



DEPARTMENT OF COMMERCE SHIFT II

PROPOSED ACTIVITIES 2018-19



ONGOING ACTIVITIES

- Orientation of CA & ACCA – June 28, 2018
- Commencement of the second batch of PG Diploma in Global Business & Finance – July 4, 2018
- Orientation on Entrepreneurship Development Cell – July, 2018
- Fresher's Party for all first year students by July 10, 2018
- Valedictory of the Silver Jubilee Celebrations – July 27, 2018
- Three Day HR Summit – September 18 - 20, 2018
- Interclass competitions scheduled over two semesters
- Farewell to the final year students – March 2018

NEW PROJECTS/INITIATIVES

Market Challengers

- An incubation centre facilitating live stock trading for students and faculty
- Hands-on experience on Share purchasing, intra-day transactions and portfolio management
- Expert Training and advice from experienced Stock Traders
- Advisory Experts:
Mr. Bhaskar Ramani
Mr. T.R. Arulrajhan
- Faculty Co-ordinators:
Ms. Jesintha, Ms. Renuka, Ms. Abirami & Ms. Carmel

CONFERENCE

- Three Day International Conference on 'Innovation & Transformation – The leading edge in Global Business' – January 9 – 11, 2019
 - January 9, 2019 – People Management
 - January 10, 2019 – Product Management
 - January 11, 2019 – Financial Management
- Inter-Collegiate PG Seminar on Corporate Social Responsibility – August 31, 2018
- Entrepreneurial Programme on Innovation & Creativity – February 13 – 15, 2019
 - One day National Seminar on Entrepreneurship Ecosystem
 - Skill Development Workshops
 - Exhibition cum Sale



SEMINAR

B.Com

- Marketing Practices in Indian Rural Markets – July 2018
- Mobile Banking – Overview, Trend, Challenges & Opportunities – August 2018
- Micro-Finance – Concept & Practice

B.Com CS

- Role of a Company Secretary – June 2018
- Ethics & Corporate Governance – December 2018
- Labour & Social Security Laws



SEMINAR

B.Com A & F

- IT for Managers – August 2018
- Activity Based Costing in Reality – January 2019

BBA

- Emerging HRD Practices – August 2018
- Marketing and Social Media – November 2018



GUEST LECTURES

- Differences in Corporate Governance across countries
- Accounting Standards
- E-Commerce
- Mergers & Acquisitions
- Leadership Styles
- Implementation of GST across various enterprises
- Intellectual Property Rights
- How to Read a Balance Sheet?
- Investment in Equity vs. Mutual Fund



WORKSHOPS/PRACTICAL SESSIONS

- Intra-collegiate Workshop on 'Ad Creation' – September 12, 2018
- Idea Generation for a Business Venture – December 7, 2018
- Management Games – February, 2018
- Mock Court on Business Case Laws – October 5, 2018



NEW CERTIFICATE COURSES

- Currency and Commodity Marketing
- Payroll Management
- Digital Enterprise
- Business Events – Planning & Networking
- Digital Marketing
- Business Accounting – Online Certificate Course



INDUSTRIAL VISITS FOR SECOND YEAR STUDENTS

- B.Com. – August 2018
- B.Com. CS – August 2018
- M.Com. – September 2018
- B.Com. A & F – December 2018
- B.B.A. – January 2019

ONE DAY TRIP FOR THIRD YEAR STUDENTS

- B.Com. – November 2018
- B.Com. CS – November 2018
- M.Com. – December 2018
- B.Com. A & F – December 2018
- B.B.A. – January 2019

FACULTY DEVELOPMENT PROGRAMMES

- Weekly presentation by faculty on current business events and issues
- Presentation Skills – Mr. Raghunathan Jayaraman, Director, Finalyis – June 15, 2018
- A session on 'Technology enabled Teaching and Assessment'- Resource Person – Dr. Sebastian, IIM Kozhikode – January 2019

RESEARCH AND PUBLICATIONS

- Proposal for
 - Minor Research Project titled 'Impact of Organised Retailing on Local Kirana shops and small stores in Chennai'
 - Major Research Project titled 'A study on the CSR Initiatives by Multinational Companies in the Chennai Region, with special reference to Women Upliftment and Empowerment'
- Have identified 48 UGC approved journals for Commerce - Our faculty would be publishing Articles (estimated number – 25)
- Faculty would be presenting papers in Conferences (estimated number – 30)
- One faculty has submitted her Ph.D. Thesis and is awaiting viva
- One faculty will be submitting her Ph.D. Thesis shortly
- Seven of our faculty have registered for Ph.D.

RESEARCH PROJECTS

- Faculty Projects
 - Tax Planning Measures Adopted by College Teachers
 - Dr. Nithya & Ms. Nithya
 - Startup Culture – The spirit of Entrepreneurship among Arts & Science College Students in Chennai - EDC
- Student Projects
 - Stella Maris Students' Preference for Mobile App Usage
 - Impact of Social Media on the Changing Customer Choice towards Thirst quenching drinks



THANK YOU