

# K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM

## DEPARTMENT OF BUSINESS ADMINISTRATION

### DEPARTMENT ACTIVITY 2024-25

#### REPORT ON FRESHER'S DAY CELEBRATION

##### EVENT-1

On 02-08-2024 the Department of Business Administration celebrated Fresher's Day at K.M.G. College Old Auditorium. **Dr. C. Dhandapani**, M.A., M.Phil., Ph.D., Principal, K.M.G. College of arts and science (autonomous), Gudiyattam delivered felicitation address, Dr. J. Jayakumar, Student Co-ordinator and Dr. D. Manikandan, Dean (Autonomous) delivered a special address and Mr. K. Velan, III-BBA, gave welcome address, our principal distributed Momento to our freshers. Ms.Hamera Mariyam, I BBA delivered vote of thanks.



**K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**Vs**

**C.ABDUL HAKEEM COLLEGE, MELVISHARAM  
DEPARTMENT OF COMMERCE**

**REPORT ON MOU ACTIVITY – STAFF LINKAGE PROGRAMME**

**EVENT-2**

On 07-08-2024 the Department of Business Administration and C. Abdul Hakeem College (Autonomous), Melvisharam, Department of Commerce jointly organize staff linkage programme (MOU Activity) at K.M.G. College Old Auditorium. **Dr. C. Dhandapani**, M.A., M.Phil., Ph.D., Principal, K.M.G. College of arts and science (autonomous), gudiyattam delivered felicitation address and Dr. R. Manikandan, Head, Department of Business Administration gave welcome address and Mrs. K. Ilakkiya, Assistant Professor, Department of Business Administration introduced the chief guest. **Dr. S. Mohammed Rafique** M. Com., MBA., M.Phil., Ph.D., SET., NET., Assistant Professor & Research Supervisor, Department of Commerce, C. Abdul Hakeem College (Autonomous), Melvisharam delivered a special lecture on “**Personality Development**” 300 students are attended the programme and get benefit out it. Dr. P. Shankar, Assistant Professor, Department of Business Administration gave vote of thanks and session came to end with grand success.



**K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM  
DEPARTMENT OF BUSINESS ADMINISTRATION**

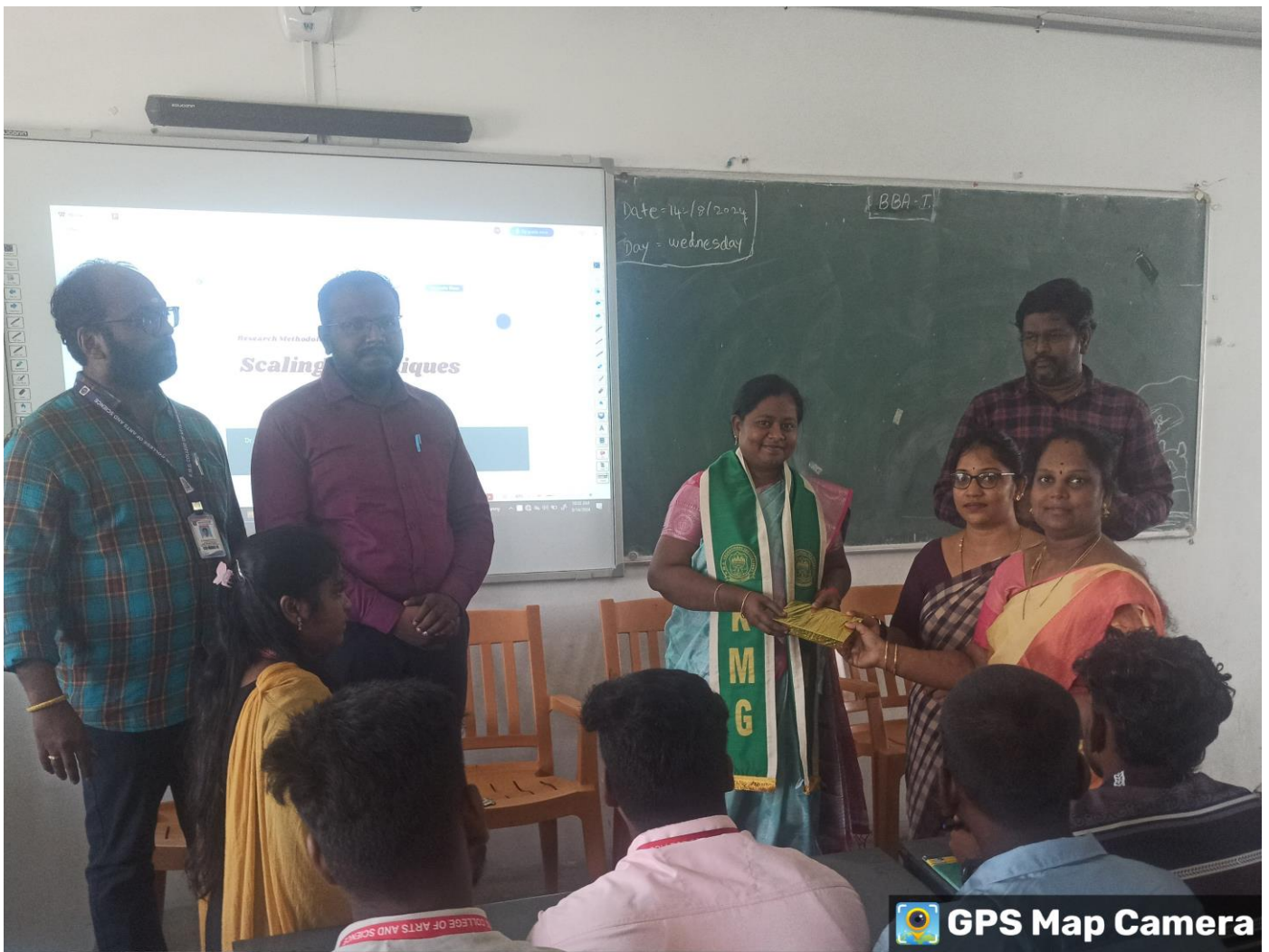
**Vs**

**MARDHUR KESARI JAIN COLLEGE FOR  
WOMEN(AUTONOMOUS),VANIYAMBADI**

**REPORT ON MOU ACTIVITY – STAFF LINKAGE PROGRAMME**

**EVENT-3**

On 07-08-2024 the Department of Business Administration and Mardhur Kesari Jain College for Women, Vaniyambadi, Department of Business Administration jointly organized staff linkage programme (MOU Activity) at K.M.G. College Old Auditorium. **Dr. C. Dhandapani**, M.A., M.Phil., Ph.D., Principal, K.M.G. College of Arts and science (autonomous), Gudiyattam delivered felicitation address and Mr.S.Balu Assistant Professor of Business Administration, gave welcome address and Mrs. V.Gayathiri, Assistant Professor, Department of Business Administration introduced the chief guest. **MrsS.Athiyaveni** M.A.,M. Com., MBA., SET., Assistant Professor, Department of Business Administration , gave special lecture on the Topic' An overview of organizational Behaviour". Dr.P.Dinesh M.B.A., M.Phil.,Ph.D., Assistant Professor, Department of Business Administration , gave special lecture on the Topic' Research Methodology-Scaling Techniques'. Our BBA students attended the programme and get benefit out it. Mrs.K.Ammu, Assistant Professor, Department of Business Administration gave vote of thanks.



 **GPS Map Camera**

## Gudiyatham, Tamil Nadu, India

WWV2+4G Thilakeshwaran jacksolutio home, Gandhi Nagar Gudiyatham, Tamil Nadu

635803, Gandhi Nagar, Gudiyatham, Veppur, Tamil Nadu 632602, India

Lat 12.943629°

Long 78.901418°

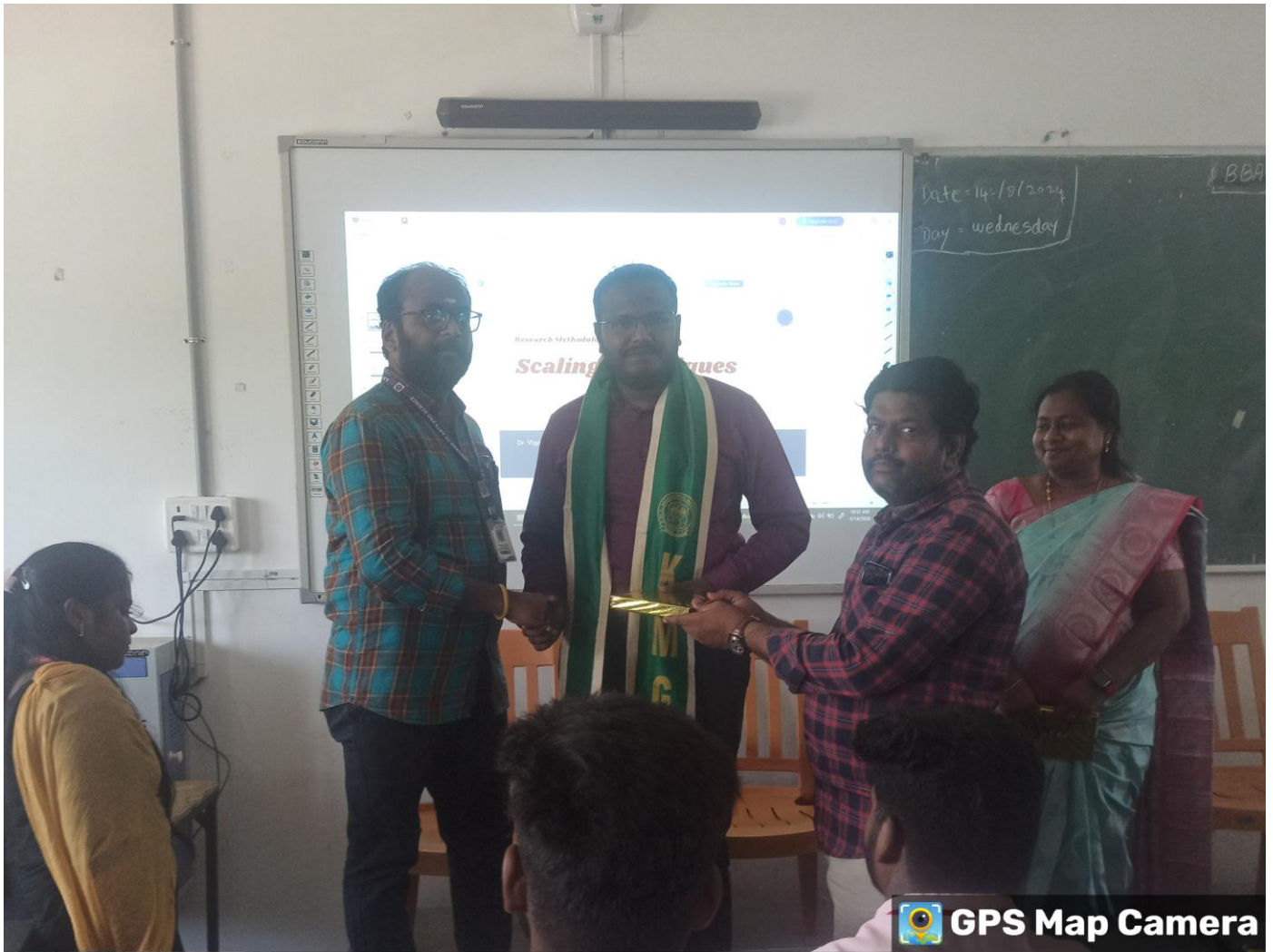
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STAFF LINKAGE PROGRAMME KMG COLLEGE OF ARTS & SCIENCE, GUDIYATTAM Vs  
MKJC

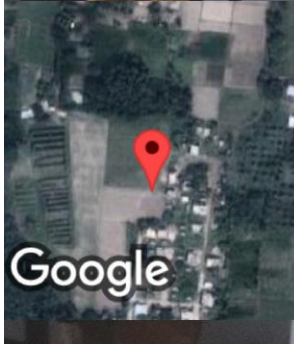


Google





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635803, Gandhi Nagar, Gudiyatham, Veppur, Tamil Nadu 632602, India

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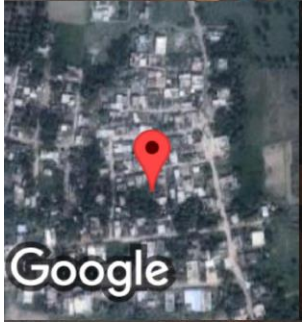
STAFF LINKAGE PROGRAMME KMG COLLEGE OF ARTS & SCIENCE, GUDIYATTAM Vs  
MKJC



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## Gudiyatham, Tamil Nadu, India

WWX3+JMW, Gandhi Nagar, Gudiyatham, Tamil Nadu 635803, India

Lat 12.949082°

Long 78.904601°

14/08/24 10:28 AM GMT +05:30

STAFF LINKAGE PROGRAMME KMG COLLEGE OF ARTS & SCIENCE,  
GUDIYATTAM Vs MKJC



**K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**Vs**

**MARDHUR KESARI JAIN COLLEGE FOR  
WOMEN(AUTONOMOUS),VANIYAMBADI**

**REPORT ON MOU ACTIVITY – STAFF LINKAGE PROGRAMME –TALK SERIES**

**EVENT-4**

On 09-08-2024 Mardhur Kesari Jain College for Women,Vaniyambadi,Department of Business Administration organized a Talk series,staff linkage programme (MOU Activity) at MKJC.. **Dr.R.Manikandan**, B.Sc(cs), B.Ed.,M.B.A., M.Phil., Ph.D., Assistant Professor & Head, Department of Business Administration KMG College of Arts & Science,(AUTONOMOUS), Gudiyattam delivered guest lecture on the Topic 'Business Regulatory Framework. **Dr.P.Shankar** M.B.A.,M.Phil.,Ph.D.,M.Com.,B.Ed.,PGDCM., DCAFA., delivered Guest lecture on the Topic “An overview of Financial Management”.

**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN(AUTONOMOUS)  
VANIYAMBADI**

(A Project of Sri Marudhar Kesari Jain Trust)  
Recognized u/s 2(f) & 12(B) of UGC Act 1956 || Permanently Affiliated to Thiruvalluvar University  
Accredited by NAAC with "A" Grade (3rd Cycle) || An ISO 21001:2018 (EMOS) Certified Institution Supported  
by DST - FIST

**Slide 1 of 1**

**SCHOOL OF BUSINESS  
PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION**

**SOB TALK SERIES-11**

**TOPIC**  
**Business Law and regulatory of framework**

**CHIEF GUEST MR. MANIKANDAN**  
MBA., M.Phil., Ph.D., M.Sc., B.Ed.  
Head & Assistant Professor in the Department of  
Business Administration , KMG College Of Arts and  
science (Autonomous), Gudiyatham

**All are Cordially Invited**

venue :Room No: 28  
Date : 09.08.2024  
Time : 10.00 am

**V. Dilip Kumar Jain**  
President

**Anand Singhvi**  
Secretary

**Dr .M. Inbavalli**  
Principal



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN(AUTONOMOUS)  
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**SCHOOL OF BUSINESS  
PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION  
ORGANISES GUEST LECTURE ON 09.08.2024**

SOB - TALK SERIES -12

**TOPIC**

**OVERVIEW OF FINANCIAL MANAGEMENT**

**CHIEF GUEST**

**Dr. P. Shankar MBA., M.Phil., Ph.D., M.com., B.Ed.,  
PGDCM., DCAFA.**

Assistant Professor in the Department of Business  
Administration KMG College of Arts and  
Science(Autonomous), Gudiyatham.



**All are Cordially Invited**

Venue : Room No:9  
Date : 09.08.2024  
Time : 10.00AM

**V.Dilip Kumar Jain  
President**

**Anand Singavi  
Secretary**

**Dr.M.Inbavalli  
Principal**







**K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM  
DEPARTMENT OF BUSINESS ADMINISTRATION  
OFF CAMPUS PROGRAMME**

**EVENT-5**

On 22-08-2024 Mardhur Kesari Jain College for Women, Vaniyambadi, Department of Business Administration organized a national level college meet (b-Blaze) an Inter-Collegiate Management event. 25 of our III BBA Students accompanied with Mrs.V.Gayathiri M.B.A., M.Phil., Assistant Professor of Business Administration participated in the event. Mr.B.Vishnu, Mr.T.S.Nitish Kumar, Mr.Faizal Khan, Mr.N.Naveen, Mr.Sanjay of III BBA 'B' Sec Won Third Prize in the event, 'Blind Snake'.



# K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM DEPARTMENT OF BUSINESS ADMINISTRATION OFF CAMPUS PROGRAMME

## EVENT-6

On 29-08-2024 Islamiah College for Women, Vaniyambadi, Department of Commerce (Computer Applications) organized an International Conference on “An Impact of Digital Marketing in India”. Dr. Chinnaiyah Anbalagan, Professor and Research Advisor, College of Business & Economics, Samara University, Afar State, Ethiopia, East Africa was the Chief Guest. Our Head of the Department, Dr. R. Manikandan MBA., M.Phil., Ph.D., M.Sc9Cs), B.Ed., Mrs. K. Ilakkiya MBA., M.Phil., Assistant Professor of Business Administration Mrs. V. Gayathiri MBA., M.Phil., Mr. S. Balu MBA., M.Phil., Assistant Professor of Business Administration Mrs. K. Ammu MBA., Assistant Professor of Business Administration & 15 of our III BBA Girls ‘A’ & ‘B’ Sec participated in Conference.

<p style="text-align: center;"><b>Organized by</b></p> <p style="text-align: center;"><b>DEPARTMENT OF COMMERCE (CA)</b></p> <p style="text-align: center;">ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE 10, By-Pass Road, Newtown, VANIYAMBADI-635752, Tiruvattur District, Tamil Nadu - INDIA Phone: 04174-235266 Email: hccmcaiw2024.25@gmail.com</p> <p style="text-align: center;"><b>Contact Numbers and Mail - Id</b></p> <p style="text-align: center;"><b>Ms. S. DEEPAKSHMI - 9342535049</b> <b>Ms. B. BRINDHIA - 6382458990</b> Email: hccmcaiw2024.25@gmail.com</p>	<p style="text-align: center;"><b>ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE</b> <small>Permanently Affiliated to Bharathiar University Recognized by UGC U.S. 201 and 230 of the UGC Act 1956 Accredited with 'B' Grade by NAAC.</small></p> <div style="text-align: center;">  </div> <p style="text-align: center;">Cordially invites you for <b>INTERNATIONAL CONFERENCE</b> <b>ON</b> <b>AN IMPACT OF DIGITAL MARKETING IN INDIAN ECONOMY</b> 29<sup>th</sup> AUGUST 2024 @ 10 am at Seminar Hall</p> <div style="text-align: center;">  </div> <p style="text-align: center;"><b>RESOURCE PERSON</b> <b>Dr. CHINNAIAH ANBALAGAN</b> Professor &amp; Research Advisor College of Business &amp; Economics Samara University, Afar State, Ethiopia, East Africa.</p>
<p style="text-align: center;"><b>ORGANISING COMMITTEE</b></p> <p style="text-align: center;"><b>CHIEF PATRON</b> <b>Janab C. KHAISSER AHMED SAHIB, B.Sc.</b> Secretary &amp; Correspondent Islamiah Women's Arts and Science College Vaniyambadi.</p> <p style="text-align: center;"><b>PATRON</b> <b>Dr. LIYAHAT ALI M.Sc., M. Phil., Ph.D.</b> Academic Adviser Islamiah Women's Arts and Science College Vaniyambadi.</p> <p style="text-align: center;"><b>PRESIDENT</b> <b>Dr. M. RENU</b> M.Com., M.B.A.(Fin.), M.B.A.(HRM), M.Phil., PGDCA, SET, Ph.D. Principal Islamiah Women's Arts and Science College, Vaniyambadi.</p> <p style="text-align: center;"><b>CONVEENER</b> <b>Dr. K. INDIRA</b> M. Com., M. Phil., B. Ed., PGDCA, SET, Ph.D. Head, Department of Commerce (CA) Islamiah Women's Arts and Science College, Vaniyambadi.</p> <p style="text-align: center;"><b>ORGANIZING SECRETARIES</b> <b>ASSISTANT PROFESSORS</b> <b>Ms. S. DEEPAKSHMI</b> <b>Ms. T. POONGOTHAI</b> <b>Ms. B. BRINDHIA</b> <b>Ms. B. SANDHYA</b></p> <p style="text-align: center;"><b>STUDENT CO-ORDINATORS</b> <b>Ms. M. ANEESA FATHIMA - III B. Com (CA)</b> <b>Ms. RAYEESA FATHIMA - III B. Com (CA)</b></p>	<p style="text-align: center;"><b>PROGRAMME SCHEDULE</b></p> <p>Registration - 8.30 am to 9.30 am.</p> <p>Inauguration - 10 am to 10.30 am</p> <p>Prayer - Department Students</p> <p>Welcome Address - <b>Dr. K. INDIRA</b> HOD of Commerce (CA) Islamiah Women's Arts and Science College</p> <p>Presidential Address - <b>Dr. M. RENU</b> Principal, Islamiah Women's Arts and Science College</p> <p>Felicitation - Principal</p> <p>Tea Break - 11 am to 11.30 am</p> <p>Profile Reading - <b>Ms. S. DEEPAKSHMI</b></p> <p>Keynote Address by Resource Person - <b>11.30 am - 1.30 pm</b> <b>Dr. CHINNAIAH ANBALAGAN</b> Professor &amp; Research Advisor College of Business &amp; Economics Samara University, Afar State, Ethiopia, East Africa.</p> <p>Topic - <b>An Impact of Digital Marketing in Indian Economy.</b></p> <p>Paper Presentation - 12.30pm - 1.30pm</p> <p>Voluntary Address - 1.30pm - 2.00 pm</p> <p>Vote of Thanks - <b>Ms. T. Poongothai</b></p>





**K.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**&**  
**KMG ALUMNI ASSOCIATION**  
**JOINTLY ORGANIZE**  
**SEMINAR ON 'NAVIGATING THE FUTURE JOB MARKET'**

**EVENT-7**

On 05-09-2024 the Department of Business Administration and Department of Business Administration & KMG Alumni Association jointly organize a Seminar on 'Navigating the Future Job Market. jointly at K.M.G. Seminar Hall. Mr.R.M..Bala Murugan M.Sc., B.Ed., M.Phil.,,President ,KMG Alumni Association addressed the gatherings.**Dr. C. Dhandapani**, M.A., M.Phil., Ph.D., Principal, K.M.G. College of Arts and science (autonomous), Gudiyattam delivered felicitation address. Mrs. V.Gayathiri, Assistant Professor, Department of Business Administration introduced the chief guest. Mr.C.SENTHIL KUMAR M.B.A.,Senior Accounts Manager, Freshworks Inc., Chennai, conducted an interactive session among students of our Department about 'Key Trends every Business Management Student Should Know'.Students were divided in to 4 Groups. Role Play Activity has been conducted among those Groups about 'How to Approach in Interview?'Those Groups also engaged in Exploring New Business Ideas.Enterpreneurship skill development skills has been enhanced and Students those who answered promptly was awarded with cash prizes give away of Rs.500 each. Our Department is thankful to our Alumni Mr.C.SENTHIL KUMAR M.B.A., for Contributing cash prizes for our Students. Mrs.K.AMMU M.B.A., proposed Vote of Thanks.







**Pallikonda, Tamil Nadu, India**  
1, Malligai St, Pallikonda, Tamil Nadu 635809, India  
Lat 12.912283°  
Long 78.940838°  
05/09/24 01:42 PM GMT +05:30  
SEMINAR ON NAVIGATING JOB MARKET BBA DEPARTMENT AND  
KMG ALUMNI ASSOCIATION



**Pallikonda, Tamil Nadu, India**  
1, Malligai St, Pallikonda, Tamil Nadu 635809, India  
Lat 12.912283°  
Long 78.940838°  
05/09/24 12:04 PM GMT +05:30  
SEMINAR ON NAVIGATING JOB MARKET BBA DEPARTMENT AND  
KMG ALUMNI ASSOCIATION

**sK.M.G. COLLEGE OF ARTS AND SCIENCE (Autonomous), GUDIYATTAM  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**Vs**

**MAZHARUL ULOOM COLLEGE, VANIYAMBADI  
REPORT ON MOU ACTIVITY – STAFF LINKAGE PROGRAMME**

**EVENT-8**

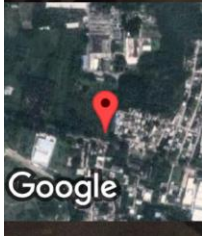
On 05-09-2024 the Department of Business Administration and Mazhrul Uloom College, Ambur, Department of Business Administration jointly organized staff linkage Programme (MOU Activity) at K.M.G. College Old Auditorium. **Dr. C. Dhandapani**, M.A., M.Phil., Ph.D., Principal, K.M.G. College of Arts and science (autonomous), Gudiyattam delivered felicitation address and Dr.R.MANIKANDAN MSc(CS), B.Ed., M.B.A., M.Phil., Ph.D. Head & Assistant Professor of Business Administration, gave welcome address and Mrs. K.AMMU M.B.A., Assistant Professor, Department of Business Administration introduced the chief guest. Dr.V.S.Suhail M. om., M.B.A., Ph.D., Assistant Professor, Department of Business Administration Mazharul Uloom College, Ambur gave special lecture on the Topic ' **Why Management is Important?**'. Our III BBA students was the target Audience. Dr.P.Shankar M.B.A., M.Phil., Ph.D., M.Com., B.Ed., PGDCM., DCAFA., Assistant Professor, Department of Business Administration proposed vote of thanks.







GPS Map Camera



### Gudiyaatham, Tamil Nadu, India

WVRX+6J4, Gandhi Nagar, Gudiyaatham, Veppur, Tamil Nadu 632602, India

Lat 12.940673°

Long 78.898588°

10/09/24 11:47 AM GMT +05:30

EXAM DISCIPLINARY ACTION COMMITTEE



GPS Map Camera



### Veppur, Tamil Nadu, India

WWR2+389, SH 127, Gandhi Nagar, Veppur, Gudiyaatham, Tamil Nadu 635803, India

Lat 12.939722°

Long 78.90077°

10/09/24 11:54 AM GMT +05:30

EXAM DISCIPLINARY ACTION COMMITTEE

