

AUROVILLE VISIT 2024

Students from the Department of Business Studies embarked on an insightful internship program in Auroville, a utopian community renowned for its experimental lifestyle and focus on sustainable living. With the aim of gaining valuable insights into the world of startups, the students were particularly drawn to small enterprises like Kinnisi (an electric bicycle startup) and Svaram (a music-based social initiative).

The internship in Auroville proved to be a transformative experience for the business studies students. Some of the key takeaways included:

- **The importance of sustainability**
- **The power of social impact**
- **The value of hands-on learning**







BUSINESS PLAN PRESENTATION (CLASS ACTIVITY)

A Showcase of Entrepreneurial Spirit

The Business Studies Department hosted a vibrant business plan presentation where students showcased their innovative ideas and entrepreneurial acumen. From tech startups to sustainable ventures, the range of proposals was impressive. The students meticulously crafted their presentations, outlining their business concepts, target markets, financial projections, and strategies for success. The atmosphere was electric as the audience, comprising faculty members, fellow students, and industry experts, eagerly listened to each pitch. The activity not only provided a platform for students to hone their presentation skills but also fostered a collaborative and supportive environment for aspiring entrepreneurs.h





CLUB INAUGURATION 2024

The Department of Business Studies recently celebrated the inauguration of four new clubs: the Marketing Club (Clout Cartels), the Finance Club (Opulent Crusaders), the HR Club (Obsidian Hives), and the Corporate Club (Corporate Crescendos). The inauguration ceremony was marked by enthusiasm and anticipation as students gathered to learn about the objectives and activities of each club. The clubs aim to provide students with opportunities to network, gain practical experience, and develop essential skills in their respective fields. With the support of faculty members and industry professionals, these clubs are poised to become integral parts of the department's academic and extracurricular activities.

The inauguration of the Club was graced by the presence of renowned HR expert, MR. Raja R.D. As the chief guest, MR. Raja R.D delivered an inspiring and insightful lecture to the students. He shared his vast experience in human resource management, discussing topics such as talent acquisition, employee engagement, and leadership development. MR. Raja R.D emphasized the importance of building strong interpersonal relationships, fostering a positive work culture, and embracing continuous learning. His engaging and informative speech left a lasting impression on the students, motivating them to pursue careers in human resources and strive for excellence in their professional lives.















ALUMINI TALK 2024

The Business Studies Department recently hosted an enlightening alumni talk for the first-year students. Alumni from various streams shared their personal experiences and offered valuable advice to the incoming students. They discussed the relevance of their studies in the real world, highlighted the importance of practical skills, and emphasized the significance of networking and building relationships. The alumni also provided guidance on career paths, internships, and post-graduation opportunities. The event served as a valuable source of inspiration and motivation for the students, helping them envision their future careers and make informed decisions about their academic journey.



SMVEC
SCHOOL OF ARTS AND SCIENCE

(Approved by Government of Puducherry, Affiliated to Pondicherry University)
Madagadpat, Puducherry - 605107



AS A PART OF 25 SILVER JUBILEE CELEBRATIONS

DEPARTMENT OF BUSINESS STUDIES

ORGANIZES

ALUMNI TALKS

SPEAKERS



Mr. G. Aswin
B.Com.(Corporate Secretary)
2021-2024



Ms. B. Christhika
B.B.A. (General)
2021-2024



AUGUST 31, 2024 / 12.30 PM



SMVEC, AUDITORIUM





FRANCOPHONIE DAY

The Business Studies Department proudly participated in the French Day celebrations organized by the French Department. Students showcased their language skills in various competitions, including singing and speech contests. Their dedication and hard work paid off as they secured impressive victories, demonstrating their proficiency in the French language. The department's participation in French Day not only highlighted the students' linguistic abilities but also fostered cultural exchange and strengthened ties with the French Department.

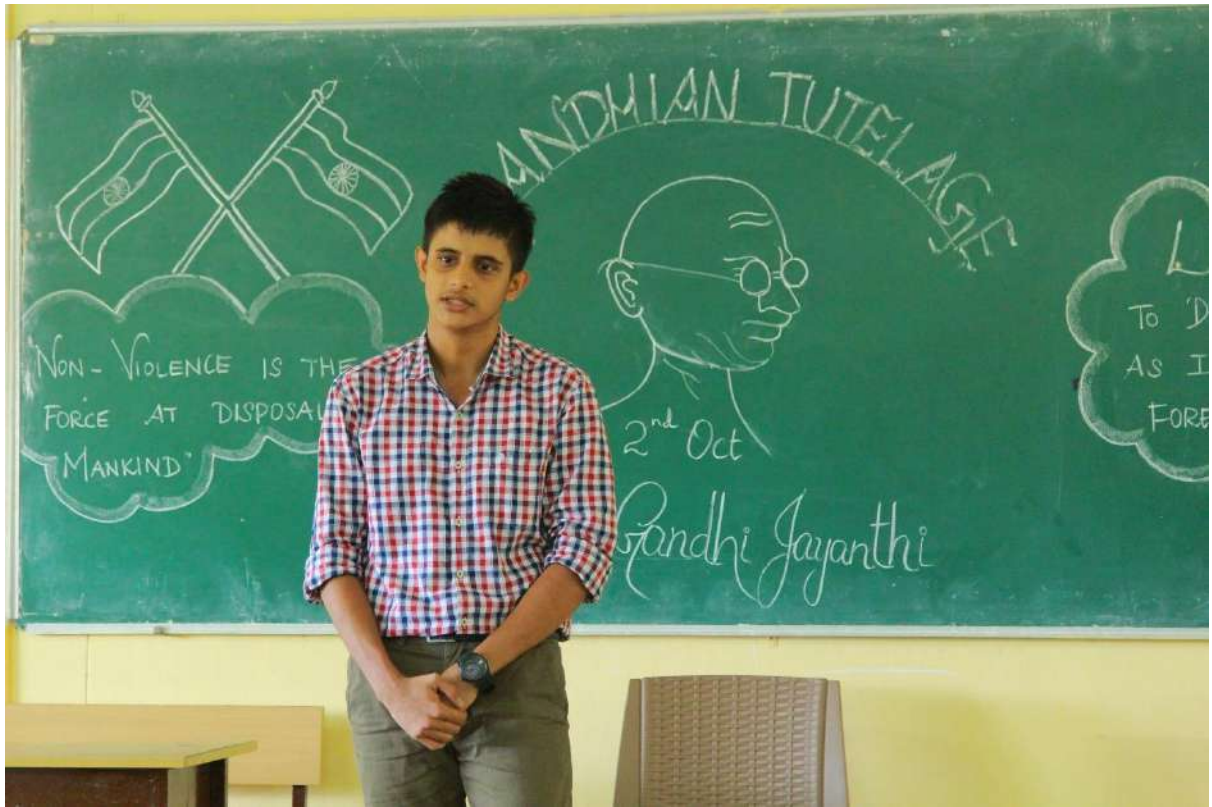






GANDHIAN TUTELAGE 2023

The Department of Business Studies commemorated Gandhi Jayanti with a series of patriotic events. Students showcased talents through various activities, including essay writing, poetry recitation, speech. The students' creative expressions highlighted their understanding of Gandhiji's legacy and its relevance in today's world. The celebration served as a reminder of the importance of upholding these values and working towards a more peaceful and equitable society.







GRAPHIC DESIGNING COURSE & INTERNSHIP 2024

The Business Studies Department recently organized a graphic design course and internship program for its students. Led by final-year BBA Fintech and Digital Banking student, Mr. Ashwath, the program provided participants with a solid

foundation in the fundamentals of graphic design. Through hands-on training and mentorship. The internship component offered practical experience in applying these skills to real-world projects, fostering creativity and problem-solving abilities. This initiative not only enhanced the students' technical expertise but also opened up new career avenues in the field of design.





INTERNATIONAL PI DAY 2024

The students from the Department of Business Studies actively participated in the International PIE Day event, in which participants Demonstrated their skills and talents, they competed in various challenges and emerged victorious, Their performance not only highlighted their versatility but also strengthened the department's reputation for excellence in diverse fields.





MIT ELITE 2024

The Department of Business Studies is celebrating the outstanding achievements of its students at the MIT ELITE 2024 intercollegiate competition, held at MIT College in Puducherry. The students participated in various events and emerged victorious, securing several prizes. Their success reflects the department's commitment to providing a stimulating learning environment and fostering the development of well-rounded individuals.





MOTHER LANGUAGE DAY 2023

The students of the Department of Business Studies participated in Mother Language Day, celebrating linguistic and cultural diversity. This event highlighted the importance of preserving and promoting mother languages in

the globalized world. Through various activities, students gained a deeper understanding of the role language plays in shaping identity, cultural heritage, and communication. The learning outcomes included enhanced awareness of linguistic diversity, the importance of cultural preservation, and the value of inclusive communication in business and societal contexts. This experience fostered appreciation for multiculturalism, a key aspect in modern global business environments.



PRERNA 2024

It stands for **Proactive Resilient for Entrepreneurial Resources and Network Aspirations**

- **Empowering Innovation:** We believe our greatest ideas can come from anywhere or at any time. P.R.E.R.N.A. provides a stage for students to present their business plans and their strategic implementation.
- **Fostering Collaboration:** P.R.E.R.N.A. encourages cross departmental/college collaboration, allowing teams to leverage diverse perspectives and skillsets to develop stronger business plans.
- **Sparking a Culture of Excellence:** P.R.E.R.N.A. fuels a healthy spirit of competition and encourages continuous improvement as team of

students strive to create the most compelling and well-rounded business plans.









Republic day 2024

The Department of Business Studies students actively participated in the March past on Republic Day, showcasing their discipline, coordination, and team spirit. This experience allowed them to develop a sense of patriotism and unity while

honoring the nation's values and democratic spirit. The event also fostered leadership skills and collaboration as students worked together in a synchronized manner. Through their participation, they learned the importance of physical fitness, time management, and the significance of ceremonial traditions, contributing to their holistic personal development beyond academics.













SMV SILVER JUBLIEE MARATHON 2024

In celebration of 25th-year silver jubilee of Manakula Vinayagar Engineering College, students from the Department of Business Studies took part in a marathon competition. This event celebrated both the milestone anniversary and promoted physical fitness among students. A standout achievement came from a 3rd-year BBA Fintech and Digital Banking student Mr. Saint pradesh who secured 3rd place in the marathon, showcasing not only endurance and athleticism but also the spirit of perseverance and determination. The competition provided students with an opportunity to challenge themselves physically while embodying the values of teamwork and commitment.







WORLD KIDNEY DAY

The Department of Business Studies proudly participated in the "World Kidney Day" celebrations organized by the Department of Biotechnology. The event featured a variety of activities aimed at raising awareness about kidney health and disease prevention. Students from Business Studies actively engaged in the festivities, demonstrating their commitment to social responsibility and community outreach. Their participation culminated in several well-deserved wins, showcasing their enthusiasm and dedication. The department's involvement in this significant event highlighted the importance of interdisciplinary collaboration and the positive impact that students can make on society.





ZHAGARAM 2024

The students of the Department of Business Studies participated in the Zhagaram competition, a unique Tamil cultural event where they created stalls themed around the ancient Tamil era. This event offered them a chance to explore the rich heritage and traditions of Tamil culture, encouraging creative thinking and historical research. Through the process of designing these stalls, the students gained practical insights into event management, teamwork, and presentation skills. The learning outcome from this experience included a deeper appreciation for their cultural roots, as well as the ability to blend historical concepts with modern-day marketing and business strategies, which is vital for developing innovative approaches in their future careers.











SMACK 2023

CONNECTIONS SMACK23

Connection is an engaging event; participants are presented with a series of images that are seemingly unrelated. Their task is to analyze the images, find common connections, and deduce a name that ties them all together. This activity not only fosters teamwork and communication among students when done in groups but also sharpens their ability to think critically and creatively. The maximum identification by participant will be declared as winner.





FIND THE OBJECT SMACK23

Participants are presented with a series of clues that gradually reveal the identity of a hidden object. The clues may range from riddles and puzzles to visual hints or descriptions. Teams work together to analyse the clues, discuss their interpretations, and piece together the information to identify the hidden object within a specified time frame. The winners are announced based on identifying the object first.







FIRELESS COOKING SMACK23

The "Fireless Cooking" activity introduces students to innovative culinary techniques that don't require traditional cooking methods involving fire. Participants bring a variety of ingredients, including fruits, vegetables, grains, and proteins. They are then guided through the process of preparing simple yet nutritious dishes using methods such as marinating, mixing, chopping, and assembling. This activity emphasizes creativity and resourcefulness in the kitchen, encouraging students to experiment with flavors, textures, and presentation. Additionally, it promotes awareness of healthy eating habits and sustainability by showcasing recipes that utilize fresh and minimize food waste.

















HOTSEAT SMACK23

Participants are placed in the "hot seat" where they are given indirect clues about a specific product, and they must use deductive reasoning and lateral thinking to guess the product correctly. The clues provided may be related to the product's features, functions, or associated concepts, challenging participants to think outside the box and make connections based on the information given. This activity not only fosters teamwork and communication skills but also encourages participants to explore different perspectives and problem-solving strategies. The maximum identification by participant will be declared as winner.



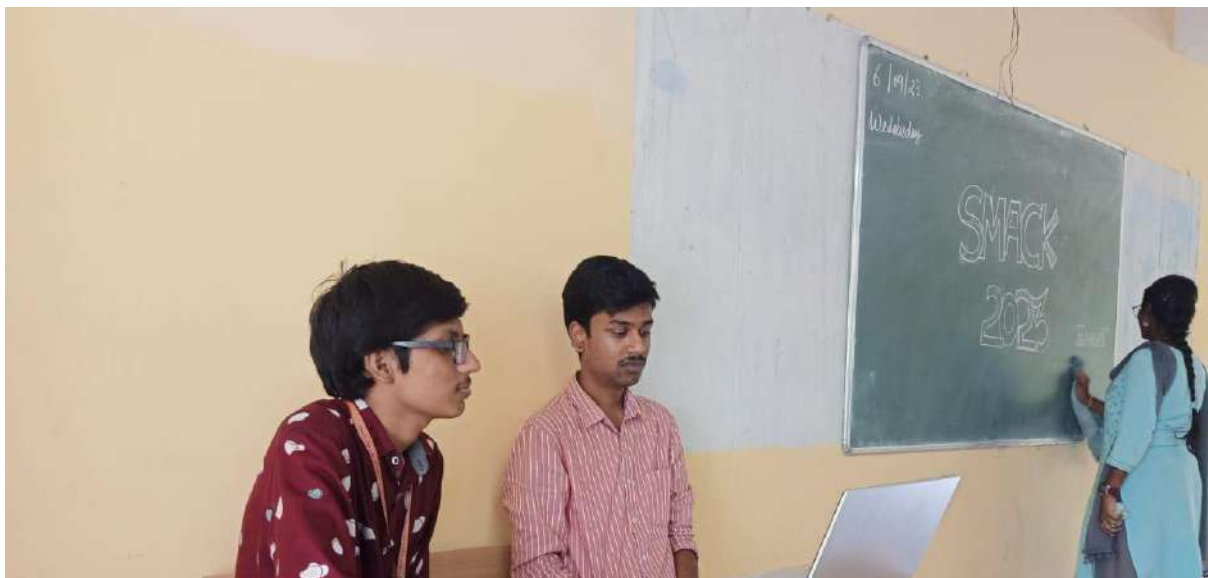
MARKETING SMACK23

Marketing is advertising the product to the audience, Participants should conduct through market research to identify target audiences, understand their needs, and analyse competitors. Based on this research, they can develop a comprehensive marketing plan. Participants can create engaging content through power point presentation or poster to highlight the product's features and benefits. Additionally, promotional events, such as product demonstrations. Winners are usually determined by the Innovation, Effectiveness of Marketing Strategies, Presentation and Execution, with top performers receiving awards or recognition at the end of the event.



MIND POWER SMACK23

Mind power event consist of three rounds. Each round a video will be played with different logos. The participants have to memorize the logos in the video and have to list them. The more logos they list, the higher score they get. The first two rounds will be the exact same by removing the losing teams with the least score and in the third-round, participants have to list the logos in order shown in the video. Participants listing the maximum of logos will be declared as the winner.



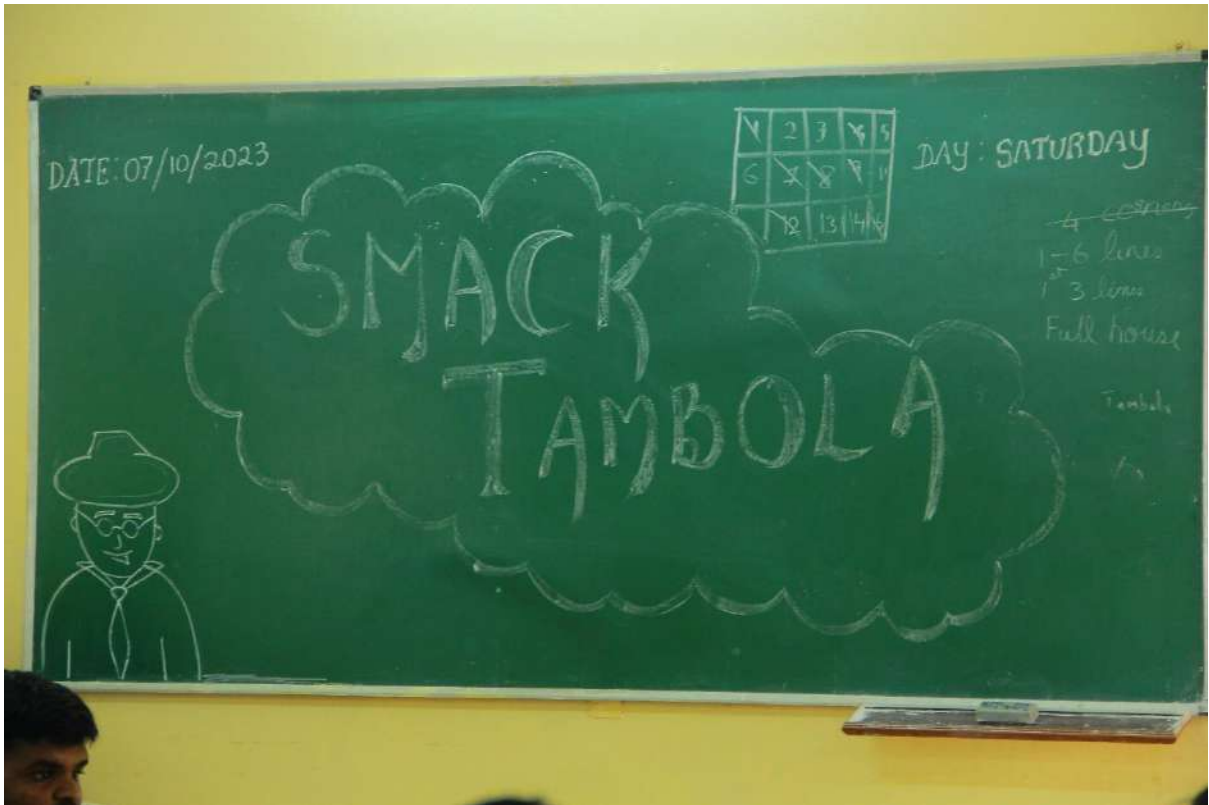
SPEECH SMACK23

Participants will deliver their speeches, each lasting between 5 to 10 minutes, while adhering to predefined themes or topics. Judges or peer reviewers evaluate the speeches based on criteria such as content, delivery, clarity, and engagement. Constructive feedback is provided to help speakers improve their skills. where the best speakers are recognized with awards or certificates, fostering a spirit of healthy competition and continuous improvement among students.



TAMBOLA SMACK23

This event is actually a board game where a board consists of numbers listed from 1 to 90. Each participant is given a ticket consisting of three rows and each row consisting of five numbers. The caller reads out the numbers that are randomly drawn for the audience. The players cross the number off their ticket if they have it after each number is called out. If all the numbers are crossed, participants have to come and claim that ticket. The claiming participant will then be asked a set of five questions. If the participant fails to answer at least one question, then the claim will be a bogey and will be available for the next participant. Winners are usually determined by the number of points accumulated with top performers receiving awards or recognition at the end of the event.

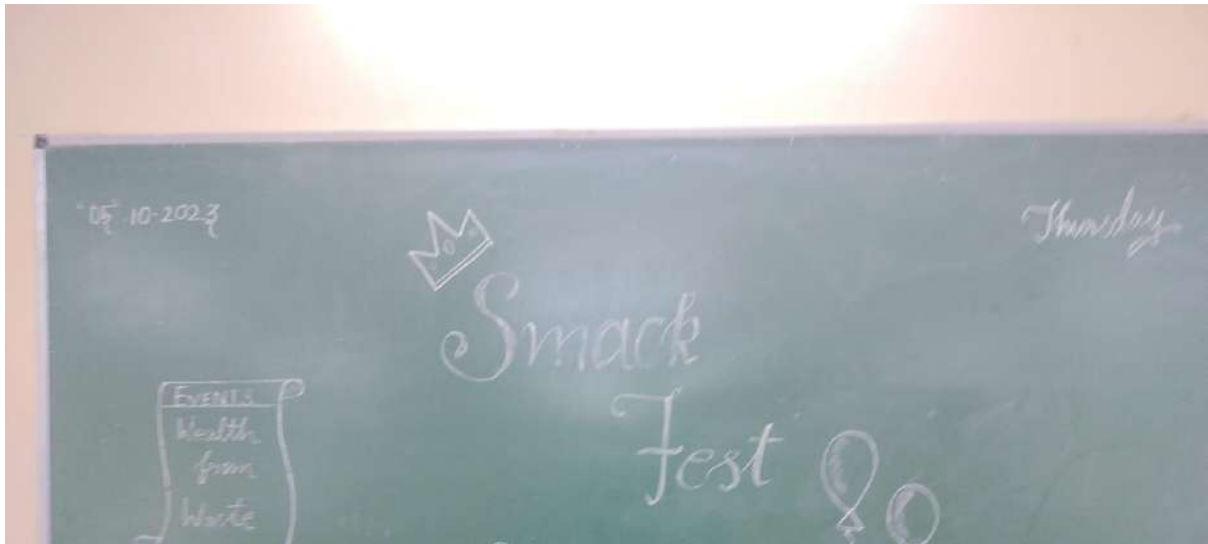




WEALTH FROM WASTE SMACK23

The "Creating a Product Using Waste Materials" activity in college involves students working collaboratively to design and build innovative products from discarded materials. Participants are then organized into teams, each tasked with collecting materials, planning their product design, and creating a prototype. The activity culminates in a showcase event where teams present their products, explaining the design process, materials used, and the product's potential impact on sustainability. Judging criteria may include creativity, functionality, environmental impact, and presentation quality, with awards given to outstanding projects.





AWARD CEREMONY SMACK 22-23

The Department of Business Studies successfully hosted SMACK 2023, a vibrant event designed to showcase and celebrate the talents of first-year students. The competition featured a diverse range of events, providing students with opportunities to showcase their skills in areas such as public speaking, debating, quizzing, and creative writing. An award ceremony was held to honor and motivate the winners from all ten events. The event was a grand affair, filled with excitement and anticipation. As the winners were announced, the department recognized their achievements and encouraged them to continue pursuing their passions. The award ceremony served as a source of inspiration for all participants, motivating them to strive for excellence in their academic and extracurricular pursuits.















SMACK 2022

CHESS

OBJECTIVE:

1. Develop Strategic Thinking

2. Improve Problem-Solving Skills
3. Enhance Concentration and Patience

BRIEF ABOUT THE EVENT:

A chess event typically involves a structured tournament where participants compete in a series of matches. Matches are played according to standard chess rules, with time controls. Each game is carefully monitored by organizers to ensure fair play. Winners are usually determined by the number of points accumulated through wins and draws, with top performers receiving awards or recognition at the end of the event.



DIVERGENT THINKING

OBJECTIVE:

1. Critical Analysis
2. Practical Application
3. Collaborative Learning

BRIEF ABOUT THE EVENT:

Participants are presented with a detailed case study that outlines a particular business challenge, social issue, or organizational dilemma. Their task is to analyze the case, identify key problems or opportunities, and propose feasible solutions or strategies. Often conducted in teams, the Case Study event encourages collaboration and teamwork, as participants brainstorm ideas, debate perspectives, and work collectively towards crafting comprehensive and innovative solutions. The team which answers the questions relatively will be declared as winner.



MARKETING

OBJECTIVE:

1. Enhance Brand Awareness
2. Engage and Educate
3. Networking Opportunities

BRIEF ABOUT THE EVENT:

Marketing is advertising the product to the audience, Participants should conduct through market research to identify target audiences, understand their needs, and analyse competitors. Based on this research, they can develop a comprehensive marketing plan. Participants can create engaging content through power point presentation or poster to highlight the product's features and benefits. Additionally, promotional events, such as product demonstrations. Winners are usually determined by the Innovation, Effectiveness of Marketing Strategies, Presentation and Execution, with top performers receiving awards or recognition at the end of the event.



WEALTH FROM WASTE

OBJECTIVE:

1. Promote Sustainability
2. Enhance Practical Skills and Creativity
3. Raise Awareness

BRIEF ABOUT THE EVENT:

The "Creating a Product Using Waste Materials" activity in college involves students working collaboratively to design and build innovative products from discarded materials. Participants are then organized into teams, each tasked with collecting materials, planning their product design, and creating a prototype. The activity culminates in a showcase event where teams present their products, explaining the design process, materials used, and the product's potential impact on sustainability. Judging criteria may include creativity, functionality, environmental impact, and presentation quality, with awards given to outstanding projects.



SPEECH

OBJECTIVE:

1. Enhance Public Speaking Skills

2. Foster Critical Thinking
3. Promote Community Engagement

BRIEF ABOUT THE EVENT:

Participants will deliver their speeches, each lasting between 5 to 10 minutes, while adhering to predefined themes or topics. Judges or peer reviewers evaluate the speeches based on criteria such as content, delivery, clarity, and engagement. Constructive feedback is provided to help speakers improve their skills. Where the best speakers are recognized with awards or certificates, fostering a spirit of healthy competition and continuous improvement among students.



DEBATE

OBJECTIVE:

1. Promote Critical Thinking
2. Enhance Communication Skills
3. Encourage Civil Discourse

BRIEF ABOUT THE EVENT:

Debate event typically begins with the selection of topics, which can range from current affairs to philosophical dilemmas. Students are then divided into teams; each assigned a stance on the topic—affirmative or negative. The debate follows a structured format, starting with opening statements where teams present their arguments and outline their position. This is followed by cross-examination, where teams question each other's arguments to expose weaknesses or inconsistencies. Finally, the event concludes with closing statements, summarizing key points and reinforcing the team's position. Throughout the debate, judges evaluate participants based on

criteria such as argumentation, presentation skills, and adherence to the rules of debate. The team which follows all the rules properly will be announced as winner.



MIND POWER

OBJECTIVE

1. Enhance Cognitive Abilities
2. Promote Mental Well-being
3. Foster Personal Growth

BRIEF ABOUT THE EVENT:

Mind power event consist of three rounds. Each round a video will be played with different logos. The participants have to memorize the logos in the video and have to list them. The more logos they list, the higher score they get. The first two rounds will be the exact same by removing the losing teams with the least score and in the third-round, participants have to list the logos in order shown in the video. Participants listing the maximum of logos will be declared as the winner.



FIRELESS COOKING

OBJECTIVE:

1. Promote Healthy Eating Habits
2. Enhance Creativity and Resourcefulness
3. Increase Sustainability Awareness

BRIEF ABOUT THE EVENT:

The "Fireless Cooking" activity introduces students to innovative culinary techniques that don't require traditional cooking methods involving fire. Participants bring a variety of ingredients, including fruits, vegetables, grains, and proteins. They are then guided through the process of preparing simple yet nutritious dishes using methods such as marinating, mixing, chopping, and assembling. This activity emphasizes creativity and resourcefulness in the kitchen, encouraging students to experiment with flavors, textures, and presentation. Additionally, it promotes awareness of healthy eating habits and sustainability by showcasing recipes that utilize fresh and minimize food waste.

