



Com.com

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COM.COM

Com.com is the newsletter of the Commerce Department, which aims to bring forward all the accomplishments and news from the department in this semester. The department is extremely proud of all achievements it has attained in the past few months and takes immense pride in bringing it out to you. Therefore, we probe and dwell into past memories which aid as a little spark to our department.

VISION OF DEPARTMENT

To emerge as a premier place of higher education in providing holistic education in the field of commerce and industry.

EDITORIAL MESSAGE

We are glad to inform that our department stepped into its 11th edition of department news letter. 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 Com.com team and publication committee for their continuous support.

We look forward to receive the feedback and suggestions of esteemed members and student readers to enhance our works. Happy reading !

"The beautiful thing about learning is that no one can take it away from you."

INFOCOM

Commerce Association

INFOCOM was inaugurated along with College Union on July 31, 2019. The chief guest for the occasion was Ms.Narmatha Ramesh Senior Manager-HR Robert Bosch Engineering Solutions Coimbatore. She presented the badges to the selected office bearers. Ms.Swathy Rohit Chief Business Officer of SNR Sons Charitable Trust preside over the function.



INFOCOM Office Bearers 2019-2020

Chairman PG

Nivethitha.J II Mcom (CA)

Chairman UG

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DEPARTMENT ACTIVITIES

OUTBOUND TRAINING

The first year students and second year students underwent an outbound training at PRR centre, Anaikatti for one day which help them enhance their individual and team performance. Through adventure training programmes and fun games.



ALUMNI TALK

An Alumni Interaction was arranged on 30th August 2019. Ms.Kanan Dhvani Anup Accounts Receivable Associate VWR LLC Pvt Ltd. Coimbatore addressed the students on the Employability Skills for commerce graduates in the present scenario.



EXTENSION ACTIVITY

In order to address the School students regarding the eight pillars of Digital India in order to ensure the government services are made available to citizens electronically by improving online infrastructures. They conducted an extension activity on “Digital India” to School students in the month of July 2019. Around 40 people were addressed by Miss.A.Jacquelin Mercy, Mrs. G.Anitha Rathna, Assistant Professor Department of Commerce.



GUEST LECTURE

An guest lecture was arranged on 03rd July 2019 Mrs.S.Chitra Director Annamalai Capital Service Pvt ltd Coimbatore addressed the students on “Stock Trading” in the scenario.



TECHINICAL SESSION

An technical session was arranged on 27th August 2019 . Mr.Joel Andrew Academic Manager Park business Service Pvt Ltd Coimbatore Addressed the students on “Accounting Packages – An Overview” in the scenario.



CAREER GUIDANCE

An career guidance was arranged on 04th July 2019 Dr.Daniel Victor , CA.R.Krishna CMA.U.Surya Prakash , CS.N.Sathya Ca.R.Sathish from Vitae International Accouting Services Pvt Ltd., addressed the students on professional course in Commerce Education.



“ Some people Dream of Success while other peoples get up every morning and make it happen.”

On Campus Activities

K.Sowmiya of II B.Com CA has won first prize in Poster Making on 15TH October 2019 organised by ED Cell on the theme "Gender equality".

Sneha.K of III B.Com has won third prize in Tamil elocution on 14th August 2019 conducted by Tamil department.



Achievements



Monisha of III B.Com PA had won second prize in **Swimming 50m-Butterfly and 100m Back Stroke** conducted by the **Bharathiar University, Coimbatore.**

Off Campus Activities

- **Priyadharshini.D ,Priyadharshini.R , Srilakshmi, of III B.Com PA Lakshmi Patel.J, Sathyapriyadharshini.V , Hema devi.S of III B.Com CA** has won **First prize** in **MIME Competition** on 31st August 2019 organised by **KG College of Arts and Science , Coimbatore .**
- **Ritusri.R and Sankari.G of III B.Com** has won **first prize** in **QUIZWIZ-QUIZ** competition on 31st August 2019 organised by **KG college of Arts and Science .**
- **Anushiya ,Roshini.S,Dharuka Shri,Patricia of III B.Com PA** has won **second prize** in **Cultural FEST group singing** on 05th September 2019 organized by **Michael Job College of Arts and Science for Women , Coimbatore.**
- **S.Balaharshitha of II B.Com** has won **second prize** in **QUIZ Competition** on 06th September 2019 organised by **PSGR Krishnammal College for Women.**
- **A.S.Nusrath Arifa of III B.Com** has won **First prize** in **Ms.Fantabulous** on 27th September 2019 organised by **Nehru college of Arts and Science .**
- **K.Bhuvaneswari ,Thanusree.K and Jayabharthi of III B.Com CA** has won **Second prize** in **Rangoli Competition** on 04th October 2019 organized by **Sri Nehru Maha Vidyalaya College of Arts and Science , Malumathampatti , Coimbatore .**
- **The Four students** have completed their **NPTEL Course** and **MOOC Course .**



Academic Accomplishments

UNIVERSITY RANKS APRIL-2019 EXAMINATION

1st RANK

2ND RANK

6TH RANK

9th RANK



1st RANK

8th RANK

6TH RANK



Articles

"Climbing to the top demands strength ,whether it is to the top of Mount Everest or to the top of your career "

- Lakshmi Patel.J
III B.Com CA

"Women should try to do the impossible and when they fail their failure should be a challenge to others "

- Nandhini.P
III B.Com

FACULTY ACHIEVEMENT AND AWARD



Dr. D. Padmavathi presented a research paper in the 2nd International Conference on Humanities, Technology and Science (ICHTS 2019) on October 2019 at Asia Specific University of Technology and Innovation Malaysia and was recognised as the best paper.

Ph.D AWARDED



Dr. Kalpana Devi
Assistant Professor



Dr. K. Vanitha
Assistant Professor

FACULTY PUBLICATIONS

Dr. D. Padmavathi Associate Professor and Head : How do Students Perceive Social Media Advertisements?: An Empirical Study. Indian Journal of Applied Research, September 2019

Dr. V. Seetha Associate Professor: Welfare Provisions: An Analytical Study with Reference to Sri Anjaneyaa Spinners Journal of Emerging Technologies and Innovative Research JETIR, Volume 6, Issue 6, June 2019

Dr. K. Vijaya Venkateswari Associate Professor: Non-Performing Asset Management in Public Sector, Private Sector and Foreign Banks in India, Journal of Emerging Technologies and Innovative Research Volume 6, Issue 6, June 2019

Dr. K. Vijaya Venkateswari Associate Professor: Conversational Marketing: Need of the Hour Shanlax International Journal of Commerce, Vol. 7, August 2019

Mrs. I. Karthika Assistant Professor: E- Learning in Education- A students Perspective. International Organisation of Scientific Research, IOSR-JBM Journal of Business and Management, October 2019

Mrs. K. Parveen Banu and Mrs. S. Antony Rubathi Assistant Professor: Content Marketing – The Journey Far and Beyond in India, International Journal of Research and Analytical Reviews (IJRAR), Volume 6, Issue 2, June 2019

Miss. P. Jeevitha and MG .Anitha Rathna Assistant Professor: A Study on Customers Attitude towards Mobile Food Ordering App services among youth in Coimbatore City. (IJRAR), Volume 6, Issue 2, June 2019

Dr. R. Sangeetha and Mrs. K. Vanitha Assistant Professor: 'A Study on Consumer Behaviour Towards Eco-friendly Products' Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 6, P.No 150-154, June 2019

Dr. R. Sangeetha and Mrs. K. Vanitha Assistant Professor: Impact of Social Media Among College Students With Special Reference To Coimbatore City, International Journal of Research and Analytical Reviews, Volume 6, Issue 2, P.No 55-58, June 2019

Dr. R. Sangeetha Assistant Professor: A Study Over The Factors and Components Affecting the Quality of Work life of Employees. SPJMR Journal, Volume 9, Issue 8, August 2019

Mrs. K. Vanitha and Mrs. M. Sumathy Assistant Professor: SWIGGY In The Urban Edge. International Journal Of Research And Analytical Reviews. Volume 6, Issue 2, P.No: 517-521, June 2019

Mrs. M. Sumathy: A Study On Competency Based Skill Inventory Analysis Of Blue Collar Employees In Pricol Limited Coimbatore. JETIR Volume 6, June 2019

Dr. V. Gokila Assistant Professor: A Pragmatic Study on Organizational Innovation and creativity through HR practices. The International Journal of Analytical and Experimental Model Analysis, Volume XI, Issue 8

Dr. Sijo. P and A. Jacquelin Mercy and J Dhivya Assistant Professor: Scenario of crowd funding and its legal aspects: Global and Indian Perspective. Journal of Emerging Technologies and Innovative Research JETIR, Volume 6, Issue 6, June 2019

FACULTY INDUSTRIAL IMMERSION

Miss. D. Sowmya Devi Assistant Professor: "Faculty industrial Training on Python Programming at Amphisoft Technologies, Coimbatore..

SEED FUNDING / ONLINE CERTIFICATION

Mrs. D. Sowmya Devi Assistant Professor: Identifying Internship Opportunities & Skill Set requirements in SME'S".

Eleven NPTEL Courses and Five MOOC Courses have been completed by Faculty of Commerce .