



PUNJAB ASSOCIATION'S ANNA ADARSH COLLEGE FOR WOMEN

Affiliated to University of Madras
Re-accredited by NAAC with A++ Grade
2(f) Status under UGC Act

DEPARTMENT OF COMMERCE - HONOURS SHIFT-II & IQAC

HORIZON BI-ANNUAL NEWSLETTER

ACADEMIC YEAR 2023-2024 ISSUE-6

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OVERVIEW OF THE DEPARTMENT

The course was started in the year 2013 with 2 faculties and 32 students. At present the course is run with 5 faculties handling major papers and with a student strength of 118. It is a unique, prestigious and professionally integrated comprehensive course culminated with Internships and Research Projects

DEPARTMENT MISSION

- ❖ *Enabling the students to be self-dependent and self-employable.*
- ❖ *Helping the students to transform themselves into a responsible humane and successful all their endeavors.*

DEPARTMENT VISION

- ❖ *To inspire and empower the students to be globally competitive through quality education.*
- ❖ *To establish an industry-academia interface for generating futuristic opportunities for the students in various fields.*

DEPARTMENT ACTIVITIES

DEPARTMENT EVENTS

**ALUMNAE TALK
ON 04/08/2023**



The Student Council of the Batch 2020-2023 gave a motivational talk to the freshers of the department. They shared their experiences in college and encouraged the students to participate and excel in all facets of their college life, like academics, internships as well as cultural activities.

MOTIVATIONAL TALK BY GOLD MEDALIST ON 07/08/2023



Ms. Vaijyanthi, Alumni & Gold Medalist of 2019-2022, shared her experience in college and how she achieved the great feat of scoring the university first rank. She shared with the students, tips and strategies to prepare well for exams and present the answer papers well in semester exams. She was a source of great motivation and inspiration to the students.

PLACEMENT ORIENTATION ON 14/08/2023

Placement Co-ordinator Ms. Lavanya, addressed the students of III B.com Honours and briefed them about the process and importance of campus recruitment. The students were explained in detail, about the subsequent rounds of selection by companies which includes aptitude tests, group discussions and personal interviews. Students were advised to prepare well for the aptitude exams. Placement coordinator also spoke about the upcoming placement training program and asserted the importance of attending them.



COUNSELING FOR FRESHERS ON 16/08/2023



Ms. Sushmitha, a young and enthusiastic psychologist had a session with the students of I B.com Honours. She spoke to them about Self - Confidence and also gave them tips to build the same.

INAUGURATION OF CERTIFICATE COURSE ORGANISED BY LARSEN & TOUBRO ON 24/8/2023



The department in association with LARSEN & TOUBRO conducted a certificate course on “Business Analytics with R and SAS” for the benefit of the students to enhance the knowledge. It is an initiative taken by the department to promote the practical skills and knowledge in order to survive and shine in the corporate world.

SEMINAR ON RELEVANCE OF ACCOUNTING STANDARDS ON 15/9/2023

The department of Commerce – Honours, shift II provided seminar on Accounting Standards by Ms. CA Keerthana. Being a chartered accountant professional, she provided the students a clear vision on Accounting Standards. The guest from special professional background working under the domain for which she is invited to offer her lecture on Accounting Standards and to share her valuable experience, knowledge and advices to the students.



INVESTITURE CEREMONY ON 05/10/2023

The investiture ceremony is a time when the new student council is inaugurated and given the authority to lead the students of the department for upcoming year. It is a time to reflect the importance of leadership and responsibility among students. It is a team of 6 members consisting of –

- 1. President – Shakthi R, III year*
- 2. Vice President – Srinethi R, II year*
- 3. Technical Co-ordinator – Manjula P, III year*
- 4. Event Organizer – Siva Renjini P, III year*
- 5. Cultural Secretary – vishalini K, III year*
- 6. Sports Secretary – Sruthi AN, III year*



WORKSHOP ON DATA ANALYSIS ON 05/10/2023



The Workshop on Data Analysis was organised by the Department and was aimed at promoting the research culture among the students. They found the workshop to be informative and useful. The main objective is to provide the practical knowledge and in increasing academic and industrialist research performance.

AWARENESS PROGRAMME ON CYBER CRIME AND SECURITY MEASURES ON 12/10/2023

The Cyber Crime Awareness Program was organized by the Department. The programme was designed to educate about the risks of cyber crime and the steps they can take to protect themselves.



ENTREPRENEURIAL EXPO - 2023 ON 17/10/2023



The Entrepreneurial Expo was organized by the Department and It was a resounding success, showcasing the spirit of innovation and Entrepreneurship among the students. It provides a platform for students to learn, network, and kick-start their Entrepreneurial dreams. The best entrepreneur award was given to "CLOUD BERRY "products team consisting of team members Siva Renjini.P, Sarojaa.S, Srivani, Manjula.P, Moushiya.R, Varsha.C.H, Sanjana, Sruthika, Thirisha of III year

DEPARTMENT CELEBRATIONS

DEPARTMENT FRESHER'S DAY ON 07/07/2023



The freshers of Department of Commerce - Honours were greeted and welcomed warmly, by the Head of the Department, Dr. G. Anitha Departments staffs as well as the seniors. The students of the department were addressed by the Head of the Department. Further, an interactive introductory session was conducted with them by the students of III B.Com Honours. They were also given an orientation about the course.

ICE – BREAKING SESSION ON 02/08/2023

The final year students of B.com Honours, conducted an interesting Ice Breaking session for the freshers by organising a Memory Game called 'COM - CONNECT'. The students of all the three years joined hands to play the game and had fun. The winners of the event was –

- 1. Yashna.V, I year*
- 2. Pragadeeswari, I year*
- 3. Aarthi .B, III year*



ONAM CELEBRATION ON 25/08/2023



Onam is a time to celebrate the harvest, and to look forward to a prosperous future. It is the most important festival in Kerala, and also it is celebrated with great enthusiasm by the malayali community around the world. The onam celebration was organized by the honors students.

TEACHER'S DAY ON 05/09/2023

Teacher's Day is a special occasion to celebrate the role of Teachers in our lives. It is a day to thank them for their dedication, hard work, and patience. The importance of a Teacher can only be understood by those who can understand their roles. The Teacher's Day celebration was organized by the members of the student council along with other students.



DEPARTMENT SPECIALITIES

GUEST LECTURE SESSIONS



The Department of Commerce – Honours, Shift II provides students with Guest Lecture sessions for all core subjects. The Guests are from special professional backgrounds working under the domain for which they are invited to offer their lectures and to share their valuable experience, knowledge & advices relating to the subject as well as the practical knowledge in corporate world.

LINKAGES

- ❖ **Sanjay Logistics**
- ❖ **Accenture**
- ❖ **PWC Audit Firm**
- ❖ **Shrirama Associates**
- ❖ **VGP**
- ❖ **Wheels India**
- ❖ **Mithul Insurance**
- ❖ **Global Vision**
- ❖ **Vairav & Associates**

STAFF ACHEVIEMENTS

BOARD OF STUDIES

Dr.G.Anitha Has Been The Reviewer In Revamping XI & XII Standard Practical Auditing Book By Tamilnadu Text Book Board.

PUBLICATIONS

- Dr.G.Anitha Has Published a Book Chapter "A Study On Investment Behavior Among Working Women In Chennai" in Fusion Of Knowledge, Multidisciplinary Perspectives In Research At Infinity Publication Pvt.Ltd, ISBN No 978-93-9217-95-0
- Dr.M.Chitra Has Published Book Chapter "A Study On Effective Time Management Strategies With Respect To College Students In Confluence Of Curiosity Multidisciplinary Explanations In Modern Research At Red Shine Publications, ISBN No 978-93-5879- 547-9.
- Dr.B.Anuradha Published A Paper On 'A Study On The Implication & Customer Perception On Big Data Analytics In Online Marketing In India' at Humanities At Social Science Studies Journal, ISSN No 2319-829X

BOOKS

- Dr.B.Anuradha published a book on "Financial Planning & Performance" at Vijay Nicole Imprints Pvt Ltd. ISBN No 978-81-19243-03-7

CERTIFICATE COURSES

- Dr.N.Maheswari has completed Refresher Course in Research Methodology and Data Analysis at Ramanujan College, University of Delhi
- Ms. M.S. Asma Fathima has completed Certificate Course in Accounts Executive and Digital Marketing at NextGen Solutions

PARTICIPATIONS

FACULTY DEVELOPMENT PROGRAM

- **Dr.M.Chitra and Dr.N.Maheswari has attended Faculty Enrichment Program on "Accounting Andrology In Fostering Knowledge and Professional Skills at Faculty" on 30-10-2023 at SOE Global, ACCA and Post Graduate Department of Commerce.**
- **Dr.N.Maheswari has attended Faculty Development Program on "Freight Forwarding" at Naan Mudhalavan.**
- **Dr.N.Maheswari has attended Faculty Development Program on "Digital Productivity And AI Fluency" At Naan Mudhalvan in Partnership with Microsoft.**
- **Ms. M.S. Asma Fathima has attended Faculty Development Program on "How To Write And Publish The Research Papers In SCOPUS/ WOS/ESCI Indexed Journals." organized at Jeppiaar College of Arts & Science**

WORKSHOP

- **Dr. G. Anita has participated in Intellectual Property Awareness Program organized by Intellectual Property Office, Ministry of Commerce and Industry.**
- **Dr.M.Chitra has attended workshop on "Writing proposal for Funded Project" at "Global Institute of Statistical Solutions".**
- **Ms. M.S. Asma Fathima has participated in National Workshop on Indexed Publication - "A driven force for Academic Progress".**

SEMINAR

- **Dr.N.Maheswari has attended a E seminar on "Intellectual Property Rights" at Sant Ramdas Arts, Commerce and Science College, Ghansawngi Jalna**

OTHER ACHIEVEMENTS

- Dr.G.Anitha has been the member of Academic Audit at SDNB Vaishnav College.
- Dr.G.Anitha has been the External Examiner For SDNB Vaishnav College, JBAS College, Sri Kanyaka Parameswari Arts & Science College.
- Dr. M Chitra has been the External Examiner For Ethiraj College for Women.

STUDENT'S ACHIEVEMENTS

RANK HOLDERS OF THE BATCH 2021 - 2022

REGISTER NO	NAME	RANK
321900030	Vaijyanthy S	1
321900006	Bharathi S	4
321900026	Srimathi Selvi N S	5
321900015	Navya R	7
321900013	Kavya V G	8
321900035	Roshini C Pradeep kumar	9

GOLD MEDALIST OF THE YEAR 2022 VAIJAYANTHY. S



PROFESSIONAL ACHIEVEMENTS



SUBASRI V S, 2nd year
has completed CA
Foundation



SWETHAA B, 2nd year
has completed CMA
Foundation



MIRA DARSHINI S, 2nd year
has completed CMA
Foundation



DHANUSHRE R, 1st year
has completed CA
Foundation

OTHER ACHIEVEMENTS



- ❖ Shreya Rajesh, III B.Com Honours was selected To Perform At Global Dance Festival, Srilanka & General Convocation 2023 By Global Arts Academy UK. The Event Took Place At Ramboda, Sri Lanka On October 28, 2023



- ❖ Chandralekha G – Has Won 3rd Prize In Bankbash's 2023 & 1st Prize In Digital Poster Making 2nd Year
- ❖ Deva Dharshini E – Has Won 3rd Prize In Tamil Elocution 2023 2nd Year
- ❖ Gopika G - Has Won Prizes In Classical Dance 2nd Year



- ❖ Famida H S, Divya Dharshini B, Dhanushre R, Harini M - Has Won 1st Prize In Les Canes Short Film'23 1st Year



TIVRA BUDDHI
“INTENSE KNOWLEDGE”

EDITORIAL TEAM:

STAFF

DR.G.ANITHA

MS. M.S. ASMA FATHIMA

STUDENTS

MANJULA P , III YEAR

DEVA DHARSHINI E, II YEAR

PRIYANKA RAIS, II YEAR