

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE
Report – 2017- 2018
DEPARTMENT OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATION

1. Faculty Profile

S.No	Name of the Faculty	Designation	Experience		Qualification Approval No	Remarks
			Teaching	Industry		
1.	Dr.M.S.Ramesh Kumar	HOD	12	2	14813/A3/2014	
2.	Mrs.G.Lakshmi Priya	Assistant Professor	11.5	-	1561/A3/2009	Relieved June'18
3.	Ms.C.Subha	Assistant Professor	8 year 10 months	1 year 8 months	24922/ A3/ 2012	
4.	Dr.M.Madhumathi	Assistant Professor	8 months	1 year 8 months	22755/A3/2017	Relieved on April'18

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	-	-
2	Mrs.G.Lakshmi Priya	Finance	7442-8/A2/2009	-	-

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	02.03.2018	G.Lakshmi Priya	100% Result Produced	Annual Day	Kovai Kalaimagal College of Arts and Science
2	02.03.2018	C.Subha	100% Result Produced	Annual Day	Kovai Kalaimagal College of Arts and Science
3	02.03.2018	Dr.M.Madhumathi	100% Result Produced	Annual Day	Kovai Kalaimagal College of Arts and Science

5.Faculty served as resource person

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1.	3.11.2017	C.Subha	Career Guidance Programme	Maruthamalai Devasthanam School, Vadavalli, Coimbatore
2.	04.11.2017	C.Subha	Career Guidance Programme	Isha Vidhyalaya School, Sandhe Goundan Palayam, Coimbatore.
3.	11.11.2017	C.Subha	Career Guidance Programme	GHSS Sennanur, Coimbatore
4.	02-02-2018	C.Subha & Dr.M.Madhumathi	Interview skill development programme Mock Interview - Zalaris	KKCAS
5.	07-02-2018	C.Subha & Dr.M.Madhumathi	Interview skill development programme Mock Interview - TCS	KKCAS
6.	08-02-2018	C.Subha & Dr.M.Madhumathi	Interview skill development programme – Infosys	KKCAS
7.	17.02.2018	C.Subha	Skill Thread Jewellery Making workshop for SHGs	Jagirnaickenpalayam

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
NIL						

7. Publication in Journals

S.No	Name of the Faculty	Name of the Journal and Topic	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
	Ms.C.Subha	Digital Currency – Impact and Challenges- KV Journal of Research	4	200	Apr 2018	ISSN 2395-2156

8.Presentation of Papers in Seminar/Conference/workshop

S.No	Date	Name of the Faculty	Title of the paper	Venue
1.	6-4-2018	Ms.C.Subha	Digital Currency – Impact and Challenges	KV Institute of Management

9.Participation by Faculty in Seminars / Conference/workshop

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	03-02-2018	Dr.M.Madhumathi	NAAC Accreditation	Bharathiar University

2	09-02-2018	Ms.C.Subha	Parsing Current Indian Banking Scenario	Sri Ramakrishna College of Arts and Science
3	23-02-2018	Dr.M.S.Rameshkumar Dr.M.Madhumathi	Floriculture	KKCAS
4	06-04-2018	Ms.C.Subha	National Conference on Digital India: Challenges and Opportunities	KV Institute of Management

10.Faculty Development Programmes Attended

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1.	10.11.2017	Dr.M.Madhumathi	Capacity building for digital learning/Digital capacity building enhancing Teaching learning outcome	CIMAT
2.	15.11.2017	Mrs.G.LakshmiPriya C.Subha	Outcome Based Education,Rubrics, Bloom's Taxonomy and Procedure in NIRF	KKCAS
3.	29.11.2017	,Mrs.G.Lakshmipriya Ms.C.Subha, Dr.M.Madhumathi	Outcome Based Education, Rubrics,Bloom's Taxonomy	KKCAS
4.	30.11.2017	Mrs.G.Lakshmipriya, Ms.C.Subha, Dr.M.Madhumathi	Quality aspect in teaching Learning process	KKCAS
5.	01.12.2017	Dr.M.S.Ramesh Kumar Mrs.G.Lakshmi Priya, Ms.C.Subha Dr.M.Madhumathi	Funding Agencies and Opportunities	KKCAS
6.	04.12.2017 to 08.12.2017	Dr.M.Madhumathi	Art of Teaching	Sree Narayana Guru Collage
7.	06.12.17	Dr.M.S.Ramesh Kumar Mrs.G.Lakshmi Priya, Ms.C.Subha	Hands on training in Outcome based Education	KKCAS

8.	03.04.2018- 04.04.2018	Dr.M.S.Ramesh Kumar Mrs.G.Lakshmi Priya, Ms.C.Subha Dr.M.Madhumathi	OBE Training	KKCAS
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11.Major Research Projects Sanctioned

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

12.Minor Research Projects Sanctioned

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

13.Monographs by Faculty

S.No	Month & year	Name of the Faculty	Title of the Paper
1	Nov 2017	Ms.C.Subha	Digital Currency: Impacts and Challenges
2	Nov 2017	Mrs.G.Lakshmi priya	Financial Markets
3	Dec 2017	Dr.M.Madhumathi	Influence on Counterproductive Work Behaviour – An Empirical study among the IT Professionals
4	Feb 2018	Mrs.G.Lakshmi priya	Working capital management
5	Feb 2018	Dr.M.S.RameshKumar	Recent Trends in Retail Marketing
6	Feb 2018	Dr.M.Madhumathi	Use of Technology and Counterproductive Work Behaviour
7	Mar 2018	Ms.C.Subha	Disruptive technologies in Human Resource

14.Faculty Pursuing M.Phil.

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

15.Faculty who completed M.Phil

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

16.Faculty Pursuing Ph.D

S.No	Name of the Faculty	Area of Research	Date of Registration
1	Ms.C.Subha	Human resource Management	01/11/2015

17.Faculty who completed Ph.D.

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
1	Dr.M.Madhumathi	Management	November 2017

Department Activities

S.No	Date	Event	Achievement
1.	3.11.2017	Ms.C.Subha went for Career Guidance Programme at Maruthamalai Devasthanam School,Vadavalli,Coimbatore.	The subtends were provided with an orientation session on various courses available in different universities and its scope
2.	04.11.2017	Ms.C.Subha went for Career Guidance Programme at Isha Vidhyalaya School, Sandhe Goundan Palayam, Coimbatore.	
3.	11.11.2017	Ms.C.Subha went for Career Guidance Programme at GHSS Sennanur, Coimbatore.	
4.	13.11.2017	Ms.C.Subha has Organized Corporate Social Responsibility Initiative Activity for the 12 th students of GHSS,R.S Puram, Coimbatore.	
5.	08.12.2017	Workshop on Tally	Students practically were exposed to working on tally
6.	05.01.2018	Seminar on Export and Import Documentation	The session was an eye opener for 90 students on Documentation.
7.	10.01.2018	Pongal Special Pattimandram- Jointly organized with ARRA Television	-
8.	17.02.2018	Extension Activity - “ Silk Thread Jewellery making” Training given for Self Help groups.	Students were taught about making skill thread bangles and chains.

1. Seminars/Conferences Organized

5.01.2018	Seminar on “Export Import Documentation”
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2. Guest Lectures

	Nil
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3. Workshops

8.12.2017	Workshop on “Tally”
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4. Value Based Programme

13.11.2017	Organized Corporate Social Responsibility Initiative Activity for the 12 th students of GHSS, R.S Puram, Coimbatore.
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5. Soft Skill Development Programme

02-02-2018	Interview skill development programme Mock Interview - Zalaris
07-02-2018	Interview skill development programme Mock Interview - TCS
08-02-2018	Interview skill development programme – Infosys

6. Extension Activities

17.02.2018	Extension Activity -Employability Skill Development programme “ Silk Thread Jewellery making” Training given for Self Help groups of Jagirnaickenpalayam
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7. Faculty Development Programmes

	NIL
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8. Other Programmes

10.01.2018	Pongal Special Pattimandram- Jointly organized with ARRA Television
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10.Objectives of the Departments

<ul style="list-style-type: none">• Exhibit proficiency in business related communication (written and oral)• Equip with advanced business acumen that helps them to understand the key business functions and organizational resources for efficient business management• Select and apply appropriate techniques, resources and modern Management and information technology tools to cope up with recent trends• Students should be able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of inter disciplinary areas, to survive in the competitive global environment• Develop self-confidence and positive attitude through various programmes
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11.Difference between the courses available in the same department

NIL

Students Profile

1. Student Strength

S.No.	Class	No. of Boys	No. of Girls	Total
1	I BBA CA	19	18	37
2	II BBA CA	18	6	24
3	III BBA CA	20	3	23

2. Result Analysis

Class	No of Students Enrolled	Distinction	I Class	II Class	III Class	Percentage of Pass
I BBA CA	38	0	4	10	2	42
II BBA CA	24	3	11	7	-	95.31
III BBA CA	24	0	7	5	2	68.53

3. Percentage of Attendance (Odd and Even) – Average

S.No	Class	Attendance Percentage
1	I BBA CA	87
2	II BBA CA	86
3	III BBA CA	74

4. Percentage of Attendance (Odd and Even) – Average

S.No	Male	Female	Total
1	87%	92%	89%

5. University Rank Holders

Class	Name of the Student	Rank
NIL		

6. Community wise Students Strength

Class	Total Students	SC	ST	OBC	BC	MBC	Others	Physically Challenged
I BBA CA	37	8	3	-	14	11	1	-
II BBA CA	24	5	-	2	14	3	-	-
III BBA CA	24	3	-	1	12	8	-	-

7. Management Scholarship

Academic Year	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
2015-2018	III BBA CA	Deepan Karthick.M	1	5000
2016-2019	II BBA CA	Thambidurai	1	3000
2016-2019	II BBA CA	Vignesh	1	6000
2017-2020	I BBA CA	Praveenkumar	1	14000
2017-2020	I BBA CA	Lavanya	1	7000
2017-2020	I BBA CA	Velmani	1	7000
2017-2020	I BBA CA	Ranganayaki	1	7000

8. Government Scholarship

Academic Year	Class	Name of the Students	Amount (Rs)
2015-2018	III BBA CA	Sujith Kumar.N	6000
2015-2018	III BBA CA	Srimathi. S	6000
2016-2019	II BBA CA	Anand	6000
2016-2019	II BBA CA	Dhanakumar	6000
2016-2019	II BBA CA	Sudhakar	6000
2016-2019	II BBA CA	Vignesh	6000

9. Private Scholarship

Academic Year	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
2016-17				
NIL				

10. Placements

S.No	Class	Name of the Student	Name of the Company
1.	III BBACA	Abimanyu.M	1.Flipkart and myntra
2.	III BBACA	Ajithkumar.R	1.Flipkart and myntra
3.	III BBACA	Antonyraj.R	1.Flipkart and myntra
4.	III BBACA	Arthi.P	1.IDBI Federal Life Insurance-Erode 2. IDBI Federal Life Insurance-Coimbatore 3. Future Generali Pvt ltd 4. winners Education
5.	III BBACA	Deepan Karthick.M	1.Zalaris 2. ILM 3. TCS 4.TVS Training & Services
6.	III BBACA	Deepak .S	1.IDBI Federal Life Insurance-Coimbatore 2. Future Generali Pvt ltd 3. Flipkart and myntra 4.TVS Training & Services
7.	III BBACA	Karthikeyan.A	1.IDBI Federal Life Insurance-Erode 2. Flipkart and myntra
8.	III BBACA	Karthikeyan.S	1.IDBI Federal Life Insurance-Cbe 2. Future Generali Pvt ltd 3. Flipkart and myntra
9.	III BBACA	Kavin Shirraj T.S	1.IDBI Federal Life Insurance-Cbe 2. Flipkart and myntra
10.	III BBACA	Mohan.S	1.Flipkart and myntra
11.	III BBACA	Mohanram.S	1.Flipkart and myntra
12.	III BBACA	Navaneethakrishnan.V	1.IDBI Federal Life Insurance-Erode 2. Flipkart and myntra
13.	III BBACA	Sujithkumar.N	1.Flipkart and myntra
14.	III BBACA	Thilagaraj.B	1. IDBI Federal Life Insurance-Cbe 2.Future General Pvt ltd 3. Flipkart and myntra 4.TVS Training & Services
15.	III BBACA	V.Thirunavukkarasu	1.IDBI Federal Life Insurance-Erode 2. Winners education 3. IDBI Federal Life Insurance-Cbe 4. ILM 5..Zalaris 6. TCS 7. Future Generali Pvt ltd 8.TVS Training & Services
16.	III BBACA	M.Vijay	1.Flipkart and myntra

11. Placement Training provided by the department

S.No	Date	Class	Name of the Programme	Resource Person
1	02-02-2018	All Final Years	Mock Interview - Zalaris	Ms.C.Subha and Dr.M.Madhumathi Department of Business Administration
2	07-02-2018	All Final Years	Mock Interview - TCS	Ms.C.Subha and Dr.M.Madhumathi Department of Business Administration
3	08-02-2018	All Final Years	Mock Interview - Infosys	Ms.C.Subha and Dr.M.Madhumathi Department of Business Administration

12. Enrollment of Students

Enrollment from	No of Students
Same State	38
Other State	-
NRI	-
Foreign	-

13. Drop Outs

Class	Total No of Students	No of Dropped Out Students During Academic Year	Percentage
I BBA CA	38	1	97.3 %
II BBA CA	24	-	-
III BBA CA	24	1	96 %

14. Students Pursuing M.Phil

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

15. Students Completed M.Phil

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

16. Students Pursuing Ph.D

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

17. Students Completed Ph.D

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

18. Presentation of Papers in Seminars/Conferences by Students

S.No	Date	Name of the Student	Class	Title of Papers	Venue
1.				Nil	

19. Participation in Seminars/Conferences by Students

S.No	Date	No of the Student	Class	Name of the Programme	Venue
1.	6.12.2017	94	I BBACA II BBACA III BBACA	Pre-marital Counseling organized by IQAC	KKCAS
2.	01.02.18 05.02.18	13	III BBA CA	NSDC Training	Aaruthal Foundation, Kalveeram palayam, Coimbatore.
3.	09.02.18	27	I BBA CA II BBA CA	State Level Collogium on "Parsing current Indian Banking Scenario".	Sri Ramakrishna College of Arts and Science, Coimbatore.
4.	14.02.2018	9	III BBA CA	NSDC – Front office Management Training.	Sri Krishna College of Arts and Science, Coimbatore
5	14.02.2018	15	II&III BBA CA	Market mela Exhibition & sale	KKCAS

6	23.02.18	24	II BBACA	Floriculture	KKCAS
7	27.02.18	56	I and II BBA CA	National level workshop on “Marketing for sustainable Business”	Bishop Appasamy College of Arts and Science, Coimbatore.

20. 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
NIL						

21. Students Achievements (both inside and outside the campus)

S.No	Date	Name of the Student	Prize	Event	Venue
1.	12.01.2018	Arthi and Team-	I Prize	Pongal Celebration	KKCAS
2.	12.01.2018	V.Thirunavukkarasu	Cash Prize 1000	Maadu Alangarithal Competition	KKCAS
3.	20.1.2018	V.Navaneetha Krishnan and team -Drama Deepan karthick and team – Dance Sathya bhama and team Dance Sabareeshwaran and Team – Dance Vijay and team – Fashion show	- II Prize I Prize - II Prize II Prize I Prize	College Cultural Meet by Fine Arts Club	KKCAS
4.	16.02.18	Kavin shriraj and Team- III BBA(CA)	I Prize	National Level Intercollegiate Meet Treasure Hunt	Venkateswara College, Coimbatore.
5.	16.02.18	R.Pravin Kumar and Team I BBA(CA)-	III Prize	National Level Intercollegiate Meet Short Film	Venkateswara College, Coimbatore.
6	28.02.18	S.Ajithkumar	- II Prize	Shotput	KKCAS
7	28.02.18	S.Ajithkumar	I Prize	Discus throw	KKCAS

8	28.02.18	V.Navanneethakrishnan – IIBBA(CA) M.Abimanyu A.Meganathan S.Mohanram M.Vijay S.Santhoshkumar – II BBA(CA) A.Vivek S.Ajithkumar	Runners	Kabadi	KKCAS
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