



Since 1915

# Women's Christian College

**Lighted to Lighten**



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## **CO-CURRICULAR ACTIVITIES**

**2021-2022**

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DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)



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### CO-CURRICULAR ACTIVITIES – 2021 – 2022

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

1. A **fund-raising event via stalls** under the theme “OCEAN” was conducted by the department on **20<sup>th</sup> December 2021** to highlight the five dimensions of personality (Openness, conscientiousness, extraversion, agreeableness and neuroticism) related to the course “Personality Enrichment” for the final year students. The students explored the five personality dimensions through a set of activities.



2. The **Investiture ceremony of the BBA Association- Management Mavericks** was held in the Bertha Corfield Hall, on **13 th March, 2020**. The event was graced by the presence of **Ms. Shiny Cinderella Ashwin, who is the Founder of the Brand, 'Diadem'**, our Principal Dr Lillain I Jasper, Dr. Jenelin Kamalam, Head of the Department and Dr. Usha S, Faculty Coordinator. The main objective of the association is to inculcate leadership qualities among students and entrust them with suitable responsibilities



3. The **Inaugural Ceremony of the Students Development and Service Cell “Heads Up Ladies”** was held on **16th March 2022** at Bertha Corfield Hall in Centenary Block of Women’s Christian College, Chennai. The occasion was graced by the **Chief Guest, Ms. Andrea Stokes, Social Entrepreneur-cum- CEO of Swahlee Textiles and Apparel Pvt. Ltd** and **Guest of Honour, Dr. Lillian I Jasper, The Principal of Women’s Christian College**, in the presence of the Head of the Department (BBA), Dr. Jenelin Kamalam and Faculty Coordinator, Dr. Nancy Elizabeth and all the members of the faculty and students. There were events conducted for the students to bring out their creative business ideas and exhibit their organising skills.





4. The **Annual Sports Day celebration of our college** was held on Friday, the **8th of April 2022**. The Olympic torch was carried by the sports achievers and the cauldron was lit by athlete Daphne Gloria of III BBA. Being the **FIRST OFFLINE EVENT** for the students, it was a great moment for the **Department of B.B.A.** as it emerged the **champions** of the Sports Day after a decade. The Department of B.B.A. **clinched the overall winner title and emerged over all Track and Field winners.**

