



G. Venkataswamy Naidu College (Autonomous), Kovilpatti

Department of Business Administration

Departmental Policy Document

1. Vision

- To be a leader in business education by providing better education
- To create a responsible & proactive citizens

2. Mission

- To provide need based and competency driven education to the students
- To transform students life through knowledge creation and sharing
- To offer best professional and career management skills to the students
- To create self confidence among the students by providing practical oriented education

3. Curriculum and Course Design

- The department adheres to the syllabus prescribed by TANSCH (Tamil Nadu State Council for Higher Education).
- Curriculum delivery is aligned with Outcome-Based Education (OBE), with clearly defined Programme Outcomes (POs), Programme Specific Outcomes (PSOs), and Course Outcomes (COs).

4. Teaching–Learning Process

- Department conducts class by using ICT aides like AI, Power point presentations, LMS to make teaching learning as effective one.
- Students are motivated to enrol in SWAYAM NPTEL online courses for enriching their knowledge.
- Department conducts Management games, real time case discussion, brain storming sessions for the real time business exposures.
- Department organizes industrial visits for importing practical exposures to the students.

5. Faculty Development

- Department staff members are motivated to participate in FDPs, Conferences, and Refresher courses for enlightening their knowledge.
- Staff members are insisted to involve themselves in research oriented works and publish articles in reputed journals
- Staff members are also motivated to enrol in SWAYAM NPTEL online courses for enriching their knowledge.

6. Research and Publications

- Staff members guide the students in their research projects.
- Staff members help the students to participate in conferences and also they help the students to publish articles.
- Faculty members are publishing their research articles in college multidisciplinary research journal and they increase their Inter - disciplinary knowledge.

7. Cultural and Extension Activities

- The department encourages the students to participate in various cultural programmes at inside and outside of the institution.
- The department Celebrates the significant days such as Entrepreneur day and Manager's day to promote Business spirit among the students.
- The department conducts Extension and outreach activities in nearby schools and villages to promote social values.

8. Student Support

- Department aims at imparting personalized additional support to needy students through tutorials, study materials, additional lectures, question banks and interactive sessions.
- The Department has a transparent mechanism for timely redressal of student's grievances.

9. Gender Sensitivity and Inclusivity

- The department organizes gender equity and awareness programmes to promote gender equality, eliminate discrimination, challenge stereotypes, and foster a safe and supportive environment for all genders.

10. Continuous Improvement and Feedback

- Department collects Student feedback in every semester on curriculum, teaching methodology, faculty performance, and resource availability
- Department analyse the Feedbacks and make the discussion in department meeting. Effective decisions will be taken based the student's feedback for increasing the potential of the department.

11. Best Practice

- Every year the Department conducts Tradeshow for importing the entrepreneurial skills among the students.