

FRESHER'S DAY

This event to welcome our new students this event aimed to provide a platform for freshmen to interact with their faculty members and other students.

Our freshmen students were then introduced to the department faculty members, staff and senior students

The event featured a series of icebreaker games, cultural performance and presentation about the department activities and expectation.

Event	Purpose	Activities
Fresher's Day	Welcome new students, provide interaction platform	Icebreaker games, cultural performance, presentation

An inter articulation competition about the concept of **Women Entrepreneurs** was organized on **18 July 2024**.

In this our parties participated excitedly and from all of them, it was very difficult to shortlist few parties and they are as below

Karuna sri III BCOM

Jose mirsha III BCOM

Dibany lobez II BCOM





- The student's council election was conducted smoothly on July 23 2024
- The election process was transparent fair & well organized.
- Jose mirsha III B.com was elected as the president of the student council with maximum votes.
- Nejul II B.com was elected as the secretary of the student's council.

On 9th Aug 24, our department students conducted a market survey on various products available in the market with their aspiring fellow buyers. Here is the group of students who actively participated in the activity, along with the snippets of them comprehending the survey results.



1ST BCOM

2ND BCOM

1ST MCOM

2ND MCOM

Anishi Keseniya. T	Judith	Nibcika. S	Jafrana. K
Jenisha. A	Nijul		Shima. V
Vinoba Kani. C			Neha. J
			Thasmi. S
			Mobija. J

PARENT TEACHERS MEETING

On August 28 we had the parent teachers meeting to facilitate communication between parents, teachers and students.

This event aimed to discuss students' progress, address concerns and strengthen partnership between home and school.

Parents had the opportunity to discuss their child's performance, ask questions and receive guidance from teachers.



MONO ACT

In this inter class activity was carried out on 28.8.2024 this activity helped students to develop their acting skill, stage presence and confidence, following are the participants names,

Class	Students
1st B.com	Annal. R, Jenisha . A, Priya Dhardhini. M, Vinoba kani . C
2nd B.com	Jutith rasnika. A, Marapoo. A, Maxcy . S, Mariya mirsha. A



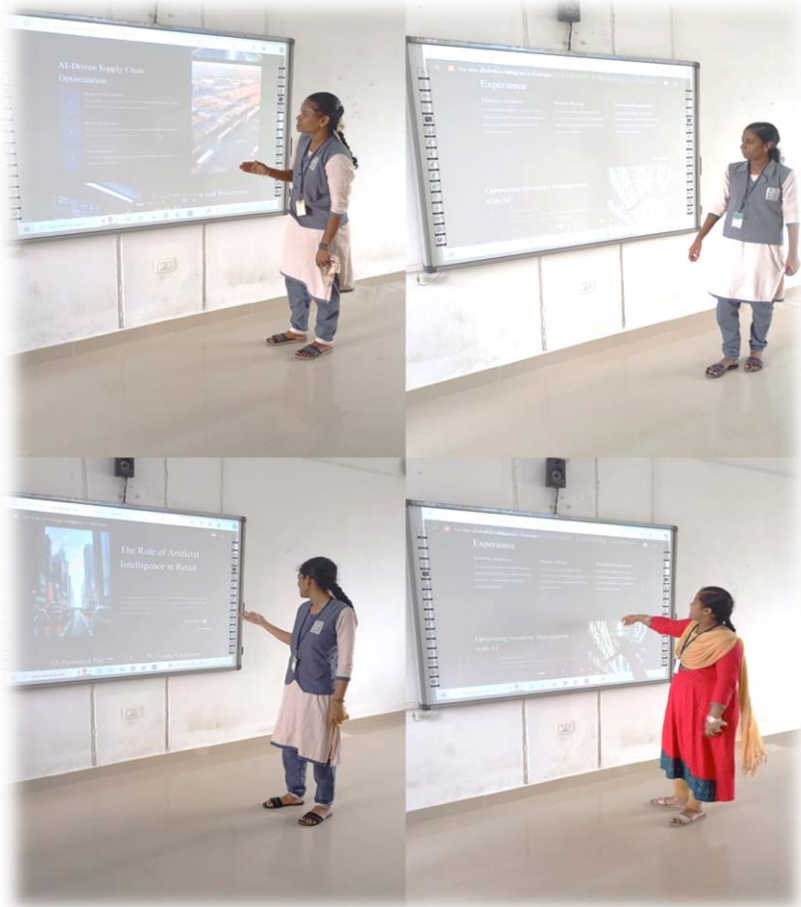
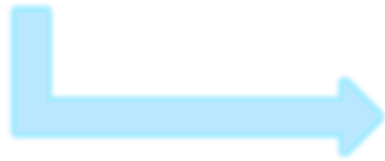
FINE ARTS

On September 9&10. 2024, the fine arts club conducted a series of events and activities, showing the artistic talents of our students.

HOD of Commerce organized an **industrial visit** to Naga Food Factory in Dindigul on 18.9.2024. Total of 57 students were accompanied by 4 faculties for the visit. Staff divided our students into two groups and took through the process, right from raw materials procurement to finished goods. Besides, an interactive session was done by our students with the marketing manager. In this the students could see how food products are prepared in a hygienic manner fully with machine's with the guidance of human power. For the total unit they get the electricity power from their own solar panel at the same time they also donate the electricity to the government, organization also active in social welfare activities by donating people at the time of economic crises.



Management organized a **tour** for our college students to Mysore and Bangalore. They visited Mysore palace wax museum, and Brindavan, followed by Wonderla visit on second day of tour which was amusing



PowerPoint presentation activity was conducted on 5.10.2024.

Where students created and presented engaging presentation on various topics.

This event aimed to develop student's presentation, communication and design skill.

The winner is Lukya from III BCom

SALES DAY

On 12 October 2024 where students show cased and sold products they had designed and developed.

This event aimed to provide students with hands on experience in marketing, sales and entrepreneurship.

Group Discussion on Import and Export was conducted on 15th October 2024 Most of our students shared valuable points in that sector. Our students have also evaluated both advantages and disadvantages. They also shared some tax and advanced opinion in this Import and Export. The Participants are

Year	Name
1st Bcom	Jenisha
2nd Bcom	Nijul
2nd Mcom	Diony



SLOGAN MATCHING FOR POPULAR BRAND

Slogan matching activity for popular brands was conducted on **19 December 2024**. A slogan is powerful tool in branding and when done correctly can leave a lasting impression on customer by matching slogan with their respective brands.

We could see how these phrases have become an integral part of each brands identity.



CHRISTMAS CELEBRATION

On 23.12.2024 our college celebrated CHRISTMAS with great enthusiasm and Joy. Our department actively participated in the celebration spirit and advertised their talent

Our students exchanged their gifts and positivity with each other, spreading joy and cheer among their peers.





SCIENCE EXHIBITION

On 9.1.2025 our college organized a science exhibition, providing a platform for students to show their innovative ideas and demo their models

Our department participated in the exhibition with a project on "IMPACT OF USING PLASTIC"

Our project aimed to raise awareness about the harmful effects of plastic on the environment, human health and wildlife.

We created models and demonstrated the impact of plastic pollution on marine life, soil and water.



PONGAL CELEBRATION

On **11.1.2025** our college celebrated the traditional Tamil harvesting festival **PONGAL**.

Our department actively participated in the celebration to flash their talents with cultural heritage.

We were also very much delighted to be a part of the celebration.



DISCUSSION ON CURRENT AFFAIRS IN THE NEWSPAPER

Discussion on
CURRENT AFFAIRS
IN THE
NEWSPAPER was
conducted on
21.1.2025

As educators it is
our responsibility to
address the
challenges posed by
climate changes and
ensure that our
students are
equipped with the
knowledge, skills and
values necessary to
thrive in a rapidly
changing world.

By working
together, we can
create a more
resilient and
sustainable
educational
community.

The winners are
II.M.com MOBIJA,
THASMI.



PROJECT PRESENTATION

On 7.2.2025 our department conducted a **PROJECT PRESENTATION** activity, where our final year students presented their research projects. This activity was to provide a platform for our students to present their research project and communication skill. Encouraging students to publish their research projects in reputable journals conference in future.

The winners are MOBIJA, HENIN & DAYONI FROM II M.Com.



CASE STUDY

Our department conducted case study activity, where our students analyzed and presented real world business cases.

This event aimed to develop student's critical thinking, problem solving and presentation skills.

This activity was to provide students with hands on experience in analyzing business cases, identifying problems and proposing solution.





NSS

The NSS unit of college conducted cleaning campaign event, at Dhanuskodi . This event motivated the future generation to keep the environment & surrounding clean.

STUDENTS CORNER



Done by T.ANISHI KESANIYA.I.B.COM



Done by A.HENIN II.M.Com.

WHAT IS ACCOUNTS

The word "account" has many meanings, including a record of transactions, a story, or an arrangement. An account is a record of a business's transactions, funds, and cash. It's a part of the accounting system that summarizes and classifies a business's assets, liabilities, and more. Businesses set up accounts for different elements, like cash, accounts payable, and accounts receivable. Accounting methods use different types of accounts to record transactions related to income and expenses. An account is an arrangement where a customer's financial assets are held by a financial institution. There are many types of accounts, including checking accounts and savings accounts. An account can be a story, like a biography or an account of what happened at a party. An account can also be an explanation of something, like "How do you account for that?". An account can also refer to a business arrangement, like an email account. An account can also refer to a sum of money deposited in a bank.

By M.PRIYADARSHINI.I.B.Com.

SUMMARY STOCK MARKET

A stock market, equity market, or share market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include securities listed on a public stock exchange as well as stock that is only traded privately, such as shares of private companies that are sold to investors through equity crowdfunding platforms. Investments are usually made with an investment strategy in mind. The stock

market is a set of exchanges where companies issue shares and other securities for trading. It also includes over-the-counter (OTC) marketplaces where investors trade securities directly with each other (rather than through an exchange).

Definition. Short selling is a trading strategy in which a trader aims to profit from a decline in a security's price by borrowing shares and selling them, hoping the stock price will then fall, enabling them to purchase the shares back for less money.

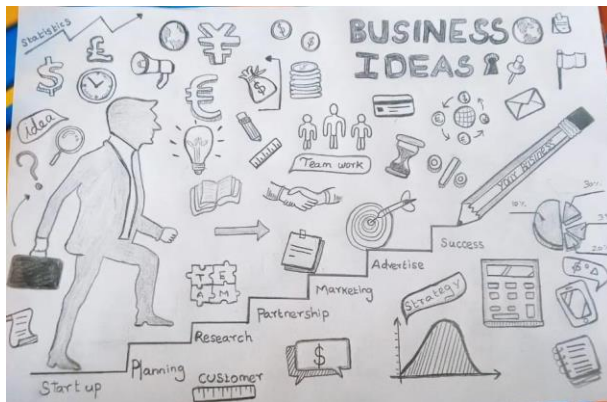
By A.MARIYA NEJUL.II.B.Com.



S.SAHAYA MERCY II.B.Com participated in state level speech competition and article writing competition.



Art by V.RAHMATH NISHA.III.B.Com



Done by M.KARUNA SRI.III.B.Com.



Art by A.MARIYA NISMA I.M.Com

ABOUT AUDITING

Auditing is the method of finding and checking the evidence, comparing them to an established criteria, preparing the report of the audit conducted. Auditing profession is an independent, objective assurance and consulting activity that is designed to add value and improve an organization's operations.

Regulations are the rules and terms made by the directors of the company to be followed. Regulations are important so that the workers of company are prevented from using the business practices that may harm the company and get their rights.

They also help companies to compete in a fair manner. Similarly auditing as a profession has its own regulations. Some of the regulations that auditing contains are International Standards on Accounting complex financial statement were confusing to its shareholders and analysts.

The other reason is its complex business model and unethical practices required the company to use accounting limitations to represent earnings and modify the balance sheet to indicate favourable performance. There were also issues in most of the other accounting standards used. When preparing the balance sheet, there were gaps found and American Accounting standards were neglected. The combination of these financial issues caused a downfall for the company. (The Economist Newspaper Limited, 2014)

By L.ANTONY LEMITHA I.M.COM.

