



**Jayaraj Annapackiam College for Women (Autonomous),
Periyakulam**

Accredited with 'A+' Grade in (Cycle 4)

Department of Business Administration

Association Activities

2021 – 2022

Staff Advisor: Dr.P.Malarvizhi MBA., M.Phil., Ph.D.,

Student Secretary: Ms. K.Sharmila III BBA

Students Joint Secretary: Ms. C.Rose Merlin Princy, II BBA

Entrepreneurship Development Programme

WED (World Entrepreneur Day) celebration

The Department of Business Administration, under the BBA Association, successfully organized an Entrepreneurship Development Programme in connection with World Entrepreneur Day on 25th August 2021 through virtual mode. The programme focused on the theme "Hindrances Faced by Entrepreneurs."

The event was convened by Mrs. J. Jasmine Selvapackiam, Head & Assistant Professor, Department of Business Administration. Dr. P. Malarvizhi, Assistant Professor, served as Co-Convener, and Mrs. V. Anitha, Assistant Professor, was the Organizing Secretary. Mrs. V. Anitha led the prayer, Dr. P. Malarvizhi delivered the welcome address, and the resource person was Mrs. Thilaga, M.A., Managing Trustee, Evergreen Educational & Charitable Trust, Madurai.

The resource person explained the concept of entrepreneurship, emphasizing innovation, creativity, leadership, managerial skills, and the ability to identify business opportunities. She highlighted the 6Cs of entrepreneurship—Change, Challenge, Creativity, Control, Curiosity, and Cash—as key motivating factors for aspiring entrepreneurs.

The session also discussed the major challenges faced by entrepreneurs, including economic, political, legislative, technological, socio-cultural, and physical challenges. In addition, the qualities of successful entrepreneurs such as initiative, innovation, vision, leadership, quality orientation, responsibility, future orientation, and the ability to learn from failures were highlighted.

The programme provided valuable insights into entrepreneurial opportunities and challenges, motivating students to develop an entrepreneurial mindset and prepare for successful business ventures.

JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)
(A unit of the Sisters of St. Anne of Tiruchirappalli)
Accredited with 'A+' Grade in 4th Cycle by NAAC
DST - FIST Supported College
Affiliated to Mother Teresa Women's University, Kodaikanal
PERIYAKULAM - 625 601, THENI Dt. TAMILNADU.

DEPARTMENT OF BUSINESS ADMINISTRATION
Organizes a
Entrepreneurship Development Programme
WED Celebration
World Entrepreneur Day

25.08.2021
2.00 pm - 3.00 pm

Topic :
Hindrances faced by Entrepreneurs

Resource Person
Mrs. Thilaga M.A.
Managing Trustee
Evergreen Educational & Charitable Trust
Madurai - 10

Patrons
Rev. Sr. Dr. B.J. Queensly Jeyanthi
Mother Superior & Secretary, J.A. College.
Rev. Sr. Dr. S. Jesurani
Principal, J.A. College.

Convener : Mrs. J. Jasmine Selvapackiam
Head & Assistant Professor, Dept. of BBA, J.A. College.
Co Convener : Dr. Mrs. P. Malarvizhi
Assistant Professor, Dept. of BBA, J.A. College
Organizing Secretary : Mrs. V. Anitha
Assistant Professor, Dept. of BBA, J.A. College

<https://meet.google.com/bez-acnq-kuo>

TEACHERS DAY CELEBRATION

The Department of Business Administration celebrated Teachers' Day on 3rd September 2021 at 2:30 p.m. in Room No. 20, St. Joseph Block. Students from II BBA and III BBA enthusiastically participated in the celebration.

The programme commenced with a warm Welcome Address delivered by the Association Student Secretary, Ms. M. Jeba Sneha of III BBA. Ms. K. Sharmila of III BBA read a meaningful Bible verse on teachers. Students from I BBA and III BBA presented a melodious Teachers' Day song as a token of gratitude and respect for the faculty members.

The Head of the Department, Mrs. J. Jasmine Selvapackiam, appreciated the students for their excellent arrangements and motivated them with her inspiring thoughts on the importance of education and discipline. The students honoured all the faculty members with gifts provided by the College Students' Union.

The programme concluded with the Vote of Thanks proposed by Ms. M. Prabha of III BBA, expressing gratitude to everyone who contributed to the successful celebration.



FRESHER'S WELCOME

The Department of Business Administration organized a Freshers' Welcome Programme for the I BBA students on 7th October 2021 in Room No. 20, Management Block.

The programme commenced with a prayer, followed by the Welcome Address delivered by Ms. M. Jeba Sneha, BBA Association Secretary. The Head of the Department, Dr. Mrs. J. Jasmine Selvapackiam, addressed the gathering with an inspiring motivational speech, encouraging the first-year students to remain dedicated to their studies and make the best use of the opportunities available to them.

Following the Head of the Department's address, the senior BBA students welcomed the freshers by presenting them with gifts as a token of love and encouragement. The programme created a warm and friendly atmosphere, helping the newcomers feel comfortable and connected with the department.

The programme concluded with the Vote of Thanks proposed by Ms. C. Rose Merlin Princy, BBA Association Joint Secretary, expressing gratitude to the management, faculty members, and students for making the event a memorable and successful one.



“World Standards Day”

Logo competition

The Department of Business Administration celebrated World Standards Day on 13th October 2021 in Room No. 20, Management Block. The programme commenced with a prayer song followed by Bible reading.

The Welcome Address was delivered by Ms. M. Jeba Sneha, BBA Association Secretary. A total of 23 students from II BBA and III BBA actively participated in the celebration.

As part of the programme, a Logo Competition was conducted to create awareness about standards and standardization. Ten students displayed their logo designs and explained the significance of their standards logos. Ms. G. Rahila Banu of II BBA secured the First Prize, and Ms. K. Deepa of II BBA won the Second Prize.

The celebration successfully enhanced students' understanding of the importance of standards in business and everyday life while encouraging creativity and innovation. The programme concluded with the Vote of Thanks proposed by Ms. C. Rose Merlin Princy, BBA Association Joint Secretary, expressing gratitude to all who contributed to the success of the event.



VIRTUAL ALUMNI MEET

The alumni of our department are working in various fields like Education, Financial Sectors, and Corporate bodies. The aim or objective of the establishment of Alumni Association is to develop and to maintain long term relationship in the alumni working in different fields. We invited alumni from 2003 batch to till 2020. Many of our alumni are in good position in banking sector, corporate sector and educational institution.

A virtual alumni meet was organized for the alumni students of Department of Business Administration through Google meet. The Meeting started with prayer song followed by bible reading. A short video on the present achievements of the department was shared along with the Golden Jubilee Anthem.

This virtual gathering was welcomed by Dr.Mrs.J.Jasmine Selvapackiam, Head & Assistant Professor of Business Administration. The presidential Address was delivered by Rev.Sr.Dr.S.Jesurani, Principal, J.A.College, Periyakulam. Felicitation given by Rev.Sr.Dr.B.J.Queensly Jeyanthi, Secretary, J.A.College.

Former HoD of our department Dr.Mrs.S.Benita, Assistant Professor of Commerce, SVN College, Madurai, served as a resource person and shared some of the points relating to “Life coping Skills”.

More than 40 alumni have been participated in this online event. This type of meetings is very useful for transferring the knowledge through Alumni and social commitment between the college and the student.

Our Alumni shared their memories and experience. Alumni showed their solidarity in guiding the students passing out from JAC for building their carrier. The session went with various nostalgically experiences. The session concluded with a hope of having a alumni meet at the college next year. The meeting came to end with the vote of thanks proposed by Mrs.V.Anitha, Assistant Professor of Business Administration, J.A.College.

Christmas Celebration

The Department of Business Administration celebrated Christmas on 18th December 2021 at 1:00 p.m. in Room No. 20, St. Joseph Block. Students from I BBA, II BBA, and III BBA enthusiastically participated in the celebration.

The programme commenced with a Welcome Address delivered by Ms. M. Jeba Sneha, Association Student Secretary of III BBA. Ms. S. Sandiya of III BBA read the Bible verse, invoking the true spirit of Christmas. Students from I BBA and II BBA presented a vibrant Folk Dance, while the III BBA students performed a lively Santa Claus Dance, adding joy and festive cheer to the celebration.

The Head of the Department, Mrs. J. Jasmine Selvapackiam, extended her Christmas and New Year greetings to the students and appreciated their enthusiastic participation in the programme.

The celebration concluded with the Vote of Thanks proposed by Ms. M. Prabha of III BBA, expressing gratitude to the management, faculty members, and students for making the event a memorable and successful one.



Gues t Lecture on “Nation al Leadership Day”

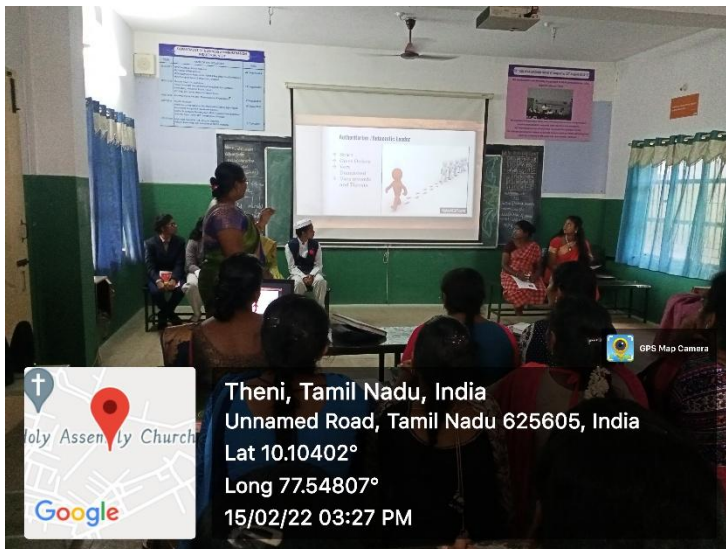
The Department of Business Administration celebrated National Leadership Day on 15th February 2022 at 3.00 p.m. in Room No. 20 to create awareness among students about the importance of leadership and its role in personal and professional success.

The programme commenced with a prayer song followed by Bible reading. In the first session, Mrs. V. Anitha, Assistant Professor, Department of Business Administration, delivered a lecture on "Leadership Styles." She explained the different styles of leadership, including Autocratic, Democratic (Participative), Laissez-faire (Free-rein), and Paternalistic leadership, highlighting their characteristics and applications in organizations.

In the second session, Dr. Mrs. P. Malarvizhi, Assistant Professor, Department of Business Administration, delivered an insightful lecture on "Qualities of Leadership." She emphasized that leadership is the ability to guide, motivate, and inspire individuals or teams to achieve common goals. The session focused on the essential qualities of an effective leader, such as communication, decision-making, responsibility, integrity, confidence, teamwork, and vision.

The programme also highlighted the significance of National Leadership Day, which recognizes the positive impact of leaders in society and encourages individuals to develop leadership qualities that contribute to personal growth, organizational success, and community development.

The programme concluded successfully with active participation from the students. It inspired them to cultivate leadership skills and motivated them to become responsible, confident, and effective leaders in their future careers.



National Employee Appreciation Day

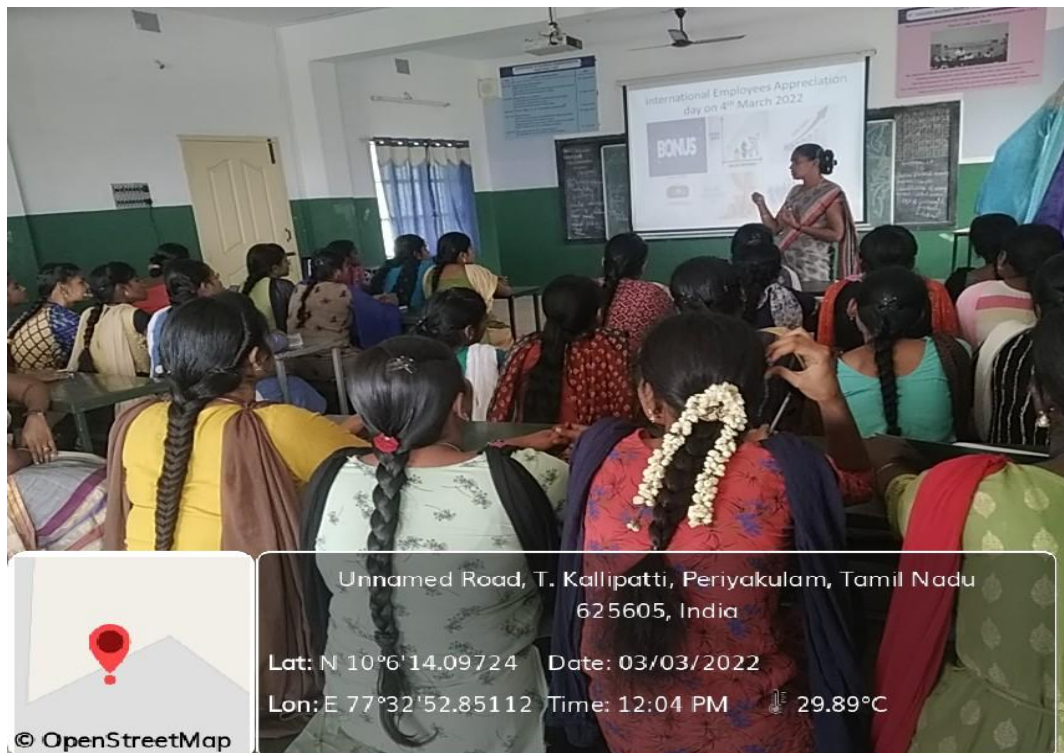
Guest Lecture on “Employee Appreciation

In connection with International Employee Appreciation Day, the Department of Business Administration celebrated the occasion on 3rd March 2022 at 3.00 p.m. in Room No. 20.

The programme commenced with a prayer song followed by Bible reading. Dr. Mrs. P. Malarvizhi, Assistant Professor, Department of Business Administration, delivered a special lecture on "Employee Appreciation." She explained the significance of recognizing employees' contributions and highlighted that International Employee Appreciation Day, observed on the first Friday of March, was established in 1995 to encourage employers to acknowledge and appreciate their employees.

The resource person discussed various forms of employee benefits and recognition, including bonus, incentive pay, salary, medical allowance, Employees' Provident Fund (EPF), and promotion. She emphasized that these benefits not only reward employees for their performance but also enhance motivation, job satisfaction, financial security, and career growth.

The programme provided students with valuable insights into employee welfare practices and the importance of appreciating employees for their dedication and contribution to organizational success.



MANAGEMENT DAY -BUSI FEST 22'

4TH APRIL 2022

Department of Business Administration celebrated Management Day 'Busi Fest' 22 at St.Joseph Block, RoomNo.20 on 4th April 2022 at 1.00 pm. The following events are conducted

- Logo Identification
- Slogan Identification
- Management game
- Rangoli
- Drawing
- Product launch

S.No	Date	Name of the Event	Student Name	Class	Prize
1	4 th April 2022	BUSI FEST MANAGEMNT GAME	R.Ramya S. Sandhiya S.Nivetha C. Rose Merlin Princy	III BBA III BBA II BBA II BBA	I ST PRIZE
			S.Mahalakshmi G.Rahila Banu D.Afrin Fathima N.Pavithra	III BBA II BBA I BBA I BBA	II ND PRIZE
		7 UP game	S.Janani	I BBA	I ST PRIZE
			R.Ramya	III BBA	II ND PRIZE
2	4 th April 2022	LOGO IDENTIFICATION	S.Nivetha K.Deepa	II BBA	I ST PRIZE
			E.Abinaya R.Jeyasri	I BBA	II ND PRIZE
3	4 th April 2022	SLOGAN IDENTIFICATION	R.Ramya S.Nandhini	III BBA	I ST PRIZE
			S.Sandhiya S.Mahalakshmi	III BBA	II ND PRIZE
4	4 th April 2022	RANGOLI	M.Prabha M.Yuvarani	III BBA	I ST PRIZE
			R.Yeyasri N.Pavithra	I BBA	II ND PRIZE
5	4 th April 2022	DRAWING	M.Subhasree	I BBA	I ST PRIZE

			R.Ramya	III BBA	II ND PRIZE
6	4 th April 2022	PRODUCT LAUNCH	M.Jeba Sneha V.Boomika K. Sharmila K Swathy S.Sandhiya R.Yuvashree	III BBA	I ST PRIZE
			M.Dibeka P.Nagalakshmi S.Sthuthireena M.Sudharsana Priyadharshini S.Yashini	I BBA	II ND PRIZE

