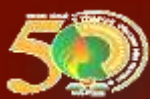


VOLUME - 10



TYCOON'S

# NEWS FLASH

2019 - 2020

## HIGHLIGHTS OF THE DEPARTMENT

The Department of Business Management was inaugurated in the academic year 1991-92. It was renamed as Business Administration in the year 2011 and offers the UG Course B.B.A (CA). The Department had its SILVER JUBILIATION during the academic year 2016-17, on the completion of its 25 years. The curriculum is periodically updated with due concern to gratify the local needs, student's employability, skill development, entrepreneurship, research orientation, feedbacks received from various stakeholders and so on. To aggrandize the knowledge of students and to expand their managerial skills, TYCOON – The Business Administration Association, organizes various programmes such as workshops, seminars, conferences, chat with an entrepreneur, entrepreneurial activities, competitions, field trips, intra and inter collegiate meets, etc. Also the students are equipped with knowledge via Industrial Visits and are furnished with the opportunity of updating their soft skills through Personality Empowerment Programme. Another feather in our crown is our institution victoriously completed the GOLDEN JUBLIEE in the academic year 2019-20.

## 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

Thiru.S.D.CHANDRASEKAR  
Secretary & Correspondent

## PATRON

Dr.S.K.JAYANTHI  
Principal

## EDITOR

Dr.B.SHANTHINI  
Asst.Prof. & Head

## MEMBERS

Dr. M. Mythily, Asst.Prof.

Ms. S. Vaishnavi, III BBA(CA)

Ms. R. Priya Borana, III BBA(CA)

Ms. A. Vishnupriya, III BBA(CA)

Ms. S. Syluo, II BBA(CA)



Department of Business Administration with Computer Applications

VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE – 12

College with Potential for Excellence - 87<sup>th</sup> Rank in NIRF India ranking - 2020

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

# TYCOON'S ACTIVITIES

2019 - 2020

## **Induction Programme for Students and Parents**

### ***A New Beginning***

The first year students and their parents were oriented on various aspects of the institution and department (17.06.2020).



## **Entry Level Test**

### ***Reviewing Competency***

An entry level test was conducted for the first year students to evaluate their proficiency and knowledge (25.06.2019).



## **Paper Craft Making**

### ***Art of Ingenuity***

Mr.Bhagwandas & Mr.Narotam Lal Rai, Dass Art craft, New Delhi imparted paper craft making skills to the students (26.06.2019).



## **Publication of Newsletter**

### ***An Editorial Glory***

Released 9<sup>th</sup> issue of yearly newsletter, TYCOON's NEWSFLASH during the college union inaugural function (12.07.2019).



## **An Awareness Programme on Life Skills**

### ***Unveiling Gallantry of Women***

Mrs.D.Jaya Pradha, Proprietress, Kapikudil, Erode and Mrs.M.Vijayadurgadevi, Administrator, B2B Medical Transcription Company, Erode addressed the students to prowess women for forthcoming threats (31.07.2019, 01.08.2019 & 05.08.2019).



**ABBREVIATION:**

**DEM – Dynamic Enterprise Modeling**





### **Workshop on Tally & GST**

#### ***Enrichment of Knowledge***

Mrs.Hamsaleela Natarajan, Management Skill Development trainer, MaxCADD Coimbatore and Tax Consultant of Guru Association conducted a one day workshop for the second year students on Tally 9.0 and GST (09.09.2019) .

### **Tycoon's Talent Hunt**

#### ***A Show to Exhibit***

Enchanted talents both on stage and off stage were exhibited with the participants of all the three years with their fruitful performance (19.09.2019).



### **Alumni Meeting**

#### ***Spirit of the Renaissance***

Two Alumni meetings were conducted and around 40 alumnae participated to foster sense of community among them and the institution (22.09.2019 & 01.03.2020).

### **Work Shop on Goal Setting and Stress Management**

#### ***Deciding Destinations***

Mr.Jc.B.Saravana Kumar, National Trainer, JCI India gave insight in to “Goal setting and stress management” for the non major students (23.09.2019).



### **TYCOON's Trade Temptation**

#### ***An Exposure to Business World***

TYCOON's Trade Temptation an Exhibition-cum-Sale was organised to showcase the marketing skills of the students (25.09.2019 & 26.09.2019).



### **Parent Teachers Meeting** *Academic Appraisal*

Students academic performance was conveyed to the parents through Parents Teachers Meeting (30.09.2019).



### **Extension Activity** *Awareness Swag*



An awareness activity titled “Gender Sensitization and Gender Awareness” was organised for Government Higher Secondary School Children, Thindal, Erode. The members of TYCOON initiated Gender Awareness through speech, skit, mime and short film (10.12.2019).

### **Hands- on- Training on Adobe Photoshop & CorelDRAW** *Flaring the Talents*

Mr.Charath Chandar, Co-founder of MaxCADD and Director of Cyber Max and Mrs.Hamsaleela Natarajan, Management Skill Development Trainer, MaxCADD, Coimbatore nurtured the final year students on numerous applications of Adobe Photoshop and CorelDRAW (19.12.2019 to 21.12.2019).



### **Workshop on Warli Art** *Propagating Creative Artistry*



Mrs.Meenakshi Venkatesh, BFA, Director of Meenakshi School of Fine Arts carried out a workshop on ‘Warli Art’ to harness the artistic skills of the students (06.01.2020).



## Special Meeting

### *Imbizo on Entrepreneurship*

Mr.A.Yogesh Kumar, Proprietor, Trinity Color India Pvt.Ltd, Perundurai, Executive committee member, Erode Dyes and Chemicals Merchant Association and Member Environment Panel in Olirum Erode foundation steered the students to start a business venture (07.01.2020).



## Industrial Visit

### *Attaining Fruitful Knowledge*

The final year students visited Kannan Devan Hills Plantations Pvt.Ltd. in Munnar (12.01.2020).

## Pleasure Trip

### *Blissful Remembrance*

An indelible trip to Munnar and Cochin for final year students was arranged (11.01.2020 to 13.01.2020).



## One Day Work Shop on Soap Making

### *Fashioning the Entrepreneurs*

Mrs. Prema Ramesh, Teacher, Fevicryl Company and Part Time Lecturer in Sona College, Salem manifested the process of soap making to the students using herbal ingredients (27.01.2020).

## Spoken Tutorial

### *Digital Learning*

The students of the department underwent spoken tutorial on Libre Office Draw (03.02.2020).



**ABBREVIATION:**

**FIFO - First In First Out**





### ***Certificate Course – Personality Empowerment Elevating Soft Skills***

During the Even Semester Mr.M.Shanmugasundharam, Phoneix Training Academy, Erode trained the final year students on improving personality traits through a certificate course.

### ***Department Competition Tycoon's Contention***

TYCOON organized the yearly competitions for the BBA (CA) students. In Ad Zap T. Kamali of III-BBA (CA) won I Place and R. Ishwaryaa of III-BBA (CA) won II Place. In Business Quiz S. Suvetha of III-BBA (CA) won I place and G. Hemasree of I-BBA (CA) won II place (31.01.2020).



### ***Chat with an Entrepreneur Talk Shop***

Ms. Anjali Kanwani, Proprietress, Sweet Retreat, Cakes and Chocolates, Erode, shared her experiences and provoked the students to be passionate towards starting a business (14.02.2020).



### ***Rolling Trophy Explore the Winning Spirit***

Team excelled in marketing the products in TYCOON 's Trade Temptation was honoured with Rolling Trophy (14.02.2020).





## *TYCOON Lockdown Period (March, April, May 2020) Activities*

- ❖ Department of Business Administration and EDC jointly donated masks to the frontline helpers as a COVID-19 preventive measure (30.03.2020).
- ❖ TYCOON and EDC Members stitched and donated masks to their neighbours, relatives and needy people (30.03.2020 & 31.03.2020).
- ❖ Department of Business Administration and EDC jointly produced a video by merging memes and posters on COVID-19 (31.03.2020).
- ❖ TYCOON Association and EDC jointly published a poster in Face book about strategies for scenario management COVID-19 (23.04.2020).
- ❖ The members of TYCOON published a poster in Face book on the applications of Management concepts to COVID-19 (26.04.2020).
- ❖ Dr. J.Bamini, Director, Sri Ramakrishna Business School, Coimbatore addressed on the topic “Digital Marketing in Post COVID-19” in the Student Development Programme (30.04.2020).
- ❖ Ms. Sneha Mishra. L of II BBA(CA) acted as a Student Resource Person for the Student Self Development Programme on the topic “ Bring out the boss in you” (11.05.2020).
- ❖ Ms. Sathya. M of III BBA(CA) acted as a Student Resource Person for the Student Self Development Programme on the topic “ Business Opportunities for Women at Home” (12.05.2020).
- ❖ Members of TYCOON prepared a poster for Face book about “Morality in a time of pandemic and surviving prospects of the Nation” during lock down period (17.05.2020).

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### **ABBREVIATION:**

**AMS – Account Management Specialists**



## *Moments of Exhilaration*

### **Teacher's Day Celebration** *Expression of Admiration*



**Teacher's day was celebrated to express the gratitude by the students (05.07.2019).**

### **Pooja Celebration** *Adoration to Education*



**On the auspicious day, the members of TYCOON celebrated Pooja festival (04.10.2019).**

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**ABBREVIATION:**

**TID – Telephone Enquiry Device**



## *Memorandum of Understanding*

The Department of Business Administration signed MoU's with the following institutions during 2019 - 2020:

- ❖ MaxCADD, Coimbatore on 06.07.2019.
- ❖ Confederation of Indian Industry, Young Indians on 10.07.2019.
- ❖ Time Institute, Erode on 05.02.2020.
- ❖ Meenakshi School of Fine Arts, Erode on 06.02.2020.

## *Institutional Training*

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.

- ❖ Christy Fried Grams Production and Textiles, Tiruchengodu.
- ❖ Rathna Lakshmi Mills, Kunnathur Road, Saminandapalayam.
- ❖ Le Pebble Hotel, Tirupur.
- ❖ Texway Garments, Tirupur.
- ❖ Nal Tex, Karur.
- ❖ Kiwi Clothing, Tirupur.
- ❖ Sri Vedha Mills Private Limited, Villarasampatti, Erode.
- ❖ Vinayaka Electro Alloys Private Limited, Perundurai Road, Engur.
- ❖ KMS Knitswear, Tirupur.
- ❖ Kautam Knits, Ammapalayam, Tirupur.
- ❖ N.K.G Leathers, Tanners & Exporters, Erode.

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### **ABBREVIATION:**

**KYC - Know Your Customer**



## *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.2019 to Mar. 2020):

- ❖ A Study on the Learners Attitude and Preference towards E – Learning – A Special Reference to Vellalar College for Women (Autonomous), Thindal, Erode.
- ❖ A Study on Young Consumer's Perception towards Social Media Advertising in Erode City.
- ❖ A Study on Consumer's Perception towards Online Food Ordering and Delivery Services with Special Reference to Erode City.
- ❖ A Study on Investors Preference towards Life Insurance Products with Special Reference to LIC in Erode City.
- ❖ A Study on Employee Engagement in Barbeque Nation, Tirupur.
- ❖ A Study on Technological Addiction of Adolescents towards Mobile Games – with Special Reference to Vellalar Matriculation Higher Secondary School, Erode.
- ❖ A Study on Employee's Loyalty and Retention of the V – Guard Industries Ltd., in Perundurai.
- ❖ A Study on Challenges faced by the Rural Borrowers Housing Loan in Erode City.
- ❖ A Study on Consumer Perception towards Fashion Trends in Erode City.
- ❖ A Study on Stress faced by Higher Secondary School Students in Tirupur City.

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### **ABBREVIATION:**

*BAC – Budget at Completion*



## *Student Participation*

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

Date	Name of the Students	Class	Event	Name of the Programme	Organizer
27.09.2019	Karishama Agarwal.S Praveena .J Rumana.M Suvetha.S Usha.P	III BBA(CA)	One day workshop	Social marketing	Young Indians,CIL, Erode
12.09.2019	Kamali.T Mahalakshmi.C Ramya.S RifaParwin.M Rumana.M	III BBA(CA)	National level symposium	Abhivarta Utsava'19	Department of Management Studies, Nandha College of Technology, Erode
	Jeevitha.P Kamalika.V Kavya.S Sneha Mishra.L	II BBA (CA)			
	Indhumathi.G Kamala Kumari.N Monisha.S	I BBA (CA)			
29.08.2019	Shanmathi.M Shobika.N	III BBA(CA)	National Conference	Tools and techniques for social science research	P.K.R.College of Arts and Science.
	Kavya.S Nikkitha.B				
25.07.2019	Mahalakshmi.C Shobika.N	III BBA (CA)	International Symposium	Communication Strategies for young managers	Department of Business Administration, Bharathidasan college of arts and science, Erode
17.07.2019	Karishama Agarwal.S Praveena.J Riddhi.Y.Gaglani RifaParwin.M Rumana.M Shobika.N Suvetha.S	III BBA(CA)	Workshop	First aid & CPR Training Programme for Women	Senthil Multi Speciality Hospital & Young Indians,CIL,Erode

### ABBREVIATION :

*SOW - Statement Of Work*



Date	Name of the Students	Class	Event	Name of the Programme	Organizer
30.10.2019	Arthi.G AshmithaRakshana.M Brindha.P Divyashree.P Deepika.N Elakeya.M Gayathri.M Gayathri.R Gowsika.D Indhumathi.P Jeevitha.D Kamali.T KamatchiKanchanaDevi.R KarishamaAgarwal.S Kaviya.D Kiruthika.S Mahalakshmi.C MariyamFathima.M Nandhini.M Pavithra.M Rajasangeetha.D Ramya.M Ramya.S Rumama.M Sangeetha.L Sathya.M Shanmathi.M Sivaranjani.S Suvetha.S Swetha.S Usha.P Vidya.S Vindhiya.K	III BBA(CA)	Online Quiz	Wheebox National Employability Test	Wheebox
27.07.2019	KarishamaAgarwal.S Suvetha.S	III BBA(CA)	Quiz	The National HR Conclave	KIIT School of Management
	Abinaya.A Akansha.S Bhawika.P MahimaRathi.B PriyaBorana.R RithikaLakhotia.H ShilpaJain.D SnehaMishra.L SonuKumari.R	II BBA(CA)			
	AhmadhaRaliya.S KamalaKumari.M	I BBA(CA)			
July – September 2019	Meera.R	I BBA(CA)	Online Exam	Effective Communication for English	NPTEL Online
30.07.2019	Abinaya.A Vishnu Priya.A	II BBA(CA)	Awareness Programme	Happy Paper Day	Seshayee Paper Mill
18.07.2019	Sathya.M Nandhini.M Praveena.J Sathya.M Vidya.S Divyashree.P	III BBA(CA)	Motivational programme	Believe in Yourself and Boost Self Confidence	Alumini Association, Vellalar College for Women, Erode
08.08.2019	Sathya.M Sri Shanmathi.S Swetha.S	III BBA(CA)	Awareness Programme	Breast Feeding is the Best Feeding	Alumini Association, Vellalar College for Women, Erode



Date	Name of the Students	Class	Event	Name of the Programme	Organizer
10.02.2020	Deepika.S Nivetha.C Sivaranjani.V.S	I BBA(CA)	Pyramid	Intramural Tournament Sports 2019-2020	Department of Physical Education, Vellalar College for Women, Erode
			Silambam		
	Anusuya.S Yathavee.S Devaki.A.S Kavya.S Lavanya.D Madhumitha.S PriyaBorana.K Vaishnavi.S	II BBA(CA)	Pyramid		
19.08.2019	Divyashree.P Indhumathi.S Kaviya.D Kowsalya.K Nandhini.M Swetha.S Vidya.S	III BBA(CA)	Marathon	Marathon-ME AND MY TREES	Vellalar College for Women, Erode
	Babysowmiya.S Bharanisri.V Deepika.A Deepika.S Eniya.J.P Jaya Varshini.C Nivetha.C Sivaranjani.V.S	I BBA (CA)			
21.02.2020	Elakeya.S Kamali.T Kiruthika.S Praveena.J Ramya.S Sathya.S Shobika.N Sivaranjani.S	III BBA(CA)	Fun Events	Repowis-2K20	Department of Management studies, Kongu Engineering College, Erode
			Business Quiz		
			Best Manager		
			National level Talent Fest		
06.02.2020	Kamali.T Kiruthika.S	III BBA(CA)	Business Quiz	State level Biz-Fiesta	Department of Business Administration, Bharathidasan Arts and Science College,Erode.
07.02.2020	Divyashree.P Indhumathi.S Kaviya.D Kowsalya.K Nandhini.M Praveena.J Rajasangeetha.D Sathya.M Sivaranjani.S Swetha.S	III BBA(CA)	Word Hunt,Business Quiz,Treasure Hunt, Surprise Events.		Vellalar College of Technology, Erode.
			Adzap,Surprose Event,Business Quiz.		

**ABBREVIATION:**

LoU - Letters Of Undertaking



# Students Achievements

Date	Name of the Students	Class	Event	Name of the Programme	Organiser	Place/Prize Won
08.03.2020	Akshaya. A Indhumathi .G Shanmugapriya.C.B Syluo .S	I BBA(CA)	Drawing	District Level Women's Day Drawing Competition- Finding Artist in You,	Meenakshi School of Arts ,Erode.	Medal
	Abinaya. A Jeevitha .P	II BBA(CA)				
	Arthi. G Sathya. M	III BBA(CA)				
06.03.2019	Indhumathi.P Karishama Agarwal.S	III BBA(CA)	Proficiency in Part –III- Allied-I	College Validictory Function & College Day	Vellalar College For Women, Erode	I
	Indhumathi.P Suvetha.S		Proficiency in Part –III- Allied-II			II
	Indhumathi.P Karishama Agarwal.S		Proficiency in Part –III- Major			I
	DivyaShree.P	III BBA(CA)	VCW Champion			II
	Suvetha.S	III BBA(CA)	Association Secretary			-
	Priya Borana.R Sneha Mishra.L	II BBA(CA)	Proficiency in Part –I- Hindi			-
						I
						II
25.02.2020	Riddhi.Y.Gagani	III BBA(CA)	Ms.Selfie	Zoopa-2020	Department of Computer Applications, VCW, Erode.	II
21.2.2020	Priya Borana.R	II BBA(CA)	Group Dance	Repowis 2K20	Department of Management Studies, Kongu Engineering College(Autonomous), Perundurai, Erode	II
14.02.2020	Vidhya.S	III BBA(CA)	Singing	Singing Contest	Nandha Arts and Science College, Erode	III (Cash Rs.500)
13.02.2020	Kiruthika.S Rumana.M	III BBA(CA)	Video Editing	Astralis	Master of Library and Information Science, VCW, Erode.	I(Shield)
07.02.2020	Priya Borana.R Sneha Mishra.L	II BBA(CA)	Business Quiz	Budimaan	Builders Engineering College, Nathakadaiyur	I
06.02.2020	Akansha .S	II BBA(CA)	Essay writing	Hindi Soch 2k19 Intra Collegiate Competition	Department of Hindi, VCW, Erode	I
05.02.2020	Vidya .S	III BBA(CA)	Quiz	Intra Collegiate Competition	Quiz club VCW, Erode	I(Book)
08.01.2020	Janani .D	II BBA(CA)	Wealth out of Waste	Competition	EDC Cell, VCW, Erode	II
20.09.2019	Mahalakshmi .C Ramya .S	III BBA(CA)	Mehandi	Astoriya	Department of Management Studies ,Nehru Institute of Technology, Coimbatore.	I
20.09.2019	Priya Borana .R Sneha Mishra .L	II BBA(CA)	Mehandi	Astoriya	Department of Management Studies, Nehru Institute of Technology, Coimbatore	II
12.09.2019	Devaki .A.S PriyaBorana .R	II BBA(CA)	Mehandi	Abhivarta Utsava'19	Nandha College of Technology, Erode,	I
10.02.2020	Indhumathi .S	III BBA(CA)	Handball , Basket Ball	Intramural Tournament Sports 2019-2020	Department of Physical Education, VCW, Erode	Winner
	Riddhi .Y. Gagani	III BBA(CA)	Badminton			I Place(Medal)
	Kavya .S	II BBA(CA)	4*50 mts Swimming Relay			I
	Bharani Sri.V Baby Sowmiya.S	I BBA(CA)	March past			III
	Sowmiya.M	I BBA(CA)	Kabadi			Best Player Shield

**ABBREVIATION:**

**MBS - Mortgage Banked Security**

## *Student Lock down Period (March, April, May 2020) Activities*

The students of the department actively participated in online Webinars, Student Development Programmes and Quiz Programmes. They also acted as Resource Persons for Students' Self Development Programmes and sowed the seeds of awareness among the student community during the period of the pandemic COVID-19.

## *Placement Records*

The students complimented the department with their placement records.

S.No.	Name of the Students	Campus Recruitment
1	T.Kamali	AB Academy
2	N.Shobika	
3	R.Kamatchi	
4	M.Ramya	
5	S.Indhumathi	
6	T.kamali	Hi-Citizen
7	M.Nandhini	
8.	M.Nandhini	Future Generali

## *Students Under "Earn While You Learn" Schemes*

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.

S.No.	Name of the Students	Class	Nature of the Job	Monthly Income (Rs)
1	Mahima Rathi.B Maya Bhaiya.J Priya Borana.R Ritika Lakhotia.H	II BBA (CA)	Taking Tuition	1000
2	Shilpa Jain.D Sonu Kumari.R			1500
3	Anusuya.P Janani.D Sri Logitha.R Vaishnavi.S	II BBA (CA)	E-Marketing	1000-1500

**ABBREVIATION:**

OOO – Out Of Office



# Faculty Achievements

## Publications

Name of the Staff	Name of the Journal/ Book	Title of the Paper	Journal ( Volume No. / Issue No.)/ Month & Year, Pages ISBN/ISSN& Impact Factor
Dr.D.Parimala Devi	HUSS: International Journal of Research in Humanities and Social Sciences.	A Study on the modern kitchen user's satisfaction after sales service performance of Modern kitchen and its Appliances in Coimbatore District.	Volume 6 (1) January- June 2019 36-40 (P) 2349-4778 (O) 2349-8900
Dr.D.Parimala Devi	IJ BARR International Journal of Business and Administration Research Review.	Women satisfaction towards modern kitchen tools in Coimbatore North.	Volume 6 Issue 2 April- June 2019 96-102 E-ISSN 2347-856X ISSN- 2348-0653 Impact factor: 5.494
Dr.M.Mythily	International Journal of Research in Social Sciences.	A Study on organisational commitment in select commercial banks with special reference to Erode District-Literature Review.	Volume 9 Issue 7(2) July-2019 16-25 ISSN 2249-2496 Impact factor: 7.081
Dr.B.Shanthini	International Journal of Research and Analytical Reviews(IJRAR)	The opportunities and challenges faced by Rural Entrepreneurs in Erode District, Tamil Nadu.	Volume 6 Issue 3 September-2019 104-109 E-ISSN 2348-1269 P-ISSN 2349-5138 Impact Factor :5.75
Mrs.T.Kanchanamala	International Journal of Research and Analytical Reviews(IJRAR)	Customer's satisfaction towards Restaurant services in Erode city.	Volume 6 Issue 3 September-2019 59-63 E-ISSN 2348-1269 P-ISSN 2349-5138 Impact Factor :5.75
Mrs.M.Vaidhehi	International Journal of Research and Analytical Reviews(IJRAR)	A Study on Employee's Absenteeism in Jawan Knit Garments, Tirupur.	Volume 6 Issue 3 September-2019 114-118 E-ISSN 2348-1269 P-ISSN 2349-5138 Impact Factor :5.75
Dr.M.Mythily	International Journal of Research and Analytical Reviews(IJRAR)	An empirical study on work –Life balance with special reference to Women physicians in Erode city.	Volume 6 Issue 3 September-2019 38-44 E-ISSN 2348-1269 P-ISSN 2349-5138 Impact Factor :5.75

**ABBREVIATION:**

**FYF - Full Year Format**

## **Participation in Symposia**

Date	Name of the Staff	State/National/International	Title	Organizer
29.07.2019	Dr.D.Parimala Devi	State	Research Proposals and Citation Analysis	Research Committee, Vellalar College for Women, Erode-12.

## **Participation in Workshop**

Date	Name of the Staff	State/National/International	Title	Organizer
13.08.2019	Dr.D.Parimala Devi	National	Entrepreneurial Development	PG & Research Department of Commerce, Vellalar College for Women, Erode-12.
	Dr. B. Shanthini			
	Mrs.T.Kanchanamala			
	Mrs.M.Vaidhehi			
	Dr.M.Mythily			
05.12.2019 To 07.12.2019	Dr.D.Parimala Devi	National	Entrepreneurship Awareness Camp	Department of Botany, Bharathiyar University, Coimbatore.
	Dr. B. Shanthini			
21.12.2019	Dr.D.Parimala Devi	State	Objectives of PARAMARSH and preparation of SSR as per revised NAAC Framework	IQAC Vellalar College for Women, Erode-12.
	Dr. B. Shanthini			
10.01.2020	Dr.D.Parimala Devi	State	Workshop on Documentation and E-Report preparation for drafting SSR in the Revised NAAC Framework	IQAC , Vellalar College for Women, Erode-12
	Dr. B. Shanthini			

## **Participation in Conference**

Date	Name of the Staff	State/National/International	Title	Organizer
29.10.2019	Dr. B. Shanthini	National	Tools and Techniques for Social Science Research	PKR Arts College for Women, Gobichettipalayam
	Mrs.T.Kanchanamala			
	Mrs.M.Vaidhehi			
	Dr.M.Mythily			
11.03.2020	Dr.B.Shanthini	National	Contemporary Perspectives and Development in Humanities and Management	Dr.N.G.P Arts and Science College,Coimbatore.
	Mrs.M.Vaidhehi			

**ABBREVIATION :**

**F/U - Follow Up**



## **Participation in FDP**

Date	Name of the Faculty	State/National/International	Title	Organizer
15.06.2019 &16.06.2019	Dr.B.Shanthini	National	Parametric and Non parametric Analysis using SPSS	PSG Institute of Management, Coimbatore.
11.11.2019 To 23.11.2019	Mrs.T.Kanchanamala	National	Entrepreneurship	Technology and Business Incubator at Kongu Engineering College, Perundurai.

## **Faculty as Resource Person**

Date	Name of the Faculty	Title of the Events	Institution
07.02.2020	Dr.D.Parimala Devi	Jury for Ads Zap -Budimaan'20	Builders Engineering College,Nathakadaiyur.
24.10.2019	Dr.D.Parimala Devi	Jury & Chair Person - National Level Technical Symposium.	Vellalar College for Engineering, Erode.
18.02.2020	Dr.B.Shanthini	Jury in Mime Show -National Level Management Meet.	M.P.Nachimuthu M.Jaganathan Engineering College,Chennimalai.

## *Staff Lock down Period (March, April, May 2020) Activities*

The faculty members of the department enthusiastically adapted the new E-Learning paradigm by attending Webinars, Faculty Development Programmes, Refresher Course, Workshops, Online courses and Quiz programmes organised through online platforms to promote learner centric and interactive teaching-learning process.

## *M.Phil. Awarded*

Mrs.M.Vaidhehi, Assistant Professor, Department of Business Administration with CA has been awarded with M.Phil. degree on 31<sup>st</sup> January , 2020.



## *Endowment Prize Winners & Rank Holders (2016 - 2019)*



**N.S.Nivetha Shree**

**I Rank Holder**



**P. Anusuya**

**II Rank Holder**



**C. Harshavardhini**

**III Rank Holder**

## *Outstanding Performers (2019 - 2020) Proficiency Prize Winners*



**P.Indhumathi**

**I Place- Allied I & II- I Major**



**S.Karishma Agarwal**

**II - Allied I & II - Major**



**S.Suvetha**

**I - Allied II**



**M.Sathya**

**II - Allied I**

### **ABBREVIATION:**

**IYR - In Year Revenue**



## *Members of TYCOON*

### **I BBA(CA) Lethal Wizards**



### **II BBA(CA) Ceiling Shatters**



### **III BBA(CA) Elite Hustlers**

