

KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE
Annual Report for the Year 2016-2017

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATION**

1. Faculty Profile

S.No	Name of the Faculty	Designation	Experience		Qualification Approval No
			College	Industries	
1.	Dr.M.S.Ramesh Kumar	HOD	11	2	14813/A3/2014
2.	Mrs.S.Kawsalya	Assistant Professor	11	-	22160/A3/2008
3.	Mrs.G.Lakshmi Priya	Assistant Professor	10.5	-	1561/A3/2009
4.	Mrs.N. Renuka	Assistant Professor	1 year, 9 months	-	24967/A3/2015
5.	Ms.C.Subha	Assistant Professor	7 year 8 months	1 year 8 months	24922/ A3/ 2012

2. Recognized Guides for M.Phil

S.No	Name of the Faculty	Specialization	Guide Recognition No.	No of Scholars	
				Pursuing	Completed
1	Dr.M.S.Ramesh Kumar	Marketing	17379-1/A2/2014	-	-
2	Mrs.S.Kawsalya	Advanced Networking	8806/A2/2009	3	-
3	Mrs.G.Lakshmi Priya	Finance	7442-8/A2/2009	-	-

3. Recognized Guides for Ph.D

S.No	Name of the Faculty	Specialization	Guide Recognition No.	No of Scholars	
				Pursuing	Completed
NIL					

4. Awards / Recognition received by faculty

S.No	Date	Name of the Faculty	Award	Name of the Event	Name of the Agency/Institution
1	18.03.17	S.Kawsalya	100% Result Produced	Annual Day	Kovai Kalaimagal College of Arts and Science
2	18.03.17	G.Lakshmi priya	100% Result Produced	Annual Day	Kovai Kalaimagal College of Arts and Science
3	18.03.17	C.Subha	100% Result Produced	Annual Day	Kovai Kalaimagal College of Arts and Science

5. Faculty served as resource person

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	25.2.2017	Ms.C.Subha	EXEMPLAR- 2K17	Hindustan College of Arts and Science

6. Publication of Books

S.No	Name of the Faculty	Title of the paper	Name of the Book	Month & Year	Publishers Name	ISBN/ISSN No
NIL						

7. Publication in Journals

S.No	Name of the Faculty	Name of the Journal and Topic	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
1.	Dr.M.S.Ramesh Kumar	International Journal on Management and Social Science Research Review . Topic: “The Anti organic Food Perception of Consumer- A Empirical Study in Trippur District	2	135-142	June 2016	ISSN: 2349-6738
2.	Dr.M.S.Ramesh Kumar	International Journal on Management and Social Science Business Administration Research Review.(IJBARR). Topic: Consumption Patten of selected Vegetable Cooking oils in Coimbatore District	2	115-119	June 2016	ISSN: 2348-0653
3.	Ms.C.Subha	International Journal of Commerce & Management Research. Topic: Influnce of Internet Banking Services and ATM on seclction of public sector banks with special reference to Coimbatore	1	-	Sep 2016	ISSN : 2321 – 3604
4.	Mrs.G.Lakshmi Priya	International Conference on Emerging Trends and Innovations in Digital marking. Topic: Green Marketing	1	117	Sep 2016	ISBN 978–93-86176 -32–5

5.	Ms.Subha	International Journal on Research in Management Studies. Topic: Study on Impact of Swatchbharat among residence of Coimbatore city.	1	1-10	March 2017	ISSN 2348-6511
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8.Presentation of Papers in Seminar/Conference/workshop

S.No	Date	Name of the Faculty	Title of the paper	Venue
1.	19.8.2016	Ms.C.Subha & Mrs.N.Renuka	Digital marketing Elixir of Business	P.K.R Arts College for Women, Gobichettipalayam
2.	26.9.2016	Mrs.G.Lakshmi Priya	Micro Finance	Sri Krishna College of Arts and Science, Coimbatore
3.	26.9.2016	Mrs.N.Renuka	A Study on Training and Development Practices in Selected MNCs with reference to Coimbatore District	Sri Krishna College of Arts and Science, Coimbatore
4.	26.9.2016	Ms.C.Subha	Influence of Internet Banking Services & ATMs on the selection of Public Sector Banks with Special Reference to Coimbatore	Sri Krishna College of Arts and Science, Coimbatore
5.	28.9.2016	Ms.C.Subha & Mrs.N.Renuka	FDI in Indian Retail Industry	AJK College of Arts and Science, Coimbatore
6.	28.9.2016	Mrs.G.Lakshmi Priya	FDI in Tourism Industry	AJK College of Arts and Science, Coimbatore
7.	21.10.2016	Ms.C.Subha & Mrs.Renuka.N	National Level Conference on “Emerging Trends in Aviation Industry” The Role of Travel and Tourism in Aviation Industry	Nehru College of Aeronautics & Applied Sciences, Coimbatore
8.	06.2.2017	Ms.C.Subha	National Symposium- Tourism Entrepreneurship	GRD Institute of Management, Coimbatore.
9.	15.2.2017	Ms.C.Subha	National Conference – Demonetization- Impact on Retail Sector.	Sri Saraswathi Thyagaraja College, Pollachi
10.	24.3.2017 25.3 .2017	G. Lakshmi priya	National Conference- Venture Capital	NGM college, Pollachi.

9.Participation by Faculty in Seminars / Conference/workshop

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	03.11.2016	Mrs.S.Kawsalya Mrs.G.Lakshmi Priya Mrs.N.Renuka Ms.C.Subha	National Symposium on “The Role of Women in Developing a Technology Driven Society”	Dr.G.R.D College of Arts and Science
2	25.03.2016	Mrs.S.Kawsalya Mrs.G.Lakshmi Priya Mrs.N.Renuka	One day state level seminar on Promotion of Excellence in Higher Education	KKCAS

10.Faculty Development Programmes Attended

S.No	Date	Name of the Faculty	Name of the Programme	Venue
1	02.06.2016 & 03.06.2016	Mrs.S.Kawsalya Mrs.G.Lakshmi Priya Mrs.N.Renuka Ms.C.Subha	LINUX – Training	CIMAT
2	19.01.17	Dr.M.S.RameshKumar Mrs.S.Kawsalya Mrs.G.Lakshmi Priya Mrs.N.Renuka Ms.C.Subha	Importance of English Language	KKCAS
3	20.01.17	Dr.M.S.RameshKumar Mrs.S.Kawsalya Mrs.G.Lakshmi Priya Mrs.N.Renuka Ms.C.Subha	Importance Of Tamil Literature	KKCAS
4	11.02.2017 & 12.02.2017	Ms.C.Subha	Life Skill Training Programme By Out Reach Foundation India	Annaikatti, Coimbatore
5	13.03.2017 to 25.03.2017	Dr.M.S.RameshKumar	Entrepreneurship	Mr.Raguraman, CIMAT

11.Major Research Projects Sanctioned

S.No	Month & year	Name of the Faculty	Title of the Project	Sponsoring Agency	Amount	Status
NIL						

12.Minor Research Projects Sanctioned

S.No	Month & year	Name of the Faculty	Title of the Project	Sponsoring Agency	Amount	Status
NIL						

13.Monographs by Faculty

S.No	Month & year	Name of the Faculty	Title of the Paper
1	June 2016	Dr.M.S.RameshKumar	The Anti-Organic Food Perception of Consumers- An Empirical Study in Tirupur District.
2	Oct 2016	Mrs.S.Kawsalya	Cloud Computing/Served Aided Encryption For Deduplicate Storage
3	Sep 2016	Mrs.G.Lakshmi Priya	Green Marketing
4	Sep 2016	Ms.C.Subha	Influence of Internet Banking Services & ATMs on the selection of Public Sector Banks with Special Reference to Coimbatore
5	Jan 2017	Dr.M.S.RameshKumar	Consumption pattern of selected vegetable Cooking Oils in Coimbatore District
6	Feb 2017	Mrs.S.Kawsalya	Cloud computing – Demands
7	Feb 2017	Ms.C.Subha	Tourism Entrepreneurship
8	March 2017	Mrs.G.Lakshmi Priya	Venture Capital

14.Faculty Pursuing M.Phil.

S.No.	Name of the Faculty	Area of Research	Date of Registration
NIL			

15.Faculty who completed M.Phil

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
NIL			

16.Faculty Pursuing Ph.D

S.No	Name of the Faculty	Area of Research	Date of Registration
1	Ms.C.Subha	Human resource Management	1/11/2015

17.Faculty who completed Ph.D.

S.No	Name of the Faculty	Area of Research	Month & and year of Completion
NIL			

Department Activities

Academic Calendar

1. Seminars Organized

28.7.2016	<ul style="list-style-type: none">Job Opportunities in Banking Sector. 1) Mr.A.Ramamoorthy, Manager, Vijaya Bank, Coimbatore. Team from Smart Training Resource India Pvt. Ltd. 2) Sabhitha Bhojan – Head, Senthil Kumar – Admission Officer. 3) Nivetha.S – Counsellor
05.8.2016	<ul style="list-style-type: none">Management – A Global Perspective. Mr. V. Harish Kumar, Chief Trainer Step ahead, Coimbatore
11.1.2017	<ul style="list-style-type: none">Demonetization , Mr.Murugesan, Branch manager ,Corporation Bank, Narasipuram

2. Guest Lectures

DD.MM.YEAR	<ul style="list-style-type: none">NIL
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4. Workshops

01.9.2016 & 02.9.2016	<ul style="list-style-type: none">Software Testing ,Mr. Harishankar Rangaraj, Director, Open Source Academic India Pvt. Ltd., Coimbatore
28.2.2017	<ul style="list-style-type: none">Web Designing, Mr. Pradeep, Manager, Amrutha Institutions Coimbatore.

5. Value Based Programme

16.02.2017	In house training programme on “Team Building”
17.02.2017	In house training programme on “ Group dynamics”

6. Soft Skill Development Programme

DD.MM.YEAR	NIL
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7. Extension Activities

05.1.2017	<ul style="list-style-type: none">Banking Procedures for 12th students at Maruthamalai Devasdhanam Higher Secondary School, Coimbatore.
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8. Faculty Development Programmes

DD.MM.YEAR	NIL
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9. Other Programmes

06.02.2017	Out bound training programme at Kothagiri for I &II BBA(CA) students.. – Out reach Foundations India.
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10.Objectives of the Departments

- To produce talented management executives and innovative thinkers in the field of Business Administration.
- To imbibe the corporate culture to the students.
- To enrich the students in their academic progression.
- To provide a platform for the students for experiential learning.
- To promote Entrepreneurship activities and to enhance the inherent business talents of the students.

11.Difference between the courses available in the same department

NIL

HoD

Principal

Advisor

Students Profile

1. Student Strength

S.No.	Class	No. of Boys	No. of Girls	Total
1	I BBA CA	17	7	24
2	II BBA CA	21	3	24
3	III BBA CA	26	16	42

2. Result Analysis

Class	No of Students Enrolled	Distinction	I Class	II Class	III Class	Percentage of Pass
BBA(CA)	17	-	70%	24%	6%	76%

3. Percentage of Attendance (Odd and Even) – Average

S.No	Class	Attendance Percentage
1	I BBA CA	74
2	II BBA CA	68
3	III BBA CA	67

4. Percentage of Attendance (Odd and Even) – Average

S.No	Male	Female	Total
1	84%	90%	87%

5. University Rank Holders

Class	Name of the Student	Rank
NIL		

6. Community wise Students Strength

Class	Total Students	SC	ST	OBC	BC	MBC	Physically Challenged
I BBA CA	24	5	-	2	14	3	-

II BBA CA	24	3	-	1	12	8	-
III BBA CA	42	9	-	-	26	7	-

7. Management Scholarship

Academic Year	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
2016-17	I BBA CA	M.Malathi	1 (Odd)	9000
2016-17	I BBA CA	S.Deepika	1 (Odd)	6000
2016-17	I BBA CA	S.Priyanka	1 (Odd)	2400
2016-17	I BBA CA	Thambidurai	1	3000
2016-17	I BBA CA	N.Vignesh	1	6000
2016-17	II BBA CA	S.karthikeyan	1	2500
2016-17	II BBA CA	Deepan karthick.M	1	5000

8. Government Scholarship

Academic Year	Class	Name of the Students	No of Students Benefitted	Amount (Rs)
2016-17	I BBA CA	A.Anand	1	8050
2016-17	I BBA CA	S.Dhanakumar	1	8050
2016-17	I BBA CA	D.Sudhakar	1	8050
2016-17	I BBA CA	N.Vignesh	1	8050
2016-17	II BBA CA	S.Srimathi	1	8350
2016-17	II BBA CA	N.Sujith kumar	1	8350
2016-17	III BBA CA	V.Ajith	1	11590
2016-17	III BBA CA	V.hariharan	1	8350
2016-17	III BBA CA	R.Mariyammal	1	8350

2016-17	III BBA CA	K.vanamathi	1	8350
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9. Private Scholarship

Academic Year 2016-17	Class	Name of the Student	No of Students Benefitted	Amount (Rs)
NIL				

10. Placements

S.No	Class	Name of the Student	Name of the Company
1	III BBA CA	Aathilakshmi.p	IDBI
2	III BBA CA	Alex Brito.M	IDBI
3	III BBA CA	Aravindhan.A	IDBI
4	III BBA CA	Aswini.R	IDBI
5	III BBA CA	Gokila.K	IDBI
6	III BBA CA	Gowrisankar.C	IDBI
7	III BBA CA	Helina.U	IDBI
8	III BBA CA	Karthikeyan.M	IDBI
9	III BBA CA	Manimegalai.N	IDBI
10	III BBA CA	Mariyammal.R	IDBI
11	III BBA CA	Karthikayan.M	AEE BEE,ESAF Micro finance
12	III BBA CA	Suryamol.S	AEE BEE, ACCENTA, ESAF finance
13	III BBA CA	S.Suryaprabha	TCS

11. Placement Training provided by the department

S.No	Date	Class	Name of the Programme	Resource Person
1	28.08.16	III BBA(CA)	Role play	Mrs.G.Lakshmipriya
2	08.08.16	III BBA(CA)	Group discussion	Dr.M.S.Ramesh Kumar
3	10.08.16	III BBA(CA)	General Knowledge	Ms.C.Subha
4	15.09.06	III BBA(CA)	Mock Interview	Ms.C.Subha
5	05.10.16	III – B.Com CA	Verbal and Non-Verbal Aptitude	Mrs. T. Suriya prabha, Head, and Mrs. P.Sheeba,

				Assistant Professor, Department of English, Kovai Kalaimagal College of Arts and Science, Coimbatore.
6	20.01.17	III BBA(CA)	Group discussion	Dr.M.S.Ramesh Kumar
7	24.02.17	III BBA(CA)	Audio Visual Communication	Mrs.S.Kawsalya

12. Enrollment of Students

Enrollment from	Class	No of Students
Same State	BBA CA	84
Other State	BBA CA	6
NRI	-	-
Foreign	-	-

13. Drop Outs

Class	Total No of Students	No of Dropped Out Students During Academic Year	Percentage
III BBA CA	43	1	2%
I BBA CA	25	1	4%

14. Students Pursuing M.Phil

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

15. Students Completed M.Phil

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

16. Students Pursuing Ph.D

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

17. Students Completed Ph.D

S.No	Department	Name of the Scholar	Area of the Research	Month & Year of Registration	Name of the Guide
NIL					

18. Presentation of Papers in Seminars/Conferences by Students

S.No	Date	Name of the Student	Class	Title of Papers	Venue
1.	19.8.2016	S.Mohan	II BBA (CA)	Financial Services	P.K.R. Arts College for Women, Gobichettipalayam
2.	28.9.2016	V.Thirunavukarasu & A.Prasanth	II BBA (CA)	FDI Inflows in India	AJK College of Arts and Science, Coimbatore
3.	28.9.2016	B.Thilagaraj & A.Karthikeyan	II BBA (CA)	FDI in Infrastructure	AJK College of Arts and Science, Coimbatore
4.	28.9.2016	T.S.Kavinshriraj & R.Antonyraj	II BBA (CA)	FDI in India	AJK College of Arts and Science, Coimbatore
5.	15.2.2017	P.Arthi	II BBA (CA)	Demonetization Effects in Indian Retail Market.	Sree Saraswathi Tyagaraja College, Pollachi.
6.	15.2.2017	V.Thirunavukarasu & B.Thilagaraj	II BBA (CA)	Demonetization in India	Sree Saraswathi Tyagaraja College, Pollachi.
7.	21.2.2017	MuthumaniMaran.G & Dhilip Kumar .T	I BBA (CA)	Demonetization	Karpagam University Coimbatore.
8.	21.2.2017	Anand.A & VimalRaj .K.S	I BBA (CA)	Demonetization	Karpagam University Coimbatore.
9.	24.3.2017 25.3.2017	T.S.Kavin shriraj	II BBA(CA)	Venture capital	NGM College, Pollachi

19. Participation in Seminars/Conferences by Students

S.No	Date	Name of the Student	Class	Name of the Programme	Venue
1.	15.2.2017	S.Srimathi P.Abinaya T.S.Kavinshriraj R.Antonyraj	II BBA (CA)	National Conference on "DEMONETIZATION"	Sree Saraswathi Tyagaraja College, Pollachi.

		Vijay.M			
2.	21.2.2017	P.Arthi S.Srimathi	II BBA (CA)	Workshop on “A DAY IN THE LIFE OF DABBAWALAS”	VLB Janakiammal College of Arts and Science, Coimbatore

20. Publication in Journals by Students

S.No	Name of the Faculty	Name of the Journal	Vol No.	Page No.	Month & Year	ISBN/ISSN No Impact Factor
NIL						

21. Students Achievements (both inside and outside the campus)

S.No	Date	Name of the Student	Prize	Event	Venue
1.	10.8.2016	NavaneethaKrishnan.S & Karthikeyan.A II BBA (CA)	First Prize	National Level Intercollegiate Meet – ADZAP	Kongunadu Arts and Science College, Coimbatore
2.	1.9.2016	Karthikeyan.S II BBA (CA)	Third Prize	State Level Symposium MINUTE TOWIN IT	Rathinam College of Arts and Science, Coimbatore