



# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu & Accredited by NAAC with 'A' Grade (2nd Cycle)  
Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India.  
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## *Business Bulletin - Newsletter* *June 2020 to May 2021*

### *Faculty of Commerce*

- ➡ Department of Commerce
- ➡ Department of Commerce with Computer Applications
- ➡ Department of Commerce with Corporate Secretaryship and Computer Applications
- ➡ Department of Commerce with Information Technology
- ➡ Department of Commerce with Professional Accounting
- ➡ Department of Commerce Finance
- ➡ Department of Commerce Banking and Insurance
- ➡ Department of Commerce in Business Process Services
- ➡ Department of Commerce with Business Analytics
- ➡ Department of Commerce with International Business
- ➡ Department of Commerce Accounting and Taxation
- ➡ Department of Commerce with Cost Accounting

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**All The Staff Members**  
Faculty of Commerce

# Department of Commerce

## About the Department

Our enormous gratification in releasing the 12th issue of the newsletter of the Department of Commerce in the academic year 2020-2021.

This newsletter depicts the laurels brought by the students as well as members of staff in different dimensions through their active individual efforts and team spirits. Syncom association was successful in shaping the graduates and we thank all your support and look forward to be positive and impactful in coming days

## Guest Lectures

CMA.V. Mathana Gopal, Chairman ICAI-Coimbatore Chapter delivered a Lecture titled “Cost and Management Accounting” on 21.11.2020.

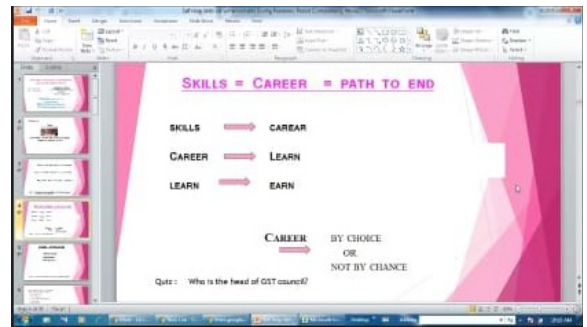


Lecture on “Trading Methodologies from Investing Perspective” was delivered by Mr. S. Jai Sripathy, Founder, J Capital, Coimbatore on 19.02.2021.

On 19.03.2021, Dr Samuel Churhill, Founder, Director-Get Set Go Training Solutions & Youth Foundation (NGO), Coimbatore Lectured on “A Great Leader in You”



On 24.03.2021, Ms. Akshaya Krishnamoorthi, Founder-Uliyin Uruvam, Social Entrepreneur, CEO-Surukupai Organics, Coimbatore spoke on “Entrepreneur Skills”.



Ms. Latha Sundaram, Founder & Managing Trustee, Aram Foundation Charitable Trust Coimbatore delivered a Lecture entitled “Where you want to be” on 26.03.2021.

On 30.03.2021, Dr M. Rangarajan, Corporate Trainer, Coimbatore gave a Lecture titled “Be Yourself”.

Dr N. Pratheep Kumar, General Secretary, TamilNadu Consumer Association Coimbatore presented a Lecture on “Consumer Rights and Responsibilities” on 09.04.2021.

## Inter Department Competition

Festem 2021 - An Inter Department Competition was conducted by final years. Students competed in events like Connection, Collage, General Quiz and Photography.



## Extension / Outreach Programme

III year students conducted an Awareness programme on “Financial Incentives and Literacy” at Periyathadagam on 6.03.2021.



II year PG students organised an Awareness programme on “Government Schemes” at Chinnathadagam on 06.03.2021.



## Student Development Programme

Students were exposed to class room lectures on the title “Privatization” on 17.03.2021.



On 18.03.2021, students participated in the class room Lecture on “Industrial Policy”.



## Workshop

Dr. S. Sarvanan, Dean-Administration, Dr.N.G.P. Arts and Science College conducted a Workshop entitled “Application in Statistics using SPSS” on 19.02.2021.

## Achievements By Students

### Paper Presentation By Students

About 40 students participated and presented papers on various topics organized by other reputed institutions.

## Publication By Staff Members

Dr. S. Saravanan & Ms. G. Ilakkia, published an article on the title “A study on customer satisfaction and factors that influences the customer to prefer private sector bank in Coimbatore city” in GIS Science Journal, Volume 8, Issue 4, April 2021, ISSN:1869-9391.

Dr. S. Saravanan & Ms. G. Ilakkia, published an article on the title “A comparative study on service quality and customer satisfaction between Public and Private sector banks with reference to Coimbatore city” in Mukta Shabd Journal, Volume 10, Issue 4, April 2021, ISSN: 2347-3150.

J. Eldho & Dr. R. Gunasundari, published an article on the title “A study on production and marketing problems of pepper cultivators in Gudalur area of Nilgiris” in the International Journal of all Research Education and Scientific Methods, Volume 9, Issue 4, April 2021, ISSN: 2455-6211.

Dr. R. Gunasundari & M. Dhivyaa, published an article titled “Measurement of brand awareness and brand perception towards Samsung mobile phones” in the International Journal of all Research Education and Scientific Methods, Volume 9, Issue 4, April 2021, ISSN: 2455-6211.

N. Sathish Babu & M. Banurekha, published an article on the title on “A Study on Emotional Intelligence & Burnout Syndrome of Private School Teachers” in International Journal of Creative Research Thoughts, Volume 8, Issue 4, April 2021, ISSN: 1869-9391

M. Priyadhasini & M. Banurekha, published an article on the title “A study on customers satisfaction towards Raymond's fashion wear with reference to Coimbatore city” in the International Journal of Innovative Research in Technology, Volume 7, Issue 11, April 2021, ISSN: 2349-6002.

Nadhakumar & M. Banurekha, published an article on the title “A study on parents' opinion towards XSEED syllabus in private school with special reference to Coimbatore city” in the International Journal of Innovative Research in Technology, Volume 7, Issue 11, April 2021, ISSN: 2349-6002.

K. Praveen, Dr. S. Gandhimathi, Dr. C. Karthick, published an article on the title “A study on marketing of agricultural production with special reference on groundnuts” in EPRA International Journal of Multidisciplinary Research, Volume 7, Issue 4, April 2021, ISSN: 2455-3662.



Shobika & Dr. R. Gunasundari, published an article on the title “A study on customer satisfaction towards hypermarket with reference to DMART” in EPRA International Journal of Multidisciplinary Research, Volume 7, Issue 4, April 2021, ISSN: 2455-3662.

N. Akashya & Dr. R. Gunasundari, published an article on the title “A study on passengers' satisfaction using Fasttag with special reference to Coimbatore city” in EPRA International Journal of Multidisciplinary Research, Volume 7, Issue 4, April 2021, ISSN: 2455-3662.

D. Vinothini, Dr. S. Gandhimathi & Dr. C. Karthick, published an article on the title “A study on stress management of working women in Coimbatore city” in EPRA International Journal of Multidisciplinary Research, Volume 7, Issue 4, April 2021, ISSN: 2455-3662.

N. Preethi & Dr. M. P. Kumaran, published an article on the title “A study on problems faced by the work from home employees” in the International Journal of all Research Education and Scientific Methods, Volume 9, Issue 4, April 2021, ISSN: 2455-6211.

SreeMathi & P. Maheswari, published an article on the title “A study on marketing mix strategies of Airtel network with special reference to Coimbatore city” in the International Journal of Research Publications and Reviews, Volume 2, Issue 4, April 2021, ISSN: 2582-7421.

S. Kavya & P. Maheswari, published an article on the title “A study on role of co-operative bank in agricultural credit with special reference to Coimbatore city” in the International Journal of all Research Education and Scientific Methods, Volume 9, Issue 4, April 2021, ISSN: 2455-6211.

M. Praveena & Dr. R. Gunasundari, published an article on the title “A study on marketing mix strategies of Reliance JIO 4G network with special reference to Coimbatore city” in the International Journal of Research Publications and Reviews, Volume 2, Issue 4, April 2021, ISSN: 2582-7421.

G. Joshika & P. Maheswari, published an article on the title “A study on impact of e-learning model in students with special reference to Dr. N.G.P. Arts and Science College” in International Journal of Research Publications and Reviews, Volume 2, Issue 4, April 2021, ISSN: 2582-7421.

S. Gokuleswaran & P. Maheswari, published an article on the title “A study on customer awareness and satisfaction of technology advancement in banking sector” in GIS Science Journal, Volume 8, Issue 4, April 2021, ISSN: 1869-9391.

## Inter Collegiate Competitions

- ➔ S. Balasurekha was the winner of 'Fictionist' conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 10.06.2020.
- ➔ S. Balasureka gained a special mention in 'Digital Poster Making' conducted by My NEP on 16.10.2020.
- ➔ S. Arvin Krishna won first place in 'Best Orator' at the International Level Talent Hunt on 28.11.2020.
- ➔ S. Arvin Krishna set a world record as Best Motivator at the International Level Talent Hunt on 29.11.2020.

## Contribution By Staff Members

### Staff Awards

- ➔ Mr. C. Karthick, Assistant Professor has been awarded “Doctorial of Philosophy”

## Staff Members As Resource Person

- ➔ Mr. M. A. Prasad delivered a lecture on “Recent Developments in Education” at Dr N.G.P. College of Education, Coimbatore on 13.03.2021.



## Placements

- ➔ Students of III year has been placed in reputed organisations like Wipro, TCS, Asosta, Focus Edumatics, HCL, Byju's etc....

## Students Start UPS

S.No	Name of the Student	Start-ups
1	Elavarasan.S & Ashwin Balaji. S	Signatures of Creation-Entertainment Channel
2	Ajay Kumar. M & Kavin Krishna.S	Techno Agri Tamil – You tube channel
3	Suvetha.G	The Muffin's Cook house- Baking



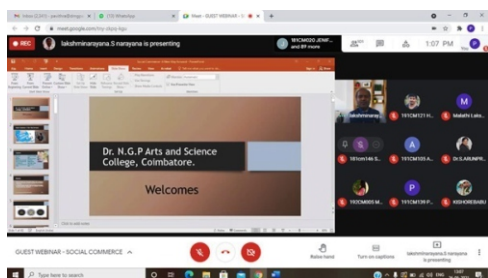
# Department of Commerce With Computer Applications

## About the Department

The Department of Commerce with Computer Applications offers UG and PG programmes to meet the significant increase in demand for computer professionals with accounting background, and to provide both technical skills for computer applications along with accounting and business skills. It enhances students' knowledge in both business and IT sector, and gives them considerable flexibility in their career choice. This program educates students to design and build e-commerce and e-business systems and develops their understanding in current trends of this rapidly evolving new technology. It also intensely aids the students to explore in related fields such as law, economics and management.

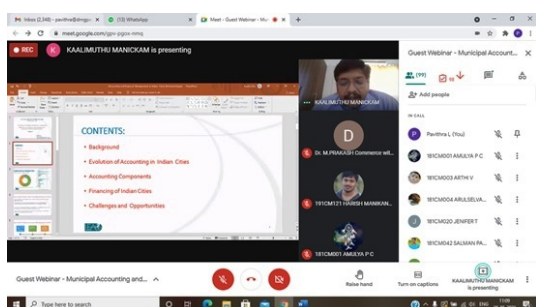
## Guest Lectures

Mr. S. Lakshminarayana, Assistant Professor & Program Manager (M.F.A. & P.G.D.M.), Department of Commerce, A.I.M.S. Institute, Bangalore delivered a Lecture titled “Social Commerce” on 26.05.2021 through Google Meet.

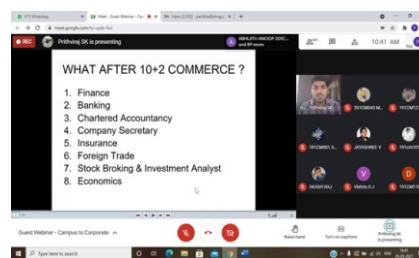


Mr. M. Kaalimuthu, General Manager, Urban and Regional Development Division, New Delhi, delivered a Lecture on “Municipal Accounting and Financial Management of Indian Cities” on 28.05.2021 through Google Meet.

Mr. S. K. Prithviraj, Software Developer, Cognizant Technology, London, delivered a Lecture entitled “Campus to Corporate” on 29.05.2021 through Google Meet.

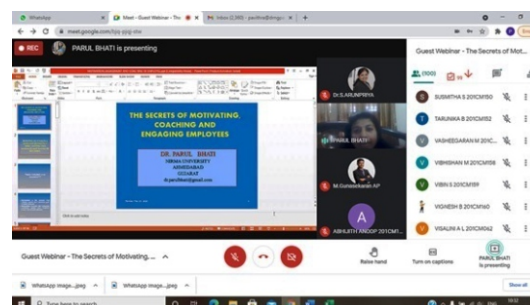


Dr. Parulkumari P. Bhati, Assistant Professor, Department of Management, Nirma University, Gujarat, delivered a Lecture on “The Secrets of Motivating, Coaching and Engaging Employees” on 31.05.2021 through Google Meet.



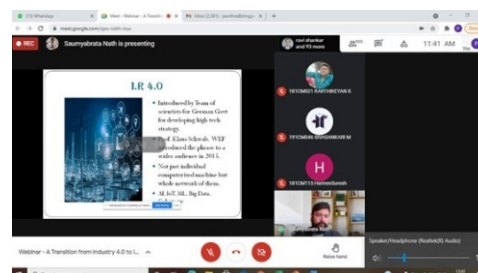
Mr. Saumyabrata Nath, Assistant Professor & Academic Co-ordinator PRUT, Saket Institute of Management, Maharashtra, delivered a Lecture on “Transition from Industry 4.0 to Industry 5.0” on 31.05.2021 through Google Meet.

Dr. P. Sampath, Professor and Head of Computer Science, Nehru College of Engineering and Research Centre, Kerala, delivered a Lecture on “Information Retrieval” on 01.06.2021 through Google Meet.



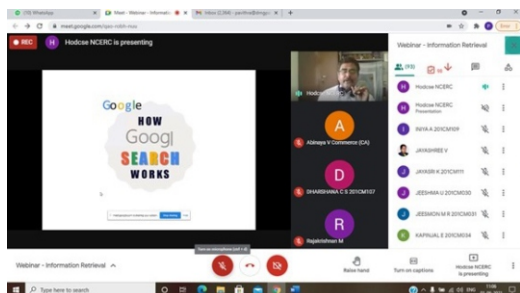
Dr. S. Nafeesa, Assistant Professor, Department of Commerce, Quaide Milleth College for Men, Chennai, delivered a Lecture titled “Impact of COVID on E-Commerce” on 02.06.2021 through Google Meet.

Mr. P. S. Prakash, Business Lead, MB Certified Cars, Retail, Finance & Insurance, Coimbatore, delivered his Lecture in the Webinar on “Business Innovations in the Present Digital Era” on 02.06.2021.

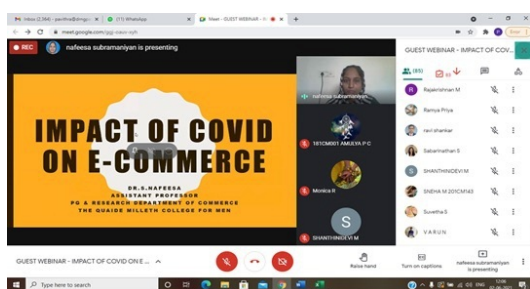


Mr. S. S. Muthusubramaniam, Accounts in-charge of Karnataka state, delivered his Lecture in the Webinar on “Being an Adult is Not an Easy Task” on 03.06.2021.

Mrs. Joly Roy Sarkar, Special Educator, Art Therapist, Play Therapist, delivered a Lecture in the Webinar on 'Improvement of Mental Health in COVID-19' on 04.06.2021.



Dr. M. Prakash, Assistant Professor, Christ University, Bangalore, delivered his Lecture in the Webinar on “Fintech - A Disruptive Innovation” on 05.06.2021.

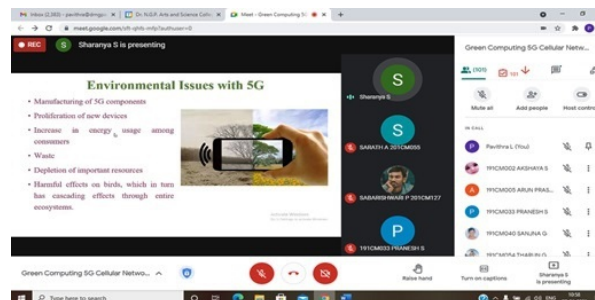


Dr. Pradeep Kumar Singh, Assistant Professor of Commerce, Bharathidasan Government College for Women (Autonomous), Puducherry, delivered his Lecture in the Webinar on “Taxation Structure in India in Contemporary Environment” on 05.06.2021.



Ms. S. Sharanya, Assistant Professor (O.G.), S.R.M. Institute of Science and Engineering, Chennai, delivered her Lecture in the Webinar on “Green Computing 5G Cellular Networks” on 07.06.2021.

Dr. R. Rupa, Associate Professor, Rajagiri College of Social Science, Cochin delivered her Lecture in the Webinar titled “Demystifying Crowd Funding” on 07.06.2021.



Dr. D. Elangovan, Head & Assistant Professor of Commerce., Government Arts College, Jayankondam delivered his Lecture in the Webinar entitled “Kannadasan Kaattum Valviyal” on 05.06.2021.

## Achievements By Students

### Student Participation

- ➔ S. Pooja, attended online Workshop on “Goods and Service Tax” conducted by the Institute of Tally, APM SYSTEMS, Coimbatore on 04.06.2020.
- ➔ S. Pooja, participated and secured 87% in the Online Quiz on “International Yoga Day” conducted by Government Arts College for Women, Trichirappalli, Pudukkottai on 21.06.2020.
- ➔ J. Arunprassath participated and secured 100% in the Online “E-quiz on Marketing Management and Financial Management” organized by the Department of Commerce, Sengunthar Arts and Science College, Tiruchengode on 29.06.2020.
- ➔ J. Arunprassath participated and secured 100% in the Online “Quiz on Deep Learning” organized by the Dept. of Computer Engineering, MET's, Institute of Engineering, Adgaon, Nashik from 3rd to 6th June 2020.
- ➔ J. Arunprassath participated and secured 100% in the Online “Quiz on Environment Awareness 2020” organized by NSS, P.S.G. College of Arts and Science, Coimbatore on 6th June 2020.
- ➔ J. Arunprassath participated and secured 100% in the Online “BIG Quiz” organized by the School of Management Studies LBRCE, Mylavaram Krishna District, Andhra Pradesh, India from 22nd to 28th June 2020.
- ➔ J. Arunprassath participated in the Webinar on “Python Programming for Beginners” organized by the Department of Computer Applications, MITS, Madanapalle from 20th to 27th July 2020.

➔ A. Vishnu Boopathy participated and secured 100% in the Online “Quiz on Deep Learning” organized by the Dept. of Computer Engineering, MET's, Institute of Engineering, Adgaon, Nashik from 3rd to 6th June 2020.

➔ A. Vishnu Boopathy participated and secured 80% in the Online “Quiz on Environment Awareness 2020” organized by NSS, P.S.G. College of Arts and Science, Coimbatore on 6th June 2020.

### Students Placed List

The below students received their offer letters from Focus Edumatics:

S. No.	Reg. No.	Name
1	181CM001	AMULYA P. C.
2	181CM002	ARAVINTH R.
3	181CM009	CHANDIRA KUMAR S.
4	181CM013	DHIVYA M.
5	181CM015	GOWTHAM
6	181CM023	KATHIRAVAN KARTHIK
7	181CM025	KAVIYA K.
8	181CM027	MADHUMITHA
9	181CM031	MUGESH KUMAR
10	181CM034	NANDHAKUMAR
11	181CM036	NAVEEN
12	181CM043	SANDHYA
13	181CM045	SANJAY
14	181CM054	STALIN BRUCE
15	181CM055	SURYA PRABHU
16	181CM060	VISHNU
17	181CM061	KHANDEBATH ARJUN JAYAPRAKASH
18	181CM101	AAISHA J.
19	181CM102	T. AARTHI
20	181CM104	V. ANANTHALAKSHMI
21	181CM106	J. BHAVAN KARTHICK
22	181CM109	BRINDHA S.
23	181CM115	HARINEE S.
24	181CM117	JANAKA NANDHINI N.
25	181CM120	S. KAVYA
26	181CM123	MAHENDRAN V.
27	181CM131	PRATEEKSHA J. M.
28	181CM134	RAJESH R. P.
29	181CM138	RANJANI G.
30	181CM142	SANJAY RAJ S.
31	181CM147	SHERLY SONA THOMAS
32	181CM149	SRINATH R.
33	181CM152	SUVETHA S.
34	181CM156	VARUN G.
35	181CM158	VIJAYSEKAR A.
36	181CM160	YUVARAJ G.

The below students received their offer letters from IDBI Federal Life Insurance:

S. No.	Reg. No.	Name
1	181CM006	P. ASWATH
2	181CM013	DHIVYA M.
3	181CM015	GOWTHAM S.
4	181CM031	V. MUGESH KUMAR
5	181CM034	M. NANDHA KUMAR
6	181CM036	NAVEEN S.
7	181CM060	S. J. VISHNU
8	181CM101	J. AAISHA
9	181CM102	T. AARTHI
10	181CM115	S. HARINEE
11	181CM131	J. M. PRATEEKSHA
12	181CM135	K. RAJ KUMAR
13	181CM146	D. SATISHKUMAR
14	181CM147	SHERLY SONA THOMAS
15	181CM149	R. SRINATH
16	181CM158	A. VIJAY SEKAR

The below students received their offer letters from NIELSEN IQ:

S. No.	Reg. No.	Name
1	181CM060	VISHNU S. J.
2	181CM101	J. AAISHA

The below students received their offer letters from INFOSYS:

S. No.	Reg. No.	Name
1	181CM036	NAVEEN S.
2	181CM115	HARINEE S.
3	181CM158	A.VIJAY SEKAR

### Contribution By Staff Members

#### Staff Members As Resource Person

- ➔ Dr. P. Jayasubramanian acted as Resource Person for the Webinar entitled “Financial Statement Analysis” organized by P.P.G. College of Arts and Science, Coimbatore on 22.01.2021.
- ➔ Dr. P. Jayasubramanian acted as Resource Person for the Webinar entitled “Accounting Practices in Corporate” organized by Vellalar College for Women, Thindal on 16.02.2021.



### Publication By Staff Members

- ➔ Dr. P. Jayasubramanian published an article on the title “Influencing Factors of Shipper's Port Choice Decision”, STRAD Research, August 2020, Volume 7, Issue 8, ISSN: 0039-2049.
- ➔ Dr. M. Shanthidevi and Dr. S. Arunpriya published an article on the title “Perception and Attitude towards Adopting e-Governance Services among Rural People”, Journal of Interdisciplinary Cycle Research, March 2021, Volume XIII, Issue III, ISSN: 0022-1945.
- ➔ Dr. L. Pavithra published an article titled “An optimized Ant Colony Based Intrusion Detection System in Wireless Sensor Networks” in the International Journal of Management (SCOPUS), September 2020, Vol. 11, Issue 9, ISSN Online: 0976-6510.
- ➔ Dr. L. Pavithra published an article on the title “Optical Character Recognition Based on Local Invariant Features” in the Imaging Science Journal (SCI Index), 28 October 2020, DOI: 10.1080/13682199.20.
- ➔ Mr. C. Eahambaram published an article titled “A Study on Economic Value Added Analysis of Indian Selected Automobile Industry in India” published in Aegaeum Journal (Indexed in UGC), February 2021, Vol. No 9, Issue 2, Page No. 171-180.
- ➔ Mr. M. Rajakrishnan published an article on the title “A Study on Factors Affecting the Choice of Parent in Selecting School for Kids in TamilNadu (Special Reference to Coimbatore City)”, published in the International Journal of Scientific & Technology Research (Indexed in SCOPUS), June 2020, Vol. No 9, Issue 6, Page No. 5-7, ISSN: 2277-8816.
- ➔ Mr. M. Rajakrishnan published an article titled “Consumer Belief and Attitude towards Social Media Marketing”, published in Aegaeum (Indexed in UGC), March 2021, Vol. No. 9, Issue 3, Page No. 37-50, ISSN: 0776-3808.

### Workshops Attended By Staff

- ➔ Dr. M. Shanthidevi participated in the Workshop on “Learning Management System and E-Content Development Tools”, organised by Hindusthan College of Arts and Science, Coimbatore, 01st to 08th July 2020.

### Faculty Development Programme Attended By Staff

- ➔ Dr. M. Shanthidevi participated in the FDP on “Being a Super Teacher”, organized by Bannari Amman Institute of Technology, from 6th to 12th July 2020.
- ➔ Mr. M. Gunasekaran participated in the FDP on “Teaching Pedagogies for Virtual Classrooms”, organized by PG and Research Department of Commerce, Vivekanandha College of Arts and Sciences for Women, from 25th to 31st May 2021.
- ➔ Mr. R. Karthikeyan participated in the FDP on “Teaching Pedagogies for Virtual Classrooms”, organized by PG and Research Department of Commerce, Vivekanandha College of Arts and Sciences for Women, from 25th to 31st May 2021.

# Department of Commerce With Corporate Secretaryship (CA)

## About the Department

The Department of Commerce with Corporate Secretaryship was established in the year 1999 with the objective of preparing the students in enhancing professional skills to suit the expectation of Corporate Sectors. The Department offers Under Graduate, Post Graduates and Research Programmes. The courses provide exposure in the areas of Corporate Governance, Capital Market Regulations, Mutual Funds, Institution-Industry Interaction, CEO Meets, Mock Meetings, Industrial Visit, Off-Campus Training etc., to bridge the gap between theory and practice.

## Guest Lectures

On 04.11.2020, Dr. M. Rangarajan Ravi, Quiz Master - Corporate Trainer, CEO Mindgames Quizzing and Consulting, delivered a Lecture titled, "Career Guidance".



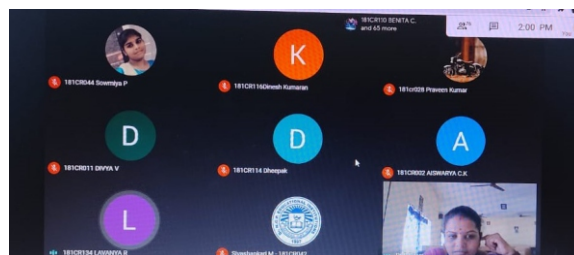
CS. A. R. Ramasubramania Raja, Past Chairman ICSI, Coimbatore Chapter, delivered a Lecture "Career as Company Secretary" on 27.11.2020.



CS. G. Balasubramaniam, Company Secretary Roots Multi Clean, Coimbatore, delivered a Lecture "AGM and Board Meeting during COVID 19" on 16.12.2020.



Dr. D. Divya, Assistant Professor, Department of Management, Sri Ramakrishna College of Arts and Science, delivered a Lecture "DIGITAL ERA" on 26.02.2021.



Mr. K. Vinith babu, CEO Gee Stack LLP, Coimbatore, delivered a Lecture "How to dream as a Young Entrepreneur" on 27.02.2021.



Ms. Praseetha, Lady Cadet, Officer trainee, Indian Naval Academy, delivered a Lecture "Awareness on Defence Training" on 22.03.2021.



Dr. Seethalakshmi Iyer, Assistant Professor in KPB Hinduja College, delivered a webinar "Digital Marketing" on 26.05.2021.



Go to [www.zoom.us](https://www.zoom.us) and use the code 9642 6468

### Funbility of a finance professional

- Investment
- Mergers & Acquisitions
- Consultancy
- Financial Audit
- Banking
- Real estate consultancy
- Manufacturing / IT / SaaS
- BPO
- Real estate (REIT / CMO)
- Capital markets

Mr. Gnanarajpath M

Go to [www.zoom.us](https://www.zoom.us) and use the code 9642 6468

Mr. Gnanarajpath M is presenting

10:46 AM

Gnanarajpath M

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Webinar

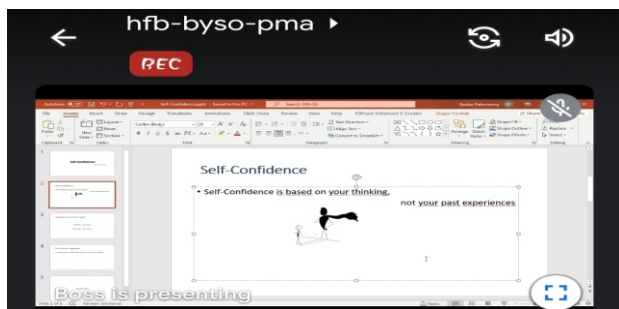
Participants

JAGATHEESWARI

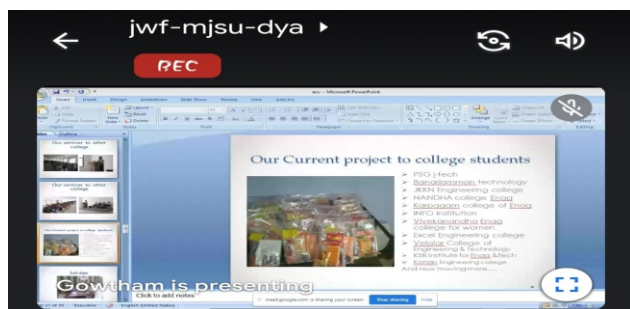
JAGATHEESWARI is presenting

**ISBN NUMBER : 978-81-955112-1-1**





Mr. M. Gowtham, Founder & CEO Universal Power Supplies delivered a webinar “Converting your dream into Start-up” on 07.06.2021.



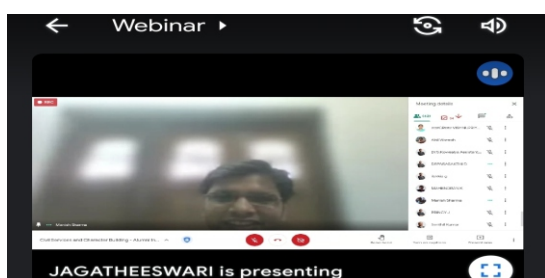
## Extension / Outreach Programme

III year students conducted an Awareness programme on “Postal Saving Schemes”, 06.03.2021 at Velliyangadu & Nellithurai.



## Alumni Interaction

On 01.06.2021, Mr. Manish Sharma, Trainer Civil Service Exams- Lilluah Howrah- West Bengal, delivered a webinar “Civil Services and Character Building”.



## Achievements By Students

### Participation in Webinar and Workshop

- ➔ 51 Students had participated in various webinars organised by other prestigious institution.
- ➔ Mayadevi. K participated in ITR Workshop Courses which was conducted by Lets Train in CA, Chennai on 17.04.2021.

## Inter Department Competitions

- ➔ Madhushri. S has participated in the Online Quiz “Business & Commercial Knowledge” which was conducted by Dr. N. G. P Arts and Science college on 01.06.2020.
- ➔ Pooja. K participated in E-Quiz competition which was conducted at Dr. N.G.P Arts and Science College, on 15.10.2020.

## Inter Collegiate Competitions

- ➔ Shrinithi. V and Keerthana. G participated in E-Quiz Business and Commercial Knowledge competition which was conducted by Viganan's Institute of Engineering for women College on 1.06.2020.
- ➔ Kalaiselvi. M has participated in the National Level Quiz “Business Brevis” which was conducted by Sri Ramakrishna College Of Arts and science on 03.06.2020.
- ➔ Manoj. S. V has participated in the Online English Grammar Quiz which was conducted by Nift-Tea college of Knitwear Fashion on 08.06.2020.
- ➔ Shubhakarini. S has participated in Online Quiz on Human Resource Management conducted by Kalasalingam Academy of Research and Education, 09.06.2020.
- ➔ Abilashini. N participated in E-Quiz Introduction to Management Accounting which was conducted by Sri Krishna Adithya Arts and Science College, Kovaipudur, Coimbatore on 13.06.2020.
- ➔ Sarvika. G has participated in Online Course “Supply Chain Management” which was conducted by Hindustan college of Arts and Science college on 15.06.2020 and 17.06.2020.
- ➔ Shrinithi. V participated in Coping Mechanisms Amidst a Pandemic course which was conducted by CMS College of education on 17.06.2020

- ➔ Indhumathi. S and Poornaselvi, T has participated in webinar, “E-SERVICES” which was conducted by Tiruppur Kumaran College for Women on 17.06.2020.
- ➔ Harshini. M, Shubhakarini. S, Mohana Preethi. K and Manoj. S.V has participated in National Level Online Quiz “Cost and Management Accounting” which was conducted by Bharathiyar University Arts and Science college on 18.06.2020 and 19.06.2020.
- ➔ Manoj. S. V and Deepika has participated in National level E-Quiz “Basic Economics” which was conducted by Govindammal Aditanar College for Women on 21.06.2020.
- ➔ Sarvika. G and Subhakarini. S has participated in National Level online Quiz “Reasoning & Aptitude” which was conducted by N.B.K.R Institute of Science and College, 23.06.2020 and 26.06.2020.
- ➔ Mayadevi. K participated in E-Quiz Career Counselling competition which was conducted by Government Arts College, Coimbatore on 26.06.2020.
- ➔ Manoj. S. V has participated in National Level Online Quiz “Financial Accounting” which was conducted by Bharathiar University Arts and Science College on 02.07.2020 and 03.07.2020
- ➔ Manoj. S. V has participated in Online Quiz “Taxation” which was conducted by Sri Krishnasamy Arts and Science College on 02.07.2020 and 05.07.2020.
- ➔ Poornaselvi. T and Indhumathi. S has participated in Online Quiz Contest, “Science Club of Sangamam” which was conducted by KPR Institute of Engineering and Technology on 05.07.2020.
- ➔ Poornaselvi. T, and Priyadharshini. P has participated in Matho Quiz, “Revolution of Ramanujan” which was conducted by KPR Institute of Engineering & Technology on 06.07.2020 and 07.07.2020.
- ➔ Abilashini. N participated in World Population Day E-Quiz Competition which was conducted by Gobi Arts & Science College, Erode on 11.07.2020.
- ➔ Manoj. S. V has participated in National Level Online Marketing Quiz Competition which was conducted by Don Bosco College on 14.07.2020.
- ➔ Manoj. S. V has participated in Online Quiz “General Aptitude Test 2020” which was conducted by Soundarya Institute of Management & Science on 17.07.2020
- ➔ Manoj. S. V and Sarvika. G has participated in Online E-Quiz “Bank Taglines & Product Taglines” which was conducted by Thiruvalluvar College Papanasam on July 2020.
- ➔ Poornaselvi. T has participated in “Colours –Hand art” which was conducted by KPR Institute of Engineering & Technology on 22.07.2020 and 23.07.2020.
- ➔ Vinisha. S has participated in Online Quiz “QUIZO QUARANTINO” which was conducted by Providence College for Women on 29.07.2020
- ➔ Shrinithi. V participated in E-Quiz Reciprocating pumps Competition which was conducted by Sankara Polytechnic College on 2.08.2020.
- ➔ Mayadevi, Shrinithi. V participated in E-Quiz Leadership competition which was conducted by Sri Krishna Adithya College, Kovaipudur Coimbatore on 08.08.2020.
- ➔ Deepa P has participated in World Record Competition conducted by Sangamam Global Academy on October 2020.
- ➔ Mayadevi. K and Dhanya. V participated in E-Quiz Innovations and Challenger in the Indian Financial Markets which was conducted by Kongu Arts and Science College, Erode on 19.11.20.
- ➔ Keerthana. G has participated in Online Aptitude Test which was conducted by Vtucs on 23.11.2020.
- ➔ AhilViknesh K.S,Guhan.G, Dharani.k, Vinisha.S, and Harshini.M has participated in National Level Online Quiz “Programming Club & Department of Information Technology “ which was conducted by Sri Ramakrishna College of Arts and Science College on 25.11.2020.
- ➔ Keerthana. G has participated in Online Quizophile 2020 Competition which was conducted by EQS Pillay Group of Institution on November 2020.
- ➔ Keerthana. G has participated in Online Contest “MAGIC BRUSH” which was conducted by Vellalar College of Engineering for Women on November 2020.

- ➔ Keerthana. G has participated in E-Quiz “5th Ayurveda Day” which was conducted by Ministry of Education, Ministry of Ayush & My Gov.
- ➔ Swetha. M has completed the E-quiz on celebrating the 5th Ayurveda Day conducted by Ministry of Education during November 2020.
- ➔ Reshma. R and Deepa, Prakash. K have participated in National Level Online Quiz conducted by Sri Ramakrishna College of Arts and Science on 25.11.2020.
- ➔ Swetha M has completed the “Cyber Security quiz” conducted by Department of Information Technology, Government of Goa and My Gov Goa.
- ➔ Swetha. M has participated in the National Level Online Quiz on Cyber Security conducted by Sri Ramakrishna College of Arts and Science.
- ➔ Shrinithi. V participated in Knowledge testing on NCC which was conducted by Thakur College of Science & Commerce College, 26.11.2020.
- ➔ Swetha. M has completed Eat Right Quiz conducted by FSSSI during December 2020.
- ➔ Madhushri. S has participated in the Quiz on World population control day and international day for abolition of slavery conducted by Sri Krishna Adithya College of Arts and Science, 02.12.2020.
- ➔ Abilashini. N participated in E-Quiz World Aids Day Competition which was conducted by Sacred Heart College, Tirupattur on 13.12.2020.
- ➔ Deepa P has participated in World Record Kuchipudi and Mohiniyattam competition conducted by Sangamam Global Academy on January 2021
- ➔ Abhimanyu A has participated in E – quiz on “Cultural Awareness between States of India” conducted by Government Arts College, Coimbatore.
- ➔ Mithul G V has participated in Tami Essay writing competition, “Kulandhaigal Potrudhum” conducted by Nirmala Women's College on 03.05.2021.

- ➔ Gokulnath P.R has participated in E-Quiz on “Marketing” Conducted by the “Amity University”, 11th May 2021.
- ➔ Guruprasanth. S, Hariprasad. R and Pragathish. P participated in GST Practitioner course which was conducted by MSME-Technology Development Centre, on 30.05.2021.
- ➔ Myadharshini, HarshaVarthini, Sumitha, Sabariya, Logasundar, Harikaran, HariKarthik, Dhanush, Maganth, Sabarish, SanjayGandhi, Bathrinath, Muralidharan and Siva Vignesh participated and completed online Quiz conducted by Nehru Arts and Science College Dr.D.VijayaRagavan, Dr.R.Maladhi, Dr.D.Anirudhan on 15.06.2021.
- ➔ Koushika.T has Participated in E-quiz in Personal Hygiene Against Covid 19 Conducted by PSGR Krishnammal College for Women on 16th June, 2021.
- ➔ Lokesh, RithuVarshini, Gokulnath, Thrisha, Mirthika, Koushika, Subashini, Sandhika, Sandhiya, Keerthivasan, Gopika, Harshini, Myadharshini, HarshaVarthini, Triveni, Ramesh has participated and completed E-QUIZ on Commerce Conducted by Kongu Arts & Science College, 17.06.2021.
- ➔ Mirthika S.N and Koushika have participated in E-quiz conducted by KSG College of Arts and Science on 25.06.2021.

### Professional Courses Cleared

The below students has cleared CSEET conducted by Institute of Company Secretaryship of Indian on November 2020, January 2021 and May 2021.



**Akalya S**  
II B.Com CS CA



**Keerthana. G**  
II B.Com CS CA



**Reshma. R**  
II B.Com CS CA



**Vidhyaprakash R**  
II B.Com CS CA



**Shrinithi. V**  
II B.Com CS CA



**Sri Swetha .V**  
II B.Com CS CA



**Jerina F**  
I B.Com CS CA



**Mirthika S.N**  
I B.Com CS CA



**RithuVarshini E S**  
I B.Com CS CA



**Sathya.M**  
I B.Com CS CA



The below student has cleared Foundation Programme of CMA conducted by Institute of Cost Accountants of India on September, 2020.



**Yuvaraj. T**  
III B.Com. CS CA

## Sports Achievements

The below student has participated and won various medal as follows :

- ➔ Junior State Meet (SIVAKASI) 10,000m –Gold Medal
- ➔ Junior State Meet (SIVAKASI) 5,000m- Silver Medal Junior
- ➔ National Meet (ASSAM) 10,000m-6th place
- ➔ South National Junior Meet (KERALA) 10,000m-Gold Medal
- ➔ State Level (JOLARPET) Marathon 10km-3rd place
- ➔ State Level (VELLORE) Marathon 7km-3rd place
- ➔ Tamilnadu cross country championship State level 8km-2nd place



**Gokul D**  
III B.Com. CS CA

## Placement

S.No	No of Student	Organisation
1	39	Focus edumatics
2	25	IDBI
3	3	Future general
4	15	Infosys Bpm
5	1	Nielson IQ
6	2	TCS
7	10	Qbss

## Contribution By Staff Members

### Staff Awards

- ➔ Ms. S. Priya Darshini got NPTEL Elite Certification on the course “Body Language: A Key to Professional Success” conducted from Sep – Oct 2020.

## Staff Members As Resource Person

- ➔ Dr. S. Jagatheeswari delivered a Lecture on “Human Values” at Erode Arts and Science College, 12.03.2020.
- ➔ Dr. D. Parasakthi delivered a Lecture on “E-Learning Resources” at Sri G.V.G Visalakshi College for Women, 06.05.2020.
- ➔ Dr. D. Parasakthi delivered a Lecture on “Research Writing and publications” at KG College of arts and Scienc, 24.03.2021.
- ➔ Dr. D. Parasakthi delivered a Lecture on “Concept and Introduction of Tax” at Erode Arts and Science College, 31.03.2021.

## Faculty Development Program

- ➔ Dr. D. Parasakthi, Dr. A. R. Kanagaraj, Dr. S. Senthilkumar, Dr. S. Kowsalya, Mrs. J. Princy, Mr. D. Senthilnathan, Dr. S. Jagatheeswari, Mr. K. Mahendran, CS.S. Yuvaraj, Mr. R. Suresh, Dr. T. Christy Cresida, Mrs. S. Archana, Mrs. G. Ilakkia, Mrs. R. Swarnalakshmi, Mr. R. Suresh and Ms. S. Priyadharshini have participated in the Seven Days Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” at Dr.N.G.P. Arts and Science College from 15.06.21 to 21.06.21.

## Publication By Staff Members

- ➔ Dr. A. K. Kanagaraj has published a paper entitled “Awareness regarding Plagiarism and Fair use of Copyright with reference to Doctoral Students” a STRAD Research, ISSN NO: 7021 – 2049 Vol. 8 ISSUE- 3 March 21, an UGC approved journal.
- ➔ Mrs. S. Archana has published a paper entitled “Awareness regarding Plagiarism and Fair use of Copyright with reference to Doctoral Students” a STRAD Research, ISSN NO: 7021 – 2049 Vol. 8 ISSUE- 3 March 21, an UGC approved journal.
- ➔ Mrs. J. Princy has published a paper entitled “A Study on Employees Motivation in Organization” a GEDRAG & Organisation Review, ISSN NO: 0921-5077, Vol.34, ISSUE- 01Jan - Mar-2021, an UGC approved journal.
- ➔ Mrs. J. Princy has published a paper entitled “Awareness regarding Plagiarism and Fair use of Copyright with reference to Doctoral Students” a STRAD Research, ISSN NO: 7021 – 2049 Vol. 8 ISSUE- 3 March 21, an UGC approved journal.

- ➔ Mr. R. Suresh has published a paper entitled “A study on corporate governance practices of selected” a Purakala (UGC Care Journal), ISSN: 0971-2143 Vol-31-Issue-12, an UGC approved journal.
- ➔ Dr. S. Kowsalya has published a paper entitled “Export Performance of India”, The International journal of analytical and experimental modal analysis, ISSN NO:0886- 9367 Vol.12, ISSUE-4 APRIL-2020.
- ➔ Dr. S. Kowsalya has published a paper entitled “An analysis on India's Foreign Trade”, an International Journal of Trend in Scientific Research and Development (IJTSRD), e-ISSN: 2456 –6470 Vol.4, ISSUE-3 APRIL-2020.
- ➔ Dr. S. Kowsalya has published a paper entitled “Analytical Study on Economic Growth of BRICS” a Purakala (UGC Care Journal), ISSN: 0971-2143 Vol.31, ISSUE 12 APRIL-2020, an UGC approved journal.
- ➔ Dr. S. Kowsalya has published a paper entitled “Trends in Non- performing Assets of Scheduled Commercial Banks in India”, an Alochana Chakra Journal, ISSN NO:2231- 3990 Vol.9, ISSUE-5 MAY-2020, an UGC approved journal.
- ➔ Dr. D. Parasakthi has published a paper entitled “A study on consumer's awareness and attitude towards green FMCG products in Coimbatore city” a Journal of Interdisciplinary Cycle Research”, ISSN-0022-1945 Vol.12, ISSUE-5 MAY - 2020.
- ➔ Dr. D. Parasakthi has published a paper entitled “A study on problems faced by the consumers' towards green FMCG products in Coimbatore City”, An International Journal of Advance Research, Ideas and Innovations in Technology, ISSN: 2454-132X Volume 6, Issue-2 MAY -2020, an UGC approved journal.
- ➔ Dr. D. Parasakthi has published a paper entitled “A study on factor influencing to purchase of green products in Coimbatore city” an Alochana Chakra Journal, ISSN NO:2231-3990 Vol.9, ISSUE-5 MAY-2020, an UGC approved journal.
- ➔ Mrs. T. Christy Cresida has published a paper entitled “Gender discrimination faced by employees at workplace” an International Journal of Research and Analytical Reviews, ISSN-2348-1269 Vol.7, ISSUE-2 MAY-2020, an UGC approved journal.
- ➔ Dr. R. Senthil Kumar has published a paper entitled “Impact on Factors influencing stress level among medical representatives with special reference to Palakkad city, Kerala”, an AEGAEUM Journal, ISSN NO:0776-3808 Vol.8, ISSUE-7 JULY-2020.
- ➔ Dr. R. Senthil Kumar has published a paper entitled “The Customer level of Satisfaction on Multi Branded Outlets of Pre owned Car at Coimbatore City – An Outlook”, a Journal of Indian Art History Congress, ISSN NO: 0975 – 7945 Vol.27 ISSUE- 1 2020- 2021, an UGC approved journal.

# Department of Commerce With Information Technology

## About the Department

The Bachelor of Commerce in Information Technology (B.Com IT) is unique in Commerce, blending information management with business. The student will take courses in applied computer networks, systems design and principles. B.Com (Information Technology) a three year under graduate programme was introduced in the Academic year 2011-2012 with the sanctioned strength of 50 intake. The sanctioned strength was increased to 60 in the year 2014-15. In the year 2017-18 the strength is 185. The department has received funds from UGC, ICSSR and DST-EDI.

## Guest Lectures

Mr. M. Sabarinathan, Executive Manager, Gateway software Solution, Coimbatore delivered a Lecture titled, "Project Design and Development" on 23-09-20.

Dr. Gomathe Muthukumar, ICT Facilitator, Tips, Karur Main, delivered a Lecture titled, "Digital Citizenship" on 10-11-20.

Mr. Chandrasekar. R Isha Yoga and Vipassana mediator Coimbatore, delivered a Lecture on "Introduction to Yoga", 27-02-21



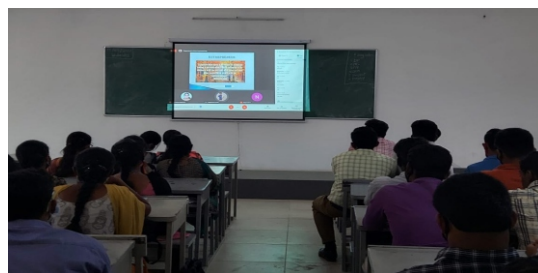
Dr. Adhithya K.V.S, Public Health Dentist, Dental Surgeon, Mani's Dental Care and Implant Centre, Coimbatore delivered a Lecture on "Oral Health: Window to your Overall Health", 27-02-21.



Mr. R. Gowtham, Engineering Specialist, Seagate Singapore International Headquarters Pvt. Ltd., Singapore, delivered a Lecture titled, "An Introduction to Robotics" on 19-03-21.



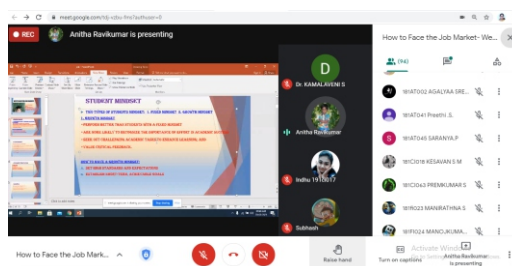
Dr. K. Nageswari, Assistant Professor, Department of Commerce CA, Sona College of Arts and Science, Salem delivered a Lecture titled, "A Boot camp for Entrepreneurs" on 18-03-21.



Mrs. Jananisri, Chartered Accountant, ACS Pvt. Ltd, Coimbatore, delivered a Lecture titled, "Personal Finance", on 26-05-21.

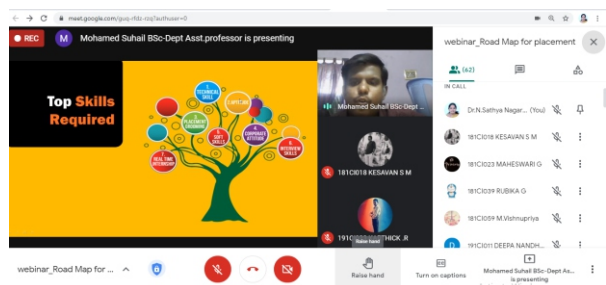


Dr. Anitha Ravikumar, Associate Professor, Department of Business Studies, University of Technology and Applied Sciences (UTAS-HCT), Muscat, Oman, delivered a Lecture on "How to Prepare yourself to Face the Job Market", 28-05-21.

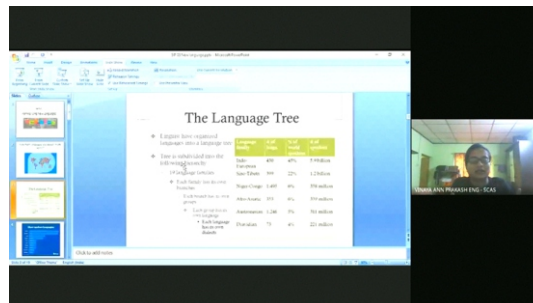




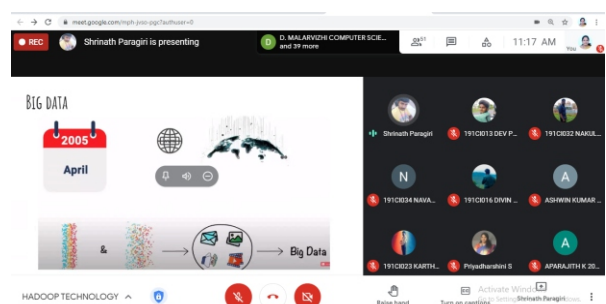
Mr.M.Mohammed Suhail, Assistant Professor & Placement Coordinator, Department of Computer Science( Shift –I), Alpha Arts and Science College, Porur, Chennai, delivered a Lecture titled, “Road Map To Placement”, 31-05-21.



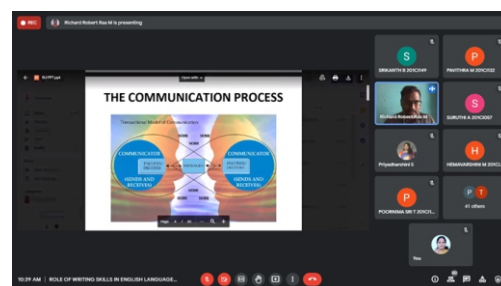
Ms. Vinaya Ann Prakash, English Language Trainer, Lecturer, Saint Gits College of Engineering, Kotayam, Kerala., delivered a Lecture titled, “Importance of Learning a Foreign Language” on 08-06-21.



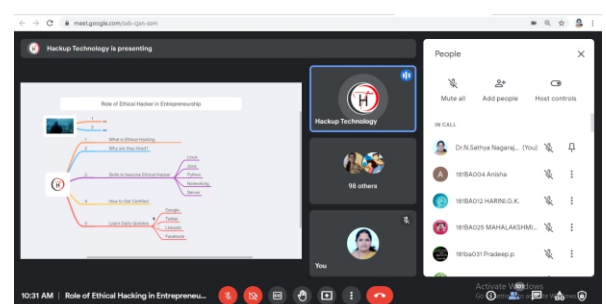
Mr. Shrinath P.G, Technology Lead, Infosys Ltd., Chennai delivered a Lecture titled, “Hadoop Technology” on 01-06-21.



Dr. M. Richard Robert Raa, Professor, Department of English, Sri Krishna Arts and Science College, Coimbatore, delivered a Lecture on “Role of Writing Skills in English Language Communication” on 00-06-21.



Mr. Dinesh Paranthagan, Founder & CEO of Hackup Technology, Coimbatore, delivered a Lecture titled, “Role of Ethical Hacking in Entrepreneurship” on 04-06-21.



## Extension / Outreach Programme

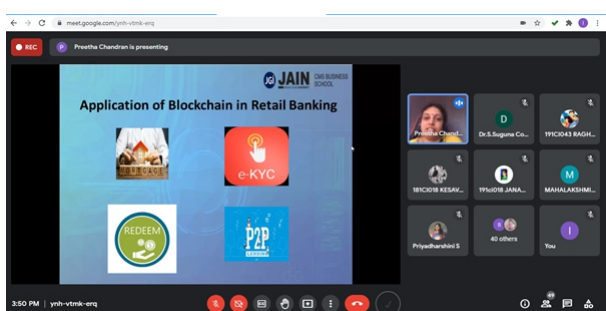
III year students conducted an Awareness programme on “Voters Awareness Campaign”, 06.02.2021 at Kurumbapalayam.



II year students conducted an Awareness programme on “Covid 19 Cognizant Campaign” on 06.02.2021 at Karumathampatti.



Dr. Preetha Chandran, Area Chair & Associate Professor-Finance, CMS Business School, Jain University, Bangalore, delivered a Lecture on “Application of Block chain Technology in Finance”, 05-06-21.



## Student Development Programme

“Union Budget Discussion 2021” by II BCOM IT Students for third year students on 20.02.2021.

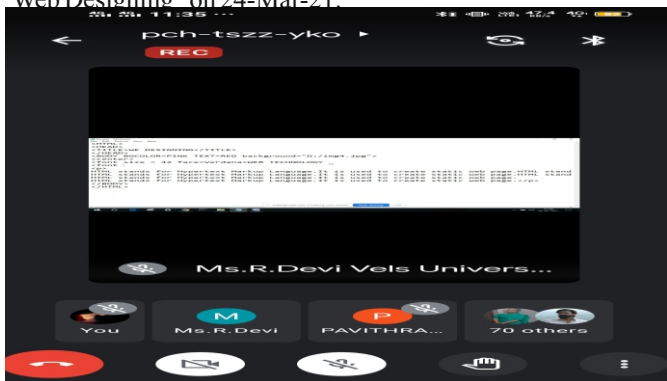


## Workshop

Mr. S. Alagupandi, Technical Head-Training, Aakam Industrial Training and Research Institute Coimbatore, conducted a workshop entitled “E-Filling” on 18-03-21 for III B. Com IT students.



Dr. Devi Radhakrishnan, Associate Professor, Department of BCA & IT, School of Computing Sciences, Vels University, Chennai, conducted Workshop titled, “Creative Workshop for Web Designing” on 24-Mar-21.



## Alumni Interaction

Mr. Rajdeep Singh Bhatia, CIS- Service Desk Analyst, Chhattisgarh delivered a lecture titled, “Position Yourself for the Future Career” on 06.03.2021 for III B. Com IT students.



Mr. T. Ashok, AR Client Payment Assistant, Quintessence Business Solutions pvt. Ltd., Coimbatore delivered a lecture titled, “The Power Plan for Career Success” for second year students on 06.03.2021.



## Achievements By Students

### Online Courses

Karthik R has successfully completed one month online course (15.02.2021 – 15.03.2021) on Basis Computer Level offered by Enrichers of Life Trust.

## Contribution By Staff Members

### Staff Awards

- Dr. J. Lilly, Professor received the Certificate of Appreciation from Bharathiar University for ICSSR Project on 01.03.21.
- Dr. S. Kamalaveni, Associate Professor received the Award for Teaching Excellence from Vivekanandha College of Arts and Sciences for Women on 06.03.21.

## Publication By Staff Members

- ➔ Dr. N. Sathya published an article entitle, “Homomorphic Map Based Salt Encryption and Decryption for Secured Cloud Data Storage and Accessibility” in DogoRangsang Research Journal, Mar - 2020, ISSN: 2347-7180.
- ➔ D. Malarvizhi published an article entitle, “A hybrid deep learning model for improving palliative care” in Journal of Critical Review, Dec 2020, ISSN 2394-5125.
- ➔ D. Malarvizhi published an article entitle, “Comparison of Algorithms for mortality prediction in Healthcare” in Journal of Emerging Technologies and Innovative Research, Dec 2020, ISSN 2349-5162.

## FDP

- ➔ Dr. J. Lilly attended an online faculty development programme on “Commerce Conclave on Shaping Imaginations” conducted by VET Institute of Arts and Science, Erode, 20.05.21 & 21.05.21.
- ➔ Dr. N. Sathya attended an online faculty development programme on “Promoting Research and Innovation In HEI-Teacher's Role” conducted by Sri Kanyaka Parameswari Arts & Science College for Women, Chennai, 27.04.21 & 28.04.21.
- ➔ All the staff members attended an “Online Faculty Development Programme on Research methodology and Pedagogy for Tertiary Education” conducted by Dr.N.G.P. Arts & Science College, Coimbatore from 15.06.21 to 21.06.21.

## Placements

B.Com IT students got 42 offers in placement from various reputed companies like Infosys, Aosta, etc...

Number of students placed in top MNC:

S.NO	Name of the Company	No. of Students placed
1.	INFOSYS	2
2.	AOSTA	9
3.	QBSS	6
4.	IDBI Life Insurance	7
5.	FOCUS	18

## Inter Collegiate Competitions

- ➔ S. Saiprasanna and S. Devadharshini has participated in an Online Quiz on World Environment day and World Ocean day conducted by Ministry of East Science, Goa on 19.06.2021.
- ➔ S. Devadharshini, M.Sathyaprakash, S.Saiprasanna, R.Dharanidharan, Suruthi and J.Sandhiya has participated in an Online Quiz on Environmental protection conducted by Arulmigu Palaniandavar Arts College for Women, Palani on 06.06.2021.
- ➔ J.Sandhiya has participated in an Online Quiz World Environment day 2021 conducted by PSGR Krishnammal College for Women, Coimbatore on 05.June.2021.
- ➔ Karthikeyan S, Dharshana G, Akilesh V G, Sathya V, Hemavarshini M, Naveen K and Karthika V has participated in a Quiz-National Education Policy 2020 conducted by PPG College of Arts and Science, Coimbatore on 26.05.2021.
- ➔ Vikash Vidhyan M Sneha S Sakthi Sundari M Velliyangiri P and Naveen K has participated in a Conference: Ecommerce and Covid 19: The Challenges, Solution and Opportunities conducted by Rathinam College of Arts And Science, Coimbatore from 22.03.21 to 26.03.21.
- ➔ Raghul R.G Dharneesh.A Nakul R and Karthick.R has attended the Workshop on “Tally” conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 05.03.21.
- ➔ Dinesh S Lokith R Hariprasath D and Balamurugan T has participated in the Conference: Sustainable Development in the field of Social, Commerce and Management conducted by Hindustan College of Arts And Science, Coimbatore on 02.03.21.



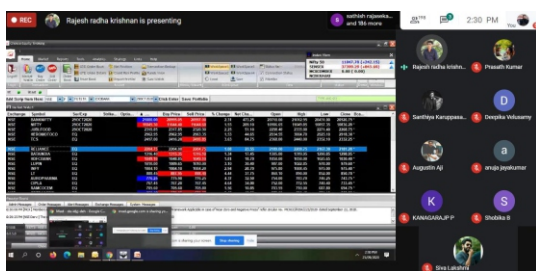
# Department of Commerce With Professional Accounting

## About the Department

The Department of Commerce with Professional Accounting was established in the year 2012, with 2 members of faculty and 41 students. At present, it has increased to 11 members of faculty and 359 students.

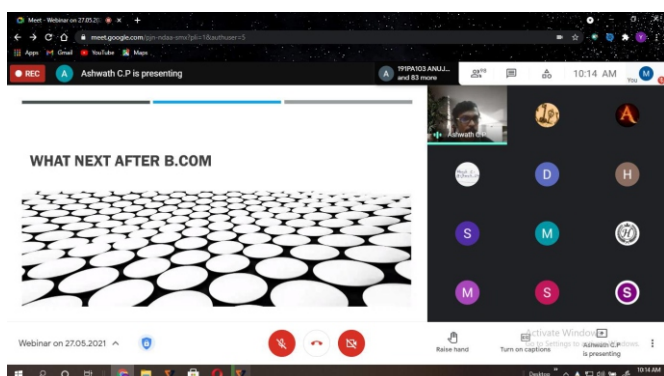
## Guest Lectures

Mr. Rajesh Radhakrishnan, Vice-President at Choice Broking, Coimbatore, Asst. Vice-President at Inditrade Capital Ltd., Head PCG & Retail – Tamil Nadu & Kerala at Destimoney Securities Pvt. Ltd. delivered a Lecture titled “DEMAT Account” on 25.09.2020.

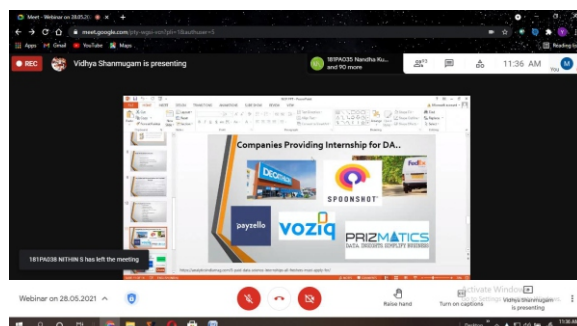


Dr.V.Krishnamoorthy, Associate Professor, Department of Management Studies, Kongu Engineering College, Erode delivered a Lecture on “Reprogram Your Mind for Success” on 06.03.2021.

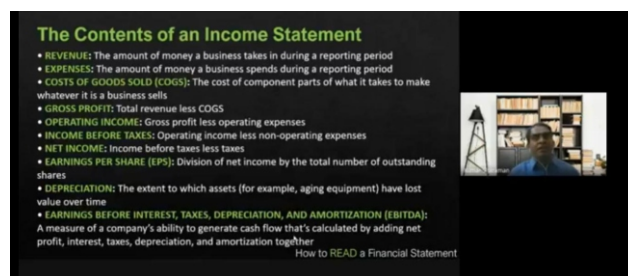
Mr.AswathC.P. Consultant, Risk Advisor &I.T., Deloitte India, LLP, Bangalore delivered a Lecture on “What is next after B.Com.?” on 27.05.2021.



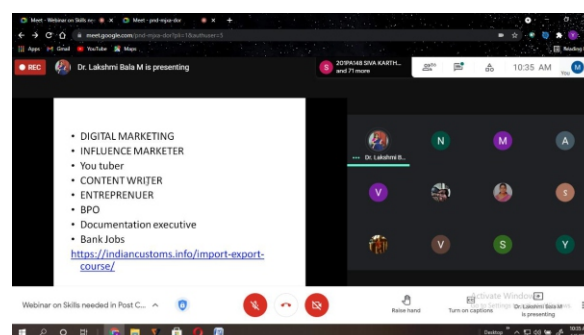
Dr. S. Vidhya, Assistant Professor, Acharya Institute, Bangalore, delivered a Lecture on “Career Opportunities for Data Analyst” on 28.05.2021.



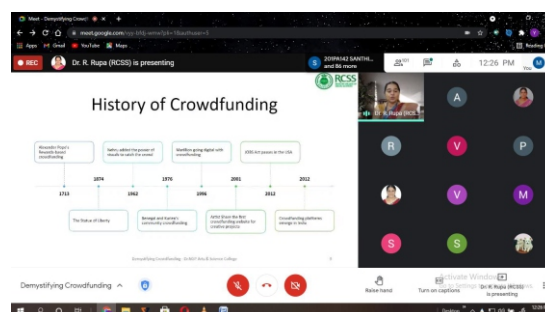
Mr. C. A. KumarSitaraman, Founder, CA-Factory, Namakkal, Tamil Nadu delivered a Lecture on “How to Read a Financial Statement?” on 31.05.2021.



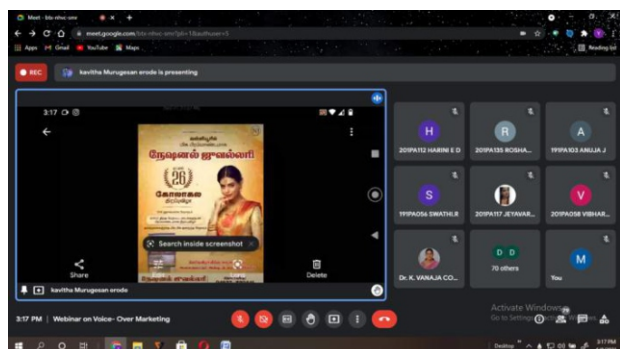
Dr. M. Lakshmi Bala, Assistant Professor/Head, K.N. Government College for Women delivered a Lecture on “Skills Needed in Post-COVID” on 05.06.2021.



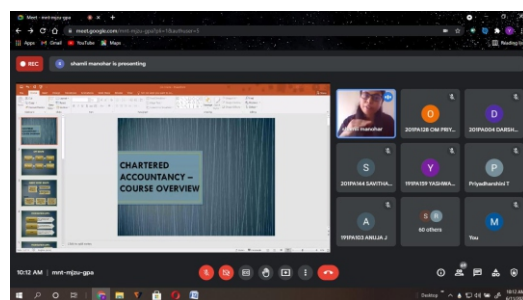
Dr. R. Rupa, Associate Professor in Commerce, Rajagiri College of Social Science, Cochin delivered a Lecture on “Demystifying Crowd Funding” on 07.06.2021.



Dr. M. Kavitha, Assistant Professor, Kongu Arts and Science College, Erode delivered a Lecture on “Voice Competence and Media Culture” on 08.06.2021.

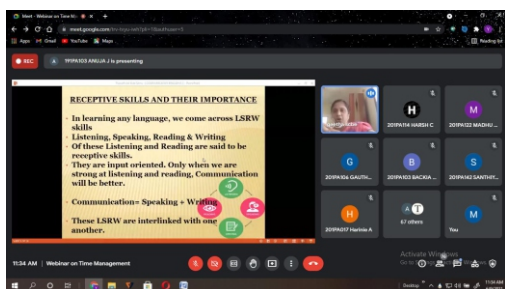


Ms. Shamli Manohar, Chartered Accountant delivered a Lecture on “How to Become a Professional?” on 11.06.2021.

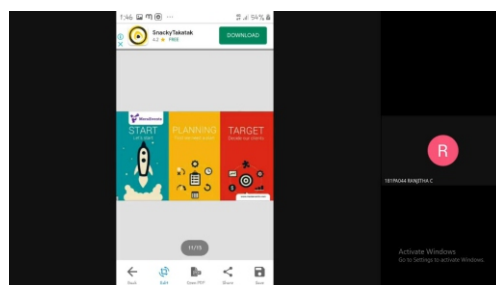


## Inter Department Competition

Dr. S. Geetha, Assistant Professor, Sri G.V.G. Vishalakshi College for Women delivered a Lecture on “English for Communication” on 09.06.2021.

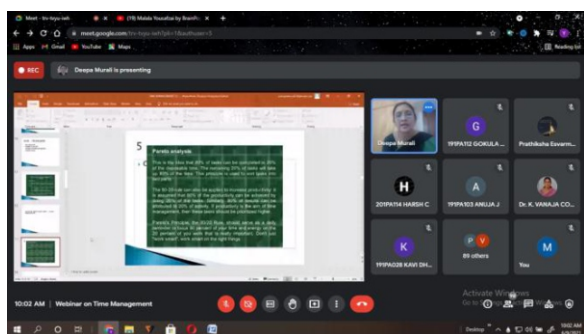


Professional Hunt-2021 was organized by the Warrior Association for other department students on 25.03.2021.



## Extension/outreach Programme

Dr. D. Deepa, Assistant Professor, Madurai Kamaraj University delivered a Lecture on “Time Management” on 09.06.2021.

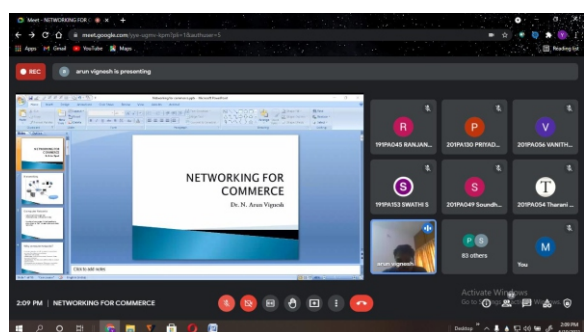


Third year students conducted an “Aadhar Card Enrolment Camp” from 02.02.2021 to 06.02.2021 at Arugampalayam.



## Student Development Programme

Dr. N. Arun Vignesh, Associate Professor GRIET, Hyderabad delivered a Lecture on “Networking for Commerce” on 10.06.2021.



Students exposed their skills through talk show on “Glimpses of Union Budget-2021” on 20.02.2021.





Students exposed their talents through “Professional Forum” on 27.02.2021.

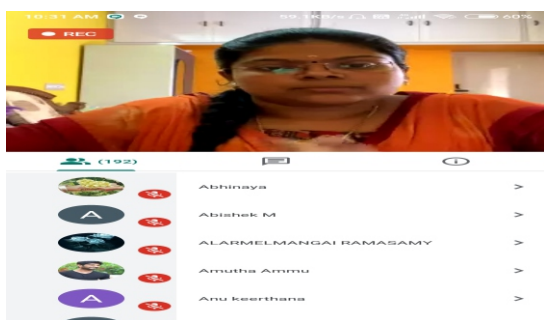


Students exposed their talents through “Professional Forum” on 06.03.2021.

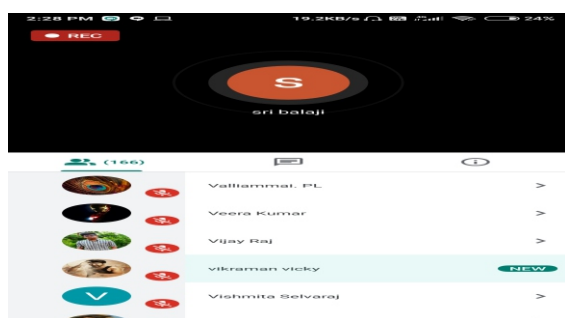


## Alumni Interaction

Ms. Dhivya, Proprietor, Dhivya's Art Palette delivered a lecture on “Why I Became an Entrepreneur?” on 19.09.2020.



Mr. S. Sribalaji, Relationship Manager, ETRG – Deputy Manager, ICICI Bank delivered a lecture on “Career Choice after Graduation” on 19.09.2020.



Mr.T.Gowtham, Accounts Supervisor, L&T Constructions, Tirunelveli delivered a lecture on “An Employment Opportunities for Freshers as Job Seekers in Hectic Pandemics” on 05.11.2020.



## Achievements By Students

### Inter Department Competitions

- Madhu Prethaa K.R., I B.Com. (PA) –'B'won 2nd prize in 'National Farmers Day' commemorated by Dr.N.G.P. Arts and Science College on 23.12.2020.

### Inter Collegiate Competitions

Two hundred and fifty students participated in various competitions organized by various reputed institutions.

- Prasath Kumar P., II B.Com. (PA) –'B'won 1<sup>st</sup> prize in 'Photography' which was conducted by Kongu Engineering College, Erode on 10.04.2021.
- Prasath Kumar P., II B.Com. (PA) –'B'won 3<sup>rd</sup> prize in 'Photography' which was conducted by Creative Thinkers, Chennai during 19.05.2021-27.05.2021.
- Varsha R.T., III B.Com.(PA) –'B'won 2<sup>nd</sup> prize in 'Quote Writing' which was conducted by Creative Thinkers, Chennai during 19.05.2021-27.05.2021.

## Professional Courses Cleared

Sindu S., III B.Com. (PA) –'A' has cleared **Intermediate Exam** conducted by the Institute of Chartered Accountants of India on November 2020.



Vidhushaa K., III B. Com. (PA) –'B' has cleared **Foundation Exam** conducted by the Institute of Cost and Management Accountants of India on December 2020.





**AnukeerthanaM., III B. Com. (PA) –'A'** has cleared **Foundation Exam** conducted by the Institute of Chartered Accountants of India on January 2021.



### All India Ranking In National Creativity Aptitude Test

**Nidish S. K., III B.Com. (PA) –'A'** has secured **All India Rank 106** in category 2 in National Creativity Aptitude Test.



**Sri Monish J., III B.Com. (PA) –'A'** has secured **All India Rank 117** in category 2 in the National Creativity Aptitude Test.



### Placement

42 students have placed with 68 offers in various companies like L&T, KGISL, Focus, etc. **NIDISH S K, III B.COM (PA) –'A'** has been placed in L&T.

### Contribution By Staff Members

#### Staff Members As Resource Person

- ➔ Dr. K. Vanaja acted as resource person for the Faculty Development Programme on “Effective Teaching Pedagogy” at N.G.M.College of Arts and Science, Pollachi on 02.06.2020.
- ➔ Dr. K. Vanaja acted as resource person for the Faculty Development Programme on “Effective Teaching in the New Normal” at P.P.G. College of Arts and Science, Coimbatore on 19.04.2021.
- ➔ Dr. K. Vanaja acted as resource person for the Faculty Development Programme on “ICT Tools for Teaching and Learning & Hands on Demo of Google Classroom” at Kunthavai Naacchiyaar Government Arts College for Women, Thanjavuron 08.07.2021.
- ➔ Dr. K. Vanaja acted as University Nominee in the “Board of Studies” at N.G.M. College, Pollachi on 22.05.2021.
- ➔ Dr. K. Vanaja acted as Subject Expert in the “Board of Studies” at P.S.G.R.Krishnammal College for Women, Coimbatore on 28.05.2021.
- ➔ Dr. K. Vanaja acted as Subject Expert in the “Board of Studies” at K.S.R. College, Tiruchengode on 14.05.2021.

### Publication By Staff Members

- ➔ Dr.K.Vanaja published an article on the title “A Study on passenger satisfaction towards online booking in IRCTC application” in EPRA International Journal of Research and Development (IJRD), September 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A Study on students preference and satisfaction towards online learning applications with special reference towards Coimbatore city” in EPRA International Journal Socio Economic and Environmental Outlook (SEEO), September 2020, ISSN No : 2348-4101.
- ➔ Dr.K.Vanaja published an article on the title “A study on a brand loyalty and Consumer preference towards apple iphone with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study on customer preference towards Hatsun milk products with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study on consumer awareness on Meesho App among women in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study on Income generation potential of women self-help group with special reference to Tirupur” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study on consumer preference and satisfaction towards Dell Laptops in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study on Brand loyalty of customer to select the milk brand with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.

- ➔ Dr.K.Vanaja published an article on the title “A study on customer's satisfaction on Solar energy products with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study on Work-life balance of women in Handloom industry(with reference to Palladam town)” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.K.Vanaja published an article on the title “A study of factors affecting Impulse buying behaviour with special references to Pazhamudir Nilayam in Coimbatore” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Consumer Opinion towards Quality and Satisfaction in Hotel Industry (With Special Reference to Annapoorna Group of Hotels in Coimbatore, Tamilnadu)” International Journal of Research In Computer Application and Management, July 2020, ISSN No: 2231- 1009.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Customers Satisfaction towards Uber Eats Online Food Delivery Services with Special Reference to Coimbatore City” in EPRA International Journal of Environmental Economics, Commerce and Educational Management, November 2020, ISSN No: 2348 – 814X .
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Financial Performance Analysis of Hindustan Petroleum Corporation Limited” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “Awareness and Perceptions towards Crop Insurance Schemes with Special Reference to Coimbatore District” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Impact of Celebrity Advertisements in Sales Promotion of Reliance Trends with Special Reference to Coimbatore City” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Factors Influencing Usability of Refrigerator with Special Reference to Coimbatore District” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Marketing Problems Faced by Coconut Producers with Special Reference to Suler Taluk” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “Customer Satisfaction towards DTH Services with Special Reference to Coimbatore City” in EPRA International Journal of Multidisciplinary Research, November 2020, ISSN No: 2455 – 3662.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Consumer Satisfaction of Whirlpool Home Appliances” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Consumer Satisfaction towards Female Beauty Creams in Himalaya Products (with Special Reference to Coimbatore City)” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Customer Satisfaction and Perception towards Max Fashion Brand (with Special Reference to Coimbatore City)” in EPRA International Journal of Multidisciplinary Research, November 2020, ISSN No: 2455 – 3662.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Consumer Satisfaction towards Ramraj Cotton with Special Reference to Coimbatore City” in EPRA International Journal of Multidisciplinary Research, November 2020, ISSN No: 2455 – 3662.
- ➔ Dr. M. Kalimuthu published an article on the title “Saving Habit and Investment Awareness among the Rural Household with Special Reference to Nanjundapuram Panchayat” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.
- ➔ Dr. M. Kalimuthu published an article on the title “A Study on Work Place Environmental Parameters and Occasional Health Problems among Women Construction Workers in Coimbatore” in EPRA International Journal of Research and Development, November 2020, ISSN No: 2455 – 7838.

- ➔ Dr. M. Kalimuthu published an article on the title “Internet Banking – An Accelerator in Banking Sector” in Dogo Rangsang Research Journal, March 2021, ISSN No: 2347 – 7180.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Influence of Advertising on Brand Awareness and Consumer's Preference Towards Kalyan Jewellers Showroom (Coimbatore)” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Customer Satisfaction Towards Ampere Electric Bike With Special Reference To Coimbatore City” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Customer Satisfaction Towards Samsung Smart Phones With Special Reference To Coimbatore” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Customer Satisfaction and Preference Towards Zoom Car” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Consumer's Buying Behaviour Towards Aroma Milk With Special Reference To Coimbatore City” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Customer Satisfaction Towards Vicco Turmeric Ayurvedic Cream With Special Reference To Coimbatore City” in EPRA International Journal of Multidisciplinary Research (IJMR), November 2020, ISSN No : 2455-3662.
- ➔ Dr.D.Sivasakthi published an article on the title “A Study on Customers Satisfaction Towards Reliance Jio 4G Service with Special Reference to Coimbatore City” in EPRA International Journal of Environmental Economics, Commerce and Educational Management, November 2020, ISSN No : 2455-7838
- ➔ Dr.N.Ramya published an article on the title “A Study on Customer Satisfaction on KTM Motorcycle (With Special Reference to Coimbatore City)” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.N.Ramya published an article on the title “A Study on Problems Faced by Migrant Labours With Special Reference to Tirupur Region” in EPRA International Journal of Multidisciplinary Research (IJMR), November 2020, ISSN No : 2455-3662.
- ➔ Dr.N.Ramya published an article on the title “A Study on Evaluation of Effectiveness of Visual Merchandising With Special Reference in Big Bazaar to Coimbatore City” in EPRA International Journal of Multidisciplinary Research (IJMR), November 2020, ISSN No : 2455-3662.
- ➔ Dr.N.Ramya published an article on the title “A Study on Passengers Satisfaction Towards Southern Railway Services with Special Reference to Coimbatore Junction” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.N.Ramya published an article on the title “A study on Customers Satisfaction towards Online Banking Transactional Service with Special reference to Coimbatore City” in EPRA International Journal of Multidisciplinary Research (IJMR), October 2020, ISSN No : 2455-3662.
- ➔ Dr.N.Ramya published an article on the title “A Study on Consumer Perception towards Online Shopping” in EPRA International Journal of Multidisciplinary Research (IJMR), September 2020, ISSN No : 2455-3662.
- ➔ Dr.N.Ramya published an article on the title “A Study on Preference and Level of Satisfaction Towards Post Office Saving Scheme” in EPRA International Journal of Multidisciplinary Research (IJMR), September 2020, ISSN No : 2455-3662.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Customer Satisfaction towards Fastrack Watches with reference of Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Customer's Satisfaction and their preference towards IBAACO Ice cream in Coimbatore city” in EPRA International Journal of Multidisciplinary Research (IJMR), November 2020, ISSN No : 2455-3662.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Customer's Satisfaction Towards Mahindra Bolero in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.



- ➔ Dr.P.Dhanya published an article on the title “A Study on Customer's Preference Towards Amway Products With Special Reference to Coimbatore City” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Consumer's Satisfaction towards online shopping in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), September 2020, ISSN No : 2455-7838.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Customers Satisfaction towards Raymond Clothes With Special Reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Financial Performance of Cement Industry with Special Reference to ACC Limited” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Customers Satisfaction towards Bata Footwear With Special Reference to Tirupur city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Dr.P.Dhanya published an article on the title “A Study on Customers Satisfaction towards Datsun cars With Special Reference to Tirupur city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Mr.P.Kanagaraj published an article on the title “A study on service quality provided by BSNL mobile service with special reference to Coimbatore City” in IJSART, November 2020, ISSN No : 2395-1052.
- ➔ Mr.P.Kanagaraj published an article on the title “A study on customer satisfaction towards Nokia android mobile with special reference to Coimbatore City” in IJSART, November 2020, ISSN No : 2395-1052.
- ➔ Mr.P.Kanagaraj published an article on the title “A study on Impact of Digital Marketing with special reference to Coimbatore City” in IJSART, November 2020, ISSN No : 2395-1052.
- ➔ Mr.P.Kanagaraj published an article on the title “A study on financial performance of Mahindra and Mahindra Company” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Mr.P.Kanagaraj published an article on the title “A study on savings and investment habits of rural people (with special reference to Palladam Taluk)” in IJSART, November 2020, ISSN No : 2395-1052.
- ➔ Mr.P.Kanagaraj published an article on the title “A study on the customer's attitude towards online shopping with special reference to Mobile Apps in Coimbatore City” in IJSART, November 2020, ISSN No : 2395-1052.
- ➔ Dr.R.Mayilsamy published an article on the title “A Study on consumers' satisfaction towards Amazon online shopping with special references to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A study on customer's preference and satisfaction towards organic edible oil with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A study on customer satisfaction towards Uber Cab services in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A study on customer's perception towards digital payment system with special reference to Tiruppur city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A study on customer's satisfaction towards water purifier with special reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A Study on customers' satisfaction towards LG products with special references to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.

- ➔ Dr.R.Mayilsamy published an article on the title “A Study on consumer buying behaviour of Retail Textile Shops with references to Tiruppur Region” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No: 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A Study on customers' awareness, preference and satisfaction towards home Ajio online Shopping App in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A Study on consumers' satisfaction towards home appliances with special reference to Led Television in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A Study on customers' satisfaction towards Harley Davidson in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Dr.R.Mayilsamy published an article on the title “A Study on consumers' preference towards Fast Food Service with special reference to KFC in Coimbatore city” in EPRA International Journal of Research and Development (IJRD), December 2020, ISSN No : 2455-7838.
- ➔ Mr.A.David published an article on the title “A Study on customer satisfaction towards SETC with reference to Coimbatore city” in EPRA International Journal of Multidisciplinary Research (IJMR), October 2020, ISSN No : 2455-3662.
- ➔ Mr.A.David published an article on the title “A Study on Consumer Satisfaction towards Airtel with Reference to Coimbatore city” in EPRA International Journal of Research and Development (IJRD), November 2020, ISSN No : 2455-7838.
- ➔ Mr.A.David published an article on the title “A Study on Consumer Satisfaction Towards Herbal cosmetic Products with special reference to Coimbatore city” in EPRA International Journal of Multidisciplinary Research (IJMR), November 2020, ISSN No : 2455-3662.

### Faculty Development Programme Attended By Staff Members

- ➔ Dr.T.Priyadharshini participated in Seven Day Online Faculty Development Programme on “Nurturing the Next Generation Educators” organised by Department of Commerce with CA and PA, P.P.G. College of Arts and Science from 12.6.2021 to 18.6.2021.
- ➔ Dr.K.Vanaja participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.
- ➔ Dr.M.Kalimuthu participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.
- ➔ Dr.D.Sivasakthi participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.
- ➔ Dr.P.Dhanya participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.
- ➔ Mr.A.David participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.
- ➔ Dr.R.Mayilsamy participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.
- ➔ Dr.T.Priyadharshini participated in Seven Day Online Faculty Development Programme on “Research Methodology and Pedagogy for Tertiary Education” organised by Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 15.6.2021 to 21.6.2021.

# Department of Commerce Finance

## About the Department

The inception of Department of Commerce Finance of Dr. N.G.P. Arts and Science College was during the academic year 2013-14 with 25 students. Knowledge impartation on Finance and Accounting hones the students with strong skills and prepares them to choose varied career paths along diverse industries, and increases their earning potential. This newsletter exhibits the activities, and encourages both faculty and the students of Finer's Association.

## Guest Lectures

- ➔ Mutual fund distributorship exam orientation - Mr. V. S. Binu, NISM Certified Investment Advisor, Cochin on 25.06.2020.
- ➔ Investment Vs Trading - Mr. K. Annamalai, ACS Private Ltd., Coimbatore on 10.07.2020.
- ➔ Current trends in financial markets - Mr. K. Annamalai, ACS Private Ltd., Coimbatore on 10.10.2020.
- ➔ Reprogramming your mind for success - Dr. Krishnamoorthi, Trainer on 22.10.2020.
- ➔ Protection against COVID-19 - Mr. R. Kishore, Traditional Vaidya Sidha Varma Therapeutic Practitioner, Tiruchirapalli on 06.11.2020.
- ➔ Personal finance - Jananisri G, Chartered Accountant, ACS Pvt. Ltd., Coimbatore on 26.05.2021.
- ➔ Financial discipline for entrepreneurial success - Dr. S. Jeyakumar, Assistant Professor, P.M.T. College, Tirunelveli on 27.5.2021.
- ➔ How to prepare to face job market - Dr. Anitha Ravikumar, Associate Professor, University of Technology and Applied Science, Muscat, Oman on 28.05.2021.
- ➔ Introduction to capital market - Mr. Glenn Roger Carr, Co-founder, Finmark on 01.06.2021.
- ➔ Techniques of portfolio management - Sree Ranjane R., Chartered Accountant, Hindustan Oil Exploration Ltd. Chennai on 09.06.2021.

- ➔ Implementation of IFRS - Dr. Rosaline Jayanthi, Associate Professor St. Francis De Sales College, Bangaluru on 09.6.2021.
- ➔ Impact of COVID-19 on Indian economy - Dr. Kshifaz Jangir, Professor, Mody University, Rajasthan on 12.6.2021.



## Training Workshop

Four days workshop on 'Fundamental Analysis (Certificate Course)' from 03.02.2021 - 06.02.2021. Offered by: Annamalai Capital Service Pvt. Ltd., Coimbatore.



## Seminar

A seminar was conducted on the topic 'Draft a Business Plan' on 05.03.2021. Resource Person: Chairman Selvam, Proprietor, Sei Athiran Areca Leaf Product, Trippur.





### Extension Activity

- ➔ Extension activity on 'Fifth Pillar of Personal Finance' – financial awareness program to students and parents on 17.10.2020.
- ➔ Extension activity – 'Take care of yourself; Take care of your money' in association with NSE as part of literacy week celebration.

### MOU Signing

MOU with Annamalai Capital Service Pvt. Ltd., Coimbatore was renewed on 04.02.2021. Purpose of MOU: Certificate course on 'Capital Market and Online Trading'.



### Alumni Interaction

- ➔ Alumni Interaction on 'Employment Opportunities in Investment and Banking Sector' on 05.11.2020. Resource person: Mr. R. S. Aadharsh, Proprietor, Aarudhra Associate, Coimbatore.
- ➔ Alumni Interaction on 'Opportunities for Finance Students' on 26.02.2021. Resource person: Anaswara Radhakrishnan, Alumni (Batch 2017-2020).



### Inter Department Event

- ➔ Finers association conducted online-intra department events for all B.Com. Finance students on 07.11.2020.
- ➔ On 23.02.2021, Finers association organized 'Presentation on Implications of Union Budget 2021'.



### Student Seminar

- ➔ Student seminar on 'Accounting Vouchers and Inventory Masters' - K. Manoj Kumar, N. Premkumar, S. T. Praveen and S. Gowtham of III B.Com. Finance on 05.03.2021.
- ➔ Student seminar on 'Bill Wise Statement and Inventory Vouchers' - A S. Sethulaksmi, C. Nandhini, G. Sindhu and S. Sathya of III B.Com. Finance on 23.3.2021.



### Bankers and Finance Club

Department of Commerce Finance, and Commerce Banking and Insurance jointly conducted various club activities for first year students during the academic year 2020-21. The activities are:

- ➔ Career opportunities in banking and finance - Mr. N. Krishnan, Credit Manager, Ujjivan Small Finance Bank, Erode on 02.06.2021.

➔ Basel norms in banking regulation – V. Paval Krishnan, Liquidity risk consultant CAPCO technologies, Chennai on 05.06.2021.

➔ Functions of financial institutions – Dr. A. C. Deepa, Assistant Professor, Erode Arts and Science College, Erode on 07.06.2021.

### Students Achievements

➔ All students of B.Com. Finance participated and received certificates for 'Ten Days Digital Marketing Programme' under RUSA, organized by Bharathiar University, Coimbatore on 19.10.2020 to 30.10.2020

➔ N. Prem Kumar, participated and won first prize in inter-department quiz competition on 07.11.2020.

➔ K. Manoj Kumar, participated and won first prize in inter-department quiz competition on 07.11.2020.

➔ M. Yuhendran, participated and won second prize in inter-department video editing contest on 07.11.2020.

➔ Ajay, participated and won first prize in inter-department video editing contest on 07.11.2020.

➔ B. Sujith, participated and won second prize in inter-department debate on 07.11.2020.

➔ Hamsaveni S., participated and won second prize in inter-department Just-a-Minute on 07.11.2020.

### Staff Participation in FDP, Workshop and Seminar

➔ Dr. P. B. Banudevi attended FDP on the topic 'Future of Virtual Currency in Digital India', Sri Ranganathar Institute of Polytechnic College, Coimbatore on 23.06.2020.

➔ Dr. P. B. Banudevi attended FDP on 'Emotional Intelligence - Personal and Professional Excellence', NIFT-TEA College of Knit wear Fashion, Tiruppur on 22.06.2020.

➔ Dr. P. B. Banudevi attended FDP titled 'Updating Research Profile Amidst COVID-19', Sri Amaraavathi College of Arts and Science, Karur on 22.06.2020.

➔ Dr. P. B. Banudevi attended FDP entitled 'Managing your Finance and Investments during COVID-19', Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College, Chennai on 27.05.2020

➔ Dr. C. Kandasamy completed one week certificate course in 'Digital Teaching Techniques' from 10.08.2020-15.08.2020.

➔ Dr. C. Kandasamy attended one week FDP on 'Quality Initiatives in Higher Education' by Consortium Colleges from 13.04.2020-20.04.2020.

➔ Dr. R. Chandrasekaran attended workshop on 'Anti Plagiarism in Research Writing', Dr. S. N. S. College of Arts and Science Coimbatore on 29.4.2020.

➔ Dr. R. Chandrasekaran completed one week certificate course in 'Digital Teaching Techniques' from 10.08.2020-15.08.2020.

➔ Dr. R. Chandrasekaran attended one week FDP on 'Quality Initiatives in Higher Education' by Consortium Colleges from 13.04.2020-20.04.2020.

➔ Dr. L. Senthil Kumar completed one week certificate course in 'Digital Teaching Techniques' from 10.08.2020-15.08.2020.

➔ Dr. L. Senthil Kumar attended one week FDP on 'Quality Initiatives in Higher Education' by Consortium Colleges from 13.04.2020-20.04.2020.

➔ Mrs. V. Sengani attended one week FDP on 'Quality Initiatives in Higher Education' by Consortium Colleges from 13.04.2020-20.04.2020.

➔ Mrs. V. Sengani completed one week certificate course in "Digital Teaching Techniques" from 10.8.2020-15.8.2020.

➔ Mr. S. Vinothkumar attended one week FDP on "Quality Initiatives in Higher Education" by Consortium Colleges from 13.04.2020-20.04.2020.

➔ Mr. S. Vinothkumar completed one week certificate course in "Digital Teaching Techniques" from 10.08.2020-15.08.2020.

➔ Mr. S. Vinothkumar participated in one day Workshop on "ANTI-Plagiarism in Research Writing" by Dr. S. N. S. Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on 29.04.2020.

➔ Mr. S. Vinothkumar participated in "Economic Downturn and Phenomenal Progress" FDP at Nallamuthu Gounder Mahalingam College, Pollachi on 14.05.2020 – 16.05.2020.

### Membership in Academic Bodies (BoS, etc. in Other Colleges)

- ➔ Dr. P. B. Banudevi acted as BoS Member at Vellalar College for Women, Erode on 24.06.2020.
- ➔ Dr. L. Senthil Kumar acted as BoS Member at Sri Ramakrishna College of Arts and Science Coimbatore on 27.05.2020.

### Research Project

In-House project fund worth of Rs.30,000/- sanctioned for six group of students under the guidance of six faculty.

### Awards

Dr. R. Chandrasekaran was awarded 'Best Alumni in Academics Award-2020' by Sree Saraswathi Thyagaraja College, Pollachi

Dr. R. Chandrasekaran was selected for 'Best Teaching Faculty-2020' by Dr. Kalam Educational Trust for Tribal, Chennai.

### Staff Acted as Resource Person

- ➔ Dr. P. B. Banudevi was the moderator in the Webinar 'Budget Presentation' at K.G.I.S.L. College Arts and Science, Coimbatore on 26.02.2021.
- ➔ Dr. C. Kandasamy acted as Resource Person for the Webinar - Impact of GST in Indian Economy at P.P.G. College Arts and Science, Coimbatore on 10.02.2021.
- ➔ Dr. R. Chandrasekaran acted as Resource Person for the Webinar - Union Budget Presentation at K.G.I.S.L. College Arts and Science, Coimbatore on 08.02.2021.

### Placement

About 19 students got placed in various reputed companies.

S.NO	REGISTER NUMBER	NAME OF THE STUDENT
1	181FI024	Manoj Kumar K
2	181FI054	Shivesh Krishna AV
3	181FI034	Nandhini P
4	181FI053	Sethulaxmi AS
5	181FI048	Santhosh K
6	181FI018	Keerthiga N
7	181FI026	Megha B
8	181FI014	Hari Nandhini K
9	181FI049	Saran Kumar R
10	181FI044	Ragupathi N
11	181FI055	Shreemathi D S
12	181FI022	Mahalakshmi N
13	181FI007	Athulya Ashokan
14	181FI039	Poovitha S
15	181FI042	Prem Kumar N
16	181FI037	Nithesh G
17	181FI057	Sindhu G
18	181FI051	Sathya S
19	181FI016	Joseph CV



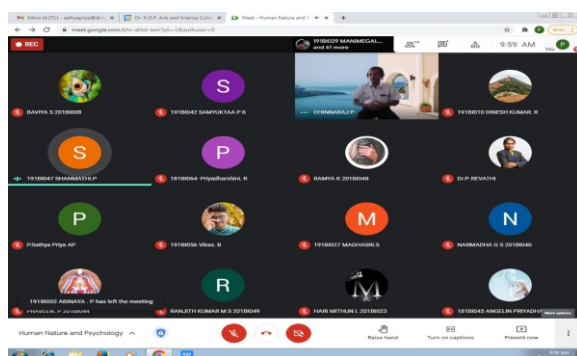
# Department of Commerce Banking and Insurance

## About the Department

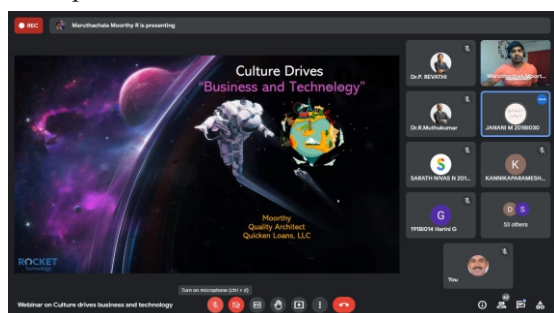
Department of Commerce Banking and Insurance of Dr. N.G.P. Arts and Science College was established during the academic year 2015-16 with 48 students and 2 members of staff. This programme not only provides the students an in-depth knowledge in different aspects of Banking, Insurance and other Financial Services, but also provides a thorough understanding of practical applications of the theory. This is our sixth issue which highlights the significant activities and laurels of our Bancassurance Association Students, Alumni and Staff.

## Guest Lectures

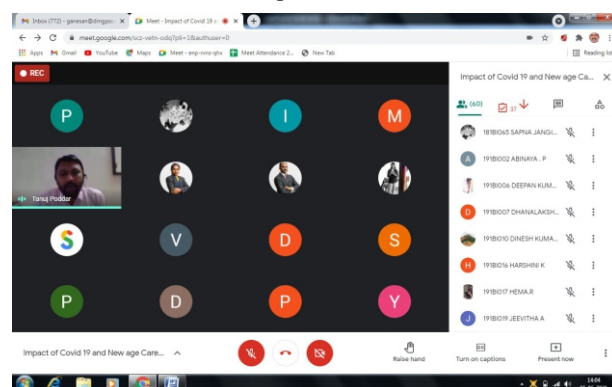
- Guest Lecture on “An Insight of Insurance-Pre and Post COVID” was organized by the department on 31.08.2020. Mr. S. Balasubramani Director, Sky Axis Learning Solutions, Bangalore was the resource person.



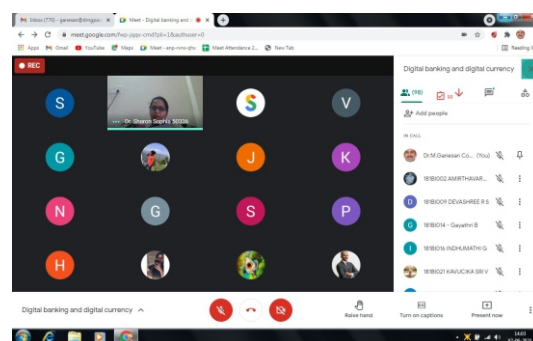
- Invited Lecture was arranged for students on 07.10.2020. Mr. R. Vijayakumar, Senior Manager, Canara Bank, Mangalam Branch, Tiruppur shared his expertise on “NPA Management”.
- Guest Lecture on “Financial Education Awareness on Insurance” was organized on 24.03.2021. Mr. S. N. Jayabalan Financial Education Trainer, Securities and Exchange Board of India (SEBI), Southern Regional Office, Chennai was the resource person for the session.



- Guest Lecture titled “Confidence in Public Speaking (Self and Communicative Competence)” was scheduled on 26.05.2021. Dr. Joghee Senthilkumar, Assistant Professor in English (Language and Literature), Faculty of English, Department of English Language and Literature, Gambella University, Ethiopia - East Africa was the chief guest.
- Guest Lecture on “Human Nature and Psychology” was arranged on 28.05.2021. Dr. P. Chinnaraj, Assistant Professor (Selection grade), Department of Mathematics, P.S.G. Institute of Technology and Applied Research, Neelambur, Coimbatore shared his expertise in the session.



- Guest Lecture on “Digital Banking and Digital Currency” was organized on 02.06.2021 in which Dr. Sharon Sophia, Assistant Professor in Management Studies, Vellore Institute of Technology, Chennai was the resource person.
- Invited Lecture titled “Artificial Intelligence in Marketing” was scheduled on 03.06.2021. Mr. N. Babu, Sales Manager, Uniwood Products, Kerala shared his expertise.

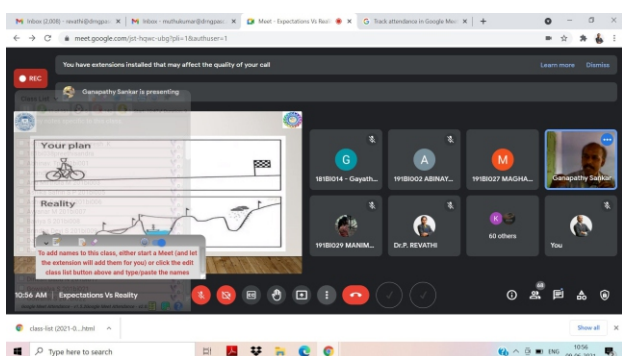


- Guest Lecture was Conducted on 05.06.2021. Mr. Joswa Jennis Rubu, Chief Marketing Officer, SEBI Authorized Agent, Sash Anarayan Co. Ltd, Bangalore shared his expertise on “Basics of Stock Market”

➔ Guest Lecture on “Impact of COVID-19 and New Age Career Opportunities in Banking and Finance” was conducted on 05.06.2021 (AN). Mr. Tanuj Poddar, Director - Banking and Finance, Financial Planning Academy, Mumbai was the resource person.

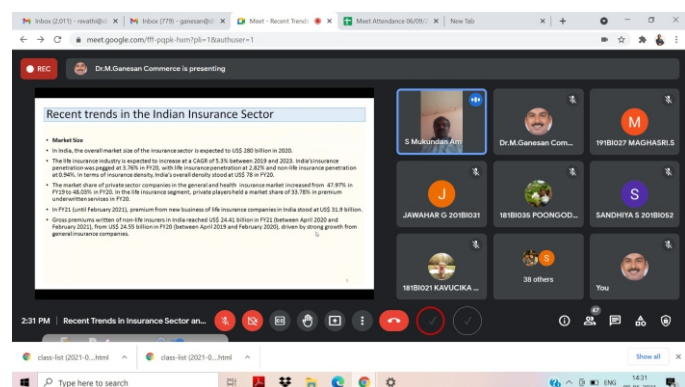
➔ A Guest Lecture titled “Wealthier and Wiser” was arranged on 07.06.2021. And Mr. Vikas Kasturi, Value Investor and Portfolio Manager, Bangalore was the chief guest.

➔ Guest Lecture entitled “Comprehensive Analysis of GST in India” was organized on 08.06.2021 (FN). Dr. S. Karthik Assistant Professor, Kalasalingam Academy of Research and Education, Virudhunagar was the resource person.

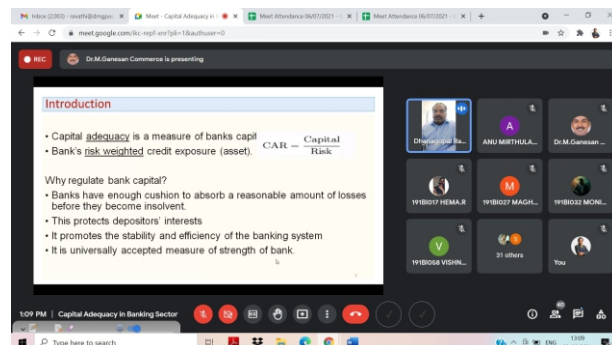


➔ On 08.06.2021 (AN), the department arranged a Guest Lecture on “**Capital Adequacy in Banking Sector**”. Mr. R. Dhanagopal, Head of the Department, Regulatory Reporting (Finance Division), Central Bank of Kuwait spoke on the topic.

➔ Career Guidance programme on “**Expectations Vs Reality**” was organized on 09.06.2021(FN). Dr. S. Ganapathy, Professor and Head, Department of Corporate Secretaryship, S. A. College of Arts and Science, Chennai guided the students.



➔ A Guest Lecture titled “Recent Insurance Industry and Career Opportunities” was arranged for the students on 09.06.2021 (AN). Mr. S. Mukundan Agency's Manager, SBI Life Insurance Co. Ltd., Coimbatore Branch, Coimbatore was the chief guest.

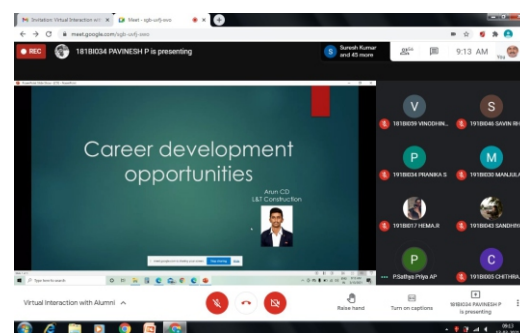


➔ Mr. Moorthi Ramasamy, Quality Architect, Quicken Loans LLC, USA shared his expertise on “Culture Drives Business and Technology” in the Invited Lecture dated 11.06.2021 (FN).

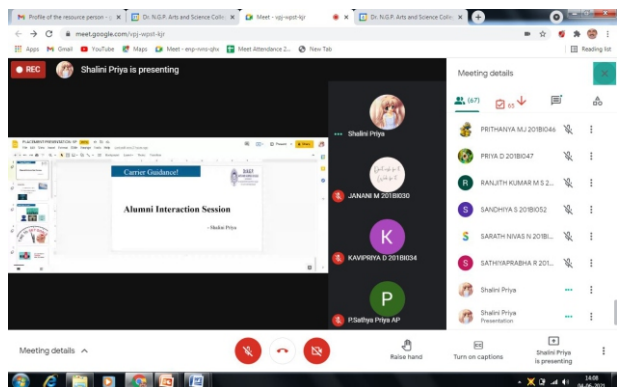
➔ Guest Lecture on “Investor Awareness Programme” was organized on 11.06.2021 (AN). Mrs. Rekha Ramanathan, NISM Certified Banking and Insurance Trainer, United Training Services India, Mumbai was the resource person.

## Alumni Interaction

➔ Alumni Interaction session on “Career Development Opportunities” was on 13.03.2021. Our alumnus Mr. Arun C. D., Graduate Commercial Trainee in Accounts, Finance and Admin, L&T Construction, Udaipur, Rajasthan interacted with the students.



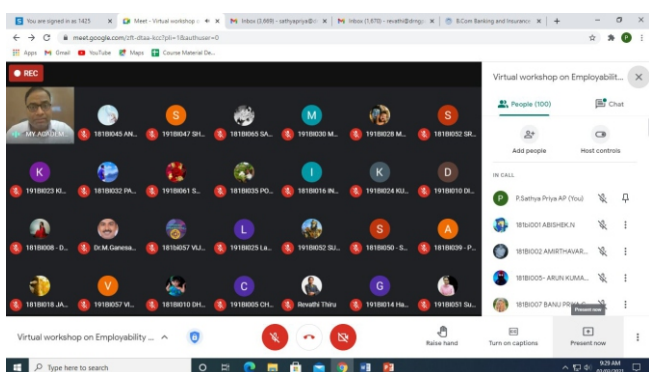
➔ “Recent trends in Banking and Insurance, and Journey after Graduation” - An Alumni Interaction session was arranged on 16.03.2021. Alumna, Ms. Amiya Kabeer, Accounts, Officer, Qatar International Events, Supply and Services, Doha, Qatar addressed the students.



- ➔ Alumna Mrs. Shalini Priya, Information Process Enabler, “Tata Consultancy Services”, Porur (Batch: 2016-2019) spoke on “Connect Corporate” in the Alumni Interaction session on 04.06.2021.
- ➔ Alumni Interaction session on “Role of Communication in Career Development” was arranged. Alumna Ms. P. P. Pincy, Analyst in State Street, HCL Services Private Limited, Chennai addressed the students on 06.06.2021.

## Workshop

- ➔ “Advance Excel” Workshop was arranged on 11.11.2020. Mr. S. Dineshkumar, Assistant Professor, Department of Information Technology, Dr. N. G. P. Arts and Science College (Autonomous) Coimbatore shared his expertise in the workshop.



- ➔ On 02.03.2021, a Virtual Workshop on “Employability Skills in Context with Skill India Mission” was organized. Dr. Yogesh Verma Founder and Director, My Academy of Skills, Chandigarh was the resource person.

## Extension / Outreach Programme

- ➔ Bancassurance Association organized Outreach Programme on “Government Insurance Schemes” at Veerampallyam Village on 27.02.2021.



- ➔ Department of Commerce Banking and Insurance conducted “A Survey on Awareness Level of People regarding Health Insurance Policies and Claim Settlement Procedure” at Karupparayan Palayam on 06.03.2021.

## Inter-departmental Competition

- ➔ Department of Commerce Banking and Insurance conducted students Inter-department Competition “COMFSECO-2021” on 06.03.2021.



## Intra-departmental Competition

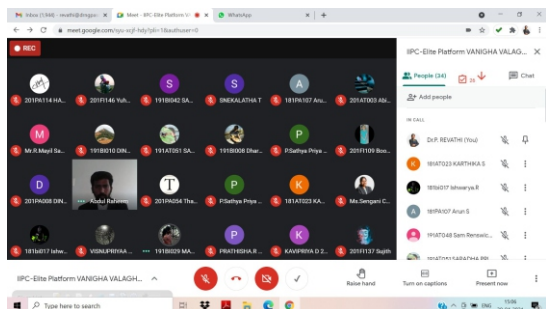
- ➔ Department of Commerce Banking and Insurance conducted students Intra-department Competition “Newspaper Analysis” on 27.02.2021.





## IIPC - Vanigha Valagham (Therivom Thelivom)

- ➔ Department of Commerce Banking and Insurance conducted Industry Institution Partnership Conclave on 30.04.2021. Mr. Abdul Raheem, Auditor and Business Start-up Consultant, Intire Audits and Advisory shared his expertise on “Entrepreneurship (Finding a New Venture)”.



- ➔ Department of Commerce Banking and Insurance conducted Industry Institution Partnership Conclave in association with Spot Knack, Coimbatore. The Founder Mr. Harshavaran Maran addressed the students on the topic “Passion to Compassion” on 04.06.2021.
- ➔ Department of Commerce Banking and Insurance conducted Industry Institution Partnership Conclave in association with Savsea Grandma (Bangalore). The Founder Mr. Leo Prabhu shared his expertise on “How to Become a Digital Entrepreneur” on 07.06.2021.
- ➔ Department of Commerce Banking and Insurance conducted Industry Institution Partnership Conclave in association with Greenick Enterprises, Coimbatore. The founder Mr. Karthik Raj delivered his talk on “Business Ideas for Eco-Minded Entrepreneurs” on 09.06.2021.

## Bankers And Finance Club

- ➔ Department of Commerce Finance, and Banking and Insurance jointly conducted various club activities for first year students during the academic year 2020-21.

“Career Opportunities in Banking and Finance” were discussed by Mr. N. Krishnan, Credit Manager, Ujjivan Small Finance Bank, Erode on 02.06.2021.

- ➔ An insight on “Basel Norms in Banking Regulation” was given by Mr. V. Pavai Krishnan, Liquidity Risk Consultant, CAPCO Technologies, Chennai on 05.06.2021.
- ➔ “Functions of Financial Institutions” was deliberated by Dr. A. C. Deepa, Assistant Professor, Erode Arts and Science College, Erode on 07.06.2021.
- ➔ Mr. D. Prabakaran, Director Academy AXN InfoTech Coimbatore spoke about “Banking Features in TALLY Prime” on 11.06.2021

## Staff Achievement

- ➔ Dr. P. Revathi received Research Project Award in commemoration of National Science Day at Bharathiar University on 01.03.2021



- ➔ Dr. R. Muthukumar received Research Project Award in commemoration of National Science Day at Bharathiar University on 01.03.2021.



- ➔ Dr. P. Revathi, Dr. R. Muthukumar, Dr. M. Ganesan and Mrs. P. Sathya Priya completed one week online certificate course on Digital Teaching Techniques organized by ICT Academy from 10th Aug to 15th Aug 2020.

### Staff Members as Resource Person

- ➔ Dr. P. Revathi delivered her talk on “Tax Benefits in Insurance Policies” in the Guest Lecture organized by Vellalar College for Women (Autonomous), Erode on 10.02.2021.
- ➔ Dr. P. Revathi acted as resource person at Sri Ramakrishna College of Arts and Science, Coimbatore in the National Seminar Recent trends in Banking and Insurance Sector on 31.03.2021.

### Publication by Staff Members

- ➔ Dr. P. Revathi, Dr. R. Muthukumar, published an article on “Crop Insurance Schemes and Compensation to Farmers for Wildlife Crop Damage in Coimbatore Forest Division” in the International Research Journal of Management Science and Technology-October 2020, ISSN: 2250-1959(O) 2348-9367 (P), Impact factor 7.2013. UGC Listed.
- ➔ Dr. M. Ganesan and G. Gowtham, published an article titled “A Study on Global Context of Forced Dynamism in Logistics Sector - A Overview Perspective” in the International Journal of Research and Analytical Reviews (IJRAR), September 2020, Volume 7, Issue 3E-ISSN 2348-1269, P- ISSN 2349-5138) UGC Listed.
- ➔ Mrs. P. Sathya Priya, published an article on “A Study on Impact of Digital Marketing in Customer Purchase Decision in Coimbatore City”, Journal of Emerging Technologies and Innovative Research, Sep. 2020, Vol. No.7, ISSN: 2349-5162, Impact Factor: 5.87, UGC Listed.
- ➔ Dr. P. Revathi & Dr. R. Muthukumar published an article on “Forbearance of Farmers towards Wildlife Crop Damage in Coimbatore Forest Division”, The International Journal of Analytical and Experimental Modal Analysis, ISSN No: 0886-9367 Volume XIII, Issue I, January 2021, Page No:551-558, Impact Factor: 6.3. UGC CARE –Group-II.

- ➔ Dr. M. Ganesan, published an article on “A Study on Problems Faced by Freight Forwarders with Special Reference to Tirupur District”, International Journal of All Research Education and Scientific Methods (IJARESM).ISSN: 2455-6211 Volume 9, Issue 1, January -2021, Impact Factor: 7.429. UGC Listed.
- ➔ Dr. P. Revathi, published an article on “Perception of Competency Mapping among Employees Working in Textile Spinning Mills with Special Reference to Coimbatore District”, Journal of Strategic Human Resource Management, ISSN: 2277-2138, Volume 10, Issue 1, February 2021, UGC Listed.

### FDP Participation by Staff Members

- ➔ Dr. R. Muthukumar participated in 6 days FDP on “Outcome Based Education” organized by K.P.R. College of Arts and Science, Coimbatore from 29.06.2020 to 03.07.2020.
- ➔ Dr. R. Muthukumar, participated in one week FDP on “Recent Advances in Business Studies” organized by Karpagam Academy of Higher Education in Association with ICAI, Coimbatore from 07.08.2020 to 13.08.2020.
- ➔ Dr. P. Revathi, Dr. R. Muthukumar participated in one week FDP on “GST-Compliance - A Practical Approach” organized by Vivekananda College, Madurai, TamilNadu from 14.06.2021 to 20.06.2021.
- ➔ Dr. P. Revathi, Dr. R. Muthukumar, Dr. M. Ganesan and Mrs. P. Sathya Priya participated in one week FDP on “Research Methodology and Pedagogy for Tertiary Education” organized by Dr. N. G. P. Arts and Science College (Autonomous), Coimbatore from 15.06.2021 to 21.06.2021.

### International/National Conference Seminar Presentation by Staff

- ➔ Dr. P. Revathi, Dr. R. Muthukumar, Dr. M. Ganesan and Mrs. P. Sathya Priya participated in World Record event titled “Longest Virtual Event on Vision 2030 - Importance of Enhancing Skills for Reaching Higher Heights” conducted by TamilNadu Teachers Education University, Karapakkam, Chennai, 18.06.2021.
- ➔ Dr. P. Revathi, Dr. R. Muthukumar, Dr. M. Ganesan and Mrs. P. Sathya Priya participated in the International Virtual Conference on “E-Commerce and Covid -19” organized by Rathinam College of Arts and Science, Coimbatore in association with iNurture Education Solutions Pvt. Ltd. and Malaysia University of Science and Technology, Malaysia, on 23.03.2021 to 26.03.2021.

### Board of Study Member

- ➔ Dr. P. Revathi acted as subject expert in 'Board of Studies' at Gobi Arts College, Erode on 20.03.2021.
- ➔ Dr. P. Revathi acted as subject expert in 'Board of Studies' at Kongunadu Arts and Science College, Coimbatore on 26.04.2021.

### Student Achievements

- ➔ 54 Students have completed their Certificate Course (CISCO) offered by ICT Academy on 13.01.2021 and about 44 students completed Certificate of Training Programme conducted by Automation Anywhere University on 18th January 2021.
- ➔ 50 Students have participated in Online National Skill Development Programme organized by Bharathiar University Department of Commerce (UGC SAP DRS I) “GST - Registration Assessment and Filling of Returns - Phase III Bharathiar University” from 02.11.2020 to 26.11.2020.

- ➔ 83 Students have participated in the International Virtual Conference on E-Commerce and COVID-19: The Innovations, Challenges, Solutions and Opportunities organized by Rathinam College of Arts and Science, Coimbatore from 22.03.2021 to 26.03.2021.

- ➔ 16 students participated in National Webinars organized by other reputed institutions.

### Placements

- ➔ 32 students received 32 offer letters from different companies, out of which 15 students received from Focus Edumatics, 14 from IDBI, 1 from Future General Insurance, 1 students from Infosys BPM and 1 student received from Larsen & Toubro Limited (L&T).

### Sports Achievements

- ➔ Our department student Mr. S. Kirubakaran, III B. Com. (B & I), won First Prize in 5000 meter in the 32<sup>nd</sup> South Zone National Junior Athletics Championship 2021, University of Calicut, Kerala on 26.02.2021.



- ➔ Mr. G. Dhanush Adithan of II B. Com. (B & I), won Second Prize in Hurdles, in the 32<sup>nd</sup> South Zone National Junior Yes Athletics Championship 2021, University of Calicut, Kerala on 26.02.2021.

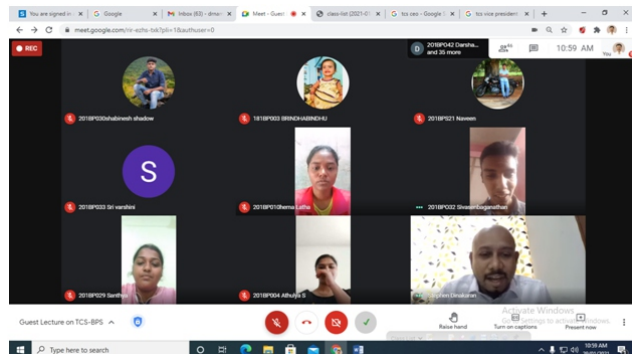




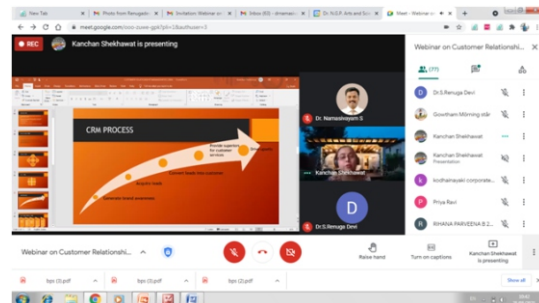
# Department of Commerce in Business Process Services

## Virtual Guest Lectures / Webinars Conducted

- ➔ On 11th December 2020, the Department organized a Guest Lecture titled, “Investment Pattern towards Management” by Dr. G. Sugunavalli, Associate Professor, Department of Commerce in Professional Accounting, PSG College of Arts and Science, Coimbatore.
- ➔ On 16th December 2020, the Department organized a Guest Lecture titled, “Customer Relationship Management” by Dr. R.Velmurugan, Associate Professor, Department of Commerce, Karpagam Academy of Higher Education, Coimbatore.
- ➔ On 17th December 2020, the Department organized a Guest Lecture titled, “Insurance Companies Incentivize their Customers to be Healthier” by Dr. M. Nandhini, Associate Professor, Department of Commerce (BPS), Sri Ramakrishna College of Arts and Science, Coimbatore.



- ➔ On 29th January 2021, the Department organized a Guest Lecture titled, “An Overview of TCS-BPS” by Mr. Stephen Moses Dinakaran, Lead Academic Interface Program, Tata Consultancy Services, Chennai.
- ➔ On 1st March 2021, the Department organized a Guest Lecture titled, “Electronic Fund Transfer” by Dr. P. Suja, Assistant Professor, A. M. Jain College, Chennai.
- ➔ On 24th May 2021, the Department organized a Webinar, “Business Process Management Tools and Potential in Jobs”, by Mr. S. Harishankar, Delivery Manager for UK Customer, Tech Mahindra Ltd, Chennai.

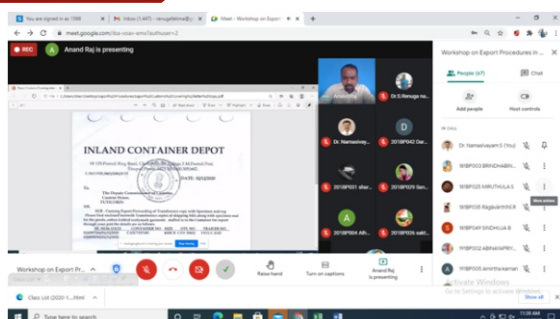


- ➔ On 25th May 2021, the Department organized a Webinar, “Customer Relationship Management – A Piece of Software” by Ms. Kanchan Shekhawat, Motivational Speaker and Research Scholar, Jayoti Vidayapeeth Women's University, Rajasthan.
- ➔ On 26th May 2021, the Department organized a Webinar, “E-Learning Tools for Skills Upgrade” by Dr. Arunfred, Assistant Professor, Nesamani Memorial College, Marthandam.
- ➔ On 27th May 2021, the Department organized a Webinar, “Basic Concepts in Income Tax”, by Dr. S. Karthik, Associate Professor, Kalasalingam Academy of Research and Education, Krishnankoil.
- ➔ On 28th May 2021, the Department organized a Webinar titled, “Leadership Skills”, by Mr. S. Ajithkumar, Founder and Director, ASK Training Solutions, Marthandam.
- ➔ On 1st June 2021, the Department Organized a Webinar, “Intellectual Property Rights”, by Ms. S. Jeyalakshmi, Associate Professor of Commerce, Government Arts College for Women, Salem.
- ➔ On 2nd June 2021, Commerce (BPS), Commerce (CA), Commerce (BA), Jointly Organized a Webinar titled, “Business Innovations in Present Digital Era”, by Mr. P. S. Prakash, Business Lead, MB certifies Cars, Retail, Finance and Insurance, Coimbatore.



- ➔ On 3rd June 2021, the Department organized a Webinar, “Digital Financial Reporting and its Benefits”, by Mr. M. Sureshkumar, State Joint Coordinator, Madipakkam Branch President, Tamilnadu Consumer Protection Organisation, Chennai.
- ➔ On 4th June 2021, the Department organized a Webinar, “Personality Traits”, by Dr. D. Kumaresan, Director and Professor, Department of Commerce, KSR Arts and Science College, Thiruchencode.
- ➔ On 5th June 2021, the Department organized a Webinar, “FINTECH – A Disruptive Innovation”, by Dr. M. Prakash, Assistant Professor, CHRIST (Deemed to be University), Bangalore.
- ➔ On 7th June 2021, the Department organized a Webinar, “Intellectual Property rights for Innovation and Research”, by Prof. R. Ravikiran, Assistant Professor, S.J.C Institute of Technology, Chickballapur.
- ➔ On 8th June 2021, the Department organized a Webinar, “Research Methodology”, by Dr. P. Radha, Associate Professor, The Oxford College of Business Management, Bangalore.
- ➔ On 11th June 2021, the Department organized a Webinar, “Campus to Corporate Transition”, by Dr. Komal A Dave, Assistant Professor and Head, PG department of Commerce and Management, Saint Joseph College of Commerce, Bangalore and Mr. Mohammed Ashfaque, Assistant Professor, PG department of Commerce and Management, Saint Joseph College of Commerce, Bangalore.

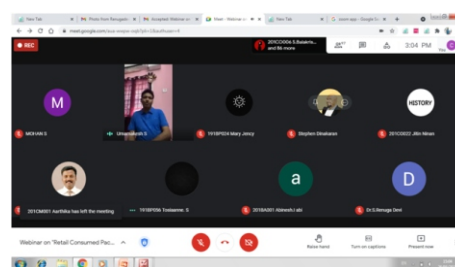
## Workshop



- ➔ On 15th December 2020, the Department organized a Workshop, “Export Procedures in Logistics Management” by Mr. Anandraj, Senior Manager, Finance and Accounts, Tirupur.

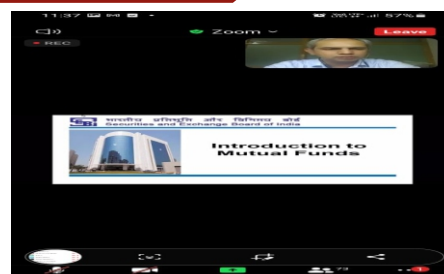
- ➔ On 26th February 2021, the Department organized a Workshop, “Data Analysis for Managers” by Dr.D.Dilip, Associate .Professor, Jain CMS Business School, Bengaluru.
- ➔ On 26th March 2021, the Department organized a Workshop, “Placement training and Personality Development” by Dr. S. Namasivayam, Professor and Head, Department of Commerce (BPS), Dr. NGP Arts and Science College, Coimbatore.

## IIPC Elite Talk – Vettri Padigal



- ➔ On 28th May 2021, the Department organized a (Elite Talk) Webinar titled, “Retail Consumer Packaged Goods”, by Mr. Uma Mahesh, Deliver Manager, Marketing Research Domain, Tata Consultancy Services, Chennai.

## Awareness Program



- ➔ On 31st May 2021, the Department Organized a “Investor Awareness Program” under Bombay Stock Exchange banner in Association with United Training Services India, by Mr. Vinayak Kanvinde, SEBI, Empanelled Trainer, Mobilser, United Training Services India.

## Student Development Program

- ➔ On 10th December 2021, the Department organized Student Development Program, “Wild Life Conservation”, by Ms. T. Sangeetha and Ms. K. Rathipriya of III B. Com (BPS).





## Orange World Record Participation



- ➔ Dr. S. Renugadevi, Professor, acted as Resource Person (Speaker) in “1144. 10m Hours Orange Book of World Record (Muthamil Kalaiviza)” organized by Tamil America Tholaikachi, Thenamutha Makkal Peravai, on 12th June 2021.

## Awards and Honours Received By Faculty



- ➔ Dr. S. Renugadevi, Professor received, Remarkable Women Award 2021, by Rajasthan Media on 28th March 2021.
- ➔ Dr. S. Renugadevi, Professor received, Assiriyar Rathna Viruthu 2021, by Aram Anbin Adayalam Trust, on 25th April 2021.
- ➔ Dr. S. Renugadevi, Professor received, Surabi Semmal Viruthu 2021, by Yavarum Kelir Thiran Valar Sangam, on 23rd May 2021.
- ➔ Dr. S. Renugadevi, Professor received, Kalaignarin Muthamil Virudhu 2021, by Pasumai Vasal Foundation, on 29th May 2021.
- ➔ Dr. S. Renugadevi, Professor received, Arivu Virucham Virudhu 2021, by Pasumai Vasal Foundation, on 6th June 2021.

## Publications By Staff Members

- ➔ Dr. S. Namasivayam, Professor and Head, published a paper entitled, “Awareness, Knowledge and preference towards Allopathic medical centers in Coimbatore district”, International Journal of Emerging Technologies and Innovative Research, (UGC) ISSN: 2349-5162, Volume 7 Issue 10, October-2020.
- ➔ Dr. S. Namasivayam, Professor and Head, published a paper entitled, “A Study on Impact of Celebrity Advertisement in Electronic Media with special reference to Coimbatore city”, Journal of Xidian University, (UGC Care approved) ISSN No:1001-2400, VOLUME 14, ISSUE 7, 2020, Page No. 504-512.
- ➔ Dr. S. Namasivayam, Professor and Head, published a paper entitled, “Perception of Consumers Purchase Pattern towards cause Marketing of FMCG companies”, Journal of Interdisciplinary Cycle Research, (UGC Care approved) ISSN NO: 0022-1945, Volume XII, Issue VIII, August/2020, Page No. 862-867.
- ➔ Dr. S. Namasivayam, Professor and Head, published a paper entitled, “Growers' agreeability and satisfaction towards Trickle Irrigation” (UGC Care approved), Journal of Shanghai Jiaotong University, ISSN:1007-1172, Volume 16, Issue7, July – 2020, Page No 106-114.
- ➔ Dr. S. Renugadevi, Professor, published a paper entitled, “A Study on Consumer Satisfaction towards Honda Bikes service with Special Reference to Coimbatore City”, Journal of Interdisciplinary Cycle research (UGC Care approved), Vol 8, Issue 8, December 2020. ISSN 0022 – 1945.
- ➔ Dr. S. Renugadevi, Professor, published a paper entitled, “A Study on Customer Satisfaction towards Himalaya Products with Special Reference to Coimbatore City”, Journal of Interdisciplinary Cycle research (UGC Care approved), Vol 8, Issue 8, December 2020. ISSN 0022 – 1945.
- ➔ Dr. S. Renugadevi, Professor, published a paper entitled, “A Study on Customer Behaviour towards Organic Products with Special Reference to Coimbatore City”, Journal of Composition Theory (UGC Care approved), Vol 8, Issue 8, December 2020. ISSN 0731-6755.

- ➔ Dr. S. Renugadevi, Professor, published a paper entitled, “A Study on Consumer Perception towards Promotional messages with special Reference to Coimbatore city”, Journal of Advanced Research in HR and Organizational Management, (IPI Indexing 2.18), Vol 8, April 2021. (DOI) ISSN 2454-3268.
- ➔ Dr. S. Renugadevi, Professor, published a paper entitled, “A Report on Advertisement and Marketing Strategies adopted by Mobile Company with Literature Review”, Journal of Advanced Research in Quality Control and Management, Vol 6, Issue 1, April 2021. (DOI) ISSN 2582 - 3280.
- ➔ Dr. S. Renugadevi, Professor, published a paper entitled, “A Study on Advertisement and Marketing Strategies on Xiaomi Brand in Coimbatore City”, Journal of Advanced Research in Operational and Marketing Management, Vol 4, Issue 1, April 2021. (DOI) ISSN 2582 – 5399.
- ➔ Dr. S. Renugadevi, Professor, published a paper entitled “A Study on Factors Influencing Online Shopping Buying behavior among Youth during COVID 19 in Thirunelveli city”, GIS science Journal, Vol 8, Issue 6, June 2021. (UGC Care and DOI) ISSN 1869 – 9391.
- ➔ Dr. V. P. Amuthanayaki, Assistant Professor, published a paper entitled, “A Study on Impact of Celebrity Advertisement in Electronic Media with special reference to Coimbatore city”, Journal of Xidian University, (UGC Care approved) ISSN No:1001-2400, VOLUME 14, ISSUE 7, 2020, Page No. 504-512.
- ➔ Dr. V. P. Amuthanayaki, Assistant Professor, published a paper entitled, “Growers' agreeability and satisfaction towards trickle irrigation” (UGC Care approved), Journal of Shanghai Jiaotong University, ISSN:1007-1172, Volume 16, Issue 7, July – 2020, Page No 106-114.
- ➔ Dr. M. Revathy, Associate Professor, published a paper entitled, “Solving Lpp With Stochastic Neutrosophic Pythagorean Z Numbers”, Advances in applicable mathematics, AIP – Conference Proceeding, ISSN 2049 – 3630 / Oct 2020, Vol 2261, Issue I, Pp 0300881.

### Staff Participation In Conference/webinar

- ➔ Department Faculties had participated in 7 International Webinar, 71 National level Webinar, and 1 State level Webinar.
- ➔ Department Faculties had participated in 1 International Virtual Conference, 2 National Level Virtual Conference.

### Staff Participation In Workshop / Training

- ➔ Dr. S. Namasivayam, Professor and Head, participated in “Training Programme on Excellence in Research”, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from 27th January to 8th February 2021.
- ➔ Dr. S. Namasivayam, Professor and Head, and Dr. S. Renugadevi, Professor, Dr. V. P. Amuthanayaki, Assistant Professor, participated in National Level E-Workshop on, “How to Write a Research Paper”, VIT, Chennai on 22nd June 21.
- ➔ Dr. S. Namasivayam, Professor and Head, participated in, “Workshop on Research Methodology – Art of writing research paper in Scopus Journal”, Kaamadhenu Arts and Science College, Sathyamangalam on 10th April 2021
- ➔ Dr. N. Kodhainayaki, Professor, participated in “Workshop and FDP Moodle Learning Management system,” Hindusthan College of Arts and Science from 10th June to 16th June 2020.
- ➔ Dr. N. Kodhainayaki, Professor, Participated in Workshop on, “Positive Emotions”, Central University of Tamilnadu, Thiruvavur on 17th May 2021.
- ➔ Dr. N. Kodhainayaki, Professor, Participated in Workshop on, “Happiness: Assess, Address and Harvest”, Central University of Tamilnadu, Thiruvavur on 4th June 2021.
- ➔ Dr. S. Renugadevi, Professor, Participated in National E-Workshop on, “Share Market”, Nandha Engineering College on 28th May 21.
- ➔ Dr. S. Renugadevi, Professor, attended National Virtual Hands-on Training, “Tally with GST”, Nandha Engineering College from 8th June to 10th June 21.

### Online Courses Completed By Staff

- ➔ Dr. S. Renugadevi, Professor, completed 6 online courses from Coursera.
- ➔ All Staff members have completed One Week Online Certificate Course on “Digital Teaching Techniques”, ICT Academy from 10th August to 15th August 2021.

### FDP Attended By Staff

- ➔ Dr. S. Namasivayam, Professor and Head and Dr. N. Kodhainayaki, Professor participated in online FDP on, “Banking for BPS”, Tata Consultancy Services from 10th February to 18th February 2021.
- ➔ Dr. S. Namasivayam, Professor and Head, Dr. S. Renugadevi, Professor and Dr. Sakthi Prasath, Associate Professor participated in online FDP on “MBPS II”, Tata Consultancy Services from 1st June to 8th June 2020.
- ➔ Dr. S. Namasivayam, Professor and Head and Dr. S. Renugadevi, Professor, participated in Ten days Online International Skill Development Programme on “Social Media Digital Marketing”, RUSA Project, Bharathiar University from 27th November to 8th December 2020.
- ➔ Dr. N. Kodhainayaki, Professor, participated in online FDP on “Recent Advances in Business Studies 2020”, Karpagam Academy of Higher Education from 7th August to 13th August 2020.
- ➔ Dr. N. Kodhainayaki, Professor and Dr. S. Renugadevi, Professor, Dr. V.P. Amuthanayaki, Assistant Professor participated in online FDP on, “Nurturing the next Generation Educators”, PPG College of Arts and Science, Coimbatore from 12th June 2021 to 18th June 2021.
- ➔ Dr. S. Renugadevi, Professor, Dr. Sakthi Prasath, Associate Professor participated in online FDP on “Supply Chain Management”, Tata Consultancy Services from 17th June to 26th June 2020.
- ➔ Dr. S. Renugadevi, Professor, participated in online National FDP on, “Teaching Pedagogies for Virtual Classrooms”, Vivekananda College of Arts and Science for Women from 25th May to 31st May 2021.

- ➔ Dr. V.P. Amuthanayaki, Assistant Professor, participated in online, FDP on “Application of Statistical tools in SPSS”, Sri Kanyaka Parameswari Arts and Science College, Chennai from 6th July to 12th July 2021.
- ➔ All staff members had participated in online FDP on “Research Methodology and Pedagogy for Tertiary Education”, Dr. NGPASC from 15th June to 21st June 2021.

### Students Achievement

- ➔ On 16th April 2021, S. S. N. Sivasenbaganathan won 3rd Prize in B-Quiz, conducted by K. Ramakrishnan College of Engineering, Trichy.



- ➔ On 10th January 2021, N. Vijayaraj won 2nd Prize in 26th State Level Matsushima Kykushin Kaikan Junior Karate Championship 2021.

### Students Participation

- ➔ 100 Students - participated in National level Webinar
- ➔ 48 Students - participated in International Webinar
- ➔ 97 Students - participated in State Level Webinar
- ➔ 10 Students - attended various Training Program
- ➔ 59 Students - completed Online Courses
- ➔ 36 Students - participated in various Quiz Programs

### Placement Details

- ➔ 57 Students were placed in Various Reputed Companies including Infosys, Deloitte, Focus Edumatics, IDBI Federal Insurance, KGISL, Aosta Softwares, Future General, QBSS.



## About the Department

## Guest Lectures

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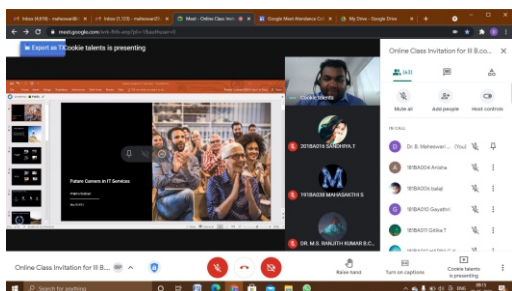
Business Kitharu Channel is presenting

Where is business data?

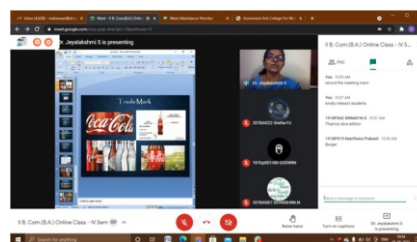
- On Paper
  - Scribbled by someone
- Email
  - Created by hand
  - Not reliable
- Emails
  - Most popular
  - But unstructured – information is not really available
- Structured Databases
  - If you have money you can afford this
- Cloud Applications
  - Has become affordable than Structured Databases
  - All you need is a browser or mobile device

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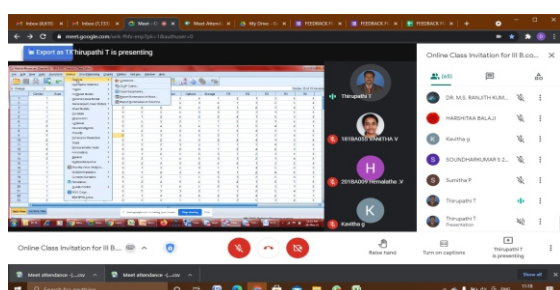
Mr. Prabhu Subbiah, Practice Director – Wipro Technologies, Finland, U.K delivered a Guest Lecture, “Future Careers in IT Services” on 28.05.2021.



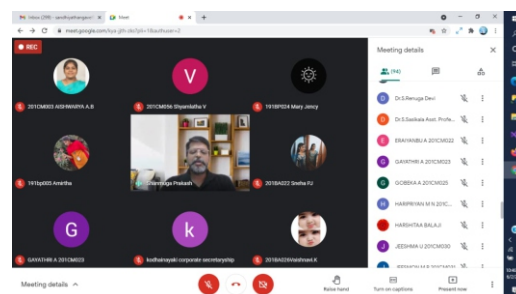
Dr. S. Jeyalakshmi, Associate professor, Department of Commerce, Government Arts College for Women, Salem, delivered a Guest Lecture titled, “Intellectual Property Rights” on 01.06.2021.



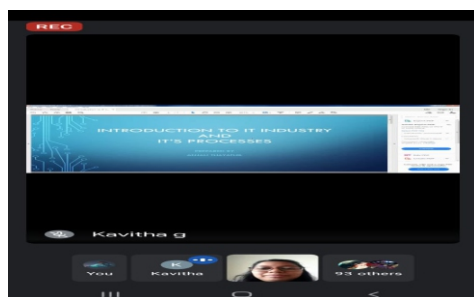
Dr. T. Thirupathi, Associate professor, Department of Commerce, Salem Government Arts College, Salem delivered a Guest Lecture titled, “SPSS Tools for Social Needs” on 28.05.2021.



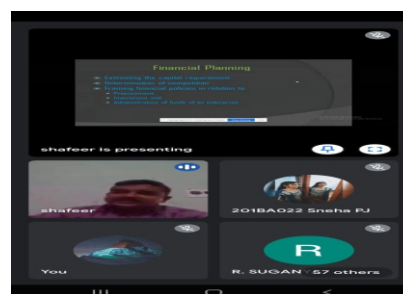
Mr. P. S. Prakash, Business lead, MB Certified cars, Retail, Finance & Insurance Coimbatore delivered a Guest Lecture “Business Innovation in the Present Digital Era” on 02.06.2021.



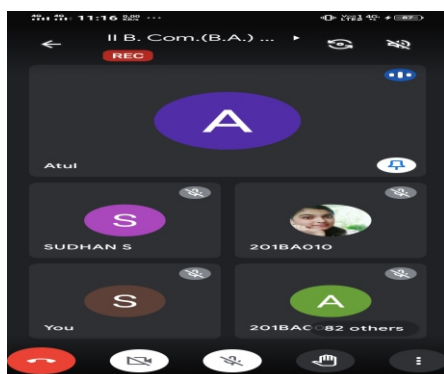
Mrs. Anajli Thayathil, Software Engineer – Oracle India Pvt Ltd, Bangalore delivered a Guest Lecture, “Introduction to IT Industry and its Processes” on 25.5.2021.



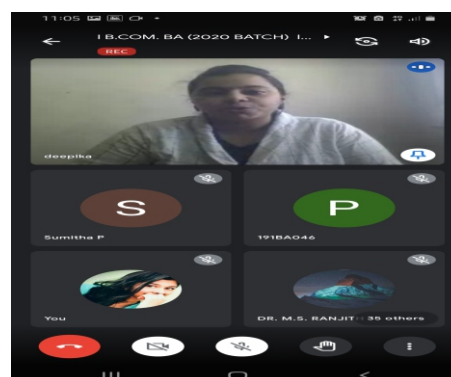
Dr. N. Shafer Mohammed, Assistant Professor, Government Arts College, Dharmapuri, delivered a Guest Lecture on “Financial Planning – A key to success”, 03.06.2021.



Mr. Atul Krishna. P, Programme Analyst Trainee, Cognizant Infrastructure Services- Digital Work Space, Bangalore delivered a Guest Lecture, “Analytical Reporting for decision Making” on 27.05.2021.



SVK. Deepika Priya, Assistant Professor, Dhanalakshmi Srinivasan College of Engineering, Coimbatore, delivered a Guest Lecture, “Errors and rectification in commercial communication” on 04.06.2021.





Ms. R. Karthika, Junior Programme Associate, TCS delivered a Guest Lecture on “Challenges in Interviews”, 08.06.2021.



### Extension/outreach Programme

III-year students conducted an Awareness programme, “Immunity Booster” on 06.03.2021 at Chinna Thadagam.

III-year students conducted an Awareness programme, “Plastic Bag Avoidance” on 06.03.2021 at Chinna Thadagam.



### Student Development Programme

Anisha S, Vignesh N, Kaleeshwari R of III. B. Com. (BA) students exposed their Skills through talk Show on “UNION BUDGET DISCUSSION (2021-2022)”, 06.02.2021.



Allen Jhones Joseph, Hariprasath M of III. B. Com. (BA) students exposed their Skills through presentation on the topic “Modern Implementation of Artificial Intelligence in Business”, 27.02.2021



Karthick laksudan L. S, KarthiPriya. S, Madhumitha Subramaniyam of II. B. Com. (BA) students exposed their Skills through discussion on the topic “Aptitude Skills”, 06.03.2021



### Alumni Interaction

Ms. Arthi Rajendran, Programmer Trainee - Data Analytics & Reporting, Cognizant Technology Solutions, Coimbatore, delivered a lecture in Alumni Interaction on the topic “Knowledge Applications in Corporate”, 27.02.2021.



### Sports Achievements

Yogesh S won First Prize in Badminton which was conducted by Chief Minister Trophy, District Level Tournament 2019-2020, Indoor Stadium, Tirupur from 09.02.2020 to 11.02.2020





## Paper Presentation By Students

Thirty-Seven Students have participated in Webinars and presented papers on various topics organized by other reputed institutions.

## CONTRIBUTION BY STAFF MEMBERS

### Paper Presentation By Staff

Dr. B. Maheswari has presented the paper entitled, “A Study on Awareness and Buying Pattern of Health Insurance Policy Among Policyholders with Special Reference to Coimbatore City” in “One Day International Seminar on Service Sector in India: Making New Avenues in Indian Economy”, organized by the Post Graduate & Research Department of Commerce, Jamal Mohammed College (Autonomous), Tiruchirappalli on 13.01.2021.

### Publication By Staff Members

- ➔ Dr. M. S. Ranjith Kumar, published an article entitled, “Impact of Capital Structure on Firm's Profitability: A Study on Select Cement Manufacturing Companies Listed In NSE” Published in Vol-44-No.01 (III), January – March 2021 of Sambodhi with ISSN: 2249-6661, Impact Factor 5.80.
- ➔ Dr. M. S. Ranjith Kumar, published an article entitled, “A study on Economic Value Added Analysis of Selected Automobile Industry in India” published in AEGAEUM JOURNAL, VOL IX, ISSUE II, FEBRUARY-2021.
- ➔ Dr. M. S. Ranjith Kumar, published an article entitled, “Status of Agricultural Production in India with Special Reference to Horticulture” published in Journal of Education: Rabindra Bharati University ISSN: 0972-7175 VOL: XXIII, NO. : 7(I), 2021-08-12.
- ➔ Dr. M. S. Ranjith Kumar, published an article entitled, “A Study on Customers Preference and Influencing Factors towards Economic-Friendly Products” published in AEGAEUM JOURNAL, VOL 9, ISSUE 4, 2021.
- ➔ Dr. M. S. Ranjith Kumar, published an article entitled, “Determinants of Production and Marketing of Vegetables with Reference to Nilgiris District”, published in Kalyan Bharati VOL-36, NO.7(III):2021.

- ➔ Dr. B. Maheswari, published an article entitled, “A Study on Satisfaction of Passengers Towards Amenities Provided by Coimbatore Junction” in Cikitusi Journal for Multi-disciplinary Research -Vol 6, Issue 6, June 2019, pg. no.343-354. Journal Impact Factor – 6.1.

- ➔ Dr. B. Maheswari, published an article entitled, “A Study on Attractive Paint in Non Paint Outlet With Special Reference to Coimbatore District” in Journal of The Gujarat Research Society, Sep 2019, 0374-8588/, VOL21, ISSUE 1, Impact Factor 4.3.

- ➔ Dr. B. Maheswari, published an article entitled, “Impact on Consumer Brand Preference Towards Selected Luxury Cars in Coimbatore City” in The International Journal of Analytical and Experimental Modal Analysis, Volume XII, Issue V, May - 2020, ISSN NO.0886-9367 Impact Factor 6.3.

- ➔ Dr. B. Maheswari, published an article entitled, “A Study on Awareness and Buying Pattern of Health Insurance Policy among Policyholders with Special Reference to Coimbatore City” Published in Vol.43-No.04 (XXVI), October – December 2020 of Sambodhini with ISSN: 2249-6661, Impact Factor 5.80.

### Participation In Online Webinar

- ➔ Dr. B. Maheswari, participated in one day International Webinar, “COVID Impact on Technology” organized by N.G.M. College, Pollachi on 29.04.2020.
- ➔ Dr. B. Maheswari, participated in Seven-day International Webinar, “Impact of COVID-19 on Indian Banking and Indian Capital Market” organized by Department of Commerce (B&I), N.G.M. College, Pollachi from 20.05.2020 to 27.05.2020.
- ➔ Dr. B. Maheswari, participated in a National Level Webinar, “Conquering the invisible Enemy: Strategies for Co-operatives in the Pandemic World” organized by Department of Co-operation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, on 22.05.2020

- ➔ Dr. B. Maheswari, participated in Webinar, “Online Education: Challenges and Solutions”, Organized by Department of Commerce – Cost and Management Accounting, PSG College of Arts & Science, Coimbatore on 27.05.2020.
- ➔ Dr B. Maheswari, participated in Webinar “A paradigm Shift in the Teaching –Learning Process Post COVID – 19” organized by Department of Management Studies, P. S. R. Engineering College on 27.05.2020.
- ➔ Dr B. Maheswari, participated in the fifteen days Online Course on “WOMEN'S RIGHTS” organized by Department of Commerce, TSA Arts and Science Tamil College from 26.05.2020 to 11.06.2020.
- ➔ Dr B. Maheswari, participated in 6-day online STTP on “Outcome based Curriculum Planning, Mapping and Measurement” from 19.10.2020 to 24.10.2020.
- ➔ Dr P. Sumitha participated in one day Webinar on “Statistics for Competitive Exams” organized by STC Arts and Commerce College, Banhatti, 29.06.2021.

### Participation In Online Workshop

- ➔ Mrs. G. Kavitha participated in one day Workshop on “Writing Effective research articles” organized by Sree Narayana Guru College, Coimbatore, 24.07.2021.

### Participation In Online Faculty Development Programme

- ➔ Dr M. S. Ranjith Kumar participated in Seven days FDP on “Research Methodology and pedagogy for Tertiary Education” organized by Dr. N.G.P. Arts and Science College, Coimbatore from 15.06.2021 to 21.06.2021.
- ➔ Dr B. Maheswari participated in Seven days FDP on “Research Methodology and pedagogy for Tertiary Education” organized by Dr N.G.P.Arts and Science College, Coimbatore from 15.06.2021 to 21.06.2021.

- ➔ Dr B. Maheswari participated in FDP on “Principles of Human Resource Management” organized by NPTEL.
- ➔ Mrs. G. Kavitha participated in Seven days FDP on “Research Methodology and pedagogy for Tertiary Education” organized by Dr N.G.P.Arts and Science College, Coimbatore from 15.06.2021 to 21.06.2021.
- ➔ Ms. R. Suganya participated in Seven days FDP on “Research Methodology and pedagogy for Tertiary Education” organized by Dr N.G.P.Arts and Science College, Coimbatore from 15.06.2021 to 21.06.2021.
- ➔ Dr. P. Sumitha participated in Seven days FDP on “Research Methodology and pedagogy for Tertiary Education” organized by Dr N.G.P.Arts and Science College, Coimbatore from 15.06.2021 to 21.06.2021.
- ➔ Dr P. Sumitha participated in Seven days FDP on “Nurturing the Next Generation Educators”, organized by PPG College of Arts and Science, Coimbatore from 12.06.2021 to 18.06.2021.
- ➔ Dr P. Sumitha participated in Seven days FDP on “Transformation in Indian Education through New Education Policy- Challenges and Opportunities” organized by St Aloysius College (Autonomous) Mangaluru.

### Board of Study Member








- ➔ Dr. M. S. Ranjith Kumar, Board of Commerce (CA), Gobi of Arts and Science College, Gobi, 2020.

### Book Publications









- ➔ International Trade, Dr P. N Raghunathan., Dr A. Jaganathan & Dr M. S. Ranjithkumar, 1st Edition, Karangal Publications, Chennai, March 2020 ISBN: 978-81-938602-6-7.






### Placement Activities

- ➔ B. Com B.A department, 27 students were enrolled in placement out of 20 students and got 41 offers from Various reputed companies like Nielsen IQ, Deloitte, TCS, IDBI Etc.

S.NO	ROLLNO & NAME	NAME OF THE COMPANY	No. OF OFFERS	PHOTOS
1.	181BA002 ALLEN JHONES JOSEPH J	Focus Edumatics	1	
2.	181BA004 ANISHA A	Focus Edumatics, IDBI	2	
3.	181BA010 GAYATHRI R	Focus Edumatics, QBSS, IDBI	3	
4.	181BA012 HARINI G K	Focus Edumatics, IDBI, KGiSL	3	
5.	181BA013 HARIPRASATH M	Future Generali total insurance solution, Focus Edumatics	2	
6.	181BA014 HARSHA VARDHINI AS	IDBI, Infosys BPM	2	
7.	181BA015 INDHUPRIYA S	Future Generali total insurance solution, Focus Edumatics, Infosys BPM	3	



8.	181BA016 JEEVIKA.R	NielsenIQ	1	
9.	181BA020 KAUSHIKAA K	IDBI, Aosta Software Technologies	2	
10.	181BA022 KAVIYA PRIYA S	Focus Edumatics, Aosta Software Technologies	2	
11.	181BA030 Oviyaa.P	Aosta Software Technologies	1	
12.	181BA031 PRADEEP P	IDBI	1	
13.	181BA032 PRADEEP V	Focus Edumatics	1	
14.	181BA035 PRAVEENKUMAR K	NielsenIQ	1	
15.	181BA038 RANJITH M P	Future Generali total insurance Solution, Focus Edumatics, Juzmeal	3	

16.	181BA044 SANJEEVI R	IDBI	1	
17.	181BA048 SOWMIYA M	IDBI, Focus Edumatics	2	
18.	181BA051 SUBASH N	IDBI, Aosta Software Technologies	2	
19.	181BA053 SWATHI V	Focus Edumatics, NielsenIQ	2	
20.	181BA055 VANITHA V	Infosys BPM, KGiSL, Deloitte, Future Generali total insurance solution, Focus Edumatics, Aosta Software Technologies (Part time)	6	

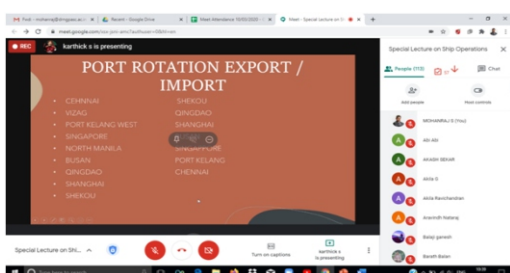
# Department of Commerce With International Business

## About the Department

The Department of International Business was established in June 2003. It has distinguished itself as a unique symbol of knowledge, talent and determination. To match with the fast changing socio-economic environment, the department strives to bring out the latent talents of the students and hone them into competent professionals. The department is committed to develop professionals to succeed in a competitive corporate climate by providing concept-oriented subject knowledge backed by hands on practical training, and also thrives to develop all round personality in the students by inculcating positive attitude, team spirit, leadership, business ethics and innovation. It promises to bring the latest events in the field of International Business and imparts quality education by bringing quality personals, rising knowledge quest in the students by periodically arranging seminars, guest lectures and workshops. The Department is also self-committed in assisting placement by conducting job oriented programs in the form of student development program, analytical reasoning, personality development training and discussion on current issues in International Business for the welfare of the students.

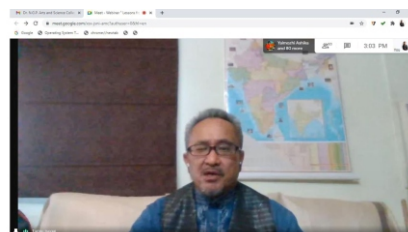
## Guest Lectures

Mr. S. Karthick, Market Analyst - Marine Department, Inchcape Shipping Services, Chennai delivered a special lecture titled "Ship Operations" on 03.09.2020.

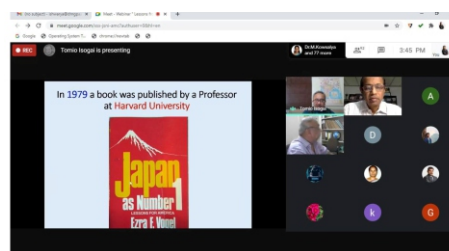


Mr. Vikash Chauhan, Co-Founder, Edutor.org, Coimbatore delivered a special lecture on "How to get the most out of your LinkedIn profile" on 09.11.2020.

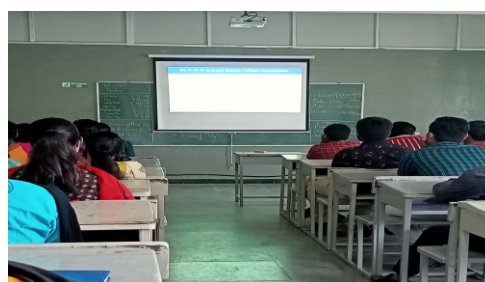
Mr. Tomio Isogai, Senior Freelance Advisor in Japanese Relations delivered a Special Lecture on "Lessons from Japan to help India post COVID-19" on 25.11.2020.



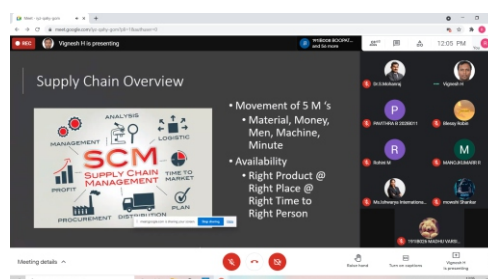
Prof. Prem K. Motwani, J.N.U. - Professor of Japanese Studies (Retired) and Independent Consultant on TPM/TQM Audit delivered a Special Lecture on "Japanese management practices and their applicability and limitations in India" on 03.03.2021.



Mrs. S. Sandhiya, SWO-A, UNION Bank of India, Palani delivered a Special Lecture entitled "Career in Banking" on 16.03.2021.

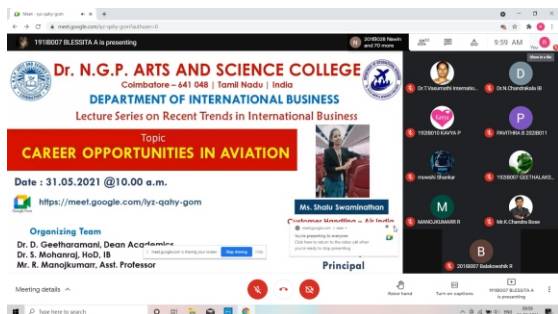


Mr. Vignesh Hariharan, "Udaan" (B2B E-commerce Company) as a Facility Manager - Supply Chain. Bangalore delivered a Special Lecture titled "SCM in Agri Business" on 28.05.2021.

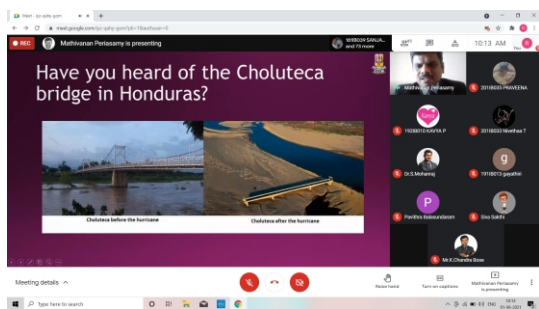




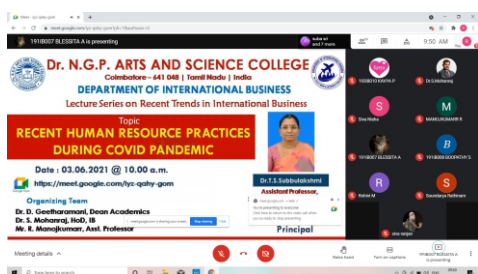
Ms. Shalu Swaminathan, Customer Handling, Air India Air Transport Service, Cochin International Airport delivered a Special Lecture on “Career Opportunities in Aviation” on 31.05.2021.



Dr. P. Mathivanan, Assistant Professor S.S.I.M., Secunderabad delivered a Special Lecture on “Research in Social Sciences” on 01.06.2021.



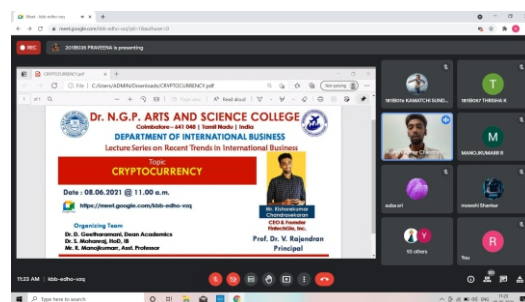
Dr. T. S. Subbulakshmi, Assistant Professor, Sri Paramakalyani College, Tenkasi delivered a Special Lecture on “Recent Human Resource Practices during COVID-19 Pandemic” on 03.06.2021.



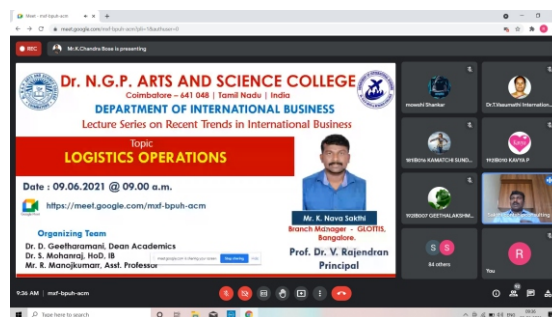
Mrs. Sandhya CS, Asst. Merchandising Manager, Pooja International, Noida delivered a Special Lecture entitled “Merchandising” on 05.06.2021.



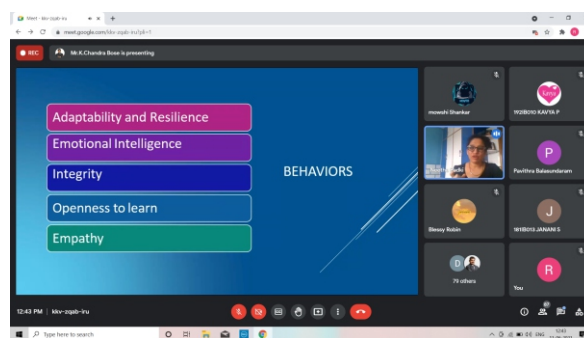
Mr. Kishore Kumar, CEO & Founder, FintechGie,inc. delivered a Special Lecture on the topic “Cryptocurrency” on 08.06.2021.



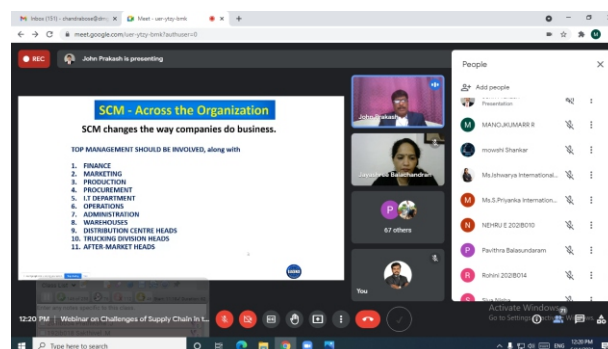
Mr. K. Nava Sakthi, Branch Manager – GLOTIS, Bangalore delivered a Special Lecture titled “Logistics Operations” on 09.06.2021.



Mrs. Neetha Jagan, Learning & Development Leader, Bangalore delivered a Special Lecture titled “Classroom to Cubicle” on 11.06.2021.

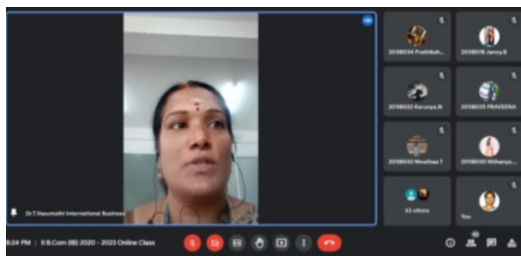


Mr. John Prakash, Co – founding Director, BSLs, Chennai, delivered a Special Lecture on “Challenges of Supply Chain in Today's Scenario” on 14.06.2021.



## Intra Departmental Lecture

Dr. T. Vasumathi, Assistant Professor, Department of International Business, Dr. N. G. P. Arts and Science, Coimbatore delivered a special lecture entitled “Think Positive” on 10.09.2019.



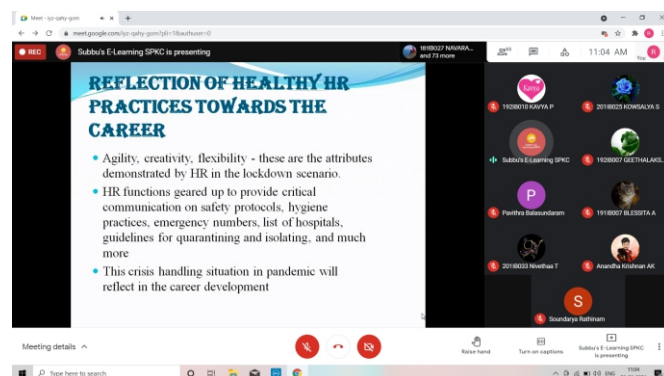
## Extension / Outreach Programme

Students of International Business conducted an Outreach Programme on “VOTING AWARENESS ” at Kurubampalayam & Veerampalayam village on 06.03.2021.



## Alumni Interaction

Ms. Saranya Jaganathan M.Com. I.B. (Batch: 2016 -2018) - Procurement Operations Associate, Accenture Solutions, Bangalore delivered a special lecture on “Career Prospects” on 16.04.2021.



## Staff Recognition

Dr. T. Vasumathi acted as a subject Expert in the Board of Studies meeting at Sri G.V.G. Visalakshi College for Women (Autonomous), Department of Economics and Freight Management on 07.06.2021.

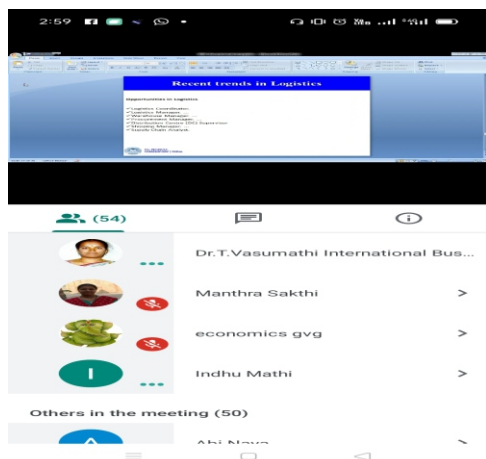
## Contribution By Staff Members

### Staff Participation & Presentation

- ➔ All our faculty participated in the FDP on “Research Methodology and Pedagogy in Teritary Education” from 15.05.2021-21.05.2021 conducted by Dr.N.G.P Arts and Science College, Coimbatore.
- ➔ Dr. S. Mohanraj, Mr. R. Manojkumarr, Ms. S. Ishwarya, & Ms. S. Priyanka participated in the FDP on “Teaching Pedagogies for Virtual Classrooms” by Vivekanandha College of Arts and Science for Women on 25.05.2021 -31.05.2021.
- ➔ Ms. S. Priyanka participated in the FDP on “Citation Styles and Reference Lists” by Christian Eminent College, Indore on 14.05.2021 –21.05.2021.
- ➔ Ms. S. Priyanka participated in the FDP on “Citation Styles and Reference Lists” by Siva Sivani Institute of Management on 21.05.2021 –23.05.2021.
- ➔ Dr. T. Vasumathi participated in the National level virtual conference on “Best practices and their success stories in higher education institution” conducted by the IQAC, Rathinam College of Arts and Science, Coimbatore.
- ➔ All staff participated in the 5 days FDP on “Balancing Mental Health in Teaching and Learning Process –During the Pandemic” from 14.06.2021-18.06.2021 conducted by Sree Narayana Guru College, Coimbatore.

## Staff Members As Resource Person

Dr. T. Vasumathi delivered a Guest lecture on “Recent Trends in Logistics” at Sri G.V.G. Visalakshi College for Women (Autonomous), on 11.06.2021.



## Publication By Staff Members

- ➔ Dr. M. Kowsalya published an article on the title “A Study on Supply Chain Management Competency and its Effect on Supply Chain Performance with special Reference to Tiruppur District”, Aut Research Journal, May 2021, ISSN: 0005-0601, Volume -XII Issue V.
- ➔ Ms. S. Priyanka published an article on “Exporter's Satisfaction towards Service Rendered by Export Credit Guarantee Corporation”, Aut Research Journal, May 2021, ISSN: 0005-0601, Volume –XII, Issue V.

## Students Achievements

### Inter Collegiate Competitions

More than 50 students participated in seminars, workshops and conference at national and international level conducted by various colleges.

## Students Seminar And Panel Discussion

The department organized student seminar and panel discussion on the following topics:

- ➔ Why companies move from India?
- ➔ Strategic shipping routes
- ➔ India-China Relations: issues and emerging trends
- ➔ Associative thinking
- ➔ New Education Policy 2020
- ➔ Regulatory frame work of foreign trade in India
- ➔ Opportunities

- ➔ Being independent
- ➔ Inco terms
- ➔ Progress
- ➔ Perception on struggles
- ➔ Supply chain management in a post pandemic world
- ➔ Shipping operations

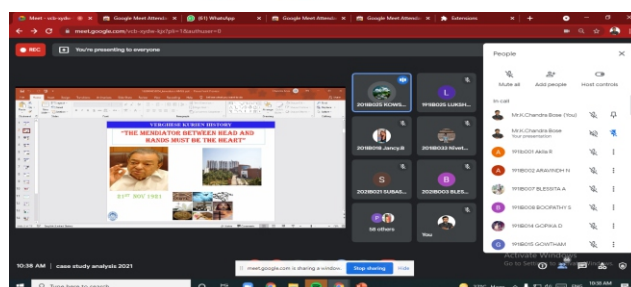
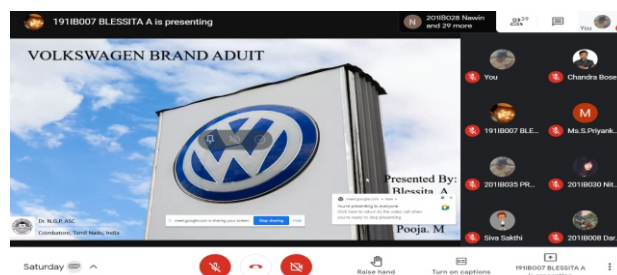
## Best Practices Followed By The Department

- ➔ Motivational Monday (sharing motivational talk among the students)
- ➔ General information (sharing of general information among students)
- ➔ Case study (Case Analysis presentation by students)
- ➔ Country analysis (Analysis of various countries in different dimensions)
- ➔ Chapter's chat (Analysis of various book by students)

## Case Study

In order to improve analyzing skills in students, the department organized case study presentations on the following topics:

- ➔ Milk run logistics by Japan automobile manufacturing
- ➔ Volkswagen's branding strategy
- ➔ International relations – private military contracts
- ➔ Amul's marketing strategies
- ➔ Bharti Airtel's market planning
- ➔ Jio's marketing strategies
- ➔ Swiggy's growth strategy

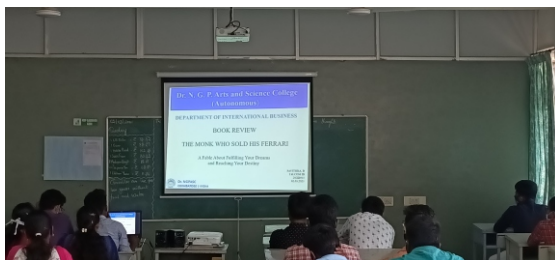
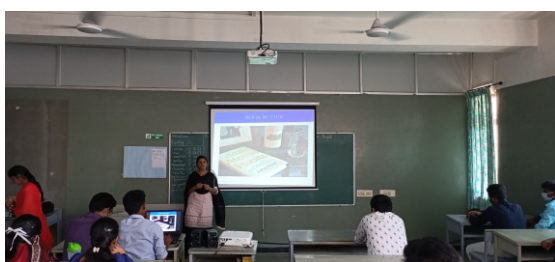




## Chapter's chat

The department organized book reviews with a motive of inculcating reading habits among the students, and the books reviewed are:

- ➔ The Leader Who Had No Title
- ➔ Brief Answers To The Big Questions
- ➔ The Leader In You
- ➔ Awaken The Gaint Within
- ➔ The Monk Who Sold His Ferrari
- ➔ Think And Grow Rich
- ➔ Automic Habits



## Country Analysis

The department organized 9 country analyses for students.



## Placement

About 13 students of International Business department enrolled in placement and received 17 offers from various reputed companies like INFOSYS, IDBI, etc.

## List of Placed Students

S.NO.	REGISTER NO.	NAME OF THE STUDENT	NAME OF THE COMPANY	NO. OF OFFERS
1	1811B008	Dhivya Dharshini	Focus Edumatics	1
2	1811B025	Mohana	Focus Edumatics	1
3	1811B029	Prakalya	Focus Edumatics	1
4	1811B031	Praveena	Focus Edumatics	1
5	1811B013	Janani S	IDBI Federal Life Insurance	2
6	1811B032	Priyadharshini	IDBI Federal Life Insurance	2
7	1811B043	Sathya Sree	IDBI Federal Life Insurance	2
8	1811B050	Subin Suresh	IDBI Federal Life Insurance	1
9	1811B053	Suriya Balaji	IDBI Federal Life Insurance	1
10	1811B057	Thrisha	IDBI Federal Life Insurance	1
11	1811B041	Santhosh Kumar	IDBI Federal Life Insurance	1
12	1811B018	Karunya	Infosys BPM	2
13	1811B037	Saipriya	KGISL	1

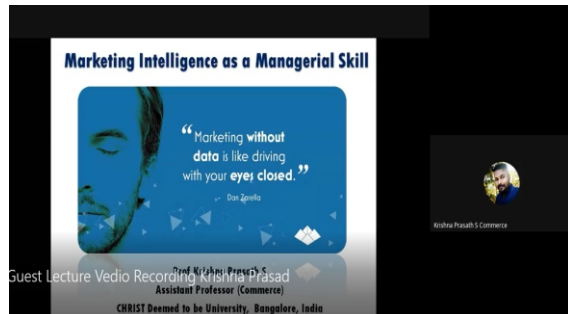
# Department of Commerce Accounting and Taxation

## About the Department

The Department of Commerce Accounting and Taxation is one of the new-fangled Programme of Dr N.G.P. Arts and Science College which came into existence in the year 2018. The aim is to impart in-depth knowledge and professional skills in Accounting and Taxation to the students. By acquiring the required knowledge, the students can involve in the activities of various Accounting, Financial Management, Tax Planning, Derivatives Management, Goods and Service Tax, etc. After completion of this Programme the students will be equipped with entrepreneurial, analytical thinking skills that enable them to actualize accounting and tax applications in business life.

## Guest Lectures

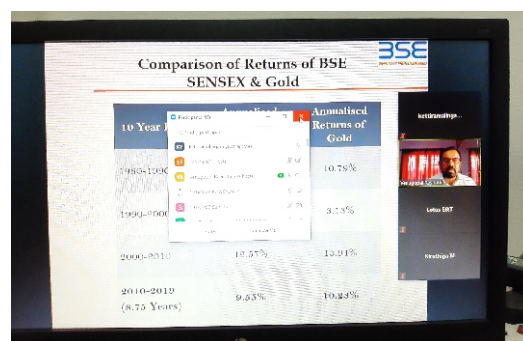
- Prof. Krishna Prasad, Assistant Professor, Department of Commerce, CHRIST (Deemed to be University), Bangalore, delivered a Lecture titled, "Marketing Intelligence as a Managerial Skill" on 3.10.2020 through Google Meet.



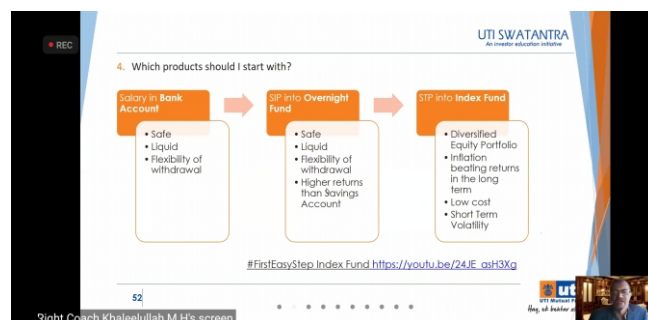
- Dr. S. Balamurugan IQAC Coordinator, Assistant Professor & Head, Department of Commerce (IB), Government Arts and Science College, Avinashi, Coimbatore, delivered a Lecture titled, "Successful Start-ups in India – A Glance" on 17.10.2020 through Google Meet.
- Mr. S. Alagupandi Technical Head - Training, Aakkam Industrial Training and Research Institute Coimbatore, delivered a Lecture titled, "Lucrative and In-Demand Career Guidance" on 31.10.2020 through Google Meet.
- Dr. B Jayanthi, Head, Department of Commerce PA, Nirmala College for Women, Coimbatore delivered a Lecture titled, "Step Your Game Up" on 26.12.2020 through Google Meet.

- Dr. K. Priya, Professor & Head, Department of Commerce, Vivekanandha College of Arts and Sciences for Women, Elayampalayam, Thiruchengode delivered a Lecture titled, "Art of Writing a Project Work" on 20.02.2021 through Google Meet.

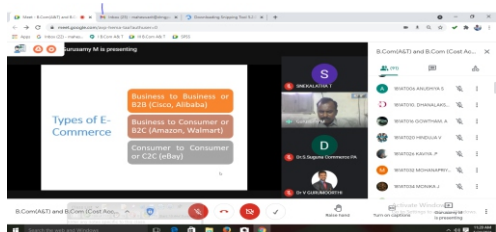
- Mr. Venugopal Rayirath, Senior Associate, Lotus Knowlwealth Pvt. Ltd., Coimbatore delivered a Lecture, "Capital Market Awareness" on 20.02.2021 through Google Meet.



- Mr. M. Khaleelullah, Senior BFSI Trainer, United Training Services India, Chennai, delivered a Lecture, "Savings & Investment Awareness Program" on 02.03.2021 through Google Meet.

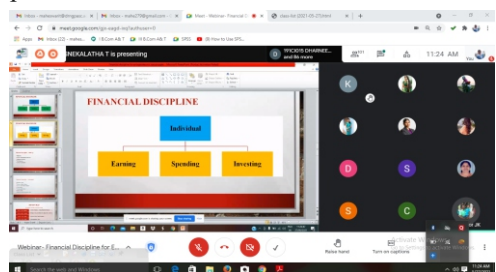


- R. Thamaraiselvan Senior Deputy Manager – Life Underwriting National Life and General Insurance Muscat – Oman, delivered a Lecture, Webinar titled, "Importance of Insurance Sector During Pandemic" on 22.05.2021.
- Dr. M. Gurusamy, Professor and Head, PG Department of Commerce & Management Studies, Brindavan College, Dwarakanagar, Bangalore, delivered a Lecture, Webinar titled, "Impact of Covid 19 on E-Commerce" on 24.05.2021.



- ➔ Mrs. Jananisri, Chartered Accountant ACS Pvt. Ltd, Coimbatore, delivered a Lecture, Webinar titled, 'Personal Finance' on 26.05.2021.

- ➔ Dr. S. Jeyakumar, Assistant Professor, PG Research Department of Commerce, PMT College, Tirunelveli delivered a Lecture, Webinar titled, "Financial Discipline for Entrepreneurial Success" on 27.05.2021.

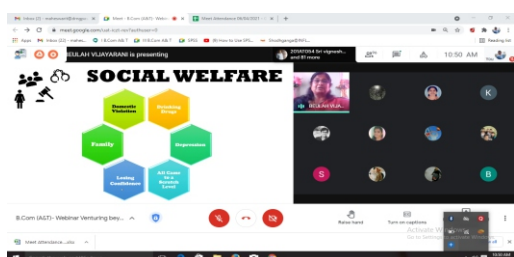


- ➔ Dr. Anitha Ravi Kumar, Associate Professor, Department of Business Studies, University of Technology and Applied Sciences (UTAS-HCT), Muscat, Oman, delivered a Lecture, Webinar titled, "How to prepare yourself to face the job market" on 28.05.2021.

- ➔ Dr. S. Kanchi Devi, Assistant Professor PG & Research Department of Commerce, School of Commerce, National College (Autonomous) Trichy, delivered a Lecture, Webinar titled, "Income Tax - A 360 Degree View" on 03.06.2021.

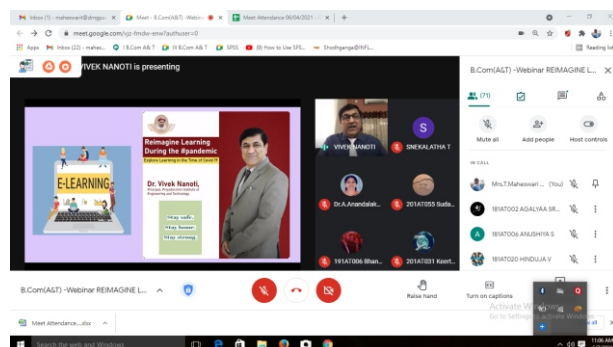
- ➔ Dr. Sweety Regina Mary, Head and Assistant Professor Department of Commerce Shift II, Partician College of Arts and Science, Chennai, delivered a Lecture, Webinar titled, "Preparatory Tips for Project Report" on 4.6.2021.

- ➔ Dr. C. Beulah Vijaya Rani, Head and Assistant Professor Department of Commerce, Providence College for Women, Coonoor delivered a Lecture, Webinar titled, "Venturing Beyond the Pandemic" on 5.6.2021



- ➔ Dr. C. Vethirajan, Head and Professor Campus Director Department of Corporate Secretaryship, Alagappa University, Karaikudi delivered a Lecture, Webinar titled, "Impact of COVID-19 Over the Indian Companies" on 5.6.2021.

- ➔ Dr. Vivek M Nanoti, Principal, Priyadarshini Institute of Engineering and Technology, Nagpur delivered a Lecture, Webinar, "Reimagine Learning during Pandemic" to our students' on 7.6.2021.



- ➔ Mr. Leo Prabhu, Co-Founder of By Grandma and Save Sea, Amazon Seller Consultancy delivered a lecture, titled, "How to Become a Digital Entrepreneur" to the IIPC Vaniga Vazhagam- IIPC on 07.6.2021.

- ➔ Dr. M. Biju John Dean, Head and Associate Professor, Research Department of Commerce and Management Studies, St. Thomas College, Thrissur, Kerala delivered a Lecture, titled, "Introduction to Financial Management and Equity Markets" on 11.6.2021.

## Intra Department Competition

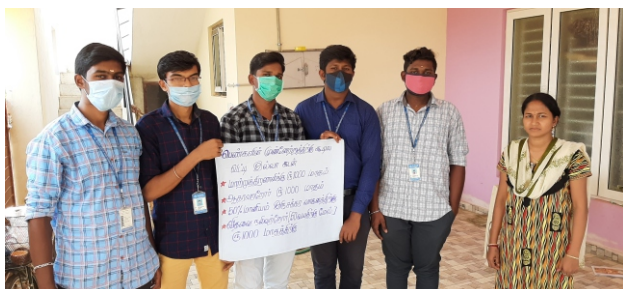
- ➔ TAXMAN ASSOCIATION 2020, Intra Department Competition was conducted by final year students for our department students. The competitions like Paper Presentation, Brain Game, Cross Word Puzzle and Brand Advertisement were conducted by the students on 22.03.2021.





## Extension / Outreach Programme

Third year students conducted an Awareness programme on “Self-Employment Schemes available for rural women”, 27.02.2021 at Thadagam village.



## Skill Development Programme

Dr. A. Y. Kettiramalingam, Assistant Professor, Department of Commerce Accounting and Taxation, DRNGPASC delivered a Lecture, Webinar on “Statistical Tools and Techniques”, 12.04.2021.

## Student Development Programme

- Students exposed their Skills through Seminar, “Highlights of Union Budget 2021” on 05.02.2021.
- First and Second Year students exposed their Talents through Seminar, “Inter Personal Skills” on 18.03.2021
- Final Year students exposed their Talents through seminar, “Tax System in India” on 19.03.2021



## Workshop

- A Workshop was organized titled “E Filing” through Google meet on 18.3.2021 and the speaker was Mr. S. Alagupandi, Technical Head Training, Aakkam Industrial Training and Research Institute, Coimbatore.

## Achievements By Students

### State Level Competition

Ms. G. Brindha won III Place at 26th State Level Matshushima Kyosushin Kaikan (KARATE) Junior competition conducted by Tamilnadu Matshushima Kyosushin on 10.01.2021.



## Student Participation

- Sixty students attended online Skill Development Programme - GST Registration, Assessment and Filing of Returns- Phase-III conducted by Bharathiar University, Coimbatore on 02<sup>nd</sup> to 12th-Nov-20.
- Sixty students attended Online Training- IIC – to Promote Innovation, IPR, Entrepreneurship and Start-ups among HEI conducted by MHRD's Innovation Cell- IIC on 28th Apr to 22 May-2020.
- Fifty students participated in various e-quizz conducted by other colleges.

## Students Placed List

The below students have got offer letter from Focus Edumatics:

S.No	Reg No	Name
1	181AT012	Dharshini
2	181AT014	Divya Dharshini
3	181AT017	Hema Dharshini
4	181AT023	Karthika
5	181AT025	Kavitha
6	181AT 027	Krishna Priya
7	181AT030	Megatha
8	181AT038	Nithin
9	181AT040	Prasanth
10	181AT041	Preethi
11	181AT052	Sugan Kumar
12	181AT058	Vikashini
13	181AT061	Priyadharshini

The below students got offer letter from IDBI Federal Life Insurance:

S.No	Reg No:	Name
1	181AT015	Eswari
2	181AT017	Hema Dharshini
3	181AT023	Karthika
4	181AT024	Karthikeyan
5	181AT033	Monika
6	181AT036	Mythili
7	181AT037	Nandhini
8	181AT040	Prasanth
9	181AT041	Preethi
10	181AT046	Saravana Kumar
11	181AT047	Shakthi Hariharan
12	181AT052	Sugan Kumar
13	181AT061	Priyadharshini

The below students got offer letter from Aosta :

S.No	Reg No:	Name
1	181AT037	G.Nandhini

The below students got offer letter from KGISL :

S.No	Reg No:	Name
1	181AT060	Visnupriya

The below students got offer letter from TCS :

S.No	Reg No:	Name
1	181AT058	Vikashini

The below students got offer letter from Infosys :

S.No	Reg No:	Name
1	181AT041	Preethi

## Contribution by Staff Members

### Staff Awards

Dr. T. Snekalatha, Professor and Head, awarded “Women Educationalist Excellence Award” by Vivekanandha College of Arts and Science on 05.03.2021.

## Staff Members as Resource Person

- Dr. T. Snekalatha, Professor and Head, was nominated as University nominee, BoS for B.Com. (Professional Accounting) by Vivekanandha College of Arts and Sciences for Women on 28.09.2020.
- Dr. T. Snekalatha, Professor and Head, acted as a resource person at a Skill Development Programme at PPG College of Arts and Science on 14.05.2021.

## Publication by Staff Members

- Dr. A.Y. Kettiramalingam, Dr. A. Anandalakshmy and Mrs. T. Maheswari published an article entitled “Fiscal recital scrutiny of dazzling health care companies in India” in GIS SCIENCE JOURNAL(GIS), May 2021 ISSN NO: 1869-9391 Vol No 8 Issue No 5.

## Faculty Development Programme Attended by Staff

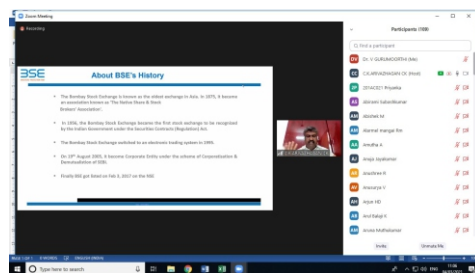
- Dr. T. Snekalatha, Dr. A. Anandalakshmy and Mrs. T. Maheswari participated in 51 hours “Longest Virtual Event on Vision 2030: Importance of Enhancing Life Skills for Reaching Higher Heights” organized by Tamilnadu Teachers Education University on 18.06.2021.
- Dr. A. Y. Kettiramalingam, Dr. T. Snekalatha and Dr. A. Anandalakshmy attended online FDP on “Emerging Trends in Industry” organized by MVPS's K. B. T. College of Engineering Nasik from 18th to 22nd May 2021.
- Dr. A. Y. Kettiramalingam attended online FDP, “Teaching Learning Practices in 2020 organized by Hindusthan College of Arts & Science from 16th to 21st November 2020.
- Dr. T. Snekalatha, Dr. A. Y. Kettiramalingam, Dr. A. Anandalakshmy and Mrs T. Maheswari attended online 7 days FDP, “Application of Tools and Techniques in Research Methodology & Accelerate to publish Article in Scopus and Web of Science” organized by Hindusthan College of Arts & Science from 19th to 24th December 2020.
- Dr. T. Snekalatha, Dr. A. Y. Kettiramalingam, Dr. A. Anandalakshmy and Mrs T. Maheswari attended online certificate course on “Digital Teaching Techniques” organized by ICT Academy from 10th to 15th August 2020.
- Dr. T. Snekalatha, Dr. A. Y. Kettiramalingam, Dr. A. Anandalakshmy participated in “7 Days International Professional Development Programme on SPSS” organized by Partician College of Arts and Science from 21st to 27th June 2021.

# Department of Commerce With Cost Accounting

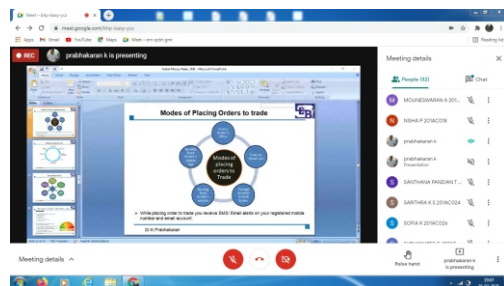
## About the Department

Department of Commerce with Cost Accounting is a high profile Professional programme introduced in the academic year 2020-2021 with the objective to create an enhanced competency of career positioning coupled with an opportunity to become a cost accounting professional. The uniqueness of the program is its content, topic coverage, the teaching methodology and the faculty members. The curriculum has been designed at par with courses of professional programs run by the Institute of Chartered Accountants of India, the Institute of Company Secretaries of India and the Institute of Cost Accountants of India, which facilitate the students to take up these programme concurrently. This programme will enable the students to pursue their CA course simultaneously with B.Com (Cost Accounting). The Course aims to improve the ability of the students by providing in depth knowledge in the subjects like Accounting, Finance, Management, Law and Taxation with a view to give them a hold on theory of different aspects of commerce. Cost Accounting in Commerce promotes the students to take strategic decisions in the Global Business Environment by way of Professional Training. The Course provides specialized knowledge to evaluate the operational efficiency of companies in India and abroad.

Dr. K. Senthil Kumar, Associate Professor, Department of Politics and Public Administration, Alagappa University, Karaikudi delivered a Lecture titled “Success Tips on Crack Competitive Exams” on 10.12.2020.



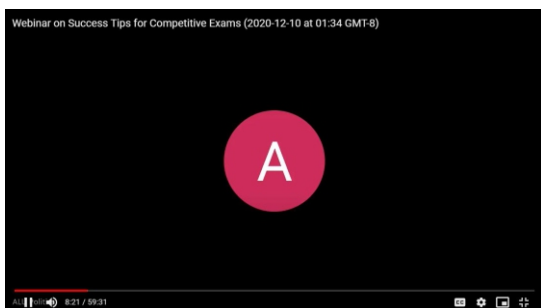
Mr. C. K. Arivalagan, Consultant Trainer, Xcelerating Minds (Approved Training Partner of BSE), Coimbatore delivered a lecture on “Capital Markets – Your Destination for Wealth Creation”, 04.03.2021.



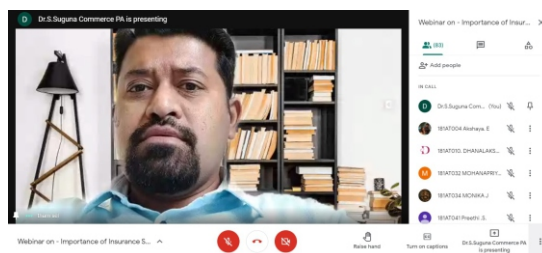
## Guest Lectures



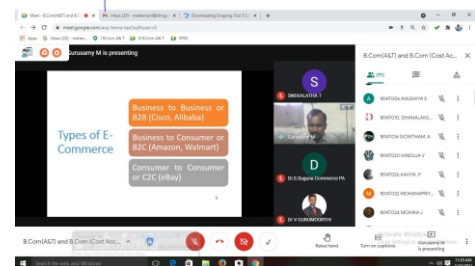
Dr. V. Krishnamoorthi, Associate Professor, Kongu Engineering College, Erode, delivered a Lecture on the topic “Reprogramming your mind for success”, 22.10.2020.



Dr. K. Prabhakaran, Certified Financial Educational Trainer, Securities and Exchange Board of India (SEBI) delivered a lecture titled “Securities Market” on 25.03.2021.

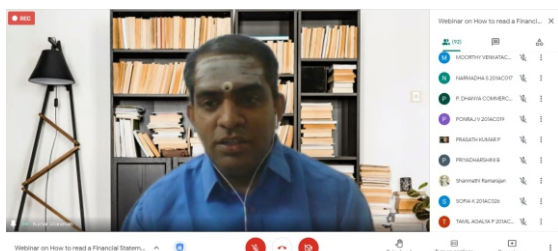


R. Thamaraiselvan, Senior Deputy Manager – Life Underwriting, National Life and General Insurance, Muscat – Oman delivered a lecture on “Importance of Insurance Sector during Pandemic”, 22.05.2021.

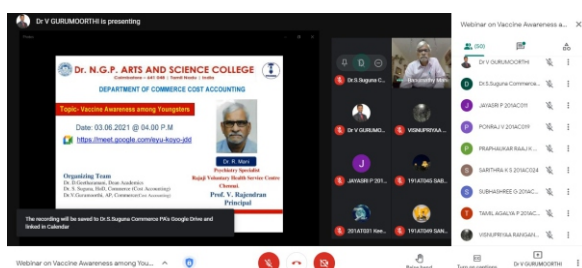




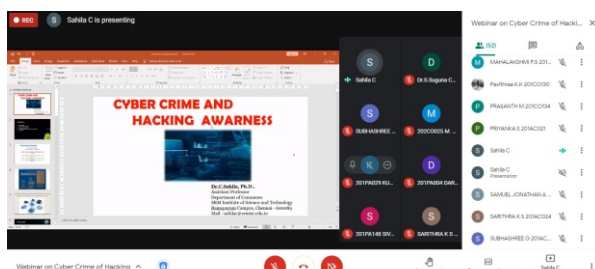
Dr. M. Gurusamy, Professor and Head, Department of Commerce and Management Studies, Brindavan College, Bangalore delivered a lecture entitled “Impact of Covid-19 on E-Commerce” on 24.05.2021.



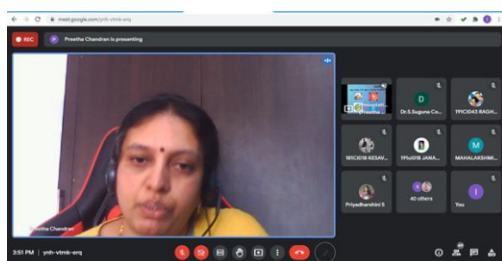
CA Kumar Sitaraman, founder - CA Factory, Namakkal delivered a lecture on “ How to read Financial Statement” 31.05.2021



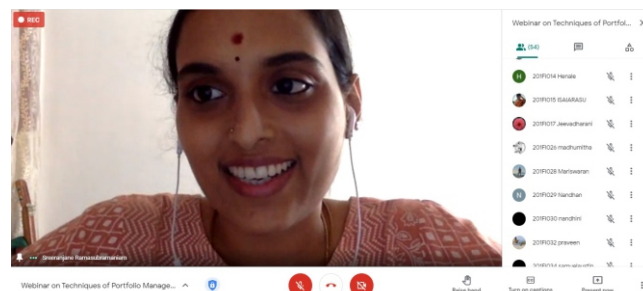
Dr. R. Mani, Psychiatry Specialist, Rajaji Voluntary Health Service Centre, Chennai delivered a lecture titled “Vaccine Awareness among Youngsters” on 03.06.2021.



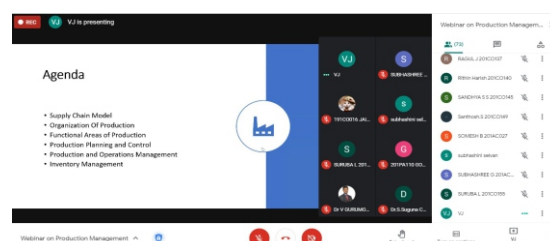
Dr. C. Sahila, Assistant Professor, SRM University, Ramapuram Campus, Chennai delivered a lecture on the topic “Cyber crime of Hacking”, 04.06.2021.



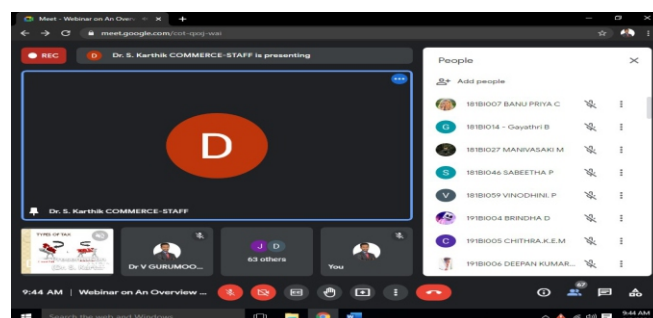
Dr. Preetha Chandran, Area Chair, Associate Professor – Finance, CMS Business School, Jain University delivered a lecture on “Application of Block chain Technology in Finance”, 05.06.2021.



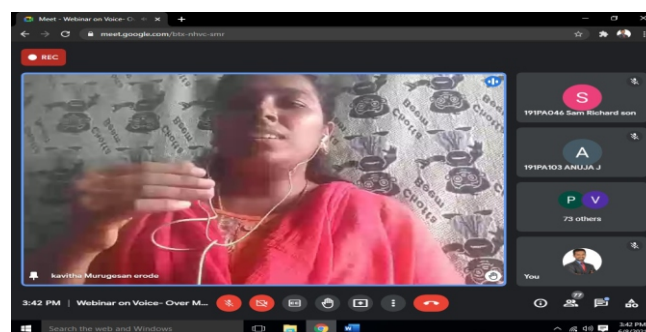
CA Sreeranjane. R, Executive Finance, Hindustan Oil Exploration Company Ltd., Chennai delivered a lecture on “Techniques of Portfolio Management”, 05.06.2021.



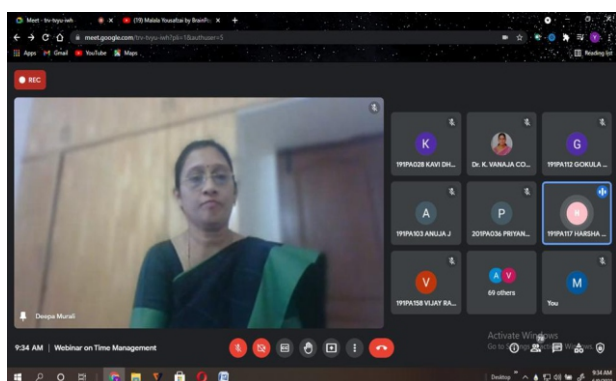
Mr. B. Vijayanand, Manager Deloitte Consulting Private Ltd., Bangalore delivered a lecture titled “Production Management” on 07.06.2021.



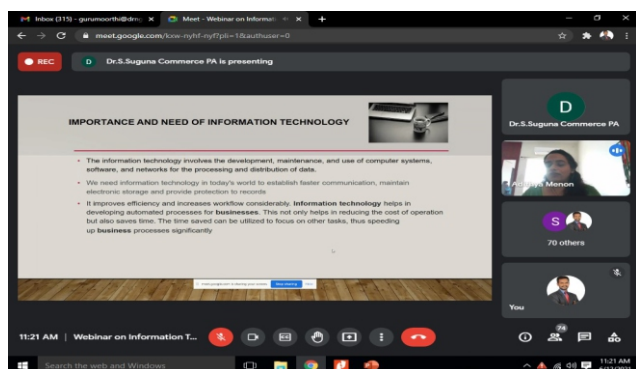
Dr. S. Karthik, Associate Professor, Kaalasalingam Academy of Research and Education, Virudhunagar delivered a lecture on “A Comprehensive Analysis of GST in India”, 08.06.2021.



Dr. M. Kavitha, Assistant Professor, Kongu Arts and Science College, Erode delivered a lecture on the topic “Voice Competence and Media Culture”, 08.06.2021.

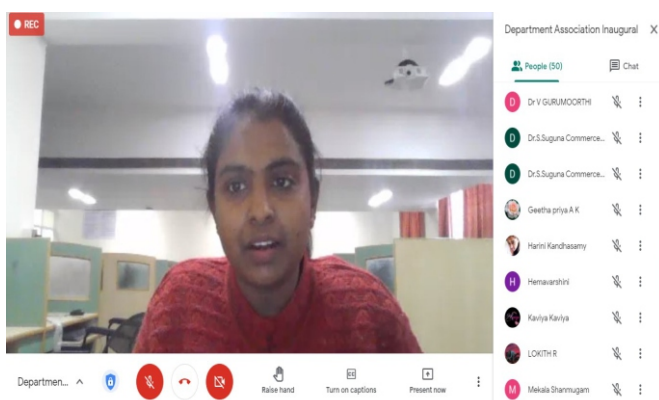


Dr. D. Deepa, Assistant Professor, Department of Management Studies, Madurai Kamaraj University, Madurai delivered a lecture on “Time Management”, 09.06.2021.



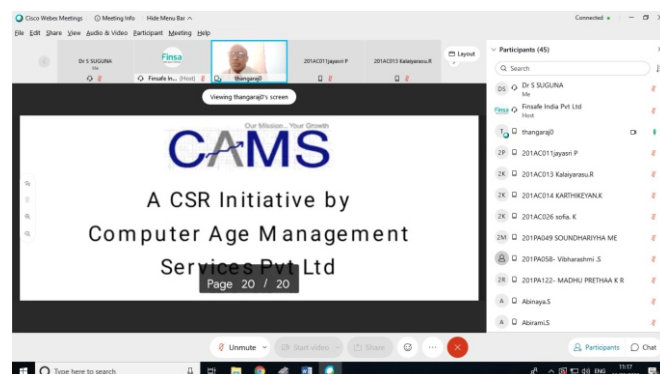
Dr. Anjana Prasad, Legal Research Editor, LexisNexis, Chennai delivered a lecture on “Information Technology Act and Relevance of Electronic Signature during Pandemic”, 12.06.2021.

## Department Association



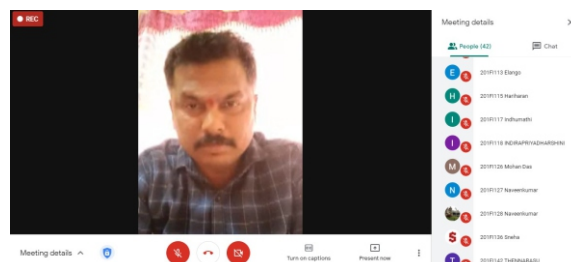
Dr. M. Rizwana, Associate Professor, Department of Management Studies, Ramaiah Institute of Technology, Bangalore, Inaugurated TYCOON ASSOCIATION on 26.11.2020.

## Student Development Programme



Mr. K. Thangaraj, CEO, M/s Aashirvaadh Wealth and Property Solutions, Coimbatore enriched students with knowledge on the topic of “Investment Awareness”, 11.02.2021.

## Workshop



Mr. R. Kishore, Traditional Vaidya, Siddha Varma Therapeutic Practitioner, Tiruchirappalli, provided workshop on “Protection against Covid-19 through Varmakkalai”, 06.11.2020.

## Achievements By Students

- ➔ Abirami S and Subha Shree G had attended National Level Webinar on “The Future of Accounting - Cloud Based Accounting” in Rajapalayam Raju's College, Rajapalayam.
- ➔ Subha Shree G has attended National Level Webinar on “Investor Awareness Programme” in Dr. N.G.P Arts and Science College, Coimbatore.