TEBA NEWSLETTER

Volume 1 Issue 1 Jan 2026

"Great success comes only with great ambition." Jacob Dan

A proud moment as our external college receives the 5 Star Program with the Ministry of Education, Singapore's Quality Assurance Framework (QAF) for Education.

The Outstanding Service Quality Award (OSQA) is a prestigious award that recognises exceptional service, the workforce and good governance in institutions of higher learning. The institution of choice for students who want to be part of a vibrant community with a strong focus on holistic development.

TEBA Takes the lead A Successful Social Media Campaign

SHARE IDEAS MEET INNOVATION...

On January 31, 2025, students from the Department of Business Administration (DBA) participated in a dynamic social media campaign organised by the Marketing Club. The event, which aimed to foster creativity and enhance digital marketing skills, saw participants actively engaging with various social media platforms to promote the Marketing Club and its upcoming events. The campaign was a success, with participants demonstrating their creativity and strategic thinking in leveraging social media to boost visibility and engagement. The Marketing Club, a student-led initiative, plays a crucial role in the DBA ecosystem by providing students with opportunities to apply theoretical knowledge in real-world scenarios. The social media campaign was a testament to the club's commitment to fostering a vibrant community and enhancing the skills of its members. The success of the campaign underscores the importance of such initiatives in bridging the gap between academic learning and practical application. The Marketing Club's efforts have set a precedent for future initiatives, ensuring that students continue to benefit from hands-on experiences that prepare them for the dynamic world of marketing.

Transforming Business By Exploring AI

Team India Shines Bright with a Spectacular Eko Eko Victory!

Why?

"Startups exist to solve real-world problems, create meaningful jobs, and fulfill social responsibility by transforming challenges into opportunities for a better society"

AI India become 8th Best carrier in Infosince Tech Sector Ministry of Civil Aviation.

You Experts Gateway for Entrepreneurs

Dr. Sivanandam Sundaram, Director of Business Administration, Thiagarajar College, Madurai, Tamil Nadu, India, has been selected as the Chairman of the Board of Studies in Commerce at Tamilnadu Open University. The committee, which includes prominent academicians and industry experts, will oversee the development of curriculum, assessment methods, and academic standards for commerce programs. This appointment underscores the commitment to enhancing the quality of education and fostering innovation in the commerce sector.

Dr. Sivanandam Sundaram, the Chairman of the Board of Studies in Commerce at Tamilnadu Open University, has emphasized the importance of aligning commerce education with the evolving needs of the industry. The committee aims to ensure that the curriculum is relevant, practical, and prepares students for the challenges and opportunities in the commerce sector. The committee will also focus on promoting research and innovation in commerce education, encouraging students to engage in cutting-edge research and contribute to the advancement of the commerce sector.

STEM Market Mixtape!

Pongalana gala celebration with cultural and sports competitions marks Unity.

Technology Enhanced Learning Initiatives Department of Business Administration(DBA)

Month	Activity	Details
August	Introduction to Technology Enhanced Learning	Introduction to Technology Enhanced Learning
	Introduction to Moodle	Moodle Basics, Course Creation, Assignments, Quizzes, Forums
	Introduction to Canva	Canva Basics, Design Principles, Templates, Collaboration
September	Advanced Moodle Features	Gradebook, Plugins, Customization, Analytics
	Advanced Canva Techniques	Advanced Design Techniques, Branding, Multimedia Integration
	Introduction to Google Workspace	Google Docs, Sheets, Slides, Forms, Collaboration Tools
October	Advanced Google Workspace	Advanced Features, Automation, Integrations, Analytics
	Introduction to Zoom	Zoom Basics, Meeting Management, Breakout Rooms, Recordings
	Advanced Zoom Features	Advanced Meeting Management, Webinars, Integrations, Security
November	Introduction to Microsoft Teams	Teams Basics, Channels, Meetings, Collaboration, Integrations
	Advanced Microsoft Teams	Advanced Features, Automation, Integrations, Analytics
	Introduction to Slack	Slack Basics, Channels, Messaging, Integrations, Automation
	Advanced Slack Features	Advanced Messaging, Workflows, Integrations, Analytics
December	Introduction to Trello	Trello Basics, Boards, Lists, Cards, Collaboration
	Advanced Trello Features	Advanced Boards, Automation, Integrations, Analytics
	Introduction to Asana	Asana Basics, Projects, Tasks, Collaboration, Integrations
	Advanced Asana Features	Advanced Projects, Automation, Integrations, Analytics
January	Introduction to Artificial Intelligence	AI Basics, Machine Learning, Natural Language Processing, Ethics
	Advanced Artificial Intelligence	Advanced Machine Learning, Deep Learning, Natural Language Processing, Ethics
	Introduction to Data Analytics	Data Basics, Data Collection, Data Analysis, Visualization
	Advanced Data Analytics	Advanced Data Analysis, Machine Learning, Predictive Analytics, Visualization
	Introduction to Cybersecurity	Cybersecurity Basics, Threats, Vulnerabilities, Protection Measures
	Advanced Cybersecurity	Advanced Threats, Vulnerabilities, Protection Measures, Incident Response
	Introduction to Blockchain	Blockchain Basics, Cryptocurrencies, Smart Contracts, Applications
	Advanced Blockchain	Advanced Blockchain Technology, Cryptocurrencies, Smart Contracts, Applications
	Introduction to Cloud Computing	Cloud Basics, Cloud Services, Deployment Models, Security
	Advanced Cloud Computing	Advanced Cloud Services, Deployment Models, Security, Optimization
	Introduction to Internet of Things	IoT Basics, Devices, Connectivity, Applications, Security
	Advanced Internet of Things	Advanced IoT Devices, Connectivity, Applications, Security
	Introduction to Virtual Reality	VR Basics, Hardware, Software, Applications, Development
	Advanced Virtual Reality	Advanced VR Hardware, Software, Applications, Development
	Introduction to Augmented Reality	AR Basics, Hardware, Software, Applications, Development
	Advanced Augmented Reality	Advanced AR Hardware, Software, Applications, Development
	Introduction to Robotics	Robotics Basics, Hardware, Software, Applications, Programming
	Advanced Robotics	Advanced Robotics Hardware, Software, Applications, Programming
	Introduction to Quantum Computing	Quantum Basics, Hardware, Software, Applications, Programming
	Advanced Quantum Computing	Advanced Quantum Hardware, Software, Applications, Programming
	Introduction to Digital Marketing	Digital Marketing Basics, SEO, Social Media, Analytics, Campaigns
	Advanced Digital Marketing	Advanced SEO, Social Media, Analytics, Campaigns, Automation
	Introduction to Blockchain	Blockchain Basics, Cryptocurrencies, Smart Contracts, Applications
	Advanced Blockchain	Advanced Blockchain Technology, Cryptocurrencies, Smart Contracts, Applications
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	Advanced Virtual Reality	Advanced VR Hardware, Software, Applications, Development
	Introduction to Augmented Reality	AR Basics, Hardware, Software, Applications, Development
	Advanced Augmented Reality	Advanced AR Hardware, Software, Applications, Development
	Introduction to Robotics	Robotics Basics, Hardware, Software, Applications, Programming
	Advanced Robotics	Advanced Robotics Hardware, Software, Applications, Programming
	Introduction to Quantum Computing	Quantum Basics, Hardware, Software, Applications, Programming
	Advanced Quantum Computing	Advanced Quantum Hardware, Software, Applications, Programming
	Introduction to Digital Marketing	Digital Marketing Basics, SEO, Social Media, Analytics, Campaigns
	Advanced Digital Marketing	Advanced SEO, Social Media, Analytics, Campaigns, Automation

Winners of Innovation Season Thiagarajar College of Engineering

Hugh Jackman of NPTEL

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A Legacy of Vision and Fulfillment

TEDA's 25 LARGEST TECH PARTS

Microsoft Investing for the Future

CONTINUING THE MOTION OF ALUMNI CREATIONS

SAFETY PLACEMENT AGENDAS

S.No	Name	Start date
1	Lenin Kumar	23/08/2025
2	[illegible]	23/08/2025
3	[illegible]	23/08/2025
4	[illegible]	23/08/2025

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Squid Game is the most watched series on Netflix, with 2.2 billion views.

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AN ANTHEM

Hanyang University Earn Fast Pulse Photos to climb Mandan PSL Title

IBM's GREAT TEA SPEAKS

ALUMNA INSIGHTS

Aunish Mela Where Spirituality Meets Celebration

The Fintech Club Hosts Workshop Lecture on "New Gen Banking: Opportunities and Challenges"

MUFASA

FREE TEXT CRYPTO

SCRAMBLE WORDS

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PCAIDTIMIND
MALVES
ISOCC
MUSION
AOMNCLO

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Mail your answers with your name, department and roll number to ietsocietyteba@gmail.com

Names of the winners will get featured in the next edition.

ABOUT TEBA

TEBA the dynamic e-newsletter curated by the Business Administration Self Financed Students of Thiagarajar College under the acronym TEBA representing Thiagarajar E-Business Administration.

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