



# YADAVA COLLEGE

*(An Autonomous and Co-Educational Institution) Re-accredited  
with "A" Grade by NAAC (3<sup>rd</sup> Cycle)  
Govindarajan Campus, Thiruppalai, Madurai-625 014*



## DEPARTMENT OF BUSINESSADMINISTRATION

### **SINCE-2008**



## **VISION**

"To provide affordable, quality education while providing students with knowledge and skills in the stream of Business Administration, Identify hidden talents, Provide opportunities for students to realize their full potential and thus shape the min to future entrepreneurs with humanity."

## **MISSION**

- To emphasize on high quality of education with a strong foundation concepts to excel and enhance their skills.
- Cultivating the principles of social responsibility, ethics and Spiritual force among budding managers.
- To promote self-employment through entrepreneurship.



## StaffDetails

Staffstrength-4  
Ph.D Holders-2

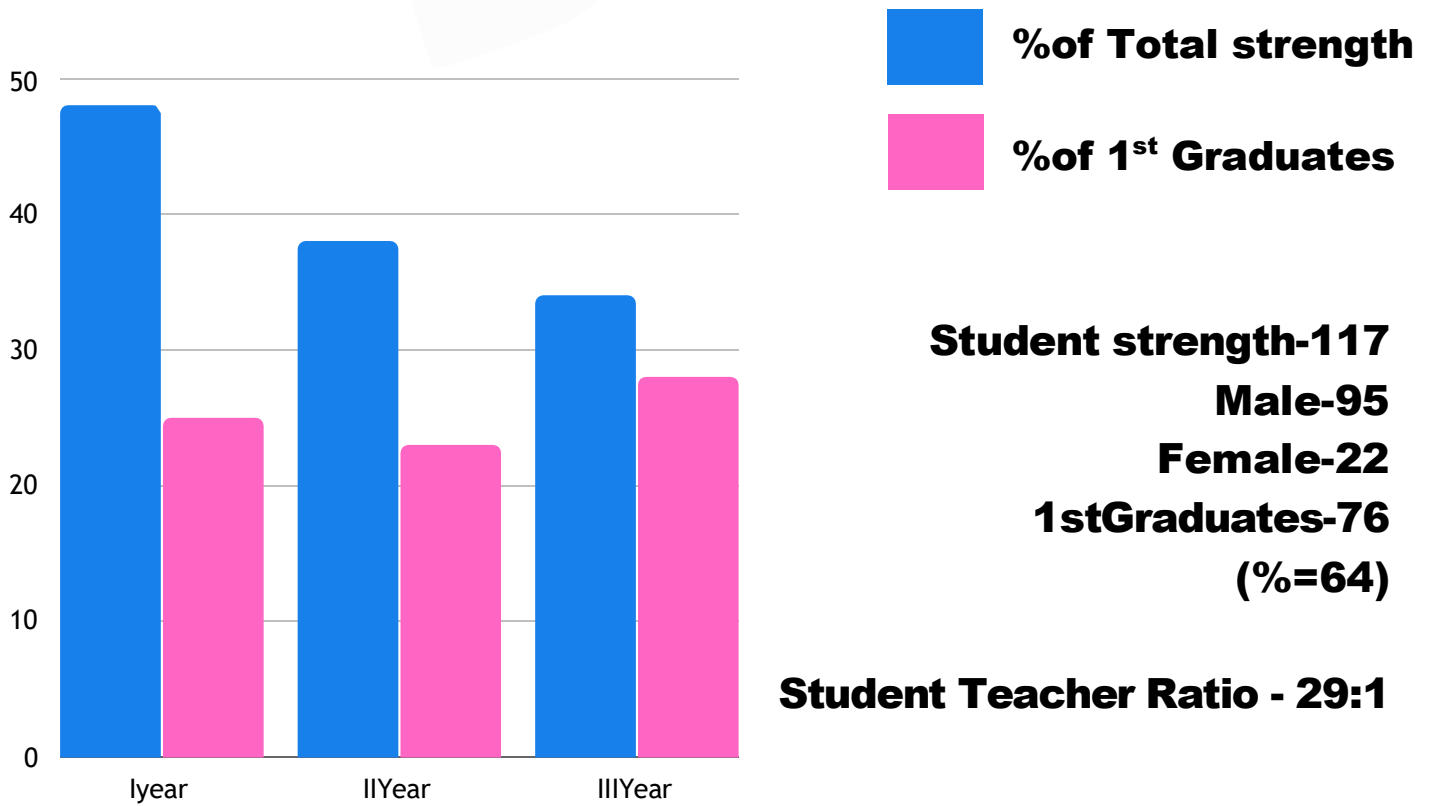
1. Dr.S.Chandralekha ,MBA, M.Phil, PhD  
Assistant professor & Head

2.P.R.Kannan, MBA  
Assistant professor

3. C.Ishwarya, MBA , PGDCA  
Assistant professor

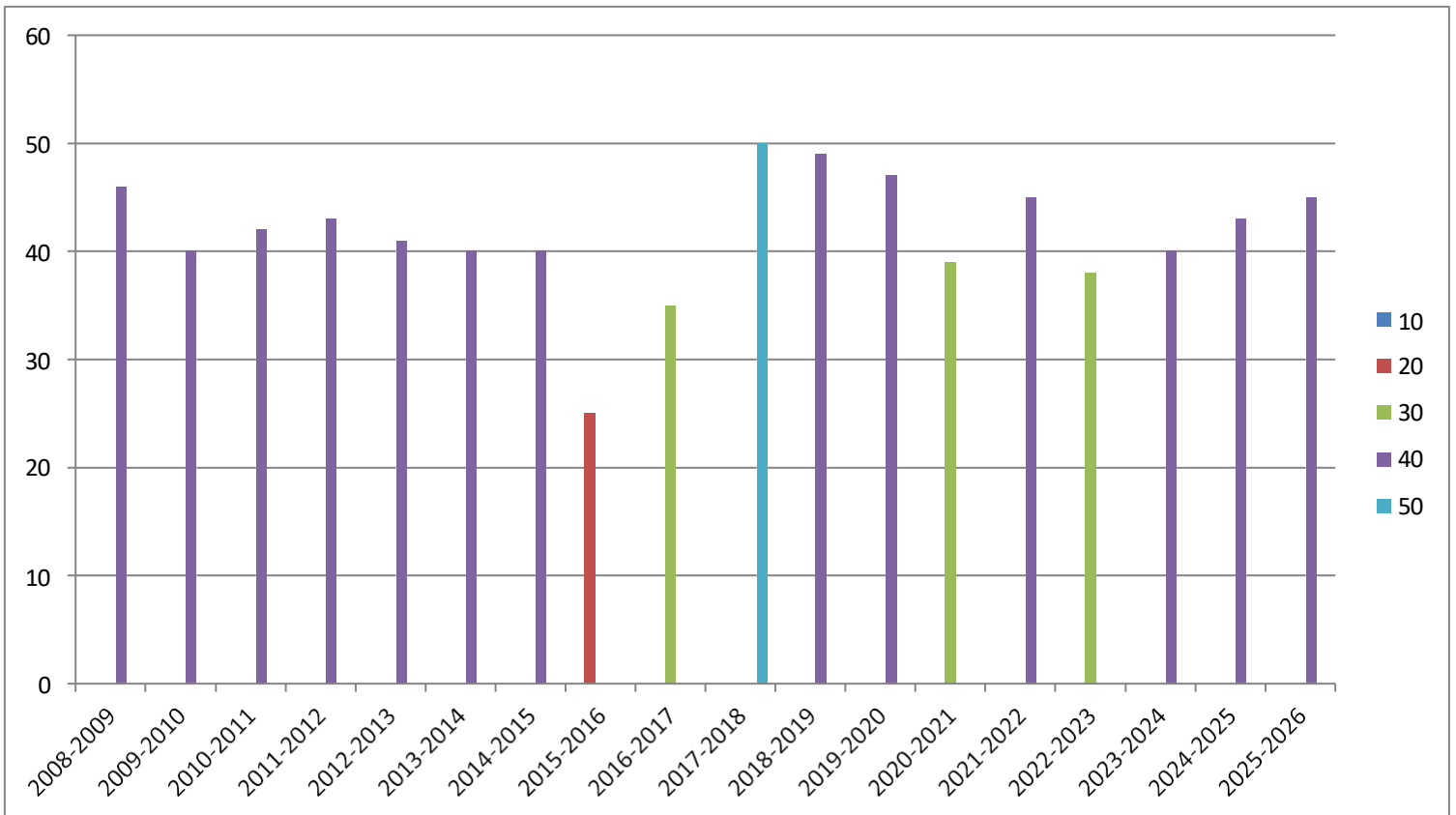
4.Dr.P.Mahalkshmi, MBA, M.Com, M.Phil, PhD  
Assistant professor

## Student Details





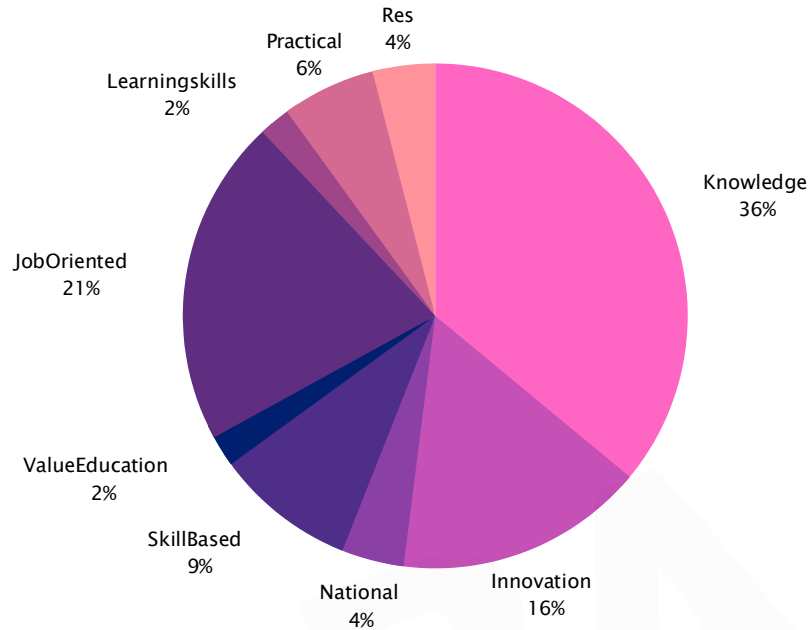
### Admission Processes





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## Curricular Aspects



### Experimental learning programs offered.

- MS-OFFICE Lab
- Programming in C-Lab
- Programming in C++ Lab
- RDMS Lab
- Introduction to visual basic programming
- Multimedia Lab
- Project

### Inter disciplinary subjects offered

- Principles of Accounting
- Business Statistics
- Quantitative Techniques and Operation Research
- Business Economics

### Value added Subjects

- Environmental studies
- Value Education
- Softskill I
- Softskill II

(General Knowledge)

### Innovative Subjects

- Organizational Behaviour
- Total Quality Management
- Strategic Management
- Production Management

### ICT Enabled Subjects

- Computer Fundamentals and office Automation
- Programming in C
- Programming in C++
- RDBMS
- Introduction to visual basic programming.
- Multimedia Technologies

### Self-study Papers

- Hospital Management
- Industrial Psychology
- Stress Management
- Consumer Behaviour

### Non-Major elective

- Elements of Management
- Personality Development

### Certificate Course

- Industrial Psychology I
- Industrial Psychology II



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## TEACHING METHODOLOGY

### Various Teaching methodologies followed

- Chalk&Talk
- LCD
- Groupdiscussion
- Debate
- InteractionMethod
- ConstructVisitMethod
- CaseStudy
- VisualizationMethod



Demonstration of program in Industrial visit



Demonstration of program in small saving schemes



Gaining practical knowledge Naga company

**Demonstration of programs using LCD**



**Debate's organized for students**

**Students involve doing group discussion**



**Chalk&Talk is farmland Traditional method of teaching.**



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## EXTENSION ACTIVITY



Venue: Veerapandi  
Programs: Tree plantation  
Schemes date: 16-02-2026  
Beneficiaries: 29



Venue :Aalathur.  
Program : Awarness program on postal saving schemes  
Date : 13/5/2022  
Beneficiaries:100

Venue :Periyapatti.  
Program :Awarnessprogramonwomanentrepreneurs  
Date : 22/3/2021  
Beneficiaries:100





Venue :GovernmenthighschoolThiruppalai.  
Program : Awarness program on Plastic products Re-  
cyclingDate :29/1/2019  
Beneficiaries:100

Venue :Pannaikudi.  
Program : Awarness program on Woman Rights  
Date : 29/3/2016  
Beneficiaries:100





## ORGANIZED PROGRAMS

S.NO	ORGANIZED PROGRAMMS	TOPIC	DATE
1	Seminar	Modern Marketing Strategies: Identify, Attract & Retain clients	11-12-2025
2	Seminar	Small savings schemes	7-10-2025
3	Seminar	Emerging Trends in Entrepreneurship	30-9-2024
4	Seminar	Statistical Analysis with Jamovi	20-2-2024
5	Seminar	Yoga, health & Awareness on Personality development	23-3-2023
6	Special lecture	Motivation Towards Personality development	9-5-2022
7	Special lecture	Leadership Quality	23-3-2021
8	Special lecture	Class Room 2 Board Room	15-2-2019
9	Seminar	Personality Development	6-1-2018
10	Seminar	Career Development	22-3-2017
11	Seminar	Be an Entrepreneur	12-2-2016
12	Special lecture	Shaping on Managerial career	7-3-2013
13	Special lecture	Career in corporate companies	7-2-2013

# STUDENT SUPPORT

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- Entry level test is conducted for the first years and Error analysis is done.
- Based on the error analysis bridge course is conducted to narrow down the gap between the schools and College .
- Remedial classes are carried out for slow learners.
- Enrichment activities are done for high achievers.
- Department library is enriched with sufficient number of books.
- Student are encouraged to actively participate and Present papers in Various intercollegiate seminars / Conferences



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Department profile

## ACHIEVEMENT OF THE DEPARTMENT

S.No	Name	Awarded	Year
1	Dr.S.Chandraleka	Ph.D	2015
2	Dr.P.Mahalakshmi	Ph.D	2015

- Bookbank which includes 105 books is donated by our students and Staff members is maintained.

### HIGHLIGHTS

- Our Department is introducing a digital data curriculum in the college website [www.Yadavacollege.org](http://www.Yadavacollege.org). We expect a feedback from the public particularly Academic group to reflect the pros and cons of our curriculum.

### FUTURE PLANS

- Plan to commence **PG For Management Studies** with various specializations.
- To Create Entrepreneurial, Interaction club, Marketing fare within Campus and MOU with colleges and Industries with provide in – Service training for our students.
- To Invite organizations conduct campus interview.
- To Initiative them to study case analysis to various problems for critical thinking.

