



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

Recognized under sec.2(f) & 12(B) of UGC Act 1956/Permanently Affiliated to Thiruvalluvar University  
Re-accredited by NAAC with "A" Grade(3rd Cycle) || An ISO 9001:2015 Certified Institution

Marudhar Nagar, Chinnakallupalli, Vaniyambadi-635751  
email: principal@mkjc.in website:www.mkjc.in



## INTERNATIONAL FDP ON PERSPECTIVES, OPPORTUNITIES & CHALLENGES FOR BUILDING MANAGERIAL COMPETENCY PARADIGM TOWARDS DYNAMICS SCENARIO "POCBMC 2020" [07/06/2020 TO 13/06/2020]



**Dr. P. Vikkraman**, M.Com., M.E.A., M.Phil., M.Ed., Ph.D., Associate Professor,  
Director P.G. School of Management Studies, Anna University, Regional Centre, Coimbatore, Tamilnadu  
*Topic : Brand Yourself*

07/06/2020  
10 am to 11.30 am



**Dr. S. Thameemul Ansari**, M.Com., M.B.A., M.Phil., VEDM, NERC Co. Ltd.,  
Assistant Professor, PG and Research Department of Commerce,  
Islamiah College (Autonomous), Vaniyambadi, Tamilnadu  
*Topic : HR Practices & Competency Mapping*

08/06/2020  
10 am to 11.30am



**"Nambikkai" RAMA**, B.E., M.B.A.,  
Life Transformation Coach & HR Expert, Tamilnadu  
*Topic : Build Your Positivity*

09/06/2020  
10 am to 11.30 am



**Dr. M. Venkatalakshmi**, MBA, M.Phil., Ph.D., Associate Professor,  
Sardar Vallabhbhai Patel International School of Textiles & Management Coimbatore, Tamilnadu  
*Topic : Digital Transformation in Higher Education*

10/06/2020  
11 am to 12 pm



**Dr. A. Ravi**, M.B.A., M.Phil., Ph.D., D.Lit.,  
Director, Koshys Institute of Management Studies, Bangalore, Karnataka  
*Topic : Attitude Building for Good Management Practices*

11/06/2020  
10 am to 11.30 am



**Dr. S. Saravanakumar**, M.Sc., M.B.A., M.Phil., Ph.D.,  
Head, Dept. of Business Administration, Govt. Arts College, Salem 7, Tamilnadu  
*Topic : "Classroom Redefined -VLE- Challenges & Strategies"*

12/06/2020  
10 am to 11.30 am



**Dr. S. Ravi**, MBA, MFM, M.Phil., Ph.D., SET, Assistant Professor  
Head Dept. of Management Studies, Periyar University Constituent College of Arts and Science, Idappadi, Tamilnadu  
*Topic : Finance for non finance*

13/06/2020  
10 am to 11.00 am



**Dr. J. Elammaran**, B.E., M.Tech., Ph.D.,  
Senior Lecturer and Course Coordinator, Mechanical Engineering, Faculty of Engineering,  
Computing & Science, Swinburne University of Technology, Sarawak campus, Kuching, Sarawak, Malaysia.  
*Topic : CSR Towards Sustainable Manufacturing*

13/06/2020  
3 pm to 4.30 pm

C. Lickmichand Jain  
Secretary

Dr. T. Balasubramanian  
Principal

Dr. M. Inubavalli  
Vice Principal

Ms. M. Ashtalakshmi,  
Dr. G. Deepalakshmi, Dr. C. Nithya  
Convenors

Ms. B. Sakthimala  
Co-ordinator





# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN



(A Project of Sri Marudhar Kesari Jain Trust)  
Marudhar Nagar, Chinnakallupalli, Vaniyambadi.

PG & RESEARCH DEPARTMENT OF COMMERCE,  
PG DEPARTMENT OF COMMERCE (CA) &  
PG DEPARTMENT OF BUSINESS ADMINISTRATION  
Jointly organizes

## **International FDP on Perspectives, Opportunities & Challenges for Building Managerial Competency”**

Paradigm towards dynamics scenario “POCBMC 2020”

(07/06/2020 TO 13/06/2020)

**“Finance for non finance”**

**Date: 13.06.2020**

**Time: 10.00am to 11.00 am**

### Agenda

**Welcome Address &  
Introduction of the guest**

**: Ms. M. Manisha**  
Assistant Professor  
PG & Research Department of Commerce  
MKJC

**Resource Person**

**: Dr. S. Ravi**  
Head, Department of Management Studies  
Periyar University Constituent College of Arts  
& Science  
Idappadi.

**Vote of Thanks**

**: Ms. M. A. Revathi**  
Assistant Professor  
PG Department of Commerce (CA)  
MKJC

**All are invited**





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PG & RESEARCH DEPARTMENT OF COMMERCE,  
PG DEPARTMENT OF COMMERCE (CA) &  
PG DEPARTMENT OF BUSINESS ADMINISTRATION  
Jointly organizes

**"One week International FDP on Perspectives, Opportunities &  
Challenges for Building Managerial Competency"**

*Paradigm towards dynamics scenario*

**"POCBMC 2020"**

**07.06.2020**

**Brand Yourself**

## Agenda

- |                                    |   |
|------------------------------------|---|
| <b>Welcome Address</b>             | : Dr. M. Inbavalli<br>Vice Principal, MKJC  |
| <b>Felicitation</b>                | : Dr. T. Balasubramanian<br>Principal, MKJC   |
| <b>Introduction of Chief Guest</b> | : Dr. C.Nithya<br>Head, PG & Research Department of Commerce  |
| <b>Resource Person</b>             | : Dr. P. Vikkraman<br>Director i/c,<br>Associate Professor<br>School of Management Studies<br>Anna University,<br>Regional Centre,<br>Coimbatore. |
| <b>Vote of Thanks</b>              | : Dr. C.Nithya<br>Head, PG & Research Department of Commerce  |

**All are invited**



**MARUDHAR KESARI JAIN COLLEGE FOR  
WOMEN**

**(A Project of Sri Marudhar Kesari Jain Trust)  
Marudhar Nagar, Chinnakallupalli,  
Vaniyambadi**



**PG & RESEARCH DEPARTMENT OF COMMERCE  
PG DEPARTMENT OF COMMERCE (CA)  
PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**jointly organizes**

**International FDP on**

**“Perspectives, Opportunities & Challenges for Building  
Managerial Competency”**

***Paradigm towards dynamic scenario “POCBMC 2020”***

**(07/06/2020 TO 13/06/2020)**

**“HR Practices and Competency Mapping”**

**Date: 08.06.2020**

**Time: 10am to 11.30 am**

**Agenda**

- |  |  |
|--|--|
| <b>Welcome Address &amp;<br/>Introduction of Chief Guest</b> | <b>:</b> <b>MS. B.VASANTHI</b><br><b>ASSISTANT PROFESSOR, PG &amp; RESEARCH DEPARTMENT OF<br/>COMMERCE &amp;<br/>PLACEMENT DIRECTOR, MKJC</b>                                    |
| <b>Chief Guest Address</b>                                   | <b>:</b> <b>DR. S. THAMEEMUL ANSARI,</b><br><b>ASSISTANT PROFESSOR,<br/>PG AND RESEARCH DEPARTMENT OF COMMERCE,<br/>ISLAMIAH COLLEGE (AUTONOMOUS)<br/>VANIYAMBADI, TAMILNADU</b> |
| <b>Vote of Thanks</b>  | <b>:</b> <b>MS. N. KARPAGAM</b><br><b>ASSISTANT PROFESSOR, PG &amp; RESEARCH DEPARTMENT OF<br/>COMMERCE, MKJC</b>  |

**ALL ARE CORDIALLY INVITED**





# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN



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PG & RESEARCH DEPARTMENT OF COMMERCE,  
PG DEPARTMENT OF COMMERCE (CA) &  
PG DEPARTMENT OF BUSINESS ADMINISTRATION  
Jointly organizes

**International FDP on**  
**Perspectives, Opportunities & Challenges for Building Managerial**  
**Competency"**  
*Paradigm towards dynamics scenario "POCBMC 2020"*  
(07/06/2020 TO 13/06/2020)

## "Build Your Positivity"

**Date: 09.06.2020**

**Time: 10.00am to 11.30 am**

### Agenda

**Welcome Address &  
Introduction of the guest**

**: Dr. G. Deepalakshmi**  
Head & Assistant Professor  
PG Department of Business Administration  
MKJC

**Resource Person**

**: "NAMBIKKAI" RAMA**  
Life Transformation Coach & HR Expert  
Tamilnadu

**Vote of Thanks**

**: Ms. B. Sakthimala**  
PRO & Assistant Professor  
PG Department of Business Administration  
MKJC

**All are invited**



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PG DEPARTMENT OF BUSINESS ADMINISTRATION  
Jointly organizes

**International FDP on**  
**Perspectives, Opportunities & Challenges for Building Managerial**  
**Competency"**

*Paradigm towards dynamics scenario "POCBMC 2020"*  
**(07/06/2020 TO 13/06/2020)**

**"Digital Transformation in Higher Education"**

**Date: 10.06.2020**

**Time: 11.00am to 12.00 pm**

**Agenda**

**Welcome Address &  
Introduction of the guest**

**: Dr. P. Anandhi**  
Assistant Professor  
PG & Research Department of Commerce  
MKJC

**Resource Person**

**: DR.M. VENKATALAKSHMI**  
Assistant Professor  
Sardar Vallabhbhai Patel International  
School of Textiles & Management  
Coimbatore.

**Vote of Thanks**

**: Ms.M. Geetha**  
Assistant Professor  
PG & Research Department of Commerce  
MKJC

**All are invited**





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PG & RESEARCH DEPARTMENT OF COMMERCE,  
PG DEPARTMENT OF COMMERCE (CA) &  
PG DEPARTMENT OF BUSINESS ADMINISTRATION  
Jointly organizes

## **International FDP on Perspectives, Opportunities & Challenges for Building Managerial Competency"**

Paradigm towards dynamics scenario "POCBMC 2020"

(07/06/2020 TO 13/06/2020)

## **"Attitude Building for Good Management Practices"**

**Date: 11.06.2020**

**Time: 10.00am to 11.30 am**

### Agenda

**Welcome Address &  
Introduction of the guest**

**: Ms. S. Madhana**  
Assistant Professor  
PG Department of Business Administration  
MKJC

**Resource Person**

**: Dr. A. RAVI**  
Director  
Koshys Institute of Management Studies  
Bangalore

**Vote of Thanks**

**: Ms. A. Athiyaveni**  
Assistant Professor  
PG Department of Business Administration  
MKJC

**All are invited**





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PG DEPARTMENT OF BUSINESS ADMINISTRATION  
Jointly organizes

**International FDP on**  
**Perspectives, Opportunities & Challenges for Building Managerial**  
**Competency"**  
Paradigm towards dynamics scenario "POCBMC 2020"  
(07/06/2020 TO 13/06/2020)  
**"Classroom Redefined – VLE- Challenges & Strategies"**

**Date: 12.06.2020**

**Time: 10.00am to 11.30 am**

### Agenda

**Welcome Address &  
Introduction of the guest**

**: Ms. M. Ashtalakshmi**  
Head & Assistant Professor  
PG Department of Commerce (CA)  
MKJC

**Resource Person**

**: Dr. S. Saravanakumar**  
Head, Department of Business Administration  
Government Arts College  
Salem - 7

**Vote of Thanks**

**: Ms. M.Usha**  
Assistant Professor  
PG Department of Commerce (CA)  
MKJC

**All are invited**

# Who can use Financial statements?

LIVE

on YouTube



Employees



Investors



Shareholders



Suppliers



Public

Ravi S's screen

12/06/2020

Dr. Srinivas PUCS

10







**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI.**

**PG AND RESEARCH DEPARTMENT OF COMMERCE, PG DEPARTMENT OF  
COMMERCE (CA) AND PG DEPARTMENTT OF BUSINESS ADMINISTRATION.**

**ONE WEEK INTERNATIONAL FDP ON  
PERSPECTIVES, OPPORTUNITIES & CHALLENGES FOR BUILDING  
MANAGERIAL COMPETENCY**

**PARADIGM TOWARDS DYNAMIC SCENARIO “POCBMC 2020”**

**(07/06/2020 TO 14/06/2020)**

**REPORT**

PG and Research Department of Commerce, PG Department of Commerce (CA) and PG Department of Business Administration organized International Online Faculty Development Programme on “PERSPECTIVES, OPPORTUNITIES & CHALLENGES FOR BUILDING MANAGERIAL COMPETENCY - PARADIGM TOWARDS DYNAMIC SCENARIO “POCBMC 2020” from 07/06/2020 to 14/06/2020. In this faculty development programme 70 faculties from various colleges participated. Total programme conducted through Zoom App and Live given in MKJC Official You tube channel.

The programme has started with welcome address by Dr. M. Inbavalli, Vice Principal, and Felicitation was given by Dr. T. Balasubramanian, Principal, Marudhar Kesari Jain College for Women, Vaniyambadi on 07/06/2020. Seven days seven sessions carried out by the eminent personalities from different states and countries.

**Day 1 - Resource Person: Dr. P. Vikkraman**, Director i/c, Assistant Professor, School of Management Studies, Anna university, Regional center, Coimbatore.

**Topic: “Brand Yourself”**

Introduction of the chief guest was done by **Dr. C. Nithya**, Head, PG & Research Dept of Commerce, Marudhar Kesari Jain College for Women, Vaniyambadi.

Key factors from the Session are Creation of an Identity for our self, Dimensions of Branding of a Personality, Self Esteem and Self Monitoring, Building Networks, etc. Dr.P.Vikkaraman explained how the environment influences personality also. Brand yourself in professional life well explained with different questions raised by participants.

First day session completed by vote of thanks given by **Dr. C. Nithya**, Head, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi



**Day 2 - Resource Person: Dr. S. Thameemul Ansari**, Assistant Professor, PG and Research of Commerce, Islamiah College (Autonomous), Newtown, Vaniyambadi.

**Topic: “HR Practices & Competency Mapping”**

Welcome address and Introduction of the chief guest was done by **Ms.B.Vasanthi**, Assistant Professor, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi.

Key take away from presentation are Performance Appraisal, Career Planning, Promotion and transfer, Government policies, analyzing the competency for Career Development, etc. Dr. S. Thameemul Ansari, explained about how the human resource practices helps to develop the career of an individual and at the same time importance of Competency mapping for an individual. Competency Mapping and HR challenges are explained through Question and Answer Session also.

Second day session completed by vote of thanks, by **Ms.N.Karpagam**, Assistant Professor, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi

**Day 3 - Resource Person: Nambikkai Rama**, Life Transformation Coach & HR expert, Tamilnadu.

**Topic: “Build Your Positivity”**

Third day session started with welcoming the participants by **Dr.G. Deepalakshmi**, Head, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi. She Introduced Resource person as well.

Namikkai Rama Sir Session imparts the knowledge about the Positive building, relationship between mind and positive thoughts, Developing Positive attitude, Handling Human In the work place, etc. He also gave the thought that how positive attitude changes our work life as well as personal life. Participants availed the psychological benefits by raising lot of questions with resource person.

Third day session completed by vote of thanks, proposed by Ms. B.Sakthimala, Assistant Professor, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

**Day 4 - Resource person: Dr. M. Venkatalakshmi**, Associate Professor, Sardhar Vallabhbbhai Patel International School of Textiles & Management, Coimbatore.

**Topic: “Digital transformation in higher education”**

Fourth day stated with welcoming note by Dr. P. Anandi, Assistant Professor, PG and Research Department of Commerce. She introduced the resource person also.

Dr. M. Venkatalakshmi explained the Digital Transformation in Higher Education. Digital transformation reshaping the education system. From her presentation, the digital transformation tools, methods, effective teaching through the e-teaching tools, involvement and challenges in digital teaching transformation known by the participants. Teaching challenges and difficulties through online mode are raised through various questions by the participants are answered by resource person. She shows the path way for effective online teaching also.

Forth day session completed by vote of thanks, proposed by **Ms.M.Geetha**, Assistant Professor, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi.

**Day 5 - Resource person: Dr. A. Ravi**, Director, Koshys institute of management studies, Bangalore.

**Topic: “Attitude Building for Good Management Practices”**

In the fifth day of FDP was started with welcome address and Introduction of the chief guest by Ms. S.Madhana, Assistant Professor, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

The knowledge gained from Dr.A.Ravi, Sir presentation are Development of attitude towards excellence of career, Winning the challenges and Defeating the problems, Developing the mind set towards positivity, the ways to develop the management practices, Challenges faced in the corporate world, Skills to develop our personality to sustain the corporate environment i,e Win Win environment creation, etc. Doubts are raised by participants in all aspects in the chat box, resource person cleared the doubts with examples.

The session completed by formal vote of Thanks, given by **Ms.A.Athiyaveni**, Assistant Professor, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

**Day 6 - Resource person: Dr. S.Saravana Kumar**, Head Department of Business Administration, Government Arts College, Salem.

**Topic: “Class room redefined – VLE – Challenges and Strategies”**

The session started by welcome address along with Introduction of the chief guest was done by Ms.M.Ashtalakshmi, Head, PG Department of Commerce(CA), Marudhar Kesari Jain College for women, Vaniyambadi.

Dr.S.Saravana kumar explained about virtual learning environment, various apps of VLE, Advantages, reasons for moving towards VLE, Expectations from teachers and students, Making



effective VLE Classroom environment, Constraints of Traditional classroom etc. Each and every questions raised by the participants are answered by the guest more enthusiastically.

Ms. M.Usha, Assistant Professor, PG Department of Commerce(CA),Marudhar Kesari Jain College for women, Vaniyambadi, proposed vote of thanks to complete the sixth day session

**Day 7 - Resource person: Dr. S. Ravi**, Head Department of Management Studies, Periyar University, Constituent College of Arts and Science, Idappadi.

**Topic: “Finance for non – finance”**

Ms. M. Manisha, PG and Research Department of Commerce, started the session welcoming the seventh day session. Ms. R. Chithra, Assistant Professor, PG and Research Department of Commerce, MKJC introduced the resource person to the participants.

Sir explained about the finance for non – finance concept, tools and techniques in a simple and lucid manner such as procurement and utilization of funds of the enterprises. He also presented on impact of finance in real life, Finance, management, accounting for the non finance people in easiest way. Resource person completed the presentation along with question and answer session.

The session completed by vote of thanks given by Ms. A. Revathi, Assistant Professor, PG Department of Commerce (CA)

**Day 8: Resource person, Dr. J. Elammaran**, Senior Lecturer and Post Co-coordinator, Mechanical Engineering, Faculty of Engineering, Computing and Science, Swinburne university of Technology, Malaysia.

**Topic: “CSR towards Sustainable Manufacturing”**

The last day last session started by welcome the participants along with Introduction of the chief guest by **Dr.G. Deepalakshmi**, Head, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

Dr.J. Elammaran Sir explained about CSR towards sustainable management. The Corporate Social Responsibility of business and the impact towards the society were presented. CSR impact on management, Green environment, CSR challenges towards educational Institutions, etc was explained with examples. All the questions are answered by the resource person most patiently.

**Valedictory Session.**

The last day i.e on 14/06/2020 was completed by valedictory session. The felicitation given by Dr.T. Balasubramnian, Principal, and The Valedictory address was given by

Dr.M.Inbavalli, Vice Principapl. The Formal Vote of Thanks given by Dr.C. Nithya, Head, PG and Resaerch Department of Commerce. The Programme was ended by National Anthem.

### **Output of the Programme**

The one week International online Faculty Development Programme ended by well structure manner. The benefit was enormous. As per the title the programme, this FDP gave wonderful eye evoking thoughts on Perspectives, Opportunities and Challenges for Building Managerial competencies. Faculty members update their knowledge towards various managerial competencies like HR practices, Developing Positive attitude and thoughts, Digital transformation in Higher Education VLE Tools, Finance Handling etc. Each day gave different valuable thoughts for developing their career in a wonderful way. Each day feedback received from the participants through Google forms. Overall feedback also received from the participants. The output of the programme was enjoyed by the faculties with e-certificate.





EDITION NO: **1,266**

Virtual Power Seminar on

# LEADERSHIP SKILLS

**09 Feb 2021 - 10:00 am - 11:00 am**

Speaker



**Charless Godwin**

Human Resources  
ZOH0 Corporation

Hosted by



**MKJC**  
BHARUDHARI KESARI JAIN COLLEGE FOR WOMEN  
Vaniyambadi

[www.ictacademy.in](http://www.ictacademy.in) | +91 95000 46712

     [ictacademyindia](https://www.ictacademyindia.com)



Charles Godwin

11:11 AM | 126KB/s

VoLTE 4G 71

← hjy-acin-zmy ▶



ARCHANA DEV



You



A.Athiya...



6 others



## REPORT ON VIRTUAL POWER SEMINAR

With the blessings of MKJC MANAGEMENT, having constant encouragements of our respected Principal Dr.M.Inbavalli .The Department of Business Administration has conducted a WEBINAR in order to enhance online learning skills of our faculties and students. The following are the schedule and topic.

Topic: LEADERSHIP SKILLS

Date: 09.02.2021

Resource person: Mr. Charles Godwin

Time: 10:00 AM to 11.00 AM

Program: For this Webinar, registration link using Zoom ID and password was created. The link was circulated among students and faculties of Business Administration departments. More than 139 participants both Faculty Members and Students have participated.

At the beginning, Ms.H. Falguni, III BBA Student, Department of Business Administration gave a welcome address to the participants. Introduction of Chief Guest given by Mishba Afreen, II BBA Student, Department of Business Administration. Ms.H. Falguni, III BBA Student, Department of Business Administration delivered the vote of thanks.



## **MARUDHAR KESARI JAIN COLLEGE FOR WOMEN**

Re-accredited with "A" grade by NAAC

An iso 9001:2015 certified institution ,VANIYAMBADI-635751

PG Department of Businesses Administration Organize Stepping up to next Stage

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*" NEW FACE \_ NEW IDENTITY \_ NEW PROSPECTS"*

*IDEAS AND THOUGHTS OF NEW GENERATION*

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**PRESENTATION BY BUDDING SPEAKERS,**

**PLATFORM: Google Classroom**

**WELCOME ADDRESS** : *Misbha Afreen Kathikara Razack*  
*II- BBA*

**\*FN – 10.00 a.m. AN – 2.00 p.m.**

**08-07-2020** : **FN - Misbha Afreen Kathikara Razack ,II- BBA**

**Topic - Artificial Intelligence**

**AN - V.Bhavya , I - BBA**

**Topic - Entrepreneurship**

**09-07-2020** : **FN - P.V.Monisha ,I-MBA(HRM)**

**Topic - Swot Analysis on Automobile Industry**





11:11 AM | 126KB/s

VoLTE 4G 71

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ARCHANA DEV



11:10 AM | 126KB/s

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ARCHANA DEV



You



A.Athiya...



6 others



With the blessings of MKJC MANAGEMENT, having constant encouragements of our respected Principal Dr.M.Inbavalli .The Department of Business Administration has conducted a WEBINAR in order to enhance online learning skills of our faculties and students. The following are the schedule and topic.

The following students were shared their ideas in the below topics:

- 08.07.2020 – FN- Ms. Mishba Afreen – II BBA- Artificial Intelligence  
AN- B. Bavya- I BBA- Entrepreneurship
- 09.07.2020- FN- P.V. Monisha- I MBA- SWOT Analysis on Automobile industry  
AN- V. Roofiya Noori- II BBA- Personalized Marketing
- 10.07.2020- FN- S. Haseen Taj- I MBA- Emerging Trends in Innovation Management  
AN- A. Uzma Yameen- II BBA- Bit Coin of Digital Currency
- 11.07.2020- FN- M. Vinothini – I MBA- Digital Vs Traditional Marketing  
AN- J. Janani- II MBA- Digital Marketing Channel
- 12.07.2020 FN- V. Sandhiya- I BBA- Women Entrepreneurs of India  
AN- V. Preetha- I MBA- Intrinsic and Extrinsic motivation
- 13.07.2020 FN- D. Kamalapriya- II MBA- Consumer Behavior during pandemic  
AN- H. Falguni- II BBA- Marketing Channel System
- 14.07.2020 FN- D. Priyadharshini- I MBA- Time Management

Program: For this Webinar, registration link using Zoom ID and password was created. The link was circulated among students and faculties of Business Administration departments. More than 100 participants both Faculty Members and Students have participated. Vote of thanks was given by Sajila suman, I MBA Student, MKJC





**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI**  
**Marudhar Nagar, Chinnakallupalli, Vaniyambadi.**

**Department of Business Administration**  
**Organises**  
**Webinar on**  
**“Environmental conservation”**

**@**

**10.30am-12.00pm**

**on**

**17<sup>th</sup> December 2020**

**Agenda**

**Prayer**

**Welcome address** : **Ms. R.Swarnalakshmi, Asst .Professor,**  
Department of Business Administration.

**Chief Guest Introduction** : **Dr.G.Deepalakshmi,**  
Head, Department of Business Administration.

**Felicitation** : **Dr. M. Inbavalli,**  
Principal.  
Marudhar Kesari Jain College for Women.

**Resource Person** : **Dr.AshwinNithish**  
Founder  
Zero Learning,  
World Record Holder  
Coimbatore.

**Vote of Thanks** : **Ms. B.Sakthimala, PRO, Asst .Professor,**  
Department of Business Administration..

**National Anthem**



25 Years  
of Educational  
Excellence...

## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN VANIYAMBADI

Recognized Under sec. 2(f) & 12(B) of UGC Act, 1956 | Permanently Affiliated to Tirunelveli University

Re-accredited by NAAC with "A" Grade (3<sup>rd</sup> Cycle) || ISO 9001:2015 Certified Institution ||

### DEPARTMENT OF BUSINESS ADMINISTRATION

Organises Webinar On

## ENVIRONMENTAL CONSERVATION

#### Resource Person:

**Dr. Ashwin Nithish**

CEO & Founder, Zero Training,  
CEO & Founder, Silver Bazaar,  
Founder Trustee, Breath Foundation,  
World Record Holder  
Coimbatore.



- No Registration Fee
- E- Certificate Will Be Provided
- Registration Link:  
<https://forms.gle/Z3wNmBLXJTVQDb378>
- Website: [www.Mkjc.in](http://www.Mkjc.in)

LIVE IN: YouTube



Date: 17.12.2020 Time : 10.30 To 12.00

C. Lickmichand Jain  
Secretary

Dr. M. Inbavalli  
Principal

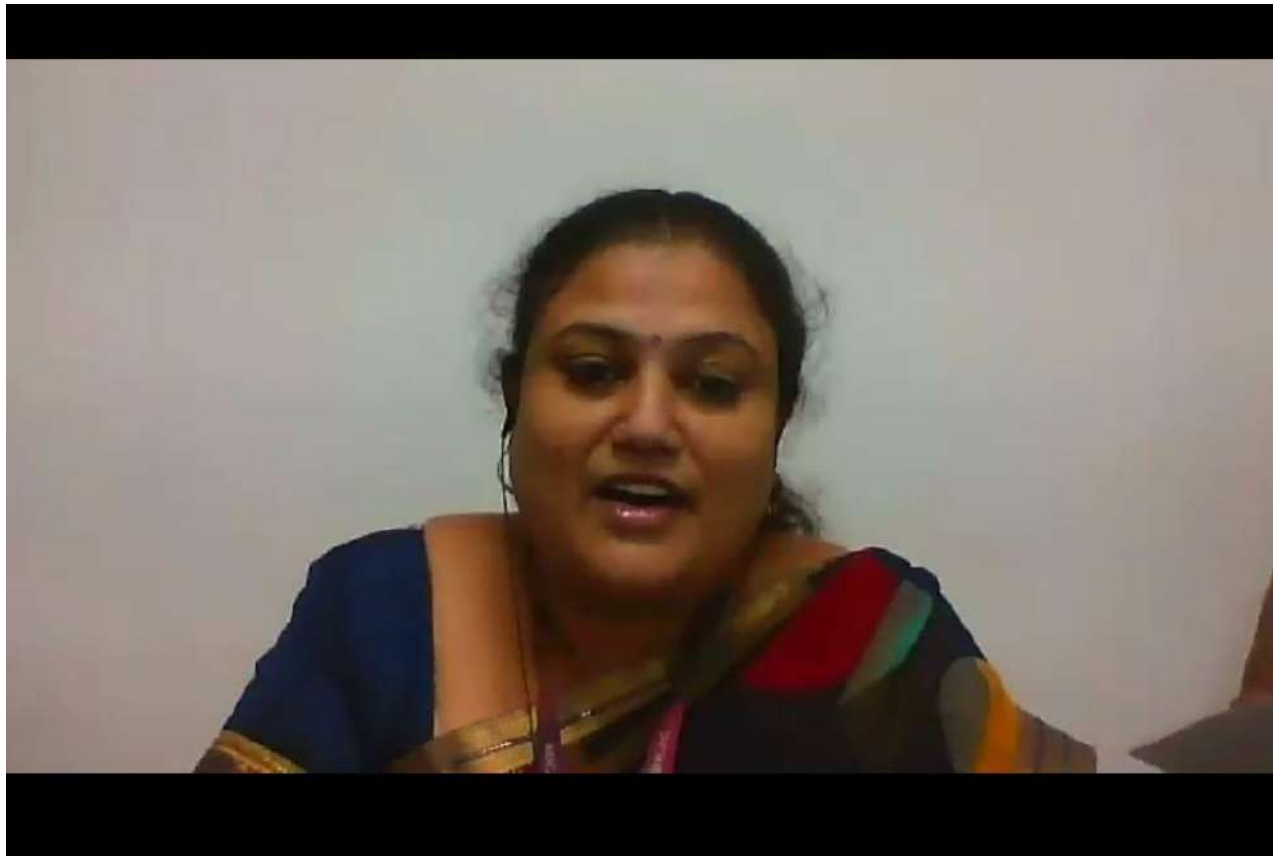
Dr. G. Deepalakshmi  
HOD & Convenor

B. Sakthimala  
Coordinator









## REPORT ON WEBINAR

With the blessings of MKJC MANAGEMENT, having constant encouragements of our respected Principal Dr.M.Inbavalli .The Department of Business Administration has conducted a WEBINAR in order to enhance online learning skills of our faculties and students. The following are the schedule and topic.

**Topic:** ENVIRONMENTAL CONSERVATION

**Date:** 17/12/2020

**Resource person:** Dr.AshwinNithish

**Time:** 10:30 AM to 12.00 PM

**Program:** For this Webinar, registration link using Zoom ID and password was created. The link was circulated among students and faculties of Business Administration departments. More than 168 participants both Faculty Members and Students have participated.

At the beginning, Ms.R.Swarnalakshmi Asst.Professor of our Department gave a welcome address to the participants. Dr.G.Deepalakshmi Head of the Department of Business Administration gave chief guest Introduction and after the presentation, Ms.A. Athiyaveni Asst.Professor of our department delivered the vote of thanks.

From the WEBINAR, the participants had the opportunity to know about Environmental Conservation and its current public benefit and sustainable social and economic utilization.

HOD sign 





## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

Recognized u/s 2(f) & 12(B) of the UGC ACT 1956 II Permanently Affiliated to Thiruvalluvar University  
Re-accredited by NAAC with "A" Grade (3<sup>rd</sup> Cycle) II An ISO 9001:2015 Certified Institution  
Marudhar Nager, Chinnakallupalli, Vaniyambadi.



### DEPARTMENT OF BUSINESS ADMINISTRATION

*Organizes*

**Workshop**

**on**

## **"SPSS PACKAGE FOR BUSINESS MANAGEMENT"**



From 06.01.2021 to 09.01.2021

Time: 10.00 am to 12.00 pm

**Venue :**  
**AV Room**

**Resource Person:**

**Dr. ANBALAGAN**

Head Department of Commerce (Shift-II),  
Sacred Heart College (Autonomous),  
Thirupattur

Sri.C.Lickmichand Jain  
Secretary

Dr.M.Inbavalli  
Principal

Dr.G.Deepalakshmi  
HOD & Convener



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI**  
**Marudhar Nagar, Chinnakallupalli, Vaniyambadi.**

**Department of Business Administration**  
**Organises**  
**Workshop on**  
**“SPSS PACKAGE FOR BUSINESS MANAGEMENT”**  
**@**

**10.00 am-12.00 pm**

**From**

**05.01.2021 to 08.01.2021**

**AGENDA**

**Prayer**

**Welcome address** : **Mrs. Archana D, Asst .Professor,**  
Department of Business Administration.

**Chief Guest Introduction** : **Dr.G.Deepalakshmi,**  
Head, Department of Business Administration.

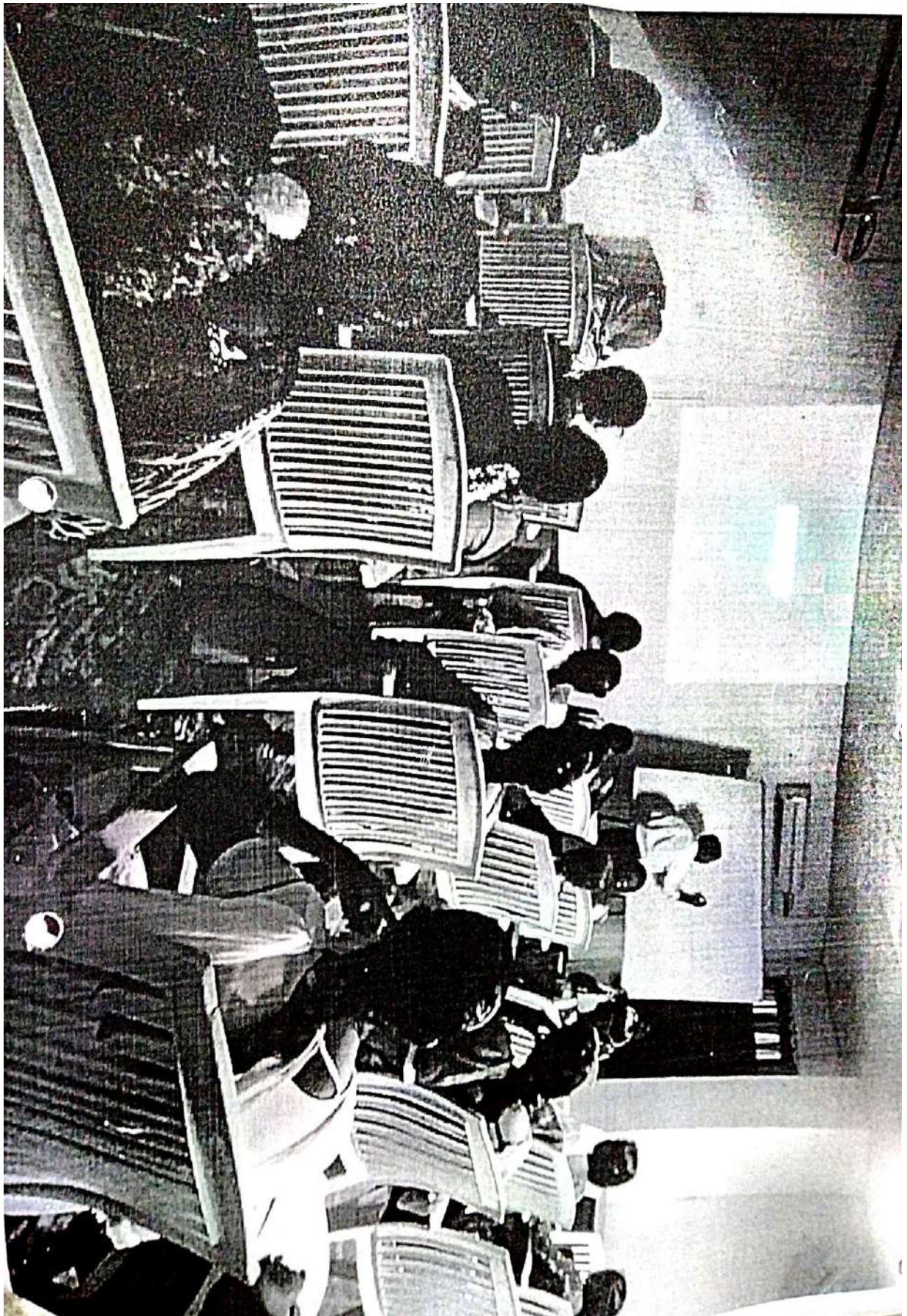
**Felicitation** : **Dr. M. Inbavalli,**  
Principal.  
Marudhar Kesari Jain College for Women.

**Resource Person** : **Dr.ANBALAGAN**  
Head, Department of Commerce (Shift-II),  
Sacred Heart College (Autonomous)  
Tirupattur.

**Vote of Thanks** : **Mrs. Archana D, Asst .Professor,**  
Department of Business Administration.

**National Anthem**







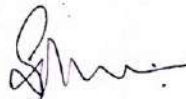
### REPORT ON WORK SHOP

WORKSHOP - "SPSS PACKAGE FOR BUSINESS MANAGEMENT" -was held in the college premises in a befitting manner on 05.01.2021 to 08.01.2021 at AV Room.

Recourse Person: Dr. K. Anbalagan, Head Department of Commerce, Shift -II, Sacred Heart College, Tirupattur

He conveys the messages to the students regarding The SPSS software platform offers advanced statistical analysis, a vast library of machine learning algorithms, text analysis, open source extensibility, integration with big data and seamless deployment into applications. Its ease of use, flexibility and scalability make SPSS accessible to users of all skill levels. What's more, it's suitable for projects of all sizes and levels of complexity, and can help you and your organization find new opportunities, improve efficiency and minimize risk.

Within the SPSS software family of products, SPSS Statistics supports a top-down, hypothesis testing approach to your data while SPSS Modeler exposes patterns and models hidden in data through a bottom-up, hypothesis generation approach.

  
HOD Sgn





## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

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Marudhar Nagar, Chinnakallupalli, Vaniyambadi.



### DEPARTMENT OF BUSINESS ADMINISTRATION & WOMEN ENTREPRENEURSHIP DEVELOPMENT CELL IN ASSOCIATION WITH



महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद  
Mahatma Gandhi National Council of Rural Education

(Formerly National Council of Rural Institutes)

Department of Higher Education, Ministry of Human Resource Development, Government of India



Live in :

<https://meet.google.com/jfk-bkbb-awi>



Meet

**Organizes**  
**Online Workshop**  
on

Date: 22.01.2021

Time: 4.00 p.m. to 5.00 p.m.

## "DRAFTING A BUSINESS PLAN"

### RESOURCE PERSONS

**Dr. Chethan Chittalkar**  
Director, MGNCRE  
Department of Higher Education,  
Ministry of Education, GOI, India

**Dr. R. Vanathi**  
MGNCRE Resource Person,  
Department of Higher Education,  
Ministry of Education, GOI, India

**Sri.C.Lickmichand Jain**  
Secretary

**Dr.M.Inbavalli**  
Principal

**Dr.G.Deepalakshmi**  
HOD & Convenor

**Ms.B.Sakthimala**  
Coordinator

**Ms. B.Vasanthi**  
WEDC Coordinator



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI**  
Marudhar Nagar, Chinnakallupalli, Vaniyambadi.

**Department of Business Administration and WEDC**

**Organizes  
Online workshop**

**on  
“DRAFTING A BUSINESS PLAN”**

**@**

**4.00 pm-5.00 pm**

**On**

**22nd January 2021**

**Agenda**

**Prayer**

**Welcome address &  
Chief Guest Introduction** :Ms.B.Vasanthi  
WEDC Coordinator  
Marudhar Kesari Jain College for Women

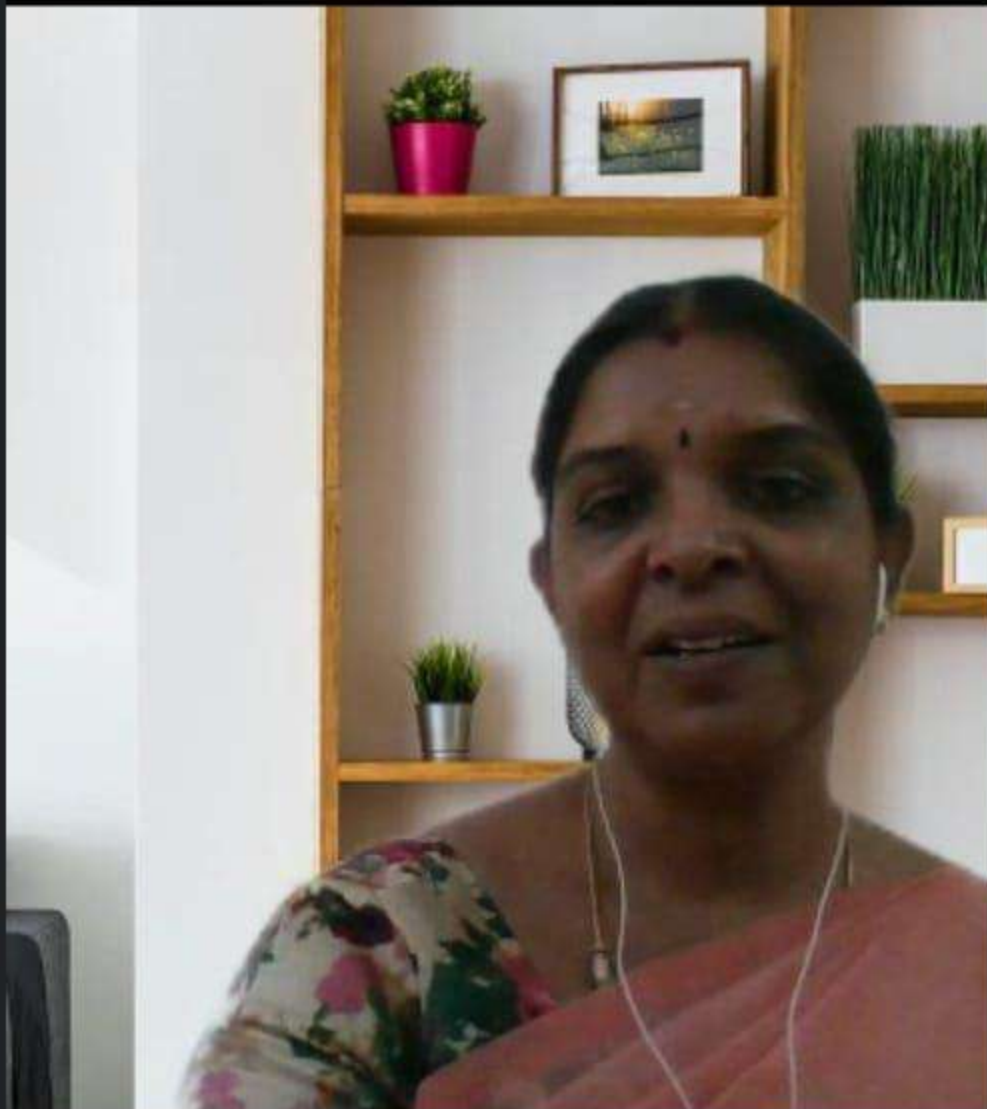
**Felicitation** :Dr. M. Inbavalli,  
Principal.  
Marudhar Kesari Jain College for Women.

**Resource Person** :Dr.Chethan Chittalkar Director, MGNCRE , Department of  
Higher Education, Ministry of Education, GOI,India  
:Dr.R.Vanathi MGNCRE , Department of Higher Education,  
Ministry of Education, GOI,India

**Vote of Thanks** :Ms.D.Archana, Asst .Professor,  
Department of Business Administration..

**National Anthem**





Priya Durai left

4:05

67.0 KB/S VoLTE 4G 72



jfk-bkbb-awi ▶



Dr.M. Inbavalli



You



39 others



## REPORT ON DRAFTING A BUSINESS PLAN

With the blessing of MKJC management having constant encouragement of our respected principal Dr.M. Inbavalli. The department of Business Administration has conducted a webinar in order to enhance online learning skill of our faculties and students. The following are the schedule and topics

Topics; Drafting a business plan

Resource person; Dr.R.Vanitha

Time: 4.pm to 5.pm

Program: For this webinar, registration link using zoom ID and password was created. The link was circulated among students and faculty of Business Administration departments.

At the beginning Ms.Vasanthi WEDC coordinator gives a welcome address to the participants. Introduction of the chief guest was also given. D.Archana assistant professor Department of Business Administration delivered the vote of thanks.