

PPG College of Arts and Science

Department of Management

Marketing Mela – Sandhai 2022

Name of the Event – Marketing Mela - Sandhai

Date – 28.09.2022

The Department of BBA and B.Com (Computer Applications) successfully organised *Marketing Mela 2022* on 28th September 2022 inside the college campus. The event was designed as a practical learning platform to provide students with hands-on exposure to real-time business and marketing activities. The mela aimed to bridge the gap between theoretical knowledge and practical application by encouraging students to plan, organize, and manage business stalls independently.

A total of 30 stalls were set up by the students within the college campus. Each stall was planned and managed by student teams, right from product selection to pricing, promotion, and sales. The stalls showcased a wide variety of products such as flowers, food items, fruits, ice creams, edible oils, stationery items, jewellery, chocolates, and other consumer products.

Students creatively decorated their stalls to attract customers and adopted different marketing strategies such as offers, combo packs, attractive displays, and persuasive selling techniques. The event witnessed enthusiastic participation from students, faculty members, and staff, who actively supported and encouraged the young entrepreneurs.



The poster for the Marketing Mela Sandhai 2022 event features a vibrant red background with colorful circular images of various products like flowers, food, and stationery. The text is centered and includes the following information:

PPG COLLEGE OF ARTS & SCIENCE
Affiliated to Bharathiar University
Sriharipuram, Coimbatore - 12

INSTITUTION'S INNOVATION COUNCIL
MINISTRY OF EDUCATION (INDIA)

**DEPARTMENT OF COMMERCE WITH CA,
BUSINESS ADMINISTRATION &
EDC CELL**

Proudly Presents
MARKETING MELA
"SANDHAI 2022"

On
September 28, 2022
Time: 10 : 00 AM onwards
Venue : COLLEGE Campus

All are Invited

Coordinator
Mrs. M. NAVAMANI
ASSISTANT PROFESSOR

Convener
Dr. R. KUMARESAN
HOD

Patron
Dr. N. MUTHUMANI
PRINCIPAL

www.ppg.edu.in/arts | [f](https://www.facebook.com/ppgcascbe) | [i](https://www.instagram.com/ppgcascbe) | [@ppgcascbe](https://www.twitter.com/ppgcascbe) | 9047655455



PPG College of Arts and Science

Department of Management

Peer Learning Session

Name of the Event – Peer Learning

Date – 12.12.2022

Class – I BBA

Topic : Self Motivation

The peer learning session was conducted effectively with active involvement from the students. The Session was conducted by Ms F. Dhivya Dharshini, a student of I BBA, on the topic “Self Motivation.” She explained the concept in a clear and simple manner and highlighted the importance of staying motivated in academic and personal life. The session was informative and engaging, as the student clearly explained the importance of self-motivation with simple examples. Overall, the session promoted peer interaction, confidence, and a positive learning environment.



PPG College of Arts and Science

Department of Management

Peer Learning Session

Name of the Event – Peer Learning

Date – 12.12.2022

Class – I BBA

Topic : Self – Confidence

The Department of BBA organized a Peer Learning Session on the topic “Self-Confidence” for I BBA students. The session was conducted as part of the department’s initiative to promote collaborative learning and student-led knowledge sharing. The objective of the session was to help students understand the importance of self-confidence in academic, personal, and professional life.

The session was led by an I BBA student who confidently presented the topic of self-confidence using simple language and relatable examples. The speaker explained the meaning of self-confidence and discussed how it plays a crucial role in students’ academic performance, personality development, and future career growth.

The presenter highlighted common reasons for lack of self-confidence such as fear of failure, comparison with others, and lack of self-belief. Practical tips to build self-confidence were shared, including positive self-talk, goal setting, improving communication skills, practicing regularly, and learning from failures.

The session also included interactive activities such as short discussions, question-and-answer segments, and sharing of personal experiences. Students actively participated and openly shared their views, which created a supportive and positive learning environment.



Department of BBA

Cordially invites you to join a

STUDENT PEER LEARNING PROGRAMME



Ms. M. Sumathi
IBBA

TOPIC : SELF CONFIDENCE

Date : 12.12.2022 Time : 1:15 pm Venue : Classroom

Coordinator
Mrs.M.Navamani
Assistant Professor

Convenor
Dr.R.Kumaresan
Associate Professor & Head

Patron
Dr.N.Muthumani
Principal



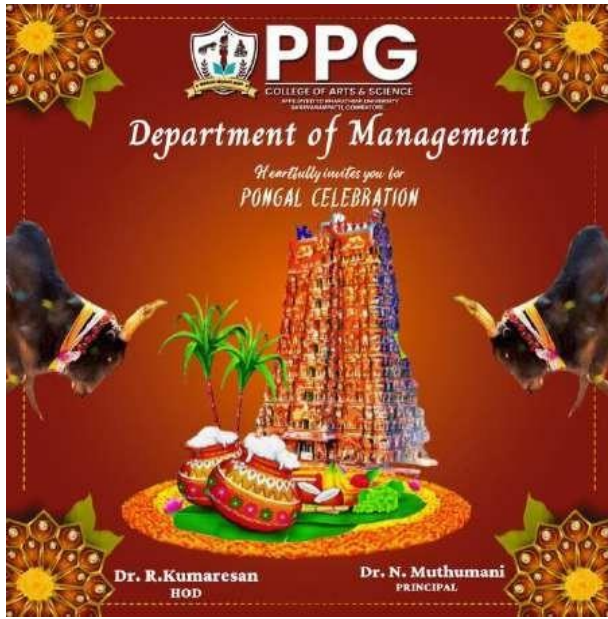
PPG College of Arts and Science

Department of Management

PONGAL CELEBRATION 2023

A traditional Pongal cooking ceremony was conducted by the Department of BBA, symbolizing prosperity and gratitude. The overflowing Pongal (“Pongalo Pongal”) was welcomed with joy and enthusiasm by both students and staff. Students actively took responsibility for planning, organizing, and executing the program, demonstrating teamwork and leadership skills. Faculty members guided and supported the students throughout the event, ensuring smooth coordination and discipline.

Overall, the Pongal celebration organized by the Department of BBA was joyful, meaningful, and educational, successfully blending tradition with student creativity and participation.



PPG College of Arts and Science

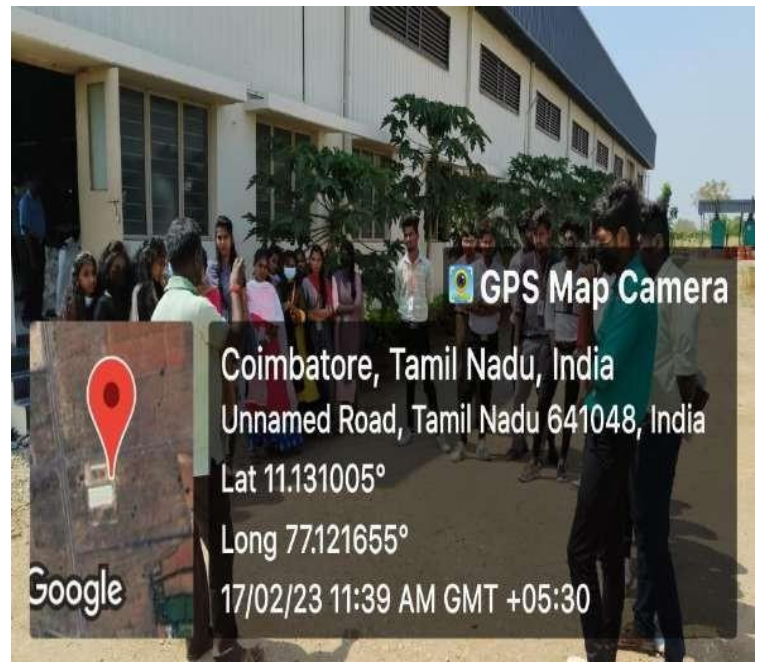
Department of Management

Field Visit

The Department of BBA and B.Com (Computer Applications) organized a field visit to Falcon Toolings, Coimbatore for I BBA and I B.Com (CA) students. The visit was arranged with the objective of providing students with practical exposure to industrial operations and to help them understand the functioning of a manufacturing organization. This visit enabled students to relate classroom concepts with real-time industrial practices.

Falcon Toolings is a reputed manufacturing company based in Coimbatore, well known for producing industrial tools, precision components, and engineering products. The company serves various sectors such as manufacturing, automotive, and engineering industries. During the visit, students were warmly welcomed by the company representatives, who gave an overview of the organization, its history, products, and market presence. Students were then guided through different sections of the factory, including production, machining, assembly, quality control, and storage areas.





PPG College of Arts and Science

Department of Management

Panel Discussion

Name of the Event – Panel Discussion

Topic: Budget 2023 - 24

The Department of BBA conducted a Budget Panel Discussion among students to create awareness and understanding about the Union Budget for the financial year 2023–24. The Budget Panel Discussion was informative and effective. Students actively participated and showed keen interest in understanding budgetary provisions. The student panellists explained key budget highlights in simple language, making it easy for fellow students to understand. The session also included an open discussion where participants shared their views, opinions, and questions related to the budget. Faculty members moderated the session and provided guidance wherever required, ensuring clarity and relevance of the discussion. The session helped improve students' economic awareness and encouraged them to follow national financial developments critically.

PPG
 DEPARTMENT OF MANAGEMENT
 Cordially invites you to join
CASH FLOW POD

SNEHA M
I. BBA

DIVYA DHARSHINI F
I. BBA

M. MUKESH KUMAR
I. BBA

CO-ORDINATOR
Mr. S. Gokulanathan
ASSISTANT PROFESSOR

CONVENER
Dr. R. Kumarasan
HOD

PATRON
Dr. N. Muthumani
PRINCIPAL

3:00 PM
11 FEB 23

Indirect Tax

GPS Map Camera

Coimbatore, Tamil Nadu, India
 PPG College of Arts and Science, Viswapuram,
 Saravanampatti, Coimbatore, Tamil Nadu 641035, India
 Lat 11.090428°
 Long 77.018108°
 11/02/23 03:11 PM GMT +05:30



GPS Map Camera

Coimbatore, Tamil Nadu, India
 PPG College of Arts and Science, Viswapuram,
 Saravanampatti, Coimbatore, Tamil Nadu 641035, India
 Lat 11.090428°
 Long 77.018108°
 11/02/23 03:09 PM GMT +05:30

PPG College of Arts and Science

Department of Management

Seminar

Name of the Event – Seminar

Date – 21.02.2023

Topic: Product and Market fit

The Department of BBA, in collaboration with the Institution’s Innovation Council (IIC) Cell, organized a seminar on “Awareness about Product–Market Fit and How to Arrive at Solutions”. The seminar was conducted to provide students with practical insights into entrepreneurship, innovation, and business strategy. The session aimed to help students understand how successful products are aligned with market needs and how entrepreneurs can identify and solve real-world problems effectively. The session was interactive, with students actively participating by asking questions and sharing their ideas. The resource person encouraged students to think creatively, experiment with ideas, and view failures as learning opportunities.



PPG College of Arts and Science

Department of Management

Student Induction Program

Name of the Event – Student Induction Programme

Date – 07.07.2023

Topic: Opportunity Generation and Job Enrichment

The Department of Commerce and Management, attended an Inter-College Student Induction Programme on the theme “Opportunity Generation and Job Enrichment” on 7th July 2023. The programme was designed to orient students towards emerging career opportunities and to create awareness about job enrichment in the modern professional environment. The resource person highlighted various career paths and emerging opportunities across industries. He also stressed the need for students to stay updated with current developments, understand industry requirements, and align their skills accordingly. Real-life examples and practical experiences were shared to help students relate theoretical concepts to real-world scenarios.

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Affiliated to Bharathiar University
Saravanampati, Coimbatore - 55

DAY : 1 | DATE : 07.07.2023

SCHOOL OF COMMERCE

**Opportunity Generation
and Job Enrichment**

10.00 AM - 11.00 AM
Venue : Seminar Hall

**DEEKSHARAMBH'23
STUDENT INDUCTION PROGRAM**

Chief Guest
Mr. G. MANOJ
Founder and Managing Director of Venster
School of Excellence India Pvt. Ltd

All are welcome!

Patron
Dr. N. Muthumani



PPG College of Arts and Science

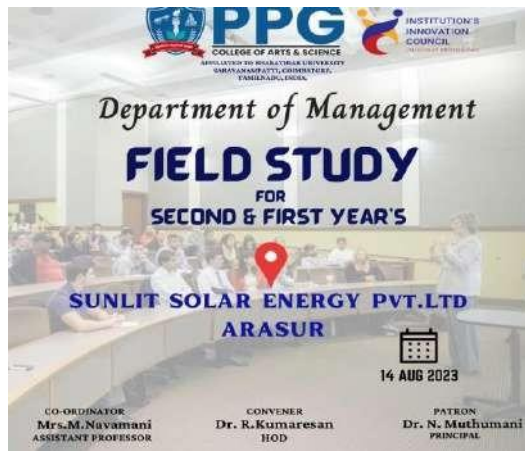
Department of Management

INDUSTRIAL VISIT

Name of the Event – Industrial Visit

Date – 14.08.2023

The Department of Management organized an industrial visit for the first-year and second-year students on 14th August 2023 to Sunlit Solar Energy Pvt. Ltd., Arasur, Coimbatore. The visit was coordinated by Mrs. M. Navamani, Assistant Professor, Department of Management. The main objective of the visit was to provide students with practical exposure to the renewable energy industry and to enhance their understanding of real-world business and management practices. During the visit, students were given a detailed orientation about solar energy systems, including solar panels, inverters, batteries, and power generation processes. The company officials explained the step-by-step process involved in the installation and functioning of solar power plants.



PPG College of Arts and Science

Department of Management

Role Play

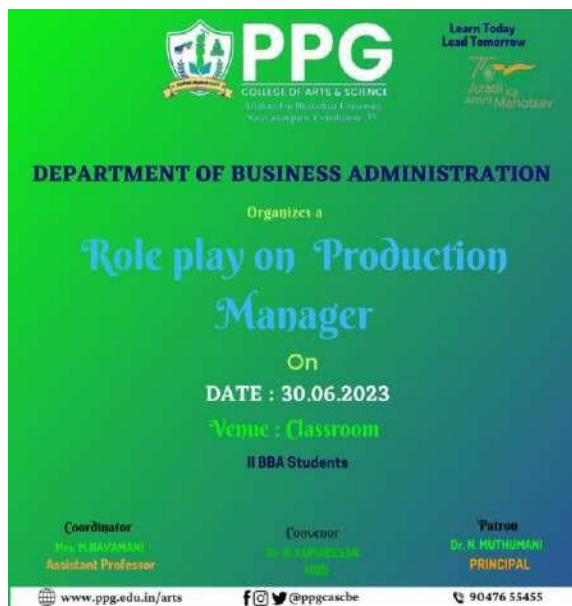
Name of the Event – Role Play

Date – 30.06.2023

Class – II BBA

Topic : Production Manager

The Department of Management organized a Role Play activity on “Production Manager” for second-year BBA students on 30th June 2023. The activity was designed as an experiential learning method to help students understand the roles and responsibilities of a production manager through real-life business situations. Students enacted real-time industrial scenarios such as production planning, handling labor issues, managing deadlines, quality control, and coordination with suppliers.



PPG College of Arts and Science

Department of Management

Role Play

Name of the Event – Role Play

Date – 30.06.2023

Class – II B Com CA

Topic: Marketing Manager

The Department of Management organized a Role Play activity on “Marketing Manager” for II B.Com CA students on 30th June 2023. The event was designed to provide experiential learning opportunities by enabling students to create, enact, and perform the role of a marketing manager in real-world business and marketing scenarios, thereby enhancing their practical understanding of marketing concepts. The role play activity was highly effective and engaging. Students actively participated and demonstrated creativity, confidence, and leadership during the activity. The programme helped students gain practical exposure to marketing management and strengthened their understanding of real-world marketing challenges.



PPG College of Arts and Science

Department of Management

Product Promotion

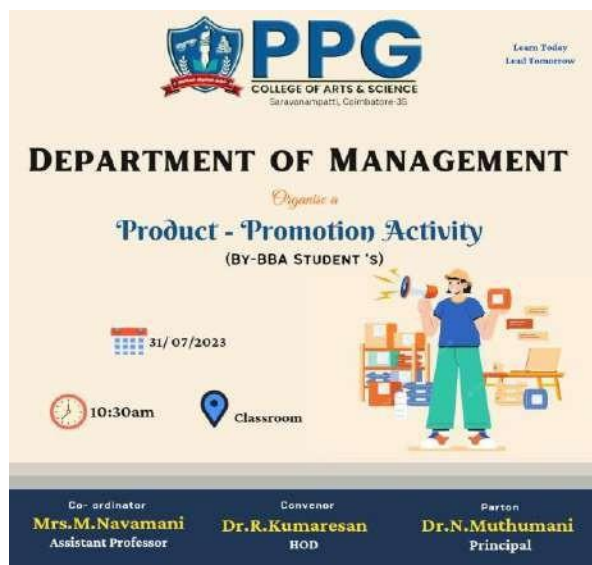
Name of the Event – Product Promotion

Date – 31.07.2023

Class – I, II, III BBA Students

The Department of Management organized a Product Promotion Activity for students of BBA on July 31, 2023 at the college level. Mrs. M. Navamani, Assistant Professor, Department of Management, acted as the coordinator of the event. The activity was conducted as a classroom-based learning exercise to improve student involvement and practical understanding.

Advertising and promotion are essential components of a successful business. Through this activity, students gained awareness about product promotion strategies and understood market concepts such as demand and supply. They also developed knowledge about brand establishment, brand growth within target market segments, identification of new secondary markets, development of customer loyalty, and ways to compete effectively in the market. Overall, the activity enhanced students' practical exposure and marketing skills.



PPG College of Arts and Science

Department of Management

Slogan Identification

Name of the Event – Slogan Identification

Date – 22.07.2023

Class – I and II B Com CA

The Department of Management organised a Slogan Identification Activity for first-year and second-year B Com CA students. The primary objective of the activity is to provide students with a clear understanding of various brands in the market and to help them identify and differentiate between brands using their slogans or taglines. The activity highlighted the role of slogans in brand positioning and effective advertising. It also helped students understand how slogans communicate a brand's message clearly, build brand identity, and increase brand recognition among customers.

The activity helped students gain a clear understanding of the role of slogans in branding and advertising. Students were able to identify and differentiate various brands using their taglines, which improved their brand awareness and recall. The session increased students' interest in marketing concepts and encouraged active participation. Overall, the students were enthusiastic and involved throughout the activity, and the feedback was positive, as the session was interactive, informative, and effective in enhancing their understanding of brand identification.

