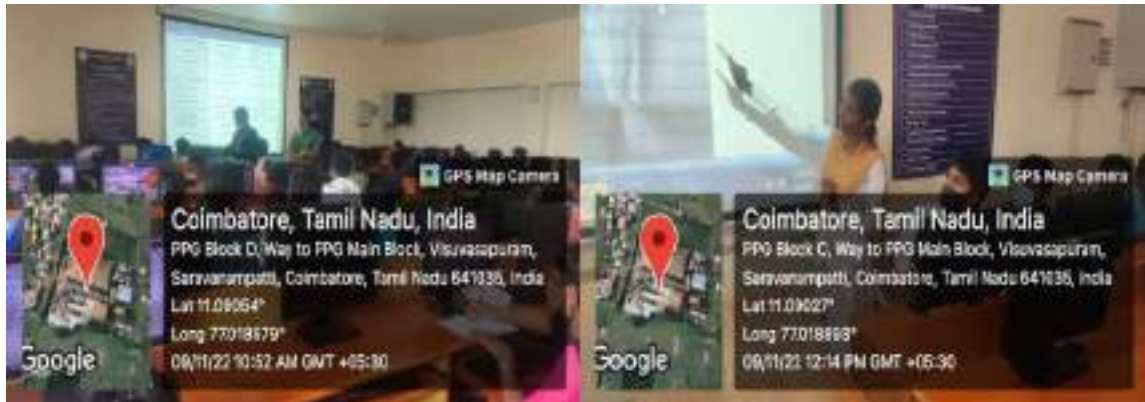


PPG College of Arts and Science

Department of Commerce(IT)

Skill Development Programme – Hands on Training - November 2022

The Department of B.Com (IT), organised the Skill Development Programme – Hands on Training on C++ Programming for the I B.Com(IT) students, the session handled by II B.Com(IT) students on 07.11.2022 in Lab1, PPGCAS. The first year students gained knowledge about C++ Programming concepts and worked out the basic programs in Turbo C++ with their seniors guidance.

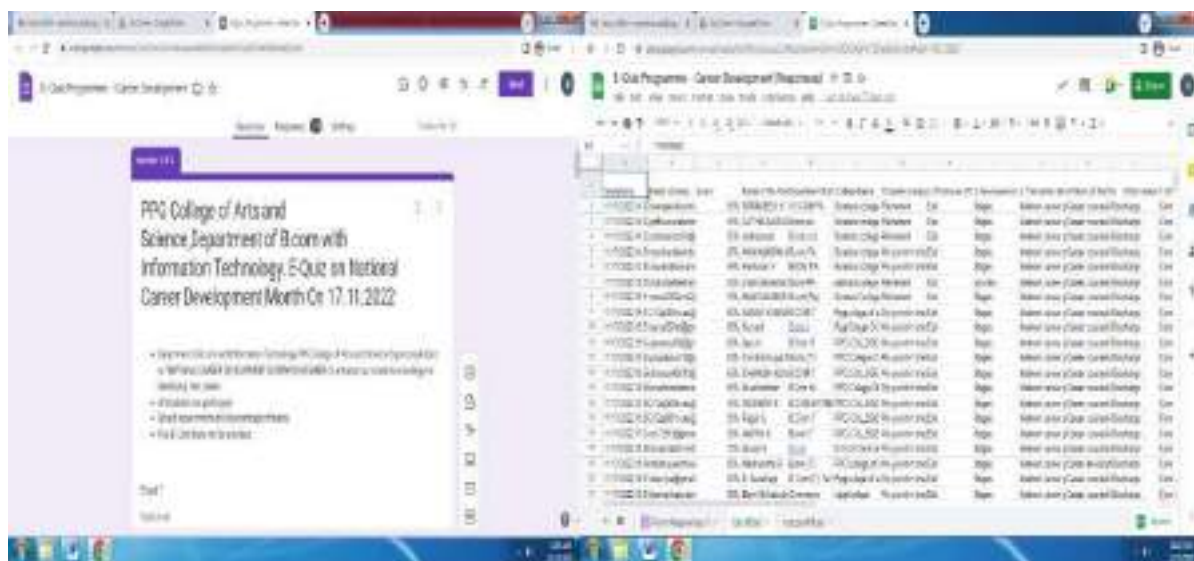


PPG College of Arts and Science

Department of Commerce(IT)

E- Quiz - “National Career Development Month” - November 2022

The Department of B.Com (IT) organised an E- Quiz on “National Career Development Month” for both faculty members and students on 17.11.2022. Free E- certificate had given for the eligible candidates.



PPG College of Arts and Science

Department of Commerce(IT)

PPG Bank Expo - November 2022

The School of Commerce, organised the Banking Expo on the banking operations 2022, on 18.11.2022 in PPGCAS. It's very excellent expo done by our school of commerce students. The students think innovatively and exposed their ideas very well.



Role Play Activity - C++ Programming - November 2022

The Department of B.Com (IT), organised the Role Play Activity on C++ Programming, the role played by II B.Com(IT) students on 23.11.2022 in Classroom, PPGCAS. Excellent, II B.Com(IT) students think them as the concepts of C++ Programming and act according to that. The students felt the programming as easy and enjoyed learning.

PPG College of Arts and Science

Department of Commerce(IT)



Department Activities 2022 - 2023

The Department of B.Com (IT) conducted a online webinar on “Digital Marketing a game changer” on 25.01.2022 (AN) through Google meet. She explained the recent trends in digital marketing concepts. Students get knowledge about how marketing is happening now a day through online.

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Department of Commerce(IT)



PPG College of Arts and Science

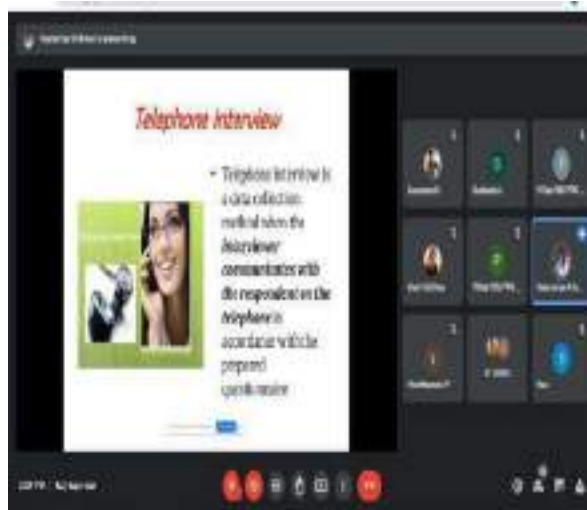
The Department of Commerce (IT) Department of Commerce (IT) binar on “Life skills for self enhancement” on 25.01.2022 (FN) through Google meet. He delivered lecture on different skills to enhance our life. Students get knowledge about how to enhance our life using different skills with an effective way.



PPG College of Arts and Science

Department of Commerce(IT)

The Department of B.Com (IT) conducted a online webinar on “Skills to Succeed at placement” on 27.01.2022 through Google meet. She delivered lecture on different skills to succeed at placements. Students get knowledge about how prepare and attend placement in an effective manner.



The Department of B.Com (IT) conducted a webinar on “Lets explore and Achieve” on 29.01.2022 through Google meet. He delivered lecture on how to explore and achieve. Students get knowledge about how to explore their skills, gain knowledge and achieve in life.



PPG College of Arts and Science

The Department of B. ~~Department of Commerce~~ **Department of Commerce (IT)** on “Technology Impact in our Daily Life” on 15.03.2022 through Google Meet. She delivered lecture on impact of growing technology in day to day life. Students get knowledge about what are the recent trends in technology and what is the impact of it.



PPG College of Arts and Science

The Department of ~~Department of Commerce (IT)~~ **Department of Commerce (IT)** “GST and Income Tax” on 17.03.2022 Venue : Non A/C seminar hall, PPGCAS. He delivered lecture on GST and its filing. Students get knowledge about what the taxes available and how to file it. They also learned about the GST system in India.



PPG College of Arts and Science
E - Commerce and Cyber Security in Recent Era
Department of Commerce(IT)

The Department of B.Com (CA/PA/IT) organised a national level seminar on “E - Commerce and Cyber Security in Recent Era” on 27.04.2022 through Google Meet. Dr.S. Padma mam delivered lecture on “Think Business in Smart Things”. Faculties and Students from various institutions and our own intuitions gain knowledge about how smart things playing a major role in recent days. She guided how to use it effectively by knowing its pros and cons of recent technologies.



The Department of B.Com (CA/PA/IT) organised a national level seminar on “E - Commerce and Cyber Security in Recent Era” on 27.04.2022 through Google Meet. Mr.R.Mohana Sundaram sir delivered lecture on “Cyber Security”. Faculties and Students from various institutions and our own intuitions gain knowledge about what is cyber security and what are the recent technologies used for cyber security.

PPG
SCHOOL OF COMMERCE WITH CA/PA/IT
Cordially invites you to join a
National Level Seminar
on
E-Commerce and Cyber Security in Recent Era

Cyber Security

Mr. R. Mohana Sundaram
Assistant Professor of Computer Science
Vivekananda College of Arts and Sciences
for Women (Autonomous), Tiruchengode,
Namakkal

Date : 27.04.2022
Time : 02.00 pm
GMeet: <https://meet.google.com/vamt-bodx-mez>

Coordinator
Mrs. P. Venkateshwarani
Assistant Professor

Convener
Dr. B. Sankaranarayanan
Head of the Department

Patron
Dr. M. Muthuswami
Principal

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90-678-28885

Operational Security: Processing and making decisions on handling and securing data assets.

Mobile Security: Securing the organizational and personal data stored on mobile devices, such as cell phones, computers, tablets, and other similar devices against various malicious threats. These threats are unauthorized access, device loss or theft, malware, etc.

Benefits of Cyber Security

- Cyber attacks and data breach protection for businesses.
- Data and network security are both protected.
- Unauthorized user access is avoided.
- After a breach, there is a faster recovery time.
- End-user and endpoint device protection.
- Regulatory adherence.
- Continuity of operations.
- Developers, partners, consumers, stakeholders, and workers have more faith in the company's reputation and trust.

The Department of B.Com (CA/PA/IT) organised a national level seminar on “E - Commerce and Cyber Security in Recent Era” on 28.04.2022 through Google Meet. Dr. K. Sasi Kumar sir delivered lecture on “Futuristic E- Commerce Technologies”. Faculties and Students from various institutions and our own intuitions gain knowledge about what are E-Commerce technologies and how it will make changes in our life in future.

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School of Commerce with CA/PA/IT
 Cordially invites you to join a
National Level Seminar
 on
E-Commerce and Cyber Security in Recent Era
Futuristic E-commerce Technologies
Dr. K. Sasi Kumar
 Assistant Professor of Management
 Veebhanda College of Arts and Sciences
 for Women (Autonomous), Tiruchengode,
 Namakkal
 Date : 28.04.2022
 Time : 02:00 pm
 G Meet : <https://meet.google.com/nvr-gcfn-koek>
 Coordinator: Mrs. P. Vandhanamal, Assistant Professor
 Convener: Dr. J. Rameshan, Head of the Department
 Patron: Dr. M. Murthymoni, Principal
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 98426 53450

The E-Commerce Revolution

Timeline of E-commerce milestones:

- 1994: Amazon (Market Cap: \$1.2B)
- 1995: eBay (Market Cap: \$1.2B)
- 1999: Alibaba (Market Cap: \$1.2B)
- 2000: Amazon (Market Cap: \$1.2B)
- 2001: eBay (Market Cap: \$1.2B)
- 2002: Amazon (Market Cap: \$1.2B)
- 2003: eBay (Market Cap: \$1.2B)
- 2004: Amazon (Market Cap: \$1.2B)
- 2005: eBay (Market Cap: \$1.2B)
- 2006: Amazon (Market Cap: \$1.2B)
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- 2011: eBay (Market Cap: \$1.2B)
- 2012: Amazon (Market Cap: \$1.2B)
- 2013: eBay (Market Cap: \$1.2B)
- 2014: Amazon (Market Cap: \$1.2B)
- 2015: eBay (Market Cap: \$1.2B)
- 2016: Amazon (Market Cap: \$1.2B)
- 2017: eBay (Market Cap: \$1.2B)
- 2018: Amazon (Market Cap: \$1.2B)
- 2019: eBay (Market Cap: \$1.2B)
- 2020: Amazon (Market Cap: \$1.2B)

Participants in the meeting include Dr. K. Sasi Kumar, Dr. S. Sasi Kumar, and others.

ARTIFICIAL INTELLIGENCE (AI) DRIVEN PERSONALIZATION

Process flow:

- Data Collection (User Behavior, Product Usage, etc.)
- AI Algorithms (Machine Learning, etc.)
- Personalized Recommendations (AI-driven)
- User Experience (AI-driven)

AI-based hyper-personalization

Machine and deep learning are enabling us to use AI algorithms (deep neural networks) to analyze and predict user behavior patterns and preferences to deliver personalized recommendations of products, services, and content.

Participants in the meeting include Dr. K. Sasi Kumar, Dr. S. Sasi Kumar, and others.

Peer Learning Programme

The Department of B.Com (IT) conducted a Peer Learning Programme for the students on “Day 1 – Marketing Mix” on 25.04.2022 Venue : Lab 3, PPGCAS. She delivered lecture about marketing and its strategies to their peers. Students learned about marketing tricks and several ideas about it.

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 IQAC & Department of Commerce with IT
 Tirunelveli

FIVE DAYS STUDENTS PEER LEARNING PROGRAMME

25.04.2022	Marketing Mix Ms.S.Shanmugha Priya - III B.Com IT
26.04.2022	Graphical Design - Canva Ms.S.Valarmathi - III B.Com IT
27.04.2022	Life History of Dr. A. P. J. Abdul Kalam Mr. G. Dinashoban & Mr. S. Pradeep - III B.Com IT
28.04.2022	GST in India Mr.S.Sanjay - I B.Com IT
29.04.2022	Reserve Bank of India Ms.E.R.Om Shanmughapriya - I B.Com IT

Co-ordinator: Mrs. S. Ananthi, Assistant Professor
 Head of the Department: Dr. E. Anantharaman
 Patron: Dr. S. Madhavan, Principal

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 Cordially Invites You To Join a
Five Days Students Peer Learning Programme

**DAY 1
 MARKETING MIX**

Ms. S. Shanmughapriya
 III B.COM IT
 Date: 25.04.2022
 Time: 9.45 AM
 Venue: Lab 3, PPGCAS

Co-ordinator: Mrs. S. Ananthi, Assistant Professor
 Head of the Department: Dr. E. Anantharaman
 Patron: Dr. S. Madhavan, Principal

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The Department of B.Com (IT) conducted a Peer Learning Programme for the students on “Day 2 – Graphic Design - Canva” on 26.04.2022 Venue : Lab 3, PPGCAS. She demonstrated various creation of graphic designs using canva to their peers. Students learned and designed canva invitation for invite their friends to their home function.

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Five Days Students Peer Learning Programme

**DAY 2
GRAPHIC DESIGN - CANVA**

**Ms. S. Valarmathi
III B.COM IT**

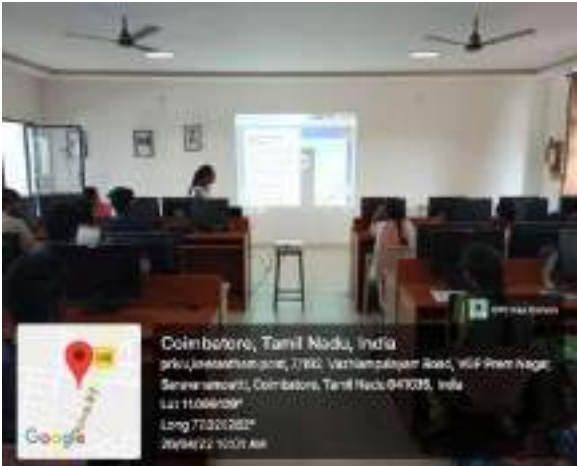
**Date : 26.04.2022
Time : 9.45 am
Venue : Lab3, PPGCAS**

Coordinator:
Mrs. S. Ananthi
Assistant Professor

Convener:
Dr. R. Kumaran
Head of the Department

Patron:
Dr. S. Muthusami
Principal

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The Department of B.Com (IT) conducted a Peer Learning Programme for the students on “Day 3 – Life Histry of Dr. A.P.J Abdul Kalam” on 27.04.2022 Venue : Lab 3, PPGCAS. They motivated the students by saying the life history of Dr. A.P. J. Abdul Kalam sir. Students are so interested and listened to his life histry.



The Department of B.Com (IT) conducted a Peer Learning Programme for the students on “Day 4 – GST in India” on 28.04.2022 Venue : Lab 3, PPGCAS. He delivered lecture on GST in India. Students learned about what and how GST and its filing in India.

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Five Days Students Peer Learning Programme
DAY 4
GST IN INDIA
Mr. S. Sanjay
I B.COM IT
Date : 28.04.2022
Time : 9.45 am
Venue : Lab 3, PPGCAS

Coordinator: Mrs. P. Vasanthamani, Assistant Professor
In-charge: Dr. R. Kumarasari, Head of the Department
Patron: Dr. N. Anithaman, Principal

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The Department of B.Com (IT) conducted a Peer Learning Programme for the students on “Day 5 – Reserve Bank of India” on 29.04.2022 Venue : Lab 3, PPGCAS. She delivered lecture on Reserve Bank of India between their peers. Students learned about Reserve bank of India and its services.



PPG College of Arts and Science

Department of Commerce (IT)

The Department of B.Com (IT), organized a classroom activity on “Technology how now” session handled by III B.Com(IT) students, on 24.06.2023 in classroom. The students learned how the technology

The Department of B.Com (IT) conducted a Peer Learning Programme for the students on is important now a days. All students actively participated in the activity and learned the recent technology.



**PPG College of Arts and
Science**

Department of Commerce (IT)

The Department of B.Com (IT), organized a classroom activity on “Case study in Partnership” session handled by II B.Com(IT) students, on 02.08.2023 in classroom. The students learned how to handle problems legally through activities. All students actively participate in the activity and learned the Partnership concepts.

The Department of B.Com (IT) conducted a Peer Learning Programme for the students on



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COLLEGE OF ARTS & SCIENCE
AFFILIATED TO BHARATHIAR UNIVERSITY

**DEPARTMENT OF COMMERCE WITH
INFORMATION TECHNOLOGY**

CASE STUDY ON PARTNERSHIP

**SESSION HANDLERS
II B.COM IT STUDENTS**

DATE: 02.08.2023 **VENUE: CLASSROOM**
TIME: 2:00 PM

COORDINATOR Dr.G.SHOBANA ASSISTANT PROFESSOR	CONVENOR Dr.A.HELDA MARY HEAD OF THE DEPARTMENT	PATRON Dr.N.MUTHUMANI PRINCIPAL
--------------------------------------------------------------	--------------------------------------------------------------	----------------------------------------------



The Department of B.Com (IT) conducted a Peer Learning Programme for the students on
PPG College of Arts and Science
Department of Commerce (IT)

The Department of B.Com (IT), organized a classroom activity on “Debates - offers good for the product or for the customer” session handled by II B.Com (IT) students, on 08.07.2023 in classroom. The students actively participated in the activity and learned the recent modern marketing concepts easily.



The Department of B.Com (IT) conducted a Peer Learning Programme for the students on



PPG College of Arts and Science

Department of Commerce (IT)

The Department of B.Com (IT), organized a classroom activity on “Identifying Programming Concepts” session handled by II B.Com(IT) students, on 17.07.2023 in classroom. The students learned how to learn the programming concepts innovatively through activities. All students actively participate in the activity and learned the programming concepts easily.

The Department of B.Com (IT) conducted a Peer Learning Programme for the students on

PPG **75th Anniversary**
Internal Quality Assurance Cell &
Department of Commerce with Information Technology
Tamil Nadu

Classroom Activity on Identifying Programming Concepts

Date : 14.07.2023
Time: 1.30 pm to 3.30 pm
Venue: Classroom

Activity by
II B.Com (IT) Students

Coordinator	Convener	Patron
Mrs. S. Ananthi Assistant Professor	Dr. A. Hilda Mary Head of the Department	Dr. M. Srinivasan Principal

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The Department of B.Com (IT) conducted a Peer Learning Programme for the students on



PPG College of Arts and Science

Department of Commerce (IT)

The Department of B.Com (IT), organized a classroom activity on “Connection of Accounting words” session handled by I B.Com(IT) students, on 22.07.2023 in classroom. The students actively participated in the activity and learned the accounting concepts easily.

The Department of B.Com (IT) conducted a Peer Learning Programme for the students on



PPG College of Arts and Science

Department of Commerce (IT)

The Department of B.Com (IT), organized a classroom activity on “MNC Profile Briefing” session handled by III B.Com (IT) students for their juniors I B.Com (IT) students on 27.07.2023 in classroom. I B.Com (IT) Students learned about various MNC companies and its profile in detail. All students actively participate in the activity and learned various criteria to place in MNC’s.

The Department of B.Com (IT) conducted a Peer Learning Programme for the students on



The Department of B.Com (IT) conducted a Peer Learning Programme for the students on



PPG College of Arts and Science

Department of Commerce (IT)

The Department of B.Com (IT), organized a workshop on “Converting Innovation into a Startup” session handled by Ms. B. Jeevadharsini, Founder-Timeless Treasure, Coimbatore for B.Com (IT) students on 28.07.2023 in Seminar Hall. B.Com (IT) Students learned about startup. Students bring out their own innovative ideas for startup their own business. The Guest Speaker motivate the students how to make innovative ideas into business.

The poster is for a workshop titled "Converting Innovation into a start up" organized by the Department of Commerce with Information Technology at PPG College of Arts and Science. It features a photo of Ms. B. Jeevadharsini, the guest speaker, and lists the date, time, and venue of the event. The poster also includes the names of the coordinators, convener, and patron. The text on the poster is as follows:
Learn Today, Lead Tomorrow.
PPG PPG COLLEGE OF ARTS & SCIENCE
Department of Commerce with Information Technology
Converting Innovation into a start up
Ms. B. JEEVADHARSHINI
Founder - Timeless Treasure
Patron of National Students on Startup Show
Coimbatore.
Date : 28.07.2023
Time : 11.00 am
Venue : Seminar Hall - Arts
Coordinators: Ms. S. Anant, Ms. S. Deepa, Dr. A. Shobhana, Assistant Professors
Convener: Dr. A. Rajda May, Head of the Department
Patron: Dr. M. Muhamad, Principal
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The Department of B.Com (IT) conducted a Peer Learning Programme for the students on

