



PG DEPARTMENT OF COMMERCE

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

College with Potential for Excellence
Re-accredited with 'A' Grade by NAAC &
Affiliated to Bharathiar University, Coimbatore-641 046.

NEWS LETTER

Volume - 1



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(Asst. Prof.)

ABOUT THE COLLEGE

"Let our thoughts be noble ones" is the motto behind the establishment of the esteemed institutions of Vellalar Educational Trust formed in the year 1976. Vellalar College for Women (Autonomous) is the pioneer in women's education in Erode District. Guided by the vision of its founders, the institution lays highest importance on maintaining excellence in teaching and learning. Over the years, the college has grown in strength and is now having more than 4000 students on roll. The institution takes pride in creating an ambience where in both students and faculty can pursue boundless knowledge. In its existence spanning over four decades, the college has the pride of being re-accredited with 'A' Grade by NAAC and the rare distinction of a 'College with Potential for Excellence' accorded by UGC.

IMPRESSARIO - 2014

ABOUT THE DEPARTMENT

The Post Graduate Department of Commerce set up in 1983 has imbibed the institution's tradition of exploring new frontiers of knowledge and innovation in academics. The department has constantly endeavored to provide quality education, entrepreneurial skills and create a platform for overall development to the students. The erudite faculty members, enterprising students and state-of-the-art infrastructure enhances the quality of learning in the department.

The department has 13 eminent, well-qualified and dedicated faculty members. They contribute to mould the students into multifaceted personalities by enriching them with seminars, symposium, guest lectures, workshops, industrial visit, career oriented programmes, certificate courses and soft skills beside regular UG, PG and research programmes.

ASSOCIATION MEETINGS

GUEST LECTURE



Mr. M.Karthik, M.C.A., M.Phil., Assistant Professor, Vivekanandha Institute of Information & Management Studies, Tiruchengode, delivered a lecture on "RECENT TRENDS IN INFORMATION TECHNOLOGY" for the PG students on 02-09-2013.

June 2013-March 2014

GUEST LECTURE



Dr.(Tmt.)R.Parvathi, M.Sc., M.Phil., B.Ed., P.G.D.C.A., Ph.D., Associate Prof. and Head of the Department of Mathematics of our college delivered a lecture on "APPLICATION OF SPSS IN RESEARCH" on 06-01-2014.

Dr.(Tmt.)S.Kalaiselvi, M.Com., M.Phil., Ph.D., P.G.D.C.A., CGA., M.B.A., Assistant Professor and Head, Department of Commerce with Computer Applications of our college has delivered a special lecture to UG Final year students "RESEARCH IN SOCIAL SCIENCE" on 20-02-2014.

ONE DAY WORKSHOP



A one day workshop on "HUMAN EXCELLENCE" was organized on 16.09.2013. The Resource person Dr.R.Srinivasan, Assistant Professor, School of Management Studies, SASTRA University, Thanjavur addressed the staff and students.

ONE DAY WORKSHOP



A one day workshop entitled “SEBI FINANCIAL EDUCATION TO YOUNG INVESTORS” was conducted on 03.10.2013 with the resource person Dr.S.Balusamy, Assistant Professor, RVS Faculty of Management, Coimbatore.

TRAINING PROGRAMME



Ms.P.Jayanthi, Proprietor, Jaya Candle Works, Palli palayam has conducted a Training Programme on “CANDLE MAKING” at our college on 18.09.2013. Nearly 178 students had participated and benefited.

EDP CELL WORKSHOP



The EDP CELL of PG Department of Commerce conducted a two-day workshop with the Trainer Mrs.M.Banumathi on 19.09.2013 and 20.09.2013, and trained the students on “JUTE PRODUCT MAKING”.



A one-day workshop on “CLOTH EMBELLISHMENT” was conducted with Mrs.B.Aruna Shenoy, Trainer, on 21.02.2014. Around 52 students had participated and benefited.

INDUSTRIAL VISIT



Final year UG students of the department visited Kerala as an Industrial Trip for three days from 21.09.2013 to 23.09.2013 and it also worked as a refreshment trip for students.



The PG students were taken to an Industrial visit to Sea Blue Ship Yard Company, Cochin, Kerala on 24.01.2014 and 25.01.2014.

ONE DAY SYMPOSIUM

A one day National Symposium on “FINANCIAL INCLUSION FOR ECONOMIC SUSTAINABILITY” was held on 29.01.2014.



Inaugural and Keynote Address was given by Mr.M.Selvaraju, Lead District Manager, Canara Bank, Erode.



The resource person for Technical Session I was Dr.B.Vijayachandran Pillai, Professor, Department of Commerce & Management Studies, Calicut, Kerala. He enlightened the gathering on "ROLE OF FINANCIAL INCLUSION IN REBALANCING GROWTH".



The Technical Session II was deliberated by Dr.P.N.Raghunathan, Assistant Professor, Department of Business Administration, Government Arts College, Coimbatore on "OPPORTUNITIES IN FINANCIAL SECTOR". The Association Competition Prizes were distributed by him to the winners during the Valedictory Session.



ORIENTATION ON MULTISKILL DEVELOPMENT



An orientation on "MULTI SKILL - NUMERICAL APTITUDE" was conducted by Mr. N. Loganathan, Mull Academy, Karur, on 04.02.2014 to first year PG students.

MOU - CERTIFICATE COURSE



The department has signed a MOU with Sri.Mahesvar Tally Training Centre, Erode and conducted a Certificate Course on Tally 9.0 in association with them for UG students.

SCHOLASTIC EXCELLENCE BY FACULTY MEMBERS

Workshop / Symposium / Seminar

		National Level	International Level
Dr.S.Maheswari	Participated	3	2
	Presented	2	1
Mrs.S.Saraswathi	Participated	3	2
Dr.T.Thamilselvi	Participated	5	2
	Presented	3	1
Mrs.C.Brundha	Participated	3	2
Mrs.P.Janaki	Participated	4	2
Dr.S.Vishnuvarthani	Participated	4	2
	Presented	3	2
Ms.N.Vidhya	Participated	3	2
Dr.S.Saravanambigadevi	Participated	3	2
	Presented	2	3
Mrs.P.Shanthi	Participated	3	2
Dr.S.Poongodi	Participated	4	2
	Presented	2	3
Mrs.M.Vasanthi	Participated	3	2
Mrs.D.Vidhya	Participated	2	2
Mrs.S.Sumathi	Participated	2	1
Mrs.S.C.Karpagavalle (for leave vacancy)			

PUBLICATIONS BY FACULTY MEMBERS

Dr.S.Maheswari	-	1	Dr.S.Vishnuvarthani	-	4
Dr.T.Thamilselvi	-	2	Dr.S.Saravanambigadevi	-	2
Mrs.P.Janaki	-	3	Dr.S.Poongodi	-	2

M.PHIL RESEARCH PROGRAMME

Our department faculty members have rendered guidance for full-time M.Phil candidates under Bharathi University during 2013-2014.

Dr.S.Maheswari	-	2
Dr.S.Vishnuvarthani	-	2
Dr.S.Saravanambigadevi	-	1
Dr.S.Poongodi	-	1

CAREER PLACEMENT RECORD OF STUDENTS

The following students of our department have added colours through their placement record.

S.No.	Name of the Student	On / Off Campus Recruitments
1.	J. Mothika Suthar	TCS, Chennai
2.	R.Kungumavalli	TCS, Chennai
3.	K.Priya Sharma	AEE BEE, Coimbatore
4.	G.Pavithra	AEE BEE, Coimbatore
5.	S.Sowbarnika	AEE BEE, Coimbatore
6.	V.Rekha	TCS, Chennai

STUDENTS UNDER "EARN WHILST LEARN" SCHEME

The following students are the busy bees who assist their family with part-time job.

S.No.	Names	Class	Nature of Job	Monthly Income (Rs.)
1.	S.Jahira Banu	I - B.Com 'A'	Taking Tuition	1000
2.	K.Janani	I - B.Com 'A'	Taking Tuition	1000
3.	R.Gowthami	I - B.Com 'A'	Taking Tuition	500
4.	S.Mamta Sharma	I - B.Com 'A'	Taking Tuition	1000
5.	R.Pavithra	I - B.Com 'B'	Taking Tuition	1000
6.	M.Raihana	I - B.Com 'B'	Taking Tuition	600
7.	M.Faiza	II - B.Com 'B'	Taking Tuition	2500
8.	A.Vinitha	II - B.Com 'B'	Working in Xerox Centre	1000
9.	M.Ramya	II - B.Com 'B'	Working in Xerox Centre	1200
10.	P.Nivetha	II - B.Com 'B'	Taking Tuition	1000
11.	P.Ananthi	III - B.Com 'A'	Accountant	1500
12.	R.Banupriya	III - B.Com 'A'	Taking Tuition	1900
13.	N.Aysha	III - B.Com 'A'	Taking Tuition	500
14.	P.Banuchitra	II - M.Com	Taking Tuition	2000

STUDENTS' FEAT

Our students have brought laurels to the college by participating in various intra and inter-collegiate meet and winning prizes.

ON CAMPUS

- On 09.01.2014, R. Rani of III B.Com 'B' participated in Singing Competition organized by Fine Arts Committee and bagged 2nd prize.
- P.Kokila of III-B.Com 'A' participated in Wealth from Waste Competition on 10.01.2014 organized by Fine Arts Committee and bagged 2nd prize.
- T.Priya of I M.Com and A.Gayathri of II B.Com 'A' participated in Rangoli Competition on 10.01.2014 organized by Fine Arts Committee and bagged 1st and 2nd prize respectively.
- On 20.01.2014, T.Priya and S.Hema of I M.Com participated in Poster Advertisement Competition organized by PG Department of Commerce and won 1st and 2nd prize respectively.
- R.Sivasankari of II M.Com and S.Akshaya of I M.Com participated in Just-a-minute Competition organized by PG Department of Commerce on 20-01-2014 and bagged 1st and 2nd prize respectively.
- On 20.01.2014, S.Gayathri and S.Priyambigai of III B.Com 'A' and 'B' have participated in Flower Arrangement Competition conducted by PG Department of Commerce and won 1st prize. The 2nd prize was bagged by N.Keerthana and P.Thavamani of II B.Com 'A' and II B.Com 'B'.
- H.Manisha Bhaiya of II B.Com 'A' and A.Shithika Farveen of III B.Com 'B' participated in Fruits and Vegetable Carving Competition organized by PG Department of Commerce on 20.01.2014 and won 1st prize and the 2nd prize was bagged by C.Indhumathi and R.Sefali Lohani of III B.Com 'A' and II B.Com 'B' respectively.
- On 06.02.2014, M.Dhariga of I B.Com 'A' and M.Vinotha of I B.Com 'B' participated in Ikebana Competition organized by PG Department of Library and Information Science and won 3rd prize.
- On 06.02.2014, P.Premavathi of I B.Com 'B' participated in Tamil Letter Writing Competition organized by PG Department of Library and Information Science and won 3rd Prize.
- M.Dhariga of I B.Com 'A' participated in English Letter Writing Competition organized by PG Department of Library and Information Science on 06.02.2014 and bagged 3rd prize.

OFF CAMPUS

- On 28.09.2013, the students of II B.Com 'A', R.Arthi Kothari, H.Manisha Bhaiya, S.Kirtika Rathod and R.Sefali Lohani of II B.Com 'B', H.Nisha Bhaiya of I B.Com 'B' participated in Ad-Zap Competition organized by Nehru Arts and Science College, Coimbatore and won 2nd prize.
- S.Kirtika of II B.Com 'A' won the 3rd prize in Photogenic Face Competition organized by Nehru Arts and Science College, Coimbatore on 28.09.2013.
- B.Madhuri of II B.Com 'A' bagged the 3rd prize in Mehendi Competition organized by Nehru Arts and Science College, Coimbatore on 28.09.2013.
- M.Kajol Chandak of II B.Com 'A' participated in Nail Art Competition and won 2nd prize organized by Nehru Arts and Science College, Coimbatore on 28.09.2013.
- S.Sunaina Sharma and D.Savitha Kumari Jain of II B.Com 'B' participated in Flower Arrangement Competition and bagged 3rd prize organized by Nehru Arts and Science College, Coimbatore on 28.09.2013.
- On 03.10.2013, R.Arthi Kothari, S.Kirtika Rathod, M.Hema Kumari Daga of II B.Com 'A' and R.Sefali Lohani of II B.Com 'B' participated in Ad-Zap Competition organized by Department of English, PSG College of Arts and Science, Coimbatore bagged 3rd prize.
- On 07.02.2014, D.Pooja Jain and S.Neha Jain of II B.Com 'B' bagged 1st prize in Mehendi and Hair do Competition organized by Excel Business School, Salem District.
- R.Indhumathi of II B.Com 'A' participated in Essay Writing Competition on 13.02.2014 organised by Kongu Arts and Science College, Erode and got consolation prize.

TOP NOTCHES IN B.COM

UNION OFFICE BEARERS



R. Anu,
III-B.Com 'A'
Joint Secretary,
College Union (SF)



M. Deepika
II-B.Com 'A'
NSS Secretary



C. Indhumathi
III-B.Com 'A'
Secretary,
Commerce Association



T. Pavithra
I-B.Com 'B'
Secretary,
Green Society

PROFICIENCY PRIZE WINNERS



J. Mothika Suthar
III-B.Com 'A'
1st Place in Major
2nd Place in Allied II



C. Indhumathi
III-B.Com 'A'
1st Place in Allied I



T. Savitha
III-B.Com 'B'
2nd Place in Major



T. Keerthika
III-B.Com 'A'
1st Place in Allied II
2nd Place in Allied I

TOP NOTCHES IN M.COM - PROFICIENCY PRIZE WINNERS



M. Revathi
II - M.Com
1st Place in Major



S. Nithya
II - M.Com
2nd Place in Major

ENDOWMENT PRIZE WINNER & RANK HOLDER (2010-2013 Batch)



K. Pooja Agarwal
III Rank Holder and Endowment Prize Winner

STUDENTS EXCEL IN SPORTS

The following students of the department excel in various sports events and has brought merit to our department.

EVENTS

HANDBALL

R.Kavi Priya	I - B.Com 'A'	Runner
A.Madhumathi	I - B.Com 'A'	Runner
S.Nathiyaselvanayaki	I - M.Com	Runner

VOLLEY BALL

S.Legadevi	II - B.Com 'A'	Runner
V.Katherin Leely	II - B.Com 'A'	Runner
M.Kalaiaarasi	II - B.Com 'A'	Runner
P.Mathu Bala	II - B.Com 'B'	Runner
G.Anjula	II - B.Com 'B'	Runner
S.Sowbarnika	III - B.Com 'B'	Runner
E.Parameshwari	I - M.Com	Runner

BASKET BALL

R.Kavi Priya	I - B.Com 'A'	Runner
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KHO - KHO

R.Kavi Priya	I - B.Com 'A'	Runner
T.Karthikai Selvi	I - B.Com 'A'	Runner
B.Dhivya	I - B.Com 'A'	Runner
S.Jayadevi	I - B.Com 'A'	Runner
P.Madhumitha	I - B.Com 'A'	Runner
M.Kabila	II - B.Com 'A'	Runner
C.Indhumathi	III - B.Com 'A'	Runner
R.Gowthami	III - B.Com 'A'	Runner

4 x 100m RELAY

M.Kabila	II - B.Com 'A'	Third
R.Gowthami	II - B.Com 'A'	Third
S.Sowbarnika	II - B.Com 'A'	Third

LONG JUMP

R.Gowthami	II - B.Com 'A'	Second
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STUDENTS HANDOUT

Accountancy Words that Starts in Each Alphabet

A - Asset	N - Narration
B - Bad Debts	O - Opening Balance
C - Creditors	P - Payment
D - Debtors	Q - Quorum
E - Expenditure	R - Receipt
F - Financial Statement	S - Sales
G - Grace Days	T - Trial Balance
H - Hire Purchase	U - Underwriting
I - Investment	V - Venture Capital
J - Journal Entries	W - Wages
K - Keeping Records	X - X-Axis
L - Liabilities	Y - Years
M - Management	Z - Zero Based Budgeting

V.SREE SAMBAVI
I - B.Com - B [S.F]

QUOTABLE QUOTES

Seven Deadly Sins

Wealth without Work
Pleasure without Conscience
Science without Humanity
Knowledge without Character
Politics without Principle
Commerce without Morality
Worship without Sacrifice

- Mahatma Gandhi

T.Keerthika, III - B.Com 'A

10 INTERESTING FACTS AND TRENDS ABOUT E-COMMERCE

1. Pizza Hut was one of the first major brands to experiment with online commerce, starting in 1996.
2. E-commerce is predicted to represent 10% of all US retail by 2017.
3. North Dakota, Connecticut, and Alaska lead all US states in e-commerce sales per capita.
4. India is home to the fastest growing e-commerce market, and France is experiencing the slowest growth.
5. 80% of the online population has used the internet to make a purchase, and 50% of the online population has purchased online more than once.
6. 'Apparel and Accessories' is the fastest growing e-commerce sector.
7. Although it launched in 1995, Amazon wasn't able to turn a profit until 2003.
8. 26% of all products added to cart are abandoned and never purchased.
9. 44% of smart phone users admitted to "show-rooming" – They browsed products in brick-and-mortar stores, picked what they liked, then purchased online.
10. During the third quarter of 2012, \$4,423 was transacted via Paypal, per second.

INTERESTING FACTS

1. Bill Gates house was designed using a Macintosh Computer.
2. You can survive without eating for weeks, but you can only live 11 days without sleeping.
3. In mornings, eating an apple will keep you awake better than drinking coffee.
4. The acid in your stomach is strong enough to dissolve razor blades.
5. You use 200 muscles to take one step.
6. Your teeth starts growing 6 months before you are born.
7. Just two bananas will provide you with enough energy for an intense 90 minute workout.
8. If you sleep less you crave for junk food and if you oversleep you crave for more sleep.

PG DEPARTMENT OF COMMERCE