



Since 1881

## THE AMERICAN COLLEGE, MADURAI

An Autonomous Institution Affiliated to Madurai Kamaraj University  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A" CGPA - 3.46 on a 4 point scale



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Madurai - 625002.

Department of Business Administration

# INVITATION

We cordially invite you to attend a  
Guest lecture on the topic

**" Development of soft skill to  
enhance employability"**

By

**Mr. Lance**

**ITM Skills academy**

**Date: 25/09/19 at 3.00 P.M**

**Venue: Saunder's hall**

**Dr. M. DAVAMANI CHRISTOBER**  
Principal & Secretary  
The American College  
Madurai-625 002



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### Brief report on the Guest Lecture conducted by the Department of Business Administration on 25 September 2019

Soft skills are very critical to the success of every manager. In order to provide very useful information on soft skills, a program on soft skills was arranged for the students. Mr. Lance from ITM skills academy, Madurai conducted a session highlighting the importance of soft skills on enhancing the employability among students. The inaugural address for the program was given by Mr. Christopher, Assistant professor, Department of BBA. Mr. Lance shared his expertise by providing valuable information on the importance of soft skills in today's world. He interacted with the students in a very friendly manner and made the session very interesting and useful. The students were happy with the session and they learned the importance of soft skill in real life. The vote of thanks was proposed by Mr. Manoj, III year BBA student.

Dr. S. Sathya Dev, M.B.A., Ph.D.,  
Head of the Department  
Department of Business Administration  
The American College,  
Madurai-625 002.

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Photographs with date and caption

Development of soft skill by ITM Skills academy on 25/9/19



  
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