

**DEPARTMENT OF BUSINESS ADMINISTRATION**

# **NEWS LETTER**



**June – November 2024**

## DEPARTMENT OF BUSINESS ADMINISTRATION

### About BBA

The Department of Business Administration was started in the year 1996 and proud to focus that we have successfully completed 28 years of academic journey with good proficiency in imparting quality education to the students across the globe. The department has designed and updated the curriculum to meet the challenges and needs of the Business Society.

### VISION

- To disseminate business knowledge thereby developing entrepreneurs and business leaders who create value to their stakeholders and society at large.

### MISSION

- To provide an education, that focuses on theoretical exploration, Professional knowledge and business ethics.
- To inculcate real time business experiences to develop leaders who can meet the future challenges.

### SALIENT FEATURES

Start ups & Entrepreneurship Development.  
Summer internship and Projects  
Industrial visit  
Learning through Research  
Hands on Training  
Value added Course  
Training for competitive exams  
Experimental and Participative Learning  
Online courses  
Student centric Teaching learning process  
Industry-Institution Interactions  
Alumni Connect Series

### KEY JOB ROLES

Marketing Manager  
Digital Marketer  
Human Resource Manager  
Finance Manager  
Production Manager  
Event Manager  
Business Consultant  
Business Administrator  
Banking Jobs, IT Jobs  
Business Process Analyst  
Business Development Associate  
Soft Skill Trainer  
Government Jobs

## Faculty Strength

S.No	Name of the Faculty	Designation
1.	Dr.M.Baskar	Head & Assistant Professor
2.	Dr. Samuel Augustina lata Jeyaraj	Assistant Professor
3.	Dr. K.Karkuzhali	Assistant Professor
4.	Dr.V.Vetriselvan	Assistant Professor
5.	Dr.M.A.Ravichandran	Assistant Professor
6.	Ms. G.Briuntha	Assistant Professor

## Students Strength

S.No	Class	Total Strength
1.	I BBA A	42
2.	I BBA B	43
3.	II BBA A	41
4.	II BBA B	40
5.	III BBA A	37
6.	III BBA B	42

## STUDENTS INDUCTION PROGRAM

### Day - 1

Chief Guest:Mr.C.Chandraprakashan,  
Branch Manager,DBS Banking India Ltd, Tiruchengode  
“Awareness on Industrial Practices”

26.06.2024



### DAY-2

Chief Guest:Mr.C.Nandhakumar  
General Manager, AthavaCottons,Salem  
Topic-Prospects and Challenges in Entrepreneurship

27.06.2024



### DAY-3

Chief Guest:Mr..Meganathan  
Sri Saravana Bhavan, Sankagiri  
Topic:“Stepping stone to Success”

28.06.2024



## INAUGURATION OF STUDENTS ASSOCIATION-COMANDO

26.07.2024

Resource Person-Mr. K.S. Sivakumaar,  
Senior HR Manager, TNPL

**Delivers the speech on HR Practices in the organization**

**Installation of COMANDO Office Bearers**



## Department of Business Administration in Association with IIC

**"Workshop on Business Model Canvas"**

19.08.2024 & 20.08.2024

**Chief Guest: Dr. M. Vijaykumar, Professor and Head  
Department of Management Studies, KSRCT, Tiruchengode**

**Interaction on Business Model Canvas**

**Impressive learning through Activity**



Students Presentation of Business Model



**WORLD ENTREPRENEURS DAY**

on

**21.08.2024**

**Event on Success and Challenges of Entrepreneurs**

**Students presentation on successful Entrepreneurs**

**Innovative presentation**



## PARENTS MEETING

31.07.2024

The Department has conducted Parents meeting to have direct interaction with the parents and to give wide information about academic and discipline aspects. Dr.M.Baskar, Head of the Department Interacted with the Parents.



## CAREER GUIDANCE FOR COMPETITIVE EXAMS

27.08.2024

Chief Guest : Mr.M.Prabakaran M.Tech.,M.B.A  
Administrative Officer, ETS IAS Academy, Erode  
Guest Sharing information on Vast Career Opportunities



ONE DAY INTERNATIONAL CONFERENCE ON  
“GLOBAL BUSINESS PERSPECTIVES IN THE ERA OF ARTIFICIAL  
INTELLIGENCE

Chief Guest on the Dias - Dr.Pawan Kumar Singh, Director, Indian Institute of Management, Trichy  
19.07.2024

Lighting the Lamp by our Honourable Guest



Chief Guest Releasing the Conference Proceedings





**RIG OWNERS MEET  
13.09.2024**



**Students participation in the Meet**



## ALUMNI MEET FOR THE STUDENTS ( 2019-2022)

Date: 21.09.2024

Dr.M.Baskar, Head,Addresses the gathering



Alumni Shares his Working experience



## FACULTY ACHIEVEMENTS

S.No	Name of the Faculty	Achievements
1.	Dr.M.Baskar	<p><b>Book chapter</b> in IGI Global on Block chain Innovations for Secure Online Transactions.</p> <p><b>Patent Published:</b> Integration of Laplacian Networks (LNNS) into supply chain management</p> <p><b>Editor:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence”</p>
2.	Dr.Samuel Augustina lata Jeyaraj	<p><b>Book chapter</b> in IGI Global on Machine learning of Algorithm for E- Commerce Security.</p> <p><b>Patent Published:</b> Deep learning based analysis of HR employee stress: Targeted Improvisation strategy with LSTM Algorithm.</p> <p><b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Artificial intelligence in customer engagement and Marketing</p>
3.	Dr.K.Karkuzhali	<p><b>Book chapter</b> in IGI Global on Cloud Security for Ecommerce: Navigating Risks and Implementing Solutions.</p> <p><b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Opportunities And Challenges Of Agriculture In Ai.</p>
4.	Dr.V.Vetriselvan	<p><b>Book chapter</b> in IGI Global on Block chain Innovations for Secure Online Transactions.</p> <p><b>Patent Published:</b> Deep learning based analysis of HR employee stress: Targeted Improvisation strategy with LSTM Algorithm</p> <p><b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Opportunities And Challenges Of Agriculture In Ai.</p>
5.	Dr.M.A.Ravichandran	<p><b>Book chapter</b> in IGI Global on Cloud Security for Ecommerce: Navigating Risks and Implementing Solutions.</p> <p><b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on The role of artificial intelligence in human resource management: Enhancing productivity with reference to Delhi Auto mobile industries</p>
6.	G. Briuntha	<p><b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Artificial intelligence in customer engagement and Marketing</p>

## STUDENTS ACHIEVEMENT

Won first Prize in Photography from  
Department of Mathematics  
KSRCAS

Ragul IIBB A



Won first place in FSKA world cup  
Karate Championship, Goa

M. Inamaul Hussain I BBA A



Won first prize in Bench Press and Deadlift  
Championship, Erode

R.Jagatheeswaran, III BBA B



Won First Prize and Cash prize  
Inter college meet, solo sing  
Hindustan University, CBE  
S. Hariprasath I BBA A



Won First prize State level  
Bench press Championship  
Madurai  
V.Sonalakshmi III BBA B



Won first prize  
Inter College meet, Group Dance  
Hindustan University, CBE  
Soundharya I BBA B



Won First prize & Cash prize  
Inter Collegiate Cultural Fest, Solo song  
Muthayammal Memorial college  
S. Hariprasath I BBA A



S.No	Name of the Students	Achievements
1.	V.Sonalakshmi and Sakthiha J J III BBA B, KSRCAS.	<b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Ai In Transportation: Opportunities And Challenges
2.	Hemalatha S, Dharshini G III BBA B, KSRCAS.	<b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Ai In Transportation: Opportunities And Challenges
3.	A. Ahesanullah, S.Akash Deepan III BBA B, KSRCAS.	<b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on AI in financial services
4.	V. Genguraj,K.. Aswin III BBA B, KSRCAS.	<b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Ai for economic development Ai in financial services
5.	A Mourieswaran , S Sujeet III BBA B, KSRCAS.	<b>Publication:</b> One day International Conference on“ Global Business Perspectives in the era of Artificial Intelligence” A Article titled on Ai for economic development Harnessing artificial intelligence for sustainable Economic envelopment: strategies and implications

PLACEMENT ACHIEVERS

2024-2025



AFRIDI M



KABILAN B



GENGURAJ V



**Akshayakalpa**  
Organic Milk



LOGESHWARAN S



AHESANULLAH A



MADHESWARAN M



GANDHARUBAN N



RAJAVIGNESHWARAN R



AKASH DEEPAN S



JAYASURYA S



HEMALATHA S



DHARSHINI G



SAKTHIHA J J



JAGATHESWAR K S



JAGATHESWAR K S



INBARAJ S



LALITH S



MOHAN KRISHNA PRASAD K



MURALIDHARAN S



SEM MOZHI KUMARAN M



KABILAN B



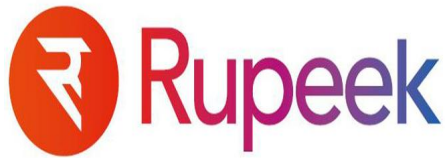
NIRANJAN R B



ASWIN K



YUKESH G



NIRANJAN R B



NIRANJAN R B





SIVASAKTHI S



SAMUVEL MOSES DAVID RAJ S



GENGURAJ V



ASWIN K



MADHESWARAN M



SUJEETH S



GOKULRAJ K



JAGATHESWAR K S