

**KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE**  
**Annual Report For The Year 2018-2019**  
**Department of Business Administration with Computer Application**

**1. Faculty Profile**

S.No	Name of the Faculty	Designation	Experience		Qualification Approval No
			College	Industries	
1	Dr.M.S.Ramesh Kumar	HoD	13 years	2 years	14813/A3/2014
2	Ms.P.M.Sajida Mariyam	Assistant Professor	11 months	Nil	-
3	Ms.S.Nivetha	Assistant Professor	04 months	Nil	-
4	Ms.A.Meena Devi	Assistant Professor	06 months	Nil	-

**2. Recognized Guides for M.Phil**

S.No	Name of the Faculty	Specialization	Guide Recognition No.	No of Scholars	
				Pursuing	Completed
1	Dr.M.S.Ramesh Kumar	Marketing	17379-1/A2/2014	-	-

**3. Recognized Guides for Ph.D**

S.No	Name of the Faculty	Specialization	Guide Recognition No.	No of Scholars	
				Pursuing	Completed
-	-	-	-	-	-

**4. Awards / Recognition received by faculty**

S.No	Date	Name of the Faculty	Award	Name of the Event	Name of the Agency/Institution
1	14.03.2019	Dr.M.S.Ramesh Kumar	100% Result in Global Business Environment	Annual Day-2019	KKCAS
2	14.03.2019	Ms.P.M.Sajida Mariyam	100% Result in Visual Basic	Annual Day-2019	KKCAS

**5. Faculty served as resource person**

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	06.10.2019	C.Subha	Seminar on social science and Career Development	Delhi Public School

**6. Publication of Books**

S.No	Name of the Faculty	Title of the paper	Name of the Book	Month & Year	Publishers Name	ISBN/ISSN No
-	-	-	-	-	-	-

**7. Publication in Journals**

S.No	Name of the Faculty	Title of the Paper	Name of the Journal	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
1	C.Subha	A study on stress and Stress management of Bank employees in Coimbatore Research Direction	Research Direction (UGC approved Journal No.45489)	Volume 5 Issue 12		June 2018	ISSN 2321 -5488 5.1723 (UIF)
2	C.Subha	A Study on Disruptive Technologies in Human Resource Management	The Eternal International Journal of Research in Management Studies	Volume I	pg. No 1-8	July 2018	ISSN 2348-6511

**8. Presentation of Papers in Seminar/Conference**

S.No	Date	Name of the Faculty	Title of the paper	Venue
1	05.07.2018	Ms.C.Subha	A Study on Disruptive Technologies in Human Resource Management	Kula Lumpur, Malaysia

**9. Participation by Faculty in Seminars / Conference**

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	02.06.2018	Dr.M.S.Rameshkumar Ms.C.Subha Ms.B.Preethi Ms.P.M.Sajida Mariyam	NAAC New Initiatives and Reforms in Revised Accreditation Framework	KKCAS
2	05.07.2018	C.Subha	International Conference on Interdisciplinary Research Innovations in Science, Engineering, Management & Humanities. Organized at The Grand Continental	Kula Lumpur, Malaysia

### 10. Faculty Development Programmes Attended

S.No	Date	Name of the Faculty	Name of the Programme	Resource Person	Venue
1.	30.06.2018	Dr.M.S.Rameshkumar Ms.C.Subha Ms.P.Jayanthi Ms.P.M.Sajida Mariyam	Communication Skills	Mrs.Suryaprabha Head, Dept. of English	KKCAS
2	13.8.2018 & 14.8.2018	Dr.M.S.Rameshkumar & Ms.C.Subha	Team Building	Mr.Jinu, Soft skill trainer, ICT Academy	Hindusthan College of Arts and Science, Coimbatore
3	23.8.2018	Ms.C.Subha & Ms.B.Preethi	Case Analysis	Dr.Muralidhara, Director, Indian Business School, Bangalore	CAG Pride Coimbatore
4	01.09.2018	Ms.P.M.Sajida Mariyam	Team Building	Dr.M.S.Rameshkumar Ms.C.Subha and Ms.B.Preethi	KKCAS
5	15.9.2018	Dr.M.S.Rameshkumar,	Internet of Things	Mr.S.Shanmuga Sundaram, Manager, VEE Xplore Emerging Technologies	KKCAS
6	15.9.2018	Dr.M.S.Rameshkumar	Current developments in information technology	Mr.Karunanathi, Australia.	KKCAS
7	17.12.2018 & 18.12.2018	Ms.P.M.Sajida Mariyam	Python	Mr.Hari Prasath- ICT Academy	Sri Ramakrishna college of Arts and Science for women

### 11. Major Research Projects Sanctioned

S.No	Month & year	Name of the Faculty	Title of the Project	Sponsoring Agency	Amount	Status
-	-	-	-	-	-	-

### 12. Minor Research Projects Sanctioned

S.No	Month & year	Name of the Faculty	Title of the Project	Sponsoring Agency	Amount	Status
-	-	-	-	-	-	-

**13. Monographs by Faculty**

S.No	Month & year	Name of the Faculty	Title of the Paper
1	July-2018	Ms.P.Jayanthi	A Study on the Impact of Job Satisfaction on productivity with special reference to Salzer Electronics, Coimbatore

**14. Faculty Pursuing M.Phil**

S.No	Name of the Faculty	Area of Research	Date of Registration
-	-	-	-

**15. Faculty who completed M.Phil**

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
-	-	-	-

**16. Faculty Pursuing Ph.D**

S.No	Name of the Faculty	Area of Research	Date of Registration
1	C.Subha	Management	October-2015

**17. Faculty who completed Ph.D**

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
1	Dr.M.S.Ramesh Kumar	Marketing	December 2013

**Department Activities****1. Academic Calendar**

S.No	Date	Event	Outcomes
1	21.6.2018	<p><b>Topic:</b> Inauguration of Management Association – “Fuentes” and seminar on “Recent trends in Entrepreneurial Strategies”</p> <p><b>Resource Person:</b> Mr.Selvam</p>	The students have gained knowledge on the Recent trends in Entrepreneurial Strategies. They additionally gained knowledge in several dimensions for implementing knowledge management like strategy , Organizational Culture ,Organizational Processes,Management & Leadership and Technology.
2	22.06.2017	<p><b>Topic:</b> Induction programme for the first year students on “Attitude Change”</p> <p><b>Resource Person:</b> Mr.Moosa</p>	The students came to know about Attitude. They also learned about how to balance between Physical, Mental and Spiritual health.

3	23.06.2018	<b><u>Topic:</u></b> Training programme on Team building and Team dynamics  <b><u>Resource Person:</u></b>	The students have gained knowledge about how to develop their own personality, improving communication , learning fine etiquettes and manners ,ways of nurturing positivity, liveliness and peace.
6	03.08.2018	<b><u>Topic:</u></b> Education tour to GASS Museum and Insect Museum	Students have gained knowledge about the natural history such as animals, plants, ecosystem, etc. and about the various kinds of insects.
7	10.08.2018	<b><u>Topic:</u></b> Extension activity- “Awareness Towards Health Issues Faced by Teenagers” to the students of GHSS, Muthipalayam. <b><u>Resource Person:</u></b>  Dr.M.S.Ramesh Kumar	School students have gained information about the day-by-day Health issues faced by the teenagers.
9	06.09.2018	Industrial visit to Manufacturing /production units	The students have gained knowledge about the plant layout and production flow.
13	05.03.2019	National Conference on “Entrepreneurship development in Digital Era ”	The Students have gained knowledge about the Entrepreneurship development in Digital Era.

## 2. Seminars Organized

21.06.2018	Seminar on “Recent trends in Entrepreneurial Strategies”
06.12.2018	Seminar on “Rural Marketing”

## 3. Guest Lectures

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## 4. Workshops

	NIL
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## 5. Value Based Programme

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## 6. Soft Skill Development Programme

20.09.2018	Skill based training on “Mailing Etiquettes and Social Networking for Professionals”
12.02.2019	Skill based programme on “Interview Techniques”

## 7. Extension Activities

13.12.2018	Extension activity – Awareness towards banking procedures to the 11 <sup>th</sup> standard students of GHSS- Kulathupalayam.
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**8. Faculty Development Programmes**

1.9.2018	FDP on “ Team Building”
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**9. Other Programmes**

24.9.2018 25.9.2018	Industrial visit to kaynes technology at Mysore.

**10. Objectives of the Departments**

- To Develop the intellectual and behavioural competencies that graduates should possess and providing a foundation for their future professional development.
- To Produce business executives, managers and entrepreneur with a blend of theory and practical expertise which helps students in taking up challenging tasks in the industry and their own ventures.

**11. Difference between the courses available in the same department**

NIL
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**Students Profile****1. Student Strength**

S.No.	Class	No. of Boys	No. of Girls	Total
1	III-BBA CA	18	06	24
2	II-BBA CA	17	16	33
3	I-BBA CA	19	06	25

**2. Result Analysis**

Class	No of Students Enrolled	Distinction	I Class	II Class	III Class	Percentage of Pass
III BBA(CA)	22	-	08	04	-	54.54

**3. Percentage of Attendance ( Odd and Even) - Average**

S.No	Class	Attendance Percentage		
		ODD	EVEN	Total
1	III-BBA CA	76	79.79	77.89
2	II-BBA CA	79.5	83.8	81.65
3	I-BBA CA	82.8	79.96	81.38

**4. Percentage of Attendance ( Odd and Even) - Average**

S.No	Class	Male	Female	Total
1	III-BBA CA	79.94	90.94	85.44
2	II-BBA CA	83.05	82.37	82.71
3	I-BBA CA	74.45	91.86	83.15

### 5. University Rank Holders

Class	Name of the Student	Rank
	NIL	

### 6. Community wise Students Strength

Class	Total Students	SC	ST	OBC	BC	MBC	OC	Physically Challenged
III-BBA CA	24	5	-	-	14	3	2	-
II-BBA CA	36	11	-	-	13	12	-	-
I-BBA CA	31	7	-	-	14	8	2	-

### 7. Management Scholarship

Academic Year 2018-2019	Class	Name of the Student	No of Students Benefited	Amount (Rs)
2018-2019	III-BBA CA	1.Thambidurai 2.Vignesh	2	1.3000 2.6000
2018-2019	II-BBA CA	1.PraveenKumar 2.Lavanya 3.Velmani	3	1.14,000 2.7,000 3.7,000
2018-2019	I-BBA CA	<b>Odd</b> 1.Akhil 2.Eshwaran 3.Harini 4.Mahalakshmi 5.D.Ravichandran 6.Sumisha <b>Even</b> 1.Mahalakshmi 2.Sumisha	<b>ODD</b> 6      <b>EVEN</b> 2	<b>ODD</b> 1.7000 2.7000 3.7000 4.10,500 5.7000 10,500 <b>EVEN</b> 1.7000 2.7000

### 8. Government Scholarship

Academic Year	Class	Name of the Student	No of Students Benefited	Amount (Rs)
2018-2019	II-BBA CA	1.R.Nandhini 2.Pavya 3.Pravinkumar	3	1.8350 2.8350 3.8350
2018-2019	III-BBA CA	1.Anand 2. Dhanakumar 3.Sudhakar 4. Vignesh	4	1. 6000 2.6000 3.6000 4.6000

### 9. Private Scholarship

Academic Year 2017-2018	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
-	-	-	-	-

### 9. Placements

S.No	Class	Name of the Student	Name of the Company
1	III-BBA CA	C.Adhavan	1.IDBI Federal (Erode) 2.ILM (Bangalore) 3.WICE
2	III-BBA CA	A.Anand	1. IDBI Federal (Erode)
3	III-BBA CA	S.Deepika	1.Alcance Technologies (Chennai) 2.Leon Info Tech (Bangalore) 3.CIGNA TTK Solution
4	III-BBA CA	T.Dhilip Kumar	1.Leon Infotech (Bangalore) 2.Acc Serv Software Solutions 3.WICE
5	III-BBA CA	J.Ginumon Jacob	1.Leon Infotech (Bangalore) 2.ICICI Bank (Chennai)
6	III-BBA CA	S.Jilu Georgelin	1.TCS (BPO, Chennai) 2.ILM (Bangalore) 3.Leon Info Tech (Bangalore)
7	III-BBA CA	D.Johnson	1.IDBI Federal (Erode) 2.Future Generali 3.AccServ Software Solution
8	III-BBA CA	K.Mahalakshmi	1.IDBI Federal (Erode) 2.Kotak Mahindra Life Insurance 3.Focus Edumatics
9	III-BBA CA	M.Malathi	1.IDBI Federal 2.CIGNA TTK Solution 3.AccServ Software Solution
10	III-BBA CA	G.R.Muthu Mani Maran	1.IDBI Federal (Erode) 2.ICICI Bank (Chennai) 3.AccServ Software Solution
11	III-BBA CA	R.Priyadharshini	1.IDBI Federal 2.ICICI Bank (Chennai) 3.CIGNA TTK Solution
12	III-BBA CA	S.Priyanka	1.Leon Infotech
13	III-BBA CA	S.Sujith	1.ICICI Bank (Chennai)
14	III-BBA CA	A.Thambidurai	1.Alcance Technologies(Chennai)
15	III-BBA CA	N.Vignesh	1.Alcance Technologies(Chennai)
16	III-BBA CA	K.S.Vimalraj	1.ICICI Bank (Chennai) 2.CIGNA TTK Solution, 3.AccServ Software Solution

17	III-BBA CA	A.Vivek	1.IDBI Federal 2.ICICI Bank (Chennai) 3.TechVolt Software Solution
18	III-BBA CA	R.Gokul Krishnan	1.IDBI Federal

#### 10. Placement Training provided by the department

S.No	Date	Class	Name of the Programme	Resource Person
01.	07.08.2018	III BBA CA	Group Discussion	Ms.C.Subha
			One to One	Ms.C.Subha
02.	24.08.2018	III BBA CA	Aptitude Test	Ms.Kokila
03.	12.09.2018	III BBA CA	Group Discussion	Dr.M.S.Ramesh Kumar
			One to One	Dr.M.S.Ramesh Kumar
			Aptitude Test	Ms.Kokila
04.	25.09.2018	III BBA CA	Group Discussion	Ms.B.Preethi
05.	12.12.2018	III BBA CA	Group Discussion	Ms.P.M.Sajida Mariyam
			One to One	Dr.M.S.Ramesh Kumar
06.	27.02.2018	III BBA CA	Aptitude Test	Ms.Meena Devi and Ms.Nivetha
			One to One	Dr.M.S.Ramesh Kumar

#### 11. Enrollment of Students

Enrollment from	Class	No of Students
Same State	III-BBA CA	21
	II-BBA CA	33
	I-BBA CA	25
Other State	III-BBA CA	03
	II-BBA CA	NIL
	I-BBA CA	01
NRI	III-BBA CA	NIL
	II-BBA CA	
	I-BBA CA	
Foreign	III-BBA CA	NIL
	II-BBA CA	
	I-BBA CA	

**12. Drop Outs**

Class	Total No of Students	No of Dropped Out Students During Academic Year	Percentage
III-BBA CA	27	3	11
II-BBA CA	40	7	17.5
I-BBA CA	31	5	16

**13. Students Pursuing M.Phil**

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

**14. Students Completed M.Phil**

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

**15. Students Pursuing Ph.D**

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

**16. Students Completed Ph.D**

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Completion	Name of the Guide
NIL					

**17. Presentation of Papers in Seminars/Conferences by Students**

S.No	Date	Name of the Student	Title of Papers	Venue
-	-	-	-	-

**18. Participation in Seminars/Conferences/Workshops by Students**

S.No	Date	Name of the Student	Name of the Programme	Venue
1	06.06.2018	All Second year BBA(CA) Students	Training programme on Team Building and Team Dynamics	KKCAS

2	6.6.2018	All second year BBA CA Students	Training programme on Team Building and Team Dynamics	KKCAS
3	20.6.2018	All final year BBA CA students	Training programme on Leadership Skills	KKCAS
4	21.6.2018	All Second and third year BBA CA students	International yoga day celebration - Awareness programme on “Yoga Sky”	KKCAS
5	25.6.2018	All first year BBA CA students	Induction programme	KKCAS
6	26.6.2018 to 29.6.2018	All first year BBA CA students	Bridge course	KKCAS
7	12.7.2018	All second year and final year students of BBA(CA) Students	Seminar on Disaster Management	KKCAS
8	27.8.2018	All students of BBA CA	Seminar on “Entrepreneurial Traits”	KKCAS
9	27.8.2018	All students of BBA CA	Hands on training Programme on “Export Import Documentation”	KKCAS
10	18.12.2018	<b>III-BBA CA</b> Ms.R.Priyadharshini <b>I-BBA CA</b> Ms.R.Archana Ms.L.Blessy Jasmine Ms.Harini Ms.S.Sumisha Ms.B.Sindhuja Ms.S.N.Vasunthara	Human Values	St.Paul’s College for Women
11	09.01.2019	All II-BBA(CA) students	AIDS Awareness programme	KKCAS
12	10.01.2019	All III-BBA (CA) students	Pradhan Manthri Kowshal Vikas Yojna (PMKVY) – Training Programme	KKCAS
13	13.02.2019	Deepika.K Sathya Bhama.K Alaguselvi.J Sureka.C Malarvizhi.P Lavanya.V Tamilmani.R Priyadharshini.S	One day National Workshop on Entrepreneurial Skill	PSGR Krishnammal College for Women
14	20.02.2019	Students of II-BBA(CA)	The Power of Positive Thinking	KKCAS
15	21.02.2019	Students of I-BBA(CA)	Business Ethics and Accounting Ethics	KKCAS
16	25.02.2019	Students of II-BBA(CA) and III-BBA(CA)	Awareness on Abroad studies	KKCAS

17	26.02.2019	Students of II-BBA(CA)	Leadership Skills of Great Digital Organization	KKCAS
18	27.02.2019	Students of II-BBA(CA)	How to be a Leader	KKCAS

### 19. Publication in Journals by Students

S.No	Name of the Faculty	Name of the Journal	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
-	-	-	-	-	-	-

### 20. Students Achievements (both inside and outside the campus)

S.No	Date	Name of the Student	Name of the Event	Achievement	Venue
1	28.9.2018	Mr.Madhankumar	Drawing Competition by fine Arts Club	Winner	KKCAS
2	05.01.2019	Mr.D.Ravichandran	Sri Sakthi Agricultural fest- '19	A dog is reared got <b>1<sup>st</sup> prize</b> in the dog show	Sri Sakthi Institute of Engineering and Technology
3	19.02.2019	Mr.L.Ramachandran	Tamilodu Pesu	1 <sup>st</sup> Prize	KKCAS
4	22.02.2019	Mr.L.Ramachandran	Thiruppavai	2 <sup>nd</sup> Prize	KKCAS
5	25.02.2019	Mr.L.Ramachandran Mr.P.Elango	Inter-Department competition 2019	1 <sup>st</sup> prize for best sales person	KKCAS
6	25.02.2019	Ms.G.Sridevi Ms.R.Tamilmani	Inter-Department competition 2019	1 <sup>st</sup> prize for Auction	KKCAS
7	01.03.2019	R.Pravin Kumar	Short film	1 <sup>st</sup> Prize	Sri Ramakrishna Institute of Technology
8	01.03.2019	R.Pravin Kumar A.Santhosh Kumar	IPL Auction	2 <sup>nd</sup> Prize	Sri Ramakrishna Institute of Technology

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