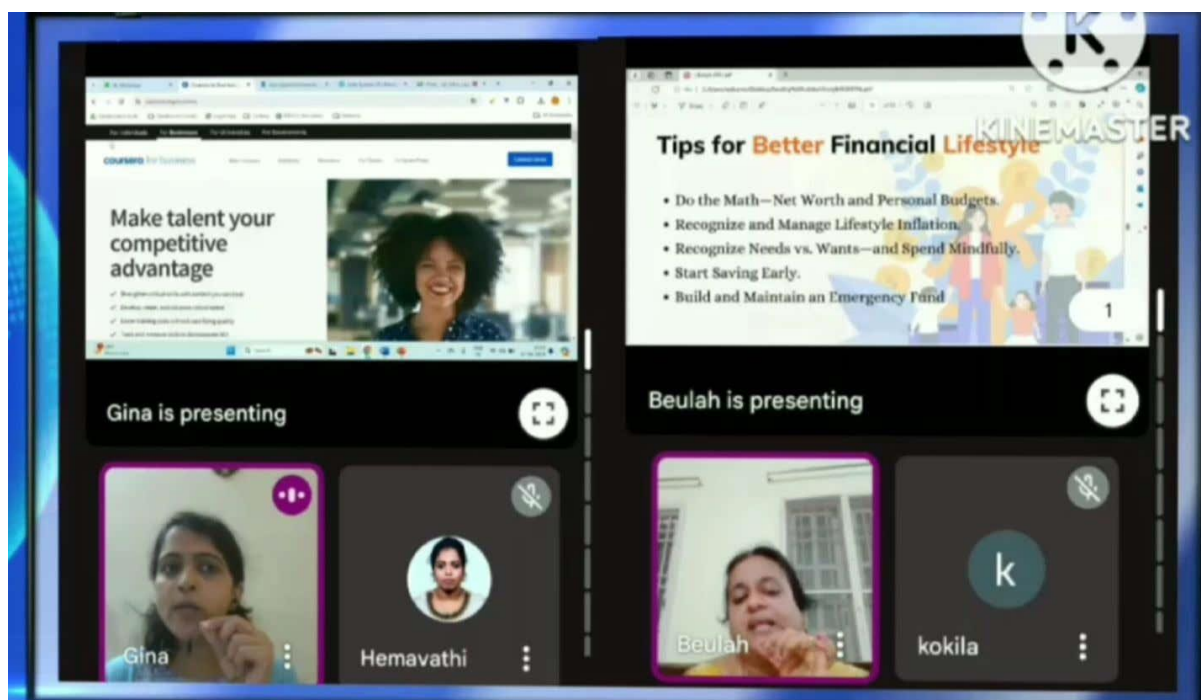


LOG BOOK 2024-25

JUNE

06.06.24 to 08.06.24 -Online Orientation Programme



The Department of Business Administration organised a three days online orientation programme for the students of II MBA from 6th to 8th of June, 2024. The resource persons for the orientation were Dr.Beulah Suresh (John Rathnasamy) who animated the students on Healthy Habits, Dr.S.Uma Mageswari (H.Subramania Iyer) shared her experience on Academic Achievements and Dr.Gina George (George) gave a resource talk on Digital Learning . The orientation was an eyeopener for the students before the commencement of the academic year 2024-2025.

19.06.24 - Orientation Programme



An orientation programme was organized for the final year MBA students on 19th June 2024 at 2 pm on the topic “Campus to Corporate”. The resource person was Dr. N. Sathya (Natarajan), Assistant Professor, Department of Commerce, School of Social Sciences Languages, Vellore of Institute of Technology, Vellore.

The objective of the "Campus to Corporate" resource talk was to prepare MBA students for the transition from academic life to the corporate world. The session aimed to equip students with essential skills, knowledge and insights necessary to thrive in their professional careers. The topics covered by the resource person was personal branding, professional image, employment in social media, professional grooming, interview skills, so, this helps students in enhanced understanding of the corporate world and its expectations and improved confidence in professional communication and networking skills.

Feedback from participants was overwhelmingly positive, with many highlighting the practical relevance of the sessions and the motivational impact of hearing from successful professionals. Students expressed a greater sense of preparedness and confidence as they approached graduation and their upcoming careers.

JULY

I MBA ORIENTATION PROGRAMME



An orientation programme for the I MBA students was conducted by the Department of Business Administration from 01.07.2024 to 05.07.2024. The resource persons include both the external experts, past pupil and internal faculty member's .

FRESHERS DAY - 05.07.2024



The II MBA students celebrated the Fresher's Day on 05.07.2024 at 1.30 pm in the Computer block Seminar Hall. The celebration started with welcoming the I MBA students with a rose and gift. The II MBA students cheered the I years as they entered the venue. The faculty members of the Department of Business Administration were present during the Fresher's Day celebrations. The programme started with a prayer, welcome dance followed with a welcome address by Ms Sukaina of II MBA. Dr.Beulah Suresh, Head & Asst.Professor of the Department was invited to address the students and introduce the faculty members, after which a video was played for the faculty. The Principal Dr. (Sr.) Arokiya Jayaseeli, in her address to the students stressed on the importance of women empowerment and encouraged the students to break their shell and come-out in flying colours. The Director Dr. (Sr.) Sagayamary T narrated a short motivational story. The II MBA students gave a dance performance and conducted various games for the new comers. The I years gave a very positive feedback about the fresher's day. The celebration closed with the vote of thanks proposed by Ms Arthi of II MBA. Ms.Rithika, Ms Preethi and Ms.Sangavi hosted the entire programme.

13.07.2024 TECH POLYGON 2024



Thirty students of II MBA along with Dr S Uma Mageswari, Assistant Professor Dept. of Business Administration, attended the One day workshop on ‘Career Guidance & Upskilling’ organised by the Institution’s Innovation Council of Don Bosco College (CO-ED), Yelagiri Hills on 13.07.2024. The workshop had three tracks which covered topics on Networking, Automation, Server Management, Cyber Security and cloud Technologies in Track 1, MS Excel, VBA Macros, SAP, Tally, Power BI, Google Products and Digital Marketing in Track 2 followed by Web Development, UI/UX Designing, Testing, Database Management, Mobile App Development and Project Management in Track 3. The resource persons were from a training institute named RJ’s Cherub, Chennai. The over all workshop was highly informative for the students.

26.07.2024 MMES CONFERENCE



Dr L Bhuvaneswari, Assistant Professor along with 50 students of I & II MBA attended the International Conference organised by MMES College on 26.07.2024 & 27.07.2024. Students of both I & II MBA presented papers on different topics. Ms Swetha S won the III prize, Ms Preethi P & Abirami B won the II Prize and Ms Lakshmi Priyadarshini & Ms Preethi S won the I Prize. Research Scholars of Br Beulah Suresh, Ms Subha Chandra and Ms Soundarya presented papers in the conference and Ms Soundarya won the best paper award in the conference.

Dr M Balapriya and Dr S Uma Mageswari Assistant Professors of the Department of Business Administration presented papers in the Conference.

26.07.2024 GUEST LECTURE



Dr.Nirmalraj, (Divianandam) Head HR & Talent Development, Flex India pvt.ltd delivered a guest lecture on ‘Networking and Building Professional relationship’ on 26.07.2024 in the Library auditorium for I , II MBA and M.Com students. The resource person animated the students on the current needs of the industry. On the whole the guest lecture was a highly informative session.

AUGUST

National Workshop on ‘Advanced AI Tools for educators & Researchers’, on 13.08.2024



Dr.Balapriya M, Assistant Professor, Department of Business Administration along with thirty five MBA students attended the Two Days National Workshop on ‘Advanced AI Tools for educators & Researchers’, on 13.08.2024 organised by Center for Medical & Environmental Science, Department of Advanced Zoology and Biotechnology & Loyola Institute of Frontier Energy (LIFE).

14.08.2024 International Workshop





The students of II MBA attended the International Workshop on ‘Infinite Possibilities; The Art of changing your Life’, on 14.08.2024 conducted by Mr Velu Arumugam, FCA,FCMA,DTM-Business member,Life Coach,Motivational Speaker,Trainer- Spectrum Training, CFA Institute- UAE.The workshop was conducted in the Lecture Hall of Administrative Block. The resource person conducted lot of activities for the students and made them involve in the topic. The international workshop was organised by the Department of Business Administration in collaboration with Audacious Dreams Foundation.The workshop was very useful and informative for the students.

15.08.2024 Chief Guest



Dr Beulah Suresh, Head & Assistant Professor, Department of Business Administration was invited as the Chief Guest for the Independence Day Celebrations at Schieffelin Institute of Health - Research and Leprosy Centre, Karigiri on 15.08.2024. Dr Beulah Suresh, hoisted the flag and delivered the Independence message in Karigiri.

SEPTEMBER

05.09.2024 - Teacher's Day Celebrations



The students of I & II MBA celebrated teachers day on 05.09.2024 in the computer block seminar hall at 11.00 am. The students prepared a short video for all the teachers of the Department. The invitation was designed in a unique way where the teachers were made to look at their own reflection through a mirror. The teacher's day celebrations started with a prayer song followed by the welcome address by Ms. Preethi of II MBA. A brief introduction was given about Head of the Department Dr. Beulah Suresh, the Assistant Professors Dr. L. Bhuvaneswari, Dr. M. Balapriya and Dr. S. Uma Mageswari and they were invited to address the students. The faculty in their address wished all the students. Games were conducted for the faculty members. Both the students and faculty members enjoyed the celebrations.

13.09.2024 - Guest Lecture





Dr.Dhanalakshmi Arumugam,SEBI/NSC Trainer, Professor, Acharya Business School,Bangalore, addressed the II MBA students on “Financial Investors Awareness Programme” . The session was highly interactive. Dr Beulah Suresh and Dr L Bhuvaneswari coordinated the guest lecture.

19.09.2024 - INTERNATIONAL CONFERENCE





The Department of Business Administration, Auxilium College (Autonomous), Vellore in collaboration with Department of Hospital Management Studies, Christian Medical College Vellore organized an International Conference on “Transformative Role in Promoting Good health and Well-being” aligning the goal 3 of SDG - Good Health and Well-being. The programme started with a prayer song followed with the welcome address by Dr. Beulah Suresh, Head and Assistant Professor, PG & Research, Department of Business Administration.

The Secretary of the college Dr. (Sr.) Mary Josephine Rani, Principal Dr. (Sr.) Arokiya Jayaceli, Director, Dr. (Sr.) Sagaya Mary T felicitated the gathering. Dr. Solomon Sathishkumar, Principal, Christian Medical College Vellore delivered the inaugural address. The Chief guest of the programme Dr. Srimathi Kannan, Faculty Mentor, University of Michigan, USA, Nutrition Lead, Icahn School of Medicine, New York delivered the keynote address. Dr. Preethi Prabhakaran, Head and Assistant Professor, Department of BBA (Hospital Administration) proposed the vote of thanks for the inaugural session.

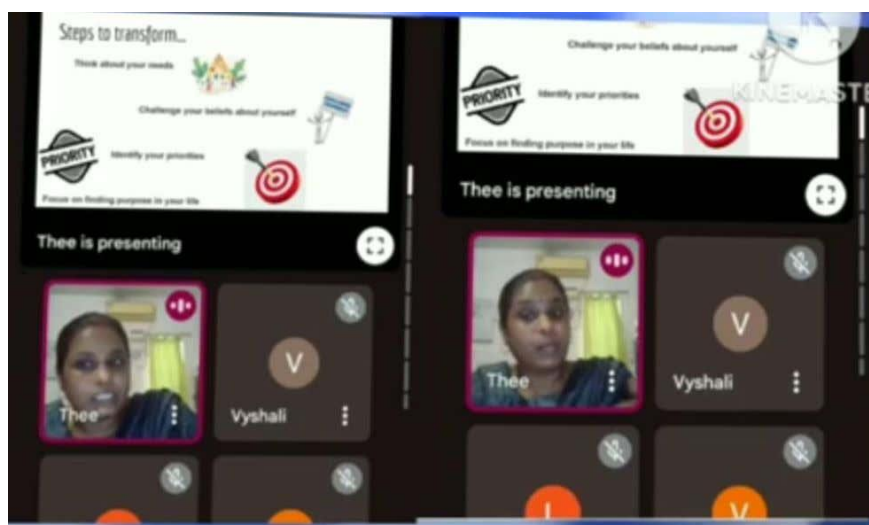
26.09.2024 - AIIC PROGRAMME



The students of I & II MBA participated in ‘Founders Forum- Empowering Tomorrow’s Leaders’ organised by Auxilium Innovation and Incubation Centre in collaboration with Business Voices, BNI Foundation, BNI Amigos, BNI Vellore & Thirupathur. Entrepreneurs from around Vellore and Thirupathur addressed the students on the opportunities available for startups and the challenges related to it. The forum witnessed around 40 entrepreneurs of Vellore, Walajah, Ranipet, Arni etc. from various fields. The aim of the forum is to bring together entrepreneurs, investors, and business enthusiasts to foster networking, idea sharing, and collaboration and aimed to provide a platform to the students that would enable them to witness business challenges, share success stories, and learn from industry experts. The entire programme was an eyeopener for the students.

OCTOBER

05.10.2024 - Online Resource Talk



An online resource talk was organised on 05.10.2024 by the Department of Business Administration in collaboration with The Headway Academy on the topic 'Harnessing the power of Emotional Intelligence for Success'. Ms. Arunodaya L A, Founder & Training Instructor from Thee Better Mee was the resource person for the session. The students of I & II MBA attended the online resource talk. The session started with a welcome by Dr Raghavi Senthilkumar, Founder & Director of The Headway Academy & Foundation followed by the resource talk. Ms Arunodaya animated the students on how to balance life in the competitive environment and the transition in their lives. It was a highly interactive session.

15.10.2024 MoU



The students of II MBA attended programme on academic and research collaboration with the Schieffelin Institute of Health – Research & Leprosy Centre (SIH-R&LC), Karigiri on 15.10.2024 initiated by the Department. Dr. Jerry Joshua (Director, Schieffelin Institute of Health – Research & Leprosy Centre (SIH-R&LC), Karigiri) and Dr. Sathish Paul (Head, Research - Schieffelin Institute of Health – Research & Leprosy Centre (SIH-R&LC), Karigiri) were the chief guest of the programme. The programme commenced with a prayer song followed by the welcome address given by Dr. Preethi Prabhakaran (Head, Department of BBA (Hospital Administration)).

After felicitating the chief guest, the Principal Dr.Sr. Arockia Jayaceli and Dr. Jerry Joshua (Director, Schieffelin Institute of Health – Research & Leprosy Centre (SIH-R&LC), Karigiri) signed the Memorandum of Understanding accepting mutually to collaborate in academics and research, aligning with the SDG goal 17. The Chief Guest addressed the gathering and enlightened students and insisted the students to voice out for justice whenever and wherever needed.

15 & 16.10.2024 - National Health Conclave



Dr.Beulah Suresh, Head & Assistant Professor,Department of Business Administration , along with Ms.Harathy L, Research Scholar and 17 II MBA Hospital Specialization students attended the National Health Conclave 2024 on Lifestyle Medicine: Empowering Communities Transforming Lives, organised by Christian Medical College & Hospital in Bagayam

Campus. The Conclave witnessed eminent speakers from various fields who addressed on a variety of themes covering exercise, environment, nutrition, social and mental health and spirituality.

24.10.2024 -National Level Management Meet





Dr.BalaPriya M , Assistant Professor, Department of Business Administration along with 35 students of I MBA and 8 students of II MBA participated in the National Level Management Meet organised by C Abdul Hakeem College of Engineering & Technology, Melvisharam on 24.10.2024. The students participated in all the events and won I prize in Corporate Walk by Riza Mary, Vyshali, Sahron Elizabeth, Jemima and Nivetha if I MBA, II prize in Adzap by Nivetha, Keerthana P S , Best performance award in Business Plan by Ms Swetha Sree of I MBA and Ms Lakshmi Priyadarshini of II MBA, I prize in Deal making by Ms Reema and Ms Gayathri of I MBA and I prize in Just a Minute By Riza Mary of I MBA.

NOVEMBER

19.11.2024 - International Women's Entrepreneurship Day 2024





The Department of Business Administration celebrated the International Women's Entrepreneurship Day 2024 on 19.11.24 in the College Auditorium. Ms Seethalakshmi, an entrepreneur and member of Organic Farmers Market was invited as the Resource Person. Ms Lakshmi of II MBA welcomed the gathering. The Chief Guest was introduced by Dr L Bhuvaneswari, Assistant Professor of the Department. Dr Beulah Suresh honoured the Chief Guest followed by the resource talk. Ms Seethalakshmi animated the students on how she started her business by building a plastic free market. Her speech was highly motivating. The Principal in her address insisted on the students to engage themselves after their graduation. The programme closed with the vote of thanks proposed by Ms Sangavi of II MBA. Dr L Bhuvaneswari, Dr Balapriya M and Dr S Uma Mageswari, Assistant Professors of the Department organised the event. The students of I & II MBA, B.Com, BBA and M.Com attended the programme. Ms Ponni of II MBA hosted the entire event.

26.11.2024 POSTER PRESENTATION COMPETITION



The Department of Business Administration conducted Poster presentation competition on 26.11.2024 in view of Celebrating the spirit of the Constitution - A Visual Journey - Hamara Samvidhan, Hamara Samman. A total of 119 students from I & II MBA prepared posters depicting the importance of Indian Constitution. Ms Gayathri Kanagasabai and Ms Neru Yuvakendra were the Chief Guest for the competition. The chief guests appreciated the efforts taken by the students. The first prize was won by Ms Anitha Arulmozhi A, Ms Brindha K, Ms Bavya S, Ms Monika R, Ms Swetha Sree B and Ms Divya D of II MBA. The second prize was

bagged by Ms Lavanya M, Ms Keerthana R, Ms Sandhya D, Ms Priscilla Hazel Mary I, Ms Swetha S and Ms Veronisa A of II MBA and Ms Bhavani M, Ms Jayashree G, Ms Keerthika Shree P, Ms Rathi M , Ms Rishika R and Ms Meena of I MBA won the third prize. The competition was organised by Dr Beulah Suresh, Head & Assistant Professor of the Department of Business Administration and coordinated by Dr Bhuvaneswari L, Dr Balapriya M and Dr S Uma Mageswari, Assistant Professors of the Department of Business Administration.

27.11.2024 - International Workshop





The PG & Research Department of Business Administration organised a one day International Workshop on “Aligning Career with Passion” - SGD 4 in collaboration with SPECTRUM Audit.Advisory.Accounting Firm- UAE.Mr Velu Arumugam,Patner-Strategy,SA Spectrum was the Resource Person for the international workshop.The workshop highlighted the aim of aligning career aspirations with individual passion, focusing on SDG 4 to emphasize the importance of quality education for professional and personal growth.The workshop was organised by Dr Beulah Suresh, Head & Assistant Professor of the Department of Business Administration and coordinated by Dr Bhuvaneswari L, Dr Balapriya M and Dr S Uma Mageswari, Assistant Professors of the Department of Business Administration.

DECEMBER

12.12.2024 - Financial Awareness Programme



The PG and Research Department of Business Administration at Auxilium College (Autonomous) organized a National Level Workshop on "Awareness Programme on Commodity Derivatives". This workshop was conducted in collaboration with Ambalal Shares & Stocks Private Limited and aimed to educate students on commodity derivatives and their significance in financial markets. The workshop featured Mr. Rajeesh R, Senior Manager – Business Development at Ambalal Shares & Stocks Private Limited, as the resource person. The Awareness Programme on Commodity Derivatives was an insightful and engaging session, helping students gain a comprehensive understanding of the subject. With the expertise of Mr. Rajeesh R, participants received valuable knowledge on financial instruments, market awareness, and future opportunities in commodity derivatives. The event was well-coordinated by the faculty and witnessed enthusiastic participation from students, making it a grand success.

JANUARY

06.01.2025 to 08.01.2025 - STUDENT EXCHANGE PROGRAMME



Dr Beulah Suresh, Dr L Bhuvaneswari and Dr M Balapriya, Assistant Professors of the Department of Business Administration along with 53 II MBA students went for an

educational trip to Bengaluru and Mysore from 6th to 8th January 2025. The programme was meticulously planned to provide the students with an enriching blend of academic, cultural, and recreational experiences.

21.01.2025 TALENT NEXA PROJECT - BRIDGING ACADEMIA AND INDUSTRIAL CO-OPERATION (BAIC)



The PG & Research Department of Business Administration, Auxilium College (Autonomous), Vellore, in collaboration with First Job Human Capital under the Talent Nexa Project - Bridging Academia and Industrial Co-operation (BAIC) organised a seminar titled “Human Resource: Roles, Challenges and Opportunities in the Manufacturing Sector” on January 21, 2025, at the Library Auditorium of Auxilium College. The seminar focused on exploring the various aspects of human resource roles, challenges, and opportunities in the manufacturing sector. It was aimed at bridging the gap between academia and industry and provided valuable insights into the evolving demands of the HR function within manufacturing industries.

23.01.2025 – Placement Orientation



Mr Dinesh Gajendran, founder Audacious Dreams Foundation conducted a placement & orientation programme for I & II MBA students where Mr Dinesh addressed the students on the placement opportunities available. He conducted interviews and selected candidates for internship and placement in his concern. The following students of II MBA Abirami , Kaviya D , Abinaya , Sukaina and Nivetha B were placed.

FEBRUARY

07.02.2025 – RESOURCE TALK



The PG & Research Department of Business Administration at Auxilium College (Autonomous), Vellore, organized an insightful session titled "Industry Insights on Current Trends in Marketing & Sales" on 07.02.2025. The programme started with a prayer followed

with the welcome address delivered by Ms Keerthika Shree of I MBA. Dr Beulah Suresh, Head & Assistant Professor briefed on the topic and introduced the chief guest. The MoU that was signed with Ultramarine & Pigments Ltd was renewed to another 5 years for academic industry collaboration. The event aimed to provide students with industry-relevant knowledge and practical insights into the evolving landscape of marketing and sales. The session was led by Mr. S. Rajasekaran, Deputy General Manager (Technical) at Ultramarine & Pigments Ltd. With extensive experience in the field, Mr. Rajasekaran shared his expertise on current marketing and sales trends, technological advancements, and strategic approaches for business success. The session was interactive, with students actively participating in discussions and Q&A rounds. The speaker provided valuable industry perspectives, helping students bridge the gap between theoretical knowledge and practical applications in marketing and sales. Ms Rakshana of I MBA proposed the vote of thanks. Dr L Bhuvaneswari, Dr M Balapriya and Dr. S. Uma Mageswari, Assistant Professors, Department of Business Administration coordinated the entire event. The masters of the ceremony was Ms Prasanna S of I MBA.

14.02.2025 - UN Global Impact





Dr M Balapriya, Assistant Professor, Department of Business Administration took 13 students of I MBA to the 19th National Convention on *Accelerating India's Green Goals: The Path to 2030 with Forward Faster* on February 14, 2025, at Hotel Leela Palace, Chennai, organized by UN Global Compact Network India (UN GCNI), the event brought together industry leaders, policymakers, and sustainability experts. The inaugural session featured key addresses from Arun Kumar Singh (ONGC Group), Shombi Sharp (UN), and Neha Das (UN Global Compact). Plenary Session I focused on Climate Action, discussing an equitable energy transition and net-zero goals in businesses. Plenary Session II highlighted Water Resilience, emphasizing corporate leadership in water stewardship and sustainability partnerships. Plenary Session III explored Sustainable Finance, addressing ESG integration in financial decision-making and investment trends. Plenary Session IV tackled Living Wages, emphasizing policy and corporate collaboration to implement fair wage standards. Speakers included experts from TVS Motor, Mercedes-Benz R&D India, Suzlon Group, Larsen & Toubro, IDFC FIRST Bank, YES Bank, and UNICEF India. Discussions revolved around sustainability challenges, solutions, and strategies for businesses to accelerate green initiatives. A tea break and networking sessions allowed participants to engage in discussions on corporate sustainability and policy reforms. The valedictory session summarized key insights, with Dr. Rupel Nargunam (Madras School of Economics) presenting key takeaways. Bo Beiskjaer (UNICEF

India) delivered the valedictory address, reinforcing the need for sustainable development collaboration. The event highlighted corporate responsibility, sustainable finance, ESG frameworks, and policy-driven green initiatives. Industry leaders and policymakers emphasized the urgency of climate action and the role of businesses in sustainability. The convention concluded with a call to accelerate green goals through partnerships, innovation, and responsible corporate leadership. Ms.Reema A. of I MBA won first place in quiz conducted by UN Global Compact.

18.02.2025 – Intercollegiate Competition Sacred Heart College



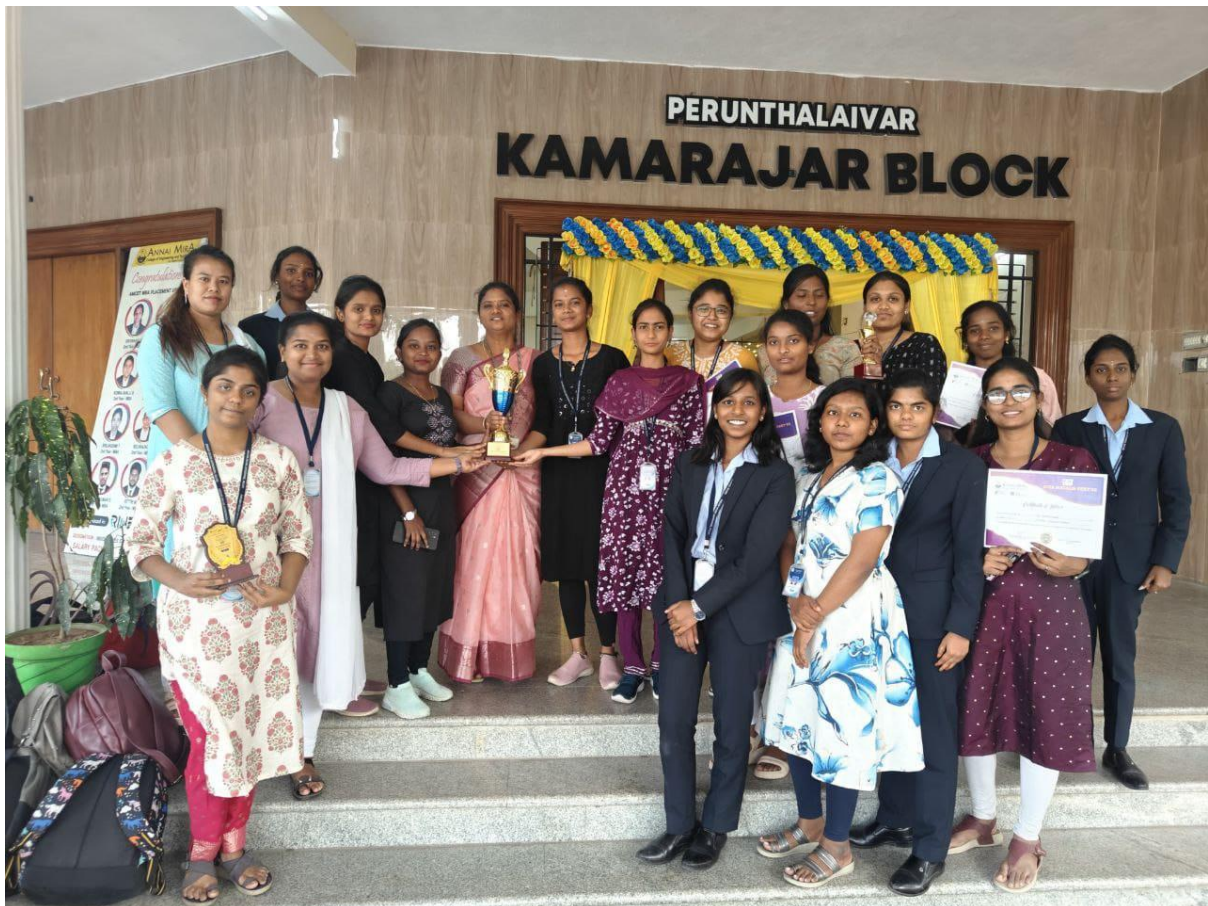
Dr S Uma Mageswari, Assistant Professor, Department of Business Administration took 18 students of I & II MBA for the Intercollegiate Competition conducted by Sacred Heart College, Thirupattur (SHAPE 25) on 18.02.2025. The overall trophy was bagged by the Department. Ms Abirami A of II MBA won the I place in Paper Presentation, Ms Lakshmi Priyadarshini – I Place in Best Manager, Ms Sharon & Ms Risa of I MBA – II place in Quiz, Ms kaviya of I MBA – II place in video observation, and Ms Harini, Ms Kaviya, Ms Andriya, Ms Keerthi and Ms Vijayalakshmi won the I place in product launch.

21.02.2025 –STUNA 2025



Dr Beulah Suresh, Head & Assistant Professor, Department of Business Administration took 50 students of I MBA for attending “STUNA 2025” STUdents NAtional Conference with the theme HR TERRAIN Challenges, Opportunities, and Preparedness organised by NIPM Madr as Chapter in association with Loyola Institute of Business Administration (LIBA), Chennai on 21.02.2025 for attending. The programme was an eye opener for the students. Resource Persons from across many industries shared their expertise with the students.

24.02.2025 – ‘Mira Magnus Fest 25’ ANNAI MIRA COMPETITION





Dr L Bhuvaneswari, Assistant Professor, Department of Business Administration took 18 students of I & II MBA for the Intercollegiate Competition conducted by Annai Mira College of Engineering & Technology (AMCET) on 24.02.2025. The overall trophy was bagged by the Department of Business Administration. Prasanna S and Risa Mary won I & II place in corporate show down, Andriya, Harini, Kaviya, Keerthi, Vijayalakshmi – won the I place in Ad Strom, Harini P won the II place in Real Buzz, Kathambari.D & Yamuna.B won the II place in poster presentation and Lakshmi Priyadharshini L.C won the I place in Best HR.

MARCH

10/03/2025 SPSS



The PG and Research Department of Business Administration at Auxilium College (Autonomous), Vellore, organized a workshop on "Data Analysis using Statistical Package for Social Science (SPSS) software" on the 10th of March 2025. This workshop aimed to equip students with essential statistical analysis skills using SPSS, a widely used software in business and social sciences. The workshop was led by Dr. A. Vasumathi, Professor at VIT (Business School), VIT University, Vellore. Dr. Vasumathi is an expert in statistical data analysis and provided valuable insights into the practical applications of SPSS software.

The workshop covered essential topics related to SPSS software, including:

- Introduction to SPSS and its applications in data analysis
- Data entry and management
- Descriptive statistics and data visualization
- Hypothesis testing and inferential statistics
- Regression analysis and predictive modeling

The session was interactive, with hands-on training allowing participants to apply theoretical concepts to real-time data analysis. The expert speaker provided practical demonstrations, enabling students to gain confidence in using SPSS for their academic and research work.