



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI (A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956 – Permanently Affiliated to Thiruvalluvar University

Re- Accredited by NAAC with “A” Grade – An ISO 9001:2015 Certified Institution

**PG Department of Business Administration Organize Online Webinar on
“Stepping Up To Next Stage” 08.07.2020 to 14.07.2020**

INVITATION


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



PG DEPARTMENT OF BUSINESS ADMINISTRATION
 Organizes

STEPPING UP TO NEXT STAGE
“NEW FACE _ NEW IDENTITY _ NEW PROSPECTS”

IDEAS AND THOUGHTS OF NEW GENERATION
 Presentation by Budding Speakers
 Platform: Google Classroom

II BBA	I MBA (HRM)
Welcome Address Mishba Afreen Kathikara Razack Topic: "Artificial Intelligence" 08 <small>July - 2020</small> <small>10.00 a.m.</small>	Preetha V Topic: "Intrinsic and Extrinsic Motivation" 12 <small>July - 2020</small> <small>2.00 p.m.</small>
I BBA Bhavya V Topic: "Entrepreneurship" 08 <small>July - 2020</small> <small>2.00 p.m.</small>	II MBA (HRM) Kamala Priya D Topic: "Consumer Behavior During Pandemic" 13 <small>July - 2020</small> <small>10.00 a.m.</small>
I MBA (HRM) Monisha P V Topic: "SWOT analysis on automobile industry" 09 <small>July - 2020</small> <small>10.00 a.m.</small>	I MBA (HRM) Vinodhini M Topic: "Digital vs Traditional Marketing" 11 <small>July - 2020</small> <small>10.00 a.m.</small>
II BBA Rufiya Noori V Topic: "Personalized Marketing" 09 <small>July - 2020</small> <small>2.00 p.m.</small>	II MBA (HRM) Janani J Topic: "Digital Marketing Channel" 11 <small>July - 2020</small> <small>2.00 p.m.</small>
I MBA (HRM) Haseen Taj S Topic: "Emerging Trends in Innovation Management" 10 <small>July - 2020</small> <small>10.00 a.m.</small>	I BBA Sandhya V Topic: "Women Entrepreneurs of India" 12 <small>July - 2020</small> <small>10.00 a.m.</small>
	I MBA (HRM) Priyadarshini D Topic: "Time Management" 14 <small>July - 2020</small> <small>10.00 a.m.</small>
	I MBA (HRM) Sajila Suman S Validictory Session with Vote of Thanks 14 <small>July - 2020</small> <small>2.00 p.m.</small>


PRINCIPAL
 Marudhar Kesari Jain College
 for Women
 Vaniyambadi - 635 751



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ADENDA

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 AN - V.Rufiya Noori ,II - BBA

Topic - Personalized Marketing 10-07-2020 : FN - S.Haseen Taj ,I-MBA(HRM)

Topic - Emerging Trends in Innovation Management AN – A.Uzma Yameen ,II-BBA

Topic - Bitcoin of Digital Currency 11-07-2020 : FN - M.Vinodhini ,I-MBA(HRM)

Topic - Digital vs Traditional Marketing AN - J.Janani ,II- MBA(MBA)

Topic - Digital Marketing Channel 12-07-2020 : FN - V.Sandhya ,I-BBA(HRM)

Topic - women Entrepreneurs of India AN – V.Preetha ,I-MBA(HRM)

Topic - Intrinsic & Extrinsic Motivation 13-07-2020 : FN - D.Kamala Priya ,II-MBA(HRM)

Topic - Consumer Behavior During Pandemic AN – H.Falguni,II- BBA

Topic - Marketing Channel System 14-07-2020 : FN – D.Priyadharshini,I- MBA(HRM)

Topic - Time management An – S.Sajila Suman , I-MBA(HRM)

Valedictory Session

VOTE OF THANKS: S.Sajila Suman, I – MBA (HRM).


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REPORT

With the blessing of MKJC, 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.

08-07-2020 :FN. Ms Mishba Afreen II BBA Artificial Intelligence AN V.Bhavya , I - BBA Entrepreneurship
09-07-2020 : FN - P.V.Monisha ,I-MBA(HRM) Swot Analysis on Automobile Industry

AN - V.Rufiya Noori ,II – BBA Personalised Marketing

10-07-2020 : FN - S.Haseen Taj ,I-MBA(HRM) Emerging Trends in Innovation Management

AN – A.Uzma Yameen ,II-BBA Bitcoin of Digital Currency

11-07-2020 : FN - M.Vinodhini ,I-MBA(HRM) Digital vs Traditional Marketing

AN - J.Janani ,II- MBA(MBA) Digital Marketing Channel

12-07-2020 : FN - V.Sandhya ,I-BBA(HRM) women Entrepreneurs of India

AN – V.Preetha ,I-MBA(HRM) Intrinsic & Extrinsic Motivation

13-07-2020 : FN - D.Kamala Priya ,II-MBA(HRM) Consumer Behaviour During Pandemic

AN – H.Falguni,II- BBA Marketing Channel System

14-07-2020 : FN – D.Priyadharshini,I- MBA(HRM) Time management

Program: For this Webinar registration link using Zoom ID and password was created. The link was circulated among student and faculties of Business Administration .The 100 Students and Faculty as participated.

Vote of thanks was given by sajila suman, I MBA student MKJC.

Head of the Department

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PHOTOS

