



DEPARTMENT OF BUSINESS ADMINISTRATION

ANNUAL REPORT FOR THE ACADEMIC YEAR 2022 – 2023

ACADEMIC ACHIVEMENTS

In this academic year 2022 – 2023 Department of Business Administration has made innumerable achievements. We produced 94 % results in University examination.

EVENTS ORGANIZED BY THE DEPARTMENT

1. On 26-08-2022 Department of Business Administration organized one day national conference on “Indigenous Management Practices”. Resource persons for Technical Session – I is Dr. K. Tamiljothy, Associate Professor of Business Administration, Annamalai University, Chidambaram, and gave special lecture on “Issues & Challenges in Brand Management”. Technical Session – II is Dr. J. Anthony Gruze Thangaraj, Department of commerce, Shri Bhagawan Mahaveer Jain I Grade College, KGF and gave special lecture on “Contemporary Issues and Challenges in Management Practices at 21st Century”.
2. On 30-08-2022 Department of Business Administration conducted an MOU Activity – Staff Linkage Program with C. Abdul Hakeem College (Autonomous), Melvisharam, Arcot, Dr. S. Mohammed Rafique, Assistant Professor & Research Supervisor, PG & Research Department of Commerce, gave a special lecture on “Research Methodology”.
3. On 30-08-2022 Month end Webinar on “Personality Development” was lectured by Dr. R. Manikandan, Head & Asst. Prof. of Business Administration, K.M.G. College of Arts and Science, Gudiyaattam in Google Meet platform between 6 to 7 pm for our students.
4. On 22-09-2022 Department of Business Administration organized Management Association Program and celebrated Fresher’s day. Our Principal Dr. M. Senthilraj honoured by felicitating our students.
5. On 17-10-2022 our Alumni of 2017-2020 batch contributed HP printer for our department in the presence of Principal and Head of the Department and faculty members.
6. On 17-10-2022 Month End Webinar on “Business Ethics” was lectured by Dr. P. Shankar, Asst. Prof. of Business Administration, K.M.G. College of Arts and Science, Gudiyaattam in Google Meet platform between 6 to 7 pm for our students.
7. On 26-10-2022 Department of Business Administration organized Workshop on “Evaluation and Current Scenario of Indirect Taxes in India”. Mr. G. Prasanth, Finance Manager, BEML Ltd, Bengaluru, Alumnus of 2005-2008 batch gave a special lecture for our students.

8. On 09-11-2022 Month end Webinar on “Fundamental of Accountancy” was lectured by Prof. K. Ilakkiya, Asst. Prof. of Business Administration, K.M.G. College of Arts and Science, Gudiyattam in Google Meet platform between 6 to 7 pm for our students.
9. On 23-11-2022 Department of Business Administration, Commerce, Commerce CA and K.M.G. Research and Development Cell jointly called for book chapter for the edited book volume – II on the topic “Artificial Intelligence in Management and Commerce”.
10. On 21-12-2022 Department of Business Administration conducted an MOU Activity – Staff Linkage Program with MKJC, Vaniyambadi. Our faculty members Prof. K. Ilakkiya and Prof. S. Silvin Sandhiya gave special lecture to the students of MKJC, Vaniyambadi in the topic, Stress Management and Motivation Causes and Effects respectively.
11. On 22-12-2022 Department of Business Administration conducted an MOU Activity – Staff Linkage Program with MKJC, Vaniyambadi. Our faculty members Dr. A. Rakini and Prof. A. Dixitha gave special lecture to the students of K.M.G. College of Arts & Science, Gudiyattam in the topic, Corporate Social Responsibility and Entrepreneurship respectively.
12. From 05-01-2023 to 18-01-2023 our department organized 14 days virtual short term certificate course on “Emerging Trends in Management Studies” in Google Meet platform with MKJC, Vaniyambadi as second MOU activity. Students of our department and students of MKJC, PG & Research Department of Business Administration joined Google Meeting daily between 6 to 7pm. The details are as follows:

Date	Day	Session
05/01/2023 Thursday	1	Inauguration & Introduction to the course & Guest Lecture – 1 6.00 pm (Google meet)
06/01/2023 Friday	2	Guest Lecture – 2 Note: Link will be shared in Google meet at 6.00 pm
07/01/2023 Saturday	3	Guest lecture 3 Note: Link will be shared in Google meet at 6.00 pm
08/01/2023 Sunday	4	Assignment 1: Survey making, Its uses and impact.
09/01/2023 Monday	5	Course work 1: Prepare an ad copy.
10/01/2023 Tuesday	6	E-Quiz 1 Note: Link will be shared to the students
11/01/2023 Wednesday	7	Course work 2: Prepare PPT for recent trends in Management Studies (10 slides)
12/01/2023 Thursday	8	Guest Lecture 4 Link will be shared in Google meet at 6.00 pm
13/01/2023 Friday	9	Test 1 Note: Questions will be sent to the Students
14/01/2023 Saturday	10	Course work 3: Prepare questionnaire on customer perception on international logistics
15/01/2023 Sunday	11	Test 2 Link Will be sent to the students
16/01/2023 Monday	12	Course Work 4: Deliver your speech on content you learned from Guest lecture for 1 minute
17/01/2023 Tuesday	13	E-Quiz 2 Note: Link will be shared to the students
18/01/2023 Wednesday	14	Valedictory Session

13. On 09-02-2022 Month End Webinar on “Effective Stress Management” was lectured by Prof. V.Gayathiri, Asst. Prof. of Business Administration, K.M.G. College of Arts and Science, Gudiyattam in Google Meet platform between 6 to 7 pm for our students.

Off campus Achievement

Mr.G.Sudharsan of II BBA., was selected in Inter college parade, held at Thiruvalluvar University and participated in Parade on January 26th, Republic Day, 2023 in Chennai.

Student/Staff Achievements

1.100% Attendance

Year	Name of the student
III BBA	S.Dhivya Bharathi
II BBA 'B' Sec	D. Yuvaraj
I BBA 'B' Sec	S.Pavithra

2.100% Result

Staff Name	Subject Code	Subject Name
Dr.R.Manikandan	BBA61	Industrial Relations & Labour Laws

3. Best outgoing Student

- 1.S.Jothika - IIIBBA
2. P.Murali - III BBA

4. Best Academic Scorer

1. S.Dhivya Bharathi - IIIBBA (**88.04%**)
2. R.Kubesh - III BBA (**84.27%**)

HOD

PRINCIPAL