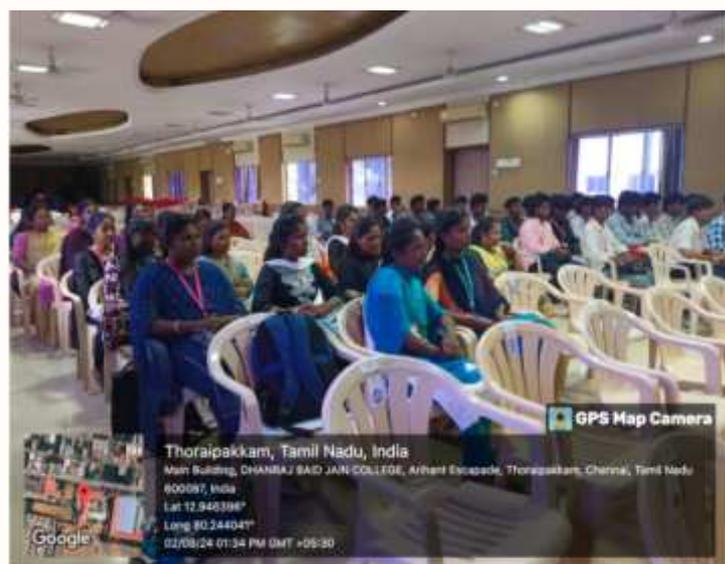


# Activities 2024-2025

Date	Program	Resource person
28/07/2024	Freshers' day	BBA & B.Com ISM
02/08/2024	Association Inauguration	Mr.Yoga Kumar Motivational Speaker & Yoga instructor
29/08/2024	How to crack your first interview	Ms.M.Dhanalakshmi HR & Payroll Executive Ascent HR technologies
27/09/2024	Academic Audit	Dr.V.Dhamodharan Associate Professor Department of Business Administration Government Arts College, Nandanam, Chennai
07/10/2024	Two days Orientation program in digital marketing	Mr.Mohan Thillaikarasan & Mr.Manivarman.R Anudip Foundation
24/10/2024	Importance of Competitive Exam	TIME Institute
07/11/2024	Workshop Professional Skills	Anudip Foundation
08/01/2025	Awareness program on MSME schemes	Mrs.S.Sudha Convenor-E.D Cell Dhanraj Baid Jain College
07/02/2025	Workshop on effective sales and marketing strategies for entrepreneurs	Mr.srikanth gururajan Founder, shree guru group of companies
27/02/2025	Parent -Teachers meeting	Department of Management studies
05/03/2025	Industrial visit	Port Trust

# ASSOCIATION INAUGURATION: GESTION CONNAISSANCE 2024-2025



The Department of Management Studies at Dhanraj Baid Jain College (Autonomous) successfully inaugurated its annual association, Gestion Connaissance, for the academic year 2024-2025. The event took place on 2nd August 2024 at 11:00 AM at the Shri Champalal Savansukha Auditorium.

The occasion was graced by our honorable Chief Guest, Mr. Yoga Kumar, a renowned motivational speaker and yoga instructor from Arogya Bharathi, Tamil Nadu. His inspiring address motivated students to adopt holistic practices for personal and professional growth.

# GUEST LECTURE SERIES 2024-2025



The resource person for the lecture was Ms. M. Dhanalakshmi, HR & Payroll Executive at Ascent HR Technologies. She delivered an insightful lecture on the topic, "How to Crack Your First Interview."



## PROFESSIONAL SKILLS 2024-2025



**Workshop on Professional Skills on  
7th November 2024 at 11:00 AM in  
the Main Block.**

**The workshop provided students with actionable insights into how digital marketing complements traditional professional skills. The integration of these two areas not only boosts their employability but also prepares them to thrive in dynamic, technology-driven workplaces.**



# IMPORTANCE OF COMPETITIVE EXAMS



the session by introducing the wide range of competitive exams that students can attempt after graduation, including CAT, MAT, UPSC, SSC, Banking, and Government Jobs, and emphasized their role in opening diverse career paths.



The session was highly informative and motivating. Students gained a clear understanding of the opportunities that competitive exams provide and expressed interest in taking up coaching and preparation with a structured approach.

# AWARENESS PROGRAM ON MSME SCHEMES



The primary objective of the awareness program was to educate and enlighten students about the various schemes and support initiatives offered by the Ministry of Micro, Small & Medium Enterprises (MSME), thereby encouraging them to consider entrepreneurship as a viable career option.



The session was extremely beneficial in raising awareness among the students about the wide range of financial and non-financial support provided by the Government of India through MSME. Students showed a keen interest in entrepreneurship and many expressed their desire to explore the schemes further.

# “EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEURS”



Mr. Srikanth Gururajan, an established entrepreneur and business strategist, shared his journey of founding Shree Guru Group of Companies, and spoke about the real-world challenges faced in marketing products and services in a competitive business environment.



The workshop successfully inspired and empowered students with key marketing and sales strategies vital for startup success. Students understood the importance of customer-centric marketing and left the session with a clear idea of how to pitch, promote, and sell their ideas/products effectively.



# PARENT-TEACHERS MEETING



The meeting strengthened the bond between the department and the parent community. Constructive suggestions were noted for implementation, and parents appreciated the transparency and student-centric approach of the faculty team.

# INDUSTRIAL VISIT TO PORT TRUST





**A total of 40 students from the BBA program, accompanied by faculty members, visited the Port Trust, Chennai on 5th March 2025. The visit began with a briefing session by the Port Authority Officials, who explained the organizational structure of the port, cargo handling processes, safety measures, and the economic importance of port operations in global trade.**