

DEPARTMENT OF BUSINESS ADMINISTRATION

MINUTES OF THE MEETING

DATE: 30.06.2023

VENUE: Regina Hall

The Department of Business Administration organized an Association Meeting on 30th June 2023. The resource person of the Meeting was **Dr.K.KARTHIKEYAN PROFESSOR AND HEAD OF THE DEPARTMENT OF MANAGEMENT STUDIES, SARANATHAN COLLEGE OF ENGINEERING, TRICHY**. The meeting was started with the prayer song. Bible reading was delivered by Ms. THULASI, and welcome address was delivered by Ms. HEERA, Department of Business Administration. The resource person gave a speech on "**NOTE TO SELF**". Sir motives about how to develop our self. Sir also deliver a message about self confidence. The Session was very useful, interactive and informative. The meeting ended by thanking the chief guest. +q 7+98-The vote of thanks was delivered by Ms. M. Priyadharshini, Department of Business Administration. Around 120 students were benefited by the session.



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Tiruchirappalli – 620 002, Tamilnadu, India**



Holy Cross Innovation & Incubation Council (HCIIC) School of Management Studies

Department of Business Administration

*cordially invites you for the
Association Inaugural Meeting*

on

Note to Self



Resource Person

Dr.K.KARTHIKEYAN

Professor & Head

Department of Management studies

Saranathan College of Engineering

Tiruchirappalli-12

Dr.E.REXLINE

Head of the Department

Ms.VIDHYA BALASUBRAMANIAN

Association Incharge

on 30.06.2023, 1:30 p.m to 2:30 p.m.

@ Regina's hall

All are invited



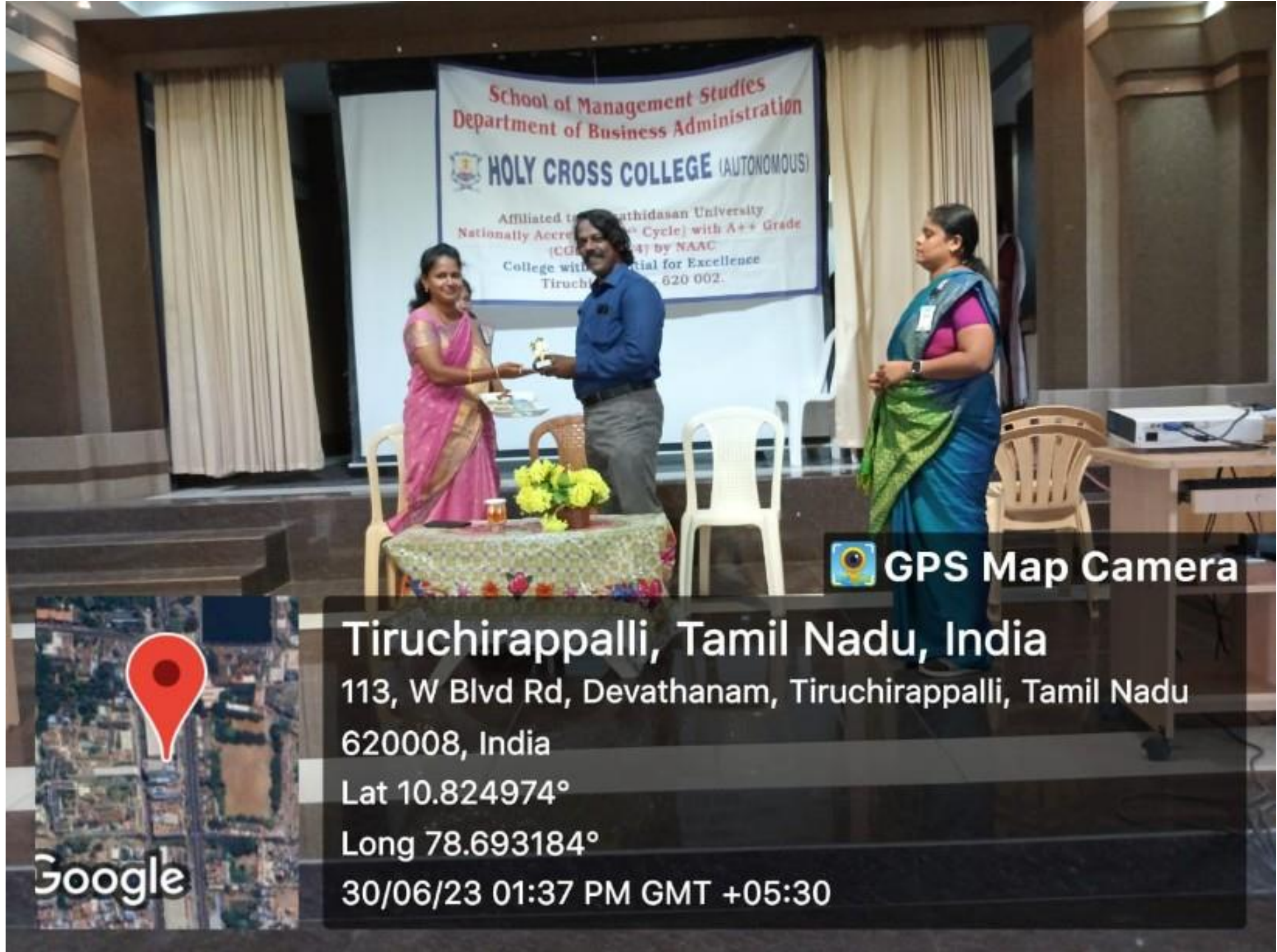
Tiruchirappalli, Tamil Nadu, India


RMGR+3G7, Tharanallur, Tiruchirappalli, Tamil Nadu
620008, India

Lat 10.824897°

Long 78.691188°

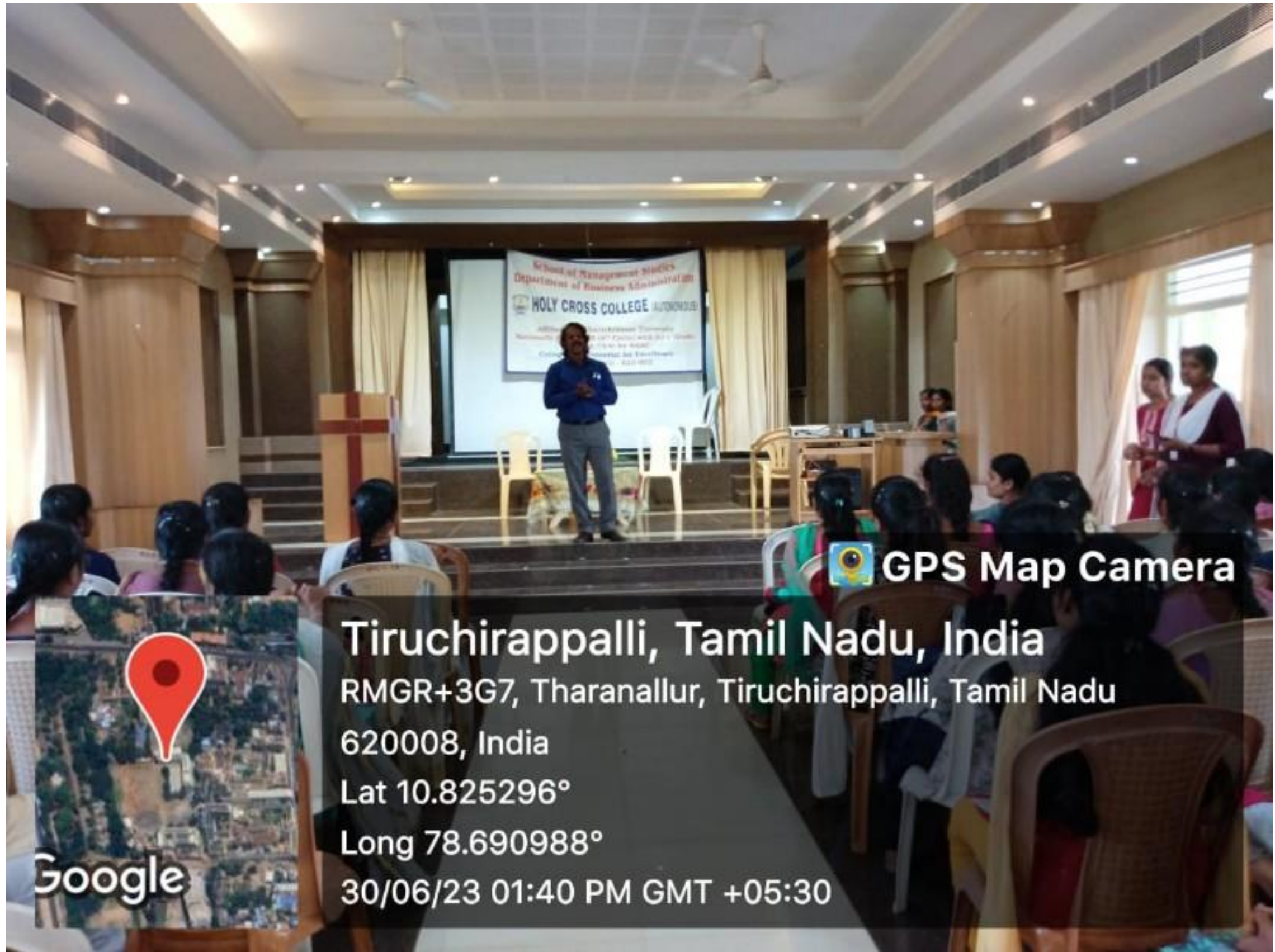
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 **GPS Map Camera**



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113, W Blvd Rd, Devathanam, Tiruchirappalli, Tamil Nadu
620008, India
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Tiruchirappalli, Tamil Nadu, India

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620008, India

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Long 78.690988°

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DEPARTMENT OF BUSINESS ADMINISTRATION
MINUTES OF MEETING

DATE: 21.07.2023
VENUE: Lady's hall

The Department of Business Administration organized the International Seminar in the topic of “ **Digital transformation through the lens of Artificial Intelligence**” on 21st July 2023. **The resource person of the Seminar was Dr. NITHYA RAMACHANDRAN ACCOUNTING AND FINANCE FACULTY, DEPARTMENT OF BUSINESS STUDIES UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCE – IBRA, SULTANATE OF OMAN.** The meeting was started with the prayer song. Bible reading was delivered by Ms. MARIYA ROSHINI .A, and welcome address was delivered by DR. E.REXLIN, Head and Assistant professor Department of Business Administration. The inaugural address was delivered by REV. (SR.)DR.RAJAKUMARI P Principal of Holy Cross College. Our resource person delivered a speech on "**ARTIFICIAL INTELLIGENCE; A TOOL FOR ENTREPRENEURS**". Ma'am motives about how to explore the opportunities and challenges in the area of artificial intelligence. She create awareness about how to improve the skills and competence among the participants by strengthening their talent and knowledge to become successful entrepreneurs in adopting AI. The seminar brought new insights from current research (AI a tool for entrepreneurs), the presentation create the awareness and attention throughout the entire seminar session. The meeting ended by thanking the chief guest. The vote of thanks was delivered by **Dr.S AROKIA PUNITHA** Assistant professor Department of Business Administration. Around 300 students were benefited by the International seminar.



DEPARTMENT OF BUSINESS ADMINISTRATION

TECHNICAL SESSION I

DATE: 21.07.2023

VENUE: Lady's hall

The resource person of the Seminar was **DR. JANARTHANAN BALAKRISHNAN** Assistant professor National Institute of Technology Trichy. The session was started with welcome address delivered by DR. S NAJMA, Assistant professor Department of Business Administration. Our resource person delivered a speech on "**ARTIFICIAL INTELLIGENCE IN MARKETING**". Sir motives about how to explore the opportunities and challenges in the area of artificial intelligence in marketing. Sir gave a deep knowledge about the chat GPT advance language model developed by open AI and also gave the acquaintance about the customer segmentation which is very useful to know the AI in marketing field. The seminar was very useful, interactive and informative. The meeting ended by thanking the chief guest. The vote of thanks was delivered by Ms R SUDHA PRICILLA Assistant professor Department of Business Administration. Around 300 students were benefited by the International seminar.

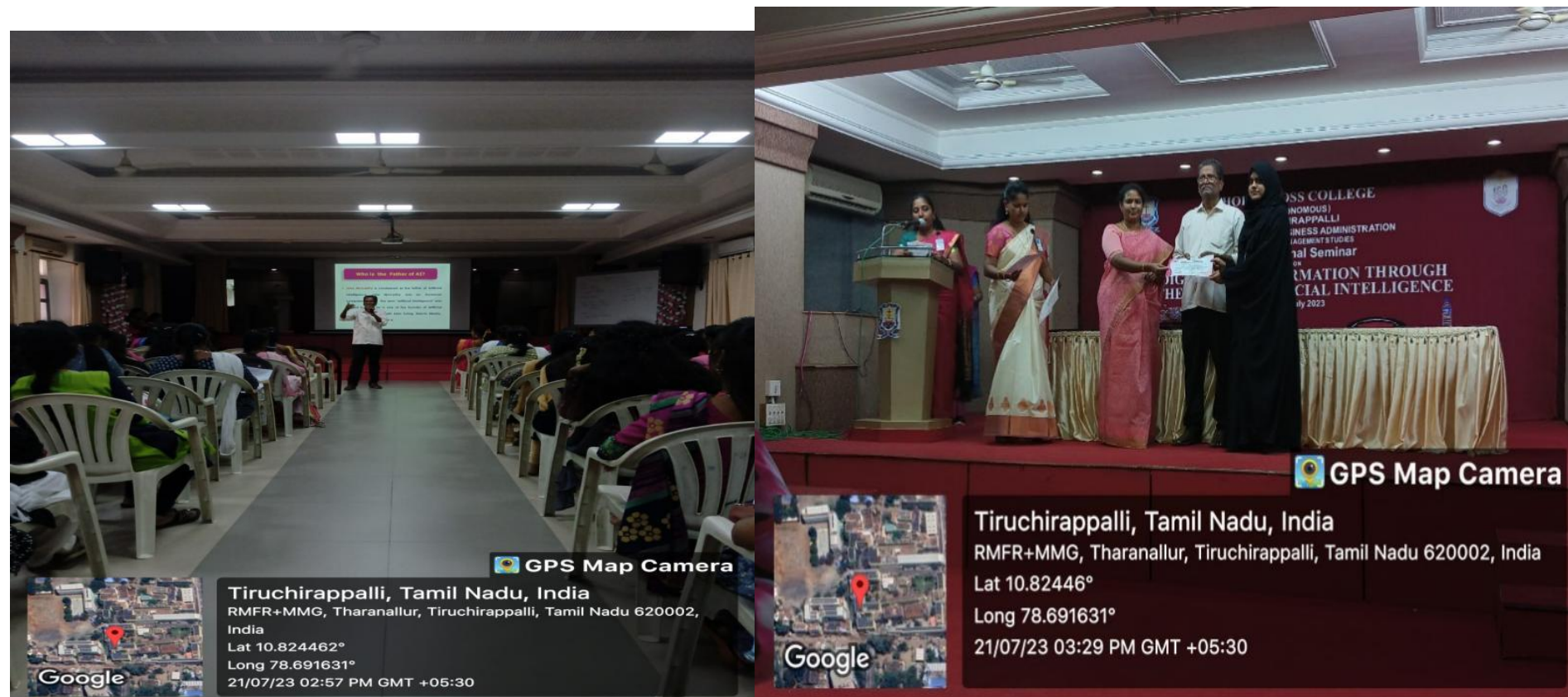


**DEPARTMENT OF BUSINESS ADMINISTRATION
TECHNICAL SESSION II FOLLOWED BY VALEDICTION**

DATE: 21.07.2023

VENUE: Lady's hall

The Department of Business Administration organised the International Seminar on 21th July 2023. **The resource person of the Seminar was DR.M BALASUBRAMANIAN Assistant professor Department of Statistics Periyar EVR College .** The session was started with welcome address delivered by Dr. G KANNAMMAL Assistant professor Department of Business Administration. Our resource person delivered a speech on **"FUTURE OF ARTIFICIAL INTELLIGENCE IN STATISTICS"**. Sir gave an introduction in the area of future of Artificial Intelligence in Statistics and also Sir inculcate the participants to gain knowledge in developing efficient problem solving algorithms that can make logical deduction and stimulate human reasoning in complex puzzles. The seminar was very useful, interactive and informative. The meeting ended by thanking the chief guest. The vote of thanks was delivered by Ms Vidya Balasubramanian Assistant professor Department of Business Administration. Around 300 students were benefited by the International seminar. After the technical session II has been ended. In the way to encourage the participants the certificates was distributed by Dr. J MORRIS PRINCEY VICE PRINCIPAL HOLY CROSS COLLEGE and HONOURABLE CHIEF GUEST Dr. M BALASABRAMANIAN. Atlast the session was ended by the college anthem.

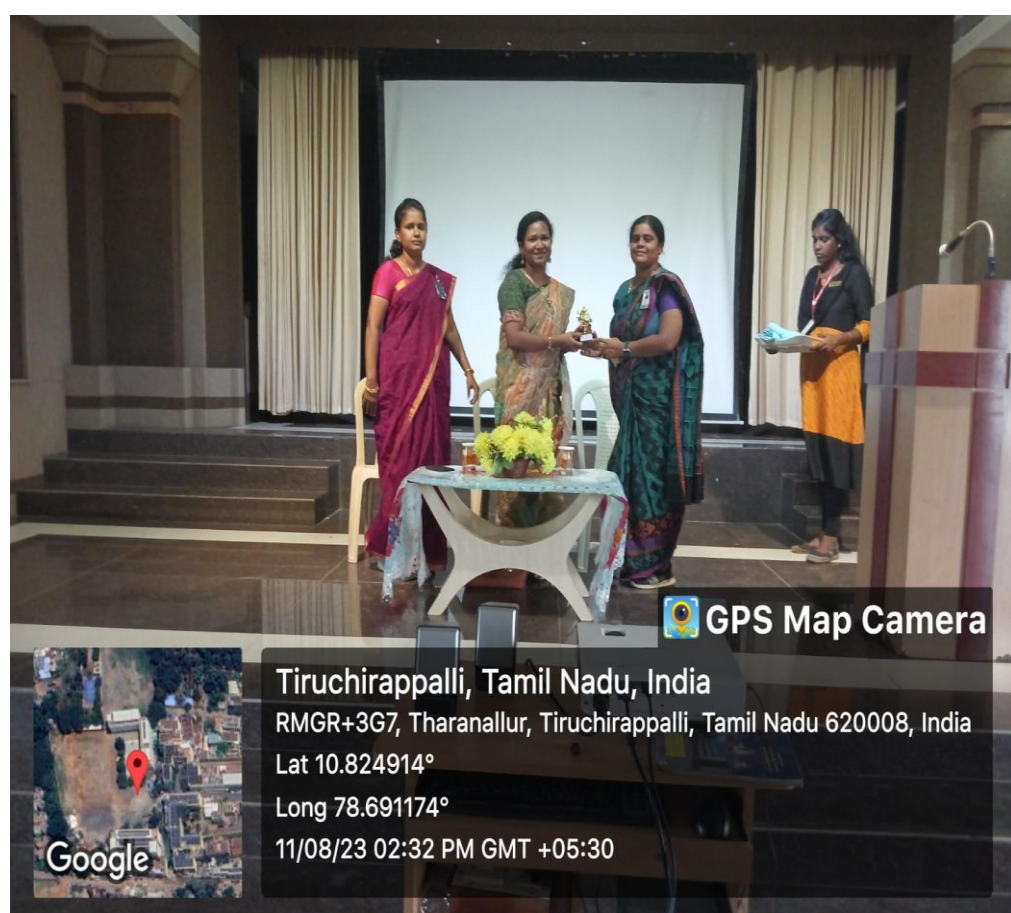


**DEPARTMENT OF BUSINESS ADMINISTRATION
MINUTES OF MEETING**

Venue: Regina's Hall

Date:11.08.2023

The Department of Business Administration organized an Association meeting on 11th August 2023. The resource person of the meeting was J. Viriginia Mary Senior HR and Generalist Techzarinfo software solution. The meeting was started with the prayer song and bible reading was delivered by Ms. Christina Sherin whereby the welcome address was delivered by Ms. Preethi , Department of Business Administration. The resource person gave an informative speech on the topic of “**Recruitment and Retention of Human Resources in an IT Industry**”. She also describes about how to enhance our soft skills and delivered the facts about the recruitment and job availability in IT Industry. The session was very informative, interactive and useful. The meeting ended by thanking the chief guest. The vote of thanks was delivered by Ms. Ashna Mary Vinod, Department of Business Administration. Around 100 Students were benefited in this session.

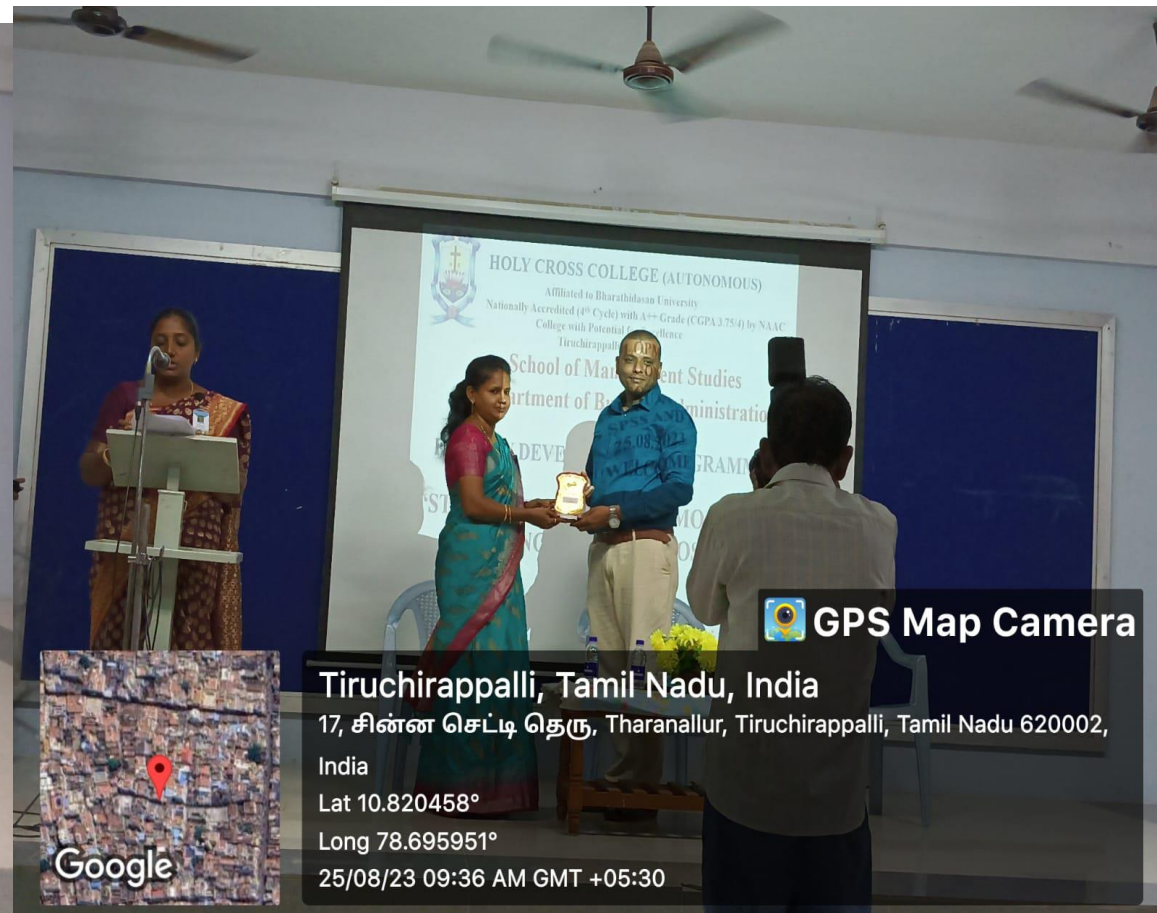




**DEPARTMENT OF BUSINESS ADMINISTRATION
MINUTES OF MEETING**

Venue: Regina's Hall
Date:25.08.2023

The Department of Business Administration was organized Faculty Development Program on 25th August 2023. The resource person of the programme was Dr. Janarthanan Balakrishnan, Assistant Professor in Marketing National Institute of Technology, Trichy. The meeting was started with the prayer and bible reading which was delivered by Dr. Arokia Punitha Assistant professor, Department of Business Administration followed by welcome address was delivered by Dr. E. Rexline, Head and Assistant Professor Department of Business Administration. The resource person gave an informative speech on the topic of **“Structural Equation Modeling Using SPSS and AMOS”**. He started the session by explaining the concept of **SPSS – “Statistical Package for Social Science”**. He also illuminates the research process and how it is applicable in writing of thesis. He also provides an information of real and stated data which signifies the research study in a positive outcome. He explains the concept like is independent sample T – Test, One sample test and one way Anova in a practical way which reveal the significance level of the test to know the possible outcome of null and alternative hypothesis. In the afternoon session he took the practical concept of **AMOS – “Analysis of Moments Structure”** which is a tool of SEM i.e Structural Equation Modeling. He delivered the concept of AMOS to find the result of content validity and convergent validity. The session was very informative, interactive and useful. The meeting was ended by thanking the chief guest. The vote of thanks was delivered by Ms. Vidhya Balasubramanian, Assistant Professor Department of Business Administration. Around 30 participants from various colleges were benefited in this session.





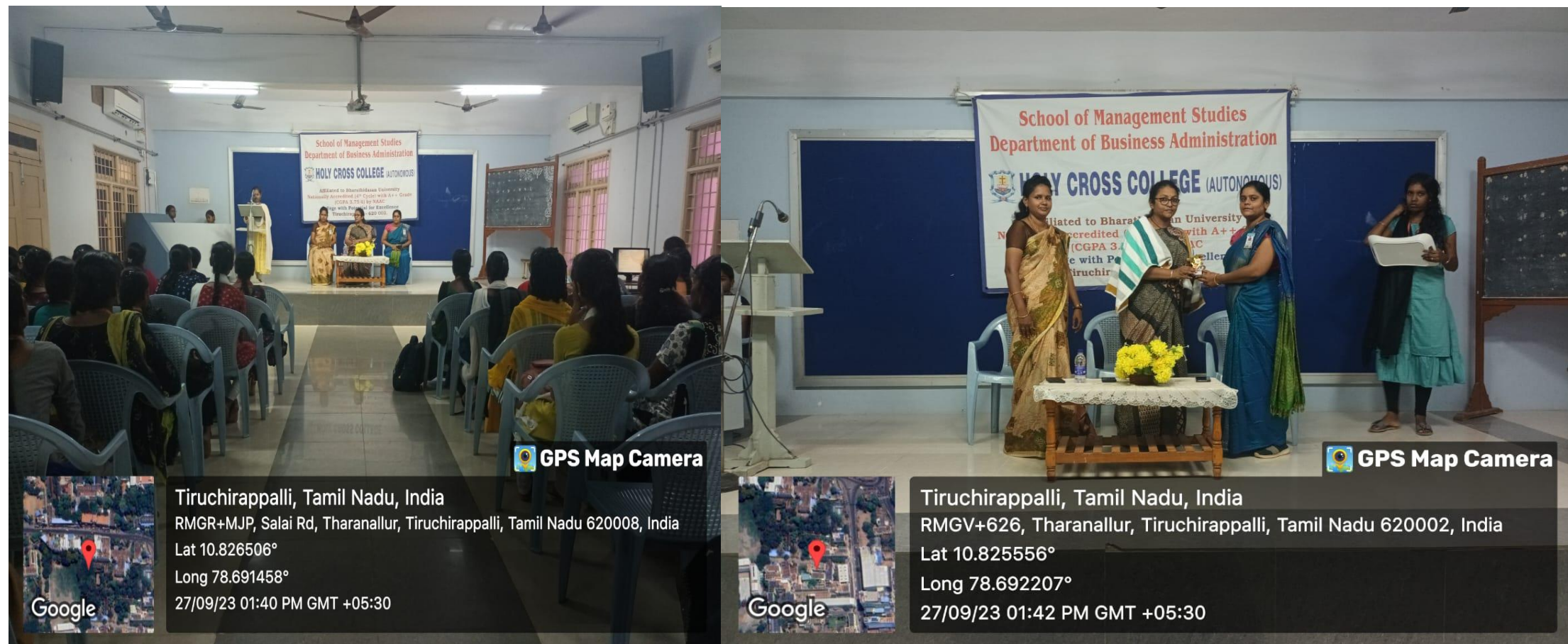
**DEPARTMENT OF BUSINESS ADMINISTRATION
MINUTES OF MEETING**

Venue: Shanthi's Hall

Date:27.09.2023

The Department of Business Administration was organized Association meeting on 27th September 2023. The resource person of the programme was **Ms Bharathi** managing trustee of Bodhi Premam Charitable trust mam also manages special school. The meeting was started with the prayer and bible reading which was delivered by Ms. Uma Department of Business Administration followed by welcome address was delivered by Ms. Rubina Department of Business Administration. The resource person gave an informative speech on the topic of “**Financial Independence of Women**”. She started the session by explaining the concept of **How women can be financially independent in their life**. She also illuminates some ways to pursue education, career opportunities, and personal passions without relying on anyone else for financial support. The session was very informative, interactive and useful. The meeting was ended by thanking the chief guest. The vote of thanks was delivered by Ms. Deepa, Department of Business Administration. Around more than 100 participants were benefited in this session.





DEPARTMENT OF BUSINESS ADMINISTRATION MINUTES OF MEETING

Date: 07.12.2023

Venue: Regina's Hall

The Department of Business Administration was organised the Association meeting on 7th December 2023. The resource person of the meet was Mr.V.Varatharajan, Advocate and Notary public (Government of India). The meeting was started by the prayer song followed by prayer and welcome address by the students of the Department of Business Administration. The resource person gave us an informative speech on the topic '**Freedom of speech and peaceful assembly**'. Sir started the session by explaining about the **human rights and various other rights that every individual should be aware of**. Sir also explained in depth about the Indian constitution act and Right for equality, Right against dowry etc. The session was very informative, interactive and useful. The meeting was ended by thanking the chief guest. The vote of thanks was delivered by Ms.Hema Roshini, Department of Business Administration. Around more than 100 students were benefited in this session.



DEPARTMENT OF BUSINESS ADMINISTRATION

MINUTES OF THE MEETING

DATE: 19 January 2024

VENUE: Regina's Hall

The Department of Business Administration organized Delantero'24 on 19 January 2024. The Chief guest of the event was Mr .S. Kishore SK Honda Managing Director .The event was started with the prayer song . Bible reading was delivered by Ms. Sanjana and welcome address was delivered by Dr. E. Rexline, Department of Business Administration. Ms. Raphaela Antonya P R the Minutes of the Meeting. Mr. S. Kishore inaugurated Delantero'24. The chief guest gave a motivational speech. There are nearly 14 colleges participate in this event. He encouraged and motivated the participants. and he gave ideas for participants. He also self-motivated the participants to achieve success in their career. The event was very interactive and informative. His motivational speech was useful for the participants. The meeting was ended by thanking the Chief Guest. The vote of thanks was delivered by Ms. Vidhya Balasubramanian Department of Business Administration. Many participants were motivated by his motivational speech.



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- ◆ Business Quiz
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- ◆ Ad - Zap
- ◆ Best Manager
- ◆ Mime
- ◆ Connection

Delantero 2024

Rs. 150/-
Registration Fee

19-01-2024 Friday

Venue : Regina's Hall

Students Co-ordinators Registration Link : <https://forms.gle/3e4oozew9NZLr8xr9>

S. Pooja President	P.R. Raphael Antonya Secretary	Ashna Mary Vinod Vice President	R.P. Devadharshini SCM	C.V. Bakkiyalakshmi Fine Arts
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Staff Co-ordinator : Ms. Vidhya Balasubramanian Cell : +91 97892 93141



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School of Management Studies
Department of Business Administration

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on 19th January 2024

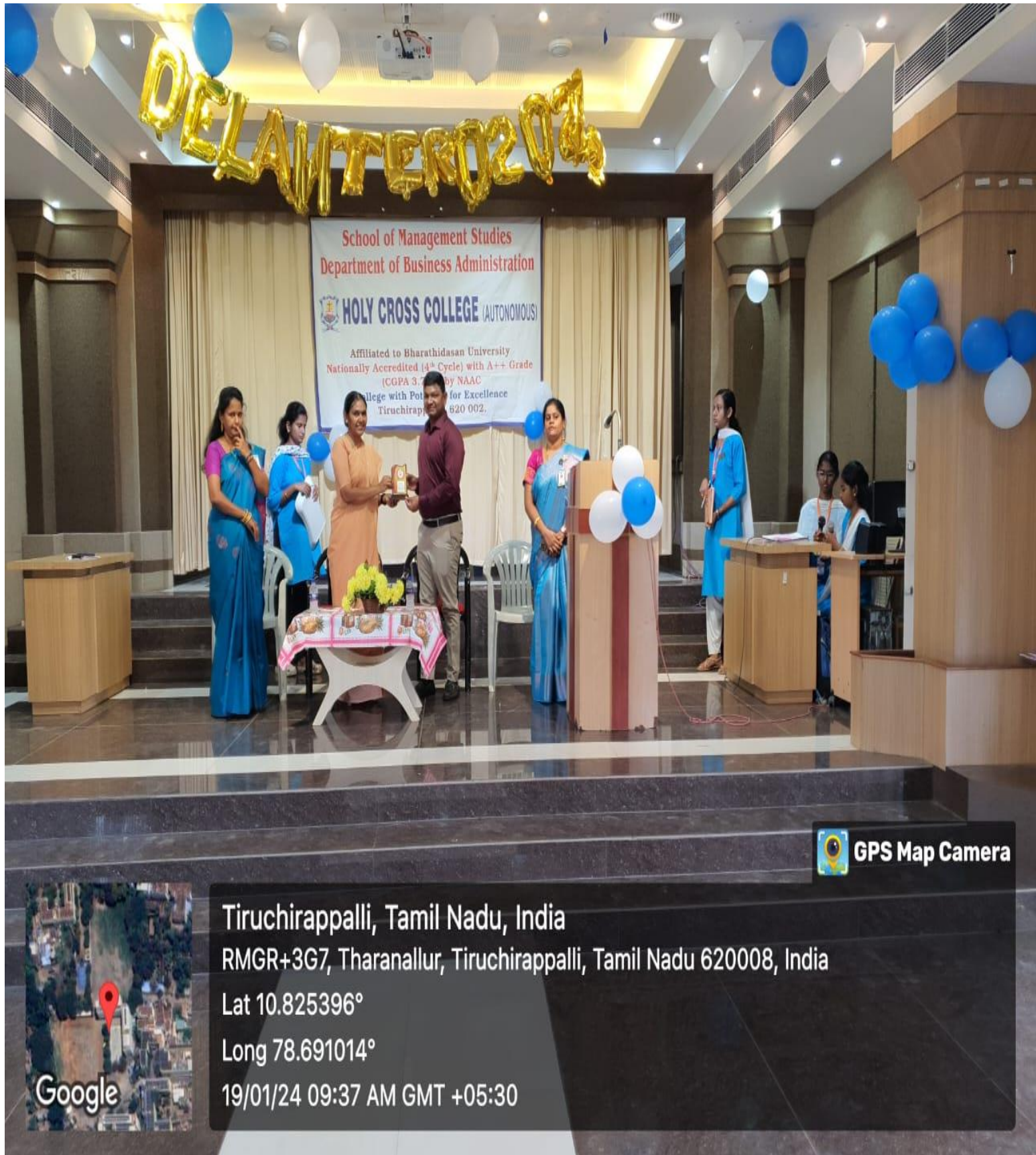
VENUE:
REGINA'S HALL

REGISTRATION
FEE ₹150



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The Valediction of the event **Delantero 2024** Started with the Chief Guest of the day was **Mr. SIVANESAN Professor and Director of Jamal Mohammad Management, Jamal Mohammad College, Trichy**. The session was started with welcome address delivered by Dr. S.Arokia Punitha Assistant professor Department of Business Administration. Sir motivated and encouraged the students and also he appreciates the participants by his words. The speech was very useful, interactive and informative. Around 80 participants were benefited and encouraged by the Delantero 2024. In the way to encourage the participants the certificates were distributed by the Chief Guest. The meeting ended by thanking the chief guest. The vote of thanks was delivered by Ms Vidhya Balasubramanian Assistant Professor Department of Business Administration.

