

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM
DEPARTMENT OF BUSINESS ADMINISTRATION
ANNUAL REPORT FOR THE ACADEMIC YEAR 2023 – 2024

ACADEMIC ACHIVEMENTS

In this academic year 2023 – 2024 Department of Business Administration has made innumerable achievements.

EVENTS ORGANIZED BY THE DEPARTMENT

1. FRESHERS DAY CELEBRATION

On 14-07-2023 Department of Business Administration organized Fresher's day. Our student Co-Ordinator Dr. J. Jayakumar honoured and gave special speech to our students.

2.MANAGEMENT ASSOCIATION

On 19-07-2023 Department of Business Administration organized Management Association Program and celebrated Fresher's day. Our Principal Dr. M. Senthilraj honoured by felicitating our students and Mr. A. Sudhesh Alumni of BBA gave a special lecture to our students.

3.INTER-DEPARTMENT BUSINESS QUIZ ON THE EVE OF FOUNDER'S DAY

Business Quiz Competitions among our students on 20-07-2023 at K.M.G. Seminar Hall on the eve of 105th founder's day

4. FIRST PRIZE IN MIME SHOW COMPETITION CONDUCTED AT UNIVERSITY LEVEL ON INDEPENDENCE DAY(15.08.2023)

On 15th August 2023 the students of department of business administration participated in mime show at Thiruvalluvar University and won first prize at university level.

5. ONE DAY INTERNATIONAL CONFERENCE

On 24-08-2023, Department of Business Administration & IQAC jointly organized One Day International Conference on "Modern Management Equipped with Technologies" – MMET2K23 at K.M.G. Auditorum. Mr. A. Melcose, B. Sc. (Maths)., MBA., Founder Data Science in Tamil, New Jersey, USA. gave special lecture on the Topic "New age Managers & Technologies". Dr. R. Venkataraman, MBA., M. Phil., Ph.D., gave lecture on the Topic "Impact of Technology on Management". 15 faculties and 302 students from various colleges has participated and presented their papers.

6. SIGNING OF MOU & STAFF LINKAGE PROGRAM AT MAZHARUL ULOOM COLLEGE, AMBUR

Department of Business Administration signed a Memorandum of Understanding (MOU) on 29-09-2023, Dr. P. Shankar, Assistant Professor of Business Administration acted as resource person for Staff Linkage Program as on 04-10-2023 on the topic "Stress Management".

7. NATIONAL LEVEL INTER-COLLEGIATE COMPETITION AT MARDHUR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

On 10th October 2023 the students of department of business administration participated in National Level Inter-Collegiate Competition –comm. unique 2K23 conducted by Department of Commerce Computer Applications, Mardhur Kesari Jain College for Women, Vaniyambadi

8. NATIONAL LEVEL INTER COLLEGIATE FEST AT MAZHARUL ULOOM COLLEGE, AMBUR

On 18-10-2023 the Department of Business Administration 45 of our students attended the Intercollegiate Fest at Mazharul Uloom College, Ambur.

9. ICSSR SPONSORED NATIONAL SEMINAR AT MARDHUR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

On 19th & 20th -10-2023 the Department of Business Administration students attended two days ICSSR sponsored National Seminar on “Preparing Hr for the Future AI Driven Skills Development and Training Initiatives” organized by Marudhar Kesari Jain College for Women, Vaniyambadi. Our faculty Dr. R. Manikandan and six our students namely Ms. V.V. Chanjana, Mr. V. Jashwa, Mr. Thanush Ram Gajendran, Mr. R. Madhan Kumar, Ms. V. Oviya and Ms. V. Sharmila are presented & published paper in the seminar.

10. ALUMNI SPONSORSHIP

ON 19.01.24 our Alumni Ms.V.Ramya (2014-17) sponsored one of our student and paid his term fees for this year.

11. NATIONAL LEVEL INTER-COLLEGE COMPETITION HELD AT ISLAMIAH COLLEGE, VANIYAMBADI.

On 24.01.2024 36 of our students participated in National level inter-college competition IC-COMDEST2K24, held at Islamiah College, Vaniyambadi.

S.NO.	STUDENT NAME(S)	EVENT NAME	PRIZE
1.	1. Elavarasan. V 2. Vishal.V 3. Sayad Mayez.Z 4. Abishek.J	Ad-Zap	I
2.	1.Sandhiya.S 2. Dhivya.R 3. Indhu.K	Pitch Craft	III
3.	Chanjana.V.V	JAM	III

Student/Staff Achievements

1. **100% Attendance** 1.K.INDHU – I BBA
 2. R.JEEVA - III BBA 'A'
2. **Staff 100% Result**

Staff Name	Subject Code	Subject Name
Miss.S.Silvin Sandhiya	CSBA36	Business Communication

3. Best outgoing Student

1. Mr.P.Ajay Velan - III BBA 'A'
2. Miss.V.V.Chanjana - III BBA 'A'
3. Mr.S.Nirmal kumar - III BBA 'B'
4. Miss. V.Vijaya lakshmi - III BBA 'B'

4. Best Academic Scorer

S.NO.	STUDENT NAME	YEAR	PERCENTAGE
1.	Mr.V.B.Aadhi	II BBA 'A'	73%

2.	Miss.C.Kalaiyarasi	II BBA 'A'	75%
3.	Mr.M.Subash Chandar	II BBA 'B'	75%
4.	Miss.V.Oviya	II BBA 'B'	79%
5.	Mr.K.Ganesh	III BBA 'A'	74.22%
6.	Miss.A.Jayashree	III BBA 'A'	72.25%
7.	Mr.T.Sanjeev Kumar	III BBA 'B'	76%
8.	-----	III BBA 'B'	NIL

HOD

PRINCIPAL