

**PATRICIAN COLLEGE OF ARTS AND SCIENCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ANNUAL REPORT-2019-2020**

On 14<sup>th</sup> August 2019, the Department organised a Seminar on Recent Trends in Marketing. The resource person for the day was Mr. K. Suresh Kumar, Managing Director, Biomiicron Ind.Pvt.Ltd. The Speaker gave an insight about the various trends in Marketing and with a special focus on Pharma Marketing. The Department signed an MOU with Biomiicron for various academic related activities.

The department organised a Seminar on 'Logistics as a Career' on 30<sup>th</sup> August 2019. The resource person was Mr. John Prakash, Co-founder, Director, Business School of Logistics and Shipping (BSLS). The Resource Person gave an elaborate speech on International Logistics and scope on it in the future. An MOU was signed between the department and BSLS for conducting Certificate course, Seminar and Training Programs.

On 3<sup>rd</sup> September 2019, BBA Department in association with BSLS commenced their Certificate course on International Logistics for 30 hrs duration. 55 Students enrolled themselves in the course. Course Instructors from BSLS and from industry background handled the classes. Written examination was conducted on 10<sup>th</sup> October 2019 and the students who successfully completed the course were given Certificates of Merit and Completion on 4<sup>th</sup> December 2019.

On 18<sup>th</sup> September 2019, an Alumni Interface was organised on the topic 'Recruitment from Industry HR Perspective'. Mohamed Ishaq (Alumnus 2011-14), HR Executive, Dandy Company Ltd, Doha, Qatar was the speaker for the Day. The Resource Person gave an interactive session regarding the various HR Practices followed in the Industry with special focus on nuances of Recruitment.

On 9<sup>th</sup> October 2019, the department organized an Alumni Interface on 'Soft Skills and Personality Development for Industry Readiness'. The speakers were Mrs. Ayesha Younus, (Alumna 2006-09), Co-founder and Lead Trainer, Institute of Skills, Bangalore, India and Mrs. Deepa (Alumna 2006 -09), Railways Department. Mrs. Ayesha spoke on the requirements of the industry and how best it would benefit the students to be employment ready in the current thriving job scenario. Mrs. Deepa addressed the students on opportunities in the Government sector and the various streams of entry. The Resource Persons also shared their own experiences of readying themselves for the industry.

On 13<sup>th</sup> December 2019 the Department of Business Administration in association with Petroleum Conservation Research Association and Citizen Consumer Club organized a National Workshop on 'Sustainable Development through Knowledge Platform'. The program objectives were to instill knowledge and information about Sustainable Development of our surroundings and for future development. The Chief Guest for the Inauguration was Mr.S.P.Selvam, Director and Chief Regional Coordinator, PCRA, Chennai

South Region. The Chief Guest gave an elaborate speech on Energy Conservation at Domestic Level. The First and Second technical session was handled by Mr. Vinoth Kumar Additional Director, PCRA, Chennai and Mr. Maria Inigo Associate Professor Department of Corporate Secretaryship, Bharathidasan Govt. College for Women, Pondicherry. The Chief Guest for the Valediction was Dr. J.Vijayathilagam, Assistant Commissioner, Department of Civil Supplies and Consumer Protection. The Resource Persons gave an insight on the role of the government in implementing Sustainability. They also gave important facts and figures regarding sustainable environment and sustainable development highlighting the various ways bodies of knowledge could support the concepts and practices of sustainability. An approximate of 120 students from 20 colleges participated in the seminar.

On 3<sup>rd</sup> February 2020, the department organised a Career Guidance Program. The Resource Person for the day Mr.Siva Prakash, UNIQ Technologies, gave an inspiring speech on the need for Information Technology for the business administration students.

The Department of Business Administration conducted the 4<sup>th</sup> edition of its annual intercollegiate fest, Excelsus on 5<sup>th</sup> February 2020. There were 10 off- stage, on stage and online event. Around 30 teams from 20 colleges participated. The Chief Guests for the Inauguration were Dr. V. Lakshmipathy , Principal, Sridevi Arts and Science College , Member, Senate and Standing Committee, University of Madras and Dr. M. A Fenazir , Certified Cupping Specialist, Al Shifa (The Cupping Clinic). The Chief Guests gave a very insightful view into the importance of Business Administration course in the development of skills required for industry readiness. The day was filled with much celebration and knowledge exchange wrapped up in the guise of competitive spirit. The enthusiastic participation of the students from various colleges inspired the departmental students to shine better in their participation in college life. 9 judges from industry background were invited to judge the events corresponding to their field of expertise. The Valediction Ceremony was presided over by Mr. S. Rajan, CEO – Hayagh Business Services Pvt. Ltd. and Director of Aspire Academy, CA Coaching Centre. He interacted with the students on current business scenario and addressed them on entrepreneurial opportunities in the industry. The overall winners for the competition was MOP Vaishnav BBA Shift II and the overall runners up were MOP Vaishnav BBA Shift I.