

## CHRIST COLLEGE OF ARTS AND SCIENCE

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### ASSOCIATION PROGRAM REPORT 2021-2022

The department of Business Administration conducted the department Association program under the guidance of our HOD Mr. Antony das on 12-10-2021, Tuesday at SMR auditorium.

In the presence of Fr. Principal In-charge, the resource person was Dr. A.N. Solayappan, Asst. Professor Dept. of Business administration, ASS Govt Arts College, Thiruttani on the title “Generating Novel Entrepreneurship in Marketing the current scenario” at 9:45 we begun the session with a prayer and the welcome address was said by Mubarak Nisha and Fr. Principal In-charge shared a small message. Then Dr. Sankar introduced the resource person to us. After introducing the resource person, the resource person had started the key note address about the entrepreneurship, its definition, process, marketing, its challenges, characteristics, advantages, trend percentage, sources, importance, role, he stimulated the students to become the entrepreneurs and start innovative business through online etc. At the end of the session students raised many clarifications and doubts. The resource person clarified all the doubts and queries with prescribed way. From third years 10 students were presented the papers in various titles. The students raised various questions related to research and the resource person clarified all the doubts.

Paper presented by students

S.Sumekka	Training and development
Vetriarasan, Bharath Raj	Job Satisfaction
Swetha, Rithikajjj	Employee’s Retention
E.K. SriDevi	Artificial Intelligence in HR
Janavi.M, Gomathi.D	Human Resource Management
Sanu Santhosh	Leadership
JoneMariya	Safety and Health program in a company

The students presented paper in an effective manner, resource person Dr. Solayappan appreciated our students for their presentation.

After that Miss. Joe Shalin expressed her gratitude through vote of thanks.

Then we concluded our association program with the National Anthem.

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Thank you