

# ASAN MEMORIAL COLLEGE OF ARTS AND SCIENCE

(Affiliated to University of Madras)

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## THE DEPARTMENT OF BUSINESS ADMINISTRATION

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### "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 a maiden attempt, with an objective to document and publicize events and achievements of BBA department*



*On 30th August 2018, a guest seminar was organized to II and III BBA students on "Emerging Trends in E-Trading and its Impact". Dr. S. Prakash, Senior Test Engineer, Franklin Templeton International Services Ltd was the Resource person*



*On 11th September 2018, A guest seminar was organized for II and I BBA students. The topic discussed was "India- The Emerging Global Power". Dr. C.D.Balaji, Professor, LIBA was the resource person.*

*On 4th January 2018, Department of Business Administration in association with SEBI, organised a one day workshop on 'Financial Planning for Young Investors' for II and III BBA students.. Mr. Ramesh Shankar was the resource person.*



*ENTHUZAA '18, the Mega Intercollegiate Meet, organized on 3rd March 2018 by the BBA Dept of Asan Memorial College of Arts & Science took off on a grand note with the 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) and Ad mad (Ad zap)*



**CHIEF GUEST MR. VENKATESH NARAYANASAMY, FOUNDER, INNOVATIVE HR & TRAINING SERVICES PVT LTD ADDRESSED THE GATHERING.**



**MADRAS CHRISTIAN COLLEGE WON THE OVERALL TROPHY FOR THE YEAR 2018.**



**CELEBRITY GUESTS MR. ANANTH, ACTOR AND MS. GABRELLA SELLUS, ACTRESS AND MIME ARTIST ENTERTAINED THE AUDIENCE.**



*Dr. S. Ramanathan, Principal Asan Memorial College of Arts and Science welcomed the gathering. HOD – BBA Mrs. N. Vanaja proposed the vote of thanks.*



On 7th February 2018, the Department of Business Administration organized the 6th Edition of syllabus based Environmental Studies Exhibition 'EVS EXPO '18' to create awareness on environment protection and conservation. The exhibition was inaugurated by Dr. A.Ravi, former Registrar, Kanichpuram University. 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 Eco system were displayed to create awareness among students.



On 19th and 20th July, 2018, a two day workshop on "CAPACITY BUILDING SKILLS" was conducted for the freshers i.e., I BBA students. Mrs. N. Vanaja HOD BBA along with Asst Prof Mrs Roseline, conducted sessions on Moral Values & Ethics, Class Room Behavior, How to Present Yourself in College, Communication Skills, Listening Skills, Memory Skills and Team Building skills.



Mrs. N. Vanaja, Associate Professor & HOD BBA has authored a text book entitled 'Human Resource Management' as per Madras University Syllabus, which was published by Thakur Publications. ISBN.978-93-87093-83-6.



Mr. T. Yethiraj, Associate Professor, BBA Dept, has co-Author and published a book entitled 'Operations Management' which is published by Thakur Publications. ISBN.978-93-86488-21-3



Mrs.N.Vanaja, Associate Professor & Head BBA Dept. was honored with "Dr.Radhakrishnan Teaching Excellence Award" from The International Association of LIONS Clubs on 9th September 2018, at Sir Thiagarayar Auditorium, T-Nagar. She was felicitated with a gold plated citation and a medal.

## PRIZES WON BY STUDENTS

- On 9th February, Mr.Devendran of I BBA, participated and won first prize in group dance event, organized in an inter-collegiate meet, 'Media Icon' by Hindu College, Pattabiram.
- On 16th February, Mr.Erik and Mr.Siva of III BBA won 1st Prize of Rs.2000 in Product Packaging Competition and Mr.Suriya Kumar and Mr.Praveen Kumar of III won 2nd Prize of Rs.1000 in Poster Designing Competition, organized at a state level inter-collegiate meet ASPIRANTZ MBA, by Mohammed Sathak College.
- Mr.Pearson Johnson of I BBA has won 1st Prize in an inter-collegiate French competition, organized by MCC Chennai on 6th March.
- On 4th August 2018, Ms.Kirthika and Ms.Prathipa of II BBA participated and won 3rd Prize in Treasure Hunt, in an inter-collegiate festival 'TamilSundar', organized by SSS Jain College.

## 13 THINGS SUCCESSFUL PEOPLE DON'T DO

### "Successful people Don't"



1. Spend time feeling sorry for themselves.
2. Cringe at Change.
3. Acquiesce their power.
4. Spend time/energy on stuffs that are out of their hands.
5. Fear Risk.
6. Worry about what others think.
7. Make the same mistake twice.
8. Live for Glory days.
9. Give up.
10. Envy others.
11. Avoid time alone.
12. Expect quick success.
13. Think they are owed something.



by :Farrah Gray

**"EVERY ACCOMPLISHMENT STARTS  
WITH THE DECISION TO TRY"**

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