



SREE ABIRAAMI ARTS AND SCIENCE COLLEGE FOR WOMEN

APPROVED BY GOVT. OF TAMIL NADU / AFFILIATED TO THIRUVALLUVAR UNIVERSITY

Accredited by NAAC with B++ | An ISO 9001:2015 Certified Institution

KATPADI ROAD, KEELALATHUR, GUDIYATTAM – 635803, VELLORE DISTRICT, TAMIL NADU, INDIA

Website: <https://sawcollege.com>, Phone : 04171-290222, Mobile : 7639003545/7639003546

Mail id: abiraami.office@gmail.com / abiraami.college@gmail.com

DEPARTMENT OF BUSINESS ADMINISTRATION

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DEPARTMENT OF BUSINESS ADMINISTRATION

ABOUT THE DEPARTMENT

The department of Business Administration was started with an UG programme BBA in the year 2016 with 24 students. The main aim of the department is to mould the students to become a good entrepreneur to the nation. The programme develops students with a keen understanding of Business Administration from a local, national and global context. Towards the end of the program gives specific focus on projects for development of Entrepreneurial abilities. The department focuses on Projects / Internships to make understand the fieldwork for the students. The department continuously giving University Ranks.

MISSION

- To provide them with a broad, fundamental and specialized, Knowledge thereby enabling them to perform successfully, ethically, and professionally in a rapid changing interdependent, competitive Business World.

VISION

- To enable the students to pursue professional carrier leadership skills, vision and plan Human Resource Skill.
- Provide students with attitude and aptitude to identify, analyze and develop business opportunities as well as solve business problems
- Develop the ability in students for strategic planning, leadership and team building across borders



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- Instill the skills in students by knowledge transfer for making them competent management professionals through application of the acquired knowledge and skills; and to develop their written and oral communication competencies to enhance managerial effectiveness
- Enhance students' appreciation of the values of social responsibility, legal and ethical principles and corporate governance as a global citizen
- Equip students with the necessary attitude and ability to adapt to dynamic business environment and the rapid changes in it due to technological advancements

OVERVIEW OF BUSINESS ADMINISTRATION

- **Business administration** encompasses the management of an organization's resources, finances, time, and people, focusing on ensuring efficient and profitable operations by *planning, organizing, leading, and controlling* various aspects of a business.

Key Areas:

- It covers various disciplines, including:
- **Management:** Leading and directing teams, making decisions, and overseeing operations.
- **Finance:** Managing budgets, investments, and financial resources.
- **Accounting:** Tracking financial transactions and preparing reports.
- **Marketing:** Promoting products or services and reaching target audiences.
- **Human Resources:** Recruiting, training, and managing employees.
- **Operations:** Ensuring efficient production and delivery of goods or services.



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Functions of Business Administration:

- **Planning:** Setting goals, strategies, and objectives for the business.
- **Organizing:** Structuring the business and allocating resources effectively.
- **Leading:** Motivating and guiding employees to achieve goals.
- **Controlling:** Monitoring performance, identifying problems, and taking corrective action.

Career Paths:

- A business administration background can lead to various roles, including:
- **Management positions:** Project managers, operations managers, and general managers.
- **Specialized roles:** Marketing managers, financial analysts, and human resource managers.
- **Entrepreneurship:** Starting and running your own business.

Skills Required:

- Strong leadership, communication, problem-solving, analytical, and organizational skills are essential for success in business administration.

Programme and Course Outcomes and Syllabus

Regulation 2023:

<https://www.tvu.edu.in/wp-content/uploads/2024/07/U08-B.B.A.-Syllabus.pdf>

<https://www.tvu.edu.in/wp-content/uploads/2024/01/U08-B.B.A.-BUSINESS-ADMINISTRATION.pdf>

<https://www.tvu.edu.in/wp-content/uploads/2024/02/U08-B.B.A..pdf>



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Regulation 2022: <https://www.tvu.edu.in/wp-content/uploads/2023/03/B.B.A.-BUSINESS-ADMINISTRATION.pdf>

Faculty Profile:

S.No.	Name of the Staff	Qualification	Designation	Service period in SAWC (D.o.J. – D.o.R.)
1	Mrs. P. Malarvizhi	MBA, M.Sc.,	Head of the Department	03-08-2018 to Till now
2	Mr. R. Yuvaraj	M.Com, MBA, M.Phil.,	Assistant Professor	01-06-2017 to Till now
3	Mrs. S. Indumathy	MBA, B.Ed.,	Assistant Professor	24-06-2019 to Till now
4	Mrs. R. Sangeetha Priya	MBA.,	Assistant Professor	05-06-2024 to 12-05-2025
5	Mrs. R. Lavanya	MBA.,	Assistant professor	03-02-2025 to Till now
6	Mrs. M Divya	MBA.,	Assistant professor	01-12-2023 to 03-02-2025
7	Mrs. K. Sona	MBA.,	Assistant Professor	28-10-2022 to 30-03-2023



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STAFF ACHIEVEMENTS

For the academic year 2024 – 2025:

- * Mrs. S. Indhumathy has participated in the Faculty Development Programme (FDP) on Income tax and GST 06.01.2025 to 11.01.2025 conducted by Naan Mudhalvan Scheme at Thiruvalluvar University.
- * Mrs. R.Sangeetha priya has participated in the Faculty Development Programme (FDP) on Insurance service and operations to 18.12.2024 to 24.12.2024 conducted by Naan Mudhalvan Scheme at Thiruvalluvar University.
- * Mrs. P. Malarvizhi has participated in the two days – state level technical Workshop on “Intellectual Property Rights Cell” (28.11.2024 to 29.11.2024) conducted by Thiruvalluvar University.
- * Mrs. P. Malarvizhi , Head & Assistant professor, Department of Business Administration, Sree Abiraami Arts & Science College for women, Gudiyatham. Served as Resource Person for Guest Lecture organized by PG Department of commerce (CA) on 09.08.2024.
- * Mr. R. Yuvaraj, Assistant Professor, Department of Business Administration, has got Vairavaagai Semmal award on 05.09.2024 conducted by Pasumai Vasaal Foundation conducts regarding Teachers day Online Platform award process at Dindugal District.

For the academic year 2023 – 2024:

- * Mrs. P. Malravizhi, has participated in the Faculty Development Programme (FDP) on Design Thinking 27.12.2023 to 28.12.2023 conducted



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by ICT Academy at Sree Abiraami Arts & Science College for women, Gudiyatham.

- * Mrs. M. Divya, has participated in the Faculty Development Programme (FDP) on Design Thinking 27.12.2023 to 28.12.2023 conducted by ICT Academy at Sree Abiraami Arts & Science College for women, Gudiyatham.

For the academic year 2022 – 2023:

- * Dr. S.Vadivukkarasi has participated in the Faculty Development Programme (FDP) on 5G Confluence 2022 on 21.12.2022 conducted by Telecom Sector Skill Council in association with ICT Academy at Taj Wellington Mews, OMR, Chennai.
- * Dr. S. Vadivukkarasi has Participated in Faculty Development Program on Research Methods and Data Analysis Tools and Techniques conducted by Lingaya's Lalita Devi Institute of Management & Science, New Delhi from 22nd to 26th March 2022.
- * Dr. S. Vadivukkarasi has participated in Faculty Development Program on Education: Soft Skills organized by the Department of Basic Science and Humanities, SCMS School of Engineering and Technology, Karakutty, Kerala from 21st to 25th February 2022.
- * Dr. S. Vadivukkarasi has participated in IP Awareness Training Program on National Intellectual Property Awareness Mission, by Intellectual Property Office, India on 11th March 2022.
- * Dr. S. Vadivukkarasi has Participated in Faculty Development Program on Education : Soft Skills organized by the Department of Basic Science and



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Humanities, SCMS School of Engineering and Technology, Karakutty, Kerala from 21st to 25th February 2022.

- * Mrs.P. Malarvizhi has participated in the Faculty Development Programme (FDP) on Strategies for Effective Teaching from 05.12.2022 to 07.12.2022 conducted by the human Resource Development Centre(HRDC), Thiruvalluvar University

For the academic year 2021 – 2022:

- * Mrs. S. Jagadeeswari has Participated in Faculty Development Program on Sky Yoga For Holistic Health – Foundation Course conducted by The World Community Service Centre from 21st - 25th February 2022.
- * Mr. R. Yuvarajhas Participated in Faculty Development Program on Sky Yoga For Holistic Health – Foundation Course conducted by The World Community Service Centre from 21st - 25th February 2022.
- * Mrs.P. Malarvizhi has Participated in Faculty Development Program on Sky Yoga For Holistic Health – Foundation Course conducted by The World Community Service Centre from 21st - 25th February 2022.
- * Mrs. S. Indumathy has Participated in Faculty Development Program on Sky Yoga For Holistic Health – Foundation Course conducted by The World Community Service Centre from 21st - 25th February 2022.
- * Mrs. S. Jagadeeswari has Participated in Webinar on Performance Improvement Plan Organised under UGC – Paramarsh Scheme by Sri GVG Visalakshi College for Women 13th May 2021.
- * Mrs. S. Indumathy has Participated in Webinar on Interactive Video Content Development Through Mobile Applications Organised under



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UGC – Paramarsh Scheme by Sri GVG Visalakshi College for Women 21st – 23rd May 2021

- * Mrs. P. Malarvizhi has Participated in Webinar on Performance Improvement Plan Organised under UGC – Paramarsh Scheme by Sri GVG Visalakshi College for Women 13th May 2021.
- * Mr. R. Yuvaraj has got Mei GnanaOliSemmalVirudhu by PasumaiVaasal Foundation on 24th October 2022.
- * Mr. R. Yuvaraj has got SirpiSathanaiSelvam by Theiviga Tamil Arakkatalai on 15th July 2022.
- * Mr. R. Yuvaraj has got Mei GnanaOliSemmalVirudhu by PasumaiVaasal Foundation on 24th October 2022.
- * Dr. S.Vadivukkarasi has participated in the National Webinar Series on Ethics and Professionalism in Higher Education on 21.12.2022 conducted by MAR ATHANASIUS COLLEGE at Kerala

For the academic year 2020 – 2021:

- * The Department Faculty Members got Rs.1000/- as cash prize for Given Gold Medal the year 2019 from the Management.
- * Mr. R. Yuvaraj has got Best Faculty Award by Nature Science Foundation during the academic year 2020 – 2021.
- * Mrs.S.Jagadeeswari has Participated in National level Seminar on Challenges in Revised NAAC Assessment and Accreditation Framework conducted by MarudharKesari Jain College for Women on 13th February 2021.



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- * Mrs.S. Indumathy has Participated in National level Seminar on Challenges in Revised NAAC Assessment and Accreditation Framework conducted by MarudharKesari Jain College for Women on 13th February 2021



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DEPARTMENT EVENTS

- Sree Abiraami Arts and Science College for Women Department of Business Administration associated with ED cell conducts “**ABIRAAMI PLAZA**” on 15/03/2025 based on Entrepreneurship development.
- * The purpose of this event **to motivate the young entrepreneurs to enhance their vision and make them powerful to the business world.**
- * In this event the students participated from various departments and totally 56 stalls were maintained by the students.
- The department of Business Administration conducted the **OUTBOUND PROGRAM** on 10/02/2025, and the program was highlighted by resource person **Dr. N. Prakash, Assistant professor**, the American College Madurai. He conducted business-oriented games like collaborative teamwork, memory games etc.
- Department of Business Administration conducts National conference on Jan 30 2025 Sree Abiraami Arts and Science College for Women’s Department of Business Administration conducts the National Conference on 30 Jan 2025
- Business administration students and all the faculty members of BBA participated in this program, which enhanced the program's productivity to the next level.
- * In this event, enlightened by resource individuals **Dr. N. Prakash, Assistant Professor**, American College Madurai.



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- * The second session was held on virtual platforms by resource person **Dr. Dharmesh S. Raval**, Director, School of Maritime Management, Gujarat. This session was useful for students to meet and collaborate remotely.
- The Department conducts the **Social Media Influencer** lecture program held on 17-10-2024. The significance of the program was highlighted by **R. Sangeetha priya** Assistant professor of Business Administration.
- The Department of Business Administration celebrates the **World Tourism Day** on 27-09-2024. Tourism brings people together on this world tourism day we reflect on the profound connection between **tourism and peace**.
- Department of Business Administration conducts **Intra-Department Activity on 11-09-2024**. In this event all Business Administration students are participated in various management oriented programs like **poster presentation, ppt, Business Quiz and other fun activities**. The purpose of this event to **create coordination among students** in our department.
- The Department of Business Administration celebrates the **National Handloom Day** on 07-08-2024. This event seeks to honor the handloom workers of India and provide impetus to handloom sector.
- The ED cell conducts “**Alpha Magnate Plaza**” ED stall on 17-01-2024 based on Entrepreneurship Development. Business administration and faculty members participated in this program. Most of the students got **profits from their stalls**.
- A Seminar on **Awareness on Management studies** conducted on 06-10-2023. The Guest was **Dr. C. Samudhra Rajakumar**, from Department of Business Administration, Annamalai University.



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- The Department Celebrated the **National Small Scale Industries Day** on 30-08-2023. The purpose of this Event to Create Awareness of the **Entrepreneurship, Employment opportunities and Economic Development** of the Country.
- The Department Celebrated the **Elite Utsav** on 15-09-2023 based on **Interdepartmental Activity**. In this Event the Students participated in various Management Oriented Games like **Video Making, Unity in Diversity, Mime, Business Quiz** and fun activities and learned team building and coordination.
- A Guest Lecture on **EMOTIONAL INTELLIGENCE** conducted on 13.02.2023. The Guest was **Dr. L. Rupa**, from Govt. Arts And Science College, Tirupattur.
- One day Guest Lecture was conducted on 08-09-2022. The Guest was **Dr.G.LOGANATHAN**, from Govt. Thirumagal Mills College, Gudiyattam.
- Organized Sree Abiraami Plaza in Association with **Entrepreneurial Development Cell** on 16.06.2022.
- Students actively participated in **Craft works** in the event wealth out of waste on 27.04.2022.
- The students participated in **Interdepartmental function of English Abilit** on 20.04.2022 and won first prize in Enact – Juliet Caesar.
- The **Department Celebrated Women's day** on 08.03.2022 the students participated in various activities.
- Students participated in Paper Presentation, Business Quiz, Mime of the event **CELESTIAL** on 15.12.2021.



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- A Virtual Webinar on **DIGITAL SUPPORT FOR CAREER DEVELOPMENT** On **26.8.2021** by **Dr. K. BinithMuthukrishnan, Associate Professor in Nehru Arts and Science College, Coimbatore** through Google meet platform.
- A Virtual webinar ON **SITUATIONAL LEADERSHIP** On **12.8.2021** by **Dr. S. BalamuruganAsst Professor in Periyar University, Salem** through Google meet platform.
- Stress Management during Pandemic by **Dr. J. Daniel Chellappa Eminent Nuclear Scientist.**
- The Virtual seminar on, “**STRESS MANAGEMENT During Pandemic**” Organized by Our Department on **09.07.2021**, through video conferencing using **Zoom platform**. The Seminar was systemized with the aim to give the Students and faculties of our college Stress
- The Virtual Power seminar on, “**STRESS MANAGEMENT**” Organized by Department of Business Administration and Chemistry , Sree Abiraami Arts and Science college for women on **07.06.2021**, through video conferencing using **Zoom platform**. The Power Seminar was systemized with the aim to give the Students and faculties of our college Stress Management during Pandemic by **Dr. Imran Ahamed Director Infinite Edge.**
- Paper Presentation was given by the chief guest in Forenoon session and Students presented in Afternoon session
- A special lecture was given by Dr. S. KayalvizhiAsst Professor, Department of Commerce, Muthurangam Govt Arts College, and Vellore on Individual Social Responsibility.



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- Department of Business Administration and Commerce jointly conducts Department Seminar and Paper Presentation in the year 2018 “ZOOMERS 18”



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STUDENT ACHIEVEMENTS

For the academic year 2021 – 2024:



Ms. S. Sneka, got **Gold Medal (CGPA: 8.738) 1st Rank** in **Thiruvalluvar University** from Honorable Governor of Tamil Nadu R.N. Ravi was the chief guest of this 19th Graduation on 17-10-2024.

For the academic year 2020 – 2023:



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Ms. N. Pooja, got **4th Rank** in Thiruvalluvar University with **CGPA : 8.894**

For the academic year 2020 – 2023:



Ms. V. Pavithra, got **5th Rank** in Thiruvalluvar University with **CGPA : 8.891**

For the academic year 2019 – 2022:



Ms. S. Sujitha got **7th Rank** in Thiruvalluvar University with **CGPA : 9.0**



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For the academic year 2018 – 2021:



Ms. J.S. Hindu, got 3th Rank in Thiruvalluvar University with CGPA : 8.894



Ms. K. Pooja, got 9th Rank in Thiruvalluvar University with CGPA : 8.768

For the academic year 2017 – 2020:



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Ms. S.Mageshwari got Gold Medal (CGPA: 8.738) from our Vice Chancellor Dr. Thamaraiselvi and Honorable President of India **RAM NATH KOVIND** was the chief guest of this 16th Graduation on 10.03.2021

For the academic year 2016 – 2019:



Ms. S. Suganthi, got 4th Rank in Thiruvalluvar University with CGPA : 8.3

For the academic year 2020 – 2021:



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**Ms. J. S. Hindu, got 3rd Rank in
Thiruvalluvar University with
CGPA : 8.894**



**Ms. K. Pooja, got 9th Rank in
Thiruvalluvar University with
CGPA : 8.768**



**Ms. S. Sujitha got 7th Rank in
Thiruvalluvar University with
CGPA : 9.0**

The Department students scored centum in Business Mathematics and Statistics & Management Accounting



SREE ABIRAAMI ARTS AND SCIENCE COLLEGE FOR WOMEN

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1. Ms. S. Sneka	Strategic Management	2024 Even Sem
2. Ms. S. Sneka	Financial Management	2024 Even Sem
3. Ms. M. Vaishnavi	Management Accounting	2024 Even Sem
4. Ms. S.A. Barira Taskeen	Accounting for Managers-II	2024 Even Sem
5. Ms. S. Kaviya	Business Statistics	2024 Odd Sem