

TYCOON'S

Volume - 8

June 2017-May 2018

NEWS FLASH

HIGHLIGHTS OF THE DEPARTMENT

The Department of Business Management was inaugurated in the year 1992. In the year 2011, it was renamed as Business Administration with CA. The Department has victoriously completed its 25 years of journey and celebrated its SILVER JUBILATION during 2016-2017, by triumphantly confederating various events. The curriculum is regularly updated with due concern to persuade the local needs, students employability, skill development, entrepreneurship, research orientation, feedbacks received from various stakeholders and so on. To broaden the knowledge of the students and enhance their managerial skills, TYCOON - The Business Administration Association, initiates various programmes such as soft skill development programmes, workshops, seminars, conferences, entrepreneurial activities, competitions, field trips, intra/inter collegiate meets, radio programmes etc... Also, the students are bestowed with intense exposure to industries through Industrial Visits and Personality Empowerment Programmes to enhance their soft skills.

VISION

To establish, maintain and promote the department as a Centre of Excellence in management education, thereby producing socially responsible entrepreneurs and enterprising business professionals.

MISSION

- To become a Centre of Excellence in management education.
- To empower women from all walks of life through managerial opportunities, training and education.
- To create innovative entrepreneurs for industrial development and economic growth.
- To promote citizenship behaviour towards nation building.

MEMBERS

Dr. D. Parimala Devi, Asst. Prof. & Head
Mrs. T. Kanchanamala, Asst. Prof.
Ms. T. Oviya - III BBA (CA)
Ms. P. Indhumathi - II BBA (CA)

PATRON-IN-CHIEF

Thiru. S.D.Chandrasekar
Secretary & Correspondent

PATRON

Dr. N.Maragatham
Principal

EDITOR

Dr. S.M.Jayasudha
Asso.Prof.



Department of Business Administration with Computer Applications

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

College with Potential for Excellence

57th Rank in NIRF India Ranking - 2018

Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathiar University,
Coimbatore - 641 046.

A Smooth Start with **Orientation to the Freshers & their Parents**

TYCOON'S ACTIVITIES **2017-18**



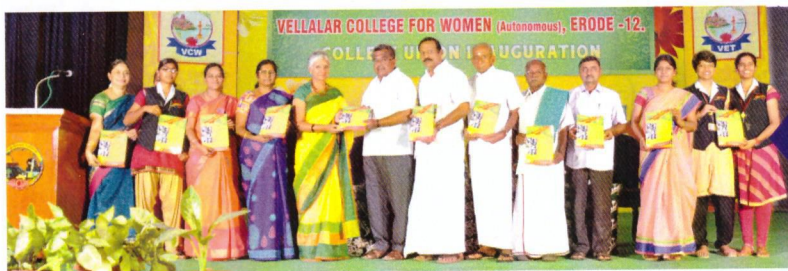
The first year students and their parents were oriented about the functioning of the Institution and the Department (16.06.2017).

A Self assessment tool **Entry Level Test**

To identify the level of knowledge and communication skill, an Entry Level test was conducted to the 1st year students (30.06.2017).



Self Identity **Release of Newsletter**



Released the 7th issue of yearly newsletter, TYCOON's NEWSFLASH during the inaugural function of the College Union (13.07.2017).

Practical Cognizance **Industrial Visit**

The final year students visited Agri Index at CODISSIA, Trade Fair Complex, Coimbatore (17.07.2017).



Upskilling **Hands-on Training**



Mr.A.Rajesh, Asst.Professor of Computer Applications, Erode Sengunthar Engineering College, Thudupathi, enriched the minds of the final year students during the 'Four Day Hands-on Training on Adobe Photoshop' (21-8-2017 & 22-8-2017, 20-12-2017 & 21-12-2017).

Fly High **Passport Camp**



A 'Passport Camp' was organised as an extension activity from August to October 2017. Around 200 students, faculty, their friends and relatives were benefitted.

Beyond Academics **Inspiring School Students**

Extention Activity for the School students of 'Vellalar High School for girls' was organized (08.09.2017).



Hands-on Experience **Workshop on 'Tally'**



Mr.P.Natarajan, Asst. Professor of Computer Applications, Erode Sengunthar Engineering College, Thupathi, instilled the applications to the II year students in a one day workshop on 'Tally 9.0' (19.09.2017).

Exhibition Cum Sale **TYCOON's Trade Temptation**

TYCOON's Trade Temptation, an exhibition cum sale, was organised to provide the students a real time exposure to trading. Around ₹1,00,000 worth of products were traded (21.10.2017 & 22.10.2017).



Progress Review

Parent - Teachers Meeting



Students' academic progress conveyed to parents through parent - teachers meeting (28.09.2017).

Rejoicing Days

Pleasure Trip



A pleasure trip to Hyderabad for the final year students was organized (30.09.2017 to 04.10.2017).

Stirring Session

Special Meeting

Mr. Jc. B. Saravanakumar, National Trainer in JCI, India gave a special address on 'Interpersonal skill & stress management' for the students of Elective Non-Major (04.10.2017).



Experience Sharing

A Chat with an Entrepreneur



Mrs. R.K. Prameela, manufacturer cum distributor of 'Vanessa Smart Sanitary Napkins', Erode, shared her business experiences and encouraged the final year students to opt entrepreneurship as their career (08.01.2018).

Knowledge Broadcasted

Voices on the Air

Variety of programmes were recorded for the radio programme 'Voices on the Air' and was broadcasted through MUGIL 91.2 CRS of Erode Sengundhar Engineering College, Thudupathi (08.02.2018).




Change Through Exchange

IdeaXange - 2018



'IdeaXange, 2018', an Intra-collegiate Expo-Cum- Contest was organized. Students from all disciplines were benefitted through number of exhibits (12.02.2018 & 13.02.2018).

Testing the Talents **TYCOON's Competition**




Yearly competition organized for the members of TYCOON. In 'Business Connection', K. Thaarani of III BBA(CA) won I Place & V. Kamalam of II BBA(CA) won II Place. In 'Word Puzzle', N.S. Nivetha Shree of II BBA(CA) won I Place & K. Thaarani of III BBA(CA) won II Place (02.03.2018).

The Experts' Masterpiece **Release of Study Material**

The study material for the self-learning paper, 'Business Ethics' was released (03.03.2018).



Periodic Review **Academic Audit**




An External Academic Audit was conducted by Dr.Samuel Augustine Latha.J, Asst. Professor & Head of the Department of Business Administration, Vivekanandha College of Arts & Science for Women (Autonomous), Thiruchengode (16.12.2017).

Reforming the Curriculum **OBE - Expert Committee Meeting**

Dr.Bamini Rajasekharan, Asst. Director, Quality Assurance & Projects, SNS Group of Institutions, Coimbatore. Fine-tuning the curriculum on OBE Model (19.04.2018)



Experts' Corner **Board of Studies Meeting**



The Annual Meeting of the BoS was held with the University Representative Dr.K.Rajini, Asso. Professor of Business Management, Sri Vasavi College (Aided), Subject Expert Dr.S.Saravanakumar, Asst. Professor, Dept. of Business Administration, Govt. Arts College, Salem, Dr.J.Bamini, Professor, Dept. of Management Studies, SNS College of Engineering, Coimbatore, Alumna Mrs.R.Indra & Industrialist Mr.Jc.B. Saravanakumar, Thulir Baby Shop (23.04.2018).

Personality Empowerment Certificate Course

Mr.M.Shanmugasundharam, Phoenix Training Academy, Erode, enriching the final year students through a certificate course on "Personality Empowerment".



Towards Philanthropy Donation to Society



Books & Cupboard Worth ₹25,000/- donated to Teachers Colony Padippagam through SALIS Erode Chapter & Olirum Erode (10.05.2018).

Digital Learning Spoken Tutorial

During the odd semester, all the students underwent spoken tutorial on "Libre Office Suite Impress / Libre Office Suite Calc / Libre Office Suite Writer"



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.

- | | |
|---|---|
| ❖ Co-operative Milk Producers Union Limited, Erode. | ❖ Podaran Foods India Private Limited, Erode. |
| ❖ Glaciers Apparels, Tirupur. | ❖ Renaatus Projects Private(Ltd), Erode. |
| ❖ Grasim Apparel, Tirupur. | ❖ S.M.P Internationals, Tirupur. |
| ❖ Infra Textile Company Private Limited, Erode. | ❖ Sakthi Auto Components, Perundurai, Erode. |
| ❖ Jawan Knit Garments, Tirupur. | ❖ ShriHarivallabi Spinning Mills, Pallipalayam. |
| ❖ Milka Nutrients Private Limited, Erode. | ❖ SreeHarsha Textile, Chennimalai. |
| ❖ Narayan Exports, Perundurai, Erode. | ❖ Sri Kumar Plastic Company, Tirupur. |
| ❖ National Precisions Company, Erode. | ❖ Swastic Garments, Tirupur. |
| ❖ PE PE Farms, Namakkal. | |

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 2017 to Mar 2018)

- ❖ A Study on the level of satisfaction of the consumers of Tablet Computers in Erode city.
- ❖ A Study on the Health, Safety and Welfare measures provided to the employees of Rajaguru Spinning Mill Private Limited, Veppadai.
- ❖ A Study on the effectiveness of Drip irrigation among the farmers in Erode district.
- ❖ A Study on the Financial analysis of Essar Oil Limited, Mumbai.
- ❖ A Study on the retailers' locational preferences and satisfaction towards Texvalley, Chittode.
- ❖ Working Capital Analysis of Grasim Apparel Limited, Tirupur.
- ❖ A Study on Marketing Practices and Problems faced by Boutique shop owners in Erode City.
- ❖ A Study on Employees Absenteesim in Jawan Knit Garments, Tirupur.

Students Participation

Our students have brought laurels to the Department and to the College by participating in various events

Date	Name of the Student	Class	Event	Name of the Programme	Organizers
08.08.17	4 Students	III BBA(CA)	International Symposium	Relationship Management : Prosperity and Issues	Department of Management Sri Vasavi College (SF), Erode
09.08.17	6 Students	II BBA(CA)	International Symposium	Do's and Don'ts and Recent Trends in Social Sciences Research	Department of Management Studies, Nandha Arts and Science College, Erode.
21.08.17	Riddhi.Y.Gaglani Sri Shanmathi S. Vidhya S.	I BBA(CA)	State Level Workshop	Poetry Writing	Department of Hindi and other Languages, Kongu Arts and Science College, Erode.
21.08.17	Deepika S. Dharshini B. Harshini B. Nandhini M.	III BBA(CA)	Tongue Twister	Intra- Collegiate Meet	Department of Bio-Chemistry, Vellalar College for Women, Erode.
30.08.17	6 Students	III BBA(CA)	International Symposium	Remonetisation : Introspect and Prospekt	Department of Commerce (SF), Commerce (CA) & E-Commerce, Vellalar College for Women, Erode.
	3 Students	I BBA(CA)			
03.10.17	27 Students	II BBA(CA)	State Level Book Review Competition	Elainane Vizhithozhu	Department of Tamil, Vellalar College for Women, Erode.
14.10.17	Nandhini M.	III BBA(CA)	Workshop	Leadership Quality	Vellalar College for Women, Erode.
14.10.17	Sharmitha C.	II BBA(CA)	International Symposium	Remonetisation	Department of Commerce (SF) & Commerce (CA), Vellalar College for Women, Erode.
20.10.17	5 Students	III BBA(CA)	Workshop	Women Literacy Programme	Vellalar College for Women, Erode.
	5 Students	II BBA(CA)			
30.11.17	5 Students	III BBA(CA)	Women Literacy Programme	Women Rights Awareness Exam	Career Guidance Cell, Vellalar College for Women, Erode.
	5 Students	II BBA(CA)			
07.12.17	Harshini B. Dharanya S. Nandhini M.	III BBA(CA)	Workshop	'Smart Girl'	Vellalar College for Women, Erode.
	Sharmitha C.	II BBA(CA)			
24.01.18	Keerthalakshmi B. Oviya T.	II BBA(CA)	Workshop	Career Guidance	Department of Management, P.K.R Arts College for Women, Gobichettipalayam.
24.01.18	Revathi P.	III BBA(CA)	Career Guidance Programme	ACME-2018	P.K.R. Arts College for Women, Gobichettipalayam.
	Thaarani K.				
	Keerthana Lakshmi B.	II BBA(CA)			
	Oviya T.				
	Ishwarya R.	I BBA(CA)			
25.01.18	Dharanya S.	III BBA(CA)	Business Quiz	ECOMARK'18	Kaamadhenu Arts & Science College, Sathyamangalam, Erode.
	Vishnupriya A.				
	Sharmitha C.	II BBA(CA)	Criticizing Advertisement		

Date	Name of the Student	Class	Event	Name of the Programme	Organizers
02.02.18	Dharanya S.	III BBA(CA)	Business Quiz	FACHMANN 2K18	Department of Business Administration, K.S.R College for Engineering, Thiruchengode
	Dharshini B.		Adzap		
	Syed Rahila Parveen S.				
	Thaarani K.				
	Vishnu Priya S.				
	Keertha Lakshmi B.	II BBA(CA)			
	Oviya T.		Memorias		
	Sharmitha C.		Adzap		
	Aiswarya N.		Memorias		
	Kamali T.		I BBA(CA)		
	Rumana M.				
09.02.18	Deepika S.	III BBA(CA)	Adzap & Treasure Hunt	Vellalar Carnival'18	Vellalar College of Engineering and Technology, Erode.
	Kowsalya M.		Adzap		
	Nandhini M.		Treasure Hunt		
	Naveena M.				
	Revathi P.		Adzap & Surprise Event		
	Sai Suvetha V.		Treasure Hunt		
09.02.18	Sathya G.	III BBA(CA)	Surprise Event & Treasure Hunt	Vellalar Carnival'18	Vellalar College of Engineering and Technology, Erode.
	Sowntharya P.		Adzap & Word Hunt		
	Syed Rahila Parveen S.		Word Hunt		
	Udhya M.		Adzap		
12.02.18 & 13.02.18	Indhumathi P.	I BBA(CA)	Exhibition	IdeaXange'2018	Department of Business Administration Vellalar College of Women, Erode.
	Praveena J.				
	Suvetha S.				
	Anusuya P.	II BBA(CA)			
	Harshavarthani C.				
	Kamalam V.				
	Sharmitha C.				
	Dharanya S.	III BBA(CA)			
	Tharani K.				
	Vishnupriya A.				
10.03.18	Rumana M.	I BBA(CA)	Short Film	National Level Technical Symposium 'ALTRONICS-18'	Department of Electronics & Communication Engineering, Al-Ameen Engineering College, Erode.
15.02.18	Riddhi. Y. Gaglani	I BBA(CA)	Bouncing Toes	Avegga 2K18	Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore.
14.02.18	Vidhya S.	I BBA(CA)	EUPHONY	HILARICAS	Hindusthan College of Arts & Science, Coimbatore.

Students Achievements

Date	Name of the Student	Class	Event	Name of the Programme	Organizers	Place/ Prize Won
18.08.17	Harshini B.	III BBA(CA)	Basket Ball	MGR Birthday Celebration	Sports Development Authority of Tamilnadu, Erode.	II
15.09.17 & 16.09.17	Dharanya S.	III BBA(CA)	Football	Inter Collegiate Tournament	Vellalar College of Engineering and Technology, Erode.	I
26.09.17	Vidhya S.	I BBA(CA)	Singing	Bharathiar Competition	Vellalar College for Women, Erode.	II

Date	Name of the Student	Class	Event	Name of the Programme	Organizers	Place/ Prize Won
05.12.17 & 07.12.17	Dharanya S.	III BBA(CA)	Football	CM Trophy Tournament	Sports Development Authority of Tamilnadu, Erode.	I (₹1000 Cash)
10.01.18	Vidhya S.	I BBA(CA)	Solo Singing	Singing Competition	Fine Arts Club, Vellalar College for Women, Erode.	I
24.01.18	Karishma Agarwal S.	I BBA(CA)	Oratorical	Hindi Association	Department of Hindi	II
24.01.18	Dharanya S. Vishnupriya A.	III BBA(CA)	Business Connection	ACME 2018	P.K.R. Arts College for Women, Gobichettipalayam.	I
25.01.18	Dharanya S. Vishnupriya A.	III BBA(CA)	Business Quiz	ECOMARK'18	Kaamadhenu Arts and Science College, Sathyamangalam.	I
08.02.18	Dharanya S. Harshini B.	III BBA(CA)	Basketball	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
08.02.18	Dharanya S. Vishnupriya A.	III BBA(CA)	Handball	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
08.02.18	Divya S.	II BBA(CA)	Throwball	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
	Shalini M. Tharani G.	I BBA(CA)				
08.02.18	Pavadarani S.	II BBA(CA)	Swimming	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
08.02.18	Anusuya P. Sowndariya M.	II BBA(CA)	Fancy Dress Competition	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
08.02.18	Gunanadhini L.	I BBA(CA)	Fancy Dress Competition	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
08.02.18	Dharanya S. Jeevitha R. Vishnupriya A.	III BBA(CA)	Football	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	II
	Pavadarani S.	II BBA(CA)				
	Raja Sangeetha D.	I BBA(CA)				
08.02.18	Diviya S.	II BBA(CA)	Throwball	Intramural Tournament & Sports 2017-2018	Department of Physical Education, Vellalar College for Women, Erode.	I
15.02.18	Riddhi.Y.Gaglani	I BBA(CA)	Bouncing Toes	AVEGHA 2K18	Avinasilingam Institute of Home Science and Higher Education for Women, Coimbatore.	II
10.03.18	Rumana M.	I BBA(CA)	Short Flim	ALTRONICS-18	Department of Electronics and Communication Engineering, Al-Ameen Engineering College.	III

Rocketing Career Prospects

The students have flattered the department with their placement records

S.No.	Pick of the Pack	Campus Recruitment
1.	A.Vishnupriya	INET RESOURCE, Salem
2.	K.Thaarani	IDBI Life Insurance Corporation, Coimbatore.
3.	A.Vishnupriya	



Students Under 'Earn While You Learn' Scheme

The department encourages the learners to earn while they learn which paves them the way to emerge out as financially independent & self-confident individuals. The following students have evolved in the part time job market.



S. No.	Name of the Student	Class	Nature of the Job	Monthly Income (₹)
1.	Vishnu Priya A.	III BBA(CA)	Taking Tutition	3000
2.	Revathi P.		Sales Person	3000
3.	Deepika S.		Sales Person	4500
4.	Sharmitha C.	II BBA(CA)	Poultry	1000
5.	Kowsalya M.		Taking Tutition	2500
6.	Priya B.	I BBA(CA)	Computer Incharge in Medical Shop	3000
7.	KamatchiKanchanaDevi R.		Taking Tutition	2000

Faculty Achievements

Publication

Name of the Staff	Name of the Journal (Details of the conference, if proceeding)	Title of the Paper	ISSN, Impact Factor, Volume (Issues), Year, Pages
Dr. B.Shanthini	International Research Journal of Engineering and Technology(IRGET)	An Empirical Study on the Relationship Between Meditation, Emotional Intelligence and Subjective Well-Being through Equation Modelling	e-ISSN : 2395 - 0056 p-ISSN : 2395 - 0072, Impact Factor Value : 6.171 Volume 5, Issue 3, March 2018, Pages - 3833-3836

Participation in Symposium

Name of the Staff	Title	Date	Organizer
Mrs. T.Kanchanamala	Do's & Don'ts and Recent Trends in Social Sciences Research	8 th August, 2017	Sri Vasavi College, Erode.
Mrs. M.Vaidhehi	Relationship Management : Prosperity & Issues	9 th August, 2017	Nandha Arts & Science College, Perundurai.
Dr. S.M.Jayasudha	Strategies of Economic Reformation and Digital Transformation : Unveiling India as an Innovation Hotspot	1 st September, 2017	PG and Research Department of Commerce, Vellalar College for Women, Erode.
Dr. D.Parimala Devi			
Dr. B.Shanthini			
Mrs. T.Kanchanamala			
Mrs. M.Vaidhehi			

Presentation in Conference

Name of the Faculty	Organizer	Programme	Title of the Paper	Date
Dr. B. Shanthini	Annapoorna Engineering College, Salem.	International Conference on Innovations in Science, Engineering, Technology and Management	An Empirical Study on the Relationship Between Meditation, Emotional Intelligence and Subjective Well-Being through Equation Modelling	9 th & 10 th March, 2018

FDPs Attended

Name of the Staff	FDP	Funding Agency	Date	Organizer
Mrs. M.Vaidhehi	A two week programme on 'Contemporary Issues on Effective Teaching in Management Sciences'	AICTE	28.11.2017 to 11.12.2017	Department of Management Studies, Velalar College of Engineering and Technology, Erode.
Mrs. T.Kanchanamala	Healthy Life Style and Non - Communicable Diseases	DBT	03.01. 2018	Department of Nutrition and Dietetics, Vellalar College for Women, Erode.
Dr. S.M.Jayasudha	Education beyond Academics	UGC	03.02.2018	Post Graduate and Research Department of Commerce, Vellalar College For Women, Erode.
Dr. D.Parimala Devi				
Dr. B.Shanthini				
Mrs. T.Kanchanamala				
Dr. S.M.Jayasudha	Cloud Computing with Amazon Web Services	DBT	21.02.2018 to 22.02.2018	Department of Computer Science, Vellalar College For Women, Erode.
Mrs. T.Kanchanamala				

Ph.D., Awarded



Mrs.B.Shanthini, Assistant Professor, Department of Business Administration with CA has been awarded with Ph.D., degree during March, 2018.

Ph.D., Produced

S. No.	Name of the Scholar	Name of the Guide	Title	Date of Viva-Voce Examination
1.	Dr. C. Dhanalakshmi	Dr. V. Rajeswari	A Study on the determinants of Mergers and Acquisitions in Indian Pharmaceutical Industry	20.04.2018

Endowment Prize Winners & Rank Holders (2014 - 2017 Batch)



Sangeetha Agarwal G.
* I Rank Holder



Nithyasree B.
* II Rank Holder



Iswarya R.
* III Rank Holder

Outstanding Performers (2017 - 2018)



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



Thaarani K.
*Proficiency Prize Winner - II place in Major Papers



Jeevitha R.
*Proficiency Prize Winner - II place in Allied paper I & Allied paper II



Dharanya S.
Secretary TYCOON (2017-2018)
*Proficiency Prize Winner - II place in Allied paper II

Members of TYCOON 2017-2018



Sparkling Stars - III BBA(CA)



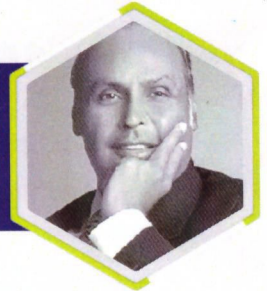
Gleaming Vibrants - II BBA(CA)



Flourishing Florets - I BBA(CA)

Dhirubhai Ambani

*Think big, think fast, think ahead.
Ideas are no one's monopoly.*

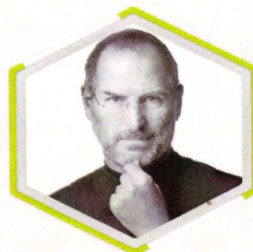


*Ups and down in life are very important to keep
us going, because a straight line even in an E.C.G.
means we are not alive.*

Ratan Tata

Kiran Mazumdar-Shaw

*I really believe that entrepreneurship
is about being able to face failure,
manage failure and succeed after failing.*



*The only way to do great work
is to love what you do*

Steve Jobs

Azim Premji

*"If people are not laughing at your goals,
your goals are too small.."*

