

# M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited at “A++” grade by NAAC)

## DEPARTMENT OF COMMERCE B.COM (Accounting and Finance)



# 2024-2025



B.Com Accounting and Finance is one of the pioneer Programmes of the College, aims at providing a stimulating learning environment with technology and research. It is with progress and foresight that the Programme of Accounting and Finance has looked to achieve great heights since its inception. Breaking past conventionality, the faculty have always recognized the necessity of the individual development of students in all facets of life. The Programme contributes to the students' learning process through a rigorous and dynamic curriculum that highlights innovation and resourcefulness. The Programme strives to ensure innovative teaching methods such as group discussions, field visits to industrial premises, mock trading and several more.

**Eligibility Criteria:** Commerce/Business Studies, Accountancy With Mathematics in Std XII

**CURRICULUM-**The following subjects are offered by the Programme.

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Language I	Language II	Corporate Accounting	Advanced Corporate Accounting	Elements of Cost Accounting	Elements of Management Accounting
English I	English II	Practical Auditing	Company Law	Income Tax Law & Practice I	Business Taxation
Financial Accounting	Advanced Financial Accounting	Legal Systems of Business	International Trade	Income Tax Law & Practice II	Financial Management
Principles of Management	Marketing Management	Entrepreneurship Development & Small Business Management	Inter Disciplinary Elective	Financial Reporting	Security Analysis & Portfolio Management
Choice based Allied	Choice based Allied	Choice Based Elective	Operations Research with Software Application	Stock & Commodity Trading	



# TEACHING PEDAGOGY

The program incorporates an ICT-driven teaching approach, utilizing LCD projectors and Smart Classrooms to enhance learning. The use of PowerPoint presentations and audio-visual aids leverages the power of visuals, making the teaching process more impactful and engaging.



# PROGRAMME ACTIVITIES

The program offers a platform, namely BUSIBEE & LUMINESCENCE clubs, enabling students to showcase their talents in both extracurricular and co-curricular activities. These competitions aim to foster leadership qualities and enhance overall personality development by nurturing creative skills.

# GUEST LECTURE

The program consistently hosts guest lectures, featuring subject experts from various fields who exclusively address students. This offers students a chance to expand their knowledge beyond their regular coursework, providing valuable insights and perspectives. These lectures serve as a platform for students to delve deeper into diverse topics, fostering a rich learning environment.





By engaging with experts outside of their usual academic sphere, students can gain new perspectives, explore emerging trends, and enhance their critical thinking skills. Moreover, these sessions encourage networking and collaboration opportunities, as students interact with professionals and peers who share similar interests.



Overall, the program's commitment to organizing such lectures demonstrates its dedication in providing holistic education and preparing students for success in their future endeavors.



# FAIRS AND EXHIBITIONS

## TAXICLE - An exhibition on Tax

"Taxicle" marked a groundbreaking event that uniquely blended fun and learning. The judges particularly praised the Best Tax Advisor and Best Tax Plan events, recognizing the exceptional contributions. The first-ever edition of Taxicle, meticulously organized by the program, sought to inspire participants to apply theoretical knowledge of taxation in practical scenarios. This innovative approach not only added an element of excitement to the learning process but also emphasized the real-world relevance of taxation concepts.



## SAMPADA - An Exhibition on Investment

An exhibition showcasing Security Analysis and Portfolio Management was recently conducted, offering attendees a comprehensive insight into the intricate world of financial markets. Through informative displays and interactive presentations, participants gained valuable knowledge on investment strategies, risk assessment techniques, and portfolio optimization. The event provided a platform for both novice investors and seasoned professionals to exchange ideas and stay updated on the latest trends in the ever-evolving field of finance.





# VIPANAKRIYA - An Exhibition on Marketing

Students organized a dynamic marketing exhibition, showcasing their creativity and business acumen. The event featured interactive booths displaying innovative products and services conceptualized by the students themselves. From guerrilla marketing tactics to engaging social media campaigns, each exhibit demonstrated strategic thinking and practical application of marketing principles. Industry professionals were invited to provide feedback, fostering networking opportunities and real-world learning experiences. Through this exhibition, students gained invaluable hands-on experience, honed their presentation skills, and cultivated a deeper understanding of the dynamic field of marketing.



## BUSINESS TAXATION EXHIBITION- GST

The program hosted a Business Taxation Exhibition focused on GST, shedding light on its influence across sectors such as manufacturing, services, automobile, and retail. Using charts, interactive displays, and games, students delved into the intricacies of GST, grasping its role in streamlining tax structures, ensuring compliance, and fostering economic unity. This engaging event provided students with clarity on the comprehensive impact of GST, making it a valuable learning experience.





# BUSINESS ON CAMPUS

## "From Ideas to Reality: Student Ventures Shine on Campus"

The pre-final year students orchestrated a vibrant one-day business extravaganza on campus, showcasing an impressive array of stalls. Each team meticulously portrayed diverse cultures and practices from around the globe. This immersive event provided a dynamic platform for students to explore their entrepreneurial talents and gain hands-on experience in managing small businesses.

By presenting rich cultural insights and business practices, participants highlighted the interconnectedness of global commerce, fostering creativity and innovation.



Moreover, the event instilled a profound sense of responsibility among students as they took ownership of their stalls, learning valuable lessons in accountability and effective management.

Beyond theoretical knowledge, this holistic approach to entrepreneurship education equips students with practical skills and a deeper understanding of business complexities. The business extravaganza exemplified the vibrant spirit and diversity within the student community, setting a precedent for future initiatives in business and cultural exchange on campus.

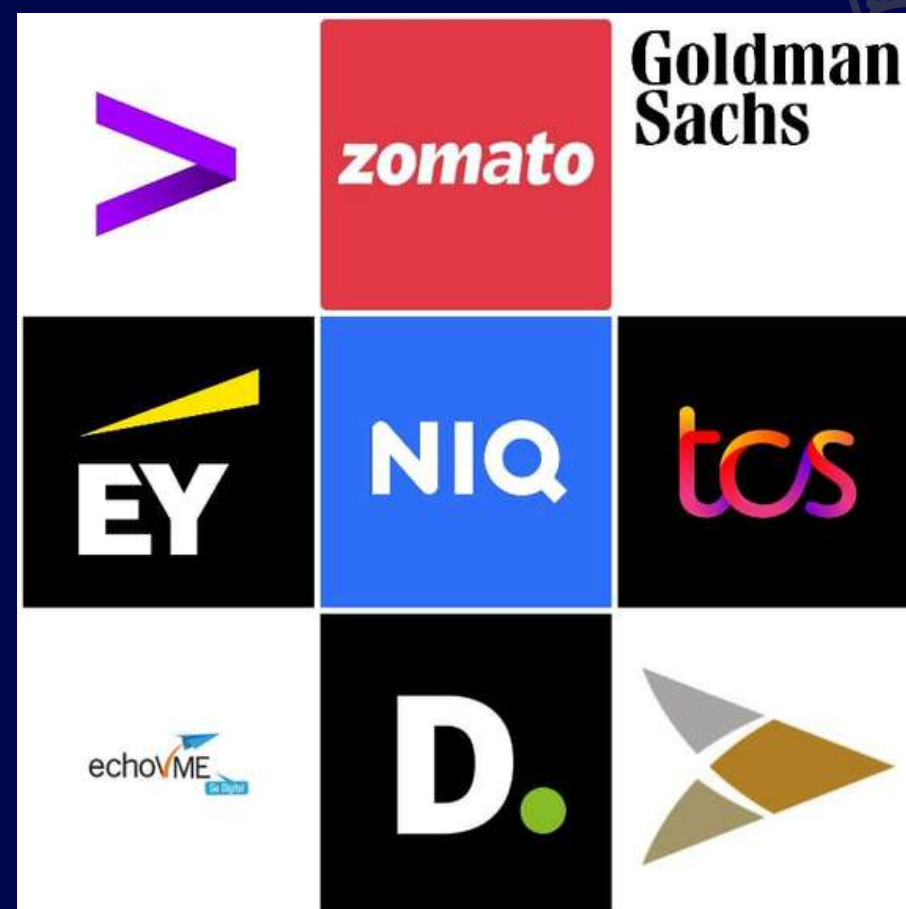




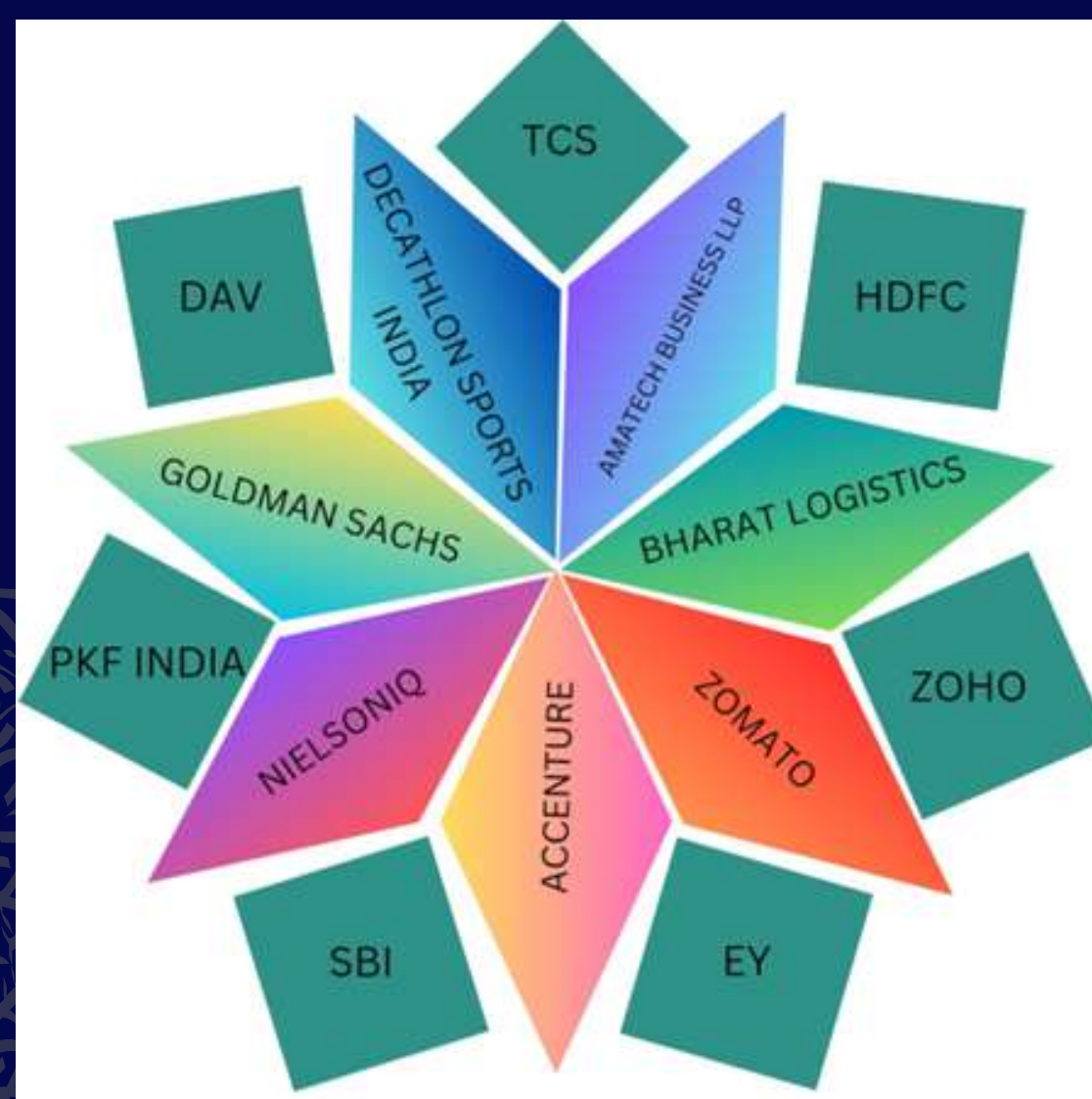
# PLACEMENTS

The college's Placement Cell achieved commendable success in securing placements for students enrolled in the Accounting and Finance Program during the 2023-24 academic year. With annual salaries soaring to Rs. 6 Lakhs, the program demonstrated its efficacy in providing lucrative career opportunities. Noteworthy among the recruiting organizations are globally recognized names such as :

- Goldman Sachs
- Ernst and Young LLP
- Nielsen IQ
- TCS
- Accenture
- Zomato
- EchoVME
- BNY Mellon
- Deloitte



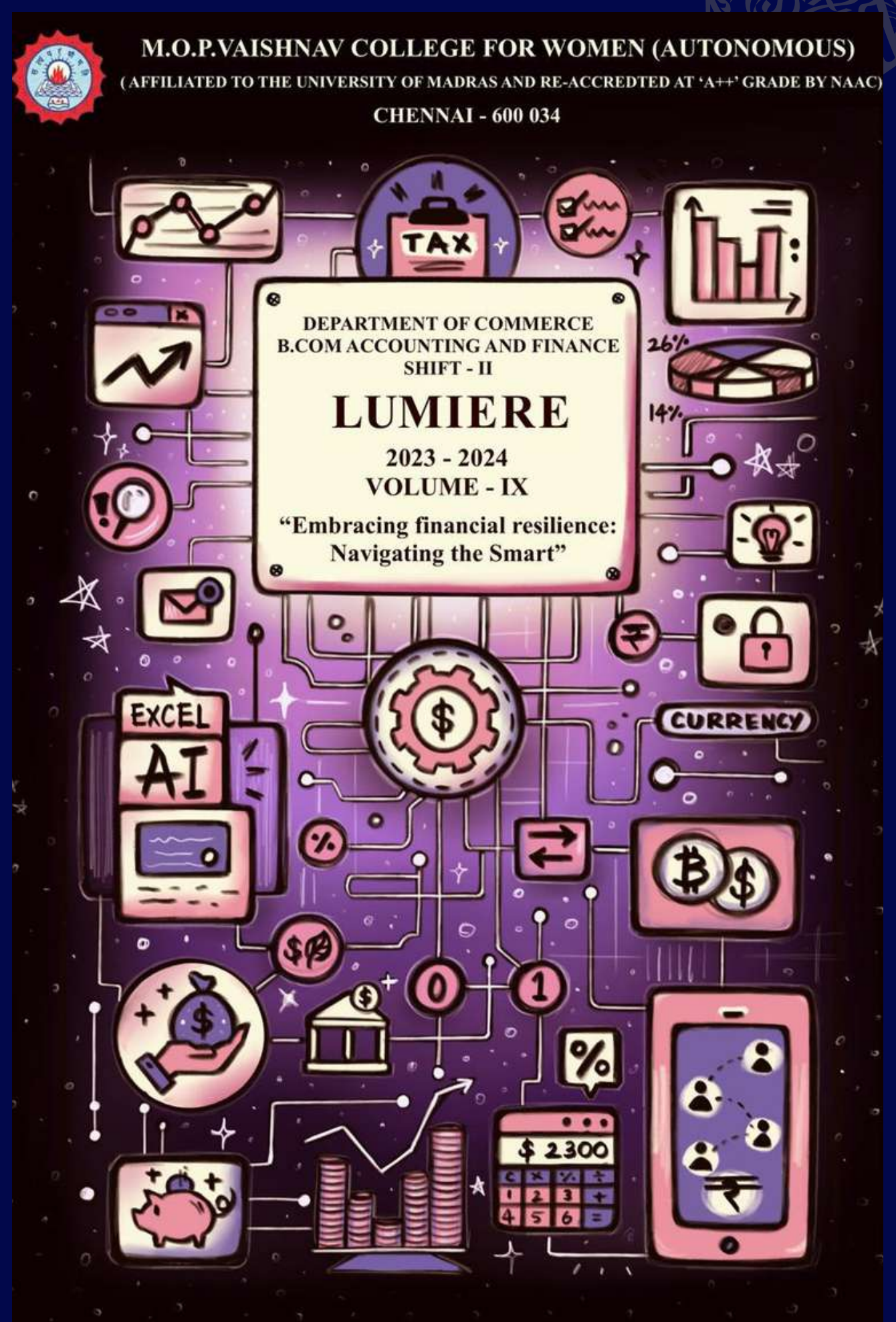
These prestigious companies' participation underscores the program's commitment to fostering connections with esteemed industry players, offering students access to diverse and promising career paths. Through these placements, students gain invaluable exposure to real-world scenarios and professional environments, equipping them with the skills and experiences necessary for future success. The Placement Cell's accomplishment reflects not only the quality of education provided by the program but also its proactive approach to career development, ensuring that graduates are well-prepared to excel in the competitive landscape of accounting and finance.





# JOURNAL

The program presents students with a plethora of opportunities and advantages, including the opportunity to nurture their journalistic abilities. One avenue within this program entails students collectively choosing a topic they find intriguing. From there, they delve into different facets of the chosen subject, enabling them to refine their journalistic skills together. This initiative not only offers a space for creative expression but also cultivates a spirit of collaboration and mutual exploration among the students. By engaging in this collaborative process, students not only enhance their individual skills but also learn the value of teamwork and shared discovery. Through this approach, the program fosters an environment where students can develop their journalistic talents while also fostering meaningful connections with their peers. Overall, this collaborative endeavor empowers students to not only express themselves creatively but also to work effectively as a team, preparing them for future endeavors in journalism and beyond.





# YEAR OF VIKAS - DEVELOPMENT

## Classroom Champions: Students Making a Difference in Schools

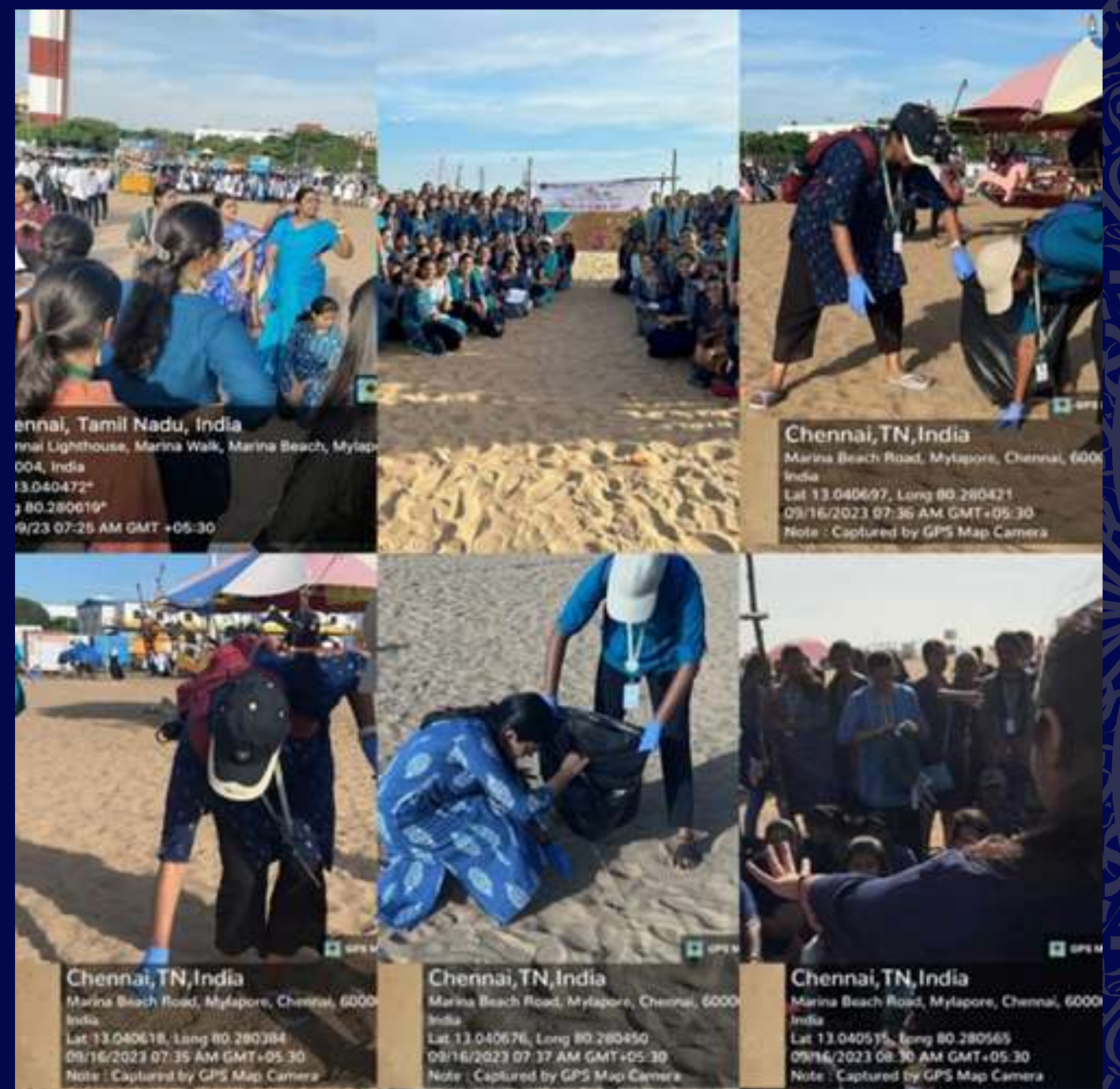
B.Com Accounting and Finance students embark on the transformative VIKAS Initiative, integrating social responsibility with academic prowess. Over three years, they visit underprivileged government schools, actively aiding academics and extracurriculars. Topics span hygiene, English, environmental awareness, and extracurriculars, enriched with interactive activities. The initiative cultivates empathy, leadership, and purpose in students, molding them into compassionate global citizens with a broader worldview. This community-driven effort not only uplifts the underprivileged but also nurtures students' character and societal awareness.





# Coastal Care: Community Cleanup Initiative

Second-year students displayed entrepreneurial prowess with innovative stalls showcasing diverse ventures on campus. Their creativity and dedication were evident in artisanal crafts and tech startups, honing skills in marketing, sales, and customer relations. The event fostered a culture of entrepreneurship, encouraging collaboration and networking among peers, preparing them for future business endeavors.



## Reflections on the G20 Summit



The programme hosted a student-led G20 summit, mimicking the global forum, nurturing real-world diplomatic negotiations on international matters. Students took on leadership positions, participating in debates and formulating resolutions to bolster critical thinking and collaboration. This hands-on encounter offered glimpses into global governance, diplomacy, and consensus-building, equipping students for roles in international affairs. Additionally, it promoted networking and cooperation, enriching their comprehension of global obstacles and viable remedies.



# CO-CURRICULAR ACTIVITIES

## **BUSIBEE**

BusiBee, the department's cultural event for first-shift students, aims to inspire and motivate participants to showcase their best talents and abilities. Through a variety of activities and competitions, the event encourages students to push their boundaries, learn new skills, and enhance their confidence. By providing a platform for students to exhibit their creativity and ingenuity, BusiBee fosters an environment of growth and self-improvement. Participants are challenged to excel in different areas, from performing arts to technical skills, empowering them to strive for excellence in all endeavors. Ultimately, BusiBee serves as a catalyst for personal and professional development, instilling a sense of pride and accomplishment in every participant.





# LUMINESCENCE

Luminescence, the premier event of the department for second-shift students, serves as a vibrant platform for showcasing a diverse range of talents and skills. It's an exhilarating celebration where creativity thrives and innovation takes the spotlight. Students seize the opportunity to unveil their projects, performances, and research findings, captivating audiences with their ingenuity. From art exhibitions to scientific presentations, Luminescence encapsulates the richness of talent within the department, including events like channel surfing, adzap, stress interviews, and treasure hunts. Beyond mere display, it cultivates a culture of collaboration, inspiration, and excellence, empowering students to shine brightly in their respective fields and leaving a lasting impression on all attendees.





# COMMERCIO

Commercio, the intercollegiate cultural fest of the Department of Commerce, is a vibrant platform for students to showcase their talents and immerse themselves in the corporate world. Six exhilarating events were hosted, including team events like Phantom, Entry Point, Market Kshetra, and Bet the Stakes, alongside individual events like News Channel Surfing and Recruitment Workanza.

These events offer students invaluable exposure to the corporate landscape, fostering a solution-driven mindset and broadening their perspectives. Commercio stands as a testament to the department's commitment to nurturing well-rounded individuals prepared for success in the dynamic world of commerce.





# CONSUMER CLUB

The Consumer Club provides an interactive platform for students to discuss and promote ethical consumption practices. Through workshops, seminars, and outreach programs, the club addresses issues such as consumer protection, product safety, and financial literacy. Collaborating with industry experts and advocacy groups, students gain insights into navigating the consumer landscape. The M.O.P Vaishnav College Consumer Club aims to empower students as responsible consumers and future leaders. Activities like guest lectures and events such as Awake contribute to consumer rights awareness. Additionally, Consumer Awareness is included as an Interdisciplinary Elective (IDE). The club's efforts contribute to fostering a more equitable and sustainable society.





# NATIONAL LEVEL WORKSHOP

The national workshop, meticulously orchestrated by the Department of Commerce, delves into the captivating theme of Cognitive Augmentation. This innovative theme propels participants into the realm where technology and cognition converge, paving the way for groundbreaking advancements in accounting and finance. Attendees can anticipate an immersive exploration of how cutting-edge technologies such as artificial intelligence, machine learning, and data analytics augment human cognitive capabilities to optimize decision-making processes, streamline financial analysis, and revolutionize accounting practices. Through dynamic discussions, hands-on workshops, and insightful presentations, participants are poised to gain invaluable insights into harnessing the power of cognitive augmentation to propel the finance industry into the future.





# FACULTY PROFILE



Ms. Geetanjali S Jindger, M.Com., M.B.A., M.Phil.  
Assistant Professor & Head – B.Com ( A & F) – Shift I

Ms. Geetanjali Jindger, Assistant Professor of Accounting and Finance in the School of Business, teaches core courses in the Accounting and Finance domain. Her area of expertise includes, Law, Accounting, Finance and Management subjects. She has published many articles in National and International Journals. She is recipient of Proficiency award in her M.Com. She has contributed in various seminar conducted by the Programme and college in various capacities.

Dr. M.Hemalatha, M.Com., M.B.A., M.Phil., Ph.D.  
Associate Professor & Head – B.Com ( A & F) Shift II

With 19 years of research experience and 14 years of teaching experience at the UG & PG level, Dr. Hemalatha specializes in Finance, Accounting and Indirect Taxation. Has published papers at National and International Level. She has guided more than 80 Research projects at Post Graduate Level.



Ms. Vijayalakshmi Sailapathi, M.Com, M.B.A., M.Phil.  
Assistant Professor

With 23 years of teaching experience, Ms. Vijayalakshmi specializes in Finance. She has published 19 papers in various seminar at national and international level. She has 2 research publications to her credit. She is also an invited speaker and resource person for various institutions. She has contributed to various activities and events of the college.

Ms. C Sreenithgy, M.Com  
Assistant Professor

Having worked in Auditing and Banking sector for more than three years, she possesses valuable corporate experience. Furthermore, she has completed four levels in the Global Audit Methodology. Additionally, she has also successfully cleared the UGC NET exam. Her areas of expertise encompass Cost Accounting, Financial Management, and the Legal Systems of Business





# FACULTY PROFILE



Ms. M.S.Soundarya , M.Com  
Assistant Professor

An young and energetic faculty who is passionate about teaching. Has cleared NET in the year 2018 December. Her specialization is in the area of Finance. And has handled papers like Corporate Accounts , Advanced Corporate Accounts, Practical Auditing, Business Taxation, Principles of Management and Marketing Management.



Dr. Ms. Radha Badrinath ACMA, M.Com, M.Phil, Ph.D  
Assistant Professor

A finance professional & a real time trader, has a proven track record as an educator for 19+ years teaching students at the UG level & professional courses. Her 'core area of study' for Doctoral research and paper presentations has been centered around 'stock & commodity markets in India'. She has conducted workshop in stock market trading & emerged as a second topper at the national level in the certificate course conducted by NPTEL (in collaboration with IIT)



Ms. Ashwini V M.com- IB  
Assistant Professor

Has an industrial experience of 1 year & 4 years of teaching experience in handling International Curriculum & UG students. She has completed Professional Development Course in International AS & A level Accounting from Cambridge International Examinations and UGC-NET. Her area of expertise includes Financial Management, Security Analysis & Portfolio Management, International Business, Financial reporting and Auditing.

Ms. Humsa T.N. M.com  
Assistant Professor

Has qualified with UGC-NET in Commerce and holds 4 years of experience in teaching. Her areas of interest are, Financial Accounting, Cost and Management Accounting, Financial Management, Practical Auditing and International Trade. Passionate and keen in research, currently working on research papers.





# FACULTY PROFILE



Dr. Sree Akshara Mithran. M.Com., Ph.D  
Assistant Professor

An Academic enthusiastic with 5 years of Research Experience. Her area of research is in the “A Study on Recent Developments in Bombay Stock Exchange & Problems Faced by Investors”. She has published her research papers in National & International Publications. Her area of expertise are Income tax, GST, Legal System of Business & Market Research Analysis.

Dr. Swetha. M.S. M.Com., Ph.D.,  
Assistant Professor

A year of teaching and 5 years of research aspirant has handled paper for UG students. She received her doctorate from the University of Madras for her thesis, "Intrusive Advertising: Drivers and Consequences (A Study on Consumers' Response to Online Advertisements)". Has guided 35 UG research projects. She has broadened her knowledge by publishing fourteen research articles in Scopus and UGC-indexed publications.



Ms. Ramya R M.Com  
Assistant Professor

Has qualified UGC-NET in Commerce. Has a passion for teaching. Her goal is to create learning opportunities that would create future leaders by synthesizing concepts through creative and technology driven education. Has keen interest in business management, marketing, legal systems of business and financial management.

Ms. Amirtha varshini DE M.Com  
Assistant Professor

A passionate teacher with 8 months of teaching experience stepped into the college with the dream of serving the student community with the best of her potential. Her areas of interest include Business, Financial Management, Marketing, Human Resources and Accounting.





## ALUMNI TALK

### " ONCE AN M.O.Pian, ALWAYS AN M.O.Pian"

ADITI KRISHNAMOORTHY



M.O.P Vaishnav College is known for its excellence in moulding, developing and supplying talented and skilled students to the world and I am proud to be associated with such an amazing institute. As we all say "Once an M.O.Pian, always an M.O.Pian", the brand of being an M.O.P student will always give us, the alumni, a special place wherever we go. We are blessed with an amazing set of faculty who are ready to teach and help in any way possible and at any time. They have been our saviour, supporter and also a cheerleader when in need. We were guided by teachers who identified our potential and showed us the right path for our career.

### "AN EXPERIENCE OF A LIFETIME"

ANUSHRUTHA RAVIKUMAR

The three years I spent at M.O.P were the years where I found myself as a person. I literally had so many options to explore and paths to discover. You can get academics of good quality in many places, but you can't find a good experience everywhere. M.O.P is one such place which offers you an experience of a lifetime, and that's what I got. I have pulled together events that I never thought I could, got so many opportunities to showcase and hone my talents and developed so many qualities in myself. I have gained friends here for a lifetime. M.O.P has been an integral aspect of my life and has paved way for me to lead a grate future.

Thank you M.O.P, for an amazing 3 years.

