



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

An Autonomous Institution Affiliated to Bharathiar University

Re - Accredited by NAAC with 'A' Grade

COIMBATORE - 641 048

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News Letter 2016 - 2017

## DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

### Editor's Desk

It gives me immense pleasure to bring out the third issue of the newsletter in brief on various activities of the Department of Commerce with Professional Accounting for the academic year 2015 - 2016.

This newsletter highlights the active participations, innovative contributions, interests and merits of the members of staff and students. The Department wishes each and every one at this moment for their further energetic and intellectual association towards academic and professional growth.

### HISTORY

The Department of Commerce with Professional Accounting was established in the year 2012, with 2 faculty members and 41 students. At present it has expanded to 6 faculty members and 162 students

### VISION

To develop Innovative Accounting Professionals, Business Leaders and Financial Management Experts keeping pace with ever-changing global competitive world.

### MISSION

To provide strong and required skills to students in Accounts, Taxation and Laws in a composite manner to consistently meet out the world wide industrial expectations.



## ACTIVITIES OF WARRIORS ASSOCIATION

The Association 'WARRIORS' has conducted 10 Orientation Program, 1 Career Development Program, 7 Special Lectures, 1 Workshop, 1 National Conference and 2 Extension Activities as detailed below :

### ORIENTATION PROGRAMME :

Date	Time	Resource Person	Topic
17.06.2016	9.15 a.m - 11.15 a.m	Dr. P. R. Muthuswamy Principal	Personality Dimensions and skills for Professional Accounting
	11.30 a.m - 12.30 a.m	Dr. K. Durairaj Vice - Principal	Soft skills Development
	1.30 p.m - 3.30 p.m	Prof. R. Kandasamy Director - Mathematical Studies	Math Puzzles
20.06.2016	11.30 a.m - 12.30 a.m	Dr. Bhagavathiammal Department of Tamil	Grooming self confidence
	11.30 a.m - 12.30 a.m	Dr. S.V. Ramesh Head & Professor Department of Commerce	Recent trends in Accounting Technology
	1.30 p.m - 2.30 p.m	Dr. Balakrishnan Head Department of Banking and Insurance	An Eye opener for CPT Exams
	2.30 p.m - 3.30 p.m	Mr. Narasimman Department of Computer Technology	Awareness on Cyber crime
21.06.2016	9.15 a.m - 11.15 a.m	Ms. Nithya Assistant Professor & Ms. Kowsalya Assistant Professor Department of English	Communication Skills
	11.30 a.m - 12.30 a.m	DR. Muruganantham IAS Academy Co-ordinator	Tips for Competitive exams
	1.30 p.m - 3.30 p.m	Activities Programme organised by final year B.Com (PA)	Connexions Spell Bee Quiz Monoacting

### CAREER ORIENTATION PROGRAM :

Date	Topic	Guest	Beneficiary
26.07.2016	Career as a Company Secretary	CS A.R Ramasubramania Raja Chairman Coimbatore Chapter (ICSI)	I B.Com (PA)

**SPECIAL LECTURES :**

Date	Topic	Guest	Beneficiary
29.07.2016	Attitude Building	Mr. S.Mohanraj Head and Assistant Professor Department of International Business Dr. N.G.P. Arts and Science College (Autonomous)	B.Com (PA)
23.8.2016	Awareness about IFRS	Mr. P. Mohanbabu Corporate Accounting Institute	III B.Com (PA)
23.08.2016	Professional Accounting Program	Ms. T. Theanmozhi & Mr. R. Selvakumar Branch Manager / Marketing Manager FTMS Global Academy	III B.Com (PA)
24.08.2016	Preparation of Business Plan	Ms. Kayalvizhi Assistant Director MSME	III B.Com (PA)
23.09.2016	Accounting Standards	CA K.S. Shunmugam Chartered Accountant Shanmugam Vasudevan and Company Edayarpalayam Coimbatore	III B.Com (PA) & NMEC Students
05.01.2017	Service Tax	CA N.V. Palaniswamy Chartered Accountant	III B.Com (PA)
03.04.2017	Motivational Speech	Dr. P. R. Muthuswamy Principal	III B.Com (PA)

**WORKSHOP**

Date	Topic	Guest	Beneficiary
15.02.2017 & 16.02.2017	Essentials of Advanced Excel 2017	Mr. M. Partha Sarathy Training Architect The Institute of Advanced Computing Coimbatore - 641013	B.Com(PA) & III B.Com(IT)

**NATIONAL CONFERENCE**

Date	Topic	Theme	Resource Person
08.09.2016	National Conference On “Financial Inclusion for Sustainable Economic Growth- Strategies and Challenges” Sponsored by Indian council of Social Science Research (ICSSR)	Role of Banking - Financial Inclusions and Rural Development  Microfinance and Its Role in Social Enhancement  Financial Literacy- Prospects and Challenges	<b>Mr. P. Madasamy</b> Assitant General Manager Central Bank of India- Regional Office Coimbatore  <b>Mr. L. Prabhakar</b> Programme Director WLSME Programme, LCS-LIBA Chennai  <b>Mr.S. Jayaraman</b> Chief Manager and Learning Head Bank of Baroda, Coimbatore

## INAUGURATION OF WARRIORS ASSOCIATION AND PROFESSIONAL HUNT 2016



*"Inauguration of Warriors Association"*



*"Professional Hunt 2016"*

Inauguration of Warriors Association and Professional Hunt 2016 on 13th July 2016 by Mr.R.Boobala Krishna Moorthy, Senior Engineer, Roots Industries India Limited Coimbatore.

### SIGNING OF MOU

The Department of Commerce with Professional Accounting, Dr.N.G.P Arts and Science College Signed Memorandum of Understanding with The Auditors Association of Southern India (TAASI) on 22.07.2016. The MoU was signed by the Madam Secretary Dr.Thavamani D Palaniswamy and the President of The Auditors Association of Southern India (TAASI) Mr.P.Ganasundaram. Auditor Jayakumar shared about the performance of TAASI and it's benefits to the students.



*"Signing of MoU with TAASI"*

### NATIONAL CONFERENCE

The Department of commerce and Commerce with Professional Accounting organised a National Conference on the topic "Financial Inclusion for Sustainable Economic Growth-Strategies and Challenges" on 8th September 2016 sponsored by Indian Council of Social Science research (ICSSR).



*ICSSR Sponsored National Conference*

### SPECIAL LECTURE

The Department of Commerce with Professional Accounting organised a special lecture on Accounting Standards on 23.09.2016. The Chief Guest of this Programme was C.A. K.S.Shanmugam, Chartered Accountant. He discussed about the importance of Accounting Standards and the various types of Accounting Standards which are prevailed in our Country.



*Special Lecture on Accounting Standards*

Orientation programme for the research work to Third B.com (PA) students on 05.01.2017 by Mr.M.Muthu Krishnan, Librarian discussed with the students about how to search the information, availability of the e-resources in our college, and the finance, marketing oriented package which are available in the e-resources.



*Orientation programme for the research work*

Special lecture on Service Tax was Organised on 09.01.2017 by C.A.Palanisamy.N.V.,Chartered Accountant. In this Lecture, he delivered a precious information relating to service Tax and also shared his opinion with students about how to register for service tax, valuation and rate of tax and exempted services.



Special lecture on Service Tax

**WORKSHOP**

The Department of B.Com(PA) &B.Com(IT) Organised Two days workshop on Advanced Excel on 15.02.2017 &16.02.2017 by Mr.M.Partha Sarathy,Training Architect, The Institute of Advanced computing, Coimbatore.



Two days workshop on Advanced Excel

**EXTENSION ACTIVITIES**



The Department of Commerce with Professional Accounting Organised an Extension activity on 20.10.2016 at Appanayakampalayam Government School.



The Department of Commerce with Professional Accounting Organised an Extension activity in GOVERNMENT MIDDLE SCHOOL of Ramayapalayam, Sevur on the topic "MakeMade in China India" on 22.02.2016.



**EDUCATIONAL ACHIEVEMENTS**

Ms. M.Dhivya of B.Com (PA) 2013 - 2016 Batch has Secured First Rank in Bharathiar University.

Following Students have Cleared Common Proficiency Test conducted by Institute of Chartered Accountants of India.



R. Pavithrren  
I B.Com (PA) – 'B'



S. Dharun Kumar  
II B.Com (PA)



B. Nithya Priya  
II B.Com (PA)



A. Rajagopalan  
I B.Com (PA) – 'A'



M. Raja Singh  
I B.Com (PA) – 'B'

### Skill Development Programmes

The department has conducted various special programmes / activities for the development of the students for the academic year. The Best Practices are listed below.

- ❖ Internship Training
- ❖ Budget Discussion
- ❖ Product Launch
- ❖ Students in Research Activities
- ❖ Team Building Games
- ❖ Dictionary Brainstorm
- ❖ Group Discussions
- ❖ Brain Storming

### PLACEMENT :

38 Students were placed with 68 offers in Various reputed companies like Tech Mahindra, TCS, Amazon, Infosys, etc.,

### STAFF PUBLICATIONS

Name of The Faculty Member	Title of The Publication	JOURNAL NAME	VOLUME AND ISSUE NO	Month of Pub.Indexed in	IMPACT FACTOR	Citation Index
Dr. K. Vanaja	The impact of Micro Credit on Women Entrepreneurs towards their Empowerment	-	pp.317-324	16.08.2016		ISBN: 978-81-920808-8-8,
	A Study on Problems Faced by Unorganised Sector and various Schemes Offered by Indian Government	-	3, pp.90-95			ISBN: 819077894
	An empirical study on awareness and satisfaction level of consumers towards green products in Mettupalayam Taluik, Coimbatore	International journal of Applied Research	Page no : 267-272	22.10.2016	Impact Factor: 5.2.	ISSN (Print): 2394-7500, ISSN (Online): 2394-5869,
	Journey of Postal Banking Services-An analytical Review	International journal of Applied Research	Page No : 517-519	16.10.2016	Impact Factor: 5.2.	ISSN Print - 2394-7500, ISSN Online - 2394-5869
	Factors influencing Perception and satisfaction level among shoppers and their purchasing outcomes in malls	International journal of Applied Research	Page No : 217-222	21.12.2016	Impact Factor: 5.2	ISSN Print - 2394-7500, ISSN Online - 2394-5869
	Situational Factors and changes on shoppers purchasing outcomes in Bangalore Shopping Malls	International Journal of Research in Social Sciences	Volume 7, Issue 1, Page no : 438-452	Jan2017	Impact Factor 7.081	ISSN : 2249-2496
	Structural equation modeling on shoppers purchasing outcomes in shopping malls, Coimbatore City	International Journal of Multidisciplinary Research and Development	Volume 3; Issue 11; Page No. 94-98	November 2016	Impact Factor: RJIF 5.72	ISSN: 2349-5979

	Terrace Gardening-A new Arena in Entrepreneurship	International Journal of Industrial Engineering and Management Science	Volume7 Special issue Feb 2017	21.02.2017		ISSN 2250-1096
	A Survey on people response towards Demonetization of 500 and 1000 rupee notes.	International Journal of Research in Social Science	Volume7 Issue 3 March, 2017	March 2017	Impact factor: 7.081	ISSN : 2249-2496
<b>N. Ramya</b>	Empowerment of Women Entrepreneurship In Indian Context	-	-	16.08.2016		ISBN No. 978-81- 920808-8-8
	Strategies for Successful unorganized Retailing	-	pp.74-81.	24.08.2016		ISBN: 819077894-3
	Financial Inclusion in India through SHG - Bank Linkage Programme”	-	pp.158-165.	08.09.2016		ISBN: 819076502-7
	Factors Affecting Consumer Buying Behavior	International journal of Applied Research		13.10.2016	Impact Factor: 5.2.	ISSN (Print): 2394 - 7500, ISSN (Online): 2394 - 5869,
	Cashless transaction: Modes, Advantages and Disadvantages	International Journal of Applied Research	Vol. 3, Issue 1, January 2017, PP.122-125		Impact Factor: 5.2.	ISSN (Print) 2394 - 7500, ISSN (Online) 2394-5869
	A study of consumer buying behavior in departmental store (with special reference to Coimbatore city)	International Journal of Applied Research	Vol. 3, Issue 3, PP.734-737	28.03.2017	Impact Factor: 5.2.	ISSN (Print) 2394-7500, ISSN (Online) 2394-5869
	An overview of Crowd Funding	Quest International Multidisciplinary Research	Vol-VI,Issue-1	Jan-Mar 2017	Impact Factor: 6.89	ISSN: 2278-4497
<b>Dr. M. Meenakshi Saratha</b>	Journey of Postal Banking Services - An analytical Review	International journal of Applied Research	Page No : 517-519	16.10.2016	Impact Factor: 5.2.	ISSN Print - 2394-7500, ISSN Online - 2394-5869
	Factors influencing Perception and satisfaction level among shoppers and their purchasing outcomes in malls	International journal of Applied Research	Page No : 217-222	21.12.2016	Impact Factor: 5.2.	ISSN Print- 2394-7500, ISSN Online- 2394-5869
	Situational Factors and changes on shoppers purchasing outcomes in Bangalore Shopping Malls	International Journal of Research in Social Sciences	Volume 7,Issue 1, Page no : 438-452	Jan 2017	Impact Factor 7.081	ISSN:2249- 2496
	Terrace Gardening - A new Arena in Entrepreneurship	International Journal of Industrial Engineering and Management Science	Volume7, Special issue, Feb 2017	21.02.2017		ISSN 2250-1096
	A Survey on people response towards Demonetization of 500 and 1000 rupee notes.	International Journal of Research in Social Science	Volume7 Issue 3 March, 2017	March 2017	Impact factor: 7.081	ISSN: 2249-2496

<b>D. Sivasakthi</b>	Creating an Enabling Environment for Women's Entrepreneurship	-		16.08.2016		ISBN No.978 - 81-920808 - 8-8
	Financial Inclusion in India through SHG – Bank Linkage Programme	-	pp.158-165	08.09.2016		ISBN : 819076502-7,
	A study on investor's attitude towards post office saving schemes in Chinniapalayam	International journal of Applied Research	Vol. 2, Issue 12, PP.76-79	December 2016	Impact Factor: 5.2.	ISSN(Print) 2394-7500, ISSN(Online) 2394-5869
	Cashless transaction: Modes, Advantages and Disadvantages	International journal of Applied Research	Vol. 3, Issue 1, January 2017, PP.122-125	Jan 2017	Impact Factor: 5.2.	ISSN (Print) 2394-7500, ISSN(Online) 2394-5869
<b>P. Dhanya</b>	Schemes for Identification of Unorganised Sectors	-	pp.224-231	24.08.2016		ISBN: 819077894-3,
	Risk Management in Banking and Financial Sector	International Journal of Industrial Engineering and Management Science	Volume7, Special issue, Feb 2017	21.02.2017		ISSN 2250-1096
	An overview of Crowd Funding	Quest International Multidisciplinary Research	Vol-VI,Issue-1	Jan-Mar 2017	Impact Factor: 6.89	ISSN : 2278-4497
<b>Mr. P. Kanagaraj</b>	.An overview of Crowd Funding	Quest International Multidisciplinary Research	Vol-VI,Issue-1	Jan-Mar 2017	Impact Factor: 6.89	ISSN: 2278-4497



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