

## **DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)**

### **Department event 2019 - 2020**

#### **Department Activities**

##### **INDUSTRIAL VISIT:**

An Industrial Visit to KAL-Kerala automobiles Pvt Ltd on October 2019 was organised with the purpose to make students aware of administration in industry, to experience the industry working environment and students were given an opportunity to interact with Industry professionals. With care towards environment the students were made to visit certain places in Trivandrum.

##### **Certificate Programme:**

As a part of the curriculum second year students had undergone diploma certificate programme in Logistics, Supply chain and Retail Management for a period of 3 months dated 29<sup>th</sup> Nov 2019 to 29<sup>th</sup> Feb 2020.

As a part of the curriculum first year students had undergone diploma certificate programme in E-Entrepreneurship conducted by National Foundation for Entrepreneurship Development for a period of 6 months dated from 4<sup>th</sup> Dec 2019 to 8<sup>th</sup> June 2020. No. of students attended 210.

##### **Alumni Meet**

Department conducted an alumni meet on 5<sup>th</sup> January 2020. The previous HOD'S of BBA Dr. S P Rajagopalan & Prof. Vembu graced the occasion. The alumni association was formed on this date.

##### **EVS Field Visit**

As a part of Curriculum, the department organised field visit to Farm Guru on 22/2/2020, Near Red Hills, Chennai. 15 staffs and 200 students went for field visit.

## **SSR / EXTENSION ACTIVITIES:**

### **Careanimals**

AS part of student social responsibility (SSR) faculties and students visited SREE GURU GANESH GHOSHALA SHELTER for around 800 unproductive cows at Sulturpet on 17/08/2019. A self-raised fund of rupees 10000 was presented by department to the Ghoshala trust.

### **NeNe-50**

(Necessities for Nest Less)

The project aims to locate homeless people deprived of the basic necessities of life at provide them with the same.

SSR has taken the responsibility to provide certain relief material like bed sheets, soaps, tooth brush, tooth paste, used clothes to homeless people residing under the bridge near OMR food street Ambattur on 31/08/2019.

### **Student Social Responsibility (SSR)– Visit to Old age Home**

As a part of SSR students and faculty members visited to Charu Old Age Home on 28<sup>th</sup> Feb 2020 near T Nagar. Department donated needy things such as soap, toothbrush, tooth paste, towel, snacks and one day lunch were given to inmates.

# CULTURALS

## **Markutsav 2019**

An inter collegiate academic fest was conducted on 24<sup>th</sup> September /2019 & 25/09/2019 to nurture student entrepreneurial skill. Events such as voice it out, blog writing, channel surfing, brand building were conducted. Inauguration was done by **Dr. Inspiring Elango** and valediction ceremony was given by our special guest **Dr. SylendraBabu I.P.S D.G.P Railways , Tamilnadu.**

## **Synergy 2020**

10<sup>th</sup> edition of Synergy 2020- Academic fest was held on Feb 28, 2020. We had overwhelming participation from 15 college in and around the city consisting of 150 participants. Event such as Business Launch, Quiz, Add Review, Addzap, Jam, photography and Business plan were conducted.

## Guest Lecture, Conferences & Workshop

Workshops/Seminars Conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the year 2019 - 2020

### Workshop Conducted by the department for Staff

Workshop	:	Two days' workshop on Data Analysis using SPSS for Staff
Date	:	Nov 2019,
Resource Person	:	Dr.K Moneesh Kumar, Asst. Professor, DGVC
No of Participants	:	20 Participants
Report	:	Insights were given on problem identification in research, collecting review of literature, Data collection using Google forms and survey Monkey, factor analysis, cluster analysis and standard deviation.

### Workshop & Conferences

- Dhrona- An initiative to introduce yourself. On 4/10/2019 department conducted workshop on skill development for students.
- On 19/2/2020 Workshop was organised by the department with the purpose of creating awareness of Premium colleges and certificate programmes. It is the promotion of IIM Luck now certification course.
- On 16/2/2020 department conducted workshop on HR – Highlighting the significance and job opportunities in the field of HR by. Mr. DHANSHYAN (From L&T Pvt Ltd).
- Workshop on Entrepreneurial prospects using Digital Marketing & IOT on 14 Mar 2020

### Guest Lecture:

1. **Mr.Vipin CL Educate** delivered guest lecture on “Career Guidance” for II year students on 01 July 2019.
2. Career Guidance was provided by **Time Institute** for II yr students on **03 July 2019**.
3. Lecturer on Logistics management by Indian Institute of logistics for third year students on 5/07/2019.

4. M. Prasanna S J Educational consultant global opportunities delivered guest lecture on the topic “Career Guidance on 21/08/2019 for third year students. Education matters delivered guest lecture on “Post Graduate in Foreign Countries” for third year students on 6/08/2019.
5. Investiture Ceremony - The Investiture ceremony for student forum department of business administration was held on 21/08/2019.

DHRONA – The art of Teaching and Learning for the NXT GEN – Online National Level FDP Conducted for one week from 9<sup>th</sup> April to 11<sup>th</sup> April 2020. Modules are Classroom Management, Effective teaching methods, Basics of Online Teaching, Innovating Teaching Methods, Mentoring System, Nurturing Student Skills and Digital Initiatives in Higher Education.

The Department of business administration, DG Vaishnav College Conducted "Design Thinking" Program on 6th Dec ,2019 to enhance student skills. The program was inaugurated by Prof.J.P. Jaideep, HoD, Department of Business Administration. The program was presided by Mr.Kandha Hari Shankar, an expert in Design thinking and Operations Management. The resource person had introduced the concept of Design Thinking to final year students. He had also given activities to make the students realize the contents in an effective manner. The resource person had also given real time examples on how entrepreneurs applied design thinking in their business.