

Department of Business Administration

Expressing our Gratitude:

The department of business administration expresses its gratitude to Rev. Sch. Poondi Rajan S.J who headed the departments of Business Administration and Commerce. He has gone on leave for continuing his religious formation in the Society of Jesus. Under his leadership the 2009 batch of BBA students had obtained 95% results. Of them 12 are pursuing higher studies i.e one is doing his M.S.W and eleven of them are doing their M.B.A in various institutions in Tamil Nadu. Eight students of that batch are working as marketing executives in different organizations. The department also places on record its gratitude to Profs. Sabita, Azhagulakshmi who had contributed for the growth of the students and left Loyola Vettavalam to work elsewhere.

A word of Welcome:

The Department of Business Administration welcomes Rev. Fr. Dr.Eugine S. Rosario S.J as the Head of the Department. Mr.Vijayaraj and Mr. Stanley Vincent two enthusiastic young men have joined as professors in the department. The Department welcomes both of them warmly to continue the excellent academic standards set by the predecessors in its brief history.

Inaugural Seminar:

The inauguration of the association was held on 3rd of August 2012. Mr.Maran B.Sc., M.A., who is an alumni of Arul Anandar College, Karumathur, Madurai a sister concern of Loyola and a Tata Institute of Social Sciences Post Graduate in Education was the chief guest for the occasion. His interactive lecture on “Methods for Excellence in Managerial Studies” was well received by



the students and acclaimed by the staff members present. Prof. Geetha of Mathematics and Prof. Gnanasekar of Tamil felicitated the students and staff on the occasion.

Guest Lecture:

On 22nd December 2012, Prof. Veerapan M.B.A., Head of the Department of Business Administration, Sacred Heart College, Thirupathur, Vellore District gave a much appreciated guest lecture to the students. The lecture was on “Project Work and Career Development”. The

lecture was very enlightening and motivating for the students especially the third year students who were working on their projects.

Department Seminar:

On 11th of February three final year students, Michael (10 UBA 003), Sagaya Raj (10 UBA 028) and Shankar (10 UBA 029) addressed the students with the help of power point presentations Employees Dissatisfaction, Entrepreneurship Development and SWOT analysis. The professors facilitated the conduct of the seminar. Prof. Vijayaraj chaired the session. Earlier Prof. Stanley Vincent had facilitated the preparation of students.

Monthly Shopping Mall:

Attempts to conduct a shopping mall were made from July onwards. After many an attempt in January the department the students and the staff came with the concept of conducting a monthly shopping mall which will facilitate practical learning of marketing skills by the students. Successful running of these malls may land many a student a job on the marketing sector. With the active support of Fr. Principal and the administration the second year students of the department had conducted two malls. The department wishes to conduct a mall every first Monday of the month.



On 4th Feb the students put up a “Briyani Shop” in the campus. Earlier they had promoted the product by a door to door approach. The idea was to conduct the first mall on a ‘no loss no profit’ basis. Silambarasan, Xavier, Shameem, Murugan, Vijayakumar and John Paul were the students who worked on this project. The team successfully completed the work under the leadership of Silambarasan. They earned a profit of Rs. 50.



On 4th March the mall placed “Rose Plants” as the product. Clement, Azarudheen, Prabhakaran, Irudayadoss were the students involved in conducting this mall. Under the leadership of Irudayadoss the group worked hard and learnt some tricks of the trade. The first rose plant was given by Fr. Principal and in no time the 170 plants placed for sale were gone!

Project Work:

The third year students enthusiastically launched themselves into the mandatory project work. Most of the third year students spent their afternoons in the Library reading books and browsing the net for information regarding their projects. Many mock project vivas were conducted to enable them to face their practicals with ease.



The department missed by a whisker two opportunities for consultancy brought through the contact of the students.

In Feb 2013 the second year students were introduced to project work. They worked on the profile of small businesses in their own villages and towns. The second year students as a group went around Avoor a nearby town where weaving of mats is undertaken by many entrepreneurs studying the payment of wages in the industry.

Industrial Visit

On 16 Feb 2013, the four of the staff members Fr. Eugene, Profs. Surendar, Mercy and Stanley accompanied 48 second year students on an industrial visit. Oceanic Edibles International Limited, Pudukuppam Village, Mandavai Post, Marakkanam, Tindivanam Taluk, Villupuram District an 800 crore food processing industry enthralled the students. The managing director of the industry Mr. Josebraj was an



alumni of St. Joseph's College, Trichy the oldest of the Jesuit colleges in Tamil Nadu. He made it possible for us to enjoy our visit and learn a lot.

On 8th Feb 27 first year students were taken to Greentech Fertilizer Corporation, Tiruvannamalai, a two crore fertilizer industry. The students are to see the role of the manager, and watch the basic principles of management they have learn in operation in an working industry.

Off Campus Activities

On 12th August 2013, eight students participated in a national level seminar on “Emerging trends in Service Sector” at Sacred Heart College Tirupathur. Prof. Vijayaraj, accompanied and guided the students. We received participation certificates. The participants were:

1. Pushpalatha	II BBA	- 11 UBA 019
2. Anthoyammal	II BBA	- 11 UBA 048
3. Silambarasan	II BBA	- 11 UBA 040
4. Xavier	II BBA	- 11 UBA 011
5. Charles	III BBA	- 10 UBA 021
6. Michal	III BBA	- 10 UBA 003
7. Anitha	III BBA	- 10 UBA 019
8. Mary Sharmila	III BBA	- 10 UBA 031

On 27th September 2012 eight students participated in a national level competition at Prist University, Pondicherry. Prof. Vijayaraj spent a lot of time working with the students preparing them for the competition. Students were enthused by the response they received from the audience. They were disappointed that they could not get a prize. The students were determined to get some prizes in future competitions wherever they are held. The following students were the participants. They received participation certificates.

1. Pushpalatha	II BBA	- 11 UBA 019
2. Silambarasan	II BBA	- 11 UBA 040
3. Xavier	II BBA	- 11 UBA 011
4. Charles	III BBA	- 10 UBA 021
5. Michal	III BBA	- 10 UBA 003
6. Asha	IIBBA	- 11 UBA 007
7. Vigneshwaran	III BBA	- 10 UBA 006
8. Balu	III BBA	- 10 UBA 018

On 12th February 2013, five students participated in a state level inter collegiate competition at Sacred Heart College, Thirupathur. Prof. A.Surendar accompanied and guided the students. The students won first prize in “ADZAP”, Second prize in “IDENTIFYING”. The following students were the participants and prize winners.



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| 1. G.Sarath | III BBA | - 10 UBA 034 |
| 2. Shankar | IIIBBA | - 10 UBA 029 |
| 3. Akash (Leader) | III BBA | - 10 UBA 014 |
| 4. Antony | IIIBBA | - 10 UBA 004 |
| 5. Shameem | II BBA | - 11 UBA 037 |

On 5th March 2013 five students participated in an Inter Collegiate Competition at Marudhar Kesari Jain College for Women, Vaniampadi. Prof. Mercy guided and accompanied the students. The students won first prize in “ADZAP”. The host college appreciated the students and acclaimed that their performance has raised the bar for such competitions. The following were the students who participated and won.

1. Arockia Asha II BBA 11UBA007
2. Jean Cyrilbert II BBA 11UBA054
3. Jenifer Vinnarasi I BBA 12UBA006
4. Robin Smith I BBA 12UBA028
5. Akash (Leader) III BBA 10UBA014

Staff Activities

Prof. Vijayaraj participated in a Faculty Development Programme at PSG institute of management, Coimbatore on 22nd and 23rd February 2013.

Prof. Stanley Vincent participated in various seminars and presented six papers this year. On 14th and 15th Dec 2012 he presented two papers in Bharathiyar University, Coimbatore. The papers were titled “Rights of Persons with disability in India: Need and Challenges” and “Rehabilitation of differently abled - A social work practice”. On 11th Feb 2013 he presented a paper in Sacred Heart College, Thirupathur titled “Recent Trends in Human Resource Management.” On 14th Feb 2013 he presented a paper in Dr. G.R.D College of Science, Coimbatore titled “Employee Retention”. On 28th Feb he presented a paper in Gonzaga Arts and Science College, Yelathagiri titled “Current Challenges in Human Resource Management”. On 16th March 2013 he presented a paper in Vallalar College of Engineering and Technology, Erode titled “Challenges for the HR Experts”.