



# 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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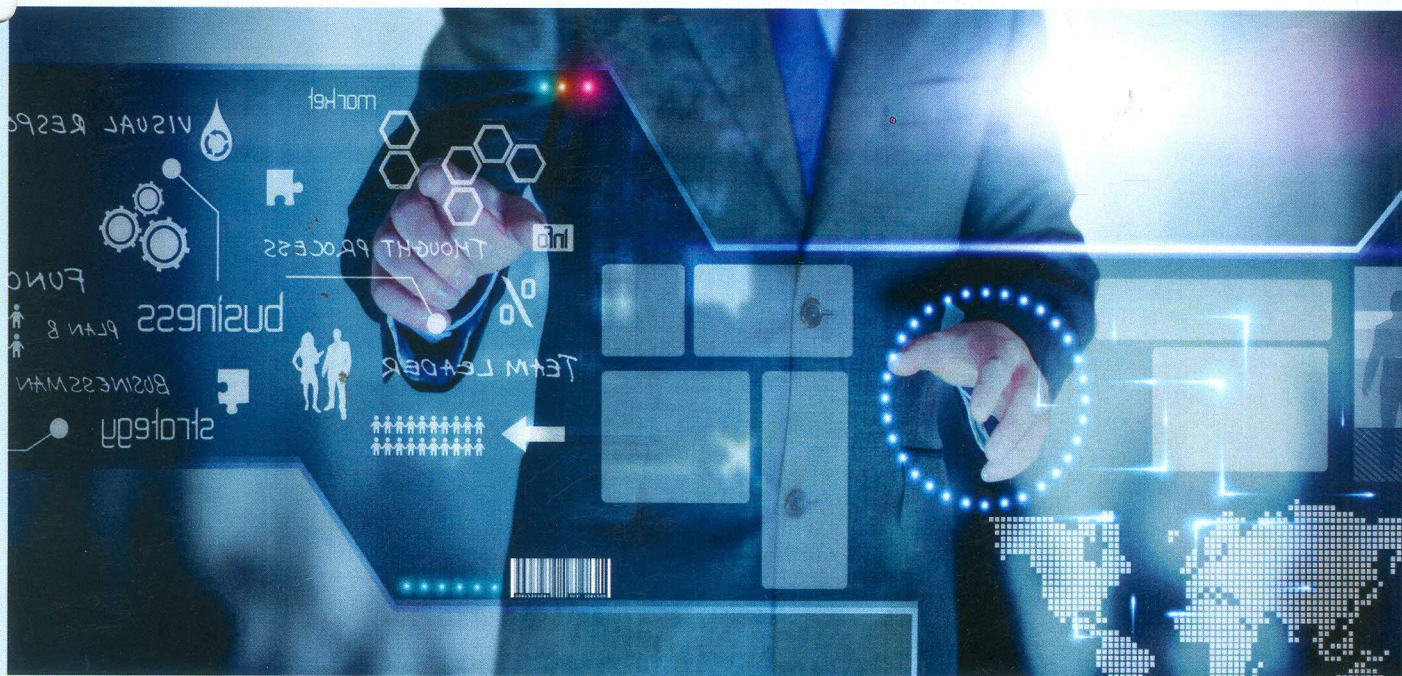
## Newsletter 2015-2016

# DEPARTMENT OF COMMERCE WITH INFORMATION TECHNOLOGY

### Editor's Desk

It is my immense gratification to publish the Issue of news letter comprising of the activities of Department of commerce with IT in the academic year 2015-2016.

This news letter portrays the active participations, student activities and the new innovation of Commerce with Information Technology.





## Association Activities

### National Level Seminar



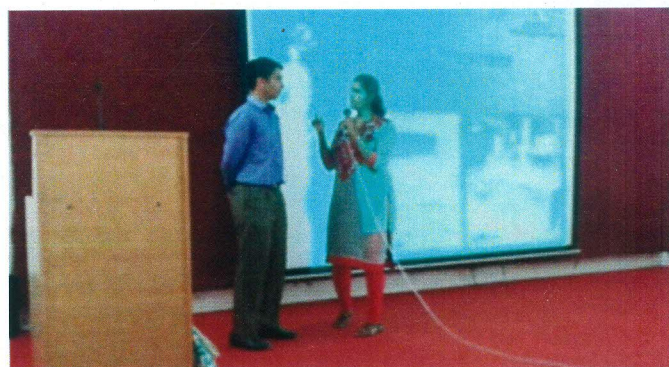
On 20.08.2015 One Day National Level Seminar Sponsored by ICSSR was organized on "Role of Agri Business in Sustainable Rural Entrepreneurs Development". The following resource persons delivered their speech on the above said topic.

- ▶ Prof. P. Kanagasabapathy Former Director Tamil Nadu Institute of Urban Studies (TNIUS) Coimbatore.
- ▶ Dr. S. Sivakumar Associate Professor School of Governance and Development Studies Hawassa University Ethiopia.
- ▶ Dr. M. Soundarapandian Professor & Head Department of Rural Industries and Management Gandhigram Rural University Gandhigram, Dindigul
- ▶ Dr.G. Shanmuga Sundaram Associate Professor Pondicherry University, Pondicherry.

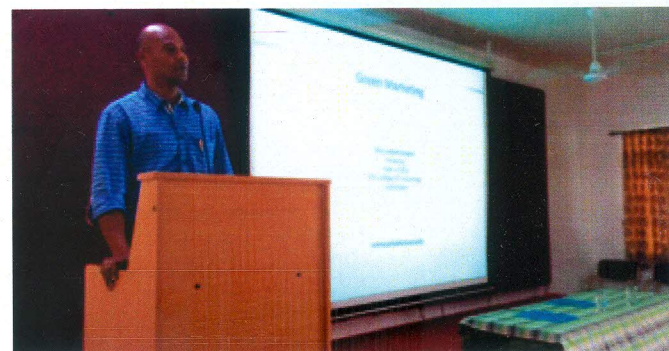
### Guest Lecture



On 30.06.2015, Guest Lecture on "Career Counseling Program" was delivered by C. Devaraj, Chartered Accountant, VL Institute, Coimbatore for students of B.Com IT.



On 06.07.2015 Guest Lecture on "Career Opportunities in logistics & Shipping" was delivered to all students of commerce IT department by Capt. V.J. Pushpa Kumar, Founder Director, Indian Institute of Logistics, Chennai.



On 08.07.2015 Guest lecture on "Soft Skill Development" was organized for all the students of commerce IT and the lecture was delivered by Ms. Cynthia Frank, Executive Trainer, A.K Soft Skill Training Institution, Coimbatore.

On 16.07.2015, Guest lecture on "Green Marketing" was delivered



by Dr.L.Ashok Kumar, PSG College of Technology, Coimbatore, for



all students of B.Com IT.

On 27.07.2015 Guest lecture on "Application of Graphics and Animation in Business", for all the students of Commerce IT department and the lecture was delivered by Mr.S.Suresh, Executive Trainer, Graphics and Animation Dream Zone School of



Creative Studies, Coimbatore.



Training Solutions Private Limited, Coimbatore

On 28.12.2015(AN), Guest Lecture on "Financial Aspects of Micro, Small and Medium Enterprise in India- including Salient Features of a Project report" and "Schemes of Assistance and Support available



from Government Agencies, Banks, Financial Institutions, SFCs etc" was delivered by Dr. Star Anand Ram, Vivekas Business Management, Coimbatore.

On 28.12.2015 (FN), Guest Lecture on "Identification of Business Opportunities and Mechanisms of Product Selection report" and



### **Entrepreneurial Awareness Camp**

Three Day Entrepreneurial Awareness Camp Sponsored by DST-



EDI- Ahmedabad was organized from 28.12.2015 to 30.12.2015.

On 28/12/2015, Guest Lecture on "Why Entrepreneurship in General Concepts" and "Historical Values and Indian Values on Entrepreneurship and the Present Scenario" was delivered by Ms. R. Vedy, Corporate Trainer, Educationist & Entrepreneur, Fu-VISION



"Technology-Assistance from R&D labs and other institutions on choice of technology etc" was delivered by Ms. Sathya Devasena,



Corporate Trainer, Coimbatore.

On 29.12.2015(AN), Guest Lecture on "How to Start an SSI (Small Scale Unit) Units Report" and "Technical and Commercial Aspects of SSI unit (General Concept only)" was delivered by Mr. CA. V. Muthusamy, Chartered Accountant, CA Academy, Tiruppur.



On 30.12.2015(FN), Guest Lecture on "Impact of Rural Entrepreneurship Development on Economic Growth in India and Problems and Prospects of Women

Entrepreneurs in India report" was delivered by Mrs. B. Kayalvizhi, Assistant Director (Food), Ministry of MSME, Government of India.

### Placement Activities

#### Alumni arranged Placement Training

On 27.09.2015, Placement Training was arranged by alumni Nithyanandhan. A Talk on "Training Program for Students



Development" was delivered by Mr. Isai Amuthan, Project Manager, CTS Coimbatore.

On 09.01.2016 Placement Training was arranged by alumni

1. Ms. R. Priyadharshini, Program Analyst, Quality Engineering & Assurance, CTS, Coimbatore.
2. Mr. Sridhar, Program Analyst, CTS, Coimbatore.
3. Mr. Salim Bazha, Program Analyst, CTS, Coimbatore.
4. Mr. Nithyanantham Selvaraj, (Alumni) Test Professional, Quality Engineering & Assurance, Cognizant Technology Solution (CTS), Coimbatore.

### Students Placement Details

The students of the department of commerce IT were placed in the following reputed companies in the year 2015-2016.

Name of the Student	Name of the Company
STEPHANI SWETHA ROBERT	IBM
CHITRA.R	INFOSYS
PRIYANKA.S	INFOSYS
REBIYULLA.M.I	INFOSYS
SANGEETHA.T	INFOSYS
ARUNKUMAR.R.S	L&T
PRIYANKA.S	MPHASIS
ARUNKUMAR.R.S	TCS
DHILEEPAN.S	TCS
LAVANYA	TCS
POORNIMA.N	TCS
PRIYA.P	TCS
PRIYANKA.S	TCS
RANJITHKUMAR.K	TCS
REBIYULLA.M.I	TCS
SANGEETHA.T	TCS
STEPHANI SWETHA ROBERT	TCS
VASANTHARAJAN.R	TCS
SUDHA.A	TCS
AVINASH.M	VWR
REBIYULLA.M.I	VWR
STEPHANI SWETHA ROBERT	VWR
BALAJI.M	IDBI-BANK
SHANTHI R	ISSM
PREMA K	WINNERS ACADEMY
MANISHA K	WINNERS ACADEMY
MEKALA S	WINNERS ACADEMY



### Placement activity Details

The students of the department of commerce IT have undergone the placement activities for the year 2015-2016.

NAME OF THE EVENT	COUNT
APTITUDE TRAINING	34
GROUP DISCUSSION	9
JUST A MINUTE	7
COMMUNICATION TRAINING	9
INTERVIEW TIPS & TRAINING	9
NEWS ANALYSIS	11
LOGICAL PUZZLE	4
CORPORATE REVIEW	5
QUIZ	4
STUDENT PRESENTATION	1
ONLINE TEST	2
	95

### STUDENT ACTIVITY



On 09.10.2015 The Third Year Students of Department of Commerce IT Organized Inter department Technical Fest and conduct various programs.

### EXTENSION ACTIVITIES

On 17.08.2015, Work Shop was conducted by our final years students on "Computer Basics" for the students of T.S.A Government High School, Kattampatti.







On 17.08.2015, Extension activity on "Food waste Awareness for School Children" was conducted by Final year students at Arasur Government Higher Secondary School, Arasur.

On 15.08.2014, an Extension activity was organized and conducted at "Universal Peace Foundation" Pathuvampalli by our Second year and Final year students.



On 27.08.2015, Extension activity on "Environmental and Pollution Awareness" was conducted by our Final year students at Telungupalayam Village, Perur.

On 10.10.2015 "EYE CAMP PROGRAM" Jointly organized with Aravind Eye Hospital, Coimbatore by the students of B.Com IT at Kannampalayam Village.





## INDUSTRIAL VISIT



On 30.12.2015(AN) our final year B.com IT Student Visited cotton factory and gained Real Time Production Experience at Amirtha Textile, Kaniur.

## Staff Achievements

### Awards Received by Staff Members

Dr.J.Lilly Received Best Young Teacher Award From Grabs Educational Charitable Trust on 10/05/2016.

## Staff Publications

Ms. S. Shanmuga priya, Ms. P. Kiruthika and Mrs. D. Vanisree Published a paper entitled "An Overview of Eco friendly Products - Recycling", in International Journal of Advanced Research Volume 3, Issue 7, Jun -15

Mrs. D. Vanisree Published a paper entitled "Satisfaction of Consumers towards Showroom Aspects of the Readymade Garments in Coimbatore" in Indian Journal of Applied Research Volume 5, Issue 6, Jun - 15

Mrs. D. Vanisree Published a paper entitled "Learn to manage stress- A conceptual framework" in International Journal of Multidisciplinary research and development Volume 2, Issue 10, Part c, Oct - 15

Mrs. D. Vanisree Published a paper entitled "Customers perception towards showroom facilities and customer care offered by the select readymade garments in Coimbatore city" in International Journal of Multidisciplinary research and development Volume 2, Issue 10, Part J Oct - 15

Ms. P. Kiruthika Published a paper entitled "A Study on Association Rule Mining" in International Journal of Engineering And Computer Science Volume 4 Issue 9 Sep - 15

Ms. P.Kiruthika Published a paper entitled "A Survey on Association Rule Mining" in International Journal of Advanced Research in Computer Science and Software Engineering Volume 5 Issue 9 Sep-15

Mrs. J. Lilly Published a paper entitled "A Study on Impressive Factors in Television Commercials" in International Journal of Research in Economics and Social Sciences Volume 6, Issue 2 Feb-16

## Staff Paper Presentations

On 15.09.2015, Dr.S.Saravanan Presented Paper entitled "Global HRM Strategies for Sustainable Development".

On 16.09.2015 Dr.S.Saravanan Presented Paper entitled "Innovation Marketing Strategies for Sustainable Growth - Issues & Challenges".

On 20.08.2015 Mrs.D.Vanisree Presented Paper entitled "Role of Agribusiness in sustainable rural entrepreneurship development".

On 20.08.2015 Ms. P. Kiruthika Presented Paper entitled "Role of Agribusiness in sustainable rural entrepreneurship development".

On 20.08.2015 Ms.S.Shanmugapriya Presented Paper entitled "Role of Agribusiness in sustainable rural entrepreneurship development".

On 15.09.2015 Ms.S.Shanmugapriya Presented Paper entitled "Global HRM Strategies for Sustainable Development".

On 16.09.2015 Ms.S.Shanmugapriya Presented Paper entitled "Innovation Marketing Strategies for Sustainable Growth - Issues & Challenges".

On 17.09.2015 Mrs. L.Priya Presented Paper entitled "Global HRM Strategies for Sustainable Development"

On 16.09.2015 Mrs. L.Priya Presented Paper entitled "Innovation Marketing Strategies for Sustainable Growth - Issues & Challenges".

On 10.02.2016 Mrs.L.Priya Presented Paper entitled "Green Marketing -Emerging Opportunities and Challenges".





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