

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE
Annual Report For The Year 2018-2019
Department of Commerce

1. Faculty Profile

S.No	Name of the Faculty	Designation	Experience		Qualification Approval No.
			College	Industries	
1	Dr.V.Vijayalakshmi M.Com., M.Phil.,M.Ed., PGDCA.,Ph.D	Dean	22 years	Nil	1510/A3/2006 dated 16/02/2006
2	Ms.E.Karthika M.Com.,M.Phil., PGDCA., MBA.,SET	HoD	12 years	Nil	15887/A3/2008 dated 21.11.2008
3	Dr. V. Jayalakshmi M.Com.,M.Phil.,Ph.D.	Assistant Professor	6 yrs 5 months	Nil	18730/A3/2018 Dated23/08/2018
4	Ms. P.Selvi M.Com., M.Phil., PGDCA.,	Assistant Professor	2 years	Nil	1955/A3/2017 dated 07/02/2017
5	Mrs. S. Tharaneeswari M.Com., M.Phil.,	Assistant Professor	1 year	6 months	-
6	Ms. K.Ramya M.Com., M.Phil.,	Assistant Professor	1 year 8 months	Nil	-
7	Mr. G.Shiva M.Com (Ph.D)	Assistant Professor	5 years	Nil	3670/A3/2014

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	3	8
2	Ms.E.Karthika	Marketing	28084/A2/2009	1	5

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	4	4

4. Awards / Recognition received by faculty

S.No	Date	Name of the Faculty	Award	Name of the Event	Name of the Agency/Institution
1	14.03.2019	Ms.E.Karthika	100% Result in Higher Corporate Accounting, Cost Accounting ,Principles of Marketing	Annual Day-2019	KKCAS
2	14.03.2019	Ms. P.Selvi	100% Result in Financial Accounting – I	Annual Day-2019	KKCAS
3	14.03.2019	Mrs. S. Tharaneeswari	100% Result in Financial Markets and Institution, Principles of Auditing and Assurance, Food Science	Annual Day-2019	KKCAS
4	14.03.2019	Ms. K. Ramya	100% Result in Accountancy – II, Computer and Information System	Annual Day-2019	KKCAS
5	14.03.2019	Mr. G. Shiva	100% Result in Marketing Management	Annual Day-2019	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 No Impact Factor
-	-	-	-	-	-	-	-

8. Presentation of Papers in Seminar/Conference

S.No	Date	Name of the Faculty	Title of the paper	Event & Venue
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1	20.08.2018	E.Karthika & P.Selvi	GST and impact on consumers	“Impact of Demonetization and GST on Indian Economy” & VLB Janakiammal College of Arts and Science, Coimbatore
2	12.09.2018	Ms.E.Karthika	Women Empowerment in the Digitalised Economy	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
3	12.09.2018	Dr.V.Jayalakshmi	Modernisation of Agricultural Sector	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
4	12.09.2018	Ms.P.Selvi	Women Empowerment in the Digital India	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
5	12.09.2018	Mrs.S.Tharaneeswari	Evolution of Education Technology	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
6	24.01.2019	Dr.V.Vijayalakshmi	Advertising Services	International Conference on “Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
7	24.01.2019	Ms.E.Karthika	Banking Services	International Conference on “Services Marketing – Process, Practices and Potential” & National College (Autonomous), Tiruchirapalli.
8	24.01.2019	yMs.P.Selvi	Financial Services	International Conference on “Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
9	24.01.2019	Ms.S.Tharaneeswari	Educational Services	International Conference on “Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
10	24.01.2019	Ms.K.Ramya	Health Care Services	International Conference on “ Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
11	25.01.2019	Ms.E.Karthika	Green Banking	National Level Conference on “Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.

12	25.01.2019	Ms.P.Selvi	Risk Management in Banks	National Level Conference on “Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
13	25.01.2019	Ms.S.Tharaneeswari	Investment Banking	National Level Conference on “Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
14	25.01.2019	Mr.G.Shiva	Role of Indian Banking in Economic Development	National Level Conference on “Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
15	25.01.2019	Ms.K.Ramya	Risk Management	National Level Conference on “Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.

9. Participation by Faculty in Seminars / Conferences

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	27.08.2018 & 28.08.2018	Ms.E.Karthika	Two Day State Level Workshop on Outcome Based Education	Chamber Towers, Avinashi Road, Coimbatore.
2	26.10.2018 & 27.10.2018	Ms.E.Karthika	Revised NAAC Forms and Procedures	Bharathiar University
3	20.11.2018	Ms.E.Karthika	IBM Learnnovate Program	Taj Surya, Coimbatore.
4	05.01.2019	Ms.E.Karthika	Revised Assessment and Accreditation Framework (NAAC)	Kathir College of Arts and Science, Coimbatore.
5	09.02.2019	Ms.E.Karthika	Intellectual Property Rights	Pioneer College of Arts and Science, Jothipuram, Coimbatore.

10. Faculty Development Programmes Attended

S.No	Date	Name of the Faculty	Name of the Programme	Resource Person	Venue
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1	02.06.2018	Dr.V.Vijayalakshmi Ms.E.karthika Dr.V.Jayalakshmi Ms.K.Ramya Ms.P.Selvi	NAAC new initiatives and reforms in the revised accreditation framework	Prof.Dr.M.P.Rajan, Member, Peer team & Academic Consultant, NAAC Bengaluru.	KKCAS
2	30.06.2018	Dr.V.Vijayalakshmi Ms.E.karthika Ms.K.Ramya Ms.P.Selvi Mrs.S.Tharaneeshwari	Developing Effective Communication Skills	Mrs.T.Suryaprabha Ms.K.Lathamani Dr.P.Sruthi Mr.J.Ananad Rajkumar	KKCAS
3	01.09.2018	Dr.V.Vijayalakshmi Ms.E.Karthika Dr. V.Jayalakshmi Ms.P.Selvi Mrs.S.Tharaneeshwari	Team Building	Dr.M.S.Rameshkumar, Ms.B.Preethi, Ms.C.Subha	KKCAS
4	15.09.2018 (FN)	Dr.V.Vijayalakshmi Ms.E.Karthika Dr. V.Jayalakshmi Ms.P.Selvi Mrs.S.Tharaneeshwari	Internet of Things	Ms.Vijaya, Software Developer, VEE XPLORE, Mr.K.Silambarasan, Manager, VEE XPLORE,	KKCAS
5	15.09.2018 (AN)	Dr.V.Vijayalakshmi Dr. V.Jayalakshmi Ms.P.Selvi Mrs.S.Tharaneeshwari	Current Development in Tech IT	Mr.Karunanidhi	CIET
6	09.02.2019	Ms.P.Selvi	Tally with GST	Mr.Jagadeesh, Tally Solutions Pvt Limited., Coimbatore	Rathinam College of Arts and Science, Coimbatore.

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	March 2019	Dr. V.Vijayalakshmi	A Study on Consumer Buying Behavior of Gold with Special Reference to TANISHQ Jewellery Coimbatore
2	March 2019	Ms. E. Karthika	A Study on Job Satisfaction towards IT Employees in CTS (with Special Reference to Saravanapatti)
3	March 2019	Ms. P.Selvi	A Study on Consumer Preference towards Social Media in KKCAS
4	March 2019	Mrs. S. Tharaneeshwari	A Study on Customer Satisfaction towards Samsung Refrigerator with Special Reference to Coimbatore City
5	March 2019	Ms. K.Ramya	A study on Rural Customer's Behavior towards Fast Moving Consumer Goods in Coimbatore City
6	March 2019	Mr. G. Shiva	A Study on Customer Perception towards Organic Products with Special to Coimbatore City

14. Faculty Pursuing M.Phil

S.No	Name of the Faculty	Area of Research	Date of Registration
-	-	-	-

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	Mr. G.Shiva	Marketing	November 2016

17. Faculty who completed Ph.D

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

18. Faculty Completed Course in National Programme on Technology Enhanced Learning (NPTEL)

S.No	Date	Name of the Faculty	Result status
1	31.3.2019	Ms.E.Karthika	Pass
2	31.3.2019	Ms. P.Selvi	Pass

3	31.3.2019	Mrs. S. Tharaneeshwari	Pass
4	31.3.2019	Ms. K. Ramya	Pass

Department Activities

1. Academic Calendar

S.No	Date	Event	Outcomes
1	24.08.2018	<p>Topic: Guest lecture on “GST : Challenges and Opportunities – An Overview”</p> <p>Resource Person: Dr.Periyasamy. M IRS, Joint Commissioner, GST, Coimbatore</p>	<p>The students have gained knowledge on the structure, benefits of GST, registration procedure and exceptions in GST. Finally he clarified the doubts raised by the students.</p> <p>Total Number of students attended : 210</p>
2	01.09.2018	<p>Topic: Extension Activity at “Dieter Hueske Boy's Shelter” Pullagoundanpudur by donating Groceries by the students of the Department.</p>	<p>The students of the department visited the orphanage and donate groceries and eatables for the children residing over there.</p> <p>Total Number of students accompanied :50</p>
3	10.09.2018	<p>Topic: Guest Lecture on “Cash to Cashless Economy”</p> <p>Resource Person: Dr.A. Tamilarasu Associate Professor in Cooperative Accounting, Institute of Cooperatives and Development Studies, Ambo University, Ethiopia, East Africa</p>	<p>Students were able to know the history and current scenario of cash to cashless system. Cashless transactions have become possible with the use of debit cards, credit cards and mobile wallets like Tez, phonepay, Paytm, online bank account transactions and also digital currencies.</p> <p>Total Number of students attended : 170</p>
4	11.09.2018	<p>Topic: Workshop on “Digital Marketing”</p> <p>Resource Person: Mr.K.Santhosh kumar, Business Development Manager, Accent Techno soft (ATS), Coimbatore</p>	<p>Students were given a clear idea about what is digital marketing, its present status, size and how it is going to stay significantly in future.</p> <p>Total Number of students attended : 50</p>
5	14.09.2018	<p>Topic: Guest Lecture on “Team Work”</p> <p>Resource Person: Mr.M.Giri, Deciding Authority, GSV Corporations, Coimbatore</p>	<p>The students came to know about the teamwork as a collaborative effort of a team to achieve common goal or to complete a task in the most effective and efficient way. He also included that the teamwork creates tools which,when used together make teams efficient and happy.</p> <p>Total Number of students attended : 170</p>

6	14.09.2018	Topic: Inter Department Competitions	The department conducted inter department mehandi competition and facial painting in which 25 teams participated in mehandi and 15 teams participated in facial painting.
7	04.10.2018	Topic: Organised a program on “Know Your Value” for Higher Secondary School students of Sethu Vidhyalaya and Corporation Higher Secondary School, RS Puram, Coimbatore Resource Person: Dr. Samuel Churchill GET SET GO training Solutions, Coimbatore.	The Student were able to understand how to spend the time and energy on, knowing oneself, respecting one self, loving oneself, enough to care ourself are the most values in one’s life. Total Number of students attended : 110
8	27.10.2018	Topic: Organised games for Eleventh and Twelfth standard students of Sree Narayana Matriculation Higher Secondary School, Coimbatore.	The department of Commerce has conducted various events like water games, running, lucky corner, sack race, Kho-Kho for XI and XII standard students. Finally prizes were distributed to the prize winners for all the events.
9	11.01.2019	Topic: Extension Activity - “Pongal Celebration” was organised in Sree Narayana Matriculation Higher Secondary School,	The department of Commerce has celebrated pongal festival and conducted various events like volleyball, running, lucky corner, sack race, kabadi, Kho-Kho for XI and XII standard students. Finally prizes were distributed to the prize winners for all the events.
10	20.02.2019	Topic: Value Based Programme on “The Power of Positive Thinking” Resource Person: Dr.S.Gunasekaran, Professor & Head, Department of Computer Science and Engineering, Coimbatore Institute of Engineering and Technology	The resource person pointed out that the roots of success lie in the mind and taught them how to believe on themselves, break the habit of worrying and take control of life by taking control over the thoughts and changing the attitude. He concluded that adopting positive thinking as a way of life will bring constructive changes into your life, and makes them happier, brighter and more successful Total Number of students attended : 120

11	05.03.2019	<p>Topic: National Conference on “Innovation and Entrepreneurship in Digital Era”</p> <p>Resource Person : Prof.Sherin Sam Jose, CEO, Startups Valley TBI,</p> <p>Guest of Honour: Thiru.J.Agilan. Director, Amato Company Pvt Ltd,</p>	<p>The resource person explained the traits required for becoming a successful entrepreneur and how the youngsters are helped through Technologies Business Incubators (TBI) funded by department of Departmental Science and Technologies in various technical institutions when they approached with innovative ideas of starting business successfully.</p> <p>He explained about importance of branding a product and how it is made simple inn this digital era. He also explained various media through which we can make the product to reach the customers and make it popular. He stressed the need for concentrating on promoting the product through digital media for becoming successful entrepreneur and running the business profitably.</p> <p>Total Number of research papers presented : 87</p> <p>Total Number of students attended : 625</p>
12	14.03.2019	<p>Topic: Valedictory Function</p> <p>Resource Person : Dr.A.Sharmila Banu, North Regional Manager, Hycon Machines, Codia Park,</p>	<p>In her address she expressed that the success of youth is when they have empathy towards the needy. It is highly appreciable that the present world’s youth come forward to help others in any hard situation. She highlighted the presence of teachers and parents in person’s life. A society can develop only when everyone work for its progress. Positive thinking would make any one successful. She advised the students by citing many real examples. She emphazied the struggle and sacrifice of men in the family. She concluded her speech advising the students to take care of their parents and be confident and successful.</p>

2. Seminars Organized

05.03.2019	<p>National Conference on “Innovation and Entrepreneurship in Digital Era”</p> <p>Resource Person : Prof.Sherin Sam Jose, CEO, Startups Valley TBI,</p> <p>Guest of Honour: Thiru.J.Agilan. Director, Amato Company Pvt Ltd,</p>
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3. Guest Lectures

24.08.2018	Inauguration of Association “CARVE 2018” and a guest lecture on “GST: Challenges and Opportunities – An Overview” Dr.Periyasamy. M IRS, Joint Commissioner, GST, Coimbatore
10.09.2018	Guest Lecture on “Cash to Cashless Economy” Dr.A. Tamilarasu Associate Professor in Cooperative Accounting, Institute of Cooperatives and Development Studies, Ambo University, Ethiopia, East Africa
14.09.2018	Guest Lecture on “Team Work” Mr.M.Giri, Deciding Authority, GSV Corporations, Coimbatore
14.03.2019	Valedictory Function Dr.A.Sharmila Banu, North Regional Manager, Hycon Machines, Codia Park,

4. Workshops

11.09.2018	Workshop on “Digital Marketing” Mr.K.Santhosh kumar, Business Development Manager, Accent Techno soft (ATS), Coimbatore
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5. Value Based Programme

20.02.2019	Value Based Programme on “The Power of Positive Thinking” Dr.S.Gunasekaran, Professor & Head, Department of Computer Science and Engineering, Coimbatore Institute of Engineering and Technology
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6. Soft Skill Development Programme

	Nil
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7. Extension Activities

01.09.2018	Extension Activity at “Dieter Hueske Boy's Shelter”, Pullagoundanpudur by donating Groceries by the students of the Department.
04.10.2018	Organised a program on “Know Your Value” for Higher Secondary School students of Sethu Vidhyalaya and Corporation Higher Secondary School, RS Puram, Coimbatore Dr. Samuel Churchill GET SET GO training Solutions, Coimbatore.
27.10.2018	Organised games for Eleventh and Twelfth standard students of Sree Narayana Matriculation Higher Secondary School, Coimbatore.
11.01.2019	Extension Activity - “Pongal Celebration” was organised in Sree Narayana Matriculation Higher Secondary School, Pooluvapatti.

8. Faculty Development Programmes

	Nil
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9. Other Programmes

14.09.2018	Inter Department Competitions
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10. Objectives of the Departments

<ul style="list-style-type: none">• 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.
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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	18	39	57
2	II-B.Com	24	32	56
3	I-B.Com	27	37	64

2. Result Analysis

Class	No of Students Enrolled	Distinction	I Class	II Class	III Class	Percentage of Pass
III-B.Com	67	1	23	32	1	85

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

S.No	Class	Attendance Percentage		
		ODD	EVEN	Total
1	III-B.Com	85	79	82
2	II-B.Com	90	89	89.5
3	I-B.Com	91	87	89

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

S.No	Class	Male	Female	Total
1	III-B.Com	71	84	77.5
2	II-B.Com	85	90	87.5

3	I-B.Com	88	92	90
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5. University Rank Holders

Class	Name of the Student	Rank
	NIL	

6. Community wise Students Strength

Class	Total Students	SC	ST	OBC	BC	MBC/DNC	OC	Physically Challenged
III-B.Com	57	10	-	-	31	12	4	-
II-B.Com	56	8	-	-	31	14	3	-
I-B.Com	64	12	-	-	34	13	5	2

7. Management Scholarship

Academic Year 2018-2019	Class	Name of the Student	No of Students Benefited	Amount (Rs)
2018-2019	I B.Com	B. Karthigaipriya	27	Rs.3,74,000
		S. Varshini		
		Ramya.S		
		R. Ruban		
		M. Sindhuja		
		R. Gokilavani		
		P. Vishnupriya		
		M. Manjupriya		
		K. Sharmila		
		N. Sathya		
		V. Vennila		
		D. Haripriya		
		R. Vigneshwari		
		C. Kishore Kumar		
M. Kanimozhi				
R. JaiKumar				
S. Swetha				

		M. Bavadharani B. Shabitha		
		M. Anitha R. Manibharathi		
		P. Vishnu M. Ramesh		
		D. Snekhya		
		S. Rajagopal J.Ramyadevi		
		D. Vinith		
2018-2019	II B.Com	B.Ajeesh R. Akshaya	2	12,000
2018-2019	III B.Com	G.Durgadevi S.Ramyadharshini R.Rathipriya	3	28,000

8. Government Scholarship

Academic Year	Class	Name of the Student	No of Students Benefited	Amount (Rs)
2018-2019	III B.Com	Anandhi.S G.Durga Devi P.Poornima T.Sarika S.Yamunarani	5	32,250

9. Private Scholarship

Academic Year 2018-2019	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
2018-2019	I B.Com	P. Vishnupriya M. Anitha	2	21,200
2018-2019	I B.Com	S.Sathya	1	30,000

10. Placements

S.No	Class	Name of the Student	Name of the Company
1	III B.Com	ANANDHI.S	1. Leon Infotech
2	III B.Com	BLESSY JEMIMAH.T	1. Alpha Academy of English 2. Kotak Mahindra Life Insurance Company 3. Lagoon English Educational Academy 4. Acc Seru Software Solutions 5. Winner Institute of Communication English 6. IDBI Federal Life Insurance 7. Focus Edumatics 8. Cognizant (off campus) 9. Institute of Language Management 10.Future general 11. Leon Infotech 12. Casa Grand 13. ICICI
3	III B.Com	DEEPIKA.V	1. Cignatrk 2.Leon Infotech
4	III B.Com	DEVA DHARSHINI.S	1. Alpha Academy of English 2. Acc Seru Software Solutions 3. Winner Institute of Communication English 4. IDBI Federal Life Insurance 5. Techvolt Software Solutions 6.Tata Consultancy Service (TCS) 7. Institute of Language Management 8. Future general 9. Cignatrk 10. Leon Infotech 11. ICICI
5	III B.Com	DURGADEVI.G	1. Acc Seru Software Solutions 2. IDBI Federal Life Insurance 3. Cignatrk 4. Leon Infotech 5. ICICI
6	III B.Com	GOKILADEVI.P	1. Leon Infotech
7	III B.Com	JAYAPRIYA.T	1. Leon Infotech
8	III B.Com	KALAIVANI.D	1. Alpha Academy of English 2. Acc Seru Software Solutions 3. Institute of Language Management 4. Tata Consultancy Service (TCS) 5. Future general 6. Cignatrk 7. Leon Infotech 8. ICICI 9. IDBI Federal Life Insurance (CBE)
9	III B.Com	KARTHIK.N	1. Acc Seru Software Solutions 2. Techvolt Software Solutions 3. Cignatrk

10	III B.Com	KATHIRAVAN.K	1. Acc Seru Software Solutions 2. Cignattk 3. Aleance Technologies 4. Leon Infotech 5. ICICI 6. IDBI Federal Life Insurance (CBE)
11	III B.Com	KOPERUMDEVI.A	1. Leon Infotech
12	III B.Com	LAVANYA.A	1. Leon Infotech
13	III B.Com	MANKANDAN.R (98)	1. Cignattk 2. Leon Infotech 3. IDBI Federal Life Insurance (CBE) 4. Chola Murugappa Groups 5. ICICI
14	III B.Com	MARIA SHANI.S	1. Acc Seru Software Solutions 2. Winner Institute of Communication English 3. EDUVIRTUOSO
15	III B.Com	MADHUMITHA.V	1. IDBI Federal Life Insurance 2. Future general
16	III B.Com	MISTIKA.F	1. Future general 2. Cignattk 3. Leon Infotech
17	III B.Com	MONISHA.R	1. Leon Infotech
18	III B.Com	POORNIMA.P	1. Leon Infotech 2. ICICI
19	III B.Com	RAJSEKAR.A	1. Leon Infotech
20	III B.Com	RAMYA DHARSHINI.S	1. Kotak Mahindra Life Insurance Company 2. Lagoon English Educational Academy 3. Acc Seru Software Solutions 4. Winner Institute of Communication English 5. Focus Edumatics 6. Cognizant (off campus) 7. Institute of Language Management 8. Future general 9. Leon Infotech 10. Cignattk 11. Casa Grand
21	III B.Com	RATHIPRIYA.R	1. Cignattk
22	III B.Com	REETABLESSY.M	1. Cignattk 2. Leon Infotech 3. ICICI 4. IDBI Federal Life Insurance (CBE)

23	III B.Com	RUPAVATHI.R	<ol style="list-style-type: none"> 1. Acc Seru Software Solutions 2. Winner Institute of Communication English 3. IDBI Federal Life Insurance 4. Focus Edumatics 5. Techvolt Software Solutions 6. Cignattk 7. Leon Infotech 8. ICICI 9. Casa Grand
24	III B.Com	SANJEEVKUMAR.R	<ol style="list-style-type: none"> 1. Acc Seru Software Solutions 2. Leon Infotech 3. ICICI 4. IDBI Federal Life Insurance (CBE)
25	III B.Com	SANTHOSTH KUMAR.B	<ol style="list-style-type: none"> 1. Acc Seru Software Solutions 2. Winner Institute of Communication English 3. IDBI Federal Life Insurance 4. Focus Edumatics 5. Institute of Language Management 6. Leon Infotech 7. ICICI
26	III B.Com	SARIKA.T	<ol style="list-style-type: none"> 1. Acc Seru Software Solutions 2. Leon Infotech 3. ICICI
27	III B.Com	SAVITHA.S	<ol style="list-style-type: none"> 1. Acc Seru Software Solutions 2. Winner Institute of Communication English 3. IDBI Federal Life Insurance 4. Cignattk 5. Leon Infotech
28	III B.Com	SRUTHI.K	<ol style="list-style-type: none"> 1. Leon Infotech 2.IDBI Federal Life Insurance (CBE)
29	III B.Com	SREE ABARNA.P	<ol style="list-style-type: none"> 1. Alpha Academy of English 2. Lagoon English Educational Academy 3. Acc Seru Software Solutions 4. Winner Institute of Communication English 5. IDBI Federal Life Insurance 6. Focus Edumatics 7. Tata Consultancy Service (TCS) 8. Institute of Language Management 9. EDUVIRTUOSO 10. Kg Information System Pvt.Ltd. 11. Future general 12.Leon Infotech 13. ICICI
30	III B.Com	SRI PRATHANA.S	<ol style="list-style-type: none"> 1. Alpha Academy of English 2. Lagoon English Educational Academy 3. Winner Institute of Communication English 4. Acc Seru Software Solutions 5. IDBI Federal Life Insurance 6. Focus Edumatics 7. Tata Consultancy Service (TCS) 8. Institute of Language Management 9. EDUVIRTUOSO 10. Leon Infotech 11. ICICI

31	III B.Com	SUDHIPRIYADHARSHINI.V	1. Leon Infotech
32	III B.Com	SUSHMA.D	1. Leon Infotech
33	III B.Com	SWETHA .N	1. Winner Institute of Communication English 2. Institute of Language Management 3. Future general 4. cignattk 5. Leon Infotech 6. IDBI Federal Life Insurance (CBE)
34	III B.Com	TAMILALAGAN.S	1. Leon Infotech 2. ICICI 3. Chola Murugappa Groups
35	III B.Com	THENPODHIGAI.S	1. Acc Seru Software Solutions 2. EDUVIRTUOSO 3.Cignattk 4. ICICI
36	III B.Com	UTHAYAPRIYA.M	1. Acc Seru Software Solutions 2. IDBI Federal Life Insurance 3. Lagoon English Educational Academy 4.Techvolt Software Solutions 5. Cignattk 6. Leon Infotech 7. ICICI
37	III B.Com	VIGNESH.S	1. IDBI Federal Life Insurance (CBE)
38	III B.Com	VIGNESHWARAN.K	1.Leon Infotech 2. ICICI 3. Chola Murugappa Groups
39	III B.Com	VIJAYALAKSHMI.R	1.Future general
40	III B.Com	KEERTHANA.V	1.Leon Infotech 2.ICICI
41	III B.Com	YAMUNARANIS	1. Cignattk

11. Placement Training provided by the department

S.No	Date	Class	Name of the Programme	Resource Person
1	06.07.2018	III B.Com	One to one	Dr. V. Vijayalakshmi Dean of Commerce KKCAS.
2	23.08.2018	III B.Com	Group Discussion	Mrs.S. Tharaneeshwari
			One to One	Ms.E.Karthika
3	27.09.2018	III B.Com	Aptitude Test	Ms.P.Selvi
	17.12.2018	III B.Com	Group Discussion	Mrs.S. Tharaneeshwari

04.			One to One	Ms. E. Karthika
			Aptitude Test	Ms.K.Ramya
05.	28.12.2018	III B.Com	Group Discussion	Ms.K.Ramya
06.	25.01.2019	III B.Com	Group Discussion	Mrs.S. Tharaneeshwari
			One to One	Ms.P.Selvi
07.	04.02.2019	III B.Com	Aptitude Test	Ms.P. Selvi
			One to One	Ms. E. Karthika
08.	06.02.2019	III B.Com	Group Discussion	Ms. K.Ramya
09.	01.10.2018 to 05.01.2019	III B.Com	Group Discussion, Preparation of Resume, Aptitude,	Mr.C.Venkatesh, Trainer, TCS

12. Enrollment of Students

Enrollment from	Class	No of Students
Same State	III-B.Com	57
	II-B.com	56
Other State	I-B.Com	62
	III-B.Com	NIL
	II-B.com	NIL
NRI	I-B.Com	2
	III-B.Com	NIL
Foreign	II-B.com	NIL
	I-B.Com	NIL
	III-B.Com	NIL

13. Drop Outs

Class	Total No of Students	No of Dropped Out Students During Academic Year	Percentage
III-B.Com	58	1	1.7
II-B.com	57	1	1.7
I-B.Com	65	1	1.5

14. 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	Kiruthika	Marketing	November 2018	Dr.V.Vijayalakshmi
4	Commerce	S.Kanimozhi	International Business Marketing	November 2015	Ms.E.Karthika

15. Students Completed M.Phil

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
Nil					

16. 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	S.Rathinasamy	Human resource	September 2013	Dr.V.Vijayalakshmi

17. 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	M.Srividhya	Finance	January 2013	Dr.V.Vijayalakshmi
2	Commerce	N.Priyadharshini	Marketing	September 2013	Dr.V.Vijayalakshmi

18. Presentation of Papers in Seminars/Conferences by Students

S.No	Date	Name of the Student	Title of Papers	Venue
1	20.08.2018	<u>III B.Com</u> S.Sriparthana P.Sreeabarna	“Impact of Demonetization and GST on Indian Economy” - GST Council	VLB Janaki Ammal College of Arts and Science, Coimbatore
2	20.08.2018	<u>III B.Com</u> D.kalaivani S.Savitha	“Impact of Demonetization and GST on Indian Economy” - Demonetisation to fight Corruption	VLB Janaki Ammal College of Arts and Science, Coimbatore
3	20.08.2018	<u>III B.Com</u> Jayapriya Sarika	“Impact of Demonetization and GST on Indian Economy” - GST and Industrial Expectations	VLB Janaki Ammal College of Arts and Science, Coimbatore
4	20.08.2018	<u>III B.Com</u> Blessy jemmimah Manikandan. R	“Impact of Demonetization and GST on Indian Economy” - Impact of Demonetisation on industries	VLB Janaki Ammal College of Arts and Science, Coimbatore
5	20.08.2018	<u>III B.Com</u> K.kathiravan N.karthick	“Impact of Demonetization and GST on Indian Economy” - Demonetisation in India	VLB Janaki Ammal College of Arts and Science, Coimbatore
6	20.08.2018	<u>II B.Com</u> R.Divya Sri	“Impact of Demonetization and GST on Indian Economy” - GST and impact on consumers	VLB Janaki Ammal College of Arts and Science
7	20.08.2018	<u>II B.Com</u> S.Santhanalakshmi P.Priya	“Impact of Demonetization and GST on Indian Economy” - Demonetisation in Economy	VLB Janaki Ammal College of Arts and Science
8	20.08.2018	<u>II B.Com</u> Kavipriya.S Sivasankari.S	“Impact of Demonetization and GST on Indian Economy” - Demonetisation on Black Money	VLB Janaki Ammal College of Arts and Science
9	20.08.2018	<u>II B.Com</u> D.Poovili S.Dharani priya	“Impact of Demonetization and GST on Indian Economy” - GST and impact on consumers	VLB Janaki Ammal College of Arts and Science
10	12.9.2018	<u>III B.Com</u> P.Sreeabarna	Women Empowerment in the Digitalised Economy	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
11	12.9.2018	<u>III B.Com</u> K.Kathiravan	E-governance	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.

12	12.9.2018	<u>III B.Com</u> T.Blessy Jemmimah	E-learning	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
13	12.9.2018	<u>III B.Com</u> K.Vigneshwaran	Modernisation of Agricultural Sector	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
14	12.9.2018	<u>II B.Com</u> S.Santhanalakshmi	Evolution of Education Technology	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
15	12.9.2018	<u>II B.Com</u> R.Divya sri & D.Aruldevi	Women Empowerment in the Digital India	International Conference on “Impact of Digital Economy in India” & Bharathidasan College of Arts and Science, Erode.
16	24.01.2019	<u>II B.Com</u> D.Arul devi	Advertising Services	International Conference on “ Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
17	24.01.2019	<u>II B.Com</u> R.Divya Sri	Banking Services	International Conference on “ Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
18	24.01.2019	<u>II B.Com</u> S.Dharani priya	Financial Services	International Conference on “ Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
19	24.01.2019	<u>II B.Com</u> S.Santhanalakshmi	Educational Services	International Conference on “ Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.

20	24.01.2019	<u>II B.Com</u> J.Ajana.	Health Care Services	International Conference on “ Services Marketing – Process, Practices and Potential” & National College(Autonomous), Tiruchirapalli.
21	25.01.2019	<u>II B.Com</u> S.Santhanalakshmi R.Divya sri	Green Banking	National Level Conference on “ Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
22	25.01.2019	<u>I B.Com</u> V.Satheesh R.Jaikumar	Risk Management in Banks	National Level Conference on “ Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
23	25.01.2019	<u>I B.Com</u> S.Dharanipriya D.Poovili	Investment Banking	National Level Conference on “ Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
24	25.01.2019	<u>I B.Com</u> S.Rajagopal L.Alagiri	Role of Indian Banking in Economic Development	National Level Conference on “ Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
25	25.01.2019	<u>II B.Com</u> D.Arul devi S.Kavipriya	Risk Management	National Level Conference on “ Changing Contours of Indian Financial System” & Kongunadu Arts and Science College, Coimbatore.
26	30.01.2019	<u>I B.Com</u> C.Preetha Chakravarthy	Challenges in Transition to Organic Farming	National Level Conference on “Commercially Viable Sustainable Farm Practices” & Shri Nehru Maha Vidhyalaya College of Arts and Science, Coimbatore.

19. Participation in Seminars/Conferences by Students

S.No	Date	Name of the Student	Name of the Programme	Venue
1	20.08.2018	<u>II B.Com</u> R.Adithyan K.Kesavan L.Lokesh saran K.Sathyanarayanan M.Karthick bharathi <u>I B.Com</u> K.Nithish kumar B.Shabitha M.Kanimozhi D.Sneha S.Varshini	“Impact of Demonetization and GST on Indian Economy”	VLB Janaki Ammal College of Arts and Science, Coimbatore
2	15.10.2018	<u>II B.Com</u> K.Kavya, Pavithra Sangeetha, Kowsalya Muthuisakki, N.Kavya Deepa, Tamilselvi	“CS - CORP SMART 2018” by the Institute of Company Secretaries of INDIA	Dr. SNS Rajalakshmi College of arts and Science, Coimbatore.
3	11.12.2018	<u>I B.Com</u> Varshini.S Manjupriya. Karthigai priya.B Kanimozhi.M Bavadharani.M Swetha.S Gireshma.M	Importance of Human values in the Present Scenario	St.Paul's College of Arts and science for women, Coimbatore.
4	24.01.2019	<u>II B.Com</u> K.Sathyanarayanan D.Poovili S.Dharanipriya S.Kavipriya S.Sivasankari S.Sujitha	South Zone Inter College Cultural Meet – “Exotica 2019”	Dr. N.G.P Arts and Science College, Coimbatore.

	25.01.2019	<p><u>II B.Com</u> S.Aiswarya, P.Priya S.Deepa, N.Kavya, K.Parimaladevi, V.Kavya, V.Indhumathi, A.Savitha, R.Prabhadevi, M.Gokila, N.Priyanga A.Amuthapriya, S.Sathya N.Ramya <u>I B.Com</u> C.Preetha Chakravarthy, Ramyadevi.J, P.Devika, P.Vishnupriya, B.Shabitha, D.Haripriya, M.Jaivaishnavi, R.Madhumithra, P.Monika, V.Vennila, S.Archana, R.Gokilavani, R.Maheswari, V.Nithya, R.Nandhini, S.Varshini, D.Sneka, K.Sharmila, S.Swetha, M.Manjupriya</p>	Inter Collegiate Meet – “TALENTIA 2K19”	St. Paul’s College of Arts and Science for Women, Coimbatore.
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6	30.01.2019	<u>II B.Com</u> S.Dharanipriya, D.Poovili S.Kavipriya, V.Kavya, S.Sivasankari, G.Sujitha, R.Akshaya, M.Gokila, K.Sathyanarayanan, R.Adithyan, K. Pavithra, K.Kavya, S.Tamilselvi, A.Muthuisakki, N.Kavya, K.Lokeshsaran, K. Kesavan, S.Deepa, M.Sangeetha, M.Kowsalya, J.Jenefer K.Parimaladevi	Intercollegiate Cultural and Technical Fest – “TYCOONS ‘ 19”	Rathinam College of Arts and Science, Coimbatore.
7	30.01.2019	<u>II B.Com</u> K.Akashkumar, M.Thirunavukarasu, M.Karthik bharathi, S.Eloamparithi, S.Hariharan, R.Ananth, P.Vignesh, P.Rishi, S.Banagru, S.Vignesh R.Manojkumar, A.Divyaprakash, L.Parthiban, E.Sesuraj, J.Sakthi Sundaram, S.Gowtham, K.Manikandan, N.Praveen Kumar	National Level Conference on “ Commercially Viable Sustainable Farm Practices”	Shri Nehru Maha Vidyalaya College of Arts and Science, Coimbatore.
8	09.02.2019	<u>II B.Com</u> D.Poovili, S.Dharanipriya, S.Kavipriya	“HIMAC – 19” Business Quiz	Hindusthan Business School, Coimbatore.

20. 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
-	-	-	-	-	-	-

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

S.No	Date	Name of the Student	Name of the Event	Achievement	Venue
1	07.09.2018	<u>III B.Com</u> P.Sreeabarna & P.Sriprarthana	Personality Identification	III Prize	KKCAS
2	07.09.2018	<u>II B.Com</u> R.Shobana & M. Sindhuja	Connection	II Prize	KKCAS
3	07.09.2018	<u>II B.Com</u> K.Kesavan & K.Sathyanarayanan	Quiz	III Prize	KKCAS
4	07.09.2018	<u>I B.Com</u> S.Bharathraj & K.Vinithkumar	Dubshoot	II Prize	KKCAS
5	08.03.2019	<u>III B.Com</u> P.L.Valliyammai & Team	Group Song	III Prize	KKCAS
6	08.03.2019	<u>III B.Com</u> G.Durga devi & Team	Group Dance	III Prize	KKCAS
7	08.03.2019	<u>III B.Com</u> S.Ramyadharshini & Team	Fashion Show	II Prize	KKCAS
8	08.03.2019	<u>II B.Com</u> R.Divy Sri & Team	Fashion Show	III Prize	KKCAS
9	08.03.2019	<u>II B.Com</u> R.Divy Sri & Team	MIME	II Prize	KKCAS
10	08.03.2019	<u>III B.Com</u> S.Thenpodhigai	Solo Dance	I Prize	KKCAS
11	13.03.2019	<u>II B.Com</u> R.Divya Sri <u>I B.Com</u> S.Varshini R.Gokilavani M.Manjupriya N.Sathya <u>III B.Com</u> P.L.Valliyammai G.Durgadevi	Football	Runners	KKCAS

12	13.03.2019	<u>I B.Com</u> P.Monika & M.Manjupriya <u>II B.Com</u> S.Santhanalakshmi, R.Divyasri, S.Kavipriya <u>III B.Com</u> S.Ramyadharshini Durgadevi P.L.Valliyammai R.Rupavathi D.Kalaivani	Throwball	Winners	KKCAS
13	13.03.2019	<u>I B.Com</u> Manibharathi D.Vinith R.Ruban P.Vishnu <u>II B.Com</u> S.Hariharan, P.Rishi, S.Gowtham	Football	Winners	KKCAS
14	13.03.2019	<u>I B.Com</u> D.Vinith	Athletics	I Prize	KKCAS
15	13.03.2019	<u>I B.Com</u> K.Nithish Kumar	Athletics	III Prize	KKCAS
16	13.03.2019	<u>III B.Com</u> D.Pragin Kumar & team	Kabaddi	Winners	KKCAS
17	13.03.2019	<u>I B.Com</u> M.Manjupriya K.Shobana <u>III B.Com</u> P.L.Valliyammai	Carrom	Runners	KKCAS
18	13.03.2019	<u>II B.Com</u> R.Adhityan	Shotput	II Prize	KKCAS
19	13.03.2019	<u>II B.Com</u> R.Adhityan	Discuss throw	III Prize	KKCAS
20	13.03.2019	<u>II B.Com</u> S.Hariharan & E.Sesuraj <u>I B.Com</u> Manibharathi & D.Vinith	Relay	Winners	KKCAS
21	14.03.2019	<u>III B.Com</u> P.Sree Abarna <u>II B.Com</u> R.Divya Sri <u>I B.Com</u> S.Swetha	-	Proficiency	KKCAS

22	14.03.2019	III B.Com S.Devadharshini II B.Com R.Divya Sri A.Savitha S.Santhanalakshmi I B.Com S.Swetha M.Manjupriya	-	100 % attendance	KKCAS
23	14.03.2019	I B.Com Nithish Kumar.K	-	Poster Design	KKCAS
24	14.03.2019	II B.Com R.Divya Sri S.Santhanalakshmi	Rangoli	II Prize	KKCAS
25	14.03.2019	I B.Com S.Rajagopal	Photography	I Prize	KKCAS
26	14.03.2019	I B.Com C.Preetha Chakravarthy	Tamilodu pesu	I Prize	KKCAS
27	14.03.2019	II B.Com J.Ajana	Tamilodu pesu	II Prize	KKCAS
28	14.03.2019	I B.Com S.Swetha	Thirukural Oppuvithal	I Prize	KKCAS
29	14.03.2019	I B.Com C.Preetha Chakravarthy	Thirupaawai Thiruwampaawai Oppuvithal	I Prize	KKCAS
30	14.03.2019	II B.Com R.Prabha devi	Katturai Vaasithal	III Prize	KKCAS
31	14.03.2019	I B.Com C.Preetha Chakravarthy & N.Sathya	Kandupudi Kandupudi	I Prize	KKCAS
32	14.03.2019	I B.Com R.Gokilavani & M.Gayathri	Kandupudi Kandupudi	I Prize	KKCAS
33	14.03.2019	I B.Com C.Preetha Chakravarthy	Katturai Eluthuthal	III Prize	KKCAS
34	14.03.2019	III B.Com P.L.Valliyammai	Pechu Potti	I Prize	KKCAS
35	14.03.2019	III B.Com P.Sree Abarna	Best Outgoing Student -UG		KKCAS
36	14.03.2019	Won "Overall Trophy" in Fine Arts Inter Department Competitions			KKCAS