



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

**COLLEGE OF  
SCIENCE AND  
HUMANITIES**



**NEWS LETTER :  
2021-2022  
DEPARTMENT  
OF COMMERCE**



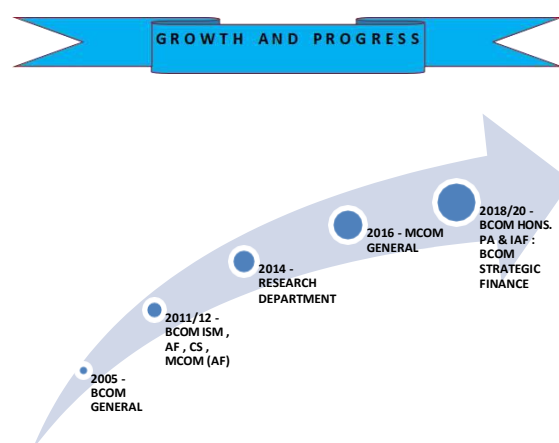
**SRM INSTITUTE OF SCIENCE  
AND TECHNOLOGY**  
**COLLEGE OF SCIENCE AND  
HUMANITIES**  
**DEPARTMENT OF COMMERCE**

**THE YEAR OF REMINISCENCE**

With the COVID-19 pandemic paralyzing the world and causing disruption to the magnitude never seen, the Department of Commerce viewed COVID-19 as an opportunity rather than a challenge.

The Department of Commerce has been in existence for more than a decade, as a department it's been recognized as, an esteem member for the major contribution role in growth and development of the College of Science and Humanities. With just 21 students in 2005, the department has seen a tremendous growth over a decade accommodating more than 870 students in the field of commerce through the various courses namely B.com, M.com and Research. The Department made a remarkable achievement of admitting nearly 321 students this year thereby continuing to be one of the biggest departments of CSH. As a matter of statutory requirement and improving the quality of curriculum, this year our department integrated Learning Outcome

based Curriculum Framework (LOCF) ensuring development of HOTS of our students. The Department has signed MOUs with institutions like Chartered Institute of Management Accountants (CIMA), Association of Chartered Certified Accountant (ACCA), International Skill Development Corporation (ISDC), Wiley and Miles Education, Institute of Management Accountants, Hyrudaya Adconser Private Limited, Entrepreneurship Development Institute of India, Aktisi Financial Services and National Academy for Customs, Indirect taxes and Narcotics. Faculty members are the backbone of growth of department. They adopted various ICT tools like PowerPoint presentations, Microsoft Excel, OneNote, gamification strategies and interactive seminars to ensure liveliness in virtual classroom.





## **PROGRAMMES**

The Department of Commerce currently offers 6 interdisciplinary programmes. Each Course has its Unique Syllabi that caters the student's specialization into their area of interest. The syllabi are set not only to make the students to get a degree but to cultivate an overall skill to meet, survive and prosper in the competitive world.



### **New curriculum**

Staying true to its institution of innovation and change, the Department of Commerce have brought three new such student friendly value-added courses that keep up with the ever-changing market demands.

1. **LOCF (Learning Outcomes – based Curriculum Framework)** The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure. The teaching learning experiences in a more student centric manner.

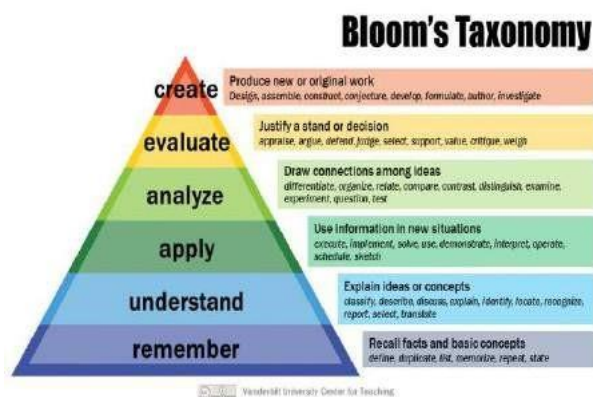
2. **MOOC COURSE**, implementing MOOC strategically into the course of the students has been a silent success. The Department of Commerce in accordance with Government of India has tied up with **SWAYAM-NPTEL** and integrated the credits into the credits into the total credits of the student.
3. **J – COURSE**, the system of teaching applied here tests both the students' knowledge in a theoretical aspect and his/her/their knowledge in a practical manner as well. There will be practical's conducted before every such theoretical exam to test whether the student's understanding of the subject can be applied in a real-world aspect as well. So, a direct in-person VIVA like test is conducted to test their comprehension of the subject.

### **Teaching methodology.**

The Department of commerce is ever changing its approach to be proactively as student friendly as possible, while also keeping up with the demand of the current ever so growing job market when maintaining its academia methodology on par with many top Universities around India. One such methodology implemented by our Department of commerce is;

**Bloom's taxonomy** is a classification system used to define and distinguish different levels of human cognition i.e.,

thinking, learning, and understanding. Educators have typically used Bloom's taxonomy to inform or guide the development of assessments curriculum and instructional methods such as questioning strategies



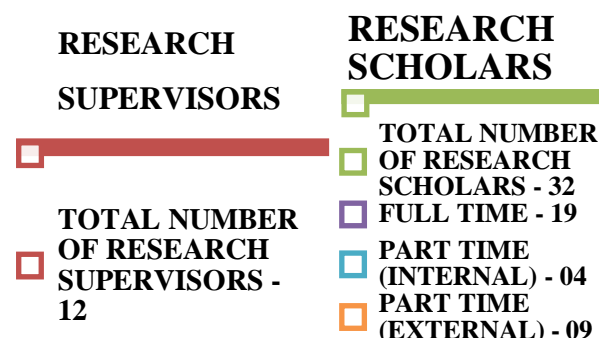
## Research and Publications

Research is described as a methodical examination of a specific subject or problem using scientific methodologies. "Research is a methodical effort to characterise, explain, forecast, and manage the observable event," says American sociologist Earl Robert Babbie. It employs both inductive and deductive reasoning."

Deductive research methods verify an observed occurrence, whereas inductive research methods investigate it. Deductive methods are more usually connected with quantitative analysis, while inductive approaches are more commonly associated with qualitative research.

The Research Statistics of the Department.

For the Year 2021-22 are as follows



## INTERNATIONAL CONFERENCE

Every year Department of Commerce conducts International Conference on Contemporary themes in industry and produces valuable outcomes through research proposals that are intended to solve real life problems faced by the global businesses.

Research Scholars, Academics, students, and Professors from around the world and though out India use this opportunity and big platform made available to them as a way to present their findings on a public platform and to publish



their papers in Reputed Journals.

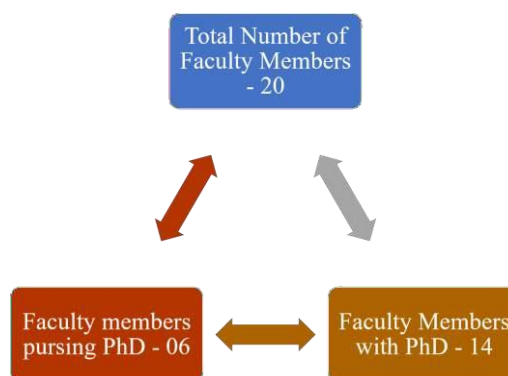
### **SRM JOURNAL OF BUSINESS HORIZONS: AN ANNUAL PUBLICATION OF DEPARTMENT OF COMMERCE**

SRM Journal of Business Horizons is an annual publication of the Department of Commerce and successfully published its 8<sup>th</sup> Volume this year. It will be an add-on to the enriched catalogue of college publications and academic literature. It aims at promoting research in the areas of business, management, economics, finance and governance and encourages empirical and inductive writings. The journal provides the scope to promote research publications among academicians, researchers, policy makers and practitioners. It publishes research articles relevant for national and international significance. Current issue has papers from the different domains such as internet marketing, Forensic Accounting, Cloud accounting, Artificial intelligence, Strategic HRM, Electronic advertising and HR audit.

### **FACULTY AND CURRICULUM**



Teaching faculty consisting of dedicated professionals has been the backbone of our department. Spiritual vitality, academic excellence, and social relevance have always been the defining marks of the faculties in the department of commerce. The curriculum also incorporates learner centric framework known as Learning Outcome Based Curriculum (LOCF) that enables to expand the knowledge, gather experience, and develop skills and values to realize maximum potential and employment opportunities in the global arena. The syllabus for all the courses is constantly updated to reflect new trends in the subject and to take advantage of the latest structures. The faculty statistics of the department is given below



### **MERX MERCIS ASSOCIATION**

The Department has an association named “MERX MERCIS CLUB” consisting of both the faculty members and students which conducts symposium and business events every year. It is all about creating an environment of

academic freedom, where bright minds meet, discover and learn. The association recognizes and awards the A+ grade holders and O grade holders in all the subjects, class cent attendance holders, best students and also the best outgoing student by issuing certificates, shields, prizes, and coupons. We are elated to register here, that every year alumni of the department are sponsoring for the best outgoing student award which will be issued to the eligible III-year student.

#### Merx Mercis Association Logo



#### MERX MERCIS OFFICE BEARERS



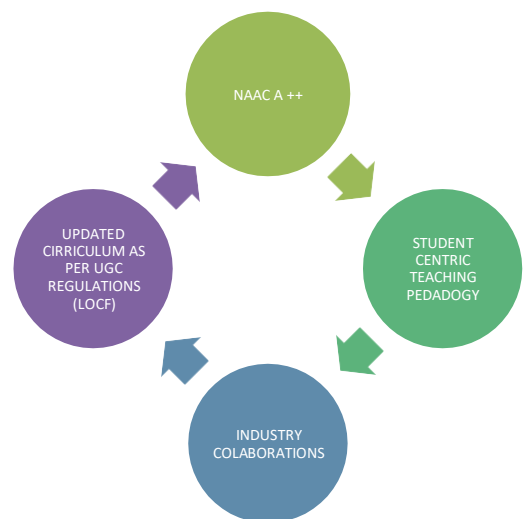
#### DEPARTMENT'S STRENGTH

#### ACCREDITATION AND RANKED

The Department of Commerce is accredited by NAAC with A+ rating because of its uniqueness. It

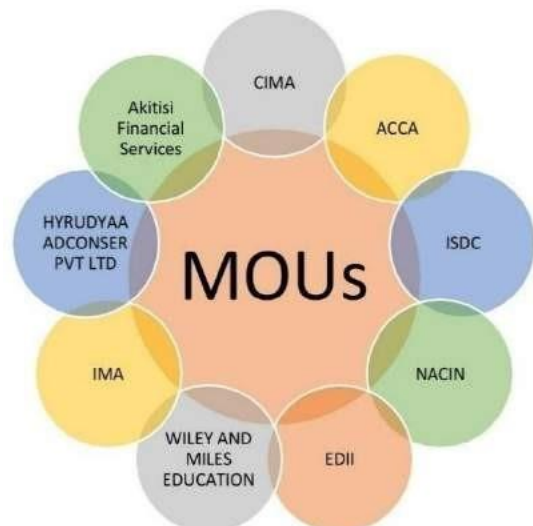
Follows student centric teaching pedagogy which enables them to apply the concepts learned in solving real life business problems. Further, the Department also successfully implemented Learning Outcome based Curriculum Framework (LOCF) that will develop skills and enable more practical understanding of the courses.

#### DEPARTMENT'S STRENGTH'S



#### MEMORENDUM OF UNDERSTANDINGS

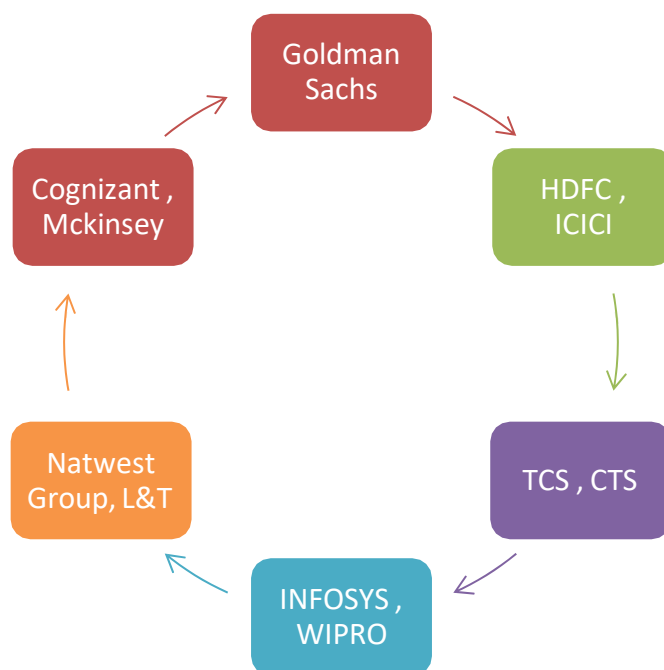
The Department of Commerce has signed MOUs to enhance and enrich student and develop their skillset as per Industry requirements. The following are the industry tie-ups of the Department



## **PLACEMENT OPPORTUNITIES**

Students pursuing their career in the Department of Commerce have plenty of Job opportunities in the key areas like banking, entrepreneurship, international programs, State and Central

Government Jobs, business communities and so on. Some of our placement companies include ICICI, HDFC, CTS, Infosys, RBS, Goldman Sachs, Mckinsey, L&T, Natwest Group, RR Donnelley, Cognizant and so on.



### **The Academic Year 2021-2022**

Date	Event Type	Title
28-02-2022	Webinar	Opportunities to Explore Entrepreneur in You – Introduction to Entrepreneurship And Innovation
18-02-2022	WORKSHOP	Union Budget 2022
14-02-2022 to 15-02-2022	Webinar	Student Enlightenment Session on Career as Entrepreneur
07-02-2022	WORKSHOP	Role of One District One Product (ODOP) approach in making India self-reliant
08-12-2021 to 11-12-2021	WORKSHOP	Four Day Workshop Program on DataAnalysis Using SPSS

01-12-2021 to 02-12-2021	Conference	8th International Virtual Conference on Business Horizon
17-09-2021	WEBINAR	CIMA Orientation Program
17-09-2021	WEBINAR	ACCA Orientation Program
15-09-2021	WEBINAR	Swachhata Pakhwada 2021
22-05-2021	STTP	Essentials of Research Methodology for Social Science Researchers
21-07-2021	FDP	National Faculty Development Program on Emerging Trends and Challenges in Commerce Education
10-06-2021	Conclave	Research Conclave 2021 - Social Science Researcher a Pathway to Succeed
26-06-2021	WEBINAR	Merx Mercis Webinar Series

#### **Alumni Events**

<b>Date of the Event</b>	<b>Topic</b>
09-04-2022	Academic Avenue In Higher Education: India and Abroad – Alumni Talk for BCOM final year students.



## FACULTY ACHIEVEMENTS



**Dr. S. Tamilarasi, Head of Department**

Received 1 Lakh funding for paper " Impact of Entrepreneurship development programs on college students - with reference to Chengalpattu District" - 2021.



**Dr . S. Chitra, Associate Professor and Head**

Received 1 lakh funding for paper" Impact of Entrepreneurship development programs on college students - with reference to Chengalpattu District" - 2021.



**Dr.R. Angayarkanni, Associate Professor**  
received IARDO rising star Award 2021.

Life time Achievement Award by International Icon Award 2021  
Certification of Publication " Impact of Game based approach on Instrinct need satisfaction among it employees in Chennai city During the Global Crisis



**Dr. Durairaj, Assitant Professor**  
received Gold Medal Research

Day 2021, SRMIST  
Received 1 Lakh funding paper "Impact of Covid - 19 and the associated measures on Livelihoods and Employment and Employment at Kodagiri Tribals in Krishnagiri District"



**Dr. A. K. Kavitha**  
Assistant Professor

Young scholar award- 2021 for the appreciation presented with great joy for the exemplary research work from porunai Ilakkiya kalam tamilnilam Arakkattalai and Naangal Arakkattalai



**Dr . A . Thilagaraj**  
Assistant Professor  
Lead Outstanding Faculty Award in Commerce, by Lead Researchers Forum - 2021

Received a Funding



**Ms. V. Lavanya**  
Assistant Professor  
Presented a paper on "A study of Social entrepreneurs- Mission, Motivation and Challenges, Critics" for the research day event conducted by SRM IST and awarded gold medal ,2022

Awarded first prize in Dr. Paarivendhar Research Colloquium" 2021 Conducted by SRM IST Chennai.



**Dr. P. Sankar**  
Assistant Professor  
Excellence in Research from Shri Paramhans and Research Foundation Trust

- Received 3 Lakhs from Ministry of Human Resource Development for project "Assessment



**Dr . B . Akila**  
Assistant professor  
Published book titled " TECHNOLOGY IN BANKING" 2021

Funded Project Title "EMPLOYEE ENGAGEMENT



**Dr. S.Antony Raj**  
Assistant Professor He has received - E.V.R periyar International Award

## RESEARCH SCHOLAR ACHIEVEMENTS



**Mr. S. SAKTHI**

Research Scholar

He has received award , "Best Poster Presentation Award in Research Colloquium 2022" , He has also published a book titled " Technology in banking." He has a funded project "EMPLOYEE ENGAGEMENT MODEL IN HIGHER EDUCATIONAL INSTITUTIONS" all in 2021-22



**Mrs. K . M . POORNIMA**

Gold Medal - Research Day 2021,, SRM Institute of Science and Technology.



**MR. R. Yuvaraj**

Research Scholar

Silver Medal - A study on job stress among nurses in private hospital Chennai  
2022.Dr. Paarivendhar Research colloquium 2022 - Best Paper Presentation Award



- Best Paper Award - "Taxation Challenges posed by COVID-19 Pandemic - a reference to GST Scenario in India" in National Conference organized by Department of Commerce & Business Administration, Apollo Arts and Science College, Chennai - August 2021
- Pillar of India Award - ESN Publications - for selfless service rendered by conducting various academic events free of cost for benefit of the student community - November 2021
- Gold Medal Research Day 2022 - Consumer Perceptions towards Goods and Services Tax Implemented in India - organized by Directorate of Research and Virtual Education, SRM Institute of Science and Technology - March 2022

## STUDENT ACHIEVEMENT



Mr. Advait Krishnakumar of Final year B.com Honours Professional Accounting has successfully completed Advanced Diploma in Management Accounting certified by the Chartered Institute of Management Accounting (CIMA),UK.



Ms. Anushka B V of Final year B.com Honours Professional Accounting has successfully completed Diploma in Management Accounting certified by the Chartered Institute of Management Accounting.



Mr. Nitin Kalyan of Final year B.com Honours Professional Accounting has successfully completed Diploma in Management Accounting certified by the Chartered Institute of Management Accounting.



Mr. Venkatesh V of Final year B.com Honours Professional Accounting has successfully completed Certification in Business Accounting certified by Management Accounting.



Mr. Sudhakar G of Final year B.com Honours Professional Accounting has successfully completed Certification in Business Accounting certified by Chartered Institute of Management Accounting.



Mr. Kuberan R of Final year B.com Honours Professional Accounting has successfully completed Certification in Business Accounting certified by Chartered Institute of Management Accounting.





Ms. Aishwarya Galdinus of Final year B.com Honours Professional Accounting has successfully completed Certification in Business Accounting certified by Chartered Institute of Management Accounting.



Mr. Preetam Ola of Final year B.com Honours International Accounting and Finance has successfully completed Financial reporting and Audit and assurance examinations certified by the Association of Certified Chartered Accountant (ACCA), UK.



Mr. Vijay J of Final year B.com Honours International Accounting and Finance has successfully completed the Financial Reporting examination certified by the Association of Certified Chartered Accountant (ACCA), UK.



Ms. Shruti Devi of Second year B.com Honours International Accounting and Finance has successfully completed the Financial Reporting and Audit and assurance examinations certified by the Association of Certified Chartered Accountant (ACCA), UK.



Ms. Haya Fayaz of Second year B.com Honours International Accounting and Finance has successfully completed the Financial Reporting and Audit and assurance examinations certified by the Association of Certified Chartered Accountant (ACCA), UK.



Mr. Sai Divesh of Second year B.com Honours International Accounting and Finance has successfully completed the Financial Reporting examination certified by the Association of Certified Chartered Accountant (ACCA), UK.



Mr. Cesar Augusto Sekar Esquivel of Second year B.com Honours International Accounting and Finance has successfully completed the Financial Reporting examination certified by the Association of Certified Chartered Accountant (ACCA), UK.

## EVENTS GALLERY





















