



**K.M.G. COLLEGE OF ARTS & SCIENCE,  
GUDIYATTAM**  
**Permanently Affiliated to Thiruvalluvar University and  
Recognized by UGC under section 2(F) & 12(B) of the UGC  
Act 1956**  
**Accredited with B+ Grade by NAAC  
Associate member of ICT Academy**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
STAFF LINKAGE PROGRAM WITH MARUDHAR KESARI JAIN  
COLLEGE FOR WOMEN, VANIAMBADI**

**ABOUT THE COLLEGE**

Marudhar Kesari Jain College for Women, Vaniyambadi (28 Years of Excellence) MKJC, established in the year 1994, Recognized under Sec. 2(f) & 12(B) of the UGC Act 1956, approved by Govt. of Tamilnadu, and Permanently Affiliated to Thiruvalluvar University. It has been re-accredited with "A" grade by NAAC, Bengaluru (3 rd Cycle) in the year 2019 and certified by BSI as an ISO 21001:2018 (EOMS) Certified Institution.

**ABOUT THE DEPARTMENT**

Department of BBA started in the year 1998, with the Affiliation from Madras University. It is Affiliation from Madras University to Thiruvalluvar University in the Year of 2002. The main aim of the Department is to prepare the students to face the challenges in the business world. Department lays great emphasis on developing right attitudes, values, discipline and build student personality which is needed for service oriented career prospects. The department lays great emphasis on the development of right attitude, value, discipline and the personality to prepare the students for service oriented career opportunities. The Course MBA (HRM) established by the year 2018- 2019. The Ph.D Programme established by the year 2021-2022.



**Thiru K.M. Govindarajanar**  
**FOUNDER**

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## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Organizes MOU Activity**

### **Staff linkage program**



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN,  
VANIYAMBADI**  
**PG & RESEARCH DEPARTMENT OF BUSINESS  
ADMINISTRATION**



**DATE**  
**22-12-2022**

**VENUE**  
**K.M.G. SEMINAR HALL**

**TIME**  
**10:00am To 01:00pm**

### **PROGRAM SCHEDULE**

- Thamizhthai Vaazhltu :  
Welcome Address : Dr. R. MANIKANDAN  
Head & Assistant Professor of Business Administration  
K.M.G. College of Arts & Science, Gudiyaattam  
In Presence of : Thiru K.M.G. BALASUBRAMANIAN, Managing Trustee  
K.M.G. College of Arts & Science, Gudiyaattam  
Thiru K.M.G. SUNDARAVADANAM, Chairman  
K.M.G. College of Arts & Science, Gudiyaattam  
Thiru K.M.G. RAJENDRAN, Secretary  
K.M.G. College of Arts & Science, Gudiyaattam  
Thiru K.M.G. MUTHUKUMAR, Treasurer  
K.M.G. College of Arts & Science, Gudiyaattam  
Honoring the Chief Guest : I BBA Students  
Presidential Address : Prof. M. Megharajan, Vice-Principal  
K.M.G. College of Arts & Science, Gudiyaattam  
Introduction of Chief Guest : Mr. Zaidafzal, III BBA  
Special Address : Dr. A. Rakini, MBA., M.Phil., Ph.D.,  
Topic: Corporate Social Responsibilities (CSR)  
Asst. Prof. of Business Administration  
MKJC, Vaniyambadi  
Ms. A. Dixitha, MBA  
Topic: Entrepreneurship  
Asst. Prof. of Business Administration  
MKJC, Vaniyambadi  
Vote of Thanks : Prof. S. Silvin Sandhiya  
Assistant Professor of Business Administration  
K.M.G. College of Arts & Science, Gudiyaattam

**National Anthem**



**Thiru K.M. Govindarajanar**  
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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MOU ACTIVITY**  
**STAFF EXCHANGE PROGRAM**



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN,**  
**VANIYAMBADI**  
**PG & RESEARCH DEPARTMENT OF BUSINESS**  
**ADMINISTRATION**



**DATE**  
**22-12-2022**

**VENUE**  
**K.M.G. SEMINAR HALL**

**TIME**  
**10:00am To 01:00pm**



**Dr. A. Rakini, MBA., M.Phil., Ph.D.,**  
**Topic: Corporate Social Responsibilities (CSR)**



**Ms. A. Dixitha, MBA**  
**Topic: Entrepreneurship**



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**DEPARTMENT OF BUSINESS ADMINISTRATION  
STAFF LINKAGE PROGRAM WITH MARUDHAR KESARI JAIN  
COLLEGE FOR WOMEN, VANIAMBADI**

**Resource Person – 1**



: Dr. A. Rakini, MBA., M.Phil., Ph.D.,

**Topic**

: Corporate Social Responsibilities (CSR)

**Resource Person – 2**



: Ms. A. Dixitha, MBA

**Topic**

: Entrepreneurship

**Date**

: 22-12-2022

**Venue**

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**MOU ACTIVITY REPORT**

KMG College of arts & Science, Gudiyattam, Department of Business Administration & Marudhar Kesari Jain College for Women, Vaniyambadi jointly organised a staff linkage program for MOU Activity on 22.12.2022, Tuesday at KMG College of Arts & Science, Gudiyattam in Department of Business Administration for gave special lecture.

Dr. A. Rakini, MBA., M.Phil., Ph.D.,  
Assistant Professor  
Department of Business Administration  
Marudhar Kesari Jain College For Women,  
Vaniyambadi

**Dr. R. MANIKANDAN**  
Head & Assistant Professor  
Department of Business Administration  
KMG College of Arts & Science,  
Gudiyattam

Ms. A. Dixitha, MBA  
Assistant Professor  
Department of Business Administration  
Marudhar Kesari Jain College For Women,  
Vaniyambadi



