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ACADEMIC ACTIVITIES

2021-2022

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



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ACADEMIC ACTIVITIES – 2021 – 2022

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

1. A seminar on “**Design Thinking for Entrepreneurship**” was conducted on **13thDecember,2021** at Women's Christian College, Chennai. **Dr. Hema Shankari** of the Institution Innovation Council was the speaker and the seminar was aimed at the 1styear students of the BBA department to inculcate idea generation and how to design the idea into a suitable business model



2. The department of Management studies BBA organised a **CEO talk** by Mrs. Sanjeeta K.K, on **13 th March 2020** at Bertha Corfield Hall. **Mrs. Sanjeeta K.K is the founder of an Indian start-up 'OGMO Foods'** which strives to promote the benefits of a plant-based lifestyle for better nutrition in more sustainable and ethical ways. Her talk was an inspiring story of social entrepreneurship. The session was **co-chaired by Mr.Jayaram, Regional Head, Business standard**



3. A **workshop on “Research Methodology”** was organized by the Department of Business Administration. The speaker for the events was **Mr. Ganesan from the BBA department of Madras Christian College, Chennai**. The workshops consisted of 2 Session - Introductory and SPSS workshop. The first session was conducted on **18 March 2022** and the next session was **conducted on 2 May 2022**.



4. A **workshop on “Growth of Social media Business”** was conducted by the Student Development and Service Cell (SDSC) on **6th May 2022** at the Lucy Peabody Auditorium in the Centenary Block of the Women’s Christian College. The Guest Speaker was **Ms. Avi Nateson, the founder and the CEO of SLIME SPACE** and **Ms. Sowmiya Kaarthikh, the founder of INHERITED, a homegrown haircare brand**



