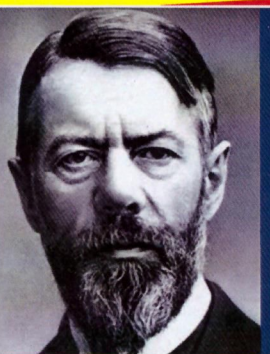


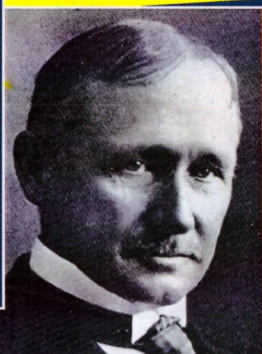
Salute to the Management thinkers

Highlights of the Department

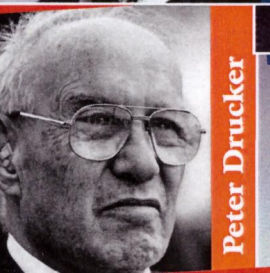
The Department of Business Management bloomed in the year 1992. In the year 2011, it was renamed as Business Administration and offers the UG Course B.B.A. (CA). The Department functions with the vision of "Imparting quality management education for women and developing efficient managers for better tomorrow". The Department had successfully completed its 25 years of journey and celebrated its Quarter Century Jubilation during 2016-2017, by organizing various events. The curriculum is regularly updated with due concern to suit the local needs, students employability, skill development, entrepreneurship, research orientation, feedbacks received from various stakeholders and so on. To widen the knowledge of the students and enhance their managerial skills, TYCOON - The Business Administration Association, organizes various programmes such as soft skill development programmes, workshops, seminars, conferences, entrepreneurial activities, competitions, field trips, intra/inter collegiate meets, radio programmes etc., Also, they are provided with intense exposure to industries through Industrial Visits and Personality Empowerment Programmes to develop their soft skills.



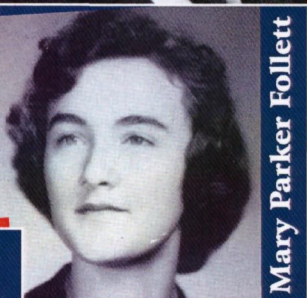
Henry Fayol



F.W. Taylor



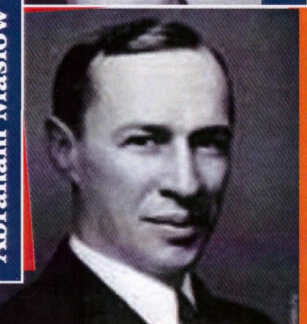
Peter Drucker



Mary Parker Follett



Abraham Maslow



Rensis Likert

PATRON-IN-CHIEF

Thiru.S.D.Chandrasekar,
Secretary & Correspondent

PATRON

Dr. D.Kamalaveni,
Principal

EDITOR

Dr. S.M.Jayasudha,
Asso.Prof. & HoD

MEMBERS

Mrs.B.Shanthini, Asst.Prof.

Ms.K.Priya & Ms.Syed Rahila Parveen - III BBA (CA)

Ms.P.Anusuya & Ms.M.Sowndariya - II BBA (CA)



Department of Business Administration with Computer Applications

VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE -12.

College with Potential for Excellence

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathiar University,

Coimbatore - 641 046

Orientation to the Freshers & their Parents

TYCOON's



The first year students and their parents were oriented about the functioning of the Institution and the Department (16.06.2016)

Entry Level Test

Momentous Occasion

Release of Newsletter 2016-2017



To identify the level of knowledge and communication skill, an Entry Level Test was conducted to the 1st year students (30-06-2016)



Released the 6th issue of yearly newsletter TYCOON's NEWS FLASH in the inaugural function of the College Union (19.07.2016)

Grooming the Aspirants

Workshop on 'Tally'



A one-day-workshop on "Tally" was organized. Mr.P.Natarajan, Asst. Professor of Computer Applications, Erode Sengunthar Engineering College, Thudupathi, instilled the applications to the II year students (22.07.2016)

Activities

2016 - 2017

Talk Show A Chat with an Entrepreneur

Mrs. S. Devasena, Managing Partner, Thulir Baby Shop, Erode & Mrs. P. Sathiya Priya, Co-Partner, Manmanam Iyarkai Velan Kudil, Erode shared their ideas & experiences to final year students (29 .07.2016)

Reaching Out... 'Voices on the Air'

A Radio Programme

Variety of programmes sponsored by our students were recorded to broadcast in MUGHIL CRS 91.2 Mhz (04 .08. 2016)

Spoken Tutorial

Libre Office Suite Writer - spoken tutorial organized for I BBA (CA) students (09.01.2017)

A Drive towards enhancing Entrepreneurial Skill

TYCOON's Trade Temptations

Rupees Fifty thousand worth products were traded in the 'Exhibition Cum Sale', organized to impart real time exposure in trading activities (10.01.2017 & 11.01.2017)

*Toast of Togetherness
Savored with Fun & Frolic*
TYCOON's Harvest Fest



**Pongal Festivity in the college campus
(12.01.2017)**

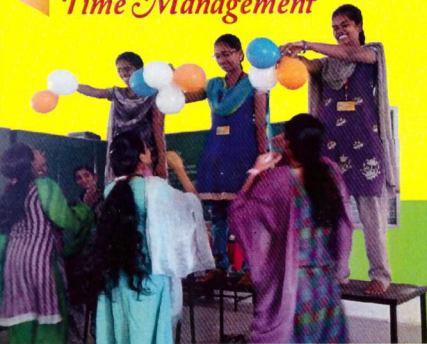


Beyond Classroom
Industrial Visit



**The final year students visited Milky Mist Dairy Food Private Limited, Chittode
to gain practical knowledge (11 .02.2017)**

Time Management



Sharp Minds at Work
TYCOON's Competition

Business Connection



Yearly Competitions organized for the members of TYCOON. In 'Business Connection' B.Harshni of II BBA (CA) won I Place and M.Ponmahesh of III BBA (CA) won II Place. In 'Time Management' D.Abinaya of II BBA(CA) won I Place and M.Saranya of III BBA(CA) won II Place (10.02.2017)



*Unique touch on
'Adobe Photoshop'*

Mr.A.Rajesh, Asst. Professor of Computer Applications, Erode Sengunthar Engineering College, Thudupathi, enriched the minds of final year students during the Two - day Hands - on training on 'Adobe Photoshop' (15.02.2017 and 16.02.2017)



**The final year students on their merry trip to Black Thunder
(17.02.2017)**

A Soul Stirring Experience
A Day out to Black Thunder

Send - Off Party Lighting Ceremony

FAREWELL



Bidding adieu to the final year students (10.04.2017)

Curriculum Updated – BoS Meeting



Parents Teachers Meeting
Students' academic progress conveyed
to parents (13.04.2017)

The Annual meeting of the Board of Studies was held on 17.04.2017 with the University Representative Dr. N. Krishnamurthi, Associate Professor of Business Administration, Sri Vasavi College (Aided), Subject experts Dr. M.Vijaya Chitra, Asst. Professor & Head, Department of Business Administration, Govt. Arts and Science College, Karur, Dr. R.Vijaya Priya, Asst. Professor & Head, Department of Business Administration, Kongu Arts and Science College, Erode, Alumna Ms.S. Ramya, Teaching Faculty, Geethanjali All India Senior Secondary School, Erode and Industrialist Ms. Devi Janarthananan, Auraa Handmades, Coimbatore and the internal members of the Department. The Curriculum was updated and approved for the academic year (2017-2018).

TYCOON'S Activities 2016 - 2017

Quarter
Century

Jubilation

25
Years

Brillianz 2016

An Inter - School Quiz Competition

An inter-school general knowledge Quiz Competition, for higher secondary students was organized. Students of Bharathi Vidhya Bhavan Matriculation Higher Secondary School, Erode, bagged I and II places and Jaycees Vidhya Bhavan Higher Secondary School, Erode, won the III place (12.08.2016)



Insight 2016

An Intra - Collegiate Meet

An intra- collegiate meet was organized. Competitions such as **Hook-Ups, Word Supremacy and 60 Seconds to fame** were conducted. Nearly eighty teams participated in 'Hook-Ups' and 'Word Supremacy' and seventy seven students participated in '60 seconds to fame' from various majors to reveal their talents (01.09.2016)



Music Fiesta

An Exclusive Orchestra

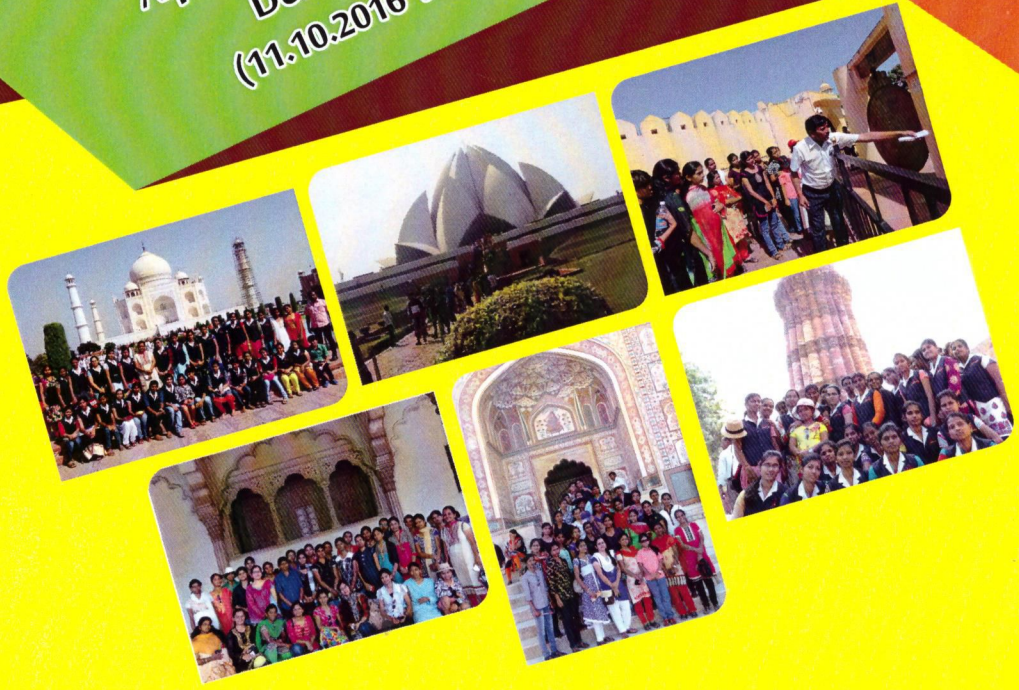
Around 2000 audience were entertained by Mallisseri Orchestra from Coimbatore. Celebrity Airtel Super Singer Malavika delighted the audience (13.09.2016)



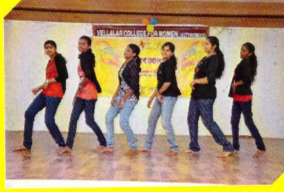
Silver Jubilation

A Tour Extraordinaire

A pleasure trip was arranged to
Delhi, Agra & Jaipur
(11.10.2016 to 18.10.2016)



Alumni Getto



மேலான் மைத்துறையில்
வெள்ளி விழாபயோட்டி
முன்னாள் மாணவிகள் சந்திப்பு நிகழ்ச்சி கல்லூரியில் நடந்தது. நிகழ்ச்சிக்கு கல்லூரி செயலாளர் எஸ்.டி.சந்திரசேகர் தலைமை தாங்கினார். முதல்வர் டி.கமலவேணி முன்னிலை வகித்தார்.
இதில் 120 முன்னாள் மாணவிகள் கலந்து கொண்டு தங்க

ளது அனுபவங்களை சக மாணவிகளுடன் பகிர்ந்து கொண்டனர். இதையொட்டி பல்வேறு கலை நிகழ்ச்சிகளும் நடைபெற்றது. நிகழ்ச்சியில் பேராசிரியர்கள், பேராசிரியைகள், மாணவிகள் பலர் கலந்துகொண்டார்கள். முன்னதாக துறைத்தலைவர் எஸ்.எம்.ஜெயசுந்தர் வரவேற்று பேசினார்.

மேலான் மைத்துறையில்
வெள்ளி விழாபயோட்டி
முன்னாள் மாணவிகள் சந்திப்பு நிகழ்ச்சி கல்லூரியில் நடந்தது. நிகழ்ச்சிக்கு கல்லூரி செயலாளர் எஸ்.டி.சந்திரசேகர் தலைமை தாங்கினார். முதல்வர் டி.கமலவேணி முன்னிலை வகித்தார்.
இதில் 120 முன்னாள் மாணவிகள் கலந்து கொண்டு தங்க

The first reunion of TYCOON was organized on the New Year Eve. Nearly 120 alumni attended the function. To commemorate the celebration, cake was cut by beloved madam principal. A video clipping was played to alumnus to look back their golden moments. To make the day enjoyable sparkling dances were performed by the students of first, second and third B.B.A. (CA). Just-a-Minute game was organized for them to make the day more memorable (31-12-2016)

Silver Jubilation

Silver Jubilation

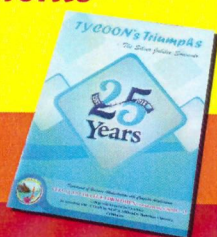
Humanitarian Services

Donation to "Olirum Erodu Foundation"



₹ 20,000/- was donated to "Olirum Erodu Foundation" to enhance the library facilities in the A/C waiting hall of Erode Railway Junction (13.03.2017)

Compilation of 25 Years Achievements



TYCOON's Triumphs – The Silver Jubilee Souvenir was released in the 47th College Day function (18.03.2017)

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.

- | | | |
|----------------------------------|----------------------------------|--|
| ✦ Excel Sourcing, Tirupur | ✦ PS Weavers, Komarapalayam | ✦ Bilal Garments, Tirupur |
| ✦ Crisp Inc, Tirupur | ✦ AKR Textile Company, Tirupur | ✦ Ganapathy Spinning Mills, Vellakovil |
| ✦ Vedhanayagi Sizing Mill, Erode | ✦ SM Fashion Wear, Tirupur | ✦ Co-operative Milk Producers' Union Limited |
| ✦ PKP Tex, Tirupur | ✦ Shiva Texyarn Limited, Tirupur | ✦ Rajaguru Spinning Mill, Erode |

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 2016 – Mar 2017).

- ✦ A Study on the Opinion of Small Retailers in Erode City on the Recent Demonetization
- ✦ A Study on the Satisfaction Level of Female Customers of Patanjali Products in Erode City
- ✦ Opinion of People undergoing Paleo Diet – A Study in Erode City
- ✦ A Study on the Awareness of People towards Digital India Scheme in Erode City
- ✦ A Study on the Preferences of Homemakers towards the Modern Kitchen Equipments in Erode city
- ✦ An Evaluation of the Financial Performance of Dabur India Limited
- ✦ Customers' Preferences and Expectations towards JIO SIM – A Study in Erode City
- ✦ A Study on Customers' Preference towards Royal Enfield in Erode City
- ✦ Financial Analysis of Co-operative Thrift and Credit Society, Pallipalayam
- ✦ A Comparative Study on Customers Preferences for Bulk Purchases in Departmental Stores/Grocery Shops of Erode City

The Capstones

Students' Achievements



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

Date	Name of the Student	Class	Event	Programme	Organizer	Prize won
22/08/2016	Gopika.S	III BBA(CA)	Drawing Competition	Independence '70	VCW, Erode	II Prize
20/09/2016	Dharanya.S	II BBA(CA)	Football	Inter Collegiate Tournaments	Nehru Group of Arts and Science College, Coimbatore	I Prize
17/12/2016	Dharanya.S	II BBA(CA)	Hockey	Inter Collegiate Tournaments	Pollachi Government School, Pollachi	IV Prize
11/02/2017	Dharanya.S	II BBA(CA)	Best Player Award	Sports Day	VCW, Erode	Shield
11/02/2017	Dharanya.S	II BBA(CA)	4 x 100 meters Relay	Intramural Tournament & Sports 2016-2017	Department of Physical Education, VCW, Erode	I Prize
11/02/2017	Dharanya.S, Harshini.B, Vishnupriya.A	II BBA(CA)	Football	Intramural Tournament & Sports 2016-2017	Department of Physical Education, VCW, Erode	I Prize
11/02/2017	Dharanya.S, Harshini.B, Vishnupriya.A	II BBA(CA)	Handball	Intramural Tournament & Sports 2016-2017	Department of Physical Education, VCW, Erode	I Prize
11/02/2017	Dharanya.S, Harshini.B, Vishnupriya .A	II BBA(CA)	Basketball	Intramural Tournament & Sports 2016-2017	Department of Physical Education, VCW, Erode	I Prize
11/02/2017	Kesava Preethi.V	II BBA(CA)	Fancy Dress Competition	Intramural Tournament & Sports 2016-2017	Department of Physical Education, VCW, Erode	I Prize
18/03/2017	Sangeetha Agarwal.G	III BBA(CA)	Saradha Swamynathan Endowment Prize in Economics	College Day	VCW, Erode	I Prize
18/03/2017	Sangeetha Agarwal.G	III BBA(CA)	Proficiency in Part-III, Major	College Day	VCW, Erode	I Prize
18/03/2017	Sangeetha Agarwal.G	III BBA(CA)	Proficiency in Part-III, Allied-I	College Day	VCW, Erode	I Prize
18/03/2017	Sangeetha Agarwal.G	III BBA(CA)	Proficiency in Part-III, Allied-II	College Day	VCW, Erode	I Prize
18/03/2017	Nithya Shree.B	III BBA(CA)	Proficiency in Part-III, Major	College Day	VCW, Erode	II Prize
18/03/2017	Nithya Shree.B	III BBA(CA)	Proficiency in Part-III, Allied-I	College Day	VCW, Erode	II Prize
18/03/2017	Iswarya.R	III BBA(CA)	Proficiency in Part-III, Allied-II	College Day	VCW, Erode	III Prize
18/03/2017	Dharanya.S	II BBA(CA)	K.S.Marappa Gounder Endowment Prize for Best Football Player	College Day	VCW, Erode	Cash Award Rs. 200/-

Rocketing Career Prospects

The students have added credits to the department with their placement records

S.No.	The Pick of the Pack	Campus Recruitment
1	Jemima Nilofar. K.M	* Accenta, Kerala
2	Lavanya. K	* A.S.P. Info Tech, Coimbatore
3	Meena.C	* A.S.P. Info Tech, Coimbatore * Job Info Solutions, Chennai
4	Mohanapriyadharshini. B	* Accenta, Kerala * Hinduja Global Solutions, Chennai * Pier-Cher Infotech, Erode * Infosys BPO Ltd, Chennai
5	Ponmahesh.M	* Hinduja Global Solutions, Chennai * Infosys BPO Ltd, Chennai



Students under "Earn While You Learn" Scheme

The department encourages the learners to earn while they learn which paves them way to emerge out as financially independent and self confident individuals. The following students have imbibed their foot prints in the part time job market.

S.No.	Name of the Student	Class	Nature of the Job	Monthly Income (In ₹)
1	R.Sathya	III BBA(CA)	Sales Person, Reliance Market, Erode	2500
2	S.Madhumithra		Taking Tuition	1200
3	V.Devika		Sales Person, Major Silks, Erode	2000
4	P.Ranjani		Taking Tuition	500
5	S.Sandhiya		Taking Tuition	850
6	A.Nandhini		Taking Tuition	1000
7	M.Kavitha	II BBA(CA)	Taking Tuition	1000
8	S.Shilpa		Taking Tuition	800
9	S.Deepika		Amway Dealer	1700
10	A.Vishnu Priya	I BBA(CA)	Taking Tuition	1000
11	S.R.Karunashri		Physiotherapist	2000



Faculty Pursuits

Staff Publications

Name of the Staff	Name of the Journal/Conference Proceedings	Title of the Paper	Publication Details
Dr.S.M.Jayasudha	Journal of Management Science	Impact of Demonetization on the Retail Business in Erode City	ISSN: 2249-1260, Impact factor: 0.654, Vol- 1, Feb 2017, pp. 231-233
Mrs. B.Shanthini	International Organization of Scientific Research (IOSR) Journal of Humanities and Social Science	Impact of Demonetization - A conceptual framework	ISSN: 2279-0845, Impact factor: 4.621, Feb 2017, pp. 11-14
Dr.S.M.Jayasudha	International Organization of Scientific Research (IOSR) Journal of Humanities and Social Science	An Empirical study on the major problems faced due to demonetization by the small retailers in Erode City	ISSN:2279-0845, Impact factor:4.621, Vol.2(1), Feb 2017, pp. 18-20
Mrs. B.Shanthini	Intercontinental Journal of Human Resource Research Review	Impact of meditation on emotional intelligence and intellectual capital	ISSN: 2347-1662, Impact factor: 4.169, Vol. 5(5), Feb 2017, pp. 108-115
Dr.S.M.Jayasudha	PARIPEX-Indian Journal of Research	An Empirical study on the dreadful state of Transgender- A study with special reference to Erode City	ISSN: 2250-1991, Impact factor: 5.761, Vol. 6(3), March 2017, pp. 614-616
Dr.S.M.Jayasudha	Imperial Journal of Interdisciplinary Research	Significant Issues of Transgender people - An Empirical study in Erode District of Tamil Nadu	ISSN-2454-1362, Impact factor: 3.7 , Vol-3(4), April 2017, pp.303-308

Participation in Seminar & Conference

Name of the Staff	Programme	Date	Organized by
Dr.D.Parimala Devi	National Conference on Demonetization: A Transition to Cashless Economy	07-02-2017	Department of Commerce, Vellalar College for Women (Autonomous), Erode
Mrs.B.Shanthini			
Mrs. T.Kanchanamala			

Presentation in Seminar & Conference

Name of the Staff	Organizer	Programme	Title of the Paper	Venue	Date
Mrs.B.Shanthini	Department of Business Management	International Conference	Impact of Mediation on Emotional Intelligence and Intellectual Capital for Organization and Social well-being with special reference to Meditators	Avinashilingam School of Management, Technology & The Institute of Finance Management	15-12-2016 & 16-12-2016
Dr.S.M.Jayasudha	Department of Commerce (CA) & E-Commerce	International Conference	Impact of Demonetization on the Retail Business in Erode City	Vellalar College for Women (Autonomous), Erode	10-02-2017
Dr.S.M.Jayasudha	Department of Business Management	National Level Seminar	An Empirical study on the major problems faced due to demonetization by the small Retail Business in Erode City	Sri Vasavi College, Erode	24-02-2017
Mrs.B.Shanthini	Department of Business Management	National Level Seminar	Impact of Demonetization - A conceptual framework	Sri Vasavi College, Erode	24-02-2017

Acted as Resource Persons & Jury

Name of the Staff	Date	Title of the Speech	Institute
Dr.S.M.Jayasudha	08-10-2016	Guidelines for project report preparation	Sri Vasavi College(SF),Erode
Dr.S.M.Jayasudha	09-11-2016	Human Resource Management	Department of Computer Application, Erode Sengunthar Engineering College, Thudupathi, Erode
Dr.S.M.Jayasudha	03-02-2017	National Level Management Meet (Batten'17) - Jury	MPNMJ Engineering College, Chennimalai

FDP Attended

Name of the Staff	FDP	Funding Agency	Date	Organized by
Dr.S.M.Jayasudha	Outcome Based Education	UGC	28-1-2017	IQAC, Vellalar College for Women (Autonomous), Erode
Dr.D.Parimala Devi				
Mrs.B.Shanthini				
Dr.D.Parimala Devi	Spoken Tutorial Project	UGC	10-2-2017	IQAC, Vellalar College for Women (Autonomous), Erode
Mrs.B.Shanthini				

Ph.D., Awarded & SET Cleared

Mrs. D.Parimala Devi, Assistant Professor, Department of Business Administration has been awarded with Ph.D. degree during April, 2017 and she has also cleared SET 2016.

Endowment Prize Winners & Rank Holders

(2013 - 2016 BATCH)



Dharani.S

*I Rank Holder & Endowment
Prize Winner



Hema Sree. V

*II Rank Holder



Haritha Viswanath

*III Rank Holder

Outstanding Performers

2016 - 2017



Sangeetha Agarwal.G

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



Nithyasree.B

Secretary TYCOON (2016 - 2017)
*Proficiency Prize Winner - II place
in Major, Allied paper I



Iswarya.R

*Proficiency Prize Winner
III place in
Allied paper II

Members of

TYCOON 2016-2017



Master Minds - III B.B.A. (CA)



Blooming Buds - II B.B.A. (CA)



Young Dazzlers - I B.B.A. (CA)

Outstanding Performers in Sports Arena



Vishnupriya.A & Dharanya.S
II B.B.A.(CA)