

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT OF BUSINESS ADMINISTRATION

SYNERGY CLUB ACTIVITIES 2021-2022

S.NO	DATE	ACTIVITY	RESOURCE PERSON
1.	24.06.2021	“Empowering investors through Education path to secure your Financial Futures”.	Mr.C.K. ARIVAZHGAN, Empaneled Trainer, Bombay Stock Exchange (BSE).
2.	05.07.2021	“Research Methodology”.	DR.U. MICHAEL SANJEEV KUMAR, CEO-MIKE-HR Solutions.
3.	06.07.2021	“Digital Marketing Trends For 2021”	DR. SRIDEVI MAGANTI, Assistant Professor, [Adi Kavi Nannaya University MNS Campus], Andhra Pradesh
4.	07.07.2021	“Personality And Leadership”	DR.K. VEERA KUMAR, Head, Department Business Administration, NMG College Pollachi.
5.	12.07.2021	“Ethics In Morality In Management”	Dr. Joseph Olikkalkoonal, Vice principal at YIMS, Kerala.
6.	16.07.2021	“BSE’s Investor Awareness Program-Principles of Investing”.	Ms.MARINA JOSE KANJIKAL, BSE-Investor Protection Fund [BSE-IPF] Mumbai.
7.	14.08.2021	“Modern Banking Services”	Mrs. L. Jayashree, Assistant Manager, South Indian Bank ltd , Coimbatore Branch

CAUVERY COLLEGE FOR WOMEN

(AUTONOMOUS)

(Nationally Accredited (III Cycle) with 'A' Grade by NAAC)

Annamalai Nagar, Trichy – 620018.



SYNERGY CLUB

DEPARTEMENT OF BUSINESS ADMINISTRATION

Cordially invites you for the Webinar on

**Empowering Investors through Education
Path to Secure your Financial Future.**

On 24th June 2021

Chief Guest

C.K.Arivazhagan

Empaneled Trainer

Bombay Stock Exchange (BSE)

VENUE:



TIME: 10:00 AM

REPORTS:

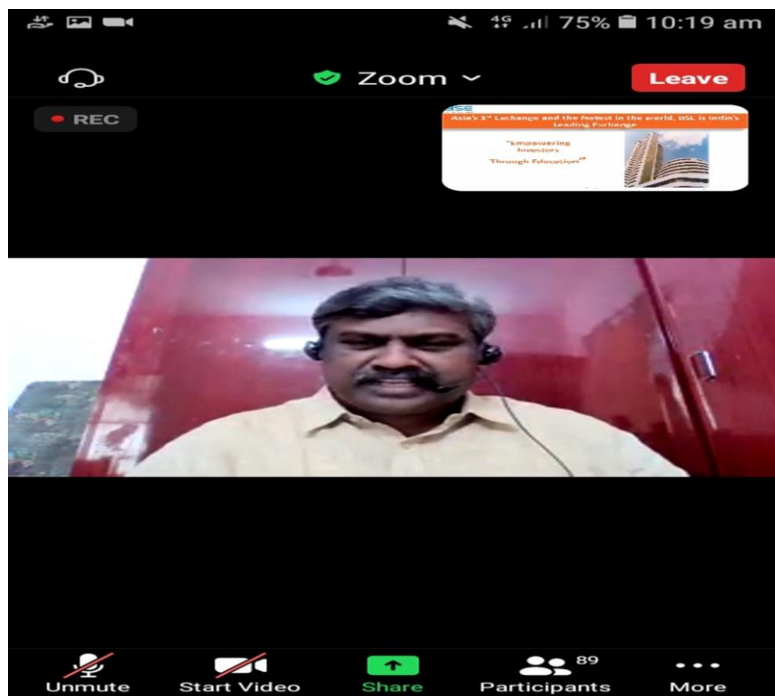
Webinar on “Empowering Investors through Education Path to Secure your Financial Future” organized by Department of Business Administration on 24-06-2021 from 10am to 11am by using ZOOM MEET platforms.

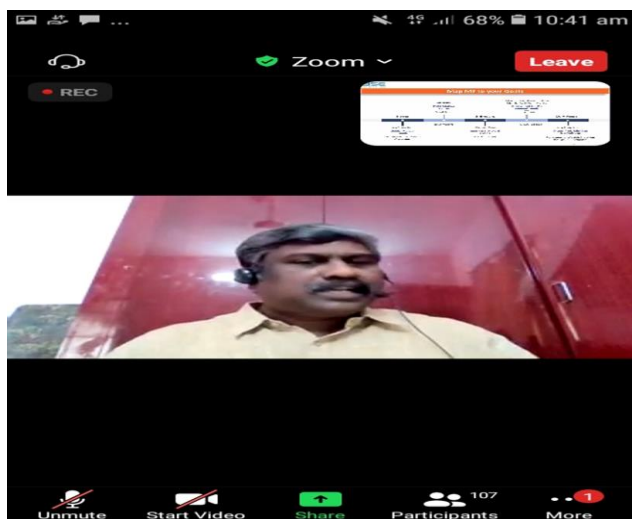
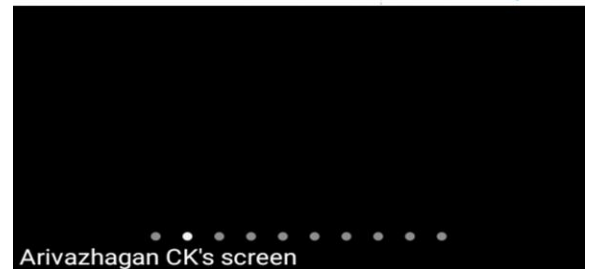
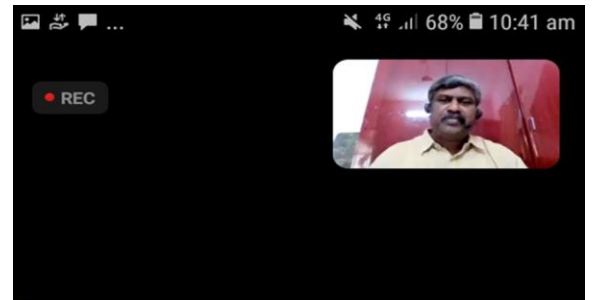
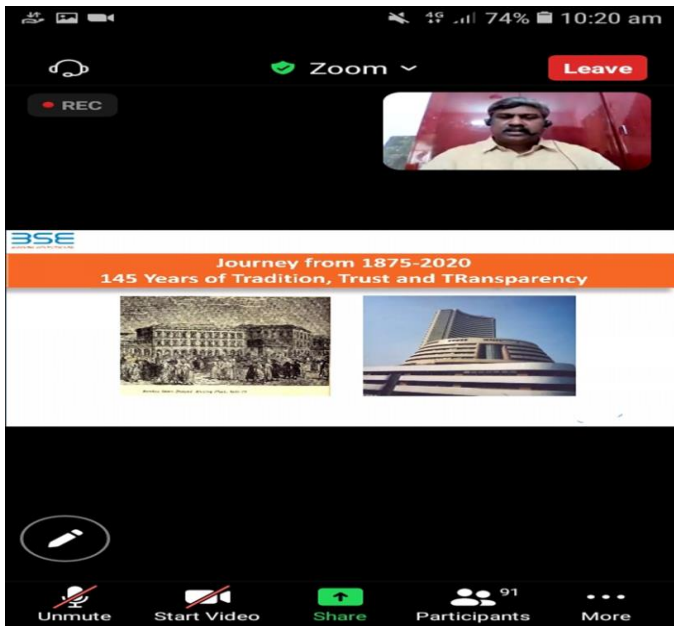
MR.C.K. ARIVAZHAGAN, Empanelled Trainer, Bombay Stock Exchange [BSE], was the resource person. The program was attended by nearly more than 100 participants, including students and faculty members. The topic for webinar speaker was, “Empowering investors through education”. He started with BSE history and IPF. He explained how to secure your financial future and cash flows. He discussed fixed deposits and relevant details to deposits. He highlighted the major investing plans like SIP, SWP, STP and mutual funds. The session ended with saying ‘HAPPY INVESTING’.

The session was more informative and well appreciated by the participants.

----- THANK YOU-----

SCREEN SHORTS:







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Tiruchirappalli- 620018

DEPARTMENT OF BUSINESS ADMINISTRATION

Synergy Club

Organizes

Webinar on

Research Methodology

By



DR.U.MICHAEL SANJEEV KUMAR

MBA, M.phil, PGDHA (C.M.C Vellore), Ph.D.,

CEO - MIKE - HR Solutions.

Date: 05.07.2021

Time: 11 am



REPORT:

Webinar on 'RESEARCH METHODOLOGY' organized by Department of Business Administration, on 05-07-2021 from 11am to 12pm by using GOOGLE MEET platform.

DR.U. MICHAEL SANJEEV KUMAR, MBA, M. Phil, PGDHA, [C.M.C Vellore], CEO-MIKE-HR Solutions, was the resource person. The program was attended by nearly 100 participants, including students and faculty members. The topic for webinar speaker was,

'Research Methodology'. He has started with Research process introduction and 7 steps of research process. He explained Data collection, classification and Measurement of Scales. He discussed Data Analysis, Statistical Tests and Questionnaire Development. And he highlighted Employee engagement and Hypothesis of the Research.

The session was more informative and well appreciated by the participants.

----- THANK YOU-----

SCREENSHORT:

11:30 AM

iaf-nqts-bxi

REC

Unniram is presenting

Primary Scales of Measurement

Figure 8.1

Scale	Description	Example
Nominal	Numbers Assigned to Runners	1, 2, 3
Ordinal	Rank Order of Winners	First place, Second place, Third place
Interval	Performance Rating on a 0 to 10 Scale	6.2, 9.1, 9.6
Ratio	Time to Finish, in	15.2, 14.1, 13.4

Unniram

Dr.

You

Sakthish 82 others

11:31 AM

iaf-nqts-bxi

REC

Unniram is presenting

Classification of Scaling Technique

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graph TD
    A[Scaling Techniques] --> B[Comparative Scales]
    A --> C[Noncomparative Scales]
    B --> D[Paired Comparison]
    B --> E[Rank Order]
    B --> F[Constant Sum]
    C --> G[Constant Sum Rating Scales]
    C --> H[Paired Comparison Rating Scales]
    G --> I[Like]
    G --> J[Dislike]
    H --> K[Like]
    H --> L[Dislike]
    
```

Unniram

Dr.

You

Sakthish 81 others



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DEPARTMENT OF BUSINESS ADMINISTRATION

Synergy Club

Organized

National Webinar On

Digital Marketing trends for 2021

By

Dr.SRIDEVI MAGANTI

Asst Professor,

Adikavi Nannaya University MSN Campus ,

Kakinada,

East Godavari district,

Andhra Pradesh.

Date : 06.07.2021

Time : 11am



REPORT:

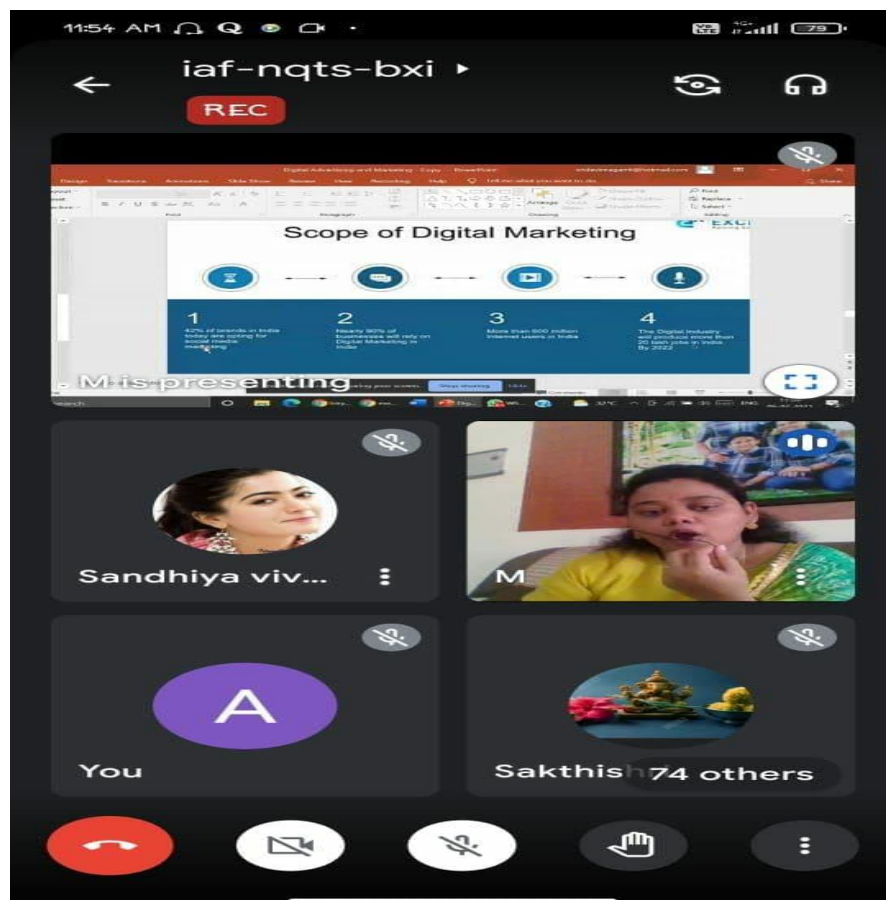
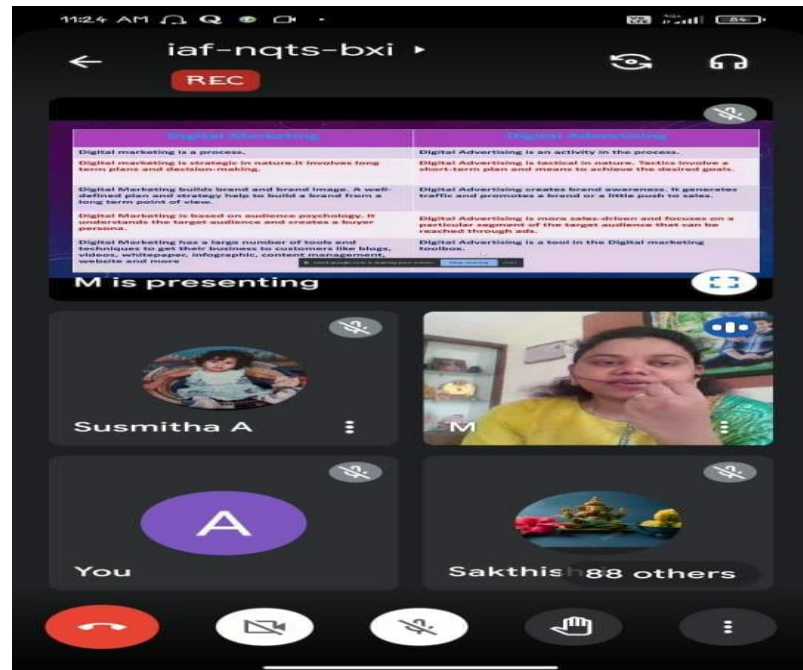
Webinar on 'DIGITAL MARKETING TRENDS FOR 2021' organized by Department of Business Administration, on 06-07-2021 from 11am to 12pm by using GOOGLE MEET platform.

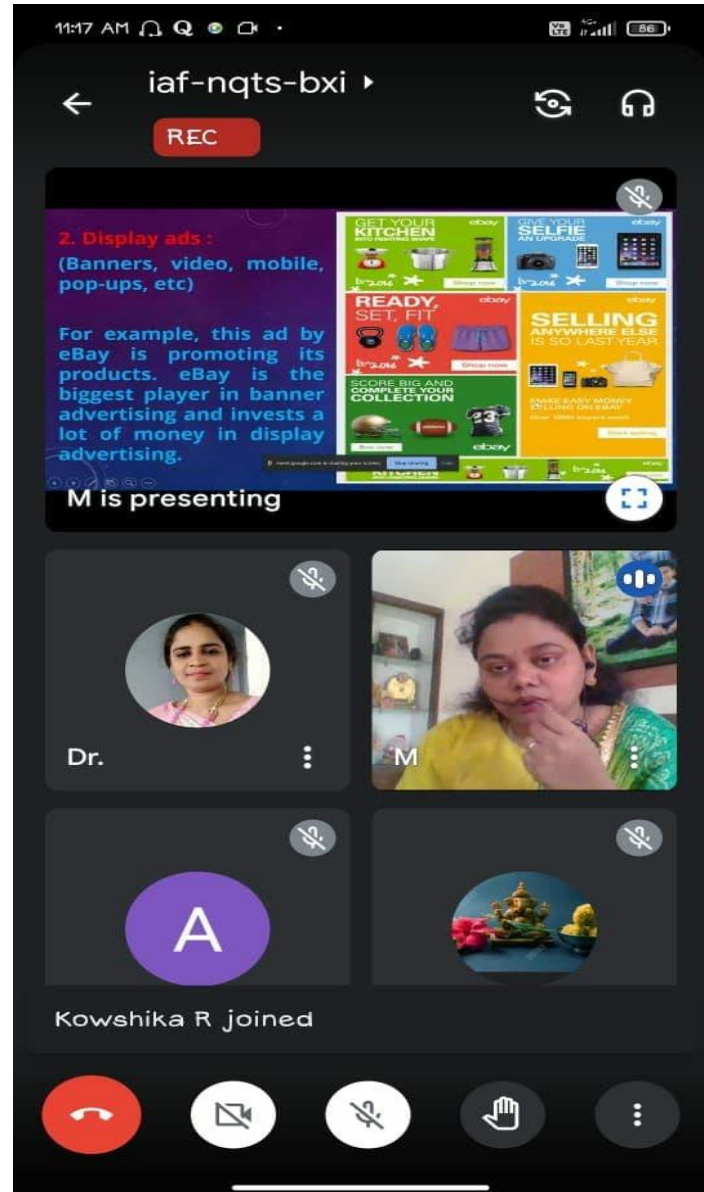
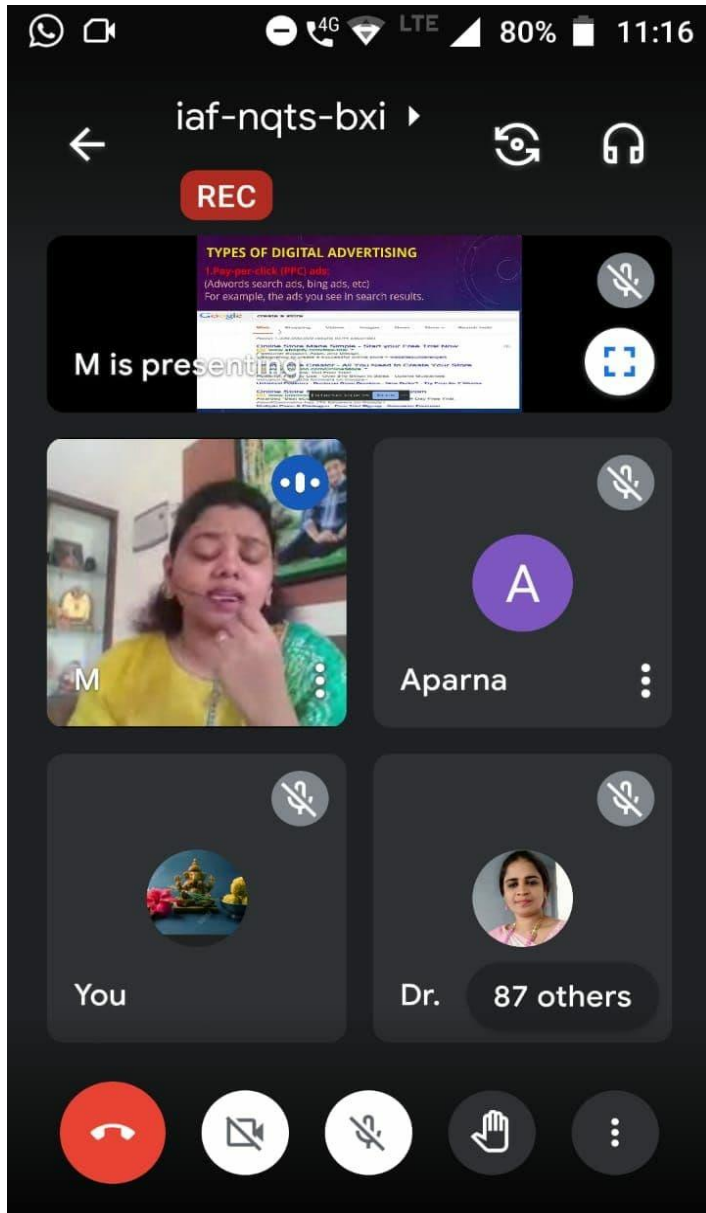
DR. SRIDEVI MAGANTI, Assistant Professor, [Adi Kavi Nannaya University MNS Campus], Andhra Pradesh, was the resource person. The program was attended by nearly more than 100 participants, including students and faculty members. The topic for webinar speaker was, 'DIGITAL MARKETING TRENDS FOR 2021'. She started with introduction of Digital Advertising and Types of Digital Advertising. She explained Digital Marketing and differences between Digital marketing & Digital Advertising. She discussed differences of Traditional Marketing & Digital Marketing and she highlighted Types of Digital Marketing and Scopes of Digital Marketing. The session ended with discussion Digital Marketing Job Opportunities and Salary Insights.

The session was more informative and well appreciated by the participants.

----- THANK YOU-----

SCREENSHOTS:







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DEPARTMENT OF BUSINESS ADMINISTRATION *Synergy Club*

**Organized
Webinar On**

Personality and Leadership

By

Dr. K. Veerakumar,

Head,

Department of Business Administration
NGM College, Pollachi.

Date : 07.07.2021

Time : 11 am



REPORT:

Webinar on 'Personality and Leadership' organized by Department of Business Administration, on 07-07-2021 from 11am to 12pm by using GOOGLE MEET platform.

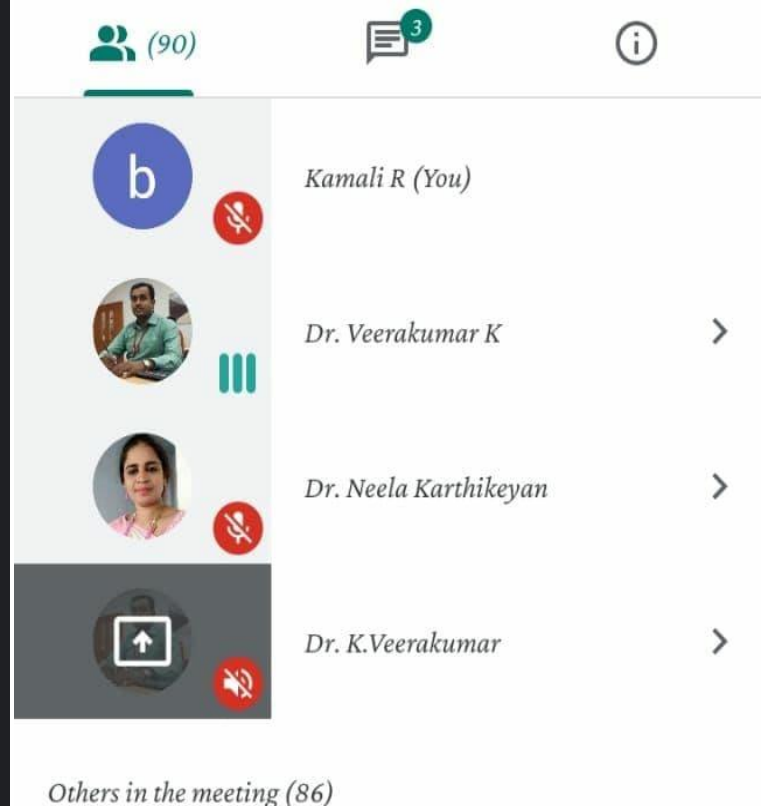
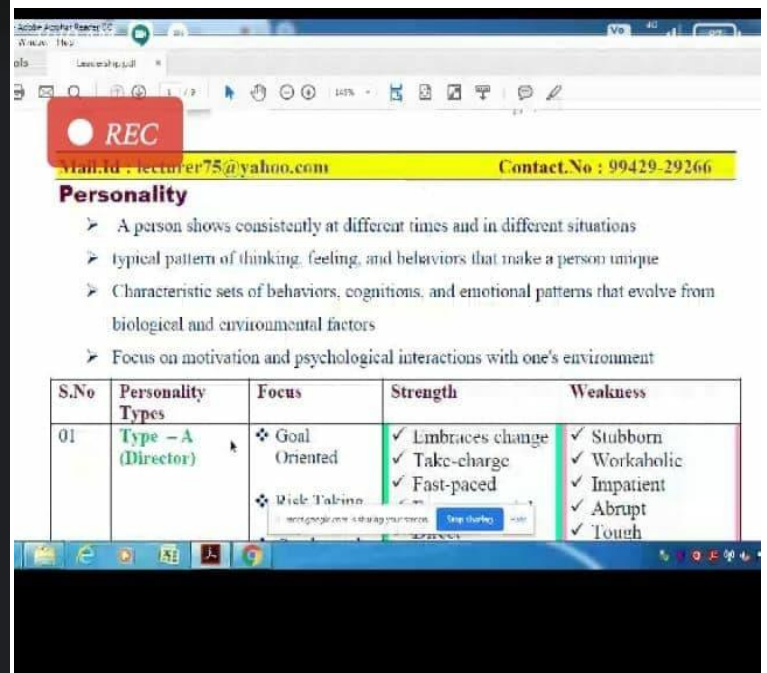
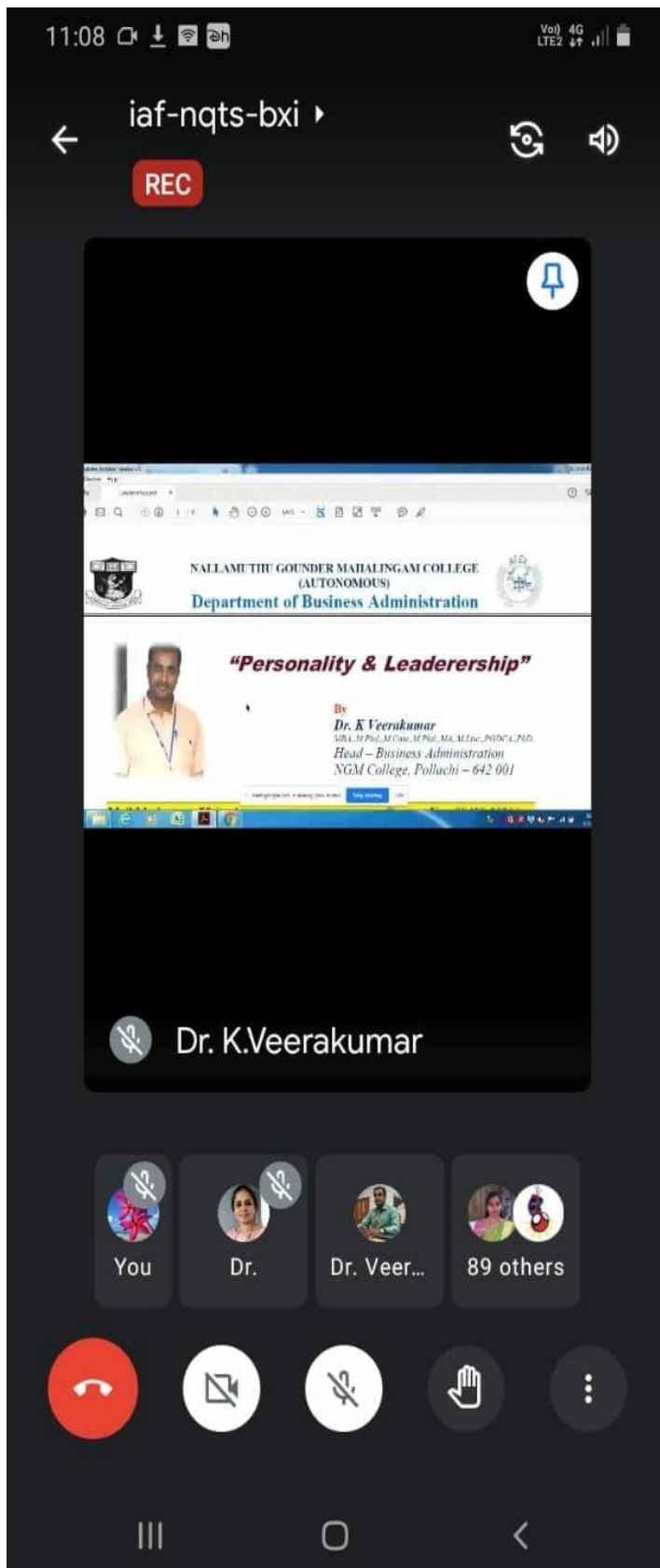
DR.K. VEERA KUMAR, HEAD, Department of Business Administration, NGM College, Pollachi, was the resources person. The program was attended by nearly 100 participants, including students and faculty members. The topic for webinar speaker was, "Personality and Leadership".

He started with introduction of Personality, types of personality and he explained Leadership, Role Model of Leadership. Finally he discussed basics Leadership, Characteristics & Qualities of Leadership. And he highlighted Leadership Styles and Differences of Boss & Leader.

The session was more informative and well appreciated by the participants.

----- THANK YOU-----

SCREENSHOTS:



11:41 AM



VoLTE

4G

76

REC

Parents as Role Model

- Children are born without social knowledge or social skills, and they eagerly look for someone to imitate
- She does so much for us
- Gives us everything she has just to make my life easier
- Child's first teachers and role models

Some Leadership Lines

- Leader is not a position nor a title, but is action with example
- Example is Leadership
- Leaders are more powerful when they learn continuously
- Greater leadership is quality of challenging

Leadership skills

- | | | |
|--------------------|----------------------|-----------------|
| ➤ Patience | ➤ Creativity | ➤ Team building |
| ➤ Empathy | ➤ Positivity | ➤ Flexibility |
| ➤ Active listening | ➤ Effective feedback | ➤ Risk-taking |

 (75)



Kamali R (You)



Dr. Veerakumar K



Subha Subha



Dr. K.Veerakumar



Others in the meeting (71)

11:22 AM VoLTE 4G 82%

Help Leadership

REC (Zoom)

PERSONALITY TRAIT

Personality Trait	Behaviour of Low Scorers	Behaviour of High Scorers
Openness [Openness involves the levels of differences, including active imagination, aesthetic sensitivity, attentiveness to inner feelings, preference for variety, and intellectual curiosity]	Prefers not to be exposed to alternative moral systems; narrow interests; inartistic; not analytical; down to earth	Enjoys seeing people by new types;
Conscientiousness [Conscientiousness involves the degree to which one is able to take obligations to others seriously, and to be efficient and organized as opposed to easy-going and disorganized]	Prefers spur of the moment action; planning; unreliable; hedonistic; careless	Never Late; organized; hardworking; neat; persevering; punctual; self-disciplined
Extraversion [Behavior where someone enjoys being around people more than being alone]	Preferring a quiet evening reading to a loud party; sober; aloof; unenthusiastic	Being the life of the party; active; optimistic; fun-loving; affectionate
Agreeableness [Agreeableness involves the degree to which one is willing to compromise and to be helpful to others]	Openly and confrontationally	Agrees with others, almost无条件

Stop sharing

(84)

Kamali R (You)

Dr. Veerakumar K >

Dr. Neela Karthikeyan >

Dr. K.Veerakumar >

Others in the meeting (80)



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DEPARTMENT OF BUSINESS ADMINISTRATION

Synergy Club

**Organizes
Webinar On**

Ethics in Morality in Management



Dr. Joseph Olikkalkoonal
M.A, M.phil., Ph.D.,
Diploma in Counseling
Vice Principal, YIMS



Date: 12.07.2021

Time: 11 am

REPORT:

Webinar on 'ETHICS IN MORALITY IN MANAGEMENT' organized by Department of Business Administration, on 12-07-2021 from 11am to 12pm by using GOOGLE MEET platform.

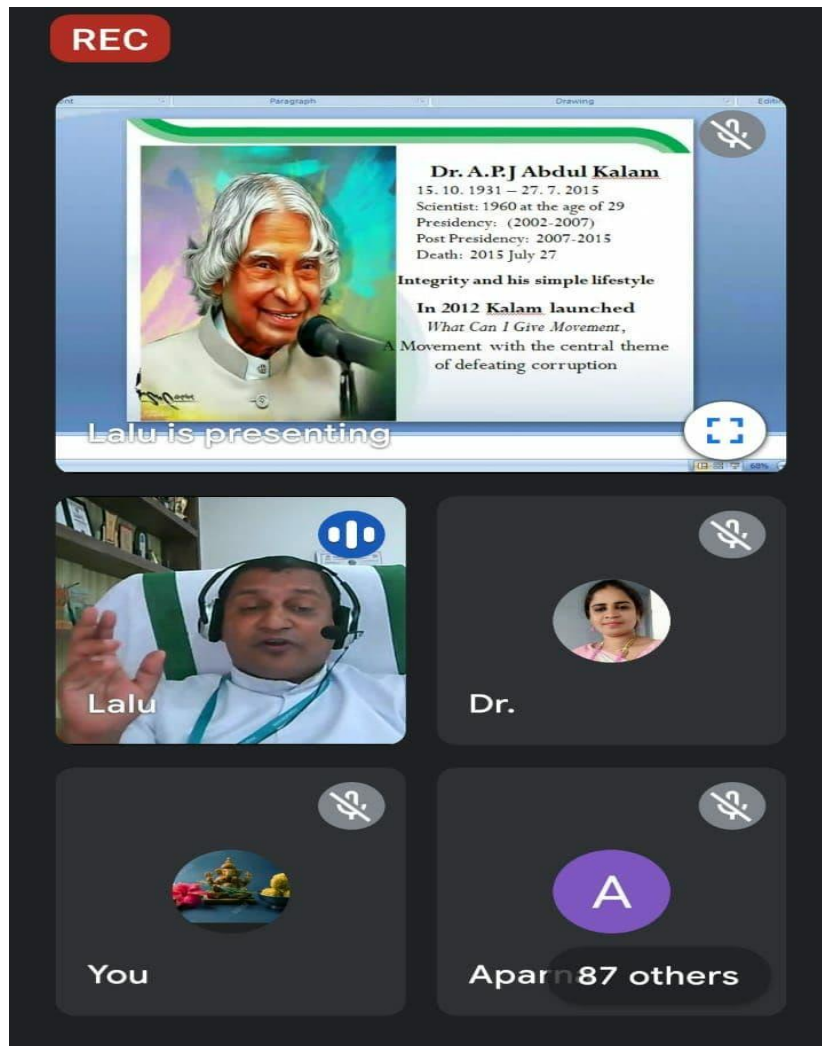
DR. JOSEPH OLIKKALKOONAL, M. A, M. Phil, Ph. D, Diploma in counseling, & Vice principal at YIMS, was the resource person. The program was attended by nearly 100 participants, including students and faculty members. The topic for webinar speaker was, "Ethics in Morality in Management".

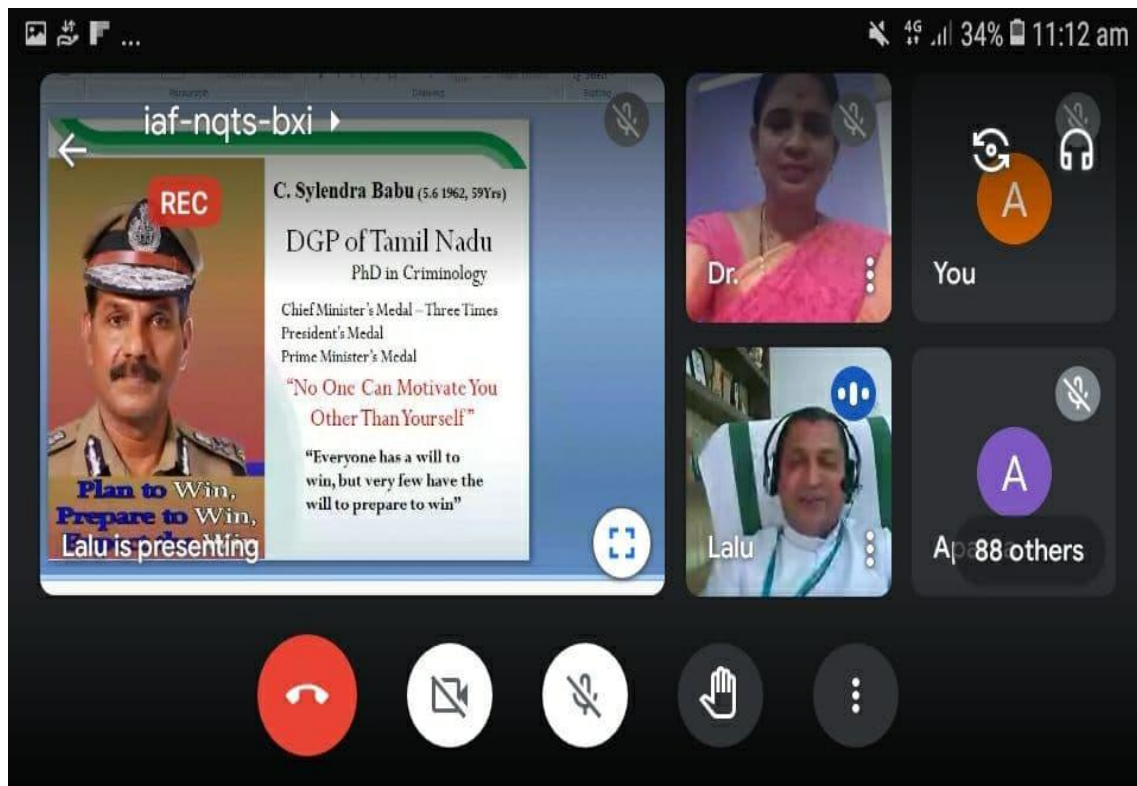
He started with introduction of famous personalities Moral Principle like A.P.J. ABDUL KAALAM's [What can I give movement, A movement with the central theme of defeating corruption.] & C. SYLENDRA BABU's ["No one can motivate you other than yourself"]. He explained Good Moral Principles and Avoidness of Evil. He discussed Moral Principles in Management and suggested some books like [Total Responsibility Management by Sandra Waddock and Building the Responsible Enterprise by Sandra Waddock & Andreas Rasche]. And he highlighted three areas of development "Cognitive, Moral, Emotional" developments.

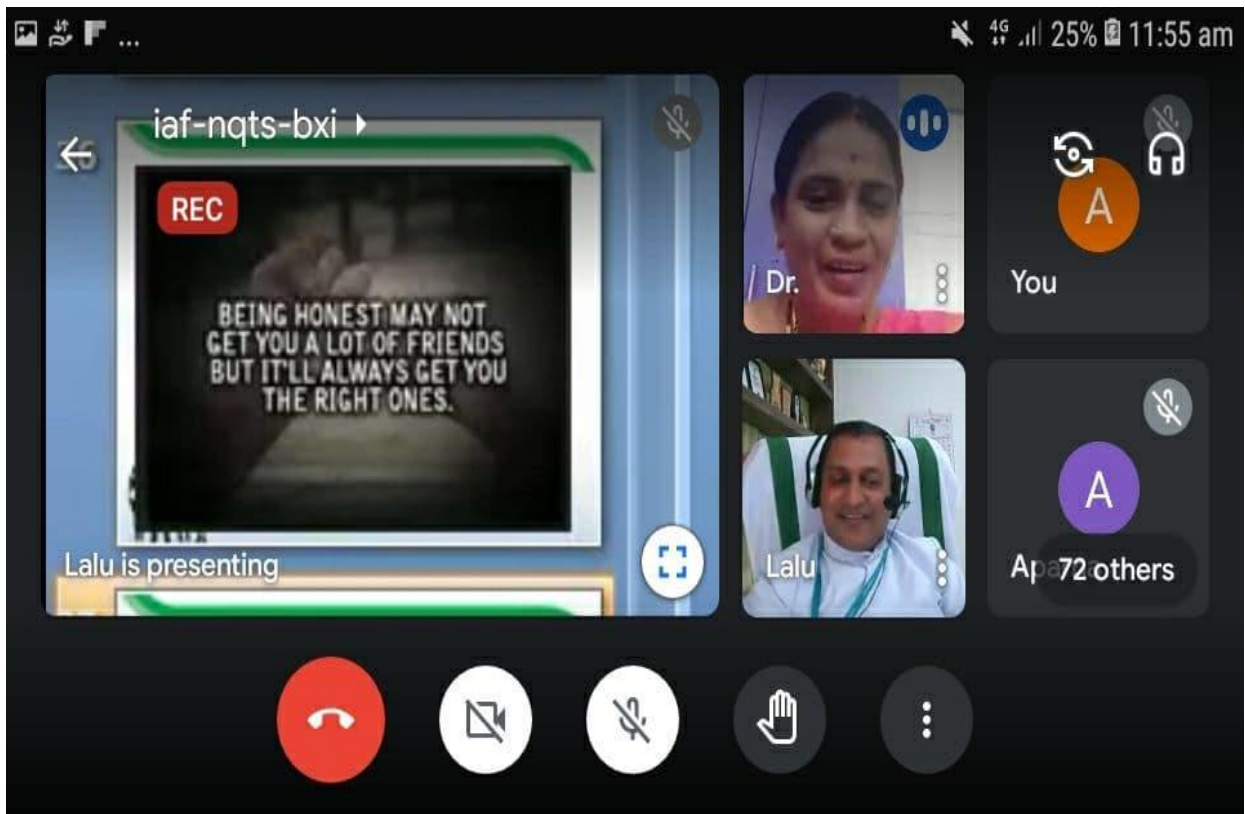
The session was more informative and well appreciated by the participants.

-----THANK YOU-----

SCREENSHOTS:









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DEPARTMENT OF BUSINESS ADMINISTRATION *Synergy Club*

Organizes
National Webinar On

BSE's Investor Awareness Program- Principles of Investing



Marina Jose Kanjikal
B. Sc. Mathematics, MBA
BSE-Investor Protection Fund (BSE-IPF)
Mumbai

Date: 16.07.2021
Time: 1pm - 2pm



REPORT:

Webinar on 'BSE's Investor Awareness Program-Principles of Investing' organized by Department of Business Administration, on 16-07-2021 from 1pm to 2pm by using GOOGLE MEET platform.

MARINA JOSE KANJIKAL, B.SC, Mathematics, MBA, BSE-Investor Protection Fund [BSE-IPF] Mumbai, was the resources person. The program was attended by more than 100 participants, including students and faculty members. The topic for webinar speaker was, "BSE's Investor Awareness Program-Principles of Investing".

She started with introduction of Investing Options. She explained Criteria for investing. And She discussed Principles of Safe Investments. And she highlighted BSE Sensex Values. The session ended with more knowledge about Investing.

The session was more informative and well appreciated by the participants.

-----THANK YOU-----

SCREENSHOTS:

REC

BSE
INVESTORS' PROTECTION FUND

Principles of Investing

- Do not go for penny stocks.
- Look for growth sectors and stocks.
- Have modest expectations of returns.
- Have long term view of the market.
- No panic selling.
- Never borrow money to invest.
- Constant reading and follow up of the companies.
- Monitor your investments regularly.

Marina is presenting

Ilakkiya

Marina

A

A

Suganya A BBA joined

REC

BSE
INVESTORS' PROTECTION FUND

Saving/investing options

- Bank Fixed Deposit
- Bank Recurring Deposit
- Post office Recurring Deposit
- Chit Funds
- Gold
- Sovereign Gold Bond
- Shares
- Mutual Funds

Marina is presenting

Ilakkiya

Marina

You

Susmitha / 75 others

REC



INVESTORS' PROTECTION FUND


Principles of Safe Investments

Invest in shares of fundamentally good companies


Stay diversified into different sectors


INVEST REGULARLY and LONG TERM.


 Marina Jose





You


19104094




67 others


REC


INVESTORS' PROTECTION FUND

* BSE - SENSEX (28.01.82, 20.01.00, 20.10.30, 28.102.14)

BSE Sensex Base Year: 1978- 79, Value: 100


Feb 2021 -Value 52,462



 Marina Jose

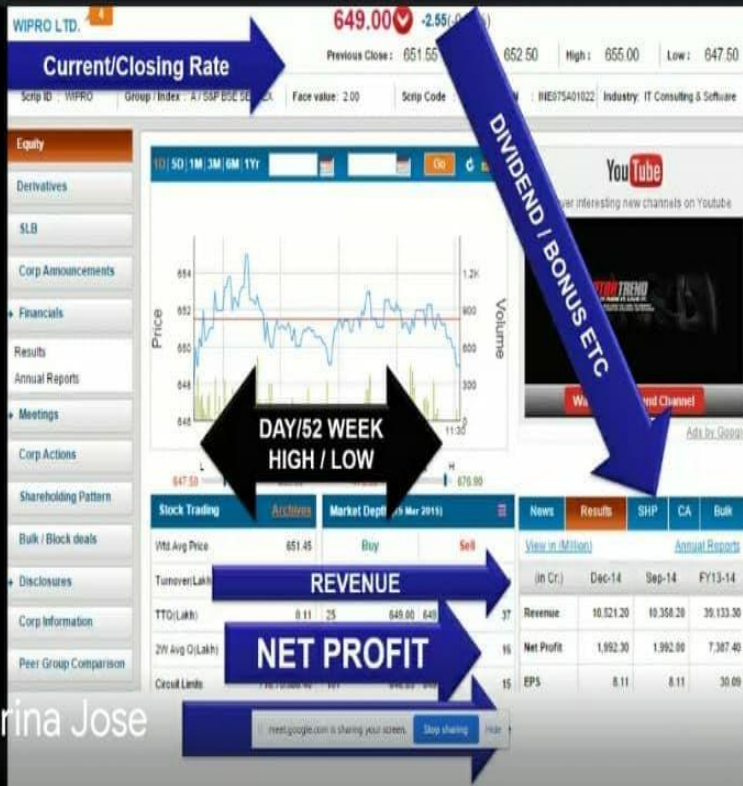



You


Ilakkiya


86 others

REC



Marina Jose



You



Ilakkiya



96 others



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DEPARTMENT OF BUSINESS ADMINISTRATION

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Organizes

Webinar On

Modern Banking Services

Resource Person



JAYASHREE L

Assistant Manager

South Indian Bank Ltd

RS Puram Coimbatore Branch

Date : 14.08.2021

Time : 10 AM to 11 AM



REPORT:

Webinar on 'Modern Banking Services' organized by Department of Business Administration, on 14-08-2021 from 10pm to 11pm by using GOOGLE MEET platform.

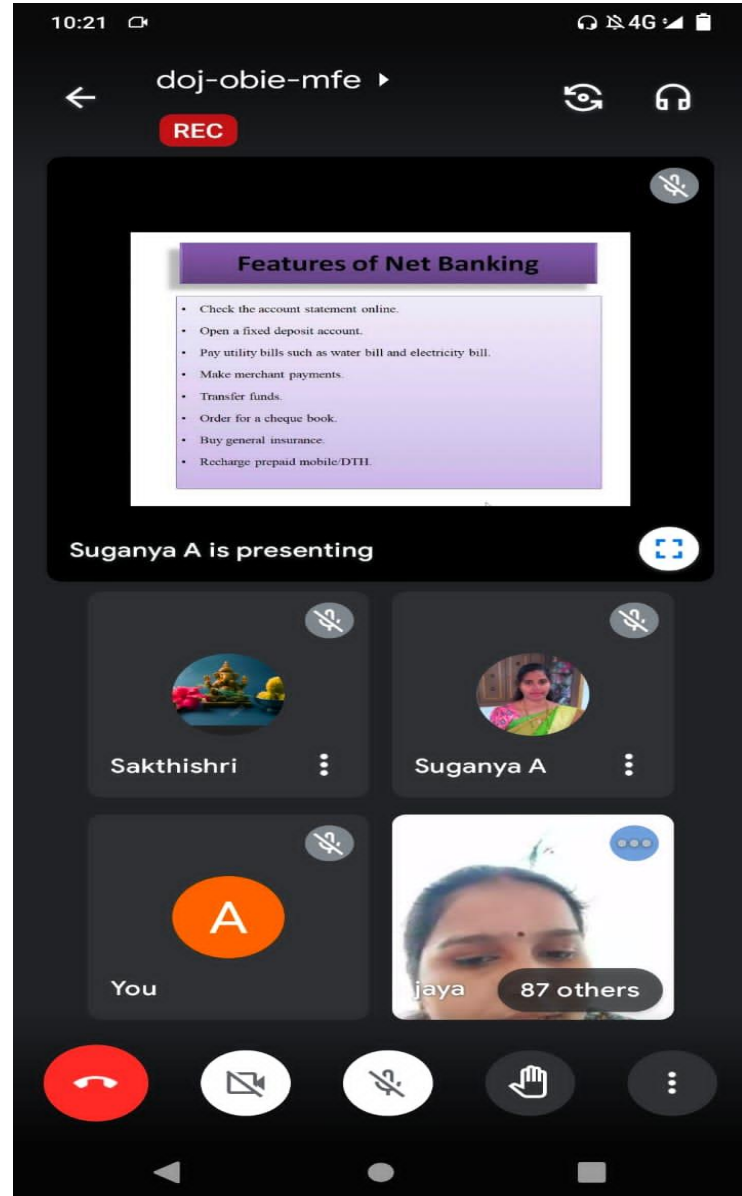
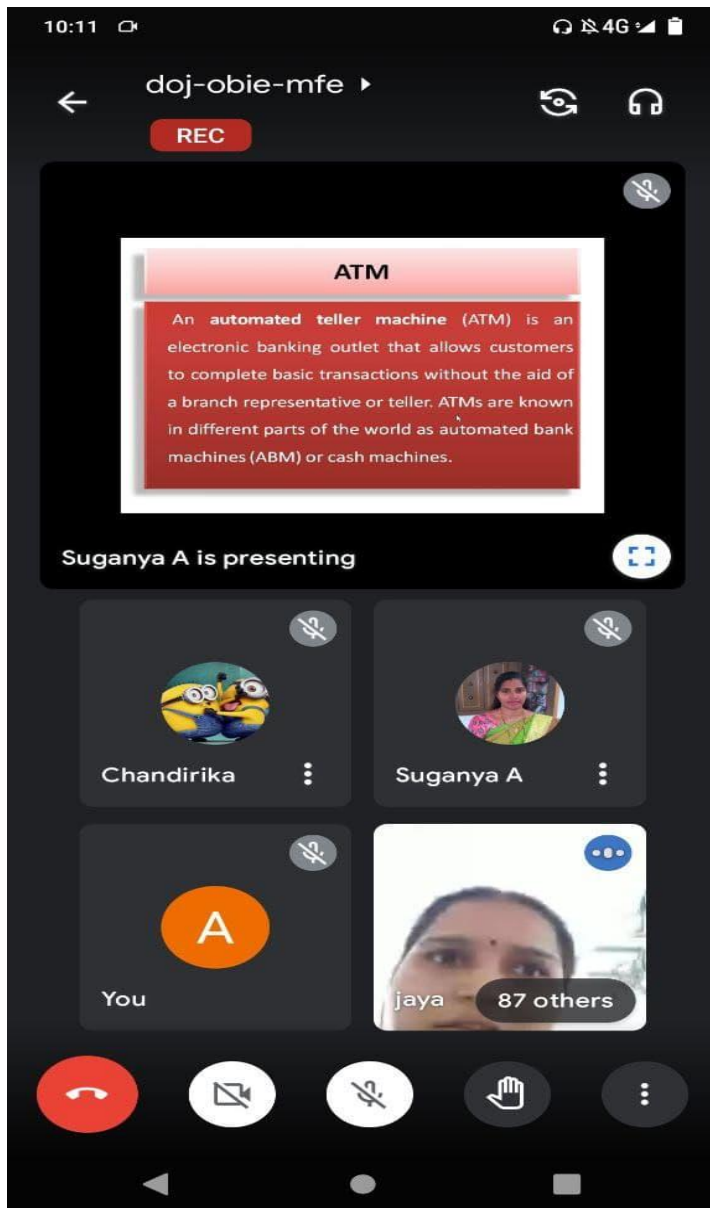
JAYASHREE L, Assistant Manager, South Indian Bank Ltd, RS Puram Coimbatore Branch was the resources person. The program was attended by nearly 100 participants, including students and faculty members. The topic for webinar speaker was, "Modern Banking Services".

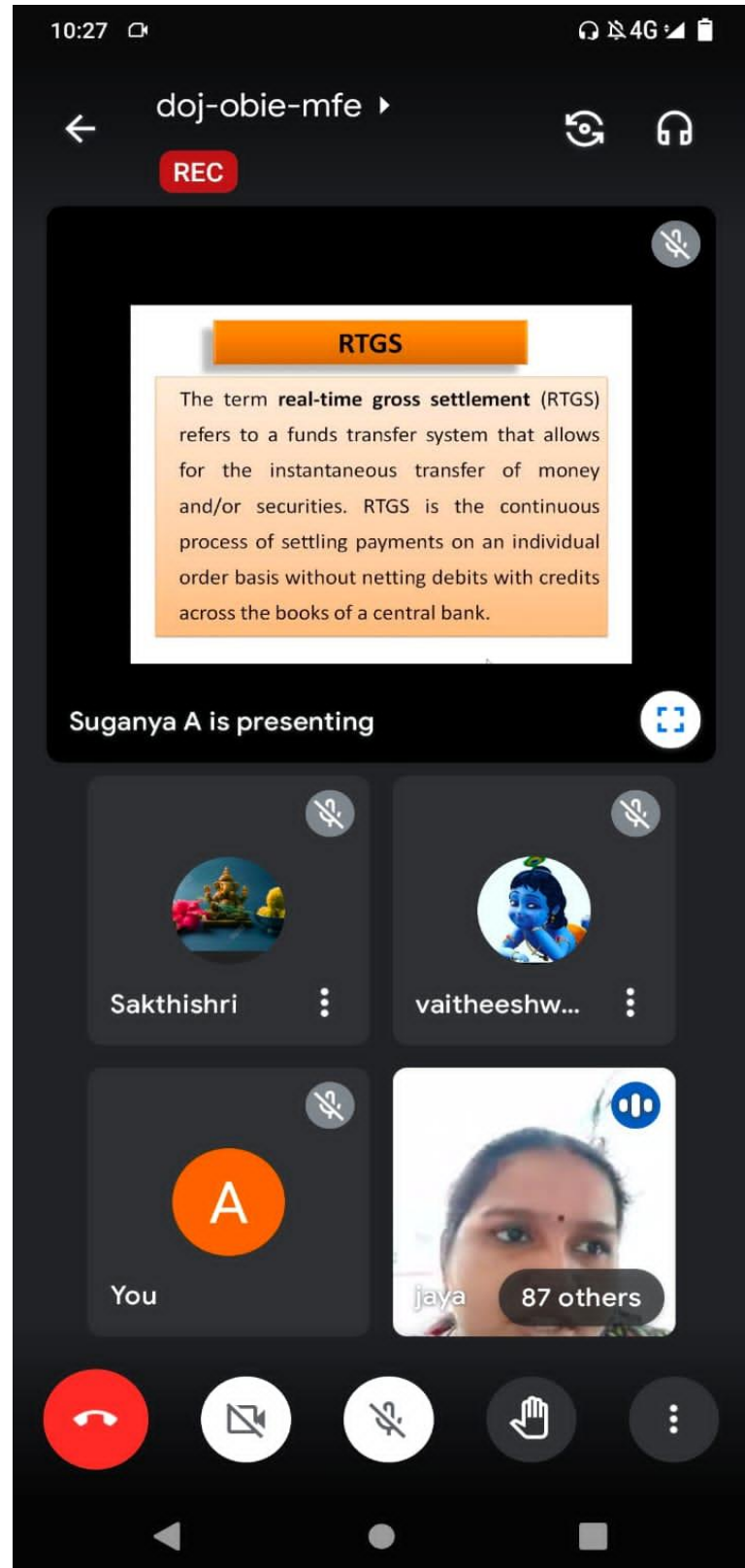
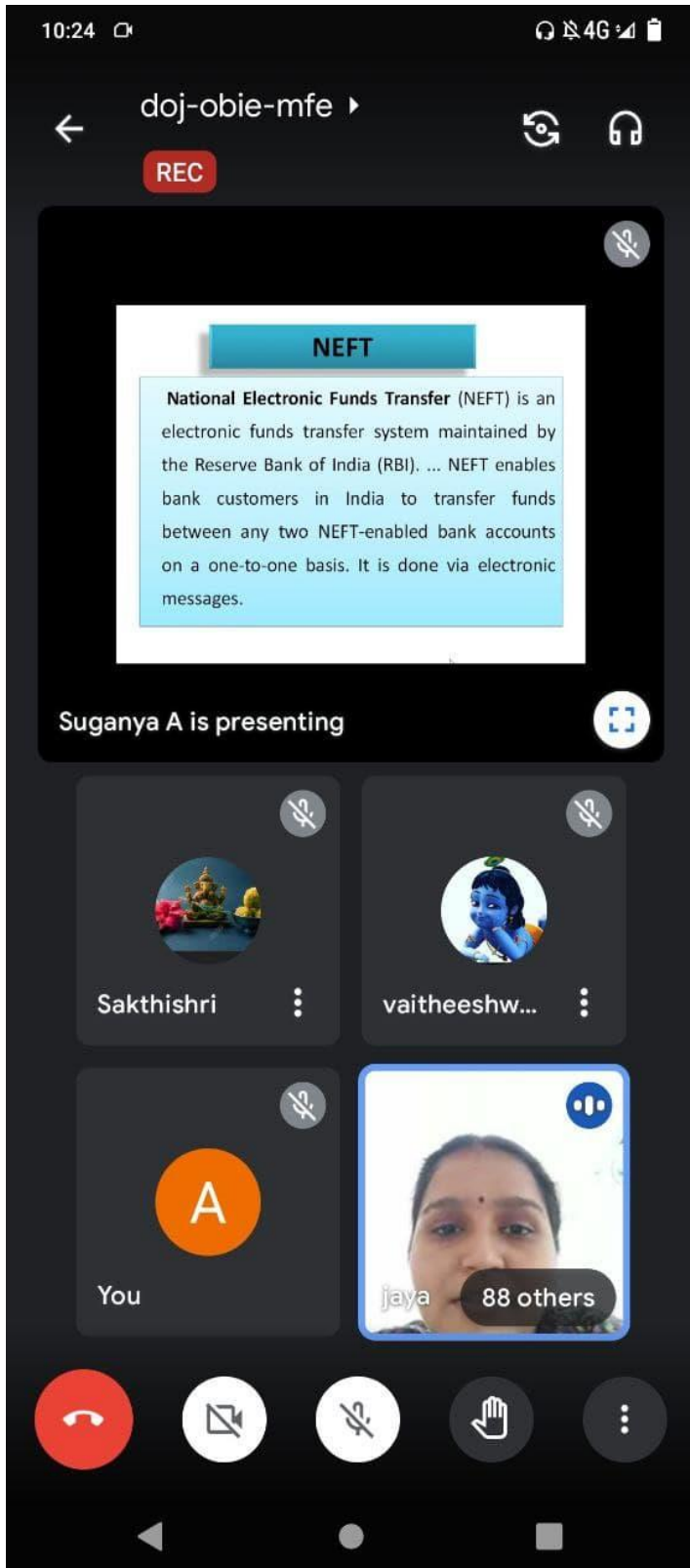
She started with introduction of ATM and types of ATM cards [visa, Master, Ruby]. She explained Net banking, NEFT and charges of NEFT. And She discussed RTGS & Difference between RTGS and NEFT. She highlighted IMPS, Mobile Banking, Debit Card, Credit Card, and various machines like coin vending machine, pass book entry machine, cash deposit machine, cheque deposit machine. The session ended with more knowledge about Modern Banking.

The session was more informative and well appreciated by the participants.

-----THANK YOU-----

SCREENSHOTS:







10:31

REC

4G




Sakthishri




A

You



vaitheeshwari



jaya 83 others

Difference between NEFT, RTGS and IMPS

HOW NEFT, RTGS AND IMPS DIFFER

Basis of comparison	NEFT	RTGS	IMPS
Minimum transaction value	Re 1	Rs 2 lakh	Re 1
Payment options	Online and offline	Online and offline	Online
Maximum transaction value	Varies bank to bank	Varies bank to bank	Rs 2 lakh
Settlement type	Half hourly basis	Real time	Real time
Service timings	24*7,365 days	24*7,365 days	24*7,365 days

Source: Paisabazaar.com

Suganya A is presenting

10:29

4G

←

doj-obie-mfe ▶

REC

RTGS


- Rs. 2 lakhs limit
- Gross Settlement
- Immediate Settlement
- Costly Transaction Fees

NEFT


- No minimum limit
- Net Settlement
- Take 2 hours
- Smaller Transaction Fee

Money Transfer

Suganya A is presenting




Sakthis...

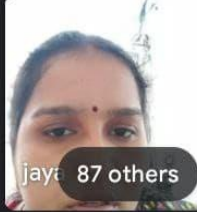


A

You



vaithee...



jaya 87 others

📞

📺

🔇

👋

⋮