

**DEPARTMENT OF COMMERCE PA**  
**ACTIVITIES OF THE DEPARTMENT**

**(Association meetings, Guest Lectures, Celebration of Important days)**  
**2024 - 2025**

<b>S. No</b>	<b>Date</b>	<b>Topic</b>	<b>Resource Person (designation with complete official address)</b>	<b>Event</b>	<b>Platform</b>
1	06.01.2025	National Stock Exchange- Level- 2- Pragati- Basics of Capital Markets	C.K. Arivazhagan B.E(E&C) Certified Trainer, Finedu Connect, Kochi	Seminar	Offline
2	06.02.2025	Campus To Corporate: My Journey from a Dreamer to a Leader (OSA)	Naufa Yahiya Team Leader, Wipro Technologies	Motivational Talk	Offline
3	06.02.2025	Financial Planning for Startups (IIC)	Roshan Khan Marketing And Sales Associate Bhm Corporation Coimbatore	Guest Lecture	Offline
4	11.03.2025	Empowering Investors: Understanding The Basics of Mutual Funds	Mr. Poovesh, Assistant Manager, SBI Mutual funds, R. S. Puram, Coimbatore	Guest Lecture	Offline

**WORKSHOPS, SEMINARS, CONFERENCES, SYMPOSIUMS, HANDS ON TRAININGS ORGANISED BY THE DEPARTMENT**

**State level Workshops Organized by the Department**

<b>S. No</b>	<b>DATE</b>	<b>TOPIC</b>	<b>RESOURCE PERSON</b>	<b>No. of Participants</b>	<b>Platform</b>
1	16.07.2024	Opportunity for Early – Stage Entrepreneurs	Ms. M. Kiruthika, Entrepreneur, Kirithika Stationery Shop & Fancy, Coimbatore	77	Offline
2	27.09.2024	Goal Setting Essentials for Emerging Entrepreneurs (IIC)	Mr. S. Alexander Project Officer, Rhythem Social Service Society for Women.	77	Offline
3	25.02.2025	Entrepreneurial Skills	Karthik Sekar Manager Bandan Mutual Fund, R.S. Puram, Coimbatore	42	Offline

## FDP ATTENDED BY THE FACULTY

S. No	Date	Name of the faculty	Title	Organized by	Online/Offline
1	2.6.2025- 6.6.2025	Dr. B. Jayanthy	5 Day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI	IQAC-St. Mary's Centenary Degree College	Online
2	2.6.2025- 6.6.2025	Mrs. S. Suneka	5 Day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI	IQAC-St. Mary's Centenary Degree College	Online
3	2.6.2025- 6.6.2025	Mrs. A. Fiona	5 Day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI	IQAC-St. Mary's Centenary Degree College	Online
4	21.10.2024 - 24.10.2024	Dr. B. Jayanthy	Emotional Intelligence	ICT Academy	Offline
5	20.11.2024 - 24.10.2024	Dr. B. Jayanthy	Python Programming for data Analysis	Center for Development of Advance Computing	Online
6	20.11.2024 - 24.10.2024	Mrs. S . Suneka	Python Programming for data Analysis	Center for Development of Advance Computing	Online
7	20.11.2024 - 24.10.2024	Mrs. A. Fiona	Python Programming for data Analysis	Center for Development of Advance Computing	Online

## PUBLICATION BY THE FACULTY IN NATIONAL JOURNALS

S. No	Month & Year	Name of the faculty	Topic	Name of the Journal	Vol No, Issue No, Pg No	ISSN	Impact factor	Indexing Details
1	July- December & 2024	Dr. B. Jayanthy	The Impact of social media marketing on Customer Decision: A View form a new Era	Library Progress International	Vol.44 Issue No. 3, Pg. No - 24682 - 24686	Print Version - ISSN 0970 1052 Online Version – ISSN 2320		

### BOOKS PUBLISHED BY THE FACULTY

S. No	Year	Name of the faculty	Name of the Book	IBBN/ISSN
1	2024 - 2025	Dr. B. Jayanth	Recent trends in Research - I	978-93-966349-6-9
2	2024 - 2025	Dr. B. Jayanth	Strategic Management	978-81-983870-4-2
3	2024 - 2025	Mrs. S. Suneka	Information Technology in Business	978-81-983870-7-3
4	2024 - 2025	Mrs. S. Suneka	Auditing and Assurance	978-81-985421-0-6
5	2024 - 2025	Mrs. A. Fiona	Investment Management	978-81-984085-4-9
6	2024 - 2025	Mrs. A. Fiona	MCQ on Marketing	978-81-985421-2-0

### OTHER ACADEMIC CONTRIBUTIONS – FACULTY

S. No	Date	Name of the Faculty	Nature of Work	Institution
1	26.10.2024	Dr. B. Jayanth	BOS	Sri Ramakrishna College of Arts & Science for Women, Coimbatore.

### DETAILS RELATED TO STUDENTS

#### ONLINE COURSES COMPLETED BY THE STUDENTS

SL.NO	NAME	NAME OF THE COURSE	COURSE CONDUCTED BY
1	Harini P.D	Business Environment	IIMB
2	Pavithra J	Business Environment	IIMB
3	Sara Kausar	Business Environment	IIMB
4	Sharumathi V	Environmental Studies	CEC
6	Ameesha P	Environmental Studies	CEC
7	Anjana SK	Environmental Studies	CEC
8	Angelin Bijosh	Environmental Studies	CEC
9	Anusha Gayathri CS	Environmental Studies	CEC
10	Arsh Fathima H	Environmental Studies	CEC
11	Ayanthi R	Environmental Studies	CEC
12	Janhavi S	Environmental Studies	CEC
13	Hemalatha U	Environmental Studies	CEC
14	Karishma UK	Environmental Studies	CEC
15	Nasrin A	Environmental Studies	CEC
16	Naimmunisha Begum S	Environmental Studies	CEC
17	Rajeshwari D	Environmental Studies	CEC
18	Samyuktha K	Environmental Studies	CEC
19	Shaima A	Environmental Studies	CEC

20	Suthanthira M	Environmental Studies	CEC
21	Farha T	Environmental Studies	CEC
22	Hari Narayani. S	E- Business	NPTEL
23	Archanadevi. T	Business Development from start to scale	NPTEL
24	Swathi.M	Business Development from start to scale	NPTEL
25	Mahalakshmi. M	Business Development from start to scale	NPTEL
26	Bernadette Nayagam. A	Business Development from start to scale	NPTEL
27	Muthulakshmi. V	Consumer Behaviour	NPTEL
28	Ranjani. M	Consumer Behaviour	NPTEL
29	Harshitha. K	Consumer Behaviour	NPTEL
30	Kaviya. K	E- Business	NPTEL
31	Aiswarya Balagopal	Consumer Behaviour Business development	SWAYAM - NPTEL
32	Akshaya M	Consumer Behaviour Business development	SWAYAM - NPTEL
33	Angel Iwin Gladys A	Consumer Behaviour Business development	SWAYAM - NPTEL
34	Archanadevi T	Consumer Behaviour	SWAYAM - NPTEL
35	Arini M	Consumer Behaviour Business development	SWAYAM - NPTEL
36	Bhuvaneswari D	Consumer Behaviour Business development	SWAYAM - NPTEL
37	Boomika Roshini M	Consumer Behaviour Business development	SWAYAM - NPTEL
38	Celestina J	Consumer Behaviour Business development	SWAYAM - NPTEL
39	Christy D	Consumer Behaviour Business development	SWAYAM - NPTEL
40	Devika K	Consumer Behaviour Business development	SWAYAM - NPTEL
41	Gopika J	Consumer Behaviour	SWAYAM - NPTEL
42	Gracema S	Consumer Behaviour	SWAYAM - NPTEL
43	Hari Narayani S	Consumer Behaviour	SWAYAM - NPTEL
44	Harshitha K	Consumer Behaviour Business development	SWAYAM - NPTEL
45	Hemalatha J	Business development	SWAYAM - NPTEL
46	Hemavarshini N	Consumer Behaviour Business development	SWAYAM - NPTEL

47	Ifthika Sherin J	Consumer Behaviour Business development	SWAYAM - NPTEL
48	Jennifer Roselin	Consumer Behaviour Business development	SWAYAM - NPTEL
49	Jeyasri S	Consumer Behaviour Business development	SWAYAM - NPTEL
50	Kavya M	Consumer Behaviour Business development	SWAYAM - NPTEL
51	Kaviya. K	Market research and analysis	SWAYAM - NPTEL
52	Mahalakshmi M	Yoga and positive psychology	SWAYAM - NPTEL
53	Mubashera A	Business development	SWAYAM - NPTEL
54	Nandhini J	Business development	SWAYAM - NPTEL
55	Nazrin S	Consumer Behaviour	SWAYAM - NPTEL
56	Nivethethaa L	Consumer Behaviour Business development	SWAYAM - NPTEL
57	Parthika. S	Consumer Behaviour Market research and analysis	SWAYAM - NPTEL
58	Prabavathi S	Business development	SWAYAM - NPTEL
59	Rashitha Begum	Market research and analysis	SWAYAM - NPTEL
60	Rithika N	Consumer Behaviour Business development	SWAYAM - NPTEL
61	Sakthidevi K	Business development	SWAYAM - NPTEL
62	Sangeetha N	Consumer Behaviour Business development	SWAYAM - NPTEL
63	Shanmuga Priya A	Consumer Behaviour Business development	SWAYAM - NPTEL
64	Shwetha M	Business development	SWAYAM - NPTEL
65	Siji P M	Consumer Behaviour Business development	SWAYAM - NPTEL
66	Swathi M	Consumer Behaviour	SWAYAM - NPTEL
67	Tabitha Joan J	Business development	SWAYAM - NPTEL
68	Vaishnavi M	Consumer Behaviour	SWAYAM - NPTEL

		Business development	
69	Ranjani.M	Business development	SWAYAM - NPTEL
70	Hemavarshini.Pm	Consumer Behaviour Business development	SWAYAM - NPTEL
71	Jency Devsagayam	Consumer Behaviour Business development	SWAYAM - NPTEL
72	Bernadette Nayagam	Consumer Behaviour	SWAYAM - NPTEL
73	Shindhiya S	Consumer Behaviour	SWAYAM – NPTEL
73	Abinaya V	Financial Accounting	SWAYAM – NPTEL
74	Amirtha Varshini M	Financial Accounting	SWAYAM – NPTEL
75	Anusri R	Financial Accounting	SWAYAM – NPTEL
76	Dharani M	Business Communication	SWAYAM – NPTEL
77	Famidha K	Financial Accounting	SWAYAM – NPTEL
78	Husmath Naseera J	Financial Accounting	SWAYAM – NPTEL
79	Iswarya S	Business Communication	SWAYAM – NPTEL
80	Kammachiammal P	Financial Accounting	SWAYAM – NPTEL
81	Muthulakshmi M	Financial Accounting	SWAYAM – NPTEL
82	Roshini J	Business Communication	SWAYAM – NPTEL
83	Sarah Kausar S	Business Communication	SWAYAM – NPTEL
84	Vaishnavi K	Financial Accounting	SWAYAM – NPTEL
85	Vaishali G	Financial Accounting	SWAYAM – NPTEL
86	Udhayapriya N	Financial Accounting	SWAYAM – NPTEL
87	Abharnaasree. K	Business Communication	SWAYAM
88	Afrin.M	Business Communication	SWAYAM
89	Alice.C	Business Communication	SWAYAM
90	Amirtha Varshini. M	Business Communication	SWAYAM
91	Ansila.N	Business Communication	SWAYAM
92	Ansiyaparveen.N	Business Communication	SWAYAM
93	Anusri.R	Business Communication	SWAYAM

94	Ashwini.M	Business Communication	SWAYAM
95	Blessy Rinosha.R	Business Communication	SWAYAM
96	Famidha.K	Business Communication	SWAYAM
97	Harini. P. D	Business Communication	SWAYAM
98	Husmath Naseera. J	Business Communication	SWAYAM
99	Jamie Angel. R	Business Communication	SWAYAM
100	Kamatchiammal.P	Business Communication	SWAYAM
101	Muthulakshmi.M	Business Communication	SWAYAM
102	Naseema.A	Business Communication	SWAYAM
103	Pavithra.J	Business Communication	SWAYAM
104	Sarah Kausar.S	Business Environment	SWAYAM
105	Sathyaprabha. N. B	Business Communication	SWAYAM
106	Shalini.J	Business Communication	SWAYAM
107	Shanthini.S	Business Communication	SWAYAM
108	Sharumathi.V	Business Communication	SWAYAM
109	Thasneem.M	Business Communication	SWAYAM
110	Vaishali.G	Business Communication	SWAYAM
111	Vaishnavi.K	Business Communication	SWAYAM

### STUDENT PLACEMENT

S. No	Name	Batch	Designation	Name of the Institution
1	Ms. Akshaya. M	2022-2025	Junior Process Associate	KGISL
2	Ms. Gopika. J	2022-2025	Junior Process Associate	KGISL
3	Ms. Gracema. S	2022-2025	Junior Process Associate	KGISL
4	Ms. Muthulakshmi. V	2022-2025	Junior Process Associate	KGISL
5	Ms. Nivethethaa. L	2022-2025	Junior Process Associate	KGISL
6	Ms. Rithika. N	2022-2025	Junior Process Associate	KGISL
7	Ms. Siji. P. M	2022-2025	Junior Process Associate	KGISL
8	Aiswarya Balagopal	2022-2025	Associate	Sutherland
9	Angel Iwin Gladys A	2022-2025	Associate	Sutherland

10	Archanaadevi T	2022-2025	1.CustomerCare Associate 2. Teacher	1. HRH Next 2. Annai Velankanni School
11	Bhuvaneswari D	2022-2025	1.AR Analyst 2.Teaching- Maths	1.Quintessence 2.Senthil Public School
12	Celestina J	2022-2025	1. Application Tech Support Practioner 2. Assosiate	1.Accenture 2.Sutherland
13	Devika K	2022-2025	Customer Care Associate	HRH Next
14	Gopika J	2022-2025	NIL	Tcs
15	Gracema S	2022-2025	1.Communicative English Trainer 2.AR Analyst	1.Nice Education 2.Quintessence
16	Hari Narayani S	2022-2025	1.Associate 2.Customer Care Associate	1.Sutherland 2.HRH Next
17	Hemavarshini N	2022-2025	Communicative English Trainer	Nice Education
18	Ifthikha Sherin J	2022-2025	Teacher	Annai Velankanni School
19	Jennifer Roselin Garrett	2022-2025	Communicative English Trainer	Nice Education
20	Jeyasri S	2022-2025	1.Communicative English Trainer 2.Teaching – Social Science	1.Nice Education 2.Senthil Public School
21	Mahalakshmi M	2022-2025	AR Analyst	Quintessence
22	Mercy Sarome A	2022-2025	Junior Process Associate	Kgisl
23	Mubashera A	2022-2025	Teaching - English	Senthil Public School
24	Muthulakshmi V	2022-2025	Associate	Sutherland
25	Nandhini J	2022-2025	Customer Care Associate	HRH Next
26	Nivethethaa L	2022-2025	1.AR Analyst 2.Communicative English Trainer	1.Quintessence 2.Nice Education
27	Parthika K	2022-2025	1.Associate 2.Communicative	1.Sutherland 2.Nice Education

			English Trainer	
28	Prabavathi S	2022-2025	Communicative English Trainer	Nice Education
29	Rashitha Begum M	2022-2025	Associate	Sutherland
30	Sakthidevi K	2022-2025	Associate	Sutherland
31	Shwetha M	2022-2025	Associate	Sutherland
32	Siji P M	2022-2025	AR Analyst	Quintessence
33	Tabitha Joan J	2022-2025	1.AR Analyst 2.Associate	1.Quintessence 2.Sutherland
34	Vaishnavi M	2022-2025	1.Customer Care Associate 2.Teaching-English	1.HRH Next 2.Senthil Public School
35	Hema Varshini.P M	2022-2025	1.Customer Care Associate 2.Teaching - English	1.HRH Next 2.Senthil Public School
36	Jency Devsagayam	2022-2025	1.Customer Care Associate 2.Teaching - English	1.HRH Next 2.Senthil Public School
37	Bernadette Nayagam A	2022-2025	1.NIL 2.AR Analyst	1.Tcs 2.Quintessence
38	Shindhiya S	2022-2025	Customer Care Associate	HRH Next

#### STUDENTS' PARTICIPATION IN CULTURAL/EXTRA CURRICULAR ACTIVITIES AND PRIZES

S. No	Date	Name	Event	Participation/ Prize	Organizing Committee
1	28.6.2024	Dharani. R	Best Leader	Appreciation Shield	Leader's desk
2	28.6.2024	Nafeela. F	Best Leader	Appreciation Shield	Leader's desk
3	23.08.2024	Dharani. R	Dance Competition	1 <sup>st</sup> Price	SEON- '24
4	23.08.2024	Nithya Sri. S	Dance Competition	1 <sup>st</sup> Price	SEON- '24
5	23.08.2024	Ameesha. P	Dance Competition	1 <sup>st</sup> Price	SEON- '24

6	23.08.2024	Rukaya Thahaseen. A	Dance Competition	1 <sup>st</sup> Price	SEON- '24
7	23.08.2024	Charunya. P	Dance Competition	1 <sup>st</sup> Price	SEON- '24
8	23.08.2024	Nowmitha. S	Dance Competition	1 <sup>st</sup> Price	SEON- '24
9	25.08.2024	Smrithi. S	Bridal Make - up	Participation	SEON- '24
10	29.11.2024	Kavya. M	RYLA1.0	Participation	Rotary Coimbatore Galaxy
11	29.11.2024	Parthika. K	RYLA1.0	Participation	Rotary Coimbatore Galaxy

**EXTENSION ACTIVITIES**  
**OTHER EXTENSION ACTIVITIES OF THE DEPARTMENT**

S. No.	DATE	ACTIVITY	PLACE	NO. OF BENEFICIARIES
1	16/08/2024	DRAMA	PEEDAMPALLI, GOVERNMENT HIGHER SECONDARY SCHOOL, COIMBATORE	6