

Department of Commerce

(Centre for Higher Research

Yadava College

Madurai - 14

Name of the Department		COMMERCE				
Name of the Institution		YADAVA COLLEGE				
District, State		MADURAI, TAMIL NADU				
1	Year of Establishment of Department	1970 - 71				
2	Is the Department part of a School/ Faculty of the Institution	Centre for Higher Research				
3	Telephone No. and E.mail ID	0452 – 2680362 (Office) yccom1970@gmail.com				
4	Names of Programmes offered					
	B.Com.	1970 - 71				
	B.Com.C.A.	1995 - 96				
	B.Com (IT)	2009 - 10				
	B.Com (RM)	2012 - 13				
	M.Com.	1981 - 82				
	M.Com.C.A.	2012 - 13				
	M.Phil. Commerce	2002 - 03				
	Ph.D. Commerce	2003 - 04				
	Year	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016
5	Number of teaching posts Sanctioned/Filled					
	Sanctioned	11	11	11	11	11
	Filled	10	10	10	10	10

6	Number of Research Projects					
	Number of Projects	0	0	0	0	1
	Total Grants Received	0	0	0	0	2,00,000
7	Inter—institutional collaborative projects and Associated grants received					
	National collaboration	1	0	0	0	0
8	Publications					
	Number of Papers published	7	0	0	0	0
	Impact Factor – range / average	6.96	0	0	0	0
9	Awards/Recognitions received at the National and International level by					
	Doctoral / Post Doctoral fellows	1	0	0	1	0
10	How many students have cleared the following					
	NET / SET / SLET	1	1	0	0	0
	Other Competitive Examinations	0	0	0	0	0
11	Value Added Courses 2015 Onwards					
	Certificate Course in Entrepreneurship Development	UG	UG	UG	UG	UG
	PG Diploma in Computer Application	PG	PG	PG	PG	PG

Programmes

2015 - 2016

S.NO	Date	Programme Title	Resource Person / Activity
1	30.01.2015	Self Employment Training Programme	Extension Activity
2	24.03.2016	Awareness programme on "Internet usage to Rural School Students"	Extension Activity
3	2015	"Union Budget-2015"	CA. M. Kulanthailswaran Chartered Accountant
4	15.03.2015.	Reunion Meet-1992-1995	Dr. G. Thiruvagam Former V.C. of Bharathiyar and Madras University.
5	29.03.2015	Skill Educational Programme	Dr. K. Vaithyanathan. Director, Pollachy School of Management

2016 – 2017

S.NO	Date	Programme Title	Resource Person / Activity
1	31-3-2017	Demonetization and its impact on Indian Economy	Dr. R. Karuppasamy Director, KG College of Management, Coimbatore
2	28-3-2017	Goods and Services Tax (GST)	CA S. Nadanagopal FCA Secretary, Madura College Board Member Madurai
3	17-3-2017	An Awareness Programme on Chartered Accountant Course	Extension Activity
4	27 th & 28 th March, 2017.	Educational Tour	Extension Activity
5	22-3-2017	A study on Growth of Entrepreneurial Development through District Industrial Centre (DIC) Madurai	Dr. V. Manika Vasagam Registrar, Alagappa University, Karaikudi.

2017 – 2018

S.NO	Date	Programme Title	Resource Person / Activity
1	2-3-2018	"Budget analysis and Economic Reforms"	S. Nagalingam IRS Asst,Commissioner, GST & Central excise, Madurai.
2	16-3-2018	"The world of startups"	Balaji M. Sundram, Director, Grand solar Pvt.Ltd.Chennai.
3	22/3/2018	"Anti Money laundering and counter Terrorism Measures"	Ramanathan karuppiah, Certified External Auditor, Australia.
4	24/03/2018	"Make a Difference" (MAD)	Mr. Nicholas Francis, Motivational Speaker & Author, Madurai

2018 – 2019

S.NO	Date	Programme Title	Resource Person / Activity
1	1/11/2018	“ERADICATE CORRUPTION” (Vigilance Awareness Week)	M. Periyasamy, CRM, Oriental Insurance Co. LTD. Madurai
2.	6/02/2019	“ BE READY FOR BIO LIFE”	Dr.N.Alaguchamy, Head and Associate Professor, Department of zoology. Raja Doraisingam government arts college, Sivagangai.
3.	21/02/2019	“THE GIFT OF TIME”	Tmt.Gana.SHANMUGA DEVI, MCA. Pattimandram and Motivational Speaker (Radio Jockey-RJ.Madurai FM Rainbow) Madurai District
4.	1/3/2019	“E-Nam- National Agricultural Market”	J. Thavasumuthu, Deputy Director of Agri- business, Madurai.
5.	15/03/2019	“Budget analysis and Economic Reforms”	CA. G. Parthasarathy, Chartered Accountant, Madurai

6.	22-3-2019	“Emerging issues and challenges in Indian Banking Sector”	Rtn. R.V.N. Kannan, District Governor- Rotary Club, K. Subramanian, Zonal Manager, Indian Bank, Madurai and K.P. Murgan, President, MADITSSIA, Madurai
7.	23/3/2019	“Personal Branding”	Mr. Nicholas Francis, HR Mentor, Madurai

2019 – 2020

S.NO	Date	Programme Title	Resource Person / Activity
1	21.06.2019	Ph.D Viva-voce on “A Study on Marketing of Banking Services with Special Reference to Indian Bank in Madurai District” under the guidance of Dr. K. Alagar	Dr. R. Rengarajan, Professor, Department of Commerce, Madras University, Chennai.
2.	03.07.2019	Awareness Programme on “Income Tax”	Shri. J. Pushparaj IRS., Assistant Commissioner of Income Tax (OSD), Madurai.
3.	24.07.2019	Awareness programme on “An introduction of GST SWADHA”	Shri S. Anand, CEO, Styx InfoTech (P) Ltd., Madurai & Bangalore.
4.	26.07.2019	Career Counselling Programme on “Chartered Courses in India”	Shri. K. Arjun, Chartered Course Counsellor, Madurai.
5.	13.08.2019	Extension Activity on “Comprehensive Development Programme”	Mr. M. Sekar, Principle-in-Charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai.

6.	05.09.2019	Book Releasing Ceremony on “Elements of Commerce –I”	Mr. M. Sekar, Principle-in- charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai
7.	16.09.2019	Students Welfare Event On “Distribution of Apollo Pharmacy Beneficiary Card”	Mr. N. Manivasagan, Assistant Manager, Corporate Marketing, Apollo Pharmacy.
8.	29.08.2019	Ph.D Viva-Voce on “A study on Brand Preference of Cars in select cities of South TamilNadu” under the guidance of Dr.K.Alagar	Dr. R. Rengarajan, Professor, Department of Commerce, Madras University, Chennai
9.	29.08.2019	Ph.D Viva-Voce on “ Customers Perception on the Working of Pandiyan Grama Bank” Under the guidance of Dr.V.Sampath	Dr. R. Rengarajan, Professor, Department of Commerce, Madras University, Chennai

10.	26.09.2019	Fresher's Function on "NEOPHYTE GALA"	Mr. M. Sekar, Principle-in- charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai
11.	30.09.2019	Students Welfare Event on "Educational Film Show"	Mr. M. Sekar, Principle-in- charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai
12.	06.10.2019	"Re- Union Meet"	Former Faculty of Commerce, Department of Commerce, Centre for Higher Research, Yadava College (Autonomous)
13.	15.10.2019	Social Activities on "Tree Plantation Drive"	Mr. M. Sekar, Principle-in- charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai

14.	16.10.2019	Workshop on Launching of e-book and e-journal	Mr. R. Udayakumar, Consultant, Cengage Learning India (P) Ltd.
15.	16.10.2019 TO 17.10.2019	“GANDHIJI NATURAL MEDICINE DEVELOPMENT TRAINING” - Seminar	Sri bohar, Samrajyam, Krishna nagar, Thiruppalai. Madurai
16.	19.02.2020	Career Guidance for Commerce Students	Sri. C. Murugesan Consultant, Career Guidance, Madurai.
17.	31.10.2019	Pledge Programme for “National Unity Day”	Mr. M. Sekar, Principle-in- charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai
18.	10.02.2020	An Awareness On Stock Market	Miss. Saranya Marketing Executive& Head, Alice Blue Financial Service (P) Ltd, Madurai

19.	24.02.2020	Book Releasing Ceremony on "Elements of Commerce-II"	Sri. N. Kandavel, Entrepreneur, [CHIL Confectionery-Sri pattavar store
20.	04.03.2020	Special Programmer on "Rescue of Helpless Men, Women and Child Camp"	Mr. M. Sekar, Principle-in- charge & Dr. N. Sankar, Director, Self Financing Courses, Yadava College, Madurai
21.	05.03.2020	Special Lecture on "Personality Development"	Dr. B. Selvarajan, Professor, OAA MAVMM School of Management, Madurai
22.	06.03.2020	Special Lectures on "Career Guidance"	Mr. V. Senthilkumar, Health Insurance Advisor, Star Health and Allied Insurance Co- Ltd. Madurai. JC.HCF. T.S. Mohana Harish, JCI, Zone Trainer-Zone XVIII-JCI India, Madurai Central.

23.	07.03.2020	Special Lectures on “Impact on GST on IT Sector”	Mr. J.S. Sukumar , Director-Operations Win ways Informatics (P) Ltd.
24.	11.03.2020	Endowment Lecture on “Budget Analysis and Economic Reforms”	CA P.V. Raja Rajeshwaren , Chartered Accountant, Former Chairman- SIRC, Madurai
25.	11.03.2020	Training on “Make an Entrepreneurs”	Dr. Boovendhran , Assistant. Professor, Department of Management Studies, CIMAT, Coimbatore
26.	12.03.2020	Extension Activities On “Benefits of Horticulture and distribution of Vegetable seeds”	Mr. S. Kalaiselvan , Assistant Director of Horticulture, West Block-Madurai & Mr. A.Balakrishnan , Assistant Horticulture officer, West Block- Madurai.

Special Days celebrated in our department:

- National unit day -31st October
- Dr.APJAbdul kalam Birthday- 15th October
- International blood donation day- 14th June
- Pongal Festival celebration in every year

Best Practices

M.com with P.G.D.C.A

PGDCA a diploma course is aimed to compile an academic achievements with practical skills and also to enhance the employability of M.com Students. It is a mandatory for the students' to complete M.Com degree with PGDCA Since 2015.

Union Budget Analysis and Reforms

We have been Successfully Conducting “Dr. M. Gopalakrishnan Endowment Lecture “On Union Budget by Eminent Chartered Accountants. Threadbare Analysis of Budget reforms and recommendations is delivered to Students of Commerce.

SWOC Analysis:**Strength:**

- ❖ Department of commerce has qualified and well experienced faculty Members.
- ❖ Excellent smart class room and library
- ❖ Department of commerce has been offered B.Com, B.Com(CA) , B.Com (IT) , B.Com (RM), M.Com & M.Com(CA) courses which are more attractive than the conventional B.Com & M.Com degree.
- ❖ Sound infrastructure and good education environment.

Weakness:

- ❖ Need more number of ICT enabled class rooms.
- ❖ Major and minor Research project undertaken by the faculty members.

Opportunities:

- ❖ To design value added courses on employability. (PGDCA and Certificate course in Entrepreneurship Development)
- ❖ To have exchange programme with other college. (EMG Yadava Women's college)
- ❖ We have been successfully conducting Endowment lecture on Union Budget Analysis and reforms is delivered to students of Commerce every year.

Challenges:

- ❖ To frame and design an effective curriculum. Teaching learning methodologies that bridges the gap between industry and institution.
- ❖ It is challenge to sustain the habit of project to the students (Final year B.Com(CA) & Final year M.Com).
- ❖ To create awareness on study with foreign universities.

Future Plan:

- ❖ To start the new course in the name of B.Com (Professional Accounting) / B.Com (Honours).
 - ❖ To frame and upgrade the syllabus once in the year regularly.
 - ❖ To sign MOU with local industries on employability.
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