



Since 1915

Women's Christian College

Lighted to Lighten



CO-CURRICULAR ACTIVITIES

2022-2023

DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)

CO-CURRICULAR – 2022 – 2023

(BBA association and SDSC events, Industrial Visits, Field Trips, Talks, Campaigns, etc.)

1. The Department of Management studies - B.B.A, on **16th September 2022**, has organized an Industrial Visit to have a better understanding of the intricacies involved in functioning of an organization. As a part of the Programme, **73 students from B.B.A - II year went on an educational visit to Nokia India Pvt Ltd, Sriperumbudur**. The visit was organized with prior permission from both the college and the company and under the guidance of the HOD Dr. Jenelin Kamalam and Dr. Janet Glory (Asst. Prof.) with support of all the faculty members.



2. The **Student Development and Service Cell (SDSC) was inaugurated in the year 2022**. With a motive to support and encourage students and to exploit new ways of learnings. Creativity is also an attitude, the ability to accept change, a willingness to play with ideas and possibilities and to utilize the opportunities for problem solving and growth. SDSC conducts workshop and events for student to develop the skills and motivate them in career. The **dean of shift 2 Dr. Elizebth** gave few words of wisdom to office bearers through a speech and ended it with a heartfelt congratulation, followed by the **Chief guest Mrs. Ragini Muralidharan (Director Renaissance Event Management)** gave a motivational speech to encourage badge holders.



EVENTS CONDUCTED BY THE STUDENT DEVELOPMENT AND SERVICE CELL

4 events were conducted relating to the theme EVENTERA, events are

1. Turn coat
2. Management auction
3. Event race
4. Chine's whisper

3. The **Investiture ceremony of the BBA Association “Management Mavericks”** was held on **28th October 2022**. The members of BBA Association, also known as Management Mavericks, is a student body that represents the Department of Management Studies. The deserving young talents of the department were bestowed with the responsibilities of the association on the momentous day of 28th October 2022. The ceremony was presided over by the **Principal, Dr. Lilian I.**

Jasper who appreciated the office bearers and motivated the students to take up responsibilities and excel in life. The office bearers conducted fun and educative management activities which thrived the interest of students. The students of the department were separated into different groups - Finance, Human Resources, and Marketing, where they competed with each other in the following activities -

- Queen of Trivia (Management Auction)
- Luxury Budget
- Riddle Mania



4. **Ms. Neha Maria Samuel**, an alumna of our BBA department and an entrepreneur in the photography business shared her nostalgic college memories and her exciting journey as an entrepreneur in an exclusive **Alumna talk series held on 28th October 2022**. She highlighted the importance of having a clear understanding of needs, wants and desires and concluded by saying how vision serves as the hope to pursue one's passion.

