

## DEPARTMENT OF COMMERCE

### B.Com. (General) & B.Com. (Computer Applications)

#### ACTIVITIES OF THE DEPARTMENT FOR THE ACADEMIC YEAR 2012-13

##### *INTERNATIONAL CONFERENCE*

- ❖ Department of Commerce organised an International Conference on “Corporate Excellence in Challenging Global Scenario” on 27<sup>th</sup> and 28<sup>th</sup> September 2012. The conference was inaugurated by Dr. Matthjis Cornellisen. There were guests from academics and industry side and the inaugural session was followed by a special speech by Dr. Venkatramanan, Director – Projects & Program, Bhaktivedanta Hospital, Mumbai on the topic “Spirituality in Management”. Technical sessions were held on both days where academicians with rich experience were invited as chair persons.
- ❖ Two books were released in the Inaugural function, one is the Literary Spectrum by Dr. Lalitha Ramamurthi, Director, AMCAS and the other one is the edited volume book with ISBN number which includes the articles received for the conference. A panel discussion was also organised where the subject experts and industrialists shared their knowledge and experience. The Valedictory address was delivered by Dr. Bhaskaran, Director, Sankara Nethralaya, Chennai. Certificates were distributed for the participants.

##### *VYABHAR – 2013*

- ❖ Our Department organised “Vyabhar 2013 for Budding Young Entrepreneurs” on 7<sup>th</sup> February 2013. Students arranged various stalls of Food, Fun, Textiles and Accessories which yields good experience to them on cost and profit. It was inaugurated by Dr. Lalitha Ramamurthy, Director, First sale by Dr. S. Ramanathan, Principal. The special guest Mr. Fin Hamilton, Senior Lecturer, Eastern Institute of Technology, New Zealand appreciated the students efforts very much.

## STUDENTS ACTIVITIES

- ❖ Abhiraj B.R. of I B.Com. (Computer Applications) has been selected as best dancer by John Britto's Dance company and flash mob dance show organised by HDFC bank.
- ❖ Kirthivasan .V of II year B.Com. (General) has been selected in the Inter-zonal badminton match on 16<sup>th</sup> August 2012.
- ❖ Kirthivasan .V of II year B.Com. was selected for the Inter-zonal badminton match on 13<sup>th</sup> September 2012.
- ❖ S.Ashwin, R.Sreenath, M.Snegalatha, Kirthivasan , Ashok Arunachalam Vasanth kumar, Sabdeesh kannan, Deepika R, Pavithra B, R.Ashok kumar, R. Prasanth A.Ramya, Sentamil Selvi, Manju.k, Nishali, Kirthivasan, Divya N., Vigneshvaran,,Saishree, Muralidharan, Agrata Mukherjee, Kaajal, of B.Com. Department participated in various Competitions conducted by Loyola college on 15.12.12.
- ❖ M.Snegalatha, Kirthivasan, Ashok Arunachalam, Aswin, Abhiraj, Kiran Raj, Kiran raj, Jobin Xavier, Kiran Sujay of B.Com. Department has participated in various Competitions conducted by ITM Business School on 19.12.12.
- ❖ M. Lavanya, N. Divya, Pechiammal, Manjula and Pavithra of I B.Com – General and Manju, Deepika, Nishali and Krishnaveni of I B.com Computer Applications participated in HEALTH & CARE seminar conducted by Ethiraj College for Women, Chennai on 10.12.12.
- ❖ V.Vishaal of I B.com won 2<sup>nd</sup> Prize in Essay Writing Competition Conducted by “Youth Health Mela - 2013” at Valluvarkottam on 26.01.2013.
- ❖ S.Sriram participated in the cookery competition conducted by “Youth Health Mela 2013” at Valluvarkottam on 26/01/2013.

- ❖ Agratha, Nikhila, Ashfaq, Kaajal, Rohit, Suraj, Ajin, Priya, Gunasundari, of III B.Com. has participated in Various Competitions conducted by Marg Grogoreous College, Chennai on 05/02/2013.
- ❖ V.Mathanghi, M. Gopalakrishnan of II B.Com won II prize in Poster Designing Competition conducted by Mohammad Sathak College of Arts and Science, Chennai on 13/02/2013.
- ❖ Murali Krishna, Sai Shree, Sreenath, Snegalatha, Ranju, Ashwin, Ashok Arunachalam, Ramya, Jagan of B.com Department participated in various Competitions conducted by Patrician College of Arts and Science, Chennai on 19/02/2013.

#### ***RESOURCE PERSON FOR INTERNATIONAL CONFERENCE***

- ❖ Dr. (Mrs.) M. Jaya, Assistant Professor, Department of Commerce has chaired the technical session in the International Conference “Competitive Business Strategies for Sustainable Development” organized by Hindustan College of Arts and Science, Chennai on 13<sup>th</sup> September 2012.

#### ***STAFF PUBLICATIONS - BOOK***

<b>Sl. No.</b>	<b>Title</b>	<b>Authors</b>	<b>Publishers</b>
1.	SOLVED QUESTION PAPERS B.Com. Second Semester Madras University	Dr. D. Baskar Dr. T.S. Santhi Mrs. T. Aryamala	Maven Learning Pvt. Ltd., Chennai.
2.	SOLVED QUESTION PAPERS B.Com. Fourth Semester Madras University	Dr. M. Jaya, Dr. V. Charulatha Mr. V. Nagarajan	Maven Learning Pvt. Ltd., Chennai.

### ***STAFF PUBLICATIONS – INTERNATIONAL JOURNAL***

- ❖ Mrs.T.S. Shanthi, Vice Principal & H.O.D. of Commerce published an article entitled “A study on the women employees in I.T. Industry” in the International Journal of Business Economics and Management Research in Vo.3, Issue 5, May 2012, ISSN:2229-4848.
- ❖ Dr.(Mrs) M.Jaya, Assistant Professor, Department of Commerce published an article entitled “An Analytical study on the movement of NIFTY Index and Exchange Rate” in the International Journal of Economics & Marketing and Technology, in Vol.2. Issue 1, July 2012. ISSN:2249-1058.
- ❖ Dr. D. Baskar, Assistant professor, Department of Commerce published an article entitled “An exploratory study on the constraints faced by S.H.G. and its association on social impact and level of empowerment” in the International Journal of Marketing and Technology, in Issue 7, July 2012, ISSN:2777-1008.
- ❖ Dr. M. Jaya, Assistant Professor, Department of Commerce published an article entitled “Forecasting of Market Capitalization through ARIMA (With special reference to I.T. firms)” in the International Journal of Asian Journal of Research in Business Economics & Management in Vol. 2, Issue 10, October 2012 Issue.

### ***STAFF PARTICIPATION - WORKSHOP AND FDP***

- ❖ Dr.(Mrs) T.S. Santhi, Vice-Principal and Head, Department of Commerce attended a workshop on Restructuring of syllabus conducted by the Management Studies Department, University of Madras on 08.01.13.
- ❖ Mrs. T. Aryamala, Assistant Professor in Economics attended a one day FDP on “Application of statistical tools in Management Research using SPSS and AMOS” on 24<sup>th</sup> August 2012 organised by National Institute of Management Studies, Karappakkam.
- ❖ Mrs. T. Aryamala, Assistant Professor in Economics participated in Batch VIII of the ‘Entrepreneurship Training Program for College Teachers’ organized by the Department of Commerce, University of Madras, from 18<sup>th</sup> February, 2013 to 22<sup>nd</sup> February, 2013.