



*Punjab Association's*

**ANNA ADARSH COLLEGE FOR WOMEN**

*Affiliated to University of Madras*

*Re-Accredited by NAAC With A++ Grade*



**DEPARTMENT OF COMMERCE- COMPUTER APPLICATION  
(SHIFT - II)**

# Ruthumina Chronicles

## 2023-2024

கற்றில னாயினுங் கேட்க அஃதொருவற்கு  
ஒற்கத்தின் ஊற்றாந் துணை

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# STUDENT COUNCIL DESK



**"Respect is one of the greatest expressions of love."**

Respect in education goes beyond mere politeness. It is a profound acknowledgment of the worth and dignity of every student and teacher. Our Department B.Com(Computer Application) creates an environment where learning can flourish and relationships can thrive. Respect forms the foundation of trust between teachers and students. When students feel respected, they are more likely to engage in the learning process and seek guidance. Our B.Com(CA) professors who made respect for diversity create spaces where all students feel valued regardless of their background, beliefs, or abilities. Respect is the bedrock upon which education is built. Let us honour and celebrate educators who not only impart knowledge but also instill the values of respect and dignity. By nurturing respect in our classrooms, we are sowing the seeds of a more harmonious and empathetic society.

**P. Kavshika  
(General Secretary)**

Every student must have a Empathic ability. Empathy is a powerful tool that allows us to connect with others on a profound level. By enhancing our empathic abilities, we can foster a more understanding and compassionate society. Empathy manifests in education as well in between teachers and students. Empathy can be learned and practised. It is a vital aspect of our everyday lives. It enables an individual to show compassion. Empathy is considered as a motivating factor for unselfish behaviour. Lack of empathy is similar to antisocial behaviour. As a student of BCOM.CA department we develop a mutual amount of empathy amongst the students. Empathy develops deep roots in our brains, as our evolutionary history. Having empathy does not mean that a person is willing to help someone. It is an essential step toward compassionate action.



**T. Shakthi  
(Department President)**



***I Will  
be Polite***



***I Will  
be Responsible***



***I Will  
follow Rules***



***I Will  
Listen***



***I  
Will  
Show  
Respect***



***I Will  
be honest***



***Treat others  
the way you  
want***



***I Will  
be loyal***



***I Will  
be Helpful***

# Empathy - the key to Success



**we ask for help  
when we need it**



**We are  
respectful  
honest & kind**



**We follow  
directions**



**we look for the  
good in others  
and ourselves**

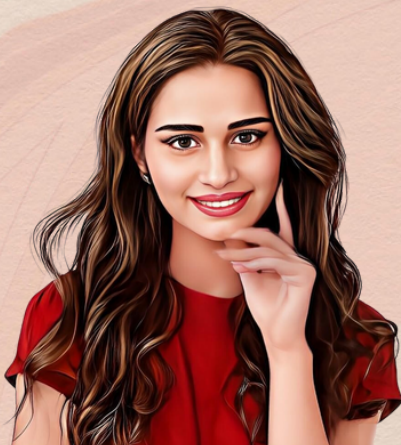
## IN OUR COLLEGE



**we resolve  
conflicts  
peacefully**



**we are creative  
and have fun  
learning**



**we work hard and  
try our best**



**we are a team  
and cheer each  
other on**



**we have the  
right to feel  
safe**

# RUTHUMINA BYTES

We've all lived in fear, anticipating that one-day artificial intelligence (AI) would bring an end to the future of accounting and auditing. In today's dynamic environment, finance professionals are required to upskill themselves with soft skills like time management, effective communication, and hard skills like Data & Analytics (DA) and Artificial Intelligence (AI).

## CHALLENGES THAT LIE AHEAD

With the latest technology and advancements coming into play, it wouldn't be right to state that the pandemic was a saving grace for these professionals.

## SKILL GAP

It is essential that the workforce stays skilled and updated with the latest trends and software tools to carry out quality audit work.

## CYBER SECURITY

Over the years cyber security has grown into a critical business risk and if the required and effective infrastructure isn't kept in place, this creates a risk of crucial and confidential information of the client leaking into the public space



## DRIVERS OF TECHNOLOGICAL CHANGE IN AUDIT

### INCREASE IN VOLUME OF DATA

The volume of transactions and data in businesses has increased drastically since 2016 and is expected to keep increasing in the future

### CHANGES IN BUSINESS MODELS

Businesses across almost every industry within the front line, initially experiencing the difficult handling their disruptive changes that are affecting their auditors.

### SHIFT TOWARDS AUTOMATION

Shift to cloud-based accounting systems and the attendant standardization of processes has made data more easily and widely available, easier to control and analyze, and fewer susceptible corruption and errors.

### DATA & ANALYTICS FOR SAMPLING

With innovative, advanced and sophisticated data and automation alongside machine learning technology, EACH AND EVERY transaction can be tested for any misstatement of arithmetic error which increases the reliability of the audit.

~ Hamsavauhini- III B.Com (CA)

# NEW TRENDS IN AUDIT WORK FUTURE OF AUDITING



# Marketing Analytics



Marketing analytics data can help your business make decisions on matters including product updates, branding and more. It's important to take data from multiple sources (online and offline) to prevent a fragmented view. Using this data,

## SPOTIFY'S BRAND STRATEGY



Spotify uses users' strange streaming habits to create interesting ads. They have been doing this since 2016 with their 'Wrapped' campaign, which exposes peculiar listener behaviors. These include playlists like 'I love gingers' with 48 Ed Sheeran songs and the fact that Big Shaq's 'Man's Not Hot' was played 42 million times in 2017, all anonymously. This unique marketing analytics resonates with diverse target audience members with different content preferences. This brand strategy worked for the brand, gaining millions of loyal followers.



## HOW NETFLIX USES MARKETING ANALYTICS TO KEEP THE CONTENT ENGAGING

Netflix uses data processing software, traditional business intelligence tools, and open-source solutions to collect and store massive amounts of information, making it a vital inclusion in any marketing analytics list. This helps brand focus on promoting specific content to viewers, resulting in high engagement rate with original content. Netflix renews 95% of its original series, boosting viewership and customer engagement. Apps suffer from low usage rates when people sign up but do not utilize them, unlike Netflix.



# Are Indian CEOs taking over the American Economy ?



Satya Narayana Nadella is an Indian-American business executive. He is the executive chairman and CEO of Microsoft, succeeding Steve Ballmer in 2014 as CEO and John W. Thompson in 2021 as chairman. Before becoming CEO, he was the executive vice president of Microsoft's cloud and enterprise group, responsible for building and running the company's computing platforms

**Satya Narayana Nadella**



Pichai Sundararajan, better known as Sundar Pichai , is an Indian-born American business executive. He is the chief executive officer (CEO) of Alphabet Inc. and its subsidiary Google. Pichai began his career as a materials engineer. Following a short stint at the management consulting firm McKinsey & Co., Pichai joined Google in 2004

**Sundar Pichai**



Arvind Krishna is an Indian-American business executive serving as the Chairman and CEO of IBM. He is the CEO of IBM since April 2020 and took on the role of Chairman in January 2021. Krishna began his career at IBM in 1990, at IBM's Thomas J. Watson Research Center, and was promoted to Senior Vice President in 2015, managing IBM Cloud & Cognitive Software and IBM Research divisions. He was a principal architect of the acquisition of Red Hat, the largest acquisition in the company's history.

**Arvind Krishna**



Neal Mohan (born 1973) is an American business executive who is the current CEO of YouTube. Mohan joined YouTube (a Google subsidiary) in 2015 as Chief Product Officer. During his time at the company, he managed a number of its marquee products throughout the late 2010s and early 2020s, including YouTube Music, YouTube TV, YouTube Premium, YouTube Shorts, and YouTube NFTs.

**Neal Mohan**

*Forex scams refer to fraudulent activities in the foreign exchange market where individuals or companies deceive others for financial gain.*

*It's crucial to be cautious and do thorough research before engaging in any forex investment or trading opportunity.*



**KUALA LUMPUR:** Police arrested 77 individuals suspected of being involved in an online foreign exchange (forex) scam syndicate operating from a shop lot in the Klang Valley on Thursday (June 22).

Brickfields district police chief, Assistant Commissioner (ACP) Amihizam Abdul Shukor, said the suspects comprised 43 men and 34 women, aged between 17 and 37, and they targeted local and foreign investors

***What Should You Do If You Have Been Scammed*** If you think you may have been scammed, act quickly and contact your forex broker to investigate. If they are unable or unwilling to help, then its time to take further steps yourself. .

Initial investigations revealed that the online forex scam trading was conducted through a website. Police also seized 35 computers, 29 laptops, a tablet, 20 mobile phones and 38 worker passes.

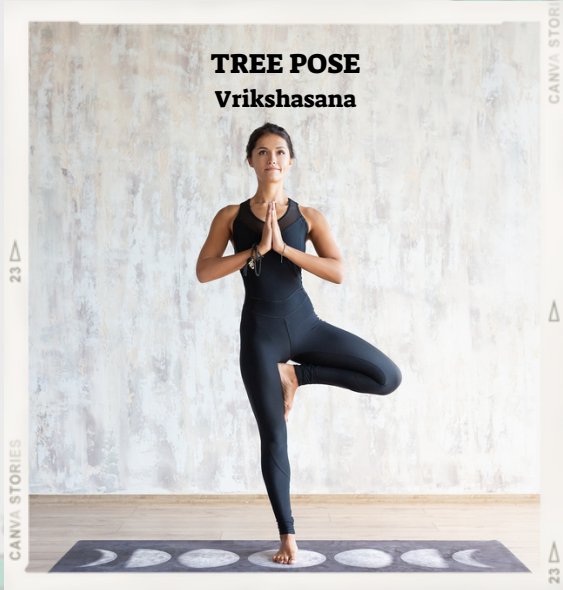
# **FOREX SCAMS - '23**

"The case is being investigated under Section 420/120 of the Penal Code. All the suspects have been remanded for a day from yesterday (June 23) for further investigations," he said in a statement .

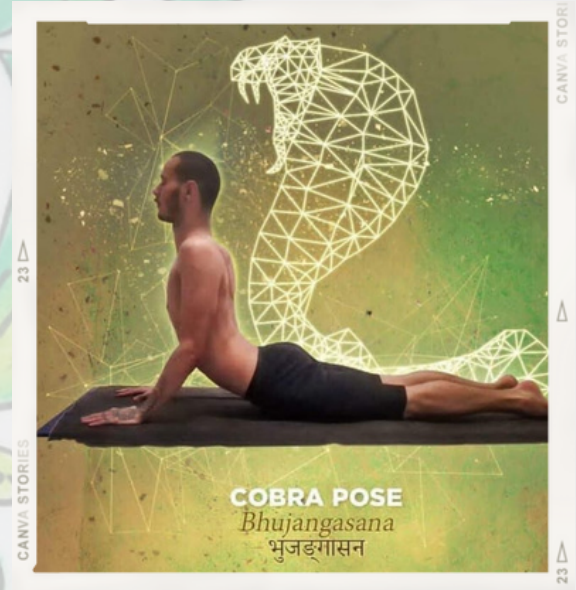
While the financial gains of trading in Forex market seem lucrative, it cannot be considered easy. Having a sound trading education, a properly funded trading account and an understanding of risk management techniques are essential to protect ourselves You should report any suspected fraudulent activity to the local state attorney generals office and also notify the Federal Trade Commission FTC



# Konjam Naerum NITCI



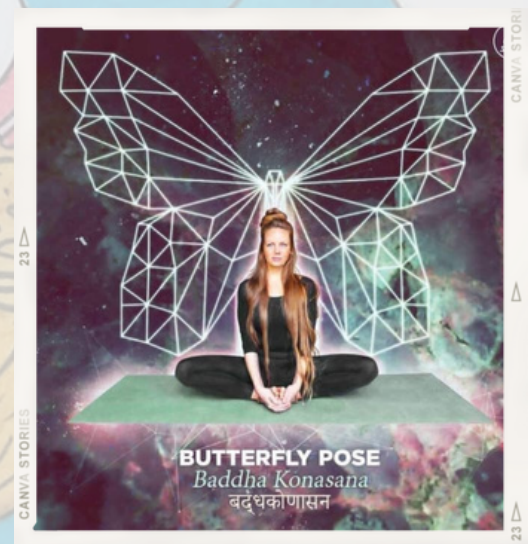
- Stretches the thighs, groins, torso, and shoulders
- Builds strength in ankles & calves
- Tones the abdominal muscles
- Improves balance



- Strengthens the spine
- Stretches chest and lungs, shoulders, and abdomen
- Stimulates abdominal organs
- Helps relieve stress and fatigue
- Opens the heart and lungs



- Gentle stretch of back
- Release of tension
- Improves digestion
- Rejuvenates the body
- Opens up the hips
- Aids in sleep.



- Stimulates abdominal organs, ovaries and prostate gland, bladder, and kidneys.
- Stimulates the heart and improves general circulation.
- Stretches the inner thighs, groins, and knees.

# 5 Essential Tips to Boost your Yoga Practice



**Do asanas in early morning to refresh your Mind**



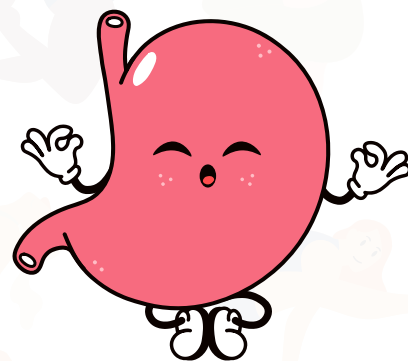
**Start asanas after a warm-up to avoid muscle strain**



**Wear comfortable & loose-fitting clothes**



**Begin with simple yoga poses and practice consistently**

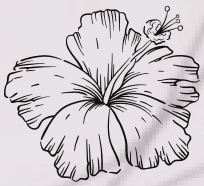


**Do yoga on an empty stomach or after 3 hours post a meal**

~ Nishaath Fathima.N - II B.Com(CA)



# Ruthumina Platform



**Aarthi.V**  
I B.Com CA



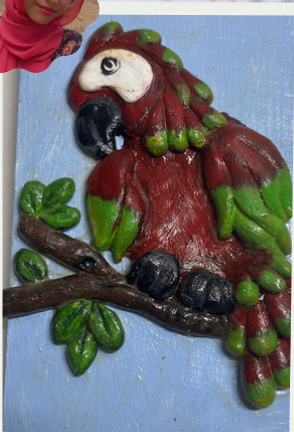
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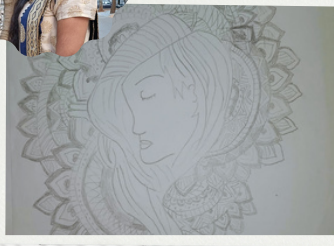
**Faiza riaz**  
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**K. Seetha Mahalakshmi**  
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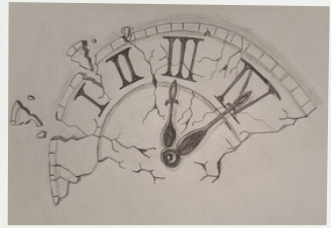
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**Mohana priya. S**  
**II B.Com CA**



**Janani sri. G**  
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**Hema Priya. M**  
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**Sruthi. S**  
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**Varshini**  
**III B.Com CA**



# Poem

## **WOMEN EMPOWERMENT**

*She leads  
What nation needs  
She is nice  
But she is wise.  
Let her qualify  
She will justify  
She might seem to be silent  
She controls violence.  
The society does not need to feed her  
But don't try to bleed her.  
She doesn't expect to be in band  
She will do anything with her own hand  
She is glad that she works hard for nation  
Not for remuneration.  
She takes her own decision  
Not for promotion  
She works for responsibility  
Not for majority.  
Don't make her fine with your lines  
Let her cross the boundaries lines.  
She doesn't expect her to be pride  
She wants her nation to be bright  
She doesn't want to be queen  
She wants to do good deed.*

*By S. Sameera Banu  
I B.com(CA)*

*T- talented that you surely are!  
E- explaining so patiently!  
A - ability to make our learning fun!  
C- correcting us when we go wrong!  
H - helping us in every way!  
E- encouraging us to do our best!  
R - rare there is only one of you!*

*As suns as the shine you  
All welcomed us one by one  
To this endearing campus world  
You are trying to make us fly so high  
To make us reach the endless sky soon*

*A great teachers is a one who deeply cares  
And modifies our brain and paints our life's  
You all made learning fun and every day  
Because of your positive advices  
And your attitude for teaching us news  
Lessons for our lifes*

*Your the heart of every class room  
The soul of every students  
Your the keys to unlock our minds  
You teachers gave us the guide  
To turn goods pages of great books*

*S. MANSI  
I B.Com(CA)*



# Family Album



**Department Orientation Programme - I Year**

**Innovation & Entrepreneurship in Economic Development**



**Badge Ceremony**



**Friday Events**

# Activities



## Friendship Day



## Twining Day



## Onam



## No Bag Day



**Farewell**



**Pongal**



**New Year**



**Sports Day**



**Chris Mom & Chris Child**

**Department Day**





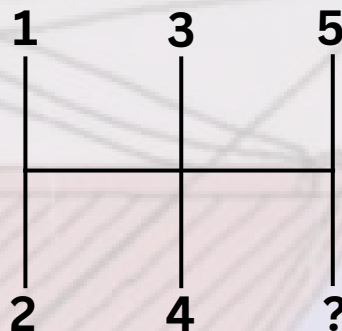
# Ruthumina Passtime



**Guess the Currency from it's symbol**

- 1) ₩    2) 元    3) Kč
- 4) ₪    5) ¥    6) €
- 7) \$    8) ₪    9) £
- 10) ₱

**Kandupidi Kandupidi**



A puzzle to activate your brain! An Alphabet should come in the place of the question mark.. (Very simple answer.. Just think) Find the missing part.

**Solve if you are a Genius**

$$\text{Soccer Ball} + \text{Soccer Ball} + \text{Soccer Ball} = 18$$

$$\text{Clock} + \text{Clock} + \text{Clock} = 9$$

$$\text{Fan} \times \text{Fan} - \text{Fan} = 6$$

$$\text{Clock} \times \text{Soccer Ball} - \text{Fan} = ??$$

# Emoji Riddles

1. 🌐💰📱:

What do you call a successful online business?

2. 🤖💳🛒:

What do you call a robot that helps you shop online?

3. 📈📊📉:

What's the field that analyzes and predicts market trends using data?

4. 🌐📦:

What's the backbone of global e-commerce?

5. 👞👞👞👞👞👞👞👞:

What do you call a group of ten successful business professionals?

6. 📦🚚🌍:

What's the term for the global movement of goods and services?

7. 🔒🔑💻:

What's the term for protecting digital information from unauthorized access?

## Guess the song

1. If you speak through your Eyes!! What will I do.... I'm Confused from inside

2. She is a dusky rose refreshing! With a husky voice ravishing;  
Like a drizzling beauty! The & Angel is roaming the City

3. Oh my god!! What feeling is this! I failed because of you I pretended not to like you! But from now I'm all yours...

4. A chemical change in me! When I see you Something happening  
Go in procession between you; My fingers are beating...

# Answer

## Guess the Currency from it's symbol

- 1 ₩ - South Korea : won
- 2 NT\$ - New Taiwan dollar
- 3 Kč - Czech koruna
- 4 ฿ - Thai Baht
- 5 ¥ - Japanese : yen
- 6 € - Euro
- 7 \$ - US Dollar
- 8 ₪ - Israeli shekel
- 9 £ - British Pound
- 10 ₪ - Russian Ruble

## Kandupidi Kandupidi

*Answer : Reverse*

## Solve if you are a Genius

*Answer : 12*

## Emoji Riddles

1. 🌐💰📱 : E-commerce
2. 🤖💳🛒 : Shopping bot
3. 📈📊📉 : Data Analysis
4. 🌐📦🛒 : Online shopping
5. 🛒🛒🛒🛒🛒🛒🛒🛒 : Deca-millionaires
6. 📦🚚🌐 : Global Trade
7. 🛒🔑📱 : Cybersecurity

## Guess the song

1. Kan Baashai Pesinaal, Naan Enna Seivene, Confusion Aagiren Ullukkulle
2. Dusky Dusky Dusky Rose'u, Husky Husky Husky Voice'u, Thooral Azhagattaam, Oorukulla Angel Nadamattaam
3. Adi aathi idhu enna feelu, Unnala naan failu, Pudikaama ootunen realu, Inimel naan un aalu
4. Oru vedhiyal maatram ennil, Unai kandaal yedho nadakkirathae, Un idaiyil oorvalam sella, En viralgal yeno thudikkirathae

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