



**NEW PRINCE SHRI BHAVANI ARTS AND SCIENCE COLLEGE**  
(An ISO 9001: 2015 Certified Institution & Affiliated to University of Madras)  
PATTEL ROAD, MEDAVAKKAM, CHENNAI - 600100.

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## **DEPARTMENT OF COMMERCE**

### **Reflections**

### **ANNUAL NEWSLETTER 2015-16**

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*Dear Readers,*

*It is immense pleasure to be the editor of the newsletter, Reflection, published by the Department of Commerce. The department has publishing the newsletter from 2014-15 onwards. In this issue, we will recount the various activities of the Department of Commerce during the academic year 2015-16. I appreciate the all the faculty members and students those who involved in various academic activities and those who assisted to bring out the newsletter.*

*Senior Principal*

## EVENTS ORGANIZED

### Workshop on “ Merchant Banking”

One day workshop on “ Merchant Banking System in India “Dr.J.Jayasankar M.com., M.Phil., Ph.D. Associate Professor in D.G Vaishnav College. He delivered about the merchant bank services in investment activities. 50 students attended the meeting on 18/09/2015.

### Workshop on” Value Added Tax”

One day workshop on “Value added tax on consumables Goods on Tax” Dr. K. Dhamodharan M.A.,M.Phil., Ph.D., Associate Professor in Alpha Arts and Science College he discussed about the VAT due on sale, double Taxation effect students have attended the meeting on 26/02/2016



### Seminar

The Department of commerce has organized the seminar on “The Effects of Excise Duties on International Trade Dr. M.V. Nangarajan Assistant Professor in department of commerce discussed about the full benefits of ATT and Supply chain security, trade compliance to 36 students on 30/12/2015 at seminar hall.

The Department of commerce has organized the seminar on “ Indian Financial System” Dr. A.Moorthy M.Com., M.Phil., B.Ed., Ph.D., he discussed about the financial system that allow the exchange of lenders, investors and borrowers. On 6/7/2015 at seminar hall. 36 students have attended the meeting.



Guest lecture on “Social Media Marketing” delivered by Miss. K. Reshma Marketing officer Kotak Mahindra Ltd. on 7/7/2015 at seminar hall. He delivered a lecture role of social media in building brand image through real time case studies.

Guest Lecture on “Quality Management” Mrs. Uma rani M.Com Director of Sugash Textile Industry Salem, on 19/08/2015 at seminar hall. He delivered the Practical aspects of PDCA cycle, Pareto Analysis, and corporate Quality.

Guest Lecture on “Corporate Law” Dr.Sathish Kumar M.Com., M.Phil., PhD. Assistant Professor of SRM Arts and Science College delivered the tit bits of corporate law and shared the real life scenario of Corporate cases in very lucid manner. On 11/09/2015.

Guest Lecture on “Personality Development and Communication Skill” Mr.G. Lucas Xavier Team leader of Tata Consultancy services . He help the students to get ride of stage fear, leadership skills on 25/01/2015 at seminar hall.

Guest Lecture on “Importance of Financial Literacy” Mr. Ganesh Kumar MBA., Manager of Shree Print graphics Delivered a lecture on importance tips of financial literacy on 25/02/2016





### **INTRA DEPARTMENT COMPETITION**

The Department of commerce has organized the intra department competition on 10/02/2016, 20/08/2015. COM - Talent Exhibits . The competition are Paper Presentation, A-Moc, One Minute Manager. The Students have actively participate and won several Prizes.



### **INDUSTRIAL VISIT**

The department of commerce has organized the industrial visit for the students on 19/11/2015. 50 students have attended and know the techniques used in the SRIRAM ENGINEERING.

**IN PLANT TRAINING**

The department of commerce has organized the in plant training programme on 7/01/2016 on Techso technologies. 40 students have attended and gained real experience

**INTERNSHIP PROGRAMME**

The Department of commerce has organized the internship programme on financial markets on 16/11/2015-27/11/2015. 11 students have attended