

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI – 622 104

An Awareness Programme on Opportunities of Company Secretaryship

Guest Speaker	: CS. S. Selvaraj, Chairman, Madurai Chapter of ICSI,
Topic	: Opportunities of Company Secretaryship
Date	: 06.12.2021
Time	: 10.30am
Venue	: Gallery Hall
No. of Participants	: 210
Welcome Address	: Ms. R. Afrin Fathima ILM.Com (CA) J. J. College of Arts and Science (A), Pudukkottai
Vote of Thanks	: Ms. A. Dhivyadharshini. I.M.Com., (CA) J.J. College of Arts and Science (A), Pudukkottai

Department of Commerce with Computer Applications of J.J. College of Arts and Science (Autonomous), Pudukkottai has organized one day awareness Programme on Opportunities of Company Secretaryship on **06.12.2021** in the Gallery Hall.



CS. S. Selvaraj Chairman, Madurai Chapter of ICSI and **Shri. T. Raja** Incharge Madurai of ICSI was the Guest for the Programme. They explained opportunities of Company Secretaryship.

S. Parasuraman
Head of the Department

Head, Department of Commerce
with Computer Application

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Pudukkottai - 622 104



C. D. Das
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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI – 622 104
GUEST LECTURE PROGRAMME ON
MODERN COMPUTER SKILLS IN BUSINESS

Guest Speaker	: Dr. M. CHIDAMBARAM, Assistant Professor of Computer Science, Rajah Serfoji Government College (A), Thanjavur – 613 005.
Topic	: Modern Computer Skills in Business
Date	: 22.11.2021, Monday
Time	: 11.00 a.m.
Venue	: Conference Hall
No. of Participants	: 245
Welcome Address	: Dr. S. Adaekalavan, Assistant Professor of Commerce, J. J. College of Arts and Science (A), Pudukkottai
Vote of Thanks	: Dr. L. Leo Franklin, Assistant Professor of Commerce, J.J. College of Arts and Science (A), Pudukkottai



Begins welcome addressed by Dr. S. Adaekalavan, Assistant Professor and
M. CHIDABARAM spoke on Modern Computer Skills in Business. It aims to
computer skill can be defined as a life skill in today's world. Without the uses of
computer internet in online and offline business, educational services and many other



fields or professions it's very difficult or impossible to do daily life works. The things that make all these things possible is because of the structure of computer science and willingness to invent and innovation in people. But the importance of computer skills in today's world is not only important for inventors, IT professional, IT students and IT companies but also important for agriculturist, environmentalist, economists, educationalist organizations and leaders, and like others, it's more important for next generations consumers. Computers are now a fact of life. Computers have created a very effective information system to help streamline the management of an organization. This makes it a much needed tool for every business, banking, government, entertainment, daily life, industry, education, and administration. It can be said of all large organizations, whether the department government or private, use a computer for a variety of their daily business and it is the fastest growing industries in the world today. Each organization usually has one or more large computer systems and a number of microcomputer. The system is a great computer for data processing tasks, while many small microcomputer to use as word processing. Computers have become part of our lives is essential. In general, the use of computers can be divided into several groups. Finally, Dr L. Leo Franklin, Assistant Professor, proposed vote of thanks to all.



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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
J.J. COLLEGE OF ARTS AND SCIENCE (A), PUDUKKOTTAI
THE NATIONAL VIRTUAL CONFERENCE ON
DIGITAL MARKETING TRENDS FOR 2021

Guest Speaker : Ms. P. JAYALAKSHMI
Topic : Digital Marketing Trends for 2021
Time : 10.00 a.m.
Date : 17.06.2020
Venue : Conference Hall
No. of Participants : 143
Welcome Address : **Dr. C. SUBRAMANIAN**
Assistant Professor,
Department of Commerce with Computer Application,
J.J. College of Arts & Science (A), Pudukkottai

Vote of Thanks : **Dr. J. SHAYAMALADEVI**
Assistant Professor,
Department of Commerce with Computer Application,
J. J. College of Arts and Science (A), Pudukkottai

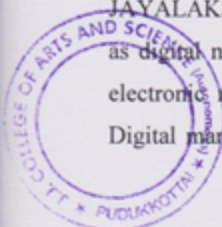


THE BLACK DEATH (1346-1353)

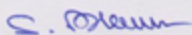


- The Plague ravaged Europe, Africa, and Asia, with an estimated death toll around 200 million people.
- It is originated in Asia, the Plague most likely jumped from rats that is lived in merchant ships

Begins welcome addressed by Dr. C. Subramanian, Assistant Professor and Ms. P. JAYALAKSHMI, Assistant Professor of Commerce, Madura College, Madurai, She delivered as digital marketing is when any product is promoted through a minimum of one form of electronic media. This form of marketing is vastly different from traditional marketing. Digital marketing consists of various methods and channels that allow any organization or



company to have and study this form of marketing to find out what works for them and what does not. He expressed on Digital marketing is, as the word suggests, the use of digital media to market products. There are multiple websites like Amazon, Myntra, Flipkart, etc., where people can buy products. This applies to products such as clothes, technical tools, groceries, medicines, food, and so much more. So much so that one doesn't have to leave the house if one doesn't want to. He also explained on the challenge is for the right information of the right products to reach the right customer. Finding and targeting the right audience can increase sales drastically. Some tools can be used to analyze and suggest better options for marketing as well. This helps sellers market their products. Finally, Dr. J. Shyamaladevi, Assistant Professor, proposed vote of thanks to all.



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DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS



A Special Lecture on 'GREEN HUMAN RESOURCE MANAGEMENT'

Resource Person : Mr. K. DEIVARAYAN, M.B.A., CAIIB, DFS,
Managing director of NKC Finance Pvt Ltd,
Co – Founder of NBFC, registered with RBI.

Date : 19.08.2020

Number of Participants : 85

S. Parasuraman
19/08/20
Head of the Department
Head, Department of Commerce
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G. Subramanian
Principal
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A Special Lecture on 'Economic Changes in COVID 19'

Resource Person : Dr. N. PRASANNA,
Associate Professor of Economics,
Bharathidasan University,
Tiruchirappalli.

Date : 24.02.2021

Number of Participants : 142

S. Manjunath
24/2/2021

Head of the Department
Head, Department of Commerce
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