



**SREE ABIRAAMI ARTS AND SCIENCE COLLEGE FOR WOMEN**  
APPROVED BY GOVT. OF TAMIL NADU / AFFILIATED TO THIRUVALLUVAR UNIVERSITY  
Accredited by NAAC with B++ | An ISO 9001:2015 Certified Institution  
KATPADI ROAD, KEELALATHUR, GUDIYATTAM – 635803, VELLORE DISTRICT, TAMIL NADU, INDIA  
Website: <https://sawcollege.com>, Phone : 04171-290222, Mobile : 7639003545/7639003546  
Mail id: [abiraami.office@gmail.com](mailto:abiraami.office@gmail.com) / [abiraami.college@gmail.com](mailto:abiraami.college@gmail.com)

## **PG DEPARTMENT OF COMMERCE**

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### **About the Department:**

The Department of Commerce was established in the year 2016 with an UG programme B.Com, which opens an arena of opportunities for the students who look for options outside the subject after their degree. The Department facilitates the students to get the updated curriculum as per the emerging trends in commerce with computer, equips students with the latest developments in the field of business and commerce and trains them in the practical applications of the same in modern organizations. The Department encourages and motivates the students to pursue their Higher education, to take up the competitive exams and professional courses. It seeks to enable them to handle the challenges of growth and transformation of businesses through critical thinking, rational attitude and quality decision making. It is dedicated to develop the students into responsible citizens of the country with high moral values, understanding the problems of human relationships and developing a capacity to appreciate the finer values of life. PG programme M.Com. was added in the department during the academic year 2022-2023.

### **Vision:**

- To provide an exposure to students to face the business world.
- To inspire and empower students to contribute to the success of the organization and betterment of communities
- To develop social consciousness among students.
- To provide a nurturing and motivating environment to exploit the full potential of students

### **Mission:**

- To provide commerce education interlinked with Computer knowledge to rural sections of the society to empower women to asset their identity, self- respect and enable them to attain social and economic goals.
- Equip the student with accounting and entrepreneur skills.
- Upgrading commerce related information through use of technology.
- Transforming innovative ideas into commercial products of societal needs.



## **PROGRAMME AND COURSE OUTCOMES AND SYLLABUS**

### **Programme and Course outcomes and Syllabus**

<https://www.tvu.edu.in/links/regulations-and-syllabus/>

#### **Regulations 2023:**

<https://www.tvu.edu.in/wp-content/uploads/2024/05/UG-Regulation-2023.pdf>

**PG:** <https://www.tvu.edu.in/wp-content/uploads/2023/12/P09-M.Com.-COMMERCE.pdf>

#### **SEM III – VI:**

**UG:** <https://www.tvu.edu.in/wp-content/uploads/2024/07/U10-B.Com.-COMMERCE.pdf>

#### **SEM II:**

**UG:** <https://www.tvu.edu.in/wp-content/uploads/2024/02/U10-B.Com.-COMMERCE.pdf>

#### **SEM I:**

**UG:** <https://www.tvu.edu.in/wp-content/uploads/2024/01/U10-B.Com.-COMMERCE-1.pdf>

#### **Regulations 2022:**

<https://www.tvu.edu.in/wp-content/uploads/2022/09/UG-REgulations-2022-2023.pdf>

**UG:** <https://www.tvu.edu.in/wp-content/uploads/2023/03/B.Com.-COMMERCE.pdf>

**PG:** <https://www.tvu.edu.in/wp-content/uploads/2017/06/11-M.Com.pdf>

#### **Regulations 2020:**

[https://www.tvu.edu.in/wp-content/uploads/2021/01/UG\\_REG\\_20\\_21.pdf](https://www.tvu.edu.in/wp-content/uploads/2021/01/UG_REG_20_21.pdf)

**UG:** <https://www.tvu.edu.in/links/regulations-and-syllabus/>

#### **Regulations 2017:**

[https://www.tvu.edu.in/wp-content/uploads/2017/06/UG\\_Regulations-2017-18.pdf](https://www.tvu.edu.in/wp-content/uploads/2017/06/UG_Regulations-2017-18.pdf)

**UG:** <https://www.tvu.edu.in/wp-content/uploads/2017/07/BCom.pdf>



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## STAFF DETAILS

### FOR THE ACADEMIC YEAR (2024-2025)

S.No	Name	Designation	Qualification	Service Period in SAWC (D.o.J. – D.o.R.)
1	Mr.M.DHANASEKARAN	Head & Assistant Professor	M.Com, M.Phil. MBA	03.08.2018-Present
2.	Mrs.M.VIJAYALAKSHMI	Assistant Professor	M.Com,M.Phil, (PhD)	24.04.2018-Present
3.	Dr.C.PRAKASAM	Assistant Professor	MA,M.Phil,PhD,M .Phed.	11.05.2016-Present
4.	Mrs.B.ELAKKIYA	Assistant Professor	M.Com, M.Phil. B.Ed.	22.08.2022- Present
5.	Mrs.P.ARUNA	Assistant Professor	M.Com, M.Phil. B.Ed.	28.07.2022- Present
6	Dr.S.VADIVUKKARASI	Assistant Professor	M.Com, M.Phil. MBA,PhD.	11-12-2019 - Present
7	Mrs.P.SNEKHA	Assistant Professor	MBA	19.06.2023-Present

### FOR THE ACADEMIC YEAR (2023-2024)

S.No	Name	Designation	Qualification	Service Period in SAWC (D.o.J. – D.o.R.)
1	Mr.M.DHANASEKARAN	Head & Assistant Professor	M.Com, M.Phil. MBA	03.08.2018-Present
2.	Mrs.M.VIJAYALAKSHMI	Assistant Professor	M.Com, M.Phil, (PhD)	24.04.2018-Present
3.	Dr.C.PRAKASAM	Assistant Professor	MA, M.Phil, PhD, M.Phed.	11.05.2016-Present
4.	Mrs.B.ELAKKIYA	Assistant Professor	M.Com, M.Phil. B.Ed.	22.08.2022- Present
5.	Mrs.P.ARUNA	Assistant Professor	M.Com, M.Phil. B.Ed.	28.07.2022- Present
6	Dr.S.VADIVUKKARASI	Assistant Professor	M.Com, M.Phil. MBA,PhD.	11-12-2019 - Present
7	Mrs.P.SNEKHA	Assistant Professor	MBA	19.06.2023-Present



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## STUDENT DETAILS

### FOR THE ACADEMIC YEAR (2024-2025)

S.NO	CLASS	STRENGTH
1	I B.Com	27
2.	II B.Com	31
3.	III B.Com	43
4.	I M.Com	3
5.	II M.Com	3

### FOR THE ACADEMIC YEAR (2024-2023)

S.NO	CLASS	STRENGTH
1	I B.Com	30
2.	II B.Com	24
3.	III B.Com	30
4.	I M.Com	8
5.	II M.Com	1



## **DEPARTMENT EVENTS**

### **FOR THE ACADAMIC YEAR 2024-2025:**

#### **WORKSHOP**

A workshop organized on “**Importance of Tally Certification & Career Opportunities With Tally**” was organized by PG Department of Commerce on 04.07.2024.

The Resource person was **Mrs.S.DEEPA** Heads of the department of Computer Science, Sree Abiraami Arts and Science College For Women, Gudiyattam,Vellore.

#### **SEMINAR**

A seminar organized on “**INTRODUCTION TO SECURITIES MARKET**” was organized by PG Department of Commerce on 20.07.2024.

The Resource person was **Mr.S.N.JAYABALAN**, Security market trainer, SEBI-NSC Chennai.

He delivered a special lecture on “**INTRODUCTION TO SECURITIES MARKET**” he gives more ideas about security market analysis.

#### **A EDUCATION EXPO -2025**

Awareness for Higher Education organized on “**A EDUCATION EXPO -2025**” was organized by PG Department of Commerce on 03.01.2025.

The Chief Guest was **Mrs.V.AMULU** MLA, Gudiyattam.

She delivered a Inspirational speech on higher education needs for the students.

From the Student Concern they displayed various models

- Digital payment systems
- Tools for finance
- Significance of cybercrime
- AI in financial services
- Financefor women Empowerment etc



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### CONFERENCE

A one day National seminar organized on “**NAVIGATING INDIA THROUGH BANKS**” was organized by PG Department of Commerce on 10.01.2025.

The Resource persons:

1. Dr.K.SUDARSAN Prof.Dept of Management studies SITAMS Chittoor,AP
2. Dr.S.MOHAMED RAFIQUE AP & Research Supervisor, PG Dept of Commerce.  
C.Abdul Hakkem College(Autonomous).Ranipet, Vellore

He delivered a special lecture on “**Banks & Capital Formation, Bank & Deposit Growth, Banks & Entrepreneurs, etc** ” he gives more ideas about security market analysis and Various paper Presentation was invited and presented in effective manner.



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### FACULTY ACHIEVEMENTS

- Mr.M.DHANASEKARAN Received **BEST PROFESSOR** award -2024 From SILAMPOLI FOUNDATION .
- Mr.M.DHANASEKARAN Received **VALLUVAR** award -2025 From thamiz thai foundation .
- Mr.M.DHANASEKARAN , Department of Commerce participated the FIVE DAYS NATIONAL CONFERENCE ON “**DRIVING INNOVATION IN RESEARCH**” conducted by AUXILIUM COLLEGE , KATPADI,VELLORE.
- Mrs.M.VIJAYALAKSHMI, Attended one week online faculty development programme on “**EFFECTIVE TEACHING PEDAGOGY STRATEGIESFOR ENGAGING AND EMPOWERING LEARNERS**” Organised by Department of Humanities and Physical Education, CT University, Ludhiana,Punjab.
- Mrs.M.VIJAYALAKSHMI, Attended SEVEN DAY Professional Development Programme on “**METHODS OF DATA COLLECTION AND ANALYSIS THROUGH SPSS & USING AI TECHNOLOGY FOR RESEARCH WRITING**” Organised by Department of Commerce in Association with IQAC, Patrician College of Arts & Science, Chennai.
- Mrs.M.VIJAYALAKSHMI, Presented a Paper on the title “ **A SYSTEMATIC STUDY OF SUSTAINABLE DEVELOPMENT GOALS INTERACTIONS**” Organised by Patrician College of Arts & Science, Chennai.
- Mrs.M.VIJAYALAKSHMI, Attended International Conference “ **BREAKING BARRIERS AND EMPOWERING CHANGES IN ENTREPRENEURSHIP**” Organised by PG & Department of Commerce Marudhar Kesari Jain College for Women, Vaniyambadi.
- Mrs.M.VIJAYALAKSHMI, Attended Workshop on “**RESEARCH METHODOLOGY AND ETHICS**” Organised by Centre of Research,Thiruvalluvar University,Serkkadu.
- Mrs.M.VIJAYALAKSHMI, Presented a Paper on the title “ **A STUDY ON AWARENESS OF CSR INITIATIVES OF COMMERCIAL BANKS AND ITS EFFECTIVENESS ON RURAL DEVELOPMENT**” Organised by Guru Nanak College (Autonomous)Velachery, Chennai.



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- Mrs.M.VIJAYALAKSHMI, Presented a Paper on the title “ **ROLE OF PUBLIC SECTOR BANKS CSR INITIATIVES TOWARDS RURALDEVELOPMENT**” Organised by KGF, Karnataka.
- Mrs.M.VIJAYALAKSHMI, Presented a Paper on the title “ **ROLE AND PERFORMANCE OF PUBLIC SECTOR BANKS AND ITS IMPACT ON AGRICULTURAL FINANCE**” Organised by Krishna Arts and Science College,Krishnagiri.
- Mrs.B.Elakkiya Received **VALLUVAR** award -2025 From thamiz thai foundation .
- Mrs.B.Elakkiya, Department of Commerce participated the FIVE DAY NATIONAL CONFERENCE ON “**DRIVING INNOVATION IN RESEARCH**” conducted by AUXILIUM COLLEGE , KATPADI,VELLORE.
- Mrs.B.Elakkiya, Attended one week online faculty development programme on “**EFFECTIVE TEACHING PEDAGOGY STRATEGIESFOR ENGAGING AND EMPOWERING LEARNERS**” Organised by Department of Humanities and Physical Education, CT University, Ludhiana, Punjab.
- Mrs.B.Elakkiya, Attended one week online faculty development programme on “**SALESFORCE BUSINESS ANALYST PROFESSIONAL (Online Live FDP) Hosted by ICT Academy**”.
- Dr. S.Vadivukkarasi, Assistant Professor, Department of Commerce, received “Best Professor Award 2024” from Silampoli Foundation and MSME.
- Dr. S. Vadivukkarasi, Assistant Professor, Department of Commerce, attended National Level Workshop on Qualitative and Quantitative Research in Social Sciences organized by ACT Academy, Kerala on 26.12.2024.
- Dr. S. Vadivukkarasi, Assistant Professor, Department of Commerce, received “Valluvar Award 2025” From Thamizh Thai Foundation and MSME.
- Dr. S. Vadivukkarasi, Assistant Professor, Department of Commerce, received “Women Icon Award 2025” From Silampoli Foundation and MSME.
- Dr. S. Vadivukkarasi, Assistant Professor, Department of Commerce, attended One Week Workshop titled on “Insurance and Operating Services” at Thiruvalluvar University, Serkadu, Vellore.



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### **PUBLICATION BY FACULTIES**

- Mrs.M.VIJAYALAKSHMI, Department of Commerce published the **INTERNATIONAL JOURNAL “ A STUDY ON MARKETING PLAN AND STRATEGY WITH SPECIAL REFERENCE TO GARMENT COMPANIES IN VELLORE CITY”** ISSN : 2320-2882 **IJCRT PUBLICATION.**
- Mrs.M.VIJAYALAKSHMI, Department of Commerce published the **INTERNATIONAL JOURNAL “ A STUDY ON CHANGES IN CONSUMER PURCHASING BEHAVIOUR IN POST COVID-19”** ISSN : 0972-8945.
- Mrs.M.VIJAYALAKSHMI, Department of Commerce published the **INTERNATIONAL JOURNAL “ CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO VELLORE CITY”** ISSN : 1659-2395
- Mrs.M.VIJAYALAKSHMI, Department of Commerce published the **INTERNATIONAL JOURNAL “ A STUDY ON EXPLORING THE INFLUENCE OF CONSUMER BEHAVIOUR ON PURCHASING DECISIONS FOR HOUSEHOLD APPLIANCE “** ISSN : 2319-829X  
**PUBLISHED BY : Humanities and Social Science Studies**



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### STUDENTS ACHIEVEMENTS

#### For the academic year(2024-25)

- ❖ Our Department student **D.RAKSHITHA** Got university IV RANK.
- ❖ Our Department student **T.SWARNALAKSHMI** Got university X RANK.
- ❖ Our Department student **T.SWARNALAKSHMI** Got CENTUM MARK in service marketing subject .
- ❖ Our Department student **R.RENUGADEVI** Got CENTUM MARK in INCOME TAXLAWAND PRACTICE subject .
- ❖ Our Department student **Y.SWEATHA** Got CENTUM MARK in INCOME TAXLAWAND PRACTICE subject .
- ❖
- ❖ Our Department student **V.MYTHILI** Got CENTUM MARK in INTERNET AND TECHNOLOGY subject .
- ❖ Our Department student **M.MOUNICA** Got CENTUM MARK in FINANCIAL ACCOUNTING subject .
- ❖ The Institution has awarded the following students for their excellence duringthe academic year 2024-2025.

SL.No	Name	Class	Awarded For
1	M.MOUNICA	I B.Com	Class topper
2	M.GEETHADEVI AND V.G.ZAINNA	II B.COM	Class topper
3.	P.PUVIYARASI	III B.COM	Class topper
4	D.SUJITHA	I M.Com	Class topper
10	P.PUVIYARASI	III B.Com	Best Outgoing