



THIRUTHANGALNADAR COLLEGE

(BelongstotheChennaivazhThiruthangalHinduNadarUravinmuraiDharmaFund)

ASelfFinancingCo-EducationalCollegeofArts& Science Affiliated
to the University of Madras

Re-accreditedat‘B++’Grade byNAAC&AnISO9001:2015CertifiedInstitution Selavayal,
Chennai, Tamil Nadu, India

DEPARTMENT OF B.COM COMPUTER APPLICATION NEWS LETTER – 2023-2024

CHIEF PATRON	PATRON
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Assistant Professor.

Mrs.Haritharavi, M.Com., NET.,

Assistant Professor

Mrs.T.S.Suchita, M.Sc., M.Phil.,

Assistant Professor.

VISION:

To blend commerce and technology, equipping students with digital skills, analytical abilities and ethical values for success in the digital economy.

MISSION:

To equip students with business and computing skills for innovative solutions in the digital economy.

SPORTS WARRIORS OF OUR DEPARTMENT:

Student	Name of the Tournament	University/ State	Position
Kamalesh.R	Cunnam & Seethamma Trophy State level Inter Collegiate Tournament (Basket Ball)	State level	2nd place
Aravind R, Deepak R	University of Madras B-Zone Tournament (Kho Kho) Men	Madras university	4th place
Aravind R, Deepak Kumar R	University of Madras Combine Zone Tournament (Kho Kho) Men	Madras university	3rd Place
Boobalan.S	University of Madras South-West zone Boxing Championship	Madras University	3rd Place
Vijaya Sree.B	Tamil Nadu State Level (Target Ball) Tournament	State	3rd place

- ❖ Our final year student B.Vijaya Sree was elected as Sports Secretaries for the academic year 2023-24 and she has participated in games and won many prizes.
- ❖ In UKTI, an inter department Cultural, Our department has won First prize in Ramp walk and Group dance. Our department shared the overall runners trophy.

STAFF ACADEMIC ACTIVITY :

Paper Publication

Staff	Topics	Publication
Mr.T.S.Rubakannan	A Study on Consumer Behaviour, current scenario and evolution of mobile phones ISSN: 0378 – 4568	Anvesak – Sardar Patel Institute of Economic and Social Research
	A study on Decision making of consumer buying behavior in Mobile phones with special reference to Chennai city ISSN: 2394 – 0298	NIU International Journal of Human Rights. A UGC CARE Listed Journal

Faculty Development Program

Staff	Topic	Days	Institute/ University
Mr.T.S.Rubakannan	International Virtual FDP	7 Days	St.Thomas College of Arts & Science
Dr.V.Vijayasathya	Naan Mudhalvan	5 Days	University of Madras
Mrs.T.S.Suchita	Naan Mudhalvan	5 Days	University of Madras

- ❖ Mr.T.S.Rubakannan

- ❖ Received a Certificate from Government of India- Ministry of Commerce and Industry for participating in IP Awareness / Training program.
- ❖ Received a Certificate of Appreciation from Saveetha University for TECH STAR SUMMIT – 2024 for acting as a faculty Evaluator.

PLACEMENT:

Students got placed through Training and Placement Cell

Company Name	Student Placed Count	Salary
Groveman Global Service Pvt., Ltd.,	11	18,000 pm.,
Om Innovation	9	14,000 pm.,
Piramal Finance	4	29,000 pm.,
Reliable Data Service	1	10,000 pm.,
Naz V	5	15,000 pm.,
Skill Plan	2	12,000 pm.,
Bank Zone	1	15,000 pm.,
Channel Play	3	20,000 pm.,
HDB Finance	2	20,000 pm.,
Altrust- Airtel	1	12,900 pm.,

EVENTS CONDUCTED

- ❖ On 27-09-2023 Knowledge Enhancement program on Cyber crime and cyber security was conducted in A/C conference hall. Resource Person Ms.**M.Shobana**, Technical Head, NIIT Computers, Chennai.
- ❖ Industrial Visit to S A Raja Dhall Mill was organized for final year students on 26-07-2023 under the supervision of Dr. V.Vijayasathy and Mrs. Haritha Ravi visited the company and Students gained the experiential learning.
- ❖ On 26-09-2023 Knowledge Enhancement Program on Current Trend in Logistics, Resource person Mr.Madhanagopal General Manager, Retail Sales.
- ❖ On 31st July 2023, a Professional Development Program was conducted by Image Creative Education, Chennai.. The session was led by Mr.M.Swapan, the Technical Coordinator and faculty member specializing in Graphic, 2D & Art.
- ❖ . On 20-02-2024, Final-year B.Com Computer Applications students participated in an industrial visit to Chennai Harbour, providing them with a unique opportunity to gain practical exposure to one of India's largest and most technologically advanced ports.
- ❖ Guest lecture for career guidance a event on "Supply Chain Management in Logistics" was conducted on 05-02-2024. Resource person, Dr.Seeni Mohammed, Principal, from Galaxy International Institute of Logistics.

Cyber crime and cyber security (27-09-2023)

Knowledge Enhancement program on Cyber crime and cyber security was conducted in A/C conference hall. Resource Person Ms.M.Shobana, Technical Head, NIIT Computers, Chennai..The program included engaging sessions on cyber threats, data privacy, ethical hacking, secure coding practices, and strategies to prevent cybercrimes. Through interactive case studies, and expert discussions, participants gained practical knowledge about cybersecurity challenges and solutions.

Students developed a comprehensive understanding of cyber risks and the importance of proactive measures for online safety. The program provides students to detect and mitigate potential threats effectively. Participants are now better equipped to safeguard their personal, academic, and professional data.



Experiential Learning (26-07-2023)

An industrial visit to STK Raja Dhal Mill in Tondiarpet, Chennai, provided final-year students with valuable hands-on exposure to the manufacturing and milling industry. The visit, guided by faculty members Dr. V. Vijayasarathy and Mrs. Haritharavi and its gave students a detailed understanding of the entire dhal production process, from raw material processing to packaging. 67 students were got an experiential learning benefit.

Students observed the integration of technology in various stages of production, including automation, quality control, and inventory management. They also learned about the efficient management of resources and supply chain coordination within the mill.



Knowledge Enhancement Program – 26-09-2023

An event on "Current Trends in Logistics" was organized to provide college students with valuable insights into the evolving landscape of the logistics and supply chain industry. The program featured expert speakers, Mr. Madhanagopal, General Manager in Indian Institute of Logistic has highlighted critical advancements and challenges shaping the field today.

Sustainability was a prominent theme, emphasizing the importance of green logistics practices such as eco-friendly packaging and energy-efficient transportation methods. The impact of e-commerce on the logistics industry and the need for innovative infrastructure solutions were also discussed in detail.



Professional Development Program – 31-07-2023

A Professional Development Program was organized with Image Creative Education, Chennai. The session was led by Mr.M.Swapan, the Technical Coordinator and faculty member specializing in Graphic, 2D & Art. The aim of the program was to enhance students' understanding of graphic design, 2D art, and their applications in digital media and business.

Mr.M.Swapan provided insights into the creative aspects of graphic design, discussing its role in branding, advertising, and web development. He demonstrated how to use industry-standard tools such as Adobe Photoshop and Illustrator, emphasizing the importance of technical skills in creating professional designs. The session also focused on the integration of 2D art in digital platforms and how it influences consumer engagement and business marketing strategies.



Experiential Learning – 20-02-2024

. Final-year B.Com Computer Applications students participated in an industrial visit to Chennai Harbour, providing them with a unique opportunity to gain practical exposure to one of India's largest and most technologically advanced ports. During the visit, students explored various port operations, including cargo handling, container management, import/export processes, and logistics coordination. Experts explained the role of technology in port activities, such as computerized inventory systems, container tracking, and digital documentation.

The visit bridged the gap between theoretical learning and real-world applications, offering students insights into how large-scale port operations are managed efficiently. Students also learned about the significance of Chennai Harbour in international trade and its role in the global supply chain.



Career Guidance Program – 05-02-2024

Guest lecture on "Supply Chain Management in Logistics" was organized to provide students with valuable insights into the evolving landscape of the logistics and supply chain industry. Resource person, Dr. Seeni Mohammed, Principal, Galaxy International Institute of Logistics, has highlighted critical advancements and challenges shaping the field today.

Discussions revolved around automation, robotics, and their role in optimizing supply chain operations. The use of big data analytics for demand forecasting, block chain for enhancing supply chain transparency, and innovations in last-mile delivery were key topics explored during the event.

Students gained a clear understanding of emerging trends and technologies transforming logistics and learned about essential skills required to thrive in logistics careers, such as data analytics, problem-solving, and operational planning and Insights into industry demands helped students explore potential career paths.

