

# 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.**



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## **NEWS LETTER**

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## 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 1970. 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.

## ABOUT THE DEPARTMENT

The Post Graduate Department of Commerce established 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 14 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.

## SPECIAL MEETINGS & GUEST LECTURES



A Special Meeting on "Investors Awareness Programme" was held on 15.07.2014. Presidential address has been given by CA. R. Nagarajan, Chairman, ICAI, Erode Branch. CA. P. Sivasubramaniam, Secretary, ICAI, Erode Branch delivered felicitation address. The Chief guest address has been delivered by Thiru. V.P. Sivadasan, ICLS, Assistant Registrar of Companies and Registrar of Companies (Incharge) Coimbatore, Tamil Nadu.



A Special Meeting was held on 27.08.2014. Mr. T. Kannan, Branch Head, Tamil Nadu Mercantile Bank Ltd., Perundurai addressed the students on "Banking in Tech-Savvy Era".



A Special Meeting was organised on 29.1.2015. Dr.D.MuthamizhVendanMurugavel, Assistant Professor of Commerce, Dr.G.R.Damodaran College of Science Coimbatore addressed the final UG and PG students on "Research Paradigm in Commerce".





A Guest Lecture programme was organised on 26.09.2014 for the final year PG students. Dr. G. Shanthi, Assistant Professor of Commerce, Thriuvalluvar Government Arts College, Rasipuram gave a lecture on "Leasing".

### **WORKSHOP ORGANISED**



A One Day Workshop on "Research Methods for Project Work" was organised on 06.08.2014. Dr. P. Sathya Priya, Director, Sri Sri Academy, Erode was the resource person.



Towards providing unique opportunity to the students to enrich their personality, a Two Day Workshop on 'Grooming for Future Career' was organised on 09.02.2015 and 10.02.2015. Mrs.S.Dhivya Kirupa, Educational Consultant and Mr. Abraham Knight, Corporate Trainer, WiseCom Image Academy, Gobichettipalayam were the resource persons.

### **INDUSTRIAL VISIT**



The Department has organised a three day pleasure trip to Bangalore and Coorg for the final year UG and PG students from 11.09.2014 to 13.09.2014. The students visited Wonderla, Abi Falls, Museum, Lal Park and Golden Temple.

### **EXTENSION ACTIVITY**

An extension programme was organised by our department on 11.09.2014 at Government High School, Thindal, Erode. Mr.U.L.Dhanavel Murugan, Post Office Small Savings Agent, Ganapathipalayam, motivated the Government High School students towards savings habit. He briefed about various post office savings schemes available for people. Nearly 100 school students participated and got benefitted.





## MOU SIGNED



MOU has been signed with S2I VECTOR INFOTECH, Erode for the certificate course on Tally 9.0. 48 students from various disciplines were admitted and issued certificates.

## SCHOLASTIC EXCELLENCE BY FACULTY MEMBERS SEMINAR / SYMPOSIUM / FDP / WORKSHOP PARTICIPATION

	Seminar		Symposium		FDP	Workshop
	National	International	National	International		
Dr.S.Maheswari	-	1	1	1	1	1
Dr.S.Saraswathi	-	-	1	1	-	-
Dr.T.Thamilselvi	-	1	1	1	-	-
Mrs.C.Brundha	-	1	1	1	-	-
Mrs.P.Janaki	-	1	1	1	-	-
Dr.S.Vishnuvarthani	1	1	1	1	1	1
Ms.N.Vidhya	-	1	1	1	2	-
Dr.S.Saravanambigadevi	-	1	1	1	1	-
Mrs.P.Shanthi	-	1	1	1	-	-
Dr.S.Poongodi	-	1	1	1	-	-
Mrs.M.Vasanthi	-	1	1	1	-	-
Mrs.M.Hemalatha	-	1	1	1	1	-
Mrs.E.Thenmozhi	-	1	1	1	1	-
Ms.G.M.Vinothani	-	1	-	-	1	-
Mrs.S.Sumathi (Adhoc)	-	1	1	1	-	-
Ms.M.Devi Abirami (Adhoc)	-	1	-	-	1	-

## SEMINAR / CONFERENCE PRESENTATION

	National Seminar	Conference	
		National	International
Dr.S.Maheswari	1	-	-
Mrs.P.Janaki	1	-	1
Dr.S.Vishnuvarthani	1	-	1
Ms.N.Vidhya	-	-	1
Dr.S.Saravanambigadevi	1	1	-
Dr.S.Poongodi	1	2	1
Mrs.M.Hemalatha	1	-	1
Mrs.E.Thenmozhi	1	-	1

## M.PHIL RESEARCH PROGRAMME

Our department faculty members have rendered guidance for full-time M.Phil candidates under Bharathi University during 2014-2015.

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



## PUBLICATIONS BY THE FACULTY MEMBERS

**Dr. S.Maheswari**

A Study on Consumers' Preference towards Green Tea in Erode, Intercontinental Journal of Marketing Research, Vol. 2, Issue 7, July 2014, pp.38-45, ISSN- 2321-0346.

**P.Janaki**

Scenario of Retailing in the present Era, Shiv Shakti International Journal of Multidisciplinary and Academic Research, Vol. 3, No. 5, October 2014, pp. 36-47, ISSN- 2278-5973.

Legal Issues in E-commerce, INDO Global Journal of Commerce and Economics, Vol. 2, Issue 1, March 2015, pp.186-188, ISSN- 2393-9796.

**Dr.S.Vishnuvarthani**

A Study on Consumers' Preference towards Green Tea in Erode, Intercontinental Journal of Marketing Research, Vol. 2, Issue 7, July 2014, pp.38-45, ISSN- 2321-0346.

Determinants of Consumers' Buying Pattern of Carbonated Soft Drinks – A Study in Erode Town, Dimensions of Marketing- Trends, Opportunities and Challenges, Regal Publications, 2014, pp.84-96, ISBN-978-81-8484-450-4.

Change Management Principles, Indo Global Journal of Commerce and Economics, Vol. 2, Issue 2, March 2015, pp.92-95, ISSN No. 2393-9796.

**Dr.S.Saravanambigadevi**

Celebrity Endorsement on Consumer Brand Preference - An Analysis, Indo Global Journal of Commerce and Economics, Vol. 2, Issue 1, March 2015, pp. 27-29, ISSN- 2393-9796.

**Dr.S.Poongodi**

Service Quality and Patients' Satisfaction in the Health Care Sector- An Empirical Assessment of SERVQUAL Scale, European Journal of Commerce and Management, Special Issue 1, 2015, pp. 188-191, ISSN- 2051-8080.

An Empirical Study on Customers' Usage Pattern of Online Shopping with Reference to Bangalore City, Indo Global Journal of Commerce and Economics, Vol. 2, Issue 1, March 2015, pp. 30-32, ISSN- 2393-9796.

**Ms.N.Vidhya**

Customers' Usage and Satisfaction of E-Banking Services with respect to ICICI Bank in Erode City, Indo Global Journal of Commerce and Economics, Vol. 2, Issue 2, March 2015, pp.139-143, ISSN No. 2393-9796.

**Mrs.E.Thenmozhi**

M-Commerce, Indo Global Journal of Commerce and Economics, Vol. 2, Issue 2, March 2015, pp.135-138, ISSN No. 2393-9796.



## 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.	S.Kaviya	AEE BEE, Coimbatore
2.	S.Deepha	AEE BEE, Coimbatore
3.	S.Kirtika	CSS Corporation, Chennai
4.	H.Manisha Bhaiya	CSS Corporation, Chennai
5.	R.Shefali Lohani	CSS Corporation, Chennai

## STUDENTS UNDER "EARN WHILE 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.	D.Karthika	I - B.Com 'A'	Sales Girl	2500
2.	G.Abirami	I - B.Com 'A'	Sales Girl	1500
3.	T.Deepa	II - B.Com 'A'	Library	800
4.	S.Mamta Sharma	II - B.Com 'A'	Taking Tuition	500
5.	R.Pavithra	II - B.Com 'B'	Taking Tuition	1500
6.	P.Nivetha	II - B.Com 'B'	Sales Girl	1000
7.	A.Saranya	II - B.Com 'B'	Taking Tuition	1000
8.	M.Faiza	III - B.Com 'A'	Taking Tuition	2500
9.	M.Gayathri	III - B.Com 'A'	Taking Tuition	1000
10.	A.Gayathri	III - B.Com 'A'	Jewel Making	1000
11.	M.Ramya	III - B.Com 'B'	Working in Xerox Centre	1000
12.	P.Nivetha	III - B.Com 'B'	Taking Tuition	1000
13.	R.Banupriya	I - M.Com	Taking Tuition	3000
14.	S.Saranya	I - M.Com	Taking Tuition	1000
15.	M.Anusha	I - M.Com	Taking Tuition	2500
16.	E.T.Priyadharshini	I - M.Com	Taking Drawing & Painting Class	5000
17.	S.Shobana	II - M.Com	Taking Tuition	1500
18.	D.Vidhya Lakshmi	II - M.Com	Taking Tuition	1200
19.	R.Gowsalya Devi	II - M.Com	Taking Tuition	700

## STUDENTS ACTIVITY INCLUDING RESEARCH SCHOLARS

### Presentation of Paper in Seminar / Conference

1. S.Saranya and D.Subashini, Full Time Ph.D Research Scholars and M.Lalitha, P.Thenmozhi, S.Yasu and M.Rajamani, Full Time M.Phil., Scholars have presented paper in International Conference on Contemporary Issues and Challenges in Commerce and Management Organized by Sri Ganesh College of Arts and Science, Salem on 13-02-2015.

2. M.Lalitha, P.Thenmozhi, S.Yasu and M.Rajamani, Full Time M.Phil., Scholars have presented paper in National Conference on Rural Entrepreneurship Development in India: Challenges and Prospects Organised by Kaamadhenu Arts and Science College, Sathyamangalam on 26-02-2015 and 27-02-2015.



## OFF CAMPUS

1. R.Rani of I M.Com has bagged first prize in Just-a-Minute and won the title of Ms.Rhapsody in an Intercollegiate meet organised by PG Department of Commerce and Commerce with Computer Applications, PKR Arts College for Women, Gobichettipalayam on 18-09-2014.
2. Bhavana Jain, M.Hema Kumari Daga, Kajol Chandak, S.Kirtika and Manisha Bhaiya of III B.Com 'A' have won first prize in Ad-Zap Competition in FANTABULOUS-2014, an Intercollegiate Cultural Fiesta conducted by Nehru Arts and Science College, Coimbatore on 20-09-2014.
3. Arthi Kothari and S.Kirtika of III B.Com 'A' have won second prize in Gyaan Sagar conducted by Department of Hindi, Jairam Arts and Science College, Salem on 30-09-2014.
4. On 30-09-2014, Arthi Kothari, M.Hema Kumari Daga and S.Kirtika of III B.Com 'A' have bagged first prize in Mime Show conducted by Department of Hindi, Jairam Arts and Science College, Salem.
5. S.Kirtika of III B.Com 'A' has won first prize in Jeeth EK Pal Mein conducted by Department of Hindi, Jairam Arts and Science College, Salem on 30-09-2014.
6. Neha S.K. Jain, B. Ramashree Lakhotia and R.Sefali Lohani of III B.Com 'B' have bagged first prize in Mime Show conducted by Department of Hindi, Jairam Arts and Science College, Salem on 30-09-2014.
7. M.Hema Kumari Daga, M.Kajol Chandak, R.Arthi Kothari, B.Madhuri, Bhavana U. Jain and Manisha Bhaiya of III B.Com 'A' have won first prize in Skit in State Level Intercollegiate Meet conducted by Department of Management Studies, Surya Engineering College, Erode on 22-01-2015.
8. M.Hema Kumari Daga, M.Kajol Chandak, R.Arthi Kothari and Bhavana U. Jain of III B.Com 'A' have bagged second prize in Ad-Zap Competition in State Level Intercollegiate Meet conducted by Department of Management Studies, Surya Engineering College, Erode on 22-01-2015.
9. On 22-01-2015, B.Madhuri of III B.Com 'A' has won first prize in Mehendi Competition in State Level Intercollegiate Meet conducted by Department of Management Studies, Surya Engineering College, Erode.
10. S.Sunaina Sharma of III B.Com 'B' has bagged third prize in Mehendi Competition and S.Kirtika of III B.Com 'A' has bagged second prize in Cooking Competition in 'Hillario-15' conducted by Nandha Arts and Science College, Erode on 22-01-2015.
11. On 30-01-2015, B.Madhuri, S.Kirtika, Faiza, R.Arthi Kothari of III B.Com 'A' have won second prize in Treasure Hunt Competition organized by Department of Management Studies and Computer Applications, Velalar College of Engineering and Technology, Erode.
12. H.Kumari Nisha Bhaiya, S.Mamta Sharma of II B.Com 'A' and S.Neha Jain, Payal Kakda, R.Sefali Lohani, B.Ramashree Lakhotia of III B.Com 'B' have won first prize in Group Dance Competition organized by Department of Management Studies, Kongu Engineering College, Erode on 06-02-2015.
13. D.Pooja Jain of III B.Com 'B' has won second prize in Hair Do Competition and Mehendi Competition at National Level Management meet organized by Excel Business School, Komarapalayam on 06-02-2015.
14. D.Pooja Jain of III B.Com 'A' has won second prize in Mehendi Competition at HILARICAS organized by Hindusthan College of Arts and Science, Coimbatore on 14-02-2015.

## ON CAMPUS

1. K.Naganandhini of III B.Com 'B' has won first prize in Dance Competition organized by Hindi Club on 12-08-2014.
2. R.Arthi Kothari, Bhavana U.Jain, M.Hema Kumari Daga, M.Kajol Chandak, S.Kirtika and H.Manisha Bhaiya of III B.Com 'A' have won first prize in Corporate Walk conducted by PG Department of Corporate Secretaryship on 27-02-2015.
3. Manju Kumari, Payal Kakda, R.Sefali Lohani of III B.Com 'B', H.Kumari Nisha Bhaiya, S.Mamta Sharma of II B.Com 'A' and Payal Bhandari of II B.Com 'B' have won second prize in Corporate Walk conducted by PG Department of Corporate Secretaryship on 27-02-2015.
4. H.Manisha Bhaiya of III B.Com 'A' has won first prize in Best Manager conducted by PG Department of Corporate Secretaryship on 27-02-2015.
5. Kajol Chandak and H.Manisha Bhaiya of III B.Com 'A' have bagged second prize in Surprise Event organized by PG Department of Corporate Secretaryship on 27-02-2015.

## SPORTS ACTIVITIES - ON CAMPUS

1. P.Dharani, V.S.Monica of I B.Com 'A', R.Aarthi of II B.Com 'A' and M.Vidhyaprabha of II B.Com 'B' have won second prize in Fancy Dress Competition conducted on 04-02-2015.
2. A.Madhumathi, R.Kavipriya of II B.Com 'A' and P.Mathubala of III B.Com 'B' have won the place of runner in Hand Ball Competition conducted on 04-02-2015.
3. A.Madhumathi, R.Kavipriya of II B.Com 'A' have won the place of runner in Basket Ball Competition conducted on 04-02-2015.
4. T.Karthikaiselvi, T.Deepa, R.Kavipriya, S.Jayadevi of II B.Com 'A' and N.Kabila of III B.Com 'A' have won the place of runner in Kho Kho Competition conducted on 04-02-2015.
5. R.Kavipriya of II B.Com 'A', N.Kabila of III B.Com 'A' and P.Mathubala of III B.Com 'B' have won the place of winner in Volley Ball Competition conducted on 04-02-2015.
6. N.Kabila of III B.Com 'A' has won second prize in Amusement Game conducted on 04-02-2015.



## TOP NOTCHES IN B.COM

### UNION OFFICE BEARERS



S. Pruthivi  
III B.Com 'B'  
Association  
Secretary



S. Kirtika  
III B.Com 'A'  
Union Fine  
Arts Secretary



S. Deepha  
III B.Com 'A'  
Union Career  
Guidance  
Secretary



N. Kabila  
III B.Com 'A'  
Union Sports  
Secretary



P. Premavathi  
II B.Com 'B'  
Union NSS  
Secretary



K. Naga Nandhini  
II B.Com 'B'  
Union Green  
Society Secretary

### PROFICIENCY PRIZE WINNERS



B. Madhuri  
III B.Com 'A'  
Major  
I Prize



M. Hema  
Kumari Daga  
III B.Com 'A'  
Major  
II Prize



B. Madhuri  
III B.Com 'A'  
Allied I  
I Prize



S. Kaviya  
III B.Com 'A'  
Allied I  
II Prize



S. Nithya  
III B.Com 'B'  
Allied II  
I Prize



B. Madhuri  
III B.Com 'A'  
Allied II  
II Prize

### TOP NOTCHES IN M.COM PROFICIENCY PRIZE WINNERS



R. Gowsalyadevi  
II M.Com  
I Prize



D. Vidhya Lakshmi  
II M.Com  
II Prize

### ENDOWMENT PRIZE WINNERS & RANK HOLDERS



M. Revathi  
II M.Com  
I Rank



M. Gunavathi  
II M.Com  
II Rank



S. Nithya  
II M.Com  
III Rank



J. Mothika Suthar  
III B.Com 'A'  
II Rank



T. Keerthika  
III B.Com 'A'  
V Rank

### ASSOCIATION COMPETITION PRIZE WINNERS

#### PG

#### COOKERY USING MILLETS

K. Kiruthika	- I M.Com	- I Prize
R. Prianga	- II M.Com	- II Prize

#### PAPER PRESENTATION

D. Vidhya Lakshmi	- II M.Com	- I Prize
K. Priya Sharma	- I M.Com	- II Prize

#### UG

#### COOKERY - FOOD WITHOUT FIRE

H. Kumari Nisha Bhaiya	- II B.Com 'A'	- I Prize
T. Jujitha	- III B.Com 'A'	- II Prize
P. Nivetha	- III B.Com 'B'	- I Prize
M. Payal Bhandari	- II B.Com 'B'	- II Prize

#### CARD MAKING

H. Manisha Bhaiya	- III B.Com 'A'	- I Prize
R. Aswithaa	- I B.Com 'A'	- II Prize
S. Suhana Begam	- I B.Com 'B'	- I Prize
S. Sunaina Sharma	- III B.Com 'B'	- II Prize