



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
Sivakasi**

(Affiliated to Madurai Kamaraj University, Reaccredited with "A" Grade by NAAC,  
College with Potential for Excellence by UGC & Mentor Institution under UGC PARAMARSH)

**NAAC SSR Cycle IV (2015-2020)**

**1.3. CURRICULUM ENRICHMENT**

**1.3.4. FIELD PROJECTS / INTERNSHIPS /  
STUDENT PROJECTS**

**FIELD VISITS**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com.(R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com.(SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI**

Affiliated to Madurai Kamaraj University  
Reaccredited with 'A' Grade by NAAC & College with Potential for Excellence by UGC



Mrs. A.Aruna, B.Sc.,  
Secretary

Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,  
Principal

Ref. No. \_\_\_\_\_

01.07.2019

To  
The General Manager,  
Ramar Samiya,  
Thalavaipuram.

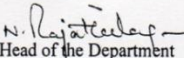
Respected Sir,

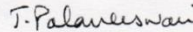
**Sub:** Seeking permission for visiting your unit reg.

\*\*\*\*\*

This is to bring to your kind notice that, a group of 82 students and 2 staff members of Commerce department are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 5<sup>th</sup> July, 2019, by the afternoon session so as to gain some practical exposure.

Thanking you,

  
Head of the Department  
(Commerce)

  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

\* Enrichment with knowledge \* Empowerment of women \*

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

05.07.2019

To  
The General Manager,  
Ramar Samiya,  
Thalavaipuram.

Respected Sir,


**Sub:** Seeking permission for visiting your unit reg.

\*\*\*\*\*

This is to bring to your kind notice that, a group of 85 students and 2 staff members of Commerce (Computer Applications) department are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 10<sup>th</sup> July, 2019 to gain some practical exposure.

Thanking you,

*v. peenathi*  
Head-in-charge  
(Commerce (CA)) (SF)

  
PRINCIPAL



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS)**

Affiliated to Madurai Kamaraj University Reaccredited with 'A' Grade by NAAC  
& College with Potential for Excellence by UGC

**SIVAKASI**

Mrs. A.Aruna, B.Sc.,  
Secretary

Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.  
Principal

30<sup>th</sup> June, 2019.

To  
Ramar Semiya Mill,  
Dhalavaipuram Village,  
Rajapalayam.

Sir/Madam,

**Sub:** The Standard Fireworks Rajaratnam College for Women, Sivakasi - The  
Department of Commerce (SF) - Seeking permission for visiting your  
factory - Reg.

\*\*\*\*

Pursuant to the telephone conversation, the Department of Commerce (General) (SF)  
of our college would like to organize a factory visit to your industry for a group of 60 students  
of I B.Com on 07.07.2019. Kindly grant permission to visit your factory.

We hereby undertake that our students will follow the safety norms, discipline and  
other rules and regulations that are in force while visiting your factory for the safety of the  
students.

We would like to inform that three staff members will accompany the students and  
co-ordinate with your representatives.

Thanking You,

V.Vim  
Signature of the HOD

T.Palaneeswari  
PRINCIPAL

PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

\* Enrichment with knowledge \* Empowerment of women \*

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrcollege.edu.in](mailto:sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),**

**SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI.**

Affiliated to Madurai Kamaraj University  
Reaccredited with 'A' Grade by NAAC & College with Potential for Excellence by UGC



Mrs. A.Aruna, B.Sc.,  
Secretary

Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.  
Principal

Ref. No. \_\_\_\_\_

01.07.2019

To

The General Manager,  
Bavani Modern Rice Mill,  
Gokul Kannan Modern Rice Mill,  
Kamathenu Modern Rice Mill,  
Thalavaipuram.

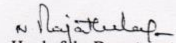
Respected Sir,

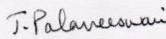
Sub: Seeking permission for visiting your unit reg.

\*\*\*\*\*

This is to bring to your kind notice that, a group of 82 students and 2 staff members of Commerce department are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 5<sup>th</sup> July, 2019, by 1 p.m. so as to gain some practical exposure.

Thanking you,

  
Head of the Department  
(Commerce)

  
PRINCIPAL  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

Arranged thr' Mrs. Gayathri Brother -8072108230

\* Enrichment with knowledge \* Empowerment of women \*

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),**

**SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

05.07.2019

To  
The General Manager,  
Modern Rice Mill,  
Thalavaipuram.

Respected Sir,

**Sub:** Seeking permission for visiting your unit reg.

\*\*\*\*\*

This is to bring to your kind notice that, a group of 85 students and 2 staff members of Commerce (Computer Applications) department are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 10<sup>th</sup> July, 2019 to gain some practical exposure.

Thanking you,

*v. neenathi*  
Head-in-charge  
(Commerce (CA)) (SF)

  
PRINCIPAL



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**


(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS)**  
Affiliated to Madurai Kamaraj University Reaccredited with 'A' Grade by NAAC  
& College with Potential for Excellence by UGC  
**SIVAKASI**

Mrs. A.Aruna, B.Sc.,  
*Secretary*

Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.  
*Principal*

30<sup>th</sup> June, 2019.

To  
Bhavani Modern Rice Mill,  
Dhalavaipuram Village,  
Rajapalayam.

Sir/Madam,

**Sub:** The Standard Fireworks Rajaratnam College for Women, Sivakasi - The Department of Commerce (SF) - Seeking permission for visiting your factory - Reg.

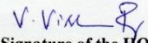
\*\*\*\*

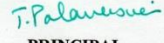
Pursuant to the telephone conversation, the Department of Commerce (General) (SF) of our college would like to organize a factory visit to your industry for a group 66 students of I B.Com on 07.07.2019. Kindly grant permission to visit your factory.

We hereby undertake that our students will follow the safety norms, discipline and other rules and regulations that are in force while visiting your factory for the safety of the students.

We would like to inform that three staff members will accompany the students and co-ordinate with your representatives.

Thanking You,

  
Signature of the HOD

  
PRINCIPAL  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

★ Enrichment with knowledge ★ Empowerment of women ★

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**


**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS), SIVAKASI.**  
Affiliated to Madurai Kamaraj University  
Reaccredited with 'A' Grade by NAAC & College with Potential for Excellence by UGC

Mrs. A.Aruna, B.Sc.,  
Secretary



Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.  
Principal

Ref. No. \_\_\_\_\_ 01.07.2019

To  
Mr. K.R. Rajan,  
Chief Operating Officer,  
Gowri House Metal Works,  
1/111, Malayadipatti,  
Rajapalayam – 626117.

Respected Sir,

Sub: Seeking permission for visiting your unit reg.

\*\*\*\*\*

This is to bring to your kind notice that, a group of 82 students and 2 staff members of Commerce department(R) are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 05<sup>th</sup> July, 2019, by 10.a.m so as to gain some practical exposure.

Thanking you,

*N. Rajattilap*  
Head of the Department  
(Commerce)

*T. Palaneeswari*  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

\* Enrichment with knowledge \* Empowerment of women \*

Phone : 04562 - 220389 E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN(Autonomous), SIVAKASI**



(Affiliated to Madurai Kamaraj University, re-accredited with 'A' Grade by NAAC and  
College with Potential for Excellence by UGC)

**Research Centre in Commerce**

**Industrial Visit to Business Units in Rajapalayam**

**Class : I B.Com. [General] & I B.Com. [CA]**

**Date : 08-07-2019**

**Business Units visited : RamarSemiya Mill  
Bhavani Rice Mill and  
Gowri Metal House**

**List of Students:**

SN	I B.Com. [General]	SN	I B.Com. [CA]
1	P. Abinaya	1	U. Aathira
2	K. Athi Jeya Abirami	2	M. Aishwarya
3	C. K. Bavithra	3	S. Anusuya
4	A. Fathima Murshitha	4	M. Asmitha
5	R. Hema Latha	5	M. Bamajothi
6	M. Jasmin	6	M. Brintha
7	S. P. Jeyantha	7	M. Durga
8	A. Kalaiselvi	8	S. Gayathri
9	C. Kavibala	9	S. Haleema Beevi
10	M. Kokila	10	S. Jayanthi Prabha
11	S. Kowsalya	11	P. Jeba Prescilla
12	G. Malaiyarasi	12	J. Jenefer
13	T. Malini	13	G. Kalieswari
14	M.Mareeswari	14	M. Kamali
15	Meenakshi R.	15	K. Kavitha
16	I. Nandhini	16	S. Murugeswari
17	R. Nandhini	17	M. Muthu Selvi
18	A. Nithya Kirubha	18	S. Muthukala
19	J. Nityah	19	K. Muthumari
20	G. Nivetha	20	M. Nandhini



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

21	K. Pon Kaleeswari	21	S. Palanigomathi
22	E. Ponlakshmi	22	M. Parvathi
23	R. Preethi	23	A. Poomari
24	S. Punitha Vathi	24	R. Priya Dharshini
25	M. Rajalakshmi	25	H. Priyanka
26	M. Rajapriyadarshini	26	R. Ranjani
27	R. Rajeshwari	27	P. Sakkadevi
28	V. Rajeswari	28	K. Saranya Devi
29	M.Ramya	29	C. Shree Vaashini
30	K. Saranya	30	A. Shyamaladevi
31	S. Sathya Shyamala	31	A. Subalakshmi
32	J. K. Shiyamalaa Devi	32	I. Sushma
33	M. Shree Mathi	33	R. Swathi
34	S. Shylaja	34	T. Vigneshwari
35	K R. Swetha	35	P. Viji
36	S. Thrisha	36	M. Yuvarani
37	M. Umadevi		
38	A. Vanisri		
39	J. Varsha		
40	Vasundhra Lakhota.		
41	A. Vichithra		
42	R. Vidhyaa Sree		
43	S. Vijaya Lakshmi		

  
H.O.D.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (Autonomous), SIVAKASI.  
(Affiliated to Madurai Kamaraj University, re-accredited with 'A' Grade by NAAC and College with Potential for Excellence by UGC)

**DEPARTMENT OF COMMERCE (CA) (SF)**

**Industrial Visit – Name List**

**Name of the Industries:**

- Ramar Samiya, Thalavaipuram.
- Modern Rice Mill, Thalavaipuram.
- Sugapriya Mineral Water, Pillaiyarnatham, Srivilliputhur.

**Class** : I B.Com (CA) SF

**Staff Accompanied:**

**Date** : 10<sup>th</sup> July, 2019

1. Dr.A.Josephine Stella

**Strength** : 83

2. Dr.S.Kartheeswari

Sl. No.	Name of Student
1.	P. Abinaya
2.	R. Abinaya
3.	A. Alageswari
4.	M. Anantha Jothi
5.	S. Anitha
6.	V. Bavithra
7.	M. Chithra
8.	S. Deepa
9.	S. Devi Eswari
10.	R. Dhivya
11.	M. Divya Bharathi
12.	M. Divya
13.	S. Fathima Parveen
14.	V. Gayathri
15.	S. Harini
16.	P. Ishwarya
17.	P. Ishwarya
18.	D. Jayalakshmi
19.	J. Jeninbrightee
20.	S. Jeya Sakthi
21.	R. Jothi Lakshmi
22.	M. Karpagaselvi

23.	M. Karthika
24.	M. Kasthuri
25.	A. Kaviya
26.	G. Kaviya Lakshmi
27.	M. Kowsalya
28.	P. Krithika
29.	R. Lakshmi Priya
30.	S. Lakshmi Priya
31.	V. Maha
32.	S. Mahalakshmi
33.	K. Maheswari
34.	S. Maheswari
35.	M. Malarvizhi
36.	P. Mareeswari
37.	S. Mariammal
38.	G. Mathana
39.	M. Meenakshi
40.	N. Mubina Hansa
41.	M. Muneeswari
42.	M. Muthu Karthika
43.	T. Muthulakshmi
44.	P. Muthumala
45.	A.Nagarathinam
46.	M. Nandhini



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

47.	N. Nithya
48.	S. Nivetha
49.	P. Pakkiyalakshmi
50.	M. Parameswari
51.	S. Prabha
52.	S. Preethi
53.	N. Priya Dharshini
54.	S. Rajalakshmi
55.	R. Rajashruthi
56.	A.Safira Mariam
57.	N. Sakiya Begum
58.	M. Sakthi Devi
59.	M. Sankara Eswari
60.	S. Sankarashwari
61.	E. Santhana Lakshmi
62.	S. Santhana Priya
63.	M.Saranya
64.	B. Shenbaga Valli
65.	T.Shreemathi

66.	N. Siva Nandhini
67.	T.Sivasankari
68.	M. Sorna
69.	S. Sowbaga Lakshmi
70.	I. Sowra Parveen
71.	B. Sri Mathi
72.	K. Sudha
73.	R. Swathi
74.	P. Swatika
75.	G. Swetha
76.	T. Thangeswari
77.	M. Thenmalar
78.	A. Umsalma
79.	P. Vaanmathi
80.	T. Vigneshwari
81.	M. Vijayalakshmi
82.	M. Yogeswari
83.	S. Yuvashree

*V. Preenakshi*  
Head-in-Charge



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN(Autonomous), SIVAKASI**



(Affiliated to Madurai Kamaraj University, re-accredited with 'A' Grade by NAAC and

College with Potential for Excellence by UGC)

**Department of Commerce [SF]**

**Industrial Visit to Business Units in Dhalavaipuram**

**Class : I B.Com. [SF]**  
**Date : 08-07-2019**  
**Business Units visited : RamarSemiya Mill and  
Bhavani Rice Mill**

**List of Students**

1.	P. Abinaya	34	T. Nekarika
2.	M. AfreenShebana	35	M. NithyaSree
3.	R. AlaguDeepa	36	G. Panchavarnam
4.	V. Annapoorani	37	G. Pandeewari
5.	V. BanuPriya	38	V. Pandeewari
6.	S. Blesina	39	C. PandiMuneeswari
7.	C Chandra Kala	40	I. Ponsowmiya
8.	G. Deepa	41	M. Prabhavathi
9.	M. Dhanalakshmi	42	K. Priya
10.	R. Dhanalakshmi	43	S Ramalakshmi
11.	R. Geetha	44	P. Ranjani
12.	G. Girija	45	M. Revathi M
13.	Y. Hema	46	C. Santhiya



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

14.	G. Jeya Lakshmi	47	S. Santhiya
15.	K. Jeyakiruba	48	M. Saranya Devi
16.	K. Kaleeswari	49	R. Saranya
17.	N Kaleeswari	50	S. Sathiyapriya
18.	L. KanchiShruthi	51	R. Shalini
19.	S.S. KarpagaPriya	52	R. ShanmugaSundari
20.	G. Karpagam	53	K. Shanthi
21.	M. Karpagam	54	M. Soviya
22.	M. Kartheeswari	55	K. Sowbakgyavalli
23.	S. Kavipriya	56	P. Suba Priya
24.	K. Keerthana	57	A. Suberiya
25.	V. Lavanya	58	S. Surya
26.	G. Mahalakshmi	59	K. Swathi
27.	A. Meena	60	P. Umadevi
28.	S. Mottaiammal	61	B. Uvamalathi
29.	P. Muneeswari	62	R. Vairalakshmi
30.	C. Muthulakshmi	63	N. Vaishnavi
31.	A. MydeenNilofar	64	M. Vaisnavee
32.	B. Naga Sabari Priya	65	R. M. Varsha
33.	P. Nanthini	66	G. Veerakarthika

*S. G. Subalata*  
H.O.D.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**Place of Visit: Ramar Semiya Mill, Thalavaipuram.**

**Participants: I B. Com (CA) SF – 85 students on 10.07.2019**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com.(R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com.(SF)**







**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**Dr. N. Rajathilagam,**  
Head and Assistant Professor,  
Research Centre in Commerce,  
SFR College for Women,  
Sivakasi – 626 123.  
TamilNadu.  
Ph: 04562-220389.



**Residential Address**  
2/653D, KSA Rajadurai Nagar,  
Near Jaycee School,  
Villampatti Road,  
Sivakasi – 626 123.  
Cell No: 75987 21031

**Report on Industrial Visit by II B.Com. [General] & II B.Com. [CA]**

A group of Eighty Two II B.Com. [General] & II B.Com. [CA] undertook an Industrial Visit to Kovilpatti on 08-07-2019 as a part of their curriculum. II B.Com. students are studying GLCM33 – Principles of Management during the Third Semester and they visited Mahavishnu Spining Mills, Kamatchi Match works and Valli Textile Mills in Kovilpatti to understand the functional areas of management practically. During the Industrial Visit they observed the application of theoretical concepts of planning, organizing, staffing, directing and controlling in the Business System. This Industrial Visit really helped the students to comprehend fundamental functions of the Management.

*N. Rajathilagam*  
**H.O.D.**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**Dr. N. Rajathilagam,**  
Head and Assistant Professor,  
Research Centre in Commerce,  
SFR College for Women,  
Sivakasi – 626 123.  
TamilNadu.  
Ph: 04562-220389.



**Residential Address**  
2/653D, KSA Rajadurai Nagar,  
Near Jaycee School,  
Villampatti Road,  
Sivakasi – 626 123.  
Cell No: 75987 21031

**Report on Industrial Visit by I B.Com. [General] & I B.Com. [CA]**

A group of Seventy Nine I B.Com. [General] & I B.Com. [CA] undertook an Industrial Visit to Rajapalayam on 08-07-2019 as a part of their curriculum. I B.Com. students are studying GLCM12 – Business Organisation during the First Semester and they visited Ramar Semiya Mill, Bhavani Rice Mill and Gowri Metal House in Rajapalayam. During the Industrial Visit they observed the Business System, Division of Business, various hindrances being faced and features of various forms of business units. This Industrial Visit facilitated the students to apprehend the overall organizational function.

*N. Rajathilagam*  
**H.O.D.**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

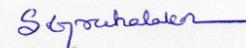
**Dr. S. Grahalakshmi,**  
Head & Assistant Professor,  
Department of Commerce  
[SF],  
SFR College for Women,  
Sivakasi – 626 123.  
TamilNadu.

**Residential Address**  
50 Gnanagir Road,  
Near Coronation School,  
Sivakasi – 626 123.  
Cell No: 98433 72670

---

**Report on Industrial Visit by I B.Com. [General] SF**

A group of 66 I B.Com. [General] SF undertook an Industrial Visit to Dhalavaipuram on 08-07-2019 as a part of their curriculum. I B.Com. students are studying GLCM12 – Business Organisation during the First Semester and they visited Ramar Semiya Mill, Dhalavaipuram and Bhavani Rice mill, Dhalavaipuram to understand the real business structure. During the Industrial Visit they observed Business System, Division of Business, hindrances of business units and features of various forms of business units. This Industrial Visit really helped the students to understand the overall organizational function.

  
**H.O.D.**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT**

**2019-2020**

**I B.Com. (R), I B.Com. (CA) R, I B.Com. (CA) SF & I B.Com. (SF)**

**Course Syllabus**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI.  
DEPARTMENT OF COMMERCE  
B. COM.  
SEMESTER III  
MAJOR COURSE

**GLCM33– PRINCIPLES OF MANAGEMENT**

(For those admitted in June 2017 and later)

**Contact hours per week : 05**  
**Total number of hours per semester : 75**  
**Number of credits : 04**

**Course Outcomes (CO):**

On successful completion of the course, the learners should be able to

- CO1: explain the concepts of management and managerial practices
- CO2: describe the principles and techniques in planning, organizing and controlling
- CO3: establish the significance of selection procedure and control process
- CO4: compare the management functions to choose the most appropriate course of actions out of all available alternatives
- CO5: categorize the control techniques for the achievement of effective staffing policy

**CO-PO Mapping table (Course Articulation Matrix)**

COs	POs						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	-	3	1	-	-
CO3	3	-	-	-	3	-	-
CO4	1	-	-	1	1	-	-
CO5	3	1	1	-	-	-	-
<b>Weightage of the course</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>-</b>	<b>-</b>
<b>Weighted percentage of Course contribution to POs</b>	<b>1.69</b>	<b>0.18</b>	<b>0.62</b>	<b>1.76</b>	<b>9.26</b>	<b>-</b>	<b>-</b>

**Unit I: Management Concepts**

**(15 Hours)**

Meaning – nature, features and function - Management Vs. Administration – levels of management – importance of management - functional areas of management – Evolution of Management Thought: Frederick Winslow Taylor, Henry Fayol and Peter Ferdinand Drucker – MBO: Characteristics – steps – benefits.

**Unit II: Planning and Decision Making****(15 Hours)**

Meaning – nature – importance – limitations – essentials of a sound plan - principles – types – steps – Decision making: nature – planning Vs. decision making – types – steps – bases – approaches.

**Unit III: Organising****(15 Hours)**

Concept – nature – steps in organizing process – determinants of organization structure – need and significance – principles – formal and informal organization – departmentation – need – bases - Delegation – definition – importance – process – decentralization - factors – delegation vs. decentralization – advantages and disadvantages.

**Unit IV: Staffing and Directing****(15 Hours)**

Meaning – need and importance – essentials of a good staffing policy – recruitment – sources – selection– selection procedure - training – need – advantages – methods.

Directing: Meaning – significance – principles – techniques.

**Unit V: Controlling****(15 Hours)**

Concept – nature – planning vs. control – objectives - significance – steps in control process – techniques of control – PERT and CPM.

**Text Book:**

Gupta, C.B. (2014), “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, XV Edition.

Unit I - pp. 1.7 - 1.27, pp. 4.16 - 4.20, pp. 5.2 - 5.4, pp. 9.2 - 9.6.

Unit II - pp. 7.4 - 7.13, pp. 10.2 - 10.12.

Unit III - pp. 13.4 - 13.15, pp. 14.2 - 14.10, pp. 17.2-17.4, 17.9-17.12

Unit IV - pp. 27.4 - 27.7, pp. 28.5 - 28.11, pp. 28.17- 28.28, pp. 32.4 - 32.8

Unit V - pp. 40.4 - 40.14, pp. 41.15 - 41.17

**Reference Books:**

1. Prasad L.M. (2015), “Principles and Practice of Management”, Sultan Chand & Sons, New Delhi.
2. Ramasamy T. (2013), “Principles of Management”, Himalaya Publishing House Private Limited, New Delhi, 6<sup>th</sup> Edition.

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (Autonomous), SIVAKASI.  
DEPARTMENT OF COMMERCE

B.COM.

SEMESTER I

MAJOR COURSE

**GLCM12 – BUSINESS ORGANISATION**

(For those admitted in June 2017 and later)

Contact hours per week : 04  
Total number of hours per semester : 60  
Number of credits : 03

**Course Outcomes (CO):**

On successful completion of the course, the learners should be able to

CO1: summarize the working aspects of various businesses

CO2: identify the key components of a successful business

CO3: explain the features and types of various forms of organization

CO4: examine the tactics, principles and legal procedures for starting a firm / company

CO5: distinguish the functioning of various forms of organization

**CO-PO Mapping table (Course Articulation Matrix)**

COs \ POs	POs						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-
CO3	9	3	-	-	-	-	-
CO4	3	3	-	-	-	-	1
CO5	3	3	3	-	-	-	1
Weightage of the course	19	9	3	-	-	-	2
Weighted percentage of Course contribution to POs	2.47	1.62	1.85	-	-	-	1.79

**Unit I: Nature of Business**

(12 Hours)

Business – definition - characteristics – business as an adventure-business system - objectives of business: organic, economic, social, human, national, global and environmental) – requisites for success in modern business - qualities of a good businessman.

**Unit II: Components of Business**

(12 Hours)

Divisions of business- industry –types of industry - commerce - hindrances of commerce –trade – auxiliaries to trade - development of commerce - launching a business enterprise.

**Unit III: Sole Proprietorship and Partnership**

(12 Hours)

Introduction - characteristics of an ideal form of organization - sole proprietorship: features, merits, limitations – partnership organisation: definition - characteristics, features, types of partners - partnership deed –merits and drawbacks - limited liability partnership - features.

**Unit IV: Joint Stock Company**

(12 Hours)

Company – definition – characteristics –features of company organisation, kinds of companies –private company vs. public company – incorporation of a company – merits and drawbacks.

**Unit V: Other Forms of Organisation**

(12 Hours)

Cooperative Societies - meaning - feature - types of co-operatives- advantages and drawbacks – Joint Hindu Family Firm – features – limitations - Non-profit organisations.

**Text Books:**

1. Bhushan Y.K. (2013), “Fundamentals of Business Organisation and Management”, Sultan Chand & Sons, New Delhi, 19<sup>th</sup> Edition.

Unit I: pp. 1.3 – 1.8, 1.15- 1.30

Unit II: pp 1.8 – 1.15, 1.31- 1.32, 1.41- 1.48

Unit III: pp 2.3 – 2.27

Unit IV: pp 2.28 - 2.39, 2.46 – 2.49

Unit V: pp 2.56 – 2.69, 2.9-2.11

**References:**

1. Alagappan, V. & Chidambaram, K. (2013), “Business Environment and Policy”, Vikas Publishing House Pvt. Ltd., Chennai, 1<sup>st</sup> Edition.
2. Aswathappa, K. (2011), “Essentials of Business Environment”, Himalaya Publishing House, Mumbai, 11<sup>th</sup> Revised Edition.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS)**  
Affiliated to Madurai Kamaraj University Reaccredited with 'A' Grade by NAAC  
& College with Potential for Excellence by UGC  
**SIVAKASI**

**Mrs. A.Aruna, B.Sc.,**  
*Secretary*

**Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.**  
*Principal*

08.07.2018

To

The Managing Director,  
Mahavishnu Spinning Mills Pvt Ltd,  
Ilayarasa Nenthai Road,  
Iyyaneri,  
Kovilpatti.

Respected Sir,

**Sub: Seeking permission for visiting your unit reg.**

\*\*\*\*

This is to bring to your kind notice that, a group of 96 commerce students and 3 staff members of Commerce Department of our college, are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 10<sup>th</sup> July, 2019, so as to gain some practical exposure.

Thanking you,

*N. Rajatendrap*  
Head of the Department

*T. Palaneeswari*  
PRINCIPAL  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

\* Enrichment with knowledge \* Empowerment of women \*

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS)**  
Affiliated to Madurai Kamaraj University Reaccredited with 'A' Grade by NAAC  
& College with Potential for Excellence by UGC  
**SIVAKASI**

**Mrs. A.Aruna, B.Sc.,**  
*Secretary*

**Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.**  
*Principal*

08.07.19

To  
Mr. R. Suresh,  
Kamatchi Match Works,  
47 C, Pannaihotum Street,  
Near Market,  
Kovilpatti.

Respected Sir,

**Sub: Thanking letter for permitting to visiting your unit reg.**

\*\*\*\*

We hereby thankyou Sir, for permitting 96 students and 2 staff members of our  
Commerce department to visit your unit on 10<sup>th</sup> July 2019. At this juncture, we also feel  
highly obliged, as our students gain practical exposure and knowledge on such educational  
visits.

Thanking you,

*N. Rajaratnam*  
Head of the Department  
(Commerce)

*T. Palaneeswari*  
PRINCIPAL  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

\* Enrichment with knowledge \* Empowerment of women \*

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS)**

Affiliated to Madurai Kamaraj University Reaccredited with 'A' Grade by NAAC  
& College with Potential for Excellence by UGC

**SIVAKASI**

**Mrs. A.Aruna, B.Sc.,**  
*Secretary*

**Dr.(Mrs.)T.Palaneeswari, M.Com.,M.Phil.,Ph.D.**  
*Principal*

08.07.2019

To

Mr. Hari Baskar,  
Regend Garment Factory Ltd ,  
Kovilpatti.

Respected Sir,

**Sub: Thanking letter for permitting to visiting your unit reg.**

\*\*\*\*

We hereby thankyou Sir, for permitting 96 students and 2 staff members of our  
Commerce department to visit your unit on 10<sup>th</sup> July 2019. At this juncture, we also feel  
highly obliged, as our students gain practical exposure and knowledge on such educational  
visits.

Thanking you,

*N. Rajatkar*  
Head of the Department

*T. Palaneeswari*  
PRINCIPAL  
PRINCIPAL  
The Standard Fireworks  
Rajaratnam College  
for Women,  
SIVAKASI

★ *Enrichment with knowledge* ★ *Empowerment of women* ★

Phone : 04562 - 220389  
Fax : 04562 - 226695

E-Mail : [sfrc@sfrcollege.edu.in](mailto:sfrc@sfrcollege.edu.in)  
Website : [www.sfrcollege.edu.in](http://www.sfrcollege.edu.in)



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN(Autonomous), SIVAKASI**



(Affiliated to Madurai Kamaraj University, re-accredited with 'A' Grade by NAAC and

College with Potential for Excellence by UGC)

**Research Centre in Commerce**

**Industrial Visit to Business Units in Kovilpatti**

**Class : II B.Com. [General] & II B.Com. [CA]**

**Date : 08-07-2019**

**Business Units visited : Mahavishnu Spining Mills  
Kamatchi Match Works and  
Valli Textile Mills**

**List of Students:**

SN	II B.Com. [General]	SN	II B.Com. [CA]
1	M. Abica Jebaruby	1	M . Anusuyadevi
2	S. Anbu Banumathi	2	R. Bharathi
3	A. Anbumalar	3	K. Gandhari
4	S.Aruna Bharathi	4	P. Gokula Priya
5	R. Athilakshmi	5	R. Gowri
6	E. Bavadharini	6	M. Gowsalya
7	B. Bhuvanlakshmi	7	P. Gowsalya
8	K. Bhuvaneshwari	8	M. Guna Chitra
9	V. Bhuvaneshwari	9	A. Gurulakshmi
10	M. Deepa	10	M. Gurusumitha
11	A. Dhanalakshmi	11	S. Harini
12	T. Divya	12	S. Jeneefar
13	V. Durga Devi	13	S. Johnsi Rani
14	J. Gowsalya Devi	14	P. Keerthana
15	T. Gowsalya	15	M. Mahalakshmi
16	B. Gurulakshmi	16	A. Manjula
17	K. Hindja Priyaa	17	M. Menaka
18	A. Janani Devi	18	A. Muneeswari



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

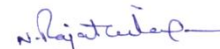
**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

19	S. Janani	19	T. Murugeswari
20	D. Jansirani	20	P. Muthuselvi
21	J. Jothika	21	A. Nagavalli
22	G. Jothilakshmi	22	S. Nasrin Banu
23	S. Krishna Veni	23	S. Parameswari
24	A. Mahalakshmi	24	S. Pavithra [121]
25	K. Manimala	25	S. Pavithra [123]
26	J. Mano Jeevika	26	M. Renuga
27	K. Mareeswari	27	R. Sathyalakshmi
28	C. Muthu Gowsalya	28	S. Sheela
29	K. Muthu Nisha Sree	29	K. Shruthe
30	L. Nandhini	30	K. Sivasankari
31	M. Nanthini	31	A. Subbulakshmi
32	P. Pandi Priya	32	M. Subbulakshmi
33	A. Pavithra	33	J. Sumathi
34	S. Ponsanthiya	34	S. Thiraviyakani
35	T. Rajarajeswari	35	D. Usha Nanthini
36	E. Ramya Rani	36	K. Vijithra
37	S. Sangeetha		
38	S. Sharmila		
39	V. Subathradevi		
40	M. Sugunadevi		
41	C. Varsha Sree		
42	V. Vasuki		
43	J. Vigneshwarri		
44	C. T. Vijayalakshmi		
45	S. Vijayalakshmi		
46	U. Yoga Laxmi		

  
H.O.D.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN(Autonomous), SIVAKASI**



(Affiliated to Madurai Kamaraj University, reaccrredited with 'A' Grade by NAAC and  
College with Potential for Excellence by UGC)

**PG and Research Department of Commerce**

**Industrial Visit to Business Units in Kovilpatti**

**Class : I M.Com. [Banking Technology]**  
**Date : 08-07-2019**  
**Business Units visited : Mahavishnu Spinning Mills,  
Kamatchi Match works and  
Valli Textile Mills**

**List of Students**

1. BHAVANI M
2. BHAVANI S
3. KAVITHA S
4. MISBA LESLIN J
5. NASHREEN BANU H
6. NIVETHA R
7. PADMA PREETHA V
8. PADMINI A
9. SHANMUGAPRIYA S
10. SIVASANKARI BALA S
11. SUBBULAKSHMI M
12. SUNDARI M
13. SUSHMITHA PARASAKTHI R K R
14. VIJAYALAKSHMI S

*K. J. Gunmista*  
(for) H.O.D.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

**Research Centre in Commerce  
Industrial Visit to Business Units in Kovilpatti**

**Class : IIB.Com. [General]& II B.Com. [CA]**  
**Date : 08-07-2019**  
**Business Units visited : Mahavishnu Spining Mills**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

Dr. N. Rajathilagam,  
Head and Assistant Professor,  
Research Centre in Commerce,  
SFR College for Women,  
Sivakasi – 626 123.  
TamilNadu.  
Ph: 04562-220389.



**Residential Address**  
2/653D, KSA Rajadurai Nagar,  
Near Jaycee School,  
Villampatti Road,  
Sivakasi – 626 123.  
Cell No: 75987 21031

**Report on Industrial Visit by II B.Com. [General] & II B.Com. [CA]**

A group of Eighty Two II B.Com. [General] & II B.Com. [CA] undertook an Industrial Visit to Kovilpatti on 08-07-2019 as a part of their curriculum. II B.Com. students are studying GLCM33 – Principles of Management during the Third Semester and they visited Mahavishnu Spining Mills, Kamatchi Match works and Valli Textile Mills in Kovilpatti to understand the functional areas of management practically. During the Industrial Visit they observed the application of theoretical concepts of planning, organizing, staffing, directing and controlling in the Business System. This Industrial Visit really helped the students to comprehend fundamental functions of the Management.

*N. Rajathilagam*  
H.O.D.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

**Dr. N. Rajathilagam,**  
Head and Assistant Professor,  
Research Centre in Commerce,  
SFR College for Women,  
Sivakasi – 626 123.  
TamilNadu.  
Ph: 04562-220389.



**Residential Address**  
2/653D, KSA Rajadurai Nagar,  
Near Jaycee School,  
Villampatti Road,  
Sivakasi – 626 123.  
Cell No: 75987 21031

**Report on Industrial Visit by I M.Com. [Banking Technology]**

A group of Fourteen I M.Com. [Banking Technology] undertook an Industrial Visit to Kovilpatti on 08-07-2019 as a part of their curriculum. I M.Com. [Banking Technology] students are studying HLCM13 – Business Environment and Policy during the First Semester and they visited Mahavishnu Spining Mills, Kamatchi Match works and Valli Textile Mills in Kovil Patti to understand the real business environment. During the Industrial Visit they observed Product Development Methodology, Production Process and Marketing Techniques being followed in the business units. This Industrial Visit provided an exposure to students about the practical working environment and would certainly help the students to identify the overall organizational function.

*N. Rajathilagam*  
**H.O.D.**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

**Course Syllabus**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI.  
DEPARTMENT OF COMMERCE  
B. COM.  
SEMESTER III  
MAJOR COURSE

**GLCM33– PRINCIPLES OF MANAGEMENT**

(For those admitted in June 2017 and later)

**Contact hours per week : 05**

**Total number of hours per semester : 75**

**Number of credits : 04**

**Course Outcomes (CO):**

On successful completion of the course, the learners should be able to

CO1: explain the concepts of management and managerial practices

CO2: describe the principles and techniques in planning, organizing and controlling

CO3: establish the significance of selection procedure and control process

CO4: compare the management functions to choose the most appropriate course of actions out of all available alternatives

CO5: categorize the control techniques for the achievement of effective staffing policy

**CO-PO Mapping table (Course Articulation Matrix)**

POs \ COs	POs						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	-	3	1	-	-
CO3	3	-	-	-	3	-	-
CO4	1	-	-	1	1	-	-
CO5	3	1	1	-	-	-	-
<b>Weightage of the course</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>-</b>	<b>-</b>
<b>Weighted percentage of Course contribution to POs</b>	<b>1.69</b>	<b>0.18</b>	<b>0.62</b>	<b>1.76</b>	<b>9.26</b>	<b>-</b>	<b>-</b>

**Unit I: Management Concepts**

**(15 Hours)**

Meaning – nature, features and function - Management Vs. Administration – levels of management – importance of management - functional areas of management – Evolution of Management Thought: Frederick Winslow Taylor, Henry Fayol and Peter Ferdinand Drucker – MBO: Characteristics – steps – benefits.

**Unit II: Planning and Decision Making****(15 Hours)**

Meaning – nature – importance – limitations – essentials of a sound plan - principles – types – steps – Decision making: nature – planning Vs. decision making – types – steps – bases – approaches.

**Unit III: Organising****(15 Hours)**

Concept – nature – steps in organizing process – determinants of organization structure – need and significance – principles – formal and informal organization – departmentation – need – bases - Delegation – definition – importance – process – decentralization - factors – delegation vs. decentralization – advantages and disadvantages.

**Unit IV: Staffing and Directing****(15 Hours)**

Meaning – need and importance – essentials of a good staffing policy – recruitment – sources – selection– selection procedure - training – need – advantages – methods.

Directing: Meaning – significance – principles – techniques.

**Unit V: Controlling****(15 Hours)**

Concept – nature – planning vs. control – objectives - significance – steps in control process – techniques of control – PERT and CPM.

**Text Book:**

Gupta, C.B. (2014), “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, XV Edition.

Unit I - pp. 1.7 - 1.27, pp. 4.16 - 4.20, pp. 5.2 - 5.4, pp. 9.2 - 9.6.

Unit II - pp. 7.4 - 7.13, pp. 10.2 - 10.12.

Unit III - pp. 13.4 - 13.15, pp. 14.2 - 14.10, pp. 17.2-17.4, 17.9-17.12

Unit IV - pp. 27.4 - 27.7, pp. 28.5 - 28.11, pp. 28.17- 28.28, pp. 32.4 - 32.8

Unit V - pp. 40.4 - 40.14, pp. 41.15 - 41.17

**Reference Books:**

1. Prasad L.M. (2015), “Principles and Practice of Management”, Sultan Chand & Sons, New Delhi.
2. Ramasamy T. (2013), “Principles of Management”, Himalaya Publishing House Private Limited, New Delhi, 6<sup>th</sup> Edition.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (R)**

**INDUSTRIAL VISIT TO MAHAVISHNU SPINNING MILLS, PVT LTD, KOVILPATTI**

**2019-2020**

**II B.Com (R) , II B.Com (CA-R) & I M.Com.BT**

**Course Syllabus**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI.  
DEPARTMENT OF COMMERCE  
M. COM. (COMPUTER APPLICATIONS/BANKING TECHNOLOGY/HUMAN RESOURCE DEVELOPMENT)  
SEMESTER I  
CORE COURSE

**HLCM13 –BUSINESS ENVIRONMENT AND POLICY**

(For those admitted in June 2017 and later)

Contact hours per week : 06  
Total number of hours per semester: 90  
No. of credits : 04

**Course Outcomes**

On successful completion of the course, the learners should be able to -

- CO1: explain the basic fundamental concepts of business environment
- CO2: describe the factors affecting the business
- CO3: identify the nature of the sustainability problems faced by business
- CO4: determine the role of Government in business operations
- CO5: examine the functions of macro environment in Indian economy

**CO-PO Mapping table (Course Articulation Matrix)**

POs \ COs	POs						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	-	-	-	-	-
CO2	-	9	3	-	-	-	-
CO3	3	1	3	1	-	-	-
CO4	3	1	3	-	-	-	-
CO5	1	3	-	-	-	1	-
<b>Weightage of the course</b>	<b>16</b>	<b>17</b>	<b>9</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>
<b>Weighted Percentage of course contribution to Pos</b>	<b>3.14</b>	<b>4.14</b>	<b>4.37</b>	<b>1.43</b>	<b>0</b>	<b>20</b>	<b>0</b>

**Unit I: Introduction**

**(18 Hrs.)**

Meaning – Types of Environment – Internal Environment – External Environment -  
Economic environment – political and government environment – natural and technological  
environment – demographic environment.

**Unit II: IRDA & Industrial Policy**

**(18 Hrs.)**

Industries (Development and Regulation) Act, Industrial licensing – industrial policy  
1991 – the new industrial policy – an evaluation of the new policy – schedules to industrial  
policy resolution, 1956.

**Unit III: Social Environment****(18 Hrs.)**

Expansion of public sector and its defects – ways of privatization – obstacles , conditions for success of privatisation – argument for and against privatization - signs and pitfalls of privatization – privatisation/disinvestment in India – Rengarajan committee and disinvestment – evolution of disinvestment policy.

Consumer rights – exploitation of consumers – consumerism – consumer protection – UN guidelines for consumer protection and consumerism in India – consumer protection act.

**Unit IV: Legal Environment****(17 Hrs.)**

Classical and contemporary views – social orientation of business – factors affecting social orientation – responsibilities to different sections – argument for and against social involvement – social audit – recent developments in India – Companies Act 2013 and CSR.

Corporate Governance – reasons– importance - prerequisites – regulatory and voluntary actions – recommendations of Birla committee – legal environment of corporate governance in India.

**Unit V: Global Environment****(17 Hrs.)**

Globalisation of world economy – globalisation of business – meaning and dimensions – features of current globalization – globalization stages – essential conditions for globalization – foreign market entry strategies – pros and cons of globalization – policy options – globalisation of Indian economy.

Multinational Corporations – definition and meaning – organisational models – dominance of MNCs – MNCs and international trade – merits and demerits of MNCs – perspectives – code of conduct – multinationals in India.

**Skill based activity - MN Company products Vs. Indian Company products (2 Hrs.)****Text**

Francis Cherunilam (2014), “Business Environment”, Himalaya Publishing House, Mumbai, Twenty-third Revised edition

**References**

1. A lagappan, V. & Chidambaram, K. (2013), “Business Environment and Policy”, Vikas Publishing House Pvt. Ltd., New Delhi, 1<sup>st</sup> edition.
2. Aswathappa, K (2007), “Essentials of Business Environment”, Himalaya Publishing House, Mumbai, 7<sup>th</sup> Revised edition.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

05/07/2019

To

The Director,  
VVD & Sons (P) Ltd,  
Tuticorin.


Respected Sir,

Sub: Seeking permission for visiting your unit reg.

This is to bring to your kind notice that, a group of 75 students and 2 staff members of Commerce department are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 10<sup>th</sup> July, 2019 to gain some practical exposure.

Thanking you,

*V. Manatshi*  
In-charge  
Commerce (CA) (SF)

  
PRINCIPAL



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

05/07/2019

To

The Director,  
VVD & Sons (P) Ltd,  
Tuticorin.

Respected Sir,

Sub: Seeking permission for visiting your unit reg.

This is to bring to your kind notice that, a group of 75 students and 2 staff members of Commerce department are to undertake educational trip as a part of their curriculum. At this juncture, we request you to grant permission to our students, to visit to your esteemed unit on 10<sup>th</sup> July, 2019 to gain some practical exposure.

Thanking you,

*V. Manojkumar*  
In-charge

Commerce (CA) (SF)

  
PRINCIPAL



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN(Autonomous), SIVAKASI**



(Affiliated to Madurai Kamaraj University, recredited with 'A' Grade by NAAC and  
College with Potential for Excellence by UGC)

**Department of Commerce [SF]**

**Industrial Visit to Business Units in Tuticorin**

**Class : II B.Com. [SF]**  
**Date : 08-07-2019**  
**Business Units visited : Venus Water Heaters and  
VVD Coconut Oil**

**List of Students**

1.	R. Aishwariya	36	B. Meena
2.	M Abirami	37	J. Mercy
3.	R. Aishwarya Lakshmi	38	V. Murugalakshmi
4.	N. Aishwarya	39	P. Murugeswari
5.	B. Arpita Sharma	40	K. MuthuSaranya
6.	J. Arunmeena	41	k. Muthusona
7.	P. Bavithra	42	G. Nagoorselvi
8.	T.R. Bhavithra	43	J NandhiniPrabha
9.	D. Boomika	44	S. Nandhini
10.	B Brintha	45	B. Naveena
11.	M. Dhanalakshmi	46	P Nishitha
12.	R. Dhivya Lakshmi	47	R. Nivetha
13.	M. Durgabharathi	48	S. Pavithra
14.	M. Gnanabackiyam	49	M. Prema
15.	M. Gowsalya	50	R. Ragupathi



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),**

**SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

16.	S. Gurulakshmi	51	K. Raja Rajeshwari
17.	R. Jeya Lakshmi	52	S. Rasika
18.	S. Jeyadevi	53	R. Rubha Shree
19.	C. Kalaiselvi	54	P.SakthiPriya
20.	R. Kalaivani	55	S. SamsuNisha
21.	M. Kaleeswari	56	C. Saranya
22.	P. Kanagalakshmi	57	K. ShenbagaDharsini
23.	R. Kanagalakshmi	58	T. Shenbagalakshmi
24.	N. Karthika	59	R. Sivagami
25.	R. Kiruthiga	60	M. Sivaranjani
26.	K.G. Kiruthika	61	R. Sri Varshini
27.	K. KothaiNachiyar	62	S. Vadamalar
28.	M. Lavanya	63	R. Valarmathi
29.	G. Mahadurga	64	A. Vanmathi
30.	P. Malathi	65	A. Vennila
31.	A. Mareeswari (26.04.2001)	66	S. Vidhiya
32.	A. Mareeswari (29.08.2000)	67	M. Vijayalakshmi
33.	K. Mareeswari	68	V. Yasothini
34.	K. Mariselvi	69	K. Yuvarani
35.	M. Mariyammal		

*S. G. Subhalakshmi*  
**H.O.D.**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

2019-2020

**II B.Com (SF) & II B.Com (CA-SF)**

**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (Autonomous), SIVAKASI.**  
(Affiliated to Madurai Kamaraj University, re-accredited with 'A' Grade by NAAC and College with Potential for Excellence by UGC)

**DEPARTMENT OF COMMERCE (CA) (SF)**  
**Industrial Visit – Name List**

**Name of the Industries:**

- VVD & Sons (P) Ltd, Tuticorin.
- SIBA Flours, Tuticorin.
- Venus Water Heaters, Tuticorin.

**Class** : II B.Com (CA) SF

**Date** : 10<sup>th</sup> July, 2019

**Strength** : 75

**Staff Accompanied:**

1. Mrs.S.Thazhai Pushpam
2. Mrs.S.Subalakshmi

Sl. No.	Reg No	Name of Student
1	18UV101	ABINAYA S
2	18UV102	ABITHA M
3	18UV103	AISHWARYA J
4	18UV105	AKILA S
5	18UV106	AMIRTHA A
6	18UV107	ANANTHI R
7	18UV108	ANANTHI S
8	18UV109	ANDIYAMMAL S
9	18UV110	ANNA LAKSHMI M
10	18UV111	ANTHIKA SHRI S
11	18UV112	ANUSUYA A
12	18UV113	ARCHANA P
13	18UV114	ATHILAKSHMI G
14	18UV115	AVUDAIAMMAL S
15	18UV117	BHARATHI V
16	18UV118	BRINDHA T
17	18UV119	CHITRADEVI A
18	18UV120	DEEPIGA S
19	18UV121	DEEPIKA K
20	18UV122	DHARINYA G
21	18UV123	GAYATHRI D
22	18UV124	HARI JAI SRI S

23	18UV125	JAYALAKSHMI M
24	18UV126	JEEVA D
25	18UV127	JEGATHEESWARI C
26	18UV128	JEYA SHEELA A
27	18UV129	JOTHI LAKSHMI N
28	18UV130	JOTHIGA M
29	18UV131	KARTHEESWARI P
30	18UV132	KARTHIGAISELVI B
31	18UV133	KARTHIKA M
32	18UV134	KAVITHALAKSHMI P
33	18UV135	KOKILA S
34	18UV137	MAHALAKSHMI M
35	18UV138	MAHALAKSHMI S (17.11.2000)
36	18UV139	MAHALAKSHMI S (27.06.2000)
37	18UV140	MAHARANI R
38	18UV142	MURUGAVENI S
39	18UV143	MUTHU SELVI M
40	18UV144	MUTHULAKSHMI M
41	18UV145	NAGESWARI A
42	18UV146	NAGESWARI S
43	18UV147	NILA V S
44	18UV148	NITHIYA M
45	18UV149	NIVETHA S
46	18UV150	PON MALINI M



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

47	18UV151	PONMALAR R
48	18UV152	PRIYA DHARSHINI V
49	18UV153	PRIYADARSINI M
50	18UV154	RADHIKA M
51	18UV155	RAJESWARI M
52	18UV156	REBAKAL K
53	18UV157	SANDHIYA P
54	18UV158	SANKARAESWARI G
55	18UV159	SANKARESWARI M
56	18UV160	SANMERTHA S
57	18UV161	SANTHIYA P
58	18UV162	SANTHOSH ROHINI R
59	18UV163	SATHYA P
60	18UV164	SELSIYA A
61	18UV165	SHOPANA P

62	18UV166	SIVA JOTHIKA S
63	18UV167	SIVA KARTHIKA B
64	18UV168	SIVALAKSHMI G
65	18UV169	SIVASANGARI S
66	18UV170	SNEHA G
67	18UV171	SNEKA R
68	18UV172	SOVIKA P
69	18UV173	SUMATHI T
70	18UV174	SUSHMITHA G
71	18UV175	SUVETHA T
72	18UV176	VAISHNAVI K
73	18UV177	VIYABINI K
74	18UV178	YOGALAKSHMI M
75	18UV179	YUWADHARSHNI E

*for S. Thasai Pulpan*

**Head-in-Charge**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**





**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

**Mrs. V. MEENAKSHI, M.Com., M.Phil., SET.,**  
Head and Assistant Professor,  
Department of Commerce (C.A.) S.F.,  
The Standard Fireworks Rajaratnam  
College for Women, Sivakasi - 626 123.  
Phone: 04562 - 220389

**Residence:**  
4/8/880, Nehruji Nagar,  
Reserve Line,  
Sivakasi – 626 124.  
Mobile No. 94827 60120  
E-mail Id: meenusfr@gmail.com

**Report on Industrial Visit by II B.Com. [CA] SF**

A group of 75 II B.Com. [CA] SF undertook an Industrial Visit to Tuticorin on 10-07-2019 as a part of their curriculum. II B.Com. students are studying GLCM33 – Principles of Management during the Third Semester and they visited VVD & Sons(P)Ltd, Tuticorin and Venus Water Heaters, Tuticorin to understand the real functional areas of management. During the Industrial Visit they observed the process for planning, organizing, staffing, directing and controlling followed in the organisation. This Industrial Visit really helped the students to understand the features and functions of management.

*v. meenakshi*  
**H.O.D.**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

**Dr. S. Grahalakshmi,**  
Head & Assistant Professor,  
Department of Commerce  
[SF],  
SFR College for Women,  
Sivakasi – 626 123.  
TamilNadu.

**Residential Address**  
50 Gnanagiri Road,  
Near Coronation School,  
Sivakasi – 626 123.  
Cell No: 91766 72670

**Report on Industrial Visit by I B.Com. [General] SF**

A group of 69 I B.Com. [General] SF undertook an Industrial Visit to Thoothukudi on 07/07-2019 as a part of their curriculum. I B.Com. students are studying GLCM12 – Business Organisation during the First Semester and they visited Venus Water Heaters, Thoothukudi & VVD Oil, Thoothukudi to understand the real business structure. During the Industrial Visit they observed Business System, Division of Business, hindrances of business units and features of various forms of business units. This Industrial Visit really helped the students to understand the overall organizational function.

*S. G. S. S. S.*  
**H.O.D.**



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

**Course Syllabus**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI.  
DEPARTMENT OF COMMERCE  
B. COM.  
SEMESTER III  
MAJOR COURSE

**GLCM33– PRINCIPLES OF MANAGEMENT**

(For those admitted in June 2017 and later)

**Contact hours per week : 05**

**Total number of hours per semester : 75**

**Number of credits : 04**

**Course Outcomes (CO):**

On successful completion of the course, the learners should be able to

CO1: explain the concepts of management and managerial practices

CO2: describe the principles and techniques in planning, organizing and controlling

CO3: establish the significance of selection procedure and control process

CO4: compare the management functions to choose the most appropriate course of actions out of all available alternatives

CO5: categorize the control techniques for the achievement of effective staffing policy

**CO-PO Mapping table (Course Articulation Matrix)**

COs \ POs	POs						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	-	3	1	-	-
CO3	3	-	-	-	3	-	-
CO4	1	-	-	1	1	-	-
CO5	3	1	1	-	-	-	-
<b>Weightage of the course</b>	<b>13</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>-</b>	<b>-</b>
<b>Weighted percentage of Course contribution to POs</b>	<b>1.69</b>	<b>0.18</b>	<b>0.62</b>	<b>1.76</b>	<b>9.26</b>	<b>-</b>	<b>-</b>

**Unit I: Management Concepts**

**(15 Hours)**

Meaning – nature, features and function - Management Vs. Administration – levels of management – importance of management - functional areas of management – Evolution of Management Thought: Frederick Winslow Taylor, Henry Fayol and Peter Ferdinand Drucker – MBO: Characteristics – steps – benefits.

**Unit II: Planning and Decision Making****(15 Hours)**

Meaning – nature – importance – limitations – essentials of a sound plan - principles – types – steps – Decision making: nature – planning Vs. decision making – types – steps – bases – approaches.

**Unit III: Organising****(15 Hours)**

Concept – nature – steps in organizing process – determinants of organization structure – need and significance – principles – formal and informal organization – departmentation – need – bases - Delegation – definition – importance – process – decentralization - factors – delegation vs. decentralization – advantages and disadvantages.

**Unit IV: Staffing and Directing****(15 Hours)**

Meaning – need and importance – essentials of a good staffing policy – recruitment – sources – selection– selection procedure - training – need – advantages – methods.

Directing: Meaning – significance – principles – techniques.

**Unit V: Controlling****(15 Hours)**

Concept – nature – planning vs. control – objectives - significance – steps in control process – techniques of control – PERT and CPM.

**Text Book:**

Gupta, C.B. (2014), “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, XV Edition.

Unit I - pp. 1.7 - 1.27, pp. 4.16 - 4.20, pp. 5.2 - 5.4, pp. 9.2 - 9.6.

Unit II - pp. 7.4 - 7.13, pp. 10.2 - 10.12.

Unit III - pp. 13.4 - 13.15, pp. 14.2 - 14.10, pp. 17.2-17.4, 17.9-17.12

Unit IV - pp. 27.4 - 27.7, pp. 28.5 - 28.11, pp. 28.17- 28.28, pp. 32.4 - 32.8

Unit V - pp. 40.4 - 40.14, pp. 41.15 - 41.17

**Reference Books:**

1. Prasad L.M. (2015), “Principles and Practice of Management”, Sultan Chand & Sons, New Delhi.
2. Ramasamy T. (2013), “Principles of Management”, Himalaya Publishing House Private Limited, New Delhi, 6<sup>th</sup> Edition.



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF COMMERCE (SF)**

**INDUSTRIAL VISIT TO VENUS WATER HEATERS & VVD OIL, TUTICORIN**

**2019-2020**

**II B.Com (SF) & II B.Com (CA-SF)**

**Course Syllabus**

THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN, SIVAKASI.  
DEPARTMENT OF COMMERCE  
M. COM. (COMPUTER APPLICATIONS/BANKING TECHNOLOGY/HUMAN RESOURCE DEVELOPMENT)  
SEMESTER I  
CORE COURSE

**HLCM13 –BUSINESS ENVIRONMENT AND POLICY**

(For those admitted in June 2017 and later)

**Contact hours per week : 06**  
**Total number of hours per semester: 90**  
**No. of credits : 04**

**Course Outcomes**

On successful completion of the course, the learners should be able to -

- CO1: explain the basic fundamental concepts of business environment
- CO2: describe the factors affecting the business
- CO3: identify the nature of the sustainability problems faced by business
- CO4: determine the role of Government in business operations
- CO5: examine the functions of macro environment in Indian economy

**CO-PO Mapping table (Course Articulation Matrix)**

COs \ POs	POs						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	9	3	-	-	-	-	-
CO2	-	9	3	-	-	-	-
CO3	3	1	3	1	-	-	-
CO4	3	1	3	-	-	-	-
CO5	1	3	-	-	-	1	-
<b>Weightage of the course</b>	<b>16</b>	<b>17</b>	<b>9</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>
<b>Weighted Percentage of course contribution to Pos</b>	<b>3.14</b>	<b>4.14</b>	<b>4.37</b>	<b>1.43</b>	<b>0</b>	<b>20</b>	<b>0</b>

**Unit I: Introduction**

**(18 Hrs.)**

Meaning – Types of Environment – Internal Environment – External Environment - Economic environment – political and government environment – natural and technological environment – demographic environment.

**Unit II: IRDA & Industrial Policy**

**(18 Hrs.)**

Industries (Development and Regulation) Act, Industrial licensing – industrial policy 1991 – the new industrial policy – an evaluation of the new policy – schedules to industrial policy resolution, 1956.



**Unit III: Social Environment****(18 Hrs.)**

Expansion of public sector and its defects – ways of privatization – obstacles , conditions for success of privatisation – argument for and against privatization - signs and pitfalls of privatization – privatisation/disinvestment in India – Rengarajan committee and disinvestment – evolution of disinvestment policy.

Consumer rights – exploitation of consumers – consumerism – consumer protection – UN guidelines for consumer protection and consumerism in India – consumer protection act.

**Unit IV: Legal Environment****(17 Hrs.)**

Classical and contemporary views – social orientation of business – factors affecting social orientation – responsibilities to different sections – argument for and against social involvement – social audit – recent developments in India – Companies Act 2013 and CSR.

Corporate Governance – reasons– importance - prerequisites – regulatory and voluntary actions – recommendations of Birla committee – legal environment of corporate governance in India.

**Unit V: Global Environment****(17 Hrs.)**

Globalisation of world economy – globalisation of business – meaning and dimensions – features of current globalization – globalization stages – essential conditions for globalization – foreign market entry strategies – pros and cons of globalization – policy options – globalisation of Indian economy.

Multinational Corporations – definition and meaning – organisational models – dominance of MNCs – MNCs and international trade – merits and demerits of MNCs – perspectives – code of conduct – multinationals in India.

**Skill based activity - MN Company products Vs. Indian Company products (2 Hrs.)**

**Text**

Francis Cherunilam (2014), “Business Environment”, Himalaya Publishing House, Mumbai, Twenty-third Revised edition

**References**

1. Alagappan, V. & Chidambaram, K. (2013), “Business Environment and Policy”, Vikas Publishing House Pvt. Ltd., New Delhi, 1<sup>st</sup> edition.
2. Aswathappa, K (2007), “Essentials of Business Environment”, Himalaya Publishing House, Mumbai, 7<sup>th</sup> Revised edition.