



ACADEMIC ACTIVITIES

2019-2020

**DEPARTMENT OF COMMERCE
(ACCOUNTING AND FINANCE)**



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ACTIVITIES – 2019-2020**

(Conferences, Seminars, Webinars, Workshops, Industrial Visits, Field Trips, Talks, Campaigns, etc.)

1. On June 26, 2019, a workshop titled “**Who Am I?**” focused on life skills was conducted. The primary goal of this workshop was to help participants gain a deeper understanding of themselves by analyzing their strengths and weaknesses.



2. **The Career Development Program** was conducted for the students of First and Third years on the 27th of June, 2019. Mr. Naveen Abraham Paul took over the session.

Mr. Naveen Abraham Paul, heads the communication Tower at Wipro Pvt.Ltd, Chennai. The talk was based on” How to improve and build one’s interests, how to analyse one’s potential and how to train and strive these skills to build a good career.



2. On August 13, 2019, a workshop titled “**Data Analysis Using SPSS**” was conducted to provide participants with practical skills in operating SPSS software. The workshop aimed to teach attendees how to select and apply appropriate statistical methods for their research data and offered hands-on training in using SPSS for data processing. The session was led by A.K. Subramani.





3. On August 16, 2019, a seminar was held in collaboration with AECC Global. The main goal of the seminar was to expose students to a range of educational opportunities offered by AECC Global. The seminar aimed to provide insights into pursuing higher education at Leeds University, UK, and to encourage students to attend AECC Global's global

educational fair for more information about such universities.



4. The **Certificate Course in Tax Planning** was conducted from July 2019 to August 2019, spanning 30 hours. The course attracted 33 students from the BBA and BA Corporate Economics programs. Dr. Kalpana Naidu, Assistant Professor in the Department of Commerce (Accounting & Finance), led the course. The primary objective was to equip non-commerce students with fundamental tools and knowledge for preparing their own tax returns.

5. The "**Business Accounting Process**" online course, offered by Artha Vidya, is a skill development initiative designed to bridge the gap between college education and corporate finance requirements. Its main objective is to enhance students' knowledge, skills, and competence, preparing them for advanced career growth and empowering them to take on greater responsibilities in the finance sector.

6. A workshop titled “**Skills for Corporate Excellence**” was conducted on September 12 and 13, 2019. The primary goal of the workshop was to help participants grasp the significance of leadership, teamwork, effective communication, interpersonal relationships, and creative thinking. It aimed to enhance participants' soft skills through practical activities. During the workshop, students gained valuable insights into the essential traits needed for success in the corporate world. The sessions were led by Dr. Johannes Samuel, a Corporate Trainer at M.C.C, who guided the participants in developing these crucial skills.



7. The workshop titled “**E-Filing of Income Tax Returns**” was held on September 18, 2019. The primary goal was to offer practical experience in filing income tax returns for oneself, family members, and peers. While B.Com students were already familiar with the theoretical aspects of income tax provisions, the workshop provided hands-on demonstrations to help them apply these provisions more effectively and confidently.



8. The workshop on “**Digital Marketing**” took place on October 9th and 10th, 2019. Its objective was to equip participants with the skills needed to develop and execute effective digital marketing strategies. The workshop covered essential topics such as blog writing and mass mailing, which allows for sending bulk emails to a large audience simultaneously. Participants found the workshop highly beneficial, gaining valuable insights and hands-on experience in the digital realm. By the end of the session, they felt more confident in their abilities regarding content marketing and overall digital marketing practices.



9. The workshop on “**Practical Approach to GST Filing**” was held on October 11, 2019. Its aim was to equip participants with the knowledge and skills necessary to understand and apply Goods and Services Tax (GST) in business practices, and to develop their ability to file GST returns effectively.



10. The program on **Innovation, Entrepreneurship, and Startup Business Idea Generation** was held on October 9th and 10th, 2019. The objective was to enhance students' entrepreneurial skills and assess their potential in business ventures. Throughout the program, students learned to apply entrepreneurial skills and knowledge to market a product effectively. They also developed new ideas and business strategies, showcasing their creativity and tactical thinking.





11. The workshop on **“Intellectual Property Rights”** was conducted on December 17, 2019. The primary aim was to raise awareness among participants about IPR, including patents, trademarks, and copyrights. Mr. Ramesh Ganapathy, Principal Attorney at Mission Legal, delivered a clear and insightful presentation on the fundamentals of Intellectual Property Rights (IPR) and best practices for integrating IPR into the innovation cycle. He highlighted how the IPR system allows individuals to share their creations confidently while emphasizing the importance of safeguarding innovations before sharing them.



12. Lily Pithavadian Endowment Lecture [March 16, 2020]

The keynote speaker for the Lily Pithavadian Endowment Lecture was Dr. C. Vijayalakshmi, Director of United Techno Info Systems Pvt Ltd. Dr. Vijayalakshmi delivered a compelling talk on the range of social media crimes that are negatively affecting women and children in our society.

During her presentation, she not only highlighted the issues but also offered practical strategies for prevention. The session was interactive, allowing students the opportunity to ask questions and engage in discussions to clarify their doubts.

PHOTO GALLERY



13.

On December 5, 2020, from 11 a.m. to 12 p.m., a webinar titled “**Designing Alternative Assessment and Evaluation Models During the COVID-19 Crisis**” was held on the Zoom platform. The session, organized for faculty members, aimed to raise awareness about the necessity of online examinations amid the pandemic. Mr. Yogesh Pawar, Director of DigitalEdu IT Solutions Pvt. Ltd., was the resource person for the webinar. He discussed the UGC guidelines for conducting exams during this period and emphasized the importance of adopting alternative and simplified assessment methods to efficiently complete the semester within a shortened timeframe

PHOTO GALLERY

