



Volume -III

Issue - I

**PUNJAB ASSOCIATION'S
ANNA ADARSH COLLEGE FOR WOMEN**

**AFFILIATED TO UNIVERSITY OF MADRAS
RE-ACCREDITED BY NAAC WITH A++ GRADE
2(F) STATUS UNDER UGC ACT**



**NOVEMBER
2023**

AFFARI

**DEPARTMENT
NEWSLETTER**

**DEPARTMENT OF BUSINESS
ADMINISTRATION SHIFT - II &
IQAC**



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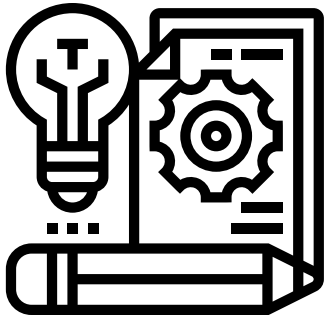
STUDENT CORNER



MESSAGE FROM HOD

“A man's mind, stretched by new ideas, may never return to its original dimensions.”

- Oliver Wendell Holmes Jr.



I'm delighted to present to you the first issue (volume 3) of the department's newsletter. This academic year is an important year for the department as it welcomed its third batch of students and also its first batch of students will be graduating soon.

The enthusiasm and hard work put by students in the department activities, events, competitions and academics were remarkable. The department has witnessed an amazing start with a plethora of enlightening experiences which has been recorded in this issue.

I would like to express my appreciation to all the students and staff for their contribution in compiling this newsletter

EDITORIAL MESSAGE

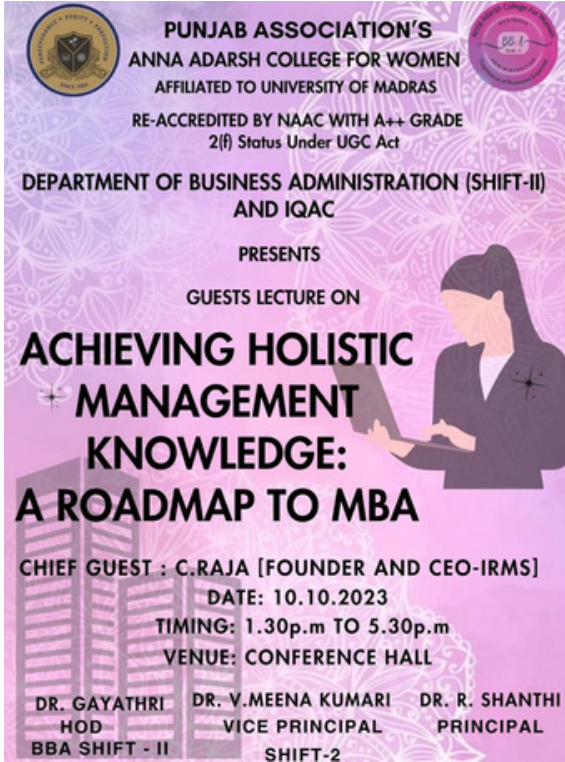
**“The highest education is that which does not merely give us information but makes our life in Harmony with all existence”
- Rabindranath Tagore**



We as the department of business administration have had an eventful semester. We have continuously evolved with each year and this edition of the newsletter is a culmination of articles, pictures, reports and much more. We are sure that this special issue will lay the foundation for further batches. With immense pleasure and gratitude, we present to you the Issue 1 volume 3 of AFFARI for your happy reading.

EVENTS GALLERY

ACHIEVING HOLISTIC MANAGEMENT KNOWLEDGE : A ROADMAP TO MBA



The department of business administration organized a programme for orienting the students about higher education and master degree. The event commenced at 2:00 pm with the welcome address of the dignitaries, faculty members and the students.

Guest of Honor : Mr. C Raja
(founder and CEO - IRMS Pvt Ltd)

Integrated Resources Management Solutions is a Service Organization that delivers world class training, recruitment solutions & Business Consulting – (Education Industry) to a spectrum of clients across the country.

The students were given insights on how an MBA Degree is different from other post graduate programmes. Mr. Raja also explained about the new specializations in MBA and what the course demands from the students. He mentioned MBA is a finishing school where students are introduced to systems thinking and design thinking. The objective of this program was to acclimatize the students to the dynamic business environment and get them acquainted with the management studies. All the students from the three batches participated in this program..



Student council worked extensively to ensure that the programme was well organized. The programme concluded with a Q and A session where students clarified all their queries regarding higher education.

FRESHERS ORIENTATION PROGRAMME

DEPARTMENT ORIENTATION

The Orientation/Inauguration of the Academic Year 2023-2024 for the newly admitted first year students organized by the department on 7th July 2023. The function was officially inaugurated by the Head of the Department; she shared the mission and core values of the institution. The program then progressed through the prayers and video presentation about the department.

ICE-BREAKING SESSION

An ice-breaking session was organized to help students get to know each other which was well-facilitated by the faculty. They made them bond very quickly so as to work towards a common goal of developing both academically and non-academically. The class started with each student introducing oneself but not in an ordinary way, they were asked to call out the names with a common adjective and paired together. This not only made the activity fun but also helped remember everyone's name.

CULTURAL EVENTS

Second year students planned a variety of cultural programs like singing, dancing and play to welcome and also encourage new students. They greeted them with sweets, small souvenirs and welcome cards with individual messages.



MANAGEMENT THEME GAMES

Certain management games like human bingo and quiz were conducted among the students not only to entertain them but to encourage them to get 360 degree knowledge.

Management games are used in management training to give participants a chance to make decisions and undergo experiences not usually available to them in the real world.



Q & A SESSION

Then the class proceeded towards making students understand the importance of communication. There were activities in which students were asked to talk about their greatest achievement , another activity focused on importance of listening and having a productive conversation.

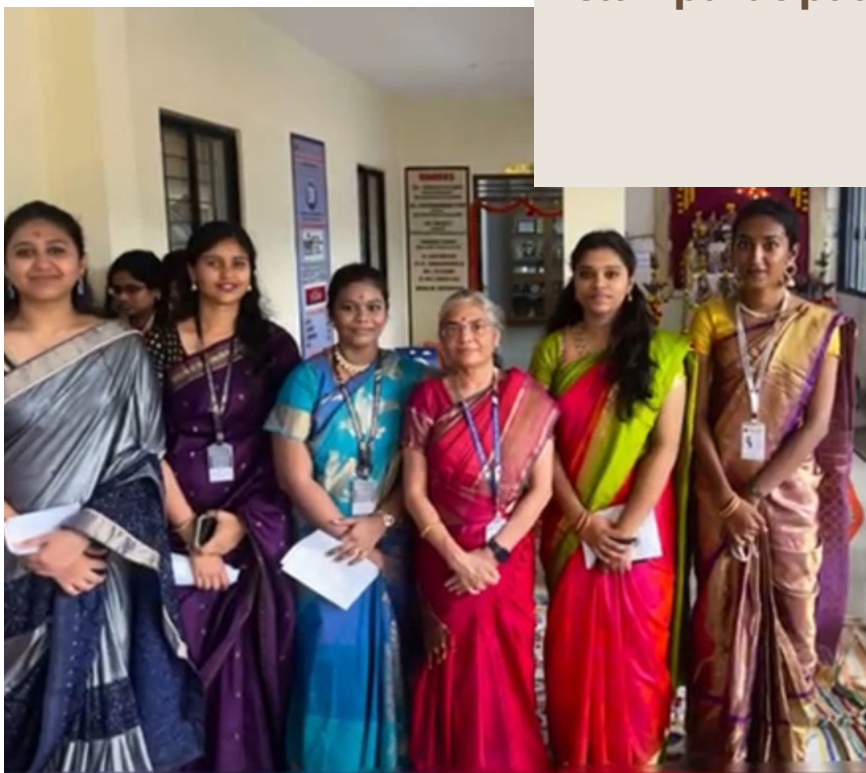
Students were asked to talk about the values they think they have cultivated till now and also about few things which make them feel happy and successful in life. The objective was to make students understand their worth and every individual on this planet is unique and important. It was a simple yet a very effective session.

NAVARATRI CELEBRATIONS 2023



The department of business administration (Shift - II) along with the department of commerce (Shift - 1) celebrated Golu from 16.10.2023 to 21.10.2023 at the main office . Golu is the festive display of dolls and figurines in South India during the autumn festive season, particularly around the multi day Navratri festival of Hinduism. These displays are typically thematic, narrating a legend from divinity to court life, weddings, everyday scenes, and miniature kitchen utensils.

They are also known as Kolu, Gombe Habba, Bommai Golu or Bommala Koluvu. Students celebrated Golu festival with various devotional activities like singing, devotional songs, classical dance and narrated epic stories. All students wore traditional dress during golu celebration. On the last day of Golu celebration Ayudha Pooja was also done for the College Office. In which staff and non teaching staff participated.



L & T DIGITAL MARKETING CERTIFICATION

The Digital Marketing course provides learners with a comprehensive understanding of key topics in the field of digital marketing and covers a wide range of specialized areas. Through a combination of theoretical knowledge and practical exercises, participants will gain the skills needed to develop and implement effective digital marketing campaigns, build strong brand presence online, analyze data, and leverage various digital channels for business growth.

L&T Edu Tech ltd in collaboration with the college has provided a wide range of certification courses for increasing the employability skill of the students. Under the program, certification in digital marketing course arrangements was coordinated and hosted by the department of Business Administration under the guidance of Dr. Meena kumari Ma'am.



ADMIN BLOCK, ANNA ADARSH COLLEGE FOR WOMEN, AI Block 2nd St,
Block AI, AI Block, Anna Nagar, Chennai, Tamil Nadu 600040, India

Latitude
13.0801893°
Local 10:45:28 AM
GMT 05:15:28 AM

Longitude
80.2111512°
Altitude 14 meters
Thursday, 24.08.2023

ADMIN BLOCK, ANNA ADARSH COLLEGE FOR WOMEN,
Block 2nd St, Block AI, AI Block, Anna Nagar, Chennai, Tamil
Nadu 600040, India

Latitude
13.0802011°
Local 10:48:19 AM
GMT 05:18:19 AM

Longitude
80.2111549°
Altitude 14 meters
Thursday, 24.08.2023



STUDENT ENTREPRENEURS

AS Creations

Abinaya Sree runs a small e-boutique where she designs Aari work and embroidered clothes. She has been doing this for three years now, she's not only catering individual clients but also undertaking corporate orders



Nekaethana from II BBA, has started an online accessory business using social media platform. She sells fancy ornaments and other gifts.



STUDENT ACHIEVEMENTS

INTER-COLLEGIATE COMPETITIONS

Socialis 23 - MADRAS SCHOOL OF SOCIAL WORK



STUDENT NAME : AKSHAYA R
CLASS : III BBA
EVENT : POSTER MAKING
POSITION : II PRIZE



Commerzium 23 - SRM ENGINEERING COLLEGE

STUDENT NAME : SUDHIKSHA S
CLASS : III BBA
EVENT : FACE PAINTING
POSITION : II PRIZE

INTERNATIONAL GIRL CHILD DAY -
Ethiraj College

STUDENT NAME : SABREEN TAJ
CLASS : III BBA
EVENT : POETRY
POSITION : I PRIZE





Marcatus 23 - Shri krishnaswamy College

STUDENT NAME : DHANYA R
CLASS : III BBA
EVENT : BUSINESS QUIZ
POSITION : I PRIZE

MARKUTSAV 23 - D G VAISHNAV COLLEGE

STUDENT NAME : DHANYA R
CLASS : III BBA
EVENT : CREATIVE WRITING
POSITION : III PRIZE

ETHICS 23 - ETHIRAJ COLLEGE

STUDENT NAME : NAVYA R
CLASS : II BBA
EVENT : MEME CREATION
POSITION : II PRIZE

Markutsav 23 - D G VAISHNAV COLLEGE

STUDENT NAME : MEDHA T
CLASS : II BBA
EVENT : Corporate Conorundum
POSITION : II PRIZE



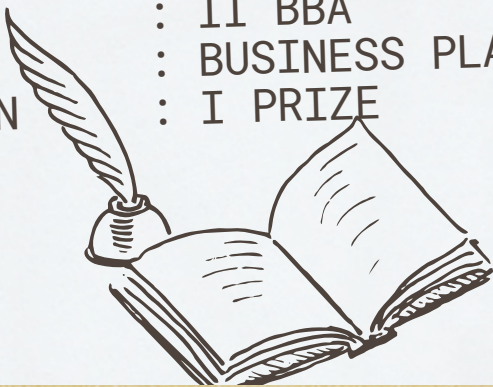
Commerzium 23 - SRM ENGINEERING COLLEGE



STUDENT NAME : SHALINI Y
CLASS : II BBA
EVENT : POSTER MAKING
POSITION : I PRIZE

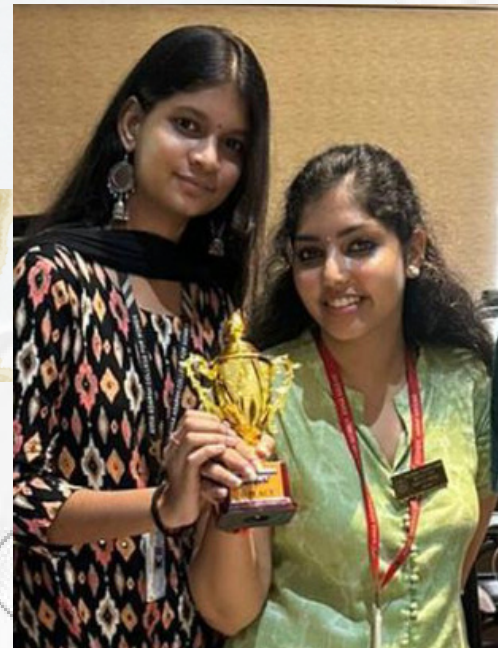
SOCIALIS'23 Madras school of social work

STUDENT NAME : DHANASREE RAO
CLASS : II BBA
EVENT : BUSINESS PLAN
POSITION : I PRIZE



Rota comquest'23- Stella Maris College

STUDENT NAME : ADDHYA MENON E
CLASS : II BBA
EVENT : BUSINESS quiz
POSITION : II PRIZE



INTER-DEPARTMENTAL COMPEPTITIONS

**ATHENA 23 -
DEPARTMENT OF
COMMERCE SHIFT II**

MONIKA, MINAL & SONY MISHRA -III BBA
AD CREATION - II PRIZE



MEDHA T & JAYASHREE S - II BBA
SHARK TANK - II PRIZE

METHA T - II BBA - SCREEN TIME - III PRIZE
MINAL - III BBA - POSTER MAKING - III PRIZE

அவள்...

அழகியல் விளக்கும் அமிர்தம்
இவளே,
ஆழியின் ஆழமும் அறிந்தவள்
இவளே,
நுவன்ற கருத்தின்பின் நடப்பவள்
இவளே,
விமர்சனம் இணங்கி கற்பவள்
இவளே,
இவளது தூசும், துகிரும், துணரும்,
பொல
இவளது மயலுறுத்து ஊழிகள்
சென்றும்,
இந்த அசும்பில் தோன்றாது.

Meaning:

She is the elixir of beauty,
She knew the depth of this abyss,
She follows her notions and
opinions,
She learns and accepts criticisms,
Like her silks, corals and flowers,
There won't be a charm like her
even
A century passes in this Land.

ரோஷினி கே

அன்புள்ள அப்பா”

என் தாய் தமிழாய் செந்தமிழில்
எனக்கு பிடித்த மூன்றெழுத்து கவிதை
"அப்பா"

யாரும் உன் போல் இல்லை
இம்மண்ணிலே
உனக்கே முதலிடம் என் உள்ளத்திலே
சில சமயம் என் மீது கோபம்
கொள்வாய்
மறுகணமே அன்பு வெள்ளத்தில்
என்னை மூழ்கச் செய்வாய்
உன் போல் தந்தை இருக்க
வேறேதும் வேண்டாம் வாழ்வில் நான்
ஜெயிக்க
வயதால் வளர்ந்தும் நீ எனக்கு
பிள்ளையே
என்றும் நான் உன்னை
பாதுகாப்பேன் உன் அன்னை
போலவே
தாயும் நீயே! தோழனும் நீயே!
கடவுள் எனக்கு கொடுத்த வரம்
நீயே!!!



- மது பிரியா




Food for thought- what makes college life irrevocable?

Good friends, good books, and a sleepy conscience: this is the ideal life.

It is said that a person's prime experience is from their youth and that youth starts from their college days. All of it starts from the point a person ventures out in search for the ideal place that would furnish and help them to cultivate and eventually achieve all their dreams and aspiration. College from an objective view is a place that provides education and holistic learning experiences for its students, but in more comprehensive and real sense it's much more than that. Students that are fresh out of school have an impractical idea about college and what it might offer, even though its soon revealed otherwise. Students learn and understand much more than what their course has to offer, it includes everything from life lessons to friendships.

Every person lives through their college days with endless lectures, coffee breaks, exams, time spent with friends, fights and eventual reunions, and all of this makes up to the important few years of their youth in the end. All the experience that is gained in those few years can shape their mindset and understanding about people and life. College for many is a privilege and a way to outgrow their shell, to make a place to call their own, to explore and find opportunities that will give purpose to their strengths. But it is not without the hurdles that one has to jump through to reach the final grounds. A campus embodies all the hopes and aspiration of not only the mentors but also their respective mentees, it gives shape to their actions, it captures all the moments of youth, it holds a thousand dreams of finite number of student souls.



part from being a tangible part of everybody's experiences, the place holds a special place in the minds and hearts of the ones that spends a part of their youth in those walls. College life is so irrevocable because it's a time of growth, discovery, and creating memories with people you consider your own. One of the other major parts of those few years is the freedom. College is like a taste of independence that will hit one with high flavours. Freedom to make endless decisions for themselves that are otherwise taken for them, freedom to seek out what the world has to offer, freedom to slip and fall without being watched, freedom to get back up and stride on. One might even discover new passion and try new path that might lead them to their true selves.

College is a time to push boundaries and create new standards, it's also a time of personal growth and self-discovery. But apart from all the efforts and hardships, college is also about the smaller things, things that makes up every day and moments, it's about the conversations with friends and peers, it's about the random advice about life from the professors, it's about what one decides to take with them for their next adventure in life. College brings in new opportunities, it opens doors with endless possibilities.

The time spent in those campus will reflect one both academically and personally, which sets a stage for rest of the life. College life is filled with pages that are beautiful, memorable, realistic and hopeful. College life is irrevocable because it's everything that the youth hold to reminiscence and cherish for a lifetime.

- DHANYA R

NEUROLOGY AS A MANAGEMENT FUNCTION

PLANNING: Usually, the planning part is done by brain. In this front lobe is the front portion of a brain. It is involved in personality, characteristics and decision-making movement as well. Therefore, front lobe is known as planning part of brain.

ORGANISING: The cerebellum organises muscular activities and maintains the equilibrium of the body.

STAFFING: In this case, the memory in neurons also plays a vital role, A memory is filled in neurons. And moreover, a right place (or) materials in a right place. It is known as Orderifyor

DIRECTING: Directing in brain takes place at the premotor cortex is a region found beside the primary motor cortex. It guides eye and head movements and a person's sense of orientation. Broca's area, important in language production, is found in the frontal lobe, usually on the left side.

CONTROLLING: The hippocampus is responsible for storing memories that is it basically help us remember things, why the frontal lobe as a whole is responsible for analyzing things, it houses complex thoughts, language, and a whole number of other things.