

SHASUN BUSINESS ADMINISTRATION NEWS BULLETIN — SBANB

OBJECTIVES FOR THE SEMESTER

- To achieve the at-most educational quality
- To increase the potential of the students in academics
- To improve monitoring, coordinating and managing skills of students

SPECIAL POINTS OF INTEREST

Activity Based Learning approach

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HOD'S MESSAGE

Department of Business Administration is the guiding all the young Entrepreneurs. Into successful business man. We work hard to provide knowledge. Teach the student community about superior Human Resource management skills. We encourage them to develop business ideas and become technically potential to serve the competitive business world without any intermediates We ensure to have a loads of dedicated and experienced faculty who can mold the students with their skills and enhance their skill sets with the assistance of our upgraded infrastructure. The Department of Business Administration takes part in enriching basic life skills and technical skills to students. We motivate students to become leaders and entrepreneurs.

We make the students enlightened with international opportunities. We wish a stroke of very good luck to our student fraternity we make sure that the students reach their at most possibility of performance in their innovation and ideas

FACULTY ACHIEVEMENTS

Dr. M. Malarkodi published a book titled Business Environment, Excellent Publications.
Dr. G. Vaishnavi Published a research paper titled "Exploring the insights of HR Policies and Practices in Indian Context" in INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD, 9 (2), 2023.

BEST PRACTICES

- The Department persuades all the students to pursue certification course depending on their major papers
- We support the students to plan, organize, perform and lead the students activities
- We assist the students regarding their career prospects and provide guidance

EDITORIAL

The Department of Business Administration is delighted to present the newsletter for the year 2022-23. The newsletter highlights the academic and non academic performance of the students and faculty

SEMINARS & EVENTS

The Department of BBA has conducted multiple Guest lectures as well as seminars for the students. Our department has always been student centric. The department has taken initiative in doing 'INTERNATIONAL CONFERENCE' in association with the department of commerce which was a ended up to create huge success. There are various guest lectures which has been conducted. The seminars that stand out the most are Effective communication, Life skills, and Digital marketing. There has been a great lot of renowned and experienced staffs as well as entrepreneurs to guide us, , Mr. Harishankar, Dr. Roshini and Mr. Hariharan are few of the examples. students have also been taught about the Personality Development seminar which has been conducted for 2nd and 3rd years. Students are benefitted with various knowledge and understanding methodology with the assistance of these seminars. These seminars enhance the performance of the students in various outcomes which also includes their future excess earnings The department makes sure that all the students of BBA attends and participates in the seminars and events which are conducted by the department.



KNOWLEDGE ENRICHMENT

Dr. M. Malarkodi, Dr. G. Vaishnavi, Dr. J. Latha and Ms. P. Vidhya attended five days Pre-Conference Workshop on Transformation through Innovation and Reinvention in Business Practices 2023 organized by, Shri Shankarlal Sundarbai Shasun Jain College for Women, Shri Krishnaswamy College for Women on 13th to 17th March, 2023.

Dr. G. Vaishnavi and Ms. P. Vidhya Presented a research paper titled “Exploring the facts about Consumer Awareness and Recall on Promotional Advertisements” and An Analysis on Customer Satisfaction on Jewellery Designing in International Conference on Transformation through Innovation and Reinvention in Business Practices 2023 and published the same in Proceedings of International Conference organized by, Shri Shankarlal Sundarbai Shasun Jain College for Women, Shri Krishnaswamy College for Women on April 6, 2023.

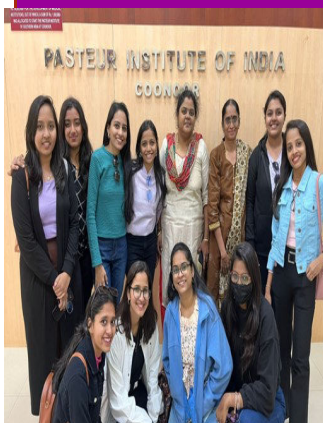
Dr. G. Vaishnavi presented and published a research paper titled “ANALYSING THE IMPACT OF FAMILY RELATED VARIABLES AND JOB SATISFACTION IN WORK LIFE BALANCE” in National level virtual conference on Emerging Trends in Commerce and Business Management organized by Guru Shree Shantivijai Jain College for Women on March 29, 2023. Ms.P.Vidhya has completed NPTEL MOOC Course on Human Behaviour

EXPERT TALKS



DATE	TOPIC	RESOURCE PERSON
02.02.2023	Industrial Relationship	Ms. Usha
08.02.2023	Financial Environment In Business	Mr. Ramesh Raman
08.02.2023	Effective Communication	Mr. Hari shankar
13.02.2023	Personality Development	Dr. Sokkalingam
27.02.2023	Artificial Intelligence	Ms. Monica Sethiya
28.02.2023	Early Stage Of Entrepreneurship And Mentoring	Ms. Roshini
16.03.2023	Life Skills	Ms. Sowmyashinde
21.03.2023	Import And Export Policies	Ms. Udy Domanic
27.03.2023	Digital Marketing	Ms. Deepika

INDUSTRY INTERFACE



Department has organized Industrial visit for 3rd year BBA students to Pasture Institute of India, Conoor and Doddabetta tea factory, Ooty on 10th and 11th of February 2023 During the visit to Pasture Institute of India, the students learned about the process involved in the production of DPT and Anti – Rabies vaccine through a training session. At the tea factory, the students got to learn about the processing of tea, right from collecting the tea leaves, until the end product of tea powder is obtained accompanied with Tea Museum, where the origin and history of tea were displayed.



INTERNSHIP & PROJECT

- All first and second year students have started approaching the companies for internship
- All the final year students has completed research projects

CULTURAL SHOWCASE

To showcase their talent, Ms. Jiya and Ms. Prachi Surana, took part in the Sha Kala Utsav Event

The expert in anything was once a beginner.

-Helen Hayes

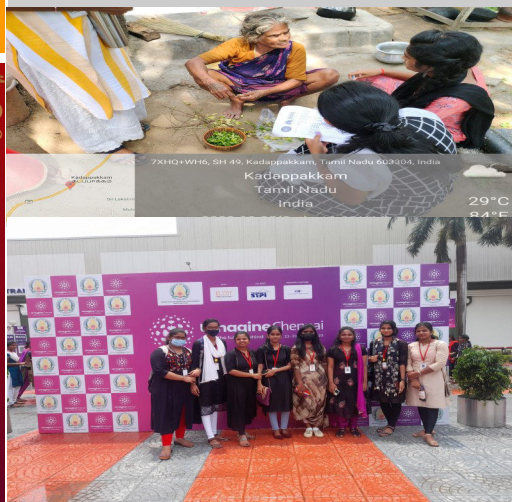
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GOING ON AN EXTRA MILE...

On behalf of Department of Business Administration, we congratulate Ms. Ramya Anjugam (Batch 2019-22) that she secured University first Rank.

SOCIAL INITIATIVE

Ms. Priscilla from BBA 1st year has initiate various social activities such as Door to door awareness about tuberculosis, temple cleaning cam-



Students of BBA Participated in Dance competition which has been conducted in WCC and the achievement was published in News paper.

Third year students attended an event organized by UMACINE CHENNAI-Annual Techonology Entrepreneurship and skill summit, at Chennai Trade center.



LEARN & EARN PROGRAMS

S.NO	Final year Students	Placed Companies
1	Ms. Aanchal	TCS
2	Ms. Shriya Chandan	ACCENTURE
3	Ms. Nanditha vardhini	SUTHERLAJND
4	Ms. J. Harshita	JUSTDIAL
5	Ms. V Subicksha	CAMS

McKinsey & Company

accenture

STAR
Personal & Caring
Health Insurance
The Health Insurance Specialist

TATA
CONSULTANCY SERVICES

Justdial
HCL TECHNOLOGIES

Deloitte.

Capgemini

Integrated
since 1974
Investments Simplified

OUR STUDENTS — OUR AMBASSADORS

**Ms. Bhavishya Rajan has secured All Rounder Award
Ms. Shivani Sreya & Ms. Harini.M has been selected as Cultural Secretary & Department Secretary for the year 2023-24**

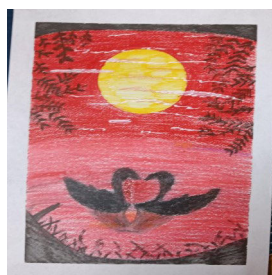
NAME	ACTIVITY	INSTITUTION	AWARD	YEAR
Ms. Bhavishya Rajan & Ms. Sharanya Mohanty	Tech Camp	Shasun Jain College	1st prize	III
Ms. V.Vanshikaa	Darpan 2 - Poetry Writing	DG Vaishnav College	1st prize	I
Ms. V.Vanshikaa	Kavya Madhuri - Poetry Competition	Guru Nanak College	3rd prize	I
Ms. Aariya Santosh Salunkhe Ms. Sejal A Jain Ms. V. Vanshikaa Ms. C. Vidushi Jain Ms. Sejal Jain	Short Film Making	Anna Adarsh College	3rd prize	I
Ms. V. Vanshikaa Ms. C. Vidushi Jain	Utkarsh - Group Dance	Women's Christian College	2nd prize	I
Ms. V. Vanshikaa Ms. C. Vidushi Jain Ms. Vriddhi shah	Elation 23\$ - Group Dance	Amity Global Business School	2nd prize	I
Ms. Tanya Ms. Minal Ms. Khushi	El Dorado (Treasure Hunt)	DG Vaishnav College	2nd prize	II



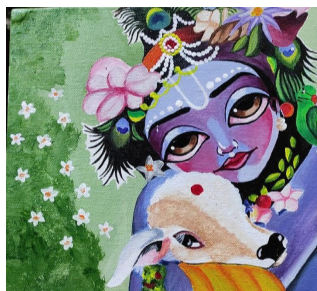
STUDENTS CORNER



Ishika BBA-I



Ishika BBA-I



Krithika BBA-II



Krithika BBA-II

Kyu log nahi samajhte

Kyu log nahi samajhte
Kyu dukho Mai hai ulajhte
Aakhir kyu sab hai kehte
Ki sab isi safar Mai hai bethe
Kyu ye lamhe hai tadpate
Kyu nahi ye asani se guzar jate
Aakhir kya hai ye sikh
Jo dusre ache lamhe nahi sikha pate
Kya yehi zindagi ka saar hai
Ki isme dukh apaar hai
Kyu ye dukho ka bhandaar hai
Jisme na aar hai na Paar hai
Maana ki aankho mai aansoo hai
Par in aansuon ki bhi koi wajah hai
Thodi na aise hi kabhi bhi
Aati in aankho se baad hai
Bedard si is duniya mai
Dard fir bhi hota hai
Kahi na kahi andar hi andar
Ye dil humesha rota hai
Aasaan nhi hai un cheezo ko bhulana
Jinhone hume sabse zyada rulaya
Aage badhne ke baad bhi
Inhi Palo ne hume firse bulaya
Kaash chod de ye bhi hume
Jis tarah sabne tha choda
Haal humara kabhi na puche ye rasta
Jisne tha zindagi ko moda

- Riddhi jain