

**JJ. College of Arts and Science (Autonomous)**  
**J.J. Nagar, Sivapuram Post, Pudukkottai**  
**PG and Research Department of Business Administration**

**Date: 28.06.2023**

The Drucker's Club of the Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on "**Technical Analysis for Index and Forex trading in Financial Market** at 10.am on Wednesday **28.06.2023**. The speaker **Dr. S. Somu, Arumugam, User Experience Expert, Sap labs India, Brook Field, Bangalore** pointed out the technical analysis course helps identify the markets overbought or oversold conditions. The graph moves upwards and downwards in these trends and invests. The traders can use volatility indicators like Bollinger bands to analyze the current trend.

Students can view technical charts by logging into your FOREX.com trading account and selecting the name of any market. Traders also use independent charting software, such as the popular Meta trader trading platform, available through FOREX.com

The program was very useful to the students. Faculty members and around 75 students were participated the programme

Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme, Aarthi. X of II MBA welcomed the gathering Adithya .C of II MBA proposed the Vote of Thanks.

  
Head of the Department

**Dr.V.Sathya Rekha, Ph.D.,**  
Head & Assistant Professor  
Department of Business Administration  
J.J.College of Arts and Science (Autonomous)  
Sivapuram-Post. Pudukkottai.



  
Principal

**Dr.J.PARASURAMAN, M.A.M.B.A.**  
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6<sup>th</sup> July 2023

The Drucker's Club of the Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on "**Adolescent Health and Diet Planning**" at 11.am on Thursday **06.07.2023**. The speaker **Mrs. Bavani M.Sc., M.Phil., M.A., B.Ed., Child Development Project Officer, Arimalam Block, Pudukkottai** pointed out a Understand the nutritional needs of adolescents, Identify factors influencing adolescent ,health. Learn diet planning strategies for optimal health and discuss common health concerns and prevention strategies.

**Factors Influencing Adolescent Health**

Physical changes (puberty, growth spurts), Emotional changes (stress, anxiety, depression), Social changes (peer pressure, social media) and Environmental changes (sedentary lifestyle, screen time)

**Diet Planning Strategies**

Balanced eating habits (variety, moderation, frequency), Healthy snack options, Meal planning and preparation and Mindful eating and portion control

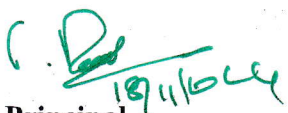
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**Date: 11.07.2023**

The Drucker's Club of the Department of Business Administration, J.J. College of Arts and Science (Autonomous), Sivapuram, Pudukkottai arranged a Special Lecture by **Mr. G. Kumar, ACMA, CPA(USA)**, Senior Transformation Catalyst, FINSPIRE Academy, Chennai. at 11.00 a.m. on Tuesday **11.07.2023**. the speaker was the knowledge paper on '**Changing Landscape of Learning in Accounting and Finance**' the accounting and financial reporting landscape evolving continually, influenced by changing global standards, global economic conditions, emerging business trends et., there is an increased focus of the regulators as well on financial reporting underlining the need for transparent and reliable practices in compliance with auditing and accounting framework. The end-goal is to enhance the integrity and reliability of financial reporting and meeting stakeholders expectations.

This Special lecture provides the perfect platform for professionals. Industry, regulators to come together and deep dive into emerging trends, regulatory changes, best practices and global learning in the sphere of financial reporting and controls. It is an opportunity to share knowledge, experiences, and insights, and to engage in meaningful discussions that can shape the future of financial account and finance. .

Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme and Dr. S. Adaekalaven of Head(i/c) Department of Commerce with Computer Applications proposed the Vote of Thanks.

  
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**Date: 12.07.2023**

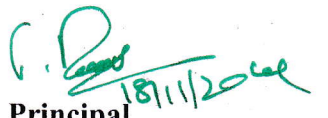
The Drucker's Club of the Department of Business Administration J.J. College of Arts and Science (Autonomous), Sivapuram, Pudukkottai arranged a Special Lecture by **Dr. B. Hannah M.Com., M.Phil., NET, MBA., SET, Ph.D., Assistant Professor of Commerce, Bishop Heber College, Trichy** at 11.00 a.m. on Wednesday **12.07.2023**. Addressing the students on "Soaring High", the speaker was as you navigate this exciting chapter of your life, remember that college is not just about academics, it's about growth, exploration and laying the foundation for a remarkable future. Today we'll discuss key principle to help you soar to new heights. Embracing Challenges and Resilience, Setting Goals and Priorities, Nurturing Mental and Physical well-being, Building meaningful connections, Embracing lifelong learning and final thoughts as you spread your wings and take flight, remember that soaring high is not about reaching new height; its about the journey, the people you meet and the positive impact you leave on the world

Earlier Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme, Hemalatha S of II MBA welcomed the gathering Saravanan M of II MBA proposed the Vote of Thanks.

  
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**Date: 30.08.2023**

The Drucker's Club of the PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on **"Strategic Entrepreneurship Mantra of Success"** at 11 am on Wednesday **30.08.2023**. The Resource Person was **M.K. Chellappan & M. Karuppaiah Business Groups, Pudukkottai**. He told students about intricacies and challenges faced by an entrepreneur and how to face them positive mind set to be successful. He also shed light on the importance of developing leadership qualities for success in every venture. Furthermore, entrepreneurs must keep in mind the following mantras to climb the ladder of success

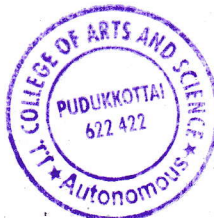
- Clear goal/vision
- Right planning
- Passion
- Openness to take Risks
- Innovation
- Confidence and self-belief
- Optimism
- Acceptance of the failures gracefully
- Customer needs
- Leadership qualities

Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme, Viji V of II MBA welcomed the gathering and Santhosh M of II MBA proposed the Vote of Thanks

  
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**Date: 27.09.2023**

The Drucker's Club of the PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on **"Towards a Bright Future"** at 11 am on Wednesday **27.09.2023** The Resource Person was **Dr. K. Murugesan, Assistant Professor, Ganesar College of arts and Science, Ponnamaravathi** . It helps individuals to develop a sense of self-awareness, critical thinking, and problem-solving skills.

Education also enables individuals to communicate effectively, make informed decisions, and adapt to changing circumstances. Its important to make learning continuous because this gives people the skills they need to adapt, empowering them to stay competitive in the job market, pursue promotions in their current jobs, and keep pace with knowledge and technological changes in their everyday lives.

The program was very useful to the students and they got more knowledge to the planetarium

Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme, Viji V of II MBA welcomed the gathering and Santhosh M of II MBA proposed the Vote of Thanks

  
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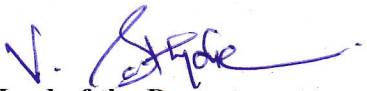
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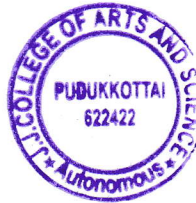
**04<sup>th</sup> to 6<sup>th</sup> September 2024**

The PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Pudukkottai organized a three day **College Bazaar** on **4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> September 2024**. Market. The Bazaar featured goods produced by women's self-help groups in Pudukkottai and the surrounding areas. There were booths with items for home décor, fashion jewelry, food items, and earthen/bamboo handicrafts. The goal was to enable students learn about Self-enable Groups (SHGs) and support the SHGs with their products.

The Bazaar was inaugurated by **Dr. J. Parasuraman, Principal**, J.J College of Arts and Science Pudukkottai. **Mr. N. Subramanian, Secretary, Karpaga Vinayaga Educational Trust** presided over the session. **Mrs. P.Senthil Vadivu, Associate Director, District Operations Management Unit, TNSRLM, Pudukkottai** offered felicitations.

Students visited the stalls by the rooster on each of the three days, and the SHGs had a busy day. On September 5, 2024, at 2:30 p.m., the valediction took place. The DSMS office bearers were in attendance and gave the organizers their appreciation for their initiative. The SHGs were complimented on how well they managed the stalls and interacted with the younger patrons. The message of self-help and mutual aid is more crucial to society than turnover. Social Groups (SHGs) are now manifestations of the global sisterhood of women. They have come to represent the unity of women. They enhanced the occasion as a prime example of the interaction between society and institutions.

  
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**Date: 10-01-2024**

The Drucker's Club of the PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on "**Career Opportunities for MBA Students**" at 11 am on Wednesday **10.01.2024**. The Resource Person was P. Velmurugan B.Sc., MBA(HRM)., District Employment Officer, Pudukkottai. He referred to Master of Business Administration (MBA) is more than just a degree and is a gateway to endless opportunities. When you pursue an MBA, you can dive into the business realm, from finance and marketing to entrepreneurship and whatnot! It equips students with a versatile toolkit, a clear understanding of industry dynamics and a strategic mindset to thrive in the ever-evolving business panorama. Whatever your interest be, whether consulting, brand management, financial market or starting a venture, MBA paves the way for your dream. Also, pursuing an MBA can enhance your analytical prowess, creative thinking, leadership skills, etc. It serves as an excellent opportunity to foster personal growth and networking. Job opportunities for MBA are vast, and in this blog, let's explore them comprehensively for a better understanding.

Dr.V.Sathyarekha, Head, Department of Business Administration inaugurated the programme, Viji V of II MBA welcomed the gathering and Santhosh M of II MBA proposed the Vote of Thanks

  
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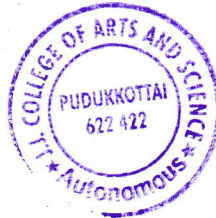
**Date: 12.02.2024**

The Drucker's Club of the PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized a special lecture on "**Green Business Management**" at 11 am on Monday **12.02.2024**. The Resource Person was **Dr. M. Ayesha Millath**, Assistant Professor, Alagappa Institute of Management Alagappa University, Karaikudi. The Special Lecture Program on Green Business Management was a remarkable event focused on promoting sustainable business practices. The program was inaugurated by Dr. V. Sathyarekha, setting the tone for an insightful session. Ayisha Millath, the esteemed speaker, delivered a thought-provoking lecture, emphasizing the role of businesses in driving environmental sustainability.

The session encouraged interactive discussions, with attendees actively sharing questions and ideas on green initiatives. The event highlighted the importance of incorporating eco-friendly strategies into business operations. It concluded on a positive note with a heartfelt vote of thanks presented by Viji. This program marked a significant step towards fostering awareness and commitment to a greener, sustainable future.

  
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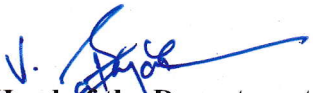
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**Date: 04.03.2024**

The Drucker's Club of the PG and Research Department of Business Administration of JJ College of Arts and Science (Autonomous), Sivapuram, Pudukkottai organized on "Yoga for wellbeing" at 11 am on Monday **04.03.2024**. The Resource Person was **Dr. K. Ketheeswaran**, Senior Lecturer Grade-1, Sports Science Unit, University of Jaffna, Srilanka.

Yoga is a holistic practice that integrates physical postures, breathing techniques, and meditation for overall well-being. Regular yoga practice can reduce stress, improve flexibility and enhance mental clarity. Yoga philosophy emphasizes self-awareness, self-acceptance, and compassion.

Participant feedback was overwhelmingly positive, with many expressing interest in incorporating yoga into their daily routine. Mindfulness and Meditation for Stress Reduction. Yoga for Specific Health conditions (e.g., back pain, anxiety), Yoga for optimal well-being

  
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