



# NEWS LETTER

2025

MARCH



## DEPARTMENT OF BUSINESS ADMINISTRATION

PROUDLY PRESENTS

சாதனையின் குரல்

VOICE OF ACHIEVEMENT

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)  
(RE-ACCREDITED WITH 'B++' GRADE BY NAAC)  
COIMBATORE -18

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# ***PRINCIPAL'S MESSAGE***

LEADER



***Dr.M.R. Yezhili MA., M.Phil., Ph.D.,***

**We are delighted to present the seventh edition of the Voice of Achievement Newsletter, a proud initiative of the Department of Business Administration at Government Arts College (Autonomous), Coimbatore. This edition highlights the department's impressive strides in both academic and extracurricular domains, reaffirming our dedication to fostering excellence among faculty and students.**

**A heartfelt appreciation to Dr. R. Prabhu, Head of the Department, for his unwavering guidance and congratulations to our dedicated faculty and diligent students for their invaluable contributions. Get ready for an edition filled with inspiration, accomplishments and a celebration of success!**

# ***HOD'S MESSAGE***



***Dr.R.Prabhu MBA.,PGPDR.,Ph.D.,***

**Driven by the dedication and commitment of our faculty and students, we continue to set new benchmarks of excellence. Their continuous support has paved the way for remarkable departmental initiatives, each surpassing the previous ones. It is with immense pride that we unveil the seventh edition of Voice of Achievement, the biannual newsletter of the Department of Business Administration at Government Arts College (Autonomous), Coimbatore. This edition stands as a reflection of the collaborative efforts of our editorial team, faculty, and students, showcasing their hard work and determination.**

**I firmly believe this edition will serve as a source of motivation for both students and faculty to strive for even greater accomplishments. I extend my sincere gratitude to everyone who contributed to this endeavor, from its inception to its final publication. A special note of appreciation goes to our esteemed Principal for her steadfast support in making this newsletter a reality.**

# ***FACULTY EDITOR'S MESSAGE***



***Dr.S.AKILANDESWARI MBA,PhD.,***  
Assistant Professor

**We are delighted to present the seventh edition of our Newsletter, Voice of Achievement-VII. This edition highlights the outstanding accomplishments of our passionate faculty and talented students across various domains.**

**We extend our heartfelt gratitude to our Principal for her visionary leadership our Department Head for his constant guidance and our dedicated faculty and students for their relentless commitment. Thank you for being part of this journey toward excellence!**



# Student editor message



## ***Rijvana Thaslima.M***

**The Student Editorial Board extends heartfelt thanks to our department for their collaboration in releasing the Newsletter "சாதனையி்ளகுரல் -VII Voice of Achievement." This edition like its predecessors embodies our collective creativity and steadfast commitment. In our relentless quest for excellence, we have put significant effort into curating this issue, honing skills such as teamwork, creativity, and leadership. The Faculty Achievements, Students Achievements and Contributions column stands as a compelling testament to the opportunities this newsletter provides.**



# ABOUT OUR COLLEGE

## GOVERNMENT ARTS COLLEGE (AUTONOMOUS) COIMBATORE -18

The Government Arts College (Autonomous), Coimbatore was established in the year 1852 by the British Government. This College is one of the best Government Institutions in Tamilnadu. Top bureaucrats, administrators, defense personnel, and high-profile politicians are alumni of this Institution. It was conferred Autonomous status in the year 1987.

In 2017, the College was re-accredited with a 'B++' Grade by NAAC. Admissions to the college are coveted by students due to the exceptional guidance offered by highly qualified teaching faculty. The ultimate aim of education is to make a person knowledgeable and well-informed and offer him / her life skills.

## OUR COLLEGE MISSION AND VISION

The College works with a vision of providing quality higher education to all sections of the society. The skills needed to meet the global challenges are to be imparted.

## DEPARTMENT OF BUSINESS ADMINISTRATION

Department of BBA was established in the year 2003 as self supporting course. Later on, it was converted as regular course and functioning till now very effectively with five qualified faculty members and one hundred and eighty students.

Bachelor of Business Administration is a three-year fulltime course with an intake capacity of sixty students. The program aims to develop the students' intellectual ability, executive personality and managerial skills through an appropriate amalgamation of business practices and subjects about all the functional areas of management.

## DEPARTMENT VISION AND MISSION

To create talented, responsible and knowledgeable entrepreneurs and executives to the business world. To motivate the students to develop their positive attitude, soft skill and employability skills.

# FACULTY PROFILE



**Dr.R.Prabhu**  
**Head of the Department**

The Department is headed by a futuristic and forward-looking leader with 28 years of teaching experience and 1 year of Industry experience. His areas of expertise are HRM and Marketing. He has also published 15 articles in National Journals, 15 articles in International Journals, and 4 Textbooks. He has produced 8 M.Phil and 15 Ph.D degrees under his guidance. He is a Placement Coordinator and member of the RUSA Committee, Disciplinary Committee, and Anti-Ragging Committee of the college and BOS member of various Institutions.



**Dr.K.Karthikai**  
**Assistant Professor**

She is with 20 years of extensive teaching experience. Her areas of specialization are Finance and Marketing. She has authored 8 papers in National and International journals. She also guided M.Phil research scholars. She has been a member of various committees in College like Anti-Ragging Committee, NAAC, IQAC, Buspass Committee and also Co-ordinator for BOS, Pudhumai Penn Scheme, and Alumni Association of the Department.



# FACULTY PROFILE



**Dr.S.Akilandeswari**  
Assistant Professor

She has nearly 3 decades of teaching experience and her area of interest is Marketing and HRM. She has attended several International Conferences and National Seminars/Conference published 20 papers in National & International Journals. She has produced 6 Ph.D and 2 M.Phil research degree holders. She has served the Institution as a NAAC Coordinator, BOS, Editor for Newsletter "Voice of Achievement" and Placement Brochure in the department.



**Dr.L.Shanthi**  
Assistant Professor

Has 25 years of academic experience and one year of industrial experience. Her area of research interest is Marketing. She has presented and published 20 research papers in various National and International Journals. She has served Institutions as a member for NAAC, BOS, IQAC, ED cell and Buspass Committee. Also placement Incharge, Editor for Newsletter and Placement Brochure for the Department.



**Dr.R.Geetharamani**  
Assistant Professor

Has around 20 years of experience and 2 years of Industry experience. Her area of interest is Finance, Entrepreneurship and Marketing. She has published around 10 articles in various National and International Journals. She has published a book on Taxation - Law and Practice. She has served the institution as a member of committees like NAAC, BOS, Placement incharge, Naan Mudhalvan and Water Conservation Cell. She also acts as the Tansche and Alumni Coordinator of the Department.

# FACULTY ACHIEVEMENTS

**Dr.R.PRABHU**



**SANKARA**  
COLLEGE OF SCIENCE & COMMERCE  
(AUTONOMOUS INSTITUTION)  
Sankara Campus, Saravanampatti, Coimbatore - 641035  
Affiliated to Bharathiar University | UGC Recognized | Approved by AICTE  
[An ISO 9001:2015 Certified Institution]

**Internal Quality Assurance Cell**  
Cordially invites you to the  
**FACULTY DEVELOPMENT PROGRAMME ON**  
**"Self Monitoring and Leadership Skills"**

**RESOURCE PERSON**  
**Dr.R.PRABHU MBA., Ph.D., PGDPR**  
Associate Professor and Head, Dept of Business Administration,  
Government Arts college (Autonomous)

**04.11.2024 - 10.00 AM**  
**VENUE: TKP Hall**

**Patron**  
SHRI.T.P.RAMACHANDRAN  
Managing Trustee & Secretary,  
Sankara Educational Institutions

**ChairPerson**  
Dr.V.RADHIKA  
Principal,  
Sankara College of Science and Commerce

[www.sankara.ac.in](http://www.sankara.ac.in) [/sankara\\_cbe](https://www.facebook.com/sankara_cbe) [/sankaraarts](https://www.facebook.com/sankaraarts)

Dr.R.Prabhu, Head of the Department, conducted a one day FDP(Faculty Development Program) for the Head of Departments and Senior faculty at Sankara College of Science and Commerce on 4th November, 2024.



**06.11.2024**  
**News Dinamalar**  
**Newspaper**



**தினமலர்**  
கோயம்புத்தூர் | புதன் | 6.11.2024

**ஆசிரியர்களுக்கு தலைமைத்துவ திறன் பயிற்சி**

சங்கரா அறிவியல் மற்றும் வணிகவியல் கல்லூரியின் உள் தர மதிப்பீட்டு நிர்ணயக் குழுவின் சார்பில் (ஐ.க்யூ.ஏ.சி.) 'சுய கண்காணிப்பு மற்றும் தலைமைத்துவத் திறன்' என்ற தலைப்பில் ஆசிரியர் திறன் மேம்பாட்டு பயிற்சி வழங்கப்பட்டது.

**கோவை, நவ. 6-**  
சங்கரா அறிவியல் மற்றும் வணிகவியல் கல்லூரியின் உள் தர மதிப்பீட்டு நிர்ணயக் குழுவின் சார்பில் (ஐ.க்யூ.ஏ.சி.) 'சுய கண்காணிப்பு மற்றும் தலைமைத்துவத் திறன்' என்ற தலைப்பில் ஆசிரியர் திறன் மேம்பாட்டு பயிற்சி வழங்கப்பட்டது.

இந்நிகழ்வில், அரசு கலை கல்லூரியின் வணிக நிர்வாகத்துறை தலைவர் பிரபு பங்கேற்று ஐஸ்டிரேக்கிங் அமர்வு, சமூக மற்றும் மனப்படி அளவுகோல், ஆய்வு மற்றும் கட்டமைப்பை உருவாக்குதல், தலைமைத்துவ மேம்பாட்டின் அவசியம், முடிவெடுக்கும் திறன்கள் குறித்து விளக்கமளித்தார்.

இதில், 30 துறைத் தலைவர்கள், மூத்த ஆசிரியர்கள் பங்கேற்று கருத்துக்களை முன்வைத்தனர். கல்லூரி முதல்வர் ராதிகா, துணைமுதல்வர் பெர்னார்ட் எட்வர்ட் உள்ளிட்ட பலர் பங்கேற்றனர்.



**Dr.R.Prabhu was invited as Chief Guest for the International Conference on "AI and emerging trends in Fashion and E-commerce" held on 9th January,2025 at Bon Secours Women's College, Tanjore.**



**BON SECOURS COLLEGE FOR WOMEN**  
(AUTONOMOUS)  
Accredited with A Grade by NAAC in Cycle II  
Affiliated to Bharathidasan University, Tiruchirappalli  
UGC Recognized by 20 and 23B Institutions  
Main School, Thanjavur - 613 006

**DEPARTMENT OF FASHION TECHNOLOGY AND COSTUME DESIGNING &  
DEPARTMENT OF COMMERCE COMPUTER APPLICATIONS**  
In association with  
**INSTITUTION'S INNOVATION COUNCIL**  
Cordially invites you to the  
**INTERNATIONAL CONFERENCE**  
ON  
**"AI AND EMERGING TRENDS IN FASHION DESIGNING,  
INNOVATION AND E-COMMERCE"**

**9th JANUARY 2025 10.00 AM MODE: HYBRID VENUE: PNH AUDITORIUM**

**CHIEF PATRON** Rev. Dr. Sr. Mariyammal  
**PATRON** Rev. Sr. Terencia Mary  
**PRINCIPAL** Dr. S. Gayathri

**CONVENORS**  
Dr. Sr. S. Supanthi  
Head & Assistant Professor  
Department of Fashion Technology  
& Costume Designing  
Dr. J. Purnika Devi  
Head & Assistant Professor  
Department of Commerce (CA)

**DEPARTMENT OF FASHION TECHNOLOGY AND COSTUME DESIGNING**  
Ms. G. Geetha- Assistant Professor  
Ms. R. Senthil- Assistant Professor  
Ms. S. Nagasundari- Assistant Professor  
Ms. R. Ragani- Assistant Professor  
Ms. S. Anitha- Assistant Professor  
Ms. S. Sarathy- Assistant Professor

**DEPARTMENT OF COMMERCE (CA)**  
Ms. M. Sureswari- Assistant Professor  
Ms. C. Bhavani- Assistant Professor  
Ms. M. Jaya Surya- Assistant Professor  
Ms. S. Karthika Devi- Assistant Professor  
Ms. M. Deepika- Assistant Professor  
Ms. M. Anupriya- Assistant Professor  
Ms. K. Priya Bharghini- Assistant Professor  
Ms. D. Parmeswari- Assistant Professor

**RESOURCE PERSONS**  
**Dr. M.R. Sanjay, B.Eng., M. Tech., Ph.D., Post Doc.,**  
Principal  
Research Scientist (Specialist 3) &  
Associate Professor  
King Mongkut's University of Technology  
North Bangkok (KMUTNB)  
Thailand  
**Rev. Fr. Sabu Thomas**  
International Trainer in AI Tools  
& Blended Classrooms  
Assistant Professor of English  
Sacred Heart College, Thevara  
Kochi  
**Dr. R. Prabhu**  
Associate Professor and Head  
Department of Business Administration  
Government Arts College (Autonomous)  
Coimbatore



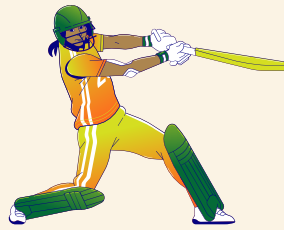
**Dr.R.Prabhu conducted the Doctoral Committee meeting at Nirmala College as the University Representative and Subject Expert for the Ph.D research students at the management department on 21st January, 2025.**



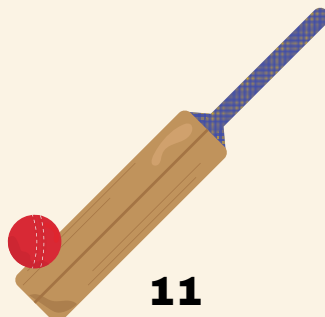


# ***SPORTS DAY CELEBRATION***

**Dr.R.Prabhu, Head of the Department, was the runner-up in the shuttle singles match.**



**Dr.R.Prabhu, was the winner up in the cricket.**





## ***Dr.K.KARTHIKAI***

**On 6/11/2024 CM visited Coimbatore and Inaugurated Library and Science Centre. Students from various Departments in Government Arts College, Coimbatore participated in the event.**



**CM laid the foundation stone for The Grand Library and Scientific Library Building at Gandhipuram benefitting the students.**



**Dr.K.Karthikai, Assistant Professor participated "Three Days International Online Workshop on Making Successful Academic Presentations"-23rd to 25th November 2024.**



**The Sports Day celebration was conducted at Government College,Dr.K.Karthikai,Assitant Professor,participated in the shot put event.**

## ***Dr.S.AKILANDESWARI***

**Dr.S.Akilandeswari, Assistant Professor acted as External Examiner in Naan Mudalvan Operational Logistics in SNMV College of Arts and Science Coimbatore on 17th October 2024.**



**Dr.S.Akilandeswari attended FDP in Naan Mudhalvan programme (Inventory Control optimisation techniques) at Bharathiar University from 03/01/2025 to 09/01/2025.**



**On 06/02/2025 Students of III BBA underwent on Industrial Visit at Acquasub Engineering, Thudiyalur.**

**Dr.S.Akilandeswari, Assistant Professor and Tutor III BBA and Dr.L.Shanthi, Assistant Professor accompanied the Students.**



## ***Dr.L.SHANTHI***

- In Library Progress International on the topic "The Impact of Social Media Marketing on Customer Decisions: A view from a NewEra. Vol.44No 3 indexed by Scopus.
- Refresher course conducted by UGC-Malaviya Mission Teacher Training Centre-Bharathiar University in Commerce and Management



**Dr.L.Shanthi, attended FDP in Naan Mudhalvan programme (Business Process Management Tools) at Bharathiar University from 3/1/2025 to 09/01/2025.**

**On 06/02/2025 Students of III BBA underwent on Industrial Visit at Acquasub Engineering, Thudiyalur.**

**Dr.S.Akilandeswari, Assistant Professor and Tutor III BBA and Dr.L.Shanthi, Assistant Professor accompanied the Students.**





## ***Dr.R.GEETHARAMANI***



**Dr.R.Geetharamani,  
Assistant Professor,  
was the winner up in  
the Short put event.**

**The Sports Day Celebration was conducted at Government Arts College, Dr.R.Geetharamani, Assistant Professor, participated in the Badminton event.**



# STUDENT ACHIEVEMENTS

**Poojana and team attended 2nd round of TCS interview at KPR College on 8th November, 2024.**



**Final year students attended the NAAN Muthalvan study abroad program conducted by Naan Mudhalvan at Bharathiar University on 7/1/2025.**



**M.Saran of III-BBA won first prize in the Volleyball in Annual Sports meet.**



## Priyadharshini.S and Bharanidharan.S for getting best outgoing student awards from the OLD STUDENTS ASSOCIATION



**M.Saran of III BBA won 3rd prize at District level Athletes conducted by Rotary Club of Coimbatore Smart City**



# NCC CAMP



**CORPORAL. SUBAA SHREE D** participated in Staff Selection Board (SSB) Interview phase. I Selection held at Dharmalingam College, Pollachi.



**CADET. SUGANTHARIYA R** participated in Republic Day Camp Training. I held at PSG College of Technology, Coimbatore.



**SERGEANT. NAVEEN N** participated in EK Bharat Shreshtha Bharat held at Edayappatti, Madurai.



# NSS CAMP



From 24/02/2025 to 02/03/2025

**Nine students from II BBA participated in the NSS Camp held at Kalappanaickenpalayam School, actively contributing to the school's sanitation and student engagement. Our team worked on cleaning the school premises, maintaining hygiene, and spreading awareness about sanitation. We also conducted educational and interactive activities for the students, including fun learning sessions, games, and motivational talks to enhance their learning experience. The camp was a meaningful experience, fostering teamwork and social responsibility while positively impacting the school community.**







# ***NAAN MUDHALVAN PLACEMENT DRIVE***



**Naan Mudhalvan Placement Drive (Tamilnadu Skill Development Corporation) was conducted in Govt Arts College, Coimbatore on 4/3/2025. Around 50 companies registered and many students got placed. The Naan Mudhalvan Team in Co-ordination with the Placement Cell headed by Dr.R.Prabhu conducted the Placement Drive. All the Final year student of aspiring for Jobs attended interviews**

# ***LIST OF STUDENTS PLACED IN III BBA***

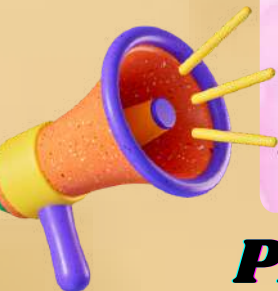
<b>S No</b>	<b>Roll No</b>	<b>NAME</b>	<b>COMPANY</b>	<b>DESIGNATION</b>
<b>1</b>	<b>22BBA316</b>	<b>SOWMIYA N</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>2</b>	<b>22BBA317</b>	<b>SOWMIYA S</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>3</b>	<b>22BBA302</b>	<b>AMSAVENI K</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>4</b>	<b>22BBA305</b>	<b>MIRUDHULA M</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>5</b>	<b>22BBA14</b>	<b>SANGEETHA P</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>6</b>	<b>22BBA306</b>	<b>MAHARASI P</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>7</b>	<b>22BBA303</b>	<b>DIVYA DARSHINI G</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>8</b>	<b>22BBA311</b>	<b>PRIYADHARSHINI S</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>9</b>	<b>22BBA310</b>	<b>PREETHI J</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>10</b>	<b>22BBA304</b>	<b>LAVANYA S</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>11</b>	<b>22BBA319</b>	<b>SUGANTHARIYA R</b>	<b>PSS GROUPS</b>	<b>HR EXECUTIVE</b>
<b>12</b>	<b>22BBA326</b>	<b>BHARANIDHARAN S</b>	<b>SUKRA PROPERTY DEVELOPERS PVT LTD</b>	<b>ACCOUNTANT</b>

# ***LIST OF STUDENTS PLACED IN III BBA***

S NO	ROLL NO	NAME	COMPANY NAME	DESIGNATION
1	22BBA325	ARULSANKAR D	LIFESTYLE	CUSTOMER SERVICE REPRESENTATIVE
2	22BBA333	KARTHICK C	LIFESTYLE	CUSTOMER SERVICE REPRESENTATIVE
3	22BBA335	KARTHIK P	LIFESTYLE	CUSTOMER SERVICE REPRESENTATIVE
4	22BBA337	KAVIN M	LIFESTYLE	CUSTOMER SERVICE REPRESENTATIVE
5	22BBA354	SATHISH D	LIFESTYLE	CUSTOMER SERVICE REPRESENTATIVE
6	22BBA359	VELLIAPPAN R	LIFESTYLE	CUSTOMER SERVICE REPRESENTATIVE

S NO	ROLL NO	NAME	COMPANY NAME	DESIGNATION
1	22BBA323	ALEXANDER F	FLIPKART	SENIOR ASSISTANT MANAGER
2	22BBA347	RAGUPATHY N	FLIPKART	SENIOR ASSISTANT MANAGER
3	22BBA348	RAHUL M	FLIPKART	SENIOR ASSISTANT MANAGER
4	22BBA357	TAMILARASAN D	FLIPKART	SENIOR ASSISTANT MANAGER





# NEWSLETTER &



## PLACEMENT BROCHURE RELEASE



**Newsletter Volume 6 and Placement Brochure Release function was organised on 15th October, 2024 at Geography Auditorium at 11.30 am. Mr.S.Gopinath, Partner Shristhi Impressions, Coimbatore acted as the Resource Person. He gave an interesting delivery of information regarding how students should equip themselves to the face the challenges in their real life situations in career.**







# STUDY ABROAD




**Study Abroad Programme was conducted on 15th October, 2024 at Geography Auditorium. Mr. Balakumar, Founder & CEO K5 Consulting, Dubai and India gave an inspiring talk on educational opportunities available for students in higher studies in foreign countries like Dubai, Australia, UK etc.**

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) COIMBATORE-641018**  
RE-ACCREDITED WITH B++ NAAC AND AFFILIATED BY BHARATHIAR UNIVERSITY

**DEPARTMENT OF BUSINESS ADMINISTRATION**

WE CORDIALLY WELCOME YOU TO

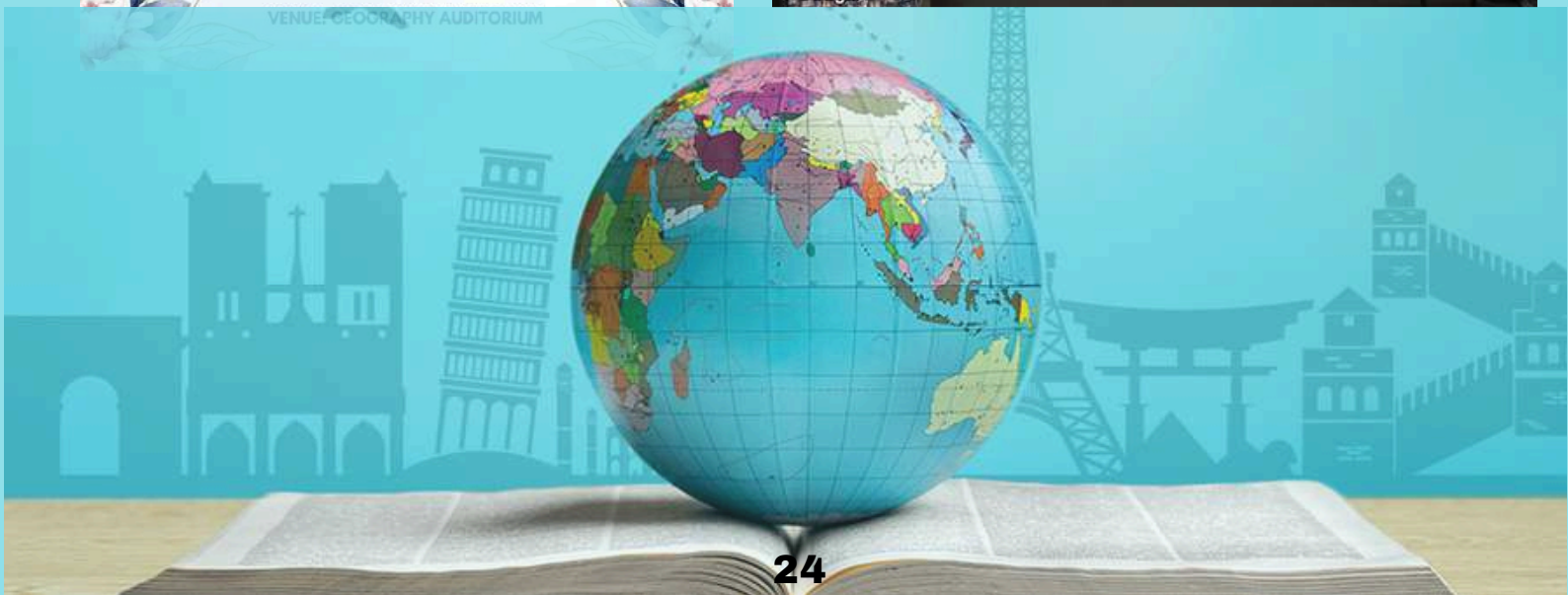
**AN AWARENESS ON STUDY ABROAD**

<b>PATRON</b>	<b>RESOURCE PERSON</b>	<b>CONVENOR</b>
		
<b>Dr. M.R. Yezhil MA., M.Phil., Ph.D., Principal, Government Arts College, Coimbatore -18.</b>	<b>Mr. Balakumar, Founder &amp; CEO of K5 Consulting, Dubai &amp; India.</b>	<b>Dr. R. Prabhu MBA., PGDPR, Ph.D., Head of the Department, Government Arts College, Coimbatore -18.</b>

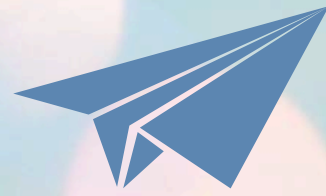
**FACULTY COORDINATOR**

**Dr. S. Akilandeswari MBA., Ph.D.,  
Assistant Professor,  
Department of Business Administration,  
Government Arts College (Autonomous),  
Coimbatore-18.**

**OCTOBER**  
**TUESDAY** **15** **11:30 AM**  
**2024**







# NAAN MUDHALVAN

**Naan Mudalvan External Assessment on Operational Logistics IIIBBA on 16/10/2024.**



Oct 16, 2024 3:50:11 PM  
Government Arts College (Autonomous)  
Arts College Road  
Coimbatore-641018  
##gacbe



Oct 16, 2024 3:51:47 PM  
Government Arts College (Autonomous)  
Arts College Road  
Coimbatore-641018  
##gacbe

**Dr. Yesupal, Assistant Professor from CBM college, Department of Economics acted as External Examiner.**



Oct 16, 2024 3:45:11 PM  
Government Arts College (Autonomous)  
Arts College Road  
Coimbatore-641018  
##gacbe



# ***SOFT SKILLS FOR EXECUTIVES***

## ***PROJECT VIVA VOCE***

**The Soft Skills for Executives Project Viva Voce for II BBA was held on 17th December 2024. The exam was conducted by Dr.R.Geetharamani (Internal Examiner) and Mr.J.Rajeshmaharajan (External Examiner). Students presented their projects and answered questions to demonstrate their understanding of soft skills.**





# ***THE SEMESTER COMPUTER PRACTICALS "INTERNET & GRAPHIC DESIGN"***

**The Semester Computer Practicals for Internet & Graphic Design for III BBA was held on 18th October 2024. The exam was conducted by Dr. R. Geetharamani (Internal Examiner) and Dr. K. Sabarinathan (External Examiner), with support from Dr. K. Karthikai. Students demonstrated their skills in internet usage and graphic design under their guidance.**





# BUSINESS MODEL CANVAS

The Department of Business Administration, successfully conducted a session on "Business Model Canvas" for 2nd-year BBA students on 27th December 2024. Dr.R.Jaishankar, Assistant Professor from Sri Ramakrishna College of Arts & Science, Coimbatore, led the session, providing valuable insights into business models. The event was convened by Dr.R.Prabhu, Head of the Department. Students actively participated, making the session informative and engaging.






BBA DEPARTMENT



27/12/2024

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE-641018  
RE-ACCREDITED WITH B++ NAAC AND  
AFFILIATED BY BHARATHIAR UNIVERSITY

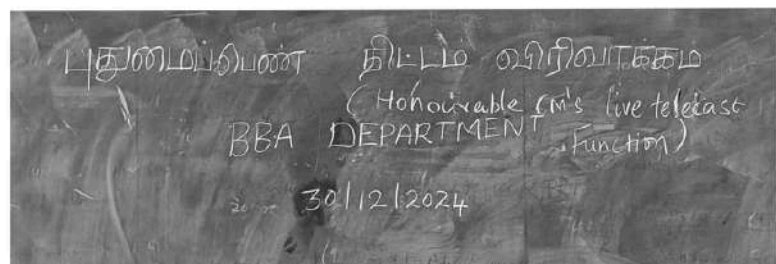
Department of Business Administration  
Cordially invites you for the Session On  
**"BUSINESS MODEL CANVAS"**

<b>RESOURCE PERSON</b>	<b>PATRON</b>
 Dr. R. JAISHANKAR Assistant Professor, Department of Management, Sri Ramakrishna College of Arts & Science, Coimbatore - 641004	 Dr. M.R. Yezhili MA, M.Phil., Ph.D., Principal, Government Arts College (Autonomous), Coimbatore - 18.
<b>CONVENOR</b>	
 Dr. R. Prabhu MBA, PGDPR, Ph.D., Head of the Department, Government Arts College (Autonomous), Coimbatore - 18	
<b>27th Dec 2024</b>	<b>Time: 10am</b>
<b>Venue: BBA DEPARTMENT</b>	



# The Live Telecast of CM's Function "Pudumai Pen Expansion "

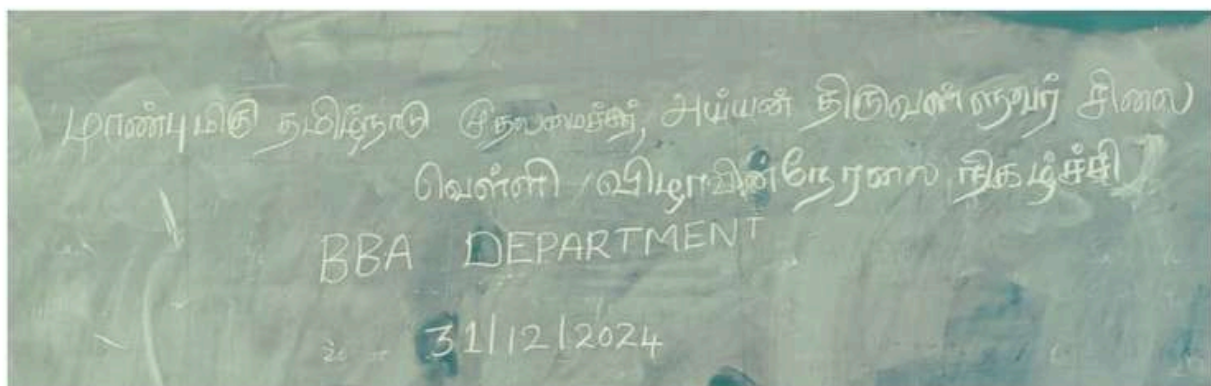
**The students and Staff members of BBA Department veiwing the live telecast of Honourable CM's Pudumai Pen Expansion function on 30/12/2024.**





# The Live Telecast of CM's Function " Ayyan Thiruvallur Statue Silver Jubilee Function"


**The Students and Staff members of BBA Department viewing the live telecast of Honourable CM's Ayyan Thiruvallur Statue Silver jubilee function on 31/12/2024.**






# SPORTS DAY CELEBRATION

**The Intra-Department Sports Day Celebration of the Department of Business Administration at Government Arts College (Autonomous), Coimbatore, was held on 6th January 2025 at the College sports grounds. The event featured Volleyball and Throw Ball matches, with enthusiastic participation from BBA students.**



GOVERNMENT ARTS COLLEGE (Autonomous)  
COIMBATORE-641018  
RE-ACCREDITED WITH B++ NAAC AND  
AFFILIATED BY BHARATHIAR UNIVERSITY



*Department of Business Administration*  
*Cordially invites you for the*  
**INTRA DEPARTMENT SPORTS DAY CELEBRATION**

**VOLLEYBALL**  
**THROW BALL**


**STUDENT COORDINATORS**  
VELIYAPPAN R (III-BBA)  
KARTHIK A (III-BBA)  
SHARMILA I (III-BBA)  
SOWMIYA N (III-BBA)

**06 Jan 2025** **Time: 9am**

**CONVENOR**  
Dr. R. Prashu MBA., PGDPR., Ph.D.,  
Head of the Department,  
Government Arts College (Autonomous),  
Coimbatore -18

**FACULTY COORDINATOR**  
Dr. K. Karthikai MBA., PGDCA., M.Phil., Ph.D.,  
Assistant Professor,  
Government Arts College (Autonomous),  
Coimbatore -18

**Venue: College Grounds**





# "EFFECTIVE COMMUNICATION AND INTERVIEW SKILLS" & "LIFE SKILLS"

The Rotary Club of Coimbatore Texcity, in association with the Department of Business Administration successfully organized a session on "Effective Communication and Interview Skills" and "Life Skills" on 7th January 2025 at IAS Hall. The event featured Prasanna Kandeepan, CEO of AppsComp Pvt Ltd., Coimbatore, and Francis Xavier, a mentor and trainer, as resource persons. It was convened by Dr. R. Prabhu, Head of the Department. The session provided valuable insights into communication strategies and interview techniques, benefiting students in their professional journey.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE-641018  
RE-ACCREDITED WITH B++ NAAC AND  
AFFILIATED BY BHARATHIAR UNIVERSITY

**Rotary** **THE MAGIC OF ROTARY**

**Rotary Club of Coimbatore Texcity in Association with  
Department of Business Administration,  
Government Arts College, Coimbatore-18  
Jointly Presents**

**Topics 1 "Effective Communication and Interview Skills"  
2 "Life Skills"**

**RESOURCE PERSONS**

**Prasanna Kandeepan**  
CEO of AppsComp Pvt Ltd., Coimbatore  
Joint Secretary - PSG MAA (2022 - 2024)

**Francis Xavier**  
Mentor and Trainer

**CONVENOR**

**Dr. R. Prabhu MBA, PGDPR, Ph.D.,**  
Head of the Department,  
Government Arts College (Autonomous),  
Coimbatore-18

**PATRON**

**Dr. M. R. Yezhili MA., M.Phil., Ph.D.,**  
Principal,  
Government Arts College (Autonomous),  
Coimbatore-18.

**FACULTY COORDINATOR**

**Dr. K. Karthikai MBA, PGDCA, M.Phil., Ph.D.,**  
Assistant Professor,  
Government Arts College (Autonomous),  
Coimbatore-18

**STUDENT COORDINATORS**

**VARSHA F (III-BBA)**  
**PRIVA DIARSHINI S (III-BBA)**  
**KARTHIK C (III-BBA)**  
**BHARANIDHARAN S (III-BBA)**

**07th Jan 2025 Venue: IAS HALL Time: 9:30am**





# PONGAL CELEBRATION

The Pongal Celebration was held in Department on 10th January, 2025 at 10:00 am. All the Students from 1st,2nd and 3rd years participated.







# CONVOCATION OF 2020 - 2023

**33rd Convocation Function was held in the college on 11th January 2025. The Chief Guest for the function was Kumaraswamy, Retired Director of Education. It was presided by the Principal, Teaching and Non Teaching staff members. During this function Degree Certificates were awarded to 2020th batch students who had completed the course in the college.**





# ***ALUMNI MEETING***

**Dr.R.Prabhu, Head of the Department, and Faculty members of Business Administration participated in Alumni Meet conducted in the department after the Convocation on 11th January,2025.**





# The Live Telecast of CM's Function

**The Students and Staff members of BBA Department viewing the live telecast of Honourable CM's "இரும்பின் தொன்மை நூல் வெளியிடுதல், கீழடி திறந்த வெளி அருங்காட்சியகம் & கங்கைகொண்ட சோழபுரம் அருங்காட்சியகம் ஆகியவற்றிற்கு அடிக்கல் நாட்டுதல் மற்றும் கீழடி இணையதளத்தினைத் தொடங்கி வைத்தல்".**

'இரும்பின் தொன்மை' நூல் வெளியிடுதல்,  
கீழடி திறந்தவெளி அருங்காட்சியகம் &  
கங்கைகொண்ட சோழபுரம் அருங்காட்சியகம்  
ஆகியவற்றிற்கு அடிக்கல் நாட்டுதல்  
மற்றும்  
கீழடி இணையதளத்தினைத் தொடங்கி வைத்தல்

**நிழலா அகாடமி**

நாள் : 23.01.25 | தேதி : காலை 10.30 மணி  
இடம் : துணை முதலமைச்சர் தலைமை அலுவலகம்  
கோட்டுறும், சென்னை - 600 085





# ***INDUSTRIAL VISIT***

**On 6/2/2025 Students of IIIBBA undergone Industrial Visit at Acquasub Engineering, Thudiyalur. The trainer briefed the students the manufacturing process in pumps.**



**Dr.S.Akilandeswari,Assistant Professor and Tutor IIIBBA and Dr.L.Shanthi,Assistant Professor accompanied the students.**



# CRICKET TOURNAMENT 2K25

The Intra-Department Cricket Tournament 2K25, organized by the Department of Business Administration, was successfully held on 10th, February 2025, at the College ground. This tournament aimed to encourage sportsmanship, teamwork, and friendly competition among students within the department.





# FINANCIAL FREEDOM

The Department of Business Administration at Government Arts College (Autonomous), Coimbatore, in association with IQAC, successfully organized a seminar on "Financial Freedom" on Thursday, February 13, 2025, at 10 AM in the Geography Auditorium. The seminar featured Anto Franklin, Managing Director of Grow Smart Investment Solutions, as the Resource Person, who provided valuable insights into financial independence.





# MAGNIFEST 2025

**MAGNIFEST 2025** was an intra-department event organized by the Department of Business Administration. The event took place on 26th February, 2025 at the Geography Auditorium. Dr.R.Prabhu, the Head of the Department, who served as the convenor. Dr.R.Geetharamani, Faculty coordinated the event along with student coordinators Rijvana Thaslima.M and Karthick.C both from III BBA. The event aimed to provide students with an opportunity to showcase their skills, engage in various activities, and enhance their learning experience within the department.





# MEHNDI



S No	PRIZE	NAME	CLASS
1	I	SHARMILA L DIVYA DHARSHINI G	III BBA
2	I	PREMAPRIYA M RAKSHANA A	II BBA
3	II	VISALI K ABINAYA K	II BBA
4	III	SUBAA SHREE D PREETHI J	III BBA



# FIND THE PRODUCT



S. No	PRIZE	NAME	CLASS
1	I	BHARANIDHARAN S RAGUPATHY N	III BBA
2	II	DHARANI DHARAN K NIDHISH ROSARIO F	II BBA
3	III	ESWARAN R SARATH KUMAR B	II BBA

Government Arts College (Autonomous), Coimbatore -18  
Department of Business Administration

## MAGNIFEST 2K25

INTRA-DEPARTMENTE EVENT

### FIND THE PRODUCT

DATE: 26/02/2025  
TIME: 9.30AM



**JUDGE**  
Dr. P. SRIDEVI Ph.D.,  
Associate Professor,  
Department of Commerce (CA),  
Government Arts College (Autonomous),  
Coimbatore -18.



**FACULTY COORDINATOR**  
Dr. K. Karthikai Ph.D.,  
Assistant Professor,  
Department of Business Administration,  
Government Arts College (Autonomous),  
Coimbatore -18.

**STUDENT COORDINATORS**  
Priyadharshini S (III BBA)  
Nallathambi N (II BBA)

**VENUE: GEOGRAPHY AUDITORIUM**





# BUSINESS OLYMPIC

S. NO	PRIZE	NAME	CLASS
1	I	BHARANIDHARAN S RAGUPATHY N ALEXANDER F	III BBA
2	II	DHARANI DHARAN K NIDHISH ROSARIO F JESWANTH HARSAN S	II BBA
3	III	SRI RAM T SRIPRIYAN R MANOJ KUMAR M	II BBA



# POSTER MAKING

Government Arts College(Autonomous),  
Coimbatore-18.

Department of Business Administration

**MAGNIFEST 2K25**  
Intra-Department Event

**POSTER MAKING**

**Judge**  
**Dr. P. VASANTHAMANI Ph.D.,**  
Assistant Professor,  
Department of Statistics,  
Government Arts College (Autonomous),  
Coimbatore - 18.

**STUDENT COORDINATORS**  
Sharmila L (III-BBA)  
Harshitha L.R (II-BBA)

**VENUE**  
Geography Auditorium

**DATE**  
26th Feb 2025

**TIME**  
11.45am

**FACULTY COORDINATOR**  
**Dr.L.Shanthi Ph.D.,**  
Assistant Professor,  
Department of Business Administration,  
Government Arts College(Autonomous),  
Coimbatore -18.



S NO	PRIZE	NAME	CLASS
1	I	SARAN M	III BBA
2	II	RITHIKA R	II BBA
3	III	VISALI K	II BBA



# COSTUME CONTEST



S NO	PRIZE	NAME	CLASS
1	I	SANDHIYA J GOMATHI L	II BBA
2	II	BHARANIDHARAN S	III BBA
3	III	VARSHA P	III BBA

**Government Arts College(Autonomous),  
Coimbatore-18.**  
**Department of Business Administration**  
**Magnifest 2K25**  
*Intra - Department Event*  
**Costume Contest**

**Judge**  
Dr.SANGEETHA C P  
Assistant Professor & Head,  
Department of Tourism & Travel Management,  
Government Arts College (Autonomous),  
Coimbatore-18.

**Faculty Coordinator**  
Dr.S.Akilandeshwari Ph.D.,  
Assistant Professor,  
Department of Business Administration,  
Government Arts College (Autonomous),  
Coimbatore-18.

**Student Coordinators**  
Dhivya Dharshini.G (III-BBA)  
Rithika.R (II-BBA)

**Venue: Geography Auditorium**

**26th Feb,2025**  
**Time: 12:30 pm**





## ***SUSTAINABLE ENTREPRENEURSHIP & STARTUP CHALLENGES AND OPPORTUNITIES***

The Department of Business Administration, in association with IQAC, successfully organized a seminar on "Sustainable Entrepreneurship & Startup Challenges and Opportunities". The seminar featured G. Sivaranjani Founder of Narumugai Organics and Herbals, as the Resource Person, who shared valuable insights on sustainable business practices, challenges faced by startups, and strategies for success. The session provided students with a deeper understanding of the significance of sustainability in entrepreneurship, equipping them with knowledge on overcoming challenges and identifying opportunities in the startup ecosystem.





# STUDENT CONTRIBUTION



**SUBAA SHREE D**  
**III BBA**



# The Role of Digital Marketing in Business Growth

**Digital marketing has significantly transformed businesses by enhancing their reach, efficiency, and profitability. It allows companies to target specific audiences through data-driven strategies, leading to higher engagement and conversion rates. Compared to traditional marketing, digital marketing is cost-effective, providing businesses with measurable results through analytics tools like Google Analytics and social media insights. It also enables real-time interaction with customers, fostering brand loyalty and trust. Additionally, digital marketing supports global expansion by allowing businesses to reach international audiences without physical presence. Overall, it has become an essential tool for businesses to stay competitive, build strong customer relationships, and drive growth in today's digital age.**

**RIJVANA THASLIMA M  
III BBA**





# ***LIFE***

**The biggest adventure you can take is to live the life of your dreams.**

**Confident people have a way of carrying themselves that makes others attracted to them.**

**People tell you the world looks a certain way. Parents tell you how to think. Schools tell you how to think. TV. Religion. And then at a certain point, if you're lucky, you realize you can make up your own mind. Nobody sets the rules but you. You can design your own life."**

**PRIYADHARSHINI S  
III BBA**



# சுய ஊக்குவிப்பு கவிதை

உன் பாதையில் நீ பயணிக்க,  
உன் கனவுகள் இன்று நிஜமாக,  
அடுத்த ஒரு அடியை வைக்க,  
உன் மனமே உன்னை தூண்டிட!

தோல்விகள் வந்தால் துவளாதே,  
வெற்றி உறவாக தொடருமே,  
தோற்றுக்குள் ஓர் பாடம் இருக்கும்,  
அதை உணர்ந்தால் முன்னேறலாம்!

காலம் கழிக்காது முயலுவாய்,  
உன் முயற்சி வீணாகாது,  
உன் கனவுகள் கைகூட,  
உன் மனவலம் துணையாக!

வானத்தை தொடும் உயரத்துக்கு,  
உன் முயற்சி கணிசமாக,  
நம்பிக்கை இருந்தால் வெற்றி உறுதி,  
உன்னால் முடியும் - நினைவில் கொள்!

முன்னேறு! முயலு! வெற்றி பெறு!

**VARSHA P**  
**III BBA**





# நட்பு

எதையும் செய்ய சூடிய நட்பு கிடைத்தும்,  
அதை உபயோகித்துக் கொள்ளாததில் இருக்கிறது  
நட்பின் அழகு!

எதிர்பாராத சந்திப்பில் தோன்றும் புன்னகை,  
நினைவுபடுத்தும் நட்பின் பசுமையை!

நண்பர்கள் தவறு செய்தால்  
மன்னித்து விடாதே  
மறந்து விடு  
ஏனெனில் அவர்கள் உணர்வுகள்  
உன் உறவுகள் அல்ல

நட்பு என்ற வார்த்தை  
இந்த உலகில் உலவும் வரை  
இங்கு யாரும் அனாதை இல்லை

**RISANA J**  
**I BBA**



