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CO-CURRICULAR ACTIVITIES

2023-2024

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

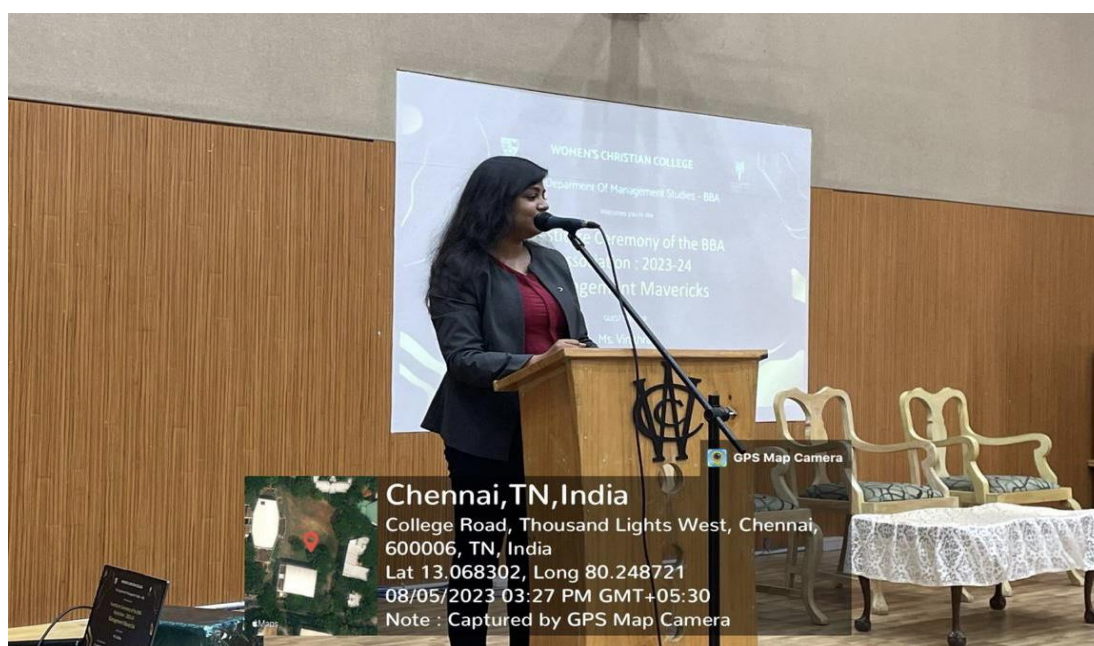


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CO-CURRICULAR ACTIVITIES – 2023 – 2024

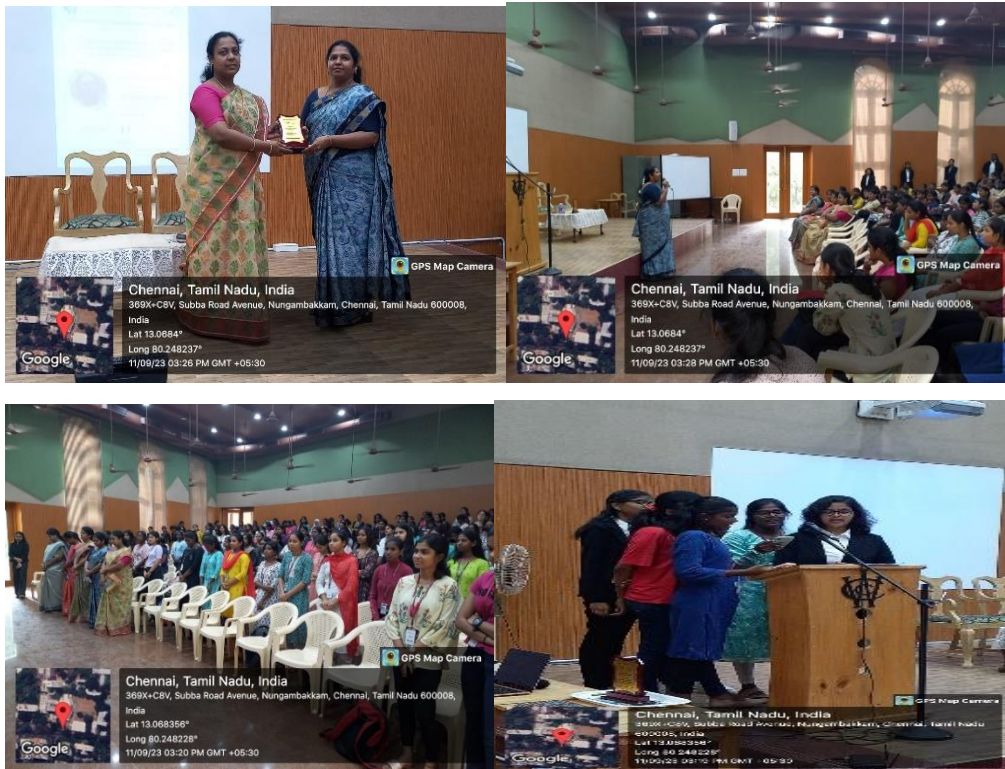
(Conferences, Seminars, Webinars, Workshops, Industrial Visits, Field Trips, Talks, Campaigns, etc.)

- 1. The Investiture ceremony of the BBA Association** was held on **August 5th, 2023**. The guest speaker for the event was **Ms. Vinithra, a HR Head from NAF India**. Ms. Vinithra shed light on how remarkable women entrepreneurs in today's world and emphasized the essential skills required to excel in the HR and management sector. The ceremony also included a special moment where badges were presented to the new representatives of 2023, symbolizing their commitment and dedication to the association.



- 2. The Investiture ceremony of the Student Development and Service Cell (SDSC) of the BBA department** was held on **11th September 2023**. The investiture ceremony was held to recognize newly appointed office bearers of the Student Development and Service Cell (SDSC) of the department. **Dr. Christina T Dorthy from the Commissionerate of Social Welfare who is also an Alumna of WCC** was the guest speaker. As an expert in gender sensitization, delivered a thought-provoking speech addressing essential topics, including the nuances of gender, the

significance of gender equality and equity and the importance of standing up for one's rights



3. **An Intra Department Innovation Competition on “Best Business Plan “held on 22nd February 2024** in association with IIC, WCC. The Guest of Honor was **Mr. Manoj Suriya** who is a successful entrepreneur and is the founder of **Tent n Trek, The Branding Dude** who shared his success story of founding and successfully running three different companies. This was followed by the competition where around 8-10 teams of all the three years of BBA competed against each other. This competition gave way to the rise of creative and thought-provoking business ideas.

