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## **ACADEMIC ACTIVITIES**

**2023-2024**

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DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

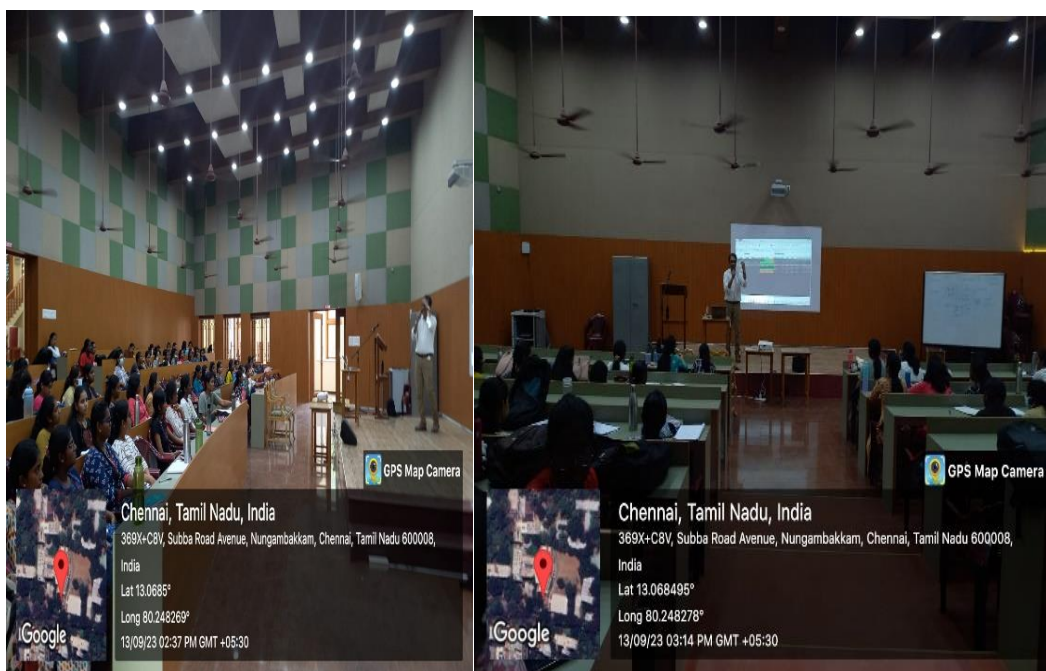


## DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

### ACADEMIC ACTIVITIES – 2023 – 2024

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

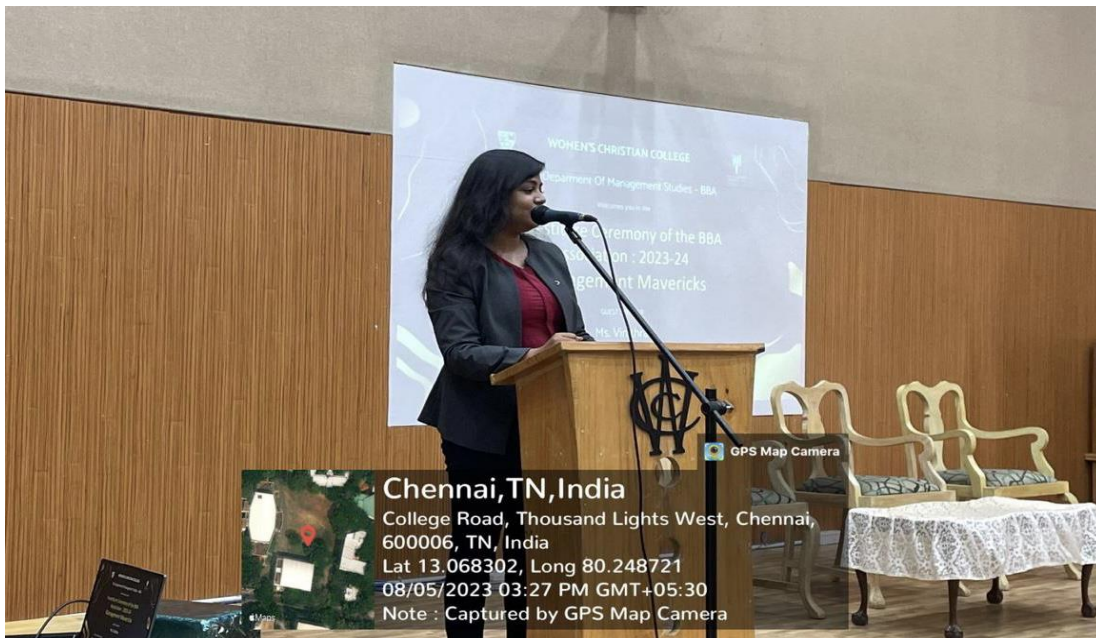
1. A **Seminar** was conducted on **“Introduction to Stock Market Trading”** for the Final year BBA students on **13<sup>th</sup> September 2023**. **Mr. Anand from AQUILA TECHNOLOGIES**, enlightened the final year students by illustrating the concept of Real time Stock Trading. Students had a Conceptual understanding of investing, requirements to be a trader, Risk Management and a basic idea of mutual fund, share market



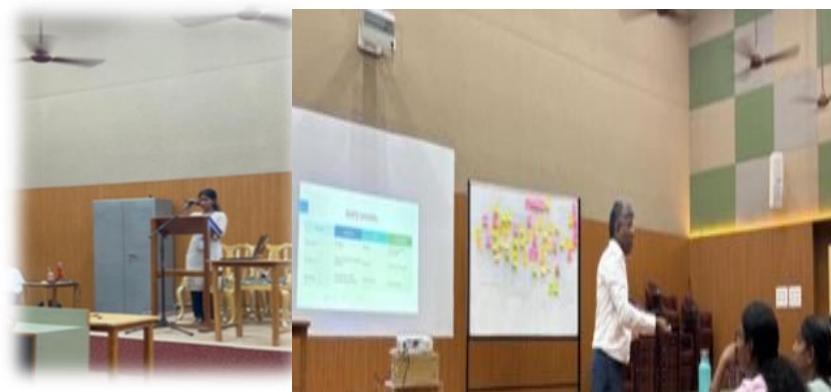
2. A **seminar on Credit Rating** was conducted on **7<sup>th</sup> September 2023** for the final year students. **Ms. Bhargavi, a distinguished expert from Care Edge**, a leading credit rating agency aimed to provide students with a deep understanding of credit rating, its significance, the regulatory framework governing it, the credit rating process, and risk assessment. The students gained an in-depth understanding of the steps involved in the credit rating process and Credit rating Symbols



3. A seminar on “Opportunities and skills for women in HR Management” followed by the Investiture ceremony of the BBA Association was held on August 5<sup>th</sup>, 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.



4. A **workshop on understanding Business letter Writing** was conducted for First BBA Students on 5<sup>th</sup> September 2023. The speaker in the session was **Dr. Densingh Joshua Israel, Associate Professor, Hindustan Institute of Management Studies** who enlightened the first BBA students by illustrating the importance of business correspondence and how it helps in building partners, engage customer, advertising of products and services and for thanking and appreciation



5. A seminar on **“Gender Sensitization”** was conducted followed by the Investiture ceremony of the Student Development and Service Cell (SDSC) of the BBA department was held on 11<sup>th</sup> 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







6. A seminar on **CAT Preparation** was held for the second year BBA students on **19<sup>th</sup> September 2023** to equip the students with quantitative acumen and make them acquainted with CAT preparations. The CAT (Common Admission Test) exam is a highly competitive entrance examination in India, which is conducted for admission to MBA programs at top management institutes. **Mr. Sagar Raj Narayan, Centre director for Career launcher Alwarpet** conducted the workshop. The seminar provided students with a detailed understanding of the exam pattern and syllabus, which helps them to prepare better and focus on the topics that are most important



7. A seminar on **"The advent of AI in Digital entrepreneurship and business documentaries"** in association with IIC, WCC was held on **15<sup>th</sup> December 2023**. The seminar was conducted to provide attendees with a comprehensive understanding of the role of AI in digital entrepreneurship and its implications for business documentaries and raise awareness about the opportunities and challenges presented by AI technologies in the context of entrepreneurship and documentary filmmaking. **Mr., Hudson Vedanayagam, Technical Advisor, Microsoft** and **Mr. Abhishek Leslie - UX Design Lead, Lenovo** were the guest speakers. The seminar

underscored the importance of staying abreast of technological advancements and fostering interdisciplinary collaboration to drive positive change in today's fast-paced business landscape.



8. **A Seminar was Conducted by Galaxy International Institute of Logistics (GIIL)** on **3<sup>rd</sup> January 2024** for final year BBA students. The seminar aimed to enlighten the students on crucial concepts within the domains of Logistics, Supply Chain Management, and Digital Marketing. The event was attended by faculty members, students, and representatives from GIIL. The seminar's main focus was on Prospects for Women in Logistics, Supply Chain Management, and Digital Marketing



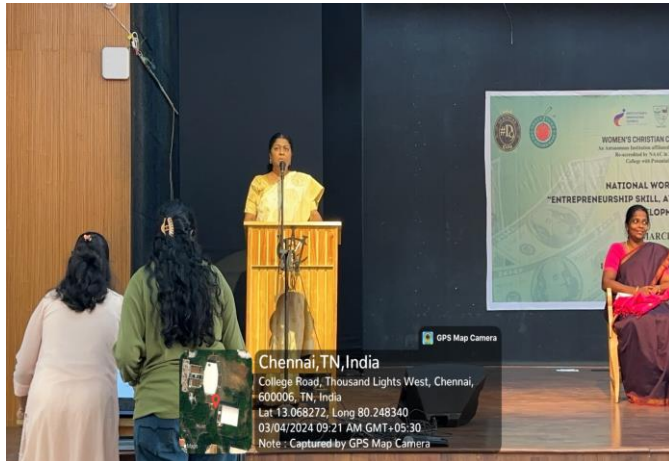


9. A seminar on “Challenges and opportunities to be faced by budding entrepreneurs on the road to success” followed by An Intra Department Innovation Competition on “Best Business Plan “held on **22<sup>nd</sup> February 2024** in association with IIC, WCC. The Guest of Honor was **Mr. Manoj Suriya** 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.



10. A National level workshop on “Entrepreneurship skill, attitude and behaviour development” was held on **4<sup>th</sup> March 2024**. The workshop majorly aimed to provide a platform for students to delve deeper into the world of entrepreneurship, understanding its dynamics, challenges, and opportunities. To highlight the significance of aligning business ventures with a sense of purpose beyond profit, emphasizing social impact, sustainability, and ethical practices. Foster connections between aspiring entrepreneurs, established industry professionals, and academia to encourage collaboration and mentorship. We saw a footfall of over 70 participants from 20+ colleges across Chennai and Pondicherry.





11. A personality development and soft skill training workshop was conducted on **19<sup>th</sup> March 2024**. The major objective was to equip participants with the necessary tools and techniques to enhance their personal and professional growth. The workshop aimed to cultivate essential soft skills and refine personality traits that are crucial for success in various aspects of life.





Chennai, TN, India

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600006, TN, India

Lat 13.068443, Long 80.248229

03/19/2024 11:09 AM GMT+05:30

Note : Captured by GPS Map Camera