

**PPG COLLEGE OF ARTS AND SCIENCE**  
(Affiliated to Bharathiar University)  
**COIMBATORE-35**  
**DEPARTMENT OF COMMERCE WITH CA**

**2024-2025 (ODD SEM)**

**JULY MONTH REPORT**

**Event : Students Induction Program -1.** Strategies thinking and problem-solving: Core attributes of Commerce Graduates.

The Commerce with CA organized a Students Induction Program for all UG I year Commerce students . On 12.07.2024 at 10.00 AM the resource person was Dr.Balamurgan.S, Assistant Professor & Head, Department of Commerce International Business, Government Arts and Science College, Avinashi. Strategic thinking allows Commerce graduates to envision long-term goals and formulate plans to achieve them. It involves considering multiple factors, such as market trends, competition, and consumer behaviour, to make informed decisions that drive business growth and sustainability.<sup>3</sup> Many cultural events were conducted to motivate students in extracurricular activities, aiming to identify and nurture their individual talents.



**SEVENDAYS STUDENT PEER LEARNING PROGRAMME**

**Event : Peer Learning By Students**

**Day-1**

**Date: 19.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on “**E-Commerce and online entrepreneur**” on 19.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was Ms.V.Agalya, III B.Com (CA) Student,PPG College of Arts and Science, Coimbatore-35.The Resource Person spoke about the E-commerce refers to the buying and selling of goods or services using the internet. There are various platforms that can be used in e-commerce. Online entrepreneurship involves starting and running a business primarily on the internet.

She discussed the business models and the marketing strategies required for it. An entrepreneur needs creative, technical, and business skills and must face various challenges by utilizing available resources



**Event : Peer Learning By Students**

**Day-2**

**Date: 22.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on “**Electronic Payment System**” on 22.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was Ms.M.D.Nikitha, III B.Com (CA) Student,PPG College of Arts and Science, Coimbatore-35.The resource person explained that an electronic payment system (EPS) is a way of making transactions or paying for goods and

services electronically, without the need for physical money or checks. These systems are crucial for the functioning of e-commerce and online businesses. She also discussed the types of EPS available and how it works, as well as the advantages and disadvantages of using an electronic payment system."



**Event : Peer Learning By Students**

**Day-3**

**Date: 23.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on “Online Marketing” on 23.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was MrM.Murugan, III B.Com (CA) Student,PPG College



of Arts and Science, Coimbatore-35. The Resource Person spoke about the Online marketing encompasses a range of strategies and techniques aimed at promoting products or services through digital channels. It leverages platforms like social media, search engines, email, and websites to reach and engage with target audiences. By utilizing tools such as SEO (Search Engine Optimization), PPC (Pay-Per-Click) advertising, content marketing, and data analytics, businesses can effectively enhance their visibility, drive traffic, and increase conversions. The dynamic nature of online marketing requires continuous adaptation to emerging trends and technologies to stay competitive and maximize return on investment.



**Event : Peer Learning By Students**

**Day-4**

**Date: 24.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on “**Client/Server Model**” on 24.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was Mr.S.Sanjay Ram, III B.Com (CA) Student,PPG College of Arts and Science, Coimbatore-35. The Resource Person spoke about the client-server model is a fundamental concept in network computing that divides tasks and workloads between providers of a resource or service, called servers, and service requesters, called clients. He also explained how the client-server model works. The types of servers include web servers, database servers, file servers, mail servers, and application servers. Various communication protocols are used in this model. Finally, it is noted for its efficient and scalable distribution of resources.



**Event : Peer Learning By Students**

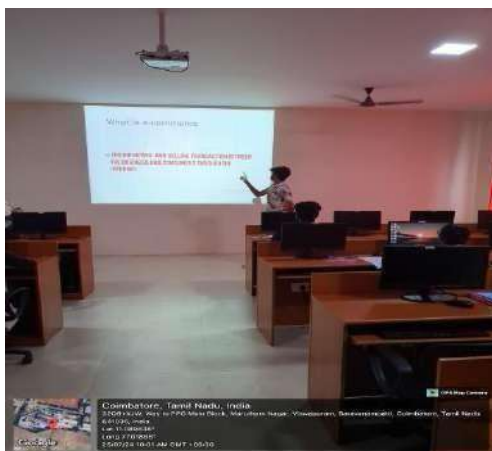
**Day-5**

**Date: 25.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on “**Online Payment System and Online Shopping**” on 25.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was Mr.S.Ajay,III B.Com (CA) Student,PPG College of Arts and Science, Coimbatore-35. The Resource Person spoke about an online payment system enables electronic transactions for goods and services over the internet, involving methods such as credit and debit cards, digital wallets, bank transfers, cryptocurrency, and mobile payments. Online shopping allows consumers to buy goods and services over the internet using various platforms like websites and social media. Shopping and payment are closely related, and their integration ensures customer satisfaction, making them successful platforms.







**Event : Peer Learning By Students**

**Day-6**

**Date: 26.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on **“Network Security and Firewall”** on 26.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was Mr.B.Thiyaneswaran, III B.Com (CA) Student, PPG College of Arts and Science, Coimbatore-35. The resource person spoke about network security and firewalls as crucial components of an organization's overall cybersecurity strategy. Network security involves measures and protocols designed to protect the integrity, confidentiality, and accessibility of computer networks and data. It encompasses a wide range of practices and technologies to prevent unauthorized access, misuse, malfunction, modification, destruction, or improper disclosure of the network. A firewall is a network security device or software that monitors and controls incoming and outgoing network traffic based on predetermined security rules, acting as a barrier between a trusted internal network and untrusted external networks.

**PPG** Learn Today Lead Tomorrow  
COLLEGE OF ARTS & SCIENCE  
"SANGATHA KAMALAM"

**DEPARTMENT OF COMMERCE WITH CA**  
*Cordially invites you to join a*  
**7- days**  
**Student Peer learning Programme**  
**DAY - 6**  
**Topic :**  
**"NETWORK SECURITY AND FIREWALL"**

**B.Thiyaneswaran**  
**III B.COM (CA)**

**10:00am** **26/07/2021** **Class room**

**Co-ordinator**  
**Mrs.S. Kaliselvi**  
Assistant Professor  
www.ppg.edu.in

**Convener**  
**Dr.R.Kumaresan**  
HOD  
@ppgmain

**patron**  
**Dr.N.Muthumani**  
Principal  
@ppgmain



**Event : Peer Learning By Students**

**Day-7**

**Date: 29.07.24**

The Department of Commerce with (CA) organized a Peer Learning by Students on **“Value Added Network”** on 29.07.24 at 10.00 A.M through offline. Our Student participated in this event. The Resource persons was Mr.R.Sanjay, III B.Com (CA) Student,PPG College of Arts and Science, Coimbatore-35. The resource person spoke about Value Added Network (VAN) is a private, third-party network service that enhances the transmission of data between businesses. Unlike standard public networks, a VAN provides additional features such as secure data encryption, protocol conversion, and reliable data delivery, ensuring smooth and efficient electronic communication. By acting as an intermediary, VANs streamline the exchange of business documents like purchase orders and invoices, improve data integrity, and offer support services that facilitate compliance with industry standards. This added value helps companies optimize their operations, reduce errors, and maintain secure and reliable business transactions.





### Event : Seminar on “Budgetary Road Map 2k24”

The Department of Commerce with (CA) organized a Seminar on “Budgetary Road Map 2k24” for B.Com(CA) students on 25.07.2024 at 11.00 Am through offline. Ms. G. Karshana, II.B.Com(CA), MS, Ms. D. Shanthi, II.B.Com(CA), Ms. Y. Jayasree, I.B.Com(CA), Ms. G. Divya, I.B.Com(CA), Students, PPG College of Arts and Science, Coimbatore. The students explained about the Union Budget 2024 presented by Finance Minister Nirmala Sitharaman, highlighting several key aspects. The budget includes plans to form a high-powered committee. In aviation, the expansion will include over 1,000 new aircraft orders, doubling the number of operational airports to 149. For education and employment, the government plans to support women, youth, and farmers, and create job opportunities. The agriculture sector will receive an allocation of ₹1.52 lakh crore. An allocation of ₹11,11,111 crore, which is 3.4% of GDP, has been made for infrastructure capital expenditure. The government has set aside ₹6.21 lakh crore for defense expenditure for the fiscal year 2024-25, an increase from the previous year's ₹5.94 lakh crore. The Union Budget 2024-25 also includes new government

schemes aimed at achieving Viksit Bharat 2047, the Rooftop Solar Scheme, Atmanirbhar Oil Seeds Abhiyan, Employment Linked Incentive Schemes, a new Skilling Programme, Pradhan Mantri Janjatiya Unnat Gram Abhiyan, and a Credit Guarantee Scheme for MSMEs. The income tax slabs have been revised to provide relief to the lower middle class, with the proposed tax slabs and creating job opportunities.



### Event : Seminar on “Carreer Development Program ”

The Department of Commerce with (CA) organized a Seminar on “Carreer Development Program ” for B.Com(CA) students on 25.07.2024 at 11.00 Am through offline. Mr.F.Stanislaus, Assistant Professor, Department of Business Administration, PPG college of arts and science, Coimbatore-35. The resource person spoke about the future careers of the students, emphasizing the importance of setting clear goals and outlining the steps needed to achieve them. He highlighted that commerce is a well-structured field for development and strategic planning. The future scope of commerce is promising, with the potential for high- paying jobs such as investment banking, management consulting, financial analysis, actuarial science, and corporate law. However, it is essential to research specific industries and career paths to determine which job aligns best with one's skills, interests, and career goals. Commerce education provides a comprehensive understanding of economics, accountancy, management, and computer fundamentals and programming. The relationship between management and

commerce involves the exchange of goods and services among business entities, while management focuses on the coordination of business activities to achieve defined objectives.



### Event: Industrial Visit

**Date: 27.07.2024**









The Department of Commerce with Computer Applications at PPG College of Arts and Science organized a Swachh Bharat Abhiyan extension activity at “Thangamman Kovil, Kalapatti” on 27.07.2024. The activity aimed to increase awareness and participation in the Swachh Bharat Abhiyan among local residents. We organized cleanliness drives in and around the venue, promoting hygiene and sanitation. Additionally, we conducted educational sessions on the importance of cleanliness and proper waste management. The welfare activities measured the impact of the initiative on the local community and planned for sustained efforts.

#### **Event : Seminar on “Banking & Insurance”**

PPG College of Arts and Science, Department of Commerce with Computer Applications organizes a Seminar on “Banking & Insurance” on 29.07.2024. The resource person was Mr. Muthu Ganesh, Regional Training Manager, Adthiya Birla Sun Life, Coimbatore and Mr. R.Siva, Regional Product Manager, Ujjivan Small Finance Bank, Coimbatore. The resource person discussed the role of financial services, which include accepting deposits, providing loans, and facilitating transactions. These services are crucial to the economy as they enable savings, investments, and credit access for individuals and businesses. In banking, individuals use services such as checking accounts, mortgages, and credit cards, while businesses utilize them for loans, cash management, and financial growth. The future of banking is expected to involve digital transformation through AI and block chain technology. In the insurance sector, the emphasis is on promoting financial security and allowing businesses to plan for the future with confidence. The increased adoption of digital technologies will enhance risk assessment and improve consumer protection by making insurance solutions more affordable and accessible.





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**COIMBATORE-35**  
**Department of Commerce (CA)**

**Academic Year 2024-2025**

**Event : Demystifying the stock market (Day:1)**

The Department of Commerce with CA organized an extension Activity on “Green Diwali Celebration” for Palamalai (Asopted Village),Coimbatore on 28.10.2024 at 10.30 A.m. We went to the village and provide the dresses and sweets to the needy people.The village people made a traditional dance.



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**Academic Year 2024-2025 (Even Semester)**

**Event : Research Methodology**

The Department of Commerce with Computer Applications organized a Seminar on titled “Research Methodology” for Final year commerce with ca students on 24.01.2025 at 10.30 A.m in Conference Hall. The Resource person was Dr.Manjula Mohan, Assistant professor, Department of International business, Dr.N.G.P Institutions. She said he explained the concept of research, describing research methods, illustrating literature review collection, and outlining appropriate methodologies, sample selection, and data analysis tools for project implementation



**Event : Carrier guidance on professional**

The Department of Commerce with Computer Applications organized a Carrier Guidance Program on titled “Awareness on professional qualification in finance ” for commerce with CA students on 28.01.2025 at 2.00 P.m in III B.Com CA class room. The Resource person was Mr.G.Sudheesh Sharma CA., Lead Consultant Director, Business Relations of Global FTI, Tens 8 Management Consultants, Bangalore The resource person gave a brief guide lines on how to do the ACA. It Provide insights into career opportunities and growth prospects and Equip students with practical skills and knowledge. It empowers the to make decisions about their careers.



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

### Department of Commerce with CA Activity

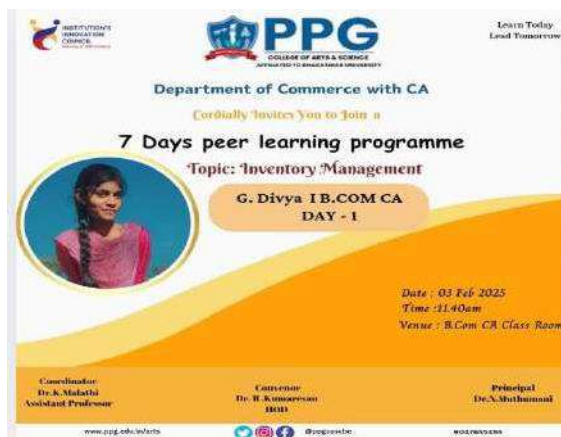
**Academic Year 2024-2025(EVEN)**

**Event : Peer learning on Inventory Management**

**Day-1**

The Department of Commerce CA organized a **Peer Learning on “Inventory Management”** for B.Com CA students on 03.02.25 at 11.40 Am through offline. The resource person spoke about The event was a highly engaging and informative and the session aimed to enhance students' understanding of inventory management principles and their real-world applications. Through interactive discussions and peer-led activities, participants explored key concepts, techniques, and challenges in managing inventory efficiently.





## Event : Peer learning on Accounting for Starts up

Day-2

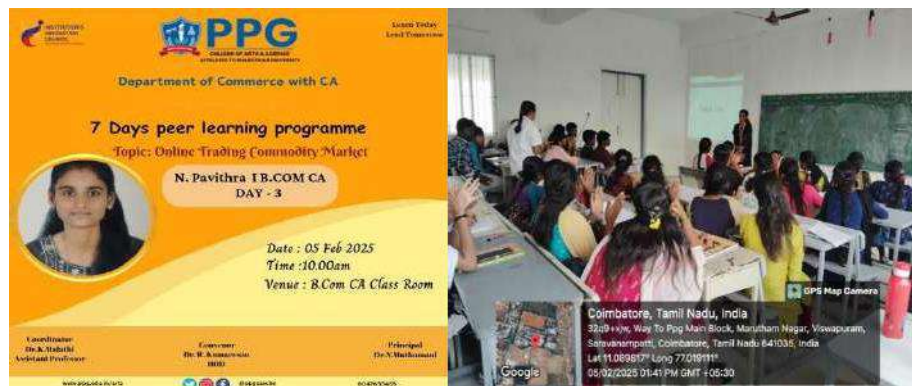
The Department of Commerce CA organized a **Peer Learning on “Accounting for Starts up”** for B.Com CA students on 04.02.25 at 10.00 Am through offline. The resource person spoke about the Event was an insightful and interactive learning experience. The session aimed to equip students with fundamental accounting knowledge essential for managing startup finances effectively. Through peer discussions and real-world examples, participants explored the importance of financial management in the success of a startup. Outcomes of the session was a better understanding of basic accounting principles, including concepts such as bookkeeping, financial statements (balance sheet, income statement, cash flow statement), and tax compliance.



### Event : Peer learning on Online Trading Commodity Markets

Day-3

The Department of Commerce CA organized a **Peer Learning on “Online Trading Commodity Markets”** for B.Com CA students on 05.02.25 at 10.00 Am through offline. The resource person spoke about The outcomes of the session was a better understanding of the online training market and its growing significance. Participants explored how digital learning platforms, virtual training programs, and e-learning committees operate in today’s education and corporate sectors. They learned about the various stakeholders involved, including trainers, learners, content developers, and platform providers.



## Event : Peer learning on Pinke Capital Entrepreneurs

Day-4

The Department of Commerce CA organized a **Peer Learning on “Pinke Capital Entrepreneurs”** for B.Com CA students on 06.02.25 at 10.00 Am through offline. The resource person spoke about pink capital, including its definition and significance in the global economy. They will be able to explain how LGBTQ+ purchasing power and entrepreneurship contribute to various industries and economic growth. Students will be able to identify key sectors where pink capital plays a major role, such as fashion, tourism, entertainment, and technology.



## Event : Peer learning on Effects of media and mode on communication Day-5

The Department of Commerce CA organized a **Peer Learning on “Effects of media and mode on communication”** for B.Com CA students on 07.02.25 at 02.15 Pm through offline. The resource person spoke about modes of communication, such as verbal, non-verbal, written, visual, and digital communication. They will explore how each mode affects the transmission of messages and the effectiveness of communication in different contexts, including business, education, and social interactions.

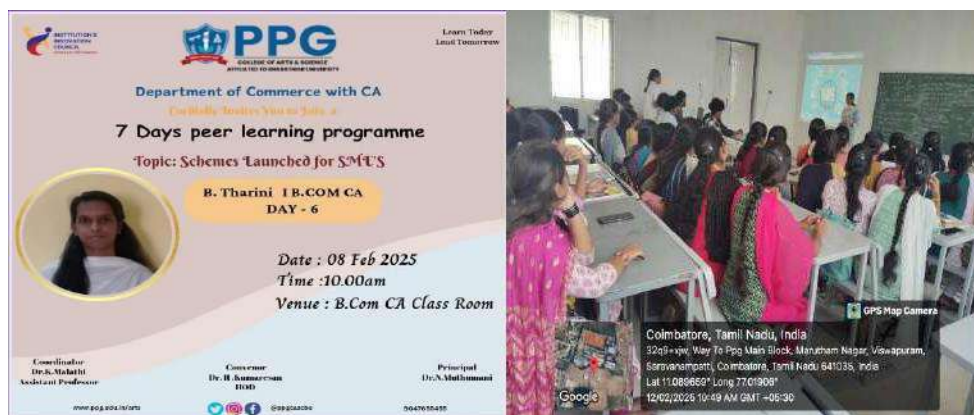




## Event : Peer learning on Schemes Launched for SMES

Day-6

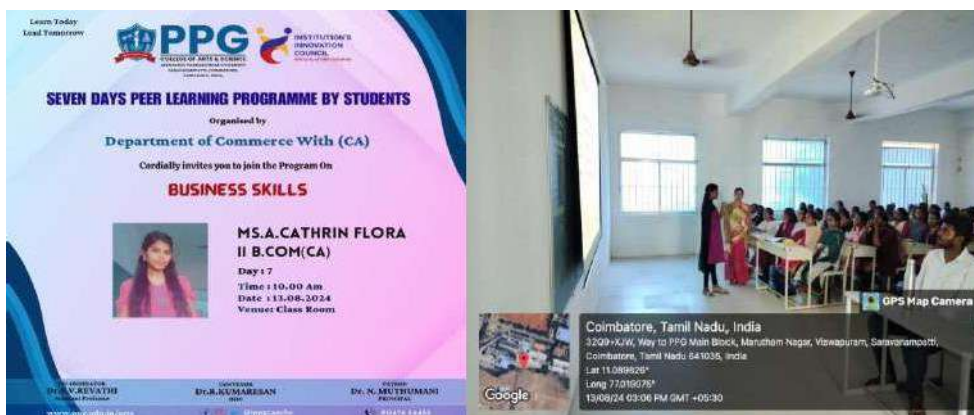
The Department of Commerce CA organized a **Peer Learning on “Schemes Launched for SMES”** for B.Com CA students on 08.02.25 at 10.00 Am through offline. The resource person spoke about the Indian National Space Promotion and Authorizations Centre (IN-SPACe) on February 1, 2025, this ₹5 billion fund aims to support early-stage space technology startups and reduce reliance on imports. It offers financial assistance covering up to 60% of project costs for startups and small businesses, with a cap of ₹250 million per project.



## Event : Peer learning on India After GST

Day-7

The Department of Commerce CA organized a **Peer Learning on “India After GST”** for B.Com CA students on 10.02.25 at 11.40 Am through offline. The resource person spoke about the Goods and Services Tax (GST) was introduced in India on July 1, 2017, replacing multiple indirect taxes with a unified system. It was designed to simplify the taxation process, promote ease of doing business, and create a common national market. GST follows a multi-tier tax structure with rates ranging from 0% to 28%, depending on the nature of goods and services.



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**Academic Year 2024-2025 (Even Semester)**

**Event : Microsoft Power BI**

The Department of Commerce (CA) organized a seminar on “ **Microsoft Power BI**” on 12.03.2025 at 3.00 PM. The session highlighted about the importance of Power BI, business intelligence tools, and their career development opportunities. Mr.K.Santhosh Kumar, Data analyst, Accent Techno soft demonstrated how to work with Excel sheets in Power BI to calculate marks. He also explained how business intelligence is used in the IT sector, particularly in data science, and discussed the data labels used, as well as how data is transferred in Microsoft Power BI. The students gained practical knowledge in this field.







