

**SHASUN BUSINESS ADMINISTRATION NEWS BULLETIN — SBANB**

**OBJECTIVES FOR THE SEMESTER**

- To give students a strong foundation and quality education.
- To build their communication, leadership and teamwork skills.
- To prepare them for real-world challenges with practical exposure and employability.

**SPECIAL POINTS OF INTEREST**

Activity Based Learning approach

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**HOD'S MESSAGE**

As we begin this new semester in the Department of Business Administration, we feel a strong sense of pride and optimism for the journey ahead. Our commitment remains to nurture not only academic excellence but also curiosity, creativity, and leadership in each of our students. In an ever-changing business world, we aim to equip the students with knowledge, confidence, and the spirit to face challenges and embrace opportunities. This newsletter brings together the achievements, ideas, and collective energy of our students and faculty a true reflection of our department's vibrant academic culture and collaborative spirit. We congratulate everyone on the progress we have made together, and we look forward to what we will build this semester.

**SEMINARS & EVENTS**



**BEST PRACTICES**

The department encourages students to enrol in online certificate courses to gain practical, in-demand expertise that complements classroom learning. We promote group activities and discussions to build teamwork, communication, and peer-learning among students. By fostering collaborative learning environments, we help students grow interpersonal skills, confidence, and professional connections.

**EDITORIAL**

The Department of Business Administration is delighted to present the newsletter for the year 2025-26. The newsletter highlights the academic and non-academic performance of the students and faculty.

The Department of Business Administration (Shift I), in collaboration with the Internal Quality Assurance Cell (IQAC), organized a three-day Domain-Based Workshop on Business Research from 27th to 29th October 2025. On the first day, Dr. Jeyachandran, Director of Marutham Group, shared valuable insights on the practical applications of business research in decision-making and organizational development. The second day featured Dr. D. Sumathi, Assistant Professor, who provided an in-depth Overview of Research Design, emphasizing the importance of structuring research systematically to achieve accurate results.

On the third day, Dr. G. K. Lavanya, IIC Director, elaborated on the Step-by-Step Process of Research Writing, guiding students on effective presentation and documentation of research findings. The workshop offered students hands-on learning experiences, enhanced their analytical and research skills, and encouraged them to apply research concepts to real-world business scenarios.

FACULTY KNOWLEDGE ENRICHMENT



- Dr. M. Malarkodi attended the National Level 5-Day FDP on SPSS organized by Edifice Education & Research Academy (MSME registered) from 2nd to 6th June 2025.
- Dr. J. Latha successfully completed the AICTE-evaluated programme on *Environmental, Social and Governance* conducted by Turnip Innovations from 9th to 18th November 2025.



- Dr. C. Vijaya completed the AICTE-evaluated *Design Thinking* course offered by Turnip Innovations from 04.09.2025 to 10.09.2025.



- Ms. S. Sumathi published a paper titled "*A Study on the Impact of Artificial Intelligence (AI) on Employee Performance in the Workplace*" in the International Conference on *Application of AI in Business and Technology (ICAIBT)* held at Annai Veilankanni's College of Arts and Science on 22nd August 2025 (ISBN: 978-93-49332-72-0).



- Dr. Kousalya Parasakthi completed the AICTE *Patent Analytics* course organized by Turnip Innovations and Facilitation from 2nd July to 11th July 2025.



- Dr. V. Mary Diana completed the National Level Faculty Development Programme on *Interdisciplinary Research and Funding Opportunities in SDG Focused Projects* conducted by KL Tiwari Degree College of Commerce and Science, Nalasopara West from 20.06.2025 to 26.06.2025.



- Ms. K. Meenakshi successfully completed the National Faculty Development Programme on *Data Analysis Using SPSS and AMOS for PhD Research and Scholarly Publishing* offered by the Institute for Scholarly Research and Training 14th June to 20th June 2025.



- Ms. S. Abinaya qualified the Tamil Nadu State Eligibility Test conducted by the Teachers Recruitment Board on 25th September 2025.



EXPERT TALKS

DATE	TOPIC	RESOURCE PERSON
08.07.2025	Women Entrepreneurship: Breaking barriers & Building brands	Ms. Disha Bafna, Entrepreneur
03.09.2025	My Journey From Student to Professional: Lesson I Learned Along the Way	Ms. Muskaan Purohit Associate Product Operations, Impacteers
29.09.2025	HR in the Age of AI – Balancing Policies People and Trends	Ms. Sai Padma Sriya. G, HR & Admin Professional Vajra Global Consulting Services, Chennai
28.10.2025	Global HRM	Mr. Ramesh Srinivasan, Business coach



## INTERNSHIP &amp; PROJECT

- Department of Business Administration organized an industrial visit to M/s. Hitachi Energy on 24<sup>th</sup> & 25<sup>th</sup> September 2025 for 1 year students.
- The industrial visit provided an excellent opportunity to bridge gap between classroom learning and practical industry exposure.
- During the visit students were able to observe the functioning of different departments, production process and technologies used in the organization.



## SYNERGIA 2K25

## INTERDEPARTMENT EVENT

An inter-department event was organized *Synergia 2K25 – “Bizonic”*, on 17th September 2025. The session featured Ms. Harshitha (Entrepreneur) and Ms. A. Akshita (Fraudulent Reporting Executive, Karur Vysya Bank) as guests. The event included five competitions—three on-stage (Ideathon, Brand Charades, Biz-Crossword) and two off-stage (Business Meme and Logo Remix). Students participated with great enthusiasm, displaying creativity and teamwork. The event successfully enhanced student engagement, encouraged innovation, and fostered a sense of unity within the department.



## INTRADEPARTMENT EVENT



- The Department of Business Administration conducted the Intra Department event “*Synergia 2K25 – Bizonic*” on 18th September 2025, featuring five competitions with enthusiastic participation from 113 students.
- The program began with a prayer and a welcome address by Ms. Thanuja, and was graced by guest Ms. Rohini Makana, Freelance Designer. The event provided a platform for students to showcase their talents, share ideas, and build confidence, creating a positive and engaging departmental experience.

OUR STUDENTS — OUR AMBASSADORS

S.n	Student name	Class/ section	Participated in	Event institution	Place won
1	Aksharaa KL	1 BBA B	Corporate walk	Shri Krishnaswamy college	I
2	Janvi Salunkhe	1 BBA B	Corporate walk	Shri Krishnaswamy college	I
3	Jaahnvi khatri	1 BBA A	Corporate	Shri Krishnas-	I
4	Dhanushria	1 BBA A	Corporate walk	Shri Krishnaswamy college	I
5	Suhani	1 BBA B	Corporate walk	Shri Krishnaswamy college	I
6	Yaavi Modi	1 BBA B	Group dance	sri kanyaka parameshwari	I
7	Nivitha Vijayakrishnan	1 BBA B	Group dance	sri kanyaka parameshwari	I
8	Maanya	1 BBA B	Group dance	sri kanyaka parameshwari	I
9	Ojal	1 BBA B	Group dance	sri kanyaka parameshwari	I
10	Prachi jain	1 BBA B	Group dance	sri kanyaka parameshwari	I
11	Dheepthi	1 BBA B	Group dance	sri kanyaka parameshwari	I
12	Jinagya	3 BBA A	Brain wars	shri shankarlal sundarbai col-	III
13	Yashi Jain	2 BBA B	Elocution competition	Shree Chandraprabhu	II
14	Yashi Jain	2 BBA B	Podcast	Stella Maris college	I



READERS CORNER

