

EVALUATIVE REPORT OF THE DEPARTMENT

1. Name of the Department & : Commerce (PG and Research)
its year of establishment 1968 – 69

2. Names of Programmes/Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)

Sl. No.	Name of Programme	Subject	Year of affiliation	No. of sections	Sanctioned strength	Total Student strength (11-12)	Remarks
1.	B.Com	Commerce	1968 –69	09	480	1313	I, II & III Year
2.	M.Com	Commerce	1976 –77	03	115	295	I & II year
3.	M.Phil.	Commerce	1983 –84	01	74	34	One Year
4.	Ph.D.	Commerce	2002 –03	--	56	37	--
5.	Certificate Course	e-commerce	2005-06	--	--	--	--
6.	Certificate Course	Tax Procedure and Practice	2005-06	--	--	18	--

3. Interdisciplinary courses and departments involved

- In UG level, in **Part IV** interdisciplinary Courses like **Skill Based Elective** are offered in all the six semesters and **Non-Major Elective** in the final year as mandatory to all the students.
- In PG level, in the final year **Extra Disciplinary Courses** are offered mandatory to all the students.

Interdisciplinary courses		Departments involved
UG Level	Skill Based Elective	History, Economics, Tamil, English, Mathematics, Physics, Chemistry, Computer Science, Physical Education and Business Administration
	Non – Major Elective	History, Economics, Tamil, English, Mathematics, Physics, Computer Science, Physical Education and Business Administration
PG Level	Extra Disciplinary	History, Economics, Tamil, Zoology and Computer Science

4. Annual/ Semester/Choice Based Credit System:

Semester pattern with Choice Based Credit System

5. Participation of the department in the courses offered by other departments:

Our department participates in the courses offered by other departments by extending Skill Based Elective and Non-Major Elective at UG level and Extra Disciplinary Courses at PG level to all the students

Skill Based Courses – UG Level

- ❖ Financial Accounts – I & II
- ❖ Cost Accounts – I & II
- ❖ Management Accounts – I & II
- ❖ VAT And Service Taxes
- ❖ Sales Taxes



- ❖ Excise and Customs Duty
- ❖ Income Tax – I & II
- ❖ Income Tax and Wealth Tax

Non Major Elective courses – UG Level

- ❖ Office Management
- ❖ General Commercial Knowledge
- ❖ Banking Law & Practice
- ❖ Business Communication

Extra disciplinary course – PG Level

- ❖ Stock Market Practices

The Courses offered by other departments that are handled by our staff.

Sl. No.	Name of the Programme	Semester	Title of the Course	Name of the Department
1.	III B.A. Ind.Cul.	V & VI	Accountancy & Auditing	Tamil
2.	III BBA	VI	Human Resource Management Financial Management	Business Administration
3.	I MBA	I & II	Accounting for Managers Financial Management	Management Studies
4.	II MCA	III	Accounting and Financial Management	Computer Science
5.	II BCA	III	Financial Accounting	Computer Science

6. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

AIDED SECTION

Post	Sanctioned	Filled	Vacant
Associate Professors	-	07 (Promoted)	-
Asst. Professors	14	01	06

SELF-FINANCE SECTION

Post	Sanctioned	Filled	Vacant
Asst. Professors	19	25*	-

* including 6 teachers appointed temporarily against permanent vacancies.

7. Faculty profile with name, qualification, designation, specialisation (D.Sc./D.Litt./ Ph.D./M.Phil., etc.)

Sl. No	Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided in the last 4 years	Remarks	
Aided Section:								
1.	Dr.G.Shamugavelu	Ph.D.	Assoc. Prof.	Banking & Finance	34 Years 4 Months	6	-	
2.	Dr.M.Swaminathan	Ph.D.	Assoc. Prof.	Accounting, Financial Management and Taxation	33 Years	3	6	-
3.	Dr.S.Kamaraju	Ph.D.	Assoc. Prof.	Co-Operation	32 Years 5 Months	8	-	

Sl. No	Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided in the last 4 years	Remarks
4.	Mr.G.Vijayaramalingam	M.Phil.	Assoc. Prof.	Banking & Finance	32 Years 5 Months	-	-
5.	Dr. U.Rajan	Ph.D.	Assoc. Prof.	Marketing & Finance	30 Years	4	-
6.	Dr.R.Prakash Babu	Ph.D.	Assoc. Prof.	Marketing, Finance & Accounting	28 Years 6 Months	5	-
7.	Mr.K.Thirumavalavan	M.Phil.	Assoc. Prof.	Cooperation	21 Years	-	-
8.	Prof.S.Rajendran	M.Phil.	Asst. Prof.	Banking & Marketing	16 Years 6 Months	-	Doing Ph.D.
Self – Finance Section:							
1.	Dr. V.Ramakrishnan	Ph.D.	Asst. Prof.	Human Resource & Marketing	16 Years	-	-
2.	Dr.S.Raju	Ph.D.	Asst. Prof.	Cooperation & Banking	16 Years	05	-
3.	Dr.A.Ananth	Ph.D.	Asst. Prof.	Banking & Marketing	15 Years	-	-
4.	Prof.R.Balakrishnan	M.Phil.	Asst. Prof.	Banking & Marketing	14 Years	-	Doing Ph.D.
5.	Prof.R.Sivanantham	M.Phil.	Asst. Prof.	Banking & Finance	13 Years	-	Doing Ph.D.
6.	Dr.S.Suresh	Ph.D.	Asst. Prof.	Cooperation, Banking & Marketing	13 Years 6 Months	03	-
7.	Prof.D.Chandrasekaran	M.Phil.	Asst. Prof.	Cooperation, Banking & Marketing	9 Years	-	Doing Ph.D.
8.	Prof.K.Rajukannu	M.Phil.	Asst. Prof.	Marketing & Accounting	8 Yrs 6mnts	-	Doing Ph.D.
9.	Prof.P.Sankar	M.Phil.	Asst. Prof.	Marketing & Finance	6 Yrs 4mnts	-	Doing Ph.D.
10.	Prof.D.Venkadesh	M.Phil.	Asst. Prof.	Cooperation, Accounting & Finance	6 Yrs 5mnts	-	Doing Ph.D.
11.	Prof.S.Pugalethi	M.Phil.	Asst. Prof.	Cooperation & Marketing	6 Months	-	-
12.	Prof.M.Kavitha	M.Phil.	Asst. Prof.	Marketing, Accounting & Finance	10Yrs 6mnts	-	Doing Ph.D.
13.	Prof.S.Uma maheshwari	M.Phil.	Asst. Prof.	Accounting	7 Yrs 6mnts	-	-
14.	Prof.R.Sasikala	M.Phil.	Asst. Prof.	Marketing & Finance	7 Yrs 6mnts	-	Doing Ph.D.
15.	Prof.M.Anuradha	M.Phil.	Asst. Prof.	Marketing & Finance	6 Yrs 6mnts	-	Doing Ph.D.
16.	Prof.G.Karthika	M.Phil.	Asst. Prof.	Cooperation & Marketing	6 Yrs 6mnts	-	Doing Ph.D.
17.	Prof.R.Subhashini	M.Phil.	Asst. Prof.	HRM & Cooperation	5 Yrs 6mnts	-	Doing Ph.D.
18.	Prof.P.Vijaya	M.Phil.	Asst. Prof.	Taxation & Cooperation	6 Yrs 6mnts	-	-
19.	Prof.R.Banupriya	M.Phil.	Asst. Prof.	Accounting	3 Yrs 6mnts	-	-

Sl. No	Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided in the last 4 years	Remarks
20.	Prof.N.Rathikala	M.Phil.	Asst. Prof.	Marketing & Business Organization	3 Yrs 6mnts	-	Doing Ph.D.
21.	Prof.R.Rajavardhini	M.Phil.	Asst. Prof.	Banking & Business Law	2 Yrs 6mnts	-	Doing Ph.D.
22.	Prof.R.Mathavi	M.Phil.	Asst. Prof.	Marketing	2 Yrs 6mnts	-	-
23.	Prof.G.Gowrimanohari	M.Phil.	Asst. Prof.	Marketing	5 Yrs 6mnts	-	Doing Ph.D.
24.	Prof.P.Karpagavalli	M.Phil.	Asst. Prof.	Marketing	2 Yrs 6mnts	-	Doing Ph.D.
25.	Prof.D.Saranya	M.Phil.	Asst. Prof.	Marketing	6 Months	-	-

8. Percentage of classes taken by temporary faculty – programme-wise information:

Sl. No.	Programmes	Morning session	Evening session
1.	UG	70	100
2.	PG	30	100

9. Programme-wise Student Teacher Ratio:

Sl. No.	Name of the programme	Student teacher ratio
1.	UG	32 : 1
2.	PG	27 : 1
3.	M.Phil	20 : 1

10. Number of academic support staff (technical) and administrative staff sanctioned and filled:

Sl. No.	Staff	Sanctioned	Filled
1.	Technical	01	01
2.	Administrative	02	02

11. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise : -----

12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received : Nil

13. Research facility / centre with

• **State recognition**

- * The staff members provide research facility by guiding Ph.D. scholars in the department affiliated to Bharathidasan University, Thiuchirappalli. The research advisers are members of Doctoral committees of other colleges and in the affiliated universities.
- * Most of the staff members are Research advisors the following universities.
 - Algappa University, Karikudi
 - Annamalai University, Chidambaram
 - Bharathiyar University, Coimbatore and
 - PRIST University, Thanjavur

• **National and International recognition**

- * Staff members acted as chairman and Resource Persons on the National and International Conferences and Seminars.
- * The staff members have presented research papers in the national, International seminars, conferences, symposia and workshops and published research articles in national and international journals.

14. Publications:

- * **Number of papers published in peer reviewed journals (national/international)**

Sl. No.	Year of Publication	No. of papers Published	
		National	International
1.	2007 - 2008	01	--
2.	2008 - 2009	03	--
3.	2009 - 2010	02	--
4.	2010 - 2011	09	01
5.	2011 - 2012	08	01

- * Monographs : Nil
- * Chapter(s) in Books : Nil
- * Editing Books : Nil
- * Books with ISBN numbers with details of publishers : 01

Sl. No.	Name of the Staff	Title of the Book	ISBN / ISSN No.	Publisher
1.	Dr.R.Prakashbabu	Emerging Issues of Service Sector	978-93-80509-05-1	SELP Publications

- * Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) : Nil
- * Citation Index – range / average : Nil
- * SNIP : Nil
- * SJR : Nil
- * Impact factor – range / average : Nil
- * h-index : Nil

15. Details of patents and income generated - Nil

16. Areas of consultancy and income generated:

Free Consultancy for tax planning and investment awareness to staff members.

17. Faculty recharging strategies

Staff members have undergone **Orientation, Refresher Courses**, attended seminars and presented papers.

Orientation / Refresher and Training Programmes

Sl. No.	Year	Number of staff attended	
		Orientation	Refresher
1.	2007 – 2008	01	
2.	2010 – 2011	-	01



Seminars Attended and Papers presented

Sl. No.	Year	National		International	
		Attended	Presented	Attended	Presented
1.	2007 – 2008	---	06	---	---
2.	2008 – 2009	---	21	---	01
3.	2009 – 2010	02	16	---	02
4.	2010 – 2011	05	37	---	11
5.	2011 – 2012	07	45	03	16

18. Student projects

- percentage of students who have done in-house projects including inter-departmental

Project Work finds a place in the curriculum only at M.Phil. level.

Sl. No.	Year of study	Students Strength in M.Phil.	Percentage of students who have done in-house projects
1.	2007 – 08	26	100
2.	2008 – 09	40	100
3.	2009 – 10	40	100
4.	2010 – 11	38	100
5.	2011 – 12	34	100

- percentage of students doing projects in collaboration with industries / institutes : Nil

19. Awards / recognitions received at the national and international level by

- Faculty, Doctoral / post doctoral fellows and
- Students :

☞ Mr.P.Manoj Prabakar – won a gold medal for State Level Weight Lifting Competition in the year 2010 – 2011

Sl. No.	Name	Course	Activity	Place	Year/Date
1.	CPL.S.Sathishkumar	B. Com.	National Integration Camp at Zillah School	Balasore, Orissa	05-15 June 2007
2.	CPL.S.Sathishkumar	B. Com.	National Integration Camp	New Delhi	02-21 June 2008
3.	CPL.L. Sakthi Saravana Perumal & CPL.K.Balaguru	B. Com.	National Integration Camp	Siliguri	02-13 Sept. 2009
4.	Cadet A. Manikandan & U. Raghavan	B. Com	Shivaji Trail Trek Camp	Moloaski, Kollapur	21 Nov.- 4 Dec. 2011

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Sl. No.	Seminar Title	Organizer & Date of Seminar Conducted	Name of sponsoring agency	Amount sanctioned Rs.
1.	National Seminar on Emerging Issues on Service Sector	Dr.R.Prakash Babu 10th March, 2012	A.V.V.M. Sri Pushpam College, Poondi	1,60,000

Outstanding participants for Emerging Issues on Service Sector

- Dr.V.Manickavasagam, Controller of Examinations, Alagappa University, Karaikudi.
- Dr.Bushan & D. Sudhkar, Reader in International Business, Pondicherry University, Pondy.
- Dr.T.R.Gurumurthy, Dean, College Development Council and Professor of Commerce, Alagappa University, Karaikudi.
- Dr.T.Govindarajan, Former Dean, AVVM Sri Pushpam College, Poondi.
- Dr.S.Mohan, Associate Professor, S.K.S.S. Arts College, Tirupanandal.
- Dr.T.Srinivasan, Associate Professor of Commerce, Annamalai University.
- Dr.K.Kumar, Associate Professor of Commerce, National College, Trichy.
- Dr.S.Vasanthi, Associate Professor of Commerce, Providence College for Women, Coonoor.
- Dr.A.Ziaudeen, Associate Professor of Commerce, Kadhir Mohideen College, Adiramapattinam.
- Prof.S.Murugaiyan, Dept. of Commerce, ANJA College, Sivakasi.
- S.Vijayalakshmi, Assistant Professor of Commerce, Bharathidasan Govt. College for Women, Puducherry.
- Mrs.Mahalakshmi Venkatesh, Lecturer in Economics, SAI Higher Education, Dombivili, Thane (Dt), Mumbai.
- M.Sriram, Principal & Dean, T.John Business School, Bangalore.
- O.Sheena, Lecturer in Commerce, Dayapuram Arts and Science College for Women, NIT Campus, Kozhikode, Kerala.
- Dr.S.Chitradevi, Assistant Professor of Management Studies, T.John Institute of Management & Science, Bangalore.

21. Student profile course-wise:

UG Programmes

Year of study	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
2007-08	505	254	141	62	61
2008-09	463	234	118	69	88
2009-10	462	192	198	75	93
2010-11	624	297	214	72	88
2011-12	473	202	210	63	81



PG Programmes

Year of study	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
2007-08	126	46	40	84	100
2008-09	75	27	27	83	97
2009-10	132	45	43	65	93
2010-11	242	48	81	76	93
2011-12	286	49	123	75	90

M.Phil. Programmes

Year of study	Applications received	Selected		Pass percentage
		Male	Female	
2007-08	38	07	19	100
2008-09	52	15	26	100
2009-10	52	14	26	93
2010-11	56	15	25	84
2011-12	64	19	32	85

Ph.D. Programmes

Doing		Awarded before the assessment period		Awarded during the assessment period	
Male	Female	Male	Female	Male	Female
19	18	--	--	03	--

Certificate Course

Year of study	Applications received	Selected	Pass percentage
2007-08	12	12	100
2008-09	15	15	100
2009-10	13	13	100
2010-11	16	16	100
2011-12	18	18	100

22. Diversity of students

Name of the Course (refer question no. 2)	% of students from the College	% of students from other states	% of students from the states	% of students from other countries
B.Com	---	100	---	---
M.Com.	80	20	---	---
M.Phil.	60	20	---	---
Ph.D.	10	90	---	---

23. How many students have cleared Civil Services, Defence Services, NET, SLET, GATE and any other competitive examinations? :

- R.Palani - Ph.D. Scholar – (UGC-NET Passed in the year 2010-2011) under the guidance of Dr.S.Kamaraju
- T.R.Muralidharan , Ph.D. Scholar – (UGC-NET Passed in the year 2010-2011) under the guidance of Dr.S.Kamaraju

24. Student progression:

Student progression	Percentage against enrolled
UG to PG	92
PG to M.Phil.	60
PG to Ph.D.	05
Ph.D. to Post-Doctoral	---
Employed	
• Campus selection	10
• Other than campus recruitment	80
Entrepreneurs	10

25. Diversity of staff:

Percentage of faculty who are graduates	
of the same parent university	81
from other universities within the State	19
from other universities from other States	--

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period.

Sl. No.	Year of completion	No. of Ph.D. Awarded	
		Faculty	Others
1.	2007 – 2008	01	-
2.	2008 – 2009	01	-
3.	2009 – 2010	03	01
4.	2010 – 2011	-	01

27. Present details about infrastructural facilities

- a) Library : General Library - 6,881 books
Department Library - 150 books
- b) Internet facilities for staff and students : Internet facility is available in the department for staff and students.
- c) Total number of class rooms : 12
- d) Class rooms with ICT facility : ---
- e) Students' laboratories : ---
- f) Research laboratories : ---

28. Number of students of the department getting financial assistance from College.

Year	Management Financial Assistance			Government Financial Assistance		
	UG	PG	M.Phil	UG	PG	M.Phil
2007-08	93	22	4	1011	86	12
2008-09	220	15	8	660	40	22
2009-10	135	24	4	1034	112	32
2010-11	36	4	3	996	128	19
2011-12	120	21	3	1124	176	25

29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

Yes, the need assessment exercise is undertaken before the development of new programmes. By analyzing the need base and analogically comparing it with neighbouring colleges, the new programmes are planned and developed.

30. Does the department obtain feedback from

a) Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?

- Senior faculty members based on their teaching and evaluation experience give their feedback while serving as members of Board of Studies.
- Faculty members from other institutions give their feedback during valuation.

b) Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?

- Students' feedback on staff received after every semester is taken into consideration and remedial measures are taken immediately by the Principal through IQAC and Senior staff members.
- Students' representation is there in Board of Studies to elicit their points of view.

c) Alumni and employers on the programmes and what is the response of the department to the same?

- Feedbacks from Alumni and employers on the programmes received during Alumni meets and Employers interaction are taken into consideration while framing and revising the syllabus.
- Representation of Alumni and employers is there in Board of Studies for getting their valued views.

31. List the distinguished alumni of the department (maximum 10)

SL. No.	Name of the Alumni	Designation	Place
1.	Mr.R.Seetharaman	Chief Executive Officer	Bank of Doha,
2.	Mr.M.Chandrasekar	Auditor	Chennai
3.	Dr.G.Ganesan	Dean of Commerce	Bharathiyar University, Coimbatore
4.	Mr.D.Srikandan	ICON Industrialist	Swamimalai
5.	Dr.T.Uthirapathy	Dean	PRIST University, Thanjavur
6.	Dr.N.Vadivalagan	Principal	Dhanalakshmi Srinivasan Arts and Science College, Perambalur
7.	Dr.N.Periyasamy	Professor	Annamalai University, Chidambaram.
8.	Dr.S.Subramanian	Professor	Hindustan Engineering College, Chennai
9.	Mr.Mohamed Rabick	Proprietor	Maharaja Silk House, Thanjavur
10.	Dr.V.Badrinath	Dean, School of Management,	SASTRA University, Thanjavur

32. Give details of student enrichment programmes (special lectures/ workshops / seminar) with external experts.

- Department Seminars at UG, PG and M.Phil. levels are conducted once in a semester
- Special Lectures with external experts are arranged periodically.

Sl. No.	Seminar Date	Seminar Title	Resource Person
1.	4 th August, 2008.	Workshop on HRM – Focus on employment opportunities and Employability Skills	Mr.S.K.Subbaraman, Rtd. Senior Manager, Indian Bank.
2.	23 rd August, 2011.	Computer Awareness Programme	Mr.Chandrasekaran, Nacha Associates.
3.	25 th August, 2011.	Success formula in Business	Mr. S.Mohamed Raffic, Proprietor, Maharaja Silk House, Thanjavur.
4.	30 th August, 2011.	Workshop for Rural Students	Department Staff Members

33. List the teaching methods adopted by the faculty for different programmes.

Sl. No.	Programme	Teaching Methods Adopted
1.	UG	Chalk-Talk Method, Classroom Interaction, Display Boards, Cassettes, Slide Projectors, OHP, Guest Lectures, Seminars, Library hours allotment and supply of Study Materials.
2.	PG	Chalk-Talk Method, Classroom Interaction, Display Boards, LCD, OHP, Guest Lectures, Seminars, Library hours allotment and supply of Study Materials.
3.	M.Phil.	Chalk-Talk Method, Classroom Interaction, LCD, OHP, Guest Lectures, Seminars and Library hours allotment, Group Study, Panel Discussion, Project Work and Micro teaching.

34. How does the department ensure that programme objectives are constantly met and learning outcomes monitored?

By way of feedback experts in Board of Studies
Test and Retest are conducted.

35. Highlight the participation of students and faculty in extension activities.

Participation in Extension Activities is mandatory for all UG students as **Part-V** of studies. In Extension Activities we offer NSS, NCC, YRC, etc.

Participation of faculty in Extension Activities

Sl. No.	Name of the Faculty	Name of the Extension Activity Participated
i.	R.Sivanandam	NSS Programme Officer
ii.	P.Sankar	NSS Programme Officer
iii.	R.Banupriya	NSS Programme Officer

Participation of Students in Extension Activities

Sl. No.	Name of the Students	Name of the Extension Activity Participated
i.	CPL.S.Sathishkumar	National Integration Camp at Zillah School, Balasore, Orissa
ii.	CPL.S.Sathishkumar	National Integration Camp, New Delhi
iii.	CPL.L. Sakthi Saravana Perumal & CPL.K.Balaguru	National Integration Camp, Siliguri
iv.	Cadet A. Manikandan & U.Raghavan	Shivaji Trail Trek Camp, Moloaski, Kollapur

36. Give details of “beyond syllabus scholarly activities” of the department.

We are conducting every year Quiz competition; Essay writing competition and Oratorical competition for enrich student’s competitive efficiency.

- ☞ **Mr.C.Srinivasan**, II B.Com, presented a paper titled “Mera Priya Lekah Premchand” at A.V.V.M. Sri Pushpam College, Poondi on 28.12.2011
- ☞ **Ms.Renu Zodov**, I B.Com, presented a paper titled “Hindi Sahithya mem Dharma Sahishnutha” held at A.V.V.M. Sri Pushpam College, Poondi on 28.12.2011
- ☞ **Ms.S.Ambika**, II B.Com., presented a paper titled “Mera Priya Kavi Mythilicharam Gupta” at A.V.V.M. Sri Pushpam College, Poondi on 28.12.2011

37. State whether the programme/ department is accredited/ graded by other agencies. Give details.: Nil



38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department

Strengths:

- i. 1/3 of the college strength.
- ii. One among the reputed institution in the region.
- iii. Good management which preserves teacher's dignity and values.
- iv. Wards of VIP's and business magnet prefer this department.
- v. Large number of teachers with different fields of specialization.

Weaknesses:

- i. Mushroom growth of self financing colleges in and around the college.
- ii. Absence of B.Com (CA) Course.
- iii. Students with poor communication.
- iv. Poor chance for exposers because of rural location.
- v. Rural oriented atmosphere and lack of facilities for advance additional qualification.

Opportunities:

- i. Many corporate prefer commerce graduates than MBA graduates.
- ii. Growing demand for commerce graduates with tally.
- iii. Chance for starting more diploma courses in commerce.
- iv. As the college frees the students after 1 p.m. many students may get part time job.
- v. To pursue higher level courses like ACA, ICWAI and ACS.

Challenges:

- i. Growing popularity for B.Com (CA) Course.
- ii. Incorporation of new changes in the field of commerce in the commerce curriculum.
- iii. Attractive new courses in other fields may reduce the strength in commerce education.
- iv. Efforts should be made to bring more corporate for campus interview.
- v. Difficulty in designing industry and job oriented curriculum, due to absence of industries around Thanjavur.

39. Future plans of the department.

- i. To arrange entrepreneurs meet to give training for M.Com and Final B.Com students in manufacturing candle, soaps, instant stick, etc.
- ii. To organize entrepreneur meet – SWOT analysis of different industries.



- iii. To maintain commerce lab – to give practical knowledge to fill up the various forms account opening, Demand Draft, Electronic Fund Transfer, Income Tax forms and other forms to students.
- iv. To arrange training to Self Help Group members for maintenance of accounts in basic knowledge of Electronic Banking.
- v. To arrange industrial group to students for getting a knowledge of industries.

Achievement of the Department

1. Gold Medal Winners:-

- Mr. M.Krishna Rajendran, Mr.K.Baskaran and Mr.S.Murugaiyan won gold medal for Co-operation in B.Com Degree of University of Madras.

2. Unique Courses for the Period 1995-2000:-

- A **Vocational degree in Commerce (B.Com)** with Tax Procedure and Practices.
- A **Diploma course in Office Management and Practices** was conducted.
- A six month **certificate course on share investment and management** was conducted.

3. Conference and Seminar:-

- A national seminar on A Century of Co-operation in India and its Future Challenges was conducted by in the year 2002.
- A UGC sponsors national seminar on non-Banking finance was conducted with the financial assistant Rs.65,000 in the year 2005.
- A national seminar on Self Help Group was conducted in the year 2006.
- A national seminar on Emerging issues in service sector was conducted in 2012.
- An international seminar on Business Innovations in Globalization in Era was conducted in 2012.

