



ASAN MEMORIAL COLLEGE OF ARTS AND SCIENCE

(Affiliated to University of Madras) Velachery - Tambaram Road, Jaladampet, Chennai - 600100

Phone: 044-22460216, 22461418, 22460032, Fax : 044-22461335/22460138

Email: info.amcas@asaneducation.com, Website: www.asaneducation.co

THE DEPARTMENT OF BUSINESS ADMINISTRATION

EMAIL : bbaasan1@gmail.com



“BBA SPEAKS...”

(A HALF-YEARLY BBA EVENTS INVENTORY)



Asan Memorial College of Arts and Science was established in 1994 as a part of the Asan Memorial Group of Educational Institutions, Chennai, with over 50 years of reputation in the field of education.

The Asan BBA Course started in the year 1997 has made notable advancement with consistent results, university ranks and excellent placement records. It generates an opportunity to learn, participate and organise various events such as seminars, workshops, personality development programs, exhibition, industrial training projects and mega inter-collegiate meet.

“BBA SPEAKS” is an attempt, with an objective to document and publicize events and achievements of BBA Department



The Department of Business Administration of Asan Memorial College organized the 7th Edition of Syllabus-based Environmental Studies Exhibition ‘EVS EXPO ‘19’ on 24th January 2019 to create awareness on environment protection and conservation. The EVS exhibition and the awareness boards were inaugurated by Dr. A.Ravi, former Registrar, Kanchipuram University who delivered an enlightening speech on “Ban Plastics”.



Prizes were distributed to the winners of various environment-related competitions like Eco Quiz, Eco Word search and Eco Photography. Videos, Photos, Models, and Charts on various environment-related issues such as pollution, deforestation, Population explosion, Food adulteration, Water conservation, Biodiversity, and Ecosystem were displayed to create awareness among students.

A star studded, Mega Intercollegiate Meet ENTHUZAA '19 was organized on 23rd Feb 2019 by Department of Business Administration, Asan Memorial College of Arts & Science which ignited on a grandnote with more than 200 students from various colleges participating in sizzling sequence of events like,

- Intel-Spark (Quiz)
- Whoz the Hero (Best Manager)
- Tele Mocking (Tele Marketing)
- Biz Motif (Logo Designing)
- Ad-Tunes (Jingle Singing)
- Crizz Crozz (Crossword)
- Ad mad (Ad zap)



A maiden attempt of publishing an event inventory (newsletter) of the department of business administration "BBA SPEAKS..." was initiated by students and released by Principal on 23rd February 2019. It is a bi-annual newsletter documenting the semester wise activities of BBA.



Gurunanak College won the overall trophy for the year 2019. Dr.S.Ramanathan, Principal & Syndicate Member, UNOM released the first copy of the BBA Department Newsletter, "BBA Speaks..." A gamut of Celebrity Guests graced the occasion. Director Mr.Prasanth Pandiyaraj, Actress Ms.Anjena Kirti, DHA DHA 87 Film Crew – VJ & Actor Mr.Kathir, Actor Ananth Pandi, Actress Sri Pallavi, and Actor Manu Parthiban, were present and entertained the audience. The Judges were Mr. Ilayaraja, Program Producer-Thanthi Television & Film Script Writer, Mr. Srinivasan, Operations Manager-HCL Technologies, Dr. Edwin, Asst.Prof., Faculty of Mgt., SRM University, and Ms. Anita Bai, Managing Partner-BR Shastry Logistics LLP. Mrs. N. Vanaja, Associate Professor & Head, BBA Dept., proposed the vote of thanks.





On 28th January, Abirami I BBA participated in group Dance competition and had won II Prize in an Intercollegiate Competition 'GURUSTSAV' organized by Hindi Association of Guru Nanak College.



On 1st February, Mr. Charles and Mr. Pearson Johnson of II BBA participated in a presentation competition on 'Conservation of Energy for Better Health & Environment' organized by the Citizen Consumer Club of Prince Sri Venkateshwara College.



On 30th January, Pearson Johnson, Shibi, and Nandhini of II BBA, Marina of II BBA participated in world record attempt of '300 dishes in 6 minutes' organized by BSc HCM dept in association with Airports Authority of India.



The Interdepartmental Culturals 'THIRAN 2k19' was organized on 1st March 2019 and BBA students won many prizes in various events and emerged as RUNNERS UP. Abirami of I BBA bagged the overall Individual Championship for Thiran '19- Inter department culturals.



On 9th February, Mr. Pearson Johnson of II BBA participated in a 'Tuberculosis Awareness Mini Marathon' organised by Prince Sri Venkateshwara College.



On 16th March 2019, Preetha and Remya of I BBA won First Prize in Face Painting Competition conducted in an intercollegiate meet 'Inovatrix' organised by Dept of Commerce, DB Jain College.



From 19th Feb to 25th Feb 2019, 7 students from BBA attended NSS Camp and participated in cleaning drive.



BBA Students representing College Football Team



Department of Business Administration organized a "One Day Interactive Workshop on Services Marketing" on 8th February 2019. Dr.T.S.Edwin, School of Management, SRM Institute of Science and Technology, Kattankolathur, Chennai was the Resource Person. Students gained knowledge in Service Triangle and 7 P's of Services through this interactive session.



CAT Awareness Session for II BBA students



On February 9th, Mrs. N. Vanaja HOD , BBA was invited to host a Government Program, organized by the International Institute of Tamil Studies, Government of Tamil Nadu, to commemorate the 71st birth anniversary of the former chief minister Dr. J. Jayalalitha. The students of our college had an opportunity to perform traditional cultural dances.



On 6th March 2019, Mrs. N. Vanaja, Head Dept of BBA, was honored with "Inspiring Woman Award" by Business Networking International (BNI, an association of business owners, operating in 71 countries) at E Hotel, Express Avenue.

PRIZES WON BY STUDENTS

- On 4th August 2018, Ms.Kirthika and Ms.Prathipa of II BBA Participated and won III Prize in Treasure Hunt, in an intercollegiate festival "TamilSundar" , organized by SSS Jain College, Chennai.*
- On 6th March 2019, Abirami and Janani of I BBA won First Prize in Face Painting Competiton conducted in an Intercollegiate meet "Inovatrix" organised by Dept. of Commerce, DB Jain College. Janani & Pavithra of I BBA participated in Poster making, Mhd Abbas of I BBA participated in Memes Creation Competition*

"YOUR LIMITATION - IT'S ONLY YOUR IMAGINATION"

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