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Women's Christian College

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ACADEMIC ACTIVITIES

2020-2021

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

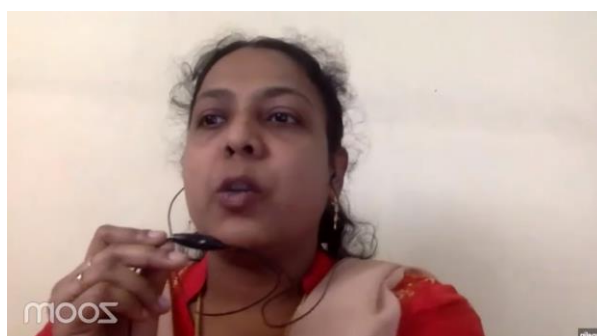


DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

ACADEMIC ACTIVITIES – 2020 – 2021

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

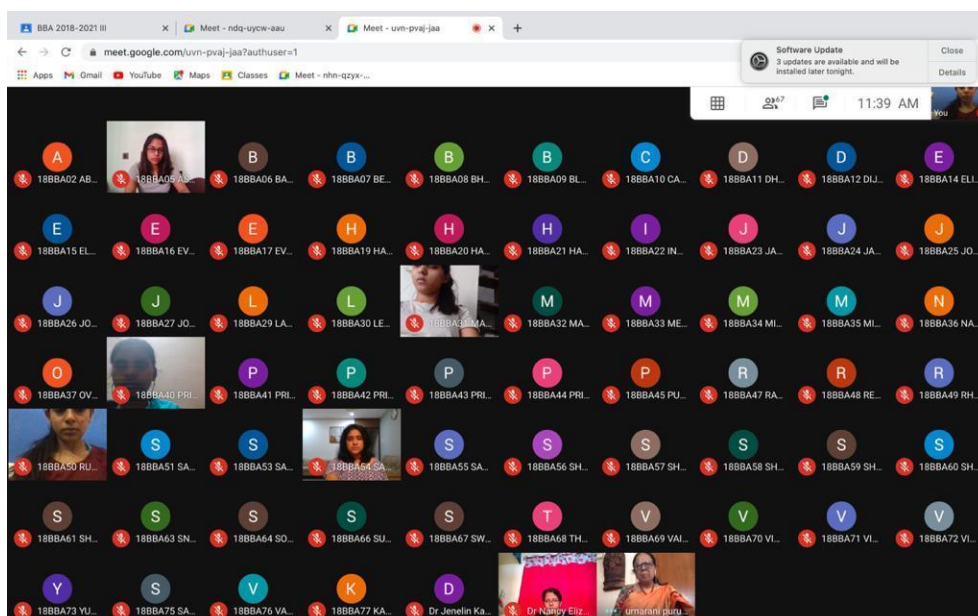
1. A **National Online Conference on “Crisis Management”** was organized by the department on **23rd May 2020** with Business Standard as their knowledge partner. The key-note address was delivered by **Mr. Vikram Cootah, COO, GRT hotels** and it was followed by a special address by **Dr Samuel Moses, East Kent Hospitals University NHS foundation Trust, Canterbury, United Kingdom**. The conference was attended by various other resource persons, delegates, industry experts, academicians, research scholars and students from across India. The event was conducted through zoom platform and live streamed on YouTube



2.A Workshop on the topic of **“Statistical analysis using SPSS software”** was organized by the department to provide hands-on training to work with the software for research data analysis. **Dr. Ganesan Assistant professor, Madras Christian college** was the resource person.



2. An Online workshop on the topic of **“Rural Entrepreneurship Development Cell”** was organized by the department to foster entrepreneurial spirit in the minds of students on **21st December 2020**. **Dr. W. G. Prasanna Kumar from the National Council for Rural Education** was the resource person






Certificate of Participation



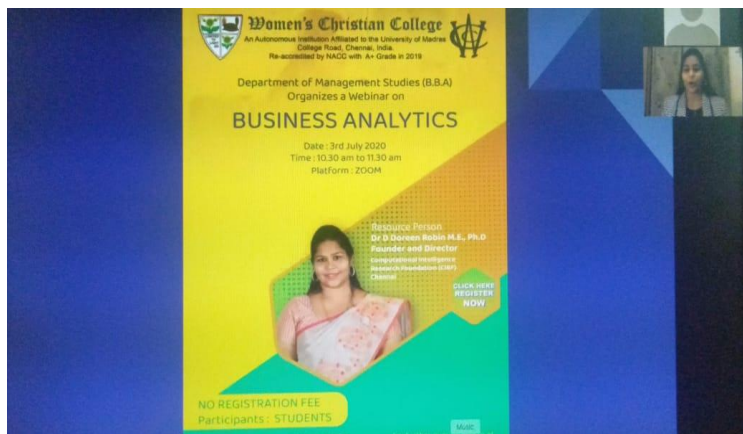
*This is to certify that **Women's Christian College, Chennai** affiliated to **Tamil Nadu** participated in an **Online Workshop on Rural Entrepreneurship Development Cell (REDC) Action Plan** conducted by **Mahatma Gandhi National Council of Rural Education, Hyderabad**. The workshop focused on activities related to **Training & Placement, Personality Development, Technology, Entrepreneurship and Rural Engagement** to be implemented through the RED Cell in the Institution.*


Dr. W G Prasanna Kumar

Mahatma Gandhi National Council of Rural Education
Department of Higher Education, Ministry of Education
Government of India

Cert. No.: MoE/REDC/Tamil Nadu/Women's Christian College/42

4.A Webinar on the topic of “**Business Analytics**” was organized by the department to introduce the students with the scope of analytics and the career opportunities in the field of data analytics on **3rd July 2020**. **Dr. Doreen Robin, Founder and Director of Computational Intelligence Research Foundation** was the resource person.



The poster features the Women's Christian College logo and text: "Women's Christian College, An Autonomous Institution Affiliated to the University of Madras, College Road, Chennai, India, Re-accredited by NAAC with 'A' Grade in 2019". It states the Department of Management Studies (B.B.A) is organizing a webinar on "BUSINESS ANALYTICS" on July 3rd, 2020, from 10:30 am to 11:30 am on Zoom. The resource person is Dr. Doreen Robin, B.Sc., Ph.D., Founder and Director of Computational Intelligence Research Foundation. A "CLICK HERE TO REGISTER NOW" button is present. At the bottom, it says "NO REGISTRATION FEE" and "Participants - STUDENTS". A small video inset shows a woman speaking.