

**G.VENKATASWAMY NAIDU COLLEGE (Autonomous), KOVILPATTI.**

(Affiliated to Manonmaniam Sundaranar University – Tirunelveli,  
Re-accredited with 'A' Grade (3.21 out of 4) by NAAC  
STAR College by DBT, Govt. of India)



**Department of Business Administration**

**Department Activities Report 2020-2021**

<b>S.No</b>	<b>Date</b>	<b>Name of the Programme</b>	<b>Topic</b>	<b>Resource Person</b>
1.	11.09.2020	Virtual MAG Association inauguration and Skill Development programme	Requisite Employability Skills”	Dr.G.Balachandar, Assistant Professor, Department of Business Administration, Kamarajar Government Arts College, Surundai.
2.	19.09.2020	One day State level virtual Women Empowerment Programme	Role of Educational Institutions in Empowering Women: Enrich, Enhance & Empower	Mrs. S. A. Rahmath Ameena Begum, Assistant Professor & Head, Department of Business Administration, Wavoo Wajeeha Women's College of Arts and Science, Kayalpatnam
3.	06/010/2020	One day national virtual workshop	Magic of career development	Mr.P.Durai kannu ,Deputy Manager, Electrical projects, Hindustan Zink Ltd., Bhilwara, Rajasthan
4.	9.10.2020	One day Virtual webinar	Passion & Persistence	Dr.P.K.Balamurugan, Vice Principal, Associate Professor & Head, Department of Business Administration,

				Sri Kaliswari College (Autonomous), Sivakasi.
5.	31.10.2020	One day virtual workshop	Creating Values through effective Time Management strategies	Mrs. N.Lavanya, Assistant Professor & Head, Department of Business Administration, Sri Saratha college for women, Tirunelveli
6.	23/02/2021	One day Entrepreneurial Development workshop	A Day with an Entrepreneur (A Interactive Session)	Mr.R.Selvaraj, Managing Director, Renuga Groups of Companies, Kovilpatti

## 7. Skill Development Yatra

**(One week Skill development programme for 162 final year UG students)**

### Programme Schedule

**Day1 - 15/3/2021 (Monday)**

**(Leadership training & Digital Marketing)**

Session	Timing	Nature of activity	Trainer
1	10.00 am-10.30 am	Inaugural ceremony	--
2	10.30 am – 12.30 pm	Brand your self	Mr.K.Neethi Raja, JCI Certified Soft Skill Zone Trainer, Kovilpatti Zone
3	12.30 pm – 1.00pm	Lunch break	--
4	1.00 pm – 2.00 pm	Leadership Activities (Practical session)	Mr.S.Sivasankar & Mr.B.Kirubhaharan
5	2.00 pm-3.00 pm	Digital Marketing	Dr.R.Kanthiah Alias Deepak

**Day 2 - 16/3/2021 (Tuesday)**

**(Communication training)**

<b>Session</b>	<b>Timing</b>	<b>Nature of activity</b>	<b>Trainer</b>
1	10.00 am – 11.15 am	Developing Communication	Mr.B.Kirubhaharan
2	11.15 am to 11.30 am	Tea break	--
3	11.30 am to 12.30 pm	English Enrichment	Dr.G.Prince Rathina Sing, Assistant Professor,Department of English
4	12.30 pm – 1.00pm	Lunch break	--
5	1.00 pm – 3.00 pm	Communication Games -( <b>Word building, Chinese whisper</b> ) <b>Activities</b> (Listening, Speaking, ,Reading, Writing)	Mr.S.Sivasankar & Mr.S.Palanikumar

**Day 3 - 17/3/2021 (Wednesday) Postponed to 22/03/2021 (Monday)**

**(Personality Development & Group Discussion)**

<b>Session</b>	<b>Nature of activity</b>	<b>Timing</b>	<b>Trainer</b>
1	10.30 am – 12.30 pm	Reach Your Pinnacle	Ms.B.Vinisha,Assistant Professor,Sri Vidya College of Engineering & Technology Virudhunagar

4	12.30 pm – 1.00pm	Lunch break	--
5	1.00 pm -2.00pm	Group Discussion Techniques	Dr.G.Venkadasalapathi
6	2.00 pm – 3.00 pm	Group Discussion Techniques	Dr.S.Anantha Sivaprakasam Assistant Professor in IT Department & Placement Officer

**Day 4- 18/3/2021 (Thursday)**

**(Effective Public Speaking & Team Development - Training)**

<b>Session</b>	<b>Timing</b>	<b>Nature of activity</b>	<b>Trainer</b>
1	10.00 am – 11.15 am	Content Development <b>(Preparing for a speech)</b>	Dr.R.Kanthiah Alias Deepak
2	11.15 am to 11.30 am	Tea break	--
3	11.30 am to 12.30 pm	Presentation Skills -	Dr.R.Kanthiah Alias Deepak
4	12.30 pm – 1.00pm	Lunch break	--
5	1.00 pm -2.00pm	➤ Mock Public speaking ➤ Extempore Speech	Mr.S.Sivasankar
6	2.00pm – 3.00 pm	Team Development	Mr.S.Sivasankar

**Day 5- 19/3/2021 (Friday)**

**(Job Interview Skills - Training)**

<b>Session</b>	<b>Timing</b>	<b>Nature of activity</b>	<b>Trainer</b>
1	10.00 am – 11.15 am	Covering Letter & Resume Preparation	Dr.S.Anantha Sivaprakasam Assistant Professor in IT Department & Placement Officer
2	11.15 am to 11.30 am	Tea break	--
3	11.30 am to 12.30 pm	Interview Tips <b>(Do's &amp; Don'ts in interview)</b>	Mr.S.Sivasankar
4	12.30 pm – 1.00pm	Lunch Break	--

5	1.00 pm – 3.00 pm	Mock Interview & Group Discussion	Mr.S.Sivasankar & Mr.B.Kirubhaharan
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8.	23/04/2021	one day online Career Guidance Programme	Hunt your Right Choice	Mr.R.Poorna Chandran, Airtel Zonal Sales Manager, Tuticorin
9.	30/04/2021	one day virtual Women Safety Awareness Webinar	Legal Frame work for Women Safety	Mrs.T.Jeyasree Christopher, Advocate, Kovilpatti

### **Staff Participation**

<b>S.No</b>	<b>Date</b>	<b>Staff Name</b>	<b>Nature of Activity</b>	<b>Institution</b>
1.	28/10/2020	Mr.S.Sivasankar	Online workshop on “ <b>Rural Entrepreneurship Development Action Plan</b> ”	Mahatama Gandhi National Council of Rural Education, Hyderabad

### **Department Activities Report (2021-2022)**

## September - November

<b>S.No</b>	<b>Date</b>	<b>Name of the Programme</b>	<b>Topic</b>	<b>Resource Person</b>
1.	29.09.2021	One-day Online MAG Association inaugural Ceremony & Webinar	Igniting Wisdom	Dr.S.Sakthivel Rani,MBA.,Ph.D., Principal, Vyasa Arts & Science Women's College,Vasudevanallur.
2.	08.10.2021	Career Guidance Programme	Hunt inside you	Mr.Selvaraj Kapil Raj., BBA Alumni (2015-2018 Batch)
3.	23/10/2021	Orientation Programme	Orientation on ILTES	Mr.R.S.M.Siva Sankara Panidian,ILTES Specialist,Chennai.
4.	30/09/2021 & 03/10/2021	Two day Skill Development Workshop	World Class resume preparation	Mr.S.sivasankar, Assistant Professor & Head,Department of Business Administration, G.Venkataswamy Naidu College, Kovilpatti
5	29/10/2021	Silver Jubilee Celebration & Alumni Re- Union	-	Mr.S.Muniappan, Mr.R.Shanmuganathan Former Faculty members of BBA Department
6.	24.02.2022	MoU Signing Ceremony & Workshop	Stress Management	Dr.R.Kasi Raman, Professor & Head, Department of Management Studies Head-Training & Placements, P.S.R Engineering College, Sivakasi

**Report for the year 2023-2024**

Honorable Chief Guest, Beloved Principal & Director, Respected Staff Members and my Dear friends.

I have great pleasure to stand before you as the president of our **MANAGEMENT ASSOCIATION of GVN “MAG”** and to deliver a report on the departmental activities of our association.

The department of Business Administration was started in the year 1995-96. Realizing the growing importance of entrepreneurship and self-employment and also to provide professional knowledge in managing a business, our college management established this BBA course.

Next, I would like to introduce office bearers of the association for this academic year.

<b>President</b>	<b>:</b>	<b>KARUPPASAMY.S, III BBA</b>
<b>Vice-President</b>	<b>:</b>	<b>PONPOORNA.M,II BBA</b>
<b>Secretary</b>	<b>:</b>	<b>JAYASRI LAKSHMI.P, III BBA</b>
<b>Joint-Secretary</b>	<b>:</b>	<b>RAJKUMAR.R,III BBA</b>
<b>Treasurer</b>	<b>:</b>	<b>K.MAHESHWARAN, II BBA</b>
<b>Joint Treasurer</b>	<b>:</b>	<b>ATHILINGAM.M,II BBA</b>

### **ASSOCIATION INAUGURATION**

“MAG” Association was inaugurated on 07.07.2023 (Friday) by Dr.M.Shanmugasundaram, Professor and Head Department of Management Studies, at SCAD College of Engineering and Technology, Tirunelveli he delivered inaugural address and conducted Seminar on “**Stress Management**”. All the students of our department participated and also utilized the session effectively.

## **ACTIVITIES, SEMINARS AND WORKSHOPS**

- On 17.07.2023, Career Guidance programme was organized by our Alumni (2009-2012 Batch) Dr.S.M.Jensi Rani, Assistant Professor, of Business Administration, PSR Arts and Science College, Sivakasi.
- On 17.8.2023 (Thursday) a Skill Development Workshop titled “**Team Building**” was conducted by Mrs.S. Selva Hema Business Management Practitioner, Madurai.
- On 12/10/2022 our department has conducted A Inter departmental Competitions in the name of Skillethan 2023
- As a part of social responsibility scheme and extension activity, our Department has provided food ,Groceries, Sanitary napkin, Water bottle, towel to the flood affected people at southern Tamilnadu through Nature foundation Kovilpatti on 27/12/2023. Our college Principal Dr.M.Subbulakshmi presided over this event and Our College Director Dr.G.Venkadasalapathi felicitated this event. All the students and staff members have contributed the food items with the worth of Rs 38782.

## **TRADE FEST 2023 (TRADE SHOW)**

Department arranged a Trade show (**GALA FEST 2024**) on **20/03/2024** Students of our department arranged many stalls and conducted many games like football, cricket, volley ball. Dr.A.Kavitha,Businesss Consultant,Kovilpatti inaugurated this function. Staff members and students of our college attended and purchased required things from stalls.

## **INDUSTRIAL VISIT & EDUCATIONAL TOUR**

An Industrial Visit cum Educational tour was arranged to the students for gaining Practical knowledge on 13/10/2023 . Students of BBA visited Kannan devan Tea estate at Munar, and also they visited many tourist places in Munar.

### **Village and school Adoption**

Our Department has trained the students of Ilayarasenanthal, Thiruvengadam, Kalingapatti Government Higher Secondary Schools.

**Report: 2024-2025**

<b>S.NO</b>	<b>Date</b>	<b>Name of the Programme</b>	<b>Resource Person</b>
1.	10.07.2024	MAG Association Inaugural Ceremony & Soft Skill Development Workshop titled “Learning through Doing”	Dr.Kannan Paulraj,, Professor & Head, Department of Management Studies,PSR College of Engineering and Technology, Sivakasi
2.	11/07/2024	Extension Activity at Government Higher Secondary School, Ilayaarasenthal	Department staff Members
3.	20/09/2024	Seminar on impact of Fintech in Entrepreneurship Development	Dr.K.Balasubramaniyan,Assistant Professor in Management studies,Jain University Cochin
4.	23/01/2025	Extension Activity at Government Higher Secondary School, Pilayarnatham	Department staff Members
5.	25/01/2025	Extension Activity at Government Higher Secondary School, Elayirampannai	Department staff Members
6.	05/02/2025	Extension Activity at Government Higher Secondary School Nalli	Department staff Members
7.	07/02/2025	Trade show	1.Mr.Hari Balagan,Chairman, Regent creation Private Limited,Kovilpatti. 2.Mr.J.Rathna raja,Proprietor,Jeya Rajeshwari Fuel Services,Kovilpatti
8.	10/02/2025	Workshop on Opportunities in Indian Army	Caption,S.Navin,Indian Army

