

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Department Profile:**

Department of Business Administration started its service in 1997 with the inception of the College. The main aim of the department is to enrich the knowledge to create and equip the leadership skills, management skills, financial skills, communication skills of the students and the like to suit the needs of contemporary business and to enable the students to get groomed as modern managers, efficient entrepreneurs and able accountants. The Department is well-equipped with good library & computer laboratory with high end configuration of systems with the team of dedicated staff-members. The department organize seminars, workshops, conference and industrial visit.

The students undertake a variety of project which include field survey. Students secure almost 100% success every year in University Examinations. A forum on Commerce & Management is functioning well. The main aim of the department moulds the students to face the global challenges in the changing business environment and to provide broad based quality education with knowledge and attitude to succeed in business administration careers.

## Faculty Profile:

Name	Qualification	Designation	Photo	E-Mail ID	Mobile Number
Mrs.K. Muthusanthi	MCS., M.Phil.,	Assistant professor		saisabari2011@gmail.com	9786423560
Mrs.G. Pandeewari	MBA.,M.Phil.,	Assistant professor		eswarikanna@gmail.com	7598567526
Mrs.N. Saranya	MBA.,M.Phil.,	Assistant professor		nsaran1994@gmail.com	9025951524

## Department Activities:

Date	Seminar Topic	Resource Person
20.12.2024	National conference – ESTEEM Entrepreneurship skills, Technovates and Engineers Economic Magnificence	Dr. S. Senthil kumar, Principal Scientist, Electrodics & Electrocatalysis Division, Central Electro Chemical Research Institute, Karaikudi.
	Entrepreneurship development government schemes	Dr. P. Veeramani, Asst. Professor Department of Women's Studies, Alagappa University, Karaikudi.
	Chair person	Dr. B. Sudha Prof. Dept. Of. Banking management Alagappa university Karaikudi

26.02.2024	One Day National Conference FIDIM-2024 sustainable finance and fintech	Lt. Dr. J. Ashok kumar Asst. Prof. Dept. Of. Management School of commerce and Business management Central university of tamilnadu Thiruvarur.
	Fintech business model	Dr. B. Sudha Prof. Dept. Of. Banking management Alagappa university ,Karaikudi
27.01.2023 & 28.01.2023	International Conference META-2023 Marketing trends in the global Paradigm	Dr. G. Parimalarani Prof. Dept. Of. Banking Management Alagappa University Karaikudi
	Entrepreneurship trends in the global paradigm	Dr. B. Sudha Prof. Dept. Of. Bankung management Alagappa university Karaikudi
	Auditing trends in the global paradigm	CA. A. Thiruppathi SPATRAN Academy School of commerce Karaikudi
	Webinar:Accounting trends in the global paradigm	Dr. Shantharuby Buvanendra Head/Dept. Of. Finance Faculty of management & finance ,University of Colombo, Srilanka.

	Trade trends in the global paradigm	Dr. K. Kasiviswanathan Asst. Prof. Dept. Of. Commerce Sree sevugan annamalai college Devakottai
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### Academic Toppers:

Year	Name of the student	Rank	Photo
2023-2024	B. Devika Shree	College First	
2022-2023	S. H. Mohana priya	College First	
2021-2022	S.Tamilarasi	College First	
2020-2021	T.Pavithra	College First	
2019-2020	S.Sowmiya	College First	

# **National Conference-2024**

## **ESTEEM- 2024**

### **[Entrepreneurship Skills , Technovates & Engineers Economic Magnificence]**



**Lighting of Lamp**



**Honouring the Cheif Guest**



**Special Address - Dr. S. Senthil kumar, Principal Scientist, CSIR, Karaikudi.**



**Paper Presentation –B.swetha, BBA**



**Certificate Distribution**



**Certificate Distribution**

# **One Day National Conference-2024**

## **FIDIM-2024**

**(Social Implication of Fintech and Digital Marketing)**



**Lighting of kuthuvilakku**



**Honoring the chief Guest**



**Special Address- Dr. B. Sudha Prof. Dept. Of. Bankung management, Alagappa university,  
Karaikudi**



**Certificate distribution**

## **TWO DAY INTERNATIONAL CONFERENCE-2023**

### **META-2023**

**(Manufacturing & Marketing, Entrepreneurship & E-Commerce, Trade & Technology and Administration & Accounting Trends in the global paradigm-2023)**



**Special address CA. A. Thiruppathi, SPATRAN Academy , School of commerce, Karaikudi.**



**Special Addresson”Entrepreneurship Trends in the Global Paradigm”  
Dr.B.Sudha, Professor of Banking Management, Alagappa University, Karaikudi.**



**Section of the Audience**