

Business Administration Association

The Department of Business Administration conducted the inaugural function of its association on the 28th August 2019. The Chief Guest Dr M.S.Gajanan, Faculty of Operations Management and Quantitative Technique, Indian Institute of Management (IIM), Tiruchirappallai addressed the students on the topic 'Challenges Ahead In This Fast-Paced World'. He shared his views and ideas about the changes that had occurred in industry. He also highlighted the technological advancements happening in various industries. He outlined the problems faced by the business people while starting or running a business. Along with this he gave a simple solution to the problems faced by individuals and business houses - "Start Preparing Yourself". He clearly explained the concept of 'Cone of Learning' propounded by Edgar Dale in 1969. He expressed his desire that the students do 'Gap Aanalysis' regarding their profession and education. He also told the students to be future ready and have a clear idea about their higher studies and the job or jobs they seek.