



YADAVA COLLEGE

[An Autonomous and Co-Educational Institution]
Affiliated to Madurai Kamaraj University
Govindarajan Campus, Thiruppalai,
Madurai , Tamil Nadu -625014



A PROFILE : DEPARTMENT OF COMMERCE
(RETAIL MARKETING)

History Of The Department

- YADAVA COLLEGE WAS STARTED IN THE YEAR 1969 TO UPLIFT THE FIRST GENERATION LEARNERS OF BACKWARD SOCIETY.
- THE FIRST YEAR B.COM (RETAIL MARKETING) WAS EMERGED IN THE YEAR 2012 WITH NUMBER OF 34 STUDENTS, PRESENTLY GROWN TO THE STRENGTH OF 171 STUDENTS

YEAR OF ESTABLISHMENT

➤ B. Com (Retail Marketing)

June 2012

VISION & MISSION

VISION

To be a vibrant and innovative center for education, to equip students with knowledge and skills in the field of Commerce, especially Retail Marketing inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shaping them for employment, professional excellence, entrepreneurial business ventures and above all a responsible citizen of India.





MISSION

To provide quality higher education to the Students belonging to the underprivileged sections of the society cutting across barriers of caste, community and religion so as to mold them intellectually as sound, socially responsible and ethically strong citizens.

Faculty Details

	Male	Female	Total
Total No. of Teachers	3	1	4
No. of Teachers with Ph.D	1	~	1
No. of Teachers with M.Phil	2	1	3
Teachers with other specific eligible Qualification	1	~	1

FACULTY PROFILE

Sl. No.	Name	Qualification	Designation	Photo
1.	Dr. T .CHOCKALINGAM	M.Com., M.Phil., M.B.A., Ph.D., NET., SET (QUALIFIED)	Associate Professor and Head	
2.	Mr. M . GOPALAKRISHNAN	M.Com., M.Phil.,	Assistant Professor	
3.	Mrs. T. SATHYADEVI	M.Com., M.Phil., Ph.D.(Doing)	Assistant Professor	
4.	Mr.K .RAMACHANDRAN	M.Com., M.Phil., B.Ed., PGDCA	Assistant Professor	

Faculty Achievements

➤ Dr. T.Chockalingam

- ✓ **Member in Grivence Cell** from 2021 onwards.
- ✓ **MBA Research Supervisor (DDE)** in Allagappa & Bharathiyar Universities from 2009 onwards.
- ✓ **Visiting Faculty** on CA,ICWA in various institutes.
- ✓ **Visiting Faculty** on Audit and Account General of India.

➤ Mrs. T.Sathya Devi

- ✓ **Member in Fine Arts Club** from 2021 onwards.
- ✓ **Pattimandram and Motivational speaker** from 2019 onwards.
- ✓ **Radio Jockey** in Madurai FM Rainbow from 2014 onwards.

➤ Mr. K.Ramachandran

- ✓ **Member in Students Welfare Committee** from 2018 onwards.
- ✓ **Member in Anti – Narcotics Club** from 2019 onwards.
- ✓ **Hostel sub warden** from 2018 onwards.

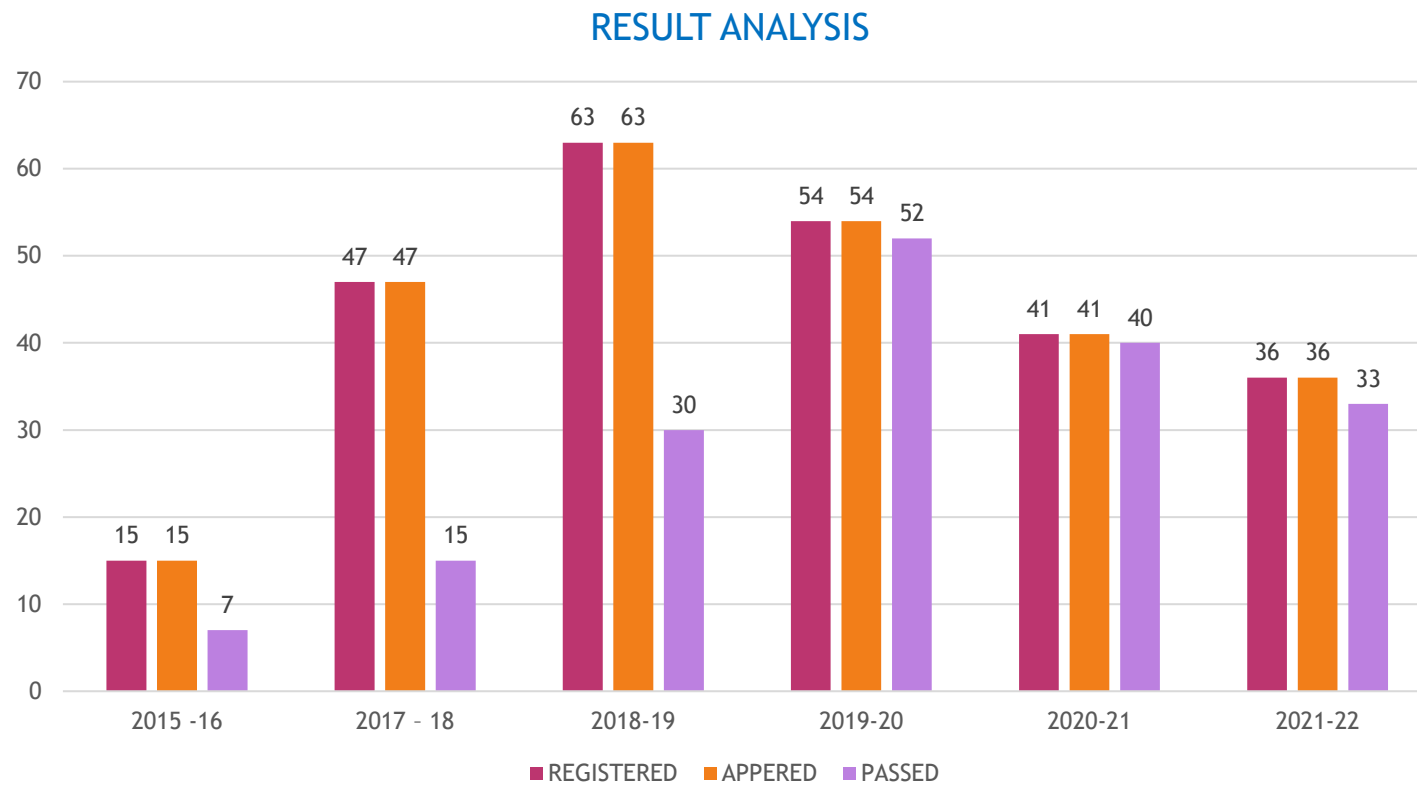
Mentor ~ Mentee List

Name of the Teacher	Class	Roll No
Dr. T .CHOCKALINGAM	I B.Com (RM)	12119001 to 12119019
Mr. M . GOPALAKRISHNAN	III B.Com (RM)	11919001 to 11919046
Mrs . T .SATHYADEVI	II B.Com (RM)	12019001 to 12019036
Mr . K .RAMACHANDRAN	I B.Com (RM)	12119020 to 12119058

Students Details

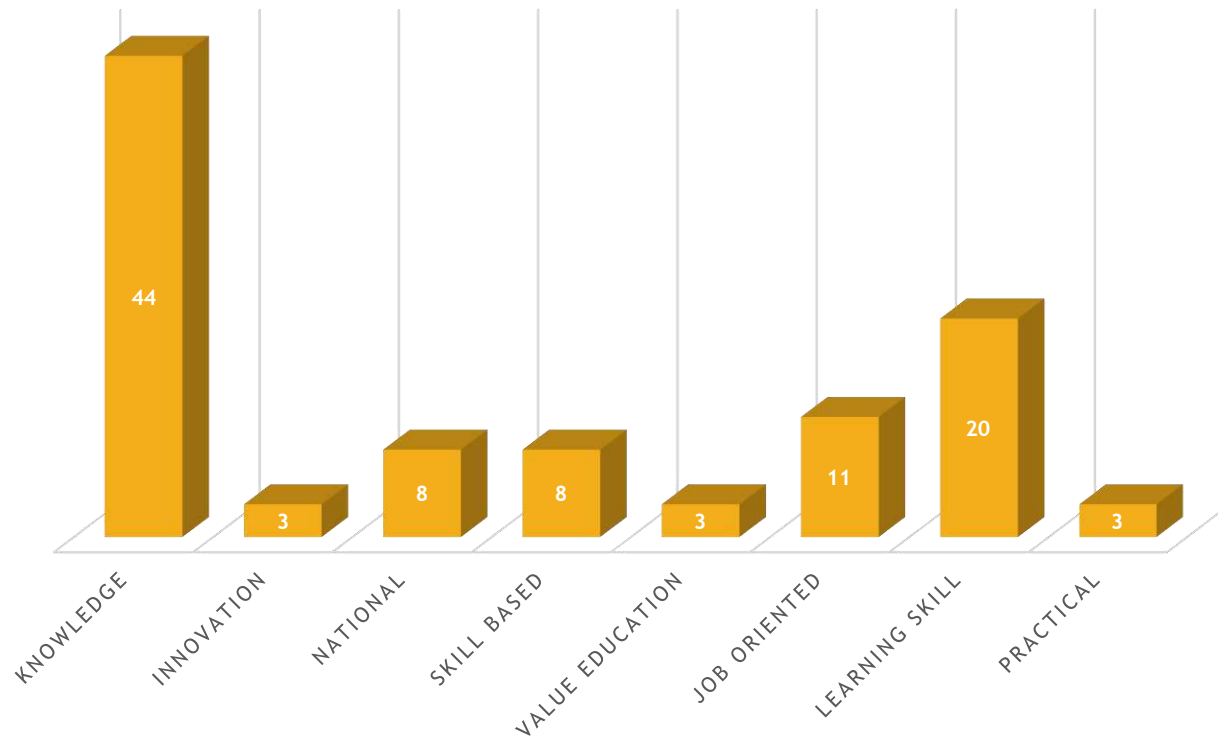
Sl. No.	Year	Number of Students		Total
		Girls	Boys	
B.Com (RM)				
1	2015 – 2016	11	44	55
2	2016 – 2017	10	68	78
3	2017 – 2018	14	48	62
4	2018 – 2019	06	40	46
5	2019 – 2020	04	42	46
6	2020 – 2021	11	46	57
7	2021 – 2022	07	62	69
Total		63	350	413

RESULT ANALYSIS



CURRICULAR ASPECTS

1. CREDIT WISE THRUST GIVEN IN THE CURRICULUM (%)



- 2. EXPERIMENTAL LEARNING PROGRAMMES OFFERED**
- 3. INTER DISCIPLINARY SUBJECTS OFFERED**
- 4. VALUE ADDED SUBJECTS**
- 5. INNOVATIVE SUBJECTS**
- 6. ICT ENABLED SUBJECTS**
- 7. SELF STUDY PAPERS**
- 8. NON-MAJOR ELECTIVE**
- 9. CERTIFICATE COURSES**

UG
01
01
02
01
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02
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01

E-Teaching

- ▶ Online Classes were taken using Google Meet, Teaching Mint, and Youtube.



You tuBe link :
<https://youtu.be/hWWOfxckKOM>

TEACHING, LEARNING & EVALUATION

Teaching...

- ❖ **Traditional Chalk and Talk method of Teaching is now moving towards Technology Based Teaching.**
- ❖ **E – Assignments are encouraged for B.Com (RM) Students.**



TEACHING, LEARNING & EVALUATION

Learning...



- ❖ **Entry Level Test and Bridge Courses for the Entrance are made compulsory.**
- ❖ **Remedial Classes are Conducted for the slow learners.**

TEACHING, LEARNING & EVALUATION

Evaluation...



- ❖ **Continuous Assessment of the Academic Performance of the Students is mandatory.**
- ❖ **Internal Evaluation for 25% and External Evaluation for 75%**
- ❖ **Internal Evaluation comprises of Tests and Assignments.**
- ❖ **External Evaluation is through Written Examination.**

EXTENSION ACTIVITIES



Department of Commerce (RM) has organized on Be Ready for Bio Life Extension Activities in Narayanapuram village during the year 2019. 41 Students and 30 SUDHESI AND PAVALAMALLI SELF HELP GROUP'S, Women's are participated.

EXTENSION ACTIVITIES



Department of Copmmerce (Rm) has organized on Importance of Small Savings Extension Activities in Chettikulam village during the year 2021. 35 Women's participated.

EXTENSION ACTIVITIES



Department of Copmmerce (Rm) has organized on Consumer Awareness about the Essential Product Extension Activities in Karuvanoor village during the year 2022 . 36 Students and 28 Women's participated.

ORGANIZED PROGRAMS



Department of Commerce (Retail Marketing) organized a Seminar on Soft Skill for Professional Success on 20th oct 2015. Dr. T. Jothi murugan was the resource person from Director of KLN COLLEGE, Madurai.

ORGANIZED PROGRAMS



Department of Commerce (Retail Marketing) Organized a Seminar on The Gift of Time on 21st Feb 2019. Tmt. Gana.Shanmuga Devi was the resource person from Motivational Speaker, Madurai.

ORGANIZED PROGRAMS



Department of Commerce (Retail Marketing) Organized a Seminar on Commerce - The Cause of History on 10th March 2020. Dr. M.Tamil Selvi was the resource person from Motivational Speaker, Madurai.

ORGANIZED PROGRAMS



Department of Commerce (Retail Marketing) Organized a Seminar on Trends of Digital Marketing on 09th May 2022. Dr. Y.Natarajan was the resource person from Assistant Professor, PG Department of Commerce, Madura College, Madurai.

BEST PRACTICES

- ❖ **Discipline is strictly maintained in the Department.**
- ❖ **Uniform for all the students.**
- ❖ **Jeans Pant, T-Shirts, Bracelet, Chains, Stud are not allowed inside the campus.**
- ❖ **Additional Parent's Teachers Association (PTA) meeting is conducted for Internal Failure students.**
- ❖ **Students Attendance Record Maintain by the Department.**
- ❖ **Every day, the absentees will be informed to the respective parents by the Class Mentor.**
- ❖ **Girls Counselling Meet is conducted every month.**

FUTURE PLANS

- To implement the Internship programme nearest corporate sectors
- Encouraging the staff to attend International Seminar Programmes.

Thank You!

dreamstime



Our Alumnae 2018 - 2021