

# VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS), ERODE - 12

College with Potential for Excellence

(Re-accredited with 'A' grade by NAAC

&

Affiliated to Bharathiar University, Coimbatore-641046)

**PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS**

**NEWS LETTER**

JUNE 2013 to MARCH 2014

**COMMERCIAL CZARINAS' 2014**

**Creative Skill Expo**

ISSUE - 4

## About the Department

The Post Graduate Department of Commerce with Computer Applications had its inception in 2001 and is in the 13th year of successful functioning. The department aims at maintaining academic excellence and equipping students with the skills necessary to face the challenges of the business world. The prime initiative of the department is to enrich and enhance the skills and talents of the students. The department has 14 compassionate and committed faculty, 4 are Ph.D holders and 5 have completed UGC/NET/SET.

## CERTIFICATE COURSES

### Merchandising Management

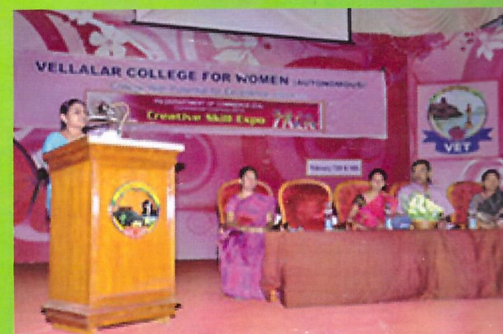


The Department conducts a certificate course on Merchandising management, approved by Bharathiar University. 47 students have enrolled in this course to cultivate their management skills and to become a successful Merchandiser.

## Desktop Publishing



The Department has signed MOU with Maruthi Educational Institutions, Gobi for initiating a certificate course on Desktop Publishing (DTP). A count of 57 students have enrolled to fortify themselves.



A two day Exhibition cum sales was organized by the department on 13<sup>th</sup> and 14<sup>th</sup> February 2014. The creative contributions of the students were exhibited. The exhibition was inaugurated by Ms.N.Anitha, Director of Bubbles-kids shop and the Managing Director of Maya Bazaar Restaurant.

## Field Visit



The students of final B.Com(CA) and M.Com(CA) were taken on an educational tour to Mysore Bangalore and Coorg from 5<sup>th</sup> September 2013 to 9<sup>th</sup> September 2013. The scenic places of visit were Mysore Palace, Mysore Zoo, Chamundeswari temple, Brindavan Garden, Golden temple at Coorg and Thala kaveri.

## Awareness programme



The department arranged for an awareness programme on "Food Adulteration" addressed by Dr.S.Ponne, M.Sc, M.Phil, Ph.D Assistant Professor, PG Department of Foods and Nutrition, VCW.

## EDITORIAL BOARD

**Patron:**

**Dr.D.Kamalaveni, Principal**

**Advisor:**

**Dr.N.P.Kalaivani,**

**Principal Incharge**

**Editor:**

**Dr.S.Kalaiselvi**

**Members :**

**Mrs.B.N.Shanthini**

**Mrs.K.Pavya**

**Mrs.R.Abirami**

**M.M.Hemalatha**

**Ms.D.Delfy Christina-I B.Com(CA) 'A'**

**Ms.N.Subhashini-Asst. Prof In Eng.**

**Ms.M.Ramya-Asst. Prof In Eng.**

## About the Institution

Vellalar College for Women is an autonomous institution established in 1970 and is affiliated to Bharathiar University. The mission of the college is to empower young women. The College is committed to serve the economically and socially marginalized sections of society by providing quality education. The College maintains high standards of excellence in the academic sphere and intends to implement the education programme.





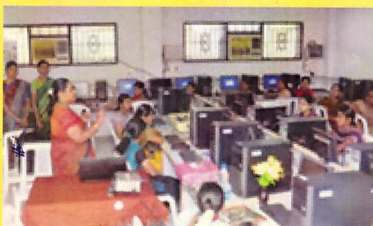
## WORKSHOP ON FINANCIAL EDUCATION

The department has organized an interactive workshop on "Financial Education for Young Investors" on 23<sup>rd</sup> August 2013. Mr.R.Vimal Nishant, Associate Professor, Department of Management Studies, EXCEL Engineering College, Komarapalayam, was the resource person.



## GUEST LECTURE ON INCOME TAX

The department has organized a Guest Lecture on "Income from House Property" on 24<sup>th</sup> August 2013. Mr. R.Krishna Kumar, FCA, Erode, elucidated on the Income Tax.



## WORKSHOP ON INFORMATION TECHNOLOGY

A workshop on "Application development by using VB.net" has been organized on 25<sup>th</sup> September 2013 and Ms. M. Geetha, Assistant Professor, Department of CSE, K. J. Somaiya Engineering College, Erode inculcated the learners on .net applications.



## SPECIAL MEETING

A special meeting on the topic "Sensitization on Law of Constitution" was addressed by Ms.M.Praveena, Advocate, Erode on 30<sup>th</sup> September 2013 to create an awareness on constitutional rights.



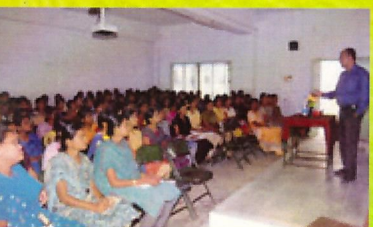
## WORKSHOP ON PRACTICAL GUIDELINES

A workshop on "A Practical Guidelines - Project" was addressed by Mr.N. Senthil Kumar, Director of Computer Applications, Vellalar College for Women (Autonomous), Erode on 1<sup>st</sup> December 2013.



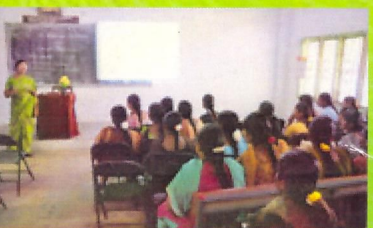
## WORKSHOP ON JEWEL MAKING

A three day workshop on "Terracotta Jewel Making" was arranged to bring out the aesthetic sense of the students from 18<sup>th</sup> December 2013 to 20<sup>th</sup> December 2013. Ms.N. Kiruthiga, II B.Com (CA) of Vellalar College for Women (Autonomous), Erode, acted as the resource person.



## ONE DAY SEMINAR

Mr.E.R. Srinivasan, Milton English Academy, Erode, served as the chief guest for a one day Seminar on "Resume preparation and interview techniques" on 9<sup>th</sup> January 2014 to boost employment opportunities of the learners.



## GUEST LECTURE ON JAVA SCRIPT

The department has organized a Guest Lecture on "Java Script" on 29<sup>th</sup> January 2014. Ms. Usha Nandhini, Assistant Professor, Department of Computer Applications, Vellalar College for Women (Autonomous), Erode, served as the resource person.



## BOARD OF STUDIES

During the academic year 2013, the Annual Meeting of the Board of Studies was held on February 2013 with the University Representative Dr.G.Kavitha, HOD, Department of B.Com (E.Com) PSGR Krishnammal College for Women, Coimbatore, Subject experts Dr.C.Gnanadesigan, Assistant Professor of Commerce, DDE, Annamalai University, Chidambaram, Dr.S.Mohan, Associate Professor in Commerce, NGM College (Autonomous), Pollachi, Industrial Expert Mr.R.Krishna Kumar, Auditor, M/s. Sundar Krishna & Associates, Brough Road, Erode, Alumuna Ms.R.Yasodha, Veerappan Chatram, Erode and with the internal members from the department. The updated curriculum for the Forth coming years was approved by the above members.

## DEPARTMENTAL INTAKE

UG		PG		M.Phil	-	8
I Year	-	I Year	-	Ph.D.	-	8
II Year	-	II Year	-			
III Year	-					

Total Strength - 438

## STAFF ACTIVITIES

### Dr.S.Kalaiselvi

Member	-	IQAC
	-	Journal of Research in International Business and Management
	-	BOS, Erode Arts and Science College (Autonomous), Erode.
Co-ordinator	-	Quiz Club; Bank Competitive Examination Coaching Classes
Resource Person	-	CA (CPT) Program;
	-	International Conference - Vivekanandha College of Engineering for Women, Tiruchengode
Guest Lecture	-	Sri Vasavi College, PG Dept. of Commerce (SF).
Associate Editor	-	Journal of Management and Science
Editor-in-Chief	-	International Research Journal of Agricultural and Rural Development
Chairman	-	BOS, Vellalar College for Women.
Academic		
M.Phil Produced	-	9
M.Phil doing	-	2
Ph.D doing	-	8

### Publication

International Journal	-	Asian Journal of Multi Dimensional Research
Topic	-	Effectiveness of Packaging of Aavin Dairy Products in Erode Town - An Empirical Analysis.

### Mrs.C.Sangeetha

Member	-	E-content
	-	Placement PG
	-	Staff Welfare Committee
	-	Curriculum Development and Feedback Committee
	-	BOS, Vellalar College for Women

Academic		
M.Phil Produced	-	9

### Publications

International Journal	-	Asian Journal of Multi Dimensional Research
Topic	-	Effectiveness of Packaging of Aavin Dairy Products in Erode Town - An Empirical Analysis.

### Dr.S.Thenmozhi

Member	-	E-content;
	-	Student Welfare Committee
	-	BOS, Vellalar College for Women

### Academic

M.Phil Produced	-	8
M.Phil doing	-	3

### Publication

International Journal	-	International Organisation of Scientific Research
Topic	-	Viral Marketing as on On-line Marketing Medium.
National Journal	-	Foreign Direct Investment and Economic Development
Topic	-	Foreign Investment flows to Indian Banking Sector

### Dr.P.Thilagavathi

Member	-	Quiz Club
	-	BOS, Vellalar College for Women
	-	PG - Multi Skill Development

### Academic

M.Phil Produced	-	8
M.Phil doing	-	2

### Publication

	-	XBRL - Extensible Business Reporting Language
	-	Recent Trends in Auditing Self Publications
	-	Computer Assisted Audit Tools (CAAT)

### Dr.P.Parimala Devi

Co-ordinator	-	Merchandising
Member	-	Alumini Association

### Academic

M.Phil Produced	-	5
M.Phil doing	-	2

### Publication

	-	International Research Journal of Agriculture and Rural Development, March, 2014. - Green Marketing Myopia
	-	International Journal of Marketing and Technology, March 2014 - A Study on Buyer Behaviour towards Maruthi Car in Erode City.

### Mrs.M.Prema

Member	-	Fine Arts and Placement
	-	BOS, Vellalar College for Women

### Academic

M.Phil Produced	-	3
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### Mrs.K.Pavya

Member	-	E-content
Co-ordinator	-	DTP - Desktop Publishing

### Mrs.S.Sounthiri

Member	-	Placement
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## OUR BUSTLING BUTTERFLIES IN ACTION

### PAPER PRESENTATION IN AN INTERCOLLEGIATE MEET EXCEL ENGINEERING COLLEGE, KOMARAPALAYAM



**K. Madhubala**  
I - B.Com (CA)



**D. Delfychirstina**  
I - B.Com (CA)



**N. Yamuna**  
III - B.Com (CA)



**M. Sasikala**  
III. B.Com (CA)

### COOKERY COMPETITION



**R. Revathi**  
III - B.Com (CA)



**A. Saranya**  
III - B.Com (CA)



**S. Deepika**  
III - B.Com (CA)



**N. Divya**  
III - B.Com (CA)



**V.S. Abidha**  
III - B.Com (CA)



**B. Gayathri**  
III - B.Com (CA)



**S. Keerthana**  
III - B.Com (CA)



**D. Delfychirstina**  
I - B.Com (CA)

### RANGOLI COMPETITION



**K. Priya**  
III - B.Com (CA)



**P.S. Sandhiya**  
III - B.Com (CA)



**M. Priyadharshini**  
I - B.Com (CA)



**S. Nandhini**  
I - B.Com (CA)



**D. Veena**  
III - B.Com (CA)



**P.M. Suganya**  
I - B.Com (CA)



**S. Ranjitha**  
I - B.Com (CA)



**N. Tamilselvi**  
I - B.Com (CA)



**R. Subha**  
I - B.Com (CA)



**R. Rupa**  
I - B.Com (CA)

### WORKSHOP ON FINANCIAL INVESTMENT PORTFOLIOS - ERODE SENGUNTHAR ENGINEERING COLLEGE



**T. Anitha**  
II M.Com (CA)



**G.R. Sindhiya**  
II - M.Com (CA)



**T. Tamararasi**  
II - M.Com (CA)



**K. Sandhiya**  
II - M.Com (CA)



**C. Mownica**  
II M.Com (CA)



**S. Sangeetha**  
II - M.Com (CA)



**S. Kavya**  
II - M.Com (CA)

### POSITIONS HELD



**D. Tharani**  
Dept. Association  
Secretary



**T. Kavimanipriya**  
Sports Joint  
Secretary



**S. Sangeetha**  
II - M.Com (CA)



**G.R. Sindhuja**  
II - M.Com (CA)

### WORKSHOP ON ACCOUNTING STANDARDS TAXATION AND COMPANY LAW, AVINASHILINGAM UNIVERSITY, COIMBATOR



## PROFICIENCY PRIZE WINNERS (2013-14)

### GENERAL PROFICIENCY

#### PG

S.Sindhupoorani, II - M.Com (CA)  
P.Priyanka Devi, II - M.Com (CA)

#### UG

M.Sasikala, III - B.Com (CA) - 'B'  
K.Pavithra, III - B.Com (CA) - 'B'

#### Allied I

M.Nivetha, III - B.Com (CA) - 'B'  
V.Preethi, III - B.Com (CA) - 'B'

#### Allied II

K.Pavithra III B.Com(CA) 'B'  
G.Padma III B.Com(CA) 'B'

## ASSOCIATION COMPETITION PRIZE WINNERS (2013-2014)

#### PG

#### COOKERY

S. Sangeetha, II - M.Com (CA) - I Prize  
S. Devi, I - M.Com (CA) - II Prize

#### COLLAGE

Lovely Lalu, I - M.Com (CA) - I Prize  
S.Sindhu Poorani, II - M.Com (CA) - II Prize

#### UG

#### COOKERY

D.Delfy Christina, I - B.Com (CA) 'A' - I Prize  
S.M. Deepika, I - B.Com (CA) 'A' - II Prize  
P. Ramya, III - B.Com (CA) 'B' - I Prize  
D.Tharani, III - B.Com (CA) 'B' - II Prize

#### CARD MAKING

A.R. Hajara Suhaina, III - B.Com (CA) 'A' - I Prize  
U.Kunthaval, II - B.Com (CA) 'A' - II Prize  
R.Zainab sara maa, I - B.Com (CA) 'B' - I Prize  
S.Nandhini, I - B.Com (CA) 'B' - II Prize

## RANK HOLDERS

### UG BATCH (2010-13)

M. Kokila, III - B.Com (CA) 'A' - I  
D. Jamuna, III - B.Com (CA) 'A' - II  
S.Nivetha, III - B.Com (CA) 'B' - III  
R.Parkavi, III - B.Com (CA) 'B' - IV  
J.Haripriya, III - B.Com (CA) 'A' - V

### PG BATCH(2011-13)

R. Sandhiya Priya II M.Com(CA) - I  
P. Parameshwari II M.Com(CA) - II  
L. Vasuki II M.Com(CA) - III

## PLACEMENT - AEE BEE COMPNAV



**A.Krishnaveni**  
II M.Com (CA)  
Training Team Leader



**C.Bakkiya Lakshmi**  
II M.Com (CA)  
Faculty Co-ordinator



**C.Malathi**  
II - M.Com (CA)  
Member



**S.Nandhini**  
III. B.Com (CA) - B  
Member



**S.Priya**  
III B.Com (CA) - B  
Member



**V.Preethi**  
III - B.Com (CA) - B  
Member



**K.Pavithra**  
III - B.Com (CA) - B  
Member



**N.Yuvasri**  
III. B.Com (CA) - B  
Member



**M.Sasikala**  
III B.Com (CA) - B  
Member



**B.Umadevi**  
III - B.Com (CA) - B  
Member



**P.Ramya**  
III - B.Com (CA) - B  
Member



**M.Aarthi**  
III. B.Com (CA) - A  
Member



**G.Deepika**  
III B.Com (CA) - A  
Co-ordinator



**M.Mythili**  
III - B.Com (CA) - A  
Member



**S.Bhuvaneshwari**  
III - B.Com (CA) - A  
Member



**S.Divya**  
III. B.Com (CA) - A  
Co-ordinator

## DEPARTMENT KNOWLEDGE REPOSITORY

BOOKS	-	184
JOURNALS		
NATIONAL	-	9
INTERNATIONAL	-	1
ANNUAL REPORTS	-	200

## STUDENTS IN EXTENSION ACTIVITIES

NSS	-	44
YRC	-	87
GREEN SOCIETY	-	32
CONSUMER CLUB	-	62



## BUSY BEES



**C. Bakkiya Lakshmi**  
II M.Com (CA)  
Billing at Dept. Store



**M. Sowmiya**  
I - M.Com (CA)  
Sales Girl



**G. Mythili**  
III - B.Com (CA) - A  
Stitching



**M. Dharani**  
III. B.Com (CA)  
Tuition



**M. Aarthi**  
III B.Com (CA) - A  
Tuition



**V. Preethi**  
III - B.Com (CA) - B  
Tuition



**S. Nithya**  
III - B.Com (CA) - B  
Tuition



**K. Tushita**  
III. B.Com (CA)  
Tuition



**S. Sivarajnaji**  
III B.Com (CA) - B  
Tuition



**J. Mahalakshmi**  
III - B.Com (CA) - A  
Tuition



**N. Kiruthika**  
III - B.Com (CA) - A  
Glass Painting



**S. Sudha**  
III. B.Com (CA)  
Tuition



**T. Vivitha Preethi**  
II B.Com (CA) - B  
Tuition



**G. Sowmiya**  
II - B.Com (CA) - B  
Stitching



**P. Poomalar**  
II - B.Com (CA) - B  
Stitching



**S. Divya**  
I. B.Com (CA)  
Tuition

## FEATHERS ADDED TO OUR CAPS

கட்டுரை போட்டி



**C. Radhika**  
II - B.Com (CA) - B  
ஜூனியர் விகடன் -  
கனவு மெய்ப்பட வேண்டும்



**N. Suganya**  
II - B.Com (CA) - B  
ஜூனியர் விகடன் -  
கனவு மெய்ப்பட  
வேண்டும்



**P. Poomalar**  
II - B.Com (CA) - B  
ஜூனியர் விகடன் -  
கனவு மெய்ப்பட  
வேண்டும்



**M. Saranya**  
II - B.Com (CA)  
இளைய சமுதாய  
பண்பாடும்

## STUDENTS PASSED IN TNPSC GROUP - IV SERVICE EXAM, 2013-2014

**R. Renuka**  
II - M.Com (CA)  
132 Marks

**S. Srivasugi**  
II - M.Com (CA)  
130.5 Marks

**M. Vasanthamar**  
II - M.Com (CA)  
115 Marks

## EXTROVERTS



III - B.Com (CA) - 'A'



III - B.Com (CA) - 'B'



II - M.Com (CA)



## CREATIVE STREAKS

### நட்பின் துடிப்பு

கூண்டுக்குள் அடைந்திருக்கும் கிளி  
சிறகை விரிக்க துடிக்கும், ஆனால்  
இதயம் என்னும் கூண்டுக்குள்  
அடைந்திருக்கும் நம் நட்பு துடித்துக்கொண்டே  
இருக்கும்

P.Kavipriya, III - B.Com (CA) - 'A'

### பாசம்

விடியற்காலையில்  
விடியலுக்காக  
ஒரு பயணம்

ச.ச.நித்யா, III - B.Com (CA) - 'A'

### நட்பு

அம்மா என்ற உறவு இருக்கும்வரை அரவணைப்பு  
அப்பா என்ற உறவு இருக்கும்வரை ஆதரவு  
காதல் என்ற உறவு இருக்கும்வரை நேசம்  
நட்பு என்ற உறவு இருக்கும்வரை நம் நினைவுகள்  
என்றும் அழியாநிலையில் என் இதயத்தில்  
ர.கிருஷ்ணதேவி, II - B.Com (CA) - 'A'

### Commerce Abbreviations

IMF – International Monetary Fund  
GATT – General Agreement for Trade and Tariff  
NYSE – New York Stock Exchange  
GDR – Global Depository Receipt  
SDR – Special Drawing Rights  
IPO – Initial Public Offering  
Net Asset Value  
NPA – Non Performing Asset  
CII – Confederation of Indian Industries  
CPI – Consumer Price Index  
CRR – Cash Reserve Ratio  
ECB – External Commercial Borrowing  
ECS – Electronic Clearing Scheme  
TIN – Tax Information Network  
STT – Securities Transaction Tax  
BSR – Basic Statistical Return  
BIS – Bureau of India Standards  
NEFT – National Electronic Fund Transfer  
UNCTAD – United Nations Conference on  
Trade and Development

R.Sasikala, II - B.Com (CA) - 'B'



S.Deepika, III - B.Com (CA) - A



S.Sharmila, II - B.Com (CA) - B

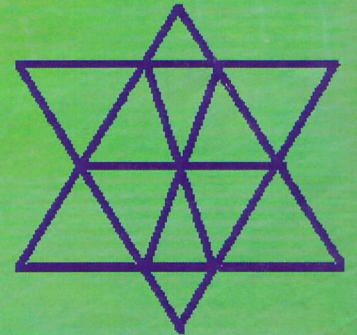
அன்னையின் அரவணைப்பிற்கும் தாலாட்டிற்கும்  
இவ்வுலகில் ஈடு உண்டோ ...!!



B.Umadevi, III - B.Com (CA) - E

### PUZZLE

How many Triangles of any size are there in this  
Star?



ans : 20 Triangles

B.Umadevi, III - B.Com (CA) -



## RIDDLES

- |  |                      |
|--|----------------------|
| 1. What kind of Key kicks very hard?   | Donkey               |
| 2. Which two letters spell Jealously?  | NV - envy            |
| 3. Name the bird which lifts heavy load?   | Crane                |
| 4. What comes after tea?   | U (You)              |
| 5. Which air cannot be used for breathing?   | Chair                |
| 6. What is a computer's favourite food?  | Chips                |
| 7. What goes up and never comes down?  | Age                  |
| 8. What is it never was, never will be yet is?   | Today                |
| 9. It takes off a piece of its clothing each day, by the end of the year it has nothing? | Calendar             |
| 10. In what month do children talk the least?  | February 28 days     |
| 11. What is that which takes out its cap before going for work?                          | Fountain Pen         |
| 12. Which is the coolest letter in English?  | B between AC         |
| 13. Comes after Sleep, Runs always before we get up. What is it?                         | Dream                |
| 14. What is the best thing to put into a Chocolate?                                      | Your teeth           |
| 15. Which tree do you always carry in your hands?  | Palm Tree            |
| 16. Whose bark is the silent bark?   | The bark of the Tree |
| 17. Which key can fly?   | Turkey               |
| 18. Which alphabet wears spectacles?   | I (Eye)              |
| 19. Which fort leads to success?   | Effort               |
| 20. Which room sweeps the floor?   | Broom                |
| 21. Which bird has an Initial?   | P-Cock (Peacock)     |
| 22. Which alphabet can fly?  | B (Bee)              |
| 23. Which city is very dangerous?  | Electricity          |

## FANTASTIC FACTS

1. If golden fish are left in the dark room for a long period they will frequently turn white.
2. The complete root system of the pumpkin plant stretches for 24 Kilometres.
3. A Snail can travel over a razor-blade without cutting itself.
4. The sentence "The quick brown fox jumps over the lazy dog" contains all the letters of the alphabet.
5. There is a butterfly found in Brazil that has the smell and colour of Chocolate.
6. A single drop of water contains one hundred billion atoms.
7. The smallest known fish is the pandaka pygmea about the size of an ant and almost transparent.
8. Cantalope is a fruit which is not a product from Tree.
9. Rain contains Vitamin B12.
10. The snakes that are found in New Zealand are imported from other countries.
11. Dialogue is the word which contains all the English Vowels.
12. Yellow flag is a sign of carrying infectious person.

## A THOUGHTFUL WAY TO LAUGH

1. Alcohol - Alcohol is a liquid used to pressure most thing but not secrets.
2. Peace - The interval between two successive wars.
3. Public Speaker - A Public speaker is one who sits all night writing a speech which makes audience sleep the next day.
4. America - A place where most parents go to bring up their Children.
5. Neighbour - One who knows more about your family than you really do.
6. Road to success - The road to success is full of women pushing their husbands along.
7. Smile - A small curve that solves many problems.
8. Allergy - Allergy is something the doctors says when he does not know what it is and doesn't know the cure of it.
9. Temple - A Place where people go when they are in difficulty and forget when they are happy.
10. Gentlemen - A person who offers a seat to a lady when he gets off the bus.

## WEIGHT ON THE PLANETS

Earth	-	70 Kg	Saturn	-	79 Kg	Mercury	-	18 Kg
Neptune	-	80 Kg	Mars	-	26 Kg	Jupiter	-	185 Kg
Uranus	-	59 Kg	Venus	-	63 Kg			