



ANNAI SCHOLASTICA ARTS AND SCIENCE COLLEGE FOR WOMEN

PAMBAN



BUSINESS ADMINISTRATION

NEWS LETTER 2025-2026

ISSUE 4

DEPARTMENT OF BUSINESS ADMINISTRATION

PEN MESSAGE FROM THE HEAD OF THE DEPARTMENT

Welcome to the latest edition of our departmental newsletter! In the fast-evolving landscape of global commerce, the **Department of Business Administration** remains committed to fostering innovation, resilience, and ethical leadership.

This issue highlights the remarkable achievements of our students and faculty, showcasing the synergy between academic theory and real-world application. As we navigate new economic frontiers, our focus remains on equipping you with the critical thinking skills necessary to lead with purpose.

I encourage you to stay curious, embrace digital transformation, and continue striving for excellence. Let this newsletter serve as a testament to our vibrant community's growth and shared vision.

HEAD OF THE DEPARTMENT

Mrs R.M.SOWNDHARYA., M.COM., M.B.A., M.PHIL.,

EDITOR'S MESSAGE

We are excited to share the amazing stories of our department! This issue celebrates the **achievements and energy** of our students. From classroom wins to campus events, we have captured the moments that make our community special. Our goal is to keep you connected and inspired by the great things happening around us. We hope you enjoy reading about our journey this semester. A huge thank you to everyone who contributed!

EDITOR

Mrs R.M.SOWNDHARYA., M.COM., M.B.A., M.PHIL.,

DEPARTMENT ACTIVITIES

OPEN BOOK INVESTIGATION

OPEN BOOK INVESTIGATION on 07.07.2025. Providing students with a unique & valuable learning experience. This activity aimed to foster critical thinking, problem solving and resource utilization skills. Students effectively used text book, notes, and other resources to find solutions. Preparing students for real-world challenges.



RESUME BUILDING

RESUME BUILDING held on 11 September 2025. It empowered students to create effective resume. Students understood the importance of a clear and concise resume structure and learnt to incorporate relevant keywords. Students participated by showcasing achievement and skills. The resume building session was incredibly helpful so they feel confident in creating a strong resume. It helps to equip students with essential skills, to create effective resume. It prepared students for the job market, enhancing their employability.



FORMAL COMMUNICATION

FORMAL COMMUNICATION on 15.07.2025. Focusing on developing essential communication skills among students, students engaged in mock meeting, applying formal communication protocol. They learnt the importance of clear, concise and respectful communication, developed networking skills, essential for career advancement and professional success, It emphasized the importance of effective communication, professional etiquette and networking.



BACK TO BACK COMMUNICATION

BACK TO BACK COMMUNICATION on 29.08.2025. It is a drawing activity for developing and fostering team work, communication skill and problem solving skills. Students worked in pairs, with one describing an image and another drawing it without seeing the image. It may also develop & creative problem solving skills to overcome challenges. Participants learned the importance of clear and concise communication. They participated active listening to accurately interpret instructions. Students developed teamwork and collaboration skills. The back to back drawing activity was fun and insightful. It highlighted the importance of effective communication in team.



PROCEDURE TO START A COMPANY

An interactive session on 12.9.2025 about **PROCEDURE TO START A COMPANY**, was held encouraging students to share their business ideas. The discussion covered key steps such as identifying a problem, idea validation, market research, team formation, registration basics, and funding options. Faculty members explained practical challenges and real-world expectations, while students actively presented innovative concepts and received constructive feedback. The session promoted open dialogue, critical thinking, and entrepreneurial awareness. By sharing ideas and learning the startup process together, students gained clarity and confidence to explore entrepreneurship as a viable career path in the future.

SITUATION ANALYSIS

SITUATION ANALYSIS activity held on 27.9.2025. The situation analysis helped to focus on developing critical thinking and problem solving skills. Students analyzed real world case studies, identifying key issues and solutions. Participants presented their findings, showcasing, critical thinking and communication skills. They collected feedback and engaged in discussion, refining their analysis. It also developed critical thinking skills, analyzing complex situation and learned to identify to address key issues to improve their presentation & communication skills. The situation analysis activity was engaging and thought provoking. They gained valuable insights in to critical thinking and solving problem.



STUDENTS SHARED THEIR FAVORITE BOOKS

An engaging activity on 9.10.2025 where STUDENTS SHARED THEIR FAVORITE BOOKS and reading experiences. The session aimed to promote reading habits, improve communication skills, and encourage knowledge exchange. Students spoke about novels, self-help books, academic texts, and biographies that influenced their thinking and personal growth. Faculty members highlighted how reading supports creativity, critical thinking, and lifelong learning. The discussion created an interactive and enthusiastic environment, with students recommending books to peers and explaining key takeaways. This activity strengthened literary interest, built confidence in public speaking, and fostered a culture of learning beyond the classroom.



“What After BBA – Students’ Future Plans”

On 19.12.2025 organized a career guidance activity titled “What After BBA – Students’ Future Plans” to help students explore diverse career opportunities after graduation. The session highlighted higher education options such as MBA, professional courses, and specialized certifications, along with career paths in corporate sectors, entrepreneurship, and competitive examinations. Faculty members shared insights on skill development, internships, and career planning. Students actively participated by discussing their aspirations and clarifying doubts.



Foreign Direct Investment (FDI)

On 14.1.2026 a discussion was organized by the department on Foreign Direct Investment (FDI) to create awareness among students about its role in India’s economic development. The session focused on the concept, types, and recent trends of FDI in India. Students actively shared their views on the benefits of FDI, such as capital inflow, employment generation, and technological advancement, while also discussing challenges like market dominance and impact on small industries. Faculty members guided the discussion with real-world examples and policy insights.



GUERRILLA MARKETING

Guerrilla Marketing On 23.1.2026 an activity on Guerrilla Marketing was conducted to familiarize students with innovative and low-cost marketing strategies used in today's competitive business environment. The session introduced the concept of guerrilla marketing and highlighted its creative, unconventional approach to promotion. Students discussed real-life campaigns and analyzed how creativity, surprise, and consumer engagement play a vital role in brand recall. Interactive discussions and examples encouraged students to think beyond traditional marketing methods.



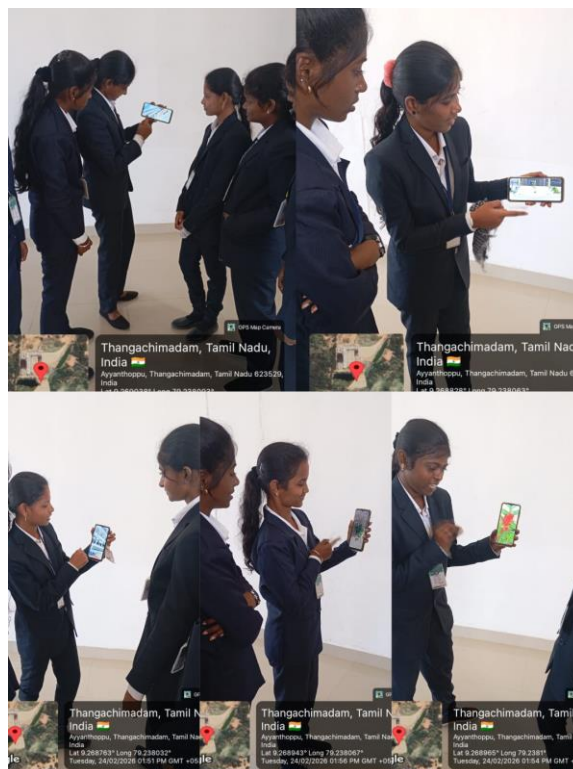
Sign Language Communication

A Sign Language Communication activity was organized on 9.2.2026 to promote inclusive communication and social awareness among students. The program aimed to introduce the basics of sign language and highlight its importance in communicating with the hearing-impaired community. Students were taught basic hand signs, including alphabets, numbers, and common greetings. The session was interactive, with demonstrations followed by practice activities that encouraged active participation. The students showed great enthusiasm and interest throughout the program. The activity helped develop empathy, understanding, and respect for differently-abled individuals and emphasized the importance of inclusive communication in society.



PHOTOGRAPHY CONTEST

The Department organized a **PHOTOGRAPHY CONTEST** as part of its co-curricular activities to encourage creativity and artistic expression among students. The event was conducted on the department premises on [24.02.2026], and it received an enthusiastic response from participants across various years. The theme of the contest was “Nature and Campus Life,” which allowed students to capture meaningful and inspiring moments through their lenses. They participated in the competition, showcasing their talent, technical skills, and unique perspectives. The photographs were evaluated based on creativity, originality, composition, clarity, and relevance to the theme.



“SHARE YOUR OWN START-UP BUSINESS IDEA.”

On March 3, 2026, our department conducted an engaging activity on the topic **“SHARE YOUR OWN START-UP BUSINESS IDEA.”** The objective of this session was to encourage students to think creatively, develop entrepreneurial skills, and present innovative business concepts. During the activity, participants shared unique ideas such as eco-friendly product manufacturing, online tutoring platforms, food baking & delivery services, and digital marketing agencies. One notable idea was a sustainable packaging start-up inspired by companies like Tesla that promote environmentally responsible innovation. Students explained their target market, investment requirements, marketing strategies, and expected profits.



INDUSTRIAL VISIT



The Department of Business Administration organized an industrial visit to Venkatesvara Snacks Factory. Students observed the snack production process, packaging methods, and quality control practices. The visit provided practical knowledge about food manufacturing and business operations. It was an informative experience that helped students understand real-world industry practices.

An industrial visit to Gunavilas Note Manufacturing Unit on 17.2.2026 was arranged by the department. Students observed the process of paper cutting, printing, binding, and packaging of notebooks. The visit helped students understand production management, quality control, and business operations, providing valuable practical exposure to the manufacturing industry.



ORIENTATION & GUEST LECTURE

CONFERENCE

CONFERENCE on 29 JULY 2025 about **PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS FOR MANGEMENT GENZ STUDENTS** by the resource person **Dr.GNANAPRAKASAM CHINNAPPAN** DIRECTOR MBA STAND ALONE B SCHOOL RSV GROUP OF INSTITUTION DINDIGAL. Renowned experts shared in sights on personality development, communication skills and industry expectations. Students participated in engaging session, focusing on confidence building, effective communication and team work. Participants received practical tips to enhance their personality, verbal and nonverbal communication and leadership skills.



“Post Office Savings Benefits and Postal Examination Guidance”

“Post Office Savings Benefits and Postal Examination Guidance” An Awareness Programme was conducted on 10.02.2026 “Post Office Savings Benefits and Postal Examination Guidance” was organized by the Department of Commerce for the benefit of college students. The objective of the programme was to create awareness about various savings schemes offered by India Post and to provide guidance regarding Postal Department competitive examinations.



SWAYAM

A guest lecture on **SWAYAM** was held on 26.02.2026 to create awareness about online learning opportunities. Mrs. A. Rama Lakshmi explained registration, courses, certification, and credit transfer benefits. The session motivated students to utilize SWAYAM for academic growth and skill development.



CAREER GUIDANCE

Orientation program on Entrepreneurship awareness and funding opportunities for students was given by Dr. Pon Vel Murugan, Dist Program Officer, this was organized by the Career Guidance and Entrepreneurship Development cell of our College.



CONSUMER CLUB

The **CONSUMER CLUB** organized an awareness programme to educate students about consumer rights and responsibilities. The session highlighted the importance of informed purchasing, quality standards, and complaint procedures. The programme encouraged students to become responsible and knowledgeable consumers.



ECO CLUB

The ECO Club organized a tree plantation drive in the college campus, promoting environmental awareness and sustainability. Students participated actively, planted saplings, and learned the importance of greenery, conservation, and responsibility towards protecting nature for a healthier and greener future.



FOOD SAFETY AWARENESS

CONSUMER CLUB organized a food safety awareness program highlighting hygiene, proper storage, and nutrition. Experts guided students on safe food handling practices, preventing contamination, and maintaining healthy eating habits, encouraging responsibility and awareness towards ensuring food quality and public health on campus.



PLEDGE

A pledge taking ceremony was organized on 19.11.2025 by Anti-Drug and Anti-Ragging committee in the college to create awareness among students. The students promised to maintain a safe and respectful campus. The program encouraged responsibility, discipline, and a commitment to a drug-free and ragging-free environment.



National Service Scheme (NSS)

National Service Scheme (NSS) is a government initiative encouraging students to participate in community service. It develops leadership, social responsibility, and teamwork while helping society through activities like cleanliness drives, health awareness programs, environmental protection, and rural development.



AWARENESS PROGRAMME

A Cyber Crime Awareness Programme was held on 7 October 2025 in the Multipurpose Hall. SI Richardson and SSI Shanmuganathan from Cyber Police Station, Ramanathapuram educated students on cyber-crimes, online safety, legal consequences, and responsible internet usage, creating awareness about digital security.



Disaster Management

A **Disaster Management** awareness programme was conducted in the college to educate students about safety measures during natural disasters. The session highlighted preparedness, emergency response, and rescue techniques, helping students understand the importance of awareness, quick action, and community responsibility during emergencies.

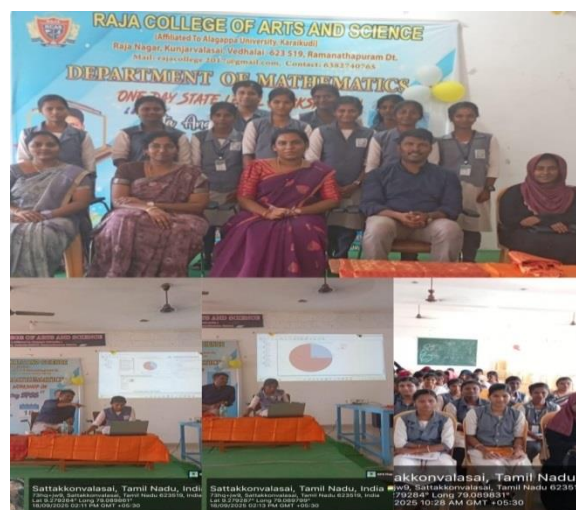


PTA meeting

Parent-Teacher Association (PTA) meeting was conducted in the college on 5.03.2026 to discuss students' academic progress, discipline, and overall development. Parents interacted with teachers, shared feedback, and discussed ways to improve learning, attendance, and student performance through cooperation.

WORK SHOP

Our students and staff participated in **WORK SHOP** conducted in **RAJA COLLEGE OF ARTS AND SCIENCE** on 18.9.2025 about statistical package for social science (SPSS) Research scholar Mr.S.Loyola Aumose Department of social work, RVS College Coimbatore, was the resource person.



FIESTA



ONAM

ONAM was celebrated on 31st august 2025 with great enthusiasm. Students and faculty came together to showcase their cultural heritage, they wore traditional Kerala attire adding to the festival atmosphere fostering a sense of community and culture appreciation among students & faculty.



WELCOME PROGRAMME

A warm **welcome programme** was organized for the first-year students in the college. Faculty members and senior students greeted the newcomers and introduced them to campus life. The event created a friendly atmosphere and helped the students feel comfortable and motivated.



STUDENT COUNCIL ELECTION

Students actively participated in the **STUDENT COUNCIL ELECTION** held in the college. The election provided an opportunity for students to demonstrate leadership and democratic values. The event encouraged responsibility, teamwork, and active involvement in student governance and campus development.



SALES DAY

SALES DAY on 4 September 2025 is the event was a huge success with students showcasing their marketing and sales skill participants developed and pitched innovative products, demonstrating creativity & entrepreneurial spirit.

SPORTS DAY & TEACHERS DAY

SPORTS DAY on 4 September 2025 was an event that promoted physical fitness, teamwork, healthy competition for students to participate in various sports for showcasing their athletic skills and sportsmanship. The event fostered camaraderie and social spirit.

TEACHERS DAY was celebrated on 4 September 2025 with enthusiasm honoring our dedicated faculty members students expressed gratitude through heartfelt speeches, performance & gift, highlighting the impact of teachers on their lives.



EXTENSION ACTIVITY

The department organized an **EXTENSION ACTIVITY** to promote social responsibility among students. Participants were engaged in community service and awareness programmes. The activity helped students understand the importance of serving society and encouraged them to contribute positively to community development.

PONGAL CELEBRATION

PONGAL CELEBRATION was held in 13.1.2026 the college with great enthusiasm. Students and staff participated in traditional activities, cultural programs, and Pongal preparation. The event highlighted Tamil culture, unity, and gratitude towards nature and farmers.



CHRISTMAS CELEBRATION

CHRISTMAS CELEBRATION was conducted in the college on December 23rd with joy and enthusiasm. Students and staff participated in carol singing, cultural programs, and cake cutting. The event spread the message of love, peace, and unity among everyone.

GRADUATION CEREMONY

The **GRADUATION CEREMONY** was held in the college to honor graduating students. Certificates were distributed, and faculty congratulated the graduates. The event celebrated students' achievements and encouraged them to pursue successful careers ahead.





FINE ARTS

The **FINE ARTS** event featured both on-stage and off-stage competitions, encouraging students to showcase their talents and creativity. Participants actively took part in various events, making the programme lively and enjoyable. The event provided a platform for students to express their artistic abilities.

SCIENCE EXHIBITION & BOOK FAIR

A **SCIENCE EXHIBITION** under the theme “**MARKETING**” and a Book Fair were organized in the college to encourage creativity and knowledge. Students displayed innovative marketing ideas and projects. The book fair promoted reading habits and provided students with access to various educational books.



STAFF ACHIEVEMENT



A FACULTY DEVELOPMENT PROGRAM (FDP)

A FACULTY DEVELOPMENT PROGRAM (FDP) was successfully conducted by the university to enhance teaching skills and academic knowledge. Faculty members participated in interactive sessions, workshops, and discussions, gaining insights into modern teaching methods, research practices, and professional development.



PRESENTED A RESEARCH PAPER

A staff member of the department **PRESENTED A RESEARCH PAPER** at a national academic conference. The presentation highlighted important insights in the field of study. The achievement brought recognition to the department and reflected the faculty's commitment to research and academic excellence.



COURSERA AI COURSE

The Coursera AI course was successfully completed by both students and staff, enhancing their knowledge of artificial intelligence concepts and applications. Participants gained valuable skills, fostering innovation, digital literacy, and academic growth, and strengthening the institution's commitment to modern technology-based education.

PROJECTS DONE BY STUDENT

"A STUDY ON CUSTOMER SATISFACTION MOBILE WALLET WITH SPECIAL REFERENCE TO RAMESWARAM MUNICIPALITY"

N. Nambudevi., III –BBA.,

"A STUDY ON CONSUMER BEHAVIOR TOWARDS PURCHASING MOBILE PHONE WITH REFERENCE TO RAMESWARAM CITY"

A.PANDI MEENA., III –BBA.,

PASSING THE INFO

CUSTOMER EXPECTATIONS

refer to the needs and desires that customers anticipate from a product or service. Today, customers expect high quality, reasonable prices, quick service, and good customer support. Businesses must understand these expectations to satisfy customers and build long-term relationships. Meeting or exceeding customer expectations increases customer loyalty, improves brand reputation, and encourages repeat purchases. Companies that listen to customer feedback and continuously improve their products and services can stay competitive and successful in the market.

N. Nambudevi., III –BBA.,

OUTLINE ABOUT HR

Human Resource (HR) is the department in an organization that manages the people who work there. It focuses on recruiting the right employees, training them, and helping them perform their jobs effectively. HR also takes care of employee welfare, salaries, and workplace policies.

1. Recruitment and Selection

HR is responsible for finding and hiring qualified employees. It conducts interviews, selects suitable candidates, and ensures the right person is placed in the right job.

2. Training and Development

HR organizes training programs to improve employees' skills and knowledge. This helps employees perform better and grow in their careers.

3. Employee Welfare

HR ensures a safe and healthy working environment. It looks after employee benefits such as leave, medical facilities, and other welfare activities.

4. Performance Management

HR evaluates employee performance through appraisals and feedback. This helps improve productivity and identify areas for improvement.

5. Compensation and Benefits

HR manages salaries, bonuses, incentives, and other benefits given to employees.

6. Maintaining Employee Relations

HR helps maintain good relationships between management and employees. It resolves conflicts and ensures a positive work environment.

Human Resource management plays an important role in the success of an organization by managing employees effectively and helping achieve organizational goals.

E.RISMI., I –BBA.,

ABOUT COMMUNICATION

Communication is the process of sharing information, ideas, thoughts, or feelings between two or more people. It can happen through speaking, writing, gestures, or body language. Effective communication helps people understand each other clearly, reduces misunderstandings, and builds good relationships in personal life, education, and business. It also improves teamwork, decision-making, problem-solving, helps achieve goals effectively, and strengthens cooperation among individuals.

G.VARSHINI ., I –BBA.,

SKETCHES



P.OVIYA., I –BBA.,



M.EMI RITHIKA., I –BBA.,

PENCIL ART

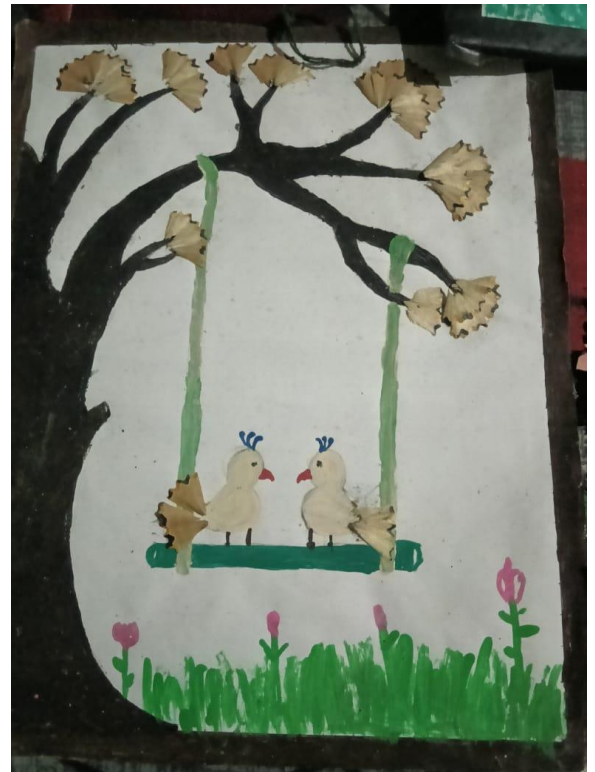


M.DURGA DEVI., II BBA.,

ECO-ART



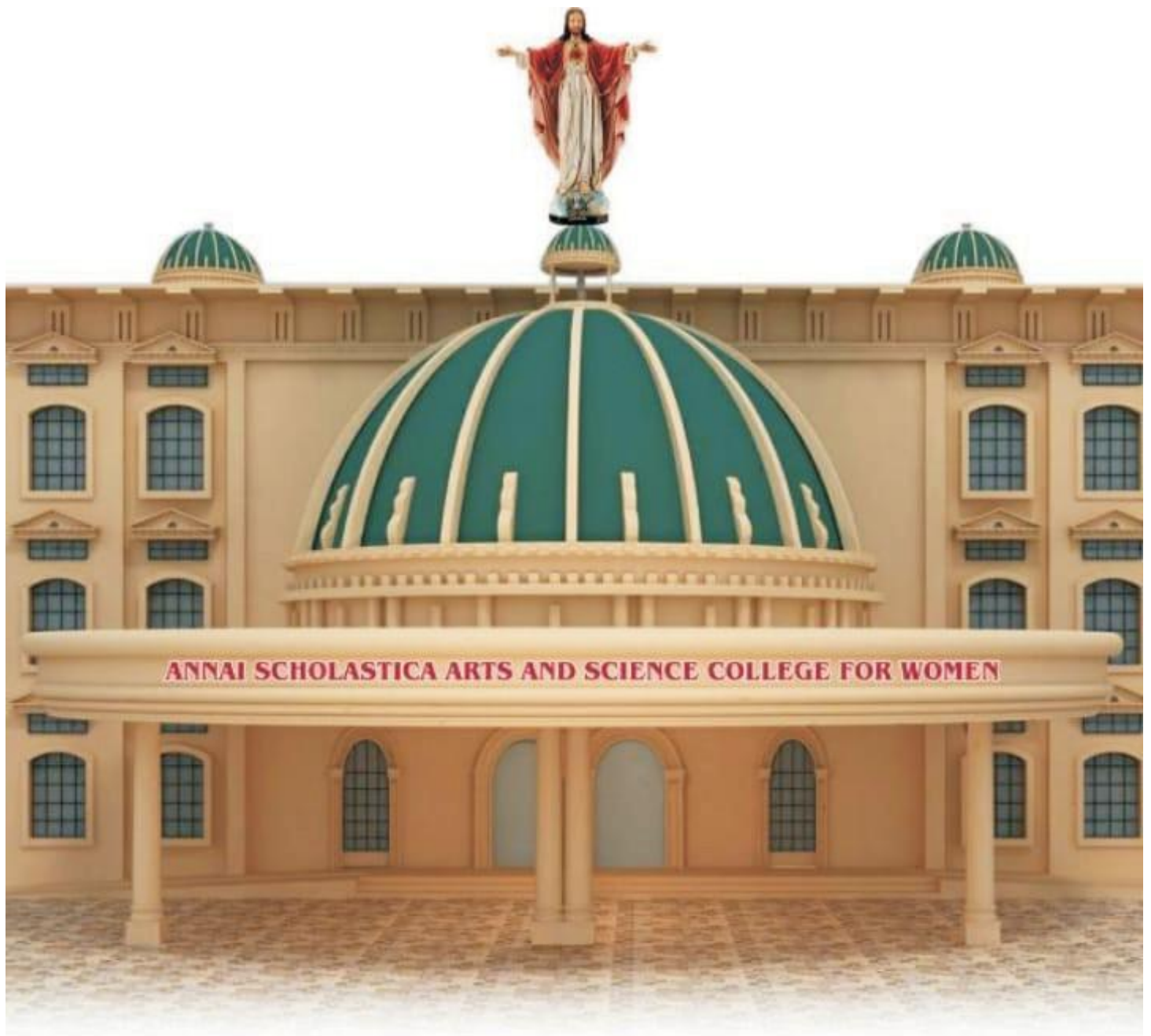
R.SUBA SRI., I –BBA.,



R.SUBA SRI., I –BBA.,

CHERISHED STUDENT MEMENTOS





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