

G.VENKATASWAMY NAIDU COLLEGE (Autonomous), KOVILPATTI.

(Affiliated to Manonmaniam Sundaranar University – Tirunelveli,
Re-accredited with 'A' Grade (3.21 out of 4) by NAAC
STAR College by DBT, Govt. of India)

DEPARTMENT OF B.COM. BUSINESS ANALYTICS

COM-MAJESTY ASSOCIATION ACTIVITIES - 2023- 2024

INAUGURATION OF ASSOCIATION:

“Com-Majesty” the association of B.Com. Business Analytics department was inaugurated with great honour on 09.08.2023 in the Seminar. Mr.S.Kasiraman, Professor – MBA & Head, Training and Placements, P.S.R.Engineering College, Sivakasi has invited as the chief guest and delivered the inaugural address titled “CAMPUS TO CORPORATE” in the seminar. The seminar highlighted the transition from campus life to corporate culture and provided valuable insights. Office bearers of the association for this academic year have nominated and introduced in the seminar in the presence of the dignitaries.

SEMINAR

Our department has conducted the seminar on “ENTREPRENEURSHIP SECRETS” on 04.09.2023. Mr.A.Shunmuganathan, CEO, Shanmuga Nadar Mittai Kadai Pvt. Ltd., Sattur has acted as a resource person and presented the provocative talk on the topic. The seminar was enlightening and covered various aspects such as ideation, market analysis, and funding options.

INDUSTRIAL VISIT

On 06.10.2023, our B.Com (BA) students visited NILGA APPAREL COMPANY, COONOOR for practical exposure to the industrial environment, processes, and operations related to their field of study. It included discussions on skill development, career paths, and job market trends, especially for BCOM BA students.

INNOVATION VOUCHER PROGRAM

On 14.12.2023, our department organized the programme entitled “TNEDI – INNOVATION VOUCHER PROGRAM: A STATE GOVERNMENT FUND FOR ENTREPRENEURS”. Dr.G.CHELLADURAI, TN EDI-IVP BENEFICIARY 2023, Assistant Professor of Zoology, G.Venkataswamy Naidu

College (Autonomous), Kovilpatti has acted as a resource person and the seminar introduced TNEDI IVP scheme for entrepreneurs, providing financial support and opportunities for innovation.

EXTENSION ACTIVITY

On 27.12.2023, flood relief assistance was provided to affected southern Tamilnadu people. Food, groceries, sanitary napkin, water bottle and towel were provided to the flood affected people of southern Tamilnadu. Totally, food items worth Rs.38782 were contributed.

JOB ORIENTED PROGRAMME

On 19.02.2024, the job oriented programme entitled “CAREER OPPORTUNITIES IN TATA CONSULTANCY SERVICES LIMITED” was organized by our department. Mr.R.Rahul, Team Leader, Tata Consultancy Services, Chennai has acted as a resource person in the seminar. The resource person shared his experience with the students and discussed about their career paths, especially for roles like Team Leader within TCS, highlighting skill requirements and growth prospects.

TRADE SHOW

On 21.02.2024, an entrepreneurship development programme entitled “PARAMBARIYA PARAMBARAI UNAVU THIRUVIZHA” was organized by our department. Dr.G.Maran, Proprietor, Thaa Vazhi Iyarkai Unavakam, Sivakasi was invited as a resource person in this programme. The students prepared the traditional food and market on their own in this programme. The students gained a practical exposure on selling the products on a real-time environment.

EMPLOYMENT ORIENTED PROGRAMME

On 21.02.2024, an employment oriented programme entitled “PRIME MINISTERS EMPLOYMENT GENERATION PROGRAMME (PMEGP)”. The Lead bank officials of Thoothukkudi District and Khadi Kraft officers from

Madurai region are invited as resource persons in this programme. The seminar provided insights into government initiatives for employment generation.

TRAINING PROGRAMME

On 18 & 19.03.2024, a Two day Training Programme entitled “FINANCIAL EDUCATION FOR YOUNG CITIZENS” was organized by our department. Mr.M.Jeyaprakash, NISM & NSE Approved Trainer, SEBI-SMART was invited as a resource person in this programme. The students are trained in the aspects viz., personal finance framework, pre-requisites for investing in securities markets, precautions and awareness of risk involved while investing in securities markets, evaluation of investment opportunities in securities markets, employment opportunities in financial service industries, self-employment opportunities, Empowerment of students for facing interviews with financial services industry employment opportunities.

STATE-LEVEL WORKSHOP

On 25 and 26.03.2024, a two-day state-level workshop entitled “DATA ANALYTICAL TOOLS AND TECHNIQUES” was organized by our department. The programme was organized with four sessions. First two sessions were handled by Dr.S.Suganthi, Assistant Professor, Department of Computer Science, G.Venkataswamy Naidu College, Kovilpatti regarding SAP and Power BI software. The next two sessions were handled by Dr.C.Devi Arockia Vanitha, Associate Professor, Department of Computer Science, The Standard Fireworks Rajaratnam College For Women, Sivakasi regarding Tableau software. Totally 62 Staffs, Research Scholars and Students from overall Tamilnadu participated in this programme. Participation certificates were distributed to all the participants in this programme.

PH.D. VIVA-VOCE COMPLETION OF PH.D. SCHOLARS:

- Mrs.R.Subha Ranjani, Part-Time Ph.D.Scholar in Commerce under the guidance of Dr.C.Muthulakshmi defend her Ph.D. thesis entitled “PERCEPTION OF STUDENTS TOWARDS SERVICE QUALITY OF ARTS AND SCIENCE COLLEGES IN THOOTHUKUDI DISTRICT” in the Ph.D. Public Viva-voce held on 05.01.2024 in G.Venkataswamy Naidu College, Kovilpatti.

HOD

DIRECTOR