

Name of the Department: BBA

ACTIVITIES OF THE DEPARTMENT

(Association meetings, Guest Lectures, Celebration of Important days)

S.No	Date	Topic	Resource Person (designation with complete official address)	Event
1	10.07.2019	Women Entrepreneurs	Ms.Sri Vidhya Ethiraj, Chief Executive Officer of Bamboo events, Coimbatore	Inaugural of the Management Association - PLEXUS
2	04.09.2019	GST	Ms.Amsaveni, Tax auditor, LG.Balakrishnan &Bros Ltd, Coimbatore	Guest Lecture

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

S. No	DATE	TOPIC	RESOURCE PERSON	EVENT
1	28.08.2019 and 29.08.2019	Transactional Analysis	Mr.I.A.Mohanraj, CEO, Asha Counseling Centre, TA member.	Training
2	23.01.2020	Pioneering Changes in Digital Marketing and Human Resource Management	1. Mrs. Pavithra Venkatesan, Senior SEO Specialist, The Automotive Advertising Agency, Austin, Texas, USA. 2. Mrs. Sunithi Sathiachander, Recruiting Manager, WindCare , Auckland, NewZealand.	International Video Conference
3	06.02.2020	Personality Development	Dr. NagaNandhini, Associate Professor and Head, Department of MBA, Nehru Institute of Technology, CBE.	Personality Development Program

MOU/LINKAGES WITH INDUSTRIES

S.No	Date	Department	Name of the Industry Institute	Purpose
1	08.07.2019	BBA	M/s. CADD Technologies School of Design Private Limited, ,27/2 Rajai Road, Ram Nagar, Opposite to Kannan Departmental Stores, Gandhipuram,Coimbatore - 642 001	Providing training in Tally ERP 9 with GST

EXPOSURE VISITS

S. No	DATE	CLAS S	PLACE	No. of days	No of students	Type
1	20.08.2019 and 21.08.2019	Third Years	Kothagiri	2	45	Outbound Training
2	13.01.2020 and 14.01.2020	Second Years	Kothagiri	2	43	Outbound Training
3	05.02.2020	First Years	Kallar	1	40	EVS Trip

FACULTY WHO HAVE RECOGNITION FOR GUIDING M.Phil.& Ph. D

S.No	Dept	Name of the Staff	Date of Recognition	Name of the University	Official Communication
1	BBA	Dr.Mrs.Lydia.H.Swamy	14/11/2016	Bharathiar University	27249-2/A2/2016

**PARTICIPATION OF THE FACULTY IN SEMINARS, CONFERENCES &
WORKSHOPS**

S. No	Date	Name of the faculty	Title of the Seminar Conference Workshop etc	Organizing Committee& Venue
1	27.09.2019	Dr.Evelyn Louisa.M	Insurance and Technology Emerging Challenges	Organized by Insurance Institute of India, Mumbai and Department Of Commerce – BPS (Business Process Services) Sri Ramakrishna College Of Arts & Science, Coimbatore

PUBLICATION BY THE FACULTY IN JOURNALS

S. No	Year	Name of the faculty	Topic	Name of the Journal	Vol No, Issue No, Pg No with ISSN	Impact factor	Indexing Details
1	Sept, 2019	Dr. Evelyn Louisa. M	Artificial Intelligence And The Future Of Insurance Industry	Conference Proceedings	ISBN NO: 978-93-5382-734-2, page no 11-14, September 2019.		
2	Aug, 2019	Dr.Mrs.Lydia.H. Swamy	Relationship between motivational practices and organizational citizenship behavior with special reference to employee's of manufacturing industries in Coimbatore district	Scopus – International Journal of Innovative Technology and exploring engineering	Vol.no.8, Issue 10S, Pg No.106 – 111, ISSN No.2278 – 3075		

PAPER PRESENTATION BY THE FACULTY

S No	Date	Name of the faculty	Topic	Category	Organizing Committee
1	27.09.2019	Dr.Evelyn Louisa.M	Insurance and Technology Emerging Challenges	National Conference	Organized by Insurance Institute of India, Mumbai and Department Of Commerce – BPS (Business Process Services) Sri Ramakrishna College Of Arts & Science

OTHER ACADEMIC CONTRIBUTIONS – FACULTY

S. No	Date	Name of the Faculty	Nature of Work	Institution
1	May, 2019	Dr.Mrs.Lydia.H.Swamy	Member of the Inspection Committee	Adithya Krishna College of arts and science
2	Oct, 2019	Dr. Evelyn Louisa. M	External Examiner for UG Practical exams.	RVS College of Arts and Science, Coimbatore

FACULTY QUALIFIED NET/SET

S.No.	Name of the Staff	Qualified Test	Year
1	Dr. Evelyn Louisa. M	SET	2017

DETAILS RELATED TO STUDENTS

STUDENT'S PARTICIPATION IN SEMINARS/CONFERENCES/WORKSHOPS

S. No	Date	Name of student	Topic	Name of Conferences/Seminars /Workshops/ Training and Organizing Committee	National/ International

1	13.02.2020	Suman Sulthana . A	Career Guidance	Creating Happy and Meaningful Career	National
2	13.02.2020	Zumana Hazin .T. H	Career Guidance	Creating Happy and Meaningful Career	National
3	07.01.2020	Binitha.R (M.Phil Research Scholar)	Work Life Balance	Seminar	Nirmala College for Women
4	07.01.2020	A.Aifsheeba (Ph.D Research Scholar)	Advertising	Seminar	Nirmala College for Women
5	09.01.2020	Binitha.R	Innovative Learning Approaches	Conference	Nirmala College for Women
6	07.02.2020	Binitha.R	Sustainable Leadership in HRM	Conference	PSGR Krishnammal College for Women
7	07.02.2020	A.Aifsheeba	Social Entrepreneurship	Conference	PSGR Krishnammal College for Women
8	11.01.2020	Binitha.R	Exploration of research Innovations – Its Trends and Challenges	National Level Symposium	Nirmala College for Women
9	11.01.2020	A.Aifsheeba	Exploration of research Innovations – Its Trends and Challenges	National Level Symposium	Nirmala College for Women
10	11.01.2020	Vinith.D (Ph.D Research Scholar)	Exploration of research Innovations – Its Trends and Challenges	National Level Symposium	Nirmala College for Women
11	03.02.2019	Binitha . R	Entrepreneurship Development	Two Day Workshop	PSGR Krishnammal College for Women

12	03.02.2019	A.Aifsheeba	Entrepreneurs hip Development	Two Day Workshop	PSGR Krishnammal College for Women
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STUDENT PRESENTATION IN SEMINARS AND CONFERENCES

S. No	Date	Name of student	Topic	Seminar/ Conference/	Organized by
1	07.01.2020	Binitha.R	Work Life Balance	Seminar	Nirmala College for Women
2	07.01.2020	A.Aifsheeba	Advertising	Seminar	Nirmala College for Women
3	09.01.2020	Binitha.R	Innovative Learning Approaches	Conference	Nirmala College for Women
4	07.02.2020	Binitha.R	Sustainable Leadership in HRM	Conference	PSGR Krishnammal College for Women
5	07.02.2020	A.Aifsheeba	Social Entrepreneurship	Conference	PSGR Krishnammal College for Women

STUDENTS' PARTICIPATION IN CULTURAL/EXTRA CURRICULAR ACTIVITIES AND PRIZES

S. No	Date	Name	Event	Participation / Prize	Organizing Committee
1	26.05.2019 to 27.05.2019	D.Sowmiya Mary	Ball Badminton	I	Trichy
2	13.06.2019 to 15.06.2019	D.Sowmiya Mary	Ball Badminton	III	YMCA, Chennai
3	22.06.2019 to 23.06.2019	D.Sowmiya Mary	Ball Badminton	III	ZKM Higher Secondary School, Bodhi
4	30.08.2019	D.Sowmiya Mary	Tennis	II	Dr.SNS Rajalakshmi College of arts and science

5	05.12.2019 to 06.12.2019	D.Sowmiya Mary	Ball Badminton	I	Sri Ramu College of arts and science, Pollachi
6	04.01.2020 to 05.01.2020	D.Sowmiya Mary	Ball Badminton	II	Chinnaswamiammal Higher Secondary School, Tirupur
7	07.01.2020 to 10.01.2020	D.Sowmiya Mary	Ball Badminton	III	Andhra University
8	17.02.2020 to 21.02.2020	D.Sowmiya Mary	Ball Badminton	II	Chennai
9	22.02.2020 to 23.02.2020	D.Sowmiya Mary	Ball Badminton	III	Karur