

DEPARTMENT OF BUSINESS ADMINISTRATION

ACADEMIC ACTIVITIES

DEPARTMENT STATE \ NATIONAL LEVEL SEMINAR \ WORKSHOPS

Academic Year

2017-2018

Date	Department	Topic & Resource Person	Beneficiaries / Participants				
			In campus Nos.		Off campus Nos		
			No. of Students	No. of Faculty	No. of Students	No. of Faculty	No. of Institution
03.2.2018	BBA	Digital India- Prospects and Challenges. Dr.T.Joseph Professor and Head, Loyal college, Chennai	150	3	150	7	10

2018-2019

Date	Department	Topic & Resource Person	Beneficiaries / Participants				
			In campus Nos.		Off campus Nos		
			No. of Students	No. of Faculty	No. of Students	No. of Faculty	No. of Institution
25.1.2019	BBA	Emerging Business Strategies for Entrepreneurs. Dr. B. Charumathi Associate professor, School of Management Studies, Pondicherry University, Pondicherry.	112	3	160	8	5

2019-2020

Date	Department	Topic & Resource Person	Beneficiaries / Participants				
			In campus Nos.		Off campus Nos		
			No. of Students	No. of Faculty	No. of Students	No. of Faculty	No. of Institution
28.8.2019	BBA	Innovation and Emerging Trend in Global Business – Opportunities and challenges in the wake of industrial revolution Dr. A. Srinivasan Principal of Sanskithi school of business, Veedupalli, Prasathigram, Puttapatari, Andhra Pradesh	120	3	155	7	6

2021-2022

Date	Department	Topic & Resource Person	Beneficiaries / Participants				
			In campus Nos.		Off campus Nos		
			No. of Students	No. of Faculty	No. of Students	No. of Faculty	No. of Institution
22.01.2021	BBA	A Strategy Model for Export Marketing - Prospects and Challenges Dr. S.Saiganesh Associate Professor, Dayananda Sagar Buisness School, Banglore.	130	3	180	8	10

2022-2023

Date	Department	Topic & Resource Person	Beneficiaries / Participants				
			In campus Nos.		Off campus Nos		
			No. of Students	No. of Faculty	No. of Students	No. of Faculty	No. of Institution
10.03.2022	BBA	Current challenges in transformational leadership practices Dr. S.Amudhan Assistant Professor, School of Business, St.Josephs College, Bengaluru	150	3	100	10	8

2023-2024

Date	Department	Topic & Resource Person	Beneficiaries / Participants				
			In campus Nos.		Off campus Nos		
			No. of Students	No. of Faculty	No. of Students	No. of Faculty	No. of Institution
08.02.2023	BBA	A Study On Sustainable Development Goals Dr. B. Charumathi, Professor, Department of Management Studies, Pondicherry University, Pondicherry	130	3	180	8	12

INVITED LECTURE THROUGH VIDEO CONFERENCING

Video Conferencing is conducted by all the departments by inviting eminent subject experts from reputed Institutions and Universities to provide lecture in newly emerging aspects of domains. Students can interact with the experts and get clarification.

Academic Year

2017-2018

Department	Date	Topic	Resource Person	No. of Beneficiaries
BBA	18.08.2017	Recent trends in HR Practices in Current Scenario	Dr. Thenmozhi University of Madras, Chennai	87
	10.10.2017	Emerging trends in Digital Marketing	Dr. B. Augustine Arockiyaraj St.Joseph college, Trichy	88
	05.02.2018	Recent trends in talent Management	Dr. S. Lakshmi Narayanan Manipal University, Manipal	89
	13.03.2018	Recent trends in Corporate Policies and HR Practices	Dr. Archana Prasad Vaishnava college, Chennai	87

2018-2019

Department	Date	Topic	Resource Person	No. of Beneficiaries
BBA	07.09.2018	Introduction to Business Analytics	Dr. Aravindhan Associate Professor Bharathiyar university	104
	07.01.2019	Recent trends in Customer Relationship Management	Dr. M. Dharmalingam, Associate professor, Department of Management Studies, Karaikal Campus, Karikal	103
	19.01.2019	Sustainability of change Management in Idea-Vodafone Merger	Mr. R.Sathish HR Manager,Vodafone idea india pvt ltd,Mumbai	102
	26.3.2019	Recent trends in International Hr	Mr. Sukumaran Mariappan,Director Global HR,Analytics & Reporting, Westminster, CO, United States Of America	110

2019-2020

Department	Date	Topic	Resource Person	No. of Beneficiaries
BBA	20.07.2019	Security Analysis and Portfolio Management	Dr. T.Venkatesan, Associate Proffessor, Sanskrithi Arts and Science, Sanskrithi school of business, Puttaparthi	110
	21.08.2019	Entrepreneurial Challenges of Corporate And Strategic Entrepreneurship	Mr.Kumaran Ravi Hr Executive Indish Pvt Ltd, United Staes Of America.	112
	27.11.2019	Innovation and techonological Entrepreneurship	Dr. C. Kandasamy Professor, Department of Management Studies, Sri Dattaha Group of Institutions, Hyderabad	120
	04.03.2020	Unlash potential for unlimited entrepreneurship opportunities	Mr. Mahindaran periyasamy. Founder & CEO Energile LLC, Washington, Columbia, United Staes of America	125

2021-2022

Department	Date	Topic	Resource Person	No. of Beneficiaries
BBA	10.02.2021	“Changing in HR role in present situation”.	Dr. K. Rajesh Kumar, Associate Professor, Christ Academy Institute for advanced studies Bangalore.	110
	26.02.2021	Recent Technology Development in Marketing.	Mr.Padmanabhan subbian Division Manager, YIACO Medical Company at Kuwait	95
	20.10.2021	Social Entrepreneurs	Dr Sonia Katherin Mathew is an Associate Professor in HRM at Musaliar Institute of Management (MIM) Pathanamthitta, Kerala, India	110
	24.05.2022	Conflict Management	Ms G. Buvaneswari HR Manager, Aurobindo Ashram,	100

2022-2023

Department	Date	Topic	Resource Person	No. of Beneficiaries
BBA	6.10.2022	IIC “Lean startup and minimum viable product & business”.	Dr.R.Jeylakshmi, Assistant Professor (Grade III) Sri Sairam Institute of Management Studies, Chennai	120
	19.10.2022	Art of Writing and Publishing Research Paper	Dr. R. Anand, MBA., PGD PM & IR., Ph.D., Associate Professor Department of Business Administration Annamalai University Annamalainagar – 608002	120
	23.02.2023	“Opportunities of Women Entrepreneurs in India”.	Dr.S.Suresh, St. Joseph’s Institute of Management Studies, St. Joseph’s College, Tiruchirapalli.	100
	27.01.2023	Career Task for Womens in Management Sector	Dr.G.VENKATESAN Assistant Professor Dept. of Business Administration Sona College of Arts and Science Salem- 636 005 TamilNadu	100

INDUSTRIAL VISIT

Every year III UG, students are taken to Banks, Companies, Industries, Factories, & Institutions in order to acquire practical knowledge of the subject as prescribed under the syllabus

Academic Year

2017-2018

Department	Name of the Industry	Date	Observed
BBA	PIPDIC , Pondicherry	22.08.2017	Manufacturing Process
	Economic Times Press, Chennai	07.02.2018	Publication

2018-2019

Department	Name of the Industry	Date	Observed
BBA	Bennet Coleman Pvt Ltd, Chennai	25.09.2018	Process
	Hatsun Agro Product & Processing Unit, Kanchipuram	17. 10.2018	Production
	Modern Bakers, Chennai	09.08.2019	Manufacturing

2019-2020

Department	Name of the Industry	Date	Observed
BBA	Hatsun Agro Product & Processing Unit, Kanchipuram	12.12.2019	Production

2021-2022

Department	Name of the Industry	Date	Observed
BBA	Grand Technologies Pondicherry	26.10.2021	Manufacturing /Production
	Ponlait Pondicherry	11.12.2021	Manufacturing /Production

2022-2023

Department	Name of the Industry	Date	Observed
BBA	Modern Bakers Pvt. Ltd, Ommakulamedu Madhavaram, Chennai.	24.10.2022	Manufacturing /Production
	Hatsun Agro Product & Processing Unit, Kanchipuram	9.11.2022	Production

SUMMER INTERNSHIP

Summer internship is taken up by the UG/PG students during the summer vacation for a period of one month. The internship allows hands on experience and students gain practical knowledge from the industry. The internship comes under the category of extra credit earning provision.

Academic Year

2017-2018

Department	Class & Major	Date	Place	Beneficiaries	Outcome
BBA	II BBA	06.5.18	Whirpool India Pvt Ltd, Pondicherry, ugar Mill, Mudiypakkam	25	Learned about various functions of management

2018-2019

Department	Class & Major	Date	Place	Beneficiaries	Outcome
BBA	II BBA	08.5.2019	Rajan Modern Rice Mill, Pondicherry, Hi Design India Private Ltd.,	9	Learned about various functions of management

2019-2020

Department	Class & Major	Date	Place	Beneficiaries	Outcome
BBA	II BBA	12.5.2020	Aavin milk factory, Villupuram	12	Learned about various functions of management
			NLC Neyveli	4	

2021-2022

Department	Class & Major	Date	Place	Beneficiaries	Outcome
BBA	I BBA	19.01.2022	Aavin milk factory, Villupuram	15	Learned about various functions of management
	II BBA	9.02.2022	EID Parry India Ltd, Nellikupam	3	
		31.01.2022	Slochana Constructions, Kurmapettai, Villupuram	5	
		19.01.2022	Jamuna Sai Constructions Pvt, Virudhachallam	5	

2022-2023

Department	Class & Major	Date	Place	Beneficiaries	Outcome
	II BBA	26.12.2022	Dhivya Sarees Manufacturing company Tindivanam	8	Learned about various functions of management
			Nikkitha Container Tin Manufactures in Pondy cherry	5	
			Nikkitha Container Tin Manufactures in Pondy cherry	2	
			Instant Infinity Village Décor Kootripet	8	
	III BBA	26.12.2022	AAvin Cooperative milk producer union Villupuram	3	
			Sri Ram Textiles Chinnanerkanam Kootripet	5	
		20.12.2022	Vijay Food product K.K.Nagar Chennai	7	