

College with Potential for Excellence
(Re-accredited with 'A' grade by NAAC)

&

Affiliated to Bharathiar University, Coimbatore – 641 046)
Thindal, Erode-638 012.

PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

NEWS LETTER

SUE - 6

COMMERCIAL CZARINAS' 2016

JUNE 2015 - MARCH 2016

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s.P.Ramya Sri, II M.Com (CA)

s.V.Srimathi, I M.Com (CA)

out Commercial Czarinas

The Commercial Czarinas is the voice of the department of Commerce (CA) which mainly focuses on the to-day happenings in the department. It speaks and visualizes the events happening in the department and the participation of students in various inter and intra college events. It encourages and brings out the talents of students in various fields.

out The Institution

Vellalar College for Women established by Vellalar Educational Trust is a pioneer institution in the cause of women's education and has impeccable tradition of 45 years of unparalleled devotion, commitment and integrity. This esteemed institution was formed for the purpose of imparting quality education to women and put their best forward both in academic and social life. NAAC has Re-accredited the institution (Cycle III) with 'A' grade 015 which vouches for its academic dimensions and magnitude. It is a matter of pride that the UGC has bestowed upon the institution 'College with potential for Excellence' for its overall excellence in the domain of education in 2011.

out The Department

The Post Graduate Department of Commerce with Computer Applications established in the year 2001 is in its 14th year of functionality. The department has 14 dedicated faculties with 4 Ph.D holders, 4 UGC-NET/SET holders and 2 Associate Professors who strive hard to attain the department goal. The department aims at maintaining academic excellence and equipping students both technically and professionally. It enables them to meet the challenges of the computerised world in the modern era.

CERTIFICATE COURSES

Merchandising Management

The Department conducts a certificate course in Merchandising Management, approved by Bharathiar University. 58 students have enrolled in the course to cultivate their management skills and to become a successful merchandiser.

Desktop Publishing

The Department signed a Memorandum of Understanding (MoU) with Maruthi Educational Institutions, Erode, for initiating a certificate course on Desktop Publishing (DTP). A count of 37 students have enrolled to certify themselves.

Bank Exam Training

The Department signed a Memorandum of Understanding (MoU) with Mullai Academy, Chennai, for training the students to attend the Bank Exam. A count of 92 students have enrolled themselves.

PLEASURE TRIP

A Visit to Munnar and Cochin



The final UG and PG students of our department went on a 3 day trip to Munnar, Cochin and Athirampalli falls from 5-7, September 2015.

Creative Skill Expo



The innovative contributions of the students were exhibited in a two day exhibition cum sale, organised by the department on 2nd and 3rd February 2016. The Creative Skill Expo was inaugurated by Mrs.T.Nagamani, Proprietor, Repikas Sarees, Erode. The students reaped an amount of Rs. 29947/- as profit through this expo.

Guest Lecture



The department organized a Guest lecture with Mrs.K.Saranya Devi, MPT, Assistant Professor, Department of Ortho Paedics, Nandha College of Physiotherapy, Erode, as Chief Guest on 7th July, 2015. She engrossed the audience by her caring words on



A Guest Lecture on “Software Project Development Phases” was organized on 7th August, 2015, Mrs.R.Rooba, M.Sc(CT), M.Phil., Assistant Professor, Department of CT & IT, Kongu Arts and Science College as Chief Guest. She emphasised on Project development techniques by using various software tools.



A Guest Lecture programme on “Application of SPSS in Research” was organised on 16th September 2015, for the M.Com (CA) students. The resource person Dr.V.Rajeswari, M.B.A., Ph.D., Assistant Professor & Head, Department of Business Administration, Government Arts College for Women, Sivagangai, enunciated on various statistical tools. ‘Multivariate Analysis and Chi Square Analysis’ using SPSS package.

Special Meeting



The Department organized a special meeting on 18.08.2015. The Resource person Mr.M.A.S., Internal Audit Manager, SBMP Associates, Chartered Accountants Firm, Erode, delivered a delightful lecture on “Recent Amendments in Tax and its case laws” to final year Students of Commerce and Commerce (C)

Embroidery Workshop



A hands on training on Anchor-Kutch Embroidery, Counted Thread Embroidery, Mirror Work, and Kundan Stones was conducted on 21.12.2015 & 22.12.2015 by P.Sasikala, Anchor Consultant, Madura Coats Pvt. Ltd., Chennai(C).

Student Financial Support



The Department extended financial support of Rs.8500/- to Ms.C.Priyanka of II M.Com(CA) on 7th January for her Semester fee and Examination fee during the academic year 2015-16.

Technical Workshop



PG Department of Commerce and PG Department of Commerce with Computer Applications jointly organised a Workshop on "Research Analysis Using SPSS" on 08.08.2015. The Resource Person Dr.(Mrs.) R.Parvathi, Associate Professor & Head, Department of Mathematics, Vellalar College for Women(Autonomous), guided the learners in using SPSS Software for research analysis.

Extension Activity



The students and staff members visited Erode A Society Trust, Sengodampalayam, Thindal, Erode 30.01.2016 and donated dictionaries and General Knowledge books to the students.

CREATIVE SKILL EXPO

Prize Winners

Fur Dolls
I B.Com (CA) 'A'
D.Lalithambigai
N.Aarthi Shree



Food Stall
I M.Com (CA)
S.R.lavanya
R.Kalaivani



BOARD OF STUDIES

The meeting of the Board of Studies was held in April 2015, with the University Representative Dr.G.Kavitha, HOD, Department of B.Com (E.Com), PSGR Krishnammal College for Women, Coimbatore, Subject Experts - Dr.C.Gnanadesikan, Assistant Professor of Commerce, DDE Annamalai University, Chidambaram and Dr.N.Anand Sekaran, Associate Professor, Department of Commerce, Government Arts College, Kanyakumari. Industrial Expert - Mr.R.Krishna Kumar, Auditor, M/s Sundhar Krishna & Associates, Erode, Alur. Mrs.S.Renuga Priya, Single Window Operator, Punjab National Bank, Erode and the internal members of the department. The updated curriculum for the forthcoming year was approved by the members.

STAFF PUBLICATIONS

Name of the Staff	Journal Name	Title
Dr.(Tmt).S.Kalaiselvi	EPRA – International Journal of Economics and Business Review	Government Initiatives for Continuing Education of School Dropouts- A Snapshot.
	International Journal of Application or innovation in Engineering and management	Stock Price Volatility Estimators in Merger Announcement-An Empirical Analysis.
	Paripex Indian journal of Research	Impact of Mergers and Acquisition: A theoretical Framework
	IPASJ International Journal of Management (IJM)	Estimating optimal hedge ratio and testing hedging efficiency of gold futures
	PEZZOTTAITE JOURNALS International Journal of Trade and Global Business Perspectives	Government Initiatives and Effectiveness of Implementation: An Empirical Investigation Erode District
Dr.(Tmt).S.Thenmozhi	International Journal in Management and Social Science	Financial Health of Selected Iron & Steel companies in India-Z score model.
	International Journal of Research in Commerce and Management	Capital Structure, Productivity and Profitability analysis of select housing finance companies in Erode City
	International Journal in Management and Social Science	A Study on Performance Appraisal of select Iron and Steel Companies in India
Dr.(Tmt).P.Thilagavathi	GALAXY International Interdisciplinary Research Journal	A Study on Customers Attitude towards Instant Coffee with Special reference to Erode City
	Journal of International Academic Research for Multidisciplinary	A Study on Consumer Preference towards Green Tea with Special Reference to Tirupur
	International Research Journal of Marketing and Economics	Growth and Challenges of Retail Industry in India : An Analysis
Dr.(Tmt).P.Parimala Devi	GE-International Journal of Management Research	An Empirical study on Customer's Perception to BSNL landline service in Erode city
	Journal of Intercontinental Management Research Consortium	Recent Developments in Business
Mrs.V.Thilagavathi	International Journal of Research in Computer Applications and Management	Determinants of Profitability of selected non banking financial companies in India
Dr.(Tmt).A.Amudha	Journal of Management and Science	A study on Performance of sugar industries India and Tamil Nadu.
	International Journal in Management and Social Science	A Study on Performance Appraisal of select Iron and Steel Companies in India

DEPARTMENT STRENGTH

B.Com (CA) - 338 Students
M.Com (CA) - 80 Students

DEPARTMENT ARSENAL

Text Books - 302

Journal:

National - 9
International - 1
Annual Reports - 59
M.Phil Dissertation - 53
PG Projects - 163

EXTRA CURRICULAR ACTIVITIES

Our learners volunteered themselves in various club activities

NSS - 37	CONSUMER CLUB -39
YRC - 48	GREEN SOCIETY -70
EDC - 30	PHYSICAL EDUCATION -88

RESEARCH OUTCOME

M.Phil Produced	- 2
Ph.D Produced	- 1

POSITIONS HELD BY THE LEARNERS



Ms.D.Delfy Christina
III B.Com (CA) 'A'
Department Secretary

RANK HOLDERS

B.Com (CA) [2012-2015]



Arul Kumari. T
I Rank



Sharmila. S
II Rank



Sathya. M
III Rank



Ramya. G
IV Rank



Sasikala. R
V Rank

M.Com (CA) [2013-2015]



Jamuna. D
I Rank



Saranya. S
II Rank



Lovely Lalu
III Rank

PROFICIENCY PRIZE WINNERS (2015-16)

GENERAL

PG

UG



P. Ramya Sri
II M.Com(CA)



P. Kiruthika
II M.Com(CA)



T. Ponmalar
III B.Com(CA) 'B'



S. Thatchayani
III B.Com(CA) 'I'

Allied - I

Allied - II



S. Malathi
III B.Com(CA) 'B'



S. Amutha
III B.Com(CA) 'A'



K. Madhubala
III B.Com(CA) 'A'



T. Ponmalar
III B.Com(CA) 'A'

BUSY BEES

NAMES	CLASS	NATURE OF JOB	MONTHLY INCOME (Rs)
V. Nandhini	I B.Com(CA) 'B'	Cashier (JaiSurya)	3000
R. Nishanthi	I B.Com(CA) 'B'	Assistant, Dental Hospital	2000
S. Gayathri	II B.Com(CA) 'A'	Beauty Course	1500
V. Kaleeswari	II B.Com(CA) 'A'	Home Tuition	600
N. Keerthana	II B.Com(CA) 'A'	Home Tuition	500
P. Gowri	II B.Com(CA) 'A'	Home Tuition	500
N. Gayathri	II B.Com(CA) 'A'	Jewel Making	1000
A. Prabha Devi	II B.Com(CA) 'B'	Seam Stress	1000
S. Divya	III B.Com(CA) 'A'	Cashier (Viawak Creations, Tirupur)	5000
M. Sajitha	III B.Com(CA) 'B'	Home Tuition	1000
K. Jamuna Devi	I M.Com(CA)	Home Tuition	1500
S. R. Lavanya	I M.Com(CA)	Office Incharge (Shri Kumaran Agency)	2000
M. Manimala	I M.Com(CA)	Home Tuition	1000
L. Gowthami	I M.Com(CA)	Home Tuition	1500
C. Priyanka	II M.Com(CA)	Mehandi	3000

SPORTS CHAMPIONS

ON CAMPUS

Name and Class of the Student	Event/ Programme	Prize
S.Jayashree I B.com(CA) 'A'	Kho-kho	I
S.Haripriya I B.com(CA) 'A'	Throw ball	I
M.Kirubashree II B.com(CA) 'A'	Throw ball	I
S.V.Kiruthika II B.Com(CA) 'A'	Shuttle	Runner
T.Sivadharshini II B.Com(CA) 'B'	Throw ball	I
M.Shobana II B.Com(CA) 'B'	Throw ball	I
M.Swapna II B.Com(CA) 'B'	Throw ball	I
M.S.Kavitha III B.Com(CA) 'A'	Football	Runner
E.Swathi B.Com(CA) 'B'	400*4 Relay	III
N.Aartheshree I B.Com(CA) 'A'	Swimming relav	I
S.Haripriya I B.Com(CA) 'A'	Long Jumb	III
K.V.R.Malarvizhi III B.Com(CA) 'A'	Swimming	III
K.V.R.Malarvizhi III B.Com(CA) 'A'	Swimming Relav	I
S.Kanagavalli III B.Com(CA) 'A'	Swimming Relav	I
S.Amutha III B.Com(CA) 'A'	Long Jump	I
S.Amutha III B.Com(CA) 'A'	200 meter run	II
S.Amutha III B.Com(CA) 'A'	400 meter run	II
S.Amutha III B.Com(CA) 'A'	400*4 relay	III
S.Amutha III B.Com(CA) 'A'	100*4 relay	I

OFF CAMPUS

S.Saranya - II B.Com (CA) 'B'

Chess Contest

The Richmond Public School (CBSE), District IV Prize
Hindustan Arts & Science College, Coimbatore-V Prize

L.Pugazharasi - II B.Com(CA) 'B'

Speech

Murasoli Arakkattalai-I Prize

Sri Vasavi College - District I Prize (Tamil)

Nehru Yuva Kendra, Erode- District III Prize (English)

M.Swabna - II B.Com(CA) 'B'

Throw Ball

DEPARTMENT COMPETITION

M.Com (CA)

Power Point Presentation-Make in India (or) Clean India

P.Kiruthika II M.Com(CA) I Prize
P.Ramya Sri II M.Com(CA) II Prize

Wealth From Waste

S.Anandhi I M.Com(CA) I Prize
J.Arunothaya I M.Com(CA) II Prize

B.Com (CA)

Card Making

D.Delfy Christina III B.Com(CA) 'A' I Prize
R.Ruba III B.Com(CA) 'B' I Prize
S.Geethanjali III-B.Com(CA) 'A' II Prize
R.Zainab Sara Maa III-B.Com(CA) 'B' II Prize

Cookery

A.Ayman Afra I B.Com(CA) 'A' I Prize
R.Rupa III B.Com(CA) 'B' I Prize
D.Delfy Christina III B.Com(CA) 'A' II Prize
C.Soundari III B.Com(CA) 'B' II Prize

OFF CAMPUS RECRUITMENT



S.Geethanjali

III B.Com(CA) 'A'

Infosys BPO Limited, Chennai &
AEE BEE Company, Coimbatore



K.Madhubala

III B.Com(CA) 'A'

Infosys BPO Limited, Bangalore
AEE BEE Company, Coimbatore



S.Dhivya

III B.Com(CA) 'A'

Infosys BPO Limited, Bangalore &
Alcance Technology, Chennai



K.V.R.Malarvizhi

III B.Com (CA) 'A'

AEE BEE Company, Coimbatore
Alcance Technology, Chennai



Ms.D.Delfy Christina

III B.Com(CA) 'A'

Alcance Technology, Chennai



Ms.S.M.Deepika

III B.Com(CA) 'A'

Alcance Technology, Chennai

TO MY GURU

A classroom longs for your entrance
A table longs for your touching
A chair longs for your presence
A blackboard longs for your writing
A chalk piece longs for your holding
A duster longs for your hand
An attendance longs for your signature
A book longs for your reading
A window longs for your gaze
A door longs for your arrival
Even a wall longs for your words
Not only non-living entities
We, the students long for our living Gods
They are you, my dear teachers.

-N.Keerthana
I B.Com (CA) 'A'

பொண்ணு : "சண்டைன்னா நாலு சுவத்துக்குல்லே
தான் இருக்கனும்".
பையன் : "அப்ப தப்பிச்ச ஓடக் கூட எனக்கு உரிமை
இல்லையா?"

-S.Kokila Priya
I B.Com(CA) 'A'

பெண்
அன்பின் அடைக்கலமாய்
கருணையின் கோயிலாய் வாழ்ந்த
அன்னை தெரசாவாக மாற ஆசை தான்.....
அடிமைத்தனம் அகல புதிய
அரசியல் சாசனம் எழுதிய
அன்னை இந்திராகாந்தியாக மாற ஆசை தான்.....
மண்ணுலகம் போற்றும்
கல்பனாசாவ்லாவாக மாற ஆசை தான்.....
விஞ்ஞான மேவியந்த
மேரிகியூரியாக மாற ஆசை தான்.....
பாரதி கண்ட புதுமைப்
பெண்ணாக மாற ஆசை தான்.....
இப்பூவுலகம் போற்றும்
புதுமைகள் பல செய்திட ஆசை தான்.....
ஆம்!
ஆசை தான்
மீண்டும் இம்மண்ணில்
பெண்ணாக பிறக்கவே!

-H.Hemalatha
I B.Com(CA) 'A'

அன்னை
அன்னையின் இதயதுடிப்பே
மனிதனை இயக்கும் முதல் இசை.

-S.Nagalakshmi,
II B.Com(CA) 'A'

சாப்படி.....
உன் கூந்தல் அழகைப் பார்த்து சிரிக்கிறது
"சீப்பு"

தன் அத்தனை பற்களையும் காட்டி!

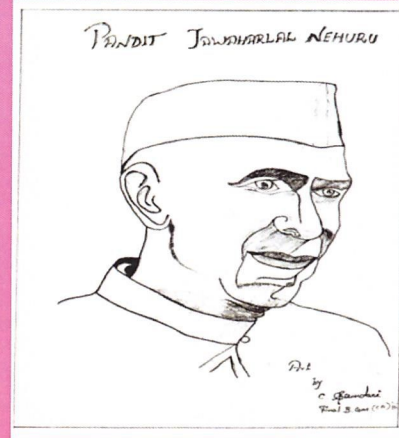
-N. Gayatri
II B.Com(CA)

INCREDIBLE TRUTH

Letter 'a', 'b', 'c' and 'd' do not appear anywhere in the spelling of 1 to 99.
(Letter 'd' comes for the first time in Hundred)
Letter 'a', 'b' and 'c' do not appear anywhere in the spelling of 1 to 999.
(Letter 'a' comes for the first time in Thousand)
Letter 'b' and 'c' do not appear anywhere in the spelling of 1 to 99,99,99,999.
(Letter 'b' comes for the first time in Billion)
And letter 'c' does not appear anywhere in the spellings of entire English Counting.

-P.Ramya
II M.Com

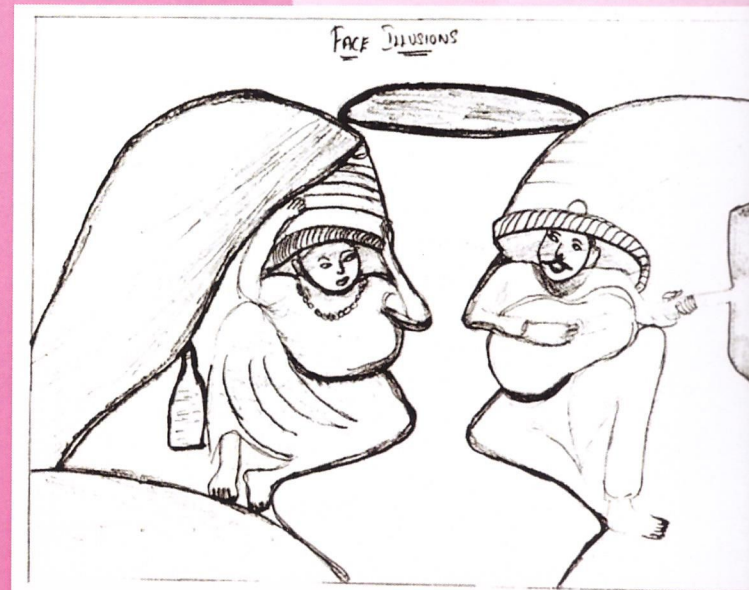
CREATIVE STREAKS



C.Soundari
III B.Com (CA) 'B'



R.Zainab Sa
III B.Com (CA)



P.Kavipriya
II M.Com