

OBJECTIVES FOR THE SEMESTER

- To provide quality education to the students
- To motivate the capability of the students in academics
- To improve administration, management, and leadership skills

SPECIAL POINTS OF INTEREST

Activity Based Learning approach

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SHASUN BUSINESS ADMINISTRATION NEWS BULLETIN — SBANB

HOD'S MESSAGE

The Department of Business Administration endeavors to produce confident professionals by tuning the students to a real-time working environment. We strive to be at the forefront of learning, teaching, and research, as well as to promote academic excellence and foster innovation and creativity. The Department takes responsibility for academic leadership to upgrade the academic standards of the students. We believe that our students have been well accepted in their job profiles. Providing universal discipline to our students, we offer a blend of both theoretical and practical knowledge that matches the short- and long-term goals of the industry.

FACULTY ACHIEVEMENTS

Dr. G. Vaishnavi has published a paper in a UGC CARE-approved, peer-reviewed journal, the Indian Journal of Psychology, on the topic of "Exploring Job Satisfaction and Work-Life Balance in the Context of Family-Related Variables." The paper is included in Book No. 06, 2023, with an Impact Factor (IF) of 7.986.

BEST PRACTICES

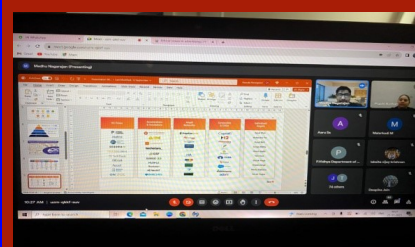
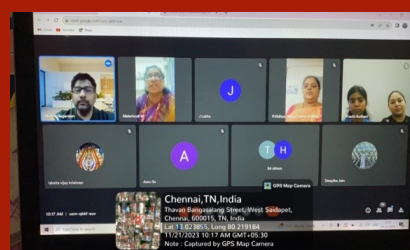
- The department makes sure that all the students take certification courses in all the subjects.
- We support the students in organizing, leading, and coordinating their activities.
- We provide students with their career prospects and provide guidance in their career development.

EDITORIAL

The Department of Business Administration is delighted to present the newsletter for the year 2023-24. The newsletter highlights the academic and non academic performance of the students and faculty.

SEMINARS & EVENTS

A Guest lecture was conducted on National Entrepreneurship Day by Mr. G. N. Madhu. The lecture provided students with enormous knowledge on "entrepreneurship". The lecture was fun and interactive which enabled students to interact with the lecturer with ease. The lecturer called on students to ask questions on the topic. Students were able to understand and get an idea of how to become an entrepreneur and to promote it. It also gave insights on developing a diverse set of skills including communication, marketing and other business ideas. "B - Plan Proposal" was an entrepreneurship-based event conducted to showcase the skills of the students. Winners' names were announced and congratulated related to entrepreneurship. At the end of the session, students acquired knowledge and experience of the lecturer which would be useful for their future.



FACULTY KNOWLEDGE ENRICHMENT



- Ms P Vidhya, Dr C Vijaya and Ms S Sumathi attended a 15 - Day Faculty Development Programme on Tools and Techniques in ADVANCED RESEARCH METHODOLOGY & PUBLISHING was conducted by SOCMS and School of CAE, Sandip University, Sijojl, Madhubani, Bihar, India from 1st to 15th September 2023
- National Level 7-Day Professional Development Program for Higher Education Teachers conducted by Internal Quality Assurance Cell (IQAC) & School of commerce in collaboration with Department of Business Administration (SF) Ayya Nadar Janaki College, Sivakasi all the faculty took part in this program from 21st to 30th of August 2023.
- 7-Day Online Faculty Development Programme on NEP 2020 : Pedagogical Reforms for Outcome Based Education conducted by Internal Quality Assurance Cell (IQAC) & School of Media and Communication was attended by all faculty from 7th to 14th of September 2023.
- Dr G Vaishnavi attained an Elite Gold certificate for the NPTEL course on Business Fundamentals for Entrepreneurs.
- Ms P Vidhya was awarded an Elite Certificate for the NPTEL course on Research Methodology.

EXPERT TALKS



DATE	TOPIC	RESOURCE PERSON
18/07/2023	Event Management	Mr. A.G.Satyan
11/08/2023	Aptitude Building	Mr. Hariharan
11/08/2023	The Future Of Work "What You Need To Know About Fintech"	Mr. V. Shyam Sundar
18/08/2023	Fundamentals Of Marketing And Sales Promotion	Ms. U. Suganya



INDUSTRY INTERFACE

MOU was by the Department of Business Administration exclusively for the final year students on "ENTREPRENEURIAL DEVELOPMENT." It was conducted by the successful women entrepreneur Ms. Suganya, Founder of Nayaa Organics. The goal was to educate the students about the field of entrepreneurship. It was a great success as students clearly understood the path that would lead them to be successful businesswomen. Each day was valuable and useful; students learned about the intricate gears of entrepreneurship. The lecturer turned each day into an erudite session, stimulating students' inner thoughts and inclination to become an entrepreneur. It was a splendid opportunity for the students to learn about the hurdles one should overcome while on the way to becoming an entrepreneur. To conclude, all the days were spent well in learning something very useful for the students in the long run.



INTERNSHIP & PROJECT

All third year students have successfully completed their Internship in various companies Such as Spearheads, Fincare, Younity, Society Tea Pvt Ltd, Airport Etc as a One month Intern Program And acquired their certificates for their respective field of internship done.

CULTURAL SHOWCASE

Students of BBA Department has participated in Bharathiya Vidhya Bhavans Stage Showcase for Navaratri named "NAVA GUNOTSAV"



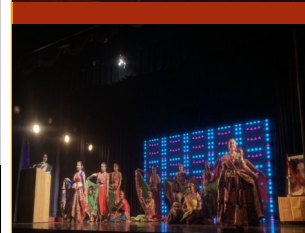
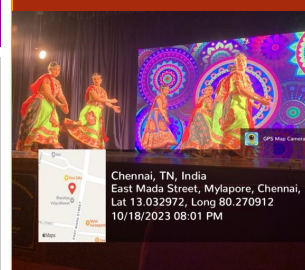
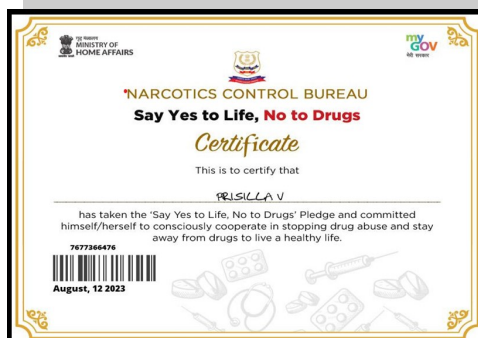
GOING ON AN EXTRA MILE...

Ms. Prachi Kothari of BBA III year has won 4th place in IIM Indore Business Plan Championship. Students of BBA Department Ms. Khushi. M, Ms. Khushi, Ms. Karishma, Ms. Prachi, Ms. Ishita, Ms. Akshata, Ms. Vandana and Ms. Rishita have participated in SRM College of Engineering Fashion Walk by Showcasing their astonishing performance in Traditional attire.



SOCIAL INITIATIVE

- Ms. Priscilla from BBA II year has took initiative in the social activity of "SAY NO TO DRUGS" and took pledge with certification and have also initiated in the campus cleaning program of our college has participated in anna university walkathon on topic "NO DRUGS"
- Ms. Pavithra A. J and Indhumathi donated blood in the blood camp occurred in our college.



**SUCCESS
DOESN'T
COME TO
YOU...
YOU GO
TO IT.**

- MARVA COLLINS

LEARN & EARN PROGRAMS

The following is the list of final year BBA students selected in the placement drive:



S.NO	NAME	COMPANY
1.	Ms. Pavithra Devi AJ	Accenture & TCS
2.	Ms. Suman	TCS & Sutherland
3.	Ms. Harini.M	Sutherland
4.	Ms. Swetha.S	Sutherland
5.	Ms. Jayalakshmi	Sutherland
6.	Ms. Varsha.S	Sutherland
7.	Ms. Saloni	Sutherland
8.	Ms. Karishma	Sutherland
9.	Ms. Labdhi.A	Sutherland
10.	Ms. Pavithra.K	TCS

accenture

TATA
CONSULTANCY SERVICES

OUR STUDENTS — OUR AMBASSADORS

Students of BBA department participated in the NAAC Accreditation Program Occurred in “UNIVERSITY OF MADRAS”, showcasing excellence in diverse dance forms. Ms. M.S.K. Ramya Anjugam, the 2019-22 Gold Medalist, received her degree from the University of Madras in a ceremony presided over by our honourable Vice Chancellor.

NAME	ACTIVITY	INSTITUTION	AWARD	YEAR
Ms. Kavitha. J	Bunk Tournament	YMCA College	1st	I
Ms. Hitanshi	Make up	Stanley Medical College	2nd	II
Ms. Vandhana	Make up	Stanley Medical College	2nd	II
Ms. Priscilla	Drawing Competition	Shasun Jain College	2nd	II
Ms. Prachi Kothari	Ideathon B– Plan	Shasun Jain College	1 st with cash Reward	III
Ms. Deepika	Ideathon B– Plan	Shasun Jain College	1 st with cash Reward	III
Ms. Nirma	Cricket Tournament	YMCA College	1st Runner Up	III



READERS CORNER

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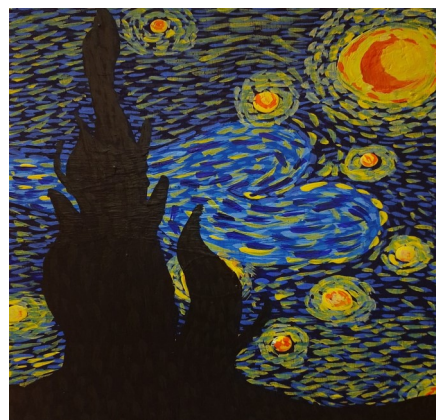
Ms. Titicksha BBA– I ‘B’



Ms. Mishty BBA I ‘B’



Ms. Krithika BBA-



Ms. Jiya BBA-II