

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

S.NO	TITLE OF THE PROGRAMME	DATE	RESOURCE PERSON	NO.OF. BENEFICIARIES
1	Skill Enhancement Programme on “AI Tools in Digital Marketing”	03.07.2024, 05.07.2024 & 06.07.2024	Ms.Gargi Runiwal, Digital Marketing, Freelancer.	72
2	Skill Enhancement Programme on “Basics of Stock Market”	10.07.2024	Mr.G.Murali, Branch Manager, Zebu Share and Wealth Management Private Limited & Mr.Ganesh Babu Shanmuganandam Senior Relationship Manager, Zebu Share and Wealth Management Private Limited	52
3	Skill Enhancement Programme on “Financial Planning”	11.07.2024	Mr.N.Sundar Empanelled Trainer for SEBI	60
4	Skill Development Programme on “Digital Marketing”	25.07.2024	Mr.Clement S.Sudharson KGISL Institute of Technology and Head of Sales in L&D and IQAC	74
5	Capacity Building Programme on “Intellectual Property Rights”	23.08.2024	Mr.D.Rinaldo De David, Assistant Professor, Departement of Business Administration, St.Joseph’s College (Autonomous), Trichy.	61
6	Business Quiz	29.08.2024	-	72
7	Business Quiz	02.09.2024	-	68
8	Capacity Building Programme on “The changing Landscape of Learning in the Field of Accounting and Finance”	03.09.2024	Mr.Ganesh Vaideeswaran, Chief Transformation Officer, Finspire Academy	78
9	Capacity Building Programme on “Career Guidance”	12.09.2024	Ms.S.Priya Manager, Triumphant Institute of Management Education Pvt. Ltd.	92

10	Dynamics of Emerging Business Innovation and Trends – Academia Industrial Role “DEBIT AIR 2025”	09.01.2025 & 10.01.2025	<p>Dr.G.Veerakumaran Professor & Head (Retd.), Department of Cooperative Management, Kerala Agricultural University, Thrissur.</p> <p>Dr.Jebanalai Vinanchiarachi, Former Principal Advisor to the Director, General of UNIDO, Vienna, Principal Adviser, Knowledge Management Associates, Vienna Austria.</p> <p>Dr.Sankaran Venkateswar, Professor, St.Mary’s College of California, USA.</p> <p>Dr.Anuj Kumar Head of Research and Associate Professor, Rushford Business School, Switzerland.</p> <p>Dr.S.Iyyampillai Senior Professor (Retd.) Department of Economics, BDU</p>	
11	Workshop on Business Management for Start-up Ventures	21.01.2025 to 28.01.2025	Mr.Sudhakar Mahadevan Branding Advertisement, Kreative India, Trichy.	55
12	Career Guidance Programme	22.02.2025	Ms. Lalitha Balasubramanian Wellness & Life skill coach	64

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ANNAMALAI NAGAR TIRUCHIRAPALLI-620018 TAMILNADU

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

ORGANIZES

SKILL ENHANCEMENT PROGRAMME

ON

**“AI TOOLS IN DIGITAL
MARKETING”**

RESOURCE PERSON

Ms.Gargi Jain Runiwal

Digital Marketing

Freelancer



DATE: 3.07.2024,5.07.2024,6.07.2024

TIME: 10am

VENUE: D27

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

TITLE: Skill Enhancement Program on “AI Tools in Digital Marketing”

RESOURCE PERSON: Ms.Gargi Runiwal

DATE: 03.07.2024, 05.07.2024 & 06.07.2024

TIME: 10am

VENUE: D – 27

BENEFICIARIES: 72

MODE: Offline

REPORT:

A Three Day Digital Marketing programme on the topic of “AI tools in Digital Marketing” was conducted by Synergy Club, Department of Business Administration, held at D – 27 on 03.07.2024, 05.07.2024 and 06.07.2024.

The programme was handled by Ms.Gargi Runiwal (Digital Marketing Freelancer).

The entire programme was in a flow with Artificial Intelligence Tools, which helps Digital Marketers to develop a better version of Brands and helps customers know about their product in depth. Furthermore, the resource person instructed the students to use various tools so that they get to know about the AI tools. She used the well-known AI tools such as various types of ChatGPT, Design.ai, Veed.ai for Web page creation, Designing and video creation respectively.

At last she explained about scope of Digital Marketing for employment. Students had new space to learn about the trends of AI tools and techniques.

THANK YOU





CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Department of Business Administration

Synergy Club

Attendance Sheet

Topic: AI TOOLS IN DIGITAL MARKETING

Date: 03.07.2024, 05.07.2024, 06.07.2024

S.No.	Register No.	Name	Class	03.07.2024 Signature	05.07.2024 Signature	06.07.2024 Signature
1	22104012	N. Harshini	I-II-BBA	N. Harshini	Harshini	Harshini
2	22104011	R. Gopika	II-BBA	R. Gopika	R. Gopika	R. Gopika
3	22104009	V. Divya	III-BBA	V. Divya	V. Divya	V. Divya
4	22104074	S. Nivethika	III-BBA	S. Nivethika	S. Nivethika	S. Nivethika
5	22104013	S. Janali	II-BBA	S. Janali	S. Janali	S. Janali
6	22104014	A. Anitha	III-BBA	A. Anitha	A. Anitha	A. Anitha
7	22104016	A. Karunya	III-BBA	A. Karunya	A. Karunya	A. Karunya
8	22104017	V. Kethanika	III-BBA	V. Kethanika	V. Kethanika	V. Kethanika
9	22104065	G. Sindhuja	II-BBA	G. Sindhuja	G. Sindhuja	G. Sindhuja
10	22104057	P. S. Sri. Poornima	IV-BBA	P. S. Sri. Poornima	P. S. Sri. Poornima	P. S. Sri. Poornima
11	22104037	B. Priyanka	III-BBA	B. Priyanka	B. Priyanka	B. Priyanka
12	22104041	A. Ranaya	III-BBA	A. Ranaya	A. Ranaya	A. Ranaya
13	22104035	R. Prathvika	III-BBA	R. Prathvika	R. Prathvika	R. Prathvika
14	23104039	T. Shalini	II-BBA	T. Shalini	T. Shalini	T. Shalini
15	23104010	G. Dhansini	II-BBA	G. Dhansini	G. Dhansini	G. Dhansini
16	23104029	N. Monisha	II-BBA	N. Monisha	N. Monisha	N. Monisha
17	23104040	Shruti Ranu	II-BBA	Shruti Ranu	Shruti Ranu	Shruti Ranu
18	22104039	P. Anitha	III-BBA	P. Anitha	P. Anitha	P. Anitha
19	22104007	R. Anitha	II-BBA	R. Anitha	R. Anitha	R. Anitha
20	22104055	S. Srinivasani	III-BBA	S. Srinivasani	S. Srinivasani	S. Srinivasani
21	22104063	S. Tamizharani	III-BBA	S. Tamizharani	S. Tamizharani	S. Tamizharani
22	22104050	B. Santhiya	III-BBA	B. Santhiya	B. Santhiya	B. Santhiya
23	22104034	L. Pavithra	III-BBA	L. Pavithra	L. Pavithra	L. Pavithra
24	22104068	C. Anitha	III-BBA	C. Anitha	C. Anitha	C. Anitha
25	22104067	M. Theja	III-BBA	M. Theja	M. Theja	M. Theja
26	22104069	D. Kethana	III-BBA	D. Kethana	D. Kethana	D. Kethana
27	22104070	Niranjitha R	III-BBA	Niranjitha R	Niranjitha R	Niranjitha R
28	22104053	Shiny Pradeep	III-BBA	Shiny Pradeep	Shiny Pradeep	Shiny Pradeep
29	22104052	P. Sreedharamma	III-BBA	P. Sreedharamma	P. Sreedharamma	P. Sreedharamma
30	22104046	Rithima V	III-BBA	Rithima V	Rithima V	Rithima V
31	22104061	Swathi K	III-BBA	Swathi K	Swathi K	Swathi K

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 PROFESSOR & HEAD
 Department of Business Administration
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32	22104015	D. Kanchika	III - BBA	D. Kanchika	D. Kanchika	D. Kanchika
33	22104024	M. Monica	III - BBA	Maulam	Maulam	Maulam
34	22104048	S. Sadhana	III - BBA	Sadhana	Sadhana	Sadhana
35	22104025	M. Maheshwari	III - BBA	Maheshwari	Maheshwari	Maheshwari
36	22104026	A. Meena	III - BBA	Meena	Meena	Meena
37	22104021	N. Nalalashmi	III - BBA	N. Nalalashmi	N. Nalalashmi	N. Nalalashmi
38	22104021	S. Lokeshwari	III - BBA	S. Lokeshwari	S. Lokeshwari	S. Lokeshwari
39	22104023	S. Madhumitha	III - BBA	S. Madhumitha	S. Madhumitha	S. Madhumitha
40	22104022	D. Madhumitha	III - BBA	D. Madhumitha	D. Madhumitha	D. Madhumitha
41	22104002	V. Angalaparamasamy	III - BBA	V. Angalaparamasamy	V. Angalaparamasamy	V. Angalaparamasamy
42	22104004	A. Anis fathima	III - BBA	A. Anis fathima	A. Anis fathima	A. Anis fathima
43	22104005	S. Sira Begam	III - BBA	S. Sira Begam	S. Sira Begam	S. Sira Begam
44	22104006	K. DEEPA.	III - BBA	K. DEEPA.	K. DEEPA.	K. DEEPA.
45	22104038	M. Priyanka	III - BBA	M. Priyanka	M. Priyanka	M. Priyanka
46	22104066	S. Yashini Bharani	III - BBA	S. Yashini Bharani	S. Yashini Bharani	S. Yashini Bharani
47	22104060	P. Subasri	III - BBA	P. Subasri	P. Subasri	P. Subasri
48	22104086	S. Pradeepa	III - BBA	S. Pradeepa	S. Pradeepa	S. Pradeepa
49	22104008	K. Devika	III - BBA	K. Devika	K. Devika	K. Devika
50	22104020	S. Logeshwari	III - BBA	S. Logeshwari	S. Logeshwari	S. Logeshwari
51	22104064	V. Thirishah	III - BBA	V. Thirishah	V. Thirishah	V. Thirishah
52	22104031	P. Murgaswari	III - BBA	P. Murgaswari	P. Murgaswari	P. Murgaswari
53	22104028	R. Monica Bharani	III - BBA	R. Monica Bharani	R. Monica Bharani	R. Monica Bharani
54	22104043	T. Panya	III - BBA	T. Panya	T. Panya	T. Panya
55	22104042	N. Panya	III - BBA	N. Panya	N. Panya	N. Panya
56	22104044	Reshma parvin	III - BBA	Reshma parvin	Reshma parvin	Reshma parvin
57	22104044	Ranjani C	III - BBA	Ranjani C	Ranjani C	Ranjani C
58	22104059	S.T. Subasri	III - BBA	S.T. Subasri	S.T. Subasri	S.T. Subasri
59	22104047	B. Ruhena	III - BBA	B. Ruhena	B. Ruhena	B. Ruhena
60	22104010	M. Divya	III - BBA	M. Divya	M. Divya	M. Divya
61	22104054	Shruthi	III - BBA	Shruthi	Shruthi	Shruthi
62	22104033	Niveydhini	III - BBA	Niveydhini	Niveydhini	Niveydhini
63	22104003	Angelen.A	III - BBA	Angelen.A	Angelen.A	Angelen.A
64	22104068	C. Amirtha	III - BBA	C. Amirtha	C. Amirtha	C. Amirtha
65	22104034	L. Pavithra	III - BBA	L. Pavithra	L. Pavithra	L. Pavithra
66	22104001	R. Abhinaya	III - BBA	R. Abhinaya	R. Abhinaya	R. Abhinaya
67	22104031	P. Murgaswari	III - BBA	P. Murgaswari	P. Murgaswari	P. Murgaswari
68	22104044	Ranjani C	III - BBA	Ranjani C	Ranjani C	Ranjani C
69	22104037	B. Priyanka	III - BBA	B. Priyanka	B. Priyanka	B. Priyanka
70	22104019	Krishnapriya	III - BBA	Krishnapriya	Krishnapriya	Krishnapriya
71	22104049	Sadia Mohammed Ali	III - BBA	Sadia Mohammed Ali	Sadia Mohammed Ali	Sadia Mohammed Ali
72	22104056	V. Sainidya	III - BBA	V. Sainidya	V. Sainidya	V. Sainidya

A. [Signature]

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DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

ORGANIZES

SKILL ENHANCEMENT PROGRAMME

ON

“BASICS OF STOCK MARKET”

RESOURCE PERSON

Mr.G.MURALI

Branch Manager

Zebu Share And Wealth Management Private Limited

&

Mr.GANESH BABU SHANMUGANANDAM

Senior Relationship Manager

Zebu Share And Wealth Management Private Limited

DATE : 10.07.2024

TIME : 9.30 am

VENUE: D27



DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

TITLE: Skill Enhancement Programme on “Basics of Stock Market”

RESOURCE PERSON: Mr.G.Murali & Mr.Ganesh Babu Shanmuganandham

DATE: 10.07.2024

TIME: 9.30am

VENUE: D – 27

BENEFICIARIES: 52

MODE: Offline

REPORT:

A session on the topic of “Basics of Stock Market” was conducted by Synergy Club, Department of Business Administration, held at Class Room D – 27 on 10.07.2024 at 10am. The session was handled by two Resource persons Mr.G.Murali, (Branch Manager, Zebu Share and Wealth Management Private Limited) and Mr.Ganesh Babu Shanmuganandam (Senior Relationship Manager, Zebu Share and Wealth Management Private Limited).

The session was conducted to create an awareness about stock market and trading for the students which is in a higher demand nowadays. The resource persons encouraged the students to invest in Stock Market. The Roles of SEBI regulators were explained by the resource person. . The risks faced while trading with stocks, options available in stock market, types of commodities, terms such as BSE, NSE, NCDE, MCEX, MCDX, LCDEX and ForEx were also explained.

The students were able to understand about stock market, trading and its benefits through this session.

THANK YOU





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DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

Topic: Basics of Stock Market

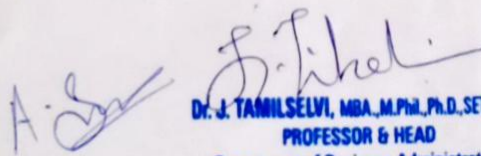
DATE: 10.07.2024

S.No.	REG NO.	NAME	CLASS	SIGNATURE
1	22104074	S.Nivethika	III - BBA	S. Nivethika
2	22104039	S. Nivayathini	III - BBA	S. N. V.
3	22104009	V. Divya	III - BBA	V. Divya
4	22104061	K. Swathi	III - BBA	K. Swathi
5	22104017	U. Sathwik Sarini	III - BBA	U. Sathwik Sarini
6	22104016	A. Karunya	III - BBA	A. Karunya
7	22104037	B. Priyanka	III - BBA	B. Priyanka
8	22104035	R. Prabhavathi	III - BBA	R. Prabhavathi
9	22104042	N. Panya	III - BBA	N. Panya
10	22104011	R. Gopika	III - BBA	R. Gopika
11	22104063	S. Tamizharavi	III - BBA	S. Tamizharavi
12	22104069	D.T. Keerthana	III - BBA	D.T. Keerthana
13	22104025	M. Maheshwari	III - BBA	M. Maheshwari
14	22104055	S. Sivarajani	III - BBA	S. Sivarajani
15	22104068	C. Amrita	III - BBA	C. Amrita
16	22104067	M. Thejaswini	III - BBA	M. Thejaswini
17	22104053	Shiny Anveekha Mary R	III - BBA	Shiny, R
18	22104052	P. Seethajammal	III - BBA	P. Seethajammal
19	22104054	R. Shreethi	III - BBA	R. Shreethi
20	22104046	Rithima.V	III - BBA	Rithima.V
21	22104026	A. Meera	III - BBA	A. Meera

A. S.
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V. Vijathe
Principal
Cauvery College For Women
(Autonomous)
Annamalai Nagar,
Tiruchirappalli - 620 018.
Tamilnadu.

22	22104047	B. Ruhena	III - BBA	B. Ruhena
23	22104048	S. Sadhana	III - BBA	Sadhana
24	22104024	M. Monica	III - BBA	Monica M.
25	22104021	Shlokeshwari	III - BBA	Shlokeshwari
26	22104019	P. Krishnapriya	III - BBA	P. Priya
27	22104015	D. Karthika	III - BBA	D. Karthika
28	22104002	V. Angalaparameswari	III - BBA	V. Angalaparameswari
29	22104024	M. Mahalakshmi	III - BBA	M. Mahalakshmi
30	22104004	Anis Fathima A	III - BBA	Anis Fathima A
31	22104023	Madhumitha S	III - BBA	Madhumitha S
32	22104080	Logeshwari S	III - BBA	Logeshwari S
33	22104008	K. Devika	III - BBA	K. Devika
34	22104036	S. Pradeepa	III - BBA	S. Pradeepa
35	22104064	V. Thaiska	III - BBA	V. Thaiska
36	22104028	P. Monica Bharathi	III - BBA	P. Monica Bharathi
37	22104013	S. Janali	III - BBA	S. Janali
38	22104044	Ranjini C	III - BBA	Ranjini C
39	22104042	Ramya T	III - BBA	Ramya T
40	22104044	Jannathi fathima	III - BBA	Jannathi fathima
41	22104038	Priyanka	III - BBA	Priyanka
42	22104039	Rajashree K	III - BBA	Rajashree K
43	22104059	S.T. Subarni	III - BBA	S.T. Subarni
44	22104006	K. Deepa	III - BBA	K. Deepa
45	22104060	P. Subarni	III - BBA	P. Subarni
46	22104066	S. Yasmine Barlas	III - BBA	S. Yasmine Barlas
47	22104057	P.S. Sri-Poornima	III - BBA	P.S. Sri-Poornima
48	22104010	M. Divya	III - BBA	M. Divya


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DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

O R G A N I Z E S

SKILL ENHANCEMENT PROGRAMME

ON

“FINANCIAL PLANNING”

RESOURCE PERSON

Mr.N.SUNDAR

EMPANELLED TRAINER FOR
SEBI

DATE : 11.07.2024

TIME : 10.00 am

VENUE :BOOTSTRAP

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

TITLE: Skill Enhancement Programme on “Financial Planning”

RESOURCE PERSON: Mr.N.Sundar

DATE: 11.07.2024

TIME: 10am

VENUE: Bootstrap

BENEFICIARIES: 60

MODE: Online

REPORT:

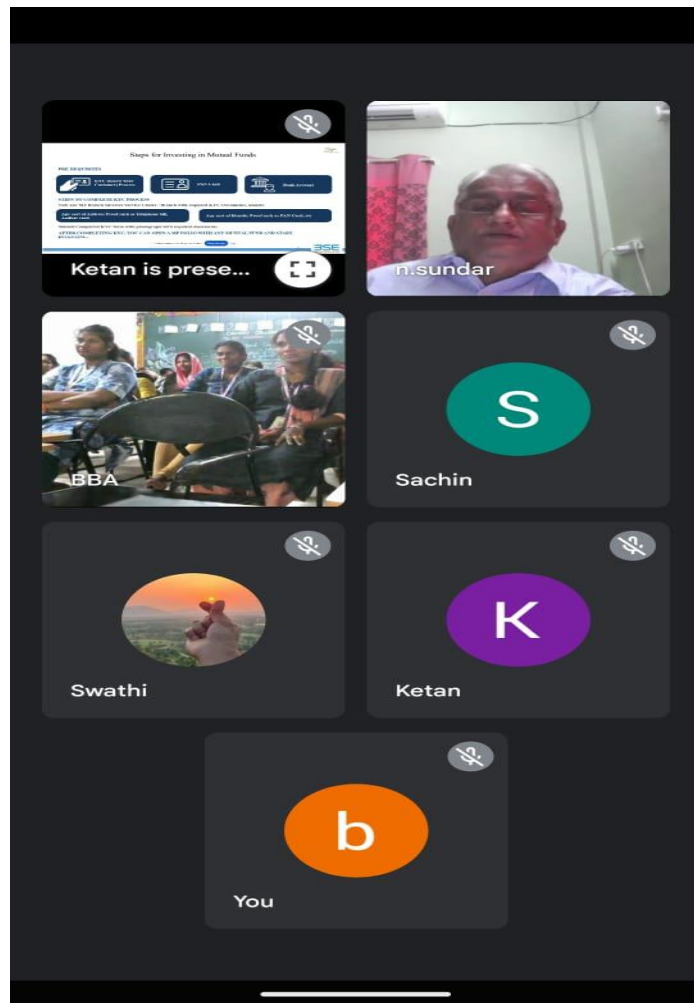
A session was organized on the topic “Financial Planning” by Synergy Club, Department of Business Administration on 11.07.2024. The session was handled by Mr.N.Sundar, (Empanelled Trainer for SEBI).

The online session was based on Mutual Funds provided by various organisations. The resource person explained about various Mutual Fund Investments, Comparison of Mutual Fund and Stock Exchanges, Bank Account Savings and Mutual Fund Benefits, Risk handling, Safety measures and the motive of Mutual Funds also he explained in clear manner.

The Resource person was explained about the purpose, rotation of money and the way to handle those funds. The documentation of Mutual Funds and its steps to find the capacity of the potential investors also he explained.

It was completely new and informative for the students to get aware of the concept about Mutual Fund.

THANK YOU



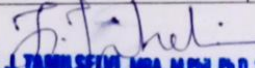
CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

Title: Skill Enhancement Programme on "Financial Planning"

Date: 11.07.2024

Venue: Bootstrap

S.No	Name of the Participant	Register Number	Class	Signature
1	S. Nivethika	22104074	III BBA	S. Nivethika
2	B. Santhiya	22104050	III - BBA	B. Santhiya
3	S. Sivaranjani	22104055	III - BBA	S. Sivaranjani
4	S. Tamizharuvi	22104063	III - BBA	S. Tamizharuvi
5	R. Abinaya	22104001	III - BBA	R. Abinaya
6	L. Pavithra	22104034	III BBA	L. Pavithra
7	M. THEJASHVINI	22104067	III - BBA	M. Thejashvini
8	C. Amritha	22104068	III - BBA	C. Amritha
9	D.T. Keerthana	22104069	III - BBA	D.T. Keerthana
10	Sadia Mohamed Ali	22104079	III - BBA	Sadia
11	S. Nivethika	22104083	III - BBA	S. Nivethika
12	Olvinny Kachia Mayal	22104053	III BBA	Olvinny K
13	Geethaiyammal. P	22104052	III - BBA	P. Geethaiyammal
14	Shruthi. P.	22104054	III - BBA	Shruthi P
15	Ruhena. B	22104047	III - BBA	B. Ruhena
16	Sadhana. S	22104048	III - BBA	Sadhana
17	Rithima. V	22104046	III - BBA	Rithima V
18	Meerina bil. A	22104026	III - BBA	Meerina. A
19	Maheshwari. M	22104025	III - BBA	M. Maheshwari
20	Monica. M	22104027	III - BBA	Monica M


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 A. G. Srinivasan

S.No	Name of the Participant	Register Number	Class	Signature
21	M. Mahalakshmi	22104024	III - BBA	M. Mahalakshmi
22	S. Madhumitha	22104023	III - BBA	S. Madhumitha
23	D. Madhumitha			
24	S. Asim Begam	22104005	III - BBA	S. Asim Begam
25	K. Deepa	22104006	III - BBA	K. Deepa
26	V. Divya	22104009	III - BBA	V. Divya
27	S. Janali	22104013	III - BBA	S. Janali
28	M. Divya	22104010	III - BBA	M. Divya
29	A. Karunya	22104016	III - BBA	A. Karunya
30	Jannath Fathma	22104014	III - BBA	Jannath Fathma
31	R. Prabhavathi	22104035	III - BBA	R. Prabhavathi
32	B. Priyanka	22104037	III - BBA	B. Priyanka
33	N. Priyanka	22104038	III - BBA	N. Priyanka
34	K. Rajashree	22104039	III - BBA	K. Rajashree
35	A. Damya	22104041	III - BBA	A. Damya
36	R. Geopika	22104011	III - BBA	R. Geopika
37	N. Damya	22104042	III - BBA	N. Damya
38	R. Reshma pavin	22104045	III - BBA	R. Reshma pavin
39	Ranjani C	22104044	III - BBA	Ranjani C
40	Murugeswari	22104031	III - BBA	Murugeswari
41	V. Soundarya	22104056	III - BBA	V. Soundarya
42	D. Karthika	22104015	III - BBA	D. Karthika
43	P. Krishna Priya	22104019	III - BBA	P. Krishna Priya
44	V. Anjalaparameshwari	22104002	III - BBA	V. Anjalaparameshwari

Dr. J. TANUJ SEENI, M.B.A., M.Phil., Ph.D., SET, NET,
PROFESSOR & HEAD
Department of Business Administration
Cauvery College For Women (Autonomous)

A. S.

CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)

NATIONALLY ACCREDITED (III CYCLE) WITH 'A' GRADE BY NAAC
ANNAMALAI NAGAR TIRUCHIRAPALLI - 620018 TAMILNADU

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

ORGANIZES

SKILL DEVELOPMENT PROGRAMME

ON

“THE DIGITAL MARKETING”

RESOURCE PERSON

Mr. CLEMENT S. SUDHARSON

KGISL INSTITUTE OF TECHNOLOGY AND
HEAD OF SALES IN L&D AND IQAC

DATE : 25.07.2024

VENUE : CAUVERY HALL

TIME : 11:00 am TO 12:00 pm

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

TITLE : Skill Development Programme on Digital Marketing

RESOURCE PERSON: Mr.Clement Sudharson

DATE : 25.07.2024

TIME : 10.00am

VENUE : Cauvery Hall

BENEFICIARIES : 74

MODE : Offline

REPORT :

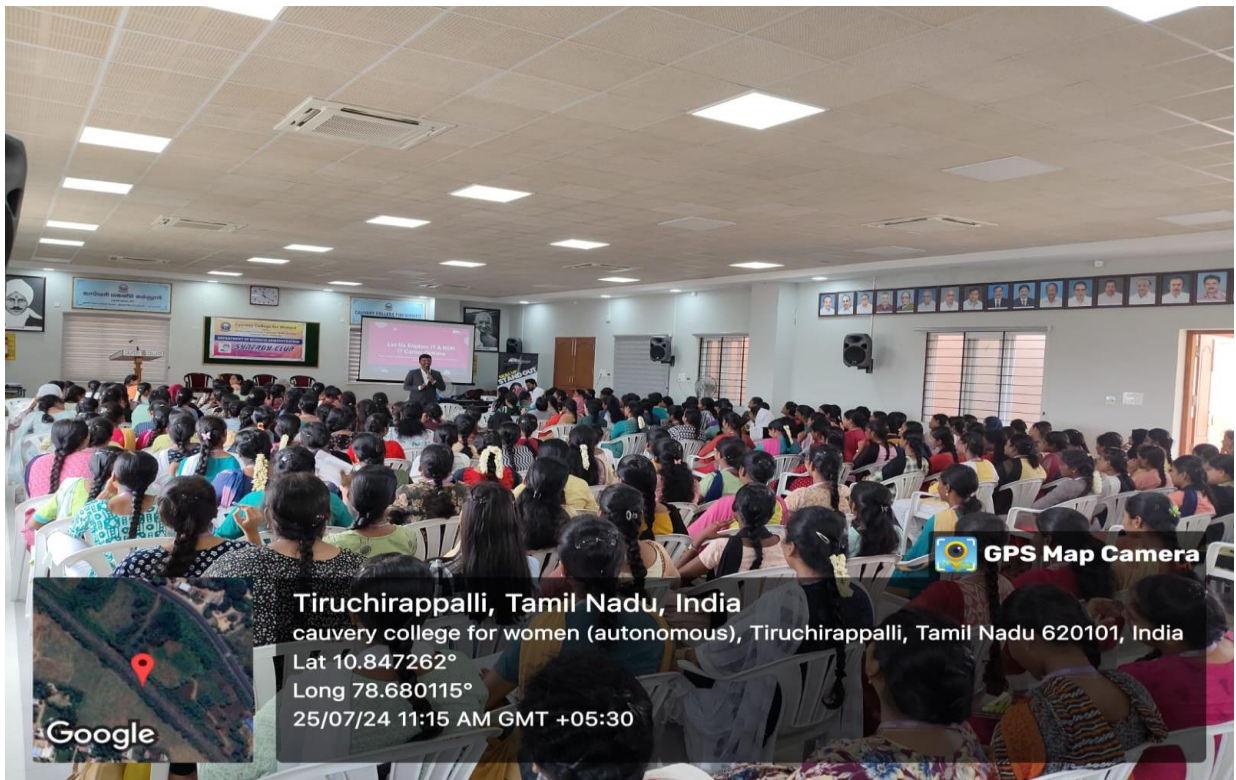
A skill development program on "Digital Marketing" was organized by the Synergy Club of the Department of Business Administration at Cauvery Hall on 25.07.2024 at 10 am. The event was handled by Mr. Clement Sudharson, who is associated with KGISL Institute of Technology and serves as the Head of Sales in Learning & Development (L&D) and the Internal Quality Assurance Cell (IQAC).

The primary objective of the program was to inspire students towards career advancement and equip them with the necessary skills to meet workplace expectations. He started with Advanced Excel and Power BI in data processing, emphasizing the superior capabilities of Power BI over Advanced Excel. He went on to provide a comprehensive explanation of data analytics and business analytics, underscoring the differences and applications of each. In addition to the technical aspects, he touched on several key topics such as employer expectations, the power of belief, goal setting, life formulas, self-motivation, and strategies for handling failure.

Throughout the program, the significance of effective communication was highlighted. Mr. Sudharson introduced the students to various types of digital marketing, including Search Engine Optimization (SEO), Social Media Marketing (SMM), and content marketing. He also covered strategies for effective social media marketing.

The program successfully combined motivational elements with practical skills, aiming to prepare students for future professional challenges.

THANK YOU





CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

Topic: Skill Development Programme on "Digital Marketing" Venue: Cauvery Hall
 Date: 25.07.2024

S.No.	REG NO.	NAME	CLASS	SIGNATURE
1	22104005	S. ASHWA BEGAM	III - BBA	S. Ashw
2	22104013	S. Jangali	IV - BBA	S. Jangali
3	22104060	P. SUBASA I	IV - BBA	P. Subasari
4	22104014	Jannath firthoud	III - BBA	Jannath
5	22104006	K. Deepa.	IV - BBA	K. Deepa
6	22104054	R. Shreethi	III - BBA	R. Shreethi
7	22104059	S.T. Subasri	III - BBA	S.T. Subasri
8	22104016	A. Karunya	III - BBA	A. Karunya
9	22104088	M. Priyanka	III - BBA	M. Priyanka
10	22104039	Devidasree	III - BBA	Devidasree
11	22104064	V. Thaisha	III - BBA	V. Thaisha
12	22104090	S. Logeshwari	III - BBA	S. Logeshwari
13	22104020	R. Monica Bhavathi	III - BBA	R. Monica
14	22104023	S. Madhumitha	III - BBA	S. Madhumitha
15	22104021	S. Lokeshwari	III - BBA	S. Lokeshwari
16	22104065	G. Vindhya	III - BBA	G. Vindhya
17	22104024	M. Mahalakshmi	III - BBA	M. Mahalakshmi
18	22104017	U. Ketharinsavis	III - BBA	U. Ketharinsavis
19	22104025	M. Maheshwari	III - BBA	M. Maheshwari
20	22104047	B. Rakha	III - BBA	B. Rakha
21	22104052	P. Seethaiyammal	IV - BBA	P. Seethaiyammal


Dr. J. TAMILSELVI, MBA, M.Phil., Ph.D., SET., NET.,
PROFESSOR & HEAD
 Department of Business Administration
 Cauvery College For Women (Autonomous)
 Truchirappalli - 620 018.

22	22104058	Alhiny Noelia Maryel	III - BBA	Alhiny R
23	22104049	Sadia Mohamed Ali	III - BBA	Sadia
24	22104035	Niravdhini S	III - BBA	S. N. S.
25	22104034	L. Pavithra	III - BBA	L. Pavithra
26	22104055	S. Divyanjani	III - BBA	S. Divyanjani
27	22104050	B. Santhiya	III - BBA	B. Santhiya
28	22104045	R. Rashma Pravin	III - BBA	R. Rashma
29	22104048	T. Ranaya	III - BBA	T. Ranaya
30	22104044	C. Ranany	III - BBA	C. Ranany
31	22104031	P. Murugeswari	III - BBA	P. Murugeswari
32	22104037	B. Priyanka	III - BBA	B. Priyanka
33	22104007	R. Abinaya	III - BBA	R. Abinaya
34	22104035	R. Prabhavathi	III - BBA	R. Prabhavathi
35	22104042	N. Ranaya	III - BBA	N. Ranaya
36	22104056	V. Soundarany	III - BBA	V. Soundarany
37	22104011	R. Gopika	III - BBA	R. Gopika
38	22104019	K. Madhumalar	III - BBA	K. Madhumalar
39	22104023	M. Manisha	III - BBA	M. Manisha
40	22104028	P. Padmapriya	III - BBA	P. Padmapriya
41	22104013	S. Kaniya	III - BBA	S. Kaniya
42	22104039	T. Shalini	III - BBA	T. Shalini
43	22104007	M. Abhinavi	III - BBA	M. Abhinavi
44	22104043	R. Sneha	III - BBA	R. Sneha
45	22104036	B. Lakshmi	III - BBA	B. Lakshmi
46	22104058	K. Shalini	III - BBA	K. Shalini
47	22104035	R. Rizwana Asmi	III - BBA	R. Rizwana Asmi
48	22104034	A. Rajeshwari	III - BBA	A. Rajeshwari



**CAUVERY COLLEGE FOR WOMEN
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DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

JOINTLY WITH

INSTITUTION'S INNOVATION COUNCIL

ORGANIZES

**CAPACITY BUILDING PROGRAMME ON
"INTELLECTUAL PROPERTY RIGHTS "**

RESOURCE PERSON

Mr.D. RINALDO DE DAVID

MBA., M.Phil., MSc (Psy)., SET., NET.
Assistant Professor
Department of Business Administration
St. Joseph's College (Autonomous), Tiruchirappalli

DATE : 23.08.2024

VENUE : D-25

TIME : 9.30am

"ALL ARE CORDIALLY INVITED"



DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

TITLE: Capacity Building Programme on “Intellectual Property Rights”

RESOURCE PERSON: Mr.D.Rinaldo De David

DATE: 23.08.2024

TIME: 09.30am

VENUE: D - 25

BENEFICIARIES:61

MODE: Offline

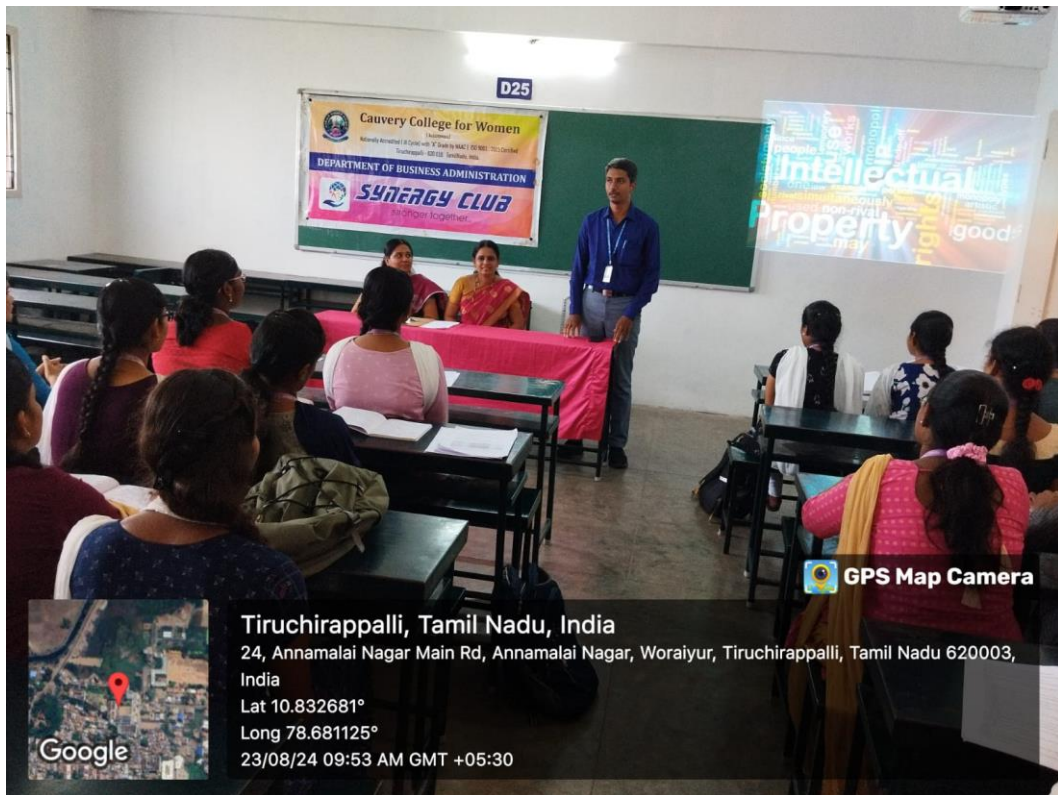
REPORT:

The Department of Business Administration's Synergy Club, in collaboration with the Institution's Innovation Council, hosted a Capacity Building Programme on Intellectual Property Rights on August 23, 2024, at D-25, commencing at 9:30 a.m. The resource person, Mr. D. Rinaldo De David, Assistant Professor from St. Joseph's College (Autonomous), Trichy, delivered an insightful session aimed at enhancing students' understanding of Intellectual Property Rights (IPR) and encouraging them to utilize IPR to safeguard their innovations.

During the programme, Mr. De David elaborated on the various types of IPR, providing examples to illustrate each concept. He also emphasized the importance of understanding when, where, and how to apply IPR, as well as the distinct registration processes for each type. The interactive session allowed students to engage freely with the resource person, clarifying their queries and gaining a deeper understanding of IPR.

The programme proved to be a valuable learning experience for the students, who benefited significantly from the session and acquired new knowledge on Intellectual Property Rights.

THANK YOU



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

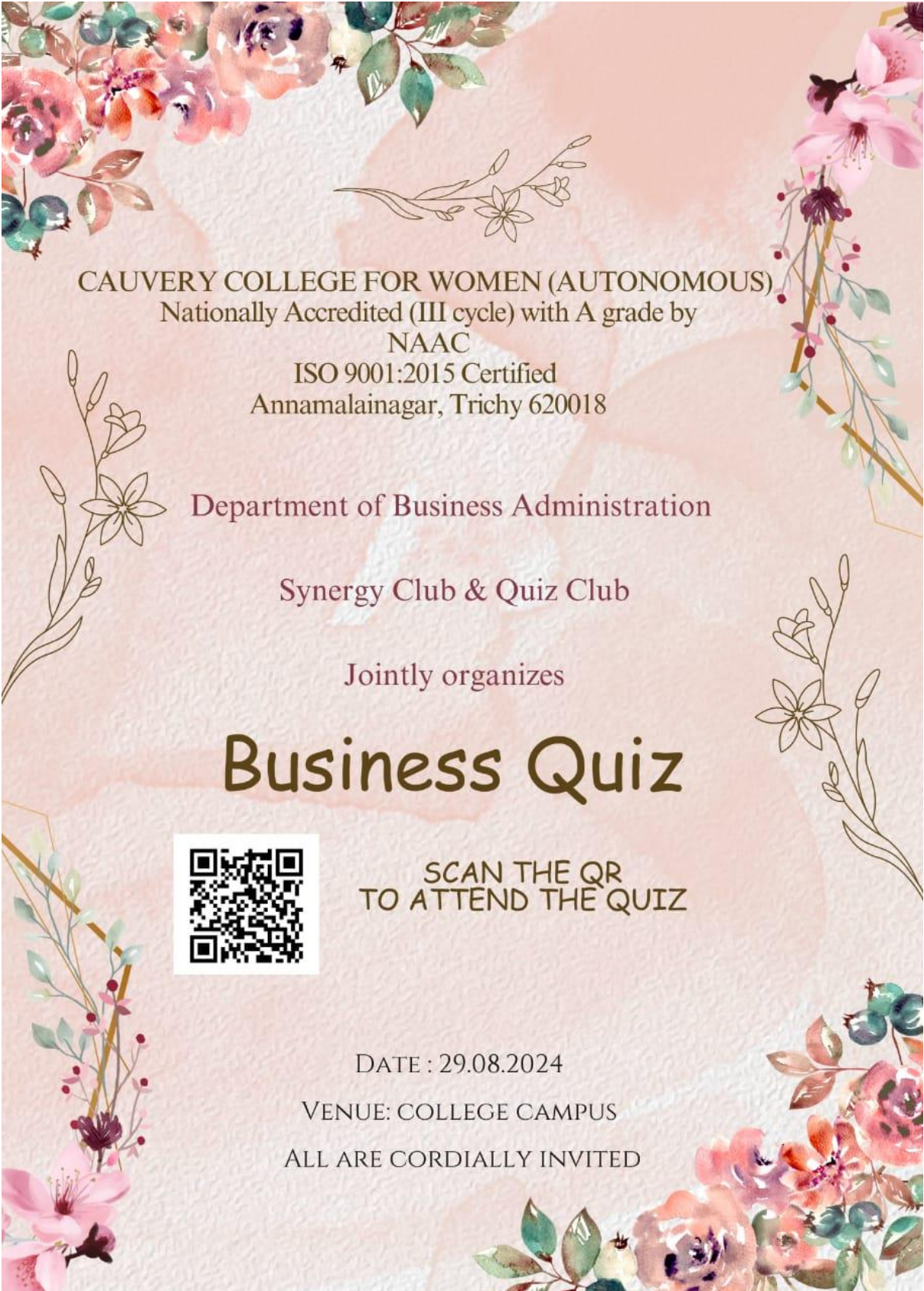
Topic: Capacity Building Programme on
 Intellectual Property Rights

Venue: D-25

Date: 23.08.2024

S.No.	REG NO.	NAME	CLASS	SIGNATURE
1	22104013	S. Janali	III - BBA	S. Janali
2	22104016	A. Karunya.	III - BBA	A. Karunya
3	22104065	G. Vindhya	III - BBA	G. Vindhya
4	22104029	M. Mahalakshmi	III - BBA	M. Mahalakshmi
5	22104023	S. Madhumithaa	III - BBA	S. Madhumithaa
6	22104021	S. Lokeshwari	III - BBA	S. Lokeshwari
7	22104080	S. Logeshwari	III - BBA	S. Logeshwari
8	22104064	V. Trishna	III - BBA	V. Trishna
9	22104008	K. Devika.	III - BBA	K. Devika
10	22104019	Krishna Priya	III - BBA	Krishna Priya
11	22104010	M. Divya	III - BBA	M. Divya
12	22104003	A. Angelis	III - BBA	A. Angelis
13	22104004	A. Anis Fathima	III - BBA	A. Anis Fathima
14	22104015	D. Keethana	III - BBA	D. Keethana
15	22104048	S. Sadhana	III - BBA	S. Sadhana
16	22104026	A. Meena	III - BBA	A. Meena
17	22104061	Swathi. K	III - BBA	Swathi. K
18	22104046	Rithima. V	III - BBA	Rithima. V
19	22104069	D.T. Keethana	III - BBA	D.T. Keethana
20	22104053	Shiny Roosha Mary. K	III - BBA	Shiny. R
21	22104052	P. Seetha Jayamma	III - BBA	P. Seetha Jayamma

S.No.	REG NO.	NAME	CLASS	SIGNATURE
22	22104054	R. Shreethi	III BBA	R. Shreethi
23	22104055	S. Sivaranjani	III BBA	S. Sivaranjani
24	22104056	V. Soundaranya	III BBA	V. Soundaranya
25	22104042	N. Ramya	III - BBA	N. Ramya
26	22104034	L. Pavithra	III - BBA	L. Pavithra
27	22104067	M. Thejaswini	III - BBA	M. Thejaswini
28	22104068	C. Amirtha	III - BBA	C. Amirtha
29	22104049	Sadhia . M	III - BBA	Sadhia . M
30	22104083	Nivethini . S	III - BBA	Nivethini . S
31	22104070	Niranjitha .	III - BBA	Niranjitha .
32	22104025	M. Maheshwari	III - BBA	M. Maheshwari
33	22104074	S. Nivethika	III BBA	S. Nivethika
34	22104011	R. Gopika	III BBA	R. Gopika
35	23104009	K. Shanishka	II BBA	K. Shanishka
36	23104048	B. Yasika	II BBA	B. Yasika
37	23104018	S. Jyeshthwari	II BBA	S. Jyeshthwari
38	23104037	R. Saraswathi	II - BBA	R. Saraswathi
39	23104015	R. Lakshmi	II - BBA	R. Lakshmi
40	23104022	K. Mimitha	II - BBA	K. Mimitha
41	23104019	K. Madhumalar	II - BBA	K. Madhumalar
42	23104014	P. Lakshmi	II - BBA	P. Lakshmi
43	23104049	V. Yogalakshmi	II - BBA	V. Yogalakshmi
44	23104036	B. Sabitha	II - BBA	B. Sabitha
45	23104035	R. Rizwana Asmi	II - BBA	R. Rizwana Asmi
46	23104043	K. Sneha	II - BBA	K. Sneha
47	23104038	J. Shaini	II - BBA	J. Shaini



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited (III cycle) with A grade by
NAAC

ISO 9001:2015 Certified
Annamalainagar, Trichy 620018

Department of Business Administration

Synergy Club & Quiz Club

Jointly organizes

Business Quiz



SCAN THE QR
TO ATTEND THE QUIZ

DATE : 29.08.2024

VENUE: COLLEGE CAMPUS

ALL ARE CORDIALLY INVITED

DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

TITLE: Business Quiz

DATE: 29.08.2024

TIME: 10am

VENUE: College Campus

BENEFICIARIES: 72

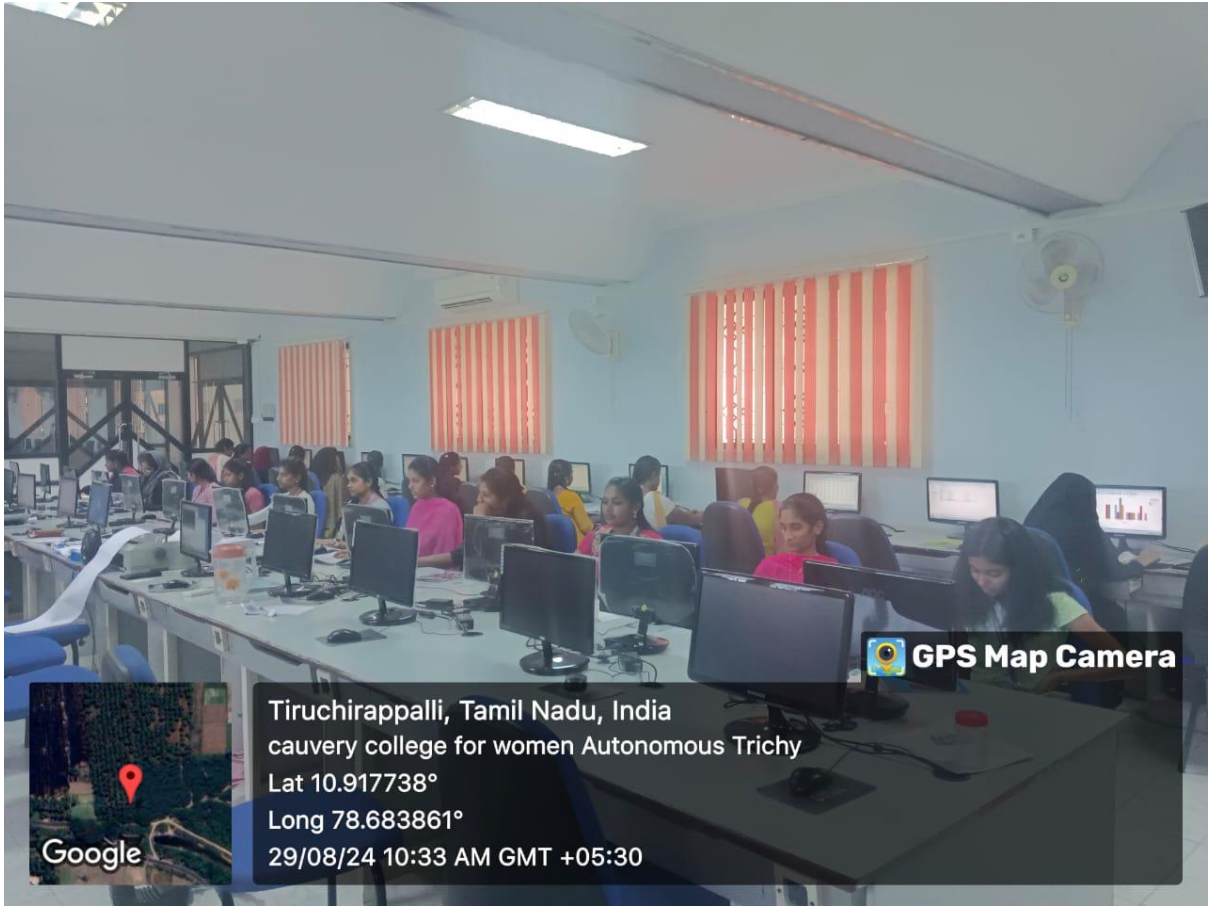
MODE: Online


REPORT:

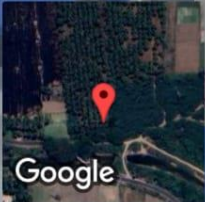
The Department of Business Administration, in collaboration with the Synergy Club and Quiz Club, hosted a Business Quiz at the college campus, commencing on August 29, 2024, at 10 a.m. The quiz encompassed a diverse range of topics, including Finance, Human Resource Management, Marketing, current affairs, Brands, logos, and Budget Discussion 2024. Students from I BBA, II BBA, and III BBA benefited from this engaging event, demonstrating their knowledge and skills by successfully answering the questions and participating in the quiz.

THANK YOU





 **GPS Map Camera**



Tiruchirappalli, Tamil Nadu, India
cauvery college for women Autonomous Trichy
Lat 10.917738°
Long 78.683861°
29/08/24 10:33 AM GMT +05:30

DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS QUIZ - ATTENDANCE

S.No.	DATE	EMAIL ID	NAME	YEAR	DEPARTMENT
1	29.08.2024	sneka2932@gmail.com	K sneka	2 year	BBA
2	29.08.2024	23104012.bba@cauverycollege.ac.in	G. Karthiga	2nd	BBA
3	29.08.2024	23104020.bba@cauverycollege.ac.in	Madhumitha Chithira Kannan	2	BBA
4	29.08.2024	23104025.bba@cauverycollege.ac.in	Moshiga	2	BBA
5	29.08.2024	23104042.bba@cauverycollege.ac.in	Shweta T	2024	BBA
6	29.08.2024	tharaniya0810@gmail.com	Tharaniya.A	2	BBA
7	29.08.2024	23104026.bba@cauverycollege.ac.in	Naveena B	2nd	BBA
8	29.08.2024	23104002.bba@cauverycollege.ac.in	Agathiya. T	2 rd years	BBA
9	29.08.2024	23104027.bba@cauverycollege.ac.in	Nila k	II	BBA
10	29.08.2024	23104009.bba@cauverycollege.ac.in	K DHANISHKA	2nd	BBA
11	29.08.2024	23104031.bba@cauverycollege.ac.in	Preethi. S	2nd year	BBA
12	29.08.2024	23104045.bba@cauverycollege.ac.in	SUNMATHI S B	II Year	BBA
13	29.08.2024	arjunanraji7575@gmail.com	Rajeshwari A	2nd	BBA
14	29.08.2024	23104018.bba@cauverycollege.ac.in	Logeshwari s	2024	BBA
15	29.08.2024	bhuvanadhivya2004@gmail.com	Bhuvanadhivya. S	2023	BBA
16	29.08.2024	23104004.bba@cauverycollege.ac.in	Amna naz	2nd year	BBA
17	29.08.2024	shalinishalini8336@gmail.com	Shalini T	2024	BBA
18	29.08.2024	muralamba@gmail.com	Amba.S	2nd year BBA	BBA
19	29.08.2024	23104021.bba@cauverycollege.ac.in	Manobharathi.M	2nd	BBA
20	29.08.2024	ll.biju.04.ll@gmail.com	Sivaranjani S	3rd	BBA
21	29.08.2024	23104047.bba@cauverycollege.ac.in	Vinisha. T	2023-26	BBA
22	29.08.2024	warimagesh038@gmail.com	M. K. M. Mageshwari	2024-2027	BBA
23	29.08.2024	dhivya1468@gmail.com	Dhivya V	3rd year	BBA
24	29.08.2024	22104041.bba@cauverycollege.ac.in	A.Ramya	III-year	BBA
25	29.08.2024	dharshram18@gmail.com	Dharshini.R	2024	BBA
26	29.08.2024	murugeswari10804@gmail.com	Murugeswari p	3 year	BBA
27	29.08.2024	24104006.bba@cauverycollege.ac.in	Dhanya shree. V	1st	BBA
28	29.08.2024	sushmasaravanakumar07@gmail.com	S. Sushma	2024	BBA
29	29.08.2024	22104025.bba@cauverycollege.ac.in	M. Maheshwari	III BBA	BBA
30	29.08.2024	ab6564458@gmail.com	Swathi. K	3rd year	BBA
31	29.08.2024	santhiya29112006@gmail.com	Santhiya.S	2024- 2027	BBA
32	29.08.2024	rsubramani101976@gmail.com	S.Dharmisha	2024	BBA
33	29.08.2024	deepalakshmi697@gmail.com	Deepalakshmi.R	1 st year	BBA
34	29.08.2024	merinabba27@gmail.com	A. Merina abil	III- BBA	BBA
35	29.08.2024	janalisubramaniyan@gmail.com	Janali S	3 nd years	BBA
36	29.08.2024	soundariya896@gmail.com	V.SOUNDARIYA	2022-2025	BBA
37	29.08.2024	rranjanipalani@gmail.com	P. Ranjani	2024	BBA
38	29.08.2024	lavzthilagavathi@gmail.com	Lavanya.p	2024	BBA
39	29.08.2024	rakshayanand05@gmail.com	A Rakshaya Kavi	2024-27	BBA
40	29.08.2024	divyamanivel810@gmail.com	Divya M	2024	BBA
41	29.08.2024	manothejashvini@gmail.com	Thejashvini	3 rd Year	BBA
42	29.08.2024	yasbarlana@gmail.com	Yasmine Barlana	3 rd Year	BBA
43	29.08.2024	22104069.bba@cauverycollege.ac.in	D.T.Keerthana	3 rd Year	BBA
44	29.08.2024	divyamanivel810@gmail.com	M.Dhivya	3 rd Year	BBA
45	29.08.2024	pradeepaspradeepa536@gmail.com	Pradeepa	3 rd Year	BBA
46	29.08.2024	anisma1509@gmail.com	Anis Fathima	3 rd Year	BBA
47	29.08.2024	rrgmonicabharathi@gmail.com	Monica Bharathi	3 rd Year	BBA
48	29.08.2024	22104008.bba@cauverycollege.ac.in	Devika K	3 rd Year	BBA
49	29.08.2024	angelbaby5897@gmail.com	Angelin	3 rd Year	BBA
50	29.08.2024	thrishathrisha612005@gmail.com	Thrisha	3 rd Year	BBA
51	29.08.2024	logulogeshwari035@gmail.com	Logeshwari S	3 rd Year	BBA

52	29.08.2024	ruhena4@gmail.com	Ruhena	3 rd Year	BBA
53	29.08.2024	madhumitha6112@gmail.com	Madhumitha Chithira Ka	3 rd Year	BBA
54	29.08.2024	santhiyakalpana91@gmail.com	Santhiya.S	3 rd Year	BBA
55	29.08.2024	murugeswari10804@gmail.com	Murugeswari	3 rd Year	BBA
56	29.08.2024	nivethika837@gmail.com	Nivethika	3 rd Year	BBA
57	29.08.2024	mahesh934447@gmail.com	Maheshwari	3 rd Year	BBA
58	29.08.2024	gopikaaravi17@gmail.com	Gopika	3 rd Year	BBA
59	29.08.2024	tssemidiah@gmail.com	Sadia	3 rd Year	BBA
60	29.08.2024	dhivya1468@gmail.com	Dhivya V	3 rd Year	BBA
61	29.08.2024	22104041.bba@cauverycollege.ac.in	Ramya A	3 rd Year	BBA
62	29.08.2024	paramesparames49689@gmail.com	Angalaparameshwary	3 rd Year	BBA
63	29.08.2024	ab6564458@gmail.com	Abinaya	3 rd Year	BBA
64	29.08.2024	amirthacamirthac556@gmail.com	Amirtha	3 rd Year	BBA
65	29.08.2024	22104005.bba@cauverycollege.ac.in	Asina Begam.S	3 rd Year	BBA
66	29.08.2024	karthidurai024@gmail.com	Karthika.D	3 rd Year	BBA
67	29.08.2024	monicamonica8852@gmail.com	Monica . M	3 rd Year	BBA
68	29.08.2024	dhanyashreevenkat06@gmail.com	Dhanyashree	1st Year	BBA
69	29.08.2024	22104048.bba@cauverycollege.ac.in	Sadhana. S	3 rd Year	BBA
70	29.08.2024	janalisubramanian@gmail.com	Janali S	3 rd Year	BBA
71	29.08.2024	22104039.bba@cauverycollege.ac.in	Rajashree	3 rd Year	BBA
72	29.08.2024	22104070.bba@cauverycollege.ac.in	Niranjitha	3 rd Year	BBA

A. S.

J. Tamil Selvi
Dr. J. TAMIL SELVI, MBA, M.Phil., Ph.D., SET., NET.,
PROFESSOR & HEAD
 Department of Business Administration
 Cauvery College For Women (Autonomous)
 Tiruchirappalli - 620 018.

V. Vijayalaxmi
Principal
 Cauvery College For Women
 (Autonomous)
 Annamalai Nagar,
 Tiruchirappalli - 620 018
 Tamilnadu.



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ISO 9001 : 2015 CERTIFIED

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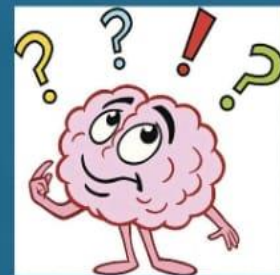
**DEPARTMENT OF BUSINESS
ADMINISTRATION,
SYNERGY CLUB AND QUIZ
CLUB
JOINTLY ORGANIZES**

BUSINESS QUIZ



SCAN THE QR CODE TO
ATTEND THE QUIZ

DATE: 02-09-2024
VENUE: COLLEGE CAMPUS



ALL ARE CORDIALLY INVITED

DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

TITLE: Business Quiz

DATE: 02.09.2024

TIME: 10am

VENUE: College Campus

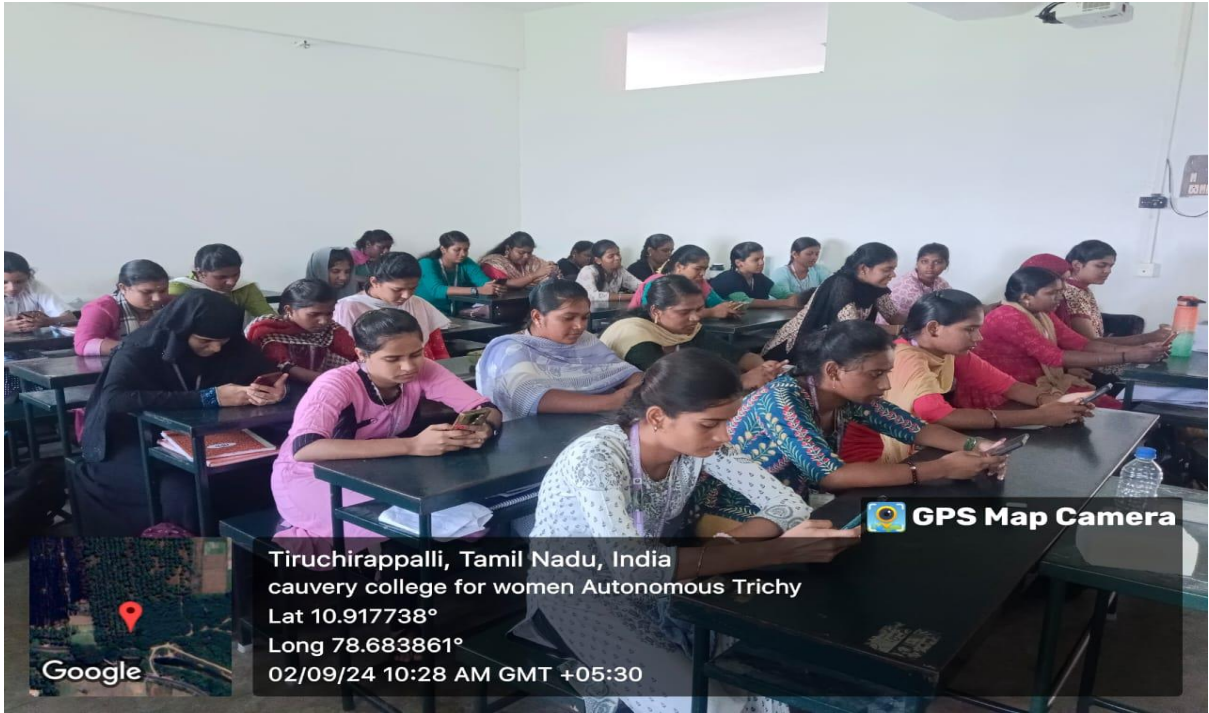
BENEFICIARIES: 68

MODE: Online

REPORT:

The Department of Business Administration, in collaboration with the Synergy Club and Quiz Club, hosted a Business Quiz at the college campus, commencing on September 03, 2024, at 10 a.m. The quiz encompassed a diverse range of topics, including Finance, Human Resource Management, Marketing, current affairs, Brands, and logos. Students from I BBA, II BBA, and III BBA benefited from this engaging event, demonstrating their knowledge and skills by successfully answering the questions and participating in the quiz.

THANK YOU





DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS QUIZ - September 2024

S.No	DATE	EMAIL ID	NAME	YEAR	DEPARTMENT
1	02.09.2024	divyamanivel810@gmail.com	Divya M	2024	BBA
2	02.09.2024	manothejashvini@gmail.com	Thejashvini	3 rd Year	BBA
3	02.09.2024	yasbarlana@gmail.com	Yasmine Barlana	3 rd Year	BBA
4	02.09.2024	22104069.bba@cauverycollege.ac.in	D.T.Keerthana	3 rd Year	BBA
5	02.09.2024	divyamanivel810@gmail.com	M.Dhivya	3 rd Year	BBA
6	02.09.2024	pradeepaspradeepa536@gmail.com	Pradeepa	3 rd Year	BBA
7	02.09.2024	anisma1509@gmail.com	Anis Fathima	3 rd Year	BBA
8	02.09.2024	rrgmonicabharathi@gmail.com	Monica Bharathi	3 rd Year	BBA
9	02.09.2024	22104008.bba@cauverycollege.ac.in	Devika K	3 rd Year	BBA
10	02.09.2024	angelbaby5897@gmail.com	Angelin	3 rd Year	BBA
11	02.09.2024	thrishathrisha612005@gmail.com	Thrisha	3 rd Year	BBA
12	02.09.2024	logulogeshwari035@gmail.com	Logeshwari S	3 rd Year	BBA
13	02.09.2024	rruhena4@gmail.com	Ruhena	3 rd Year	BBA
14	02.09.2024	madhumitha6112@gmail.com	Madhumitha Chithira Kannan	3 rd Year	BBA
15	02.09.2024	santhiyakalpana91@gmail.com	Santhiya.S	3 rd Year	BBA
16	02.09.2024	murugeswari10804@gmail.com	Murugeswari	3 rd Year	BBA
17	02.09.2024	nivethika837@gmail.com	Nivethika	3 rd Year	BBA
18	02.09.2024	mahesh934447@gmail.com	Maheshwari	3 rd Year	BBA
19	02.09.2024	gopikaaravi17@gmail.com	Gopika	3 rd Year	BBA
20	02.09.2024	tssemidah@gmail.com	Sadia	3 rd Year	BBA
21	02.09.2024	sneka2932@gmail.com	K sneka	2 year	BBA
22	02.09.2024	23104012.bba@cauverycollege.ac.in	G. Karthiga	2nd	BBA
23	02.09.2024	23104020.bba@cauverycollege.ac.in	Madhumitha Chithira Kannan	2	BBA
24	02.09.2024	23104025.bba@cauverycollege.ac.in	Moshiga	2	BBA
25	02.09.2024	23104042.bba@cauverycollege.ac.in	Shweta T	2024	BBA
26	02.09.2024	tharaniya0810@gmail.com	Tharaniya.A	2	BBA
27	02.09.2024	23104026.bba@cauverycollege.ac.in	Naveena B	2nd	BBA
28	02.09.2024	23104002.bba@cauverycollege.ac.in	Agathiya. T	2 rd years	BBA
29	02.09.2024	23104027.bba@cauverycollege.ac.in	Nila k	11	BBA
30	02.09.2024	23104009.bba@cauverycollege.ac.in	K DHANISHKA	2nd	BBA
31	02.09.2024	23104031.bba@cauverycollege.ac.in	Preethi. S	2nd year	BBA
32	02.09.2024	23104045.bba@cauverycollege.ac.in	SUNMATHI S B	II Year	BBA
33	02.09.2024	arjunanraji7575@gmail.com	Rajeshwari.A	2nd	BBA
34	02.09.2024	23104018.bba@cauverycollege.ac.in	Logeshwari s	2024	BBA
35	02.09.2024	bhuvanadhivya2004@gmail.com	Bhuvanadhivya. S	2023	BBA
36	02.09.2024	23104004.bba@cauverycollege.ac.in	Amna naz	2nd year	BBA
37	02.09.2024	shalinishalini8336@gmail.com	Shalini T	2024	BBA
38	02.09.2024	muralamba@gmail.com	Amba.S	2nd year BBA	BBA
39	02.09.2024	23104021.bba@cauverycollege.ac.in	Manobharathi.M	2nd	BBA
40	02.09.2024	ll.biju.04.ll@gmail.com	Sivaranjani S	3rd	BBA
41	02.09.2024	23104047.bba@cauverycollege.ac.in	Vinisha. T	2023-26	BBA
42	02.09.2024	warimagesh038@gmail.com	M. K. M. Mageshwari	2024-2027	BBA
43	02.09.2024	dhivya1468@gmail.com	Dhivya V	3rd year	BBA
44	02.09.2024	22104041.bba@cauverycollege.ac.in	A.Ramya	III-year	BBA
45	02.09.2024	dharshram18@gmail.com	Dharshini.R	2024	BBA
46	02.09.2024	murugeswari10804@gmail.com	Murugeswari p	3 year	BBA
47	02.09.2024	24104006.bba@cauverycollege.ac.in	Dhanya shree. V	1st	BBA

48	02.09.2024	sushmasaravanakumar07@gmail.com	S. Sushma	2024	BBA
49	02.09.2024	22104025 bba@cauverycollege.ac.in	M. Maheshwari	III BBA	BBA
50	02.09.2024	ab6564458@gmail.com	Swathi. K	3rd year	BBA
51	02.09.2024	santhiya29112006@gmail.com	Santhiya S	2024- 2027	BBA
52	02.09.2024	rsubramani101976@gmail.com	S.Dharmisha	2024	BBA
53	02.09.2024	deepalakshmi697@gmail.com	Deepalakshmi.R	1 st year	BBA
54	02.09.2024	merinabba27@gmail.com	A. Merina abil	III- BBA	BBA
55	02.09.2024	janalisubramaniyan@gmail.com	Janali S	3 nd years	BBA
56	02.09.2024	soundarya896@gmail.com	V.SOUNDARIYA	2022-2025	BBA
57	02.09.2024	rranjani@palani@gmail.com	P. Ranjani	2024	BBA
58	02.09.2024	lavzthilagavathi@gmail.com	Lavanya.p	2024	BBA
59	02.09.2024	rakshayanand05@gmail.com	A Rakshaya Kavi	2024-27	BBA
60	02.09.2024	dhivya1468@gmail.com	Dhivya V	3 rd Year	BBA
61	02.09.2024	22104041. bba@cauverycollege.ac.in	Ramya A	3 rd Year	BBA
62	02.09.2024	paramesparames49689@gmail.com	Angalaparameshwary	3 rd Year	BBA
63	02.09.2024	ab6564458@gmail.com	Abinaya	3 rd Year	BBA
64	02.09.2024	amirthacamirthac556@gmail.com	Amirtha	3 rd Year	BBA
65	02.09.2024	22104005 bba@cauverycollege.ac.in	Asina Begam.S	3 rd Year	BBA
66	02.09.2024	karthidurai024@gmail.com	Karthika.D	3 rd Year	BBA
67	02.09.2024	monicamonica8852@gmail.com	Monica M	3 rd Year	BBA
68	02.09.2024	dhanyashreevenkat06@gmail.com	Dhanyashree	1st Year	BBA

A.S

V. V. V. V.
Principal
Cauvery College For Women
(Autonomous)
Annamalai Nagar,
Tiruchirappalli - 621 018

**CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)**

NATIONALLY ACCREDITED (III CYCLE) WITH "A" GRADE BY NAAC
ANNAMALAINAGAR, TRICHY - 620018

**PG & RESEARCH DEPARTMENT OF COMMERCE
BUSY BEE CLUB**

Jointly with

**DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB**

Organizes

**Capacity Building Programme on
"THE CHANGING LANDSCAPE OF LEARNING IN
THE FIELD OF ACCOUNTS AND FINANCE "**

Resource Person

Mr. GANESH VAIDEESWARAN

CPA(USA), CMA(USA), CIA, ACA, ACMA,

Chief Transformation officer,

Finspire Academy (USA,CMA,CPA).

TIME : 1:00PM

VENUE : RAMESHWARI NALLUSAMY HALL

DATE : 03.09.2024

"ALL ARE CORDIALLY INVITED"

DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

TITLE: Capacity Building Programme on “The changing Landscape of Learning in the Field of Accounting and Finance.”

RESOURCE PERSON: Mr. Ganesh Vaideeswaran

DATE: 03.09.2024

TIME: 1pm

VENUE: Rameshwari Nallusamy Hall

BENEFICIARIES: 78

MODE: Offline

REPORT:

On September 04, 2024, the Synergy Club of the Department of Business Administration conducted a comprehensive Capacity Building Programme on The changing Landscape of Learning in the Field of Accounting and Finance beginning at 1p.m. This event was led by Mr. Ganesh Vaideewaran, CPA(USA), CMA(USA), CIA, ACA, ACMA, Chief Tranformation Officer, Finspire Academy.

The programme delved into the transformative changes in the accounting and finance landscape, examining the latest trends, technologies, and innovations shaping the field. Accounting Evolution, Digital literacy, data analytics, AI integration, cloud-based systems, and specialized skills (forensic accounting, sustainability reporting). Accounting-Finance Intersection, Accounting’s role in financial decision-making, financial market impact, risk management, internal controls, and global best practices. Emerging Trends, Block chain, cryptocurrency, ESG considerations, lifelong learning, and professional development amidst technological disruption.Sir, Stressed the importance of data science skills and programming languages (Python, R) for accountants. Sir, Highlighted the necessity of understanding financial markets and instruments for accountants. Networking opportunities among professionals and student – Collaborative environment fostering knowledge sharing and future discussions.

The programme offered invaluable perspectives on the dynamic accounting and finance landscape, underscoring the need for professionals to adapt to emerging trends and technologies. This event set the stage for ongoing dialogue and knowledge exchange in the field.

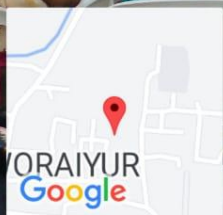
THANK YOU





Tiruchirappalli, Tamil Nadu, India
Cauvery College for Women (Autonomous) 2A/35, Annamalai Nagar, Woraiyur,
Tiruchirappalli, Tamil Nadu 620003, India
Lat 10.832183°
Long 78.681015°
03/09/24 01:32 PM GMT +05:30

GPS Map Camera



Tiruchirappalli, Tamil Nadu, India
Cauvery College for Women (Autonomous) 2A/35, Annamalai Nagar, Woraiyur,
Tiruchirappalli, Tamil Nadu 620003, India
Lat 10.832183°
Long 78.681015°
03/09/24 01:31 PM GMT +05:30

GPS Map Camera

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

Topic: The changing Landscape of Learning in the Field of Accounting and Finance. Venue: Rameshwari Nallusamy Hall
 Date: 03.09.2024

S.No.	REG NO.	NAME	CLASS	SIGNATURE
1	22104013	S. Janali	III - BBA	S. Janali
2	22104016	A. Karunya.	III - BBA	A. Karunya.
3	22104065	G. Lindhija	III - BBA	G. Lindhija
4	22104024	M. Mahalakshmi	III - BBA	M. Mahalakshmi
5	22104023	S. Madhumitha	III - BBA	S. Madhumitha
6	22104021	S. Lakshwari	III - BBA	S. Lakshwari
7	22104080	S. Logeshwari	III - BBA	S. Logeshwari
8	22104008	K. Devika	III - BBA	K. Devika
9	22104064	V. Thirishna	III - BBA	V. Thirishna
10	22104019	Krishna Priya	III - BBA	Krishna Priya
11	22104010	M. Divya	III - BBA	M. Divya
12	22104003	A. Angelis	III - BBA	A. Angelis
13	22104004	A. Anis Fathima	III - BBA	A. Anis
14	22104015	D. Kasthika	III - BBA	D. Kasthika
15	22104048	S. Sathana	III - BBA	S. Sathana
16	22104026	A. Meena	III - BBA	A. Meena
17	22104061	Swathi. K	III - BBA	Swathi. K
18	22104046	Rithima. V	III - BBA	V. Rithima
19	22104069	D.T. Keerthana	III - BBA	D.T. Keerthana
20	22104053	Shiny Prudice Mary	III - BBA	Shiny. R
21	22104052	P. Seethayammal	III - BBA	P. Seethayammal

S.No.	REG NO.	NAME	CLASS	SIGNATURE
22	22104054	Shoukli P.	III BBA	Shouli P.
23	22104055	Sivamjani .S	III BBA	Sivamjani
24	22104056	V. Soundariga	III -BBA	V. Soundariga
25	22104042	N. Ramya	III -BBA	N. Ramya
26	22104034	L. Parithra	II -BBA	L. Parithra
27	22104067	M. Thejaswini	IV -BBA	M. Thejaswini
28	22104068	A. Amirtha	IV -BBA	A. Amirtha
29	22104049	Sadia Mohamed Ali	III -BBA	Sadia
30	22104053	Niranjhini .S	III BBA	Niranj.
31	22104033	Niranjitha .	III BBA	Niranjitha
32	22104025	N. Maheshwari	III -BBA	N. Maheshwari
33	22104074	S. Nivethika	III BBA	S. Nivethika
34	22104011	R. Gopika	III BBA	R. Gopika
35	23104048	B. Yasika	II BBA	B. Yasika
36	23104009	K. Dhakshika	II BBA	K. Dhakshika
37	23104018	S. Jageshwari	II - BBA	S. Jageshwari
38	23104015	R. Lakshmi	II - BBA	R. Lakshmi
39	23104037	R. Saraswathi	II -BBA	R. Saraswathi
40	23104019	K. Madhumala	II - BBA	K. Madhumala
41	23104022	K. Mimita	II - BBA	K. Mimita
42	23104047	V. Yogalakshmi	II - BBA	V. Yogalakshmi
43	23104014	P. Lakshmi	II BBA	P. Lakshmi
44	23104035	R. Rishwana Asmi	II BBA	R. Rishwana Asmi
45	23104036	B. Sabitha	II BBA	B. Sabitha
46	23104028	J. Shalini	II -BBA	J. Shalini
47	23104045	K. Sneha	II -BBA	K. Sneha

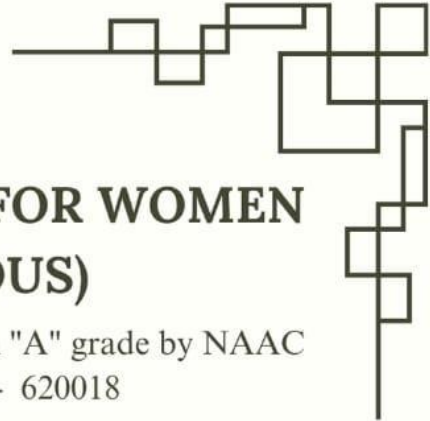
S.No.	REG NO.	NAME	CLASS	SIGNATURE
48	23104007	Q. Bhuvana Priya	II - BBA	Q. Bhuvana Priya
49	23104023	M. Monisha	II - BBA	M. Monisha
50	23104044	D. Saumya	II - BBA	D. Saumya
51	23104047	Vinisha . T	II - BBA	T. V
52	23104030	Pragathi . BR	II - BBA	Pragathi . BR
53	23104024	N. Monisha	II - BBA	N. Monisha
54	23104010	G. Dharshini	II - BBA	G. Dharshini
55	23104052	S. Swathy	II - BBA	S. Swathy
56	23104034	A. Rajeshwari	II - BBA	A. Rajeshwari
57	23104040	Samila Banu	II - BBA	Samila Banu
58	23104020	Madhuvishtha chithira kannan	II - BBA	C. Madhuvishtha
59	23104045	G.B. Sunmathi	II - BBA	G.B. Sunmathi
60	23104039	T. Shalini	II - BBA	T. Shalini
61	23104002	T. Agathiya	II - BBA	T. Agathiya
62	23104013	S. KAVIYA	II - BBA	S. KAVIYA
63	23104005	G. Aswini	II - BBA	G. Aswini
64	23104001	M. Abirami	II - BBA	M. Abirami
65	23104012	G. Harshiga	II - BBA	G. Harshiga
66	23104031	S. Preethi	II - BBA	S. Preethi
67	23104003	Amiba . S	II - BBA	S. Amiba
68	23104008	P. Padmapriya	II - BBA	P. Padmapriya
69	23104005	G. MeShiga	II - BBA	G. MeShiga
70	23104017	M. Logeshwari	II - BBA	M. Logeshwari
71	23104026	B. Naveena	II - BBA	B. Naveena
72	23104027	K. Nila	II - BBA	K. Nila
73	23104021	M. Manobharathi	II - BBA	M. Manobharathi

S.No.	REG NO.	NAME	CLASS	SIGNATURE
74	23104051	Sujatha-V	II-BBA	Sujatha-V
75	23104050	V.A.KalaiVani	II-BBA	V.A.KalaiVani
76	23104033	B. Brijadharshini	II-BBA	B. Priya-KLJ
77	23104042	Shweta.T	II-BBA	Shweta.T
78	23104046	Jharaniya.A	II-BBA	Jharaniya.

A. [Signature]

[Signature]
Dr. J. TAMILSELVI, MBA, M.Phil, Ph.D., SET., NET.,
PROFESSOR & HEAD
 Department of Business Administration
 Cauvery College For Women (Autonomous)
 Tiruchirappalli - 620 018.

[Signature]
Principal
 Cauvery College For Women
 (Autonomous)
 Annamalai Nagar,
 Tiruchirappalli - 620 013
 Tamil Nadu.



**CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)**

Nationally Accredited (III Cycle) with "A" grade by NAAC
Annamalainagar, Trichy - 620018

**DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB**

Organizes

***CAPACITY BUILDING PROGRAMME on
" CAREER GUIDANCE "***

Resource Person

Ms. PRIYA S

Manager

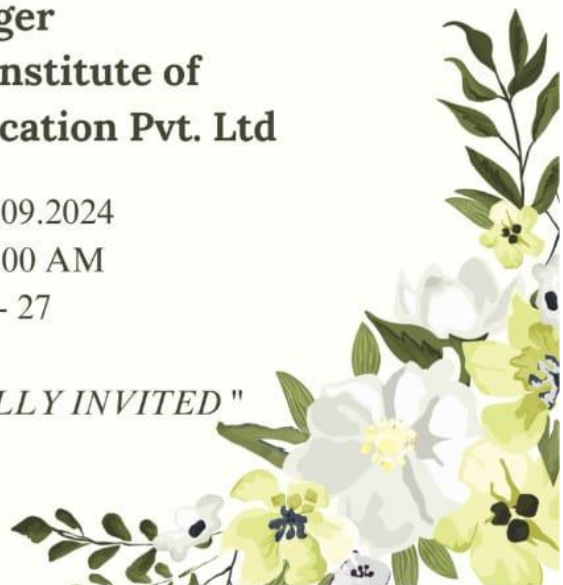
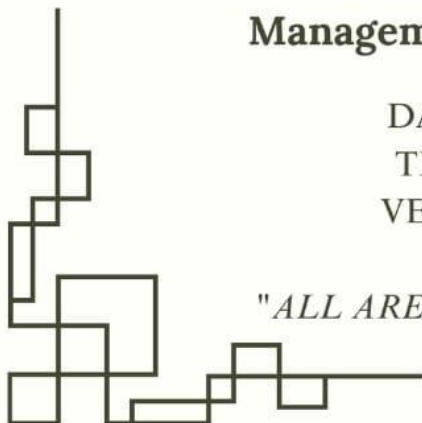
**Triumphant Institute of
Management Education Pvt. Ltd**

DATE : 12.09.2024

TIME : 10:00 AM

VENUE : D - 27

"ALL ARE CORDIALLY INVITED "



DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

TITLE: Capacity Building Programme on “Career Guidance”

RESOURCE PERSON: Ms.Priya.S

DATE: 12.09.2024

TIME: 10am

VENUE: D - 27

BENEFICIARIES: 92

MODE: Offline

REPORT:

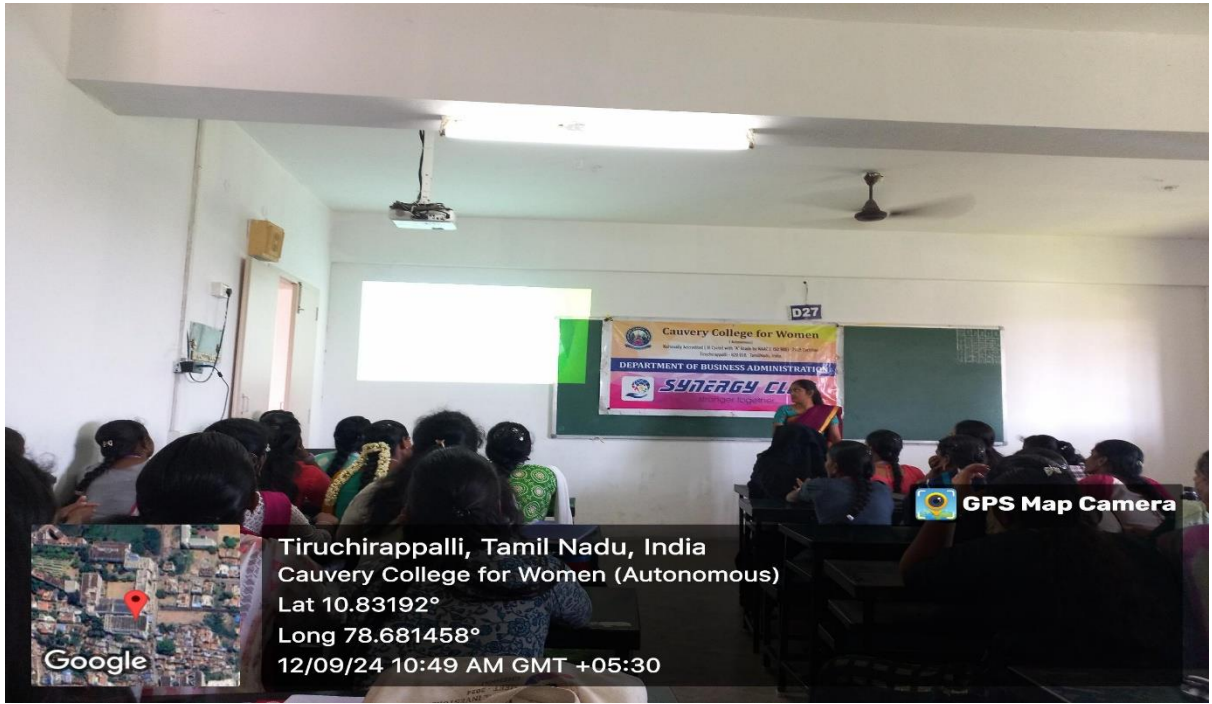
On September 12, 2024, the Synergy Club of the Department of Business Administration conducted a comprehensive Capacity Building Programme on Career Guidance at D-27, beginning at 10 a.m. This event was led by Ms. Priya S., the Manager at Triumphant Institute of Management Education Pvt. Ltd.

The primary goal of the programme was to equip final-year students with the tools and knowledge necessary to effectively plan their future careers, whether they were considering job placements or advanced academic opportunities.

The session addressed several critical areas, including strategies for preparing for aptitude exams, effective placement tactics, and a detailed overview of the top business schools both in Tamil Nadu and across India. Participants engaged actively in the interactive discussions, which allowed them to delve deeply into each topic. The enthusiasm of the students was palpable, and many found the insights shared during the programme to be highly valuable for their career planning and decision-making processes.

THANK YOU





Tiruchirappalli, Tamil Nadu, India
Cauvery College for Women (Autonomous)
Lat 10.83192°
Long 78.681458°
12/09/24 10:49 AM GMT +05:30

GPS Map Camera

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

Topic: Capacity Building Programme on
 Career Guidance.

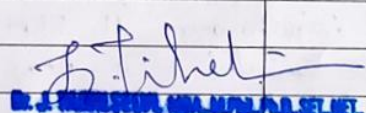
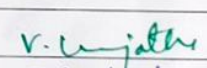
Venue: D-27

Date: 12.09.2024

S.No.	REG NO.	NAME	CLASS	SIGNATURE
1	22104011	R. Gopika	IV - BBA	R. Gopika
2	22104042	N. Ramya	IV - BBA	N. Ramya
3	22104009	V. Divya	III - BBA	V. Divya
4	22104010	M. Divya	III - BBA	M. Divya
5	22104014	Jannath fathima	III - BBA	J. fathima
6	22104006	K. Deepa	III - BBA	K. Deepa
7	22104016	A. Karanya	III - BBA	A. Karanya
8	22104037	B. Priyanka	III - BBA	B. Priyanka
9	22104035	R. Prathavathi	IV - BBA	R. Prathavathi
10	22104022	D. Madhumitha	IV - BBA	D. Madhumitha
11	22104066	S. Yasmine Barkara	III - BBA	S. Yasmine Barkara
12	22104038	M. Priyanka	IV - BBA	M. Priyanka
13	22104039	Rajashree K	III - BBA	Rajashree K
14	22104063	S. Tamizharuvi	III - BBA	S. Tamizharuvi
15	22104056	V. Soundaraja	IV - BBA	V. Soundaraja
16	22104050	B. Sankhya	III - BBA	B. Sankhya
17	22104070	Niranjitha R	III - BBA	Niranjitha R
18	22104083	Nikithini S	III - BBA	Nikithini S
19	22104053	Shiny Anickia Mary P	III - BBA	Shiny Anickia Mary P
20	22104025	M. Maheshwari	III - BBA	M. Maheshwari
21	22104018	C. Kishika	III - BBA	C. Kishika

S.No.	REG NO.	NAME	CLASS	SIGNATURE
22	22104047	B. Rukena	III - BBA	B. Rukena
23	22104061	Swathi K	III - BBA	Swathi K
24	22104046	Rithima V	III - BBA	Rithima V
25	22104048	Sadhana S	III - BBA	Sadhana
26	22104026	A. Meena	III - BBA	A. Meena
27	22104015	D. Kavya	III - BBA	D. Kavya
28	22104023	S. Madhumitha	III - BBA	S. Madhumitha
29	22104021	S. Lokeshwari	III - BBA	S. Lokeshwari
30	22104021	M. Mahalakshmi	III - BBA	M. Mahalakshmi
31	22104065	G. Vandhana	III - BBA	G. Vandhana
32	22104024	N. Monica	III - BBA	N. Monica
33	22104002	Angalaparameswari	III - BBA	V. Angala
34	22104004	Aris Fathima - A	III - BBA	Aris Fathima
35	22104005	Asima begam S	III - BBA	S. Asima begam
36	22104068	G. Anitha	III - BBA	G. Anitha
37	22104067	M. Srija	III - BBA	M. Srija
38	22104013	S. Janali	III - BBA	S. Janali
39	22104019	P. Kiranmayi	III - BBA	P. Kiran
40	22104028	P. G. Monica Bharathi	III - BBA	P. G. Monica
41	22104017	U. Kalpanasri	III - BBA	U. Kalpana
42	22104020	S. Logashwari	III - BBA	S. Logashwari
43	22104064	V. Thirisha	III - BBA	V. Thirisha
44	22104036	S. Pradeepa	III - BBA	S. Pradeepa
45	22104060	P. Subasi	III - BBA	P. Subasi
46	22104043	T. Ramya	III - BBA	T. Ramya
47	22104044	Ranjana	III - BBA	Ranjana

S.No.	REG NO.	NAME	CLASS	SIGNATURE
48	22104031	P. Marugeshwari	III - BBA	P. Mar
49	22104074	S. Nivethika	III - BBA	S. Nivethika
50	23104042	Shweta.T	II - BBA	Shweta.T
51	23104017	Lageshwari.M	II - BBA	M. Lageshwari
52	23104009	K. Dhaniika	I - BBA	K. Dhaniika
53	23104003	Anba.S	II - BBA	Anba.S
54	23104037	R. Saraswathi	II - BBA	R. Saraswathi
55	23104016	R. Lakshmi	II - BBA	R. Lakshmi
56	23104015	K. Mimita	II - BBA	K. Mimita
57	23104019	K. Madhuran	II - BBA	K. Madhuran
58	23104014	P. Lakshmi	II - BBA	P. Lakshmi
59	23104049	V. Logalakshmi	II - BBA	V. Logalakshmi
60	23104036	B. Sabitha	II - BBA	B. Sabitha
61	23104038	K. Shalini	II - BBA	K. Shalini
62	23104043	K. Sneha	II - BBA	K. Sneha
63	23104024	MONISHA - N	II - BBA	N. Monisha
64	23104010	DHASHINI - G	II - BBA	G. Dhashini
65	23104052	SWATHY - S	II - BBA	S. Swathy
66	23104047	T. VINISHA	II - BBA	T. Vinisha
67	23104020	Madhuran chittisakarnan	II - BBA	Madhuran
68	23104044	D. Saumya	II - BBA	D. Saumya
69	23104034	A. Rajeshwari	II - BBA	A. Rajeshwari
70	23104045	B.B. Sunmathi	II - BBA	B.B. Sunmathi
71	23104039	T. Shalini	II - BBA	T. Shalini
72	23104002	T. Agathya	II - BBA	T. Agathya
73	23104030	Pragathi - BR	II - BBA	Pragathi - BR

S.No.	REG NO.	NAME	CLASS	SIGNATURE
74	23104001	M. Akshami	II - BBA	M. Akshami
75	23104005	G. Aswini	II - BBA	G. Aswini
76	23104013	S. KAVIYA	II - BBA	S. KAVIYA
77	23104003	S. Anba	II - BBA	S. Anba
78	23104018	G. Karthiga	II - BBA	G. Karthiga
79	23104031	P. Prithi	II - BBA	P. Prithi
80	23104033	P. Priyadharshini	II - BBA	P. Priyadharshini
81	23104042	Jogalakshmi	II - BBA	Jogalakshmi
82	23104028	P. Padmapriya	II - BBA	P. Padmapriya
83	23104025	K. NIPa	II - BBA	K. NIPa
84	23104026	B. Navena	II - BBA	B. Navena
85	23104021	M. Manobharathi	II - BBA	M. Manobharathi
86	23104051	S. Sathya V.	II - BBA	S. Sathya V.
87	23104050	V. A. Kalaivari	II - BBA	V. A. Kalaivari
88	23104046	Jharaniya A	II - BBA	Jharaniya A
89	23104007	S. Bhuvanadhara	II - BBA	S. Bhuvanadhara
90	23104018	S. Logeshwari	II - BBA	S. Logeshwari
91	23104023	M. Mohisha	II - BBA	M. Mohisha
92	23104025	G. Moshiga	II - BBA	G. Moshiga
				
		Dr. J. SRINIVASAN, MBA, MPA, P.D., SET, NET, PROFESSOR & HEAD Department of Business Administration Cauvery College For Women (Autonomous) Tiruchirappalli - 620 018.		
				Principal Cauvery College For Women (Autonomous) Annamalai Nagar, Tiruchirappalli - 620 018 Tamilnadu.

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

TITLE: Dynamics of Emerging Business Innovation and Trends – Academia Industry Role
(DEBIT AIR – 2025)

DATE: 09.01.2025 & 10.01.2025

TIME: 10am to 3pm

VEUNE: Rameshwari Nallusamy Hall

BENEFICIARIES: 50

MODE: Online & Offline

REPORT:

PG & Research Department of Commerce, Department of Business Administration of Cauvery College for Women (Autonomous), Trichy and SMART Journal of Business Management Studies jointly organized the Two Day Twentieth International Seminar on "Dynamics of Emerging Business Innovation and Trends -Academia Industry Role (DEBIT AIR-2025)", the release of the Twenty First year issue of SMART Journal of Business Management Studies, and Sixteenth SMART Journal Annual Award Function 2024 during 9th and 10th January 2025 at Cauvery College for Women (Autonomous), Trichy.

On 9th January 2025, the international seminar commenced with a prayer song, followed by welcome address rendered by Dr.V.Sujatha, Principal, Cauvery College for Women (Autonomous), Trichy. Dr. M. Selvam, Seminar Director, Retired Senior Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University & Founder Publisher and Chief Editor, SMART Journal of Business Management Studies introduced the theme of the seminar. Dr.G.Veerakumaran, Professor and Head (Retd.), Department of Cooperative Management, Kerala Agricultural University, Thrissur has released twenty first year issue of SMART Journal of Business Management Studies and released the CD consisting of abstracts of the papers presented at the International Seminar.

Dr.G.Veerakumaran has also presented SMART Journal Annual Awards to six eminent personalities. SMART Journal Distinguished Educational Administrator Award was conferred to Dr. Meena Rajiv Chandawarkar, Former Vice Chancellor, Karnataka State Women's University, Bijapur. Dr. Sandeep Kulshreshtha, Director, Centre for Promotion of Ecological Adventure, Health and Cultural Tourism, Central University of Himachal Pradesh was conferred with SMART Journal Distinguished Life Time Achievement Award Dr. Satya

Parayitam, Professor of Strategic Management, Charlton College of Business, University of Massachusetts Dartmouth, USA was conferred with SMART Journal Distinguished Life Time Achievement Award Ashik Rahaman Jamader, Assistant Professor, Pailan College of Management and Technology, West Bengal was awarded with SMART Journal Young Management Scientist Award. Dr. Roopa, Assistant Professor, Department of Business Management, Sri Padmavathi Mahila Visvavidyalayam was conferred with SMART Journal BDU COM Distinguished Alumni Award. The research paper submitted by Dr. Azeem Ahmad Khan received SMART Journal Best Paper Award. Dr. S. Shameem, Associate Professor introduced Dr. G. Veerakumaran to the participants. Dr. G. Veerakumaran, Professor and Head (Retd.), Department of Cooperative Management, Kerala Agricultural University, Thrissur inaugurated the webinar with his Key Note address on the topic 'Green Financing for Sustainable Business'. He explained the consequences of climate change, ESG in business and sources of green finance. He advised the younger generation to start green startups with green finance and to prefer green investments.

In the Plenary Session- I, Dr. Jebamalai Vinanchiarachi, Former Principal Adviser to the Director General of UNIDO, Vienna, Principal Adviser, Knowledge Management Associates, Vienna, AUSTRIA, gave a special lecture on 'New and Dynamic Sources of Business Innovation: The Role of Industry and Academia'. He highlighted the importance of innovative thinking, technological advancement, and global competition.

The technical session was headed by Dr. J. Gayathri, Professor, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and by Dr. M. Raja, Associate Professor, Department of Commerce, Centre for Distance and Online Education, Bharathidasan University, Trichy.

On 10th January 2025, in the Plenary Session - II, a special lecture on 'Public Sector Undertakings (PSUs) The Next Frontier in India's March towards Accelerating Economic Growth' was rendered by Dr. Sankaran Venkateswar, Professor, Saint Mary's College of California, USA. He explained the importance of PSUs, economic growth, employment opportunities, and the infrastructure development.

In the Plenary Session III, Dr. Anuj Kumar, Head of Research and Associate Professor, Rushford Business School, Switzerland, addressed the gathering on the topic 'Application of Emerging Technologies in Innovative Business Practices'. He explained the need of adopting

the new technology in the business. He has also pointed out the areas of application of artificial intelligence to enable emerging technologies.

The technical session was headed by Dr. M.Neela, Associate Professor, Department of Business Administration, Cauvery College for Women (Autonomous), Trichy. More than 50 research papers on vital areas such as Business, Marketing, Green Marketing, Online Marketing, Consumer Behaviour, Advertising and communication, Role of marketing system, Retail Marketing, Service Marketing, Brand Management, Organisational Culture and Leadership Management were presented through online and offline mode by the paper presenters from different states.

The valedictory address was given by Dr.S.Iyyampillai, Senior Professor (Retd.), Department of Economics, Bharathidasan University. In his valedictory address he explained social, cultural, economic and political factors driving the innovation in India. The micro and macro determinants of innovation are detailed by him. He emphasized state wise differences in innovative ventures. Dr. M. Selvam, Webinar Director, Retired Senior Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University & Founder Publisher and Chief Editor, SMART Journal of Business Management Studies distributed certificates to the participants. Dr. N.Savithri, Seminar Coordinator, Dean of Arts, Head, PG & Research Department of Commerce, proposed vote of thanks. This international seminar facilitated prominent industrialists, academicians, researchers, and students to exchange and share their experience and innovative ideas to excel in business.

THANK YOU

Twentieth International Seminar (Webinar)
on
**DYNAMICS OF EMERGING BUSINESS INNOVATION AND
TRENDS- ACADEMIA INDUSTRY ROLE (DEBIT AIR-2025)**

**Release of Twenty First Year Issue of SMART Journal
&
Sixteenth SMART Journal Annual Awards – 2024**

9th and 10th January, 2025

Organized by



**PG & RESEARCH DEPARTMENT OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
Cauvery College for Women (Autonomous), Trichy**

www.cauverycollege.ac.in

Institute of Business Excellence

and

SMART Journal of Business Management Studies
(A Professional, Refereed, International and Indexed Journal)
www.smartjournalbms.org

All are cordially invited to the
Twentieth International Seminar (Webinar)
**Release of Twenty First Year Issue of SMART Journal &
Sixteenth SMART Journal Annual Award Function – 2024**

Venue : Seminar Hall, Cauvery College for Women
(Autonomous), Trichy

09.01.2025 - Thursday

10.00 a.m. to 11.30 a.m. : **SMART Journal Annual Awards - 2024
Twenty First Year Issue of SMART Journal &
Inaugural Function of International Webinar**

Welcome Address : **Dr. V. SUJATHA**
Principal,
Cauvery College for Women (Autonomous)

**Presentation of Awards
Release of Twentieth year
Issue of SMART Journal &
Inauguration of Webinar** : **Dr. G. VEERAKUMARAN**
Professor and Head (Retd.)
Department of Cooperative Management
Kerala Agricultural University, Thrissur

Key Note Address : **Green Financing for Sustainable Business**
Dr. G. VEERAKUMARAN
Professor and Head (Retd.)
Department of Cooperative Management
Kerala Agricultural University, Thrissur

11.45 a.m. - 1.00 p.m. : **Plenary Session-I**
Special Lecture on
**New and Dynamic Sources of Business
Innovation: The Role of Industry and Academia**

Dr. JEBAMALAI VINANCHIARACHI
Former Principal Adviser to the Director
General of UNIDO, Vienna, Principal Adviser
Knowledge Management Associates, Vienna
Austria

2.15 p.m. – 3.30 p.m. : **Paper Presentation – Parallel Sessions**
(Link will be sent through e-mail)

3.30 p.m. : **Cultural Function**

10.01.2025 - Friday

10.00 a.m. – 11.00 a.m. : **Plenary Session-II**
Special Lecture on
Public Sector Undertakings (PSUs) – The Next Frontier in India's March towards Accelerating Economic Growth

Dr. SANKARAN VENKATESWAR
Professor, Saint Mary's College of California, USA

11.00 a.m. – 12.00 a.m. : **Plenary Session-III**
Special Lecture on
Application of Emerging Technologies in Innovative Business Practices

Dr. ANUJ KUMAR
Head of Research and Associate Professor
Rushford Business School, Switzerland

12.15 p.m. - 1.00 p.m. : **Paper Presentation – Parallel Sessions**
(Link will be sent through e-mail)

2.15 p.m. : **VALEDICTORY FUNCTION**

Welcome Address : **Dr. V. SUJATHA**
Principal, Cauvery College for Women (Autonomous)

Valedictory Address : **Dr. S. IYYAMPILLAI**
Senior Professor (Retd.)
Department of Economics, BDU

SEMINAR COORDINATORS

Dr. N. Savithri
Dean of Arts & Head, Department of Commerce
Cauvery College for Women, (Autonomous)
Trichy – 18
Mobile: 9443150183

Dr. J. Tamilselvi
Professor and Head, Department of BBA
Cauvery College for Women (Autonomous)
Trichy – 18

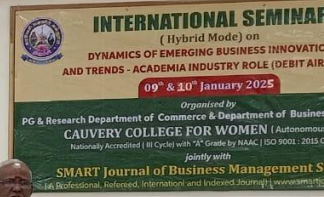
Dr. J. Gayathri
Professor, Department of Commerce and Financial
Studies, Bharathidasan University
Trichy – 24

Dr. V. Sujatha
Principal
Cauvery College for Women
(Autonomous), Trichy – 18.

Professor M. Selvam
Webinar Director
Retired Senior Professor and Head
Department of Commerce and Financial Studies
Bharathidasan University, Trichy – 24
&
Founder-Publisher and Chief Editor
SMART Journal of Business Management Studies

Note: i. E-Certificate will be issued only to the Registered Participants.

ii. For New Registration, visit and follow the instructions given in the Web link
<https://www.cauverycollege.ac.in/Admin/FileFolder/AcademicPage/DEBIT-AIR-2024.pdf>







DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

TITLE: Workshop on “Business Management for Startup Ventures”

RESOURCE PERSON: Mr.Sudhakar Mahadevan

DATE: 21.01.2025 – 28.01.2025

TIME: 1pm

VEUNE: Bootstrap Cauvery

BENEFICIARIES: 55

MODE: Offline

REPORT:

Department of Business Administration and Institution’s Innovation Council jointly organized a workshop on “Business Management for Startup Ventures” at Bootstrap Cauvery. The Resource person for the session was Mr.Sudhakar Mahadevan.

The workshop was a transformative experience, empowering students to navigate complex business situations with confidence, boldness, and fearlessness. Through interactive sessions, students acquired essential skills in calculated risk-taking, effective communication, and self-assertion, enabling them to make a lasting impact. Effective decision-making skills were also emphasized, teaching students to weigh options, consider multiple perspectives, and trust their instincts to drive business growth and achieve their goals.

Furthermore, the workshop provided valuable insights into event management, equipping students with clever tricks and tactics to plan, execute, and deliver successful events. Students learned how to host professional events, creating engaging experiences, building meaningful connections, and fostering productive networking opportunities. Ultimately, the workshop sparked innovative ideas and fresh perspectives on business, inspiring students to think outside the box and explore new possibilities.

The workshop culminated in a valedictory ceremony, where participants were awarded appreciation certificates by the resource person, acknowledging their growth and accomplishments.

THANK YOU



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited With 'A' Grade by NAAC
Annamalai Nagar, Tiruchirappalli-18



INSTITUTION'S INNOVATION COUNCIL

jointly with

Department of Business Administration

Organises

CAPACITY BUILDING PROGRAMME

On

WORKSHOP ON BUSINESS MANAGEMENT FOR STARTUP VENTURES

Resource Person

Mr. Sudhakar Mahadevan

Branding Advertisement

Kreative India

Trichy

21.01.2025 -



28.01.2025



1.00 pm



Bootstrap Cauvery



cauvery_iic



iic_for









Tiruchirappalli, Tamil Nadu, India
24, Annamalai Nagar Main Rd, Annamalai Nagar, Woraiyur,
Tiruchirappalli, Tamil Nadu 620003, India
Lat 10.832487° Long 78.681406°
28/01/2025 01:17 PM GMT +05:30





Tiruchirappalli, Tamil Nadu, India
24, Annamalai Nagar Main Rd, Annamalai Nagar, Woraiyur,
Tiruchirappalli, Tamil Nadu 620003, India
Lat 10.832469° Long 78.681448°
28/01/2025 02:43 PM GMT +05:30

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

Topic: Workshop on Business Management for startup ventures. Venue: Bootstrap Cauvery
Date: 21.01.2025 to 28.01.2025

S.No.	REG NO.	NAME	CLASS	SIGNATURE
01	24104008	R. Dharshini	I-BBA	R. Dharshini
02	24104007	S. Dhannisha	I-BBA	S. Dhannisha
03	24104000	D. Lavanya	I-BBA	D. Lavanya
04	24104044	D. Shrutika	I-B.B.A.	D. Shrutika
05	24104010	P. Harini	I-B.B.A.	P. Harini
06	24104022	M. K. M. Mageshwari	I-BBA	M. K. M. Mageshwari
07	24104019	P. Lavanya	I-BBA	P. Lavanya
08	24104053	M. Sivapriya	I-BBA	M. Sivapriya
09	24104052	S. Theja	I-BBA	S. Theja
10	24104040	S. Santhiya	I-BBA	S. Santhiya
11	24104030	S. Priyanka	I-BBA	S. Priyanka
12	24104054	S. Reshma	I-BBA	S. Reshma
13	24104024	K. Vetha	I-BBA	K. Vetha
14	24104045	K. Sindhya	I-BBA	K. Sindhya
15	24104021	P. Madhu	I-BBA	P. Madhu
16	24104035	A. Reema	I-BBA	A. Reema
17	24104036	A. Rithika Sree	I-BBA	A. Rithika Sree
18	24104014	J. Jackson Stephanie	I-BBA	J. Jackson Stephanie
19	24104023	V. NANDHINI	I-BBA	V. NANDHINI
20	24104028	A. V. Poojnima	I-BBA	A. V. Poojnima
21	24104026	M. Nivetha	I-BBA	M. Nivetha

S.No.	REG NO.	NAME	CLASS	SIGNATURE
22	24104042	P. Shanmugapriya	T-BBA	P. Shanmugapriya
23	24104033	M. Rakshaya shree	I-BBA	M. Rakshaya
24	24104031	R. Rakshana	T-BBA	R. Rakshana
25	24104032	A. Rakshaya Kavi	I-BBA	A. Rakshaya
26	24104043	M. Sharmini	T-BBA	M. Sharmini
27	24104017	T. Kiruthika	I-BBA	T. Kiruthika
28	24104018	T. Kowsiya	J-BBA	T. Kowsiya
29	24104048	S. Sushma	I-BBA	S. Sushma
30	24104050	S. Yogapriya	I-BBA	S. Yogapriya
31	24104003	M. Bhavatharani	I-BBA	M. Bhavatharani
32	24104009	B. Geetha	I-BBA	B. Geetha
33	24104001	K. Abinaya shree	I-BBA	K. Abinaya shree
34	24104002	E. Aaysha Baru	I-BBA	E. Aaysha Baru
35	24104004	P. Deepalakshmi	T-BBA	P. Deepalakshmi
36	24104005	P. Dhanya	T-BBA	P. Dhanya
37	24104006	V. Dhanya shree	T-BBA	V. Dhanya shree
38	24104025	M. Nithya	I-BBA	M. Nithya
39	24104034	P. Ranjani	I-BBA	P. Ranjani
40	24104011	D. Janani	T-BBA	D. Janani
41	24104039	S. Santhiya	I-BBA	S. Santhiya
42	24104012	M. Janani	T-BBA	M. Janani
43	24104038	P. Sangavi	I-BBA	P. Sangavi
44	24104037	M. Sandhya	I-BBA	M. Sandhya
45	24104029	G. Preethi	I-BBA	G. Preethi
46	24104016	K. Keerthana	T-BBA	K. Keerthana
47	24104046	B. Sri malakshmi	I-BBA	B. Sri malakshmi

S.No.	REG NO.	NAME	CLASS	SIGNATURE
48	24104015	D. Kavitha	I-BBA	D. Kavitha
49	24104051	V. Prarthadevi	I-BBA	V. Prarthadevi
50	24104017	S. Subiksha	I-BBA	S. Subiksha
51	24104055	R. Krishnakaviya	I-BBA	R. Krishnakaviya
52	23104040	Shamila Banu	II-BBA	Shamila Banu
53	23104013	S. Kalya	I-BBA	S. Kalya
54	23104006	K. Deepa	III-BBA	K. Deepa
55	22104009	V. Divya	II-BBA	V. Divya

[Signature]

[Signature]

Dr. J. TAMILSELVI, MBA, M.Phil, Ph.D, SET, NET,
PROFESSOR & HEAD
Department of Business Administration
Cauvery College For Women (Autonomous)
Tiruchirappalli - 620 018

DEPARTMENT OF BUSINESS ADMINISTRATION
SYNERGY CLUB

TITLE: Career Guidance Programme

RESOURCE PERSON: Ms. Lalitha Balasubramanian

DATE: 22.02.2025

TIME: 1.00pm

VENUE: Rameshwari Nallusamy Hall

BENEFICIARIES: 64

MODE: Offline

REPORT:

The Cauvery College Alumnae Association and the Department of Business Administration jointly organized a career guidance program at Rameshwari Nallusamy Hall. The session featured a prominent alumna of the institution, Ms. Lalitha Balasubramanian, as the resource person.

The session was designed to empower young minds and guide them towards making informed decisions about their future careers. Ms. Balasubramanian effectively engaged with the final-year students, prompting them to reflect deeply on their aspirations and career plans. She addressed the students' prospects, providing insightful guidance and presenting clear pathways for everyone to navigate their career journey. Additionally, Ms. Balasubramanian spoke about various career opportunities and the growing role of social media in enhancing professional development. The interaction also included discussions with students about their perceptions of corporate jobs versus entrepreneurship, encouraging them to explore and consider diverse career paths. The session proved to be a valuable experience, equipping students with the knowledge and tools to make well-informed career choices. The session was exceptionally motivating and encouraging for the students.

THANK YOU



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited (IV cycle) with A+ Grade by NAAC
Annamalai Nagar.Trichy-18.

**CAUVERY COLLEGE ALUMNAE ASSOCIATION
&
DEPARTMENT OF BUSINESS ADMINISTRATION**

O R G A N I Z E S

"CAREER GUIDANCE PROGRAMME"

Resource Person:

Ms.Lalitha Balasubramanian

Wellness & Life skills Coach
BBA 1987-1990 Batch

DATE : 21.02.2025

TIME : 01.00 PM

VENUE : Rameshwari Nallusamy Hall

"All are cordially invited "







Tiruchirappalli, Tamil Nadu, India
25, Tiruchirappalli, Tamil Nadu 620003, India
Lat 10.83177° Long 78.68212°
21/02/2025 01:27 PM GMT +05:30

GPS Map Camera

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB

Topic: Career Guidance Programme

Venue: Rameshwari

Date: 22.02.2025

Nallusamy Hall

S.No.	REG NO.	NAME	CLASS	SIGNATURE
01	22104055	D. Divarajani	III - BBA	D. Divarajani
02	22104067	M. Thejasvini	III - BBA	M. Thejasvini
03	22104069	D.J. Keerthana	III - BBA	D.J. Keerthana
04	22104068	C. Amitha	III - BBA	C. Amitha
05	22104034	L. Pavithra	III - BBA	L. Pavithra
06	22104063	S. Tamizharani	III - BBA	S. Tamizharani
07	22104056	V. Soundariya	III - BBA	V. Soundariya
08	22104001	R. Abinaya	III - BBA	R. Abinaya
09	22104042	N. Ramya	III - BBA	N. Ramya
10	22104043	T. Ramya	III - BBA	T. Ramya
11	22106066	R. Reshma pravin	III - BBA	R. Reshma pravin
12	22104031	P. Myrugeswari	III - BBA	P. Myrugeswari
13	22104050	B. Santhiya	III - BBA	B. Santhiya
14	22104020	S. Logeshwari	III - BBA	S. Logeshwari
15	22104008	K. Devika	III - BBA	K. Devika
16	22104028	P. Monica Bharathi	III - BBA	P. Monica Bharathi
17	22104064	V. Thirudha	III - BBA	V. Thirudha
18	22104035	S. Braaleepa	III - BBA	S. Braaleepa
19	22104005	S. Asira begam	III - BBA	S. Asira begam
20	22104013	S. Janali	III - BBA	S. Janali
21	22104017	O. Ketharini Sarvi	III - BBA	O. Ketharini Sarvi

S.No.	REG NO.	NAME	CLASS	SIGNATURE
22	22104065	G. Vindhya	III - BBA	G. Vindhya
23	22104038	M. Priyanka	IV - BBA	M. Priyanka
24	22104034	Jannathi firsthouse.A	III - BBA	Jannathi ...
25	22104066	Yasmina Beekana S	III - BBA	Yasmina
26	22104016	A. Karunya	III - BBA	A. Karunya
27	22104006	K. Deepa	III - BBA	K. Deepa
28	22104035	R. Prabhavathi	III - BBA	R. Prabhavathi
29	22104037	B. Priyanka	III - BBA	B. Priyanka
30	22104053	Shruti R	III - BBA	Shruti R
31	22104059	S.T. Subasri	III - BBA	S.T. Subasri
32	22104060	P. Subasri	III - BBA	P. Subasri
33	22104020	S. Jogeshwari	III - BBA	S. Jogeshwari
34	22104008	K. Devika	III - BBA	K. Devika
35	22104028	R.G. Monica Bharathi	III - BBA	R.G. Monica
36	22104036	S. Pradeepa	III - BBA	S. Pradeepa
37	22104064	V. Thaisa	III - BBA	V. Thaisa
38	22104046	Rithima.V	III - BBA	Rithima.V
39	22104026	Merina Abil.A	III - BBA	Merina.A
40	22104012	Harshini.V	III - BBA	Harshini.V
41	22104009	Dhruviya.V	III - BBA	Dhruviya.V
42	22104052	Seethaiyamma	III - BBA	P. Seethaiyamma
43	22104010	Divya.M	III - BBA	M. Divya
44	22104004	A. Anis Fathima	III - BBA	A. Anis Fathima
45	22104003	A. Angelin	III - BBA	Angelin
46	22104041	A. Ramya	III - BBA	Ramya
47	22104011	R. Ropika	III - BBA	R. Ropika

S.No.	REG NO.	NAME	CLASS	SIGNATURE
48	22104035	S. Niveydhini	II BBA	S. Niveydhini
49	22104025	M. Maheshwari	III - BBA	M. Maheshwari
50	22104002	V. Angalaparameswari	III - BBA	V. Angalaparameswari
51	22104019	P. Krishnapriya	IV - BBA	P. Krishnapriya
52	22104017	M. Manika	IV - BBA	M. Manika
53	22104048	S. Sadhana	III - BBA	S. Sadhana
54	22104015	D. Kothika	IV - BBA	D. Kothika
55	22104018	C. Kirthika	III BBA	C. Kirthika
56	22104049	M. Sadia	III BBA	M. Sadia
57	22104070	R. Niranjitha	III BBA	R. Niranjitha
58	22104021	S. Logeshwari	III BBA	S. Logeshwari
59	22104074	S. Nivethika	III BBA	S. Nivethika
60	22104022	D. Madhumitha	II BBA	D. Madhumitha
61	22104023	S. Madhumitha	III BBA	S. Madhumitha
62	22104024	M. Mahalakshmi	III - BBA	M. Mahalakshmi
63	22104039	K. Rajashree	III - BBA	K. Rajashree
64	22104044	C. Ranjani	III - BBA	C. Ranjani

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