



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University

Re-Accredited by NAAC with "A" Grade - An ISO 9001:2015 Certified Institution



PG DEPARTMENT OF COMMERCE (CA) ORGANIZED INTERNATIONAL FDP ON "PERSPECTIVES, OPPORTUNITIES & CHALLENGES FOR BUILDING MANAGERIAL COMPETENCY PARADIGM TOWARDS DYNAMICS SCENARIO POCBMC 2020" ON 07.06.2020 TO 13.06.2020

INVITATION

MARUDHAR KESARI JAIN COLLEGE FOR WOMEN		27 Years of Educational Excellence...		
<p>Recognized under sec.2(f) & 12(B) of UGC Act 1956 Permanently Affiliated to Thiruvalluvar University Re-accredited by NAAC with "A" Grade(3rd Cycle) An ISO 9001:2015 Certified Institution Marudhar Nagar, Chinnakallupalli, Vaniyambadi-635751 email: principal@mkjc.in website:www.mkjc.in</p>				
<p>INTERNATIONAL FDP ON PERSPECTIVES, OPPORTUNITIES & CHALLENGES FOR BUILDING MANAGERIAL COMPETENCY PARADIGM TOWARDS DYNAMICS SCENARIO "POCBMC 2020" [07/06/2020 TO 13/06/2020]</p>				
	<p>Dr. P. Vikkraman, M.Com., M.B.A., M.Phil., M.Ed., Ph.D., Associate Professor, Director i/c, School of Management Studies, Anna University, Regional Centre, Coimbatore, Tamilnadu <i>Topic : Brand Yourself</i></p>	<p>07/06/2020 10 am to 11.30 am</p>		
	<p>Dr. S. Thameemul Ansari, M.Com., M.B.A., M.Phil., PGDFM, NET(Com), Ph.D., Assistant Professor, PG and Research Department of Commerce, Islamiah College (Autonomous), Vaniyambadi, Tamilnadu <i>Topic : HR Practices & Competency Mapping</i></p>	<p>08/06/2020 10 am to 11.30 am</p>		
	<p>"Nambikkai" RAMA, B.E., M.B.A., Life Transformation Coach & HR Expert, Tamilnadu <i>Topic : Build Your Positivity</i></p>	<p>09/06/2020 10 am to 11.30 am</p>		
	<p>Dr. M. Venkatalakshmi, MBA, M.Phil., Ph.D., Associate Professor, Sardar Vallabhbhai Patel International School of Textiles & Management Coimbatore, Tamilnadu <i>Topic : Digital Transformation in Higher Education</i></p>	<p>10/06/2020 11 am to 12 pm</p>		
	<p>Dr. A. Ravi, M.B.A., M.Phil., Ph.D., D.Lit., Director, Koshys Institute of Management Studies, Bangalore, Karnataka <i>Topic : Attitude Building for Good Management Practices</i></p>	<p>11/06/2020 10 am to 11.30 am</p>		
	<p>Dr. S. Saravanakumar, M.Sc., M.B.A., M.Phil., Ph.D., Head, Dept. of Business Administration, Govt. Arts College, Salem 7, Tamilnadu <i>Topic : "Classroom Redefined -VLE- Challenges & Strategies"</i></p>	<p>12/06/2020 10 am to 11.30 am</p>		
	<p>Dr. S. Ravi, MBA, MBM, M.Phil., Ph.D., SET, Assistant Professor Head Dept. of Management Studies, Periyar University Constituent College of Arts and Science, Idappadi, Tamilnadu <i>Topic : Finance for non finance</i></p>	<p>13/06/2020 10 am to 11.00 am</p>		
	<p>Dr. J. Elammaran, B.E., M.Tech., Ph.D., Senior Lecturer and Course Coordinator, Mechanical Engineering, Faculty of Engineering, Computing & Science, Swinburne University of Technology, Sarawak campus, Kuching, Sarawak, Malaysia. <i>Topic : CSR Towards Sustainable Manufacturing</i></p>	<p>13/06/2020 3 pm to 4.30 pm</p>		
C.Lickmichand Jain Secretary	Dr. T. Balasubramanian Principal	Dr. M. Inbavalli Vice Principal	Ms. M. Ashtalakshmi, Dr. G. Deepalakshmi, Dr. C. Nithya Convenors	Ms. B. Sakthimala Co-ordinator

PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751



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Marudhar Nagar, Chinnakallupalli, Vaniyambadi-635751



PG & RESEARCH DEPARTMENT OF COMMERCE PG DEPARTMENT OF COMMERCE(CA) PG DEPARTMENT OF BUSINESS ADMINISTRATION

Organizes

One Week International FDP on Perspectives, Opportunities & Challenges for Building Managerial Competency

Paradigm towards dynamics scenario "POCBMC 2020"

ABOUT OUR INSTITUTION

MKJC- Marudhar Kesari Jain College for Women, Vaniyambadi established in the year 1994 (25 Years of Excellence), is approved by Govt. of Tamilnadu, and is permanently affiliated to Thiruvalluvar University. It is recognized under sec.2(1) & 12(8) of UGC Act 1956. It has been re-accredited with "A" grade (in 3rd Cycle) by NAAC, Bangalore in the year 2019 and certified by BSI as an ISO 9001:2015 certified institution in the year 2018.

The focus of the college is RURAL DEVELOPMENT through women education, especially those from inclusive society with RIGHT KNOWLEDGE and make them self-sufficient to develop holistic personality and excellence in their walks of life. The college is offering 16 UG courses, 12 PG courses, 8 M.Phil. Courses and 6 Ph.D. courses with 2700 students, 200 Teaching staff and 162 Non-Teaching staff.

MKJC has proud history of achievement in promoting academic and professional excellence that has led to strong outcomes in securing above 90% of results and 5 gold medals and 44 University Ranks in 2018-19. For over 25 years MKJC have achieved a long list of accolades with stories of success within the region.

To extend and support the dreams of the rural and economical background students MKJC associated with Distance Education study centre of

- Mother Teresa Women's University
- University of Madras
- Tamilnadu Physical Education and Sports University
- The Institute of Company Secretaries of India


The college is located in Vaniyambadi - Tirupattur Highway in Tirupattur District. It has a sprawling campus of 25 acres. It is set amidst beautiful sylvan surroundings at the foot of Yelagiri Hills with vast stretches of greenery all around providing a congenial atmosphere for teaching and learning.

NOT

WENZHOU University | ICTAcademy | ORACLE | NPTEL | TCS
iON | Xcellogen Biotech | Sacred Heart College - BBA Department |
Saveetha Dental College and Hospital, Chennai | CSC Computer
Education | RYA | DELTA | Infliabnet | British Council

Professional Society Membership

NIPM | STRA | The Association of Mathematics Teachers of India


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department Is to produce effective, efficient futur" managers to the
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We produce high quality graduates with the highest level of profes-
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leaders.

In recent days teaching profession has become quite challenging. Faculty members are expected to be both effective teachers as well as inspirational leaders. Knowledge is being considered as one of the most important drivers of the economy today and shall continue to be so in the years to come. This programme aims at helping participants develop their fullest potential. The FOP programme has been modular to be effective in creating a unique platform for building competency for grabbing the opportunities, to face the challenges while developing the competencies in multi facets of teaching. The objective of FOP will be fulfilled by accumulating knowledge to brand yourself and to improve the skill set of competency mapping, effective building, financial handling, etc.

Sri. M. Vinu Lal	Clurnd Jain	President	ri.J.
S. Rathun Lal	Jn in	Vice President	
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Sri. N.	Sripal Kuntl Jain	1Ye:u:urc	
Sri. M.	Sudarsan Kumar Jain	Trustee	
S. .l.	K. Rajesh Kumar Jain	Trustee	
Sri. N.	Lalith Kumar Jain	Trustee	
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Or.T. Ralaubramanian, M.Sc. M.Phil. Ph.D.
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Pliffitt
Dr.M. Inbavalli, M. Sc, M. A, M. Phil. Ph.D
Vice Principal.

Ms. M. Ashtankshmi, M.Com., M.Phil., M.Com (CA), MBA., NET, SET(Com.), SET(Mgt)
Hcad. PG Department of Commerce (CA). Mobllc: 97119565577

Dr. G. Deepolnkhshmi, MBA., M.M., MA., M.Phil., Ph.D., SET
Head, PG Department of Business Administration.
Mobile: 94869 14774

Dr. ~~C~~Nithya.M. ~~C~~nm., M. ~~Ph~~il., ~~M~~B.A., M. ~~Com~~(~~C~~A), Ph.D
NET(Com), EN(Mgt)
Head, ~~R~~G & Research Dept of ~~com~~merce of Commerce.
Mobile: 9719683142

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Ms. 8. S akthlmala, BE•• MIR., SET.

PRO & Assistant Professor, Department of Business Administration

Organizing Committee i\1 cm bcr-s

M.B. Vesanthal Asst. Prof. in the Department of Commerce & Placement Director

Ms. N. Karpapm, Assistant Professor, Department of Commerce
Mo. A. At hlyavenl, Assistant Professor, Department of Business
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AGENDA



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

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**PG & RESEARCH DEPARTMENT OF COMMERCE,
PG DEPARTMENT OF COMMERCE (CA) &
PG DEPARTMENT OF BUSINESS ADMINISTRATION**

Jointly organizes

**“One week International FDP on Perspectives, Opportunities &
Challenges for Building Managerial Competency”**

Paradigm towards dynamics scenario

“POCBMC 2020”


07.06.2020

Brand Yourself

Agenda

- | | |
|------------------------------------|---|
| Welcome Address | : Dr. M. Inbavalli
Vice Principal, MKJC |
| Felicitation | : Dr. T. Balasubramanian
Principal, MKJC |
| Introduction of Chief Guest | : Dr. C.Nithya
Head, PG & Research Department of Commerce |
| Resource Person | : Dr. P. Vikkraman
Director i/c,
Associate Professor
School of Management Studies
Anna University,
Regional Centre,
Coimbatore. |
| Vote of Thanks | : Dr. C.Nithya
Head, PG & Research Department of Commerce |

All are invited


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Competency”
Paradigm towards dynamics scenario “POCBMC 2020”
(07/06/2020 TO 13/06/2020)

“Build Your Positivity”

Date: 09.06.2020

Time: 10.00am to 11.30 am

Agenda

**Welcome Address &
Introduction of the guest**

: Dr. G. Deepalakshmi
Head & Assistant Professor
PG Department of Business Administration
MKJC

Resource Person

: “NAMBIKKAI” RAMA
Life Transformation Coach & HR Expert
Tamilnadu

Vote of Thanks

: Ms. B. Sakthimala
PRO & Assistant Professor
PG Department of Business Administration
MKJC

All are invited


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Paradigm towards dynamics scenario “POCBMC 2020”

(07/06/2020 TO 13/06/2020)

“Attitude Building for Good Management Practices”

Date: 11.06.2020

Time: 10.00am to 11.30 am

Agenda

Welcome Address &
Introduction of the guest

: **Ms. S. Madhana**
Assistant Professor
PG Department of Business Administration
MKJC

Resource Person

: **Dr. A. RAVI**
Director
Koshys Institute of Management Studies
Bangalore

Vote of Thanks

: **Ms. A. Athiyaveni**
Assistant Professor
PG Department of Business Administration
MKJC

All are invited


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Paradigm towards dynamics scenario "POCBMC 2020"

(07/06/2020 TO 13/06/2020)

"Finance for non finance"

Date: 13.06.2020

Time: 10.00am to 11.00 am

Agenda

**Welcome Address &
Introduction of the guest**

: Ms. M. Manisha
Assistant Professor
PG & Research Department of Commerce
MKJC

Resource Person

: Dr. S. Ravi
Head, Department of Management Studies
Periyar University Constituent College of Arts
& Science
Idappadi.

Vote of Thanks

: Ms. M. A. Revathi
Assistant Professor
PG Department of Commerce (CA)
MKJC

All are invited


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Paradigm towards dynamics scenario “POCBMC 2020”
(07/06/2020 TO 13/06/2020)

“CSR Towards Sustainable Manufacturing”

Date: 14.06.2020

Time: 10.00am to 11.30 am

Welcome Address	Agenda : Dr. M. Inbavalli Vice - Principal MKJC
Felicitation	: Dr. T. Balasubramanian Principal MKJC
Introduction of the guest	: Dr. G. Deepalakshmi Head & Assistant Professor PG Department of Business Administration MKJC
Resource Person	: Dr. J. Elammaran Senior Lecturer & Course Coordinator Mechanical Engineering, Faculty of Engineering, Computing & Science Swinburne University of Technology, Sarawak Campus, Kuching, Malaysia
Vote of Thanks	: Ms. B. Sakthimala PRO & Assistant Professor PG Department of Business Administration MKJC

All are invited


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PG DEPARTMENT OF COMMERCE (CA) ORGANIZED INTERNATIONAL FDP ON "PERSPECTIVES, OPPORTUNITIES & CHALLENGES FOR BUILDING MANAGERIAL COMPETENCY PARADIGM TO WARDS DYNAMICS SCENARIO POCBMC 2020" ON 07.06.2020 To 13.06.2020

REPORT

PG and Research Department of Commerce, PG Department of Commerce (CA) and PG Department of Business Administration organized International Faculty Development Programme on "Perspectives, Opportunities & Challenges For Building Managerial Competency – Paradigm Towards Dynamic Scenario "POCBMC 2020" from 07/06/2020 to 14/06/2020. In this faculty development programme 291 faculties from various colleges participated. Total programme conducted through Zoom App and Live given in MKJC Official You tube channel.

The programme has started with welcome address by Dr. M. Inbavalli, Vice Principal, and Felicitation was given by Dr. T. Balasubramanian, Principal, Marudhar Kesari Jain College for Women, and Vaniyambadi on 07/06/2020. Seven days seven sessions carried out by the eminent personalities from different states and countries. **Day1**

Resource Person: Dr.P. Vikkraman, Director/c, Assistant Professor, School of Management Studies, Anna university, Regional center, Coimbatore.

Topic: "Brand Yourself"

Introduction of the chief guest was done by **Dr. C. Nithya**, Head, PG & Research Dept of Commerce, and Marudhar Kesari Jain College for Women, Vaniyambadi. Key factors from the Session are Creation of an Identity for our self, Dimensions of Branding of a Personality, Self Esteem and Self Monitoring, Building Networks, etc. Dr.P.Vikkaraman explained how the environment influences personality also. Brand yourself in professional life well explained with different questions raised by participants. First day session completed by vote of thanks given by **Dr. C. Nithya**, Head, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi

Day2

Resource Person:Dr.S.Thameemul Ansari,

Assistant Professor, P G and Research of Commerce, Islamiah College (Autonomous), Newtown, Vaniyambadi.

Topic: “HR Practices & Competency Mapping” Welcome address and Introduction of the chief guest was done by **Ms. B. Vasanthi**, Assistant Professor ,P G &Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi. Key take away from presentation are Performance Appraisal, CareerPlanning, Promotion and transfer, Government policies, analyzing the competency for Career Development,etc. Dr. S. Thameemul Ansari,

Explained about how the human resource practices helps to develop the career of an individual and at the same time importance of Competency mapping for an individual. Competency Mapping and HR challenges are explained through Question and Answer Session also. Second day session completed by vote of thanks, by **Ms.N.Karpagam**, Assistant Professor, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi

Day3

ResourcePerson:NambikkaiRama,LifeTransformationCoach&HRexpert,Tamilnadu. **Topic: “Build YourPositivity”**

Third day session started with welcoming the participants by **Dr.G. Deepalakshmi**, Head, PG Departmentof Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi. She Introduced Resource person as well. Namikkai Rama Sir Session imparts the knowledge about the Positive building, relationship between mind and positive thoughts, Developing Positive attitude, Handling Human In the work place, etc. He also gave the thought that how positive attitude changes our work life as well as personal life. Participants availed the psychological benefits by raising lot of questions with resource person.Third day session completed by vote of thanks, proposed by Ms. B.Sakthimala, Assistant Professor, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

Day4

Resource person: Dr.M.Venkatalakshmi, Associate Professor, Sardhar Vallabhbbhai Patel International School of Textiles &Management,Coimbatore.

Topic:“ Digital transformation in higher education”

Fourth day stated with welcoming note by Dr.P.Anandi, Assistant Professor, P G and Research Department ofCommerce. She introduced the resource person also.

Dr.M. Venkatalakshmi explained the DigitalTransformation in Higher Education. Digital transformation reshaping the education system. From her presentation, the digital transformation tools, methods, effective teaching through the e-teaching tools, involvement and challenges in digital teaching transformation known by the participants. Teaching challenges and difficulties through online mode are raised through various questions bythe participants are answered by resource person. She shows the path way for effective online teaching also.

Forth day session completed by vote of thanks, proposed by **Ms.M.Geetha**, Assistant Professor, PG & Research Dept of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi.

Day 5-Resourceperson: Dr.A.Ravi ,Director,Koshys institute of management studies ,Bangalore.

Topic: “Attitude Building for Good Management Practices”

In the fifth day of FDP was started with welcome address and Introduction of the chief guest by Ms. S.Madhana, Assistant Professor, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

The knowledge gained from Dr.A.Ravi, Sir presentation are Development of attitude towards excellence of career, Winning the challenges and Defeating the problems, Developing the mind set towards positivity,the ways to develop the management practices,Challenges faced in the corporate world,Skills to develop our personality to sustain the corporate environment i,e Win Win environment creation, etc. Doubts are raised by participants in all aspects in the chat box, resource person cleared the doubts with examples.

The session completed by formal vote of Thanks, given by **Ms.A.Athiyaveni**, Assistant Professor, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

Day 6 - Resource person: Dr. S.Saravana Kumar, Head Department of Business Administration, Government Arts College, Salem.

Topic:“Classroomredefined–VLE–ChallengesandStrategies”

The session stared by welcome address along with Introduction of the chief guest was done by Ms.M. Ashtalakshmi, Head, PG Department of Commerce(CA), Marudhar Kesari Jain College for women, Vaniyambadi.

Dr.S.Saravana kumar explained about virtual learning environment, various apps of VLE, Advantages, reasons for moving towards VLE, Expectations from teachers and students, Making effective VLE Class room environment, Constraints of Traditional class room etc. Each and every questions raised by the participants are answered by the guest more enthusiastically.

Ms.M. Usha, Assistant Professor, PG Department of Commerce(CA), Marudhar Kesari Jain College for women, Vaniyambadi, proposed vote of thanks to complete the sixth day session

Day7-Resource person: Dr.S. Ravi, Head Department of Management Studies, Periyar University, Constituent College of Arts and Science, Idappadi.

Topic: “Finance for non–finance”

Ms. M. Manisha, PG and Research Department of Commerce, started the session welcoming the seventh day session. Ms. R. Chithra, Assistant Professor, PG and Research Department of Commerce, MKJC introduced the resource person to the participants.

Sir explained about the finance for non – finance concept, tools and techniques in a simple and lucid manner such as procurement and utilization of funds of the enterprises. He also presented on impact of finance in real life, Finance, management, accounting for the non finance people in easiest way. Resource person completed the presentation along with question and answer session.

The session completed by vote of thanks given by Ms. A. Revathi, Assistant Professor, PG Department of Commerce (CA)

Day 8: Resource person, Dr. J. Elammaran, Senior Lecturer and Post Co-coordinator, Mechanical Engineering, Faculty of Engineering, Computing and Science, Swin burne university of Technology, Malaysia.

Topic:“CSR towards Sustainable Manufacturing”

The last day last session started by welcome the participants along with Introduction of the chief guest by **Dr.G. Deepalakshmi**, Head, PG Department of Business Administration, Marudhar Kesari Jain College for women, Vaniyambadi.

Dr.J. Elammaran Sir explained about CSR towards sustainable management. The Corporate Social Responsibility of business and the impact towards the society were presented. CSR impact on management, Green environment, CSR challenges towards educational Institutions, etc was explained with examples. All the questions are answered by the resource person most patiently.

Valedictory Session.

The last day i.e on 14/06/2020 was completed by valedictory session. The felicitation given by Dr.T. Balasubramnian, Principal, and The Valedictory address was given by Dr.M.Inbavalli, Vice Principapl. The Formal Vote of Thanks given by Dr.C. Nithya, Head, PG and Resarch Department of Commerce. The Programme was ended by National Anthem.

Output of the Programme

The one week International online Faculty Development Programme ended by well structure manner. The benefit was enormous. As per the title the programme, this FDP gave wonderful eye evoking thoughts on Perspectives, Opportunities and Challenges for Building Managerial competencies. Faculty members update their knowledge towards various managerial competencies like HR practices, Developing Positive attitude and thoughts, Digital transformation in Higher Education VLE Tools, Finance Handling etc. Each day gave different valuable thoughts for developing their career in a wonderful way. Each day feedback received from the participants through Google forms. Overall feedback also received from the participants. The output of the programme was enjoyed by the faculties with e-certificate.



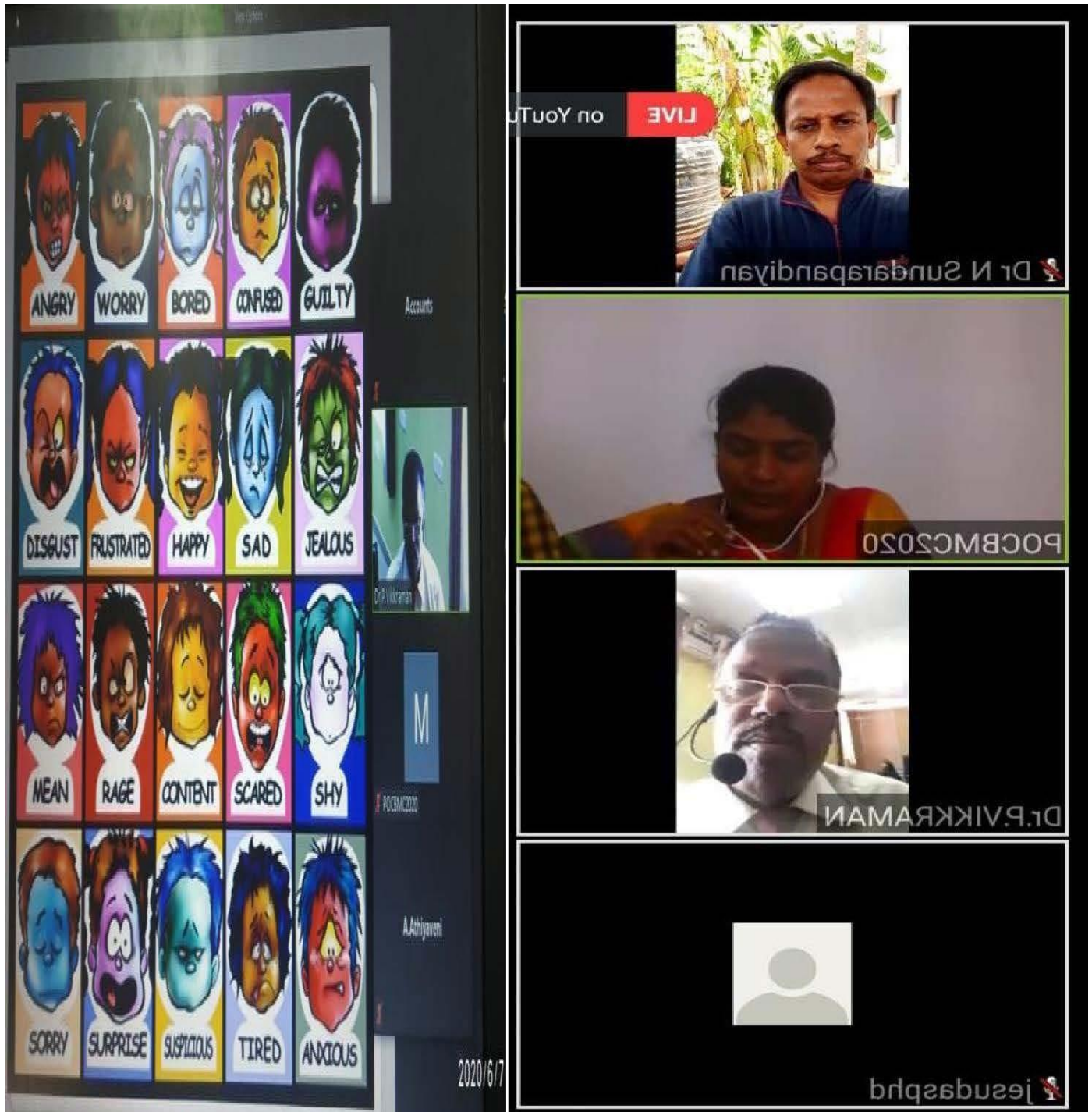
Head of the Department




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PHOTOS

SPEECH GIVEN BY CHIEF GUEST




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SPEECH GIVEN BY CHIEF GUEST

CHALLENGES IN COMPETENCY MAPPING

- Competency management is treated as an HR process, business imperative.
- Identification of critical competencies is difficult.
- Alignment of competency development with business goals is
- Investment in competency management is deprioritised.
- Competency models are exclusive of technical competencies.
- Competencies are too often paper-based.

Accounts

THAMARAI

J Lekha

Juguna Kannan

Important Stimuli, Passed On To Brain

Visual Input

Reticular Activating System, Acting As Filter

Input From Touch, Pain, and Temperature Receptors

Input From Ears

Happy RA

narobikkairar

+91 98414 22739

Karpagam

SMADHANA

V.SANJEEVA



Live chat

Top chat 37

- 10:13 AM ASHWINI E Ashwini E department of physics
- 10:13 AM N. KARPAGAM Ak Yes sir, visible
- 10:13 AM Sara Thalath Good morning one and all.... myself Sara pursuing interior design and decor @ mkjc
- 10:13 AM Vinush Malya gud mrng sir.. this is vinush frm BBA
- 10:13 AM Senthamarai.P Thamarai I am P.Senthamarai , Good morning mam,Assistant Professor,Department of English , MKJC
- 10:13 AM divya venkat s sir

LIVE on YouTube



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Who can use Financial statements?

LIVE on YouTube



Employees



Investors



Shareholders



Suppliers



Puplic

Ravi S's screen

13/06/2020

Dr.S.Ravi. PUCCAS

19



Financial Environment

LIVE



GPS MAP CAMERA

Forms of Business organization

JJQ3+GMP Tamil Nadu IN


Latitude 12.6387088

Longitude 78.6029773

vi S's screen

Date: 07 Jun 2020

Time: 11:16 AM


PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751.