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ACADEMIC ACTIVITIES

2022-2023

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



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ACTIVITIES – 2022 – 2023

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

1. A **guest lecture** was conducted on **ways to prepare for an IELTS preparation and other examinations to pursue higher studies abroad** and the challenges associated with it. The resource person was **Mr. Abdul Nabas from KC Overseas Education Osprey Academy**. The session was conducted on **4th August 2022** and also gave insights into the company's offer for undergoing coaching.



2. A **workshop on “Writing Business letters”** in accordance with the subject Business Communication was held for the First year BBA students on **13th September 2022**. This workshop was held to enable the students to understand the intricacies of writing different forms of business letters. The resource person was **Dr. Densingh Joshua Israel, Associate Professor, Hindustan Institute of Management**.



3. A **seminar on Investment Banking** was held by the department on **13th September 2022**. The resource person was **Mr. Rahul Selvam from Imarticus Learning**. The session highlighted and emphasized on the importance of “Investment Banking” in the present Indian economy with supportive factors like increasing rates of globalization owing to higher rates of profitability



4. A **seminar on “Quantz workshop – Speed Maths”** was conducted by the department on **15th September 2022**. The session was held to acquaint the students with the need for learning quantitative and verbal aptitude and logical reasoning. The resource person was **Mr Sathya Narayanan KS, Academic Head T.I.M.E. Chennai Pvt Ltd.**

