

Business Administration Association Report

Arul Anandar College (Autonomous)
Karumathur

A Report on the activities done by the Department of Business Administration during the year 2016-2017

The department has conducted a two day workshop on Social Entrepreneurship – Generating the next G – BET6 on 09.03.2017 and 10.03.2017. **Dr. M. Mariappan**, Director, Manoj Consultancy, Madurai, inaugurated the workshop and delivered the inaugural address. **Mr. Jegan Karupiah**, Assistant Professor and Programme Co-ordinator, ACPR – Arul Anandar College, **Ms. Janani**, Trainer, Manoj Consultancy, **Ms. Nagalakshmi**, Managing partner, JJJ Millets, **Ms. Annie**, Trainer, Silk thread ornaments and **Ms. Kavitha**, Arts and crafts trainer, Sneha Beauty clinic, was the resource persons handled the training of the workshop.

During the academic year the department has organized 3 guest lectures titled “**Financial Planning for Young Investor**”, “**Drug abuse and De-addiction**” and “**Tips and Tricks of Research Methodology**” by eminent resource persons from various fields. All BBA students were attended the programme.

The department arranged 2 field exposure visits to “Karumathur Weekly Market” and “Checkanurani Weekly Market” for the final year students. The students conducted a perception survey from the sellers and buyers of Karumathur and Checkanurani Markets.

The department arranged 1 industry exposure visit to VKS Fireworks Private Limited, Vadakkampatti for the final year students. The students are given about the practical exposure to the manufacturing process and the marketing of fire crackers. The students also enquired about the health, welfare and safety measures carried out by the company.

The department has organized Parents Teachers Meet for all I, II & III BBA students.

The department has organized one industrial visit for the final year students to Kochi Port Yard, Wonderla Solar Energy Plant and Wonderla Water Management on 20th March, 2017.

Students Association Activities are conducted on regular basis. During this academic year we have organized six association activities in which we conducted Paper Presentation, Business Quiz, Spell Check competitions and screened videos on various manufacturing processes. These activities enabled our students to transform their basic skills into talents.