



VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE.

TYCOON'S NEWS FLASH

Volume - 5

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PATRON - IN - CHIEF

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PATRON

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Head of the Department

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Nithyashree B. - II BBA (CA)
Sangeetha Agarwal G. - II BBA (CA)

ABOUT THE DEPARTMENT

The Department of Business Management was established in the year 1992 and was renamed as Department of Business Administration with CA in 2011. The Department functions with the vision of "Imparting quality education for women and producing better managers for better tomorrow". The department offers the UG course B.B.A., with Computer Applications and part-time M.Phil., & Ph.D., courses in Management. The curriculum is regularly updated with due concern to the local needs, student's employability, skill development, entrepreneurship, research orientation, feedbacks received from various stakeholders and so on. To widen the knowledge of the students and to enhance their managerial skills, TYCOON – The Business Administration Association, organizes various activities. Programmes such as personality empowerment programmes, workshops, seminars, conferences, entrepreneurial activities, competitions, intra/inter collegiate meets, field trips and radio programmes etc., are organised for the students to learn lots more.

ORIENTATION TO THE FRESHERS



The first year students and their parents were oriented about the functionings of the Institution and the Department on 18th & 26th June, 2014, respectively.

ORIENTATION TO THE PARENTS



ENTRY LEVEL TEST



To identify the level of knowledge and communication skill, an Entry Level Test was conducted to the first year students (25.06.2014)

RELEASE OF NEWSLETTER 2014 - 15



Release of 4th Issue of
TYCOON's NEWSFLASH
(30.07.2014)

RELEASE OF PUBLICATION



Release of text book for
Non-Major Elective Paper-I :
Soft Skill Development (30.07.2014)

VOICES ON THE AIR



Mr. R. Dhandapani, the programmer of
MUGHIL CRS 91.2 MHZ, recorded variety of
programmes sponsored by our students
(21.08.2014)

BUSINESS QUIZ



JUST - A - MINUTE



Yearly Competitions organised by TYCOON (01.09.2014)

HANDS - ON TRAINING ON CORELDRAW



Mr. A. Rajesh, Asst. Professor of Computer Applications, Erode Sengunthar Engineering College, Thudupathi, enriching the final year students (9th & 10th, September, 2014)

A CHAT WITH AN ENTREPRENEUR



Ms. Roslin Thenmozhi, President, Women Entrepreneurs Association, Proprietor and Trainer, Friends Jute Mall, Thanjavur, addressing the final year students (15.09.2014)

RELEASE OF TEXT BOOK PUBLICATIONS



Release of text book for Non-Major Elective Paper-II : Basic Promotional Techniques (24.12.2014)



Release of text book for Skill-Based Subject IV : Concepts in Retailing (24.12.2014)

PERSONALITY GROOMING



Mr. Du. Velumani, Managing Partner, CA Tex Lab, Principal Coach, Dream Factory-Training and HR Solutions, Erode, trained the II BBA (CA) students (20.09.2014)

HANDS-ON TRAINING ON JUTE PRODUCTS MAKING



Skill acquired by the Final year students (4th & 5th, February, 2015)

NAAC PEER TEAM VISIT



Peer Team Members assessing the department activities (8 - 10, January, 2015)

TYCOON'S TRADE TEMPTATIONS



₹ 30000/- worth products were traded in this Exhibition cum Sale (2nd & 3rd, March, 2015)

SERVICE TO THINDAL TEMPLE



Final year students
accompanied by 2 faculty members to
count hundial offerings (18.02.2015)

SEND - OFF PARTY



Adieu to Final year students
(09.04.2014)

VISITS BY FINAL YEAR STUDENTS



Excel Deals, a Sweater Manufacturing Unit,
Tirupur (16.08.2014)



Training on
"Recent Trends in Food Processing", at
Indian Institute of Crop Processing Technology
(IICPT), Thanjavur (14.02.2015)



Friends Jute Mall, Thanjavur
(14.02.2015)



Birla Mandir, Hyderabad
(24 - 28, September, 2014)

BOS MEETING

The Annual meeting of the Board of Studies was held on 11 – 04 – 2015, with the University Representative Dr. S. Parthiban, Department of Business Administration (Unaided), Gobi Arts & Science College, Subject Expert Dr. G. Kalaimani, Head & Asst. Prof, Department of Business Administration, Sri Vasavi College (SF), Alumna Mrs. Priya Ragul, Director, CAV Cotton mill, Dindugal and with internal members of the Department. The updated curriculum for the forthcoming year (2015 – 16) was approved in the meeting.



INSTITUTIONAL TRAINING

The students at the end of the fourth semester underwent institutional training to gain practical exposure on various areas of management. The following are the list of companies in which the students were trained and project reports submitted.

- VR Export, Tirupur
- Aishverya Textile Dyers, Erode
- K.G.R. Knit and Garments, Tirupur
- Shree Raja Lakshmi Printing Mill, Erode
- Maurya Garments, Tirupur
- Two Win Exports Pvt.Ltd., Tirupur
- G.K. Tex, Tirupur
- MP Hosiery Mills, Tirupur
- Karikaaliamman Spinning Mills Pvt.Ltd., Elumathur
- Chitra Knitting Company, Tirupur
- Sri Muthuram & Co, Erode
- Iswariya Knits and Fabs, Palladam



PROJECTS UNDERTAKEN

The following project works were undertaken by the final year students as a part of their curriculum during the final semester (Dec 2014 – Mar 2015).

- A study on the job satisfaction level of non-teaching staff members at Vellalar College for Women (Autonomous).
- A comparative analysis of growth and profitability of Reliance Industries Limited and Bombay Dyeing Ltd.,
- A study on the problems faced by the Textile units in SIPCOT, Perundurai.
- A study on the services offered by Fast Track Call Taxi to the customers in the Erode city.
- A study on the Financial Performance of Hindustan Unilever Limited, Mumbai.
- A study on investors' satisfaction towards Gold investment in Erode City.
- A study on the customer loyalty towards the service of Velan Hotel Greenfields, Tirupur.
- A study on the Statutory and Non- statutory benefits to employees of KPR Mills Limited (processing division), SIPCOT, Perundurai.
- A study on the Employee Retention Strategies in AVM International Private Limited, Tirupur.
- A study on utilization of Social Networks among public in Erode city.

ROCKETING CAREER PROSPECTS

The following students have brought laurels to the Department with their placement records.

S. No.	The Pick of the Pack	Campus Recruitments
1	B.R. Bindhu 	Infosys(BPO), Aee Bee English Academy Institutions
2	V. Anu Kiruthika 	Aee Bee English Academy Institutions

STUDENTS' ACHIEVEMENTS

Our students have brought accolades to the department and to the college by participating in various events.

ON CAMPUS						
DATE	NAME	CLASS	EVENT	NAME OF THE PROGRAMME	ORGANISER	PARTICIPATION / PRIZE WON
03.02.2015	Anjali.V.Khanwani	III BBA(CA)	Quiz Competition	Quiz Club Association	Vellalar College for Women, Erode.	2 nd Prize
04.02.2015	V.Sandhiya Devi	III BBA(CA)	Basket Ball	Intramural Tournaments & Sports	Department of Physical Education, Vellalar College for Women, Erode.	Winner
			Volley Ball	Intramural Tournaments & Sports	Department of Physical Education, Vellalar College for Women, Erode.	Runner
	P.Loganayaki	III BBA(CA)	Running 4*100M	Intramural Tournaments & Sports	Department of Physical Education, Vellalar College for Women, Erode.	4 th Prize
			Running 4*400M	Intramural Tournaments & Sports	Department of Physical Education, Vellalar College for Women, Erode.	4 th Prize
	R.Monisha	II BBA(CA)	Volley Ball	Intramural Tournaments & Sports	Department of Physical Education, Vellalar College for Women, Erode.	Runner
	A.Logapriyadarshini	II BBA(CA)	Volley Ball	Intramural Tournaments & Sports	Department of Physical Education, Vellalar College for Women, Erode.	Runner
OFF CAMPUS						
22.12.2014	Anjali.V. Khanwani, V. Anukiruthika, B.R. Bindu, S. Deepika, G. Deepika, K. Divya, T. Gokila, P. Indhu, A. Loganayaki, P. Loganayaki, M. Maragatha Meena, T. Mohanapriya, B. Muthupriyanga, V.S. Narmathai, A. Praveena, S. Priya, K.R. Sangavi, I. Shahina Rumana, N. Sindhu, M. Sindhuja	II BBA(CA)	Training Programme	Recent Trends in Food Processing	Indian Institute of Crop Processing Technology, Thanjavur.	Participation
30.01.2015	Anjali.V.Khanwani, V.Anukiruthika, B.R.Bindu, S.Saritha Kumari Agarwal	II BBA(CA)	AD - ZAP	Velalar Carnival, Student's fest	Velalar College of Engineering & Technology, Erode	2 nd Prize

STAFF ACHIEVEMENTS

PARTICIPATION

Date	Name of the Faculty	Topic	Organizer	Venue
11.09.2014 & 12.09.2014	S.M. Jayasudha, D. ParimalaDevi, B. Shanthini, S. Sharmila	National Symposium on 'Tourism and Hospitality- Emerging Frontiers of Economic growth'	PG and Research Department of History and Commerce	Vellalar College for Women, Erode
23.09.2014	S.M. Jayasudha, D. ParimalaDevi, B. Shanthini, S. Sharmila	International Symposium on 'Corporate Governance for Sustenance, Prosperity & Posterity'	PG and Research Department of Corporate Secretary ship	Vellalar College for Women, Erode

PRESENTATION

Date	Name of the Faculty	Title	Topic	Organizer	Venue
23.01.2015	Dr. V. Rajeswari	A Study on the Issues of Domestic Migrant Labours in Kerala	National Seminar on 'Innovation and Strategic Business Practices in the Global Economy'	Department of Business Administration	M.R Government Arts College, Mannargudi

26.02.2015 & 27.02.2015	S.M. Jayasudha	Empowering women through Entrepreneurship	National Conference on 'Rural Entrepreneurship Development in India: Challenges and Prospects'	Department of Management & Indian Council of Social Science Research	Kamadhenu Arts and Science College, Sathyamangalam
	D. ParimalaDevi	Challenges and Opportunities for Indian Rural Entrepreneurship			
20.02.2015 & 21.02.2015	S.M. Jayasudha	E- Resources for Researchers	ICSSR Sponsored Two day National Seminar on 'Sampling Techniques and Data analysis in Social Science Research'	PG & Research Department of Management	P.K.R. Arts College for women, Gobi.
	D. ParimalaDevi	Descriptive Statistics and its uses in Statistical Analysis			
	B. Shanthini	The Significance of determining Sample size in Research			
	S. Sharmila	Selection of samples			

WORKSHOPS ATTENDED

Date	Name of the Faculty	Topic	Organizer	Venue
14.02.2015	S.M. Jayasudha, D. ParimalaDevi, B. Shanthini, S. Sharmila	Recent trends in Food Processing	Food Processing Business Incubation Center (FPBIC)	Indian Institute of Crop Processing Technology (IICPT), Thanjavur
18.07.2014	Dr.V. Rajeswari	Techniques and Advances of Effective Teaching	Department of Management Studies	Velalar College of Engineering and Technology, Erode

ACTED AS RESOURCE PERSON

Date	Name of the Faculty	Activity	Venue
11.10.2014	S.M Jayasudha	Release of Bulletin, 'Vasavi Executive'	Sri Vasavi College (SF), Erode

PUBLICATIONS

Name of the Faculty	Title	Journal	Date
S.M. Jayasudha	An Empirical Study of Farmers' Satisfaction of Suguna Feeds in Erode City	International Research Journal of Agriculture and Rural Development Vol.3 No.1 Pg.no:124-129, ISSN:2319-2331X	Dec 2014
Dr. V. Rajeswari	A Study on Customer Relationship Management towards Big Bazaar	International Journal of Exclusive Management Research, Special Issue, ISSN 2249 - 8672	April 2015
B. Shanthini	Impact of Meditation on Emotional Intelligence-An Empirical Study	Asia Pacific Journal Research Vol 1, Issue xiii, Pg.no:63-71, ISSN:2320-5504	May 2014

M.PHIL., RESEARCH PROGRAMME

Ms. S.M. Kalaiselvi successfully completed her M. Phil., research programme on "A Study on the Opinion of Employee Retention Strategies and its effective implementation in Excel Deals", Tirupur, under the guidance of **Dr. V. Rajeswari**.

ENDOWMENT PRIZE WINNER & RANK HOLDERS (2011 - 2014 BATCH)



Ramyasri P.

* I Rank Holder & Endowment Prize Winner



Narmadha Priya M.

* II Rank Holder



Saranya P.

* III Rank Holder

2014 - 15 OUTSTANDING PERFORMERS



Anjali. V. Khanwani

* President, College Union (SF)
* Proficiency Prize Winner – 2nd place in Major I and 1st place in Allied paper II



Deepiha S.

*Secretary, TYCOON 2014 - 2015
*Proficiency Prize Winner – 1st place in Major I and Allied paper I



Saritha Kumari Agarwal S.

*Proficiency Prize Winner – 2nd place in Allied Paper I and Allied paper II