



**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**

**2014-15**

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*Dear Readers,*

*Academic newsletter is an easily accessible medium and a platform for disseminating news and information to the students, faculty members and academic community of our discipline. "Reflections", the newsletter is published by the Department of Commerce brings out activities, events, highlight the talents of our students, faculty members and feature information of general interest. In this we recount the various activities in which Department of Commerce, its faculty members and students were actively involved during the last one year.*

*Director*

## **EVENTS ORGANIZED**

### **Workshops**

#### **Workshop on “ Challenges of International Tax Law”**

One day workshop on ‘Challenges of International Tax Law’ in the Department of Commerce, on 16/08/2014 and Mr. Henisprasanth BA BL., MBA.,(system), was invited and delivered the lecture. All UG students of the department were attended and benefited. The event was conducted in the Seminar Hall of the college.

#### **Workshop on “ Tax payers Rights and Responsibilities”**

One day workshop on ‘Tax payers Rights and Responsibilities’ in the Department of Commerce, on 23/02/2015 and Mr. Nelson HR Manager in TCS Ltd, was invited and delivered the lecture. All UG students of the department were attended and benefited. The event was conducted in the Seminar Hall of the college.



### **SEMINARS**

#### **Seminar on “Rural Insurance Market in India “**

One day Seminar on ‘Rural Insurance Market in India’ was organized in the Department of Commerce, on 08/07/2014 and Dr.A.Moorthy Raguram M.A., M.Phil.,Ph.D.,B.Ed., Associate Professor in MOP Vaishnav College, was invited and delivered the lecture. All UG students of the department were attended and benefited. The event was conducted in the Seminar Hall of the college.

### **Seminar on “Understanding Consumer Behaviour”**

One day Seminar on ‘Understanding Consumer Behaviour’ was organized in the Department of Commerce, on 28-01-2015 and Dr.S.Kala M.Com., MBA.,M.Phil.,D.HRM., Marketing Officer in Universal Aqua, was invited and delivered the lecture. The total number of participants was 42 of which 10 boys and 32 girls of the department were attended and benefited. The event was conducted in the Seminar Hall of the college.



### **Guest Lectures**

#### **Lecture on “Network Marketing”**

A Guest lecture was organized in the Department of Commerce on 04/03/2015. Mr. R. Rajesh, MBA, Assistant Manager, Ram Textiles Trichy, will delivered lecture on “Network Marketing”. The total number of participants were 40 of which 10 boys and 30 girls.

#### **Lecture on “Labour Law”**

A Guest lecture was organized in the Department of Commerce on 12/02/2015. Mrs.J. Chitra BA BL, will delivered lecture on “Labour Law”. The total number of participants were 70 of which 20 boys and 50 girls.

#### **Lecture on “Qualities of Great Leader”**

A Guest lecture was organized in the Department of Commerce on 13/01/2015. Mr.M. Vinoth MBA Team Leader in Shine Ltd Chennai, will delivered lecture on “Qualities of Great Leader”. The total number of participants were 60 of which 20 boys and 40 girls.

#### **Lecture on “Value and Attitude Building”**

A Guest lecture was organized in the Department of Commerce on 23/09/2014. Mr.E. Balaji Elango MBA, Financial Analyst in Accenture will delivered lecture on “Value and Attitude Building”. The total number of participants were 60 of which 20 boys and 40 girls.

### **Lecture on “Recent trends in Customer Relationship Management”**

A Guest lecture was organized in the Department of Commerce on 13/08/2014. Mr.M.Gokulanathan MBA, Marketing Manager Will delivered lecture on “Recent trends in Customer Relationship Management”. The total number of participants were 50 of which 20 boys and 30 girls



### **INTRA DEPARTMENT COMPETITION**

One day Intra Competitions has been organized by Department of commerce on 08/08/2014 and 20/02/2015 at college premises. The students were actively participated in various competition like Paper presentation, Ad-Moc, One minute Manager. The students will be motivated to develop their skills and talents.



### **INDUSTRIAL VISIT**

Industrial visit was organized by the department of commerce on 15/11/2014 for 50 students 20 boys and 30 girls to Mohitha Rubber Works . It help the students to get the practical knowledge and develop entrepreneurial skills to the student



### **INPLANT TRAINING**

The department of commerce had organized an in-plant training on 05/01/2015-07/01/2015 for the final year students of commerce in MASS TECH. The training for the students was given by Mr. P. Swathi who is presently working faculty in MASS TECH



### **INTERNSHIP ON INNOVATIVE AND AFFORDABLE BUSINESS**

The Department of commerce had organized an internship programme from 17/11/2016 to 28/11/2016. This helps the students to gain work experience.



### **ALUMI MEET**

The Department of Commerce have arrange Alumni meet on 05/07/2014. One of our Alumni MR.C.A. Balaji will deliver the lecture on 'Risk Management'. Many interesting games, Dances show, chit-chat we conducted for our Alumni to refresh them.

