



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

Editorial Board

News Letter 2016 - 2017

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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

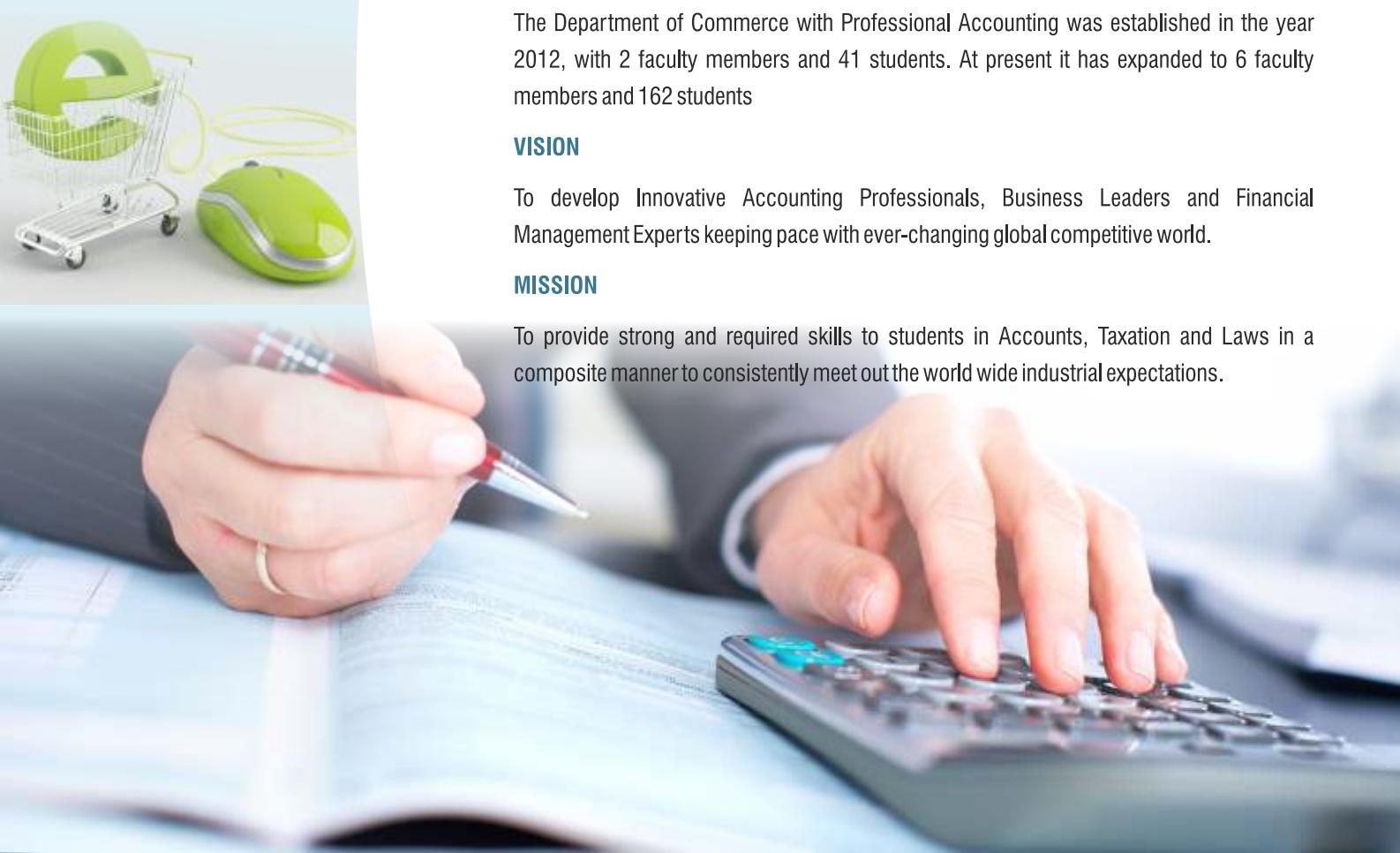
The Department of Commerce with Professional Accounting was established in the year 2012, with 2 faculty members and 41 students. At present it has expanded to 6 faculty members and 162 students

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 WARRIOR ASSOCIATION

The Association 'WARRIOR' 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 | Mr. P. Madasamy Assitant General Manager Central Bank of India- Regional Office Coimbatore Mr. L. Prabhakar Programme Director WLSME Programme, LCS-LIBA Chennai Mr.S. Jayaraman Chief Manager and Learning Head Bank of Baroda, Coimbatore |

INAUGURATION OF WARRIOR ASSOCIATION AND PROFESSIONAL HUNT 2016



"Inaguration 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

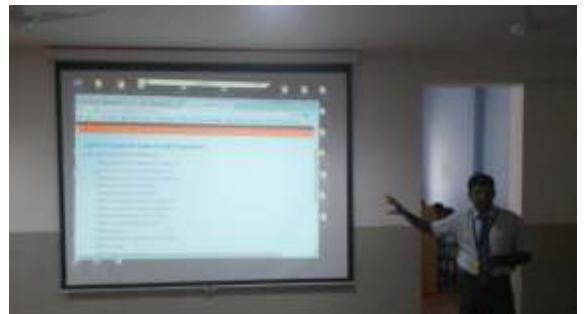
SPECIAL LECTURE

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 Taluk, 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 |

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|--------------------------|---|--|---|--------------|----------------------|--|
| | 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 |
| N. Ramya | 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 |
| Dr. M. Meenakshi Saratha | 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 |

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|-------------------------|--|--|--|---------------|---------------------|---|
| D. Sivasakthi | 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 Chinniampalayam | International journal of Applied Research | Vol. 2, Issue 12, PP76-79 | 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, PP122-125 | Jan 2017 | Impact Factor: 5.2. | ISSN (Print) 2394-7500, ISSN(Online) 2394-5869 |
| P. Dhanya | 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 |
| Mr. P. Kanagaraj | .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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