

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS),
COIMBATORE- 641018**

DEPARTMENT OF BUSINESS ADMINISTRATION

Department Activities - 2019-2020:

S. No	Name of the Event / Activity / awareness / others	Starting date of the program (DD/MM/Y Y)	Number, Resource Person	End date of the program	No.of Participants	Description of the report (Not exceeding five lines)	Name of the event
1	Guest lecture	28/02/2019	Career guidance	Mr. R. Nagarajan	60	Delivered a speech about students Career guidance	Guest lecture
2	Guest lecture	19/07/2019	Importance of communication	Mr. Anjesh	60	Delivered a speech about Importance of communication	Guest lecture
3	Guest lecture	26/07/2019	Awareness program	Mr.K.S. Senthil	60	Awareness program	Guest lecture

			on MLM			on MLM	
4	Guest lecture	12/09/2019	Tally awareness program	Mrs.S.Karthikeyani	60	Tally awareness program	Guest lecture
5	Guest lecture	17/09/2019	Micro Entrepreneur Awareness Program	Mr.Selvakumar Varadharajan	60	Micro Entrepreneur Awareness Program	Guest lecture
6	DEPARTMENT ASSOCIATION INAUGRATION AND SIGNING OF MOU	20 /09/2019	Higher education awarteness program [PG]	20 /09/2019	180	DEPARTMENT ASSOCIATION INAUGRATION AND SIGNING OF MOU	BBA DEPARTMENT ASSOCIATION INAUGRATION AND SIGNING OF MOU
7	Guest lecture	20/09/2019	How to be prepared for interview	Mr.L. Venkatesan	60	Handled a session to students how to prepare for intervies	Guest lecture
8	Guest lecture	20/09/2019	Importance of reading books	Mr. Vishal Venkatesan	60	Guided students to how to improve the habit of reading books and highlighted the importance of it in career success	Guest lecture
9	Skill Development Programme in Government Colleges Under Rusa Entrepreneurship Hub	15/10/2019	Dr.Akshaya Dr.Joshua Roy Mr.Jayamani Mr.P.Austion Dr.Selvaraj Dr.Merceline Anitha Dr.S.Sivagnanam Dr.Umarani Dr.Premanand Dr.Saravanan Dr.G.Subramaniam	08/01/2020	50	The Course CRM on the whole helped the students to have a better understanding of the area. Theoretical aspects were also discussed	Certificate Course in Associate – CRM

			<p>Mr.Vishwanath Dhanraj Dr.R.Haridas Dr.K.Karthikai Dr.Vibin Chander Selvaraj Ms.MKausalyadevi Dr.S.Saravanakumar Mr.Prabakaran Mr.Srinivasan Mr.Shanmugham Dr.K.Rammorthy Dr.R.Prabhu</p>		<p>among the students to bring about a basic knowledge of CRM. Practical experiences were shared by different speakers who were expertise in their respective fields. Various types of CRM software used in different industries was made known to the students. The students benefitted in gaining knowledge on how to maintain customer relationship which is key to success for any business activity, without which companies will not exist.</p>	
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10	Guest lecture	25/11/2019	Awareness of reading books	Mr.K.S. Vivekanandan	60	Presented about the awareness of reading books and guided to read various kinds of books and sources of collecting books	Guest lecture
11	Guest lecture	21/01/2020	Higher education awareness program [PG]	Mr.S.Kanagaraj	60		Guest lecture
	Guest lecture	31/01/2020	Tally awareness program Accounts, Inventory, Business Taxation(GST) program	Mr.C.Sella durai	60		Guest lecture

Department Activities of staffs from 2019-2020:

Nature of Program	Title of Program	Date of Program	Name of the staff members participated
i) One day webminar	Enhancing Research Effectiveness using Scopus, science direct and mendeley for the faculty	01/5/2020.	Dr. P. N. RAGHUNATHAN , HOD & Assistant Professor

ii) FDP	on Exposure To Moodle Learning management systems, Kaypeeyes college of arts & science, Kotagiri, accociation with IIT Bombay, MHRD Govt. of India	29/4/2020 to 01/5/2020	Dr. P. N. RAGHUNATHAN , HOD & Assistant Professor
iii) workshop	Two day E-Leader workshop entreprenurs awarness programme, at Anna University regional campus, Coimbatore	11.1.2019 and 12.1.2019	Dr. P. N. RAGHUNATHAN , HOD & Assistant Professor

Publication details by staff member:

Dr. P. N. Raghunathan

S No	Title of the paper	Name of Journal	National/ International	Month/ Year	Vol. No. ISSN. No.
1.	Solar energy the new ray f life and hope for mankind	International journal for research in engineering application and management	International Journal	05 Aug 2019	Volume 05 Issue 05 Issn : 2454-9150
2.	Impact of Functional Skill over the Managerial Competency Mapping among the Managers at	International Journal of Management, Technology and Engineering	International Journal	APRIL 2019	Volume IX, Issue IV, ISSN No : 2249-7455 Pp. 2737 - 2745

	Manufacturing Industry at Karnataka				
3.	Impact of Human Relations Skills over the Managerial Competency Mapping among the Managers at Manufacturing Industry at Karnataka	International Journal of Management, Technology and Engineering	International Journal	APRIL 2019	Volume IX, Issue IV, ISSN NO : 2249-7455 Pp. 3527 - 3536