



HIGHLIGHTS 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 celebrated 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, organizes 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 provocative 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 has successfully completed its 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 behavior towards nation building.

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

College with Potential for Excellence - 87th Rank in NIRF India ranking - 2020
Re-accredited with 'A' Grade by NAAC & Affiliated to Bharathiar University, Coimbatore - 641 046.



TYCOON ACTIVITIES

2020 - 2021

An Enlightened start with

Orientation to the Fresher's & their Parents

The first year students and their parents were oriented about the functioning of the Institution and the Department (21.08.2020).

A Self Evaluation Tool

Entry Level Test

To identify the level of knowledge and communication skill, an Entry Level test was conducted to the first year students (11.09.2020).

Webinars Organized

A Cheering Session

Special Meeting

Dr. V. Rajeswari, Assistant Professor, Department of Business Administration, Arignar Anna Government Arts College, Namakkal, gave a special address on the topic "Perseverance - The Secret of Success" to the BBA (CA) students (11.07.2020).

Mr. Chellamuthu Kuppusamy, Senior Delivery Manager, Wipro Technologies, Investment Author & Personal Finance Trainer, London, United Kingdom addressed the students of BBA (CA) on "COVID - 19 Coax Savings and Spending Habits" (22.07.2020).

Mr. Shankar Padmanaban, General Manager (Marketing), Corona Remedies Private Ltd., addressed the students on "Women Power in Healthcare and Pharmaceuticals" (22.08.2020).

"The success of every woman should be the inspiration to another. We should raise each other up. Make sure you're very courageous: be strong, be extremely kind, and above all be humble."

- Serena Williams

Knowledge Exchange

A Chat with an Entrepreneur

Ms. M. Mathumithra Krishnapriya, Managing Director, Murugan Refineries Private Limited, Namakkal, shared her business experiences and encouraged the BBA (CA) students to opt entrepreneurship as their career (10.09.2020).

Technical Expertise

Hands-on Experience

Mr. S. Ramamurthy, System-In-Charge in K S Rangasamy College of Technology, instilled the applications to the II BBA (CA) and BCom (A&F) students on "Tally 9.0 with GST" (05.11.2020).

Upgrading the skills

Enhancing Life Skills

Mrs. M. Vijayadurgadevi, Administrator, B2K Medical Transcription company, Erode, initiated socio - emotional skills among students community on the topic "Enhancing Life Skills" (02.02.2021).

Fostering the hidden talents

TYCOON's Competition

Yearly competitions were organised for the members of TYCOON. In AD ZAP competition, S. Rasumathi and S. Monisha of II BBA(CA) won the first and second place respectively. In BEST MANAGER competition, S. Akansha of III BBA(CA) and S. Haritharani of II BBA (CA) won the first and second place (20.03.2021).

"To all the little girls who are watching this, never doubt that you are valuable and powerful, and deserving of every chance and opportunity in the world to pursue and achieve your own dreams."

-
Hillary Clinton

Alumni Gathering

Alumni Meet

Ms. Anjali Khanwani (2012 – 2015 Batch Alumna), Proprietress, Sweet Retreat, Erode, shared her views on the topic “Entrepreneurial Ideas and Business Start – ups” in the Alumni Meet (21.03.2021).

Expertise Teamwork

Board of Studies Meeting

The Annual Meeting of the Board of Studies was held on 16.04.2021 with Dr.P.Paramanandam, University Nominee, Dr.V.Rajeswari & Dr.D.Praveena devi, Subject Expert, Ms. Anjali Khanwani, Alumna and Ms.S.Yathavee, Student Representative. The curriculum was updated and approved for the academic year 2021 – 2022.

Enriching the knowledge

Competitive Exam Tips and Tricks

Mr.T.Thiagarajan, Director, T.I.M.E., Erode, enriching the students on the topic “Competitive Exam Preparation Tips and Tricks” (18.05.2021).

Virtual Learning

Spoken Tutorial

During the even semester, II BBA (CA) students underwent spoken tutorial training in “Front Accounting 2.4.7” and cleared the MOOC exam.

“You should never let your fears prevent you from doing what you know is right“

-Aung San Suu Kyi

Institutional Training

At the end of the fifth 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.

- *Gugan Pvt Ltd, Perundurai.*
- *UAS International, New Delhi.*
- *Dyes fashion, Tirupur.*
- *Rithun Furnitures, Erode.*
- *Arul kumaran Oil Mill, Kangayam.*
- *Ponni sugar factory, Perundurai.*
- *Shri Rohith Spinners Private Limited, Veppadai.*
- *V. M. R. Textiles, Erode.*
- *Vinayaga Exports, Tirupur.*
- *Bhuvaneshwari cotspin India Private Limited, Perumalmali, Kangayam.*

Project works undertaken

The following project works were undertaken by the final year students as a part of their curriculum during the final Semester (December 2020 to March 2021).

- *A study on the Investors Preference towards Systematic Investment Plan among CTS Employees, Coimbatore.*
- *A study on the Opportunities and Challenges faced by Homepreneurs in Erode.*
- *A study on Customers' Loyalty towards Organic Products with special reference to Organic Shops in Erode City.*
- *A study on Impact of Digital Marketing on Consumer Purchasing Behavior towards Pharmaceutical Industry in Erode City.*
- *A study on Emotional Intelligence of Staff Nurses with special reference to Hi-Tech Hospitals in Erode City.*
- *A study on Parents Perception of their Roles as Home Educators of Primary Level School Students during COVID - 19 with special reference to Erode City.*
- *A study on Competitive Advantage of Reliance Trends, Erode.*
- *A study on Quality of Work Life of Employees in Tamil Nadu State Transport Corporation, Erode City.*

I raise up my voice—not so that I can shout, but so that those without a voice can be heard.
... We cannot all succeed when half of us are held back.

-Malala Yousafzai

The Pinnacle

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
28.05.2021	Hemasree.G Karishmaa.S	II BBA(CA)	Webinar	Menstrual Hygiene Management Programme	Redifine,Chamber of HealthEx, Erode.
28.05.2021	Jeevitha.M (30.08.2001)	II BBA(CA)	Webinar	Current 2021 Trends in Entrepreneur ship	Dept of Commerce, AyyaNadarJanakiAmmal College, Sivakasi.
29.05.2021	Hemasree.G Karishmaa.S	III BBA(CA)	Webinar	Yoga For Immunity	Practitioner of Isha Yoga, Coimbatore.
Sep, 2020	Hemasree.G	II BBA (CA)	Poster Making	Nutri Placards (Poster Presentation)	Department of Nutrition &Dietics, Vellalar College for Women, Erode.
2020	Anusuya.P. Divya.M. Priyasakthi.A. Thavamani.S. Sneha Mishra.L Yathavee.S	III BBA(CA)	Heartfulness Essay Competition	Heartfulness Essay Event 2020	Shri Ram Chandra Mission, United Nations Information Centre and the Heartfulness Education Trust
2020	Brindha Devi.V. Yalini.K	I BBA (CA)			
Jan, 2021	Madhumitha.S. Priyasakthi.A Vishnupriya.A.	III BBA (CA)	Essay Writing	"VIGILANT INDIA, PROSPEROUS INDIA"	Directorate of Vigilance and Anti-Corruption

Students Achievements

DATE	NAME OF THE STUDENT	CLASS	EVENT	NAME OF THE PROGRAMME	ORGANIZER	PLACE/ PRIZE WON
Jan, 2021	Abinaya. A	III BBA(CA)	Poster Competition	"VIGILANT INDIA, PROSPEROUS INDIA"	Directorate of Vigilance and Anti-Corruption	II Prize & Shield and Cash Award of Rs.750

"No woman should be told she can't make decisions about her own body. When women's rights are under attack, we fight back."

-Kamala Harris

Rocketing Career Prospects

The students have flattered the department with their placement records.

S.No.	NAME OF THE STUDENT	CLASS	ON – CAMPUS	NAME OF THE COMPANY
1	Agalya Devi. A Anusuya. P Anusuya. S Devaki. A.S. Kaviya.S Dhivya. M Narmathasri. S Priya Borana. R Sindhuja. G Sneha Mishra. L Srilogitha. R Vaishnavi. S Yathavee. S	III BBA CA	On – Campus	IDBI BANK
				HI-CITIZEN
2	Aishwarya. J Anusuya. S Devaki. A.S. Kaviya.S Nikkitha. B Vaishnavi. S Yathavee. S			
3	Akansha. S Anusuya. S Priya Borana. R Sneha Mishra. L Ritika Lakhotia. H			FOCUS EDUMATICS
4	Agalya Devi. A Annapoorani. M Deepika. A Dhivya Rawal. A Kaviya. S Sneha Mishra. L Sowmiya. P Srilogitha. R Thavamani. S Vaishnavi. S Yathavee. S			SURETI Insurance Marketing Pvt.Ltd.

“Nothing is impossible, the word itself says “I’m possible!”

- Audrey Hepburn

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.

S.No.	NAME OF THE STUDENT	CLASS	NATURE OF THE JOB	MONTHLY INCOME
1	Anusuya. P	III BBA(CA)	Online Sales	Rs. 1000
2	Janani. D		Online Sales & Blouse Embroidery	Rs. 7000
3	Maya Bhaiya. J		Tuition	Rs. 1000
4	Shilpa Jain. D		Tuition	Rs. 1800
5	Sneha Mishra. L		Financial Consultant	Rs. 10000
6	Sonu Kumari. R		Tuition	Rs. 1500
7	Sri Logitha. R		Tuition	Rs. 6000

"There is no greater Pillar of Stability than a Strong Fee, and Educated Woman"

-Angelina Jolie

Faculty Highlights

Participation in Webinars

DATE	NAME OF THE FACULTY	LEVEL	TITLE OF WEBINAR	ORGANIZER (DEPARTMENT, INSTITUTION AND PLACE)
26.06.2020 to 02.07.2020	Dr.D.Parimala Devi	State	Reinforcement of Quality Education	IQAC, Vellalar College for Women
03.07.2020	Dr.B.Shanthini	National	Online Teaching master class program	Department of Computer science, Terf's Academy
04.07.2020	Dr.B.Shanthini	International	Cooperative finance for sustainable development	Department of Cooperation, Vellalar College for Women.
14.07.2020	Dr.B.Shanthini	National	Impact of Covid 19-and Career Development	Department of Commerce with Accounting and finance, Vellalar College for Women
26.06.2020 to 02.07.2020	Dr.B.Shanthini	State	Reinforcement of Quality Education	IQAC, Vellalar College for Women
18.07.2020	T.Kanchanamala	National	NDLI & NLIST E resources for effective teaching	IQAC& Department of Library, Erode Arts and Science College
03.08.2020	T.Kanchanamala	National	InayaVazhi Kaviyarangam	Department of Tamil,Vellalar College for Women
06.11.2020	T.Kanchanamala	National	Exploiting Digital Information for current research	Research Conclave & Research Scholars Circle,Vellalar College for Women
14.07.2020	T.Kanchanamala	National	Impact of Covid 19-and Career Development	Department of commerce with Accounting and finance, Vellalar College for Women
17.05.2021	T.Kanchanamala	State	Workshop on E-Awareness	NPTEL
26.06.2020 to 02.07.2020	T.Kanchanamala	State	Reinforcement of Quality Education	IQAC, Vellalar College for Women
16.08.2020	M.Vaidhehi	State	Lifestyle Modification for Better Health	Erode Arts and Science College
14.07.2020	M.Vaidhehi	National	Impact of Covid 19-and Career Development	Department of commerce with Accounting and finance, Vellalar College for Women
26.06.2020 to 02.07.2020	M.Vaidhehi	State	Reinforcement of Quality Education	IQAC, Vellalar College for Women
07.11.2020	Dr.M.Mythily	State	Basics of statistical tools	Research Conclave & Research Scholars circle, Vellalar College for Women.
11.11.2020	Dr.M.Mythily	State	SPSS for Researchers	Research Conclave & Research Scholars circle, Vellalar College for Women
10.11.2020	Dr.M.Mythily	State	An Overview of Indian banking and opportunities in IT sector	Research Conclave & Research Scholars circle, Vellalar College for Women
14.07.2020	Dr.M.Mythily	National	Impact of Covid 19-and Career Development	Department of commerce with Accounting and finance, Vellalar College for Women
26.06.2020 to 02.07.2020	Dr.M.Mythily	State	Reinforcement of Quality Education	IQAC, Vellalar College for Women

"Amazing things happen when women help other women."

-Kasia Gospos

FDPs Attended

DATE	NAME OF THE FACULTY	ORIENTATION/REFRESHER/ FDP/RETRAINING	RESOURCE PERSON/ATTENDED	ORGANIZER (DEPARTMENT, INSTITUTION AND PLACE)
23.07.2020 to 25.07.2020	Dr.B.Shanthini	FDP on Art of Teaching Philosophies	Attended	Bharathidhasan College of Arts and Science, Erode

Presentation in Conference

DATE	NAME OF THE FACULTY	TITLE OF CONFERENCE	RESOURCE PERSON/ PRESENTED/ ATTENDED	TITLE OF THE PAPER (DEPARTMENT, INSTITUTION AND PLACE)	ORGANIZER (DEPARTMENT, INSTITUTION AND PLACE)
17.02.2021 & 18.02.2021	Dr.B.Shanthini	Empowerment of South Asia through Economic Consolidation	Presented	A Glimpse of Booming Gems and Jewelry Industry	Sree Saraswathi Thyagaraja College

Publications

NAME OF THE FACULTY	NAME OF THE JOURNAL	TITLE OF THE PAPER	YEAR, VOLUME	PAGE No.	IMPACT FACTOR
Dr.B.Shanthini	Huss:International Journal of Research in Humanities and SocialSciences	Learner's Attitude and Preference towards E- learning	June 2020, Vol7(1)	PP:39-49	-
Dr.B.Shanthini	IJMSRR – International Journal of Management and Social sciences Research Review	Predicting Learners' Attitude and Preference in E-Learning using Artificial Neural Networks	January 2021, Vol-8 Issue -1	PP: 1-9	6.462

"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader."

- Dolly Parton

Endowment Prize Winners & Rank Holders 2017 - 2020



Indumathi .P



Rank Holder



Karishma Agarwal .S



Rank Holder



Sathya .M



Rank Holder

Outstanding Performers (2020-2021)



Yathavee .S

Allied I - First
Allied II - First
Major - Second



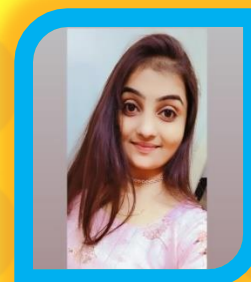
Priya Borana .R

Allied I - Second
Allied II - Second
Major - First



Maya Bhaiya .J

Allied II - Second



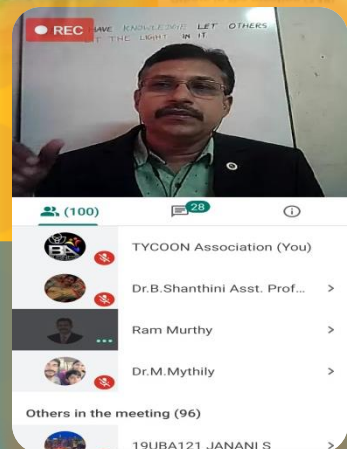
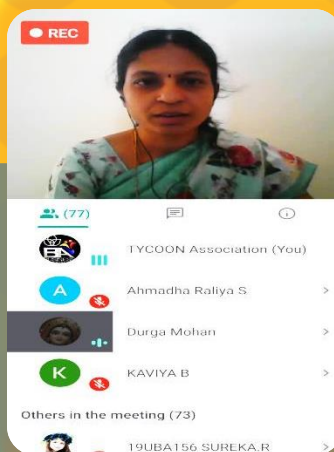
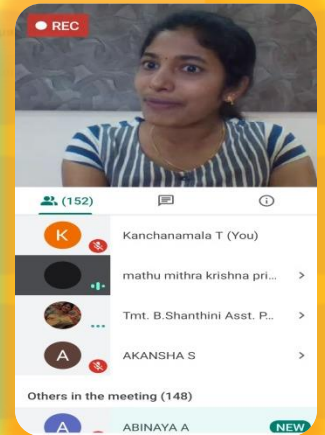
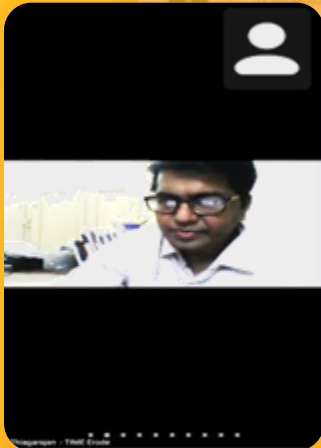
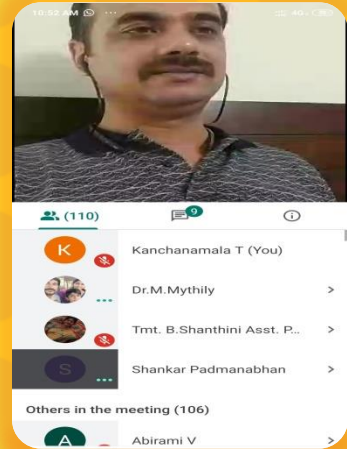
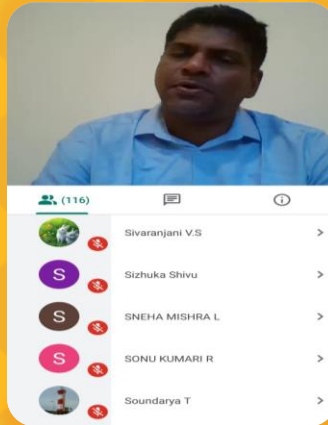
Sonu Kumari .R

Allied II - Second

"The way to achieve your own success is to be willing to help somebody else get it first."

- Iyanla Vanzant

Photo Gallery



"Champions keep playing until they get it right."

- Billie Jean King