



MOTHER TERESA WOMEN'S UNIVERSITY

KODAIKANAL



UNIVERSITY RESEARCH FACILITIES

BUSINESS LAB

The University has established a Business Lab named as “Business Galaxy” in the year 2010-11 and functioning for the development of business knowledge of Management students. The objectives of this Business Galaxy are:

- To understand and update their knowledge in business
- To develop personality skills among the students
- To improve their managerial skills
- To groom them for placement readiness
- To align the students with industry expectation

The activities of the Business Galaxy includes –

- Reading Newspapers - The Hindu (Business News), Business Line
- Reading Business Magazines – Business Today, India Today, Competition Success Review, Business India
- Retrieving information from Management Journals for assignments, projects and seminar presentations
- Case Analysis on functional areas of Management – Production and Operations Management, Financial Management, Human Resource Management, Marketing Management, Systems Management
- Group Discussion
- Role Play
- Business Quiz

- Poster presentation
- Seminar presentation
- Paper presentation
- Adzapp

BUSINESS QUIZ

The Business Galaxy help students to groom their personality traits, managerial skills, research skills, interpersonal and teambuilding skills and are able to demonstrate in the careers they take up.

POSTER PRESENTATION

To develop the presentation skills and creativity, the students were given the task of preparing Posters on the theme Personality. The students expressed their creativity and exhibited their presentation skills with explanation. The best three poster presentations were selected for prize distribution.

PAPER PRESENTATION

To enrich the writing skills of the student's current topics were given to express their opinions on the same of their choice. Many addressed the current issues and the challenges faced. The best papers were selected and were asked to present the same. The forum was also opened for the question and answer session.

LAUNCH A PRODUCT

The students were divided into two in a team and had given some news papers and craft material to make a product, name it and launch it. A time frame was also given so that everyone will get a chance. Each team came up with new products like bio- bags, recyclable cups etc. The product launch was the best part since they came up with innovation and new strategies to market the product

GROUP DISCUSSION

Current affairs topics were given to the students and were divide among groups. The students made effective discussion on the chosen topics which was useful to enrich their

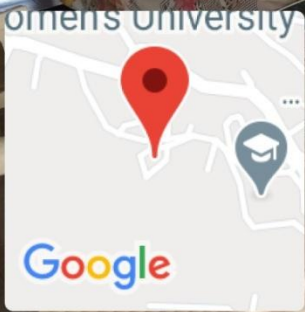
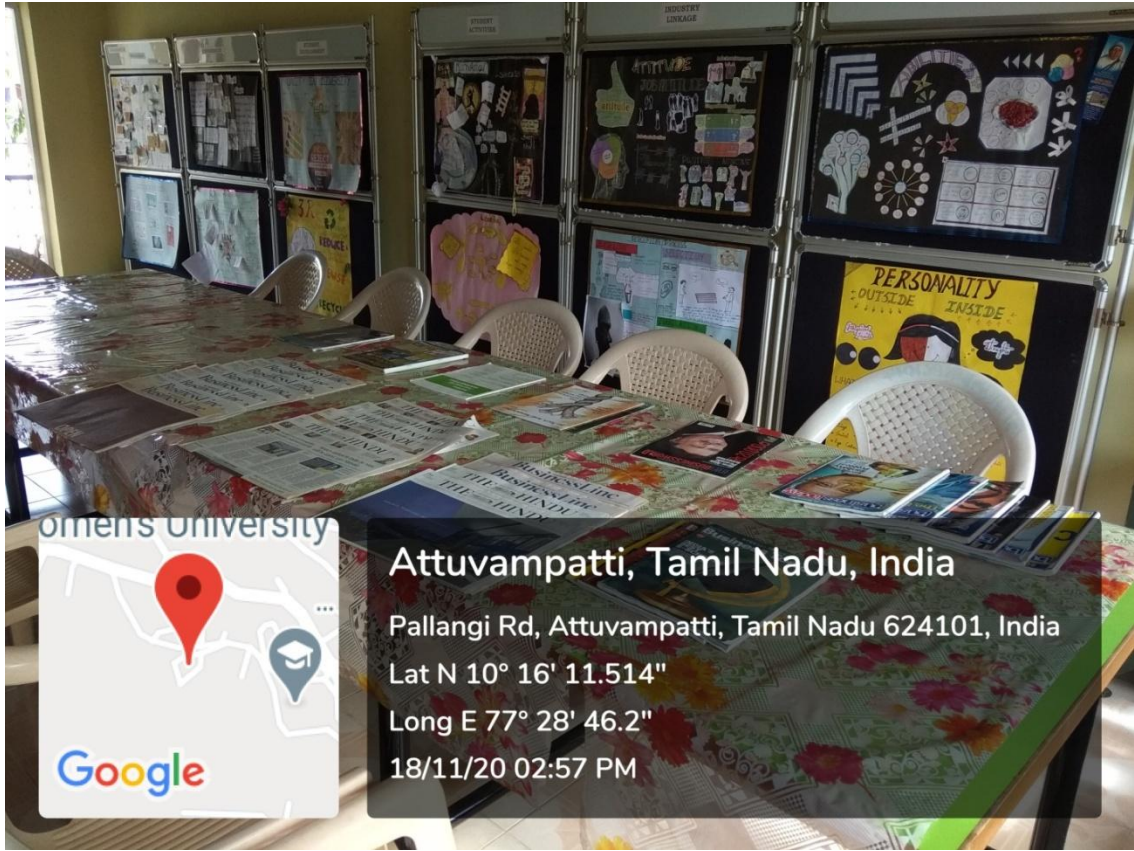
communication skills. These group discussions brush up the students public speaking skills and help them to get rid of stage fear.

DEBATE ON SOCIAL ISSUES

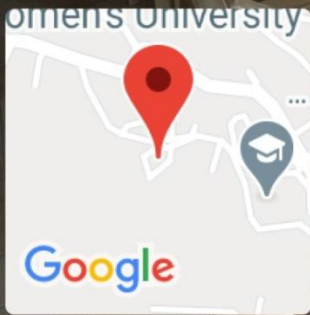
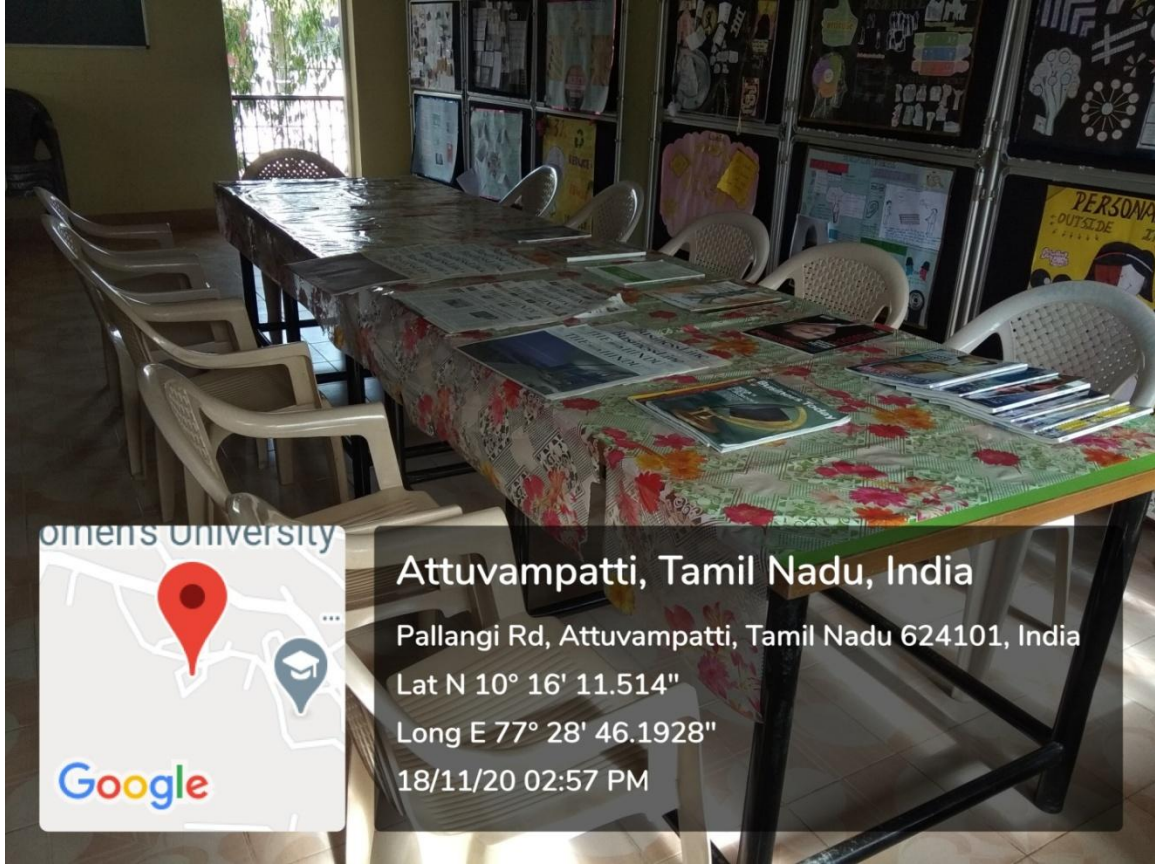
The students were divided into groups and were given social issues related topics to debate. They were asked to speak for and against the social related issues. Through this debate the students were able to take stand and to speak for their rights. Their public speaking skills were enriched.

ROLE PLAY ON DEMONETIZATION

The Club conducted 'Role Play on Demonetization' under Biz- Lab activity. Since it is a current issue, which has affected everyone in some form or the other, there was a big craze among the students to participate. The students were divided into groups and were asked to enact on the theme wherein they brought out many obvious effects of demonetization and also few hidden facts. It was interesting to note the opinion of the youth for and against the bold move of the government. The objective of the activity was met as all students were sensitized on the issue of demonetization and the learning outcomes achieved.



Attuvampatti, Tamil Nadu, India
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Long E 77° 28' 46.2"
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Attuvampatti, Tamil Nadu, India

Pallangi Rd, Attuvampatti, Tamil Nadu 624101, India

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Programmes Organised

2015-16

BUSINESS QUIZ

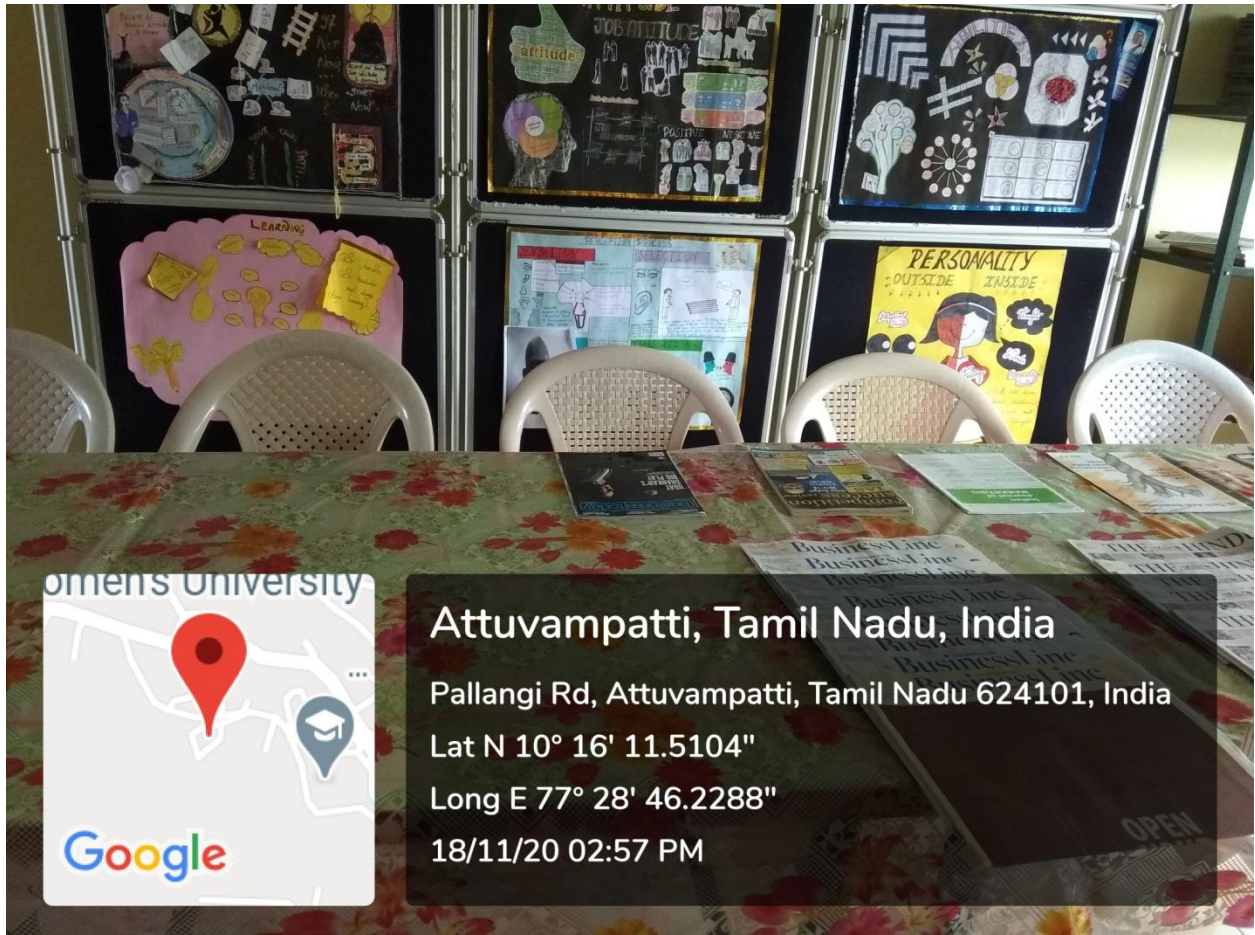
MBA I year students and II year students were clubbed up into 5 teams and the activity was conducted. There were three rounds in which each rounds contained 5 questions and 10 points were given for each questions. The teams actively participated in the quiz and the built a good rap ore among the team members



2015-16

POSTER PRESENTATION

To develop the presentation skills and creativity, the students were given the task of preparing Posters on the theme Personality. The students expressed their creativity and exhibited their presentation skills with explanation. The best three poster presentations were selected for prize distribution.



2016-17

PAPER PRESENTATION

To enrich the writing skills of the student's current topics were given to express their opinions on the same of their choice. Many addressed the current issues and the challenges faced. The best papers were selected and were asked to present the same. The forum was also opened for the question and answer session.



2016-17

LAUNCH A PRODUCT

The students were divided into two in a team and had given some news papers and craft material to make a product, name it and launch it. A time frame was also given so that everyone will get a chance. Each team came up with new products like bio- bags, recyclable cups etc. The product launch was the best part since they came up with innovation and new strategies to market the product



2017-18

GROUP DISCUSSION

Current affairs topics were given to the students and were divide among groups. The students made effective discussion on the chosen topics which was useful to enrich their communication skills. These group discussions brush up the students public speaking skills and help them to get rid of stage fear.



2018-19

DEBATE ON SOCIAL ISSUES

The students were divided into groups and were given social issues related topics to debate. They were asked to speak for and against the social related issues. Through this debate the students were able to take stand and to speak for their rights. Their public speaking skills were enriched.



2018-19

ROLE PLAY ON DEMONSTRATION



The Club conducted 'Role Play on Demonetization' under Biz- Lab activity. Since it is a current issue, which has affected everyone in some form or the other, there was a big craze among the students to participate. The students were divided into groups and were asked to enact on the theme wherein they brought out many obvious effects of demonetization and also few hidden facts. It was interesting to note the opinion of the youth for and against the bold move of the government. The objective of the activity was met as all students were sensitized on the issue of demonetization and the learning outcomes achieved.

