



SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at “A” Grade (3rd Cycle) by NAAC)

Chatram Bus Stand, Tiruchirappalli – 620002.

CRITERION - II

2.3.1. STUDENT CENTRIC METHODS FOR COMMERCE

PG & Research Department of Commerce



Experiential

Learning

Industry

Field Visit

Case based analysis

Educational Tours

Management Games

Workshops

**Day Long International Workshop on
“Good Writing and Publication” 29.06.2017**

**The Department of Commerce and Financial Studies, Bharathidasan
University and Smart Journal of Business Management Studies &
Department of Management Studies - SIGC**



The beneficiaries were 76 students of PG students of M. Com and MBA

The Resource Person Dr.Balasundaram Maniam, Sam Houston State University, USA explained about “Good Writing and Publication” in the first session.

The Resource Person Dr.Arjunan explained about “Citation and References” in the second session

The Resource Person Dr.M.Selvam, Workshop Director, Professor & Head Department of Commerce and Financial Studies. Bharathidasan University, Tiruchirappalli explained about “Report Writing” in the third session.

One day Regional Level Workshop on Entrepreneurial Development
TIDITSSIA THE TIRUCHIRAPPALLI DISTRICT TINY AND
SMALLSCALE INDUSTRIES ASSOCIATION (TIDITSSIA) 23.01.2018



The resource person **Mr.Rajappa WCM, TIDITSSIA, Proprietor, Mrs.Mugil Engineering Industries, Trichy** on the Topic ‘Entrepreneurial Skills and Development. He explained meaning of entrepreneur, merits, drawbacks and basic skills that are necessary to become an entrepreneur

Second session **Mr.R.Michael, Programme coordinator, TIDITSSIA, Trichy** acted as a resource person. He briefly explained about the various kinds of industries according to the size of investment. The resource person spoke about the various skills available for entrepreneurs through banks and government.

Third session Resource person is **Mr.K.Susil Kumar, Branch Manager, THIC, Trichy**, he started the session on the topic of ‘Avenues and Revenues’, he cleared explained the various avenues that are available for the entrepreneurs were brought into light which include organic forming, exporting, rice exporting and much more.

Mr.N.Kanagasabapathy, BE., President, TIDITSSIA, Proprietor-Mrs.R.K.Metal Industry, Kajamalai, Trichy, topic is “Personal competencies”. Final session started with various examples of various successful entrepreneurs. Various queries with regard to business were put forth by audience and were answered by the resource person.

**Day long International Workshop on
Innovative Research Publication in Finance**

05.07.2019



Totally 566 participants (which include students, research scholars and faculty members from various Universities and Colleges) participated and benefitted from the workshop.

Prof. Bala Sundramaniam, Sam Heustan State University USA delivered a special Lecture on “**Publish or Perish**”. The constant changing Publication world in Academics Readership. Prestige, availability, subject scope, peer review process and acceptance rate should all be considered when choosing a journal. He advised the audience to publish the research work in the journal which has more impact.

In **Plenary Session II – Dr. M. Selvam,** Dean, Faculty of Management, Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University and Chief Editor, SMART Journal of Business Management Studies delivered a Special Lecture on “**Article Writing and**

Publication in Journal”. In his lecture he expressed the expectations of Journals from the researchers. He explained the importance of publishing article which are socially relevant and contributing to Corporate Sector. He explained the most popular types of Research Papers such as, Argumentative Papers, Analytical papers. Interpretive papers, self-explanatory papers, compare and contrast papers and course effect papers.

Industrial visit to Benchmark Exploratorium Ooty

14.09.2019 & 15.09.2019



The students clearly know about the various stages involved in Tea manufacturing process namely: Steaming, Withering, Rolling, Fermentation, Drying and Grading. It provides an opportunity for students to enhance their interpersonal skills.

PowerPoint Presentation on “Business Ethics”

12.10.2019



- **The beneficiaries were 85 students of III BCom & III BCom CA**
- **The students explained the topics like types of business ethics, elements of business ethics, seven principles of business ethics and also about shareholders ,stakeholders through PowerPoint presentation.**

Industrial visit to Parle-G biscuit company, Madurai

10.02.2020



- **The beneficiaries were 100 students of III BCom & III BCom CA**
- **The students understood the history and growth of the company through PPT presented by the production manager. They also knew about the various manufacturing process like ingredients used for manufacturing and their proportion, mixing, flattening, drying, rolling to single line and packing. With the industrial visit, students gained a practical exposure regarding the production process of biscuits.**
10.2.2020
- **PPT presentation given by the general manager of the company created a visual aid of the history of the company and various stages for the manufacturing of the product**
- **They acquire knowledge about various process involved in the manufacturing of the biscuits till the product reaches the consumer**
- **Gained practical exposure which is relevant to marketing and cost accounting**

Visit to Thirumalai Nayakkar mahal, Madurai

10.02.2020



- **This visit is related to the subject “Cultural Tourism in India” (SBE) students learnt about historical information like Thirumalai Nayakkar history, ancient people ornaments, cultural behaviors, sculptures, etc. This trip helps the students for knowing Indian’s culture and tourism development activities.**
- **This trip helps to know about the Indian culture and tourism development**
- **Tourism can provide jobs and improve the GDP of the country**
- **It as act as supporting element for the subjects they processes in their Curriculum**

Visit to Eco-park, Madurai

10.02.2020



This visit is related to the subject “Environmental Studies” in the second semester of the curriculum. The students recognized the environmental problems such as climate change, global warming, ozone layer depletion, acid rains and impacts on bio-diversity.

Visit to Tropical Butterfly Conservatory Park, Srirangam

21.02.2020



This visit is related to the subject “Environmental Studies” in the second semester of the curriculum. The students came to know about the importance of environment, variety of butterflies. The short film shown to the students with musical effects which contributes the importance of nature and life cycle of butterflies.

PG & Research Department of Commerce



Participative Learning

Assignments

Panel discussions

Seminars

Debates

Group discussions

Interviews with experts from the industry

National Level Seminar on “Transforming Managerial Skills of HR”

Date: 25.02.2017



Session I - Topic : Transformational Leadership on Management through Soft Skills.

Resource Person: Prof. Hemalatha ,Associate Professor, Dept of Secretarial Practice,Beasant Women’s College, Mangaluru – 3.

The session started with explaining about leader and leadership – “Leadership is main trait at a workplace”. Differences between hard skills and soft skills were stressed. The need and importance of developing managerial and leadership qualities in work place was also mentioned.

A clear description about qualities of transformational leader was given which included honest, trustworthy, powerful delegation, effective communication and so on. An instruction for taking up responsibilities as a challenge was given.

Session : II - Topic : Career Guidance.

Resource Person: Mr. Philip Judson Durairaj, HR Business Partner, CGI Information System and Management Consultants Pvt Ltd., Chennai.

The session started with interaction by throwing question about “What is Success?”. Few useful tips with regard to choosing of career were explained by giving eg. Of “Roger Bannister” a sprinter. He started his speech with the essence “Dream is not that you see in sleep; Dream is something that does not let you sleep” – a famous quote of Dr. A.P.J. Abdul kalam.

Derives opportunities for choosing career was shown which included Finance, Teaching, Audition, Aviation, Defense, Engineering and so on. A career opportunity in IT was shown in a flow chart which included application Development, Maintenance and support, Infrastructure management and so on.

Session III Resource Person: Prof. . Jyothi ,Head, Department of Secretarial Practice, Cross Land College, Brahmavar.

The session started with testing our listening skills. Few quotes were quoted with regard to importance o listing skills. Various research findings on listening were bought into notice by the resource person through presentation. Learning pyramid was shown where teaching others tops the pyramid as the source of retaining from listening input.

Significance of listening was illustrated with an example of Abhimanyu gaining knowledge when he was in his mother’s womb. Various key points that are essential for effective listening were referred together with types of listening.

Inter National Seminar
“SUCCESSFUL EMPLOYEE MANAGEMENT”

Date:10.08.2017



Dr.K.Ravichandran, Director of Experimental Education, Associate Professor, Abudhabi acted as a resource person of session-I. The resource person insisted on using the social Medias for useful education purposes. He also suggested asking a raise question to the students. The resource person instructed the students to communicate well stating “communication is wealth” in this era.

Dr.A.Anuradha, Professor and Head, Department of Management Studies, Bangalore acted as a resource person. She explained about “How to Avoid brain drain

Dr.Kavitha Jayakumar, Associate Professor, Department of Commerce, Christ University, Bangalore acted as a resource person of the III-Session on the topic “Employee Wellness Programme .She explained the benefits of having a wellness programme which includes less stress, physical fitness and general health benefits.

International Seminar
On
“CORPORATE GOVERNANCE: ISSUES AND CHALLENGES”
Date: 18th June 2018



This seminar proposed to examine the different dimensions of the Corporate Governance. The organization's performance depends upon the size and composition of their Board. The corporate governance facilitates the process of achieving goals effectively.

In the Plenary Session-I, a Special Lecture was given by **Dr. Balasundram Maniam** Sam Houston State University, USA on the topic , “**The Many Faces of Sarbanes-Oxley Act**”. He narrated the evolution of the Act which was passed by US government to protect the investors from the possibility of fraudulent

accounting activities by corporates .He also explained how the reforms helped to improve financial disclosures from the firms and prevent accounting fraud.

In the Plenary Session-II, **Dr.M. Selvam**, Dean, Faculty of Management., Professor and Head Department of Commerce and Financial Studies Bharathidasan University has delivered a Special lecture on the topic “**State of Independent Director in India**”. He elaborated on the roles of Independent directors in improving corporate credibility and governance standards. He explained the active role of independent directors to ensure good governance.

On 19.06.2018, In the Plenary Session-III, a Special Lecture on “**Effective Corporate Governance and Financial Reporting**” was given *by* **Dr. Desti Kannaiah**, James Cook University, Singapore. In his lecture he stated that accurate financial reporting is the prerequisite for effective Corporate Governance. He suggested that the Board of Directors should pay more attention to the shareholder’s interest in the company.

In the Plenary Session-IV, a Special Lecture on “International Bench-Marks in Corporate Governance Practices” was given by Dr. D. Ilangovan, Professor and Head, Department of Commerce Annamalai University, Chidambaram. He described the various Corporate Governance practices in the international level and the current trends in the area of corporate governance.

Debate on Social media Boon or Bane

DATE :31.08.2019



- 10 students of I M. Com were participated in the debate
- They explained the advantages and disadvantages of social media

VIDEO – CONFERENCING PROGRAMME on “Strategic Management”

Date:12.02.2019



Video conferencing programme was headed by **Ms.T.N.Kanchana Chitra, ACS** . She explained the concepts and framework of SWOT analysis, experience curve, portfolio theory, formulation and implementation of strategies and the process involved in strategic management.90 students were benefited by this programme.

SIGCOM EXHIBITION 2019

Date:15.03.2019



130 models have been presented by both UG and PG students in the exhibition.

It covers the following topics:

- **Channels of Distribution**
- **GST implementation**
- **Tourism in Tamil Nadu**
- **E-Commerce**
- **Types of markets**
- **Business environment**
- **Demonetization**
- **ATM Robbery**
- **Anti-Radiation card**

LECTURE ON HEALTH AWARENESS

27.07.2019



**Resource person- Dr. T.Karpagam, Asst Prof in Bio Chemistry
Shrimati Indira Gandhi College.**

- 220 students of I B. Com were participated
- Students have gained more knowledge regarding the importance of health and how to maintain the balanced diet.
- She also explained importance of Nutrition, types of food, meaning of Carbohydrates, Fats, Proteins, Vitamins and how to convert food into energy.

Lecture on future of Solar Energy in India

04.09.2019



- **120 students of Advanced learners of I B. Com & I B. Com CA were participated**
- **Students have gained more knowledge regarding importance of sunlight**
- **Various functions of solar energy were clearly explained to the students which help them to gain knowledge.**
- **The images of various uses of solar energy were shown through PowerPoint followed by introduction, meaning of Solar energy, importance of sun light, various factors of solar energy were explained**

**Lecture programme on Importance of forest Conservation and
Amazon Forest fire
10.09.2019**



- **120 students of Advanced learners of I B. Com & I B. Com CA were participated**
- **She also shared some valuable information about the Amazon Forest and highlighted that Amazon Forest is treated as “Lungs of the earth”**
- **Several videos were projected to the students to know about the importance of Amazon Forest.**

Poster presentation on Indian leaders and freedom fighters

08.02.2020



- 120 students were participated from UG and PG programs.
- The visual aids helped the students to understand the theme and they got indepth knowledge about the particular theme.
- It was an eye-catching experience and post helps to stay engaged in their curriculum.

International seminar on emerging trends of HRM in Globalized Era
28.02.2020



- **380 students were participated from UG and PG programs.**
- Students got a clear idea about 360° feedback regarding the employees.
- The main Moto of the employer is placing "the right man in the right job"
- Students came to know about the humanoids in the HRM in global level.
- Transparency in HR between employer and employee should be maintained for the smooth functioning of the organisation.

Debate on “Trends & Issues in Tax Policy & It’s Reforms in India”

Date:05.03.2021



- **125 students participated in this session and benefited.**
- **Ms.G.Chitra and V.S.Baladharani** presented about the distribution of funds to the Agriculture sector. **Ms E.Deepika and B.Nalini** discussed on the changes in the Financial Reforms. **Ms.KasifaBanu and S.Kaviarasi** argued about the funds distribution to Industry and Transport sector. **Ms.V.Akarshini & Ms.V.Subhashini** debated the allocation of funds to Education sector. **Ms.S.Abhigna** and **S.Shruthikaa** discoursed the provision of funds to Healthcare sector. **Ms.M.Varsha** and **U.Karishma** discussed the distribution of funds to Information Technology sector. **Ms.S.Anjana Devi** and **Ms.HariniSekar** put forth their views on apportionment of funds to Research and Development Sector.
- The Session moved interestingly with the active participation of the students of Commerce, MBA and BBA. They discussed their ideas and views on various sectors in Union Budget 2021. They also discussed about the benefits, constructive and adverse influence of Union Budget allocation in the selected sectors. The debate was concluded by the mediator's with an explanation on the difference between the Direct Tax and Indirect Tax collection in India.

ICT BASED TEACHING



- From the year 2018 ICT based teaching was adopted by the department faculty members for both UG and PG Students

ICT based Students Seminar by the UG and PG students



ROLE PLAY



Role play was held on 31.10.2018 for our department students. Ms. S.Jayabarkavi, Ms.M.Mathumitha, Ms.A.Nandhini and Ms.P.Keerthana of III B.com were participated and played the role as superior and subordinates.

They expressed both the positive and negative approach towards their role. Finally they suggested the positive approach of superior and subordinates are important to attain the Organizational goals.

GROUP DISCUSSION



A Group Discussion on

1. New channels breaking rules to give breaking news
2. Indian adolescents' needs proper sexual education and reproductive awareness
3. Excessive use of electronic gadgets is leading to hampering of analytical skills of students
4. Usefulness of social networking websites are just waste of time was conducted by The P&G and Research Department of commerce on. 28.10.2018. for the students of our department.

Totally 48 students participated in the group Discussion. The students were divided into 8 teams (6 participants in each team). The discussion was presided by Dr.A.Hemalatha Head, Department of commerce and Ms.Uma, B.Com, ICWAI, was the moderator. Ms.V.Abarna and her team secured the first place and Ms.S.shalini and her team secured the second place.

QUIZ



Business and commerce Quiz competition was held on 29.10.18. Around 50 students participated. A prelim was conducted and from among the 50 participants, 18 were short listed for the final which was held on 30.10.18.

The finalists were divided into 6 teams (with 3 participants). Before starting the Quiz, the Quiz master Ms.A.Sabina, Associate professor, Department of commerce, shrimati Indira Gandhi College Explained the rules regarding the finals. Totally there were seven rounds of questions.

The first prize was secured by V.Abarna of III.B.com 'A' SM.Neelambari of II B.com 'B' and SR.Vedhavarshini of I B.Com 'D' with 40 points.

The entire finalist participated with zeal and enthusiasm Ms.V.Abarna of III B.Com 'A' gave a feed back about the business and commerce Quiz.

DEBATE

Topic: “Impact of Mobile Phones towards College students- Pros and Cons”

31.08.2019



Debate was conducted to two groups:

- One Group speaks about the positive impact of Mobile phones towards the college students.
- Second Group speaks about the negative impact of Mobile phones towards the college students.

Some students highlights their positive impact of cellphones

- Easy Sharing of Documents
- Quick Communication
- Search of Information
- Tracking of Places with the help of Google Map

Some students highlights their Negative impact of cellphones

- Lack of concentration in their subjects.
- Mis use of cell phones
- Affect their health.

Finally the debate was concluded by expressing the important views and the impact of mobile phones among the college students mainly depends upon the usage of the mobile phones.

PG & Research Department of Commerce



Problem solving methodologies

Problem solving skills

Aptitude Skills

Group Learning

Budget Analysis

Programme Debugging

Brainstorming

“UNION BUDGET 2019”

Date : 16.02.2019



- **The beneficiaries were 72 students of M. Com and Research scholars**
- **Research scholars and M.com students presented Union budget in PowerPoint which highlighted tax ceiling and other important aspects of this budget.**

Life skill orientation programme on online stock trading

19.10.2019



- **The beneficiaries were 72 students of I M.Com & II M.Com**
- **The resource Person Mr.S.C.Sekar, Area Manager- Integrated Enterprises Pvt Ltd, Kumbakonam shared his knowledge about National Stock Exchange, Bombay Stock Exchange , Money making opportunities through stock exchange, mechanism of trading virtual reality about market.**

PowerPoint presentation on Brand Management

13.07.2019



- **The beneficiaries were 72 students of I M. Com & II M. Com**
- **The students explained various topics related to Brand namely Brand image, Brand awareness, Brand Strategies, Brand Management, Brand Loyalty, Brand Equity.**

Brain storming session on challenges in skill development

04.01.2020

Resource Person: Ms.K.Uma

Asst Prof in Commerce, Shrimati Indira Gandhi College.



- **The beneficiaries were 70 students of UG and PG programs.**
- **Students came to know about the impact and importance of the soft skill for facing the interview**
- **It creates an idea about how to balance social, workforce and emotional well being**
- **It creates and awareness about the various skills to be developed like critical thinking problem solving network collaboration and initiative and entrepreneurialism**

Discussion on Union Budget

15.02.2020



- **The beneficiaries were 70 students of UG and PG programs.**
- **Discussion helped to have a clear idea about the Union Budget 2020 and two teams were partitioned to express their views regarding positive and negative impacts of Union Budget.**
- **It helped to know about the social justice and equality while encouraging quick and the balanced economic growth in our nation.**
- **They got a clear idea about hand proper handling of inflation and deflation thus bringing economic stability.**

PEER LEARNING

TOPIC : Time value of money (TVM)

The team leader explains the concepts of Time Value of Money.

The time value of money (TVM) is the concept that money available at the present time is worth more than the identical sum in the future due to its potential earning capacity. This core principle of finance holds that, provided money can earn interest, any amount of money is worth more the sooner it is received. TVM is also sometimes referred to as present discounted value.



JIG SAW METHOD OF LEARNING

Topic: IMPACT OF MEDIA OF ADVERTISING TOWARDS CONSUMERS”

The **jigsaw** technique is a method of organizing classroom activity that makes students dependent on each other to succeed. It breaks classes into groups and breaks assignments into pieces that the group assembles to complete the (jigsaw) puzzle.

Jig Saw Team : 1

- **N.Ananthavalli -“Television”**
- **Rajalakshmi -“Social Networking”**
- **Suguna -“ Newspapers”**



Jig Saw Team :2

- **S.Swathi -“Television”**
- **Saranya -“Social Networking”**
- **Yasodha – “Newspaper”**



Jigsaw Team: 3

- **Deepa -“Television”**
- **Varsha – “Social Networking”**
- **Saradha – “ Newspaper”**

