

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE
Annual Report For The Year 2017-2018
Department of Commerce

1. Faculty Profile

S.No	Name of the Faculty	Designation	Experience		Qualification Approval No
			College	Industries	
1	Dr.V.Vijayalakshmi	Dean	21 years	Nil	1510/A3/2006 dated 16/02/2006
2	Ms.E.Karthika	HoD	11 years	Nil	15887/A3/2008 dated 21.11.2008
3	Mrs.P.Pavithra	Assistant Professor	10 years	Nil	20013/A3/2010 dated 10/5/2010
4	Mrs.N.Priyadharshini	Assistant Professor	5 Years	3years	16655/A3/2012 dated 03/08/2012
5	Mrs.G.Anitha Rathna	Assistant Professor	4 Years	3years	14813/A3/2014 dated 04/08/2014
6	Mrs.P.Jayapradha	Assistant Professor	2 year	Nil	24568-2/A3/2016 dated 16/10/2016
7	Mrs.K.E.Hemapriya	Assistant Professor	4 year	Nil	17115-1/A3/2013 dated 08/08/2013
8	Ms.P.Jayanthi	Assistant Professor	1 year	Nil	-
9	Ms.S.Anusiya Banu	Assistant Professor	1 year	Nil	-

2. Recognized Guides for M.Phil

S.No	Name of the Faculty	Specialization	Guide Recognition No.	No of Scholars	
				Pursuing	Completed
1	Dr.V.Vijayalakshmi	Human Resources	7442-3/A2/2010	2	7
2	Ms.E.Karthika	Marketing	28084/A2/2009	2	4

3. Recognized Guides for Ph.D

S.No	Name of the Faculty	Specialization	Guide Recognition No.	No of Scholars	
				Pursuing	Completed
1	Dr.V.Vijayalakshmi	Human Resources	7442-3/A2/2010	6	2

4. Awards / Recognition received by faculty

S.No	Date	Name of the Faculty	Award	Name of the Event	Name of the Agency/Institution
1	28.02.2018	Ms.P.Jayanthi	II Prize	Lucky Corner	KKCAS
2	28.02.2018	Ms.P.Jayanthi	III Prize	shotput	KKCAS
3	02.03.2018	Ms.E.Karthika	100% Result in Entrepreneurial Development, Cost Accounting and Commercial Law.	Annual Day-2018	KKCAS
4	02.03.2018	Mrs.P.Pavithra	100% Result in Micro Finance, Financial Accounting -II, Business Economics and Principles of Accountancy-II.	Annual Day-2018	KKCAS
5	02.03.2018	Mrs.N.Priyadharshini	100% Result in Cost Accounting, financial Accounting-I. Principles of Marketing and Financial Market.	Annual Day-2018	KKCAS
6	02.03.2018	Mrs.G.Anitha Rathna	100% Result in Cost and Management Accounting.	Annual Day-2018	KKCAS
7	02.03.2018	Mrs.P.Jayapradha	100% Result in direct Tax-II, Corporate Accounting II, Fundamentals of Organization and Management	Annual Day-2018	KKCAS
8	02.03.2018	Mrs.K.E.Hemapriya	100% Result in Business Application Software-I	Annual Day-2018	KKCAS
9	02.03.2018	Ms.P.Jayanthi	100% Result in Business Economics, Business finance and Banking Law and Practices.	Annual Day-2018	KKCAS
10	02.03.2018	Ms.S.Anusiya Banu	100% Result in Business Economics, Business finance and Banking Law and Practices.	Annual Day-2018	KKCAS
11	08.03.2018	Mrs.K.E.Hemapriya Ms.P.Jayanthi Ms.S.Anusiya Banu	Runners	Throw ball	KKCAS

5. Faculty served as resource person

S.No	Date	Name of the Faculty	Name of the Programme	Venue
-	-	-	-	-

6. Publication of Books

S.No	Name of the Faculty	Title of the paper	Name of the Book	Month & Year	Publishers Name	ISBN/ISSN No
-	-	-	-	-	-	-

7. Publication in Journals

S.No	Name of the Faculty	Title of the Paper	Name of the Journal	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
1	Ms.E.Karthika	A Comparative Study of Job Satisfaction of teachers between Private and Public Schools with reference to Nilgiris District	International Journal of Business and Administration research review	Vol-I Iss- 21	1-4	Feb 2018	ISSN No:2348-0653 Impact Factor- 4.729

8. Presentation of Papers in Seminar/Conference

S.No	Date	Name of the Faculty	Title of the paper	Venue
1	18.08.2017	Ms.E.Karthika	International Conference on 'New Digital Economy in India'- Challenges & opportunities of Digitalised Economy	Rathinam College of Arts & Science
2	18.08.2017	Mrs.P.Pavithra	International Conference on 'New Digital Economy in India'- Challenges & opportunities of Digitalised Economy	Rathinam College of Arts & Science
3	18.08.2017	Mrs.K.E.Hemapriya	International Conference on 'New Digital Economy in India'- "Challenges & opportunities in Cyber Security".	Rathinam College of Arts & Science

9. Participation by Faculty in Seminars / Conference

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	30.01.2018	Mrs.K.E.Hemapriya	One Day National Level Workshop on "Effective Teaching Strategies using ICT".	Kaamadhenu College of Education,Gobi.
2	03.02.2018	Ms.E.Karthika	One Day Workshop on " NAAC Revised Assessment & Accreditation (A&A) framework"	Bharathiar University

10. Faculty Development Programmes Attended

S.No	Date	Name of the Faculty	Name of the Programme	Resource Person	Venue
1.	19.06.2016	Ms.E.Karthika Mr.R.Muthukumar Mrs.P.Pavithra Mrs.N.Priyadharshini Mrs.P.Jayapradha Mrs.K.E.Hemapriya Ms.P.Jayanthi Ms.S.Anusiya Banu	Teacher Qualities	Dr.D.Muthraj,Advisor	KKCAS
2	22.07.2017	Ms.E.Karthika Mrs.P.Pavithra Mrs.N.Priyadharshini Mrs.P.Jayapradha Mrs.K.E.Hemapriya Ms.P.Jayanthi Ms.S.Anusiya Banu	Tally ERP.9	Mr.R.Muthukumar, Assistant Professor, Department of Commerce,	KKCAS.
3	10.08.2017	Dr. V. Vijayalakshmi	Faculty Knowledge Programme	Mr.S.Ravichandran IBS School Bangalore	The Grand Regent, Coimbatore
4	19.08.2017	Ms.K.E.Hemapriya	UGC Sponsored National Level Workshop on “Free open Source Software”	Mr.Jagadeesh kumar, Linuxz office system, Chennai	Gobi Arts & Science College,Gobi
5	11.10.2017	Ms.K.E.Hemapriya	Python	Mr.B.Naveen Kumar, Accenta Techno soft,Coimbatore.	KKCAS
6	5.11.2017	Ms.E.Karthika Mrs.P.Pavithra Mrs.N.Priyadharshini Ms.P.Jayanthi Ms.S.Anusiya Banu	Outcome Based Education, Rubrics & Procedures in NIRF.	Dr.M.Jayakumar, Chief Administrator, Sri Krishna Institutions, Coimbatore	KKCAS
7	22.11.2017	Ms.S.Anusiya Banu	Image Processing	Dr.Krishnan, Assistant Professor, Department of Computer Science, CIET	CIMAT
8	23.11.2017	Mrs.P.Jayapradha Mrs.K.E.Hemapriya Ms.P.Jayanthi Ms.S.Anusiya Banu	Cognitive Computing	Dr.M.Nadhini Harichandran, Team Head, KGISL, Coimbatore	CIMAT

9	27.11.2017	Mrs.P.Jayapradha	Investment in Mutual Fund	Dr.Mahesh Kumar, Manager, HDFC Bank, Coimbatore	CIMAT
10	29.11.2017	Ms.E.Karthika Mrs.P.Pavithra Mrs.N.Priyadharshini Ms.P.Jayanthi	Bloom's Taxonomy	Dr.M.Jayakumar, Chief Administrator, Sri Krishna Institutions, Coimbatore	KKCAS
11	30.11.2017	Ms.E.Karthika Mrs.N.Priyadharshini Mrs.G.Anita Ratna Mrs.P.Jayapradha Mrs.K.E.Hemapriya Ms.P.Jayanthi	Quality aspects in teaching learning Process	Dr.S.Babu, Professor & Director, VIT Centre for Agricultural Innovations & Advanced learning, VIT University, Vellore.	KKCAS
12	01.12.2017	Ms.E.Karthika Mrs.P.Pavithra Mrs.N.Priyadharshini Mrs.G.Anitha Rathna Mrs.P.Jayapradha Mrs.K.E.Hemapriya Ms.P.Jayanthi Ms.S.Anusiya Banu	Funding Agencies and Opportunities	Dr.S.N.Suresh, Head ,PG Research, Department of Bio Technology, Sree Narayana Guru College, Coimbatore.	KKCAS
13	04.12.2017 to 08.12.2017	Mrs.P.Jayapradha	The Art of Teaching	1.Mr.C.Raghvaran, HoD, Department of Management, Sam B School. 2. Dr.B.Selvaraj, Associate Professor, Department of Psychology, Govt Arts College, Coimbatore	Sree Narayana Guru College.
14	06.12.2017	Ms.E.Karthika Mrs.N.Priyadharshini Mrs.G.Anitha Rathna	Workshop on "Outcome Based Education "	Dr.K.Sumathi, Dr.S.Geetha Mrs.Shophia Reena, Assistant Professor, PSGR Krishnammal College for Women.	KKCAS

11. Major Research Projects Sanctioned

S.No	Month & year	Name of the Faculty	Title of the Project	Sponsoring Agency	Amount	Status
-	-	-	-	-	-	-

12. Minor Research Projects Sanctioned

S.No	Month & year	Name of the Faculty	Title of the Project	Sponsoring Agency	Amount	Status
-	-	-	-	-	-	-

13. Monographs by Faculty

S.No	Month & year	Name of the Faculty	Title of the Paper
1	November 2017	Dr.V.Vijjayalakshmi	A Study On International Chamber Of Commerce
2	February 2018	Ms.E.Karthika	A Comparative Study of Job Satisfaction of teachers between Private and Public Schools with reference to Nilgiris District
3	August 2017	Mr.R.Muthukumar	A Study On Consumer Awareness And Determinants Of Online Shopping
4	January 2018	Mrs.P.Pavithra	A Study On Online Buying Behaviour With Special Reference To Coimbatore City
5	March 2018	Mrs.N.Priyadharshini	A Study On Customer Satisfaction Towards Shopping Mall In Coimbatore City
6	March 2018	Mrs.G.Anitha Rathna	A Study On Marketing Strategies And Awareness About Organic Products In Coimbatore.
7	March 2018	Mrs.P.Jayapradha	A study on Electronic Governance.
8	February 2018	Mrs.K.E.Hemapriya	A Survey Paper Of Cluster Based Key Management Techniques For Secured Data Transmission In Manet
9	November 2017	Ms.P.Jayanthi	A Study On Consumer Preference Towards The Hindu Newspaper In Coimbatore
10	October 2017	Ms.S.Anusiya Banu	A Study On Online Buying Behaviour With Special Reference To Coimbatore City

14. Faculty Pursuing M.Phil

S.No	Name of the Faculty	Area of Research	Date of Registration
1	Ms.P.Jayanthi	Management-HR	15.11.2017
2	Ms.S.Anusiya Banu	Management-HR	15.11.2017

15. Faculty who completed M.Phil

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
-	-	-	-

16. Faculty Pursuing Ph.D

S.No	Name of the Faculty	Area of Research	Date of Registration
1	Ms.E.Karthika	Marketing	September 2013

2	Mrs.N.Priyadharshini	Marketing	September 2013
3	Mrs.P.Pavithra	Financial management	September 2016
4	Mrs.G.Anitha Rathna	Marketing	September 2017

17. Faculty who completed Ph.D

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
1	Dr.R.Muthukumar	Marketing	August 2017

Department Activities

1. Academic Calendar

S.No	Date	Event	Achievements
1	07.07.2017	Topic: Inauguration of CARVE Association & Seminar on “ Knowledge Management” Resource Person: Mr.CS A.R. Ramasubramania Raja, Chairman, ICSI Coimbatore Chapter, Coimbatore.	The chief guest shared his experience and also spoke about importance, requirements of various professional related jobs in the country. Moreover he spoke about ACS,CA and CMA Courses as well as cleared doubts of the students.
2	02.08.2017	Topic: A Lecture on “ Importance of Yoga” Resource Person: Mr.A.S.Sureash Kumar,Secretary,Vedam Kuluma Spiritual trust,Coimbatore	The chief guest shared his experience and also spoke about practicing yoga helps in controlling an individual’s mind, body and soul. It also helps in increasing flexibility, muscle strength and body tone.
3	03.08.2017	Topic: A Lecture on “Personality Development” Resource Person: Mr.Sakthivel Murugan, Managing Director, Be Positive Institute Private Limited, Coimbatore	The chief guest shared his experience and also spoke about the traits to be focused in order to develop ones personality ,improving communication and language speaking abilities, learning fine etiquettes and manners overall imbibing with positivity, liveliness and peace.
4	09.08.2017	Topic: A Lecture on “ Abuse of Social Media” Resource Person: Mr.S.Nathan, Android & Python Consultant,Ascent TechnoSoft,Coimbatore	The Resource Person narrated the various drawbacks in using facebook, Whatsapp, Twitter ,Hike and Other applications. He also said that Ubuntu, linux software should be used and it is more secured than windows.
5	11.08.2017	Inter Department Competition -Facial Painting and Mehandi	The Department of Commerce conducted Mehandi Competition for Inter Department girls 30 teams were participated, out of which 3 teams got prizes. Facial Painting for Inter Department boys was also organised.10 teams were participated out of which 3 teams got

			prizes.
6	20.09.2017	<p>Topic: A Seminar on “Financial Education for Young Investors”</p> <p>Resource Person: Dr.P.Radhakrishnan, Professor & Head, Department of Management, Sree Narayana Guru Institute for Management & Studies, Coimbatore</p>	The Resource person briefly explained about advantages of various saving avenues. They are bank deposit, Post office savings ,PPF,Insurance,gold Bond,Gold Monetization and company stocks. He pointed that investment in company stocks gives higher rate of return than other investments. When the selection of the stock is made on the basis of company capital,debt level,Maintenance of reserves,quality of Management,Brand name and board of directors.
7	22.09.2017	<p>Topic: A National Level Conference on “ “ Disruptive Technologies in Financial Services”.</p> <p>Resource Person: Dr.S.Kanthimathinathan,Head,PG Department of Vivekanada Institute of Management,Bangalore</p> <p>Guest of Honour : Mr.R.Sathish FCA,ACS,ACMA,Partner,SRKM & Associates,Coimbatore.</p>	The chief guest explained about the overview of goods and service tax and its tax ability procedures .He said that the biggest advantages is to be held in terms of reduction in the overall tax burden on goods. Moreover he noted that after implementation of new taxation system both central and state governments were able to allocate funds for various welfare schemes to society. Further the resource person spoke about the recent technological changes in financial services and its contribution to the economic development. He pointed that after demonetization the use of technology base financial services were (ATM banking,Mobile banking,online banking and card banking) growing among the public and also 70% of were covered under various financial services.More than 200 research papers were presented in the Conference.
8	11.11.2017	Extension Activity	Job Opportunities in Banking Sector at GHSS, Sennanur.
9	11.01.2018	Extension Activity - “Pongal Celebration” at S.N.Matriculation School,Poolvapatti.	The Department of commerce has celebrated pongal festival and conducted various events like volley ball,running ,lucky corner,Sack race, Kabadi ,Kho-kho for XI and XII students. finally prizes were distributed to the prize winners for all the events.
10	14.02.2018	CARVE-EXPO-2018	In the exhibition students had poured out their creativity and talent various models such as old coins,old postal stamps,Magical Cards,Water level indicator ,Metro City ,Foot step Power generator,Preparation of food without

fire was conducted. The creation revealed the students excellence that described about their exhibit to the visitors. Besides this the were various food courts and stalls which attracted the visitors and promoted the sales. More than thousand participants visited the exhibitions. The students participated enthusiastically and won the prizes.

2. Seminars Organized

07.07.2017	A Seminar on “ Knowledge Management”.The Resource Person was Mr.CS A.R. Ramasubramania Raja, Chairman, ICSI Coimbatore Chapter, Coimbatore.
22.09.2017	A National Level Conference on “ “ Disruptive Technologies in Financial Services”.The resource persons were Dr.S.Kanthimathinathan,Head,PG Department of Vivekanada Institute of Management,Bangalore and Guest of Honour Mr.R.Sathish FCA,ACS,ACMA,Partner,SRKM & Associates,Coimbatore.
20.09.2017	A Seminar on “Financial Education for Young Investors”.The Resource Person was Dr.P.Radhakrishnan,Professor & Head,Department of Management,Sree Narayana Guru Institute for Management & Studies,Coimbatore.

3. Guest Lectures

09.08.2017	A Lecture on “ Abuse of Social Media”The Resource Person was Mr.S.Nathan, Android & Python Consultant,Ascent TechnoSoft,Coimbatore
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4. Workshops

	NIL
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5. Value Based Programme

02.08.2017	A Lecture on “ Importance of Yoga” .The Resource Person was Mr.A.S.Sureash Kumar,Secretary,Vedam Kuluma Spiritual trust,Coimbatore.
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6. Soft Skill Development Programme

03.08.2017	A Lecture on “Personality Development”.The Resource Person was Mr.Sakthivel Murugan,Managing Director,Be Positive Institute Private Limited,Coimbatore
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7. Extension Activities

11.11.2017	Extension Activity- “Job Opportunities in Banking Sector” at GHSS, Sennanur.
11.01.2018	Extension Activity - “Pongal Celebration” at S.N.Matriculation School,Poolvapatti.

8. Faculty Development Programmes

22.07.2017	Tally ERP.9
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9. Other Programmes

12.08.2017	Visit to Arivu Thiru Kovil,Aaaliyar,Pollachi.
15.09.2017 to 17.09.2017	Industrial Visit to Chip Software,Cochin.
11.08.2017	Inter Department Competition -Facial Painting and Mehendi
14.02.2018	CARVE-EXPO-2018

14.02.2018	Preparation of food without fire
10.03.2018	Industrial Visit to Munnar

10. Objectives of the Departments

- To motivate the students for appearing for professional examinations like CA/ICWA /ACS.
- To produce University Rank holders every year.
- Two workshops in a year will be conducted, to make the students updated with the latest developments.
- Two Industrial visits will be arranged in a year to provide practical exposure to the students.
- To train the students in the skills needed for making them competitive for employment.
- To Provide training in tally Programme.
- To Provide hands on training at the auditors office minimum for one week.
- To organise exhibition relating to innovative ideas of students under the Association.

11. Difference between the courses available in the same department

NIL

Students Profile

1. Student Strength

S.No.	Class	No. of Boys	No. of Girls	Total
1	III-B.Com	30	38	68
2	II-B.Com	20	38	58
3	I-B.Com	33	26	59

2. Result Analysis

Class	No of Students Enrolled	Distinction	I Class	II Class	III Class	Percentage of Pass
III-B.Com	54	1	9	29	5	81%

3. Percentage of Attendance (Odd and Even) - Average

S.No	Class	Attendance Percentage		
		ODD	EVEN	Total
1	III-B.Com	86	86	86
2	II-B.Com	86	88	87
3	I-B.Com	88	89	89

4. Percentage of Attendance (Odd and Even) - Average

S.No	Class	Male	Female	Total
1	III-B.Com	80	90	85
2	II-B.Com	80	94	87
3	I-B.Com	85	89	87

5. University Rank Holders

Class	Name of the Student	Rank
	NIL	

6. Community wise Students Strength

Class	Total Students	SC	ST	OBC	BC	MBC	OC	Physically Challenged
III-B.Com	68	7	-	-	45	13	3	-
II-B.Com	58	10	-	-	32	12	4	-
I-B.Com	59	8	-	-	33	15	3	-

7. Management Scholarship

Academic Year 2017-2018	Class	Name of the Student	No of Students Benefited	Amount (Rs)
2017-2018	I-B.Com	R.Adithyan	27	Rs.2,29,300
		S.Aishwarya		
		J.Ajana		
		R.Akshaya		
		D.Aruldevi		
		S.Bhuvaneshwari		
		S.Deepa		
		V.Devi		
		R.Divya Sri		
		S.Elamparithi		
		S.Hariharan		
		M.Kowsalya		
		K.Lokesh Saran		
		A.Muthuissaki		
		D.poovilzi		
		R.Prabhadevi		
		P.Priya		
N.Priyanka				
N.Rohini				
M.Sangeetha				

		S.Santhanalakshmi		
		S.Sathiya		
		S.Sivasankari		
		G.Sujtha		
		S.Tamilselvan		
		P.Vignesh		
		B.Ajeesh		
2017-2018	II-B.Com	G.Durgadevi	3	Rs.14,000
		S.Ramyadharshini		
		R.Rathipriya		
2017-2018	III-B.Com	M. Vigneswaran	5	Rs.21,000
		Nishanthini		
		P.Suryaprabha		
		K.Suganya		
		S.Chithra		

8. Government Scholarship

Academic Year	Class	Name of the Student	No of Students Benefited	Amount (Rs)
2017-2018	II-B.Com	G.Durga Devi	2	Rs.12,900
		P.Poornima		
2017-2018	III-B.Com	S.Chithra	3	Rs.19,350
		N.Ranjith Kumar		
		P.suryaprabha		

9. Private Scholarship

Academic Year 2017-2018	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
-	-	-	-	-

10. Placements

S.No	Class	Name of the Student	Name of the Company
1	III-B.Com 'A'	D.Anandhi	1.IDBI Federal Life Insurance(CBE) 2.Future Generali
2	III-B.Com 'A'	N.Angalaparameswari	1.IDBI Federal Life Insurance(Erode) 2.IDBI Federal Life Insurance(Cbe)
3	III-B.Com 'A'	R.Arunkrishnan	1.KAARTechnologies 2.Institute of Language Management (p) Ltd

			3.Winners Education 4. IDBI Federal Life Insurance(Erode) 5.TCS(Yet) 6.Infosys BPM 7.KGISL 8.Cognizant(yet) 9.Flipkart
4	III-B.Com 'A'	R.Bharath	1.IDBI Federal Life Insurance(cbe) 2.TVS
5	III-B.Com 'A'	P.Bhuvaneshwari	1.Future Generali Solutions
6	III-B.Com 'A'	A.Esther	1.IDBI (Erode) 2..TVS
7	III-B.Com 'A'	S.Gokila	1.Future Generali Solutions 2.TVS
8	III-B.Com 'A'	C.Gowtham	1.IDBI Federal Life Insurance(CBE) 2.TVS 3.Future Generali solutions
9	III-B.Com 'A'	V.Indhukala	1.Institute of Language Management (p) Ltd 2.Winners Education 3.IDBI Federal Life Insurance(Erode) 4.TCS(Yet) 5.IDBI Federal Life Insurance(CBE) 6.Future Generali solutions 7.TVS
10	III-B.Com 'A'	B.Jayalakshmi	1.Winners Education 2.Future Generali Solutions
11	III-B.Com 'A'	S.Jaysree	1.Institute of Language Management (p) Ltd 2.Winners Education 3.IDBI Federal Life Insurance(Erode) 4.TCS(Yet) 5.Future Generali Solutions 6.IDBI Federal Life Insurance(CBE)
12	III-B.Com 'A'	A.Kalidass	1.TVS
13	III-B.Com 'A'	K.Kaliraj	1.TVS
14	III-B.Com 'A'	V.Kathirvel	1.TVS
15	III-B.Com 'A'	S.Kiruthika	1.Future Generali Solutions 2.IDBI Federal Life Insurance(Erode)
16	III-B.Com 'A'	K.Krishnakumar	1.Future Generali Solutions 2.TVS
17	III-B.Com 'A'	R.Logapriya	1.Future Generali Solutions 2.IDBI Federal Life Insurance(Erode)
18	III-B.Com 'A'	G.Maheshwari	1.Future Generali Solutions 2.TVS
19	III-B.Com 'B'	D.Nandhakumar	1.Future Generali 2.Filpkart
20	III-B.Com 'B'	K.Nishanthini	1.TVS 2.Winners Education

			3.IDBI Federal Life Insurance(Erode) 4.Future Generali Solutions 5.IDBI Federal Life Insurance (CBE)
21	III-B.Com 'B'	S.Oviya	1.Future Generali Solutions
22	III-B.Com 'B'	M.Pavithra	1.TVS
23	III-B.Com 'B'	N.Pavithra	1.TVS
24	III-B.Com 'B'	K.Priyadharshini	1.TVS 2.IDBI Federal Life Insurance(Erode) 3.TCS(Yet)
25	III-B.Com 'B'	P.Saranya	1.IDBI Federal Life Insurance(Erode)
26	III-B.Com 'B'	G.Sathishkumar	1.Future Generali 2.TVS 3.Filpkart
27	III-B.Com 'B'	D.Sindhu	1.TVS 2.Winners Education 3.IDBI Federal Life Insurance(Erode) 4.Infosys BPM 5.IDBI Federal Life Insurance (CBE)
28	III-B.Com 'B'	R.Sivaranjani	1.IDBI Federal Life Insurance(Erode) 2.Future Generali
29	III-B.Com 'B'	R.Sneha	1.TVS 2.Winners Education
30	III-B.Com 'B'	G.Suvalakshmi	1.TVS 2.IDBI Federal Life Insurance(CBE)
31	III-B.Com 'B'	M.Vigneshwaran	1.TCS(Yet) 2.IDBI Federal Life Insurance(CBE) 3.Flipkart
32	III-B.Com 'B'	Ragul Prasath. R	1.Filpkart
33	III-B.Com 'B'	Satheesh. N	1.Filpkart
34	III-B.Com 'B'	N.Ranjith Kumar	1.Filpkart

11. Placement Training provided by the department

S.No	Date	Class	Name of the Programme	Resource Person
01.	24.08.2017	III B.Com	Group Discussion	Mrs.P.Jayapradha
			One to One	Ms.S.Anusiya Banu
02.	27.09.2017	III B.Com	Aptitude Test	Ms.S.Anusiya Banu
03.	16.12.2017	III B.Com	Group Discussion	Ms.P.Jayanthi
			One to One	Mrs.P.Jayapradha
			Aptitude Test	Ms.P.Jayanthi
04.	22.12.2017	III B.Com	Group Discussion	Ms.B.Priyanka
05.	25.01.2018	III B.Com	Group Discussion	Ms.S.Anusiya Banu

			One to One	Ms.P.Jayanthi
06.	03.02.2018	III B.Com	Aptitude Test	Ms.S.Anusiya Banu
			One to One	Ms.P.Jayanthi
07.	06.02.2018	III B.Com	Group Discussion	Mrs.P.Jayapradha
08.	30.01.2018 to 07.03.2018	III B.Com	Group Discussion, Preparation of Resume, Aptitude,	Mr.C.Venkatesh, Trainer, TCS
09.	08.03.2018	III B.Com	One to one	Dr.A.Krishnamurthy, Executive Secretary, KKET.

12. Enrollment of Students

Enrollment from	Class	No of Students
Same State	III-B.Com	68
	II-B.com	58
	I-B.Com	59
Other State	III-B.Com	NIL
	II-B.com	
	I-B.Com	
NRI	III-B.Com	NIL
	II-B.com	
	I-B.Com	
Foreign	III-B.Com	NIL
	II-B.com	
	I-B.Com	

12. Drop Outs

Class	Total No of Students	No of Dropped Out Students During Academic Year	Percentage
III-B.Com	68	-	-
II-B.com	58	2	3%
I-B.Com	63	5	10%

13. Students Pursuing M.Phil

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
1	Commerce	M.Rajamanickam	Marketing	November 2015	Dr.V.Vijayalakshmi

2	Commerce	S.Ashok kumar	Finance	November 2015	Dr.V.Vijayalakshmi
3	Commerce	S.Kanimozhi	International Business Marketing	November 2015	Ms.E.Karthika
4	Commerce	R.Ranjitha	Finance	September 2016	Ms.E.Karthika

12. Students Completed M.Phil

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
1	Commerce	S.Navaneetha	Marketing	November 2015	Dr.V.Vijayalakshmi
2	Commerce	M.Annieobel	Human resource	November 2015	Ms.E.Karthika

13. Students Pursuing Ph.D

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
1	Commerce	P.Sudha	Marketing	January 2012	Dr.V.Vijayalakshmi
2	Commerce	A.Dhanalakshmi	Marketing	January 2012	Dr.V.Vijayalakshmi
3	Commerce	Arasu periyasamy	Human resource	September 2012	Dr.V.Vijayalakshmi
4	Commerce	M.Srividhya	Finance	January 2013	Dr.V.Vijayalakshmi
5	Commerce	S.Rathinasamy	Human resource	September 2013	Dr.V.Vijayalakshmi
6	Commerce	N.Priyadharshini	Marketing	September 2013	Dr.V.Vijayalakshmi

14. Students Completed Ph.D

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Completion	Name of the Guide
1	Commerce	L.Senthil kumar	Finance	February 2018	Dr.V.Vijayalakshmi
2	Commerce	R.Muthukumar	Marketing	March 2018	Dr.V.Vijayalakshmi

15. Presentation of Papers in Seminars/Conferences by Students

S.No	Date	Name of the Student	Title of Papers	Venue
1	18.08.2017	<u>II-B.Com.</u>	International Conference on 'New	Rathinam College of

		Ms.PL.Valliyammai Ms.B.Ramyadharshini	Digital Economy in India'- Challenges & opportunities	Arts & Science
2	18.08.2017	<u>III-B.Com 'A'</u> Mr.R.Arunkrishnan	International Conference on 'New Digital Economy in India'- “Challenges & opportunities- Digitalization of tax reforms”.	Rathinam College of Arts & Science
3	21.02.2018	R.Arunkrishnan III-B.Com	Inter College Competition- “Digitilisation and Tax Reforms”	Sri Ramakrishna College for Women

16. Participation in Seminars/Conferences by Students

S.No	Date	Name of the Student	Name of the Programme	Venue
1	02.07.2017	<u>III.B.Com.</u> R.Arunkrishnan II-B.Com. P.L.Valliyammai	Lecture on “GST”	Kalvi Institute, Gandhipuram.
2	13.07.2017	<u>II-B.Com.</u> T.Blessy Jemmiah P.L.Valliyammai	Workshop on “Art of Communication”	Pioneer College of Arts & Science.
3	25.07.2017	<u>I-B.Com</u> R.Divya Sri D.Arul Devi J.Ajana A.Savitha T.Sumathi S.Ishwarya S.Kavipriya S.Dharanipriya D.Poovizhi R.Adithyan K.Sathyanarayanan S.Tamil Selvi II-B.Com: K.Vignehwaran R.Rajasekar III-B.Com: K.Muthukumar A.Kalidass	One day Workshop on “Goods & Services Taxation Procedural & Administrative Mechanism In India”.	Karpagam University.
4	01.08.2017 to 03.08.2017	<u>III-B.Com 'A'</u> Mr.R.Bharath <u>II-B.Com.</u> N.Karthik	Chess Competition	Dr.R.V.S.College of Arts & Science,Sulur
5	03.08.2017	<u>I-B.Com</u> R.Ananth K.Akash Kumar S.Elamparithi P.Rishi	A Workshop on “Nuances in Filing of Tax Returns”	Shri Nehru Maha Vidyalaya College of Arts & Science

		P.Vignesh S.Bangaru S.Gowtham D.Gokila K.Parimal Devi L.Parthiban K.Pavithra S.Deepa N.Kavya K.Kavya N.Ramya B.Saranya G.Sujitha K.Lokesh Saran N.Kowsalya P.Sangeetha		
6	22.09.2017	III-B.Com Students	A National Level Conference on “ Disruptive Technologies in Financial Services”	KKCAS.
7	10.01.2018	<u>I-B.Com.</u> S.Aishwarya B.Saranya T.Sumathi M.Karthik Bharathi R.Manoj Kumar P.Vignesh R.Anand R.Adithyan S.Elamparithi	One day State Level Workshop on “Financial Literacy Forum on Personal Finance & Family Budget, Investment and Savings, Banks and Insurance”.	Dr. NGP Arts and Science College.
8	19.01.2018 To 21.01.2018	<u>III-B.Com</u> R.Arunkrishnan	Participation in 8 th Bharatiya Chhatra Samsad	MIT World Peace University, Pune.
9	01.03.2018	<u>II-B.Com</u> K.Vigneshwaran R.Manikandan D.Pragin Kumar R.Rupavathi D.Sushma P.Sree Abarna V.Keerthana R. Vijayalakshmi R.Reetabelsy T.Sarika	A National Level Seminar on “ The Indian Banking Sector- Emerging Challenges”	PSG College of Arts & Science
10	23.03.2018	<u>I-B.Com</u> S.Santhanlakshmi R.Divyasri J.Ajana R.Aruldevi K.Pavithra A.Muthuissaki K.Kavya P.Vignesh	Workshop on “Internet of Things”	KGISL College of Arts & Science, Coimbatore

17. Publication in Journals by Students

S.No	Name of the Faculty	Name of the Journal	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
-	-	-	-	-	-	-

18. Students Achievements (both inside and outside the campus)

S.No	Date	Name of the Student	Name of the Event	Achievement	Venue
1	02.08.2017	Ms.V.Madhumitha	Fashion Show-NSS Event	II Prize	KKCAS.
2	08.08.2017	Mr.R.Arunkrishnan	Paper presentationn	I Prize	Department of Computer Science, KKCAS.
3	11.08.2017	Ms.R.Devadharshini Ms.R.Rathipriya	Facial Painting	III Prize	Department of Commerce KKCAS.
4	11.08.2017	Ms.K.Dharani Priya Ms.S.Sivasankari	Mehandi	III Prize	Department of Commerce KKCAS.
5	11.08.2017	Ms.PL.Valliyammai	Product Marketing Competition	I Prize	Department of Information Technology, KKCAS.
6	18.08.2017	Mr.K.Vignešwaran Ms.Blessy Jemimah	Logo Identification	II Prize	Department of Commerce (CA),KKCAS.
7	18.08.2017	Mr.K.Vignešwaran Ms.Blessy Jemimah	Quiz Competition	II Prize	Department of Commerce (CA),KKCAS.
8	12.10.2017	II B.Com R.Sanjeev kumar	Mime	II Prize	Sree Narayana Guru College
9	12.10.2017	III-B.Com. R.Arunkrishnan	Mock Press	II Prize	Sree Narayana Guru College
10	21.10.2017	II B.Com R.Sanjeev kumar	Ad Act	I Prize	Nehru Group of Institutions
11	21.10.2017	II B.Com R.Sanjeev kumar	Mime	I Prize	Nehru Group of Institutions

12	29.12.2017	<u>I-B.Com</u> K.Sathyarayanan K.Lokeshsaran	Quiz Competition	I Prize	Department of Mathematics, KKCAS.
13	29.12.2017	<u>II-B.Com</u> R.Sanjeev Kumar	Mime	I Prize	Rathinam College of Arts & Science
14	29.12.2017	<u>II-B.Com</u> R.Sanjeev Kumar	Overall Performance-Group Talent.	III Prize	Rathinam College of Arts & Science
15	12.01.2018	<u>I-B.Com.</u> L.Parthiban R.Ashok	Contest of Decorating Cows	Cash Award (Rs.1500 Each)	KKCAS
16	12.01.2018	<u>II-B.Com.</u> N.Karthik	Contest of Decorating Cows	Cash Award (Rs.1000)	KKCAS
17	12.01.2018	<u>III B.Com.</u> S.Kiruthika A.Velumani P.Suryaprabha <u>II B.Com.</u> S.Sriprarthana R.Vijayalakshmi S.Thenpodhigai	Pongal Preparation	III Prize	KKCAS
18	12.01.2018	<u>III B.Com.</u> R.Sneha K.Priyadharshini R.Jayalakshmi <u>II B.Com.</u> R.Ramyadharshini K.Priyanka R.Udhaya Priya	Rangoli	I Prize	KKCAS
19	20.01.2018	<u>II B.Com.</u> P.Vignesh R.Sanjeevkumar R.Madhumitha P.Valliyammai <u>I B.Com.</u> R.Divya Sri J.Ajana K.Savitha D.Santhalakshmi	Fashion Show	II Prize	Fine Arts Club, KKCAS
20	02.02.2018	<u>I-B.Com.</u> M.Kowsalya K.Kavya M.Sangeetha A.Muthuissaki	Racion Amigo	I Prize	PPG Business School, Saravanapatti
21	02.02.2018	<u>II-B.Com.</u> P.Sree Abarna S.Sri Prarthana	Overall Girls championship	I Prize	PPG Business School, Saravanapatti

		R.Rupavathi D.Kalaivani			
22	02.02.2018	<u>II B.Com.</u> M.Uthayapriya S.Anandhi S.Sudhipriyadharshini R.Monisha	Overall Girls championship	III Prize	PPG Business School, Saravanapatti
23	02.02.2018	<u>II B.Com.</u> K.Vigneshwaran S.Vignesh A.Rajasekar S.Tamilalagan	Muddy Buddy	I Prize	PPG Business School, Saravanapatti
24	07.02.2018	<u>I-B.Com</u> D.Arul Devi	Word Hunt	I Prize	Department of English
25	07.02.2018	<u>I-B.Com</u> R.Divya Sri	Word Hunt	III Prize	Department of English
26	07.02.2018	<u>II-B.Com</u> PL .Valliyammai	British and American English	I Prize	Department of English
27	07.02.2018	<u>I-B.Com</u> R.Divya Sri	Spell Bee	III Prize	Department of English
28	07.02.2018	<u>II-B.Com</u> PL .Valliyammai	Elocution	I Prize	Department of English
29	07.02.2018	<u>II-B.Com</u> PL .Valliyammai	Freeze Zone	I Prize	Department of English
30	07.02.2018	<u>II-B.Com</u> PL.Valliyammai S.Ramyadharshini M.Uthayapriya S.Durgadevi	Mime	I Prize	Department of English
31	14.02.2018	<u>II B.Com.</u> PL.Valliyammai S.Ramyadharshini	Preparation of Food without fire	I Prize	EXPO 2018, Department of Commerce
32	28.02.2018	<u>III-B.Com</u> M.Sathish V.Poobalan <u>I-B.Com</u> S.Bangaru J.Sakthisundaram	Carrom	Winners	KKCAS
33	28.02.2018	<u>III-B.Com</u> M.Gokul J.Balasubramanian G.Sathish Kumar	Cricket	Runners	KKCAS

		N.Satheesh S.Selvakumar V.Kathirvel C.Gowtham S.Ranjithkumar M.vigneshwaran S.Udhayakumar V.poobalan <u>I-B.Com</u> S.Bangaru M.Thirunavukarasu R.Ashok K.Akashkumar			
34	28.02.2018	<u>III-B.Com</u> M.Vigneshwaran	100 Metre Running	I Prize	KKCAS
35	28.02.2018	<u>III-B.Com</u> C.Gowtham M.Vigneshwaran M.Muthukumar <u>II-B.Com</u> N.Karthik	Relay	III Prize	KKCAS
36	28.02.2018	<u>III-B.Com</u> M.Vigneshwaran	200 Metre Running	III Prize	KKCAS
37	28.02.2018	<u>II-B.Com</u> R.Sanjeev Kumar P.Vigensh Kumar S.Venkatachalapathy S.Jayaram <u>I-B.Com</u> B.Ajeesh P.Rishi S.Gowtham S. Bangaru	Volley Ball	Runners	KKCAS
38	02.03.2018	K.Vigneshwaran II-B.Com	Best YRC Award	-	KKCAS
39	02.03.2018	R.Arurkrishnan III-B.Com	Best Libraray Reader Award	-	KKCAS
40	02.03.2018	R.Arurkrishnan III-B.Com	Best Outgoing UG	-	KKCAS
41	02.03.2018	K.Uma Maheswaran III-B.Com	Kavithai Contest	I Prize	Department of Tamil
42	02.03.2018	PL .Valliyammai II-B.Com	Paadal Oppuvithal	I Prize	Department of Tamil
43	02.03.2018	PL .Valliyammai II-B.Com	Vazhakkadu Mandram	I Prize	Department of Tamil
44	02.03.2018	I-B.Com R.Divya Sri S.Santhalakshmi A.Amuthapriya	Rangoli Competition	II Prize	Department of Business Administration

		R.Prabhadevi A.Savitha			
45	20.03.2018	III-B.Com R.Arunkrishnan	Youth Award	Swami Vivekananda Youth Achievement Award	Bharathiar University.
46	29.03.2018	I-B.Com R.Divya Sri	Essay Writing Competition	I Prize-Cash Award Rs.2100	Sri Coimbatore Jain Mahasangh, Coimbatore.
47	29.03.2018	II-B.Com P.Sree Abarna	Essay Writing Competition	II Prize-Cash Award Rs.2100	Sri Coimbatore Jain Mahasangh, Cbe. Coimbatore.