**CAMPUS TO CORPORATE**

Report Submitted to the Periyar University Salem, in partial fulfillment of the

Under Graduate degree in

**BACHELOR OF BUSINESS ADMINISTRATION**

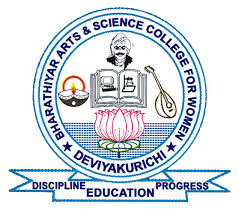
Submitted by

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**2023-2024**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

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**BONAFIDE CERTIFICATE**

This is to certify the project report titled “**CAMPUS TO CORPORATE**" Undertaken in our College is the Bonafede work of **Ms. M.JAYAPRIYA** who carried out the report under my supervision. Certified further, that to the best of my knowledge. The work Exported herein is not part of any project report or dissertation on the basis on which a degree or award was conferred on an earlier occasion on this or any other candidate.

**Guide Head of the Department**

The Vivo-Voce examiner of this report work is held on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**INTERNALEXAMINER EXTERNALEXAMINER**

**DECLARATION**

I**, M.JAYAPRIYA, a student of the Department of Business Administration, BHARATHIYAR ARTS & SCIENCE COLLEG FOR WOMEN**, Deviyakurichi, would like to declare that the report titled **"CAMPUS TO CORPORATE"** which was completed as part of the **Bachelor of Business Administration** degree course at **PERIYAR UNIVERSITY**, is my original work.

**PLACE:** DEVIYAKURICHI

**DATE:**

**M.JAYAPRIYA**

**ACKNOWLEDGMENT**

I would like to express my sincere thanks to our revered Chairperson

**Mrs. E. Leelavathi Elayappan** and Secretary**, Dr. A.K. Ramasamy** for giving me the wonderful opportunity to carry out this project.

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**SELF INTRODUCTION**

I would like to introduce myself. I am **M. JAYAPRIYA** born and brought up in v.p agaram. I did my schooling at the Government Girls Higher Secondary School in Chinnnasalem. I have scored 52% in my 10th grade and 54% in my 12th grade. Now I am doing my 2nd year BBA in Bharthiyar art’s science college for women at Deviyakurichi. I have scored 75% in my first year.

My ambition is to become a Business Women.

My hobby is hearing songs.

**PAPER CUTTING**



**ARTICLE AND SPEECH**

**BENEFITS OF YOGA**

Introduction:

Ladies and gentlemen, today, I am here to talk to you about the incredible benefits of yoga. Yoga is an ancient practice that has been around for thousands of years, and its popularity continues to grow worldwide. It is not just a form of exercise; it's a holistic approach to well-being that encompasses the mind, body, and soul. In this article and speech, we will explore some of the numerous advantages that yoga offers to those who embrace it.

Article:

1. Physical Fitness: Yoga is a fantastic way to improve your physical fitness. It helps increase flexibility, strength, and balance. Through a series of asanas (postures) and stretches, you can tone your muscles and improve your overall physical health. Regular practice can also alleviate aches and pains, making it an excellent option for those dealing with chronic conditions like back pain or arthritis.
2. Stress Reduction: In today's fast-paced world, stress is a common companion. Yoga offers a sanctuary of tranquility. The deep breathing and meditation techniques incorporated in yoga help calm the mind, reduce stress, and enhance mental clarity. This is particularly beneficial in improving your emotional well-being.
3. Enhanced Mental Focus: Practicing yoga promotes mental focus and concentration. It forces you to be present in the moment, which can improve productivity, problem-solving skills, and memory. Whether you are a student looking to excel academically or a professional aiming to boost your career, yoga can be a valuable tool.
4. Emotional Balance: Yoga encourages self-awareness and emotional balance. It provides an opportunity to reflect on your feelings, acknowledge them, and manage them in a healthy way. This self-regulation can lead to better relationships, improved communication, and a greater sense of inner peace.
5. Better Sleep: If you're struggling with insomnia or poor sleep quality, yoga may hold the solution. Regular practice has been linked to improved sleep patterns and overall restfulness. The relaxation techniques employed in yoga can help you unwind and prepare for a restful night's sleep.
6. Improved Posture: Many of us suffer from poor posture due to long hours spent sitting at desks or looking at screens. Yoga can rectify this by strengthening core muscles, realigning the spine, and promoting good posture habits. Improved posture can reduce the risk of back and neck pain.
7. Weight Management: Yoga is not typically an intense calorie-burning exercise, but it does contribute to weight management. It encourages mindful eating, enhances awareness of your body's needs, and can complement other forms of exercise to help you achieve and maintain a healthy weight.
8. Detoxification: The various twisting and bending postures in yoga stimulate the lymphatic system, aiding the body's natural detoxification processes. This can lead to improved digestion, a strengthened immune system, and a general sense of vitality.

**SEMINAR PRESENTATION**

**LEADERSHIP**

* **Introduction to Leadership**

Leadership is a multifaceted concept that plays a crucial role in the success of organizations, teams, and even individuals. Effective leadership is not just about holding a position of authority but about inspiring and guiding others towards a common goal. In this three-page content, we will explore the key elements of leadership, including vision, influence, and adaptability, and how they contribute to the success of leaders and those they lead.

* **The Pillars of Effective Leadership**

1. **Vision:**

Vision is the cornerstone of leadership. A strong leader possesses a clear and compelling vision, outlining the desired future state of the organization or team. This vision provides direction, purpose, and motivation for the entire group. Leaders with a well-defined vision can articulate it to their team, fostering alignment and commitment.

2. **Influence:**

Influence is the ability to inspire and guide others willingly. It's not about exerting control but rather building trust and credibility. Effective leaders use their influence to empower their team members, encourage collaboration, and drive positive change. They lead by example, communicate effectively, and cultivate strong relationships to maximize their influence.

3. **Adaptability:**

In a rapidly changing world, adaptability is a critical leadership trait. Effective leaders remain flexible and open to change, adjusting their strategies and approaches to evolving circumstances. They are quick to recognize opportunities and challenges, allowing them to lead with resilience and agility.

* **Real-world Applications of Leadership**

1. **Business Leadership:**

Successful business leaders, such as Steve Jobs, Elon Musk, and Indra Nooyi, have demonstrated the power of vision, influence, and adaptability. They have not only shaped their companies' future but have also influenced entire industries.

2. **Political Leadership:**

Political leaders like Nelson Mandela and Franklin D. Roosevelt have shown how vision can unite nations, and influence can bring about social change. Their adaptability in times of crisis proved their effectiveness as leaders.

3. **Team Leadership:**

Effective leaders within small teams or communities, like teachers, coaches, and community organizers, can also apply these leadership principles to inspire and empower those they lead, helping them achieve shared goals.

4. **Self-leadership:**

Leadership isn't limited to leading others; it also encompasses leading oneself. Developing a personal vision, exerting self-influence, and adapting to personal growth and changing circumstances are all aspects of self-leadership that contribute to personal success and fulfillment.

In conclusion, effective leadership is a dynamic combination of vision, influence, and adaptability. Leaders who embrace these qualities can drive change, inspire others, and achieve remarkable results, whether in business, politics, or everyday life. To be a successful leader, one must continuously develop these leadership skills, fostering a brighter future for themselves and those they lead.

**GROUP DISCUSSION**