

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-MailID	Mobile Number
Mrs.K.Muthusanthi	MCS.,M.Phil.,	Assistant professor		saisabari2011@gmail.com	9786423560
Mrs.N. Saranya	MBA.,M.Phil.,	Assistant professor		nsaran1994@gmail.com	9025951524
K.Viji	MBA, MPhil.,	Assistant professor		vijirajkumar506@gmail.com	7871283251

Department Activities:

Date	SeminarTopic	ResourcePerson
20.12.2024	National conference – ESTEEM Entrepreneurship skills, Technovates and Engineers Economic Magnificence	Dr. S. Senthil kumar, Principal Scientist, Electrode & 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.
	Chairperson	Dr.B.Sudha Prof.Dept.Of.Banking management Alagappa university Karaikudi

26.02.2024	OneDayNationalConference FIDIM-2024 sustainablefinanceandfintech	Lt.Dr.J.Ashokkumar Asst. Prof. Dept. Of. Management Schoolofcommerceand Business management Central university of tamilnadu Thiruvarur.
	Fintechbusinessmodel	Dr.B.Sudha Prof.Dept.Of.Banking management Alagappa university ,Karaikudi
27.01.2023 &28.01.20 23	International Conference META-2023 Marketingtrendsintheglobal Paradigm	Dr. G. Parimalarani Prof.Dept.Of.Banking Management Alagappa University Karaikudi
	Entrepreneurshiptrendsintheglobal paradigm	Dr.B.Sudha Prof.Dept.Of.Bankung management Alagappa university Karaikudi
	Auditingtrendsintheglobalparadigm	CA. A. Thiruppathi SPATRANAcademy School of commerce Karaikudi
	Webinar:Accountingtrendsintheglobal paradigm	Dr.ShantharubyBuvanendra Head/Dept. Of. Finance Faculty of management & finance ,University of Colombo,Srilanka.

	Tradetrendsintheglobalparadigm	Dr.K.Kasiviswanathan Asst. Prof. Dept. Of. Commerce Sreesevuganannamalai college Devakottai
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AcademicToppers:

Year	Nameofthestudent	Rank	Photo
2023-2024	B.DevikaShree	CollegeFirst	
2022-2023	S.H.Mohanapriya	CollegeFirst	
2021-2022	S.Tamilarasi	CollegeFirst	
2020-2021	T.Pavithra	CollegeFirst	
2019-2020	S.Sowmiya	CollegeFirst	

NationalConference-2024

ESTEEM- 2024

**[EntrepreneurshipSkills,Technovates&Engineers
Economic Magnificence]**



LightingofLamp



HonouringtheCheifGuest



SpecialAddress-Dr. S. Senthilkumar, PrincipalScientist, CSIR,Karaikudi.



PaperPresentation–B.swetha,BBA



CertificateDistributions



CertificateDistributions

OneDayNationalConference-2024

FIDIM-2024

(SocialImplicationoffintechandDigitalMarketing)



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HonoringthechiefGuest



**SpecialAddress-Dr.B.SudhaProf.Dept.Of.Bankungmanagement,Alagappa university,
Karaikudi**



Certificatedistribution

TWODAYINTERNATIONALCONFERENCE-2023

META-2023

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



**SpecialaddressCA.A.Thirupathi,SPATRANAcademy,Schoolofcommerce,
Karaikudi.**



**Special Addresson”Entrepreneurship Trends in the Global Paradigm”
Dr.B.Sudha,ProfessorofBankingManagement,AlagappaUniversity,Karaikudi.**



SectionoftheAudience