

**DEPARTMENT OF  
BUSINESS  
ECONOMICS**

- An online quiz competition was conducted on MSME Day in association with the IIC and Entrepreneurship Development Cell on June 27, 2023. The quiz was designed with questions related to MSME. A total of 113 participants from various departments made the contest a huge success. Online certificates were issued to the participants with a score of more than 80%.
- The Makeover Foundation Course and Pastry Making Course were conducted on July 7 and 21, 2023. It is a comprehensive educational program designed to equip individuals with the knowledge, skills, and techniques necessary for a successful career in makeup artistry and skincare consultation and to excel in the art of pastry making.
- The Logistics Management course was held from July 24 to July 31, aimed at educating students and meeting industry expectations for career skill training.
- A seminar on career opportunities in the finance sector was conducted on August 1, 2023. Ms. Asha Eugene was the resource person for the seminar and introduced the students to the range of positions, competencies, and opportunities for advancement in the finance industry.
- A workshop on idea generation and business model canvas was organized on August 23, 2023. The workshop gave the students the opportunity to present their innovative business ideas using visual charts, showcasing their creativity and strategic thinking.
- A seminar on intellectual property rights was organized on August 23, 2023. The resource person for the seminar was Dr. Lakshmi Narayanan, Examiner of Patents and Designs. The resource person clearly explained the components of intellectual property, the procedure to register for a patent, copyright, or trademark, and the need for legal protection of intellectual property.
- The Department of Business Economics conducted a webinar on capital markets and the Indian economy from September 25, 2023, to September 29,

2023. It focused on educating students about the stock market, economy, and monetary policy. It comprehensively covered various aspects.

- Certificate course on Building Exam Competence was conducted from 02-01-2024 to 19-2-2024. It provided students with insightful information on employment opportunities, necessary skills, and it encouraged them to think about pursuing careers in TNPSC and UPSC examinations.
- IQAC, ED, IIC, and the Department of Business Economics organized a seminar on My Story: Motivational Session by Successful Entrepreneurs on March 1, 2024.
- The Seminar on Climate Justice was organized on March 4, 2024. K.R. Rajiv, a law consultant, was the resource person. He discussed the obstacles in achieving climate justice, the future of climate justice, and how climate change is causing loss and damage around the world.
- The seminar on Tech Innovations: Emerging Careers in the Digital Age was conducted on March 5, 2024. The seminar focused on career opportunities in the IT business. The lecture was facilitated by Ms. Keerthana J, who aimed to familiarize students with a variety of roles, skills, and career progression prospects in the IT sector.
- IQAC and the Department of Business Economics organized an interdepartmental PowerPoint presentation on March 7, 2024. Students from various departments presented the paper on millets for better health, challenges faced in millet production, and innovative measures to improve millet production.
- A farm visit to Suvai Organic Farm in Thiruvallur District was organized by the Department of Business Economics for the second year BA (Bus. Eco.) on April 12, 2024. A farm visit helped the students reconnect with nature and learn in a different environment than the classroom.



