

**DEPARTMENT OF COMMERCE WITH INFORMATION
TECHNOLOGY**

Dr.N.G.P. ARTS & SCIENCE COLLEGE

Kalapatti Road, Coimbatore-641048.

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It is my immense happiness to illustrate the Issue of news letter comprising of the activities of Department of commerce with IT in the academic year 2014-2015.

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

Association Activities

National Level Seminar

On 18.12.2014 One Day National Level Seminar Sponsored by ICSSR was organized on Problems and prospects of rural banking and its impact on empowerment of rural house hold was organized. The following resource person were delivered Speech on the above said topic.

- Dr.M.Victor Louis Anthuvan
Loyola Institute of Business Administration
(LIBA) - Chennai
- Dr. Alice Mani
Christ University, Bangalore.
- Dr.M.Revathi Bala
Kongunadu Arts and Science College,
Coimbatore
- Dr.E.Sulaiman
Mahatma Gandhi University, Kottayam,
Kerala

Value added courses

On 16.06.2014, Value added a course on **E- Filing and Taxation** for all II Year students has been inaugurated by S.Boopathy, P.Dinesh Kumar and C.Muthu Kumar.

Guest Lecture

On 17.06.2014 A Guest Lecture on **“Traits for Commerce Professional”** delivered by Principal Dr. P.R.Muthuswamy for first year students.



On 18.6.2014 CA Awareness programme was given by CA.S.Rajesh, Chairman – SICASA, CA.K.Badre Narayanan, Past Chairman – ICAI,, Mr. M.Nisshanth Kumar - Soft Skill Trainer for all students of commerce IT department.

On 21.06.2014 A Guest lecture on **“Soft skill Development”** was organized by commerce branches and the lecture was delivered by Dr. K,Durairaj, Vice – Principal, Dr. NGP Arts and Science College.



On 25.06.2014 a Guest lecture on **“Priceless Prize”** was delivered by Mrs. S.Saraswathi, PG teacher in Commerce, S.B.O.A Matriculation Higher secondary school, Coimbatore for all first year students.



On 26.06.2014 An Awareness programme was conducted by Department of international business on “**Adolescence and Substance Abuse**” for all the students of commerce department and the lecture was delivered by Dr. C.R.Rajendran., M.B.B.S., D.P.M., M.D, Consultant Psychiatrist, Naveen Hospital for mental health and DE – Addiction Centre.



On 26.06.2014 A Guest Lecture on “**Capital markets and financial services**” was delivered by Mr. Ganesh Babu, Founder Director and CEO – Corner stone foods and Beverages Pvt Ltd.

On 18.07.2014 a Workshop on “**Motivation and Career Mapping**” was delivered by Dr. Manikandan Sundaresan, CEO and Chief Trainer, YOUTH CORP Training Consultancy, Pollachi.



On 28.07.2014 A Guest lecture on “**Employment opportunities in banking sector – Tips and Tricks for selection**” was delivered by Mr. Harinath, Visu Academy Hyderabad.



On 17.10.2014 A Guest Lecture on “**Career Counseling Programme**” was delivered by Mr. A.R. Ramasubramania Raja, Chairman of the institute of Cost Accounts of India, Coimbatore.

On 11-12-2014 “**Orientation on CAT, MAT & Banking Examinations**” was delivered by Rajesh Chandrasekharan, Marketing Manager, Triumphant Institute of Management Education Pvt. Ltd, Coimbatore.

On 06-01-2015 A Guest Lecture on “**Younger Generation - Financial Way**” was delivered by

Dr. K.Prabakaran, SEBI Certified Financial Instructor

On 23.1.2015 A Guest Lecture on **“Vedic Math’s was organized”** by the department. Mr. L.Nanjundan, Vedic math’s Trainee from Ooty delivered the techniques followed in mathematics.



On 30.1.2015 A Guest lecture on **“Fundamentals of Share market”** was delivered by Mr. R.Ramesh, Assistant Manager ABT Maruthi Cars.



On 11.02.2015 A Guest lecture on **“Amendments of Companies act”** was delivered by C. Devaraj Chartered accountant from VL institute Coimbatore.



Entrepreneurial Awareness Camp

Three Days Entrepreneurial Awareness Camp Sponsored by DST- EDI- Ahmadabad was organized from 26.08.2014 to 28.08.2014.

On 26/08/2014 (FN) **“Historical Values and Indian Values on Entrepreneurship and the present Scenario report”** delivered by **Mr.R.Ramkuttu**, Chairman & Managing Director NISWIN Group, Coimbatore



On 27/08/2014 (AN) – **“Financial aspects of Micro, Small and Medium Enterprise in India-including Salient Features of a Project report”** delivered by **Mrs.B. Kayalvizhi**, Assistant Director (Food), Ministry of MSME, Government of India



On 27/08/2014 (AN) – **“Identification of Business Opportunities and Mechanisms of Product Selection report”** delivered by **Dr.RupaGunaseelan**, Professor, Department of School of Management, Bharathiar University, Coimbatore.



On 27/08/2014 (AN) – **“How To Start an SSI (Small Scale Unit) Units Report”** delivered by **Mr.B.Chandramohan**, JCI, National Trainer, Erode.

On 28/08/2014 (FN) – **“Impact of Rural Entrepreneurship Development on Economic Growth in India and Problems and Prospects of Women Entrepreneurs in India report”** delivered

by **Mr. Jaganathan**, EDP Trainer & Consultant, Energetic Byz Plus, Coimbatore



Alumni activity

On 28.02.2015 Group discussion towards placements in companies was given by alumni's Nithyanandhan, Anu, Arthi.



On 07.03.2015 Guest Lecture on **“Importance on Problem Solving Skills”** Was deliver by alumni Nithyanandhan.



An extension activity

On 12.08.2014 a work shop was conducted for K.K.Naidu Hr. Sec. School students on “**Accounting in Tally**” delivered by Dr. S. Saravanan. Head of department of Commerce with information technology.



On 12.08.2014 Extension activity on “**Healthy food for healthy life**” was conducted by Final year student’s at PSG Children’s School.



On 15.08.2014 an Extension activity by our Second year and Final year students was organized and conducted at “**Aravaniakum Anbu Illam**” Peelamedu..



On 21.08.2014 An Extension activity on “**Plastic awareness programme**” at Kaikollampalayam was conducted by our Final year students.



On 04.02.2015 “**Cancer Awareness Programme**” was conducted by the department students with regard to World Cancer Day.



On 25.02.2015 An Extension activity on “**Food waste and food safety**” was conducted by the

department at Arasur Government higher secondary School.



Staff Achievement

Awards Received By Staff Members

Dr.S.Saravanan Received Sri PK Das memorial best faculty award for the year 2014.

Staff Publication

S.Saravanan, A study on Socio Economic profile and Problems faced by the Women Self-help groups in Coimbatore District- TamilNadu, IPE journal of Management, ISSN-2249-9040, Vol:1, No:1, January-June-2014, PP-151-163.

P.Kiruthika- “Apriori Rule Badsed Continuous Processing of Preferences Queries “Indian Journal of Applied Research Volume: 4 August 2014 ISSN: 2249-555X, Impact factor 2.1652.

S.Saravanan, S.Mohanraj and K.Bagayalakshmi, A Study on the Strategies to be adopted by Garment Exporters to Manage Business Crisis in Tirupur **Indian Journal of Applied Research**, ISSN-2249-555X, Vol.8, Issue-8, August 2014, PP.4-7.

D.Vanisree Indian Journal of Applied Research

“E-Relationship marketing: Changes in traditional marketing as an Outcome of Electronic Customer Relationship Management” Vol.4, October 2014, PP: 18 -21, ISSN: 2249-555X. Impact factor 2.1652.

S.Shanmugapriya - Indian Journal of Applied Research

“E-Relationship marketing: Changes in traditional marketing as an Outcome of Electronic Customer Relationship Management” Vol.4, October 2014, PP: 18 -21, ISSN: 2249-555X, Impact factor 2.1652.

V.Sengani – “An Analytical Study on the

Exporters Satisfaction -Level towards the International Trade Finance Service Provided by Banks (With Special Reference to Coimbatore City)” - **Indian Journal of Applied Research Vol: 4**, Issue: 10 October 2014, ISSN - 2249-555X, impact factor 2.1652.

Staff Online Certificate

1. Dr.S.Saravanan – had Completed “Learning to Learn” On-line Course on 28.11.2014
2. Dr.S.Saravanan – had Completed “Introduction to Structural Equation Modeling” On-line Course on 01.12..2014
3. Dr.S.Saravanan – had Completed “Entrepreneurship form idea to Launch” On-line Course on **Jan-** 10.2015
4. Dr.S.Saravanan – had Completed “Product Management 101” On-line Course on **Feb. -** 20.2015
5. Sengani.V – had Completed “Product Management 101” On-line Course on **Jan-** 30.2015

6. Sengani.V – had Completed “Finanace-Ratios Analyses and Interpretations” On-line Course on *Feb*- 18.2015.
7. D.Vanisree – had completed “Screen cast: Offsite faculty or team development” online course on 7th January 2015.
8. D.Vanisree – had completed “Easily create animated Explainer marketing videos” online course on 30th January 2015.
9. D.Vanisree – had completed “Word press E-commerce with woo commerce” online course on 2nd February 2015.
10. P. Kiruthika - had completed “Microsoft Excel Training” On line course on January 8, 2015
11. S.Shanmugapriya – had completed “Learning to Learn” On line course on January 8, 2015.
12. S.Shanmugapriya – had completed “Web Development using Java Script” On line course on January 27, 2015
13. S. Dinesh Kumar - had completed “Oracle application DBA” On line course on January 8, 2015.
14. S. Dinesh Kumar - had completed “Microsoft Excel Training Formula Design” On line course on January 8, 2015.
15. S.DineshKumar - had completed “Quick Start Excel: Getting start with Excel” On line course on February 3, 2015.



Placement Activity

S.No	Name of the Student	Name of the Company
1	R.Arthy	IQ BACKOFFICE
2	S.Karthick	IQ BACKOFFICE
3	V.Kiruthika	IQ BACKOFFICE
4	K.Poorna Chandrika	IQ BACKOFFICE
5	R.Arthy	TCS
6	P.Divya Bharathi	TCS
7	J.Haseena Banu	TCS
8	K.Janani	TCS
9	V.Kiruthika	TCS
10	Romeena Baby	TCS
11	K.Poorna Chandrika	TCS
12	L.A Shilpa Louis	TCS
13	J.TamilSelvi	TCS
14	P Abinaya	ThyroCare Ltd
15	B PrasanaVenkatasubbu Lakshmi	ThyroCare Ltd
16	S.Zameer Basha	ThyroCare Ltd
17	G.Soundharyam	Dicom
18	G.Sree Hursha	Dicom
19	L.A Shilpa Louis	HCL
20	P.Lavanaya	EUREKA FORBES
21	N.Bharath	EUREKA FORBES

Student Activity

On 13.01.2015 Department Celebrates Pongal and National Youth Day. Students were presented various topic related to Youth Development.

Student Publication

Ms.P.Divyabharathi **International Journal of Applied Research** “Consumer Awareness among house Wives in Coimbatore Rural areas” Vol: 1, Feb 2015, PP: 113-117, ISSN: 2321-5615.

Ms.K.Janani. **International Journal of Multidisciplinary Research and development** “A study on Measuring Financial Soundness of Bharat Petroleum Corporation Ltd” Vol: 2, Feb-2015, PP: 43-47, ISSN: 2349-4182.

9	14.09.14	BiZ TRAG 2014 – Quiz Competition	R.S.Arun Kumar	PSG College of Arts and Science
10	14.09.14	BiZ TRAG 2014 – Quiz Competition	Vidhya Kumar.S	PSG College of Arts and Science
11	14.09.14	BiZ TRAG 2014 – Quiz Competition	Antony Albert	PSG College of Arts and Science
12	14.09.14	BiZ TRAG 2014 – Quiz Competition	Avinash	PSG College of Arts and Science
13	14.09.14	BiZ TRAG 2014 – Quiz Competition	Sangeetha	PSG College of Arts and Science
14	14.09.14	BiZ TRAG 2014 – Quiz Competition	M.I.Rebiyulla	PSG College of Arts and Science

Student Paper Presentations

S. NO	DATE	TITLE	NAME OF THE STUDENT	VENUE
1	27.08.14	Foreign Direct Investment	L.A.Shilpa	S.N.R.Son s College
2	27.08.14	Free trade and Fair trade	K.Janani	S.N.R.Son s College
3	27.08.14	Free trade and Fair trade	V.Kiruthika	S.N.R.Son s College
4	28.08.14	Impact on Rural diversification Advantages and Disadvantages	L.A.Shilpa	Government Arts College - Karur
5	28.08.14	Role of Rural diversification Effects and Causes	V.Kiruthika	Government Arts College - Karur
6	28.08.14	Migration of Rural employees to Urban	K.Janani	Government Arts College - Karur
7	14.09.14	BiZ TRAG 2014 – Quiz Competition	Stephani shetha robert	PSG College of Arts and Science
8	14.09.14	BiZ TRAG 2014 – Quiz Competition	Lavanya	PSG College of Arts and Science

Student Sports Achievement

Mr.P.Arul Prakash of I B.Com (IT) Participated in various events and won the various titles. Title Details are given below.

1. Junior athletic championship held thanjavour 2014 won 2nd place in 4*400 relay.
2. South zone athletic tournament held at Karunya University – 1st place 4*400 relay.
3. Bharathiar University inter collegiate athletic meet held at Coimbatore 3rd place in 200 Meters.
4. CM Athletic tournament held at Coimbatore 2nd place in triple Jump.
5. Coimbatore District Athletic meet held at Coimbatore was 2nd place in 100 Meters.
6. Coimbatore District Athletic meet held at Coimbatore was 2nd place in 200 Meters.

7. Coimbatore District Athletic meet held at Coimbatore was 1st place in 4*100 Meters relay.
8. All India inter university athletic championship held at Mangalore 2015 participated in 4*400 meters relay.

Ms.N.Sangeetha of I B.Com (IT), R.Jothi, S.Dhivya of II B.Com (IT) Participated in various Ball Badminton Tournament. Participation Details are given below.

1. Participated in Junior State Level Ball Badminton Tournament at Nammakkal in August 2014
2. Participated in Bharathiar university level Ball Badminton Tournament in October 2014.
3. Participated in All India Ball Badminton Tournament held at Chennai 25 Dec 2014.
4. Participated in CM Trophy Ball Badminton Tournament in January 2015.

Ms.S.Dhileepan of II B.Com (IT) Participated in Various events. Participation Details are given below.

1. Participated in Bharathiar university Level Ball Badminton tournament in October 2014.
2. Participated in Bharathiar university Level Cricket tournament in October 2014.