




KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Guest Lecture on "Research Methodology" – 23rd September 2021

 **KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**
ERODE-638107
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

DEPARTMENT OF BUSINESS ADMINISTRATION
organizes

GUEST LECTURE ON
RESEARCH METHODOLOGY
ON 23.09.2021 @ 2.00 PM

Presidential Address Thiru K. PALANISAMY Correspondent	Felicitations Dr. N. RAMAN Principal
--	--

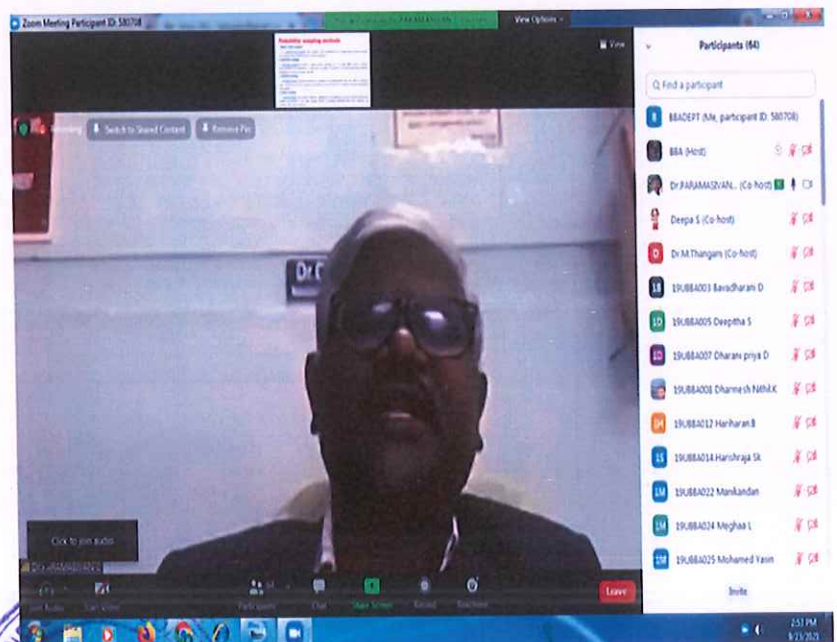
Technical session

Dr. C. PARAMASIVAN., Ph.D., D.Litt.
Assistant Professor & Research Advisor
PG & Research Department of Commerce
Co-ordinator, Training and Placement Cell
Periyar E.V.R. College (Govt.owned & Autonomous)
Tiruchirappalli – 620 023, Tamil Nadu

Join Zoom Meeting
<https://us02web.zoom.us/j/3676521483?pwd=UDNGVCTaUDVoeHdWeGsvT1VWk091UT09>


Meeting ID: 367 652 1483
Passcode: kasc

The Department of Business Administration had organized Guest lecture on (webinar) on "Research Methodology" for the department students on 23.9.2021. Dr.M.Thangam Head and Assistant Professor, Department of Business Administration welcomed the gathering. The resource person for the program was Dr. C.Paramasivan Ph.D., D.Litt., Assistant Professor, PG & Research Department of Commerce, Periyar E.V.R. College (Govt-owned & Autonomous) Tiruchirappalli. He talked about the Research and the methods used in research. The session was very helpful and 150 students got benefits. Ms.S.Deepa, Assistant Professor, Department of Business Administration




HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

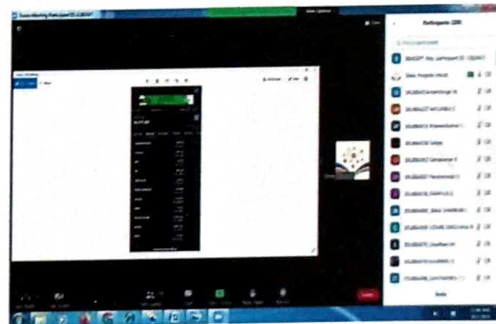
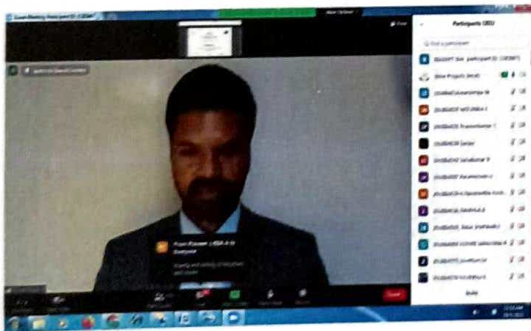
ERODE – 638 107

Department of Business Administration

Webinar on "Stock Market" – 1st October 2021



The Department of Business Administration had conducted Webinar on "Stock Market" on 01.10.2021. Ms.S.Deepa, Assistant Professor, Department of Business Administration welcomed the gathering. Mr.Sri Harsha, MD-Shine Projects, Hyderabad was the resource person. He talked about the stock market and recent trends in stock market. The session was very useful and our students got benefits. Dr.M.Thangam, Head and Assistant Professor, Department of Business Administration proposed vote of thanks.



L. S. S.
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



↓
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



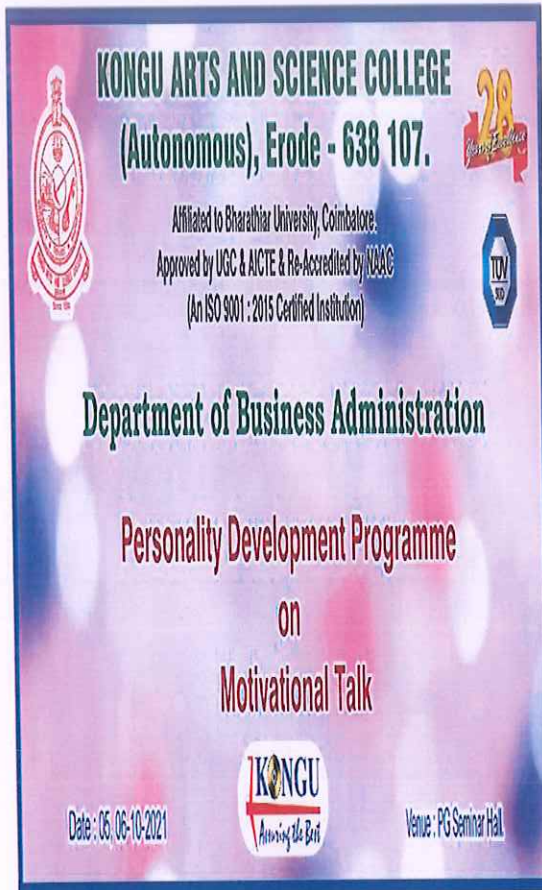
KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

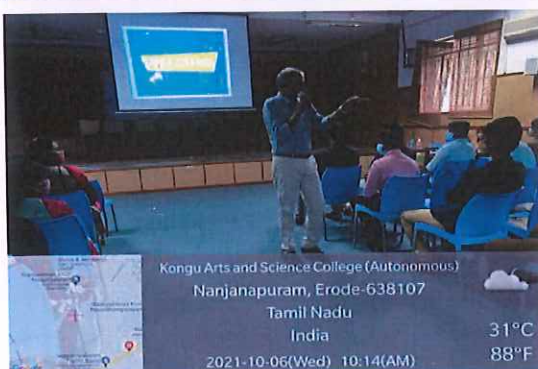
ERODE – 638 107

Department of Business Administration

Personality Development Programme on Motivation – 5th & 6th
October 2021



A two day talk series on Motivation as a part of personality development programme was organized by the Department of Business Administration on 5th and 6th October 2021. Ms.N.Kowsalya and Mr.R.Akalya, Assistant professor of the Department welcomed the gathering on each day respectively. First day session was hosted by Ms.R.Sasiprabha, Professional Trainer, Counsellor Senior Professor, KPR Institute of Engineering and Technology, Coimbatore. Mam discussed upon the areas of attitude, belief system, clarity, dream, efforts, focus, SWOT and success. The second day session was chaired by Thiru.Erode Kathir, Human Resource Development Trainer and Orator. Sir has thrown light upon the importance of education, responsibility, inquisitiveness, achievement and self-acceptance. The sessions were really enriching. 110 Students were elated and motivated to the core. The programme was concluded with a note of gratitude proposed by Mr.R.GokulPranesh and Ms.N.Kowsalya on the respective days.



NIP
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

N
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

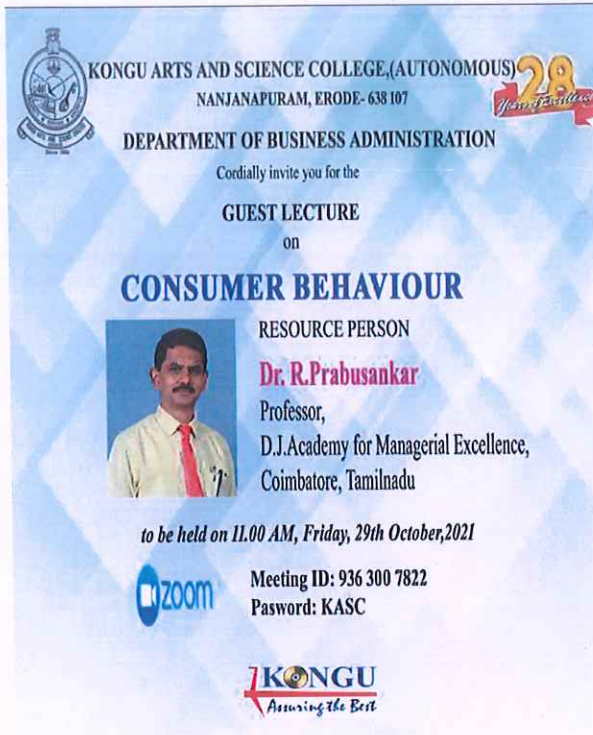
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

proposed vote of thanks.

Department of Business Administration

Consumer Behaviour – 29th October 2021



KONGU ARTS AND SCIENCE COLLEGE, (AUTONOMOUS)
NANJANAPURAM, ERODE- 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION

Cordially invite you for the
GUEST LECTURE
on
CONSUMER BEHAVIOUR

RESOURCE PERSON
Dr. R.Prabusankar
Professor,
D.J.Academy for Managerial Excellence,
Coimbatore, Tamilnadu

to be held on 11.00 AM, Friday, 29th October, 2021

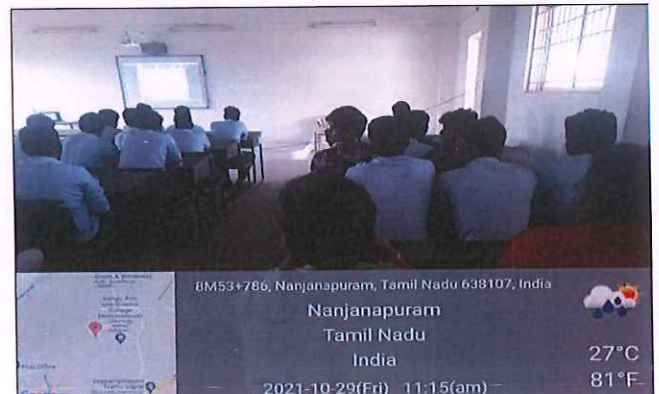
Meeting ID: 936 300 7822
Password: KASC


KONGU
Assuring the Best

The Department of Business Administration had organized Webinar on "Consumer Behaviour" on 29.10.2021. Ms.K.V.Shanmugavadiyu, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.R,Prabusankar, Professor, DJ Academy for Managerial Excellence was the resource person. He talked about the Consumer Behaviour, Various Psychological Traits, Current Marketing Trends and Buying Behaviour of Consumers. The session instilled the knowledge about marketing strategies among the students. Ms.N.Kowsalya, Assistant Professor, Department of Business proposed vote of thanks.


Zoom Meeting link:

<https://us04web.zoom.us/j/9363007822?pwd=UEExSEF0cIF0dFA3Rzh6R24ySUNsZz09>




HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



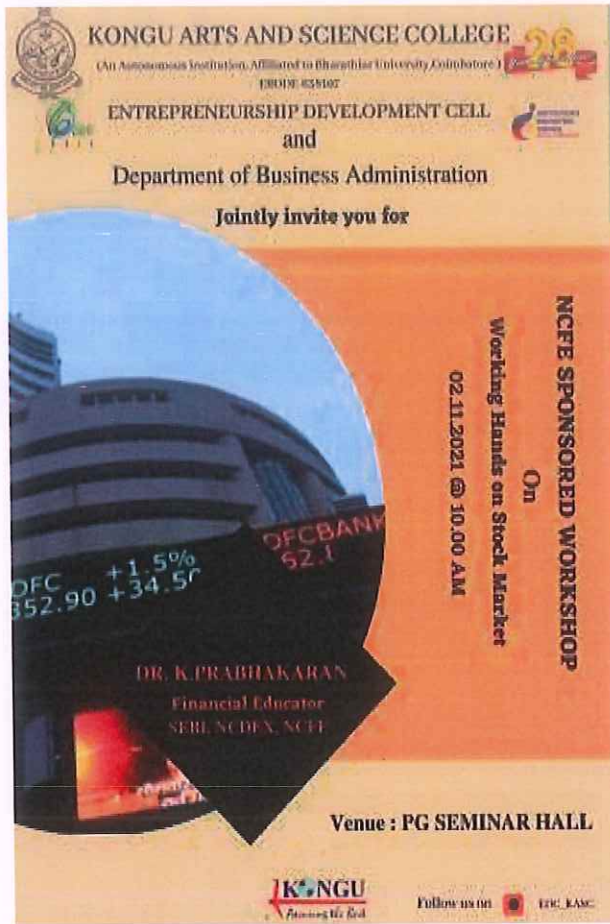
KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Working Hands on Stock Market – 2nd November 2021




Entrepreneurship Development Cell (EDC) and Business Administration, Kongu Arts and Science College (Autonomous), Nanjanapuram, Erode 638107 have organized a workshop upon Working Hands on Stock Market on 02.11.2021. Mr. M.Arul Raja, EDC Coordinator welcomed the gathering Dr. K.Prabhakaran, Financial Educator SECI, NCDEC, NCFE was the resource person. Mr. G.Karthi Assistant Professor, Department of Management Studies (PG) presided over the gathering. The guest was introduced by Ms. S.Deepa Assistant Professor of English, Department of Business Administration. Dr. K.Prabhakaran sir hosted the session for a day. He discussed with the students about Share market procedures, Risks involved in share trading and Problems faced by the users. The session was fruitful with live training. The session enriched students' knowledge on share trading through practical activities and real time instance. Mr. R.Gokul Pranesh proposed vote of thanks.




HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



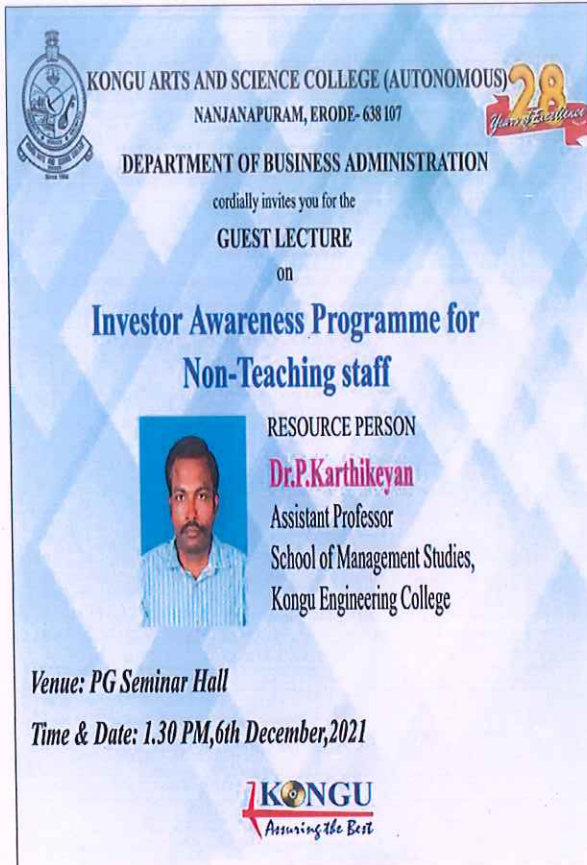
KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Investor awareness programme for Non-Teaching staffs – 06th
December 2021



KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
NANJANAPURAM, ERODE- 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION
cordially invites you for the
GUEST LECTURE
on
**Investor Awareness Programme for
Non-Teaching staff**

RESOURCE PERSON
Dr.P.Karthikeyan
Assistant Professor
School of Management Studies,
Kongu Engineering College

Venue: PG Seminar Hall
Time & Date: 1.30 PM, 6th December, 2021

KONGU
Assuming the Best

The Department of Business Administration, Department of Business Administration with Computer Applications and Master of Business Administration had organized Seminar on "Investor Awareness Programme for Non- Teaching Staffs" on 06.12.2021. Mr.M.Arulraja, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.P.Karthikeyan, Associate Professor, School of Management Studies, Kongu Engineering College was the resource person. He talked about the Secured Investments and savings. The session instilled the knowledge about valuable investments for Non-Teaching Staffs. Dr.M.Thangam, Head and Assistant Professor, Department of Business Administration proposed vote of thanks.



NTP
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



L
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Management and Policy Challenges in Industry 4.0- 17th December 2021

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
NANJANAPURAM, ERODE- 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION

cordially invites you for the
GUEST LECTURE
on
Management and Policy Challenges in Industry 4.0

RESOURCE PERSON
Dr.P.Buvaneswari, MBA, MBM, M.Phil., Ph.d,
Professor & Head, Department of Business Administration,
Pooja Bhagavat Memorial Mahajana Education Centre
(Autonomous), Mysore, Karnataka

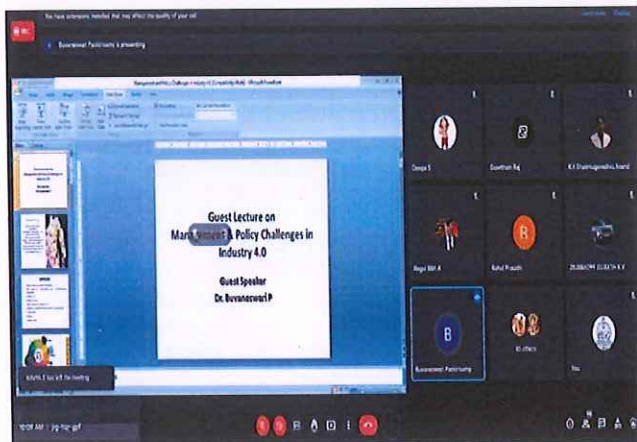
to be held at 10.00 AM on 17th December 2021

Meeting ID: jrg-tiqr-gpf

Google Meet

KONGU
Assuring the Best

The Department of Business Administration had organized one day online guest lecture upon "Management and Policy Challenges in Industry 4.0" on 17.12.2021. Mr.R.Sivasankar, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.P.Buvaneswari, Professor and Head, Department of Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre was the resource person. She talked about the management and policy challenges and its revolutions. The session was really enriching and students got knowledge on Industrial policies. Mr.R.Arul Raja, Assistant Professor, Department of Business proposed vote of thanks.



NJA
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Overview on Strategic Management – 14th March 2022

KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Nanjanapuram, Erode-638 107

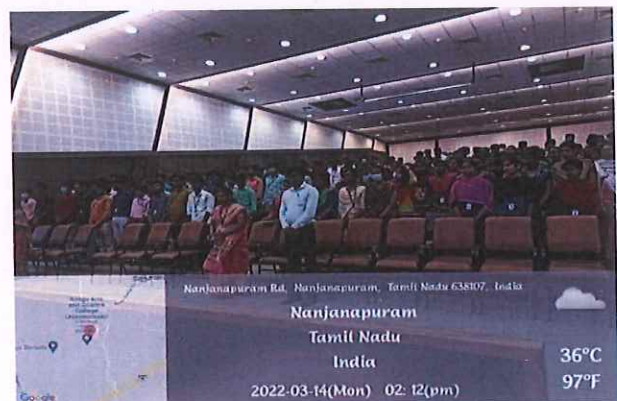
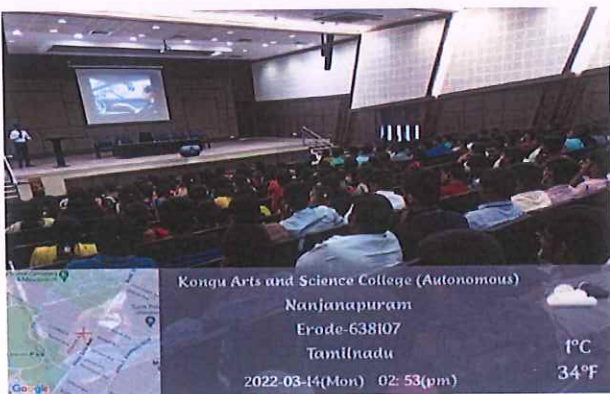
DEPARTMENT OF BUSINESS ADMINISTRATION
Organising the Guest Lecture
On topic
AN OVERVIEW ON STRATEGIC MANAGEMENT

Resource Person
DR.S.GOKUL KUMAR
Assistant Professor
Department of Management Studies
Coimbatore Institute of Technology, Coimbatore

Date: 14.03.2022 & Time : 02.00 PM
Venue: UVS Hall

KONGU
Answering the Best

The Department of Business Administration had organized Webinar on "Overview on Strategic Management" on 14.03.2022. Ms.K.V.Shanmugavadivu, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.S.Gokul Kumar, Assistant Professor, Department of Management Studies, Coimbatore Institute of Technology was the resource person. He talked about the Strategic Management, Various Scope and its Function, Practical Implications and Analysis. The session instilled the knowledge about Strategic Management among the students. Totally 318 students got benefited. Ms.R.Akalya, Assistant Professor, Department of Business proposed vote of thanks.



NJA
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Personality development program on "Soft skills" – 12th April 2022

KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Nanjanapuram, Erode-638 107

DEPARTMENT OF BUSINESS ADMINISTRATION
Organizes

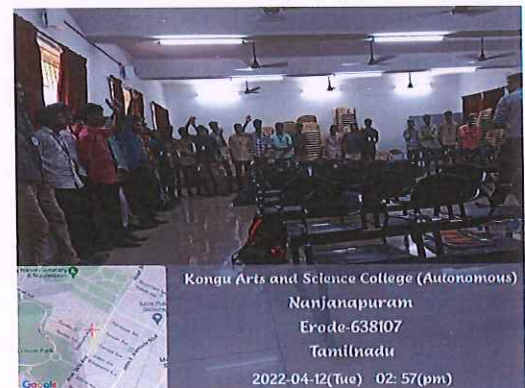
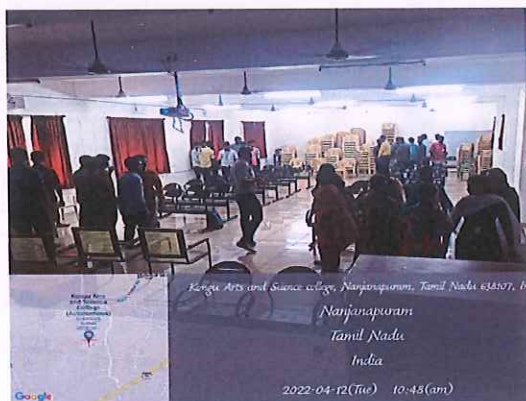
**PERSONALITY DEVELOPMENT PROGRAMME
ON
SOFT SKILLS**

Resource Person
CHANDRA KUMAR A.P
Channel Partner/ Director
Global Garner Sales and Service Ltd

Date: 12.04.2022 & Time : 10.00 AM
Venue: Ramanujam Hall

KONGU

The Department of Business Administration had organized Personality Development Program on "Soft skills" on 12.04.2022. Ms.K.V.Shanmugavadivu, Assistant Professor, Department of Business Administration welcomed the gathering. Chandra Kumar C V, Channel partner /Director, Global Garner sales and service ltd was the resource person. He talked about the Soft Skills include Interpersonal Skills, Attention to details, Adoptability, Self-Control and Listening Skills. The session instilled the knowledge about Positive Attitude and Assertiveness among the students. Totally 107 students got benefited. Ms.V.Yuvapriya, Assistant Professor, Department of Business Administration proposed vote of thanks.



NTP
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Guest Lecture on "Emotional Intelligence in Workplace Environment

13th April 2022

KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Nanjanapuram, Erode-638 107

DEPARTMENT OF BUSINESS ADMINISTRATION
Organizes the Guest Lecture
on
**EMOTIONAL INTELLIGENCE IN
WORKPLACE ENVIRONMENT**

Resource Person
DR. R. JAYANTHI MOHAN
Assistant Professor
Department of Management Studies,
Coimbatore Institute of Technology,
Coimbatore.

Date: 13.04.2022 & Time : 10.00 AM
Venue: PG Seminar Hall

KONGU
Achieving the Best

The Department of Business Administration had organized Guest lecture on "Emotional Intelligence in Workplace Environment on 13.04.2022. Ms.K.V.Shanmugavadivu, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.R.Jayanthi Mohan, Associate Professor, Coimbatore Institute of Technology, Coimbatore, was the Resource Person. She talked about Emotional Quotient include Understanding and Managing Emotions, Positive ways of handling Emotions, empathize with others, ways to overcome challenges and defuse conflict. The session instilled the knowledge about handling Workplace Environment. Totally 106 students got benefited. Ms.R.Akalya, Assistant Professor, Department of Business Administration proposed vote of thanks.



NTP
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Workshop on "Advertising and Promotion Management" – 20th & 21st April 2022

Kongu Arts And Science College
(Autonomous)
Nanjanapuram, Erode-638 107

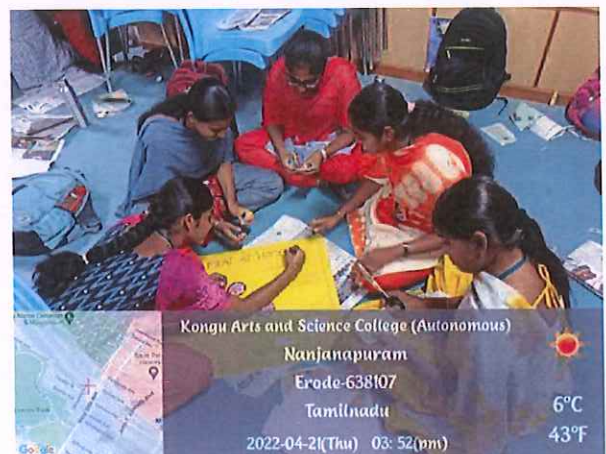
Department of Business Administration
Organizes a Workshop
On
Advertising and Promotion Management

Resource Person
Dr.D. David Winstar Praveenraj MBA., PhD.,
Assistant Professor,
School of Management Studies,
Bannari Amman Institute of Technology,
Sathyamangalam

Date: 20.04.2022 & 21.04.2022
Venue: PG seminar Hall

KONGU
Assuring the Best

The Department of Business Administration had organized two days workshop on "Advertising and Promotion Management" on 20.04.2022 and 21.04.2022. Ms.K.V.Shanmugavadiwu Assistant professor of Business administration welcomed the gathering. Mr.D.David Winstar Praveenraj MBA.,PhD., was the resource person. He talked about the Salesmanship, Advertising strategies and recent trends in promotion management. The two days sessions instilled 207 students and helps to improve their knowledge about the promotional mix and advertising media. Ms.K.Kumutha, Assistant Professor, Department of Business Administration proposed vote of thanks.



NTA
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Guest Lecture on "Learn and Earn in Stock Market" –9th May 2022

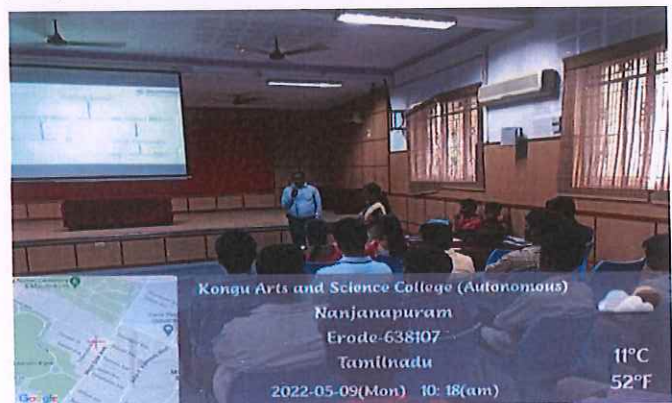
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Nanjanapuram, Erode- 638107

DEPARTMENT OF BUSINESS ADMINISTRATION
organizes
Guest Lecture
on
**Learn and Earn in
Stock Market**
Resource Person
D.SANTHIYA, MBA
Branch Manager
Stock Holding corporation of India limited
Erode Branch

Venue: PG Seminar Hall
Time : 9.30 AM - 12.30 PM

KONGU
Assuring the Best

The Department of Business Administration had organized Guest lecture on "Learn and Earn in Stock Market" for the department students on 09.05.2022. Ms.N.Kowsalya, Assistant Professor, Department of Business Administration welcomed the gathering. The resource person for the program was Ms.D.Santhiya, Branch manager, Stock holding Corporation of India Limited. She gave a brief introduction to Stock market, Mutual funds, NSE, BSE and recent trends in stock marketing. The session was very helpful and 100 students got benefits. Ms.K.Kumutha, Assistant Professor, Department of Business Administration proposed vote of thanks.



HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

Department of Business Administration

Guest Lecture on "Insurance Principles and Practice" –12th May 2022

KONGU ARTS AND SCIENCE COLLEGE
(Autonomous)
Nanjanapuram, Erode-638107

DEPARTMENT OF BUSINESS ADMINISTRATION
organizes

Guest Lecture

on

Insurance Principles and Practice

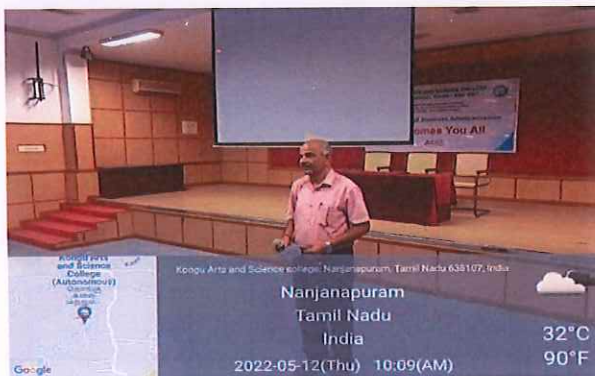
Resource Person

Lion.S.Surendran,B.Com
Member of the Chairman's Club for Agents
Chief Life Insurance Advisor
Erode

LOCATION: PG SEMINAR HALL
DATE & TIME : 12.05.2022 & 10.00 AM

KONGU
Answering the Best

The Department of Business Administration had organized Guest lecture on "Insurance Principles and practice" for the department students on 12.05.2022. Ms.K.V.Shanmugavadivu, Assistant Professor, Department of Business Administration welcomed the gathering. The resource person for the program was Lion.S.Surendran Member of the Chairman's Club, Chief life Insurance Advisor, Erode. He gave a brief introduction to Insurance, Principles of Insurance, Responsibilities of Insurance Agent, LIC and Role of IRDA. The session was very helpful and 100 students got benefits. Ms.V.Yuvapriya, Assistant Professor, Department of Business Administration proposed vote of thanks.



NTP
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.