



# 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

News Letter 2016-17

Volume I - Issue 1

## Editorial Board

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## Department of Commerce with Business Analytics

### About Department

The Department of Commerce with Business Analytics (BA) was started in June 2016. It is designed exclusively for the students to enlighten their minds towards Business Analytics. There are 25 students enrolled in the year 2016-17 batch with 2 faculties.

### Editorial Message

We are glad to inform that our department stepped into its first edition of department news letter for the year 2016 - 2017. We take this opportunity to express our sincere thanks to the management for encouraging 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. Happy reading!

### 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 along with the background of commerce.

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

### Mission

To educate hands-on experience in commerce and Analytics with statistics programming languages and big data tools through course work and applied analytics experiences.

To empower people by providing accessible, quality education to enhance employability and transform lives and create responsible analytical professionals with global standard in commerce pulpit.

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### Com Analytics

The BCom BA Com Analytics Association

Chairman

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**M.E. Preneesh**, I Yr B.Com BA

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**G. Gowtham**, I Yr B.Com BA

## VISITORS ON COM ANALYTICS ...



On 18th Jul 2016, A Guest lecture on “Induction Programme on placement & opportunities” by Thiru. K. Manikam Course Co-ordinator - Tata Consultancy Services Chennai .

On 29th Jul 2016, A Guest lecture on “Motivation on Communication” by Wonder Joky Business Head, Eidos Training Company, Tatabad Coimbatore.



On 10th Jan 2017, A Workshop on “Balance Sheet Analysis” by Mr.CA. K.C Senthil Kumar B.COM., F.C.A., DISA (ICAI), Chartered Accountant.

On 04th Feb 2017, Organized workshop on “Awareness Programme On Online Certificate Courses (NPTEL)” by Mr.R.Rajesh Kanna, Dr.N.G.P Arts and Science College, Coimbatore.





On 16<sup>th</sup> Feb 2017, A workshop has been conducted on “A Case Study Analysis On Project Finding & Working Capital In Decision Making” by P.Madasamy Assistant General Manager, Coimbatore

On 21<sup>st</sup> Feb 2017, A Guest lecture on “Behavioral dimension of Health” by Dr.N. Rajendran, Dr.N.G.P. Arts and Science College, Coimbatore.



On 10<sup>th</sup> Mar 2017, A workshop on “Analytics” by Mr.B.Baktha Kumar and Dr.V.Bhuvaneshwari Dr.N.G.P Arts and Science College, Coimbatore.

On 16<sup>th</sup> Mar 2017, A guest lecture programme was conducted by Dr. J.P. VANDHANA Assistant Professor & Coordinator for BEC Department of English, Dr. N.G.P. Arts and Science College Coimbatore



## Extension Activity



International Day Against Drug Abuse Awareness Rally on 27-06-2016



Orphanage Visit On 10-12-2016



Consumer Awareness Programme On 10-01-2017

## Department Events...

Event (Guest Lecture / Workshop / Seminar)	Date	Resource Person	Topic
EXTENSION ACTIVITY RALLY	27.6.2016	Archana Patnayak IAS	Awareness of Drug Abuse
GUEST LECTURE & ASSOCIATION INAUGURATION	29.07.2016	Wonder Joky	Motivation on Communication
EXTENSION ACTIVITY ORPHANAGE VISIT	10.12.2016	Gurugi. Sivathma	Helping Orphan People
WORK SHOP	10.01.2017	Ca. K.C. Senthilkumar	Balance Sheet Analysis
EXTENSION ACTIVITY	10.01.2017	-	Consumer awareness
GUEST LECTURE	04.02.2017	Mr. R. Rajesh Kanna	Awareness Programme On Online Certificate Courses (NPTEL)
WORK SHOP	16.2.2017	P.Madasamy	A Case Study Analysis On Project Finding & Working Capital In Decision Making



GUEST LECTURE	21.02.2017	Dr. N. Rajendaran	Behavioral Dimension of Health
WORKSHOP	10.3.2017	Mr. B. Baktha Kumar & Dr. V. Bhuvaeshwarui	Workshop On Analytics
WORKSHOP	16.3.2017	Venkateshwaran Kubendran	Retail And Market Research

### Students' Participants

Students Name	Date	Event Names & Location
L.SASI KUMAR	15.08.2016	Participated in Tamil Poetry writing at Dr.N.G.P.Arts and Science College
R. GUNAVARTHAN	07.09.2016	Attended an ne day International symposium on BUSINESS CHALLENGES UNDER GLOBALIZATION at Bharathidasan College of Arts and Science - Erode
M.E.PRANESH	07.09.2016	Participated in One day International symposium on BUSINESS CHALLENGES UNDER GLOBALIZATION at Bharathidasan College of Arts and Science - Erode
N.VIBULAN RAJ	07.09.2016	Participated in One day International symposium on BUSINESS CHALLENGES UNDER GLOBALIZATION at Bharathidasan College of Arts and Science - Erode
R.S KISHORE RAJA	07.09.2016	Participated in One day International symposium on BUSINESS CHALLENGES UNDER GLOBALIZATION at Bharathidasan College of Arts and Science - Erode
K.SUJIN RAJ	22.09.2016 & 23.09.2016	Participated in Two days national level workshop on REAL TIME STREAMING ANALYTICS USING SPARK at Dr. N.G.P Institute of Technology
VIBULAN RAJ.N	22.09.2016 & 23.09.2016	Participated in Two days national level workshop on REAL TIME STREAMING ANALYTICS USING SPARK at Dr.N.G.P Institute of Technology
M.E.PRANESH, R.RAMASAJAN K.YAMINI, G.GOWTHAM	23.09.2016 & 24.9.2016	Participated in State level workshop on applications of statistical tools using R-language - A hands on training at Dr.N.G.P. Arts and Science College
K.YAMINI	16.12.2016	Participated in National level discussion on effects of Demonetization In Indian Economy at Dr.N.G.P. Arts And Science College
N.VIBULAN RAAJ	March 2017	Participated in Completed Vantage Course in BEC at Dr.N.G.P. Arts And Science College

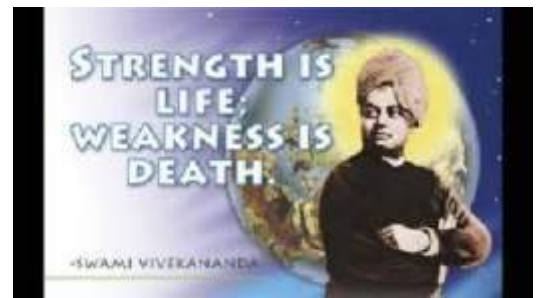
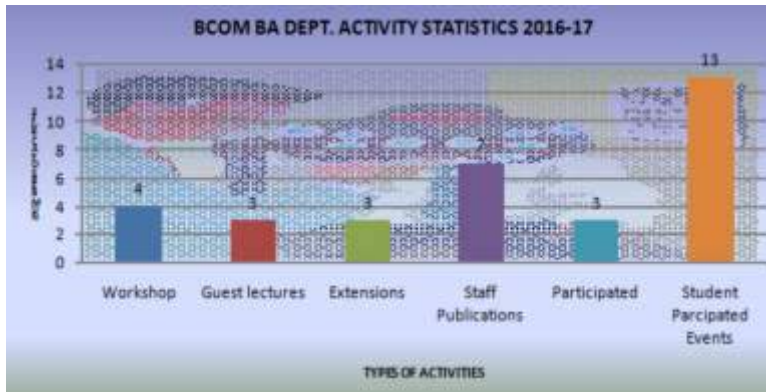
### Staffs' publications & Participants ...

Publication	Date	Details
Dr. M.S. RANJITHKUMAR & SUGANYA. R	Apr 2016	Published a paper entitled "Empirical study on Socio Economic and level of satisfaction of women nurses in private hospitals with special reference to Coimbatore city" in Intercontinental journal of Human resource research review: ISSN : 2230 -9704 Volume 4 Issue 1.
Dr. M.S. RANJITHKUMAR Dr. S. NAMASIVAYAM & SUGANYA .R	16 <sup>th</sup> Aug 2016	Published a paper entitled "Economic Empowerment of Women through Entrepreneurship - Problems and Prospects" at Dr.N.G.P Arts And Science College:ISBN edited book 978-81-920808-8-8
Dr. M.S. RANJITHKUMAR & SUGANYA. R	28 Dec 2016	Published a paper entitled "A Study on Liquidity position analysis of selected textile companies in India" in Intercontinental journal of finance research review: ISSN : 2321-0354
Dr. M.S. RANJITHKUMAR	Jan 2017	Published a paper entitled "Market research factors affecting customer satisfaction in retail banking" ISSN 0973-0303 Vol- IX No.2 Jamal academic research journal an interdisciplinary
Dr. M.S. RANJITHKUMAR	Jan 2017	Published a paper entitled "Corporate social responsibility in the Indian banking industry with reference to SBI bank" ISSN 0973-0303 Vol- IX No.2 Jamal academic research journal an interdisciplinary
Dr. M.S. RANJITHKUMAR	Jan 2017	Published a paper entitled "A study on banana cultivators level of satisfaction with special reference to Thoothukudi district, Tamil Nadu " in Original Research Paper Marketing Volume : 2 Issue : 1
Dr. M.S. RANJITHKUMAR	Feb 2017	Published a paper entitled "E-Goverence -Reforming government through technology: A digital India initiative" Vol.1 ISSN 2249-1260 Journal of management and science
Dr. M.S. RANJITHKUMAR	12 <sup>th</sup> & 13 <sup>th</sup> Aug 2016	Participated in "National level seminar on curriculum design and development for sustainable and societal development"- A road Map at Amrita Vishwa vidyapeetham university

Dr. M.S. RANJITHKUMAR	7 <sup>th</sup> Sep.2016	Participated in “One day International symposium on “Business Challenges Under Globalization” at Bharathidasan college of arts and science - Erode
Dr. M.S. RANJITHKUMAR	Feb 2017	Participated in “National level discussion on effects of “Demonetization In Indian Economy” at Dr.N.G.P Arts And Science College.

### Memorable Galleries...





## Reach us

Department of B.Com with Business Analytics

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Phone : 0422 - 2369100

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

## Top Companies Using the Most Popular Analytics Tools

Popular Analytics Tools	Top Companies Using Them
<b>Open Source</b>	
R	Accenture, Cognizant, Google, Facebook, Citibank, Genpact, MuSigma, Fractal Analytics
Python	Alibaba, Google, Cognizant, TCS, Genpact, Gramer
Apache Spark	Uber, Pinterest, Ola, Facebook, Infosys, Wipro, Netflix
Apache Storm	Groupon, Twitter, Yahoo, Alibaba, Spotify, Flipboard
PIG & HIVE	Yahoo, Facebook, Twitter, Baidu, Uber, Flipkart
<b>Commercial</b>	
SAS	HSBC, Citibank, Google, Netflix, WNS, Genpact, Accenture, HOPC
Tableau	Barclays, Citibank, Gallup, Ogilvy, LA Times, Toyota, AOL, Dell, HP, Marico, Ashok Leyland
Excel	Almost every company known to mankind
Qlikview	TCS, Capgemini, Accenture, Cisco, Deloitte, Citibank
Splunk	Adobe, Nasdaq, Coca-Cola, Cognizant, Groupon, First Data, GoodData, ING, Intuit

P Hari Prasanth | BCOM BA

உணர்வு நிரம்பிய அழகு !!  
 அணைப்பில் அழகு அம்மா  
 மலகம் நான் ...  
 அருவியில் அழகு அருவி  
 மலகம் நான் ...  
 அந்தவழியில் அழகு அனல்  
 மலகம் நான் ...  
 அழகுநிலையில் அழகு மனம்  
 மலகம் நான் ...  
 உயர்வுகளில் அழகு உயர்வு  
 மலகம் நான் ...  
 உணர்வின் அழகு உன் உயர்வு  
 மலகம் நான் ...

L Sasikumar | BCOM BA



Success  
 Fortune  
 Entrepreneur  
 Forbes  
 Money  
 Harvard Business Review  
 Consumer Reports  
 The Economist  
 Bloomberg Business week  
 Fast Company



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