

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-12.

DEPARTMENT OF COMMERCE (SF)

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Kumari Nisha Bhaiya, III B.Com 'A'



ABOUT THE COLLEGE

Vellalar College for Women was established by Vellalar Educational Trust in the year 1970. It is a pioneer in women's education in Erode District with the motto being "Let our thoughts be noble ones". Guided by the vision of its founders, the institution lays greatest significance in maintaining excellence in teaching and learning. Over the years, the college has grown in strength and is now having more than 5000 students on roll. The institution holds pride in creating an ambience wherein both the students and faculty can pursue boundless knowledge. In its existence spanning over four decades, the college has the gratification of accomplishing reaccreditation with 'A' Grade by NAAC and the rare distinction of 'College with Potential for Excellence' accorded by UGC.

ABOUT THE DEPARTMENT

The Department of Commerce in Self-financing wing was established in the year 1983 by embarking the institution's tradition of exploring new frontiers of knowledge and innovation in academics. The Department functions with the vision to impart holistic education using state-of-the-art technology leading to development of qualified professionals and successful entrepreneurs. In addition to UG, PG and Research Programmes, the department offers Value Added Course and Certificate Course. The students are encouraged to exploit their skills and potentials by participating in various seminars, workshops, conferences, guest lectures, competitions, intra/inter collegiate meets, industrial visits, soft skill programmes, etc.



ASSOCIATION ACTIVITIES

Insight on Business Economics



Dr. A. Palanisami, Assistant Professor, PG and Research Department of Economics, Government Arts College (Autonomous), Salem, deliberated on "Production Function" to I M.Com students. (05.08.2015)

Awareness on E-banking



Ms. P. Jaanaki, Chief Manager, Bank of Baroda, Thindal Branch, Erode, created an awareness on "Innovative Banking Products" among final year UG and PG students. (04.09.2015)

An Exposure on Industrial Know-how



Final year UG and PG students visited Hindustan Aeronautics Limited, Bengaluru. (12.09.2015)

An Entrepreneurial Training



Mrs. P. Radhamani, Trainer, Appakudal, gave a skill-oriented training to the students on "Embroidery Techniques". (21.12.2015 to 23.12.2015)

Hands- on Training on SPSS



Dr. R. Parvathi, Associate Professor and Head, Department of Mathematics, Vellalar College for Women (Autonomous), Erode, trained the II M.Com students on "Applications of SPSS in Research". (08.08.2015)

An Excursion



The final year UG and PG students went on a trip to Mysore and Bengaluru. (11.09.2015 to 13.09.2015)



Final year PG students visited TNPL, Karur. (06.02.2016)

Skill-based Lecture



The final year UG students were given a lecture on "Entrepreneurial Management" by Mr.T.Suresh Kumar, Assistant Professor, Department of Information Technology, K.S. Rangaswami College of Technology, Tiruchengode. (05.02.2016)

An Avenue for Research Expertise



Dr. V. Rajeswari, Assistant Professor and Head, Department of Business Administration, Government Arts College for Women, Sivagangai, articulated on the topic "Basics of Research in Social Science" to final year PG students and M. Phil. scholars. (08.02.2016)

Grooming the Personality



Mrs. R. Sasiprabha, Co-founder & Trainer, Sirpi Training Resources, Gobichettipalayam, motivated the students on the topic "Let's Make a Difference....". (09.02.2016)

Memorandum of Understanding



The department has signed MoU with Sri Maghesvare Tally Training Center, Erode and offered Certificate Course on Tally ERP9.0 for 35 hours during each semester. The students from all the disciplines enrolled and got benefitted.

SCHOLASTIC EXCELLENCE BY FACULTY MEMBERS

PARTICIPATION IN FDP/WORKSHOP

Name of the Faculty	FDP	Workshop
Dr. S. Maheswari	2	-
Mrs. C. Brundha	2	-
Dr. P. Janaki	-	1
Dr. S. Vishnuvarthani	1	1
Mrs. N. Vidhya	1	-
Dr. S. Saravanambigadevi	1	-
Mrs. E. Thenmozhi	2	-
Mrs. M. Hemalatha	2	-
Ms. R. Sangeetha	1	-

PRESENTATION IN SEMINAR / CONFERENCE

Name of the Faculty	Seminar		International Conference
	National	International	
Dr. S. Maheswari	1	-	1
Dr. T. Thamilselvi	-	-	1
Mrs. C. Brundha	1	-	1
Dr. P. Janaki	2	-	1
Dr. S. Vishnuvarthani	3	-	1
Mrs. N. Vidhya	1	-	1
Dr. S. Saravanambigadevi	1	1	1
Mrs. P. Shanthi	-	-	1
Dr. S. Poongodi	2	1	2
Mrs. E. Thenmozhi	1	-	1
Ms. G. M. Vinothani	1	-	1
Ms. R. Sangeetha	1	-	1

PUBLICATIONS

Name of the Faculty	Title	Journal/ Edited Book	Date
Dr. S. Maheswari	E-Business Growth and Development	Intercontinental Journal of Marketing Research Review, Vol.4, Issue 1, pp. 280-281, ISSN: 2321-0346(Online) 2347-1670(Print)	February 2016
Dr. P. Janaki	A Study on Consumers' Preference towards Ice Cream with Special Reference to Erode City	Intercontinental Journal of Marketing Research Review, Vol.3, Issue 12, pp.55-63, ISSN: 2321-0346(Online) 2347-1670(Print)	December 2015
	E-Commerce in India- An Overview	Intercontinental Journal of Marketing Research Review, Vol.4, Issue 1, pp.272-275, ISSN: 2321-0346(Online), 2347-1670(Print)	February 2016
Dr. S. Vishnuvarthani	The Effect of Brand Image on Consumers' Preference towards Durables - A Study in Erode City	International Journal of Management and Social Development, Vol.2, Issue 7, pp.89-97, ISSN: 2348-1919	July 2015
	Modern Business Growth - A Conceptual Sketch	Intercontinental Journal of Marketing Research Review, Vol.4, Issue 1, pp.85-88, ISSN: 2321-0346(Online) 2347-1670(Print)	February 2016
N. Vidhya	Business Growth Strategies	Journal of Marketing Research Review, Vol.4, Issue 1, pp.266 – 271, ISSN: 2321-0346 (Online) 2347-1670(Print)	February 2016
Dr. S. Saravanambigadevi	Working Capital Analysis of Salem Urban Cooperative Bank	Proceedings of International Seminar on the Role of Social Enterprises in the Globalized Economy, pp.113-119, ISBN: 978-93-85477-08-9	August 2015
Dr. S. Poongodi	Service Quality and Patient's Satisfaction in Health Care Sector with Special Reference to Erode City	IOSR Journals - International Organization of Scientific Research, pp.23-27, E-ISSN-2279-0837	July 2015
	Consumers' Buying Behavior towards Online Shopping - An Empirical Study in Bangalore City	Journal of Commerce and Behavioural Science, Vol.5, Issue 2, pp.5-11, ISSN: 2251-1547	December 2015
	Customers' Satisfaction towards Online Shopping – An Empirical Evaluation in Bangalore City	Journal of Social Science and Management, Vol. 5, Issue 3, pp.178-186, ISSN:2251-1571	December 2015
	Customers' Awareness towards Online Shopping : An Exploratory Study in Bangalore City	Journal of Economics and Business Studies, Vol. 5, Issue 3, pp.33-38, ISSN:2251-1555	January 2016
	Analysis of Financial Health and Viability of Dindigul Central Cooperative Bank	Proceedings of International Seminar on the Role of Social Enterprises in the Globalized Economy, pp.125-131, ISBN: 978-93-85477	August 2015
E. Thenmozhi	Business Growth Strategies	Journal of Marketing Research Review, Vol.4, Issue 1, pp.266 – 271, ISSN: 2321-0346(Online) 2347-1670(Print)	February 2016
G.M. Vinothani	E- Business Growth and Development	Journal of Marketing Research Review, Vol.4, Issue 1, pp.280 – 281, ISSN: 2321-0346(Online) 2347-1670(Print)	February 2016
R.Sangeetha	International Business Environment – Challenges and Opportunities	Journal of Marketing Research Review, Vol.4, Issue 1, pp.282 – 284, ISSN: 2321-0346(Online) 2347-1670(Print)	February 2016

ACTED AS RESOURCE PERSON

Date	Name of the Faculty	Activity	Venue
17.03.2016	Dr.S.Vishnuvarthani	Release of Bulletin, 'The Vasavi Com'	Sri Vasavi College (SF), Erode

M.PHIL. RESEARCH PROGRAMME

Our department faculty members have rendered guidance for full-time M.Phil. candidates under Bharathiar University during 2015-16.

Dr. S. Maheswari	-	1
Dr. T. Thamilselvi	-	1
Dr. P. Janaki	-	1
Dr. S. Vishnuvarthani	-	1

INTELLECTUAL FEAT BY THE STUDENTS

CAREER PLACEMENT RECORD

The following students have added colours to the department through their placement record.

S. No.	Name	On/Off Campus Recruitments
1	M. Dhariga	ALCANCE Technologies, Chennai
2	B. Divya	AEE BEE Academy, Coimbatore
3	V. Sree Sambavi	INFOSYS (BPO), Chennai & AEE BEE Erode
4	M.Sathyamani	ALCANCE Technologies, Chennai

STUDENTS UNDER "EARN WHILE LEARN" SCHEME

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

S. No.	Name	Class	Nature of Job	Monthly Income (Rs.)
1	S. Devayani	I B.Com 'A'	Taking Tuition	1500
2	R. Aswithaa	II B.Com 'A'	Taking Tuition	450
3	M. Dharani	II B.Com 'A'	Taking Tuition	2000
4	G. Abirami	II B.Com 'A'	Sales Girl	2000
5	D.Karthika	II B.Com 'A'	Sales Girl	2000
6	M. Nathiya	II B.Com 'B'	Taking Tuition	600
7	Mamta Sharma	III B.Com 'A'	Taking Tuition	400
8	S. Aruna	III B.Com 'A'	Taking Tuition	2000
9	S. Hafila Sahina	III B.Com 'A'	Taking Tuition	500
10	A. Saranya	III B.Com 'B'	Taking Tuition	1000
11	V. Ramya	III B.Com 'B'	Taking Tuition	2000
12	R. Banupriya	II M.Com	Taking Tuition	3000

SPORTS ACTIVITIES

Date	Name	Class	Event	Prize
ON CAMPUS				
12.02.2016	J.Priya	I B.Com 'B'	4*400 mts Relay	II
12.02.2016	J.Priya	I B.Com 'B'	Foot Ball	Runner
12.02.2016	R.Vishalatchi	I B.Com 'B'	March past	III
12.02.2016	P.S. Sanju Nivasini	I B.Com 'B'	March past	III
12.02.2016	R. Anitha	I B.Com 'A'	March past	III
12.02.2016	S. Neelavathi	I B.Com 'B'	Throw Ball	Runner
12.02.2016	R.Kavipriya	III B.Com 'B'	4*400 mts Relay	III
12.02.2016	R.Kavipriya	III B.Com 'B'	Kho-Kho	Winner
12.02.2016	R.Kavipriya	III B.Com 'B'	Foot Ball	Runner
OFF CAMPUS				
13.10.2015	J.Priya	I B.Com 'A'	Foot Ball	I Prize
13.10.2015	S.Bhuvaneshwari	I B.Com 'A'	Foot Ball	I Prize
05.02.2016	S.Bhuvaneshwari	I B.Com 'A'	Foot Ball	II Prize

INTER / INTRA COLLEGIATE MEET

Date	Name	Class	Event/ Programme	Organizer	Prize
21.09.2015	K. Priya Sharma	II M.Com	Just-a-Minute	Department of Commerce & Commerce(CA), P.K.R. Arts College for Women, Gobi	II
12.01.2016	M.Mahalakshmi	II B.Com 'A'	Dance	Department of Tamil, Kongu Arts and Science College, Erode	II
12.01.2016	A.Geetha	II B.Com 'A'	Dance	Department of Tamil, Kongu Arts and Science College, Erode	II
12.01.2016	K. Naga Nandhini	III B.Com 'B'	Dance	Department of Tamil, Kongu Arts and Science College, Erode	II
05.02.2016	S. Sandhiya	III B.Com 'B'	Treasure Hunt	Department of Management, SNMV Institute of Management, Coimbatore	II
05.02.2016	P. Rupika	III B.Com 'B'	Treasure Hunt	Department of Management, SNMV Institute of Management, Coimbatore	II
05.02.2016	P. Padmavathi	III B.Com 'B'	Treasure Hunt	Department of Management, SNMV Institute of Management, Coimbatore	II
05.02.2016	V. Ramya	III B.Com 'B'	Treasure Hunt	Department of Management, SNMV Institute of Management, Coimbatore	II
05.02.2016	K. Sukanya	III B.Com 'B'	Treasure Hunt	Department of Management, SNMV Institute of Management, Coimbatore	II
05.02.2016	K. Naga Nandhini	III B.Com 'B'	Treasure Hunt	Department of Management, SNMV Institute of Management, Coimbatore	II
24.02.2016	R.Karthikayini	III B.Com 'A'	Face Painting	Department of Computer Applications, Vellalar College for Women, Erode	I
24.02.2016	K.Payal Bhandari	III B.Com 'B'	Marketing	Department of Computer Applications, Vellalar College for Women, Erode	II
24.02.2016	P.Premavathi	III B.Com 'B'	Marketing	Department of Computer Applications, Vellalar College for Women, Erode	II

PRESENTATION IN SEMINAR / CONFERENCE

Date	Name	Class	Title	Organizer
09.09.2015	M.Lalitha	M.Phil.	Emerging Opportunities and Challenges in Green Marketing	Department of Cooperation, Vellalar College for Women, Erode
25.09.2015 & 26.09.2015	K. Kiruthika	II M.Com	Trend and Growth on Dividend Payment of Indian Company	Department of Commerce, Gobi Arts and Science College, Gobi
25.09.2015 & 26.09.2015	R. Rani	II M.Com	Trend and Growth on Dividend Payment of Indian Company	Department of Commerce, Gobi Arts and Science College, Gobi
25.09.2015 & 26.09.2015	M.Rajamani	M.Phil.	Trend and Growth on Dividend Payment of Indian Company	Department of Commerce, Gobi Arts and Science College, Gobi
12.02.2016	K. Kiruthiga	M.Phil.	Modern Business Growth – A Conceptual Sketch	Department of Commerce & Commerce with Computer Applications, Nandha Arts and Science College, Erode
12.02.2016	P. Gowri	M.Phil.	E-Commerce in India	Department of Commerce & Commerce with Computer Applications, Nandha Arts and Science College, Erode
12.02.2016	S. Kavitha	M.Phil.	Recent Development and Future Research	Department of Commerce & Commerce with Computer Applications, Nandha Arts and Science College, Erode
12.02.2016	P. Leelavathi	M.Phil.	Recent Development and Future Research	Department of Commerce & Commerce with Computer Applications, Nandha Arts and Science College, Erode

PUBLICATIONS

Name	Class	Title	Journal	Date
B.Ithanika	I M.Com	A Study on Consumers' Preference towards Ice Cream with Special Reference to Erode City	Intercontinental Journal of Marketing Research Review, Vol. 3, Issue 12, pp. 55-63, ISSN: 2321-0346 (Online) 2347-1670 (Print)	December 2015
P.Gowri	M.Phil.	E-Commerce in India – An Overview	Intercontinental Management Research Consortium, Vol. 4, Issue 1, pp.272-275, ISSN: 2321-0346 (Online) 2347-1670 (Print)	February 2016
K.Kiruthiga	M.Phil.	Modern Business Growth-A Conceptual Sketch	Intercontinental Management Research Consortium, Vol. 4, Issue 1, pp.285-288, ISSN: 2321-0346 (Online) 2347-1670 (Print)	February 2016
P.Leelavathi	M.Phil.	Recent Developments in Business	Intercontinental Management Research Consortium, Vol. 4, Issue 1, pp.13-17, ISSN: 2321-0346 (Online) 2347-1670 (Print)	February 2016
S.Kavitha	M.Phil.	Recent Developments in Business	Intercontinental Management Research Consortium, Vol. 4, Issue 1, pp.13-17, ISSN: 2321-0346 (Online) 2347-1670 (Print)	February 2016

TOP NOTCHES IN B.COM

UNION OFFICE BEARERS



H. Kumari Nisha Bhैया
III B.Com 'A'
Association Secretary



K. Naga Nandhini
III B.Com 'B'
Fine Arts Secretary



D. Ragavi
II B.Com 'B'
NSS Secretary



N. Madhubala
I B.Com 'A'
Green Society Joint Secretary

PROFICIENCY PRIZE WINNERS



V. Sree Sambavi
III B.Com 'B'
Major - I Prize
Allied I - II Prize



S. Aruna
III B.Com 'A'
Major - II Prize
Allied I - I Prize
Allied II - I Prize



P. Madhumitha
III B.Com 'A'
Allied II - II Prize

ENDOWMENT PRIZE WINNER & RANK HOLDER



B. Madhuri
III B.Com 'A'
II Rank
[2012-2015 Batch]

ASSOCIATION COMPETITION PRIZE WINNERS

PG

POSTER ADVERTISEMENT

M. Deepika	I M.Com	I Prize
K. Kiruthika	II M.Com	II Prize

BEST MANAGER

R. Rani	II M.Com	I Prize
S. Sindhu	I M.Com	II Prize

UG

PAPER CRAFT

R. Karthikayini	III B.Com 'A'	I Prize
A. Geetha	II B.Com 'A'	II Prize
M. Payal Bhandari	III B.Com 'A'	I Prize
S. Shopikasri	II B.Com 'A'	II Prize

JUST-A-MINUTE

A. Jaya Keerthiga	I B.Com 'A'	I Prize
S. Aruna	III B.Com 'A'	II Prize
V. Sree Sambavi	III B.Com 'B'	I Prize
V. Saroj Kumari	III B.Com 'B'	II Prize

TOP NOTCHES IN M.COM

PROFICIENCY PRIZE WINNERS



P. Prathiba
II M.Com
I Prize



R. Banu Priya
II M.Com
II Prize