



YADAVA COLLEGE
(Autonomous Institution)
THIRUPPALAI
MADURAI - 14



DEPARTMENT OF
BUSINESS ADMINISTRATION

SINCE - 2008



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Department profile

VISION

"To provide affordable , quality education while providing students with knowledge and skills in the stream of Business Administration, Identify hidden talents , Provide opportunities for students to realize their full potential and Thus shape them in to future entrepreneurs with humanity."

MISSION

- To emphasize on high quality of education with a strong foundation concepts to excel and enhance their skills.
- Cultivating the principles of social responsibility , ethics and Spiritual force among budding managers.
- To promote self employment through entrepreneurship.



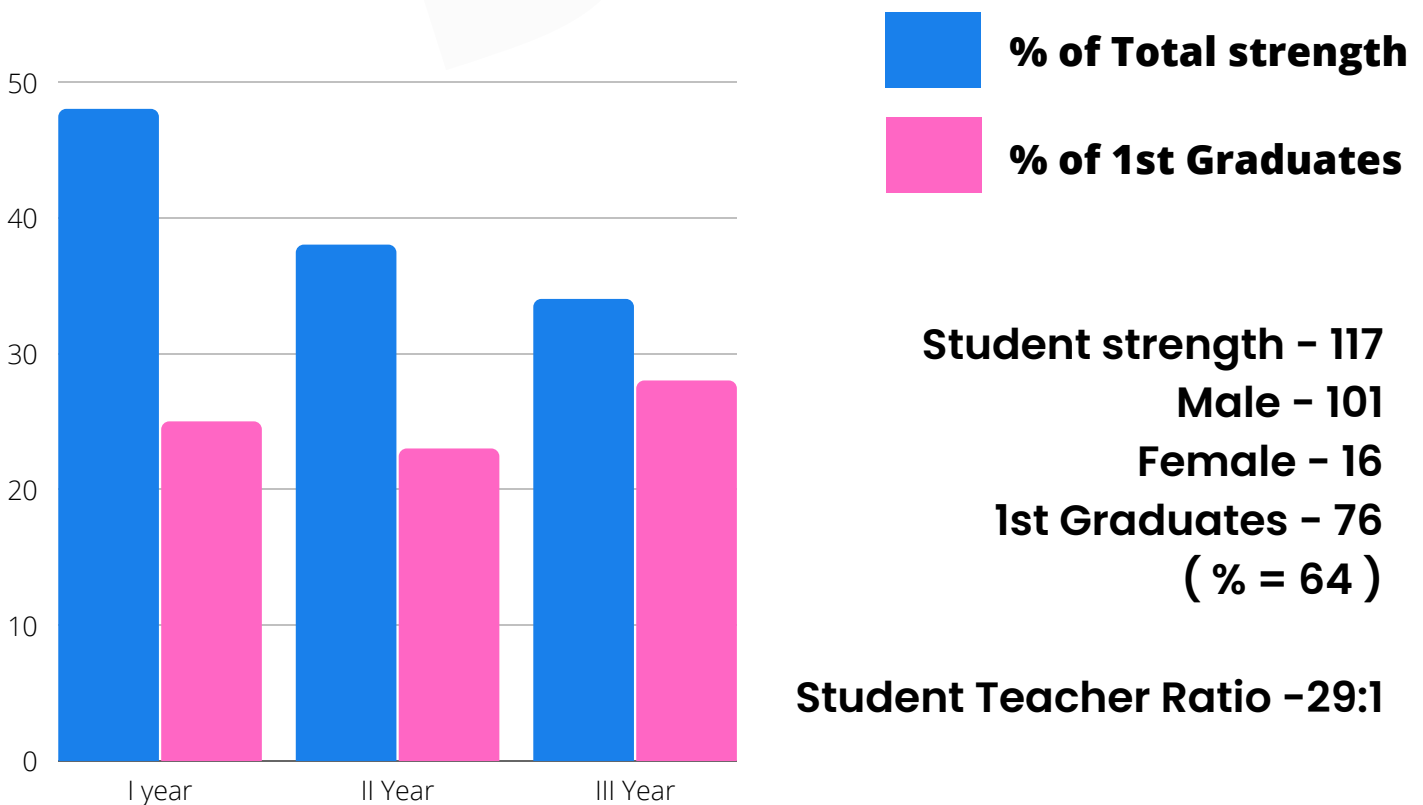
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Department profile

Staff Details

Staff strength - 4
Ph.D Holders - 2
M.Phil Holder - 1

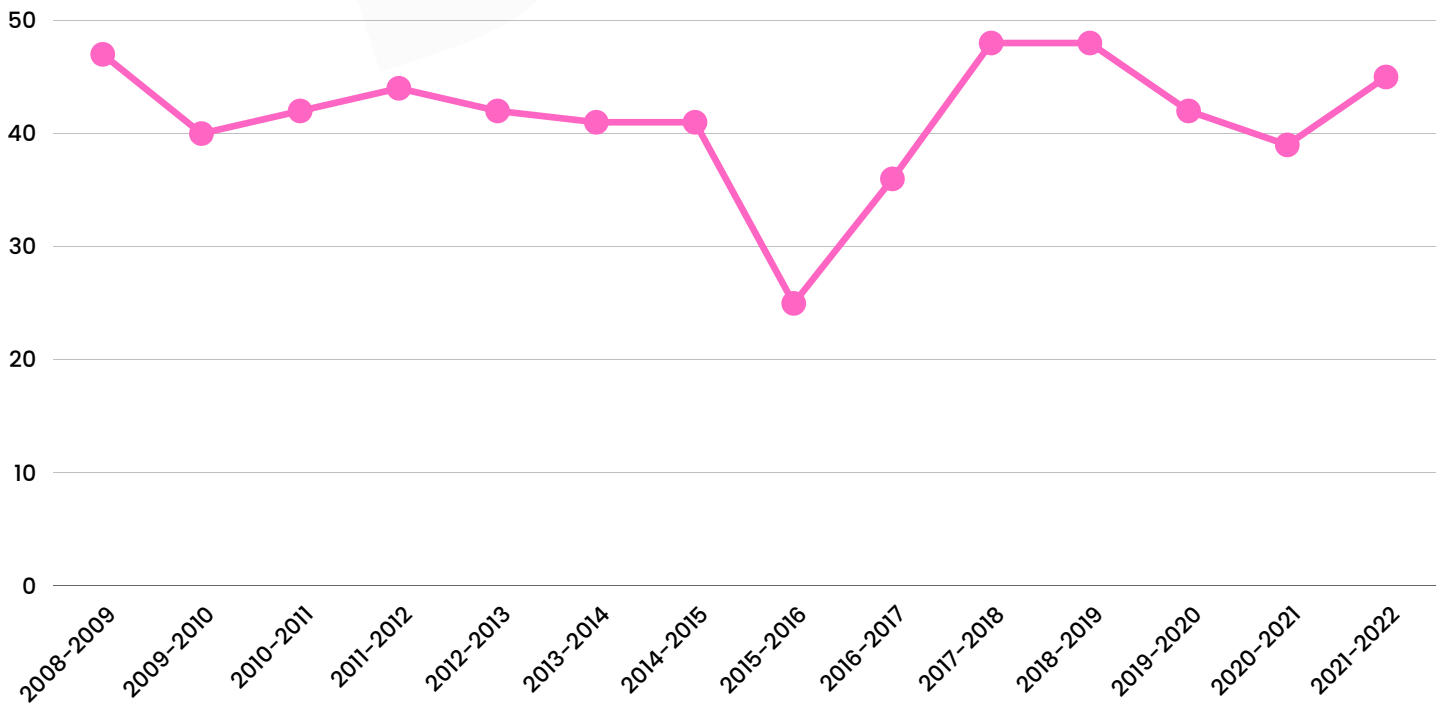
Student Details





Admission Process

Year	2008 to 2009	2009 to 2010	2010 to 2011	2011 to 2012	2012 to 2013	2013 to 2014	2014 to 2015	2015 to 2016	2016 to 2017	2017 to 2018	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022
No.Of. Admission	47	40	42	44	42	36	41	25	36	48	48	42	39	45

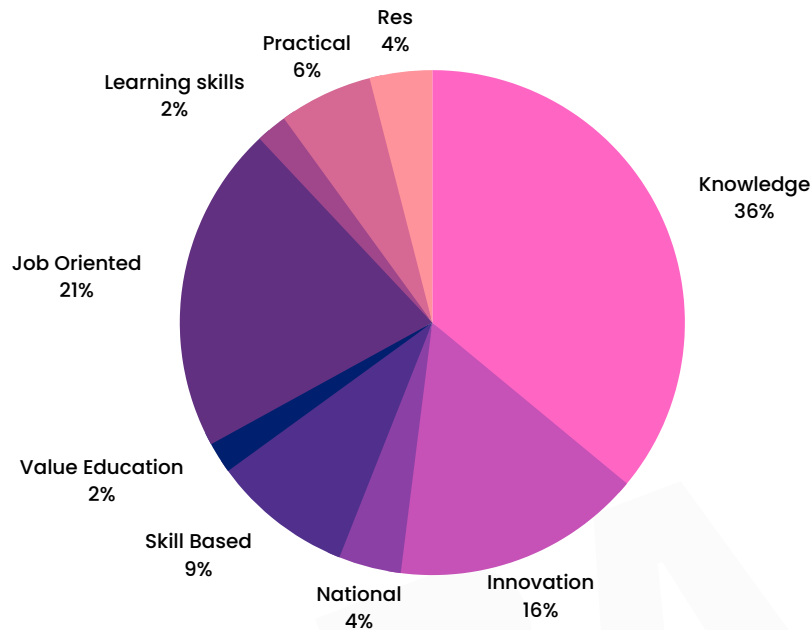




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Department profile

Curricular Aspects



Experimental learning programs offered.

- MS-OFFICE Lab
- Programming in C - Lab
- Programming in c++ Lab
- RDMS Lab
- Introduction to visual basic programming
- Multimedia Lab
- Project

Inter disciplinary subjects offered

- Principles of Accounting
- Business Statistics
- Quantitative Techniques and Operation Research
- Business Economics

Value added Subjects

- Environmental studies
- Value Education
- Soft skill I
- Soft skill II

(General Knowledge)

Innovative Subjects

- Organizational Behaviour
- Total Quality Management
- Strategic Management
- Production Management

ICT Enabled Subjects

- Computer Fundamental and office Automation
- Programming in C
- Programming in C++
- RDBMS
- Introduction to visual basic programming.
- Multimedia Technologies

Self study Papers

- Hospital Management
- Industrial Psychology
- Stress Management
- Consumer Behaviour

Non-Major elective

- Elements of Management
- Personality Development

Certificate Course

- Industrial Psychology I
- Industrial Psychology II



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Department profile

TEACHING METHODOLOGY

Various Teaching methodologies followed

- Chalk & Talk
- LCD
- Group discussion
- Debate
- Interaction Method
- Construct Visit Method
- Case Study
- Visualization Method



Demonstration of programs using LCD

Gaining practical knowledge at Sai Ram Ceramics



Students involved in group discussion

Debate is organised for students



Chalk & Talk is a formal and Traditional method of teaching .

The students in the learning process by way of regular teacher student interaction and Student to student interaction





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Department profile

EXTENSION ACTIVITY



Venue : Aalathur.
Program : Awareness program on postal saving schemes
Date : 13/5/2022
Beneficiaries : 100

Venue : Periyapatti.
Program : Awareness program on woman entrepreneurs
Date : 22/3/2021
Beneficiaries : 100



Venue : Government high school Thiruppalai.
Program : Awareness program on Plastic products Re-cycling
Date : 29/1/2019
Beneficiaries : 100

Venue : Pannaikudi.
Program : Awareness program on Woman Rights
Date : 29/3/2016
Beneficiaries : 100





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Department profile

ORGANIZED PROGRAMS



Dr.K.Navarathinam Head Department of commerce , Mannar Thirumalai Naicker college delivering a speech on motivation to towards personality development .

Dr.B.Selvarajan principal of OAA MAVIMM School of Management delivering a special lecture on leadership quality .



Dr.V.Krishnamoorthy Asst.Proffessor Department of Manganement studies Kongu Engineering college Delivering a speech on Class Room 2 Board Room



STUDENT SUPPORT

- Entry level test is conducted for the first years and Error analysis is done.
- Based on the error analysis bridge course is conducted to narrow down the gap between the schools and College .
- Remedial classes are carried out for slow learners.
- Enrichment activities are done for high achievers.
- Department library is enriched with sufficient number of books.
- Student are encouraged to actively participate and Present papers in Various intercollegiate seminars / Conferences



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Department profile

STAFF ACTIVITY

Staff Name	Paper Title	Year	Paper presents
Dr.S.Chandraleka	An empirical study of the service quality gap in generation pivate banks.	November 2022	UGC Care Approved Journals
Dr.S.Chandraleka	A study on customer Awareness on Insurance policy with special Referance to Madurai city	November 2022	UGC Care Approved Journals
Dr.S.Chandraleka	Digital marketing - A Global prespective .	August 2018	International
Dr.P.Prabha	Bitcoin and Cryptocurrency	March 2018	International
Dr.S.Chandraleka	Global talent management in the digital era .	September 2017	International
Dr.P.Prabha	Over view of fiancial instution and Services.	September 2016	International

STAFF AS RESOURCE PERSON

Dr.S.Chandraleka delivered the special address to MBA Students and faculties on the occasion of women's day 2021 at OAA MAVMM School of Management.





ACHEIVEMENT OF THE DEPARTMENT

S.No	Name	Awarded	Year
1	Dr.S.Chandraleka	Ph.D	2015
2	Dr.P.Prabha	Ph.D	2015
3	Mr.S.Sripathi	M.Phil	2018

HIGHLIGHTS

- Book bank which includes 105 books is donated by our students and Staff members is maintained.
- Our Department is introducing a digital data curriculam in the college website www.Yadavacollege.org . We expect a feedback from the public particularly Academic group to reflect the pros and cons of our curriculam.

FUTURE PLANS

- Plan to commence PG For Management Studies with various specializations .
- To Create Entrepreneurial , Interaction club , Marketing fare with in Campus and MOU with colleges and Industries with provide in - Service training for our students.
- To Invite organizations conduct campus interview .
- To Initiative them to study case analysis to various problems for critical thinking.

**STUDENTS EXCELLENCE**

Student Name	Activity	Class	Participatory level	Price Won
S.Praveen	Tennis Ball cricket	II BBA	State	Selected
S.Sathya	Silambam	II BBA	International	World record
K.Velmurugan	Body weight	III BBA	District	2nd Price
P.Karthick	Valley Ball	III BBA	University level A Zone	Runner
R.Kamatchi	Cricket	III BBA	University level A Zone	Winner
A.Shamili	Valley Ball	III BBA	Rural level	Winner
M.Vishal	Quiz	III BBA	State level	2nd Cash price
M.Surya	Quiz	III BBA	State level	2nd Cash price
G.Surya	Quiz	III BBA	State level	2nd Cash price
P.Haripriya	Quiz	III BBA	State level	2nd Cash price
J.Prema	Quiz	III BBA	State level	2nd Cash price
M.Kabina Sri	Quiz	III BBA	State level	2nd Cash price



Our highly talented student S.Sathya of II BBA has participated in conducting a non stop silambam relay for 24hrs held on the NKJ Institute of Hotel Management , Tamilnadu.

Our Audacious student K.Velmurugan Of III BBA has won th 2nd price in the event Body weight on 01/10/2017 in Dr.MGR Stadium in Madurai.



Our Enthusiastic student A.Shamili III BBA has won on the special price in the event volley Ball on 15/9/2018 to 16/9/2018 in Government of India Ministry of youth affairs and Sports in Madurai.



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**Department of
Business Administration (C.A)**

