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NOVEMBER 2023



PUNJAB ASSOCIATION'S
ANNA ADARSH COLLEGE FOR WOMEN

THE PINNACLE

**OFFICIAL NEWS LETTER OF
THE POST GRADUATE AND RESEARCH
DEPARTMENT OF COMMERCE**

EDITORIAL BOARD

The hallowed halls of PG & RESEARCH DEPARTMENT OF COMMERCE have long been a cradle for nurturing and showcasing the extraordinary talents of its students. We feel truly elated to release our very own Department magazine The PINNACLE. "Pinnacle" initiative is the embodiment of our commitment to honing the capabilities of the students of our Department and bringing their remarkable achievements to the forefront.

PG & RESEARCH DEPARTMENT OF COMMERCE catalyzes talent development by nurturing well-rounded individuals with the skills, knowledge, and confidence to excel in any field.

"Pinnacle" is more than just a publication; it's an inspiration. The "Pinnacle" initiative is a testament to this belief. We are committed to being a driving force behind their growth, development, and recognition.

We proudly present the talents and efforts of our students, "Pinnacle" is not merely a magazine; it's a testament to the transformative power of education and the heights that our department can reach when they are given the opportunity to develop. This edition had been brewed with a fair amount of amusement and spiced up with the achievements of our Department, the creative side of fellow students, riddles, puzzles, artwork, and what not? So wait now and turn this page to let our voices be ventured!

*" You don't have to be great to start,
but you have to start to be great."*

SIGNIFICANCE OF PINNACLE

Pinnacle is one of several words that aspire to both literal and figurative heights. The Pinnacle Awards celebrate the work of outstanding individuals whose original solutions maximize resources and enhance student achievement. Given this event and to recognize the talents of the blooming buddies and the achievements of optimistic champions this magazine has been titled PINNACLE which denotes

- P** - Proudly presenting the
- I** - Innovative creations
- N** - Nurturing talents
- N** - Noteworthy performances
- A** - Amazing achievements of
- C** - Comercios which deserve
- L** - Laudable recognition and
- E** - Encouraging appreciation



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STUDENT EDITORIAL PANEL

RUPASRI. P (III BCOM)
GAYATHRI. H (III BCOM)
RIDUVARSINI. G.V (III BCOM)
MADHUMITHA. D (II BCOM)

DEPARTMENT ACTIVITIES

The PG and Research Department of Commerce & Institution's Innovation Council organized a webinar on "Angel Investment for Beginners" on 11th August 2023.

Dr. Anita Raman, Vice-Principal and Dean (Academics) welcomed the resource person and gathering. Dr. E. Charumathy, Assistant Professor, PG & Research Department of Commerce introduced the resource person. The keynote speaker shared his profound knowledge on the topic. He discussed the financing options for funding new startups, the importance of negotiation skills, the various stages of startups, and the role of angel investors in funding their business ideas. He guided the students on how to approach an angel investor and present our ideas, how to identify an angel investor with the 'LinkedIn' platform, and explained how to register in 'Tamil Nadu Startup Thiruvizha'. The key takeaway was, that despite the few setbacks associated with angel investors, they still have a significant role to play in the development of new businesses, providing opportunities for self-employment, and can be a great tool in providing entrepreneurial skills to the youth. The webinar was an eye-opener for the students on various aspects of startups and angel investors. The Programme was concluded with a vote of thanks by Dr. J. Subhashree, Assistant Professor, Department of Accounting & Finance.



DEPARTMENT ACTIVITIES

NAVRATRI CELEBRATION 2023

Festivals bring happiness, faith, devotion, and a sense of unity among everyone. PG & RESEARCH DEPARTMENT OF COMMERCE with the management organized a special celebration occasion of Navratri from 16th October to 21st October 2023. An eye-catching gollu was arranged, and students actively volunteered to draw rangoli in front of it. This included the pictures of vinayagar, saraswati, amman, andal, and so on. The various colours used in that symbolize the significance of the day and its importance. The flowers were fragrant, and they symbolized beauty, purity, and divine grace. Students and staff were dressed in traditional dresses and groomed exquisitely in the unique colour for each day, signifying its importance. Staff from various departments took part in the celebration and pooja with great enthusiasm and enjoyed the occasion. The commemoration started by offering prayers to Goddess Navadurga, followed by lighting lamps, chanting Sanskrit slogans, singing devotional songs, and ended with distribution of sweets. Various rituals like puspanjali and aarti were conducted with great devotion and fidelity.

The Investiture Ceremony for the academic session 2023-2024 was organized with great pomp and dignity on 21st October 2023. The event was preceded by the principal Dr. R. Shanthi, Vice principal Dr. Anita Raman, and Dr. B. Sudha, Dean and Head of PG & RESEARCH DEPARTMENT OF COMMERCE.



DEPARTMENT ACTIVITIES

FEEDBACK AND HIGHLIGHTS

The event received overwhelming positive feedback from attendees, who appreciated the meticulous organization and the council's dedication to preserving and promoting cultural traditions. The chanting and devotional songs were particularly well-received, showcasing the talent and enthusiasm of our students.

The Navratri celebration organized by PG & RESEARCH DEPARTMENT OF COMMERCE at Anna Adarsh College for Women was a memorable and culturally enriching event. It successfully brought together students, faculty, and staff, fostering a sense of unity and celebrating the rich traditions of India. The organization dedication and meticulous planning were evident in the seamless execution of the event, and it served as a testament to the vibrant cultural tapestry of Anna Adarsh College for Women. We extend our gratitude to all those who contributed to the success of this event and look forward to more such celebrations in the future.



DEPARTMENT ACTIVITIES

INVESTITURE CEREMONY

To scale the heights and reach the pinnacle of success, the PG & Research Department of Commerce always strives to inculcate a sense of responsibility and commitment among the students with their heads held high, ready to shoulder responsibilities as leaders.

An Investiture Ceremony was organized on 21st October for the academic year 2023-2024. The event was preceded by the Principal Dr. R. Shanthi, Vice Principal Dr. Anita Raman, and Dr. B. Sudha, Dean and Head of PG and Research Department of Commerce.

The Investiture Ceremony signifies the reliance and confidence that the department consigns in the newly invested office bearers. Donning the mantle of accountability, they also pledge to bestow their duties to the best of their abilities. There was a lot of energy and zest in the event. The grand ceremony began with the lighting of the fortunate lamp of knowledge, which was followed by the soulful rendition of Saraswati. The Department Council vowed to uphold the department's reputation.



DEPARTMENT ACTIVITIES

The PG & Research Department of Commerce in association with the Anna Adarsh Alumni Association conducted a seminar on 'Digital Brand Analysis'. Dr. Vanitha Janarthan, alumna of AACW and Assistant Professor, Department of Commerce, Stella Maris College, was the seminar's resource person.

The program started with a prayer followed by a welcome address by Dr. B. Sudha, the Head and Dean (Research) of the PG & Research Department of Commerce, and an introduction of Chief Guest by Dr. S. Santhi, Assistant Professor.

The resource person provided a succinct explanation of why digital branding is so crucial. She spoke on the identity, visibility, and credibility that a company's digital brand manages and operates. Besides she gave a presentation on social media engagement, website traffic and user behavior, brand mentions, sentiment analysis, and competitor analysis. She concluded with instances from the actual world. For all of the students, the lecture was truly eye-opening and thought-provoking.



DEPARTMENT ACTIVITIES

The PG and Research Department of Commerce at Anna Adarsh College for Women organized a seminar on 10th October 2023. The seminar on the topic "Understanding the NET (National Eligibility Test)" had two resource persons, Ms. Charu Maheswari, Assistant Professor from the Department of Accounting & Finance, and Ms. S. Thangameena, Assistant Professor in the PG and Research Department of Commerce.

The event commenced with a prayer, and Dr. B. Sudha, Head of the Department and Dean(Academics), extended a warm welcome to the attendees and felicitated the resource persons.

Ms. Thangameena, Assistant Professor gave an overview of the NET, offering insights into the basics of the test, guidance on the application process, and an in-depth explanation of Paper 1.

Following this, Ms. Charu Maheswari, Assistant Professor explained the intricacies of Paper 2, delving into the subject and imparting valuable tips for successfully clearing the National Eligibility Test. The seminar served as an informative platform providing a holistic understanding of the examination and the tools for success.

PUNJAB ASSOCIATION'S ANNA ADARSH COLLEGE FOR WOMEN
 Affiliated to University of Madras
 Re-accredited with 'A++' grade by NAAC
 100% Women-empowered OBE-Act

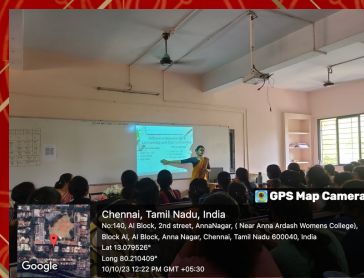
POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE
 CORDIALLY INVITES YOU FOR THE SEMINAR ON
UNDERSTANDING THE NATIONAL ELIGIBILITY TEST (NET)
RESOURCE PERSONS

Ms. Charu Maheswari
 Assistant Professor
 DEPARTMENT OF ACCOUNTING & FINANCE
 (BAPP-1)

Ms. Thangameena S
 Assistant Professor
 POST GRADUATE & RESEARCH DEPARTMENT OF COMMERCE

DATE: 10th October, 2023
TIME: 12.00pm -1.00pm
VENUE: ROOM.NO.53

Dr. B. Sudha HEAD & DEAN (RESEARCH)
Dr. Anita Raman VICE-PRINCIPAL & DEAN (ACADEMIC)
Dr. R. Shanthi PRINCIPAL



DEPARTMENT ACTIVITIES

A Conference on Accounting Andragogy was held in Anna Adarsh College for Women, organized by the PG and Research Department of Commerce in collaboration with SOE Global on 30/10/2023 which was led by Mr. Puneet ACCA. The event was well-organized, with smooth registration process, clear schedules, and accessible facilities, making the conference experience convenient for all. The conference began with a light lamping ceremony and then followed by a prayer

Mr. CA Ankit Bajaj was the seminars resource person who has 15+ years of Finance Training and corporate experience. He has worked in several domains such as Consultancy, Healthcare, Manufacturing, etc, and also worked in product as well as service-based companies. He started the seminar by delivering the message of how to present the annual reports to the shareholders and the analysis of the same by quoting the example of *Adani group vs Hindenburg*. Adani equities, which lost around Rs 11 lakh crore in market value since the release of the Hindenburg report have remained under selling pressure today as Mr. Ankit Bajaj has indicated briefly

The conference successfully promoted networking, enabling participants to connect with peers from other institutions and exchange ideas and best practices. Overall, the feedback suggests that the session was a valuable and enriching experience for the teaching staff, fostering collaboration and professional development.



DEPARTMENT ACTIVITIES



On July 24, 2023, a public viva voce examination was held for Mrs. Vanitha Janarthan in the conference room under the guidance of Dr. B. Sudha, Associate Professor and head of the PG and Research Department of Commerce. Concerning the thesis "Study on the Awareness and Attitude Toward Retirement Planning of the Urban Class in Chennai City."

On August 7, 2023, a public viva voce examination was held for Ms. T.N.Gayathri in the conference room under the guidance of Dr. Anita Raman, Vice Principal and Dean, PG and Research Department of Commerce, a public viva voce examination was held. About the thesis "Perception of Investors Relating to Corporate Governance Practices and Women Directors Representation and Board of Listed Companies In Chennai City."



On August 18, 2023, in the conference room, a public viva voce examination was held for Ms. W. Vijaya Caroline under the guidance of Dr. R. Uma, Associate Professor and Research Supervisor, PG and Research Department of Commerce. Addressing the thesis "Antecedents of Consumer Involvement in the Purchase Behavior of Organic Food Products."

Dr. R. Uma, Associate Professor, PG and Research Department of Commerce (Shift I), Anna Adarsh College for Women received the award for maximum paper publication during the academic year 2022-2023 on September 5th, 2023, on the occasion of Teacher's Day.



On November 10, 2023, a public viva voce examination was held for Ms. A. Lydia Arockia Mary in the conference room under the guidance of Dr. Anita Raman, Vice Principal and Dean, PG and Research Department of Commerce, a public viva voce examination was held. With the thesis "Impact of employee engagement on employee performance with special reference to Information Technology Companies in Chennai City."

STUDENT'S ACHIEVEMENTS



Asiana Shubham is a house for retired senior citizens that caters to their needs and helps them age gracefully by providing a lifestyle that is active, healthy, and graceful.

On 12th August 2023, I had a wonderful opportunity to perform in front of all these elderly people and it was indeed a great blessing for me as there were around 300 senior citizens. Along with me, there were around six to seven participants. I sang around 5 to 6 songs along with a duet song with my father. All of them enjoyed thoroughly and blessed me. It was a very wonderful and blissful experience.

On 11/07/2023 a case study was conducted by Deloitte in Ethiraj College for women. A team of nonads - Keerthika.T, Varsha. L, Viveka. P, Sanofer nissa. A.K.B, Hemalatha. K, Vishnupriya, Monika, Sneha J, Shamithra. K, pursuing M.com general participated in the case study regarding US Taxation. Among the nine teams, there was a neck-to-neck competition between Ethiraj and AACW. It was followed by a tiebreaker round in which Team AACW won the Best Team Award.



STUDENT'S ACHIEVEMENTS



Aalya Noor of I B.com generally acquired the first position in Dress up Darling (Cosplay) in Manjari'23.



Rekha.S of I BCOM general secured the third position in Chainika 2023-24 (Classical dance) conducted by Chevalier T. Thomas Elizabeth College for Women.



Hemalatha. K of class III BCOM general won first place in a volleyball tournament organized by " Matraththai Nokki " monthly magazine on August 15, 2023



Ramya. A & Iswarya.S has acquired second place in Affiche (Poster making) conducted by the Road Safety Club in association with Greater Chennai Traffic Police held on 22nd September in Anna Adarsh College for Women.



Beena. S of III B.COM (GENERAL) won second place in the Smruti 2023-24 Paarambariyam (Channel Surfing) competition conducted by Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Suriya Priya. R of III BCOM general won the following prizes :



First prize in a dance competition conducted by Shri Krishna Swamy College for Women on 14th September 2023. She has also secured first place in Adapture and second place in Channel Surfing in Smruti 2023-24 Paarambariyam conducted by Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Yuva Sakthi of III BCOM general won the following prizes :



First prize in a dance competition conducted by Shri Krishna Swamy College for Women on 14th September 2023. Won second place in the Smruti 2023-24 Paarambariyam (Channel Surfing) competition conducted by Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women. She also represented Anna Adarsh College for Women by participating in a dance competition conducted by Akashvani G20 Events 2023 held on 24th & 25th August to celebrate India's G20 Presidency.

Madhumitha .D has acquired the following prizes :



First prize in Shark Tank (Business plan) conducted by the Department of Accounting and Finance, Anna Adarsh College for Women. Won second prize in startup presentation (Commerzium'23) conducted by SRM Institute of Science and Technology, Ramapuram. She has also secured third prize in Startup League (Marcatus fest) conducted by Krishnaswamy College for Women.

STUDENT'S ACHIEVEMENTS



Anna Adarsh College for Women PG & RESEARCH DEPARTMENT OF COMMERCE Proudly Celebrates CA, CMA, and CS Pursuing Candidates for the year 2023-2024.

CHARTERED ACCOUNTANT (CA)

It is with immense joy and pride that PG and Research Department of Commerce celebrate the remarkable achievements of a group of talented individuals who have completed their Chartered Accountant (CA) qualification. These students have demonstrated their unwavering commitment, dedication, and a deep understanding of accounting principles, proving themselves to be the future leaders in the financial world.

COST AND MANAGEMENT ACCOUNTANCY (CMA)

We take great pride in recognizing the exceptional accomplishments of its students in the field of Cost and Management Accountancy (CMA). The dedication, hard work, and unwavering commitment of these students have led them to achieve remarkable milestones in their CMA journey and we look forward to witnessing their continued success in the dynamic world of cost and management accounting.

COMPANY SECRETARY (CS)

The dedicated students pursuing their Company Secretary (CS) qualifications have reached significant milestones in their educational journey. Their commitment to the field of corporate governance and company law is evident in their achievements.

These CS students have demonstrated their in-depth understanding of legal and compliance matters, and they are well on their way to becoming experts in corporate governance. Their accomplishments are a testament to their hard work, diligence, and passion for ensuring the smooth functioning of businesses and organizations.

As they continue to excel in their CS studies, these students are poised to make a significant impact in the world of corporate governance and compliance. We congratulate them on their achievements and eagerly anticipate their future contributions to the corporate world.

STUDENT'S ACHIEVEMENTS



Nivedhitha. N (III-A)
CA Foundation



Riduvarsini G V. (III-A)
CA Inter (Group 1)



Nivedha . K (III-B)
CA Foundation



Yaswini . N (III-B)
CA Foundation



Sandhiya. M (II-A)
CA Foundation



Subashini . K (III-B)
CA Inter (Group 1)



Sarika. P (II-A)
CA Foundation



Shreya .M (III-A)
CMA Foundation



Rishika . M (III-B)
CMA Foundation



Shreestha. A. S (III-B)
CMA Foundation



Sivasankari. E (III-A)
CMA Inter



Dharshini Varsha .M (III-A)
CMA Foundation



Loshini. D (III-A)
CMA Inter(Group1)



Divya Shree. K (III-A)
CMA Foundation



Udhara. N (III-B)
CMA Inter (Group 1)



Janani Priya. R (III-A)
CMA Foundation



Preetha .K (III-A)
CMA Inter (Group1)



Aruthra Sakthi . M (III-B)
CS Foundation Inter



Harismitha. V (II-A)
CS Foundation



Vinnalar. A.S (II-A)
CS Foundation



R. Harini (II-A)
CS Foundation

These champs have not only achieved a significant milestone in their educational journey but have also positioned themselves as the torchbearers of financial expertise in the years to come. PG & RESEARCH DEPARTMENT OF COMMERCE is immensely proud of its accomplishments and looks forward to witnessing its continued success in the world of finance. Congratulations to each of these CA, CMA and CS pursuing candidates to achieve more.

KNOWLEDGE CORNER

DEAD CAT

A term used by traders to describe a pattern wherein a spectacular decline in share prices is immediately followed by a moderate and temporary rise before resuming its downward movement.

While a dead cat will bounce if you drop it from a high building, that doesn't mean it's alive.

YUPPIE

Yuppie is a slang term denoting the market segment of young urban professionals. A yuppie is often characterized by youth, affluence, and business success. They are often preppy in appearance and like to show off their success by their style and possessions.

ZOMBIES

Zombies are companies that earn just enough money to continue operating and service debt but are unable to pay off their debt. Such companies, given that they just scrape by meeting overheads (wages, rent, interest payments on debt, for example), have no excess capital to invest to spur growth.

ESCROW

Escrow is a legal concept describing a financial agreement whereby an asset or money is held by a third party on behalf of two other parties that are in the process of completing a transaction.

CREATIVE CORNER



Mohana Priya.K.P



Thrisha.D.S - I B



Keerthana.A - I A



Pavithra.T - III B

*Keerthana Priya.S
- II A*



CREATIVE CORNER



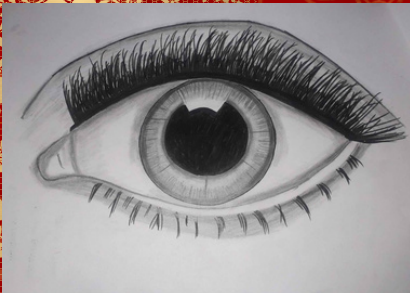
Nithyasree.N - I B



Preetha.J - I B



Dhanashree.A - II B



Sivaranjini.N - I B



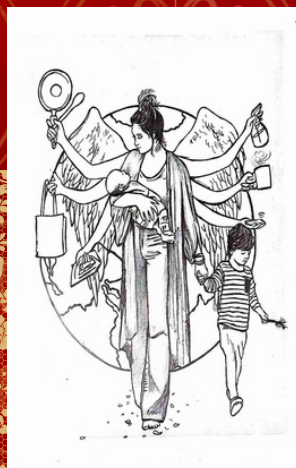
Athilakshmi.A - II B



Aarthi.S - II B



Bharathi.S - I A

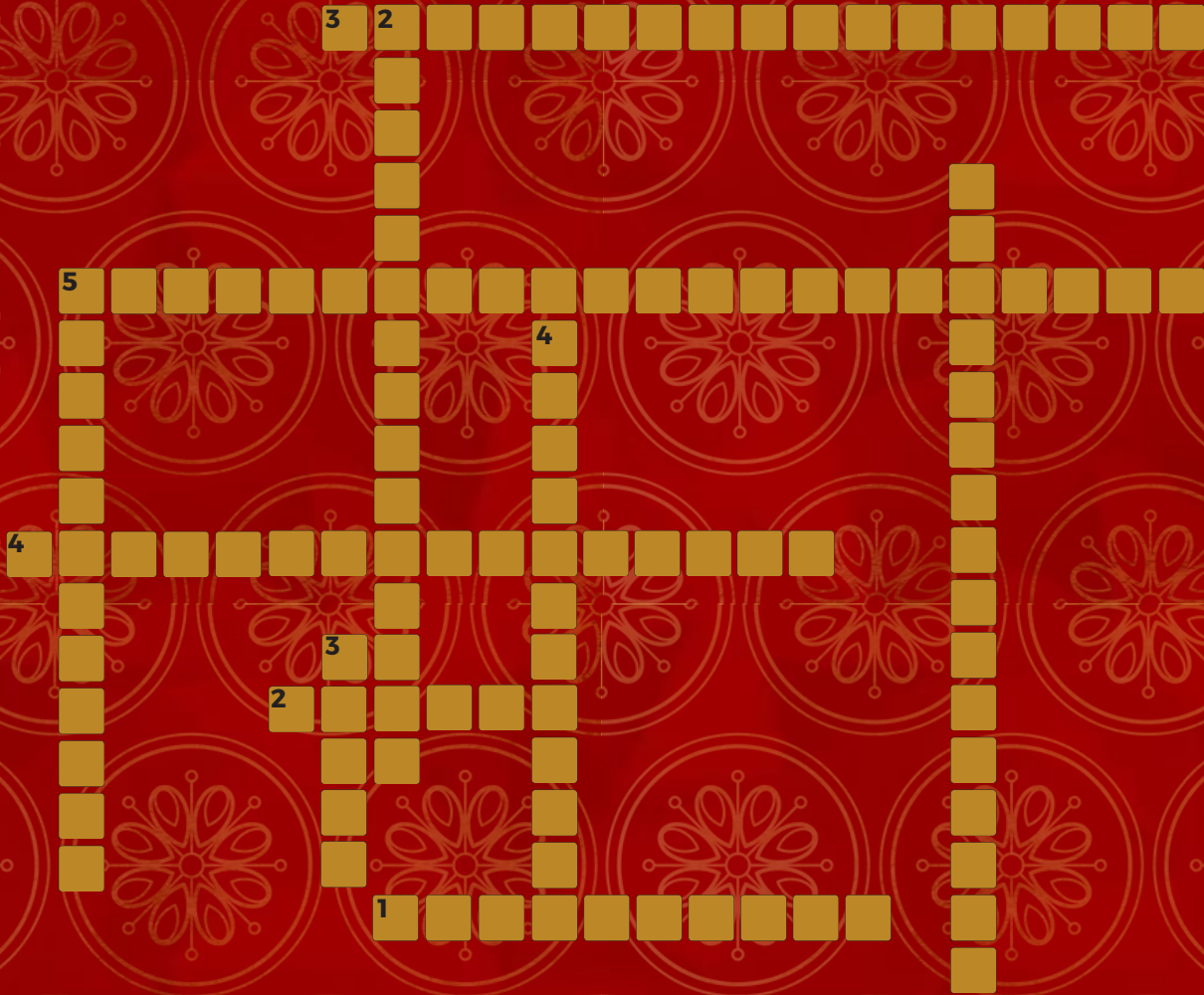


Harini E - III A



Pooja.T.R - I B

PUZZLE



ACROSS

1. Father of Modern Management
2. A negotiable instrument
3. Oldest Stock Exchange in India
4. A company meeting which is held during once in the lifetime of the organisation
5. Abbreviation of COPRA

DOWN

1. Another name for Chief Executive Officer (CEO)
2. An interview conducted by Skype, Duo, Viber, etc
3. A portion of the total capital of the company
4. The owner or the director of an Enterprise
5. A phrase used for " Buyer Beware "

ANSWERS

1. Henry Fayol
2. Cheque
3. Bombay Stock Exchange
4. Statutory Meeting
5. Consumer Protection Act

1. Managing Director
2. Online Interview
3. Share
4. Entrepreneur
5. Caveat Emptor

QUIZ

1. Who is the father of Scientific Management ?
2. Appointment of a company secretary is made by
3. Bonus shares are issued to
4. How is profit prior to incorporation treated as ?
5. “Lender of Last Resort” is a function performed by
6. The first general meeting of an organisation is called
7. Annual General Meeting { AGM } can be conducted by
8. Unity of Command implies havin
9. The complete form of MBO is
10. Expand SEBI

ANSWERS

1. Mr. Frederick Winslow Taylor
2. Board of Directors
3. Equity shareholders
4. Capital Reserve
5. Reserve Bank of India { Central Bank }

6. Statutory meeting
7. Public and Private Ltd. Companies
8. Boss
9. Management by objectives
10. Securities Exchange Board of India