



M.M.E.S. WOMEN'S ARTS AND SCIENCE COLLEGE

Accredited by NAAC with B+ Grade, CGPA 2.74 out of 4

Certified Under Section 2(f) of the UGC Act 1956 – (An ISO 9001:2015 Certified Institution)

Affiliated to Thiruvalluvar University

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ANNUAL ASSOCIATION REPORT – 2024-2025

1. Department of Business Administration organised World father' s Day on 16 June 2025. Students from III year bba took photos, shared happiness, views, importance and role of a father in a family. More than 10 students participated in this activity.
2. The Department of Business Administration , Commerce and Commerce (Computer Applications) together organized a two day International Conference in collaboration with University of Gondar, Ethiopia on July 26th and 27th 2024. The topic of the conference was “**Creating ecosystem for Learning, Innovation and Capacity Building**”. We received 47 papers from various academicians, scholars and students. 11 of our faculty have also submitted their research papers for the conference. More than 1200 students participated from various institutions.
3. On 19th August, the **World Humanitarian Day** was celebrated by **Department of Business Administration** by providing snacks and lunch to our house keeping staff. This was made possible by the contribution of the students and staff of the department. The students took the initiative to arrange tea, snacks and food for the housekeeping staff. 20 house keeping staff benefited.
4. On 29th August , The department of Business Administration conducted the **Leadership Training Program** for the college leaders including class and club representatives. The purpose of the program was to develop the leadership skills of the students and help them to strengthen and guide their teams(class) towards the college goals. Nearly 174 students holding various positions in departments, cell, council etc., got benefited.
5. The **Management Club** of the department of Business Administration conducted its first activity for its members on 20th of September 2024. The purpose of establishing the management club was to foster leadership, teamwork, and innovative thinking among students, providing an excellent opportunity to develop managerial skills through interactive activities and discussions. Various activities were conducted for the students like Quiz, role play and team games. 44 students participated in this club activities.
6. The department of Business Administration conducted Tourism Quiz on the occasion of the **World Tourism Day** held every year on **27th September**. This day is commemorated to foster awareness among international community on the importance of Tourism. It helps us to learn about other cultures , cuisines, costumes etc. An online quiz was made using google forms with 30 questions. The total number of quiz received was 391. This helped spread awareness about world tourism day.

7. The **department of Business Administration in Liason with Institution Innovation Council(IIC)** conducted a **webinar on startup and entrepreneurship skills** on 30th September 2024. The purpose of the program was to bring awareness to students about how to start a new business and to develop the business into a successful venture. The resource person of the program, **Ms. Fazila Fathima** is a young entrepreneur. She motivated the students to take up entrepreneurship by having a positive mindset and confidence on oneself. Our bba department 102 students participated and got benefited.

8. The **International Day of Charity** was constituted by the **United Nations on 5th September** in order to commemorate the anniversary of Mother Teresa with the objective of sensitizing and mobilizing stakeholders all around the world in pursuit of eradicating poverty the department of Business Administration with the help of students distributed a saree and Rs. 200/- to our department's housekeeping staff Mrs. Bommi. She was happy with the gesture.

9. The Indian industrialist and philanthropist, **Mr. Ratan Tata** passed away on **9th October 2024**. The department of Business Administration wanted to pay tribute to his life and work and remember his ideals. Hence a Power Point Presentation commemorating him was conducted by the 3rd year students. 165 students of bba department participated and shared the knowledge, awards and achievements of Legend Ratan Tata.

10. Department of Business Administration conducted **Department Activity** on February 10th 2025. Mehandi and Hair Do competition were held. Nearly 38 students participated in the competition excelled their skills. Judges were from Dr. Siddiqua mam from English department for Mehandi competition and Mrs. Dhanalakshmi from Interior Design and Décors for Hair Do.

11. The **Management club** of the department of Business Administration conducted various activities for its club members on 31st January 2025 . The first activity that was conducted was group discussion. Three groups participated in it and the topics were Leadership Styles and AI technology, Debate Online vs Offline Marketing, Business Plan and students presented their plans. Other activities like Quiz, Adzap were also conducted and spoke about various business schemes of government. Nearly 51 students from various departments participated in this club activity.

12. Department of Business Administration organised **One day Industrial** Visit to Salem Yercaud Chocolate Express Manufacture on 22. 02.2025 early morning Saturday. Nearly 45 students from iii year and ii year bba joined this industrial visit accompanied by three staff members Mrs. Salma Farheen. HOD, Mrs. Nabila Parveen Asst Professor and Ms. Revathi Asst professor. One staff from chocolate factory explained the process of chocolate preparation.

13. Department of Business Administration and IIC organised **Seminar on Entrepreneurship and Innovation as a Career opportunity** on 24th February 2025 by Chief Guest Dr. T.R. Ramya Head and Assistant Professor of BBA department from Kaveripakkam Arts and Science College. Nearly 94 students participated in this seminar and gained knowledge.

14. Department of Business Administration organised International Women's Day on 8th March 2025 through Google classroom that students has to post the photos of their inspired entrepreneurship women who have succeeded. 21 students actively participated in this event.

Faculty Participation

1. Mrs. M.N. Salma Farheen participated in One week Online Faculty Development Program on Innovative Pedagogical Techniques in Management Educations from 21.10.2024 to 25.10.2024 Organised by Kamal Institute of Higher Education and Advance Technology New Delhi.

2. Mrs. A. Rama participated in One week Online Faculty Development Program on Innovative Pedagogical Techniques in Management Educations from 21.10.2024 to 25.10.2024 Organised by Kamal Institute of Higher Education and Advance Technology New Delhi.

3. Mrs. Nabila Parveen participated in One week Online Faculty Development Program on Innovative Pedagogical Techniques in Management Educations from 21.10.2024 to 25.10.2024 Organised by Kamal Institute of Higher Education and Advance Technology New Delhi.

4. Mrs. A. Rama participated in One week Faculty Development Program on Insurance Service and Operations from 18.12.2024 to 24.12.2024 Organised by Naan Mudhalvan Scheme at Thiruvalluvar University.

5. Mrs. Nabila Parveen participated in One week Faculty Development Program on IT and GST from 06.01.2025 to 11.01.2025 Organised by Naan Mudhalvan Scheme at Thiruvalluvar University.