

DEPARTMENT OF BUSINESS ADMINISTRATION

NOUVELLES LETTRE

NEWS LETTER (JUNE 2020 – DEC 2020)

From the Editor's Desk

We are glad to bring out the accomplishments of our Department through the newsletter “**NOUVELLES LETTRE**”. A newsletter is a mirror which reflects the events, activities, achievements and academic progress of students and faculty members of the department. This newsletter is intended to bring out the glorious achievements of our students and faculty members. The outside world will come to know about the caliber of the students and the faculty along with the activities of the department through this newsletter.

Members of the Editorial Board

Mrs.S.Manju & Mrs.D.Shalini

Assistant Professors,

Department of Business Administration

Ms. M.Afna, III BBA(BPM)

Ms. D. Devisaranya., III BBA (CA)

Results

SEPTEMBER 2020

S.NO	CLASS	RESULT ACHIEVED
1.	I BBA CA	100
2.	II BBA CA	100
3.	III BBA CA	100
4.	I BBA BPM	100
5.	II BBA BPM	100
6.	III BBA BPM	100

Vision and Mission of the Department

VISION

To provide students contemporary business education to meet the challenges and dynamic evolutions in the business world, so as to empower them to serve organizations and communities as socially responsible citizens.

MISSION

- To develop the personal and professional competencies of the students through dynamic business education imbibed with commitment to excel.
- To create a vibrant learning platform to enhance the entrepreneurial skills among students.
- To prepare the students for complex management positions and enable them to perform with ethical and social values.

University Rank Holders



Ms.B.Noushika
1st Rank – BBA(CA)



Ms.A.Thasneema
1st Rank – BBA(BPM)



Ms.J.Abisha Malar
2nd Rank – BBA(BPM)



Ms.I.Bavaharini
1st Rank – BBA(CA)

STUDENT OFFICE BEARERS (2020 – 21)

S.NO	NAME OF THE STUDENT	CLASS	POST
1.	AFNA.M	III BBA(BPM)	Chairman
2.	DEVI SARANYA.D	III BBA(CA)	Vice Chairman
3.	JANANI.S	II BBA(BPM)	Secretary
4.	PRANAYA.G.P	II BBA (BPM)	Treasurer
5.	HARIPRIYA.D	III BBA(CA)	Sports Secretary
6.	NITHYA.L	III BBA	Cultural Secretary
7.	SUSMITHA.V	I BBA(CA)	Joint Secretary

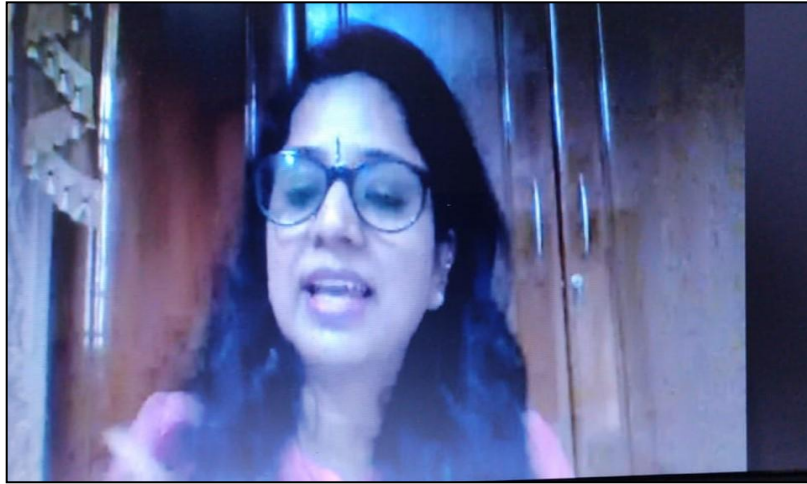


Ms.K.Miruthula Monal of II BBA(CA) was selected to participate in the State Republic Day Parade 2021 held at Chennai.



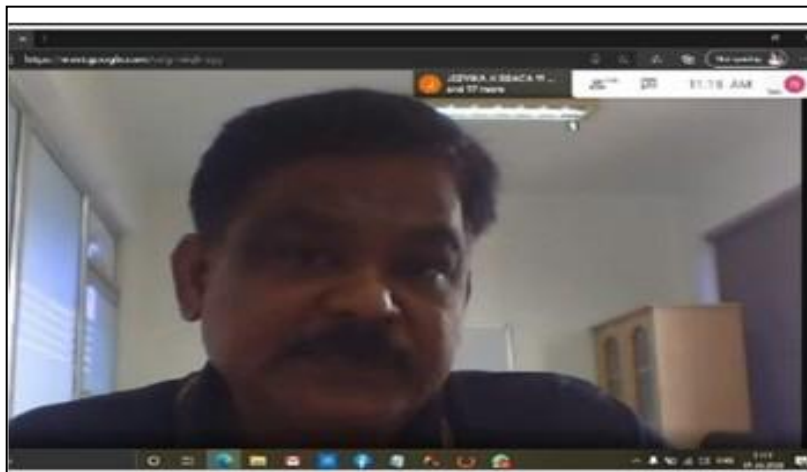
Session on Leadership Challenge - 11.09.2020

Dr.R Sangeetha, Assistant General Manager,
HR, Kirtilal Kalidas Jewellers Pvt Ltd,
Coimbatore



Session on Challenging Roles of HR in New Age Organization- 17.10.2020

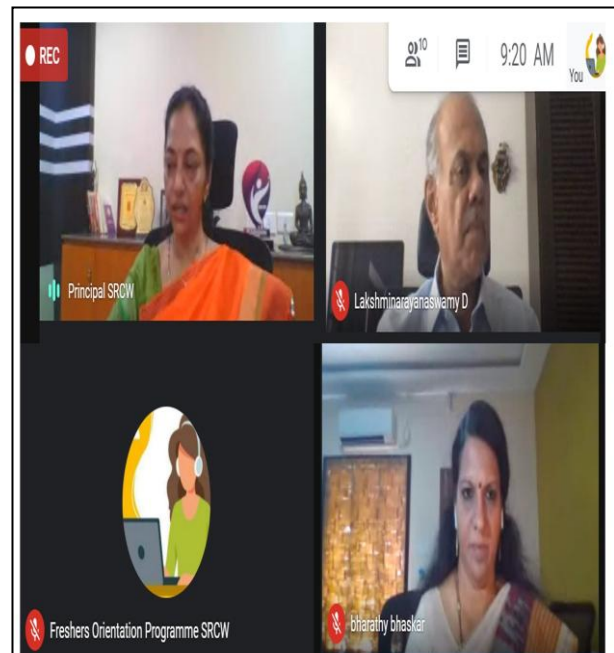
Dr.PG.Rajamohan,
Head-HR and Admin STEER Engineering,
Coimbatore



Orientation Programme for First Years - 24.08.2020

Freshers orientation programme was conducted for all first year students. Mrs. Bharathi Baskar Tamil Orator and Writer was the chief guest. Around 600 students participated in the youtube live session.

Mrs.K.Chitra, Principal and Thiru.D.Lakshminarayanawamy Managing Trustee of SNR Sons Charitable Trust welcomed the students and motivated them with their inspiring speech.



- Our institution is ranked 34th among the top 70 colleges offering BBA and among top 50 Private colleges offering BBA at National Level by **Times B-School Survey-2020**.
- Our institution is ranked 42nd among the top 120 colleges offering BBA at National Level by **India Today's Best BBA College survey 2020**.

Faculty Corner

Paper presentations : 7

Publications : 9

Webinars : 42

Conferences : 3

Workshops : 21

FDPs : 95

MOOC registered : 15

MOOC completed : 15

Membership in Professional bodies : 1

Member – BOS : 1

Commission Member : 1

International Virutal Conference (ICNNBM' 2020)

International Virutal Conference on the theme “The New Normal in Business and Management” was held on 20.10.2020. Mrs. Sangeetha Srinivasan, Delivery Lead-Technology, Global Technology Operations Bank of America, USA was the Chief Guest. Mrs Subha Rajesh, Technology Program Manager, IT, Governance & Operations, Loan Depost, Dallas, Texas, USA & Mr.K.Annamalai, Managing Director, Annamalai Capital Services (P) Limited, Coimbatore were the key note speakers.



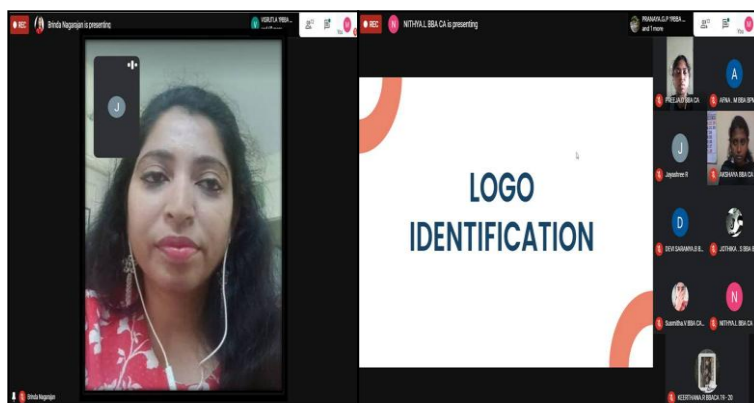
Talent Hunt 2020 - 07.09.2020

Various competitions were conducted to showcase the hidden talents of our first year students.



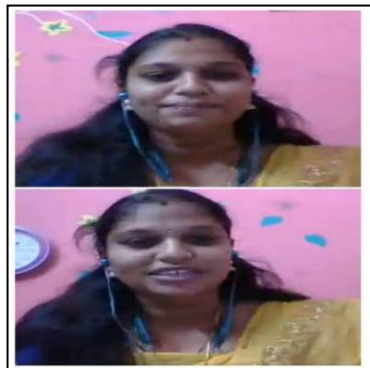
Business Fest 2020 - 21.11.2020

Play and Learn Business was the theme behind the various events conducted as part of Business Fest. Ms.T.N Birndha, Product Consultant, Future Captains was the chief guest and she addressed the students about the expectation of the industry from graduates.



Alumni Interaction

Ms.R.Yashwiniya, System Executive, Cognizant Technology Solutions, Bangalore is an alumni of BBA(CA) 2016-19 batch. Ms.Padma Deshraj, Project Coordinator, Nedspice Processing India Pvt Ltd is an almunni of BBM (2006 – 09 batch).



They motivated the students by sharing their inspiring journey of working in a corpoarte company.



Student Achievements

No of student participation in Co- curricular Activities : 198

Paper presentation by students in Conferences : 48

No of student participants in Online Quiz : 202

