

RANK HOLDERS

B.COM CA



SAVITHA KUMARI AGARWAL, S
I - RANK



UMMU SALMA, M
II - RANK



KARTHIKA, P
III - RANK



KIRUTHIKA DEVI, M
IV - RANK



POOJA, M
V - RANK

M.COM CA



NIVETHA, R
I - RANK



KOKILAPRIYA, S
II - RANK



DHARANI, R
III - RANK



Mrs. M. PREMA
Assistant Professor & Head
Editor



Mrs. P. KARTHIKA
Assistant Professor
Member



Dr. A. AMUDHA
Associate Professor
Member



Mrs. S. POONGODI
Assistant Professor
Member



Dr. D. SELVANAYAGI
Assistant Professor
Member



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

College with Potential for Excellence
(Reaccredited with 'A' Grade by NAAC & Affiliated to Bharathiar University)
THINDAL, ERODE - 638 012

PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

News Letter

Issue - 9

COMMERCIAL CZARINAS' 2019 June 2018 - March 2019

EDITORIAL BOARD

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Ms. G. Sangeetha Agarwal, II M.Com (CA)

ABOUT THE INSTITUTION

Vellalar College for Women has impeccable tradition of 49 years of unparalleled devotion, commitment and integrity with its core and non-core programme cutting across academic disciplines, green practices, co-scholastic pursuits and outreach activities groom the campus community to take up responsibilities, orient them with insights into community services and sensitize them to social issues.

ABOUT THE DEPARTMENT

The Post Graduate Department of Commerce with Computer Applications was established in the year 2001. The nineteen years old department aims at maintaining academic excellence and equipping students with necessary skills to face the challenges of business world. The department has 13 dedicated faculty members with 6 Ph.D holders, 3 UGC - NET / SET qualifiers. Devising and implementing a spurt of distinctive and demanding field - specific enterprises, the department familiarizes the students with widening avenues of opportunities in the career oriented world.

VISION

- To educate and empower the students in the applications of commerce knowledge to build up the nation by acquiring social responsibility and adopting the ethics in computerized business environment to sustain and achieve global excellence.

MISSION

- To provide globalized educational system with updated skill in Commerce through Computer Applications.
- To provide multifaceted technologies to train the students for commercial activities.
- To nurture, develop and produce globally competent business leaders with a strong academic base to excel as professionals and to improve quality of human life.
- To create quality industrialists, administrators in commercial sector and exemplary leader to the nation.

ABOUT COMMERCIAL CZARINAS

The Commercial Czarinas is the voice of the department which mainly focuses on its yearly activities. It speaks and visualizes the events happened, participation of students in various inter and intra college events and the achievements of the faculty members are also highlighted.

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 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. 60 students have enrolled to enrich their technical calibre.

FEATS OF THE DEPARTMENT

With a stands to inculcate and groom the young candidate to catch up with the current trends in the realm of Commerce with Computer Applications, the department conducts a variety of programme.

Widening the Horizons - WORKSHOP



DISASTER MANAGEMENT

Resource Person: Mrs.M.Visalakshi,
Team Co-ordinator and Mrs.Mehala,
Zonal Co-ordinator,
Sri Sathya Sai Seva Organisation.
Date: 03.07.2018
Beneficiary: III B.Com (CA) A & B and II M.Com (CA)



GUIDELINES FOR RESEARCH WORK

Resource Person: Dr.P.B.Banudevi,
Assistant Professor and Head,
Department of Commerce & Finance,
Dr.N.G.P. Arts and Science College, Coimbatore.
Date: 10.09.2018 Session: FN
Beneficiary: III B.Com (CA) A & B and II M.Com (CA)



GUIDELINES FOR RESEARCH WORK

Resource Person: Dr.L.Senthil Kumar,
Assistant Professor, Department of Commerce & Finance,
Dr.N.G.P. Arts and Science College, Coimbatore.
Date: 10.09.2018 Session: AN
Beneficiary: III B.Com (CA) A & B and II M.Com (CA)



GST PRACTITIONER - A NEW CAREER TO COMMERCE GRADUATES

Resource Person: Dr.K. Nagarajan,FCMA, Ph.D.,
Cost Accountant, Namakkal.
Date: 21.02.2019
Beneficiary: III B.Com (CA) A & B and I & II M.Com (CA)

OFF CAMPUS

PLACEMENT



S. Gokilavani
III B.Com (CA) "A"
IDBI



M. Jayanthi
III B.Com (CA) "A"
AEE & BEE Academy



V. Krishnapriyanka
III B.Com (CA) "A"
INFOSYS, IDBI, Max Bupa



G. Lavanya
III B.Com (CA) "A"
Max Bupa, IDBI



R. Lakshmi
III B.Com (CA) "A" IDBI,
Max Bupa, TCS



S. Rubha
III B.Com (CA) "B"
IDBI, AEE & BEE Academy



R. Sandhya
III B.Com (CA) "B"
IDBI



A. Pavithra
III B.Com (CA) "B"
AEE & BEE Academy



B. Rasiga Priya
III B.Com (CA) "B"
IDBI



R. Sridharshini
III B.Com (CA) "B"
IDBI



S.S. Samyuktha
III B.Com (CA) "B"
IDBI



S. Rishidevi
III B.Com (CA) "B" IDBI,
AEE & BEE Academy, CTS



M. Sneha
III B.Com (CA) "B"
IDBI, Max Bupa



C. Yamuna
III B.Com (CA) "B"
IDBI, AEE & BEE Academy



S.S. Nivetha
III B.Com (CA) "B"
IDBI



D. Rohini
III B.Com (CA) "B"
IDBI, Max Bupa



R. Mythili
II - M.Com CA



C. Kaavika
I - B.Com CA - 'A'



J. Joymerlin
II - B.Com CA - 'A'



S. Divya
III - B.Com CA - 'A'

BUSY BEES

The following students have imbibed their foot prints in the part time job market.

S.NO	NAME OF THE STUDENT	CLASS	NATURE OF THE JOB	AMOUNT EARNED PER MONTH (In Rupees)
1.	S.Malathi	I-B.Com(CA)-A	Tuition	700
2.	V.Dharani	I-B.Com(CA)-A	Tuition	1000
3.	V.Ayesha Rumana	I-B.Com(CA)-A	Tuition	500
4.	R.Renuga devi	I-B.Com(CA)-B	Tuition	1000
5.	M.Sangeetha	I-B.Com(CA)-B	Computer center	1000
6.	P.Vinothini	I-B.Com(CA)-B	Tuition	1000
7.	Joy Merlin	II-B.Com(CA)-A	Tuition	1500
8.	S.Menagha	II-B.Com(CA)-B	Tuition	1600
9.	K.Punitha	II-B.Com(CA)-B	Mill	2200
10.	B.Janaranjani	III-B.Com(CA)-A	Medicine Godown	3000
11.	A.K.Monicarani	III-B.Com(CA)-A	Tuition	1000
12.	S.Poomathi	III-B.Com(CA)-B	Library	600
13.	R.Sandhiya	III-B.Com(CA)-B	Tuition	800
14.	S.S.Samyukta	III-B.Com(CA)-B	Tuition	600
15.	A.Umadevi	III-B.Com(CA)-B	Chit fund office	4000
16.	R.Devi	I-M.Com(CA)	Tuition	600
17.	D.Preetha	I-M.Com(CA)	Reliance Mall	3500
18.	N.Indhumathi	II-M.Com(CA)	Milk Society	3000

ASSOCIATION COMPETITIONS

NAME OF THE COMPETITIONS	NAME OF THE STUDENT	CLASS	PLACE
Business Quiz	M. Jayanthi	III B.Com (CA) "A"	I
	S.Nandidha	I B.Com (CA) "B"	I
	R. Kasthuri Priya	III B.Com (CA) "A"	II
	G.S.Sree Kavyaa	III B.Com (CA) "B"	II
Just A Minute	S.Ishwarya Lakshmi	I B.Com (CA) "A"	I
	M.Swathi	I B.Com (CA) "B"	I
	S.Dharani	I B.Com (CA) "A"	II
	D.Rohini	III B.Com (CA) "B"	II
Business Quiz	P.Raji	II M.Com (CA)	I
	S.Nivi	I M.Com (CA)	II
Ad- Zap	B.Nithyashree, G.Sangeetha Agarwal	II M.Com (CA)	I
	R.Mythili, S.Kokila	II M.Com (CA)	II

On a Quest for Knowledge INDUSTRIAL VISITS



© Seshasayee Paper and Boards Limited, Erode
Date: 17.07.2018
Beneficiary: II M.Com (CA)



© Kwality Photonics Private Limited & Ledchip Indus Private Limited, Hyderabad. Date: 07.08.2018
Beneficiary: III B.Com (CA) A & B



© Karnataka Silk Industrial Corporation Limited, Mysore
Date: 22.09.2018
Beneficiary: 7 Students of II M.Com (CA)

Buzz Sessions - SPECIAL MEETING



DIGITALIZATION OF BANKING SERVICES

Resource Person: Mrs. S.Renugapriya,
Single Window Operator, Punjab National Bank, Erode.
Date: 18.07.2018
Beneficiary: III B.Com (CA) A & B and I & II M.Com (CA)



PASSPORT TO SUCCESS

Resource Person: Dr. Babu Rajagopal,
Principal, Ministry of Education, Government of Maldives,
Maldives. Date: 06.12.2018
Beneficiary: III B.Com (CA) A & B and II M.Com (CA)



GENDERED SPACES

Resource Person: Ms.Chanji Nivedha.R, M.A., Sociology,
Student cum Speaker, University of Hyderabad.
Date: 18.12.2018
Beneficiary: III B.Com (CA) A & B and I & II M.Com (CA)

Backpack - SEIZE THE MOMENTS



A merry trip to Hyderabad was arranged from 04.08.2018 to 08.08.2018 for III B.Com (CA) students.



A cheerful trip to Coorg & Mysore was arranged from 20.09.2018 to 24.09.2018 for II M.Com(CA) Students.

An Erudite Eloquence - GUEST LECTURE



BUSINESS CYCLE & ECONOMIC FLUCTUATIONS

Resource Person: Dr.S.Ramasamy,
Associate Professor & Head,
Department of Economics, K.M.College,
Muthur. Date: 24.09.2018
Beneficiary: I M.Com (CA)



PSYCHOLOGY OF WOMEN

Resource Person: Dr.Rajesh Thottingal Kalam,
Rehabilitation Psychologist, Psycho Social Foundation,
Erode-2.
Date: 21.12.2018
Beneficiary: III B.Com (CA) A & B



RECENT TRENDS IN PROJECT

Resource Person: Mr.N.Senthil Kumaran,
Director, Department of Computer Applications,
Vellalar College for Women, Erode.
Date: 26.12.2018
Beneficiary: III B.Com (CA) A & B

MEMBERSHIP OF STAFF IN ACADEMIC BODIES AND OTHER COMMITTEES

S.NO	NAME OF THE STAFF	ACADEMIC BODIES AND OTHER COMMITTEES
1	Mrs.M.Prema	Equal Opportunities and Counseling Cell Curriculum Development Committee Atal Ranking
2	Dr.S.Poongodi	Enviro Club Placement Cell Agri business training and Consultancy(ABC)
3	Dr.S.Sounthiri	Students Welfare Committee, Data Centre
4	Dr.V.Thilagavathi	Staff Welfare Committee
5	Dr.M.Lalitha	Fine Arts Committee
6	Mrs.P.Karthika	Alumni Association Career Guidance & Counseling Cell
7	Dr.A.Amudha	Remedial Coaching NDLI
8	Mrs.S.Poongodi	Discipline Committee
9	Mrs.M.Umadevi	ICT E-Learning
10	Ms.P.Ramya Sri	Discipline Committee
11	Ms.M.Anu Priya	Games Committee
12	Mrs.T.Renuga Devi	Unnath Bharath Abhiyan
13	Dr.D.Selvanayagi	ICT E-Learning

PROFICIENCY PRIZE WINNERS



Krishna Priyanka V
III B.Com(CA) 'A'
Major, Allied I & II
I - Prize



Rishidevi S
III B.Com(CA) 'B'
Major & Allied II
II - Prize



Gokulavani S
III B.Com(CA) 'A'
Allied I
II - Prize



Sangeetha Agarwal.G
II M.Com(CA)
Major I - Prize



Nithyashree.B
II M.Com(CA)
Major II - Prize

Reach for the Stars – AN EXTENSION ACTIVITY



On 08.09.2018, 15.09.2018 and 29.09.2018 Faculty and students extended their helping hand to the students of the Erode Arima Society Trust, Rehabilitation centre for the Physically Differently Abled (Orho), Sengodampalayam, Erode.

STAFF PUBLICATIONS

S.No.	Name of the Staff	Name of the Journal	Title of the Paper
1	Dr.C.Sangeetha	Research Review Journals	Liquidity & Profitability analysis of the selected stock Broking companies
		Asian Journal of Multidimensional Research (AJMR)	Ratio Analysis of the selected stock broking companies
		Research Review Journals	A Study on trend of fast food buying behavior of consumers with special reference to Erode District
		Research Review Journals	Financial Performance of the Aditya Birta stock broking compaines
2	Mrs.M.Prema	Research Review Journals	A study on working capital management of Indian Tobacco company (ITC) Ltd.
		Management and Social Science	An Empirical study on factors influencing Work life balance of private School Women Teachers Working in Erode City
3	Dr.V.Thilgavathi	Research Review Journals	Analysis of Profitability of the select private sector non banking finance companies in India
		International Journal of Scientific Research and Reviews	Consumers satisfaction towards Online Shopping with special reference to Erode district
4	Dr.M.Lalitha	Research Review Journals	Analysis of Profitability of the select private sector non banking finance companies in India
		International Journal of Scientific Research and Reviews	Consumers satisfaction towards Online Shopping with special reference to Erode district
5	Mrs.P.Karthika	Research Review Journals	A Study on Customer intention in Online Shopping of Smart Kitchen Appliances
6	Dr.A.Amudha	Scientific Research Review	GST-The Biggest Ever Tax Reform.
7	Mrs.S.Poongodi	Research Review Journals	E-Marketing Awareness in Rural Areas
8	Ms.M.Anu Priya	Research Review Journals	Financial Services and Digitalization
9	Ms.P.Ramya Sri	Research Review Journals	Financial Inclusion in rural areas

STAFF ACHEIVEMENTS



Dr.D.Selvanayagi,
Assistant Professor in Commerce (CA)

STAFF ACTIVITY

Resource person in Seminar/ Guest lecture - 01

RESEARCH OUTCOME
Ph.D Produced - 02

DEPARTMENT ARSENAL
Text Books - 422

Journal
National - 10, International - 03
Annual Reports - 60, Ph.D Thesis - 07
M.Phil Dissertation - 64, PG Projects - 253

Presentation in Seminar/ Conference/ Symposium
National - 15
International - 19

DEPARTMENT INTAKE
B.Com (CA) - 345
M.Com (CA) - 55

BOARD OF STUDIES

The meeting for the Board of studies was held on 23.04.2018. The updated curriculum for the forthcoming year was approved by members of the department and by the following members.

UNIVERSITY REPRESENTATIVE

• Dr.N.Maliqan, Assistant Professor of Commerce, Government Arts & Science College, Udumalpet.

SUBJECT EXPERTS

• Dr. G.Shanthi, Assistant Professor of Commerce, Thiruvalluvar Government Arts College, Rasipuram, Namakkal.

• Dr.C.Gnanadesigan, Assistant Professor of Commerce, Government Arts College, Kumbakonam.

• Dr.C.Dhanalakshmi, Assistant Professor of Commerce, Sri Krishna Arts & Science College, Coimbatore.

INDUSTRIAL EXPERT

• Mr.R.Krishnakumar, Auditor, M/S Sundar Krishna & Associates, Erode.

ALUMNA

• Mrs.S.Renugapriya, Single Window Operator, Punjab National Bank, Erode.

STUDENT ACTIVITIES

B.Com (CA) & M.Com (CA)
Seminar/Conference/Workshop - 48
Competition/ Co-curricular - 14
Sports - 15

EXTRA CURRICULAR ACTIVITIES

Our learners volunteered themselves in various club activities:
NSS- 10
YRC- 23
EDC- 28
CONSUMER CLUB - 17
GREEN SOCIETY - 24
ENVIRONMENTAL SCIENCE - 1, HEALTH CLUB - 27
THEATER & MEDIA CLUB - 28
DIGITAL LITERACY CLUB - 18

POSITION HELD BY THE LEARNERS



R.Sridharshini
Association Secretary
III - B.Com CA 'B'



M.Hinduja
Enviro Club Secretary
I - B.Com(CA) - 'A'



S.Dharanya
VCW Champion
II - B.Com(CA) - 'A'



E.Poorani
VCW Champion
II - B.Com(CA) - 'B'