

VELLALAR COLLEGE FOR WOMEN (Autonomous)

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

ISSUE - 8

COMMERCIAL CZARINAS' 2018

JUNE 2017 - MARCH 2018

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ABOUT 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 48 years of unparalleled devotion, commitment and integrity. Since its inception in 1970, the esteemed institution was formed for the purpose of imparting quality education to women and put their best foot forward both in academic and social life.

NAAC has Re-accredited the Institution (Cycle III) with 'A' grade in 2015 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. The College has received Grants from the Ministry of Science and Technology under FIST programme and STAR College Scheme.

ABOUT THE DEPARTMENT

The Post Graduate Department of Commerce with Computer Applications was established in the year 2001. The seventeen year old department aims at maintaining academic excellence and equipping students with necessary skills to face the challenges of business world. The department has 17 dedicated faculties with 8 PhD holders, 6 UGC-NET/SET qualifiers and 3 Associate Professors who work hard towards the goal. In order to educate the young generation and help them to experiment and explore the global commerce, the course B.Com (E-Commerce) was started in the year 2016-2017.

ABOUT COMMERCIAL CZARINAS

The Commercial Czarinas is the blueprint of the Department of Commerce (CA) & E-Commerce which mainly focuses on day to day happenings in the department. It speaks about the astounding achievement, fruitful activities and efficacious programmes of the department. It provides different platform to the learners.

CERTIFICATE COURSES

MERCHANDISING MANAGEMENT

The Department conducts a Certificate course in Merchandising Management, approved by Bharathiar University. A total of 58 students have enrolled in the course to enrich their knowledge on management skills and to become successful Merchandisers.

DESKTOP PUBLISHING

In collaboration with Maruthi Educational Institution, Gobi, the department is organizing one year DTP (Desktop Publishing) certificate course. A count of 60 students have enrolled to enrich their technical calibre.

FEATS OF THE DEPARTMENT



Orientation program for First year students and parents on 16.06.2017

SPECIAL MEETINGS



V.M.KANNADAS M.C.S., M.PHIL., Maruthi educational institutions has given the perspectives on "Desktop Publishing and Merchandising Management", on 23.06.17.



Dr .P. RADHAKRISHNAN Professor & Head MBA, Sree Narayana Guru Institute of Management Studies, Coimbatore shares the information about Prospectus and Challenges of GST on 08.08.2017



Mr.R.VENUGOPAL Chief Manager Bank of Baroda & Mr.SENTHILKUMAR BCA., Special Assistant, Bank of Baroda delivered a delightful lecture on "Digitalization in Bank Services" on 19.09.2017.



Competency based TNPSC exam coaching classes from 19.12.2017 to 21.12.2017.



Dr. Rajesh Thottingal Kalam, Rehabilitation Psychologist, Psycho Social Foundation, gave delightful speech about "Tactics to Illuminate Career and Stress Management" on 22.12.2017.



CMA.M. Sathiyamoorthy, Cost Accountant, STM Institute for Commerce, Erode has exhibited the "Approaches to Assessing Technological Literacy in Tally" on 12.02.2018.

INTERNATIONAL SYMPOSIUM

International Symposium on Remonetisation:
Introspect and Prospect on 30.08.2017.



Dr.D.Kamalaveni Principal, felicitated the gathering.



Dr.Nithya Ramachandran QA, Head & Professor of Business Studies , IBRA College of Technology, Sultanate of Oman - keynote address about "Remonetisation: An Endless Effect".



Ms.Sangeetha Nehru I.R.S Deputy Commissioner of GST, Central Excise Service Tax and Audit Circle, Salem delivered delightful speech on GST- A Game Changer for the Indian Economy.



Dr. Alice Mani, Professor, Department of Commerce, Christ University, Bangalore delivered a delightful speech on "Cash vs Digital Money: Challenges and Fortuities".



Mr. Angelo Abraham, Chief manager, Indian Bank, Zonal Office Coimbatore delivered a fruitful speech on "Virtual Banking: Real of Realm".

WORKSHOP



Dr.V.Anandavel B.Com, PGDCA, MBA, Ph.D, illustrated "SPSS usage in Management Research" on 20.01.2018

GUEST LECTURE



Mr.N.Senthil Kumaran , Director, Department of Computer Applications, Vellalar College for Women (Autonomous) delivered guest lecture about " Project – An Introduction" on 21.01.2018.

PAN CARD CAMP



A PAN Card Camp conducted on 10-08-2017 and 11-08-2017 to all staff and students of our college.

SPOKEN TUTORIAL - IIT MUMBAI



Libre Office Suite & Tuxtyping for our UG and PG Students.

EXTENSION ACTIVITY



The Department extended financial support of Rs.4000 to Arima Society Trust, Sengodampalayam, Erode on 03-03-2018.

MOU SIGNED



The Department signed MOU Collaboration with Maruti Educational Institution, Gobi for One year Certificate Course on Desktop Publishing and Senseware Solutions, Erode for "Tally.ERP9 Advanced Courses" from 18.12.2017 to 22.12.2017.

INDUSTRIAL VISIT



Excel Sourcing Company Tirupur on 28-02-2018.

STAFF PUBLICATION DETAILS-2017-18

S. No	Name of the Staff	Name of the Journal	Title of the Paper
1	Dr.S.Kalaiselvi	VEI International Journal of Social Sciences	Consumers Preference towards select Textile Retail Outlets - An Exploratory Study in Erode City
		Zenith International Journal of Multidisciplinary Research	Consumer Satisfaction on Usage of Green Products- A Study with Special Reference to Erode District
		Journal of Business & Administration Research Review	Misleading Advertisement & Issues in Digital Marketing
		GJRA-Global Journal for Research Analysis	A Study on Determinanats of Capital Structure: Special Reference to Cement Companies
		International Journal of Management and Social Science Research	Operating Efficiency of Select Stock Broking Companies in India-An Analysis
2	Dr.C.Sangeetha	International Journal of Management and Social Science Research	Operating Efficiency of Select Stock Broking Companies in India-An Analysis
		Research Review International of Multidisciplinary	A Study on Customer Satisfaction towards LG Home Appliances with Special Reference to Erode City
		Emperor International Journal of Finance and Management Research(EIJFMR)	Impact of Demonitization on Indian Economy
3	Dr.P.Parimaladevi	International Research Journal of Commerce and Law	A Study on Customers Awareness and Perception towards Usage of Internet Banking-An Empirical Research on Customers in Erode City
		International Journal of Finance Research Review	Factors Influencing the Prosperity of Housing Development Finance Corporation Limited in Tamilnadu
		Emperor International Journal of Finance and Management Research(EIJFMR)	Mobile Banking-A Boulevard for Sustainable Growth in Banking Sector
		Shanlax International Journal of Commerce	Digital Commerce

S. No	Name of the Staff	Name of the Journal	Title of the Paper
4	Dr.S.Poongodi	International Research Journal of Management and Commerce	Consumer Buying Behaviour and their Level of Satisfaction on Green Products with Special Reference to Selected Districts of Tamilnadu
		IOSR Journal of Humanities and Social Science(IOSR-JHSS)	Green Marketing and its Impact on Consumer Buying Behaviour on Green Products with Special Reference to Selected Districts of Tamilnadu
5	Dr.S.Sounthiri	International Journal of Management and Social sciences Research	Trends in Dividend Behaviour of Selected Old Private Sectors Banks in India
		Research Review International Journal of Multidisciplinary	A Study on Determinants of Dividend Behaviour of Selected Banking Companies in India
6	Dr.V.Thilagavathi	International Journal of Research in Commerce, IT and Management	An Assessment of Productive Efficiency of the Select Private Sector Non-Banking Finance Companies in India
		International Journal of Management, IT & Engineering	An Analysis of Shareholders value of the Select Private Sector Non-Banking Finance Companies in India
7	Dr.M.Lalitha	International Journal of Management and Social Science Research (IJMSSR)	Consumers Online Shopping Behaviour with Special Reference to Erode District
		International Research Journal of Business and Management-IRJBM	Attitudes towards Online Shopping with Special Reference to Erode District
8	Dr.A.Amudha	Consumer Empowerment: Issues and Challenges	A Study on Awareness of Consumer Rights Among Consumers in Erode Town
		International Journal of Business Administration and Research Review	A Study on Customer Satisfaction towards the Usage of Mobile Banking Services in Erode District of Tamilnadu
9	Ms.P.Karthika	Shanlax International Journal of Commerce	Demonetization and its Impact on Indian Economy
		Intercontinental Journal of Financial Research Review	Impact of E-Banking on Traditional Banking Services

S. No	Name of the Staff	Name of the Journal	Title of the Paper
10	Dr.K.Gunasundari	International Journal of Business Administration & Research Review(IJBARR)	Pricing Policies in E-Marketing
		International Journal of Social Science	Role of Digitalisation in Human Resource Management
		Shanlax International Journal of Commerce	Demonetization & its Effects on E-Commerce
		Intercontinental Management Research Consortium	Implications of Electronic Cash (E-Cash) Payment System
		Shanlax International Journal of Arts, Science & Humanities	Role of E-HRM in an Organisation
11	Ms.R.Sangeetha	International Journal of Management Studies	A Study on Consumer Preference towards Organic Products in Tirupur
		Shanlax International Journal of Commerce	E-Governance in India
		Intercontinental Management Research Consortium	Demonetization in India
12	Ms.G.Vaishnavee	International Journal of Business Administration & Research Review(IJBARR)	Misleading Advertisement & Issues in Digital Marketing
		Journal of Management & Science	GST & its Impact on Economy
13	Ms.P.Ramyasri	A Journal of International Management Research Consortium	Economic Trends : Pre and Post Demonetisation.

STAFF ACHIEVEMENTS

Ph.D Awarded

Dr.C.Sangeetha

Associate Professor in Commerce (CA)

NET Qualified

Ms. R. Sangeetha

Assistant Professor in Commerce (CA)

STAFF ACTIVITY

Resource person in Seminar/ Guest Lecture	- 5
Presentation in Seminar / Conference / Symposium	
National	- 23
International	- 26

RESEARCH OUTCOME

M.Phil Produced	-	4
Ph.D Produced	-	2

DEPARTMENTAL INTAKE

B.Com (CA)	-	345
M.Com (CA)	-	50
B.Com (E-Commerce)	-	91

DEPARTMENT ARSENAL

Text Books	- 394	Annual Reports	- 60
Journal:		Ph.D Thesis	- 5
National	- 10	M.Phil Dissertation	- 64
International	- 3	PG Projects	- 227

BOARD OF STUDIES

The meeting for the Board of Studies was held on April 2017 with the University Representative Dr.G.Chandrasekaran, Assistant Professor of Commerce, Chikkanna Government Arts College, Tirupur, Subject Experts- Dr.S.Namachivayam, Professor of Commerce(CA), N.G.P Arts and Science College, Coimbatore, Industrial Expert- Mr.R.Krishna Kumar, Auditor, M/S Sundar Krishna & Associates, Erode, Alumna-Mrs.S.Renugapriya, Single Window Operator - Punjab National Bank, Erode and Internal members of the department. The updated curriculum for the forthcoming year was approved by the members.

MEMBERSHIP OF STAFF IN ACADEMIC BODIES & OTHER COMMITTEES

Dr.(Mrs).S.Kalaiselvi

- Co-ordinator -Career Guidance Cell
- Co-ordinator – Value added Course
- Member -Magazine Committee
- Member –Curriculum Development Committee
- Chair Person, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12
- Doctoral Committee Member, Chikkanna Government Arts and Science, Tirupur.

Dr. (Mrs) C.Sangeetha

- Member - Staff Welfare Committee
- Member, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12.

Mrs.M.Prema

- Member -Career Guidance Cell
- Member – Swayam
- Member – Counseling Cell
- Member, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12.

Dr.(Mrs).P.Parimaladevi

- Co-ordinator - Students Grievance Redressal Committee
- Member -Research Committee
- Member –Placement Cell
- Member, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12.

Dr.(Mrs).S.Poongodi

- Member - Research Committee
- Member - Discipline Committee
- Co-ordinator – Merchandising Certificate Course.
- Member, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12.
- Board Member - Gobi Arts and Science College.

Dr.(Mrs).S.Sounthiri

- Member -Fine Arts Committee
- Member, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12.

Dr.(Mrs).V.Thilagavathi

- Member - Discipline Committee
- Member - Placement Cell
- Co-ordinator - DTP
- Member, Board of Studies, Commerce (CA) [UG & PG] and B.Com (E-Commerce), Vellalar College for Women (Autonomous), Erode-12.

Dr.(Mrs).M.Lalitha

- Member - Games Committee
- Member –Placement Cell

Dr.(Mrs).A.Amudha

- Member –Fine Arts Committee.

EXTRACURRICULAR ACTIVITIES

Our learners volunteered themselves in various Club Activities.

NSS	- 21
YRC	- 34
EDC	- 50
Consumer Club	- 52
Green Society	- 51
Physical Education	- 59

STUDENT ACTIVITIES

B.COM(CA)

Seminar/ Conference/ Workshop	- 91
Competition / Co-Curricular	- 11
Sports	- 12

E-COMMERCE

Seminar/ Conference/ Workshop	- 34
Competition / Co-Curricular	- 20
Sports	- 8

POSITION HELD BY THE LEARNERS

During the Academic year 2017-2018 the following students were selected as Union Office Bearers of the College.



M.Ummu Salma
Association Secretary
III-B.Com(CA)-B



M.Asha Amirtha Varshini
Career Guidance Secretary
III-B.Com(CA)-A



K.Nandhini
Green Society-Unit II Secretary
II-B.Com(CA)-A



M.Kavya
NSS Join Secretary
II - E-Commerce

RANK HOLDERS

B.COM(CA) [2014-2017]



Mohamoodha Afridha Fathima.A
I-Rank



Samna.A
II-Rank



Hari Sudha.S
III-Rank



Sunitha Sharma.M
IV-Rank



Pugazharasi.L
V-Rank

M.COM(CA) [2015-2017]



Anandhi.S
I-Rank



Srinithi.S
II-Rank



Jamunadevi.K
III-Rank

PROFICIENCY PRIZE WINNERS (2017-2018)



Savitha Kumari Agarwal.S
III-B.Com(CA) 'B'
Major - I Prize



M.Ummu Salma
III-B.Com(CA) 'B'
Major - II Prize



Nivetha.R
II-M.Com(CA)
Major - I Prize



Kokila Priya.S
II-M.Com(CA)
Major - II Prize



Savitha Kumari Agarwal.S
III-B.Com(CA) 'B'
Allied - I Prize



Lessanya.J
III-B.Com(CA) 'A'
Allied - II Prize



Jothi Meena.M
III-B.Com(CA) 'A'
Allied - II Prize

BUSY BEES

S. No	Name of the Student	Class	Nature of Job	Amount earned per Month
1.	J.Joymerlin	I-B.Com(CA)-A	Tution	1500
2.	T.Tharunya	I-B.Com(CA)-B	Tution	500
3.	K.Punitha	I-B.Com(CA)-B	Jothi Ram Mill	1000
4.	A.Nandhini	I-B.Com(CA)-B	Weaving	500
5.	S.Barkathunnisha	II-B.Com(CA)-A	Shalimar Agency	3000
6.	B.Janaranjani	II-B.Com(CA)-A	Shalimar Agency	3000
7.	R.Balajanani	II-B.Com(CA)-A	Tution & Tailoring	2500
8.	A.Umadevi	II-B.Com(CA)-B	GP complex (Accountant)	3000
9.	S.Rubha	II-B.Com(CA)-B	VCW Library	660
10.	M.Pavithra	II-B.Com(CA)-B	VCW Library	660
11.	N.Radhika Devi	II-B.Com(CA)-B	VCW Library	660
12.	S.Poomadhi	II-B.Com(CA)-B	VCW Library	660
13.	R.Sandhiya	II-B.Com(CA)-B	Tution	700
14.	M.Deepika	III-B.Com(CA)-A	Tution	2500
15.	M.Asaha Amirtha Varshini	III-B.Com(CA)-A	Tution	2400
16.	V.Nandhini	III-B.Com(CA)-B	Reliance Mall	3000
17.	D.Preetha	III-B.Com(CA)-B	Reliance Mall	3000
18.	R.Nishanthi	III-B.Com(CA)-B	Vanjee Hospital (Dental)	2700
19.	S.Rajeswari	II-M.Com(CA)	Siddha Hospital	4000
20.	P.Radhika	II-E.Commerce	Tution	200

DEPARTMENT ASSOCIATION COMPETITION PRIZE WINNERS 2017-2018

B.Com (CA)

JUST A MINUTE

Christina Annie Philipose	I
III-B.Com(CA)-A	
Savitha kumari Agarwal	I
III-B.Com(CA)-B	
Lakshmi.R	II
II-B.Com(CA)-A	
Renugadevi.R	II
II-B.Com(CA)-B	

POSTER PRESENTATION

Asha Amirtha Varshini.M	I
III-B.Com(CA)-A	
Rishi Devi.R	I
II-B.Com(CA)-B	
Dhivya Dharshini.N	II
I-B.Com(CA)-A	
Moulika.R	II
I-B.Com(CA)-B	

B.Com (E-Commerce)

BUSINESS QUIZ

S.Venkata Lakshmi	I
I-B.Com(E-Commerce)	
D.Lavanyaa	II
I-B.Com(E-Commerce)	

WORD HUNT

R.Pavithra	I
I-B.Com(E-Commerce)	
N.Kaviya	II
II-B.Com(E-Commerce)	

M.Com (CA)

POWER POINT PRESENTATION

Sangeetha Agarwal.G	I
I-M.Com(CA)	
Nithya Shree.B	II
I-M.Com(CA)	

BUSINESS QUIZ

Nithya Shree.B	I
I-M.Com(CA)	
Sangeetha Agarwal.G	II
I-M.Com(CA)	

OFF CAMPUS COMPETITION DETAILS

R.Muskan Bothra Jain	I B.Com (E-Commerce)	Bouncing Toes (Group)	Avinashilingam Institute for Home Sciences and Higher Education for Women	2nd Place
B.G.Shanmukha Priya	I B.Com (E-Commerce)	Bouncing Toes (Group)	Avinashilingam Institute for Home Sciences and Higher Education for Women	2nd Place
R.Indhu Priya	I B.Com (E-Commerce)	Bouncing Toes (Group)	Avinashilingam Institute for Home Sciences and Higher Education for Women	2nd Place
P.Thenmozhi	II B.Com (E-Commerce)	Ad-Zap	Vivekanandha Institute of Information and Management Studies	3rd Place
A.Dharani	II B.Com (E-Commerce)	Ad-Zap	Vivekanandha Institute of Information and Management Studies	3rd Place
M.Saranya Devi	II B.Com (E-Commerce)	Ad-Zap	Vivekanandha Institute of Information and Management Studies	3rd Place
A.Dharani	II B.Com (E-Commerce)	Management Games	Vivekanandha Institute of Information and Management Studies	3rd Place
S.Khaaviya Shree	II B.Com (E-Commerce)	Management Games	Vivekanandha Institute of Information and Management Studies	3rd Place
S.Gayathri	II B.Com (E-Commerce)	Management Games	Vivekanandha Institute of Information and Management Studies	3rd Place
M.Neethu	II B.Com (E-Commerce)	Management Games	Vivekanandha Institute of Information and Management Studies	3rd Place
M.Saranya Devi	II B.Com (E-Commerce)	Management Games	Vivekanandha Institute of Information and Management Studies	3rd Place

PLACEMENT - 2017-2018



P.Abinaya
IDBI & Federal Insurance,
AEE. BEE Academy
III-B.Com(CA)-A



P.Karthika
IDBI & Federal Insurance
III-B.Com(CA)-A



S.Gokulavani
IDBI & Federal Insurance
III-B.Com(CA)-A



N.Keerthana
IDBI & Federal Insurance
III-B.Com(CA)-A



M.Monisha
IDBI & Federal Insurance
III-B.Com(CA)-B



M.Ummu Salma
AEE. BEE Academy
III-B.Com(CA) 'B'



Savitha Kumari Agarwal
AEE. BEE Academy
III-B.Com(CA) 'B'



G.Hinthusha
AEE. BEE Academy
III-B.Com(CA)-B



B.Nihitha
AEE. BEE Academy
III-B.Com(CA)-B



E.Swathi
AEE. BEE Academy
III-B.Com(CA)-B



V.Subarna
IDBI & Federal Insurance
III-B.Com(CA)-B



J.Jayasurya
Future General LIC
III-B.Com(CA)-A



M.Asha Amirtha Varshini
IDBI & Federal Insurance,
Eureka Forbes & CO, Cetas(IT)
III-B.Com(CA)-A

FIELD VISIT



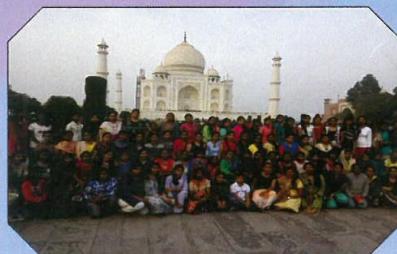
Jallianwala Bagh - Amritsar



Golden Temple - Amritsar



Manali



Taj Mahal - Agra



Parliament - New Delhi

PENCILLINGS



B.Sugapriya
II-B.Com (E-Commerce)



R.Mythili
I-M.Com (CA)



R.Mouluka
I-B.Com (CA) 'B'



J.Joymerlin
I-B.Com (CA) 'A'

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Assistant Professor
Member



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Assistant Professor
Member



Ms.Ummu Salma
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Member