

State Level Workshop(BBA)...

Jul19,2024



State Level One-Day Workshop on Business Case Studies Held at AKDDR Women's College

Rajapalayam, July 19, 2024.

A one-day state level workshop on business cases studies for the management students was held at A.K.D. Dharma Raja Women's College in Rajapalayam. Over 150 students from ten colleges took part in the event, which was conducted by Mr. G. Sankaranarayanan, a management author and trainer.

The students were involved in group discussions on the importance of case studies, and in a unique workshop exercise, they contributed their inputs on the successful local businesses in their localities. Mr. Pravin Gnanam, director, Bee Pee Packaging, and Mr. Kumar Raja, partner, Fashion Woorld, took part in the event as the Chief Guest and the Guest of Honour, respectively. Principal Dr.S.Jamuna, welcomed the gathering. Dr.S.ManjulaDevi, HOD, BBA Department proposed a vote of thanks.