

Since 1915

# Women's Christian College

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**Lighted to Lighten**

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## **ACADEMIC ACTIVITIES**

**2021-22**

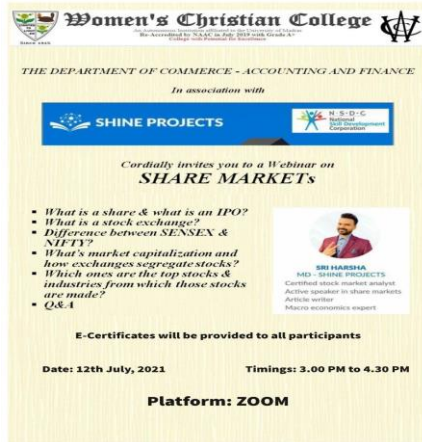
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**DEPARTMENT OF COMMERCE  
(ACCOUNTING AND FINANCE)**

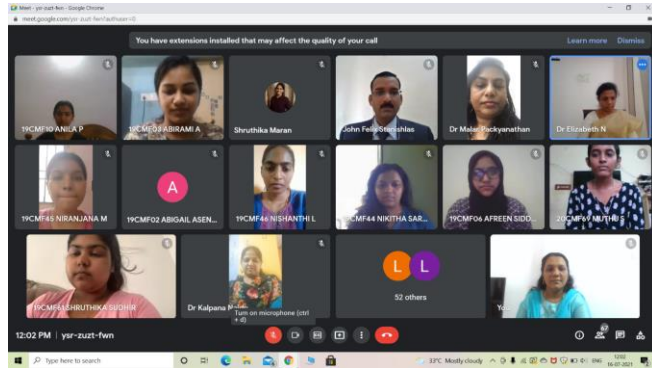
**DEPARTMENT OF COMMERCE ( ACCOUNTING AND FINANCE)**  
**ACTIVITIES – 2021-2022**

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

1. On July 12, 2021, the department organized a webinar on the topic of the share market, aimed at helping participants understand the fundamentals and workings of the share market. Mr. Shri Harsha, Managing Director of Shine Projects, served as the resource person for the session.

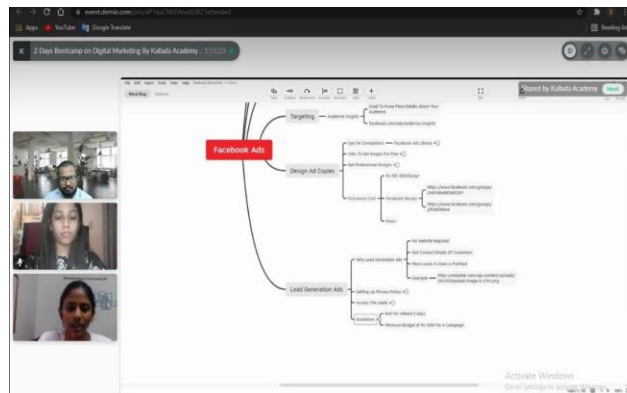


- On July 16, 2021, the department hosted an international webinar focused on the impact of business closures during the COVID-19 pandemic. The aim was to educate students about the current situation and the effects of the pandemic on businesses. Dr. John Felix Stanislas, Financial Controller of the Hospitality Division and Acting General Manager of All Manas Hotel Apartments at the AL Arif

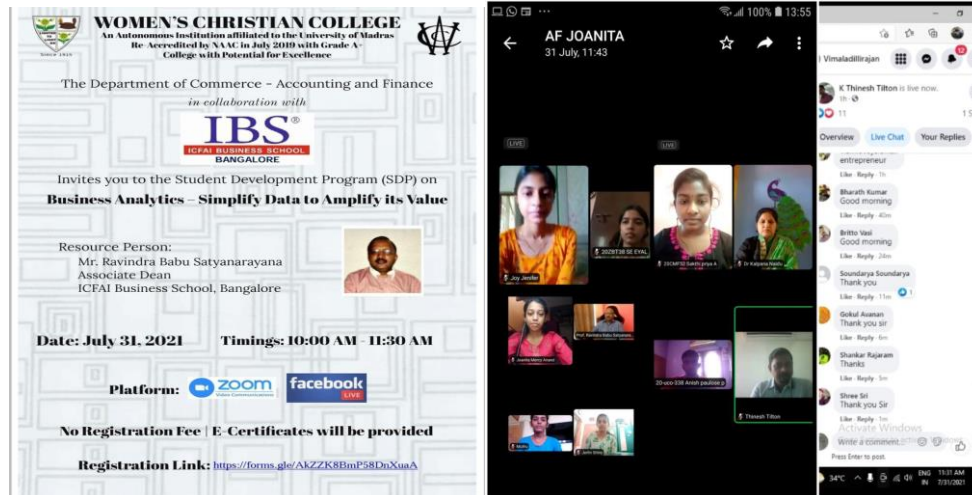


Group in the UAE, served as the keynote speaker.

- A workshop on the topic **Build a career in digital marketing** was organised by the department on 23 and 24 of July, 2021 to enable the participants develop their capabilities in digital marketing by following a hands-on, do it yourself (DIY) approach to teach the fundamentals and applications in digital marketing. **Mr.Santhej Kallada, CEO, Kallada Academy was the resource person.**



4. A Workshop on **business analytics - Simplify Data to Amplify its Value** was organised by the department on 31.07.2021 To enable the participants to gain an understanding of the concept of Business analytics and the processes needed to develop, report, and analyse business data. **Mr. Ravindra Babu Satyanarayana , Associate Dean(Exams) , ICFAI Business School, Bangalore** was the resource person.

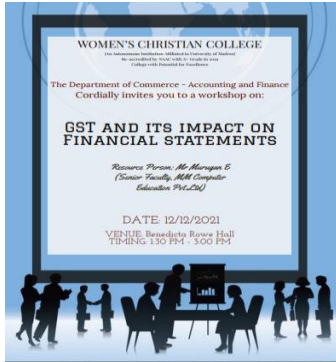


5. A seminar was organised by the department on **Recent innovation in the banking sector** on 10.12.2021 To enlighten the students about recent innovations that have taken place in the banking sector. **The resource person of the event was Mrs. Judina -, Vice President of HDFC bank.**

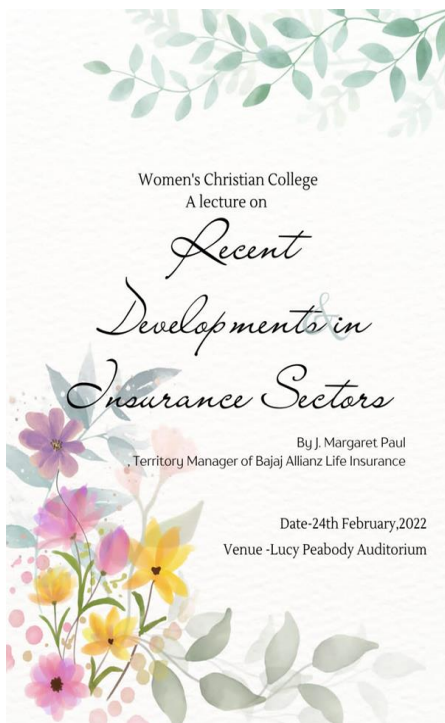




6. A Seminar on **GST and its impact on Financial Statements** was organised by the department on 14.12 2021 to gain knowledge and skills about the application of goods and services tax in business practices and to develop the ability to file GST returns. **Mr. Murugan E, Senior Faculty, MM computer education Pvt. Ltd.** was the resource person.



7. A seminar on **Recent developments in the insurance sector** organised by the department on 24.02.2022 To enlighten the students about recent developments and Gain knowledge about the insurance schemes available in the insurance sector. **The resource person of the event was J. Margaret Paul-Territory Manager of Bajaj Allianz Life Insurance.**



8. A seminar on **'ENTREPRENEURSHIP DEVELOPMENT'** was organised by the department on 31.3.2022 To enlighten the students about the entrepreneurship world and the challenges to inspire them to set up their own businesses in the future it brings with it. **Mrs. Vidhiya Sam - Entrepreneur in self-taught macramés and Ms. Diksha Ponvel - Entrepreneur in banking was the resource person.**



9. A two day workshop on **Reimagining youth skills post pandemic** to enhance on youth skills required in the post pandemic period was organised by the department on 12 and 13 of April 2022. **The resource person of the event was Mr. Johannes Samuel J, an experienced Life skills and Leadership Trainer.**

10. A **finance meet** was organised by the department in collaboration with the chemai business school to Gain knowledge about Crypto Currency, Block chain technology and Bitcoin on 6.5 2022. **The resource person of the event was Sridhar Natarajan - Dean, Chennai Business School.**





11. A workshop on **SPSS** was organised by the department on 9th and 11th of May, 2022 to learn about the various statistical tools regarding the research paper.& to interpret findings for the study.

