

June 2018 - May 2019

Volume - 9

















fighlights of the Department

The Department of Business Management was inaugurated in the academic year 1991-92. The Department has successfully completed its 25 years and grandly celeberated its SILVER JUBILATION during the academic year 2016 – 2017. The curriculum is gradually updated with due concern to persuade the local needs, student's employability, skill development, entrepreneurship, research orientation, feedbacks received from various stakeholders and so on. To amplify the knowledge of students and magnify their managerial skills. TYCOON - The Business Administration Association, organises various programmes such as workshops, seminars, conferences, entrepreneurial activities, competitions, field trips, intra and inter collegiate meets, radio programmes, etc., Also the students are equipped with provacative knowledge through Industrial Visits and they are provided the opportunity to upgrade their soft skills through Personality Empowerment Programme. Adding to the victory, our institution enters into 50th year of Golden Jubilee with a scope of exceeding excellence in prospects.

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.

PATRON-IN-CHIEF

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Principal

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Department of Business Administration with Computer Applications

VELLALAR COLLEGE FOR WOMEN

(Autonomous), ERODE - 12.

College with Potential for Excellence - 72nd Rank in NIRF India Ranking - 2019 Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathiar University, Coimbatore - 641 046.

TYCOON's Activities 2018 - 2019

Orientation Programme

A Gentle Inception with the Student's Parents

The first year students and their parents were oriented about the functioning of the institution and the department. (22.06.2018)



Release of News letter

An Exalted Moment

Released 8th issue of yearly news letter, TYCOON's NEWSFLASH during the inaugural function of the College Union(11.07.2018).



Workshop on Goods & Services Tax

Enriching the Knowledge

Ms. Hamsaleela Natarajan, Management Skill Development Trainer, MAXCADD, Coimbatore and Tax Consultant for Guru Associates, Erode lectured the students about GST and its recent provisions and amendments. (23.08.2018)





Entry Level Test

A Self Appraisal Gadget

To assess the extent of the acquaintance and communication skill, an entry level test was conducted to the first year students. (28.06.2018)



Workshop on Goal Setting & Team Building Personality Enhancement

Mr. JCB.Saravana Kumar, National Trainer, JCI India addressed the non - major students on "Goal Setting and Team Building". (27.08.2018)



Workshop on Mural Art Inculcating the Artistic Skills

Mrs. Sri Keerthana and Mrs. Faridha Banu, Arts and Craft Teachers of Meenakshi School of Fine Arts, Erode trained the students in Mural Art. (21.12.2018)



Hands-on-Training on Adobe Photoshop & Corel DRAW Embellishing the Talents

Mr.Charath Chandar, Co-founder of MAXCADD and Director of Cyber Max and Ms. Hamsaleela Natarajan, Management Skill Development Trainer, MAXCAAD, Coimbatore nurtured the students on numerous applications of Adobe Photoshop and CorelDRAW. (27.12.2018) & (29.12.2018)



Industrial Visit
Gaining Implicit Knowledge

The final year students visited Government Sandalwood Oil Factory, Mysore, Karnataka. (13.08.2018)



TYCOON's Trade Temptation Amplifying Students Marketing Skills

TYCOON's Trade Temptation, an Exhibition cum Sale was organized to impart the students with real time exposure in trading activities. (18.09.2018 & 19.09.2018)

Awareness & Training Programme on Life Skills Empowering Life Skills

Mrs.Jaya Pradha, Proprietress, Kapikudil and Mrs.Vijaya Durga Devi, Proprietress, B2K Bytes 2 Knowledge, Erode enlightened the students about the importance of Life Skills.(24.12.2018, 27.12.2018, & 28.12.2018)



Pleasure Trip Mirthful Memories

A pleasure trip to Coorg and Mysore for the final year students was organized. (10.08.2018 - 14.08.2018)



Chat with an Entrepreneur Real Time Experiences

Mrs.Ayesha Rumana, Proprietress of Scoopy-Doo Icecreams, Erode, Partner in KKSK Sons Industry Corporation, Erode, Director and Shareholder in KKSK Hill Plantation Estates Private Ltd., & Mrs.S.Sasireka, Managing Directress, Manufacturers & Distributors of Ragavendra Iron Boxes diffused their business experiences and encouraged entrepreneurial spirit among the final year students (31.08.2018)



Voices on the Air Broadcasting the Talents

A medley of programmes sponsored by the students were recorded and broadcasted in Mugil CRS 91.2. (28.01.2019)



Awareness Programme on Plastic Free Campus

Beyond Academics

The staff members and students of TYCOON Association created an awareness regarding the ill effects of plastic usage. They displayed short films, video clippings and postures and also issued pamphlets to the people inside and outside the college. (Jan 2019 - Feb 2019)



Parent Teachers Meeting

Academic Progress & Review

Students academic progress was conveyed to the parents through Parents Teachers Meeting. (05.04.2019)





Passport & Pan Card Camp

Worthwhile Services

During the period of December to February, a Passport and Pan Card camp in association with Imayam Travels, Erode was organized for our faculty members, students and for their friends and relatives. Around 400 members were benefited. (Dec 2018-Feb 2019)



TYCOON's Competition

Exhibiting Exuberance

Yearly competitions were conducted for the students of TYCOON. In Challenges to IQ competition, R.Priya Borana of I BBA (CA) won I place and N.S.Nivetha Shree of III BBA (CA) won II place. In Word Power competition, R.Priya Borana of I BBA (CA) won I place and J.Praveena of II BBA (CA) won II place. (01.02.2019)



Department's External Academic Audit Periodic Review

An External Academic Audit was conducted by Dr.Dhanabhakiyam, Assistant Professor, Department of Commerce, Bharathiyar University. (15.04.2019)

Board of Studies Meeting

The Annual Meeting of the Board of Studies was held on 15.03.2019 with Dr.K.Rajini, University Nominee, Dr.S.Saravana Kumar, Subject Expert and Mrs. R. Indra. Alumna. The curriculum was updated and approved for the academic year 2019-2020.



Spoken Tutorial **Technical Mastery**

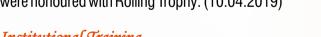
All the students of the Tycoon underwent Spoken Tutorial on Libre Office Draw, registered Swayam Prabha and viewed Swayam.



Rolling Trophy Treasurable Appreciation

Students who excelled in various Tycoon Activities were honoured with Rolling Trophy. (10.04.2019)

Institutional Training



Sri Vinayaka Spinning Mills Private Limited, Erode.

- Sri Murugan Agencies, Erode.
- Apex Knit Apperals, Tirupur.
- Chennai Gate Rice Industries Private Limited, Nasiyanur. •
- Sitara Enterprises, Erode.
- Sri Bommu Sago And Starch Factory, Nammakkal.



Certificate Course - Personality Empowerment **Enhancing Soft Skills**

During the even semester, Mr. M. Shanmugasundharam, Phoenix Training Academy, Erode embellished the final year students through a certificate course on Personality Empowerment.



Farwell Sayonara

At the end of fourth semester, the students underwent an Institutional Training to gain practical exposure on

various areas of Management. The following are the list of companies in which the students undergone the training.

Bidding adieu to the final year students. (08.04.2019)



- N.S.N. Oil Mill, Kangeyan.
- Jai Anjaneya Metal Rolling Mills, Tirupur.
- Rohini Textiles, Perundurai.
- Sree Anapoorna Agro Foods, Erode.
- Chakravarthy Plastic Industries, Vijiyamangalam.
- Milky Mist Dairy Foods Private Limited, Chithode

Project Works Undertaken

The following were the project works undertaken by the final year students as a part of their curriculum during their final semester (Dec 2018 to Mar 2019).

- A Study on the Working Capital Analysis of JK Tyres, Erode.
- A Study on the Financial Performance of Asian Paints Limited, Mumbai.
- A Study on Consumers' Buying Behaviour towards Purchasing Smart Watches in Erode City.
- A Study on the Opportunities and Challenges faced by Rural Women Entrepreneur in Erode District.
- A Study on Customers' Satisfaction towards Restaurant Services in Erode City.
- A Study on the Impact of Celebrity Advertisements on Women Buying Pattern of Gold Jewellery in Erode City
- An Empirical study on Work-Life Balance with Special Reference to Women Physicians in Erode City.

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	ORGANIZER	
09.01.2019	Kanaga Priya.K Keerthana.N Kowsalya.M Mohana Priya.K Oviya.T Preeti Mundra.J Rajalakshmi.B.K Sandhiya.M Sandhiya.S Sharmitha.C	III BBA(CA)	National Level Symposium	Economic Sustainability through Entrepreneurship	Department of Business Administration, Erode Arts & Science College, Erode.	
	Priya.B Shobika.N Vismaya.S	II BBA(CA)				
06.12.2018	51 Students	II BBA(CA)	International Workshop	Additional Skills Acquisition Programme	PG & Research Department of Corporate Secretaryship, Vellalar College for Women, Erode	
	Keerthana.N Kiruthika.K Oviya.T Sharmitha.C	III BBA(CA)			Department of Management	
10.10.2018	Kamali.T Mahalakshmi.C Ramya.S Riddhi.V.Gaglani Shobika.N Vidhya.S	II BBA(CA)	National Level Symposium	ABHIVARTA UTSAVA	Studies, Nandha College of Technology, Erode.	

DATE	NAME OF THE STUDENT	CLASS	EVENT	NAME OF The Programme	ORGANIZER
18.09.2018	Dhivya.M Ilakkiya.S Susmitha.N Veeramal.T	I BBA(CA)	Internet for A) Guest Lecture students : Security Online		Digital Literacy Club and Bibiliotheque Club & Research Department of Library and Information Science, VCW, Erode.
	Kamalam.V Kanagapriya.K Keerthana.N Keerthanalakshmi.B Rajalakshmi.B.K Sharmitha.C	III BBA(CA)	International	Entrepreneurial Excellence and Business Values	PG & Research Department of Corporate
27.08.2018	Indumathi.S Kamali.T Mahalakshmi.C Nandhini.M Priya.B Shobika.N	II BBA(CA)	Symposium	in today's Corporate Culture	Secretaryship, VCW, Erode.
	Abinaya.A Madhumitha.S Priya Sakthi.A	I BBA(CA)			
21.08.2018	Dharani Priya.J Kamalam.V Kanagapriya.K Keerthana.N Keerthanalakshmi.B Mahalakshmi.R Nivetha Shree.N.S Oviya.T Preethi Mundra.J Suvetha Sri.S	III BBA(CA)	International Seminar	Contemporary Techniques	Department of Computer Science, Computer Technology, VCW, Erode.

Students Achievements

Date	Name of the Student	Class	Event	Name of the Programme	Organizer	Place/ Prize Won
12.03.2018	Indhumathi .P	II BBA(CA)	Highest score in Part-2, Semester 2	College Day	Vellalar College for Women, Erode	I
12.03.2018	Oviya.T	III BBA(CA)	Association Secretary	College Day	Vellalar College for Women, Erode	Shield
12.03.2018	Gowsika.D	II BBA(CA)	EDC Secretary	College Day	Vellalar College for Women, Erode	Shield
12.03.2018	Divya Shree.P	II BBA(CA)	VCW Champion	College Day	Vellalar College for Women, Erode	Shield

Date	Name of the Student	Class	Event	Name of the Programme	Organizer	Place/ Prize Won
08.03.2018	Riddhi.Y. Gaglani Akansha.S Bhawika.P Maya Bhaiya.J Rithika Lakhatia.H	II BBA(CA)	Dance	Stylish Tamizhachi	Fine Arts Club, Vellalar College for Women (Autonomous), Erode	II Trophy
	Rifa Parwin	II BBA(CA)	Fashion Show			III Trophy
05.03.2019	Anusuya.P		Proficiency in Part-III-Allied-I	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	I
05.03.2019	Oviya.T		Proficiency in Part-III-Allied-I	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	II
05.03.2019	Sharmitha.C		Proficiency in Part-III-Allied-I	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	II
05.03.2019	Mohana Priya	III BBA(CA)	Proficiency in Part-III-Allied-II	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	1
05.03.2019	Punitha.M		Proficiency in Part-III-Allied-II	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	II
05.03.2019	Nivetha Shree.N.S		Proficiency in Part-III-Major	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	1
05.03.2019	Anusuya.P		Proficiency in Part-III-Major	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	11
05.03.2019	Indhumathi.P	II BBA(CA)	Proficiency in Part-II-English	College Union Valedictory Function	Vellalar College for Women (Autonomous), Erode	1
28.02.2019	Priya Borana.R Sneha Mishra.L	I BBA(CA)	Mehandi	Bizmanza Pride 2K19	Post Graduate Extension & Research Center, Department of Management, Bharathiar University	I
14.02.2019	Riddhi.Y.Gaglani Akansha.S Bhawika.P Shilpa Jain.D	II BBA(CA) I BBA(CA)	Group Dance	Hilaricas	Hindusthan College of Arts and Science, Coimbatore	Shield & Special Prize
2018-2019	Priya Borana.R Sneha Mishra.L	I BBA(CA)	Hindi Essay Writing	Hindi (Soch)	Dept of Hindi, Vellalar College for Women (Autonomous), Erode	I

Namadala						
Date	Name of the Student	Class	Event	Name of the Programme	Organizer	Place/ Prize Won
12.02.2019	Ishwaryaa.R	II BBA(CA)	Wealth out of Waste	EDC Competition	EDC Cell, Vellalar College for Women, Erode	II
	Riddhi.Y.Gaglani	II BBA(CA)	Badminton	Intramural	Department of	Medal I Place
09.02.2019	Sivaranjani.S	II BBA(CA)	Fancy Dress Competition	Tournament Sports	Physical Education, Vellalar College	II
	Divya Shree.P Nandhini.M	II BBA(CA)	March Fast	2018-2019	for Women, Erode	1
11.12.2018	Vidya.S	II BBA(CA)	Singing	Bharathi Vizha	Department of Tamil, VCW, Erode	1
10.10.2018	Oviya.T Sharmitha.C	III BBA(CA)	Flameless Cooking	National Level	Department of Management Studies,	Shield II Place
10.10.2010	Mahalakshmi.C Ramya.S	II BBA(CA)	Mehandi	Symposium	Nandha College of Technology, Erode	Shield II Place
05.10.2018	Priya Borana.R	I BBA(CA)	Quiz	Quiz competition	Quiz Club, Vellalar College for Women, Erode	T
25.08.2018	Pavadharani.S	III BBA(CA)	Swimming	Bharathiar University, Inter - Collegiate Meet	Bharathiar University	Medal II Place

Placement Records

The students have flattered the department with their placement records

S.No.	Name of the Students	Campus Recruitment
1.	Sharmitha. C	Accenta, Kerala.
2.	Harshavarthani. C	T. O. W. O
3.	Nivetha Shree. N.S	Tata Consulting Services, Coimbatore.
4.	Sharmitha. C	Confidatore.
5.	Harshavarthani. C	
6.	Mohana Priya. K	
7.	Oviya. T	
8.	Nivetha Shree. N.S	Hicitizen Life Skills,
9.	Shalini. M	Erode.
10.	Sharmitha.C	
11.	Punitha.M	
12.	Yazhini.S	

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 and self confident individuals. The following students have evolved in the part time job market.

Earn While You Learn

S.No.	Name of the Students	Class	Nature of the Job	Monthly Income
1.	Kowsalya. M	III BBA(CA)	Taking Tuition	2500
2.	Priya. B	II BBA(CA)	Computer Incharge in Medical Shop	3000
3.	Priya Borana. R	I BBA(CA)	Taking Tuition	1000

S.No.	Name of the Students	Class	Nature of the Job	Monthly Income
4.	Ritika Lakhotia. H		Taking Tuition	1000
5.	Mahima Rathi. B	I BBA(CA)	Taking Tuition	1000
6.	Shilpa Jain. D		Taking Tuition	1000

Faculty Achievements

Overseas Presentation

Dr.D.Parimala Devi, Assistant Professor & Head, Department of Business Administration with Computer Applications has presented a paper entitled "The Fifth 'P' of Marketing Mix - Packaging in Indian Scenario" in the 3rd International Conference on Inter - Disciplinary Approach in Science and Technology (ICIAST'19) held at National University of Singapore (NUS), Singapore during 25th - 27th May 2019 organized by Association for Inter - Disciplinary Research in Science and Technology, India.



Workshop Attended

Name of the Faculty	State / National / International	Title	Date	Organiser
Dr.B.Shanthini	National	Revised Assessment and Accrediation Framework	30.03.2019	IQAC, Vellalar College For Women (Autonomous), Erode.

Participation in Seminars

Date	Name of the Faculty	State / National / International	Title	Organiser
21.08.2018	Dr.D.Parimala Devi			Department of Computer Sciences,
21.08.2018	Mrs.T.Kanchanamala	International	Contemporary	Computer Application,
21.08.2018	Mrs.M.Vaidhehi	IIILEITIALIOITAI	Techniques	Computer Technology, Vellalar College for Women
21.08.2018	Dr.M.Mythily			(Autonomous), Erode.
29.03.2019	Mrs.M.Vaidhehi	National	Innovative Practices on Quality Enhancement	IQAC, Vellalar College For Women (Autonomous), Erode.

Participation in Symposium

Date	Name of the Faculty	State / National / International	Title	Organiser	
27.08.2018	Dr.D.Parimala Devi		Entrepreneurial	PG & Research	
27.08.2018	Dr.B.Shanthini	International	Excellence and Business Values	Department of Corporate Secretaryship, Vellalar	
27.08.2018	Mrs.T.Kanchanamala	IIILEITIALIOITAI	in Today's	College for Women	
27.08.2018	Mrs.M.Vaidhehi		Corporate Culture	(Autonomous), Erode.	
09.01.2019	Dr.D.Parimala Devi				
09.01.2019	Dr.B.Shanthini		Economic	Department of Business Management,	
09.01.2019	Mrs.T.Kanchanamala	International	sustainability through	Erode Arts &	
09.01.2019	Mrs.M.Vaidhehi		Entrepreneurship	Science College, Erode.	
09.01.2019	Dr.M.Mythily			21000.	

FDPs Attended

Date	Name of the Faculty	Orientation/Refresher/ FDP/Retraining	Resource person/ Attended	Organizer	Funding Agency
29.10.2018	Dr.D.Parimala Devi	FDP	Attended	IQAC & ICT-e-LRC Vellalar College for Women	
29.10.2018	Mrs.T.Kanchanamala	FUF	Attended	(Autonomous), Erode.	
13.10.2018	Mrs.T.Kanchanamala	FDP	Attended	IQAC & Intellectual Property Rights Cell	UGC
13.10.2018	Dr.B.Shanthini	151	Attoriada	VCW, Erode.	040
08.01.2019	Dr.D.Parimala Devi	Orientation	Attended	Research Committee, Vellalar College	UGC
08.01.2019	Dr.B.Shanthini	Offentation	Attended	for Women, Erode.	odo
08.03.2019	Mrs.T.Kanchanamala	FDP	Attended	IQAC, Vellalar College for Women, Erode.	

ACTED AS RESOURCE PERSON

Date	Name of the Faculty	Event/Title of the Speech/ Lecture	Institution
01.09.2018	Dr.D.Parimala Devi	Paper Bag Making	Self Employment & Training Start Up Center, Vellalar College for Women (Autonomous), Erode.
15.09.2018	Dr.D.Parimala Devi	Art of Making Eco- Friendly Chattels	PG & Research Department of Botany, Vellalar College for Women (Autonomous), Erode.
06.02.2019	Dr.D.Parimala Devi	One day National Level Management meet "Batten 2k19"	Department of Management Studies, M.P.N.M.J Engineering College, Erode.
06.02.2019	Dr.B.Shanthini	One day National Level Management meet Budhimaan'19 (jury)	Department of Management Studies, Builders Engineering College, Erode.
23.03.2019	Dr.M.Mythily	Bulletin Release - Vasavi Executive	Department of Business Administration, Sri Vasavi College, Erode.

PUBLICATIONS

	TODEIGATIONO							
	Name of the Staff Members	Name of the Journal	Title of the paper	ISSN, Impact Factor, Volume (Issues), Year, Pages				
	Dr.B.Shanthini	International Journal of Engineering Development and Research (peer reviewed)	An Empirical Study on Human Values - A study with reference to Adolescents	ISSN: 2321-9939 Impact Factor Value: 5.67 Volume 6, issue 4, December 2018, pages 422-426				
	Dr.B.Shanthini	Journal of Emerging Technologies and Innovative Research(peer reviewed) An International open access Journal	A Literature Review on Meditation, Emotional Intelligence and Subjective Well Being	ISSN: 2349-5162 Impact Factor Value: 5.87 Volume 6, issue 1, January 2019, pages 448-456				
	Dr.M.Mythily	International Research Journal of Management Science and Technology (IRJMST)	Impact of Training programmes on the various dimensions of organizational commitment : An Investigation among employees of public sector banks in Erode district	e-ISSN: 2250-1959 p-ISSN: 2348-9367, Impact Factor value: 3.14 Volume 9, Issue 9, September 2018, Pages 36-57				



Ph.D. Awarded

Mrs. M. Mythily, Asst.Professor, Department of Business Administration with CA has been awarded with Ph.D. Degree on 21st June, 2018.

Ph.D. Produced

S.No	Name of the Scholar	Name of the Guide	Title	Date of Viva- Voce Examination
1	Mythily M	Dr. V. Rajeswari	Organisational Commitment of Employees in Public Sector Commercial Banks (A Study with reference to Erode District, TamilNadu)	21.06.2018

Endowment Prize Winners & Rank holders (2015 to 2018)







Outstanding Performers - Proficiency Prize Winners (2018 – 2019)













Members of TYCOON





