



Analytical Minds

- Without a Goal Analytics is Aimless and Worthless

Of B.COM.

DEPARTMENT OF COMMERCE WITH BUSINESS
ANALYTICS

Dr. N. G. P. Arts and Science College(Autonomous), Coimbatore

Volume 2

Issue 2

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About Department



The Department of Commerce with Business Analytics was started in the year 2016. It is designed exclusively for the students to enlighten their analytical skills applied towards the Business Analyses. There are 25 and 58 students are enrolled in the year 2016-17 and 2017-18 batch respectively with 3 faculty members.

EDITORIAL MESSAGE

We are glad to inform that our department stepped into its second edition of B.Com. Business Analytics department newsletter for the year 2017—2018. We take this opportunity to express our sincere thanks to the management for encouraging is to bring this issue successfully. We extend our gratitude to the entire Analytical Minds team and publication committee for their continuous support.

We have provided various aspects in this issue. We look forward to receive the feedback and suggestions of esteemed members and student readers to enhance our works.

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VISION

Develop depth understanding in the key technologies of data science and business analytics concepts with variety of skills, tools and techniques to understand data, examine business problems and bring about key business solutions in a structured manner.

To enhance the knowledge and skills needed for the students to face the global employability.

MISSION

To educate practical, hands-on experience with commerce analytics, statistics programming languages and big data tools through coursework and applied analytics experiences.

To empower people by providing accessi-

Com Analytics

The B.Com. [B.A.] Com
Analytics Association

Chairman

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R. Arthi I Yr

Secretary

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Extension Activities...



Awareness about “Drug Abuse”
on 29-06-2017 at Collectorate
Office, Coimbatore.



Awareness programme on GST
on 2.2.2018.



Environmental protection awareness
rally on 27-07-2017.

VISITORS ON COM ANALYTICS ...

Invitee.....

On 5th July 2017

A guest lecture on “**Data Analytics for Beginners**” by
Mr.B.Baktha Kumar, Managing
Director, Phoenix IT consulting.



On 8th July 2017

A Workshop on “**SPOKEN TUTORIAL**” by Mohammed
Hashim, Spoken-Tutorial IIT,
Bombay & MHRD.



On 26th July 2017

Organized workshop on “**GST AND TALLY OVERVIEW**” by
Mr.J.Sathya Narayanan. Chartered
Engineer, Head of E-filing
dept & Software Development Team.

M/s Pranesan Associates, Coimbatore



VISITORS ON COM ANALYTICS ...



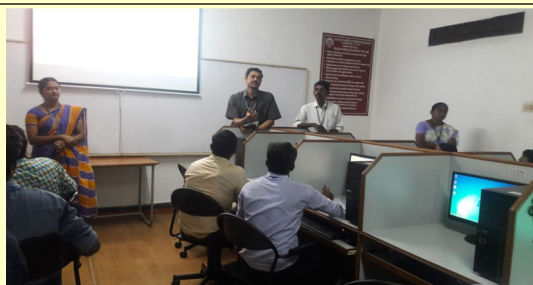
On 21st August, 2017, the Department of B.Com. (B.A.) conducted a Guest Lecture on, “INSIGHT INTO ANALYTICS” by Mr. B. Baktha Kumar.

On 23rd September 2017, the Department of B.Com. (B.A.) organized one day guest lecture on “ANLYTICS IN REAL TIME APPLICATIONS” by Mr.Vinoth Chandrasekaran, FLEXOL Pvt Ltd, Chennai.



On 22nd October 2017, at 10.30 a.m, the Department of B.Com. (B.A.) students conducted a survey at Government Hospital, Coimbatore.

On 27th December 2017, the Department of B.Com. (B.A.) conducted one day guest lecture on “CURRENT CARRIER SCOPE IN BANKING SECTOR ” by Mr. C.S.Shakthivel Director Edufly staffing solution, Cbe.



On 7th February 2018, the Department of B.Com. (B.A.) arranged “HANDS ON TRAINING FOR STATISTICAL ANALYSIS THROUGH SPSS” at 2.00 p.m by Dr.S.Saravanan & G.Kavitha, Dr. N. G. P. Arts and Science College, Cbe.

A guest lecture was conducted on “CAREER OPPORTUNITIES IN BUSINESS ANALYTICS” on 15th February 2018 by Ms. A.T. Nandhini, Business Development Head & Ms. Anushaya.N, Admin Manger, NIT.



Staff publications & Participants ...

Presentation / Publication/ Participation	Date	Details
Mrs .G.Kavitha	14 th & 15 th July 2017	Participated in a National Level Workshop on “Data Analytics” using R- software at Bannari Amman Institute of technology, Sathyamangalam-638401 Erode—638401.
Mrs .G.Kavitha	19th July 2017	Participated in a National Level Seminar on “Underwater Net Working & Communication at Dr.G.R.Damodaran College of science, Coimbatore.
Mrs .G.Kavitha	June 1, 2017	Published an article in an International Journal of Multifaceted and Multilingual Studies. ISSN (PRINT0 : 2394-207X IMPACT FACTOR : 4.205.
Dr.M.S. Ranjith Kumar	27 September 2017	Participated in National Level Seminar on “ MSME and Implementation of Goods and Service Tax (GST)”.
Mrs .G.Kavitha	13 to 17 Nov 2017	Attended a one week Faculty Development Programme on “Data Mining and data Analytics” at NIT, Tiruchy.
Mrs .G.Kavitha	24 & 25 Jan 2018	Presented and published a paper on the title of Influence of technology addiction crop up health disorders , social obstacles and scenario analysis at Bharathiar University .Shanlax International Journal of Arts Science and Humanities. ISSN : 2321 – 788X, Vol : 5, Special Issue : 1

Students’ Participants ...

Students’ Name	Date	Event Name & Location
M.E.Pranesh	9.8.2017	Participated in One day Workshop on “SPSS” at Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.
Vibulan Raj.N	9.8.2017	Participated in One day Workshop on “SPSS” at Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore
Sharmila. B	12.8.2017	Won 2 nd prize in Poetry Writing in Independence day Function at Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.

Students Name	Date	Event Name & Location
Sharmila.B	18.8.2017	Participated in one day Workshop on Disaster Management at Disaster Management Authority South Range.
Atul krishna.P and Arthi.R	24.8.2017	Won 2 nd prize in Posture Making in an International ozone day – organized by Hospital Administration Department held at Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore.
Atul krishna.P and Arthi.R	14.09.2017	Won 1 st prize in PPT presentation in Commercial blast - Organized by Commerce Dept held at Dr.N.G.P. Arts and Science College (Autonomous) Coimbatore.
Senthil Kumar.R	23-09-2017	Participated in Volley ball event and won bronze medal.
Gowtham.G Ahamed Akaram. M.S Santhosh.D	8.10.2017	Participated in a One day Workshop on Python at Sri Krishna I– Tech and Management solutions private Ltd, Cbe.
Ahamed Akaram. M.S	13.12.2017	Participated in a Blood Donation camp 2017 at HDFC bank, Cbe.
Arthi.R Shalini . R Gowtham.G Atul Krishna.P Karthika.R	27-10-2017	Participated in GST (Basic concepts and feature of GST in India at Dr.N.G.P.Arts and Science College (Autonomous), Cbe.
Ahamed Akaram. M.S Rama Sajan.R Arthi.R Kirthukia.N Yugendaran.R Jeevanandham.S	8.02.2018 to 10.02.2018	Participated in a two day Workshop on Big Data analytics using Hadoop at PSGR Krishnammal college for women, Cbe.
Karthika.R Gowtham.S Jaya Prakash.D	9.8.2017	Participated in a National level Seminar on “Cash Vs Cash-less trade” at Nandha Arts and Science College, Erode.
Vibulan Raj.N	4.02.2018	Completed online course in UDEMY on Big Data and Hadoop.
Shalini.R Sharmila.B Parvathavarthini.P Atul Krishna. P Sri Ram.K	8.2.2018 to 9.2.2018	Participated in IAS Academy for training in Competitive Exams at Dr.N.G.P.Arts and Science College (Autonomous), Cbe,



THE READING CORNER

MOTIVATING YOUNG READERS...

Certificate Courses List

Dr. M.S. Ranjith Kumar

This article summarizes various certifications available to people in India and rank orders them based on their merits. Following are details for each of the courses with link to their websites:

1. Certificate Programme in Business Analytics (CBA), ISB

<http://www.isb.edu/certificate-programme-in-business-analytics>

2. Advanced Certificate Program in Business Analytics (ACPBA), SJMSOM, IIT Bombay

<http://www.hugheseducation.com/ACPBA>

3. Executive Program in Business Analytics, IIM Calcutta

<http://www.hugheseducation.com/EPBA>

Facts about Analytics

P. Atul Krishna I B.Com. B.A.

A 10% increase in data accessibility will result in more than \$65 million additional net income for the typical Fortune 1000 company.

Less than 0.5% of all data we create is ever analyzed and used.

By 2020, about 1.7 megabytes of new information will be created every second for every human on the planet.

73% of organizations have already invested or will invest in big data by the end of 2016.

By 2020, there will be more than 50 billion smart connected devices in the world, collecting, analysing and sharing data.

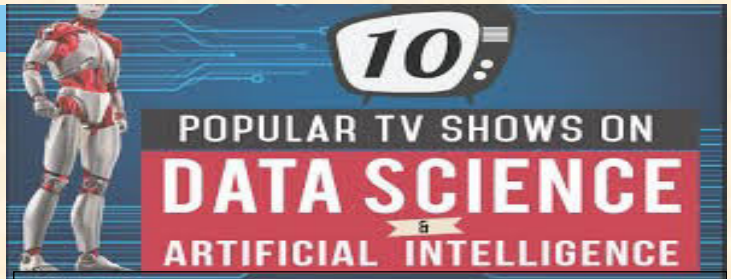
By 2017, nearly 80% of photos will be taken on smart phones and most will become searchable data.

1 billion pieces of content are shared via Facebook's Open Graph every day.

70% of data is created by individuals, but enterprises are responsible for storing and managing 80% of that.

The famous mckinsey report quotes a shortfall of up to 190,000 data scientists and 1.5 MN data managers in us alone

Bengaluru and Delhi are traditionally been hub of analytics in india ,new cities like pune , Hyderabad and Chennai coming up fast on the heat.



1. Almost Human

6. Numbers

2. Battlestar Galactica

7. Person of Interest

3. Caprica

8. Small Wonder

4. Intelligence

9. Total Recall 2070

5. Humans

10. Westworld

G. Kavitha



DATA



KNOWLEDGE



ACTION

B.Sharmila I B.Com. B.A.

காங்கில் யுத்தம்..

காங்கில் யுத்தம்,

கிண்கணை கிடீ அகலவில்லை,

சுரணம்? மரணம்?

கிரண்டே விகாச்சணை மட்டும்

முன்னவத்து நடந்த யுத்தம்து!

சுரணம் மரணமடைந்த குணம்து...

இந்தியன்களின் கிதயத்தையும்,

தூப்பாக்கியிலிருந்து - துள்ளியும்

தோட்டாக்களின் லெய்யும்

ஒரே சத்தத்தை கந்தது.

சாதி மத பேதமின்றி போரிட்ட

ஸ்ரீதுறையின் அடையாளம் அது.

அடியமலை உச்சி தோன்றிமிருந்தும் யுத்தம்து...

இந்தியன் என்ற திரிமின் றும் அது...

நாங்கள், எய்யும்புகளை எழுது கோயாக்கி,

கிரத்தத்தை மையாக்கி,

போர்க்களத்தை ஏடாக்கி.

புறநாணுத்தாறத் தகையப்பாக்கி.

வாழ்க்கையை யே வரலாற்றாக்கிக் கொண்டவர்கள்...

கிம்போது ஸுரிகிதா பனகவர்களே?!

எங்களை வேண்டினால் அகணத்தூக் கொண்டோம்,

கிண்டினால் அடித்து நிற்போம்!

காங்கில் வாழ்கிறது...

கிதயத்தில் மட்டும் ஸ்ல,

இந்தியன்கள் கிதயத்தையும் தான்...

Reach us

Department of B.Com. with
Business Analytics
Dr.N.G.P. Arts and Science
College (Autonomous)
Kalapatti Road,
Coimbatore - 641048
Phone : 0422—2369275

Highlights and Achievements and Department Activities:

<http://www.drngpasc.ac.in/commerce-businessanalytics/commerce-businessanalytics.php>

Follow us :

<http://www.drngpasc.ac.in/commerce-businessanalytics/commerce-businessanalytics.php>



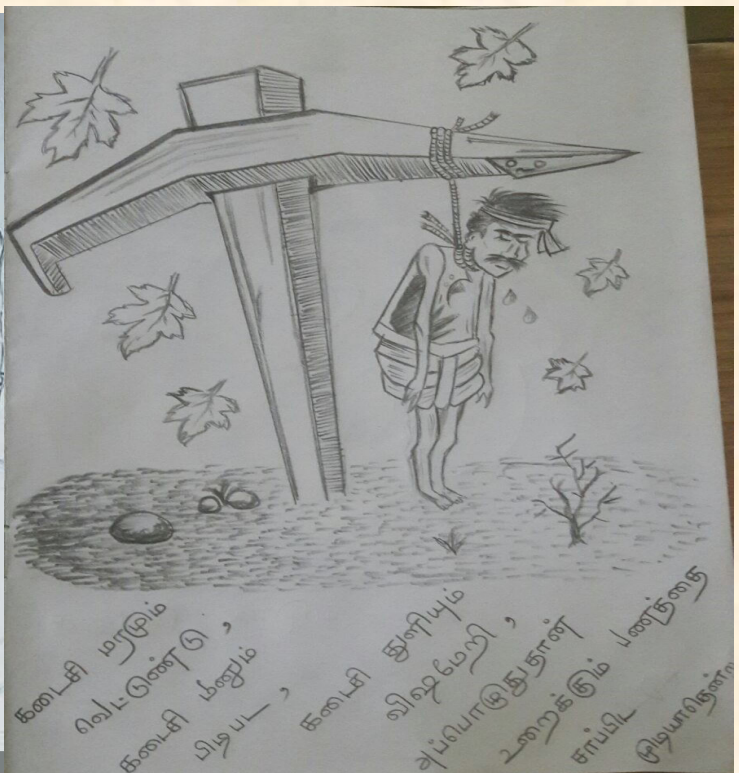
Arise! Awake!
And stop not,
until the goal is
reached.



OUR ARTISTRIES



R.Arthi | B.Com. [B.A] BA



R.Suganya