



A NEWS LETTER BY THE DEPARTMENT OF
BUSINESS ADMINISTRATION

TYCOON ECHO

ANNAI SCHOLASTICA ARTS AND SCIENCE
COLLEGE FOR WOMEN, PAMBAN
(AFFILIATED TO ALAGAPPA UNIVERSITY)

PEN MESSAGE



In an era characterized by dynamic market fluctuations and unprecedented global interconnectivity, the significance of business education has never been more pronounced. Acquiring a robust understanding of business principles not only equips individuals with essential skills but also cultivates a strategic mindset capable of navigating the complexities of today's economic landscape

At its essence, the study of business enhances critical thinking and analytical prowess, fostering an environment ripe for innovation and growth. Whether you aspire to become a visionary entrepreneur or a transformative leader, a solid grounding in business concepts is indispensable.

Moreover, an education in business nurtures financial literacy, empowering individuals to make astute decisions that resonate within their personal lives and broader communities. As we collectively strive for a sustainable and ethical future, embracing responsible business practices becomes paramount. Education in this domain empowers us to champion integrity and accountability in all our endeavors.

As we embark on this enlightening journey, let us wholeheartedly embrace the transformative power of business learning. Together, we can not only shape our own futures but also influence the very fabric of the global business landscape.

Message by,
Mrs. I. Medalin Misfa M.B.A
Assistant Professor

EDITORIAL



“SHE
remembered who
SHE was and the
game changed ”

- – Lalah Delia

In the ever-evolving landscape of global commerce, the empowerment of women in business stands as a pivotal factor in fostering innovation, diversity, and sustainable economic growth. As we reflect on the significance of cultivating a new generation of businesswomen, it becomes evident that their contributions are not merely beneficial but essential to the advancement of our society.

The inclusion of women in leadership roles brings a wealth of perspectives and insights that drive creative problem-solving and encourage collaborative decision-making. Research consistently demonstrates that diverse teams outperform homogeneous ones, underscoring the necessity of gender diversity in business environments. By championing the development of female leaders, we ensure that a myriad of voices and ideas enrich the corporate dialogue.

The journey to empower women in business is fraught with challenges, yet the rewards are profound. By fostering an environment that nurtures female talent, we lay the groundwork for a more equitable and prosperous future. As members of the Department of Business Administration, let us commit ourselves to this crucial mission, inspiring and equipping the next generation of women leaders to ascend and thrive in the world of business.

Together, we can pave the way for a future where women are not only participants but also trailblazers in the business arena, driving change and shaping the economy for the better.

Message by,
Mrs. J. Ruby Ronickal M.Com
Assistant Professor

STUDENT ACTIVITIES

BUSINESS MODEL MAKING

To observe student's knowledge and clarity about the business world, we conducted business model making activity and students demonstrated their models regarding the businesses which could be skillfully done by women. with so much comprehensibility.



BUSINESS MAGAZINE PRESENTATION

To assess our student's ability to understand the reality of the business community and how they all are well aware about our country's economy, we conducted presentation activity. Students immaculately presented the highlights of union budget-2024 with so much enthusiasm.

"Name the Brand - QUIZ"

In order to get the measure of the quality of our student's wider knowledge about global brands and how timely they can connect the dots, we conducted name the brand quiz competition. Students surprised us with their intelligence.



"You don't build a business,
you build people,
then people build the business"

STUDENT ACTIVITIES

MOCK INTERVIEW

The primary objective of the mock interview activity was to prepare students for real-world job interviews by simulating the interview process. This activity aimed to enhance students' communication skills, build confidence, and provide constructive feedback.



FLIP THE CARDS

The "Flip the Cards" activity aimed to encourage students to engage in interactive learning, improve their ability to think on their feet, and enhance their knowledge retention through a fun and gamified approach.



POWERPOINT PRESENTATION

The objective of the PowerPoint preparation activity was to teach students effective presentation skills, including how to create impactful slides and communicate ideas clearly and visually.



“You don’t have to be great to start
but you have to start to be great”

-Zig Ziglar

STUDENT ACTIVITIES

SLOGAN CREATION.....

The slogan creation activity successfully achieved its objectives, providing a dynamic platform for students to showcase their creativity and teamwork. The engagement demonstrated that students could critically analyze and express ideas that align with marketing principles, setting a foundation for further explorations in communication and branding.



"Learning is not a spectator sport. Students do not learn much just sitting in classes listening to teachers, memorizing prepackaged assignments, and spitting out answers." —
Arthur W. Chickering

"Active learning is not about knowing more. It's about knowing differently." — Barbara Walvoord

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Assistant Professor

FIESTAS

“Celebrate what you want
to see more of”
-Thomas J. Peters



Teachers day celebration



On September 5th ,the Teachers and students gathered in a hall to celebrate the TEACHERS DAY beautifully.

CHRISTMAS DAY

On December 23 the students and staff were completely spell bound with the christmas gratification and the day was called of with a hearty lunch



Bible Day Celebration

On October 14 regarding Bible day and foundress day, competitions were conducted and our students participated with so much frenziness.



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Assistant Professor

Act of Assistance

NATIONAL SERVICE SCHEME

“ Earn your success based on the service to others, not at the expense of others” .

-H. Jackson Brown Jr.



NSS CAMP 2024

On 7th march 2024 our students actively participated in the NSS camp and cleaned the area around the village Sambai in Rameswaram

IN OLAIKUDA....

The next day another set of students immensely participated and immersed in the process of making the world clean.



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Ongoing research Projects....

Connecting realities, building perspectives

PROJECTS

Our student S. Heranabdoingher project on the topic of “A study on impact of RBI monetary policy rates on inflation after pandemic” in the domain of finance.

Our student S. Karis Bernard heendoingher project on the topic of “A study on grievance handling and employee relationship with management” in the domain of human resource.

Our student P. Mariya Robika doingher project on the topic of “A study on the growth of crowdfunding in India” in the domain of entrepreneurship.

Our student K. Sanmugapriya doingher project on the topic of “A study on Consumer buying behaviour towards mobile phone in Rameswaram area” in the domain of marketing.



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Assistant Professor

FIELD VISITS

“ADVENTURE IS WORTHWHILE IN
ITSELF”
- AMELIA EARHART

A STUDY TRIP TO MADURAI...



On 08.03.2025, an Industrial visit to Keeladi, Gandhi Museum, Kalaigar Centenary Library and Thirumalai Nayak Mahal at Madurai District was Successfully organized by the Department of Business Administration.

This Industrial Visit enriched our Knowledge and experience and also provided a great opportunity to learn practically through demonstration, Interaction exchange of Information and employment Practices which will help the students in their future career growth.



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STAFF ACTIVITIES

FACULTY DEVELOPMENT PROGRAMME

IN 2024

Our department Faculty Mrs. G. Muthuselvi, attended six days (18th to 24th December) Faculty Development Programme on the topic of “BUSINESS ANALYTICS AND INTELLIGENCE” organized at ALAGAPPA UNIVERSITY, Karaikudi

IN 2024

On January 2025, Our department Faculty Mrs. G. Muthuselvi, conducted an awareness program for second year students organized by EDII-TN



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Department of Business Administration