



Since 1915

Women's Christian College

Lighted to Lighten



ACADEMIC ACTIVITIES

2019-2020

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

ACADEMIC ACTIVITIES – 2019 – 2020

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

1. 1.A Seminar on the topic **“Human Resource skills and Motivation”** was organized by the department to help students become more self -aware and learn how to make positive changes in their behavior on **1st October 2019**. **Ms. Archana Sridharane, Corporate Trainer at Penetgraph Corporate Solutions Private Ltd.** was the resource person



2. A Workshop on the topic **“Personality Development and Business Communication”** was organized by the department to provide a practical insight into various aspects of formal communication in an organization on **11th October 2019**. **MS. Aarthi Deendayalan, an alumna of Women’s Christian College who is also a CELTA certified language specialist and an IELTS trainer.** was the Resource person



3.A Workshop on the topic “**Orientation and outlook for professional success**” was organized by the department to encourage the students to become a great team player And to realize the importance of attentiveness and patience while focussing on business endeavours on **17th December 2019**. **Ms.Heera Ravi, Mr.Jai Kishor, Ms.Nivedha Cheran and Mr. Raja Mohammed from HR Akademi.** were the Resource persons.



4.A Talk on the topic of “**CEO Talk (Entrepreneurship)**” was organized by the department to encourage the spirit of self-employment among students on **18th November 2019** by **Mr. C K Kumaravel, the co-founder of the beauty salon Naturals.**



5. A Seminar on the topic of **“Gender Sensitization and legal provisions for Women’s safety and welfare”** to create awareness on Safety measures for women safety and welfare which would enable women to take informed decisions and also find the right medium in case of distress on **20th February 2020**. **Dr. Christina. Dorthy**, District Social Welfare Officer, Tiruvannamalai was the Resource person



6. The Department of management studies BBA organized a **Guest lecture on “Organization and its DNA”** for the students of II BBA on **5th October 2019**



The speaker of the lecture was **Mr. Densingh Joshua Israel, who is an Assistant Professor of Marketing at SRM Institute of Science and Technology, Kattankullathur.** He was awarded the “Best Product Advisor” recognition in a short term of joining "Toys R Us" (Leicester Branch - UK).