

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



DEPARTMENT : BBA

ACTIVITY : GUEST LECTURE

YEAR : 2019-2020

DEPARTMENT OF BUSINESS ADMINISTRATION

DATE	TIME	VENUE
29.08.2019	02:00 p.m. to 03:30 p.m.	ESR Alamelu Ammal Memorial Hall, E.M.G. Yadava Women's College
Nature of the Activity	Guest Lecture	
Title	Rethinking Retailing	
Convener	Dr.Mrs.T.Sathiya Sheila Head, Assistant Professor of BBA EMGYWC	
Resource Person	Dr.C.Kavitha Assistant Professor of Business Administration. Sri Meenakshi Government Arts & Science College Madurai.	
Participants	Students - 80 Faculty- 5	

GUEST LECTURE ON "RETHINKING RETAILING"

Objectives:

- To provide insights into evolving trends and innovations in the retail industry.
- To enhance students' understanding of customer behavior and market demands.
- To explore strategies for increasing sales by meeting consumer needs effectively.
- To introduce modern retailing techniques including digital transformation and omnichannel marketing.
- To develop students' critical thinking in adapting to dynamic retail environments.

Programme Outcomes:

1. Students gained practical knowledge of contemporary retailing practices and market trends.
2. They applied newly acquired skills to analyze real-world retail scenarios.
3. The session enhanced their understanding of customer-centric approaches to sales and service.
4. Participants developed awareness of technological advancements influencing retail operations.
5. The lecture motivated students to rethink traditional retail strategies and adopt innovative solutions.

Photograph:

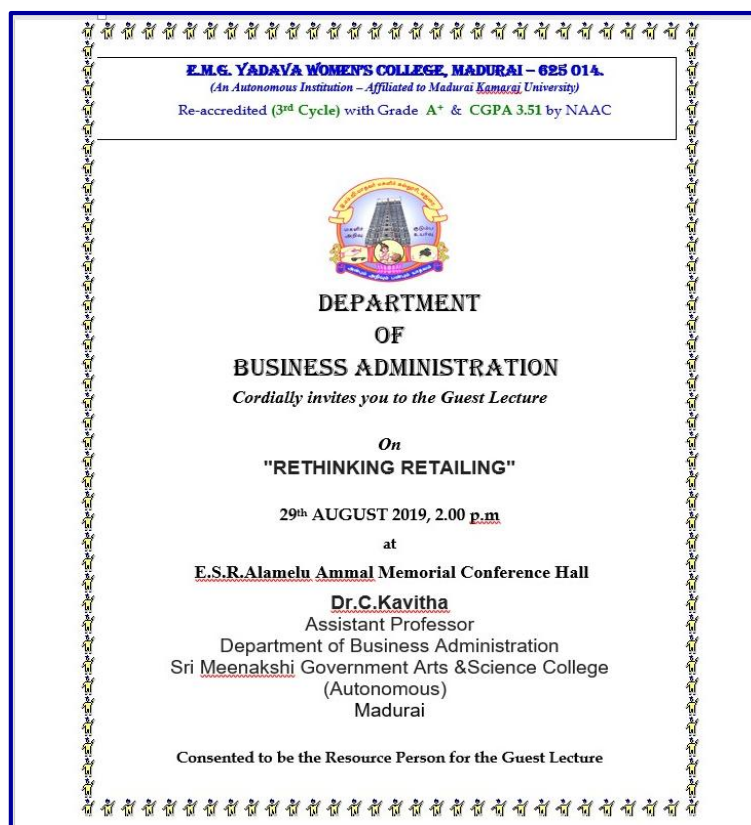


**The department of BBA organized a Guest Lecture on "Rethinking Retailing" –
29.08.2019**

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Enclosures:

a. Invitation



b. Nominal Roll of Participants

1. Student participants from EMGYWC:

Guest Lecture on "Rethinking Retailing" - 29.08.2019			
S. No.	REGISTER NUMBER	NAME	DEPARTMENT
1.	17BBA01	Abisheka.V	BBA
2.	17BBA02	Abitha.M	BBA
3.	17BBA03	Ajitha.M	BBA
4.	17BBA04	Anuja.R	BBA
5.	17BBA05	Aruna.K	BBA
6.	17BBA06	Athulya.A	BBA
7.	17BBA07	Bavadarini.S.V	BBA
8.	17BBA08	Buvaneswari.E	BBA
9.	17BBA09	Chan Be.A	BBA
10.	17BBA10	Chithra.K	BBA
11.	17BBA11	Chithradevi.P	BBA
12.	17BBA12	Chitra.P	BBA

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13.	17BBA13	Deepika.R	BBA
14.	17BBA14	Deepikameenakshi.M	BBA
15.	17BBA15	Divya.C	BBA
16.	17BBA16	Ganeshwari.A	BBA
17.	17BBA17	Gayathri.M	BBA
18.	17BBA18	Gowsalya.C	BBA
19.	17BBA19	Harinadhini Muthiah.M	BBA
20.	17BBA20	Indumathi.S	BBA
21.	17BBA21	Jamseeth Begam.J	BBA
22.	17BBA22	Jannathprudose.J	BBA
23.	17BBA23	Jayanageswari.C	BBA
24.	17BBA24	Jegadeeswari.S	BBA
25.	17BBA25	Jemiranazrin.G	BBA
26.	17BBA26	Jeya Lakshmi.N	BBA
27.	17BBA27	Jothimeenakshi.G	BBA
28.	17BBA28	Kamar Nisha Begam.M	BBA
29.	17BBA29	Kanmani.S	BBA
30.	17BBA30	Kartheeswari.M	BBA
31.	17BBA31	Karthiga.B	BBA
32.	17BBA32	Keerthana.M	BBA
33.	17BBA33	Keerthika.V	BBA
34.	17BBA34	Kowsalyadevi.S	BBA
35.	17BBA35	Kunasundari.S	BBA
36.	17BBA36	Lavanya.J	BBA
37.	17BBA38	Lavanya.P	BBA
38.	17BBA39	Leelavathi.A	BBA
39.	17BBA40	Mahalakshmi.A	BBA
40.	17BBA41	Malini.K	BBA
41.	17BBA42	Meena.K	BBA
42.	17BBA43	Meenakshi.V	BBA
43.	17BBA44	Meenalochini.M	BBA
44.	17BBA45	Murukeswari.M	BBA
45.	17BBA46	Muthulakshmi.T	BBA
46.	17BBA47	Nadhiraparveen.S	BBA
47.	17BBA48	Nandhineeswari.M	BBA
48.	17BBA49	Nanthini.V	BBA
49.	17BBA50	Nithisha.V	BBA
50.	17BBA51	Panchavaranam.M	BBA
51.	17BBA52	Poorani.C	BBA
52.	17BBA53	Preethi.S	BBA
53.	17BBA54	Priyadharshini.P	BBA
54.	17BBA55	Priyanga.M	BBA
55.	17BBA56	Priyanga.S	BBA

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56.	17BBA57	Raja Rajeswari.R	BBA
57.	17BBA58	Ramya.B	BBA
58.	17BBA59	Ramya.S	BBA
59.	17BBA60	Sabana Parveen.C	BBA
60.	17BBA61	Sangeetha.A	BBA
61.	17BBA62	Sangeetha.T	BBA
62.	17BBA63	Saranya.B	BBA
63.	17BBA64	Saranya.K	BBA
64.	17BBA65	Sasikala.S	BBA
65.	17BBA66	Seetha Lakshmi.K	BBA
66.	17BBA67	Shobika.S	BBA
67.	17BBA68	Sneha.R	BBA
68.	17BBA69	Soundarya.D	BBA
69.	17BBA70	Soundarya.S	BBA
70.	17BBA71	Suba Priya.T	BBA
71.	17BBA72	Subhashini.E	BBA
72.	17BBA73	Uma Maheswari.C	BBA
73.	17BBA74	Uma Maheswari.K	BBA
74.	17BBA75	Vairava Rathe.R	BBA
75.	17BBA76	Vaishnavi.S	BBA
76.	17BBA77	Varsha Valliams.C	BBA
77.	17BBA78	Varshakarani.S	BBA
78.	17BBA79	Vasanthi.S	BBA
79.	17BBA80	Vinitha.P	BBA
80.	17BBA81	Yoga Pandeewari.P	BBA

2. Faculty participants of EMGYWC:

Guest Lecture on "A Paradigm Shift from College to Corporate" - 18.12.2019		
S.No.	NAME	DESIGNATION WITH DEPARTMENT
1	Dr.(Mrs) T.Sathiya Sheila	Assistant Professor of BBA
2	Dr. (Mrs.) V.SelvaSubashini	Assistant Professor of BBA
3	Mrs. T.Usharani	Assistant Professor of BBA
4	Mrs. S.Divya	Assistant Professor of BBA
5	Miss. M.Aarathy	Assistant Professor of BBA