

PPG COLLEGE OF ARTS AND SCIENCE
(Affiliated To Bharathiar University)
COIMBATORE-35

Department of Commerce Activity

Academic Year 2023-2024(ODD)

Event : Seminar on TAXATION SYSTEM IN INDIA

The Department of Commerce organized a **Seminar on “Taxation system in india”** for B.Com students on 14.07.2023 at 10.00 Am through offline. The Resource person was Mrs.M.Bama, Assistant professor, Kongunadu Arts and Science College, Coimbatore.

The Resource Person gave a brief notes meaning of taxation, types of tax and what are the tax that are payable along with deductions.



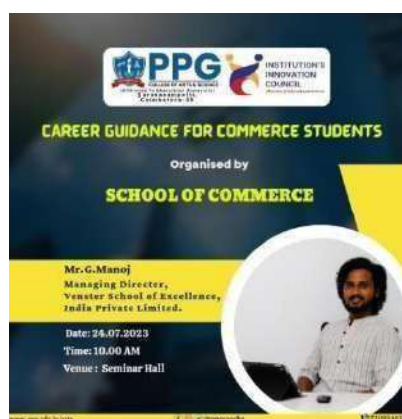
Event : Seminar on Overview of MS-Office

The Department of Commerce organized a **Seminar on “Overview of MS-Office”** for B.Com students on 19.07.2023 at 10.00 Am through offline. The Resource person was Mr.M.K.Prakash, Assistant Professor, Department of BCA,SRMV College of Arts and Science, Coimbatore. The Resource Person spoke about the Overview of the MS-Office. He said the versions of MS-Office and its uses. He also spoke about its features.



Event : Seminar on Career Guidance for Commerce Students

The Department of Commerce organized a **Seminar on “Career Guidance for Commerce Students”** for Commerce students on 24.07.2023 at 10.00 Am through offline. The Resource person was Mr.G.Manoj, Managing Director, Venster School of Excellence, India Pvt Ltd. The Resource Person spoke about the CA course examination and how to prepare for the exam and what are the norms to apply for the examination.



Event : Seminar on Overview of Taxation System in India

The Department of Commerce organized a **Seminar on “Overview of Taxation System in India”** for Commerce students on 24.07.2023 at 02.00 Pm through offline. The Resource person was Mr.S.Balavimalesh, Associate Director, Venster School of Excellence, India Pvt Ltd. The Resource Person spoke about how to file the tax Returns, What are the

tax slabs, what the exemptions are given under deductions in various sections and also he gave a note on the five heads of income tax.

Event : Seminar on Corporate Accounting as an instrument for a company

The Department of Commerce organized a **Seminar on “Corporate Accounting as an instrument for a company”** for B.Com students on 27.07.2023 at 10.00 Am through offline. The Resource person was Ms.Teena Thomas, Assistant Professor, Department of Commerce CA, Sri Krishna Adhithya College of Arts and science. The Resource Person spoke about the types of accounting and what are shares and how they issue the authorised and un authorised capital to the public. She also said about the instruments of the company.



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Event : Webinar on Forms of Organisation

The Department of Commerce organized a **Webinar on “Forms of Organisation”** for I B.Com students on 08.08.2023 at 02.00 Pm through online. The Resource person was Mrs.P.K.Swathi, Assistant Professor, Kristu Jeyanti College, Bangalore. The Resource Person spoke about the Forms of organization the sole proprietorship, Partnership, Cooperative, Limited Company.



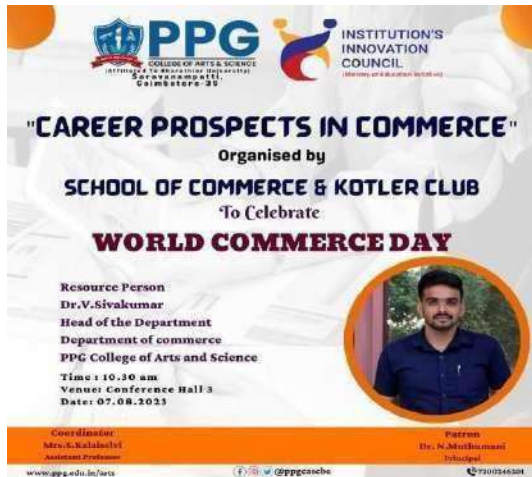
Event : 77th independence day

The Department of Commerce organized a “77th independence day” for B.Com students on 14.08.2023 at 02.00 Pm. We celebrate 77th independence day by remembering our Indian freedom fighters. Students spoke about the leaders and their contribution.



Event : seminar on Career Prospects in Commerce

The Department of Commerce & Kotler club organized a **seminar on “Career Prospects in Commerce”** for School of Commerce on 07.08.2023 at 10.10 Am. The Resource person was Dr.V.Sivakumar,HOD Department of commerce Assistant Professor, PPG College of arts and science. The Resource Person spoke about the importance of commerce and its types



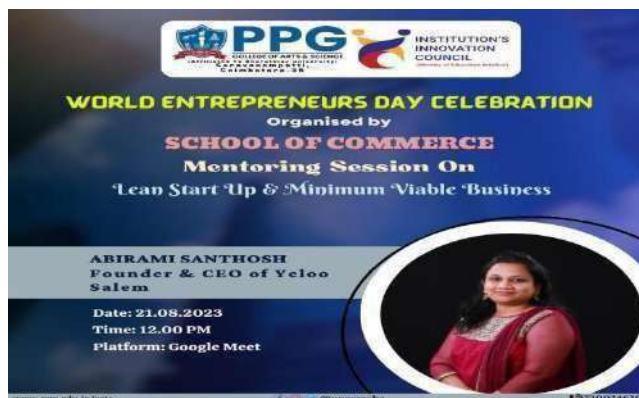
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Department of Commerce Activity

Academic Year 2023-2024(ODD)

Event : Webinar on Lean Start up & Minimum viable Business

The Department of Commerce organized a Webinar on “Lean Start up & Minimum viable Business” for commerce students on 21.08.2023 at 12.00 Pm through online. The Resource person was Abirami Santhosh, Founder & CEO of Yeloo, Salem. The Resource Person spoke About the entrepreneurship and stock management, she gave the ideas to reach the target of market and she also spoke about the consumer behaviour towards the product investment ideas and strategies.



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Event : Session on Accelerators – Opportunities for students and faculties – Early stage Entrepreneurs

The Department of Commerce organized a Seminar on “Session on Accelerators – Opportunities for students and faculties – Early stage Entrepreneurs” for commerce students on 30.08.2023 at 2.00 Pm through offline. The Resource person was Mr.Vinoth .V , Proprietor – V V Interiors, Contractor, Indian oil corporation. The resource person spoke about how the company can be started and in what ways the loan can be applied and what are its procedures. What are the steps that should be applied for the development of the company. How the company can be made advertise in social media's.



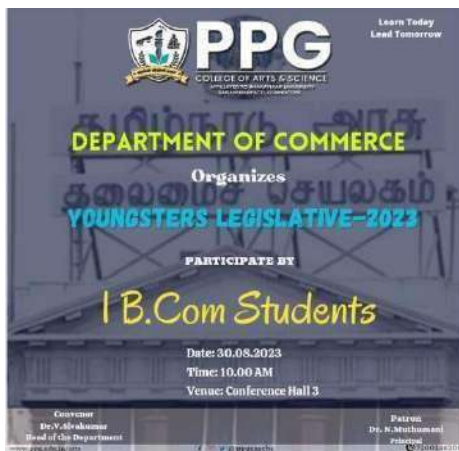
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Department of Commerce Activity

Academic Year 2023-2024(ODD)

Event : Young Legislative - 2023

The Department of Commerce organized a Activity on “Young Legislative - 2023” for I year commerce students on 30.08.2023 at 10.00 Am through offline. The Resource person was Dr.V.Sivakumar, HOD Department of Commerce, PPG college of Arts and Science, Coimbatore. The Resource Person discussed about the parliament stimulating. In this they spoke about the policy making process and steps to be taken for the development of the state.



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Department of Commerce Activity

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Event : Peer learning on Women Entrepreneurship

The Department of Commerce organized a **Peer Learning on “Women Entrepreneurship”** for M.Com students on 11.09.2023 at 10.00 Am through offline. The Resource person was Ms.K.Poornima I M.Com Student,PPG College of Arts and Science, Coimbatore-35. The resource person spoke about how the women should do the business and how they can succeed and what are the ways that a women can develop the job opportunities.



Event : Peer learning on Service Marketing Qualities and Strategies

The Department of Commerce organized a **Peer Learning on “Service Marketing Qualities and Strategies”** for M.Com students on 12.09.2023 at 10.00 Am through offline. The Resource person was Ms.R.Sujitha I M.Com Student,PPG College of Arts and Science, Coimbatore-35. The resource person spoke about how the marketing strategies can be made as quality and how to capture the customers by rendering the services. How to promote the services by their characteristics like perishability, intangibility, tangibility and by heterogeneity.



Event : Peer learning on Mobile Banking Application

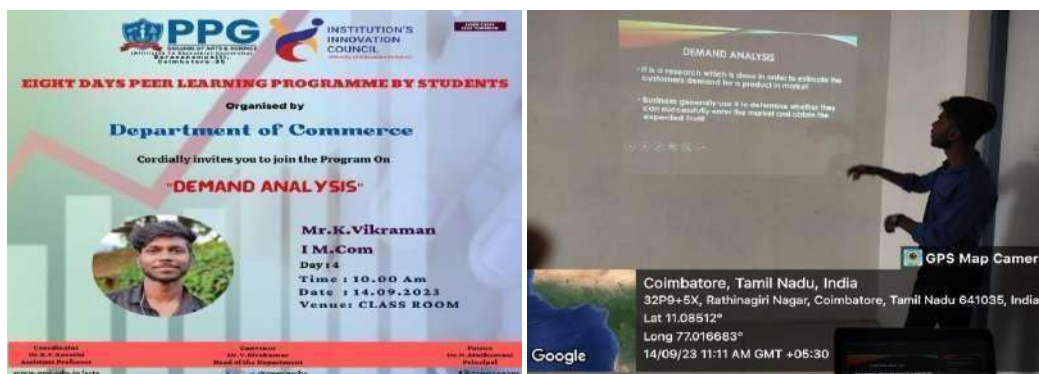
The Department of Commerce organized a **Peer Learning on “Mobile Banking Application”** for M.Com students on 13.09.2023 at 10.00 Am through offline. The Resource person was Ms.M.Maheshwari I M.Com Student, PPG College of Arts and Science, Coimbatore-35. The resource person spoke about how the banking activity is made digitally. How the funds are transferred from one bank to another. How the digital banking replaced the entire eco system of financial transactions.



Event : Peer learning on Demand Analysis

The Department of Commerce organized a **Peer Learning on “Demand Analysis”** for M.Com students on 14.09.2023 at 10.00 Am through offline. The Resource person was Mr.K.Vikraman I M.Com Student, PPG College of Arts and Science, Coimbatore-35. The resource person spoke about how the business can capture market by creating the demand for the product. He also said that the research activity should be made before

marketing a product to capture a huge number of customers to identify the needs and wants of the customers. Majorly the business should adopt the pull based model.



Event : Peer learning on Social Media Marketing

The Department of Commerce organized a **Peer Learning on “Social Media Marketing”** for M.Com students on 15.09.2023 at 10.00 Am through offline. The Resource person was Ms.P.Gomathi I M.Com Student,PPG College of Arts and Science, Coimbatore-35The resource person spoke about how the advertisement is made digitally. In what way the customers can advertise their product through the digital medias like instagram, facebook, twitter, whatsapp etc.,.She also said how to advertise in website.



Event : Peer learning on Information Technology in Business

The Department of Commerce organized a **Peer Learning on “Information Technology in Business”** for M.Com students on 19.09.2023 at 10.00 Am through offline. The Resource person was Ms.M.Kalaiarasi I M.Com Student,PPG College of Arts and Science,

Coimbatore-35. The resource person spoke about how the technology is used in business and what are the ways to increase the sale of products and services. How to capture the market easily and how to maintain the records easily.



Event : Peer learning on Cyber Security

The Department of Commerce organized a **Peer Learning on “Cyber Security”** for M.Com students on 20.09.2023 at 10.00 Am through offline. The Resource person was Ms.G.Divya M.Com Student,PPG College of Arts and Science, Coimbatore-35. The resource person spoke about how to protect our mobiles, networks from the malicious attack. How to protect our data and money from the attacks and how to buy and sell goods by e-commerce and what are the scams and how to protects us.



Event : Peer learning on Brand Management

The Department of Commerce organized a **Peer Learning on “Brand Management”** for M.Com students on 21.09.2023 at 10.00 Am through offline. The Resource person was Ms.G.Meena M.Com Student, PPG College of Arts and Science, Coimbatore-35. The

resource person spoke about how to create a brand loyalty. What are the associations can be made to create brand awareness. What kind of research activity can be made to create a loyalty. How to capture the customers and in what way of attitude the market segmentation can be achieved.



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Event : Alumini talk on Career opportunities in IT Sector After Commerce Graduation

The Department of Commerce organized a **Alumini talk on “Career opportunities in IT Sector After Commerce Graduation”** for UG & PG students on 10.10.2023 at 10.00 Am through offline in Seminar Hall. The Resource person was Ms.M.Bhavadharani, Senior Analysts, Statestreet HCL Services, Coimbatore. The resource person spoke about the opportunities that are available in IT sector after commerce graduation. She said how to prepare for interview and how to attend the appititude test in a reputed company. She also spoke about how to improve the communication skills and how to capture the opportunities in this field.



Event : □□□□□□ □□□□□□□□□□

The Department of Commerce organized a **Seminar on “□□□□□□ □□□□□□□□□□”** for UG & PG students on 12.10.2023 at 10.00 Am through offline in Conference Hall 2. The Resource person was Pulavar Ramalingam, Former Head of tamil department, Activist, Lakshmi chordia Arts College, Cuddalore. The resource person spoke that the disability can also lead to success in the world eg. Louis Braille who lost his eyes and found the system of reading and writing by using dots. He also spoke about the Nick Vujicic who was born without arms and legs have succeeded in his life with renowned speaker.

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Event : Seminar on How to Crack Competitive Exams

The Department of Commerce organized a **Seminar on “ How to Crack Competitive Exams”** for B.Com students on 17.10.2023 at 02.00 Pm through offline. The Resource person was Mr.T.Lakshmi Narayan, Deputy Tahasildar, Election section, Collector Office, Coimbatore. The resource person spoke how to attend the government exams and what are the topics to be covered and how to prepare for the exams. He also taught what are the tricks to be followed while preparing for the exams.



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Event : Seminar on Entrepreneurship and Innovation

The Department of Commerce organized a **Seminar on “Entrepreneurship and Innovation”** for B.Com students on 19.10.2023 at 10.00 Am through offline. The Resource person was Mr.D.Srinivasan, Managing Director, Bascet Engineering India Pvt Ltd., The resource person spoke how to be an entrepreneur and what are the steps to be followed to be an entrepreneur and how to think positively to ensure the business enterprise. He also makes discussion about the latest invention of artificial intelligence.



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Event : Seminar on Environmental Governance

The Department of Commerce organized a **Seminar on “Environmental Governance”** for B.Com students on 18.10.2023 at 10.00 Am through offline. The Resource person was Mr.Marimuthu Yoganathan, Managing Trustee, Tree trust Environmentalist. The resource person spoke how to maintain the trees. He also said how to protect forest and animals. The Plants protect the environment and pollution so plant a tree. He said not to crack the crackers for deepavali so that we can control the air pollution.



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Event : Seminar on Intra Institutional Idea Competition

The Department of Commerce organized a Seminar on “Intra Institutional Idea Competition” for Commerce students on 28.11.2023 at 12.30 Pm through offline. The Resource person was Students of Commerce, PPG College of Arts and Science College, Coimbatore. The Resource Person gave a brief notes The resource person spoke how the competition can be met and how to prepare for the competitive exams.

