

# TYCOON's

# News Flash

Volume - 6

July 2015 - May 2016



## Highlights of 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. It has successfully completed 25 years and the **SILVER JUBILEE** celebrations are proposed to be undertaken during 2016-17. Its vision is *"Imparting quality education for women and developing efficient managers for better tomorrow"*. The department offers the UG course B.B.A., with Computer Applications and part-time M.Phil., course in Management. The curriculum is regularly updated with due concern to the local needs, students' employability, skill development, entrepreneurship, research, feedback received from various stakeholders and so on. TYCOON – The Business Administration Association, undertakes various activities that cater the needs of industrial and business houses. The students are motivated to build leadership qualities by actively participating in seminars, conferences, entrepreneurial activities, intra/inter collegiate meet, debates and workshops which pave way to become successful entrepreneurs / professionals. Also, the students are provided with intensive exposure to industries through Industrial visits and Personality empowerment programmes are conducted to develop their soft skills.

### PATRON - IN - CHIEF

Thiru.S.D.Chandrasekar, Secretary & Correspondent

### PATRON

Dr. (Tmt.) D.Kamalaveni, Principal

### EDITOR

Dr. (Tmt.) S.M. Jayasudha,

H.O.D & Asso. Prof.

### MEMBERS

Mrs. D.Parimala Devi, Asst. Prof.

Ms.Nithyashree B - III BBA(CA)

Ms.Ponmahesh M - III BBA(CA)

Ms.Nandhini Mahesh - II BBA(CA)



Department of Business Administration with Computer Applications  
**VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE-12.**





## Orientation to the Freshers & their Parents

The first year students and their parents were oriented about the functioning of the institution and the department ( 18.06.2015)

## Release of Newsletter 2015 - 16

Released the 5th issue of the yearly newsletter - TYCOON's NEWS FLASH (22.07.2015)



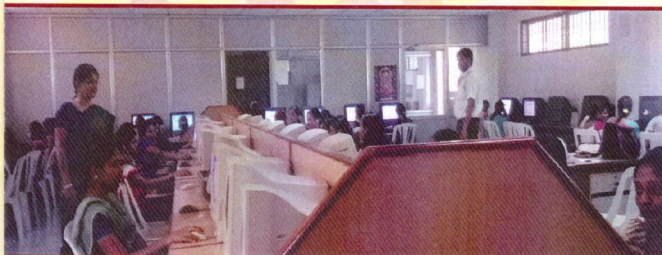
## MoU Inked

Signed a MoU with Real Time Software Node, Perundurai, for organizing Hands-on Training on CorelDRAW & Adobe Photoshop (25.07.2015)



## Hands-on Training on CorelDRAW

A Five- day Hands-on Training on "CorelDRAW & Adobe Photoshop" was organized. Mr.A. Rajesh, Asst. Professor of Computer Applications, Erode Sengunthar Engineering College, Thudupathi, instilled the applications to final year students (June – September, 2015)



## Spoken Tutorial

Libre Office Suite Writer - spoken tutorial class organized for final year students (06.08.2015)

## Hands-on Training on Embroidery

Mrs. Ganga Devi, Trainer, Tailoring & Hand embroidery, trained the final year students during the Two-day workshop on "Hand Embroidery" (13.08.2015 and 14.08.2015)

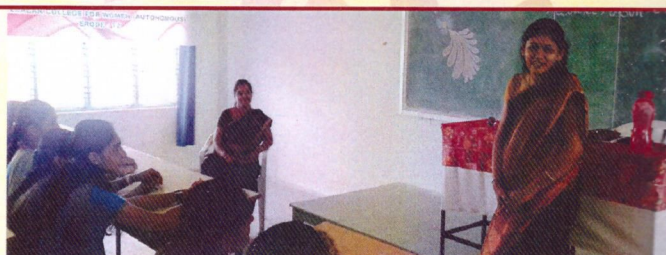


## Voices on the Air

Mr.R.Dhandapani, the programmer of MUGIL 91.2 CRS, recorded variety of programmes sponsored by our students (14.08.2015)

## A Chat with an Entrepreneur

Ms. Devi Janardhanan, Founder, Auraa Handmades & Director, NSG Textile Pvt. Ltd., Coimbatore, inspired the final year students with her ideas and experiences (28.8.2015)





## Personality Grooming

Mr. M. Shanmugasundaram, Director, Phoenix Training Academy, Erode, inculcated the personal traits among II year students (21.12.2015)



## Extension Activity

Service extended by the I BBA (CA) students to the senior citizens of Thyagi Eswaremoorthy Old Age Home, Pavalathampalayam (26.01.2016)



## Special Meeting

Dr. C. R. Jayaprakash, Associate Professor of Journalism & Mass Communication, PSG College of Arts & Science, Coimbatore, articulated on "Environmental Degradation" (01.03.2016)



## NSDC - Sponsored Programme

Second year students underwent the government sponsored NSDC programme (June-October, 2015)



## TYCOON's Trade Temptations

An **EXHIBITION CUM SALE** was organized to motivate the students to turnout as entrepreneurs. Rs. 60,000/- worth products were traded. (07.01.2016 and 08.01.2016)



## TYCOON's Yearly Competitions

Competitions - **Business Connections & Challenges to IQ** organized for the members of TYCOON (08.02.2016)



## Send - Off Party

Adieu to final year students (12.04.2016)



## Pleasure Trip

Pleasure trip to Coorg & Mysore (10.09.2015 to 13.09.2015)





## Industrial Visit

Visit to Erode District Co – operative Milk Producers Limited (Aavin), Chittode, Erode (10.10.2015)



Visit to Engineer Estate, Kolli Hills (06.02.2016)

## BoS Meeting



The Annual meeting of the Board of Studies was held on 16.04.2016 with the University Representative Dr.N. Krishnamurthi, Associate Professor of Business Administration, Sri Vasavi College (Aided), Subject experts Dr. M.Vijaya Chitra, Asst. Prof & Head, Dept. of Business Administration, Govt.Arts and Science College, Karur, & Dr. R.Vijaya Priya, Asst. Prof & Head, Dept. of Business Administration, Kongu Arts and Science College, Erode, Alumna Ms.S.Ramya, Teaching Faculty, Geetanjali All India Senior Secondary School, Erode and Industrialist Ms. Devi Janarthanan, Auraa Handmades, Coimbatore and the internal members of the Department. The Curriculum was updated and approved for the academic year (2016 - 2017)

## Institutional Training

At the end of the fourth semester, the students underwent institutional training to gain practical exposure on various areas of management .The following are the list of companies in which the students underwent training.

- KSKSK Tanning Co.Pvt.Ltd., Erode
- Sree Jagajothi Exports, Erode
- BNT Innovations Pvt.Ltd., Tirupur
- Ambikai Knit Fashions, Tirupur
- Auraa Internationals Pvt.Ltd., Tirupur
- Vangili Feeds, Namakkal
- Cotton Base Apparels Pvt.Ltd., Tirupur
- E.S.Knitwear, Kanakampalayam, Tirupur
- Adithyaa Polymers Pvt.Ltd., Ammapettai, Erode
- Sri Annai Pipes and Fittings, Gobichettipalayam
- Aavin Milk, Chitthode, Erode
- NKCM Spinners Pvt.Ltd., Namakkal
- S.J International Pvt.Ltd., Tirupur



## Project Works Undertaken

The following project works were undertaken by the final year students as a part of their curriculum during the final semester (Dec 2015 - Mar 2016).

- A study on the Financial Performance of Pallavan Grama Bank of Tamilnadu.
- A study on customers' brand loyalty on Johnson & Johnson baby products in Erode city.
- A study on customers' opinion on the functioning of Reliance Mall, Erode.
- A study on online shoppers' satisfaction towards offer sales in Erode city.
- A study on Organic products - Marketing practices and problems faced by retailers in Erode District.
- A study on absenteeism among students of Unaided courses in Vellalar College for Women during the odd semester 2015-2016.
- A comparative study on the quality of services offered by Little sisters old age home and Care old age home in Erode City.
- A study on employee commitment in City Hospital, Erode.
- A study on the sales promotion and customer satisfaction towards Aavin Milk and Milk products.
- A study on the application of 2G and 3G services of mobile among users of Erode city.

## Students' Achievements

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

Date	Name of the Students	Class	Event	Programme	Organiser	Prize Won
06.08.2015	S.Gopika	II BBA (CA)	Drawing Competition	World Breast Feeding Week 2015	Lotus Hospital and Research Center, Erode.	I Prize
03.09.2015	S.Dharanya	I BBA (CA)	Football Tournament	5's Football Tournament	Kongu Arts and Science College, Erode.	I Prize Cash Award Rs.1000/-
21.09.2015	S.Gopika R.Iswarya	II BBA(CA)	Rangoli Competition	ACME - 2015	Department of Management, P.K.R.Arts College for Women, Gobichettipalayam.	I Prize
25.09.2015	B.Nithyashree M.Ponmahesh	II BBA(CA)	Best Business Plan	New Dynamic Trends of Entrepreneurship	Department of Business Administration, Jairam Arts and Science College, Salem.	II Prize Cash Award Rs.500/-
12.10.2015 - 13.10.2015	S.Dharanya K.Thaarani A.Vishnupriya R.Jeevitha	I BBA (CA)	Football Tournament	Inter Collegiate Tournament of Bharathiyar University	Kongu Arts and Science College, Erode.	I Prize
04.02.2016 - 07.02.2016	S.Dharanya	I BBA (CA)	Football Tournament	The Regional Chief Minister's Trophy	Selvam Arts and Science College, Namakkal.	II Prize Rs.3000/-
05.02.2016	M.Karthikapriya	III BBA(CA)	Product Launch	Batten'16	Entrex Association of Management Studies, M.P.Nachimuthu M. Jaganathan Engineering College, Chennimalai.	II Prize Cash Award Rs.1000/-
	M.Sobipriyanka					
	M.Ponmahesh	II BBA(CA)				
	M.Prithivi	I BBA(CA)				
	S.SyedRahilaParveen	I BBA(CA)				



12.02.2016	HarithaViswanath M.Karthikapriya R.Monisha M.Sobipriyanka	III BBA(CA)	Ad - Zap	Velalar Carnival Students fest	Department of MBA & MCA, Velalar College of Engineering and Technology, Erode.	II Prize Cash Award Rs.750/-
24.02.2016	B.Nithyashree	II BBA(CA)	Essay Writing Competition		Entrepreneurship Development Cell,VCW	I Prize
26.02.2016	HarithaViswanath	III BBA(CA)	Ad - Zap	Budhimaan'16	Faculty of Management, Erode Builder Educational Trust's Group of Institutions, Kangayam.	I Prize Cash Award Rs.2000/-
	M.Karthikapriya					
	R.Monisha					
	M.Sobipriyanka					
	R.Iswarya	II BBA(CA)				
16.03.2016	M.Brindha	II BBA(CA)	Proficiency in English		VCW	II Prize
16.03.2016	B.Nithyashree	II BBA(CA)	Proficiency in Tamil		VCW	I Prize
19.03.2016	B.Nithyashree	II BBA(CA)	Endowment Prize		VCW	I Prize Cash Award Rs.500/-

## 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.	R. Monisha	Infosys (BPO), Bangalore
2.	D. Meena	Aee Bee English Academy Institutions, Coimbatore
3.	B. Sowmitha	
4.	S. Indhumathi	
5.	B. Divya	
6.	R. Anushya	
7.	A. LokaPriyadharshini	Alcance Technologies, Chennai
8.	B. Sowmitha	

## Staff Achievements

### Acted As Resource Persons & Rapporteur

Name of the Staff	Date	Event/ Title of the Speech / Lecture	Institution
Dr. S. M. Jayasudha	05.09.2015	Department of Management Studies - Jury in Intercollegiate Meet	M. P. Nachimuthu M. Jaganathan Engineering College, Chennimalai.
Dr. S. M. Jayasudha	09.09.2015	Rapporteur in International Conference on "Emerging Strategies for Green Marketing in Consumer Co-operation"	Vellalar College for Women(Autonomous),Erode.
Dr. S. M. Jayasudha	26.02.2016	Department of Business Studies - Jury in Intercollegiate Meet	Erode Builder Educational Trust's Group of Institutions, Kangayam.
Mrs. D. Parimala Devi	18.03.2016	Department of Business Administration - Chief Guest in Bulletin Release	Sri Vasavi College, Erode .



## Publications

Name of the Staff	Name of the Journal / Conference Proceedings	Title of the Paper	ISSN, Impact Factor, Volume (Issues), Year, Pages
Dr. S. M. Jayasudha	International conference on "Innovations in research in the field of social sciences"	Analysis of problems faced by policy holders of Motor Insurance in Erode district.	ISSN : 2249 - 1260 Impact factor : 0.412, 2015, Special Issue XVII, Vol. I, PP : 38 - 41
Mrs. B. Shanthini	International Journal of Business and Administration Research Review	A Conceptual framework of meditation and its relations to Emotional intelligence and Subjective well - being.	ISSN (Print) : 2348 - 0653, Impact factor : 3.072, Vol.2, Issue I I, July - Sep 2015. PP:149 - 153
Dr. S. M. Jayasudha	International Journal of Research in Humanities and Social Science	Analysis of the policy holders' perception on claim and settlement procedures in Motor Insurance business in Erode district.	ISSN (Print) : 2349 - 4778, Vol2(2), Dec 2015, PP :74 - 79

## Workshops Attended

Name of the Staff	Workshop	Date	Organised by
Dr. S. M. Jayasudha	Entrepreneurship Awareness Camp	11.02.2016 to 13.02.2016	Erode Sengunthar Engineering College, Thudupathi.

## Participation in Seminar & Conference

Name of the Staff	Programme	Date	Organized by
Mrs. D. Parimala Devi Ms. S. Sharmila Mrs. P. Nandhini	International Conference on "Emerging Strategies for Green Marketing in Consumer Co - operation"	09.09.2015	Vellalar College for Women(Autonomous), Erode.

## Presentation in Seminar & Conference

Name of the Staff	Organizer	Programme	Title of the Paper	Venue	Date
Dr. S. M. Jayasudha	Department of Management	International Conference	Analysis of problems faced by policy holders of Motor Insurance in Erode district.	Sri Vasavi College (SF), Erode	21.07.2015

## M.Phil., Research Programme

Ms. G. Kalaivani successfully completed her M.Phil., research programme on "A study on the impact of CRM strategies adopted by SBI Life Insurance Company, Erode city", under the guidance of Dr. V. Rajeswari.

## Ph.d., Awarded

Mrs. S. M. Jayasudha, Associate Professor and Head, Department of Business Administration has been awarded with Ph.D. degree during October 2015.



## Endowment Prize Winners & Rank Holders (2012 - 2015 Batch)



**Deepiha S.**

\*I Rank Holder & Endowment Prize Winner



**Anjali. V. Khanwani**

\*II Rank Holder



**Saritha Kumari Agarwal S.**

\*III Rank Holder

## 2015 - 2016 Outstanding Performers



**Dharani S.**

\*Proficiency Prize Winner – I place in Major, Allied paper I & Allied paper II



**Haritha Vishwanath**

\*Secretary TYCOON 2015 - 2016  
\*Proficiency Prize Winner – II place in Major, Allied paper I & Allied paper II

## Members of TYCOON 2015 - 2016



**Adorable Freshers**



**Rock Stars**



**Glittering Butterflies**

## Front Page Theme

## Awardees 2015 - 2016



**Late Shri Dhiru Bhai Ambani,**  
Founder, Reliance Industries, Mumbai.

**Padma Vibhushan Award**



**Ms. Poonam Bhir Kasthuri,**  
Designer, Daily Dumps, Bangalore.

**Best Social Entrepreneur Award**



**Ms. Indu Jain,**  
CEO, Times of India, Mumbai.

**Padma Bhushan Award**



**Amol Arora,**  
Shemrock & Shemford Schools, Delhi.

**Best Edupreneur Award**



**Dilip Shanghvi**  
Founder, Sun Pharmaceuticals, Mumbai.

**Padma Shri Award**



**Vivek Agarwal**  
M.D. of M.Tech Informatics Pvt. Ltd., New Delhi.

**Young Entrepreneur Award**