

**DEPARTMENT OF BUSINESS ADMINISTRATION (CA)**

**ST. JOSEPH'S COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)**

**Re-Accredited by NAAC with "A" Grade**

**CUDDALORE – 607001**



**ACADEMIC YEAR : 2018 - 19**

**Report on Participation in Two Days Management Technical Event cum Workshop**

**“TECHNOVIT 2018”**

**Date**

**7<sup>th</sup> & 8<sup>th</sup> September, 2018 (Friday & Saturday)**

**Venue**

**VIT Business School**

**VIT University, Chennai Campus**

## DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

### Report on Participation in Two Days Management Technical Event cum Workshop “TECHNOVIT 2018”

The students of Department of BBA (CA) had participated in the two days **Management technical event cum Workshop “TECHNOVIT 2018”** organized by **VIT Business School, VIT University, Chennai Campus, on 7<sup>th</sup> & 8<sup>th</sup> September, 2018**. 17 students of Ist year BBA (CA) [Shift I (05 students) & Shift II (12 students)] had participated in 2 workshops and in 1 technical event. It includes **Business Analytics and Web Analytics Workshop, Introduction to Stock Market Workshop by SEBI and AD-MAD. Mr. M. Om Prakash**, Assistant Professor in department of BBA (CA), accompanied the students for the two days technical fest cum workshop. **Rev. Fr. A. Alex, Head** of the department wished the students, gave instructions and advised the students to learn as much as possible during the competition. He motivated the students to participate in the events with at-most confidence and learn from the co-participants from other Institutions.

There were more than 500 students and faculty members participated in the technical events cum workshop. Our students competed with students from various premium institutions like VIT University, SRM University, SP Jain School of Management, St. Joseph’s School of Management Bangalore, Sathyabama University, Sai Ram Engineering College, Vels University, LIBA Chennai etc.

The two day fest had been inaugurated by **Dr.N.Sambandam** (Dean, VIT Business School). Eminent Professors like **Dr.R.Kasilingam from Pondicherry University, Prof. J. Reeves Wesley, Prof. S.K. Sudarsanam, Dr. Angeline Gautami Fernando (all from VIT Business School)** were the resource persons for the workshops. The Professors delivered excellent lectures in the workshop. All the workshop sessions were followed by hands on training in the Web Analytics Laboratory.

There was a positive feedback from our students who took part in the two days event. The trip to one of India’s Premium Institutions made our students to be highly explorative, where mingling with engineering college students and MBA students was entirely different learning experience. The ambience of the institution, the learning culture prevailing in the campus, knowledge levels of the fellow participants, communication patterns, technically equipped classrooms, quality of faculty members and students motivated our SJC students to improve their current standards of knowledge and attitude. It was a fantastic learning experience to our students.



I Year BBA (CA) students in the VIT, Chennai Campus.



Our students in front of the Central Library, VIT University, Chennai Campus.



**I Year BBA (CA) Girls Team**



**I Year BBA (CA) Boys Team**



**The BBA(CA) boys team during the Business Analytics & Web Analytics Workshop.**



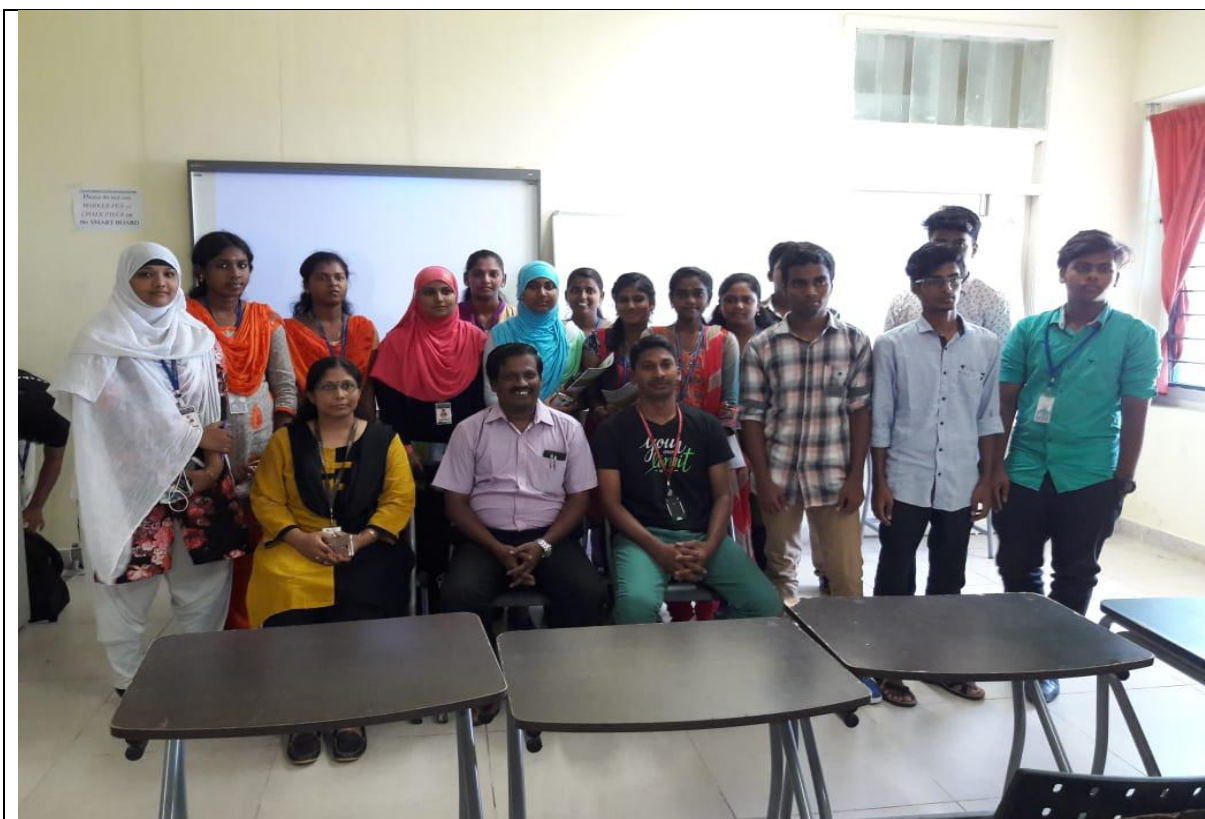
**Our student's participation in the Workshop. (Introduction to Stock Market by SEBI)**



**Our students Mr.M.Shahrukhan, Mr.B.Bharath & Mr.R.Balaji presenting their product in the AD-MAD event.**



**Jury members giving feedback on the presentation.**



**Our students with Prof.R.Kasilingam (Pondicherry University) & Dr.A.Anuradha (VIT Business School) after the workshop session.**



**Mr. M.Om Prakash, Assistant Professor, BBA(CA) with  
Dr. G.Shankar ( Professor & Lifestyle coach, VIT Business School )**



Interaction with VIT students.



Interaction with a MBA student.





Our student's performance in the fun zone.



Our student's performance in the fun zone.

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**JOE BIZCOM ASSOCIATION**

**DEPARTMENT OF BBA (CA)**

**ACADEMIC YEAR : 2018 - 19**

**Report On One Day Training Programme**

*Titled*

**“Fundamentals of Stock Market and Trading Procedure”**

*Date*

**13<sup>th</sup> July, 2018 (Friday)**

## DEPARTMENT OF BBA (CA)

### REPORT ON ONE DAY TRAINING PROGRAMME TITLED “FUNDAMENTALS OF STOCK MARKET AND TRADING PROCEDURE”

#### INAUGURAL FUNCTION

The Department of BBA (CA) organized a one day training programme on July 13, 2018 at Rev.Fr.P.Paul Rajkumar Hall for shift I at 9:45 a.m. and Rev.Fr.M.A.Ratchagar Hall for shift II at 02:15 p.m. Students of BBA (CA) [ I<sup>st</sup> Year , II<sup>nd</sup> Year ] in Shift I and Shift II were invited for the training programme. The function was presided over by Rev. Fr. G. Peter Rajendiram, Secretary of our college. The programme was initiated at 09.45 a.m. in Shift I and at 2.30 p.m. in Shift II, with prayer song in the presence of the resource person **Mr.Balaji Jayakrishnan**, Assistant Professor (SG), **VIT** University, Chennai.

**Rev. Fr. A. Alex, HOD** of our department gave the welcome address. The respectful resource person was honoured by Rev. Fr. A. Alex, HOD with a shawl and **Mr.R.Punniyaseelan, Assistant Professor**, Department of Commerce (Bank Management) presented a memento to the resource person. **Mr.M.Om Prakash, Assistant Professor**, Department of BBA (CA) and **Dr.R.Krishnaveni, Assistant Professor**, Department of Commerce (Bank Management) introduced the resource person to the gathering in the Shift I and Shift II respectively. Followed by that Session – I was initiated.

#### SESSION – I [FUNDAMENTALS OF STOCK MARKET]

The session started with basic concepts like market, demand, supply, surplus, stock and their impact on stock markets are explained. The resource person explained what stocks really mean in terms of stock market. The session extended to stock exchanges (**BSE & NSE**), the regulator of stock exchanges (**SEBI**), types of market (Equity, Currency and Commodity markets) and market timing (Equity, Currency and Commodity markets). Then the difference between Savings and Investments are discussed. The resource person explained the potential of stock market, volatility of stock market and the ways international markets influence Indian Stock Market. Then coverage extended towards, how money can be invested in numerous ways and what the advantages are by investing money in stocks. The session also focused on the qualities required by an investor. Few remarkable qualities included **discipline, patience, consistency and belief**.

The session was braked for tea at 11.30 a.m. and resumed at 11.50 a.m. in the morning session, by 4.30 p.m. and resumed at 4.50 p.m. in the evening session.

## **SESSION – II [TRADING PROCEDURE]**

The session resumed with how to open a Demat Account and the proofs required to open a demat account. The resource person then displayed the website “[www.moneycontrol.com](http://www.moneycontrol.com)”. He demonstrated the fundamentals of charts [basic chart, advanced chart and technical chart ]. Then the session headed towards how to select a stock, followed by balance sheet analysis of companies, which was very deep and informative. He insisted the students to look at the financials of a company before buying a particular stock, which included total assets and total debts. It has been followed by tools like **Overlays (Bollinger band analysis and Simple Moving Average)** and **Indicators (Slow Stochastic, Fast Stochastic and Relative Strength Index)**. He also motivated the students to analyse the stock using above said tools and to perform paper trading to gain familiarity towards trading.

The resource person broke the ice stating that “**Knowledge is the key to stock market**” and also advised students not to perform intraday trading at the earlier part of investment. The session came to an end with a disclaimer that “**Investment in stock market is subjected to market risks**” and stated “**Duration of Investment**” is the most crucial and important factor in stock market investments.

The training programme came to a halt with vote of thanks proposed by **Dr. R. Rajkumar, Assistant Professor**, Department of Commerce (Bank Management) in Shift I and by Mrs.G.Bhuvaneshwari, **Assistant Professor**, Department of Commerce (Bank Management) in Shift II. Thus the one day training programme ended with a positive note, enriching the knowledge of students’ community and also the teaching fraternity.



**Welcome address by Rev.Fr.A.Alex , HOD / Commerce (Bank Management) & BBA(CA)**



**Rev.Fr.A.Alex , HOD / Commerce (Bank Management) & BBA(CA) honouring the resource person.**



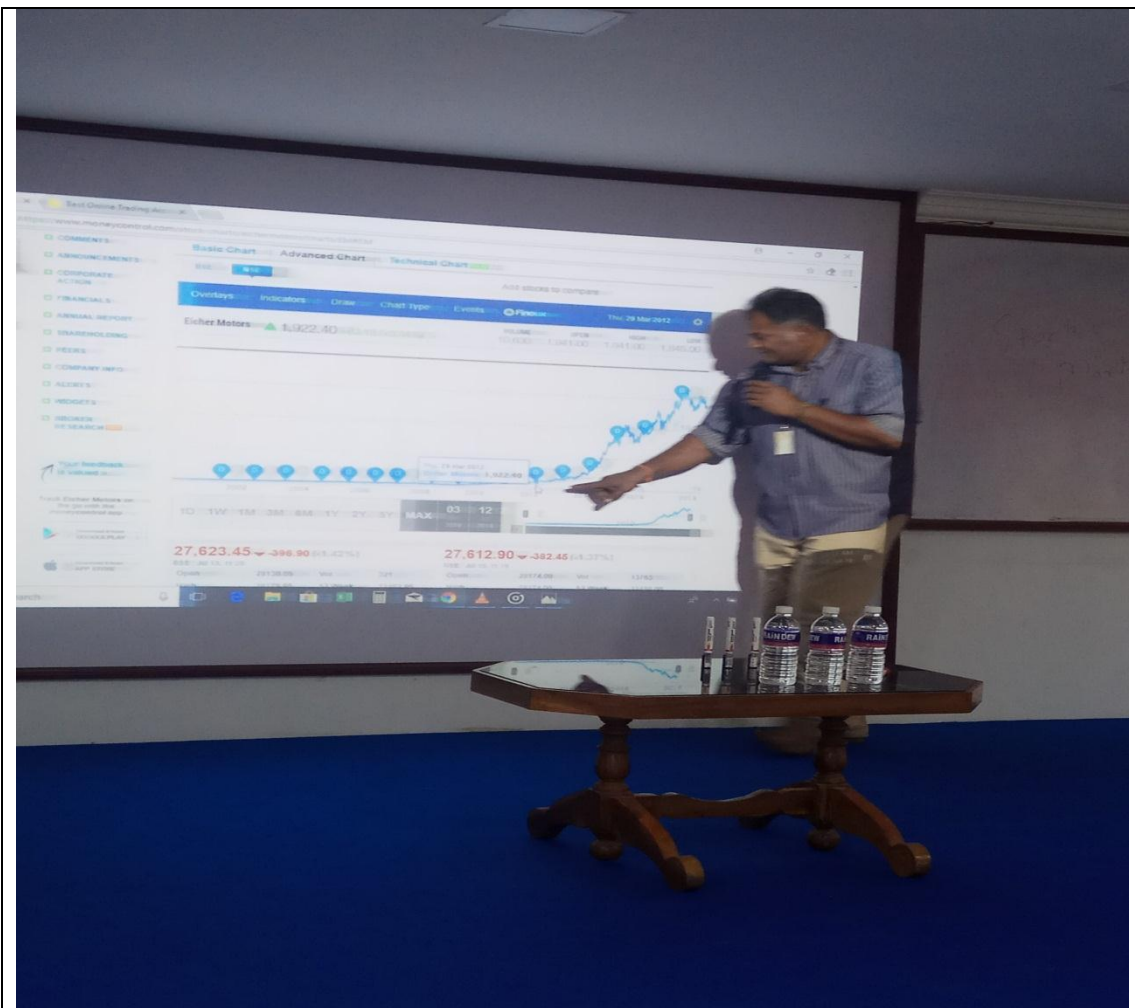
**Mr. R.Punniyaseelan, AP/ Commerce (Bank Management) presenting a memento to the resource person.**



**Mr.M.Om Prakash, AP/BBA(CA) introducing the resource person to the gathering.**



A part of the gathering listening to the lecture of Mr.J.Balaji.



Fundamental analysis of stock explained by Mr.J.Balaji.



Staff members of Department of Commerce (Bank Management) & BBA(CA) along with the resource person. [SHIFT I]



Rev.Fr.A.Alex , HOD / Commerce (Bank Management) & BBA(CA) presenting a memento to the resource person. [SHIFT II session]





**Gathering of students [SHIFT I]**



**Gathering of students [SHIFT II]**



Thanks giving applause at the end of training session.



Dr.R.Rajkumar, AP/ Commerce (Bank Management) delivering the vote of thanks.

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**ACADEMIC YEAR : 2018 - 19**

**Report On Industrial Visit**

**To**

**“DODDABETTA TEA FACTORY, OOTY”**

**Date**

**20<sup>th</sup> September, 2018 (Thursday)**

## DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

### REPORT ON INDUSTRIAL VISIT TO DODDABETTA TEA FACTORY, OOTY.

The Department of BBA (CA) organized a one day industrial visit to **Doddabetta tea factory, Ooty**. Sixty students of Ist year BBA (CA), Shift I visited the tea factory on September 20<sup>th</sup>, 2018. Mr. M. Om Prakash, Assistant Professor in department of BBA (CA), accompanied the students for the industrial visit. The team of students along with the faculty started their journey on the eve of 19<sup>th</sup> September, 2018 at 7.30 p.m. **Rev. Fr. A. Alex, Head** of the department gave instructions and advised the students to remain safe during the visit. He also insisted the students to learn as much as possible during the visit. Rev.Father gave a pleasant send-off with a prayer and wishes.

The crew reached Ooty on September 20<sup>th</sup>, 2018 at 6.30 a.m. After refreshment and breakfast the team headed towards the tea factory and reached the factory by 9.30 a.m. The manager of the factory received the crew. He made all arrangements and deputed a guide for our students to explain the process in the tea factory.

The guide took our students inside the factory and explained the whole process of tea making. The process include picking of fine fresh tea leaves, withering process, rotor vane unit processing, cutting of tea leaves into tiny pieces using CTC machines, moisture removing process, CPM springer unit, pulverizing process, segmenting granules and tea dust, finally the packing unit.

The guide took us to the sales point where varieties of tea packs in various quantities were displayed. The students and faculty purchased tea powder at the point of sale as per their requirement. The team was served with good hot tea at the end of the session.

After the tea break the guide took us to the chocolate making unit where fresh and tasty chocolates were manufactured. Varieties of chocolates were manufactured and sold in the unit. We have been explained the chocolate making process. The students and faculty purchased chocolates at the sales point as per their requirement.

The visit to the company came to a fine end by 1.00 p.m. It was a good learning experience to the students. The students learnt how a factory is functioning, effective management of manpower and other resources, the way the products are manufactured and marketed, the cleanliness of the factory and the hospitality towards the visitors. The crew left the factory at 1.30 p.m.

The overall visit seems to be really pleasant and healthy learning experience to the SJC team.



**I Year BBA (CA) students in front of the tea factory.**



**I Year BBA (CA) students in front of the tea factory.**



A display inside the unit portraying the tea making process.



Tea leaves cutting unit



**A view of moisture removing drum**



**Springer unit to remove excess heat in the semi ground tea leaves coming out of the moisture removing drum**



Pulverising unit to grind the tea leaves into granules and fine tea dust.



Packaging Section





**Chocolate making unit**



**Functioning of chocolate blender**

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**ACADEMIC YEAR : 2018 - 19**

**Report On Two Days State Level Management cum Technical Event**

**“COMFEST 2K18”**

**Date**

**27<sup>th</sup> & 28<sup>th</sup> September, 2018 (Thursday & Friday)**

**Venue**

**Bharathiar University, Coimbatore**

## DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

### Report on Two Days State Level Management cum Technical Event “COMFEST 2K18”

The students of Department of BBA (CA) had participated in the two days **State Level Management cum Technical Event “COMFEST 2K18”** organized by the Department of Commerce, Bharathiar University Coimbatore, on 27<sup>th</sup> & 28<sup>th</sup> September, 2018. 28 students of Ist year BBA (CA) [Shift I (08 students) & Shift II (20 students)] had participated in 6 events. It includes 4 Technical events and 2 Cultural events. Our students participated in Marketing ( Waste cum Art ), Point Break (Debate), Leaders in Stock Market, Ad-Zap, Group dance ( Boys. Girls), Solo dance and Traditional Ethnic wear (Ramp Walk ).**Mr. M. Om Prakash**, Assistant Professor in department of BBA (CA), accompanied the students for the two days fest. **Rev. Fr. A. Alex, Head** of the department wished the students, gave instructions and advised the students to learn as much as possible during the fest. He motivated the students to participate in the events with utmost confidence and learn from the co-participants from other colleges. Rev.Father gave a pleasant send-off with a prayer and wishes.

The students participated enthusiastically in the afore said events. They competed with students from various institutions like Bharathiar University, PSG Tech, PSG Arts & Science College, GRT Arts & Science College, KGP College, Ooty Arts & Science College, Avinashilingam Arts & Science College, Nehru group of Institutions etc. Nearly 800 students from various institutions had participated in the two days event.

The two day fest had been inaugurated by **Mr.A.Kaliyamurthy** (Former SP of Trichirappalli District) and Chief Guest for the valedictory function was **Mr.C.Gopinath** (Vijay TV anchor & motivational speaker). Both the guests delivered a thought provoking speech to the gathering. Mr.Gopinath presented the prizes to the prize winners of each event. Our boys dance team won the **1<sup>st</sup> Prize** in the cultural event and the one of the girls team won the **3<sup>rd</sup> prize** in Marketing (Waste cum Art).

It was a fantastic learning experience to the students. The students responded in a positive way that they had an opportunity to compete with other college students, creating a healthier competitive attitude, building better relationships with other college students and to learn from fellow competitors. They also stated that the opportunity was given at the earliest time, as they were studying Ist year BBA (CA), so that they are able to fine tune their current competencies.



**I Year BBA (CA) Girls Team in front of the convention centre.**



**I Year BBA (CA) Boys Team**



Our BBA (CA) students in Bharathiar University Campus.



The BBA(CA) girls team before the start of the cultural events.



**Miss.P.Subashini and Miss.R.Sharumathi with the product (Flower vase) they made out of beer bottle and plastic bags.  
Event : Marketing event ( Waste cum Art )**



**Miss.P.Subashini and Miss.R.Sharumathi during their product presentation.**



**Miss.A.Abilesha & Miss. S.Dhivya with the product (chappal )they made out of plastic bags  
Event : Marketing event ( Waste cum Art )**



**Miss.A.Abilesha & Miss. S.Dhivya during their product presentation.**



**Girl's Cultural Team**



**Boys Cultural Team**





**Mr.P.Rohith during the traditional wear ramp walk event.**



Chief guests Mr.C.Gopinath awarding the 1st prize to the SJC boys dance team.



Chief guest Mr.C.Gopinath giving the prize to Miss.A.Abilesha & Miss. S.Dhivya  
(3<sup>rd</sup> prize in Waste to Wealth event)