

KCLAS - NEWSLETTER



1. Student Experiences	02
a. Sprint Forward	02
b. Workshops	04
c. Leadership Training	05
d. Awards	05
e. Study Visits	06
2. Intellectual Pursuits	08
a. Certificate Courses	08
b. Guest Lectures	09
c. Paper Presentation	13
3. Leadership & Faculty	13
a. FDP	13
b. In Media	15
c. Online Certification	16
4. Faculty Research Experience	17
a. Article	17
5. External Engagements	19
a. Panel Discussion	19
b. Community Engagements	20
c. Outreach to Schools	21
d. International Partnerships	22





KCLAS

KUMARAGURU

COLLEGE OF LIBERAL ARTS AND SCIENCE

www.kclas.ac.in

Kumaraguru College of Liberal Arts and Science (KCLAS) is delighted to share that the College Committee has approved the launch of new programs in 2019.

Programs for 2019

B.Sc. Psychology

(open to pursue Civil Services studies)

B.Sc. Mathematics

(open to pursue Civil Services studies)

B.Com.

(Integrated with CA/ CMA/CS/ CIMA)

B.A. Political Science

(Integrated with with Civil Services studies)

Master of Social Work

(Integrated with NGO's)

Current Programs

BBA

(Integrated with Entrepreneurship)

B.Com. Professional Accounting

(Integrated with CA/ CMA/CS/CIMA)

B.A. English Literature

(open to pursue Civil Services coaching)

B.Sc. Visual Communication

(Integrated with Animation/ Graphic Design)

Kumaraguru Campus, Saravanampatty,
Coimbatore - 641049

Phone: **04222661555, 09489457396**

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**Where you
want to be!**

1. STUDENT EXPERIENCES

Sprint Forward

KCLAS commenced the even semester of the Academic Year 2018-19 with a meeting in the Vivekananda Seminar Hall on December 3rd, 2018 at 8.45 a.m. Dr. Vijila Kennedy, Principal, welcomed the gathering and congratulated everyone for successfully completing the first semester and moving forward for the next semester. She motivated the students to take a right step and to take ownership of their own life and career with a very interesting video "Let's go fly a kite". Scholarships were given for 9 students who scored more than 95% in the Higher Secondary Course. The faculty members of each department presented the events planned for the even semester. Details of Guest talks, workshops, study visits, certificate courses and the EDGE activities planned were made clear to the students.

The team of Yugam 2019, headed by Dr. Vijilesh addressed the students and introduced Kumaraguru Yugam 2019, which is scheduled from 7th Feb, 2019 to 9th Feb, 2019. The team inspired the students by playing a video on the Yugam 2018. A clear insight on the programmes and the roles involved were informed to the students.

Mr. Dinesh, a MBA second year student of KCT-BS, gave an introduction of ANGADI, an Inter College Trade festival. He welcomed the students to be a part of ANGADI and understand the art of business and enhance their entrepreneurial skills.



**Sprint
forward**



Mentor Session:

After the session, the mentors had an interaction with their mentees. The students shared about what they did in the odd semester that they are proud of, the hard lesson learnt, and their favourite memories of odd semester. They also discussed on the one thing to get better at, things they are looking forward in the next semester and the new things that they would like to try in the even semester.



Merit Scholarship Certificate:

Apart from KCLAS Full Scholarship and Sports Scholarship Awards, nine students of B.Com Professional Accounting of Batch 2018 was awarded **KCLAS Merit Scholarship** for their academic performance in Grade XII.



Workshops

Toastmasters Demo session by Coimbatore Toastmasters Club On December 12, 2018

Dr. R Radhika, Assoc. Professor, Department of English, Kumaraguru College of Liberal Arts and Science (KCLAS) in association with Coimbatore Toastmasters Club organized a demo session to become a part of the **Toastmasters International**. The team gave an emphatic presentation on the importance of public speaking and leadership skills. Toast Master Mr.Naren coordinated the event. The session started with the presidential address by Toastmaster Mr.Akaash Sriram and his session on how to connect with the listeners was a big hit among students. Toast Master Mr.Rakesh Menon, one of the top ten speakers in Tamilnadu discussed on the nuances of **How to Talk?** The other members of the team briefed about the roles of the evaluator, the timer and the grammarian. The session was well received by the students of KCLAS and motivated them to be a part of the club.



Workshop on Public Speaking by Apple Tree International, Coimbatore On December 18, 19 & 20, 2018

Dr.Manjula Bashini, Assoc. Professor, Department of English organized a three-day Workshop on Public Speaking, conducted by Apple Tree International, Coimbatore, a franchisee of Helen O'Grady International, an EduDrama Academy. Ms.K.Kamakshi and Ms.Medona Catherine were the facilitators of the workshop. Twenty-five students of various departments of KCLAS participated in the workshop.



The day one started with the activity "How much do you know" to help develop the students' imagination skills, impromptu and speaking. "Exploring through the window" was an activity designed to focus visualisation aspect and initiate creativity. There were voice modulation activities, experience drama activities involving movements and mime.

The day two started with a warm up activity followed by "Shy No More" an activity to overcome inhibition. The team work activity increased the motivation, creativity, positive reinforcement and improved communication. The theatre games focused on the approaching situations to build confidence which benefits public speaking. Image theatre was a fun filling activity to act upon any moment during an oppressive situation.

The final day activities included the "Character Collage" that depicts the personality. This helped them to understand the personality of the character and their motivations. The "Vox props" activity was done to overcome nervousness, improves public speaking. The students performed a monologue and a short play at the end of the workshop.

Leadership Training

Lavanya.S, Student, Department of Visual Communication in AYUDH leadership training summit 2018 On December 22nd to 25th,2018

It's been a great pleasure for me and the students of Kumaraguru institutions to participate in the AYUDH leadership training summit 2018 at Amrita University, Kerala. The summit started with a great energy and everyone was very excited to learn more in developing our knowledge and the leadership traits. We were divided into various groups and were allowed to get through with new people. It's also a great opportunity for me to indulge with various people all around India. Yoga session we're conducted which provided us with satisfied inner peace. Four Parallel session (workshops) we're conducted which became a great frame work of innovation and creativity. The workshops we're really were useful and provided a hope to grow more in the modern world.



The members of each state were made to propose ideas on creating awareness to the society and the community. They provided us a great piece of Hope and bond to develop our skills and talents. Musical concert by Stephen Devassy was really such an energetic and enthusiastic and provided great bond of happiness. I had a great time and I learnt and experienced the art of leadership and it was such an amazing experience for all of the AYUDHians. I take immense pleasure in thanking our institution for providing us facilities and making our dream come true!

AWARDS

KCLASites for winning the overall championship Brim Fest 2K18 organised by PSGR Krishnammal College for Women on December 14, 2018.

- Tarun, BBA I year - Best Manager Award
- Shree Gayathri and Aishwarya BBA I year - First prize in case study
- Nakshathira and Saraswathi of I year BCom and Doulhaj if I year BBA - Second prize in case study.
- Vishnu Dhyanesh (I year BCom) and Hari Ram (I year BBA) - Second prize in quiz.



STUDY VISITS

Visual Communication Students in the inaugural function of the 16th Chennai International Film Festival

The first day of the Study Visit, students witnessed the grandeur of Chennai International Film Festival at Kalavanar Arangam. They watched four of the movies screened on December 13, 2018. Namely, Looks Rocket, The Insult, Eternal Winter and Shoplifters. These were movies of great impact and learning to the entire department and gave students practical insights to the film industry.



The following day, students milked the opportunity to visit on of the epitome of ancient and architecture marvel "Mahabalipuram" where all of us were awestruck and amazed by the techniques, design and detail in the sculptures it was the sanctum of the Pallava's architecture. Then the same day, students hit Dakshin Chitra Museum and were mused by the detailed and accurate replicas of traditional South Indian buildings and structures. To make sure to witness the highlights of Chennai, students were taken to the crocodile park where they had a nice time.

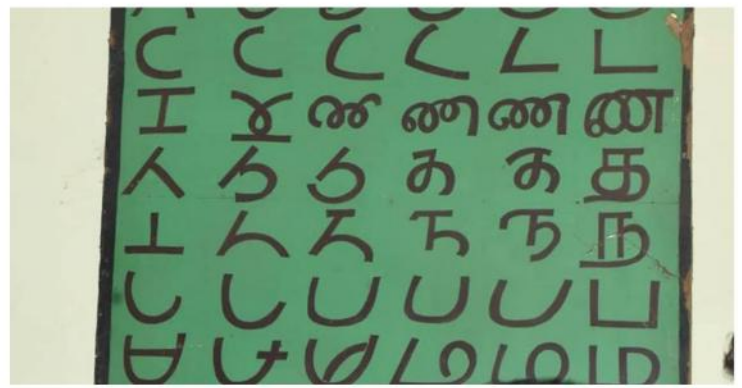
The last day, was the most informative where student visited sync cinemas and had hands on experience on sound design, re-recording, dubbing and other sound related back end process which all of them found highly interesting. The latest updates in sound designing and mix engineering were elucidated to students in detail. Visual communication students had an opportunity to visit and interact with Dr.Alex, Prof of Viscom, Loyola College Chennai, in the campus.



This trip in overall was an immaculate learning experience and gave students a bird's view on the happenings in the cinematic industry which is a sufficient push for us to explore on our favourite dimensions of communication.

"Explore the legacy of Kongu Region" – Study Visit on December 06, 2018:

Students of Department of Visual Communication and English Literature went on a study visit "Explore the legacy of Kongu Region" on 06.12.18. The visit included heritage sites of Perur Pateeswarar Temple and Ancient Industrial Artifacts Museum. Mr. Jagadeesan from The Vanavarayar Foundation guided the visit. He explained in detail the history of the temple in Perur which existed from Neolithic Age. The stone carvings, inscriptions, architecture and artists' works excited the students. The Archaeological museum had a rich collection of excavated artefacts. The students were able to understand the history of Kongu region and its social culture. The visit was informative and useful trip.



2. INTELLECTUAL PURSUITS

Certificate Courses

Tally ERP.9:

Department of Commerce is conducting a Certificate course in Tally for I B. Com PA students in association with the CSC Computer Education (P) Ltd. Tally is an accounting software package designed by Tally Solutions for business enterprises. Tally ERP. 9 software is the market leader in the country and is used by millions of small, medium and big business enterprises. The one-month Job oriented Tally Course started on 5th December 2018 to upgrade the students with Industry oriented technological skills. On successful completion of course the students will be evaluated and will be issued certificate on Tally ERP.9 from Tally Education, a subsidiary of Tally Solutions, Bengaluru.



Lean Six Sigma certification

BBA Students of KCLAS attended the Six Sigma Yellow Belt Workshop conducted by Mr. Mayank Gupta, resource person from Benchmark Six Sigma, a training firm that manages the third-largest learning network of quality professionals in the world. The workshop offered foundational knowledge of the concept of quality, how it can be measured and managed. The frameworks of DMAIC and DMADV were discussed at length; and so were the tools involved at every step of a quality management project. The students had to attempt a computer-based test to qualify for the certification.



Adobe certification:

Department of Visual Communication is conducting a Certificate course in Adobe for I B.Sc Visual Communication students in association with Orita Sinclair . Adobe is an designing software package designed by Adobe.The Three -month Job oriented Adobe Course started on 5th December 2018 to upgrade the students with Industry oriented technological skills. On successful completion of course the students will be evaluated and will be issued certificate on Adobe from Orita Sinclair - Singapore.

Guest Lectures

Agribusiness: Then and Today by Dr.B.Poongodi, Asst. Professor, KCT BS On December 07, 2018

Dr.R Rupa, Assoc. Professor, Department of Commerce organized a Guest Talk on “Agribusiness: Then and Today”, by Dr. B.Poongodi, Assistant Professor, KCT BS, Coimbatore. Dr.B.Poongodi is a professor in Marketing and an avid researcher in Consumer Behaviour, Rural Marketing, agribusiness and agriculture marketing with 16 years of experience. She holds a Bachelor’s degree in Agriculture from Tamil Nadu Agriculture University and a first class Masters in Business Administration from Bharathiar University. Subsequently, she completed an International Diploma in Agribusiness Management from Galilee Institute, Israel. Presently, she is a Co – Principal Investigator in the Government of India - DST – SEED sponsored project for the handloom weavers. She is also a visiting Faculty at the Agriculture and Rural Management Department, TNAU and is an Expert Faculty in National Council of Rural Institutes, Hyderabad. She reviews articles for Journal of Management Research and Analysis by Innovative Publications and for Kisan World journal published by Sakthi Sugars.

The session started with a welcome address and Introduction of the Guest by Ms.Janani, I B.Com PA. The session commenced with the ‘Then’ aspect of agriculture and how did it equip with the change. The speaker projected a positive attitude in making the students get into the knowledge relating to agriculture. She opened the gates of agriculture to the students and discussed the methods of integrated farming and how cultivation and its other related jobs helps in the growth of the nation as well as the person. This interactive session was closed with Ms.Arthi, I B.Com PA delivering vote of thanks. The participants dispersed with new knowledge and positive insights.



Introduction to Drama by Dr.K.S.Antonyamy, Head, Dept. of English Loyola College, Chennai On December 07, 2018:

Dr.Manjula Bashini, Assoc. Professor, Department of English organized a Guest Lecture on “Introduction to Drama.” Dr.K.S.Antonyamy, Head, Department of English, Loyola College, Chennai was the resource person. Ms.Pricilla Maria Gracia, introduced the resource person and welcomed him.

He started with a quote by Francis Bacon “Reading maketh a full man...”. He motivated the students by telling that Literature moulds our character and makes us humane. He also inspired them to walk an extra mile to achieve success.



While giving an introduction to British Drama, he said “Drama is - words in action.” He explained the three unities of time, place and action which were violated in the writings of Christopher Marlowe and William Shakespeare. He discussed the characteristics of Marlowe’s works – stories of one great man, tragic flaw of heroes, their inner conflicts, absence of female characters, lack of humour and poetic excellence.

The session continued with an analysis of *Dr.Faustus*, the drama written by Christopher Marlowe and *She Stoops to Conquer* by Oliver Goldsmith. The characters involved, symbols, themes, conflicts, Renaissance elements in the drama were dealt in detail. He concluded the session with a quote of a French philosopher Descartes “I think... therefore I am ...”

History of English Literature - A Glimpse by Dr.S.Sankarakumar, Secretary, ELTAI, Asst.Professor in English, PSG Tech, Coimbatore on 14th December, 2018:

Dr.R Radhika, Assoc. Professor, Department of English organized for a guest talk on History of English Literature- A Glimpse by Dr.S.Sankarakumar, Secretary, ELTAI, Asst.Professor in English, PSG Tech, Coimbatore on 14th December, 2018 at LH-5 KCLAS. Ms.Janani of I B.A. English Literature, introduced the guest to the audience. Dr.S.Sankarakumar started the session with a brief description of the Age of Chaucer. The Age of Chaucer is considered to be the starting point in the English Literary tradition. He discussed the different literary periods and their influences in Chaucer's writings. He also discussed about other poets of the period and proceeded with the age of Shakespeare. He comprehensively explained the students about the Shakespeare's life, his poetic works, his plays and other prose works. The session was well received by the students and they found it very interesting and productive.



Cost Volume Profit(CVP) Analysis by Dr.Mohanamani, Assistant Professor-Finance, KCT Business School On December 18, 2018

Mr.Rahuram, Asst. Professor, Department of Management, organized a guest talk on "A penny saved is a penny earned"- true to the above adage the students of BBA department got deep insights into prudent management of profit in the modern business organization in the form of Guest Talk. The Department of BBA organized a Guest Talk on the topic "Cost Volume Profit (CVP) Analysis. The resource person of the event was Dr.Mohanamani, Assistant Professor-Finance, KCT Business School. The speaker commenced the session by highlighting the examples of top corporates which has successfully completed more than hundred years of existence. The students understood all those firms were successful mainly because of its effective Profit management. The speaker exhorted that the CVP analysis is used to determine how changes in costs and volume affect a company's operating income and net income.

The speaker divided the class into various smaller groups and gave an activity of identifying a potential area for conducting business. The various business possibilities were listed and the speaker appraised about the different types of costs such as fixed cost and variable costs. The students were elaborated on the importance of CVP analysis as it serves as an analytical tool for studying the relationship between volume, cost, prices and profits. The session ended up with the question and answer session. As a whole the session was well received and appreciated by the students.



“How to Present and Publish Research paper? by Dr.Kirupa Priyadharshini, Associate Professor and Centre Head - HR, KCT Business School On December 19, 2018

Dr. R Rupa, Assoc. Professor, The Department of Commerce organized a Guest Talk on the topic “How to Present and Publish Research paper? The resource person of the event was Dr.Kirupa Priyadharshini.M, Associate Professor and Centre Head - HR, KCT Business School. She has been in academics for 11 years and is passionate about teaching, research and experiential learning. She has a keen interest in statistical data analysis. The speaker commenced the session by kindling the curiosity of the students by initiating them to think and identify research problems. She highlighted on various methods of data collection, need for review of literature and hypothesis testing. The speaker divided the class into various smaller groups and gave an activity of identifying problem from the newspaper. Each group came out with interesting and different research problems and the speaker appraised about how it can be dealt. The speaker emphasized on 3Cs that is essential for a research paper, such as, Candid and clear, Crisp and no Controversies. As a whole the session was interesting and interactive and it was well appreciated by students.



Value Education –Human Rights by Dr.Pitchaimuthu & Team, Department of Human Excellence, KCT On December 21, 2018

“Try not to become a man of Success, but rather try to become a man of value” quoted Albert Einstein. The Human Excellence team of KCT spearheaded by Dr.Pitchaimuthu handled a session on Value education and Human Rights to the first year BBA and B.A English Literature students. As a part of value education it’s been proposed to find out the Learning styles of students, so that it can be utilized by the students to enrich their learning. A Learning style inventory in the Psychometric category with simple understanding for the students was selected for assessment. The inventory consisted of 16 questions with instant multi choice response based on their learning style. The inventory questions were displayed on the screen one by one and responses were obtained through printed format. The type of learning was categorized into Visual, Auditory and Kinesthetic. The response obtained was recorded, tabulated and analysed for interpretation. At the end a detailed report containing the Learning styles of the students were shared to the faculty members as it would greatly benefit them in class room teaching.



Art of News Writing' by Mr. VS Palaniappan, Deputy Editor & Chief of Bureau, The Hindu, Coimbatore On December 26, 2018.

Editorial is the 'Sanctum Sanctorum' of a Newspaper

Dr.Suresh Kumar, Department of Visual communication, organized a guest talk 'Art of News Writing' on 26th December, 2018 at 11:00 a.m. in the KCLAS seminar hall. Students from various departments of KCLAS and KCT participated in the event. Mr. VS Palaniappan, Deputy Editor & Chief of Bureau, The Hindu, Coimbatore facilitated the session. The speaker began his speech with 5Ws and 1H of news. He professed that a typical news article should contain all 5Ws and 1H in its first paragraph.



He explained how news selection is done on the basis of prioritization of events. He also explained how a bizarre incident like man bites a dog could well be a news. He described the functional utility of the newspapers' design and layout and how they help readers navigate their eyes through news. He gave a clear picture of news development process; starting from news gathering to printing and distribution. He clarified how a newspaper incorporates a news in its printing that breaks very late at night. Later, he talked about various press laws such as Defamation, Contempt of court, Breach of privilege and Juvenile Justice Act and explained their relevance with case studies. When talking about news and views, he highlighted the importance of Editorial and OP-ED page in the newspaper. He said, 'Editorial is the Sanctum Sanctorum of a Newspaper'. Finally, he shared his experience on the coverage of bandit Veerappan's encounter. He narrated the incidents leading to the bandits' death. The speaker interacted with the students and cleared their doubts. The session was inspiring and informative. It was well received by the student community.

Guest Talk on Practical aspects of Partnership Act by Sri.G.Balasubramaniam, Company Secretary, Roots Multi Clean Ltd, Coimbatore On December 28, 2018

Department of Commerce organized a Guest lecture on "Practical aspects of Partnership act" for the students of I B.Com PA at KCLAS campus on 28th December 2018. The session started with a prayer, Ms.Amutha Dharani of I B.Com PA welcomed the gathering and introduced the Guest. The Speaker for the lecture was Sri.G.Balasubramaniam, Company Secretary of Roots Multi clean Ltd, Coimbatore. Previously, he has held various positions as Finance Controller - International Operations of Roots Group of Companies and Manager – Roots Multiclean Ltd, Branch, Sharjah, UAE. He had been with LIC Mutual Fund, Mumbai and possess good knowledge on Shares & Securities, Stock market trends, Mutual Funds, Equity research etc. He has authored a book titled "Mutual Funds in India". He is Management Committee Member of The Institute of Company Secretaries of India, (ICSI) Coimbatore Chapter since 2007. He has published many popular articles in Chartered Secretary Journal.

In his talk Sri.G.Balasubramaniam, **gave an introduction to Indian Partnership Act 1932 and the important elements such as number of partners, carrying of business and sharing of profits. He then** discussed about on True test of partnership and the types of partners. The speaker gave an insight into Limited Liability Partnership by quoting many real examples. The speaker made the session very interactive and interesting by asking questions and spreading the awareness on the various provisions of the partnership agreement. The session ended with a vote thanks delivered by Mr. R.Jegatheesh of I B.Com PA.



Paper Presentation

Vikas Kumar Sahu of I B.Com (PA) participated and presented a paper titled "**Convergence of Indian Accounting Standards with IFRS – Prospects & Challenges**" in an International conference organised by Department of Commerce with Accounting, Finance and Business Analytics of PSGR Krishnammal College for Women in association with Indian Accounting Association, Salem Branch held on 19th December 2018.

3. LEADERSHIP & FACULTY

FDP

Regional Summit on Higher Education from 19th to 20th December, 2018 organized by Confederation of Indian Industry (CII)

Faculty of KCLAS Dr.Vinay Kumar Chaganti, Dr.P Prasanna, and Dr.Manjula Bashini attended the Two day **Regional Summit on Higher Education** from 19th to 20th December, 2018 organized by Confederation of Indian Industry(CII), Coimbatore. The theme of the summit was on **Drivers of the Higher Education 3.0: Technology, Innovation and Competency**.

The session started with a workshop by Ms. Revathi Kant, Vice President & Chief Design Officer, Titan Company Limited. She directed the participants to think like a designer and any design thinking should be human-centered. The session also motivated the participants to involve design thinking in Higher Education.



Paper Presentations and Publications by faculty

S.Venugopal, chaired a session and presented a paper on "Naveena Punaikathaigalil Paaliyal Prachanaigal" in National Seminar on "New Trends in Modern Tamil Fiction" in Government Victoria College, Palakkad on November 08, 2018.

Vijay Srinivasan Presented a paper on Impact of Folk Media on Society in Changing India (with special reference to Vijayawada) in the 3rd International Conference on Recent Research and Innovations in Social Science, Humanities conducted in Osmania University campus, Hyderabad, Telangana on 4-November 2018. The article was published in the Universal Review, a UGC approved Journal, Volume - 7, Issue XI, November 2018 with ISSN Number: 2277-2723.

Purva Kasal and Vinay Kumar, published a paper on Mobile Banking at the Bottom of Pyramid: Risk Perceptions and Opportunities International Journal of Business Insights and Transformation Vol 11, Issue 2, April 2018 (pp 46 – 52.) The paper is developed in the background of bottom of pyramid customers adopting self-service banking technologies. By exploring factors that might influence the perceived utility and ease of use of these self-service banking technologies, an effort is made in extending the well-established technology acceptance model. There was statistically weak to moderate support to the extended model. The findings of the study could help decision-makers on identifying what aspects of technology will sell at the bottom of the pyramid.

Dr.K.Manjula Bashini has presented a paper on "Challenges of the ESP teacher in the Engineering Colleges" in an International Conference held at Mepco Schlenk Engineering College, Sivakasi on December 10, 2018.

Dr.R.Radhika has presented a paper on "The Contemporary Youth and their outlook of life in the novels of Chetan Bhagat" in an International Conference held at Mepco Schlenk Engineering College, Sivakasi on 10.12.18.

Dr.R.Rupa, Associate Professor in Commerce & **Ms. Sreeyantha. C.R** of I B.Com PA, participated and presented a paper titled "Role of Microfinance in Empowering the Financially Underprivileged in India" in the International Conference on Business, Society & Sustainability - Recent Trends and Innovations" organised by Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore - 46, held on December 10, 2018.

Dr.R Rupa, has presented a paper titled "Factors Influencing Investors Investment in Mutual Funds: A survey with special reference to Ernakula City, Kerala" in a two day International Conference on "Implications of Commerce in Globalised Business Scenario" organised by Department of Commerce of Sri Saradha College for Women, Salem in Association with Transstellar Journal Publication and Research Consultancy Pvt Ltd, Chennai, held on 13th and 14th December 2018. The paper was selected and published in an UGC approved journal.

Dr.Vijila Edwin Kennedy, Principal, KCLAS as Session Moderator & Introduction of Speakers in CII – Regional Summit On December 20, 2018:

Dr.Vijila Edwin Kennedy, Member, Education & III panel, CII Coimbatore Zone highlighted on Competency Building in Session IV covering what competencies are we going to build for students, whether we are the Source of knowledge or Facilitators. She also insisted on Personalized form of Education with the aid of Technology, focussing on Education 4.0.



Dr.S Venugopal, HOD, Department of Tamil was interviewed by “The Hindu” Tamil Reporter about his journey in Literature, achievements and contributions towards Tamil Modern Literature, which was published in Hindu Tamil Dhisai on December 25, 2018.

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B.A. Political Science

(Integrated with with Civil Services studies)

Master of Social Work

(Integrated with NGO's)

Current Programs

BBA

(Integrated with Entrepreneurship)

B.Com. Professional Accounting

(Integrated with CA/ CMA/CS/CIMA)

B.A. English Literature

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B.Sc. Visual Communication

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Online Course Certification

S.No	Course	University	Certified Through	Certified on
Dr.Vijila Edwin Kennedy, Principal				
1	Seeing through Photographs	Museum of Modern Art	Coursera	01.11.2018
2	Age of Cathedrals	Yale University	Coursera	04.12.2018
Mr.Vijay Srinivasan, Asst. Professor, Department of Visual Communication				
1	UX Design Fundamentals	California Institute of Arts	Coursera	03.12.2018
2	Introduction to UI Design	University of Minnesota	Coursera	11.12.2018
Dr.Vinay Kumar Chaganti, Professor, Department of Management				
1	Buddhism through its Scriptures		EdX	19.12.2018
2	Sit Less, Get Active	The University of Edinburgh	Coursera	21.12.2018
Dr.Manjula Bashini, Assoc. Professor, Department of English				
1	Moralities of Everyday Life	Yale University	Coursera	26.11.2018
Dr.R Radhika, Assoc. Prof, Department of English				
1	Schizophrenia	Wesleyan University	Coursera	22.11.2018
2	Moralities of Everyday Life	Yale University	Coursera	21.12.2018
Dr.G Suresh Kumar, Asst. Prof, Department of Visual Communication				
1	Pro Tools Basic	Berklee College of Music	Coursera	06.12.2018
Dr.P Prasanna, Assoc. Prof, Department of Commerce				
1	Functional Foods - Concept, Technology & Health Benefits	Indian Institute of Technology, Kanpur	Common Wealth of Learning	19.11.2018
Mr.C Rahuram, Asst. Prof., Department of Management				
1	Leading the life you want	University of Pennsylvania	Coursera	18.11.2018
2	Introduction to Public Speaking	university of Washington	Coursera	26.11.2018

4. FACULTY RESEARCH EXPERIENCE

Article

Need for Professional Training to Enhance Teacher Effectiveness by Dr.K. Manjula Bashini – Associate Professor, Department of English

The World Economic Forum conducted a study to examine the talent shortage for the next few decades and India is one among them. Though many committees have recommended a number of changes to improve the skill sets of students in the past decades, the scenario remains the same in most of the institutions of Higher Education. Recruiters complain that most of the students lack the required skill sets for employability, and only twenty-five percent of the graduates are readily employable.



Professor M. Ananda Krishnan, former chairperson of the Board of Governors, IIT Kanpur says, "...education today focuses on syllabi alone and industries seek beyond what a syllabus is capable of teaching"- like team spirit, decision making and problem solving skills, creativity and communication skills, etc. But most of the higher education institutions do not pay attention to anything other than the completion of syllabus. Hence, the result is the gap in learners' repertoire and execution of skills.

So, in this context, are teachers able to fill the gap? are they conscious of their own strengths and weaknesses vis-a-vis the teaching - learning process? and if so, how can they equip themselves to the demands of the market?

The ultimate aim of any curriculum should be to produce professionals who can provide technical solutions to the societal needs. The employability skills should therefore focus on those attributes that assist a graduate to achieve this goal.i.e. students should be able to connect the theories they learn in the college to the relevance of the industry. But are the students equipped with the proficiency of these skills? Thus any curriculum fails, when the teachers are not trained to implement it.

Studies show that the success of curriculum depends on properly trained teachers, who are familiar not only with the subject matter but also with the learners' learning environment, which comprises of the following aspects: students' need to learn, their academic situation, testing and evaluation scenario and students' use of skill sets in their future endeavours.

Today the role of a teacher is that of a facilitator. This view sees teacher learning as development in a range of skills or competencies, mastery of which underlies successful teaching. Moreover, the term 'profession' incorporates 'qualification and training'. By implication, any professional undergoes a systematic training before taking up that profession. With special reference to teaching in higher education, completion of a training programme is not a requisite to start the career as a teacher.

The UGC/AICTE norms say that a candidate with a minimum of 55% in PG is eligible to teach, upon completion of a PG with PhD or a pass in NET/ SLET/CSIR. But basically a course in M.Phil/ PhD hones up the candidate's research ability and a pass in NET/SLET/CSIR attests the candidate's retention of the subject matter. A good researcher or someone with good retention need not be a good teacher. The art of teaching is entirely different skill, which requires an array of skill sets and a sense of commitment. So teaching as a profession requires systematic training.

Generally, most teachers have no idea of how to teach and how to transform the generations ahead, they are simply guided by the syllabus-which does not provide any clear guidelines to reach the students and enable them to use their knowledge and skill sets on their own. They are not habituated to peruse the objectives of the syllabus and relate it to the expected learning outcomes of their learners.

Professional training for teachers would enhance their awareness level for the potential of the subject he/she is handling with regard to the learner's learning ability. Training of faculty involves, presenting the skills and providing opportunities for teachers to master them. It facilitates teachers in their understanding of teaching and of themselves as teachers.

Moreover, training facilitates teachers to identify the appropriate teaching methodologies applicable for different levels of students. Teaching methodologies, materials, evaluation tools should be included in the training sessions. The learners should be provided with the where withal that will enable them to learn the language skills on their own and use them for their various purposes suitably. Training should involve understanding of certain basic concepts and principles of teaching and also, the ability to demonstrate those principles and practices in the classroom. As -

- i) Learning how to use effective strategies to start with a session
- ii) Adapting the text book to match the class level
- iii) Learning how to use group activities in a lesson
- iv) Using effective questioning techniques
- v) Using classroom teaching aids and online resources
- vi) Techniques for giving learners' feedback on performance
- vii) How to make learners work on their own and avoid duplication
- viii) How to enable learners to achieve higher order skills, etc

- such sessions on training and updation helps the teacher to be innovative. In other words **innovative teaching leads to effective teaching**. Moreover, such programmes will provide confidence to teachers and the ability to predict unpredictable situations in teaching- learning environment. Thus innovative methodologies designed by teachers will empower them to cater to the needs of the learners. To conclude, the success of implementing any curriculum rests in the properly trained teachers, i.e. how a teacher familiarizes himself/ herself not only with the subject matter but also with the learners' learning environment. Thus, regular training and development programmes to teachers which will enable them to increase their awareness of their students' level in applying their own knowledge to uplift the students to the expected level of competency. If not, an economy with a large percent of unemployable qualified candidates is not only inefficient but also socially dangerous.

5.EXTERNAL ENGAGEMENTS

Panel Discussion on Technology

Transforming Future of Accountancy On December 04, 2018:

Dr.Vijila Kennedy, Principal of KCLAS accompanied by Dr.R.Rupa & Dr.P.Prasanna, Associate Professors of Commerce and five students from I B.Com PA, attended a Panel Discussion on "Technology: Transforming Future of Accountancy" organised by Association of Chartered Certified Accountants on 4th December 2018 at Radisson Blu, Avinashi Road, Coimbatore. ACCA is the global professional accounting body having its presence in 180 countries offering the Chartered Certified Accountant qualification. The discussion was moderated by Mr.Mohammed Sajid Khan, Head of International Development, ACCA. Dr.K.Paul Jayakar, Director IT and Risk Management, CNK Associate LLP, Prof. P.K Jayaram, Program Directors - Accounting and Finance, TIPS Global and Mr. Ramaswamy Perumal, CEO - H Grab Informatics Chennai, were the Elite Panelist. The discussion highlighted on the fact that as we move into future, and with quick pace of technological change, it is important to make sure that Accounting Professionals should keep up with the developments in accounting technology.



Community Engagements

Visit to Universal Peace Foundation to Commemorate "International Volunteers Day" On December 08, 2018:

"The fruit of love is Service. The fruit of service is Peace. And peace begins with a Smile"-Mother Teresa. To realise the above adage Department of BBA Organized a visit to "Universal Peace Foundation" located in Nallagoudampalayam, Karumathampatti, Coimbatore. The event is organized to commemorate United Nations "International Volunteers Day-December 5,2018". Universal Peace foundation is a free orphanage home for children's, women, old age, widow and physically and mentally ill. The orphanage is a Non-Profitable public charitable Indian Trust. It's found by Guruji Shivathma with a noble vision of imparting value based education, inculcating humanitarian ideals and cherished cultural ethos in a more traditional way.

KCLAS is passionate to serve the local community with various Social and Community Outreach initiatives. 46 students from across departments volunteered themselves with a mission to create more resilient communities through reaching out to the needy and disadvantaged people. The foundation has 365 residents including people belonging to all categories. Our KCLAS students were enthusiastically greeted and welcomed by the children. Our students divided themselves into various groups and conducted various games and activities for the children. They managed to bring the smiles in the faces of the innocent kids by making them dance, sing and move around with joy and happiness, Our students made the visit more memorable by organizing Magic, Mimicry and Dance shows to the residents. The students met old age people and created a sense of warmth and comfort. The elderly people interacted with our students with a gleaming face. Our students donated various stationary items and educational materials to the authorities of the Foundation. As a whole the visit helped our students to understand the struggles certain people go through for basic necessities and how fortunate they are. The Visit ended with our students realising the importance of serving the needy and the community at large.



KCLAS Involvement in Namadhu Pangu:

As a part of KCLAS's community engagement programme, Dr. Suresh Kumar, Assistant Professor, Dept. of Visual Communication, took evening support classes for Govt. school children at Rural Learning Centre, run by Namadhu Pangu in Udayam palayam.



Namadhu Pangu team organized Drawing event for Udayamapalayam Government School students on December 27, 2018. Four students from KCLAS volunteered the event as the students were asked to draw pictures and colour.



Outreach to Schools



KCLAS at CAEF 2018 Organized by Riverside Public School On November 19, 2018

KCLAS participated in the Career and Educational Fair 2018' organized by Riverside Public School on November 19, 2018. Our team provided the students the insights about the existing and new courses of KCLAS. Students gained knowledge about the Liberal Arts courses with KCLAS Edge and Edge plus programme.

First Career and Education Fair by SSVM On 20th and 23rd November, 2018.

KCLAS Participated in SSVM Institutions, Mettupalayam and Coimbatore, 1st Career and Education Fair – 20th and 23rd- November-2018. Dr.Vijila Edwin Kennedy, Principal, KCLAS represented KCT Institutions. The presentation started with the concept of *Butterfly Effect*. A brief introduction on KCT group of Institutions and the courses offered. The students were given an opportunity to interact with the faculty members and got to know about the various courses and its scope in the future. It was an informative session for the school students and was interesting to know about their career plans.



Mr.Vijay Srinivasan at Mount Litera Zee School, Coimbatore:

Online Safety in Social Media by Mr.Vijay Srinivasan, Asst. Professor, Visual Communication department, Google Certified Trainer conducted a session on "Online Safety in Social Media" on December 1st 2018 for VIII - X class students of at Mount Litera Zee School students Coimbatore.



International Partnerships

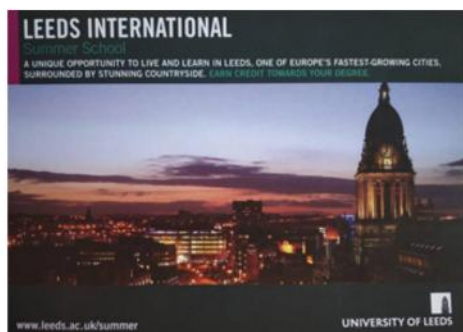
KCLAS Introduces Summer school program with our Partner Universities:

Nottingham Trent University:

KCLAS opens registrations for International summer school program with our partner [Nottingham Trent University](#), for KCLASites. Nottingham Trent University is a public research university in Nottingham, England. It was founded as a new university in 1992 from Trent Polytechnic. Its roots go back to 1843 with the establishment of the Nottingham Government School of Design which still exists within the university today. It is the 13th largest university in the UK with 29,370 students split over four different campuses. The program focusses on specific academic, social and career benefits which is also a great way to boost up academic knowledge during the summer break.



University of Leeds:



KCLAS opens registration for the second summer school option for KCLASites with [University of Leeds](#), our partner University. The University of Leeds is a public research university in Leeds, West Yorkshire, England. It was established in 1874 as the Yorkshire College of Science. In 1884 it merged with the Leeds School of Medicine and was renamed Yorkshire College. It became part of the federal Victoria University in 1887, joining Owens College and University College Liverpool. In 1903 a royal charter was granted to the University of Leeds by King Edward VII.

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