

Name of the Department: B.Com(E-COMMERCE)

ACTIVITIES OF THE DEPARTMENT 2019-2020

(Association meetings, Guest Lectures, Celebration of Important days)

S. No	Date	Topic	Resource Person (designation with complete official address)	Event
1	14-10.2019	Online Transaction- “E-Ticketing”	Mr.Faizal,Impact Tours and Travels,Coimbatore	Guest Lecture
2	27.09.2019	TALLY – CAPT – I B.Com		TALLY exam
3	22.02.2020	Various Tress in Botanical Garden and Insects Museum	Tamil Nadu Agricultural University, Coimbatore	Eco Trip
4.	11-03-2020	Core Banking,Net Banking and safety measures	S.K Sivakumaran Assistant Regionalmanager, Canara Bank, Coimbatore	Guest lecturer

**REFRESHER, ORIENTATION COURSE, FDP AND TRAINING PROGRAMME
ATTENDED BY THE FACULTY**

S.No	Date	Name of the faculty	Title	Organized by
1	30.10.2019	P.Keerthika	FDP on Innovative Teaching Strategies	CDC, Nirmala College

PARTICIPATION OF THE FACULTY IN SEMINARS, CONFERENCES & WORKSHOPS

S. No	Date	Name of the faculty	Title of the Seminar Conference Workshop etc	Organizing Committee& Venue
1	31.10.2019	P.Keerthika	Innovative Teaching Strategies	CDC, Nirmala college

**BOOKS PUBLISHED
BOOKS PUBLISHED BY THE FACULTY**

S. No	Year	Name of the faculty	Name of the Book	IBBN/ISSN
			NIL	

PUBLICATION BY THE FACULTY IN JOURNALS

S. No	Year	Name of the faculty	Topic	Name of the Journal	Vol No, Issue No, Pg No with ISSN	Impact factor	Indexing Details
1.	2020	P.Keerthika	Post-Pre purchase Behaviour of Consumers in White Goods with Special reference to Coimbatore City	A Journal of Intercontinental Management Research Consortium	Volume 8, Special Issue - I, January 2020. ISSN - 2321-0346 (O), 2347-1670(P).	Impact factor – 6.613	
2	2019	P.Keerthika	A Study On brand preference and Brand extension towards Home appliances of MNC's With special reference to Coimbatore City	Nirmala Annual Research Congress (NARC-2018)	ISBN-978-93-5321-859-1, 4th December 2018,		
3.	2020	P.Keerthika	A study on Customers' Decision Making of Durable Products with special Reference to Coimbatore City	UGC Care Listed, Multidisciplinary journal for Research Publication	ISSN:0474-9030 VOL-98- ISSUE-FEBRUARY 2020, PP 3490-3496		

CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

STUDENT PARTICIPATION IN INTERCOLLEGIATE COMPETITIONS

S. No	Event	Organized by	Students Name	Participated / Won
1	20-02-2020”Comfest-2020”	Nirmala College for Women,CBE	Alice Mary- I.B.Com(E-Commerce) Kaaviya- I.B.Com(E-Commerce) Dhanalakshmi- I.B.Com(E-Commerce) Celine- I.B.Com(E-Commerce) Shalini- I.B.Com(E-Commerce)	II Place “Adzap”

OTHER EXTENSION ACTIVITIIES OF THE DEPARTMENT

S. No.	DATE	ACTIVITY	PLACE	NO. OF BENEFICIARIES
1	29.01.2020	Online Application- “E-Learning”	Govt. Hr. Sec. School, Kangeyampalayam	52