

Arul Anandar College, Autonomous

Department of Business Administration

Association Activity

The department has conducted five association activities during this academic year.

EDP Stall

Our students participated as producers and business entrepreneurs in the name of **BET Stall (Building Entrepreneurs Today)** on 26.6.2019 (Wednesday) during the ACPR conference and sold food products to the conference participants, teachers and students of Arul Anandar College.

EDP Club

We organised EDP club on 1.10.2019. We invited our department Alumni - Entrepreneur Mr.Rajesh, Proprietor of Sri Selva Ganapathy Woods and Furniture, Kapalur as a resource person for the club. He shared all his experiences, challenges and achievements with the students followed by interactive session.

Sales Day – BET Stall”

“Engaged students are committed and more likely to continue their studies”.

The Department of Business Administration course designed experiential practical skills for their students. The programme enables students to develop real products and services to sell on an organized sales day and food preparation event. During the course, students participated as producers, consumers and business entrepreneurs in the name of **BET Stall (Building Entrepreneurs Today)** using a supply chain approach – allowing them to understand the linkages, from production to consumption. Accordingly the girl students of our department have put a BET stall on 26.6.2019 (Wednesday) during the ACPR conference and sold food products to the conference participants, teachers and students of Arul Anandar College.



The Department of Business Administration, Arul Anandar college has conducted a Guest Lecture on “**HR Practices in Britannia Industries**” as a part of their curricular activities. The Lecture was delivered by **Mr.A.Renold Amirtharaj, HR manager, Britannia Industries**. The students enjoyed and an exposure to live HR practices in corporates.



A guest lecture on “**Educating Young Entrepreneurs**”. was organized by the Department of Business Administration,

The guest speaker invited to the forum is Dr.K.Veerakumar, Associate Professor & Head, Department of Business Administration, NGM College. The speaker gave live examples of entrepreneurs shining in the industry to motivate the students. He inspired the last benchers to think creative and to bring in their dreams into live industries. He insisted students to be a job giver than a job seeker.



A guest lecture on “**Digital Business in India**”. was organized by the Department of Business Administration.

The guest speaker invited to the forum is Mrs.Suganya Proprietor of Dream Zone Pvt.Ltd . The speaker gave live examples of entrepreneurs shining in the outset to encourage students to enrich their skills on digital marketing, animation which gets them job easily and motivated the students to start up their own business.

