

Name of the Department: BBA – RETAIL MANAGEMENT

ACTIVITIES OF THE DEPARTMENT

Association Meetings

S.No	Date	Topic	Resource Person (designation with complete official address)	Event	Platform
1.	01/08/2024	Awareness on Banking Transactions	Mrs. Sandhiya. N. C Chief Manager, South Indian Bank, Trichy Road Branch, Coimbatore	Association Meeting	Clare Hall

Guest Lectures

S.No	Date	Topic	Resource Person (designation with complete official address)	Event	Platform
1.	26.06.24	Discovery of Potential	Mrs. C. Sengani Proprietor, Green Garden Centre for Handwriting Coimbatore	Motivational Session	Offline
2.	July – September 24	Financial Planning	Mr. G. Sudhakar Retd. Regional Manager New India Assurance Company Ltd	Guest Lecture	Offline

Celebration of Important Days

S.No	Date	Topic	Activity	Platform
1	21.06.2024	Importance of Yoga Day	Seminar	Offline

Competitions Organized

S.No	Date	Topic	Name of the Competition	Platform
1.	18 August 2025	Artist Talent Show	Youth Vision For Better India	Offline

PTA Meetings

S.No	Date	OSA/PTA	No. of participants	Platform
1	20.07.2024	PTA	I BBA RM	Offline

WORKSHOPS, SEMINARS, CONFERENCES, SYMPOSIUMS, HANDS-ON TRAININGS ORGANISED BY THE DEPARTMENT

State level Seminars and Conferences Organized by the Department

S. No	DATE	TOPIC	RESOURCE PERSON	No. of Participants	Platform
1	18/07/2024	Corporate Financial Focus – Unlock your Future with Professional Courses: CA, ACS, ICWA	1. Mrs. B. Veena CS 2. CS Shilpi Periwal 3. CA. R. Harish 4. CA. M. Maalan Bharathi	600	Offline
2	01/08/2024	Awareness on Banking Transactions	Mrs. Sandhya. N. C, Branch Manager, SIBL, Trichy Road Branch, Coimbatore	150	Offline

International level Seminars and Conferences Organized by the Department

S. No	DATE	TOPIC	RESOURCE PERSON	No. of Participants	Platform
1	23.08.2024 to 25.08.2024	SEON – 24		Marketing Mela	Offline

State level Hands-on Training programmes Organized by the Department

S. No	DATE	TOPIC	RESOURCE PERSON	No. of Participants	Platform
1	23.08.2024 to 25.08.2024	SEON – 24		Marketing Mela	Offline

Online Course Completed by Faculty

S. No	DATE	TOPIC	RESOURCE PERSON	No. of Participants	Platform
1	Dr. Chitra Isac	HR Analytics using Excel	SWAYAM	15.07.2024	
2	Dr. Chitra Isac	Power BI	Jatan Sha Institute	28.07.2024	

MOU/LINKAGES WITH INDUSTRIES

S.No	Date	Department	Name of the Industry/Institute	Purpose
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1.	07.02.2025	BBA RM	SRI VETHAA DAIRY PRIVATE LIMITED	Providing students with practical training and industry exposure in business administration, sales promotion, and marketing.
2	23.06.2025	BBA RM	BB Academy	Value Added Course in TALLY Prime

EXPOSURE VISITS

S. No	DATE	CLASS	PLACE	No. of days	No of students	Type
1.	13.03.2025	BBA RM	Aliyar Dam, Pollachi	1	11	Eco Trip

BEST PRACTICES OF THE DEPARTMENT

SL. No.	DATE	DEPT	ACTIVITY
1.	18.02.2025 to 19.02.2025	BBA RM	Student Exchange Programme

ACTIVITIES RELATED TO FACULTY MEMBERS

ORIENTATION COURSE ATTENDED BY THE FACULTY

S.No	Date	Name of the faculty	Title	Organized by	Online/Offline
1	11.06.2025	Dr. Chitra Isac	Future Ready Faculty: Cultivating Collaboration & Empowering AI	Nirmala College for Women, Coimbatore	Offline
2	17.06.2025	Dr. Chitra Isac	The Art of Living	Nirmala College for Women, Coimbatore	Offline

FDP ATTENDED BY THE FACULTY

S.No	Date	Name of the faculty	Title	Organized by	Online/Offline
1	08.10.2024	Dr. Chitra Isac	FDP on Rise Beyond Boundaries in AI Era		Offline
2	18.10.2024	Dr. Chitra Isac	Journal Selection for Possible Publication of Research Work	Research Committee, Nirmala College for Women, Coimbatore	Offline
3	05.12.2024	Dr. Chitra Isac	Power BI	Nirmala College	Offline
4	26.01.2025	Dr. Chitra Isac	FDP on Cyber Security on Ethical Hacking Tools	Nirmala College	Offline
5	26.05.2025 to 31.05.2025	Dr. Chitra Isac	One-Week Virtual Faculty Development Program on the Theme: "Next-Gen BI & Analytics: Transforming Functional Domains through Data-Driven Decision"	Primus School of Management Studies (PSMS), Bengaluru	Online
6	02.06.2025 to 06.06.2025	Dr. Chitra Isac	5 Day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI	St. Mary's Centenary Degree College, Secunderabad,	Online

PARTICIPATION OF THE FACULTY IN SEMINARS

S. No	Date	Name of the faculty	Title	National/Intl	Organizing Committee with Address	Platform
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1	13.08.2025	Ms. Roshini Anto Mrs. Infancia. J. L	Inclusive didactics for the 21 st century: Integrating NextGen teaching tools	International	IQAC	Offline
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PARTICIPATION OF THE FACULTY IN CONFERENCES

S. No	Date	Name of the faculty	Title	National/Intl	Organizing Committee with Address	Platform
1	24 & 25.08.2024	Dr. Chitra Isac	International Conference on Women's Equality, Protection & Empowerment	International Conference	Nirmala College for Women, Coimbatore	Offline
2	04.10.2024 & 05.10.2024	Dr. Chitra Isac	National Conference on Connecting Users to Library Resources through Innovative Technologies (SALIS 2024)	National Conference	Department of Library and Information Sciences	Offline

PARTICIPATION OF THE FACULTY IN WORKSHOPS

S. No	Date	Name of the faculty	Title	National/Intl	Organizing Committee with Address	Platform
1.	14.11.24 to 16.11.24	Dr. Chitra Isac	2 nd Annual Conflict Transformation and Peacebuilding Workshop	National	INBAVANAM	Residential

PUBLICATIONS BY THE FACULTY

BOOKS PUBLISHED BY THE FACULTY

S. No	Year	Name of the faculty	Name of the Book	IBBN/ISSN
1	2024	Dr. Chitra Isac	A Textbook on Retail Management	9788198428752

PUBLICATION BY THE FACULTY IN NATIONAL JOURNALS

S. No	Month & Year	Name of the faculty	Topic	Name of the Journal	Vol No, Issue No, Pg No	ISSN	Impact factor	Indexing Details
1	October 2024	Dr. Chitra Isa	A Study to Analyse the Organizational Culture among Silk Weavers using OCTAPACE Model with special reference to Thanjavur District	Arimaa Nokku	18:3 October 2024	2320-4842		UGC-CARE Listed and Peer Reviewed Journal

PATENT AND COPYRIGHTS APPLIED/RECEIVED BY THE FACULTY

PATENTS

S. No	Date	Name of the faculty	Title of the Patent	Application Number	Patent Status (Applied/Published/Granted)
1	19.08.2024	Dr. Chitra Isac	Digital White Board for Training Solution	6383992	Granted

ACHIEVEMENTS AND AWARDS – FACULTY

Year of award	Name of full time teachers receiving awards from state level, national level, international level	Designation	Name of the award, fellowship, received from Government or recognized bodies
2024	Dr. Chitra Isac	HOD – Dept. of BBA- RM	Library Ambassador Award-SALIS
2024	Dr. Chitra Isac	HOD – Dept. of BBA- RM	Best Teacher Award, Rotary Chennai Crown

OTHER ACADEMIC CONTRIBUTIONS – FACULTY

S. No	Date	Name of the Faculty	Nature of Work	Institution
1	18.02.25	Dr. Chitra Isac	Student Exchange Programme-Academic Session	Nirmala College and St. Claret College, Bengaluru (As part of Xavier Board Academic Activity)

ONLINE COURSES COMPLETED BY THE FACULTY

S.No.	Name of the Staff	Name of the Course	Institution	Date of Completion
1	Dr. Chitra Isac	Business Intelligence using Power BI	Skill Nation	25.08.2024
2	Dr. Chitra Isac	HR Analytics using Excel	NPTEL	15.12.24

STUDENTS' PARTICIPATION IN WORKSHOPS/HANDS-ON-TRAINING

S. No	Date	Name of student	Topic	Name of Workshop/Hands-on-Training	Organizing Committee and platform	National/International
1	03/02/2025	I BBA-RM	Introduction to Financial Planning	Workshop	SEBI & NSE-Offline	National Level
2	18/02/2025	Mariya Paula. I Thulasimani.	Student Exchange Programme	Hands-on-training	Nirmala College (As part of Xavier Board Academic Activity) – Offline	National Level

FELLOWSHIPS AND SCHOLARSHIPS

S. No	Name of the Student and Class	Name of the fellowship/scholarship	Funding agency	Stipend Amount (Rs.)
1	Gopika.S	Moovalur	Government	2000
2	Merlin Sofiya.E	Moovalur	Government	1000
3	Keerthana.P	Moovalur	Government	1000
4	Vasika.M	Moovalur	Government	1000
5	Priyadharshini	Student Aid Fund	Staff of Nirmala College	960/-

ONLINE COURSES COMPLETED BY THE STUDENTS

SL.NO	NAME	NAME OF THE COURSE	COURSE CONDUCTED BY
1	Akila Raj.M	Problem Solving & Innovation - Advanced	SWAYAM PLUS
2	Gopika.S	1.Problem Solving & Innovation – Advanced 2. Effective Speaking And Listening Skills	SWAYAM PLUS
3	Keerthana.P	Problem Solving & Innovation - Advanced	SWAYAM PLUS
4	Mariya Paula.I	1.Problem Solving & Innovation – Advanced 2. Effective Speaking And Listening Skills	SWAYAM PLUS
5	Merlin Sofiya.E	1.Problem Solving & Innovation – Advanced 2. Effective Speaking And Listening Skills	SWAYAM PLUS
6	Priyadharshini.S	1.Problem Solving & Innovation – Advanced 2. Effective Speaking And Listening Skills	SWAYAM PLUS
7	Rajalakshmi.S	Problem Solving & Innovation - Advanced	SWAYAM PLUS
8	Thasleema.I	1.Problem Solving & Innovation – Advanced 2. Customer Centricity-Advanced	SWAYAM PLUS
9	Thulasi.B	Problem Solving & Innovation - Advanced	SWAYAM PLUS
10	Vasika.M	1.Problem Solving & Innovation – Advanced 2. Effective Speaking And Listening Skills	SWAYAM PLUS
11	Chandini.S	1.Problem Solving & Innovation – Advanced 2. Online Communication And Data Security	SWAYAM PLUS
12	Keerthana P	Environmental Studies	SWAYAM
13	Vasika. M	Environmental Studies	SWAYAM

CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

STUDENT PARTICIPATION IN INTERCOLLEGIATE/INTERDEPARTMENTAL COMPETITIONS

S. No	Date	Event	Organized by	Students Name	Participated / Won
1	19.12.25	Group Dance	Fine Arts Club, Nirmala College for Women	Akila Raj M Gopika S Mariya Paula I Merlin Sofiya E Priyadharshini S Rajalakshmi S Thasleema I Thulasi B Vasika M Chandini S	II Prize

STUDENTS' PARTICIPATION IN CULTURAL/EXTRA CURRICULAR ACTIVITIES AND PRIZES

S. No	Date	Name	Event	Participation/ Prize	Organizing Committee
1.	16.10.2024	Akila Raj Chandini Gopika Mariya Paula Priyadharshini Rajalakshmi Thasleema Thulasi Vasika	Diwali Celebration	III	Fine Arts Committee, Nirmala College for Women, Coimbatore
2.	13.01.25	Akila Raj M Gopika S Mariya Paula I Merlin Sofiya E Priyadharshini S Rajalakshmi S Thasleema I Thulasi B Vasika M Chandini S	Folk Dance	III	Dept. of Tamil (Aided), Nirmala College for Women, Coimbatore

EXTENSION ACTIVITIES

OTHER EXTENSION ACTIVITIES OF THE DEPARTMENT

S. No.	DATE	ACTIVITY	PLACE	NO. OF BENEFICIARIES
1	18.02.25 to 19.02.25	Student Exchange Programme	Nirmala College for Women	11

2	13.03.25 to 16.03.25	Student Exchange Programme	St, Claret College, Bengaluru	2
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