



ETHIRAJ COLLEGE FOR WOMEN (Autonomous)

Chennai - 600 008

Affiliated to the University of Madras
College with Potential for Excellence
Reaccredited with A+ Grade by NAAC

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தமிழ்மன்ற தொடக்கவிழா அறிக்கை

நாள் - 11.09.2023

துறை - தமிழ் முதுகலை மற்றும் உயராய்வுத்துறை

சிறப்பு விருந்தினர் - திருமதி ஆண்டாள் பிரியதர்ஷினி

பங்கேற்பாளர்கள் - எத்திராஜ் கல்லூரி மாணவர்கள்

தமிழ்மன்ற தொடக்கவிழா 11.09.2023 அன்று காலை 9.30 மணியளவில் தொடங்கியது. தமிழ்த் துறையின் தலைவர் முனைவர் பெ. நிர்மலா அவர்கள் வரவேற்புரை வழங்கினார். கல்லூரியின் நிர்வாகக் குழுத் தலைவர் திருமிகு வி.எம்.முரளிதரன் அவர்கள் தலைமையுரையும் கல்லூரி முதல்வர் முனைவர் செ.உமாகௌரி அவர்கள் வாழ்த்துரையும் வழங்கினர். சிறப்பு விருந்தினராகக் கலந்துக்கொண்ட திருமதி ஆண்டாள் பிரியதர்ஷினி அவர்கள் மாணவியரிடையே கல்வியின் அவசியத்தையும் சமத்துவத்தையும் சமூகநீதியையும் தமிழ்மொழியின் மேன்மையையும் எடுத்துரைத்தார்.

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கம்பன் விழா அறிக்கை

நாள்: 12.09.2023

துறை: தமிழ் முதுகலை மற்றும் உயராய்வுத் துறை

சிறப்பு விருந்தினர்: மருத்துவர் பிரியா ராமச்சந்திரன்

பங்கேற்பாளர்கள்: 100 மாணவியர் மற்றும் பேராசிரியர்கள்

கம்பன் விழா 12.09.2023 அன்று காலை 10.00 மணியளவில் தொடங்கியது. இவ்விழாவில் சிறப்பு விருந்தினராகக் கலந்துக்கொண்ட மருத்துவர் பிரியா ராமச்சந்திரன் அவர்கள் கம்பனின் கவித்திறனையும் கம்ப இராமாயணத்தின் காட்சியமைப்பு சிறப்பினையும் விளக்கியுரைத்தார்.



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சேக்கிழார் விழா அறிக்கை

நாள்: 12.09.2023


துறை: தமிழ் முதுகலை மற்றும் உயராய்வுத் துறை

சிறப்பு விருந்தினர்: வழக்கறிஞர் திரு.பாலசீனிவாசன்

பங்கேற்பாளர்கள்: 100 மாணவியர் மற்றும் பேராசிரியர்கள்

12.09.2023 அன்று மதியம் 12.00 மணியளவில் தொடங்கிய சேக்கிழார் விழாவில் நெறியாளராக வழக்கறிஞர் திரு. பாலசீனிவாசன் அவர்களும் கருத்துரையாளர்களாக, செல்வி ப.யாழிணி, செல்வி இரா.அக்சயா, செல்வி வே.ஈஷா ஆகியோர் கலந்துக் கொண்டு பெரியபுராணத்தின் பெருமைகளை எடுத்துரைத்தனர்.




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**Report on Linguaskill
MBA DEPARTMENT
I Year - II SEM (Batch 2023-2025)**



The "Linguaskills" course, conducted for MBA department students at Ethiraj College during their first year, first semester, was a vital initiative aimed at enhancing the English language skills of the students. The course played a crucial role in shaping the students' ability to communicate effectively, both in general and business contexts. It focused on assessing and developing their proficiency in the English language, while simultaneously providing them with a solid foundation in business communication, a key aspect for success in their academic and future professional careers. This comprehensive course had a significant impact on the students, many of whom showed remarkable improvements in their communication skills.

The course was structured to address both general English proficiency and business English. By improving the students' foundational language skills, the program aimed to bridge any gaps that existed in their knowledge of the language. This included a focus on grammar, vocabulary, pronunciation, listening comprehension, and speaking fluency. Students engaged in various activities designed to improve their language usage in practical settings, such as group discussions, role-playing, and language games. These interactive exercises made the learning process more engaging and enjoyable, helping students become more confident in



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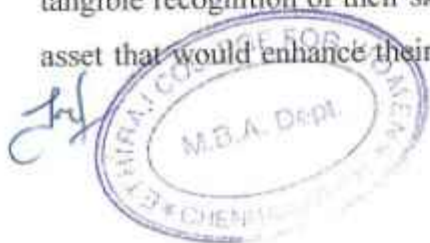


using English, not just in academic environments but also in their day-to-day interactions. The course also placed emphasis on reading comprehension and essay writing, ensuring that the students had a well-rounded understanding of the language.

Additionally, the course provided specialized training in business English, a vital skill set for MBA students as they prepared to enter the corporate world. The students were introduced to different aspects of business communication, including report writing, business correspondence, presentations, negotiation skills, and interpersonal communication within a professional setting. This section of the course was particularly valuable as it taught students how to communicate effectively in formal environments, whether through emails, business letters, or formal presentations. Through mock business scenarios, such as client meetings, negotiations, and team collaborations, students were able to put into practice the skills they had learned, thereby gaining a deeper understanding of the expectations of corporate communication.

Assessment was a key component of the Linguaskills course, with students being continuously evaluated on their progress. The assessments were designed to provide a comprehensive understanding of each student's strengths and areas that required further improvement. Throughout the course, students participated in regular quizzes, assignments, and small group activities, which helped them stay engaged with the material while receiving constructive feedback from their instructors. In addition to these ongoing assessments, students were required to take part in final evaluations, which tested their overall proficiency in both general and business English. The summative assessments included written exams, oral presentations, and interviews, ensuring that every aspect of their language development was thoroughly evaluated.

One of the most notable aspects of the course was that students were awarded certificates based on their performance. These certificates were graded according to the level of proficiency demonstrated in the final assessments, with distinctions awarded to those who excelled in both general and business English. This certification provided students with a tangible recognition of their skills, which was not only a source of personal pride but also an asset that would enhance their employability in the competitive job market. The certificates,



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awarded on the basis of merit, were seen as a significant accomplishment, and many students expressed pride in their achievements.

The impact of the Linguaskills course on the MBA students at Ethiraj College was profound. Many students reported noticeable improvements in their ability to communicate effectively, especially in terms of speaking fluency and written communication. These newfound skills proved beneficial in various aspects of their academic journey, particularly during group discussions, presentations, and interviews. As a result of the course, the students became more confident in expressing their ideas and interacting with peers and professionals alike. The business English component, in particular, proved to be invaluable as students applied the skills they learned during internships and professional interactions, receiving positive feedback for their enhanced communication abilities.

In conclusion, the Linguaskills course offered to the MBA students at Ethiraj College was an essential part of their academic development. By focusing on both general and business English, the course equipped students with the communication skills necessary for both their studies and their future careers. The combination of practical applications, continuous assessments, and performance-based certification ensured that students not only learned the theoretical aspects of language and communication but also gained the confidence to use these skills effectively in real-world settings. The success of this course highlights the importance of language development in business education and its role in preparing students for the professional challenges they will face in the future.

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5.1.3

Language & German & Lab

MBA

Report on German Language Course

MBA Department

II Year – III Semester (Batch 2022-2024)

The MBA Department of Ethiraj College for Women conducted an enriching German language class as part of the students' curriculum in their II Year – III Semester. This initiative aimed to introduce students to the German language, providing them with fundamental skills and knowledge to engage in basic



conversations and understand essential aspects of German culture. This course was conducted from 30.08.2023 to 29.09.2023 (60 units of 45 minutes each). The class was facilitated by Ms.R.Akshaya, Trainer, Goethe Institut, an esteemed institution renowned for its comprehensive German language programs for beginners.

The German language class was designed to cover a wide range of foundational topics. The training began with the basics, including German alphabets and numbers. Students were introduced to the phonetic nuances of the German language, which are crucial for accurate pronunciation and comprehension. Mastery of these basics set a strong foundation for further learning.

The course then progressed to greetings and salutations, an essential component of any language learning process. Students practiced common phrases used in everyday interactions, enabling them to engage in polite and effective conversations. This segment was particularly valuable as it helped students gain confidence in initiating and sustaining conversations in German. Basic conversation skills were developed through interactive exercises and role-playing activities. Students learned to introduce themselves, ask and answer simple questions, and express basic needs and preferences. This practical approach ensured that students could apply their learning in real-life scenarios.





The curriculum also included vocabulary building related to everyday items and concepts. Students learned the names of fruits, vegetables, places, as well as essential grammar rules that form the backbone of the German language. Understanding grammar, such as sentence structure and verb conjugation, was crucial for forming coherent sentences and improving overall language proficiency.



In addition to these elements, the class covered vocabulary related to relationships, such as parents, siblings, paternal grandparents, maternal grandparents, cousins and more. This aspect of the training helped students discuss family and personal connections, enriching

their conversational abilities and cultural understanding.

One of the highlights of the class was a visit to the Goethe Institute in Chennai. This field trip provided students with a firsthand experience of the learning environment at the institute. The day was filled with engaging activities designed to enhance their speaking skills. These activities included interactive games, group discussions, and practice sessions that reinforced the language skills acquired during the course.

The visit also offered students access to the Goethe Institute's extensive library. This resourceful library, stocked with German books, comics, magazines, and newspapers, provided students with additional material to further their learning. The opportunity to explore these resources was invaluable, offering insights into German literature, current affairs, and culture.

The German language class proved to be a significant success among the students. The practical approach to teaching, combined with the interactive and immersive elements, made learning both enjoyable and effective. By the end of the course, students were able to strike up basic conversations with their classmates in German, demonstrating their newfound

A handwritten signature in black ink, appearing to be 'Jaf'.





language skills.

In conclusion, the German language class organized by the MBA department of Ethiraj College for Women, with the support of the Goethe Institute, was a remarkable educational experience. The comprehensive curriculum, coupled with the engaging activities and resources provided, equipped students with essential language skills and cultural knowledge. This initiative not only enhanced their language proficiency but also opened doors to further exploration of the German-speaking world.





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5.1.3
MBA

Report on Professional Ethics and Etiquettes Course

MBA Department

II Year – IV Semester (Batch 2022-2024)

The MBA department of Ethiraj College for Women organized a week-long Professional Ethics and Etiquettes class as an integral component of the MBA students'



curriculum in their II Year – IV Semester. This course was spread over 5 days from 11.12.2023 to 15.12.2023 and covered all the important components in 30 hours. The course on Professional Ethics and Etiquette was handled by Mrs. Prasanna Ramesh from Winspire. This initiative was aimed at equipping students with fundamental skills necessary for navigating the business world with professionalism and grace. The class was meticulously designed to cover a range of topics essential for budding professionals.

The training sessions, led by an experienced trainer, provided students with a comprehensive understanding of business ethics and etiquettes. Areas of focus included communication skills, listening skills, table etiquettes, phone etiquettes and more. Each topic was addressed through engaging lectures, interactive discussions, and practical exercises, allowing students to grasp these concepts in a hands-on manner. Communication skills were emphasized as crucial for professional success. The trainer highlighted the importance of clear, concise, and respectful communication in a business setting. Students learned techniques to improve their verbal and non-verbal communication, which is vital for effective interaction with colleagues and clients. Listening skills were another core component of the training. The trainer conducted exercises to enhance active listening, an essential skill for understanding and responding appropriately in professional conversations. This segment aimed to help students develop empathy and attentiveness, which are key to building strong professional





relationships. Table etiquette was also covered extensively. Students were educated on the nuances of formal dining settings, including proper use of utensils, posture, and conversational norms during meals. This aspect of the training was designed to prepare students for business dinners and networking events, ensuring they can present themselves with confidence and professionalism.

In addition to the technical aspects of business conduct, the trainer incorporated various fun activities aimed at team bonding and boosting student morale. One notable activity involved students forming teams to create a unique brand, complete with a logo and tagline. Each team presented their brand idea to the class, explaining its concept and significance. This exercise not only fostered creativity but also encouraged collaboration and strategic thinking.

The week-long class provided several key takeaways for the students. They gained valuable insights into maintaining professional behaviour, understanding the subtleties of business interactions, and applying etiquette in various contexts. The interactive elements of the training also reinforced the importance of teamwork, creativity, and effective communication in achieving professional success.

Overall, the Professional Ethics and Etiquettes class was a resounding success, offering students practical skills and knowledge that will undoubtedly benefit them in their future careers.

