



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

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

Department of Business Administration

Association Activities

2023 – 2024

Staff Advisor : Mrs.V.Anitha, MBA.,M.Phil.,
Student's Secretary : Ms. E.Abinaya III BBA
Students's Joint Secretary: Ms. D.Gurulakshmi II BBA

Fresher's Welcome

The Department of Business Administration hosted the Fresher's Welcome on 24th July, 2023, in room No: 7J at the Management block. The event commenced with a prayer, followed by an opening address from Ms. E. Abinaya, the Secretary of the BBA Association from the III BBA class. Ms.E. Abinaya warmly welcomed the freshers and extended her heartfelt greetings to them.

The evening was filled with vibrant cultural performances organized by the students of II and III BBA, including captivating dance performances, motivational songs, and a felicitation address for the new students. As a token of remembrance, memento was presented, and sweets were shared with the freshers.

The culmination of the event came with a Vote of Thanks delivered by Ms. D.Gurulakshmi, the Joint Secretary of the BBA Association from the II BBA class, expressing gratitude to all who contributed to the successful occasion. With this, the memorable gathering drew to a close.



Paper Presentation Competition

On August 4, 2023, the Department of Business Administration hosted a Paper Presentation competition centred around the theme of Marketing, aimed at enhancing students' entrepreneurial skills. The event commenced with a prayer song, followed by a reading from the Bible. Extending a cordial welcome to the attendees was Ms. E. Abinaya, the Secretary of the BBA Association.

Participating students showcased their proficiency in various marketing aspects:

- 1.D. Afrin Fathima - III BBA - Explored the concept of “Guerilla Marketing”.
- 2.R. Jeyasri - III BBA - Explored the potential of “Future of social media in Marketing”.
- 3.M. Dibeka - III BBA - Presented insights into the realm of “Virtual Marketing”.
- 4.J. Asmitha - II BBA - Discussed the intricacies of “Ambush Marketing”.
- 5.E. Deepa - II BBA - Explored the strategies of “Facebook Marketing” .

Afrin Fathima from the III BBA won the first prize, and Asmitha from the II BBA won the second Prize. The BBA Association's student joint secretary, Ms. Guru Lakshmi of II BBA, delivered a vote of gratitude at the conclusion of the event.



Independence Day - Verse Writing Competition & Pencil Sketch Competition

In connection with Independence Day celebration, the Department of Business Administration conducted Competitions such as Verse Competition on the topic 'Rhythms of Revolution' and Pencil Sketch on the topic 'Shades of Sacrifice' on 11th August 2023 in Room No. 20J at Management Block.

The following Students were participated in the Competition:

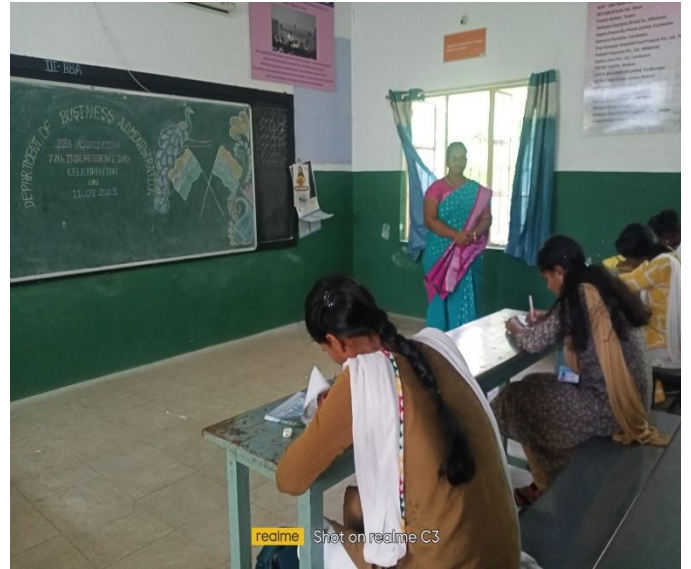
Verse Competition on the topic 'Rhythms of Revolution' :

S.No	Class	Names
1.	I – BBA	M.Janani
2.		G.Hema Sri
3.		R.Sathya
4.	II - BBA	S.Sharmila
5.		E.Deepa
6.		J.Stephela Shebi
7.		P.Devi
8.		T.Afroze Sulthana
9.		R.Sivarubiya
10.	III - BBA	E.Abinaya
11.		Jeyasri

Pencil Sketch on the topic 'Shades of Sacrifice'

S.No	Class	Names
1.	I - BBA	R.Sathiya
2.	II - BBA	V.Nisha
3.		R.Muthuselvi
4.		R.Nanthini
5.		R.Sivarubiya

Totally 16 students participated in the competitions from I , II , III BBA. From these G.Hema Sri of I- BBA got 1st Prize and J.Stephela Shebi of II BBA got 2nd Prize in verse writing Competition. In Pencil Sketch competition R.Sathiya of I BBA got 1st Place and R.Muthuselvi of II BBA got 2nd Place.



National Seminar on “Indian Accounting Standards and Techniques organized by VHNSN College, Virudhunagar

On **28th August 2023**, eleven students from the I and II Year BBA of the Department of Business Administration attended a **National Seminar on "Indian Accounting Standards and Techniques"** through virtual mode, organized by **VHNSN College, Virudhunagar**. The seminar provided valuable insights into the latest Indian Accounting Standards (Ind AS), accounting practices, and modern financial reporting techniques. The sessions enhanced the participants' understanding of standardized accounting principles and their importance in ensuring transparency and accuracy in financial reporting. The students who participated were **P. Eswari, M. Janani, G. Ramya Devi, E. Priyadharshini (I BBA)** and **J. Asmitha, E. Deepa, D. Gurulakshmi, S. Ishwarya, C. Kavya, P. Devi, and E. Sivarubiya (II BBA)**. The seminar enriched the students' knowledge of contemporary accounting practices and encouraged them to stay updated with recent developments in the field of accounting and finance.

National Small Scale Industries Day – 2023

The Department of Business Administration, under the BBA Association, celebrated **National Small-Scale Industries Day 2023** on **30 August 2023** at the Research Block with active participation from I, II, and III BBA students. The programme featured three informative sessions by experts from industry and entrepreneurship. **Mr. Manavalan**, Coordinator, KVIC, Madurai, delivered a talk on "**Digital KVIC**", explaining the objectives of KVIC and various schemes such as PMEGP, SFURTI, Digital KVIC, Interest Subsidy Eligibility Certification Scheme, and the Rebate Programme, while motivating students to become entrepreneurs. **Rev. Dr. Sr. A. Sahaya Sangeetha**, Director of Sarwodeep, J.A. College, Periyakulam, spoke on the "**Role of SSI in Women Entrepreneurship**," highlighting the importance of small-scale industries in empowering women through financial support, skill development, and entrepreneurship opportunities. The third session featured experience-sharing by entrepreneurs from **Sarwodeep Start-Up**, including **J. Vahitha**, **S. Thavamani**, **Mrs. R. Aruna Kumari**, **Mrs. G. Seetha Lakshmi**, and **Mrs. C. Aatheeswari**, who shared their inspiring journeys in sustainable enterprises such as reusable sanitary napkins, eco-friendly products, jute crafts, and eco-fashion. The programme concluded with a field visit to the **Sarwodeep Jute Craft Unit** and "**Nia**" **Napkin Unit**, providing students with practical exposure to small-scale industries and sustainable entrepreneurship.



Teachers' Day

On 5th September 2023, The Department of Business Administration celebrated Teachers' Day with immense enthusiasm and gratitude towards the dedicated faculty members. The event took place in In Room. No: 7J at Management Block creating a festive ambiance. The Event started with prayer song followed by Bible reading. R.Jeyashee from III BBA proposed warm welcome address, emphasizing the crucial role teachers play in shaping the future. The day unfolded with captivating cultural performances, including dance, music, game conducted for the staff members and poetry recitations, showcasing the students' talents while paying homage to their mentors. Heartfelt speeches from students expressed deep appreciation for their teachers' influence on their academic and personal growth. Our Department Head, Dr. J.Jasmine Selvapackiam, addressed the gathering and encouraged the students to study well and strive hard to achieve their goals. The celebration concluded with a sense of renewed appreciation, strengthening the bond between teachers and students. The students also honoured the teachers with gifts and Sweets. At last the meeting came to an end with Vote of Thanks given by Students Joint Secretary Ms.D.Gurulakshmi.



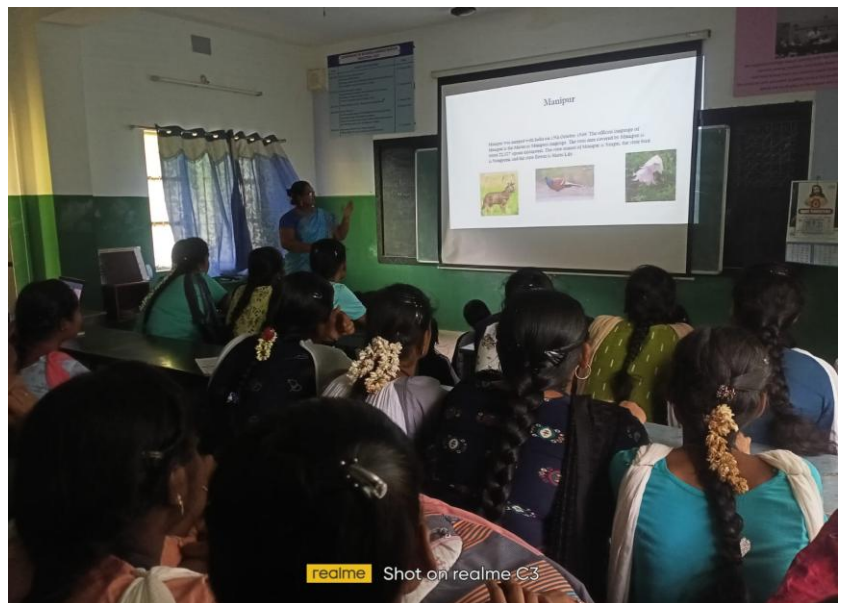
Guest Lecture

The Department of Business Administration organized a guest lecture on "Time Management Habits of Successful Women" on 7th September 2023 at 9.30 a.m. Dr. Mrs. C. Subasri, MBA., M.Phil., Ph.D., Assistant Professor, Department of Business Administration, Government Arts College for Women, Nilakottai, served as the resource person. She highlighted effective time management practices followed by successful women, including prioritization, time blocking, delegation, goal setting, setting boundaries, self-care, continuous learning, and the use of technology tools. She emphasized the importance of maintaining a healthy work-life balance and encouraged students to adopt these habits to improve their academic performance and personal development. The session was highly informative and inspiring, motivating the participants to manage their time effectively and work towards achieving their goals.



A Discussion on “Manipur the Jewel of India”

The Department of Business Administration organized a discussion on "Manipur – The Jewel of India" on 12 September 2023 at Room No. 20J, Management Block. The programme commenced with a prayer song and Bible reading, followed by a keynote address by Mrs. V. Anitha, Assistant Professor, Department of Business Administration. She highlighted the geographical significance of Manipur and discussed the ongoing ethnic conflict between the Meitei and Kuki communities, emphasizing its causes, challenges, and the role of the Indian Army and central forces in restoring peace and stability. She also stressed the need for dialogue, reconciliation, and a balanced approach to achieve lasting harmony in the region. The programme concluded with a vote of thanks delivered by Ms. D. Gurulakshmi, Joint Secretary of the BBA Association.



Industrial Visit

As part of the curriculum and holds a special place in the professional career of students BBA Association organized Industrial Visit to Jeyam Sea Food Processing Unit and Amrith Sree Ice Cream Company, Rameshwaram on 26th September 2023. 52 students and 3 faculty members visited these industries. Students understand the internal working of an organization through an industrial visit.

The following points were understood by our students:

- Crab & Prawn - Processing which can include washing, chilling, skinning, gilling and gutting, filleting, shucking, cooking, smoking, salting, drying, preserving, or canning.
- The traditional methods of processing fish by salting, drying, smoking pickling etc. are collectively known as Curing.
- To preserve the sea foods, they have a separate unit to prepare ice bars. placing them outside on a flat surface, filling them with water, then letting them freeze into blocks. Depending on how cold it is, you can make your blocks larger or smaller.
- Ice Cream Process - Milk heated to a temperature of 60° is continually squirted into a skimmer-centrifuge, which spins at a very high speed. This is how the cream comes out of the top center of the skimmer and the skimmed milk comes out from the outside. The mix is pasteurized by heating at 82-85°C for 15 seconds then cooled to destroy bacteria. The mix is left alone for 2-24 hours so fat globules solidify and viscosity increases. Flavors or colorings are added. The mix is frozen (at about -7°C) and beaten. The students get to know the functioning of the industry, how the machine parts work, what principles they follow, how much time it will take to complete the process, how the workers manage the work properly. These are some important parts that a student will learn in their industrial visit. A visit to an industry provides a unique opportunity for students to witness the state-of-the-art manufacturing process and technology used in the industry. The industrial visit also helps them gain insight into how different machines work together, how products are made, and how quality control is maintained.





International Online Quiz

The Department of Business Administration successfully organized an International Online Quiz on World Standards Day on 14th October 2023 to promote awareness of global standards and their importance in ensuring quality, innovation, and sustainable development. The event witnessed enthusiastic participation from 304 participants, including faculty members, students from 43 colleges, academicians, industrial professionals, and bank employees from various states and countries. The quiz was conducted through an online platform, enabling participants to test their knowledge on the significance of standardization and the 2023 World Standards Day theme, "Shared Vision for a Better World – Standards for Sustainable Development Goals." The programme was successfully coordinated by the Department of Business Administration with the support of the faculty and technical team. E-certificates with scores were issued to all participants in recognition of their active participation. The event effectively enhanced awareness of international standards and their role in improving quality of life and achieving sustainable development.

COLLEGE BAZAAR

The College Bazaar, organized by the BBA department on October 18, 2023, was a huge success. The event was inaugurated with great honour as the Rev.Sr.Dr.S.Jesurani , Principal and Rev.Sr.Dr.B.J.Queensly Jeyanthi Secretary & Mother superior jointly performed the ribbon-cutting ceremony. The event offered students with a realistic platform to use their theoretical knowledge in business operations and management, with a total of 19 stalls presenting a varied assortment of food items. A continuous stream of visitors, such as students & staff members of various departments attended the stalls throughout the day. Each students Paid Rs.100 as a Stall rent to the department. The market was a financial success, with a profit of Rs. 5475. Aside from monetary benefits, the students learned significant lessons in entrepreneurship, such as market research, pricing tactics, customer service, and inventory management. The event also functioned as a venue for developing teamwork, communication, and leadership abilities. Participants and visitors alike provided overwhelmingly favourable feedback, praising the students for their inventiveness, professionalism, and product quality. Overall, the event demonstrated the department's dedication to giving students with hands-on experience and preparing them for the dynamic demands of the commercial world.



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(A unit of the sisters of St. Anne of Thoothukudi)
DST - FIST Supported College since 2016
Re - Accredited with 'A' Grade in 4th Cycle by NAAC
(Affiliated to the Mother Teresa Women's University, Kodakkal)
Periyakulam, Thoothukudi District.



Department of Business Administration

Invites U

for

COLLEGE BAZAAR

On

18th October 2023

Venue: Management Block

Time 9:30 a.m.

Patrons

Rev. Sr. Dr. B.J. Queensly Jeyanthi,
Mother Superior & Secretary,
J.A College.

Rev.Sr.Dr.S.Jesurani,
Principal,
J.A College.

Convenor
Mrs.V.Anitha, Assistant Professor of BBA

Organizing Members
Mrs.J.Jasmine Selvapackiam, Head & Assistant professor of BBA
Dr.P.Malarvizhi , Assistant Professor of BBA
Rev.Sr.A.Sahaya Berlin Sujana , Assistant professor of BBA

All are cordially invited



List of Food Items

Pastry Items(1 Piece Each) - Rs.10

- Jam Cake
- Chocolate Cake
- Pudding cake
- Strawberry Cake
- Vennila Cake

Juice Items: (1 Cup Each) - Rs.10

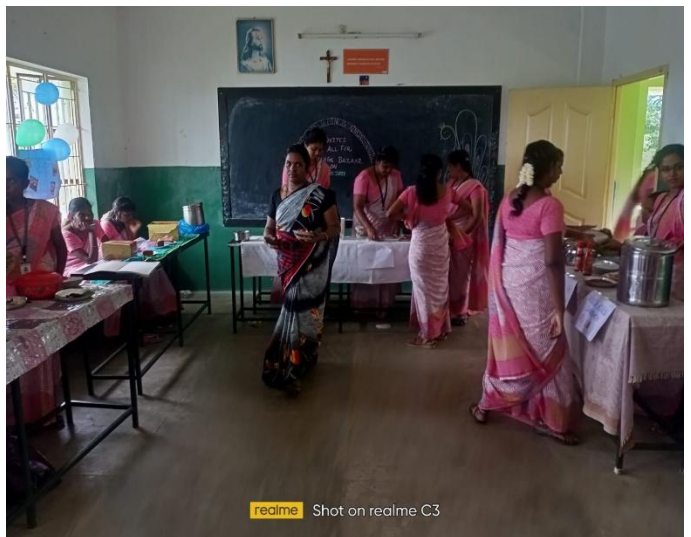
- Sarbath
- Lemon Juice
- Butter Milk
- Rose Milk

Other Items :

- Chicken Briyani (1 plate) - Rs.80
- Egg Gravy (1 Cup) - Rs.15
- Chicken 65(1 plate) - Rs.30
- Fish Fry(1 Piece) - Rs.30
- Paniyaram (1 Plate -3 pieces) - Rs.10
- Phel Puri (1 plate) - Rs.20
- Bread Omelette (1 Piece) - Rs.20
- Omelette - Rs.10
- Kara Pori (1 plate) - Rs.15
- Aval Poyasam (1 Cup) - Rs.15
- Gobi 65 (1 plate) - Rs.15
- French Fries (1 plate) - Rs.15
- Bread Sandwich - Rs.25
- Noodles(1 plate) - Rs.25
- Ragi Semiya -(1 plate) Rs.15
- Mini Gulab Jamun(5 Pieces) - Rs.10
- Pine Apple (1 plate) - Rs.10
- Water Melon (1 plate) - Rs.10
- Mini Samosa (1 plate - 2 Pieces) - Rs.10
- Pani Puri (1 plate) - Rs.10
- Masala Pori (1 plate) - Rs.10
- Gulab Jamun (3 Pieces) - Rs.10
- Mysore Pak(1 Piece)- Rs.5
- Paatha (1 Plate) - Rs.15
- Cool drinks (1 Cup) - Rs.10
- Rice Puttu (1 Plate) - Rs.10
- Buji (2 Pieces) - Rs.10
- Sundel (1 Plate) - Rs.15
- Mchandi (For one Palm) - Rs.20
- Pearl Millet Porridge (1 Cup) - Rs.15

Welcome to our college bazaar, where you can find everything from student-made delicious food and drinks!





Fine Arts –“ JAC FEST O BEATS 2023 – 2024”

The students of the Department of Business Administration actively participated in the Fine Arts Festival – "JAC FEST O BEATS 2023–2024", held on 15th and 16th December 2023 at Jayaraj Annapackiam College for Women (Periyakulam). The event provided an excellent platform for students to exhibit their artistic talents and creativity through various cultural competitions. Our II BBA students secured II Prize in the Ad-Act competition. The winning team comprised T. Kamatchi, J. Stephela Shebi, P. Timple Agalya Devi, D. Gurulakshmi, K. Baladevi, and P. Devi, whose outstanding performance earned appreciation from the judges and audience. In the Mehendi competition, J. Asmitha and A. Karthika of II BBA secured III Prize, showcasing their creativity and artistic skills. The achievements of the students brought pride to the department and reflected their enthusiasm, teamwork, and commitment to extracurricular excellence.

CHRISTMAS CAROLS

"On December 22, 2023, the Department of Business Administration held a Christmas carol celebration in Room 20J at the Management Block. The event commenced with a prayer song and a reading from the Bible. Ms. Abinaya, a student from the III BBA, delivered the welcome address. The program featured a captivating skit about Christmas performed by second-year students, followed by an enchanting dance presented by first-year students. The festive spirit soared as the students from the second year sang a delightful Christmas song. Adding to the jubilant atmosphere, there were spirited performances of Santa Claus dances, accompanied by the sharing of sweets among the attendees. The gathering concluded with a gracious vote of thanks."



INTERNATIONAL WEBINAR

- **Convenor** : Mrs.J.Jasmine Selvapackiam., Head & Assistant Professor
of Department of Business Administration
- **Organizing Secretary** : Mrs V.Anitha, Assistant Professor of BBA
- **Organizing Members** :
 1. Dr.Mrs.P.Malarvizhi, Assistant Professor of BBA
 2. Sr.A.Sahaya Berlin Sujana, Assistant Professor of BBA

We started the International webinar with Prayer Song followed by Bible Reading, Mrs.J.Jasmine Selvapackiam , Head & Assistant Professor of BBA Department gave Welcome Address. Rev.Sr.Dr.S.Jesurani, Principal & Rev.Sr.Dr.B.J.Queensily Jeyanthi, Secretary & Mother Superior supported us to organize this webinar.

Technical Session:1 gets started by the Resource Person Dr.D.Ramadevi, Interpreter, Metadrasi Organisation, Athens, Greece, shared her views on “**Innovation and Network Market as Business Strategy**”

The following Points Were discussed in the I Technical Session:

- ❖ Network marketing is a business that depends on person-to-person sales by independent representatives, often working from home. Best network marketing company in India is moving towards that direction.
- ❖ Multi-level marketing, Direct Marketing , affiliated Marketing.
- ❖ This single-tier marketing system requires an individual to sign up for a program to sell a product or service. Individuals who sign up for these programs do not need to recruit other distributors and are paid only for the direct sales they make.
- ❖ History of network marketing companies
- ❖ Things to consider when entering network marketing
- ❖ 7 skills that need to be learn & master in Network Marketing
- ❖ Networking as a Business Strategy –An Innovation Tool
- ❖ Role of Social Media: Social media allows direct sellers to expand their geographical reach while engaging younger generations, Technology might have transformed the way relationships work, but it hasn't changed their nature.

- ❖ How Network Marketing in India Works: India holds the second highest number of human population in Asia, which is about 1.2 billion approximately. As India are a developing country and an economically stable country.

Technical Session:II gets started by the Resource Person Professor.R.Veerappan, Associate dean and Head, Department of Business Administration, Sacred Heart College (Autonomous), Tirupattur, enlighten the minds of the students on “**Strategies to improve Creativity Skills in Business**”

During this session the following points were Discussed.

- ❖ Creativity is the ability to develop new ideas and to discover new ways of Looking at problems and opportunities.
- ❖ Free Mind Innovates, whereas a conservative mind can't
- ❖ Capacity of Indian Women, Commitment of an Indian Male
- ❖ 7 secrets of success, Improvemental Innovations & Incremental Innovations, Frugal Innovations.
- ❖ Creativity has no Limits and Barriers
- ❖ How to be Innovative: Discovery Based, Inquiry Based, Activity Based, Problem Based, Case Study Based, Experiment Based
- ❖ Courage & Patience
- ❖ Who is innovative: One who asks what if? One who works why not?

On the whole this international webinar on “TRENDS IN BUSINESS 2023” enlighten the minds of the participants. 470 participants from various university we received responses from other state also the session came to an end with Vote of thanks given by Sr.A.Sahaya Berlin Sujana, Assistant Professor of BBA Department.

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DEPARTMENT OF BUSINESS ADMINISTRATION
In Collaboration with
(Mou Signed)

**DEPARTMENT OF BUSINESS ADMINISTRATION
SACRED HEART COLLEGE (AUTONOMOUS)**
Tirupattur - 635 601, TamilNadu, India.

Organizes
International Webinar on
"TRENDS IN BUSINESS 2023"
On 11th January 2024
at 11.00 a.m.

Patrons

Rev. Sr. Dr. B. J. Queensly Jeyanthi
Mother Superior & Secretary, J. A. College, Periyakulam.

Rev. Sr. Dr. S. Jesurani
Principal, J. A. College, Periyakulam.

Rev. Fr. Dr. Praveen Peter, SDB
Rector & Secretary, Sacred Heart College, Tirupattur.

Rev. Fr. Dr. D. Maria Antony Raj, SDB
Principal, Sacred Heart College, Tirupattur.

Programme

Inauguration : 11.00 a.m

Welcome Address : **Mrs. J. Jasmine Selvapackiam**
Head & Convenor, Dept. of BBA, J.A. College.

I TECHNICAL SESSION - 11.30 a.m - 1.00 p.m.

Topic : **INNOVATION AND NETWORK MARKET AS A BUSINESS STRATEGY**

Resource Person : **Dr. D. Rama Devi MBA., M.Phil., PhD.,**
Interpreter, Metadasi Organization,
Athens, Greece.

II TECHNICAL SESSION - 2.00 p.m - 3.30 p.m.

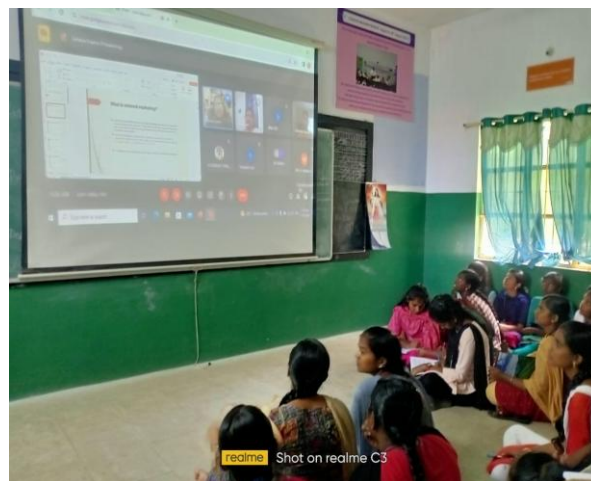
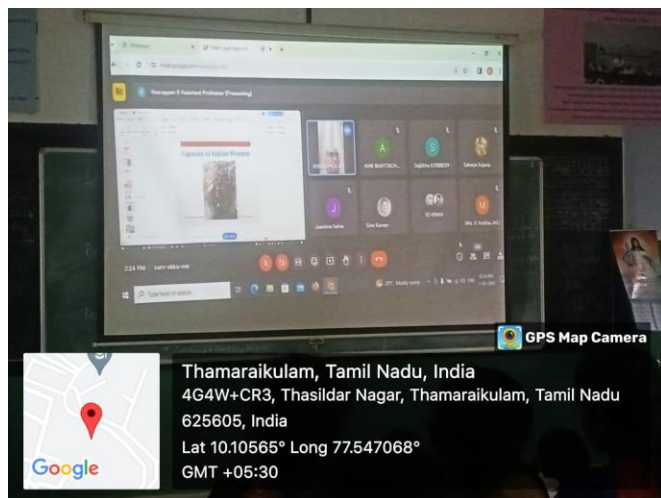
Topic : **STRATEGIES TO IMPROVE CREATIVE THINKING IN BUSINESS**

Resource Person : **Prof. R. Veerappan**
Associate Dean & Head Department of BBA,
Sacred Heart College, Tirupattur.

Vote of Thanks : **Rev. Sr. A. Sahaya Berlin Sujana**
Assistant Professor of BBA, J.A. College.

Organizing Secretary : **Mrs. V. Anitha,**
Assistant Professor of BBA, J.A. College.

Organizing Committee : **Dr. Mrs. P. Malavizhi,**
Sr. A. Sahaya Berlin Sujana
Assistant Professors of BBA,
J. A. College,
Periyakulam.



PONGAL CELEBRATION

On 13th January 2024, the Department of Business Administration celebrated Pongal festival in a Grand manner. Students and staff gathered to celebrate the harvest festival's rich cultural legacy. The department was decorated with vibrant rangoli, traditional Pongal pots, and festive decorations, creating a joyful environment. The brilliant colours and traditional decorations added to the festive atmosphere of the gathering. The traditional Pongal cooking ceremony was a highlight of the festivities. A makeshift kitchen was put up on the campus grounds, and students and professors participated in creating the Pongal delicacy. The principal visited our department and blessed us and the Pongal. After that the Pongal dish was shared to all the students and staff with a piece of sugarcane. The Pongal celebration was a huge success, bringing the campus community together to celebrate the harvest festival with both traditional fervour and modern flair. The event highlighted the college community's diversity and the value of cultural festivities in instilling a sense of belonging and unity.



POSTER PRESENTATION

On February 15, 2024, the Department of Business Administration organized a Poster Presentation Competition in commemoration of Central Excise Day. The event took place in Room No. 20J of the Management Block. The theme chosen for the competition was "Excise Essentials: Empowering Industries, Empowering Nation". The objective of the competition was to create awareness about the significance of excise duties in the industrial sector and their contribution to the nation's economic growth. It aimed to encourage students to delve into the intricacies of excise policies, their impact on businesses, and the broader economy. A total of 10 students participated in the competition. The posters were evaluated based on criteria such as relevance to the theme, creativity, clarity of message, and overall presentation. Out of 10 participants three participants were selected as Prize winners. They are

- M.Abinaya, III BBA – I Prize
- K. Durka, III BBA – II Prize
- Anitha, I BBA – III Prize



INTERCOLLEGIATE MEET “COM – FETE 2024”

23 of our BBA Students participated in Intercollegiate Meet “COM – FETE 2024” on 16th Feb 2024 organized by Department of Commerce, BBA & B. Com (CA) of St. Antony’s College of Arts and Sciences for Women, Dindigul. From that 9 of our students Won Prizes in various Competitions.

The Details are as follows:

S.No	Event Name	Name of the student	Prize
1.	Quiz	M.Rakshana – I BBA R.Eswari – I BBA	I Prize
2.	Mime	E.Amuthapriya – III BBA M.Kanipriya – II BBA J.Stephila Shebi – II BBA E.Jayasree – II BBA M.Karshika devi – II BBA	II Prize
3.	Rangoli	P.Reshma – II BBA R.Muthuselvi – II BBA	II Prize

MANAGEMENT DAY - BUSI FEST 24'

Under BBA Association we Celebrated Management Day - BUSI FEST '24 on 23rd February 2024. The meeting started with prayer song followed by Bible reading. E.Abinaya of III BBA, Secretary of BBA Association gave welcome Address. Students from I, II & III year of BBA were actively participated. Various competitions such as Paper Presentation, Ad-Act, Rangoli, Mime, Business Quiz, were conducted among the students. 56 students and 4 staff members were actively participated.

Finally the meeting ended with Vote of Thanks given by D.Gurulakshmi of II BBA, Joint Secretary of BBA Association.

The Details of the events conducted are as follows:

S.No	Date	Name of the Event	Student Name	Class	Prize
1	23 rd Feb 2024	PAPER PRESENTATION on the topic "From Start-Up to Success: Case Studies of Women Entrepreneurs in Emerging Industries"	R. Jeyasri	III BBA	I ST PRIZE
			D.Afrin Fathima	III BBA	II ND PRIZE
			Deepa	II BBA	-
			Asmitha	II BBA	-
2	23 rd Feb 2024	BUSINESS QUIZ on the topic "Finding Company Logos, CEO's, Taglines".	E.Abinaya	III BBA	I ST PRIZE
			R.Yuvarani	III BBA	I ST PRIZE
			S.Ishwarya	II BBA	II ND PRIZE
			P.Timple Agalya Devi	II BBA	II ND PRIZE
			R.Jeyasri	III BBA	-
			D.Afrin Fathima	III BBA	-
			M.Rakshana	I BBA	-

			R.Eswari		
3	23 rd Feb 2024	RANGOLI on the Title "Colors of Collaboration: Rangoli Portraits of Teamwork and Innovation"	R.Muthuselvi P.Reshma	III BBA	I ST PRIZE
			V.Nisha E.Priyadharshini	I BBA	II ND PRIZE
			R.Sathya M.Ammadul Musbera	II BBA I BBA	
			K.Durga B.Durka Devi	II BBA	
			J.Asmitha A.Karthika	II BBA	
4	23 rd Feb 2024	AD-ACT on the Title "Team Spirit"	T.Afroze Sulthana P.Logeshwari V.Nisha A.Karthika R.Nandhini	II BBA	I ST PRIZE
			R.Sathya M.Rakshana S.Bharathi R.Eswari M.Sindhuja	I BBA	II ND PRIZE
5	23 rd Feb 2024	MIME on the Title "Team Spirit"	P.Anitha M.Annapoorani	I BBA	I ST PRIZE

			E.Priyadharshini G.Hemashri M.Janani		
			T.Afroze Sulthana E.Jayasree T.Kamatchi V.Nisha P.Sharmila	II BBA	II ND PRIZE

28 students from BBA were actively participated in the competition and won the prize.

JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)
(A UNIT OF THE SISTERS OF ST. ANNE OF THROUWAPPALE)
 RE - ACCREDITED WITH 'A' GRADE IN 4TH CYCLE BY NAAC DET - FIST SUPPORTED COLLEGE
 (AFFILIATED TO THE MOTHSI TERESA WOMEN'S UNIVERSITY, KODAKKANAL)
 PERIYAKULAM THERSI DISTRICT

Department of Business Administration

CELEBRATES

BUSI FEST '24 MANAGEMENT DAY
 On
23rd February 2024

Venue: Management Block Time: 9:30 a.m.


 Marketing Communication
 • Plan • Prepare • Place


RANGOLI


BUSINESS QUIZ


Events


MANAGEMENT GAMES


 Paper Presentation

Patrons

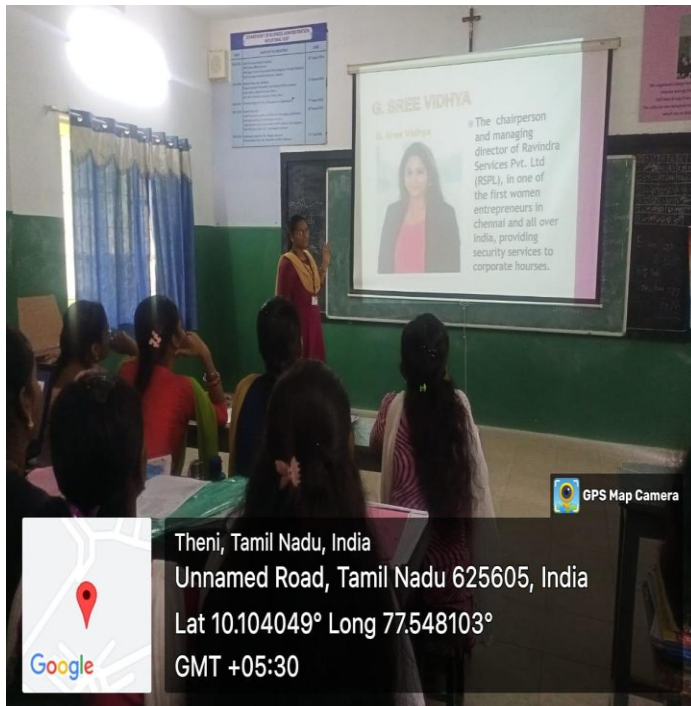
Rev.Sr.Dr.S.Jesurani
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J.A.College

Staff Incharge
Mrs.V.Anitha
Asst.Professor in BBA
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Rev.Sr.Dr.S.B.J.Queensly Jeyanthi
Secretary & Mother Superior
J.A.College

Convener
Mrs.J.Jasmine Selvapackiam
Head & Asst. Professor in BBA
J.A.College





A SHORT TALK – EMPLOYEE APPRECIATION DAY

In connection with Employee Appreciation Day, the Department of Business Administration celebrated the occasion on 3rd March 2022 at 10.30 a.m. through Google Meet. The programme commenced with a prayer song and Bible reading, followed by the welcome address delivered by E. Abinaya, III BBA, Student Secretary of the Business Administration Association. The resource person, Dr. Mrs. Muthuselvi, M.Com., B.Ed., M.Phil., Ph.D., Assistant Professor of Commerce, Mangayarkarasi College of Arts and Science, Madurai, delivered an insightful session on "Employee Appreciation."

The speaker emphasized the importance of recognizing employees' efforts and contributions to enhance motivation, job satisfaction, and organizational productivity. She discussed various forms of employee appreciation, including bonuses, incentives, salary, medical allowances, promotions, and employee motivation, highlighting how these practices contribute to a positive work environment and improved performance.

The programme concluded with a vote of thanks proposed by D. Gurulakshmi, II BBA, Student Joint Secretary.

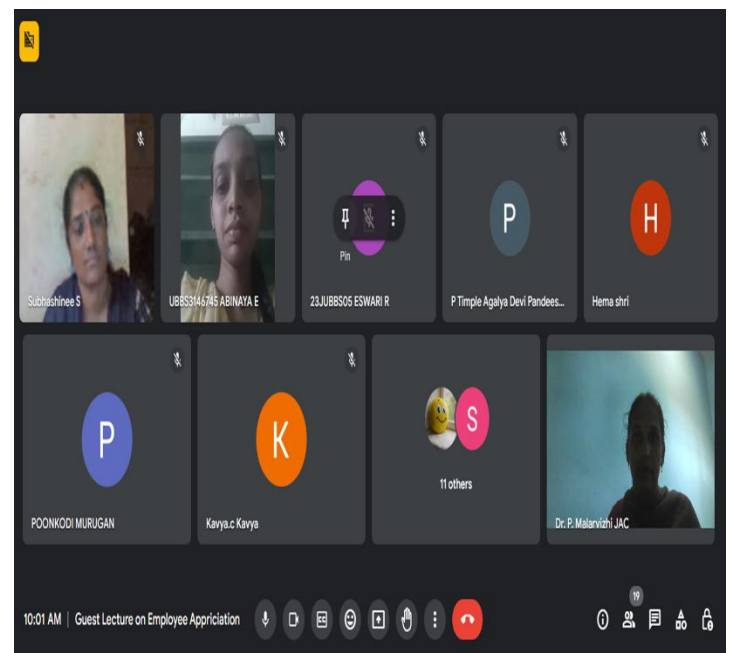
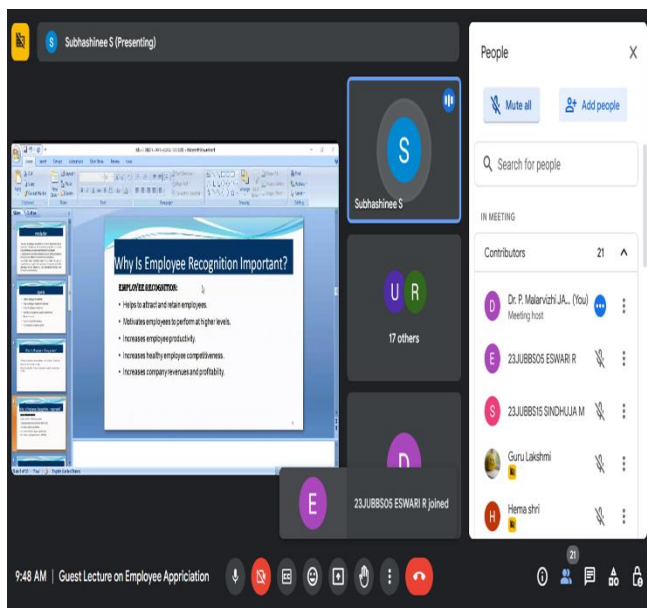


TABLEAU COMPETITION

On March 22, 2024, the Department of Business Administration organized a Tableau Competition in commemoration of Equal Pay Day. The event was took place in Room No. 07 of the Management Block. The objective of the competition was to create awareness and encourage innovative approaches to addressing gender pay inequality. It aimed to shedding light on the gender pay gap and inspiring action towards achieving greater equity in the workforce. A total of 25 students as 5 groups were participated in the competition. In each group 5 students were participated and performed well. Each group had different theme that is First group based on educational industry the second group based on IT industry the third group based on Hospital industry the fourth group based on Engineer industry the fifth group based on Agriculture. Students were presenting based on theme in creative way. The tableau was evaluated based on criteria such as relevance to the theme, creativity, clarity of message, and overall presentation. Out of 5 group students two groups student were selected as a prize winner. They are

Ist Prize - Group of Agriculture

1. M. Sudharsana Priyadharshini - III BBA
2. S. Yashini - III BBA
3. S. Yuvarani - III BBA
4. R. Sathya - I BBA
5. R. Nandhini - II BBA

IInd Prize - Group of Information Technology

1. R. Jeya Sri - III BBA
2. P. Anitha - I BBA
3. M. Janani - I BBA



FAREWELL

On April 6th, 2024, the Department of Business Administration joyously celebrated the Farewell for its outgoing students. The program commenced with a prayer seeking divine blessings. Ms. Karthika from II BBA extended a warm Welcome Address, setting the tone for the event. Our Department H.O.D., Mrs. J. Jasmine Selvapackiam, inspired the outgoing students with her motivational words. A medley of cultural performances, including felicitations, dances, and verse readings, was presented by students from both II and III BBA classes. Additionally, engaging games were organized exclusively for the outgoing III-year students, adding an extra layer of fun to the festivities. At Last, the gifts and Sweets were shared among the Final year Students. Finally the meeting ended with Vote of Thanks proposed by D.Gurulakshmi of II BBA & Joint Secretary of BBA Association.



