

SNMV

COLLEGE OF ARTS AND SCIENCE

B.COM IT & B.COM E-COM

NEWS LETTER 2022-2023



EMERGING IN TECHNOLOGIES..

NEWSLETTER

Department Overview

Academic Year 2022-2023



B.COM E-COM

The department of B.Com. E-Commerce was established in the year 2017. At present, the department has 4 staff members and 113 students. The members of staff are fully qualified, motivated and dedicated towards maintaining healthy staff-student relationship. They play a vital role in guiding and shaping the students in following the latest global trends.

The department consists of 79 boys and 34 girls. Most of the students are from rural areas with Tamil as the medium of instruction at the higher secondary level.

The department has been taking efforts to continually enhance the quality of education by strengthening the teaching learning process. The faculty members work as a team to produce better results. They prepare the academic calendar, lesson plans and the valuation schedule and execute them with the approval of the principal.

Every semester has three continual internal assessment tests and the results will be sent to the parents in the form of progress reports. The members of the staff organize seminars, symposium and conferences in the college through department association named "COMMIRTH". The students are sent to other colleges to participate in cultural and academic programs.

The department is very keen in placing students in companies of national and international repute. Alumni of the department work for companies like TCS, Sutherland, HCL, DELL, CTS, CITY Bank, etc. and are serving as academicians and entrepreneurs also.

B.COM IT

The Department of B.Com(I.T) was established in the year 2009. At present, the Department has 4 staff members and 134 students. The members of staff are fully qualified, motivated and dedicated towards maintaining healthy staff-student relationship. They play a vital role in guiding and shaping the students in following the latest global trends.

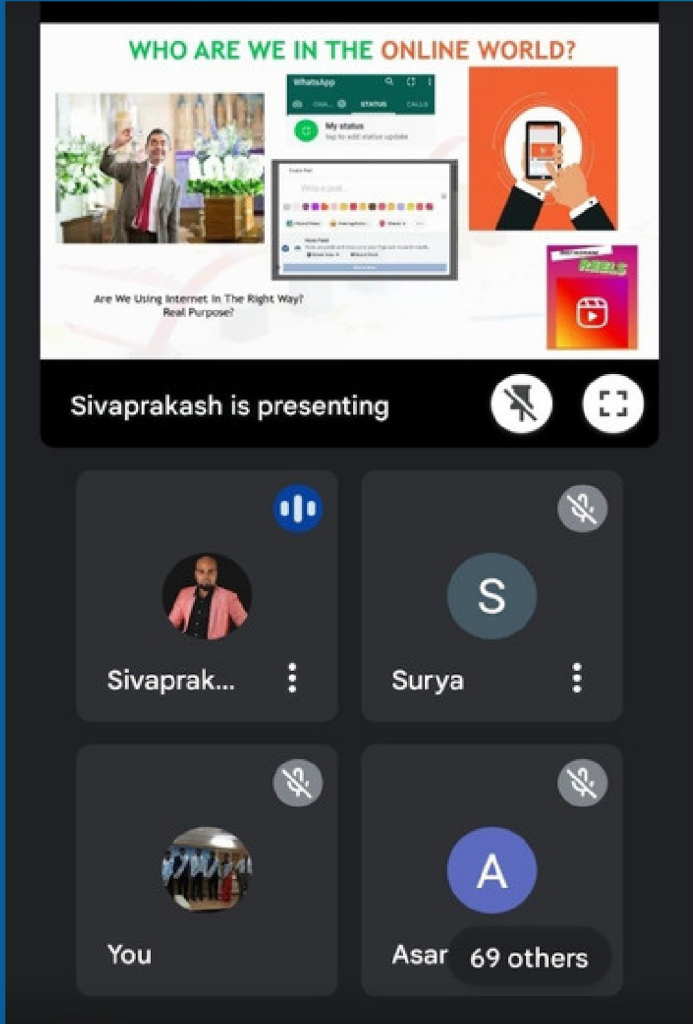
The Department consists of 90 boys and 44 girls. Most of the students are from rural areas with Tamil as the medium of instruction at the higher secondary level. The Department has been taking efforts to continually enhance the quality of education by strengthening the teaching learning process. The faculty members work as a team to produce better results. They prepare the academic calendar, lesson plans and the valuation schedule and execute them with the approval of the principal.

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"LATEST DIGITAL MARKETING TOOLS FOR BUSINESS"

The Department of Commerce with Information Technology & B.Com E-Commerce and Institution's innovation council of Shri Nehru Maha Vidyalaya College of Arts and Science had jointly conducted a webinar on "Latest Digital marketing tools for business" on 23-11-2022 for 80 students of B.Com IT and B.Com E-Com attended through Google Meet. At the beginning, Mr.Dhanush Raj.K of II B.COM IT student gave the welcome address to the participants. The guest speaker was Mr. G.Sivaprakash, Entrepreneur, Digital Marketing Trainer, V&D Solutions. He shared the students, digital marketing tools to promote business products using digital technologies. He also delivered about traditional marketing vs digital marketing of an individual. Finally, Ms.Aruna Srimathi.S, of II B.COM E-COM proposed the vote of thanks. All the students attended the webinar actively and had good session to know about the digital marketing tools.



The Department of Commerce with Information Technology and E-Commerce of Shri Nehru Maha Vidyalaya College of Arts and Science had organized Guest Lecture on "Awareness program for Cost and Management Accountant" on 09.11.2022. Ms.Keruba, Student of III B.Com -IT welcomed the gathering. Sachin.R, of I B.Com.E.com introduced the guest of the program. The Chief Guest Mr.U.SURYA PRAKASH, Secretary CMA, The Coimbatore Chapter and Mr. C.SANJEEVI, Chairman CMA, The Coimbatore Chapter". He gave knowledge about Cost Accounting and recruitment opportunities.



The Department of Commerce with Information Technology and E-Commerce of Shri Nehru Maha Vidyalaya College of Arts and Science had organized food festival called “TENTS OF TASTE” on 08.11.2022. It was inaugurated by our principal Dr.B.Subramani in the presence of our department staff members. We offered 30 stalls and there were a display of different variety of delicious homemade foods, everything done by the students. All the departments’ staff members and students are invited. There was also an interaction amongst the students to maintaining healthy food habits. The event was a huge success.

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The Department of Commerce with Information Technology and E-Commerce of Shri Nehru Maha Vidyalaya College of Arts and Science had organized Guest Lecture on "Environmental Ethics-“Roles And Responsibilities Of Students” on 03.11.2022. Ms.Meena.T, Student of I B.Com -IT welcomed the gathering. Ms.Kiruba.M, of III B.Com IT Introduced the guest of the program. The Chief Guest Mr.P.J.Balakumaran, “Founder & President -ZERO TARGET ”. He started the lecture by Introducing environmental ethics and students responsibilities He covered the areas of the sources ,biological species in the air, water and soil and the effect from human activities and it was an interactive session for students. Around 180 students attended the guest lecture and enthusiastically participated in the event.Last but not least Ms. Mohitha.K Student of II B.Com. IT proposed the vote of thanks and the function ended smoothly.

Web Development Using Firebase



- The Department of Commerce with Information Technology and E-Commerce of Shri Nehru Maha Vidyalaya College of Arts and Science had organized Guest Lecture on "Web Development Using Firebase" on 07.10.2022. Ms. Keerthana.P, Student of II B.Com-IT welcomed the gathering. Ms. Priyadharshini, Uof II B.Com IT introduced the guest of the program. The Chief Guest Mr. A. Narendiranath, Academy Head, Sprout Knowledge Solutions gave a lecture on "Web Development". He started the lecture by introducing Web Development and related jobs. Front end and back end uses of web development and it was an interactive session for students. Around 150 students attended the guest lecture and enthusiastically participated in the event. Finally, feedbacks were received from the students. Last but not least Ms. Arunasrimathi, Student of II B.Com. E.Com proposed the vote of thanks and the function ended smoothly.



➤➤➤ INVESTMENT AWARENESS PROGRAM



The Department of Commerce with Information Technology & E-Commerce of Shri Nehru Maha Vidyalaya College of Arts and Science had conducted a webinar on “Investment Awareness Program” on 03-09-2022 for 120 students of B.Com (IT) and B.Com (E-COM) attended through Zoom Meet. At the beginning, Ms.K.Brindha, of II B.Com IT gave the welcome address to the participants. The Guest Speaker was Mr.Imraan Ahamed, Founder And Director of Infinite Edge Training And HR Solutions. He shared the students about the savings Vs Investments and also interact with the students to invest in mutual funds, shares etc., He also delivered about the ideas that success of an individual or a society is completely based on the performance and values of the people involved in NSE. Finally, Ms.Rahima Khatun, of II B.Com E-Com proposed the vote of thanks. All the students attended the webinar actively and had a good session to know about the Investment management.

STUDENTS ACHIEVEMENTS

S. Saravana kumar of II B.Com IT Yenakkuyaarumadimaiellaiparticipated in poetry competition and received e-certificate organized by Tamil Literary Academy held on 07.12.2022.

K. Jeevitha of I B.Com IT Yenakku yaarumadimaiellai participated in poetry competition and received e-certificate organized by Tamil Literary Academy held on 07.12.2022.

K. Jeevitha of I B.Com IT participated in poetry competition and received e-certificate organized by Tamil Literary Academy held on 02.12.2022.

S. Kannan of I B.Com Ecom participated in Dance competition organized by Karpagam University held on 01.12.2022.

6 Students of I B.Com IT and III B.Com IT participated in Mehendi competition organized by Karpagam University held on 01.12.2022.

Sumayya Ajmala. A of I B.Com IT participated in Best Manager HR event organized by Karpagam University held on 01.12.2022.

Divya.A, Javfree Mathew.C and Swathi Sri of I B.Com IT participated in Quiz competition organized by Karpagam University held on 01.12.2022.

Aruna srimathi, Ashik Ahammed, Rabinason Jacob, Sanjai thaksin, Shanmugaprian of II B.Com E.com participated in e-quiz entitled Bharathiyar Meamorial day conducted by Kathir college of arts and science held on 11.09.2022.

R.Surya Dharshan, Shanmugaprian.M, Saravana kumar.S Aruna srimathi.S, Mohamed ashif.A of II B.Com IT participated in e-quiz entitled Bharathiyar Meamorial day conducted by Kathir college of arts and science held on 11.09.2022. Saravana Kumar.S of II B.Com IT awarded as thanithamizh naadham muzhangattum conducted by tamil literary academy held on 14.09.2022.

S. Saravana Kumar of II B.Com IT participated in all India Book of records conducted by Sinthanai Siragugal Naagai Sangamam held on 24.07.2022.

P. Keerthana of I B.Com IT participated in Handloom Fashion show at Mahaveers auditorium conducted by Dreamzone and Vanathi Shrinivasan Makkalsevai held on 22.08.2022 .

S. Shilpa Kumar of III B.Com E.Com participated in Handloom Fashion show season 5 at Mahaveers auditorium conducted by Dreamzone and Vanathi Shrinivasan Makkalsevai held on 22.08.2022.

Aayush Davera of III B.Com E.Com participated in Handloom Fashion show season 5 at Mahaveers auditorium conducted by Dreamzone and Vanathi Shrinivasan Makkalsevai held on 22.08.2022.

Dharshana .A and Maria josephine .J of III B.Com IT participated in handloom fashion show at Mahaveers auditorium conducted by Dreamzone and Vanathi Shrinivasan Makkalsevai held on 22.08.2022.

Staff Achievements

Mrs. N. SHREEJAA

1) Influence of Pro-Innovation Management System on Employee Performance, Published in International Journal of Novel Research and Development (IJNRD), ISSN : 2456 –4184, UGC Approved and 8.76 Impact Factor, Volume 7 Issue 3, March 2022.

2) A quantitative analysis on corporate longevity and managing disruptive innovation, Published in International Journal of Applied Research, ISSN: 2394-7500, UGC Approved and 8.4 Impact Factor, Volume 8 Issue 4, Page No: 240-243, March 2022

Mrs. K. DEEPA

PUBLICATIONS:

SCOPUS:

1) Title: “Rural consumer Cognizance towards Green Products” – (Scopus Indexed) Journal of Huazhong University of Science and Technology VOLUME 50 ISSUE 01 - 2021 PAPER ID: HST-0121-56, ISSN No: 1671-4512.

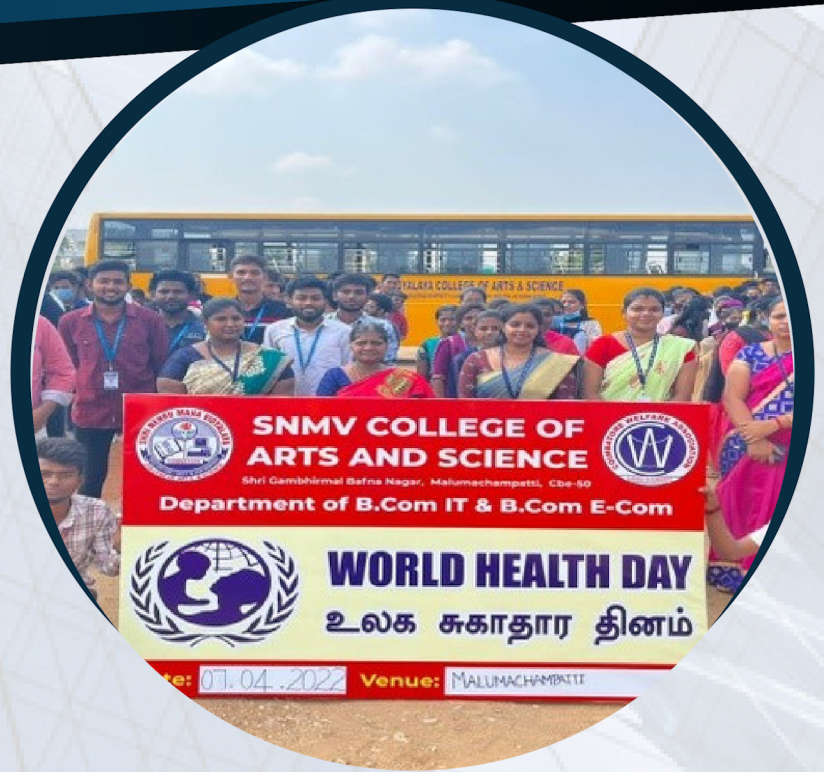
2) Title: “Socio Economic Conditions of Women Employees in Readymade Garments” – (Scopus Indexed) Journal of Huazhong University of Science and Technology VOLUME 50 ISSUE 04 - 2021 PAPER ID: HST-0421-425, ISSN No: 1671-4512.



Extension activities



World Health Day Awareness Programmes



The Department of Commerce with Information Technology & Commerce with E-Commerce (Commirth'22) of Shri Nehru Maha Vidyalaya College of Arts and Science had conducted a rally on "World Health Day Programmes" on 07-04-2022 with 198 students.

Our students started the rally from our college to malumachampatti to create awareness to the society about the health improvement.

The students arise the slogans related to health improvement which was very useful to the public.

The HOD Dr.V.Sudha and all the faculty members jointly conducted this program in a successful manner.



INDUSTRIAL VISIT



Department of B.COM IT & E-COM has organized an Industrial Visit for the Second year students as Extension Activity to “ SIGNAL AND TELECOMMUNICATION SHOP, RAILWAY WORKSHOP, PODANUR on 21/10/2022.Around 75 students have attended the program



INDUSTRIAL VISIT



The Department of Commerce with Information Technology and E-Commerce of Shri Nehru Maha Vidyalaya College of Arts and Science had organized outbound training program to Vagamon, Cochin , alleppey & munnar 15.03.2023-19.03.2023 with 56 Students and 2 Staff Members.

The Objective of the programme was to–

- To understand the individual and team behaviours, and make the students experience the relevant aspects of intra-personal and interpersonal management.
- To bring an improvement in the areas of teamwork, team bonding, communication, leadership, time management, problem solving, decision making, motivation, change and personal development.