

PPG COLLEGE OF ARTS AND SCIENCE

DEPARTMENT OF MANAGEMENT (2024-2025)

STUDENTS PEER LEARNING PROGRAMME

On July 11th, 15th & 16th, 18th & 19th 2024, students' peer learning was organized in the Department of BBA. Peer learning is a collaborative approach where students learn from and with each other. Mr. M. Mukesh kumar welcomed the gathering. Students of II BBA Ms. G. Kamalini, Ms. J. Sresha, Ms. B. Nandhana, Mr. A. Kathiravan, and Mr. M. Jeeva delivered their insights on different headings on management. This type of event encourages active engagement, critical thinking, and deeper understanding by promoting discussion, explanation, and problem-solving among peers. Quality Assurance is a process of ensuring that products, services, or processes meet specified requirements and standards. It is a proactive approach aimed at preventing defects and ensuring consistent quality. QA is widely used in industries such as manufacturing, software development, healthcare, and education. Resource management is the process of planning, allocating, and optimizing resources efficiently to achieve specific goals. Resources can include people, finances, materials, time, and technology. Effective resource management ensures productivity, cost-effectiveness, and sustainability. Students gained valuable insights into how meeting or exceeding customer expectations foster trust and loyalty, crucial for long-term success. Through their exploration, students became aware of how leveraging digital technology drives innovation and enables the creation of new products and services. Mr. Joe from II BBA delivered vote of thanks



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MANAKAMUNDAI, CHENNAI

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DEPARTMENT OF MANAGEMENT
Codinally invite you to join a
5-DAYS
STUDENT PEER-LEARNING PROGRAMME

Speaker	Day	Date
G.Kamalini 2nd BBA	DAY-1	11/07/2024
J.Sresha 2nd BBA	DAY-2	15/07/2024
R.Nandhana 2nd BBA	DAY-3	16/07/2024
A.Kathiravan 2nd BBA	DAY-4	18/07/2024
M.Jeeva 2nd BBA	DAY-5	19/07/2024

10.00am **Lab-1**

Co-ordinator
Mrs.M. Navamani
Assistant Professor

Convenor
Dr.R.Kumaresan
HOD

Patron
Dr.N.Muthumani
Principal



CAREER GUIDANCE ON TRENDS IN ADVERTISING

On July 16th, 2024, Department of BBA organized a Webinar on Career Guidance on Trends in Advertising. Mr. Anil Kumar. M, Assistant Professor, PG Department of Commerce, KMEA College of Arts and Science, Ernakulum, Kerala was the resource person. The event was started with a welcome address by Mrs. M. Navamani, Asst. Professor, Department of BBA, PPGCAS. The resource person highlighted that advertising is a dynamic and evolving industry, influenced by technology, consumer behavior, and digital transformation. If you're considering a career in advertising, staying updated on the latest trends can help you stand out; this event effectively highlighted the latest industry trends and career opportunities in advertising. Participants gained valuable insights into emerging trends, skill requirements, and career pathways, equipping them with the knowledge to navigate and excel in the evolving advertising landscape. Students learned the importance of networking and leveraging professional relationships in advertising, while also understanding how advancements like artificial intelligence and programmatic advertising are reshaping the industry and enhancing campaign effectiveness. The session was ended with a vote of thanks by Ms. Sumathi, III BBA.

INSTITUTION'S INNOVATION COUNCIL
Saravanampatti, Coimbatore-35

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COLLEGE OF ARTS & SCIENCE
Saravanampatti, Coimbatore-35

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DEPARTMENT OF MANAGEMENT

Cordially invites you to join a Webinar on

CAREER GUIDANCE ON TRENDS IN ADVERTISING

Mr.M.Anil kumar. MBA,M.phil.,
Assistant Professor,
KMEA College of arts and sciences,
Kerala.

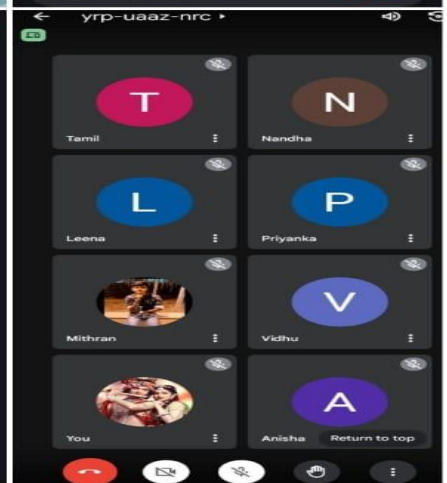
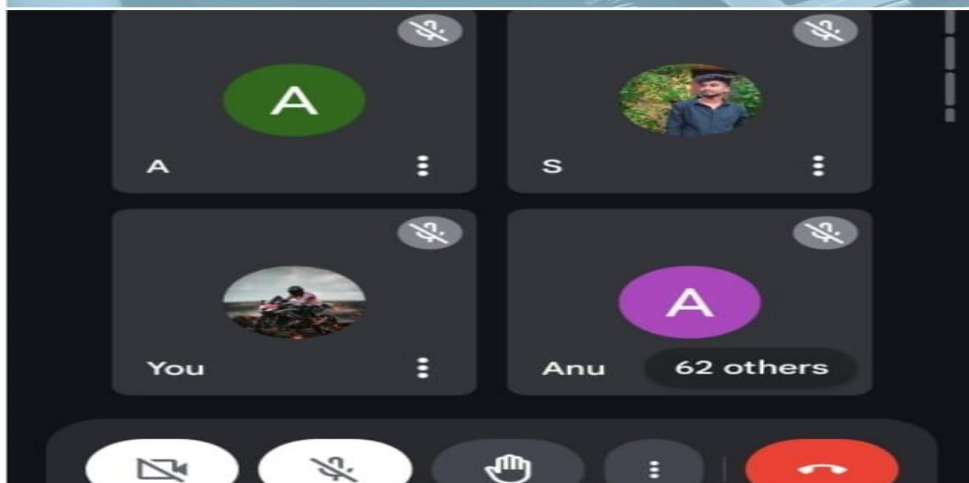
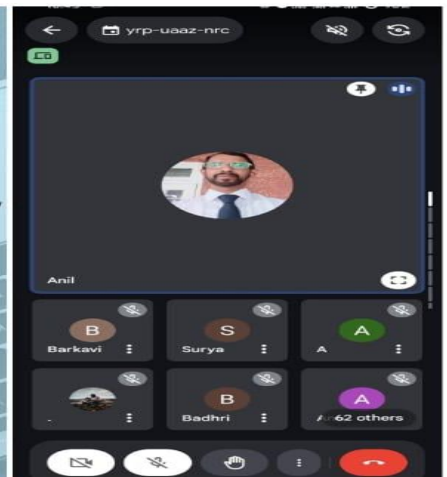
16/07/2024 10:00am

Meet link: meet.google.com/pyx-yrvv-efr

Co-ordinator
Mrs.M.Navamani
Assistant Professor

Convener
Dr.R.Kumaresan
HOD

Parton
Dr.N.Muthumani
Principal



RECENT LAW'S IN BUSINESS

On July 19th, 2024, department of BBA organized a webinar on Recent Law's In Business. Mrs. S. Radhika Mohan, HoD of BCOM (PA), KMEA College of Arts and Science, Ernakulam, Kerala was the resource person. Mr. F. Stanislaus, Asst. Professor, Department of BBA, PPGCAS welcomed the gathering. The resource person explained the necessary business laws and its implication. The students gained critical insights into new regulations and compliance requirements, enhancing their understanding of how recent legal changes impact business operations and strategy. Participants gained a solid understanding of new regulations and compliance issues, which will aid in navigating and adapting to the evolving legal landscape in their business practices. Students became aware of how recent legal developments impact various aspects of business operations. They gained insights into new regulations and compliance requirements, which are crucial for maintaining legal and ethical business practices. Ms. Sneha, III BBA delivered vote of thanks.

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Saravanampatti, Coimbatore-35

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Webinar on
**Recent Law's
In Business**

19.07.2024 11-10am

Google meet : meet.google.com/emr-nqhx-zok

Mrs. Radhika Mohan, Mcom, PGDT.,
Assistant professor,
KMEA College of arts and sciences,
Kerala.

Co-ordinator
Mrs. M. Navamani
Assistant professor

Convener
Dr. R. Kumaresan
HOD

Patron
Dr. N. Muthumani
Principal

jsj-mawz-tca

Various Laws

- 1. Contract Law
- 2. Sale of Goods Act
- 3. Consumer Protection Act
- 4. Information Technology Act
- 5. Cyber Law
- 6. Data Protection Law
- 7. Intellectual Property Law
- 8. Environmental Law

Radhika is presenting

Radhika

Gopikank

You

Abi

33 others

Public law and Private Law.
Civil law and Criminal law
Statute and Common Law
National Law and International Law

Radhika is presenting

Radhika

Gopikank

yrrp-uaaz-nrc

Tamil

Nandha

Leena

Priyanka

Mithran

Vidhu

You

Anisha

Return to top

UNION BUDGET – 2K24

On July 26th, 2024, the department of BBA organized a session on UNION BUDGET – 2K24. Ms. Divya Dharshini, I BBA delivered the welcome address. Students of III BBA, Ms. K. Srinithi, Ms. P.Sumathi, Mr. Venkatraman and Mr. M. Mukeshkumar prepared well and highlighted the budget Priorities: Inclusive Development: Focus on agriculture, health, and education sectors to ensure equitable growth. Reaching the Last Mile: Enhancing infrastructure and services in underserved regions. Infrastructure and Investment: Significant capital allocation to boost infrastructure projects. Green Growth: Investments in sustainable energy and environmental conservation. Financial Sector: Reforms to strengthen financial institutions and improve credit availability. Digital Economy: Emphasis on digital infrastructure and technology-driven governance. Skilling and Education: Programs to enhance educational outcomes and vocational training. Event successfully clarified the implications of the latest budget on different sectors and economic activities. Attendees gained valuable insights into fiscal priorities and policy changes, enhancing their ability to make informed decisions and understand the budget's broader impact on economic and business environments The event was well-received, with participants praising the clarity and depth of the budget presentation. Participants appreciated the detailed analysis of key budget components. Ms. Swetha, III BBA delivered vote of thanks.

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INSTITUTION'S
INNOVATION
COUNCIL
Ministry of HRD (India)

Department of Management

Cordially invites you to join a Seminar on

Union Budget -2k24



K.Srinithi
III-BBA



P.Sumathi
III-BBA



N.Venkat
III-BBA



M.Mukeshkumar
III-BBA

 **Class room**

 **26:07:2024**

 **11.30am**

Co-ordinator
Mr.F.Stanislaus
Assistant professor

Convenor
Dr.R.Kumaresan
HOD

Patron
Dr.N.Muthumani
Principal



INTRA INSTITUTION'S INNOVATION IDEA

On November 08th, 2024, BBA department organized an event on Intra Institution's Innovation Idea. Mrs. D. Deepika Devi, Head & Assistant Professor, Department of English, PPG College of Arts and Science, Coimbatore was the resource person. Mrs. M. Navamani, Asst. Professor, Department of BBA, PPGCAS welcomed the gathering. The resource person enlightened students to become active contributors to the institution's growth, the event showcased remarkable ideas and enthusiasm that have laid a strong foundation for transformative changes, paving the way for a brighter, and more dynamic and student-centred future. This program ensures that every voice is heard, fostering inclusivity and showcasing the value of diverse perspectives in driving innovation, while empowering students to think creatively and contribute meaningfully to the institution's growth. Ms. Megaverna of III BBA, delivered vote of thanks.

1.



**LEARN TODAY
LEAD TOMORROW**

PPG INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

COLLEGE OF ARTS & SCIENCE

**DEPARTMENT OF MANAGEMENT
AND
INSTITUTION'S INNOVATION COUNCIL
ORGANIZES
INTRA INSTITUTIONAL IDEA
COMPETITION**

08-11-2024

10.00 am

LAB 3

CO ORDINATOR CONVENER PATRON

Mrs.M.NAVAMANI DR.R.KUMARESAN Dr.N.MUTHUMANI
Assistant Professor HOD PRINCIPAL

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FOSTERING SUCCESSFUL AGRIPRENEURSHIP START-UPS AMONG YOUNG INNOVATORS

On August 20th, 2024, the department of BBA organized one day seminar on Fostering Successful Agripreneurship Start-ups among Young Innovators. Welcome address was given by Mrs. M. Navamani, Asst. Professor, Department of BBA, PPGCAS. The resource person was Dr. R. S. Sri Poorni, Assistant Professor, Department of Commerce, KPR College of Arts and Science. She highlighted that Agripreneurship (agriculture + entrepreneurship) is a powerful way to modernize farming, increase rural employment, and boost food security. Encouraging young innovators to start agribusiness ventures can lead to sustainable and technology-driven agricultural practices. Enhanced skills in developing comprehensive business plans for agribusiness ventures. Strengthened connections between young innovators and industry experts for mentorship and support. Generation of new agripreneurial ideas and innovative approaches to agribusiness challenges. The event successfully showcased innovative agripreneurial ideas and provided valuable insights into overcoming industry challenges. Attendees praised the expert guidance offered, highlighting the relevance of networking opportunities and hands-on workshops. Mr. F. Stanislaus, Asst. Professor, Department of BBA, PPGCAS delivered vote of thanks.

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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD, Government of India)

Department of Management

Cordially invites you to join a
Seminar on



TOPIC: *Fostering Successful
Agripreneurship Startups
Among Young Innovators*

Dr.R.S. Sri Poorni
Assistant Professor
Department of commerce
KPR college of arts, science & Reaserch
Coimbatore.

 Seminar hall
 20/08/2024
 10.00am

Co-ordinator Convenor Parton
Mrs.M.Navamani **Dr.R.Kumaresan** **Dr.N.Muthumani**
Assistant Professor HOD Principal



INNOVATION AND ENTREPRENEURSHIP OUTREACH PROGRAM

On August 23rd, 2024, department of BBA organized a community outreach program. M.Navamani, Assistant Professor, Department of Management, PPG College of Arts & Science, Coimbatore, was the resource person. Ms.Roshini, III BBA welcomed the gathering. Participants gained insights into the latest trends and practices in innovation, learning how to identify and capitalize on emerging opportunities. Attendees acquired practical skills in entrepreneurship, including idea generation, business model development, and risk management. The program provided a comprehensive overview of current trends in innovation. It was impressive to see how participants learned to identify and seize new opportunities. Participants gained hands-on experience in entrepreneurship, from generating ideas to developing robust business models. Mr. S. Adithya, III BBA delivered vote of thanks.

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PPG INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

COLLEGE OF ARTS & SCIENCE

DEPARTMENT OF MANAGEMENT

ORGANIZES

**INNOVATION AND ENTREPRENEURSHIP
OUTREACH PROGRAM**

23-08-2024

1.00 pm

Villankurichi

Community
OUTREACH



CO ORDINATOR **CONVENER** **PATRON**

Mrs.M.NAVAMANI **Dr.R.KUMARESAN** **Dr.N.MUTHUMANI**
Assistant Professor Head of the Department Principal

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BRS INDUSTRY, KURUMBAPALYAM, COIMBATORE

On August 22nd, 2024, the department of BBA organized an Industrial Visit to BRS Industry, Kurumbapalyam, Coimbatore. Participants learned industry-leading techniques for achieving high-quality finishes on automobile spare parts, including surface treatments and coatings. Insights into the latest advancements in finishing technologies and materials used in the automobile spare parts sector, including automation, advanced coatings, and quality testing methods, were shared. The Field trip provided us with up-to-date knowledge on the latest advancements in finishing technologies. Learning about automation, advanced coatings, and new quality testing methods was enlightening and broadened our understanding of industry standards.



The poster is for an industrial visit organized by the Department of Management at PPG College of Arts & Science. It features the college's logo and the motto 'Learn Today Lead Tomorrow'. The text announces an industrial visit for II & III Year BBA students to BRS Industries in Kurumbapalyam, Kodiyapark, on August 22, 2024, at 10:00 a.m. The poster also lists the co-ordinator, convenor, and patron, along with the college's website and contact information.

INSTITUTION'S INNOVATION COUNCIL
(Affinity of IIS Bangalore)

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Learn Today
Lead Tomorrow

DEPARTMENT OF MANAGEMENT

Organizes a
Industrial Visit
for
II & III Year BBA students

**BRS industries, kurumbapalyam
Kodiyapark**

Date : 22 August 2024
Time : 10 : 00 a.m

Co-ordinator
Mrs.M.Nayamani
Assistant Professor

Convenor
Dr.R.Kumaresan
HOD

Patron
Dr.N.Muthumani
Principal

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PERSONALITY DEVELOPMENT PROGRAM

On August 27th, 2024, BBA department organized a workshop on Personality Development. Mr. F. Stanislaus, Assistant Professor, Department of Management, PPG College of Arts & Science, Coimbatore was the resource person. This session was welcomed by Mrs. M. Navamani, Asst. Professor, Department of BBA, PPGCAS. Resource person highlighted the process of enhancing an individual's characteristics, behaviors, and attitudes to achieve personal and professional success. It involves continuous learning, self-improvement, and cultivating positive habits that shape a well-rounded personality. They gained a deeper understanding of their strengths and weaknesses, leading to more informed and effective decisions. Participants were actively engaged throughout the event, with interactive sessions that encouraged participation and open discussions. The session was ended with vote of thanks by Ms. Hepziba, III BBA.



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DEPARTMENT OF MANAGEMENT

Organize a
Personality Development Program
for
BBA Students



Resource Person

F. Stanislaus

Department of Management
PPG College of Arts and Science

Date : 27 August 2024

Time : 10 : 00 a.m

📍 Class Room

Co-ordinator
Mrs.M.Navamani
Assistant Professor

Convener
Dr.R.Kumaresan
HOD

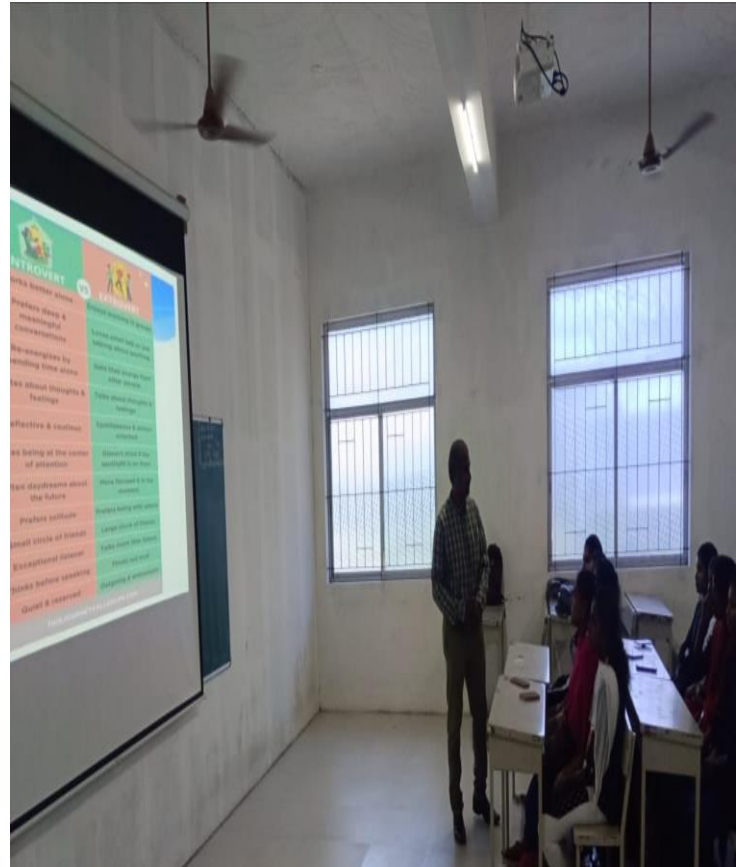
Patron
Dr.V.Muthumani
Principal

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ROLE PLAY

On February 07th, 2025, BBA department organized Role Play. The event was welcomed by Ms. Shresha, II BBA. Students of II BBA Mr.R. Bharathkumar, Mr.A.J.Joe,Mr. Shanmugapriyan were the students performed the role-plays. Role-playing is an effective technique for enhancing communication, leadership, problem-solving, and social skills. It allows individuals to practice real-life situations in a safe and controlled environment, helping them develop confidence and adaptability. Improved Interdepartmental Understanding – Students gain insight into how different departments function and interact. Enhanced Communication Skills. They learn how to convey ideas effectively across departments. The role-play was engaging and interactive. Ms. Kamalini of II BBA delivered vote of thanks



The poster is for a 'Role Play' activity organized by the Department of Management at PPG College of Arts & Science. It features three student portraits in circular frames: R. Bharathkumar, Joe Sibaon Raj. A. J., and Shanmugapriya. The text includes the date (7 February 2025), time (12:00 p.m.), and venue (II BBA). It also lists the coordinator (Mrs. Navamani), convenor (Dr. R. Kumaresan), and patron (Dr. N. Muthumani). Logos for PPG and the Institution's Innovation Council are present at the top.

75
Azadi Ka
Amrit Mahotsav

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INSTITUTION'S
INNOVATION
COUNCIL

DEPARTMENT OF MANAGEMENT

Cordially invite you to join a

Activity Learning
ROLE PLAY

R. Bharathkumar
II BBA
PPG CAS

Joe Sibaon Raj. A. J.
II BBA
PPG CAS

Shanmugapriya
II BBA
PPG CAS

Date : 7 February 2025
Time : 12: 00 p.m.
Venu : II BBA

Coordinator
Mrs. Navamani
Assistant Professor

Convenor
Dr. R. Kumaresan
HOD

Patron
Dr. N. Muthumani
Principal

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UNION BUDGET – 2K25

On February 3rd, 2025, BBA department organized a session on UNION BUDGET – 2K25. Ms.G. Kamalini, II BBA and Ms. K. Divya Harsha, I BBA presented the key aspects of Union Budget 2025. Mr. Sathishkumar of I BBA welcomed the gathering. This event successfully clarified the implications of the latest budget on different sectors and economic activities. Attendees gained valuable insights into fiscal priorities and policy changes, enhancing their ability to make informed decisions and understand the budget’s broader impact on economic and business environments. The event was well-received, with participants praising the clarity and depth of the budget presentation. Attendees appreciated the detailed analysis of key budget components. This session was very insightful, providing a clear picture of the government’s strategic direction. Taxation Reforms, Agricultural Initiatives, Support for the Middle Class and Gig Workers, Investment in Innovation and Energy, Fiscal Measures. Ms.Shresha, II BBA delivered vote of thanks.

DEPARTMENT OF MANAGEMENT

Cordially Invites You All For
Budget Review -2025



K.Divya Harsha
I BBA
PPG CAS



G.Kamalini
II BBA
PPG CAS

Date : 3 February 2025
Time : 02: 00 p.m.

Coordinator Mrs.Navamani Assistant Professor	Convenor Dr. R .Kumaresan HOD	Patron Dr.N.Muthumani Principal
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ACHIEVING PROBLEM SOLUTION AND PRODUCT MARKET FIT

On February 25th, 2025, the department of BBA, organized a seminar on Achieving Problem Solution and Product Market Fit. Mr. Thiru Kumaran, Marketing Manager, The Chennai Mobiles, Coimbatore was the resource person. The session was started with welcome address by Mrs. M. Navamani, Asst. Professor, Department of BBA, PPGCAS. This session made students successfully identified real-world problem through research and user interviews. They developed entrepreneurial thinking and problem-solving skills. The event fostered teamwork, creativity and adaptability in bringing solutions to market. The event was a great success, developing innovative solutions and testing their market viability. It was encouraging to see students embrace challenges iterate on their solution and work towards achieving product-market fit with real user insights. Achieving Problem-Solution Fit and Product-Market Fit. Developing a successful product requires ensuring that it solves a real problem and is aligned with market needs. Ms. J. Jerin Sofia, Asst. Professor, Department of BCom - CA, PPGCAS, delivered vote of thanks.



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Ministry of Education, India

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DEPARTMENT OF MANAGEMENT
Organizes
A Seminar On
Achieving Problem-Solution Fit and Product-Market Fit

Mr. Thiru Kumaran
Marketing Manager
The Chennai mobiles
Coimbatore-641012

Date : 25 Feb 2025
Time :10:30 am
Venue :III BBA CLASS ROOM

Coordinator
Mrs.M.Navamani
Assistant Professor

Convenor
Dr. R.Kumaresan
HOD

Patron
Dr.N.Muthumani
Principal

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INDUSTRIAL VISIT TO AYYAPPA GHEE COMPANY, GOUNDAMPALAYAM, COIMBATORE

On February 10th, 2025, BBA department organized an industrial visit to Ayyappa Ghee Company, Goundampalayam, Coimbatore. An Industrial Visit is an educational tour that provides students or professionals with practical exposure to real-world industrial processes, business operations, and work environments. It bridges the gap between theoretical knowledge and practical application, enhancing learning through direct interaction with industry professionals. Objectives of an Industrial Visit are; a. Understand industry work culture and operations, b. Gain practical insights into production, supply chain, and management, c. Observe latest technologies and innovations in use, d. Learn about career opportunities and professional expectations, e. Develop networking opportunities with industry experts. Students observed and learnt the production process of Ghee. They learnt the functions like Purchasing, Storing, Processing, Quality Check, Packaging and Marketing. They also gained the knowledge of business plant structure and transportation. Students had different exposure on production process of Ghee and the different functions of production management. They enjoyed visiting Ghee Company.

