



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

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2<sup>nd</sup> Cycle)

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### DEPARTMENT OF COMMERCE WITH BUSINESS ANALYTICS

Department Activities: (2018-2019)

1. Guest Lecture/Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic	Venue	Beneficiary
1	29-Jun-2018 (9.00 am -10 am)  (10.00 am -11.00 am)  (11.15 am -12.15 pm)  (1.00 pm -2.00 Pm)  (2.00 pm-3.00pm)	Dr. Mary Magdalene Jane Professor, M.sc.(CS)  Dr.V.Shanmugaraju, Dean, Student Affairs.  Mr. E .Kumaran, Associate Professor, Microbiology.  Dr. M. Prakash, HOD, B.Com.(CA)  Dr.S. Saravanan, Dean, Administrative Affairs  Dr.S.Mohanraj HOD, MIB	“Introduction to Business analytics”  “Future prospective of Educational Planning”  “Education with Humor”  “Disciplined Education”  “Why you are coming Here”  “Self Confidence”	Smart Class Room No.406	B.COM (BA)

	<p>30-Jun-2018 (9.00 am -10 am)</p> <p>(10.00 am -11.00 am)</p> <p>(11.15 am -12.15 pm)</p> <p>(1.00 pm - 2.00 Pm)</p> <p>(2.00 pm - 2.30.00pm)</p> <p>(2.30 pm -3.00pm)</p> <p>(3.00 pm -3.30pm)</p>	<p>Dr.P.Jayasubramaniam, Associate Professor, B.Com (CA)</p> <p>Dr.S. Namasivayam, HOD,BPS</p> <p>Dr. S. Mohan, HOD,BBM</p> <p>Dr.J.Ranga Ramanujam, Associate Professor, Microbiology</p> <p>Dr.B.Geetharamani, Dean, Academics Affairs Dr.S.Balasubramaniam, Dean, Research &amp; Development.</p>	<p>“Research Opportunities”</p> <p>“Corporate etiquette”</p> <p>“Hand Shake”</p> <p>“Well Being”</p> <p>“NGP Model Curriculum”</p> <p>“Graduate Research opportunities”</p>	<p>Smart Class Room No.406</p>	
2	11-Jun-2018	Mr Vinoth Kumar Managing Director Phoenix Analytical technology	Opportunities in Analytics	Smart class Room	B.COM (BA)
3	20-Aug-2018	Mr. Sreeram Kishore Chavali, Faculty member in Data Analytics Course, Santa Clara University, California – USA.	Current scenario in data analytics	Seminar Hall 5	B.COM (BA)

4	1-Mar-2019	Mrs.G.Kavitha Assistant Professor Dr.N.G.P Arts and Science College	Introduction to programming Paradigm	Smart Class Room	B.COM (BA)
5	28-Feb-2019	Dr.M.S.Ranjith kumar HoD , Department of Commerce With Business Analytics	Dashboard designing in Excel	Smart Class Room	B.COM (BA)

2. Seminar /Workshop Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/Workshop )	Number of External Participa nts	Title of the Event	Name & Designation of the Speakers	Name & Affiliatio n Chair & Co-chair	Fundin g Agency	Total Fundin g
1	21-Aug- 2018	Workshop	-	MongoDB – A NoSQL DB	Mrs.B.R.Laxmisre e Professor, Computer Science Dr.G.R.Damodara n College of Science	-	-	-
2	6-Sep-2018	Workshop	-	Data Mining using WEKA Tool	Mr.S.P.Siddique Ibrahim Assistant Professor Department of Computer Science and Engineering Kumaraguru College of	-	-	-

					Technology Coimbatore			
3	27-Aug- 2018 to 28- Sep-2018	National Conference	-	opportunities and challenges of business in the digitalized era	Dr.Naliniprava Tripathy Dean Research, NI & ER Indian Institute of Management Shillong  Dr. Vijay Kumar Gupta Indian Institute of Management Pigdamber, Rau Indore  Dr.P.Saravanan Professor Indian Institute of Management Trichy  Dr.Seshadev Sahoo Assistant Professor Indian Institute of Management Lucknow UP  Dr.Kalavani K.N Professor & Head Govt Arts College	-	-	-

					<p>Bangalore</p> <p>Dr.Krishna Sundar Professor Indian Institute of Management Bangalore</p> <p>Dr.Debasish Biswas Dept of Business Adminstration Vidyasagar Univerity West bengal</p> <p>Dr.S.Sudalai Muthu Professor, Pondicherry university,</p>			
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### 3. Staff Participation

S. No.	Date	Name of the Faculty	Name of the Workshop/FDP/Training Programme	College
1	11-Sep-2018	Kavitha.G	Faculty development programme on Emotional Intelligence	Sri Ramakrishna Engineering college

2	12-Sep-2018	Kavitha.G	International conference on “Digital India Opportunities and challenges”	Bharathidasan college of arts and science
3	12-Sep-2018	Suganya.R	International conference on Digital India Opportunities and challenges	Bharathidasan college of arts and science
4	12-Sep-2018	Sumitha.P	International conference on Digital India Opportunities and challenges	Bharathidasan college of arts and science
5	12-Sep-2018	Dr.B.Maheswari	International conference on Digital India Opportunities and challenges Economy	Bharathidasan college of arts and science
6	26-Sep-2018	Sumitha.P	A study on Innovative practice in Employee engagement and Commitment	Sankara College of Science and Commerce
7	5-Oct-2018	Sumitha.P	Cyber Crime – A challenge to Growth of E-Commerce in India	Sankara College of Science and Commerce
8	10-Dec-2018 To 14-Dec-2018	Kavitha.G	Workshop on Data Science and Big Data analytics	Dr.N.G.P IT
9	20.11.2018 & 01-Dec-2018	Ms.P.Sumitha	Work Shop on Entrepreneurship Development	Dr. N.G.P. Arts and Science College, Coimbatore.

#### 4. Staff Publication

S. No.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS /UGC/SS CI/Scopu
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1.	Dr.M.S.Ranjith Kumar & K.Vinoth	Trend in Sales and Profitability Positions of the Select Cement Industries in India	Research Review International Journal of Multidisciplinary	ISSN: 2455-3085 Oct 3, 2018	Special Issue	
2.	Dr.M.S.Ranjith Kumar & K.Vinoth	A Study on The Impact of Capital Structure on Manufacturing Unit	Academicia : An International Multidisciplinary Research Journal	ISSN: 2249-7137 Vol. 8 Issue 10, October 2018	Impact Factor: SJIF 2017 = 6.049	
3	Dr. M.S.Ranjithkumar & C. Eahambaram	A Study on Profitability Analysis of Indian Selected Automobile Industry in India	International Journal for Research in Engineering Application & Management	ISSN : 2454-9150 Vol-04, Issue-07, Oct 2018		
4	Dr. M.S.Ranjithkumar Dr.B.Maheswari	Financial Inclusion and its Impact of digital Economy	International Journal of Scientific research and Review	ISSN: 2279- 543X Sep 2018 Vol 8 Issue no : 11		
5	Dr. M.S.Ranjithkumar Mrs. P .Supraja.	A study on job satisfaction of health care employees of Coimbatore (With special reference to Coimbatore city)	The research journal of social	ISSN 0025-1348(P), 2456-1356(o) Feb 2019 Vol 10 no :2		

			sciences (UGC Approved journal)			
6	Dr. M.S.Ranjithkumar & Mrs.N.Priya Nandhini	A study on consumers level of satisfaction towards Eco- Friendly Products	International journal of research and Analytical Review	Print ISSN No 2349- 5138 E ISSN 2348-1269 Vol 5, Issue 4 Oct-Dec 2018	Cosmos Impact factor 4.236	
7	Dr. M.S. Ranjith Kumar , Dr. V.P.Amuthanayaki & P. Sumitha	Promoting and innovating in women entrepreneurship with special reference to Coimbatore city	International Journal Of Research And Analytical Reviews (IJRAR)	E ISSN 2348 1269, P- ISSN 2349 5138, Vol 6, Issue 1 March 2019	Impact Factor: 5.75	
8	Mrs.G.Kavitha	Multi Dimensional View of Python Packages	International journal of Modern Electronics and communica tion Engineering	ISSN : 2321-2152 Vol – 7 March 2019 Issue = 2		

#### 5. Students Participation



S. No.	Date	Name of the Students	Event	College	Inter Collegiate / Inter Departmental	Prizes won
1	29-Jun-2018	Ramasajan.R III.B.Com(BA)	National Statistics Day	TNAU	Inter Collegiate	Participated
2		Pranesh. E III.B.Com(BA)	National Statistics Day	TNAU	Inter Collegiate	Participated
3		Gowtham.S II.B.Com(BA)	National Statistics Day	TNAU	Inter Collegiate	Participated
4		Mathumitha.D II.B.Com(BA)	National Statistics Day	TNAU	Inter Collegiate	Participated
5		Sriram.K II.B.Com(BA)	National Statistics Day	TNAU	Inter Collegiate	Participated
6	27-Jul-2018	Arthi.R II.B.Com(BA)	Dr.A.P.J Abdul Kalam memorial day Celebration	Dr.N.G.P Arts and Science College	Inter Departmental	III Place in English Essay writing
7		Sharmila.B II.B.Com(BA)	Dr.A.P.J Abdul Kalam memorial day Celebration	Dr.N.G.P Arts and Science College	Inter Departmental	I Place in Tamil Poem Writing
8		Atul Krishna.P II.B.Com(BA)	Dr.A.P.J Abdul Kalam memorial day Celebration	Dr.N.G.P Arts and Science College	Inter Departmental	III Place in English Poem writing
9		Anish.G II.B.Com(BA)	Dr.A.P.J Abdul Kalam memorial day Celebration	Dr.N.G.P Arts and Science College	Inter Departmental	Participated
10	12-Sep-2018	Vanitha.V I.B.Com(BA)	Tech beat 18	Dr.N.G.P Arts and Science College	Inter Departmental	3rd Prize
11		Harini.G.K I.B.Com(BA)	Tech beat 18	Dr.N.G.P Arts and Science College	Inter Departmental	3rd Prize
12		Atul Krishna.P II.B.Com(BA)	Tech beat 18	Dr.N.G.P Arts and Science College	Inter Departmental	Awarded as slide master

						2 Prize
13		Arthi.R II.B.Com(BA)	Tech beat 18	Dr.N.G.P Arts and Science College	Inter Departmental	Awarded as slide master 2 Prize
14	5-Jun-2018	Atul Krishna.P I.B.Com(BA)	Environment day celebration Organized by B.Com(CSCA )	Dr.N.G.P Arts and Science College	Inter Departmental	Awarded as slide master 2 Prize
15	13-Jan- 2019  To  15-Jan- 2019	Hari Sudhan.M	Workshop on “Data Analytics and search engine optimization”	IIT , Madaras	Inter Collegiate	Participated
16	8-Jan-2019	Mathumitha.  Dhanvandhiri.V	Workshop on “Digital Marketing”	PSGR Krishnammal College for Women	Inter Collegiate	Participated
17	8-Feb-2019	Karthhika.R	National level Inter Collegiate Quiz Competition IMPRESSAR IO’19	PSGR Krishnammal College for Women	Inter Collegiate	Participated
18	8-Feb-2019	Arthi.R	National level Inter	PSGR Krishnammal College for Women	Inter Collegiate	Participated

		Nagarjun.S Dharanish Kumar.S Karthika.R	Collegiate Quiz Competition IMPRESSAR IO'19			
19	7-Feb-2019	Hasika.T Dhanvandhiri.V Arthi.K Dharshini.K	National level conference on E-Commerce business Opportunities & Challenges	Kaamadhenu arts and science college , Sathyamagalam	Inter Collegiate	Participated
20	11-Feb- 2019	Dharshini Kalaiyarasi.R Parvathavarthini.R	National level Conference on Intellectual Property Righs	PSGR Krishnammal College for women	Inter Collegiate	Participated
21		Jeevika Vanitha Harini	National level Conference on Intellectual Property Righs	PSGR Krishnammal College for women	Inter Collegiate	Participated
22	8-Feb-2019	Ajay.A ArunkumarM.G Akil Chandaran Yasvanth.C	Photography competion	SNS College of arts and science	Inter Collegiate	Participated

23	1-Feb-2019	Santhosh.S	Fashion Show (Confluence 19)	Nehru Institute of Information technology and Management	Inter Collegiate	III Prize
24	23-Jan- 2019 & 24-Jan- 2019	Santhosh.S	Fashion Show (Hillario-19)	Nandha Arts and science college	Inter Collegiate	III Prize

6. Book Publications:

S. No	Date	Name of the staff	Name of the Book	Name of the Publisher
	Jan 2019	Dr. M.S. Ranjith Kumar & Dr.S.Ram Kumar & Dr.K. Sundaresh	Banking and Insurance Principles ISBN No 978 93 88335 55 3	CHARULATHA Publication