

Since 1915

Women's Christian College

Lighted to Lighten

ACADEMIC ACTIVITIES 2023-24

DEPARTMENT OF COMMERCE (ACCOUNTING AND FINANCE)

DEPARTMENT OF COMMERCE (ACCOUNTING AND FINANCE) ACTIVITIES – 2023-2024

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

1. A workshop on “**Research Methodology**” was organized by the department on July 7, 2023, to facilitate the academic requirements of the final-year 15-credit project students. The workshop was conceptualized with the intention of knowledge-building on the fundamentals of research concepts, methodologies, and processes, in addition to providing insight into framing objectives.

Resource Person: The resource person for the event was **Dr. A.G. Vijayanarayanan**, Assistant Professor, Department of Commerce, Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai.



WOMEN'S CHRISTIAN COLLEGE
An autonomous Institution affiliated to the University of Madras
Re-Assessed by NAAC in July 2019 with Grade A+
College with Potential for Excellence.

DEPARTMENT OF COMMERCE-
(COMMERCE) &
(ACCOUNTING & FINANCE)

ORGANIZES

WORKSHOP ON
RESEARCH METHODOLOGY

DATE:
7th JULY 2023

TIMINGS:
2:30pm- 5pm

VENUE:
BENEDICTA ROWE
HALL

RESOURCE PERSON:
DR. A.G. VIJAYANARAYANAN
Assistant Professor, Dept. of
commerce, DG vaishnav
College, Chennai



2. A 2-day workshop on the topic of **skill training** was organized by the department on July 10 and 11, 2023. The resource person, **Prof. Johannes Samuel**, imparted the soft skills that are in demand for career progression in this era. By assisting team members in performing their duties effectively, students can enhance their overall performance. The theme of the workshop was “Empowering your career journey—skills for the future.”

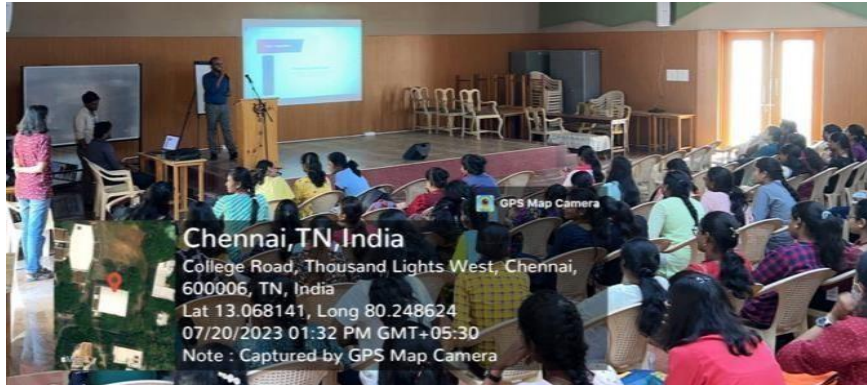


3. A seminar on “**Career Opportunities and Development**” was organized by the department on July 12, 2023, to help students develop clarity and action plans to connect their interests and abilities with career opportunities, develop career plans, master the right skills, and make well-informed career choices.

The resource persons for the event were **Mr. Varun Krishnan and Mr. Kushal Bohra**, co-founders of **GradSquare India**.



4. A seminar on the topic of **new media industries** was organized by the department on July 20, 2023, in the college premises at Bamford Hall. This seminar taught students how to develop digital art, demonstrating their ability to define, plan, and execute, while highlighting the significant changes in technology's scope in the future. **Anbazhagan, a multimedia specialist, was invited as the resource person for the seminar.**



Chennai, TN, India
 College Road, Thousand Lights West, Chennai,
 600006, TN, India
 Lat 13.068141, Long 80.248624
 07/20/2023 01:32 PM GMT+05:30
 Note : Captured by GPS Map Camera

Women's Christian College
 The Department of Commerce
 in association with Institution Innovation Council

Organizes seminar on
**WEB TECHNOLOGY-
 UI DESIGN & UX DESIGN**

Speaker:
ANBAZHAGAM M – Multimedia Specialist

VENUE
BAMFORD HALL
 20/07/2023
 12:30 pm – 2:00 pm

Join us to upgrade and experience the touch of technical design world

5. A seminar on **digital marketing trends** was organized by the department on July 24, 2023, to equip the students with the skills and knowledge necessary to develop and execute effective digital marketing strategies and to familiarize themselves with the essential tools and techniques required to succeed in the digital marketing landscape. The resource person for the event was **Mrs. Sindhu S., Academic Mentor, Synergy.**

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**DEPARTMENT OF COMMERCE
 (ACCOUNTING & FINANCE)**
 &
INSTITUTION'S INNOVATION COUNCIL
 ORGANIZES

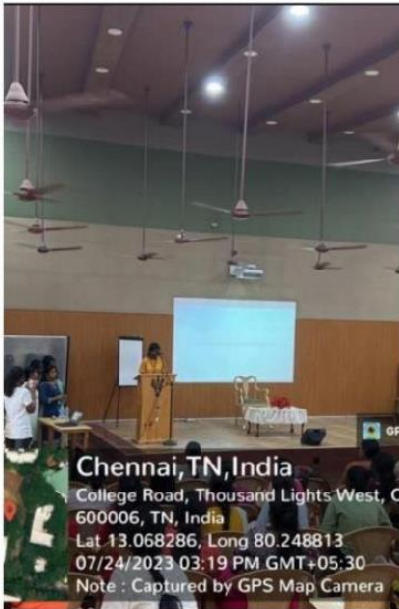
**WORKSHOP ON
 DIGITAL MARKETING TRENDS**

RESOURCE PERSON:
MRS. SINDHU S
 Academic Mentor-
 Synergy

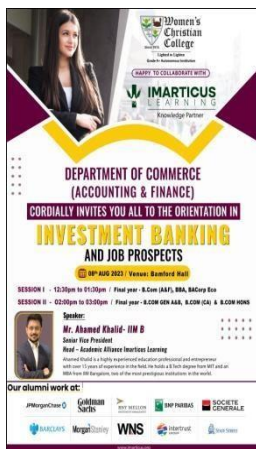
DATE:
 24TH JULY 2023

TIMINGS:
 2:30PM- 5PM

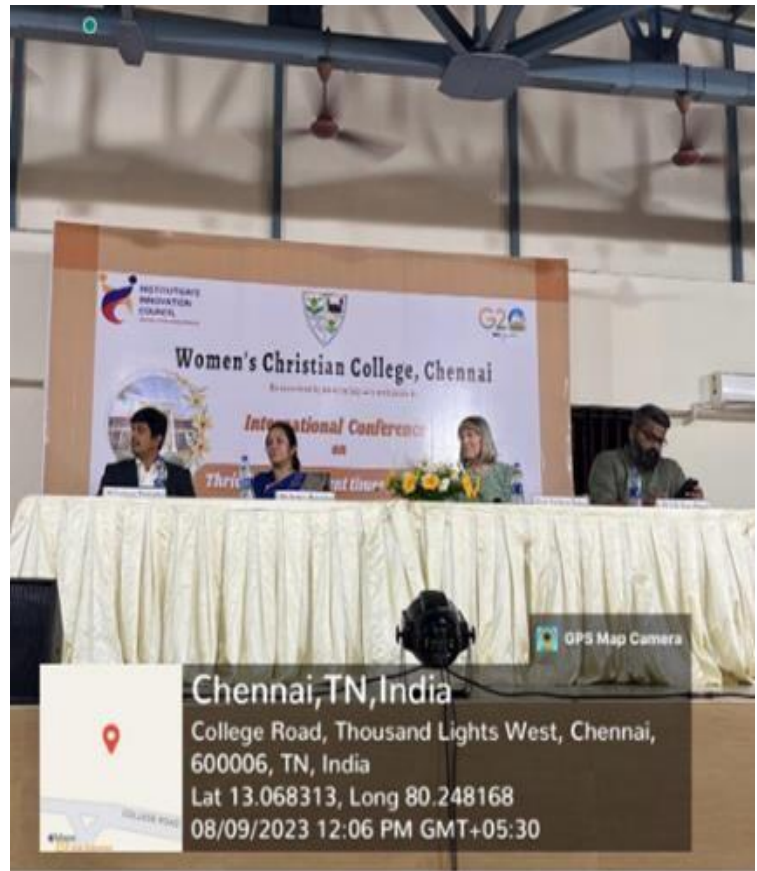
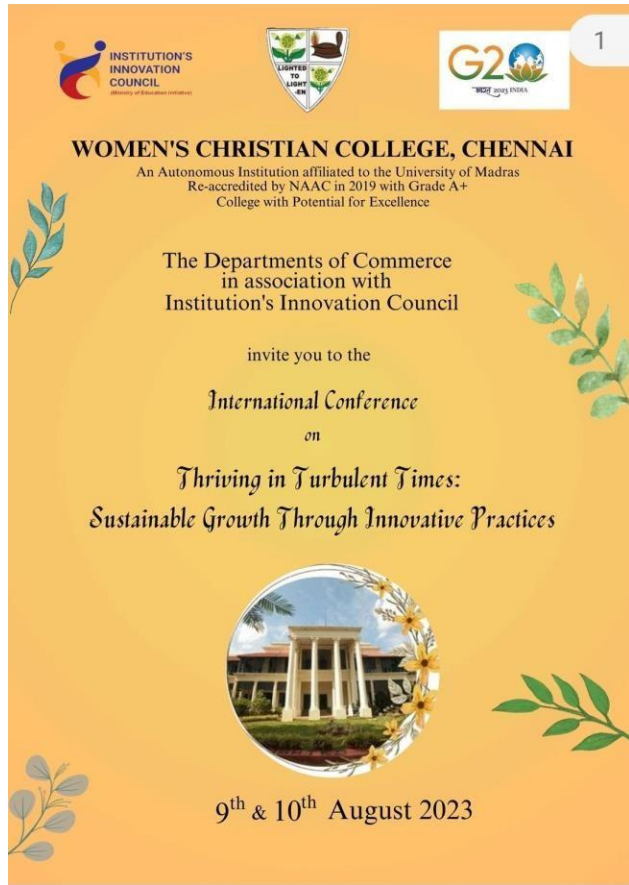
VENUE:
 BAMFORD HALL



6. An orientation on **investment banking and the career opportunities available** in that stream was held in collaboration with Imarticus Learning. It was attended by the students of B.Com. (Accounting and Finance), B.A. (Corporate Economics), and BBA. The students received comprehensive training in investment management, enabling them to adeptly apply theoretical knowledge to analyze issues relevant to financial institutions. **Mr. Ahamed Khalid, Senior Vice President of Academic Alliance Imarticus Learning, was invited as the resource person for this orientation.**



7. The International Conference on **Thriving in Turbulent Times: Sustainable Growth through Innovative Practices**, convened on the 9th and 10th of August 2023, proved to be a significant platform for addressing the repercussions of the global recession on various economic sectors. Collaboratively organized by the Departments of Commerce in conjunction with the Institution's Innovation Council, the conference aimed to dissect the multifaceted impacts of the economic downturn and identify pivotal issues contributing to the deceleration of global economic growth.



8. **The Finance Meet “AI FINX,”** organized on January 11 and 12, 2024, successfully achieved its objectives by bringing together experts, practitioners, and researchers to discuss and explore the evolving landscape of artificial intelligence in finance. The chief guest for the meeting was **Dr. Palanivel Thiagarajan**. A panel discussion from eminent industry experts (Mr. Anish Koshy, Mr. Balakrishnan, Mr. John Roger, Mr. John Alex, and Mr. Glenn Roger Carr) was held, where they discussed the role AI plays in their respective lines of work and collectively explored the growing importance of artificial intelligence in the financial sector. Students and faculty from various colleges presented research papers on various themes, revolving around how artificial intelligence and technology can impact the financial sector. Technologies like blockchain, fintech and data security, open banking and APIs, and the impact of e-wallets were explored. Participants gained valuable insights into current trends, emerging technologies, and the future outlook of AI in the financial industry. The event fostered networking opportunities, collaboration, and knowledge exchange among participants, contributing to the continued growth and advancement of AI in the finance sector.



ABOUT THE EVENT
AI FINX is an event that aims to drive the growth of artificial intelligence in the financial industry and its transformative effects on businesses, opening up new, significantly enhanced, financial services to customers, elevating the way they interact with the financial sector, leading to the development and implementation of technology and artificial intelligence solutions.

ABOUT THE COLLEGE
Women's Christian College, founded in 1924, is a premier institution of higher education in Chennai, India. It is a member of the Council for the Indian School Certificate Examinations (CISCE) and the Council for the Indian School Certificate Examinations (CISCE). The college is known for its academic excellence and its commitment to providing a holistic education to its students.

ABOUT THE DEPARTMENT
The Accounting and Finance stream at Women's Christian College is a leading program in the field of commerce, offering a comprehensive curriculum that covers the latest trends and developments in the industry. The program is designed to equip students with the skills and knowledge necessary to succeed in the financial sector.

AI FINX
ORGANIZED BY THE DEPARTMENT OF COMMERCE, ACCOUNTING AND FINANCE
11th JANUARY, 2024
AN ALL GIRLS EVENT

KEY NOTE SPEAKER
DR. PALANIVEL THIAGARAJAN
Minister of Information Technology, Digital Services
He began his career as an independent consultant and further moved on to work in Lehman Brothers Holdings Inc., subsequently working in Standard Chartered. His political journey started in 2016 as a MLA following which he served as the Finance and Human Resource Minister of Tamil Nadu.

PANEL DISCUSSION
MODERATOR: JOHN ROGER, Co-Founder of SkyGad Group
ANISH KOSHY Vice President, Information and Cyber Security Risk Officer, Standard Chartered GBS
J BALAKRISHNAN Financial Advisor, Technology Development Board, Government of India
SRI HANS RAJ VEJMA IAS Chairman and Managing Director, Tamilnadu Industrial Investment Corporation (TICIC)
GLENN ROGER CARR Co-Founder and Director, Finmark, Traders India Pvt Ltd.

THEMES AND SUB THEMES
Technology in Commerce and Retail Development
Virtual and AR/VR Commerce
Digital Marketing and Social Media
Blockchain and Cryptocurrency
E-commerce and Digital Marketing
Data Analytics and Business Intelligence
Artificial Intelligence in Accounting
Finance, Insurance, and Investment
Accounting
Investment in Finance
Blockchain
Financial Applications of Finance of Technology
Digital and Digitalization in Financial Services
E-commerce and Digital Marketing
Blockchain and Cryptocurrency
Data Analytics and Business Intelligence
Artificial Intelligence in Accounting
Finance, Insurance, and Investment
Accounting

GUIDELINES FOR SUBMISSION
Abstracts should be in a single column, double-spaced, 12-point font, and attached to a separate sheet of paper. Abstracts should not be more than 200 words.
Research papers should be in the range of 1000-1500 words. The abstract, introduction, literature review, methodology, analysis and findings, conclusion, limitations, and future research.
Research papers should not be more than 1000 words.
Research papers should be submitted to the following email address: ai.finx@wcc.edu.in. The subject line should be "AI FINX Research Paper Submission".
All photographs, charts and diagrams should be submitted separately in a separate file to the email address: ai.finx@wcc.edu.in. The subject line should be "AI FINX Photographs, Charts and Diagrams".

REGISTRATION FEE: Students: Rs. 200
Faculty: Rs. 500
The fee should be paid to the Department of Commerce, Accounting and Finance, Women's Christian College, Chennai. The fee should be paid to the Department of Commerce, Accounting and Finance, Women's Christian College, Chennai. The fee should be paid to the Department of Commerce, Accounting and Finance, Women's Christian College, Chennai.

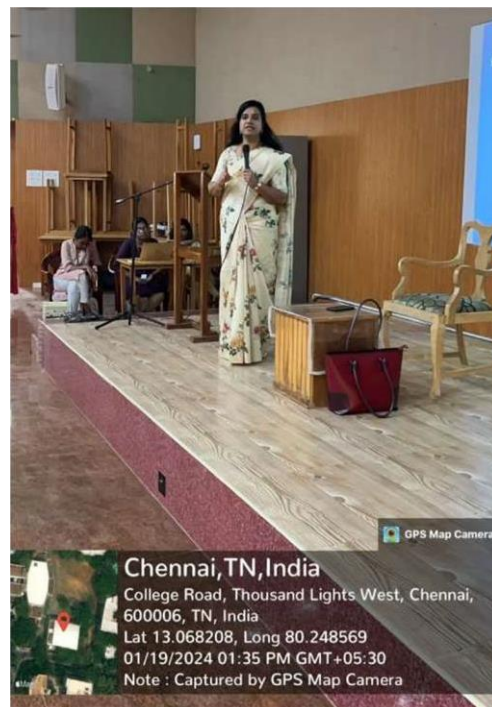
CONTACT US
ai.finx@wcc.edu.in
www.wcc.edu.in



9. The Institution Innovation Council and the Department of B.Com. (Accounting & Finance) collaborated to host a seminar on the subject **"Elevating Entrepreneurial Skills: Enroute to Women's Empowerment"** on January 19, 2024. The goal of the seminar was to motivate the students and give them the resources they need to succeed in their entrepreneurial ventures.

Dr. Smilee Bose, the Head of the Corporate Secretaryship Department at Chennai's St. Peter's Institute of Higher Education and Research (SPIHER), was the guest speaker of the seminar.

The guest speaker delivered a comprehensive talk covering various facets of women's empowerment and its economic implications. She began by elucidating different types of women's empowerment and highlighting their significant impact on fostering economic growth.



10. An exhibition titled **'Environmental Sustainability'** was organized to raise student awareness about the importance of a sustainable environment. Twenty-two teams took part in the activity and showcased their models.

Dr. Renuga, the IIC convener of Women's Christian College, accepted an invitation to serve as the event's judge. Following her inspection of the exhibits, she selected the top three models, awarding cash prizes of Rs. 1,000, Rs. 750, and Rs. 500 to each. Students learned about the advantages of environmentally friendly practices and the government's initiatives in this area.



11. On January 30, 2024, **Entreprenow '24**, an entrepreneurship event, was held in collaboration with IIC with the goal of promoting an entrepreneurial spirit. **The event's chief guest speaker was Mrs. Padmini Janaki, Mind and Mom's CEO and co-founder.** The highlight was when departmental entrepreneurs inspired students by sharing their experiences. The program featured a corporate walk and a skit with an entrepreneurial theme. Through their participation in this program, the students learned that becoming an entrepreneur has many more benefits than drawbacks.



12. On February 12, 2024, the Department of Commerce (Accounting and Finance) organized a **workshop on SPSS software training in collaboration with the Institution Innovation Council**. It was organized for the project students, who worked on 15 credits of research. It took place on the college premises at Bertha Corfield from 9 a.m. to 5 p.m. **Dr. A. K. Subramani, an associate professor from Saveetha School of Management, was invited as the resource person.**

The students were taught the basic concepts required to classify the samples under different heads of scale. The resource person made the students convert their alphabetical reviews from the questionnaire to numerical values to facilitate deriving an absolute analysis of the collected data. During the second half of the session, different types of tests to be done in SPSS software were instructed with the process manual.

The session concluded with a vote of thanks. The students found the session to be fruitful in analyzing the huge sample size of data using SPSS software.



13. A seminar titled **Career awareness for G-Sector Employment** was organized on 12.3.24 to increase understanding among young adults about career opportunities within the G sector and empower them with the necessary skills and knowledge to pursue careers in the G sector.

The resource person for the event was Mr. Venu Venkatraman, Director.

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CAREER AWARENESS FOR G - SECTOR EMPLOYMENT
Organised by the Department of Commerce (Accounting and Finance)
In Association with Career Guidance Cell

 **MR. VENU VENKATRAMAN**
M.Sc, M.Phil.,
Ph. D (Mathematics),
M.A - Economics,
M. A- Political science

**Director,
Buddha IAS Academy,
Chennai & Puducherry**

Date: 12/03/2024
Timings: 12.45 pm - 2.30 pm
Venue: Lucy Peabody Auditorium

