



# PROSPECTUS 2024-25



## SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, NAAC Re-Accredited with 'A' Grade, ISO 21001:2018 Certified Institution,  
Affiliated to Bharathiar University, Coimbatore, Approved by AICTE for MBA/MCA and by UGC for 2(f) & 12(B) status

**Palani Road, Pollachi - 642 107, Coimbatore Dist, Tamilnadu.**

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*STC* is the  
**'APPROVED TRAINING PARTNER'**  
of  
National Skill Development Corporation  
**(NSDC)**



## **OUR PHILOSOPHY**

“When an institution becomes very important to the society, it no longer belongs only to its founders, but to the whole society.”

## VISION

To become a Premier Institution and emerge as a University of Excellence.

## MISSION

Achieve National and International recognition in the field of Education and Training in the areas of core competency.

By ensuring the highest quality in infrastructure, Technology and Faculty and their continuous upgradation.

For producing students with Knowledge, Wisdom and Compassion.





# STC

## - *The Gateway to High-Tech and Digital Learning*

Sree Saraswathi Thyagaraja College founded by V.S.V. Vidyaa Mandir Trust on 22<sup>nd</sup> October 1997 with an objective to meet the higher educational needs of the youth of our county has become the cynosure of everyone and has won the confidence of the people as an institution of excellence with discipline, quality and values.

STC stands unique and majestic with its 'A' grade twice by the NAAC, ISO certification 21001:2018 EMOS, the Best College Award (2008) and the college ranked in the top two positions in Sports & Athletics continuously during the last nine years among the affiliated colleges of Bharathiar University.

The trust was formed by the three great visionaries of the three Philanthropic families – Thiru. P.M. Thyagarajan (late), and Smt. T. Saraswathi (late), Thiru. M.K. Arumugam (late) and Smt. A. Mahalakshmi (late) and Thiru. D. Sivaraman Chetty (late) and Smt. Vasantham Sivaraman (late). The institution is ably run and professionally managed by the highly enterprising and service minded business titans and their legal heirs, Thiru. T. Sethupati as Chairman, Thiru. S.Venkkatesh as Vice Chairman and Thiru. M.A. Vijayamoghan as Secretary. Dr. M. Settu (late) a brilliant corporate wizard who is no more, played a major role with his well thought out road map, strategic guidance and meticulous planning in transforming the institution into an excellent one and his atman ever remains as the guiding spirit of STC for its great leap and excellent performance. The induction of new directors Mrs. Shrvanthy Krishnamurthy, Mr. M.V. Sreekanth and Mr. P.T.S. Shreeram into the Management Board has given a new dimension, lustre and extra mileage to the management of the Institution.

Beginning its academic YATRA with a skeleton strength of 37 students in 1997, the Institution

is strong as on date with 3000 students and above. Being the Co-Educational and autonomous institution it has several unique selling propositions, need based curricula and outcome based programmes. Being student centric to the core, the College has many skill development programmes, supported by BEC Courses, Yoga and value education, Wi-Fi, free high speed internet and excellent library with 43000 books and a journal section having 173 national and international journals and magazines, besides, e-journals, DELNET, INFLIBNET facilities. The institution is very much proud of having airy and spacious class rooms, smart class rooms, and facilities to use ICT tools for technology enabled learning, and a plethora of online courses through the National Programme of Technology Enabled Learning (NPTEL). A new building named VSV Centre for Advanced Studies with all modern facilities has been opened to enhance the teaching and learning skills and research pursuits and for accommodating the new and latest programmes introduced recently.

The management always thinks in a big way. It has several scholarship schemes for students who are meritorious, economically backward and extra-ordinarily proficient. The institution has also introduced a special scholarship scheme through STC MSET for UG and PG students from 2019 onwards. Nearly Rs. 9 crores have been disbursed to students as scholarships since 2004-05.

The institution is set well with its good academic ambience, excellent infrastructure, well trained and highly qualified teaching faculty, disciplined student community and a dynamic and enlightened Management, smart principal and Stakeholders to offer education with discipline and values for nation's development and societal transformation and upliftment. The institution is proud to place on record the

introduction of Outcome Based Education (OBE) from 2018-19 to enable the students to gain mastery over the subjects, global competency and acquire skill-sets and values of life.

After becoming Autonomous, the following new programmes in addition to the existing have been started with the due approval of Bharathiar University:

B.Sc (Digital and Cyber Forensic Science)

B.Sc (Artificial Intelligence and Machine Learning)

B.Sc (Data Science and Analytics)

B.Sc (Psychology)

B.Sc (Information Technology)

M.Sc (Mathematics)

B.Com (Applied Business Accounting)

B.Com (Professional Accounting)

BA (English Literature)

B.Com (Business Processing Services)

MA (English Literature)

M.Sc (Computer Technology)

B.Sc (Physics)

B.Sc (Chemistry)

M.Sc (Applied Psychology)

B.Com (Business Analytics)

B.Com (Banking and Insurance)

B.Com (Information Technology)\*

The institution has achieved its landmark as a Research Institution by obtaining recognition from Bharathiar University for offering –

(Part time and Full time)

Ph.D (Commerce - FT & PT)

Ph.D (Management - FT & PT)

Ph.D (Computer Science - FT & PT)

Ph.D (Mathematics - FT)

Ph.D (Social Work – FT & PT)

Ph.D (English – FT & PT)

Ph.D (Tamil - PT)

To meet the requirements of safe and secured accommodation of girl students from other states and far off places, a modern, well-furnished hostel is functioning. The college has Boys' hostel functioning separately with modern facilities like Wi-Fi and other facilities since 2006-2007.

Besides, the campus has four seminar halls which include two AC seminar halls, one AC conference hall and one multipurpose Non-AC hall. A well-built separate Sports Complex with indoor and outdoor game facilities and an ultra modern gym to meet the sporting needs of students are available. It also meets the professional training requirements of students to participate in National and International sports meets. The institution has crossed the landmark of 3000 students and is all set to realize its Vision: ***“To become a Premier Institution and emerge as a University of Excellence”***



## PROGRAMMES OFFERED

### Research Programmes (PT /FT)

- Ph.D (Commerce - FT & PT)
- Ph.D (Management - FT & PT)
- Ph.D (Computer Science - FT & PT)
- Ph.D (Mathematics - FT)
- Ph.D (Social Work – FT & PT)
- Ph.D (English – FT & PT)
- Ph.D (Tamil - PT)

### UG Programmes

- B.Sc (Digital and Cyber Forensic Science)
- B.Sc (Artificial Intelligence and Machine Learning)
- B.Sc (Data Science and Analytics)
- B.Sc (Psychology)
- B.Sc (Computer Science)
- BCA (Computer Applications)
- B.Sc (Information Technology)
- B.Sc (Mathematics)
- B.Sc (Physics)
- B.Sc (Chemistry)
- B.Com (Applied Business Accounting)
- B.Com (Professional Accounting)
- B.Com (Computer Applications)
- B.Com
- B.Com (Business Analytics)
- B.Com (Banking and Insurance)
- B.Com (Information Technology)\*
- BBA
- BA (English Literature)

### PG Programmes

- MBA
- MCA
- MSW (Social Work)
- M.Sc (Applied Psychology)
- M.Com (International Business)
- M.Com
- M.Sc (Mathematics)
- MA (English Literature)

### Certificate Courses

STC being autonomous has introduced 13 Certificate courses (as given below) to enhance the employability skills of the students and cater to the needs of the different sections of students.

| Department                  | Courses Offered  |
|-----------------------------|--|
| B.Sc (DCFS)                 | Ethical Hacking  |
| B.Sc (AI&ML)                | Internet of Things   |
| B.Sc (DSA)                  | Data Visualization using Tableau                               |
| B.Sc & M.Sc. (Psy.)         | Understanding Body Language                                    |
| B.Sc (CS)                   | Desktop Publishing   |
| BCA                         | Web Designing  |
| B.Sc (IT)                   | Hardware & Networking  |
| B.Sc (Mathematics)          | Test for General Intelligence                                  |
| B.Sc (Chemistry)            | Food Chemistry   |
| B.Com (ABA)                 | Financial Literacy   |
| B.Com (PA)                  | Investing in Stock Market                                      |
| B.Com (CA)                  | Management for Retail Business                                 |
| B.Com                       | BFSI (Banking, Financial Services and Insurance) Documentation |
| B.Com (BA)                  | Essentials of Data Analytics                                   |
| B.Com (B&I)                 | Campus to Corporate  |
| BBA                         | Customer Relationship Management                               |
| B.A. (English)              | Content and Blog Writing                                       |
| MBA                         | Digital Marketing  |
| MCA                         | R Programming for Data Science                                 |
| M.S.W.                      | Foundation of Counseling                                       |
| M.Com (IB)                  | Global Tourism and Hospital Management                         |
| M.Com                       | Computerised Accounting with Tally                             |
| Centre for Human Excellence | Yoga - In collaboration with Arivu Thirukovil                  |

These courses are offered under the choice based credit system giving absolute freedom to students to choose a course of their own choice.

## BOARD OF MANAGEMENT



**Lion. T. Sethupati**  
Chairman

Lion. T. Sethupati is a post graduate in Agricultural Science from Tamilnadu Agricultural University. He took over the family business of BG Group, a well-diversified Sales and Marketing Organization representing many Multi National Companies. He manages large acreage of agricultural lands engaged in the cultivation of Coconut and Mangoes. Mr. T. Sethupati is also engaged in the Hospitality business by establishing a world class Ayurvedic and Leisure Resort in Pollachi, Coco Lagoon by Great Mount Resort and serves as the Managing Director of the Resort. He is an executive member of the Pollachi Chamber of Commerce and Industry, Pollachi, Secretary of Pollachi Merchants' Association and Managing Trustee of Sri Kannika Parameswari Amman Devasthanam, Pollachi. He has also served as the past President of The Pollachi East Lions Club.



**Rtn. S. Venkkatesh**  
Vice Chairman

Rtn. S. Venkkatesh is the Managing Trustee of V.S.V. Vidya Mandir Trust and the founder Chairman of Sree Saraswathi Thyagaraja College (STC). He is holding key positions in several national and international service organizations. He is the Vice President of Pollachi Chamber of Commerce and Industries. He is a Rotarian and Past President of Pollachi Rotary Club. He is the President of BG Groups of Companies. This group with highest ethical standards and business practices has been successful over the past sixty years dealing with one of the biggest FMCG companies in the country - the ITC Limited. He is a passionate leader and has a long track record of successful management and is also the President of Sree Kannika Parameshwari Charitable Trust.



**Lion. M.A. Vijayamoghan**  
Secretary

Lion. M.A. Vijayamoghan is a graduate in Economics from Madras Christian College. He has more than 40 years of experience in Commerce and Business Management. He owns many business enterprises with exposure to Textiles, Agro based products, Petroleum products, etc. He is managing coffee and cardamom plantations and a distribution company besides being a proud agriculturist. He is also a core group trainer of District 324-B5 of Lions Club International and also a recipient of the International Leadership Award from Lions Club International.

## BOARD OF MANAGEMENT



**Mr. Hari Prakash Vimal Kumar**  
Director

Mr. Vimal Kumar is an MBA graduate from U.K. with 18 years of professional experience, of which 11 years comprise of experience in the corporate world and the remaining as an entrepreneur. His corporate experience involves working for "Tata Consultancy Services" in diverse functional areas such as marketing, pre-sales, service delivery, and project management across multiple domains and countries including India, Canada, UK and the US. As an entrepreneur, he is the Proprietor of "Cloud Nine Hospitality" and a Partner in "Seven Spice Hospitality" which invests in various Hospitality / Restaurant startups and has established brands across multiple cities in India. Apart from the hospitality industry, he is also a Partner in "Prime Source Ventures" that has business interests in the construction industry as a distributor of imported shatter proof films and Aluminum Mesh doors and windows. Mr. Vimal is also the member of the Board of Directors and Trustee of Sree Saraswathi Thyagaraja College of Arts and Science. He is also socially active as a member of "Round Table India", through which he is involved in various socially impactful welfare projects.



**Rtn. P.T.S. Maheswar**  
Director

Mr. Maheswar a proud son of Lion. T. Sethupati has multiple interests in education, FMCG distribution, agriculture and hospitality. He is an engineering graduate from PSG College of Technology. After his graduation, he started his professional career with Godrej & Boyce Mfg Co. He has worked in many places throughout India. Currently, he serves as a Director at Sree Saraswathi Thyagaraja College, Pollachi. He also serves as the Director - Marketing at Great Mount Resort Pvt Ltd, which operates a luxury wellness retreat, Coco Lagoon at Pollachi. The resort is a pioneer in organized tourism offering multiple experiential travels to its guests. He is also a passionate agriculturist who successfully manages large scale coconut and mango plantations. He is an active member in Rotary International and also a member of professional bodies like Young Indians and South Indian Hotels and Resorts Association.



**Dr. Sreekanth Venkat**  
Director

Dr. Sreekanth Venkat is a management professional and has got the required attitude, passion, drive and energy to make immediate and positive difference in our institution. Having done his graduation in Mechanical Engineering in PSG College of Technology, he has completed his post graduation in business management from one of India's top rated institutions – Xavier School of Business (XLRI), Jamshedpur. He has a rich experience as Senior Consultant in Caggemini Consulting. Prior to that, he was also associated with Indian truck OEM Ashok Leyland in the managerial cadre. Dr. Sreekanth Venkat is currently the business partner in BG Group of Companies. Because of his great passion and thirst for acquiring knowledge, he is currently pursuing his Doctoral Research in Human Resource Management. Dr. Sreekanth Venkat was one of the conveners of CII-YI (Young Indian) chapter of XLRI and has organized several initiatives promoting development of rural youth in the domains of education, healthcare and employability. He is an ardent lover of nature and is passionate towards farming.

## BOARD OF MANAGEMENT



**Mrs. Shravanthy Krishnamurthy**  
Director

Mrs. Shravanthy Krishnamurthy, wife of our Director Dr. Sreekanth Venkat is an Engineer in Biotechnology graduated from PSG College of Technology, Coimbatore. As the CEO of Wecare India, she deals with skin and care products. Being aware of the importance of women entrepreneurship in India, she has taken up the responsibility of leading a team of women entrepreneurs who could contribute to national development. She to her credit, has successfully launched several products across the state. PSG College of Technology honoured her recently with the Best Alumni Award.



**Mr. M.V. Sreekanth**  
Director

Mr. M.V. Sreekanth, a highly skilled young man with his chaste English and innovative thinking, is a foodpreneur and a farmer with Biomedical Science background and research bent of mind. Hailing from a traditional business family, he is energetic and down-to-earth personality with positive vibes driven by the virtues of sympathy, empathy and compassion. Besides, he is a falconer, marksman, Padi Certified Master diver and he loves rowing, climbing and also a radio amateur. He owns a restaurant and is very keen in developing sustainable and safe food chain for mankind through innovative techniques in farming and food production and is managing coffee and tea plantation. Beyond his thirsts for Business ventures and farming interests he is very keen in dovetailing his multiskill sets with his academic experience in the field of higher education for the Summum Bonum of STC. He inherits everything from his proud dad in running the institution and we hope that his contribution by his revolutionary concepts and philosophy would be par excellent.



**Mr. P.T.S. Shreeram**  
Director

Mr. P.T.S. Shreeram the second son of Lion. T. Sethupati hails from a successful entrepreneurial family that has multiple business interests in the following sectors - Manufacturing, Hospitality, Agro and Logistics. Shreeram is a Commerce graduate from the prestigious Shri Ram College of Commerce, Delhi (SRCC). He also holds a Post graduate degree from the country's renowned B-School, Indian School of Business (ISB). Before taking over the reins of his family business, Shreeram worked as a Management Consultant with the prominent US based audit firm - Ernst & Young (EY). During his tenure with Ernst & Young (EY), Shreeram has consulted with the major corporate conglomerates in the manufacturing, hospitality and construction sectors and helped optimize their business processes and mitigate operational risks. He has also headed the Operations and the strategy teams for a Series B funded technology startup in Bangalore - Healthifyme. He played a critical role in raising Series B funds of \$ 12 million for the organization. Shreeram currently serves as the Executive Director in the following Companies -

- Nu Sand - One of the largest manufacturers of concreting raw materials in the Coimbatore District.
- Coco Lagoon - One of the finest luxury resorts in the southern part of Tamil Nadu with 32 keys.



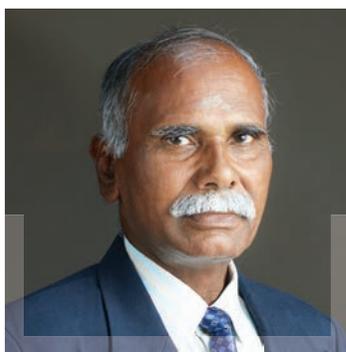
**Dr. M.R. Vanithamani**  
Principal

With over 21 years of academic administrative experience, M.R. Vanithamani has been instrumental in establishing profit centers at leading institutions like Excel Business School, Dhanalakshmi Srinivasan, and Karpagam. As a seasoned leader, she excels in staffing across diverse disciplines and has significantly enhanced staff productivity through counseling and training. Her proficiency extends to faculty development programs, outbound trainings, and MDPs, fostering a culture of continuous learning. Through techniques like Emotional Freedom Techniques (EFT), she has supported students in overcoming behavioral challenges and addiction issues. She is known for introducing innovative learning activities to align students with corporate expectations and have a proven track record in organizing management meets, conferences, and international events. She has secured funding from prestigious organizations like AICTE, ISTE, and private agencies, while also serving as a corporate trainer focusing on people management, team dynamics, and stress management for prominent companies like LRT, SCM Textiles, and Tanishq.



**Dr. R. Nandagopal**  
Director General

Dr. R. Nandagopal an experienced and par excellence academican and teacher in the field of higher education and a wizard in management science, has joined our blessed institution STC as Director General on 7th July 2021 to bring in quality and academic excellence at STC. He received his Ph.D in Finance in 1985 and has got more than 40 years of academic experience as director and professor serving highly reputed institutions like PSG Institute of Management. The Institute of Public Enterprise, Loyola College and Xavier Institute of management and Entrepreneurship. He has organized several Executive Development Programmes for senior and middle level managers and has carried out consultancy services. To his credits he has published more than 100 articles in national and international journals and authored 17 books in management. He is a founder member of ABBS and has held positions in national and regional organisations like AIMA, AIMS, ICE, CMA and CDC. He also serves as a member in All India Board of Management Studies, AICTE and Immediate Past-President, AIMS.



**Dr. M.R. Natesan**  
Controller of Examination

Dr. M.R. Natesan is a veteran having a rich experience of 40 years in the academic and administrative fields. He started his career as an Assistant Controller of Examinations at Sri Ramakrishna Mission Vidyalyaya College of Arts & Science, Coimbatore in the year 1983. He was promoted as the Controller of Examinations in the same College in the year 1986 and served in the same capacity for 8 years. Later from the administrative side, he moved on to teaching line as an Assistant Professor in the Department of Social Work in 1988, and was promoted as Associate Professor and Head of the Department. He retired from service in 2013 and again, he got an opportunity to serve the same institution for one year as Deputy Controller of Examinations of RMV University, Coimbatore Centre. He is now Controller of Examination at STC since 2014. He has served as NSS Programme Officer for 10 years, organized many outreach programmes to inculcate leadership traits and service orientation among the students. He has guided four M.Phil scholars and two Ph.D scholars. Several papers have been presented by him in many seminars, workshops and conferences and has acted as a chairperson in many forums.

## ACADEMIC BOARD



**Dr. V. Selvin**  
Director, Academic Affairs

Dr. Selvin Vedamanickam serves as Vice-Principal (Academics) and leads the PG & Research Department of English. He has 30 years of wide-ranging experience spanning from University Teaching and Research to corporate leadership roles in fields such as Publishing, Media, and Entertainment managing global business and IT operations in USA, Europe, and India. He has Rich Experience in Content Management Lifecycle, Digital Transformation Services, Digital Products, Finance Operations and Marketing & Sales.



**Dr. K. Bharathi**, Director  
Department of Physical Education

Dr. K. Bharathi completed his higher studies in Maruthi College of Physical Education and has been serving as Director of Physical Education since the inception of the college. He has specialized in Cricket, Ball Badminton and Athletics and has produced more than 50 students who are now placed in various departments of State and Central Govts. He is rendering his service as a coach, selection committee member of Bharathiar University, Volleyball, Ball Badminton, Athletics and Weight lifting teams. He is highly acclaimed for retaining STC in the 2<sup>nd</sup> place consecutively for the 12<sup>th</sup> year in sports and games among the colleges of Bharathiar University.



**Prof. K. Sivasamy**  
Dean, Mathematics

A wizard in Mathematics and Statistics, Prof. K. Sivasamy has been a veteran teacher and motivator in research activities for over a period of 49 years. He has guided many M.Phil scholars and has specialized in Applied Mathematics, Differential Equations, Fluid Dynamics and Applied Statistics.

He continues to be a friend, philosopher and guide to students from all streams especially for business prospects. He knows the mantra to transform a novice into a real Mathematician through his excellent knowledge in the subject, easy teaching methodologies and motivation of students and teachers. His expertise is an asset to STC.



**Dr. A. Abdul Rasheed**

Director

School of Computing Science

Dr. A. Abdul Rasheed obtained his doctoral degree from Manonmaniam Sundaranar University in 2013. He worked as a Professor for a period of 8 years. He has 24 years of teaching experience, 5 years administrative experience and 12 years of research experience. He has 40 publications to his credit which includes Scopus indexed journals, conferences of National and International repute. He is a member of various boards like Advisory Board, Reviewer and Editorial Board for various conferences. He also contributed as IQAC Co-ordinator for a period of 5 years. His research interest includes Social Network Analysis, Machine Learning and Cognitive Computing. He served as Board of Studies Member in Visveswaraya Technological University, Belagavi, Karnataka and Jamal Mohamed College, Trichy. He has delivered invited talks in various National and international forums which include conferences and Faculty Development Programs.



**Dr. V. Ramachandran**

Director

Centre for Faculty Development

Dr. V. Ramachandran has worked as HR professional in leading automobile and textile organizations for over 20 years. He has also conducted multifarious training programmes for the managerial and non managerial cadres of leading business houses. He was one among the architects in creating and executing a novel and comprehensive policies and practices for the textile units that are now being widely followed in all the textile units across Tamilnadu.

He currently holds the position of Director, Centre for Faculty Development at STC. He acts as a Public Relation Officer and Industry – Institute interface for the Institution. He is also an Advisory Committee Member of the Centre for Entrepreneurial Development and Centre for Counselling and Guidance of the college. He did his Post Graduation in Political Science and Public Administration and also possesses Post Graduate Diploma Personnel Management and Labour Law. He is MBA and M.Phil qualified and possesses the coveted Ph.D in human resource initiatives towards retention of women workers in textile industry.



**Dr. S. Rajalatha**

Director

Centre for Human Excellence

Dr. Rajalatha is an experienced professor of Tamil and a scholar in Tamil literature and her doctoral degree is on PRAPANJAN novels. She has done her UGC sponsored major project of research on “TRANSGENDERS IN TAMILNADU – A SOCIAL SURVEY”. To her credit she has presented many papers in international seminars and conferences and her articles were published in Dinamalar daily and in number of books. She serves as the sheet anchor in organizing several functions of the college, like Pongal festival, College Annual day, Adukalam, Shristi, etc. and the birthday celebrations of the great men of Tamilnadu and India. Under her initiative, the department of Tamil organised an international workshop on Epigraphy collaborating with PSG College of Arts and Science and an online workshop was also organised on Palm Leaf Inscription with the support of Tamil University, Thanjavur.

Recently she was honoured by the Lions Club of Pollachi (South) with Gnaana Guru Award. She has been a member of the Board of studies of two great Arts and Science Colleges affiliated to Bharathiar University, Coimbatore. Further she quite often delivers speeches in the Students Training Programmes organised by Aliyar Arivuthirukovil. Her services at STC in many ways are written in indelible ink for anyone to emulate and cherish forever.

## ACADEMIC BOARD



**Dr. G. Anbu Selvi**  
Director  
Centre for Rural Development

She has wide and intense experience in teaching and research activities. As the NGO member of Patspin India Pvt Limited, Dr. G. Anbuselvi plays a significant role in combating the sexual harassments of women. She has completed one UGC Minor Project and has successfully organized a NCW sponsored National Seminar. She has also published papers in 21 National and International journals. Her zeal and passion for research continues through her guidance of M.Phil and PhD. Scholars. Her evaluation survey for Subharam always proclaims her zest for research. She has also completed an action research survey for Magic Bus Foundation. Her journey in research continues with an unquenched thirst.

With Medical and Psychiatry as her root, Dr. G. Anbuselvi has very well mastered the art of twining research and teaching. The teacher element in her motivates her to reach the pinnacle of victory by creating healthy individuals and healthy society.



**Dr. G. Manokaran**  
Director, Entrepreneurial  
Development Cell & IIC

Dr. G. Manokaran is a proficient in the area of finance. He has obtained his M.Phil and PhD in the management discipline and has completed 3 Month Faculty Development Program in Indian Institute of Management, Indore. During his 26 years of teaching, he has published many research papers in national and international research journals and participated in a number of national and international conferences and seminars. He is a recognized guide for Management research. Moreover he has acted as resource person of programs in the area of 'Equity and Derivatives Market'. He served as a Principal / Director of Wisdom School of Management for 5 years and currently serving as Head of School of Management and Professor of Finance at STC, Pollachi.



**Mr. N. Karthik Abinanth**  
Head - Centre for Training,  
Placement & Corporate Relations

Mr. N. Karthik Abinanth brings over 18 years of extensive expertise in Placement, Training, and Industry Collaborations. He has been part of Sree Saraswathi Thyagaraja College since 2021. His key strength lies in his adept networking skills and maintaining robust professional relationships with corporate entities. Known for his vibrant and enthusiastic demeanor, his capabilities have played a pivotal role in securing placements for students in leading MNCs. At STC, he oversees the Training & Placement activities, maintaining close ties with the industry to facilitate student placements. Collaborating with industry coordinators, he coordinates professional lectures and corporate engagements. He also organizes training programs based on feedback from visiting companies to enhance students' soft skills and interview readiness, leveraging both institutional and external resources



**Dr. L. Ganesh**  
ICFAI Foundation for  
Higher Education  
Hyderabad - 501 203  
Telangana

Dr. LSG was a Professor in the Department of Management Studies and the former Dean (Students) of the Indian Institute of Technology, Madras. He has more than thirty six years of experience in the field of teaching and research. His academic interests and expertise include Systems Thinking, Decision Analysis, Data Analysis, Project Management, Knowledge Management, Technology Management, Creativity and Innovation, Institutional Planning and Development, Institutional Leadership and Management.

He is an inspiring teacher and mentor and three of his doctoral students have won International and National awards for their theses in the areas of Technology, Management and Knowledge Management. One of his research students has won the "Budding Innovator" Award of the National Research and Development Council (NRDC), Government of India. He feels that "It is quite an inspiring and fulfilling experience, both professionally and personally, to be able to work for STC, Pollachi".



**Prof. (Dr). K. Chockalingam**  
Former Vice Chancellor,  
M.S. University, Tirunelveli

Dr. K. Chockalingam, M.A., M.Litt. M.L., Ph.D., hailing from Kanniyakumari district in Tamil Nadu, is currently the Vice President of the World Society of Victimology. He served as the Chair Professor in Criminal Law at the National Law University, Delhi until the end of February 2014 since May 2012. Earlier he was working as Professor of Criminology and Victimology at the Tokiwa International Victimology Institute of the Tokiwa University in Japan from September 2005 until the end of September 2011, after completing his three year term as the Vice Chancellor of Manonmaniam Sundaranar University in December 2004. During his six years of stay at Tokiwa University, Japan, he worked as Deputy Director of the Tokiwa International Victimology Institute for two years and finally as Director of the International Centre of the Tokiwa University. Prof. Chockalingam has received international and national awards for his contribution to progressive policy and programmes for crime victims and has been invited to lecture in universities in more than 30 countries. He has more than 40 years of teaching and research experience in various Universities.

## GOVERNING BODY MEMBERS

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### MANAGEMENT MEMBERS

**Ln. T. Sethupati**  
Chairman, STC

**Mr. S. Venkatesh**  
Vice Chairman, STC

**Ln. M.A. Vijayamoghan**  
Secretary, STC

**Mr. V.H.P. Vimal Kumar**  
Director, STC

**Mr. P.T.S. Maheswar**  
Director, STC

**Dr. Sreekanth Venkat**  
Director, STC

**Mrs. Shrvanthy Krishnamurthy**  
Director, STC

**Mr. M.V. Sreekanth**  
Director, STC

**Mr. P.T.S. Shreeram**  
Director, STC

### EDUCATIONIST

**Dr. R. Nandagopal**  
Director General, STC

### UGC NOMINEE

**Dr. Achal Malik**  
C2A/116, Janakpuri  
New Delhi - 110058

### STATE GOVERNMENT NOMINEE

**Dr. V. Kalaiselvi**  
Joint Director of Collegiate  
Education, Coimbatore Region,  
Coimbatore.

### UNIVERSITY NOMINEE

**Dr. K. Srinivasan**  
Dean of Science, Professor  
Department of Physics  
Bharathiar University  
Coimbatore - 641 046

### EX-OFFICIO MEMBER

**Dr. M.R. Vanithamani**  
Principal

## COLLEGE COMMITTEE MEMBERS

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### MANAGEMENT MEMBERS

**Ln. T. Sethupati**  
Chairman, STC

**Mr. S. Venkatesh**  
Vice Chairman, STC

**Ln. M.A. Vijayamoghan**  
Secretary, STC

**Mr. V.H.P. Vimal Kumar**  
Director, STC

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## CURRICULUM DEVELOPMENT CELL (CDC)

The Curriculum Development Cell at STC is an advisory body of the college on academic matters and curriculum design, etc. with a designated Convenor, Advisors, Member Secretary and Members appointed by the institution. It plays a key role in the execution of autonomy in the institution especially in activities which include curriculum design, formulation of general scheme of examinations with specific credits for all UG and PG Degree programmes along with the operational guidelines.

CDC also suggests the evaluation strategies. After identifying the regional requirements and the specific needs of the industries through stakeholders' feedbacks. CDC, with the help of experts from industries and academia frames curricula for various new programmes. Catering to the needs of the competitive society CDC has recommended the introduction of new programmes like B.Sc Digital and Cyber Forensic Science (2018-19), B.Sc Artificial Intelligence and Machine Learning (2019-20) and B.Sc Data Science and Analytics (2019-20). The curricula are reviewed every year to keep pace with the changing technology and current trends. Periodic meetings are conducted in which changes in the curricula if any, teaching methodologies adopted and promotion of faculty, workload of faculty and other academic matters are discussed. CDC has been functioning effectively at STC under the guidance and directions of Dr. V. Selvin, Vice - Principal (Academic Affairs) Head, Department of English, Dr. B. Seetha Devi, Associate Prof., M.Com (IB), Mr. V. Ashwanth Kanna, M.Sc.,NET.,SET, Assistant Prof. & Head (Psy) and Dr. D. Senthil Vadivu, Associate Prof. & Head (Chemistry) as Member Secretaries and all Heads of the Departments as the members of CDC. Dr. I. Siddiq, Director, School of Commerce and Dr. A. Abdul Rasheed, Director, School of Computing Science act as advisors of CDC.

## PORTAL OF PERFECTION

Set in a salubrious surroundings that is at once pleasing to the eyes and the minds, the STC campus is located on the Pollachi-Palani National Highway and is easily accessible from the train station and bus terminal. The institution provides the best and perfect setting and ambience for knowledge gain, spiritual orientation and creative pursuits.

Development of STC has been rapid over the years – traditional buildings combined with ultra modern buildings, well furnished classrooms with eye catching modern interiors and labs. These facilities, along with the extensive play fields and activity areas provide the students with some of the best resources they can think of in any educational establishment in the area.

Committed to high quality in higher education, STC aims at “getting things right” from the first moment onwards. Contact is made with other colleges offering a wide range of subjects and programmes of study, tailor made to meet the needs of the individual student following initial consultations. From then on, progress is carefully monitored so that each student gets the best of the best out of his or her time in the college. In fact, the college thrives on in meeting the diverse needs of students from the local community to ensure academic success and their all-round development. Self discipline is insisted and independence is encouraged. There is a lively atmosphere for the students to develop themselves into matured personalities by the prudent and well thought out planned services provided by the management and faculty.

Students choose STC mainly for its performance in the field of higher education and for its high standard. The opportunities provided to the students during their academic years at STC are many and wide ranging to make the most out of their time spent here on the path of success and achieving excellence.





## Message from **Dr. M.R. Vanithamani**, Principal

### *Hearty welcome to STC - the temple of learning!*

Knowledge is power. For a successful career in the intellectually competitive digital era, one requires three attributes namely, knowledge, skill, and attitude. The power of knowledge is all around us to rejoice. It has always been the prime mover of prosperity. It is acquired through quality education, information, intelligence, hard labour and experience. It should be transformed into skills for competency. Merely having knowledge is not enough. The knowledge must manifest itself in the form of skills which are utilized for the betterment of society and for self development. An optimistic approach towards issues is an important element that assures success in our life.

STC has a par excellent infrastructure, faculty, buildings, labs, library, play fields, etc. It strives to impart value based holistic education to the younger generation who are the assets and the real nation builders!

I sincerely believe that STC will fulfill the aspirations of the young and vibrant student community of this millennium by providing them excellent education, eco system and conducive ambiance for better learning experience.

I wish every student a prosperous and successful career and a wonderful learning experience at STC!

Re-accredited by NAAC twice with

**"A" GRADE**

**STC Gears up with GUSTO!**

We take immense joy in announcing that STC has been re-accredited twice with "A" Grade in 2013 & 2018 by the National Assessment and Accreditation Council (NAAC) Bengaluru.

# B.Sc

## DIGITAL AND CYBER FORENSIC SCIENCE

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

B.Sc. (Digital and Cyber Forensics Science) programme covers a wide range of skills, including emphasis on prevention, detection and mitigation of cyber-attacks, combined with the agility to gather digital evidence and conduct electronic crime investigations. Graduates will be equipped to evaluate an end-to-end cyber forensics investigation and prepare a digital forensics evidence report.

The programme prepares students to respond to the growing demand and confront attacks with the ability to develop security policies for organizations and the skills to mitigate the effects on a network infrastructure due to a cyber-attack.

After the completion of the programme one can join PG programme viz M.Sc. (Forensic Science), MBA, MCA, M.Sc (CS) etc., After successful completion of this degree the students may be employed as Cyber Forensic Analyst, Forensic scientist, Cyber Investigative officer, Forensic Expert, Digital Crime Scene Investigator, Ethical Hacker, SoC Analyst, Network Engineer, System and Network Administrator, etc.,



### COURSE CONTENTS

- Introduction to Cyber Security and Cyber Laws
- Programming in C
- Security Operation Centre
- SoC Lab
- Threats in Social Media
- Programming in Python
- Network Forensics
- Cloud Security and Forensics
- Operating System
- Information Security
- Introduction to Forensic Science
- Network Security
- Multimedia Security
- Computer Networks
- Malware Analysis
- Malware Analysis Lab
- Cloud Security
- Ethical Hacking
- Ethical Hacking Lab
- Network Administration
- Advanced Computer Forensics
- Mobile Forensics
- Preservation and Recovery of Digital Evidences
- Computer Forensic and Cyber Crime
- Forensic Crime Scene Management
- IT Governance, Risk and Compliance
- Advanced Data Science for Security Analysis
- AI in Cyber Security
- Cyber Forensics
- Forensic Audio Video Analysis
- Disaster Management System
- Digital Evidence and Computer Crime

B.Sc

# ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

Duration : 3 years

Eligibility : Pass in +2

## CAREER PROSPECTS

B.Sc. (Artificial Intelligence and Machine Learning) deals with mainly on machines (or computers) that mimic “cognitive” functions which humans associate with the brain such as “learning” and “problem solving”.

Artificial intelligence was founded as an academic discipline and has been divided into subfields based on technical considerations, such as “robotics” or “machine learning”

Machine Learning algorithms build a mathematical model based on sample data, known as “training data”, and are used in a wide variety of applications, such as email filtering and computer vision, where it is difficult to develop a conventional algorithm for performing the task effectively.

Machine learning is closely related to computational statistics, which focuses on making predictions using computers. The AI field draws upon computer science, information engineering, mathematics, psychology, linguistics, philosophy, and many others.

## COURSE CONTENTS

- Problem Solving and Programming in C
- Artificial Intelligence and Machine Learning
- Programming in Python
- Database Management
- Programming in R
- Machine Learning Techniques
- Data Analytics
- AI & Knowledge Representation
- Internet of Things
- Optimization Techniques
- Web Designing
- Deep Learning
- Natural Language Processing
- Data Visualization
- Cloud Computing
- Natural Language Processing
- Object Oriented Programming with JAVA
- Internet of Things Lab
- Deep Learning Lab
- Data Visualization Lab
- R Programming Lab
- Advanced Data Structure
- Robotics
- Robotics Lab



# B.Sc

## DATA SCIENCE AND ANALYTICS

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

B.Sc. (Data Science and Analytics) programme (related to data mining and big data) is a multi-disciplinary field that uses scientific methods, processes, algorithms and systems to extract knowledge and insights from structured and unstructured data.

Data Science is to unify statistics, data analysis, machine learning and their related methods in order to “understand and analyse actual phenomena” with data. It employs techniques and theories drawn from many fields within the context of mathematics, statistics, computer science, and information science.

Combined with Data Science, Data Analytics is a process of inspecting, cleansing, transforming and modelling data with the goal of discovering useful information, informing conclusion and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains as Data Scientists and Data Analyst.



### COURSE CONTENTS

- Programming Paper (C & JAVA)
- Digital Fundamentals & Computer Architecture
- Fundamentals of Data Analysis
  - Standard Distributions
  - Sampling theory and inferences
  - Descriptive Statistics & Probability
- Data Analytics
- Python programming for Data Science
- Data structures and Algorithms
- Data base Management System
- Map Reduce programming
- Big Data Analytics
- R-programming
- Web Analytics
- Social Media Analytics
- Information Retrieval
- Cloud Data and Security
- Business Analytics
- Spreadsheet Computation Lab
- Data Visualization using PowerBI and Tableau
- Machine Learning
- Exploratory Data Analytics

# B.Sc CS

## COMPUTER SCIENCE

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

The application of computer in the modern world is unlimited. Computers are extensively used in research and development particularly for scientific and industrial purposes. They are also used for commercial and other special purposes. It increases the demand for the trained workforce. The Government of India has initiated several projects to employ trained computer professionals. IT companies need computer specialists to develop software for domestic and foreign requirements.

After the completion of this course, one can join PG courses viz., M.Sc (CS), MCA, MBA, MIB, MSW etc. and they may be employed as Executives in EDP, System Executives, Software Engineers and System Programmers in software industries. This course will enable the students to gain specialization in Multimedia and Animation.



### COURSE CONTENTS

- Data structure & Algorithms
- Programming in C
- Programming in C Lab
- Theory of Matrices and Differential Equations
- Digital Fundamentals and Computer Organisation
- Programming with C++
- C++ & Data Structures Lab
- Operations Research
- Operating Systems
- Database Management Systems
- System Analysis and Design
- Discrete Mathematics for science
- Software Engineering
- VB.Net Programming
- VB.Net Programming Lab
- Multimedia Systems Lab
- Fundamentals of Accounting
- Computer Networks and Information Security
- Python Programming
- Python Programming Lab
- Java Programming
- Java Programming Lab
- Animation Techniques
- Animation Techniques Lab
- PHP Programming
- PHP Programming Lab
- Software Testing and Software Quality Assurance
- Software Project Management
- Mobile Computing and WAP
- Network Protocols
- Network Security
- Project Work Lab
- Swayam Courses (Online)
- R Programming Lab
- ADHOC Sensor Networking
- Cryptography Lab
- Data Visualization Lab
- Web Technology Lab
- R Programming

# BCA

## COMPUTER APPLICATIONS

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

The industry requirements for computer scientists grow day by day and BCA programme can be a better choice of study for the students. The BCA graduates can start up their career prospects either in Government or private sector since there are a lot of employment opportunities in them. Job opportunities can be found in software and hardware companies. Opportunities for placement of the BCA degree holders are plenty as they undergo vigorous training in Programming Languages, Software Package, Project work, etc.. After completion, students become eligible to join PG courses such as MCA, M.Sc.(CS)., etc., They can be employed as Executives in EDP, System Executives, Software Engineers, System Programmers, App Developers, Front End and Back End Developers, etc.,



### COURSE CONTENTS

- Data Structures and Applications
- Programming in C
- Digital Fundamentals and Computer Organization
- Operating Systems
- Database Management System
- Object oriented Programming with Java
- Java and Data structures Lab
- Dot Net Programming
- MIS and ERP
- Web Programming Lab
- Mobile Application Development Lab
- Data Communications and Information Securityy
- Software Project Management
- Open Source Technologies Lab
- Python Programming Lab
- Big Data Analytics Lab
- Data Computation and Visualisation Lab
- Business Intelligence Lab
- Cloud Applications and Development
- Cyber Security and Forensics
- Statistics
- Operations Research
- Project Work
- Fundamentals of Accounting

# B.Sc (IT)

## INFORMATION TECHNOLOGY

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

B.Sc (IT) graduates have immense opportunities to serve as technocrats in the fast growing IT sectors. B.Sc (IT) programme primarily focuses on subjects such as software, databases, and networking. After completion of this degree, a student can pursue his/ her higher studies in M.Sc (IT), M.Sc (CS), MCA, MBA, MIB, MSW, MS, etc. Job opportunities in IT sector are very wide and varied right from computer hardware and networking to software. Telecommunications and Office Automation also require IT students. Placement opportunities as Software Engineer / Programmer, Developer (Dot Net / JAVA / C++ etc...), Network Administrator, Database Administrator, Network Programmer, Tester, System Analyst, Business Analyst and System Engineer in MNC IT Companies are plenty.



### COURSE CONTENTS

- Digital Fundamentals and Computer Organization
- Programming in C
- Programming in C Lab
- Data structures Fundamentals
- Operating Systems
- Java Programming
- Java Programming Lab
- Multimedia Lab
- PHP Programming Lab
- Software Engineering
- .Net Programming and DBMS Lab
- Database Management Systems
- Management Information System
- Cyber Security
- Computer Network and Information Security
- Python Programming
- Python Programming Lab
- Web Technology
- Data Mining and Warehousing
- Big Data Analytics
- Internet of Things
- Mobile Applications Programming
- Mobile Applications Programming Lab
- Artificial Intelligence and Machine Learning
- Open source Java Script Framework Lab
- R Programming
- Quantitative Aptitude
- Summer Project
- Value Education and Human Rights
- Environmental Studies
- Swayam Courses (online)
- Progressive Web Applications Lab

# B.Sc

## PSYCHOLOGY

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS :

The Department of Psychology at STC trains young minds at the undergraduate level to equip themselves with the right level of attitude, skill and knowledge to become successful in the following professions in future such as

- Clinical Psychologist
- Counselling Psychologist
- Special Educator for Childhood Disorders
- Rehabilitation Services
- Sports Psychologist
- Student Counsellor in Schools, Colleges & Marital Counsellor at Family Courts
- Specialists in Human Relations at various Organizations, Institutions and Industries
- Research and Project Assistants in DRDO
- Eminent Academicians

The Department of Psychology at STC had its modest beginning in the year 2014. The department has introduced various innovative, healthy and unique practices in the academic curriculum. The Psychology Laboratory contains various psychological test materials like Eysenck Personality Inventory, Ishihara test for Colour Blindness, Bell's Adjustment Inventory, Stroop Effect Test, etc.,

Also we have popular apparatus based tests like Depth Perception Apparatus, Tweezer Dexterity Apparatus, Finger Dexterity Apparatus, Size Constancy Apparatus, Muller Lyer Illusion apparatus, Seguin Form Board Test, Tachistoscope, Concept Formation board, Size Weight illusion box, Trial and Learning apparatus, Maze Learning apparatus, Air puff apparatus, Steadiness tester, two hand coordinator and division of attention apparatus.



### **SEMESTER I & II:**

- General Psychology I & II
- Developmental Psychology I&II
- Biopsychology I & II

### **SEMESTER III & IV**

- Abnormal Psychology I & II
- Statistical Methods in Psychology I & II
- Psychological Assessment: Practical I & II
- Testing and Assessment in Psychology
- Computer Applications in Psychology

### **SEMESTER V & VI**

- Social Psychology I & II
- Organizational Psychology I & II
- Guidance and Counselling Psychology I & II
- Introduction to Research Methodology
- Psychological Assessment: Practical III & IV
- Educational Psychology / Consumer Behaviour
- Introduction to Forensic Psychology / Health Psychology
- Introduction to Criminal Psychology / Positive Psychology
- Introduction to Cyber Psychology / Environmental Psychology
- Internship
- Minor Group Project



# B.Sc PHYSICS

Duration : 3 years

Eligibility : Pass in +2 with Physics,  
Chemistry & Maths

## CAREER PROSPECTS

The Department has highly experienced and motivated faculty members who are in the process of tuning the young minds to make them globally competitive. The strength of the department is the highly motivated students who want to understand and upgrade their knowledge and skills. The scope of Physics is endless. Depending upon the interest of the students, he/she can choose higher studies or if employed can be engaged in research, development, design, production, application, testing or in the administration. By working one-to-one with faculty and carrying out experiments in the laboratory, students understand the most important concepts in physics, such as the nature of subatomic particles and the evolution of the universe etc. The analytical skills they develop will enable them to become good researchers in future. Upon completion of the programme, the graduates shall pursue M. Sc. Physics and enter research programme in DRDO, ISRO, IISc, IIT or else complete B. Ed and enter teaching position in schools. Research and Development sectors in many industrial processing units recruit physics graduates at various positions in their industries. Physics graduates can also enroll for MCA& MBA programmes.



## COURSE CONTENTS

- Acoustics and Properties of matter
- Heat & Thermodynamics
- Electricity and Magnetism
- Optics
- Atomic Physics
- Classical Mechanics & Mathematical Physics
- Relativity and Quantum Mechanics
- Solid State Physics
- Electronics
- Nuclear Physics
- Digital electronics
- Microprocessor

## ELECTIVE COURSES

- Biomedical Instrumentation
- Introductory Nano science and Nanotechnology
- Television Transmission and Receiver
- Space Physics
- Geophysics
- Elementary Medical Physics

## SKILL BASED COURSES

- Basics of Laser
- Energy resources
- Basics of Electrical Appliances
- Weather Forecasting

# B.Sc CHEMISTRY

Duration : 3 years

Eligibility : Pass in +2 with Physics,  
Chemistry & Maths

## CAREER PROSPECTS

The Department of Chemistry was established in 2018 with the approval of Bharathiar University, Coimbatore and has got all the facilities of spacious laboratory, books and journals and other amenities. The curriculum envisages to integrate teaching and research to induce a scientific temper among the rural students. The programme has been designed with courses related to skill development, entrepreneurship and values so that students will emerge as responsible citizens, with knowledge, wisdom, skills, attitudes and values which will make them as successful professionals. Upon completion of the programme, the graduates shall pursue M. Sc. Chemistry and enter research program in reputed organizations like IIT, IISc, CLRI, etc or else complete B. Ed and enter teaching position in schools. Research and Development sectors in many industrial processing units recruit chemistry graduates at various positions in their industries. Chemistry graduates can also enroll for MCA, MBA programmes.



## COURSE CONTENTS

- Inorganic Organic and Physical Chemistry I
- Industrial Chemistry
- Inorganic Organic and Physical Chemistry II
- Inorganic Organic and Physical Chemistry III
- Inorganic Organic and Physical Chemistry IV
- Inorganic Chemistry
- Organic Chemistry I
- Physical Chemistry I
- Physical Chemistry II
- Dye Chemistry
- Analytical Chemistry
- Organic Chemistry II
- Spectral and analytical Techniques

## ELECTIVES

- Food Chemistry
- Fuels and energy storing devices
- Polymer Chemistry
- Novel inorganic solids
- Molecules of life
- Applications of computers in chemistry
- Nano Chemistry
- Forensic Science

## SKILL BASED COURSES

- Green Chemistry
- Basics of Pharmaceutical Chemistry
- Clinical biochemistry
- Food Science

# B.Com ABA

## APPLIED BUSINESS ACCOUNTING

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

- Exclusively designed programme for the application of Business Accounting knowledge
- Curriculum based on Industry requirements with ample opportunities for placements
- Programmed to create full-fledged Accounting and Finance Professionals
- Students of B.Com (ABA) have more opportunities in their career to get elevated to the level of Finance Managers, Finance Advisors, Business Advisors, Finance Controllers and Finance Directors
- Simultaneously the students can aspire for ACA, CMA and ACS programs

### FEATURES OF THE PROGRAMME

- Compulsory Institutional Training for 120 hours during I, III, V & VI Semesters.
- Professional training cum report for 30 days at the end of II and IV semesters.
- Comprehensive subject viva-voce will be conducted at the end of VI Semester
- Classes handled by professionally qualified teachers, well-experienced professors and finance experts.
- Empowerment of students' leadership skills, personality development and Communication skills through "FINMAN" Association

### COURSE CONTENTS

#### Accounting and Finance

- Principles and Practice of Accounting
- Financial Accounting
- Financial Reporting
- Corporate Accounting I and II
- Cost Accounting
- Management Accounting
- Financial Management
- Business Analysis and Valuation

#### Tax

- Income Tax Law and Practice – I
- Income Tax Law and Practice – II
- Customs Duty and Goods and Services Tax

#### Law

- Business Law
- Company Law and Secretarial Practice
- Labour Legislation and Industrial Relations

#### Computer & IT

- Office Automation and Accounting Package Lab
- Information Security and System Control
- Enterprise Information System

#### Commerce and Management

- Managerial Economics
- Business Organization and Management
- Business Mathematics
- Business Statistics
- Banking Theory Law and Practice
- Executive Business Communication
- Strategic Management
- Project Appraisal and Management
- Entrepreneurial Development
- Forensic Accounting & Audit
- Investment Management

#### Training & Viva-Voce

- Institutional Training - 120 Hours (4 sem)
- Professional Training cum Report (2 sem)
- Comprehensive Subject Viva-voce

# B.Com BA

## BUSINESS ANALYTICS

Duration : 3 years

Eligibility : Pass in +2 (with General Maths)

Business Analytics is a combination of Data Analytics, Business Intelligence and Computer Programming. This programme aims to provide every student, with a skill to organize, collect industry-based statistical data, define how it can be categorized. Moreover the programme highlights how to select data and use the organized data for the development of the relevant field. It largely supports the students to develop their skill sets in selecting the data and teach them the nuances in using the same.

After completing this programme, B.Com (Business Analytics) graduates have a lot of job opportunities in the field of Business Analyst, Quantitative Analyst, Operations Research Analyst and Market Research Analyst etc.

The programme provides a strong base in the fields of Programming in Python & R, Statistical Analysis, Digital Marketing, Data Analytics / Web Design Analytics, Data Analytics Modeling, Business Intelligence, Search Engine Optimization, Data Visualization, Forecasting and Predictive Analytics, Technologies of Business Applications.



### COURSE CONTENTS:

#### Accounting and Finance

- Financial Accounting-I
- Corporate Accounting-1
- Cost Accounting
- Financial Management
- Management Accounting

#### TAX

- Income tax law and Practice -I

#### Law

- Business Law
- Company Law and Secretarial Practice

#### Computer and IT

- Computer Applications Practical - I – Analysis with Excel
- C++ Programming
- Business Data Mining
- Database Programming
- Information Security
- R-Programming in Business
- Computer Application Practical IV – Analysis with SPSS & R
- Business Intelligence
- Python for Analytics
- SCILAB (Scientific Laboratory)
- Web Designing
- Hadoop
- Big Data Analytics
- Business Visualization Analysis

#### Commerce and Management

- Business Statistics – I
- Business Statistics- II
- Mathematics for Business
- Entrepreneurial Development
- Office Administration
- Marketing Management
- Strategic Management
- Business organization Models

#### Training and Viva voce

- Summer Internship Programme
- SCILAB(Scientific Laboratory)

# B.Com BI

## BANKING AND INSURANCE

Duration : 3 years

Eligibility : Pass in +2 (with General Maths)

- B.Com (Banking and Insurance) programme is the most sought-after course. Banking and Insurance are the two sectors that are fast evolving and witnessing a transformational change.
- Its scope lies in various fields like Corporate Sector, Banking Sector, Public Accounting firms, Budget Planning, etc
- Job opportunities are available in Accounts and Finance departments of various private and government banks, financial institutions, educational institutions, Public Sector Banks like RBI, SBI, UPSC Civil Services, Indian Railways, LIC, United India Insurance Company Ltd., etc and other private organizations such as Accountant, Cashier, Credit Risk Manager, Auditor, Equity Research Analyst, Loan Officer, Sales Officer, Sales Manager, Financial Advisor, Insurance Manager, Accountant, Loan Counselor, Bank clerks, Insurance Advisor, Business Consultancies, Administrative Officer, Probationary Officer (PO), Branch Manager, Insurance Claim Adjuster, Insurance Claims Specialist, Insurance Agent etc.,
- The jobs for B.Com Banking and Insurance graduates are not just available in India but are also available abroad.



Many graduates working in top MNCs are offered transfers abroad. Graduates can do certificate courses or gain higher education to increase their chances of getting a jobs abroad.

- The graduates of B.Com Banking and Insurance can also opt for professional courses such as MBM, ICWA, MBA, CA, CMA, ACS, other Master Programmes in Commerce and Management.

### HIGHLIGHTS

- Curriculum is designed & developed based on competitive exams like SBI PO , IBPS PO, LIC AAO, LIC ADO etc.,
- Training classes for competitive examinations (Government examinations) are arranged.
- Placement Training
- Scholarships based on merit, Economic Background and Sports.
- Separate Hostel facilities for Boys and Girls.
- Adequate bus facility to the students.

# B.Com PA

## PROFESSIONAL ACCOUNTING

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

B.Com (Professional Accounting) programme has been uniquely designed to create accounting and finance professionals as in any other fields like Engineering, Medical, Law, Agriculture etc. An option available for the students of this course is that they can take up higher studies like M.Com, MIB, MBA, CA, CWA, CS, CFA, etc.



### COURSE CONTENTS

#### Accounting Courses

- Principles and Practice of Accounting
- Financial Accounting
- Corporate Accounting – I & II
- Financial Management
- Cost Accounting
- Management Accounting

#### Management Courses

- Performance Management
- Advertisement and Sales force management
- Services Marketing
- Business Analysis and Valuation
- Supply Chain Management
- Brand Management
- Entrepreneurial Development
- Corporate Governance
- Strategic Management
- Banking and Insurance
- Managerial Economics
- Executive Business Communication
- Capital Market
- E-Commerce
- Forensic Accounting & Audit
- Management Information System

#### Taxation Courses

- Income Tax Law and Practice – I & II
- Customs duty and Good and Service Tax

#### Law Courses

- Business Law
- Company Law and Secretarial Practice
- Economic Law

#### Mathematics Courses

- Business Mathematics
- Elements of mathematics
- Business Statistics
- Mathematics for Competitive Examinations

#### General Courses

- Business Application Software
- Practical Banking
- Investment Management
- Summer Internship Project
- Computerized Accounting – Tally
- MS Excel

# B.Com CA

## COMMERCE WITH COMPUTER APPLICATIONS

Duration : 3 years  
Eligibility : Pass in +2

### CAREER PROSPECTS

Students opting to undergo a course in B.Com (Computer Applications) learn not only the subjects of Commerce, but are also taught to use the software technology for their professional requirements. The course bridging commerce and computer applications help them become smart and employable. Training in Computer Applications in the field of commerce is an extra mileage in placements. It has an innovative modern curriculum. After the completion of the course, one can join any of the following programmes namely: MBA, MCA, M.Com, M.Com (CA), ACS, ACA, and MIB, MSW.



### COURSE CONTENTS

- Financial Accounting - I
- Office Automation: Practical
- Computer Fundamentals
- Computerized Accounting Package: Practical
- Business Mathematics
- Financial Accounting - II
- Java Programming: Practical
- Java Programming
- Financial Trading
- Business Law
- Entrepreneurial Development
- Business Statistics
- RDBMS and Oracle
- Oracle – SQL: Practical
- Corporate Accounting
- Principles of Management
- Investment Management
- Business Communication
- Cost and Management Accounting
- Income Tax, Law and Practice
- HTML, Java Script and Photoshop: Practical
- Internet and web designing
- Python Programming
- Python Programming Practical
- Brand Management
- Financial Reporting
- E-Commerce
- Summer Internship Programme
- Company Law
- Digital Marketing
- Cyber Security
- Business Application of Emerging Technologies
- Management Information System
- Enterprise Resource Planning
- Customs Duty and Goods and Services Tax

# B.Com COMMERCE

Duration : 3 years

Eligibility : Pass in +2

## CAREER PROSPECTS

A candidate with B.Com degree can be placed in any organization and his / her job prospects are plenty. The course provides a strong base that enables the students to pursue their career in various fields. After the completion of this course, students can join PG courses viz., MBA, MCA, M.Com, M.Com (IB), MSW and other professional courses like ACS, ACMA, ACA, etc.,



## COURSE CONTENTS

- Financial Accounting I & II
- Business Organization & Management
- Business Economics
- Business Law
- Corporate Accounting I & II
- Digital Marketing
- Financial Management
- Investment Management
- Corporate Governance
- Business Mathematics and Statistics
- Company Law and Secretarial Practice
- Cost Accounting
- Entrepreneurial Development
- Banking Theory Law and Practice
- Insurance Law
- Management Accounting
- Auditing and Assurance
- Income Tax Law and Practice I & II
- Commerce Practical
- E-Accounting
- Customs Duty and Goods and Services Tax
- Computer Application Practical (MS Office)
- Executive Business Communication
- Management Information System
- E-Commerce
- Labour Law and Industrial Relation
- Business Analysis and Valuation
- Financial Reporting
- Enterprise Resource Planning
- Human Resource Management
- Brand Management
- Supply Chain Management
- Summer Internship Programme

# BBA

## BUSINESS ADMINISTRATION

Duration : 3 years

Eligibility : Pass in +2

### CAREER PROSPECTS

Bachelor of Business Administration (BBA) is a 3-year professional undergraduate course in Business Management. BBA course equips the students with the right knowledge and skills in business and management and impart knowledge of the principles which are perfect for a career in the corporate world. With the emergence of globalization and liberalization policies, Business Management has gained greater importance and has created more employment opportunities. After the completion of the course, students can join any of the following courses: MBA, MCA, MIB, MSW and Professional courses like CA, ICMA, ACS. In the current scenario, BBA graduates can emerge as entrepreneurs.



### COURSE CONTENTS

- Management Principles and Practice
- Business Communication
- Business Mathematics for Managers
- Financial Accounting
- Organizational Behavior
- Business Statistics
- Marketing Management
- Human Resource Management
- Business Economics
- Production Management
- Supply Chain Management
- Fundamentals of Logistics Management
- Financial Management
- Digital Marketing
- Marketing Research
- Customs Duty and GST
- Income Tax Law & Practice
- Business Application Software – Ms Office
- Accounting Package - Tally
- Institutional Training

### ELECTIVES

- Basics of Business Analytics
- E-Logistics
- Warehouse Management
- Data Visualization using Tableau
- Human Resource Analytics
- International Logistics Management

# BA ENGLISH LITERATURE

Duration : 3 years

Eligibility : Pass in +2

## CAREER PROSPECTS

BA English Literature at STC allows students to explore an exciting and a wide spectrum of English Literature along with learning the language and acquiring career oriented skills. The programme enables the students to write in lucid and logical style and also helps them develop independent and critical skill of judgement on any piece of literature. The degree enables the students to become creative and critical in reading and analysing the process of literary works and texts. After completion of the programme, one can opt for M.A. English Literature, Mass Communication, Journalism, MSW, MBA etc. A certificate course on Content and Blog writing is offered. The Department also offers IELTS and TOEFL training.

## COURSE CONTENTS

- Prose
- Poetry
- Fiction
- Social History of England
- History of English Literature
- History of English Language and Literary Forms
- Elizabethan Age
- Puritan Age
- Augustan Age
- Romantic Age
- Victorian Age
- Modern Age
- New Literature
- Shakespeare
- American Literature
- Indian Writing in English
- English for Tourism
- Literary Criticism
- Professional Communication
- Basics of Phonetics
- Basics of English Grammar
- Mass Communication and Journalism
- Translation in Practice
- Extensive Reading
- Fundamentals of Information Security
- English for Competitive Examinations
- Understanding Poetry
- Modern Drama





## POST GRADUATE PROGRAMMES

- MBA
- MCA
- MSW (Social Work)
- M.Sc (Applied Psychology)
- M.Com (International Business)
- M.Com
- M.Sc (Mathematics)
- MA (English Literature)

PG

## WHY MBA AT STC?

Sree Saraswathi Thyagaraja College is the first institution in the Pollachi Education District to offer MBA program as approved by the AICTE. Right from the start sixteen batches of students have benefitted from the MBA program and all the students are well placed in reputed companies of the world. In the year 2009-10, STC enhanced its students' intake to 120 to cater to the increasing demand for the MBA program.

The purpose of the MBA program at STC is to provide management education to the rural youth and convert them into competent executive workforce for the industry needs. For this, they should be strong in managerial skills, and the MBA program at STC seeks to do this by offering the right combination of skills-sets to create fitting leaders. The program is a process of converting an ordinary student into a professional executive, who can prove to be a great successful professional. At STC, we not only prepare the MBA graduate for the job but also equip them with professional skills to avail opportunities successfully throughout his / her career.

The MBA program at STC integrates theory with practice. We create a participative learning environment which is complemented by group exercises, lectures, group discussions, case analysis, internship in companies of repute, project work and presentations by the students. Pre-placement training by professional trainers is a built-in component of the program. A 200 hour class time is devoted to develop and practice soft skills, assignments and industry analysis through leading industries database software, value added training in Tally, Six sigma, etc. and visits to major industries.

MBA at STC is further supported by an excellent placement service and our alumni have been placed in leading companies like Ford, Cadburys, ICICI Bank, ICICI Prudential, IDBI, HDFC Bank, Kotak Mahindra, Reliance Infocom, Reliance Insurance, Indian Plywood, Nestle, HCL, HDFC, RBS, Toyota, etc. Some of the MBAs from STC have become successful entrepreneurs and company managers as well.

## MBA AT STC

### **Vision**

The everlasting vision of the program is "Learn to Lead"

### **Mission**

- To achieve Regional, National and International recognition in a realistic time frame.
- Producing more competent management graduates with appropriate knowledge, wisdom and compassion."

### **Objective**

To motivate the youth to become business executives through the right exposure and inculcate in them, a social commitment, facilitate quality placement and develop entrepreneurial capabilities.

### **Duration**

2 Years (4 Semesters) including full-fledged Summer Project Work for a minimum of 4 weeks and an internship for a minimum of 8 weeks.

### **Eligibility**

Minimum Qualification: Any Bachelor's Degree with a minimum of 50% marks.

### **Admission Procedure**

TANCET - Tamil Nadu Common Entrance Test conducted by Anna University on behalf of the Department of Technical Education, Government of Tamil Nadu.

CET - Common Entrance Test conducted by Consortium of Self-Financing Colleges in Tamil Nadu followed by Group Discussion and Personal Interview.

### **The faculty for MBA programme**

MBA at STC is guided by a highly qualified and experienced team which includes a Director and 4 associate professors and 4 senior professors as adjunct faculty and a host of visiting professors and guest speakers from the industry and other leading B-Schools. All the 10 faculty members of MBA at STC are Members of Coimbatore Management Association and some senior faculty are associated with AIMA as well.

## The course contents for MBA

### SEMESTER I

- Fundamentals of Managers
- Statistics for Management
- Economics for decision making
- Managerial Communication
- Accounting for Managers
- Management. concepts & Organizational Behavior
- Legal Environment of Business
- Business Software Applications
- Managers in Society

### SEMESTER II

- Financial Management
- Human Resource Management
- Marketing Management
- Operations Management
- Business Analytics
- Research Methods
- Information systems Management
- Financial Statement analysis
- Business Beyond Borders
- Quantitative Techniques

### SEMESTER III

- Summer Internship
- Business ethics & Corporate Social responsibility
- Global Business
- Project

### SEMESTER IV

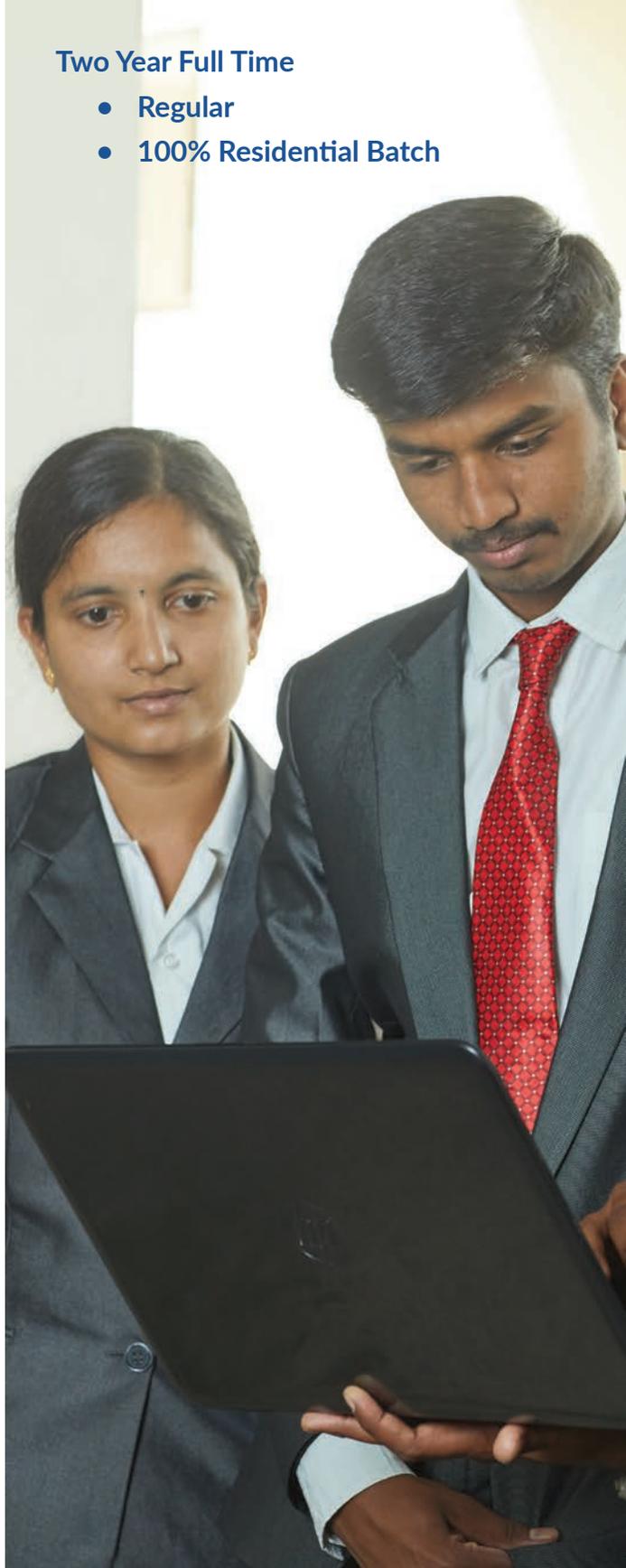
- Entrepreneurship and New Venture Creation
- Leadership
- Project

### Add on Courses

- MS Office
- Tally
- SAP
- Data Analytics
- BEC (British Council)
- Design Thinking
- Digital Marketing

## Two Year Full Time

- Regular
- 100% Residential Batch



## HR ELECTIVE COURSES

- Performance Management
- Industrial Relations
- HRM In Service Sector
- Organisation Development
- Compensation Management
- Recruitment and Selection
- HR Analytics
- Cross Cultural Management

## FINANCE ELECTIVE COURSES

- International Financial Management
- Security Analysis and Portfolio Management
- Derivatives Management
- Behavioral Finance
- Merchant Banking and Financial Services
- Mutual Funds Management
- Commercial Banking
- Risk Management and Insurance

## MARKETING ELECTIVE COURSES

- Digital Marketing
- Retail Management
- Rural Marketing
- Global Marketing Management
- Consumer Behaviour
- Integrated marketing communication
- Brand Management
- Product & Services Marketing

## CLUB AT STC MBA

1. Maestro Club
2. Startup Club
3. Fish bone Club
4. Master mind Club
5. Readers and writers Club
6. Green Club
7. HR Club
8. Cyber Club
9. Fin tech Club
10. Marketing Club
11. Fine arts Club
12. Junior CEO Club

## ANALYTICS ELECTIVE COURSES

- Introduction to Business Analytics
- Web and Social Media Analytics
- Database Management System
- Business Intelligence
- R for Business Analytics
- Big Data Platforms
- Enterprise Resource Planning
- Advanced statistics & Data Mining

## SUPPLY CHAIN & LOGISTICS ELECTIVE

- Warehouse Management
- Port & Terminal Management
- Supply chain management
- Air Cargo Management
- Supply Chain Information System
- Reverse Logistics
- Export & Import Procedure & Documentation
- Fundamentals Of Shipping
- Containerization & Multi-Modal Transport

## STC - SCHOOL OF MANAGEMENT

Ranked as

# 3<sup>rd</sup> Top B-Schools in Coimbatore



## THE WEEK - BEST B-SCHOOL 2023

## Top 150 B-Schools in INDIA

143  
(RANK)

## Top 50 B-Schools in SOUTH ZONE

44  
(RANK)

## Salient features of MBA Programme

- Internship at companies of repute
- Wide spectrum of management subjects in tune with industry requirements
- 60% teaching & 40% learning through student seminars and academic activities
- Knowledge improvement through problem based learning
- Other methods of learning include case studies, management practices, journals & book review, quiz etc.
- Wi-Fi, high speed internet and an exclusive computer lab
- Research assignments and mini projects
- Regular participation at CMA meets
- Frequent invited talks by experts from industry / B-Schools
- Visiting professors in many subjects for value addition
- Regular visits to industries including those at Metros
- MoUs with CODISSIA, BSNL, CPC and NIPM
- Membership with CMA & STC CMA Student chapters and CPC
- Advisory committee of industry experts
- Student mentorship and team goals
- Smart Classroom
- Teaching with LCD and other aids
- Hands-on industry exposure & regular interaction with industry experts
- Personal skill development, English proficiency classes & communication skills
- Regular external training programmes
- Staff to student ratio far superior to minimum norms
- Faculty members are regularly trained at IIM and in leading industries
- MBA @ STC is a nodal centre to pursue PGDPM & IR, offered by the Coimbatore Productivity Council

## THE EXCLUSIVE MBA FACULTY AT STC

**Dr. R. Nandagopal**  
M.Com,MBA,Ph.D.,  
Director General

**Mr. V.H.P. Vimal Kumar**  
MBA (UK)

**Dr. Sreekanth Venkat**  
B.E Mech (PSG Tech), PGD – HRM  
(XLRI)

**Mr. P.T.S. Shreeram**  
B.Com CSRCC, New Delhi,  
MBA (ISB),,

**Dr. G. Manokaran**  
BBA,MBA,M.Phil,Ph.D.,  
Associate Professor

**Dr. B. Thayumanavar**  
M.A,MBA,M.Phil,PGDCA.,NET,  
Ph.D. FDP IIM-I  
Associate Professor

**Dr. R. Uma Maheswari**  
M.Com,M.Phil,MBA,  
M.Phil.,PGDCA,Ph.D,FDPIIM-I  
Associate Professor

**Dr. V. Ramachandran**  
M.A,M.A,MBA,M.Phil,  
PGDPM,PGDLL,Ph.D  
Associate Professor

**Dr. A. Arun**  
MBA.,M.Phil., PhD.,  
Associate Professor

**Ms. K. Shobana**  
MBA.,M.Phil.,PGDCA.,SET., (Ph.D)  
Assistant Professor

**Ms. K. Begam Benazir**  
B.Com (CA),MBA.,M.Phil.,  
Assistant Professor

**Mr. A. Prasathkumar**  
MBA.,M.Phil.,NET  
Assistant Professor

## EXTERNAL EXPERTS

A host of VIPs mostly from industries and selected B-Schools visit STC and address the MBA students on a variety of subjects like current business, theoretical aspects of management subjects, soft skill development, etc., and the list is very exhaustive.

### The list of experts:

**Dr. L.S. Ganesh**  
Professor (Retd.),  
Dept. of Management Studies  
IIT – MADRAS.

**Prof. S. Balasubramaniam**  
Mentor,  
GRG Center for Advanced Studies,  
Coimbatore.

**Mr. B.K. Tyagi**  
Director  
Centre for Research in Medical  
Entomology, (ICMR), Madurai.

**Mr. C. Rajendran, IRS**  
Commissioner of Customs  
Central Excise & Service Tax  
Coimbatore.

**Dr. N. Ramachandran**  
CEO, Lucas TVS,  
Chennai.

**Mr. N. Subramaniam**  
Managing Director  
Habasitlakoka, Coimbatore.

**Mr. R. Rajendran**  
Chief Financial Officer,  
LMW, Coimbatore.

**Mr. G. Balasubramaniam, FCS**  
Company Secretary,  
Ramesh Iron and Steel Corporation  
India Pvt. Ltd., Coimbatore

**Mr. W.S. Sachidanantham**  
President  
Sharp Pumps Pvt. Ltd., Coimbatore.

**Mr. B. Sivakumar**  
General Manager,  
RBI, Trivandrum.

**Mr. Harjeet Singh Wahan**  
Managing Director  
ATS ELGI Ltd, Coimbatore.

**Mr. R. Varadarajan**  
Whole Time Director  
Rajshree Sugars & Chemicals,  
Coimbatore.

**Mr. Murali Desingh**  
CEO – Brand Pundit,  
(Brand and Retail Consulting),  
Coimbatore.

**Mr. Rajesh Balasubramaniam**  
Founder and Managing Director  
Everon Castings Pvt. Ltd.  
Coimbatore.

**Mr. S. Balasubramaniam**  
Chief Consultant  
CMASB & Co and  
ASAK Corporate Advisors, Calicut.

**Mr. Charles Godwin**  
Senior HR Leader  
Zoho Corporation Pvt Ltd,  
Chengalpattu.

**Mr. C.K. Kumaravel**  
CEO & Co-Founder of Naturals,  
Groom India Saloon & Spa Pvt. Ltd,  
Nungambakkam High Road,  
Chennai.

**Dr. M. Vetrivel**  
Chief Operating Officer  
Nimbark Fashions, Mumbai

**Mr. J. Karthikeyan**  
Managing Director  
Karma Innovations, Coimbatore



# MCA

### WHY MCA AT STC?

STC is one among the leading institutions offering AICTE approved MCA programme in the Pollachi Education District. Eighteen batches of students have successfully passed out and our Alumni are well placed in reputed companies of software industry.

The basic objective of MCA at STC is to create a set of capable Computer Professionals required for the industry and business sector from among the youth of rural and less affordable society. To create a smart and capable human resource, one needs to develop the skill in youth beyond the curriculum and train them to apply knowledge to real life. Beyond this, real human resources are one which should be a right combination of KNOWLEDGE, WISDOM, COMPASSION and VALUES.

The MCA programme at STC is thus a process of converting students into professional experts out of ordinary youth community. In the process of developing a capable human resource, MCA at STC adopts unique teaching-learning system, combining theory, practice, internal seminars, assignments, etc., with great emphasis on Laboratory Training, Summer Project and Internship.

In the process of producing professional Programmer, System Analyst, Software Engineer, MCA has allotted 100 hours for Soft Skills, Technical and Quantitative Aptitude, Communication, Group Discussion, Seminar, Quiz, etc. MCA is also supported by the services of its vibrant Placement Centre and alumni who are placed in leading companies like Honeywell, HP, CTS, TCS, WIPRO, Accenture, HCL, Bosch, KGISL, Agile Labs, IBM, Oracle, etc.

### MCA AT STC

#### **Vision**

To emerge as one among the Best Schools of Computer Applications recognized at the National and International levels.

#### **Mission**

To offer world class education with the provision of good infrastructure and a team of well qualified and experienced

teachers for producing graduates with global competency and mastery over the subjects in Computer Applications.

#### **Objectives**

To develop the youth into computer professionals through right exposure and inculcate in them a social commitment with better placement opportunity and innovative capabilities.

#### **Duration**

Two Year Programme | Four Semesters

#### **Eligibility Criteria for MCA**

A pass in B.Sc. CS / BCA / B.Sc. CT / B.Sc. IT. (or) B.Sc. / B.Com / B.A with Mathematics in +2 or at degree level

#### **Skillset for MCA**

|   |   |
|---|---|
| Good communication and behavioral skills                              | A positive attitude                             |
| Confidence  | Strong technical skills                         |
| Good command over programming languages like C, C++, Java, .Net, etc. | Good programming skills and hands on experience |
| Knowledge of data structure and database                              | Awareness of latest technology trends           |

#### **Admission Procedure**

TANCET - Tamil Nadu Common Entrance Test, conducted by Anna University on behalf of the Department of Technical Education, Government of Tamil Nadu

CET - Common Entrance Test conducted by Self - Financing Colleges in Tamil Nadu followed by Group discussion and personal Interview.

#### **The faculty for MCA programme**

MCA at STC is guided by highly qualified and experienced faculty exclusive for MCA besides senior professors acting as adjunct faculty and a host of visiting professors from industry and other leading institutions.

## THE EXCLUSIVE MCA FACULTY AT STC

**Dr. A. Abdul Rasheed**  
B.Sc., MCA.,M.E.,Ph.D.  
Director, School of Computing  
Science

**Prof. D. Geetha**  
M.Sc, MCA, M.Phil, (Ph.D),  
Assistant Professor,  
Experience: 19 Years

**Dr. R. Suresh Kumar**  
MCA, M.Sc (Maths), PGDCA, M.Phil, Ph.D  
Associate Professor  
Experience: 30 Years  
(Academic - 15, Industry - 15)

**Dr. S. Gunasekaran**  
MCA.,M.Sc(IT),M.Phil.,Ph.D  
Associate Professor & HoD - MCA

**Dr. S. Rajeswari**  
MCA, M.Phil, Ph.D.  
Associate Professor  
Experience: 19 Years

**Dr. P. Sudha**  
MCA, M.Phil, Ph.D.  
Assistant Professor  
Experience : 13 Years

**Prof. S. Saranya**  
M.E  
Assistant Professor  
Experience : 5 Years

**Dr. S. Sridevi**  
B.Sc.,M.Sc.,M.Phil.,Ph.D  
Associate Professor

### VISITING FACULTY

A host of VIPs mostly from the industries and from selected Technical Institutions regularly visit STC and address the MCA students on a variety of subjects, theoretical and practical

aspects of Computer Science and its applications, soft skill development etc.. The list is very exhaustive. Following is just a representative list...

**Prof. B. Murali**  
Dean - Computer Science (Retd.)  
PSG College of Arts and Science  
Peelamedu, Coimbatore.

**Dr. K. Thangavel**  
Professor & Head  
Dept. of Computer Science  
Periyar University, Salem.

**Dr. P. Jeganathan**  
Professor and Head  
PG Dept. of Computer Applications  
PSNA College of Engineering and  
Technology, Dindigul.

**Ms. Vinothini Raju**  
CEO and founder,  
Blumeric Technologies,  
Bangalore.

**Dr. B. Ramdoss**  
Department of Computer  
Applications,  
NIT, Trichy

**Dr. Manjaiah**  
Professor, Computer Science  
Mangalore University,  
Mangalore.

**Dr. M. Nandhini**  
Assistant Professor,  
Department Computer Science,  
Government Arts and Science  
College,  
Udumalpet.

**Mr. T. Karthi**  
Developer, Agile Labs  
Bangalore.

**Mr. Vadivel Kannan**  
Senior Software Engineer,  
Bosch, USA.

**Natarajan Shanmugasundaram**  
Manager Product Engineering at  
HARMAN International  
Coimbatore.

**Mr. S.N. Abhishek**  
Data Scientist  
(24)7, AI, Bangalore.

**Mr. Maneshmurthi**  
Associate Project Manager  
Robert Bosch Engineering and  
Business Solutions Pvt, Coimbatore.

**Mr. S. Boopathi**  
Software Developer  
Skava Technologies  
Coimbatore.

**Dr. Chandra Mouli P. V. S. R**  
Asst. Prof. School of Computing  
Science and Engineering  
VIT University, Vellore.

**Dr. L. Arockiam**  
Asso. Prof. in Computer Science  
St. Joseph's College  
Tiruchirapalli.

**Dr. O.A. Balasubramaniam**  
Managing Director,  
Roots Cast Pvt. Ltd.,  
Coimbatore.

**Dr. A.V. Senthilkumar**  
Director, MCA Department  
Hindustan College of Arts & Science  
Coimbatore.

**Dr. Sri Kaushik Pavani**  
Research Scientist  
Richoh Innovations Pvt Ltd.  
Bangaluru.

**Mr. V. Sriram**  
Programmer Analyst  
Cognizant Technology Solution  
Coimbatore.

# The course contents of MCA

## SEMESTER I

- Fundamentals of Computing
- Advanced Python Programming
- Applied Statistics I for Computer Applications
- Relational Data base Management Systems
- Software Development Methodologies
- Relational Database Management System Lab
- Advanced Python Programming Lab

## SEMESTER II

- Cloud Computing
- Web Technology
- Applied Statistics II for Computer Applications
- Advanced Java Programming
- Web Technology Lab
- Advanced Java Programming Lab
- Mini Project – 1
- Professional Skills
- IDC [Inter Disciplinary Course] -1

## SEMESTER III

- Big Data Analytics
- Full Stack Development
- Elective – I
- Elective – II
- Big Data Analytics Lab
- Full Stack Development Lab
- Mini Project – 2
- Placement Training -2

## SEMESTER IV

- Elective III
- Elective IV
- Major Project

## ELECTIVES

### ELECTIVE I

- Cyber Security
- Network Security
- Network Administration

### ELECTIVE II

- Mobile Application Development
- Block Chain Technologies
- Computer Vision

### ELECTIVE III

- Data mining & Machine Learning
- Data Science
- Deep Learning

### ELECTIVE IV

- Internet of Things
- Micro Services Architecture
- Social Network Analysis

## INTER DISCIPLINARY COURSES:

- Web stack Development Tools and Techniques
- Multimedia Development Tools and Techniques

# MSW

## SOCIAL WORK

Duration : 2 years

Eligibility : Any UG Degree

### CAREER PROSPECTS

The following are the departments or organisations where the MSW graduates have good employment opportunities. CINI, CRY, Department of Rural Development, Baniyan, World Vision, UNESCO, UNICEF, Special Clinics, Correction Centers, Counseling Centers, Education Sector, Health Industry & Hospitals, Human Rights Agencies, Psychiatric Hospitals, Social Welfare Homes & Prisons, Government & Non Governmental Organizations.

### JOB DESCRIPTION

The MSW graduates can get the following jobs : Social Worker, Public Welfare Managers, Counselors, Labour Welfare Officers, Psychiatric Social Workers, Project Director, Hospital Administrator, Health Service Executive, Community Social Worker, HR Manager, Talent Acquisition Specialist, etc.

### MSW @ STC

MSW is a professional degree with 3 specializations

- Human Resource Management
- Medical & Psychiatry
- Community Development

MSW promotes macro and micro-aspects of professional social work practices and MSW degree is currently considered as the terminal degree in the field of social work. Obtaining a Master's degree in social work can open the door to a number of new and exciting career opportunities in India and abroad.

### MSW @ STC ENRICHES THE STUDENTS

- Exclusive Placement Training and Impressive placements
- Exciting Study tour
- Multi-Disciplinary Research Projects
- Effectively guided fieldwork learning experiences
- Syllabus on par with National and International Standards
- NIPM- Students Chapter
- Rural Camps
- Wi-Fi enabled Smart Class Rooms
- Experienced and committed Faculty
- Paid Internship
- IELTS Free Coaching
- Prominent Alumni Network
- Ability Enhancement Course
- Skill Oriented Course
- Elective Course
- Professional and Competence Course
- Research Department (Ph.D. : Full Time / Part Time)

### AVERAGE STARTING SALARY

INR 2 to 7 Lacs p.a.



# M.Sc

## APPLIED PSYCHOLOGY

Duration : 2 years

Eligibility : A pass in UG Degree with

Psychology or any other social science subject

### CAREER PROSPECTS:

M.Sc Applied Psychology is a professional postgraduate programme focusing on understanding the complexity of human behaviour and how a person responds variedly in a wide variety of situations. This programme fits to emerge as a field of social science for modifying the lifestyles and behavioural pattern of an individual. The students undergoing post graduation in applied psychology will be able -

- To get equipped with the advanced level of knowledge and skills in the field of psychology in order to become a Professional in the fields of Clinical, Industrial, Counselling and School Psychology
- To pursue higher education in the field of clinical psychology; become a psychologist in clinical / industrial area; get employed as counselors at various rehabilitation centres, community and mental health centres.

### DISTINCTIVE FEATURES OF M.SC APPLIED PSYCHOLOGY:

- A State of the Art Infrastructure for Psychology Laboratory inclusive of large space, more than 100 psychological test materials to work upon and the seating facility to have professional one to one interaction between the Experimenter and the Subject;
- A session will be arranged thrice a week to give exclusive coaching for NET / SET aspirants at the department beyond the teaching hours.
- The department ensures organizing an Invited Talk / Student Seminar at PG Level to provide them an exposure to the practical application of the concepts discussed in psychology.
- There is an exclusive forum dedicated for discussing research activities called "Psy Research Forum".

### COURSE CONTENTS:

#### SEMESTER – I & II:

- Applied General Psychology
- Applied Social Psychology
- Psychopathology
- Psychological Assessment: Practical I
- Consumer Behaviour
- MS Office Automation
- Research Methodology
- Psychological Testing Methods and Statistics
- Psychodiagnostics
- Case Analysis
- Organizational behaviour
- Clinical Skills in Practice

#### SEMESTER III & IV

- Psychotherapy
- Theories of Personality
- Psychological Assessment: Practical II
- Counselling Skills & Techniques
- Internship
- Behaviour Modification
- Professional Therapeutic Skills
- Counselling Skills and Roleplay
- Neuropsychology
- Psychological Assessment: Practical III
- Cognitive Psychology
- Human Resource Management
- Major Research Project
- SPSS – hands on training

# MCOM IB INTERNATIONAL BUSINESS

Duration : 2 years

Eligibility : Any UG Degree from recognized university with a minimum of aggregate 50% Marks.

## CAREER PROSPECTS

The two-year M.Com (International Business) program was introduced in the year 2004 at STC. Successful M.Com (International Business) degree holders have umpteen number of job opportunities in domestic and International Business Operations. M.Com (IB) program enables the graduates to choose unique careers in diverse sectors of international businesses like multinationals, financial service companies (Banking, Insurance and Stock Markets), consulting groups, International organizations including the World Bank, International Logistics and Shipping companies, Export companies and Export houses. They can also pursue higher education in research and serve in the teaching field. M.Com (IB) students are also eligible for B.Ed.

## FEATURES OF THE PROGRAMME

- Experienced and qualified teaching faculty.
- Specialization in International Finance, Marketing, International Logistics and International HR
- Extensive Industry visits - Ports, MNCs, and Stock Exchanges etc.
- External Guest speakers from Corporate, Industry, Academia, Government Organizations, Export Promotional Councils and Boards.
- Special Workshops in Export and Import Documentation.
- Training in Communicative English and Soft Skills.
- Worldwide placement opportunities.
- Entrepreneurial Development related training programmes.
- MOUs with Industries for training Students.
- Exclusive Placement Training
- Case study analysis in class rooms
- Internship programmes
- Activity based Teaching and Learning
- Real-time Practical Exposure through practical and project at every semester

## COURSE CONTENTS

### SEMESTER I

- Core I : International Business
- Core II: Digital Marketing
- Core III: Global Logistics Management
- Elective I A - Principles of International Trade (or)
- I B – FOREX management
- Elective II A – Institutions Facilitating International Trade (or)
- II B -Derivatives Market
- Skill enhancement: Advanced excel
- Ability Enhancement: Communication skills – I

### SEMESTER II

- Core IV: Accounting for global Managers
- Core V: Foreign Trade Procedure and Documentation
- Core VI: Setting up of Business Entities
- Elective III A – Chartering & Ship Broking (or) III B – Social Media Marketing
- Elective IV A – International Shipping and Logistics (or) IV B – Business Ethics and Corporate Sustainability
- Skill enhancement-Tableau – data analysis and visualization
- Ability enhancement: Soft Skills – II
- NPTEL
- IDC – I Travel and Tourism Management

### SEMESTER III

- Core VII: Taxation
- Core VIII: Research Methodology
- Core XI: Computers in Business
- Elective V A – Airline Marketing and Strategic Airline Alliance (or) V B – Email Marketing
- Practical in Export documentation
- Skill Enhancement- Mini project on marketing research
- Ability Enhancement: Soft Skills – III
- Internship/Industrial Activity (Credits)
- NPTEL
- IDC – II Personal Financial Management

### SEMESTER IV

- Core X: Banking and Insurance
- Core XI: Corporate and Economic Laws
- Core XII: Human Resource Analytics
- Elective VI A –International Financial Management (or)
- VI B – E Commerce
- Project with Viva
- Skill Enhancement: HR Skills
- Ability enhancement: Soft Skills - IV
- Extension Activity

# M.Com COMMERCE

Duration : 2 years

Eligibility : B.Com, B.Com (CA), B.Com (E-Commerce), B.Com (CS), B.Com (CS) with CA, B.Com (Co-op), B.Com (Co-op) with CA, B.Com (Bank Mgt), B.Com (ABA), B.Com (PA), B.Com (BPS), B.Com (B&I), B.Com (BA)

## CAREER PROSPECTS

M.Com is purely a professional and job oriented programme. Inclusion of Finance, Marketing, Logistic and HRM as an elective paper in the curriculum provides the required exposure to the candidates in Finance, Marketing Practices and International Business. Successful candidates of M.Com have abundant job opportunities in Banking, Finance, Accounting, Taxation, Insurance and Share Markets apart from teaching service and self-employment opportunities. They can pursue higher studies such as M.Phil and Ph.D. As NET/SET topics are covered in the curriculum they can easily get through the NET/SET exams.

## DISTINCTIVE FEATURES OF M.COM

- Finance and Marketing as Specialization
- Excellent teaching environment
- Activity based learning
- Application based learning for every course
- Experiential learning through field visits
- Experienced teaching faculty
- Continuous monitoring of performance
- Student Seminars
- External Guest Lectures by Academics and Corporates
- Training in Communicative English & Soft Skills
- Curriculum guarantees for placements
- Project in HR, Marketing and Finance
- Internship Training
- Placement Training

## COURSE CONTENTS

### SEMESTER I

- Management Concept and Organizational Behavior
- Modern Marketing Management
- Business Environment
- Computer Application in Business - Practical-I
- Security Analysis and Portfolio Management
- Mini Projects
- A1. Financial services, B1. Services marketing, C1. Logistic Operations, D1. International Human Resources and Intercultural Management

### SEMESTER II

- Customs Duty & Goods and Service Tax
- Business Research Methods
- Advanced Corporate Accounting
- Advanced Financial Management
- Computerized Accounting with GST - Practical I
- Professional Skills (Lab)
- A2. Project Appraisal and Finance, B2. Brand Management, C2.Multimodel Transportation Management, D2.International Labour Legislations and Industrial Relations
- \*IDC – 1 Trading in Share Market

### SEMESTER III

- Operation Research for Business Managers
- Accounting and Managerial Decisions
- Applied Direct Taxation
- Internship Training
- Business Application and Spread sheet - Practical III
- A3. International Financial Management, B3. Marketing Research, C3.Shiping and Port Management, D3.International Leadership
- \*IDC – 2 -Entrepreneurial Development

### SEMESTER IV

- Strategic Management
- Financial Derivatives
- Statistical Data Analysis-Practicals-IV
- Project and Viva Voce (Field Study)
- A4. Insurance and Risk Management, B4. International Marketing Management, C4.Supply Chain Management, D4 International HR Strategies

# M.Sc MATHEMATICS

Duration : 2 years

Eligibility : Pass in B.Sc (Maths) / B.Sc (Maths (CA)

## CAREER PROSPECTS

M.Sc Mathematics students can pursue Ph.D., M.Phil. B.Ed., M.Ed., M.Tech. They can do research in IITs and Universities. They have a bright future in teaching career. There is a demand for doctorates in Mathematics in ISRO (Indian Space Research Organization), DRDO (Defense Research and Development Organization), NAL (National Aeronautical Ltd), Indian as well as foreign universities. They can easily get through the exams conducted by CSIR – NET, TIFR, NBHM, TET/SET, UPSC, SSC, Banking Services Recruitment Board, Railway Recruitment Board and LIC. They can join Defense Services (Air Force, Navy, Army), as Havildars (Education). UPSC has CSAT (Civil Service Aptitude Test) at Preliminary Level in the recruitment of IAS, IPS and allied ser-vices. Clearing CSAT is a cake walk for Mathematics students of STC. At STC, the students are highly encouraged to do research in their domain.

## WHY M.SC (MATHEMATICS) @ STC?

- M.Sc (Mathematics) Degree provides a range of skills which enable one to enter a wide range of careers in the areas of Research, Design and Development, Mathematical Modelling, Management Services, Computing, Finances and Academics and online SWAYAM courses.

## COURSE CONTENTS

- Algebra
- Mathematical Modeling
- Real Analysis
- Complex Analysis
- Ordinary Differential Equations
- Differential Geometry
- Partial Differential Equations
- Mathematical Methods
- Classical Dynamics
- Measure & Integration
- MATLAB & LATEX and Information Security
- MATLAB & LATEX and Information Security - LAB
- Topology
- Data Analytics with R
- Fluid Dynamics
- Control Theory
- Functional Analysis
- Number Theory
- Graph Theory
- Linear Algebra with Python
- Fuzzy Logic and its applications
- Operator Theory
- Advanced Operations Research
- Problem Solving in Advanced Mathematics
- Advanced English for Competitive Examinations
- Quantitative Aptitude and Verbal Reasoning
- Two Inter-Disciplinary Courses chosen by Student
- Professional Ethics
- Project
- Software: Mathematica, Geogebra, Python, R-Programming
- Linear Algebra with Python Lab
- R Programming

# MA

## ENGLISH LITERATURE

Duration : 2 years

Eligibility : Any UG Degree with Part-II English in UG level (Four Semesters)

### CAREER PROSPECTS

The Programme grooms the learners to master English literature and teach English language for academic and professional purposes in academic institutions as well as corporate sectors. It focuses to hone their critical and analytical skills to continue their higher education or become a technical specialist in language and establish themselves in the field of blog writing, content writing, digital literature, journalism etc., The Department also offers IELTS and TOEFL training. The Department has established Focused Study Centres for Culture, Gender and Green Studies.



### COURSE CONTENTS

- British Literature I
- Indian Writing in English
- History of English Language
- English Language Teaching and ICT
- Translation Studies
- British Literature II
- American Literature
- Common Wealth Literature
- World Classics
- Eco Wisdom
- Quantitative Aptitude and Verbal Reasoning
- Professional Ethics
- British Literature III
- Literary Criticism and Theory
- Office Automation
- Office Automation Lab
- Contemporary Literary Theory
- British Literature IV
- Shakespeare
- Gender Studies
- Approaches to Literature
- Rhetoric and Research Methodology
- Journalism
- World Drama and Classics
- Culture Studies
- Subaltern Studies
- Media Studies

# DEPARTMENT OF PHYSICAL EDUCATION

## Vision

To bring laurels to STC in Olympics, Asian and Commonwealth Games at the earliest before 2025

## Motto

**A sound mind in a sound body.**

Both the brain and the brawn of the students should be equally trained and developed by drawing the best out of them in their academics, sports and personality development. The Department of Physical Education at STC has been encouraging Sportsmen by giving them year-round training, coaching, competitive experiences and exposures under the direct supervision of efficient and experienced coaches and sports administrators.

The professional preparation through training naturally brings out excellence from every sportsperson and from the team. In pursuit of excellence, the boys regularly play against top teams of Tamilnadu and other states which provide them plenty of job opportunities as Sports Administrators

of various Departments of the Centre and State Government watch, observe and assess them. Organizations like ICF, Railways, Banks, Central Excise, Customs and others prefer STC boys as they are disciplined, adaptable, and exhibit endurance and are capable of playing for long years in their respective teams and bring glory to their organisation.

## Infrastructure

A separate sports block is functioning exclusively for sports and games with all the modern amenities.

It has the following facilities :

- Indoor games
- Fitness center
- Separate green rooms for boys and girls with toilet and bath facilities
- Store room for sports equipments
- Office room for physical education
- First aid facilities in a separate room.



## The Sports Complex has the following facilities

- Basketball
- Volleyball
- Ball Badminton
- Tennis
- Hand Ball
- Kabaddi
- Kho-Kho
- 200m Athletic track
- Play-field for Football

## STC Sports Scholarship

STC offers free boarding and lodging for high achievers and talented sportsmen.

## Outreach Programme

STC has extended its steps further in sports by conducting District and State Level STC Founders Trophy for School students and Bharathiar University Inter – Collegiate Tournaments, Coaching Camps among the affiliated colleges of Bharathiar University. Dr.M.Settu memorial tournament for school boys and girls is the latest addition.



Bharathiar University Sports Ranking -  
2nd place in the overall Championship 2018-19

## EMPLOYABILITY TRAINING



A mere degree with some domain knowledge is quite insufficient for the career prospects and employability of the students. They should be quite strong in all kinds of skills which would ensure them employability and global competency. At STC, there is a unique program which focuses on training the students **right from the first year of graduation** on the development of the following skills :

- Communication skills
- Verbal Reasoning skills
- Quantitative aptitude
- Behavioural skills
- Presentation skills
- Leadership skills
- Interpersonal skills
- Interview skills
- Entrepreneurial skills etc.,

A dedicated training team consisting of specialists in aptitude and soft skills of CTPC will make the students industry ready.

## THE FINE EDGE

At STC, there are nine modern Computer Labs equipped with 679 latest machines and the latest software. Six servers based on Windows 2008 and Linux provide the backbone connectivity to 673 intelligent Pentium based clients enabling the students to work on any platform. Teaching and learning process is carried out through Group Discussions, Case Study Analysis, Role Play, LCD presentation, Industry Visits, Internship, Mentorship, Counselling and Guidance, Placement, Training etc.

A RF tower link provides 24-hour free internet connectivity for students to update their knowledge. The college hosts a number of national / international seminars on a regular basis and it bubbles with plenty of academic, sports and games, personality development, and character building activities. To overcome the difficulties of rural students in written and spoken Communicative English, a certificate course in Communicative English handled by experts is given. A language lab for Spoken English has been set up to serve the interests of students. The latest is the Words Worth Language Lab program for students' better communication/articulation.

The centre for Counseling and Guidance headed by an experienced and qualified psychologist offers personal and academic guidance and counseling to the students.

Maintaining constant rapport with the professional and business world is the speciality of the college. Through STC Business Club, the students establish contacts with big business firms and organize seminars and conferences to gain real life experience.

Besides, there is an active and effective career guidance and placement cell which guides and helps the students secure placements in leading corporate and business houses. Another highlight is the hands-on-training through industry visits for students to gain practical knowledge for supporting and supplementing the classroom learning and experience.

The Department of Physical Education provides very good facilities for indoor and outdoor games with modern sports equipments, gymnasium and play courts for a variety of games.

To develop social skills and leadership qualities, the college encourages service-oriented NSS, Rotaract Club, Youth Red Cross and so on. The students quite often donate blood, participate in road laying and help the AIDS awareness programmes organised by institutions and other NGOs.

Muthamil Kalai Mandram, Vivekanandar Pani Mandram and a host of other clubs of STC encourage the students to develop their skills in various fields of fine arts and culture and their spiritual experience through yoga.



# CENTRES

## Centre for Training, Placement and Corporate Relations

STC has established a full-fledged and highly dynamic Centre for Training, Placement and Corporate Relations with a full time Director. The Placement Centre has actively taken up the task of training the students by experts from academic and corporate fields and then placing them in leading organizations such as Cognizant, WIPRO, TCS, Infosys, ICICI, HDFC, Tech Mahindra, etc., through campus interviews and job fairs. Our relation with local industries is on the upscale. We maintain mutually beneficial training and placement tie-ups with other institutions of repute. The CTPC regularly conducts job fairs, On Campus and Pool Campus drives in the campus by involving leading companies and in association with Bharathiar University. A few of our prestigious recruiters are Cognizant, Encore Theme, Infosys, TATA Consultancy Services, Wipro, Zoho, The Muthoot Group, Blue Ridge Consulting Services, Jaro Education, Just Dial, Focus Edumatics, Joy Alukkas, Thyrocare, Cancer Aid Society etc.

## Centre for Counselling and Guidance

The Centre for Counselling and Guidance was established at STC in 2008. This Centre provides individual and group counselling to students. Besides, the centre arranges regular seminars and workshops for faculty and students. The centre also extends its services to nearby schools, industries, prison cells and the public.

## Centre for Research and Development

STC's focus is on research as the critical futuristic endeavour. To give research an impetus in the institution, an exclusive Centre was established in 2010, the Centre for Research and Development (CRD). The prime objective of CRD is to create a research ambience and culture by promoting research activities among the faculty and students. Research activities of CRD subsume sponsored research projects, publications in refereed journals, research consultancy and trainings, faculty research seminars as well as working paper series. It functions as a catalyst in imbibing cutting edge research ideas and

methods among the faculty members and students in the institution. Research Scholars forum has been promoted to create a platform for research scholars and students to have panel discussions on current research issues.

CRD has successfully completed 69 sponsored research projects and submitted 47 research project proposals to various donor agencies such as NCW, ICSSR, NABARD, DST, EDITN and Azim Premji University. Working paper series have been commissioned and nine have been published and one in the pipeline. Research seminar series have been introduced and already 6 have been organized on monthly basis. The Centre for Consultancy Services has signed an MOU with V-Alien company from Coimbatore. We have done two software packages and website development works. The centre has Research Coordination Committee and Consultancy Coordination Committee. Every month minimum one meeting is organized to deliberate on the research activities done in the departments and opportunities are plenty in the ecosystem for research and consultancy.

A Research Advisory Board (RAB) has been formed with the members from various research institutions and research bodies to get suggestions and feedbacks on the research activities of CRD at STC. So far five RAB meetings have been completed.

## Centre for Consultancy Services

The Centre for Consultancy Services (CCS) is yet another milestone in the growth path of STC. The ultimate objective of CCS is to make better use of the latent human resources at STC for the benefit of the society. Both the clients and the faculty members can benefit through knowledge sharing and resource gaining from each other. It is thus a mutually benefitting proposition. The clients from industry, business, government and civil society can access the expertise available in the institution. This would equip the faculty members with new capabilities and processes that would enable them to deliver better services to the clients and students.

The centre intends to take up consulting services to make use of the human capital and complement its growth through pragmatic learning from clients in the following domains :

1. Software development for industries and business organizations
2. Customized information system development to organizations

3. Monitoring systems for industry, business and social work organizations
4. Management consultancy to organizations
5. Export and import potential assessment for industries
6. Evaluation studies to social work organizations
7. Research studies on customer satisfaction and market potential to business organizations
8. Impact assessment of government programmes
9. Capacity building support to social work organizations

Broadly our client base includes business organizations, industry, NGOs, equity firms and small startups. Our ecosystem is very engaging, challenging and mutually rewarding our team and our clients. We assure our clients a veritable solution and genuine results much beyond their expectations and we consider our client's business as our own.

We have the faculty strength of 55 doctorates in various domains such as Information Technology, Computer Science, Economics, Social Work, Management, Commerce and Mathematics. We also have the support of around 75 M.Phil research degree holders with lots of experience in research and consultancy and a host of well experienced senior faculty in the field of higher education.

### **Centre for Entrepreneurial Development**

The Centre for Entrepreneurial Development (CED) was established in the academic year 2012-2013 with a vision to spread the spirit and the temper of entrepreneurship and to foster innovation and inculcate entrepreneurial skills in students minds. Ever since its inception, the centre, under the aegis of Entrepreneurship Development Institute of India (EDII), has committed to organise Entrepreneurship Awareness Camps (EAC) in order to transform the mindset of rural youth from job seeking to job providing. The objectives of the centre include:

- Creating awareness on entrepreneurship among the students through training programmes, workshops and camps, identifying, motivating and guiding the budding entrepreneurs
- Facilitating the students by providing information on entrepreneurial opportunities through MSME, DIC, TIIIC and other financial institutions
- Establishing a network for proper guidance to take up the entrepreneurial ventures by equipping the

students with necessary managerial skillsets to run a business venture successfully.

- To motivate the students to involve themselves in the start-ups campaign of the Govt. of India by availing the supports and facilities available to become entrepreneurs.

### **Centre for Faculty Development**

STC cherishes and values the importance of a teacher's service in the field of higher education. The institution strongly believes that a band of good teachers with a high sense of commitment and sincerity of purpose can usher in quality education. Aiming at excellence in its academic yatra, the institution has aptly realized that the faculty are the sheet anchors who should be scholars of the highest order endowed with knowledge, wisdom and compassion in the field of higher education for the total turnaround of the students into complete personalities. Only the best teachers can produce the best students and shape them into excellent citizens and the manpower the nation needs for its great leap. To attain this prime objective, a Centre for Faculty Development (CFD) has been created and under its auspices, innumerable faculty development programmes are being conducted regularly since 2005 as per the requirements of faculty.

### **Centre for Human Excellence**

STC offers YOGA as a part of its curriculum design for the ascent and vertical transformation of the students to become enlightened, spiritually oriented and extraordinary citizens. The learning and practice of YOGA will not only give students a sound mind and sound body, but also the values, like knowledge, wisdom and compassion, metaphysical experience and communion of the individual soul with the Supreme. The purpose of education is not only to transfer knowledge and skills to the students but also transform them into better citizens. Ethics and culture programme is to teach the values of life to the student community and develop their knowledge and wisdom simultaneously which are required for human excellence in the current scenario.

### **Centre for Rural Development**

Being a rural based institution, the college undertakes many Rural Development programmes through the Centre for Rural Development, namely:

- Health and hygiene programmes
- Entrepreneur development programs for SHGs members

- Programmes for income generation
- Awareness programmes for school children on the use of library, Personal hygiene etc.,
- Environmental Protection
- Mental and Dental health programmes
- Swachcha Summer Internship
- STC-Village Corps

### **Centre for Performing Arts**

The Centre for Performing Arts was established recently with a mission to make sure that everybody in the campus should participate in the events of the performing arts being conducted throughout the year. This centre encourages students to participate in these events. STC has stepped up its efforts to support the students in the area of fine arts. We believe that performance in music, drama and dance would complement all the students and add a new dimension and richness to their learning in all disciplines.

### **STC IAS Academy**

To meet the needs of the students who aspire for IAS examination conducted by Government of India, and competitive examinations by the Government of Tamilnadu, STC has started an exclusive coaching centre for the aspirants of UPSC / TNPSC Examinations. The Academy imparts comprehensive training-cum guidance program which covers all the stages of civil service exams - Preliminary Exam (the objective type screening test); Main Exam (the descriptive type written test) and Interview. The Academy has been established with an aim to provide total assistance to the students preparing for the IAS Exam. The focus is on providing holistic education by not only covering the prescribed syllabus but also enabling the students to face other challenges of life with equal ease. The air - conditioned classrooms and library / reading room facilities offered by the academy make it a real coaching centre for the students to move forward to win their goals.

### **Controller of Examinations**

STC has an exclusive examination section for conducting all the examinations under Autonomy. The section is functioning under the Controller of Examinations, Dr. M.R. Natesan who heads this crucial office duly assisted by four administrative staff and two assistants.

# FACILITIES

## LIBRARY, THE LEARNING RESOURCE CENTRE



The Library is the heartbeat and the nerve centre of any educational institution. STC is equipped with a modern, state-of-the-art library which has an excellent collection of books and audio visual resources on varied subjects. The college also subscribes to a large number of Indian and foreign journals and magazines as well as e-journals and e-books through DELNET, INFLIBNET and NDL In addition, several periodicals in CD-ROM form are also available.

### ***The learning resource centre is equipped with the following:***

- Total no. of Books in the Library - 42965
- National Journals - 75
- International Journals - 16
- Total no. of Magazines - 54
- International Magazines - 02
- Back Volumes of Journals and Magazines - 2933
- CDs and DVDs - 2827
- E- Resources (e-BOOKS & e-Journals (DELNET,INFLIBNET-N-LIST,NDL) - 25000000
- The college has SPSS – Statistical Package for Social Sciences
- It has several Online courses through NPTEL, SWAYAM, MOOC,etc..

## TRANSPORT FACILITIES



The college has a set of well-maintained buses (14 Buses) plying to different areas to facilitate hassle free travel of the students from their residencies to college and back.

## HOSTEL



To help the students of STC from different regions and far flung places avail quality education with full concentration, the college provides excellent hostel facilities. Exclusive men and women hostels have been established to ensure a pleasing home atmosphere with protected water, tasty, hygienic and nutritious food prepared in the modern kitchens in a congenial atmosphere. Two more hostels for boys and girls with all the facilities are under construction.

## FITNESS CENTRE

The Physical Education Department of the college is well equipped with outdoor and indoor game facilities. It has a sports complex for professional training of sportsmen and sportswomen. This complex also has a fitness centre with sophisticated equipments.



# INFRASTRUCTURE



## **SPECIALISED SUPPORT CENTRES AND THEIR DIRECTORS**

### **Centre for Training, Placement & Corporate Relations (CTPC)**

Mr. N. Karthick Abinanth, M.Sc.,  
Head - CTPC

### **Centre for Counselling and Guidance (CCG)**

Mr. V. Ashwanth Kanna, M.Sc.,NET.,SET.,  
Assistant Professor & Head, Psychology

### **Centre for Entrepreneurial Development**

Dr. G. Manokaran, Associate Professor, MBA

### **Director - Centre for Faculty Development Co-ordinator, ISO - EOMS**

Dr. V. Ramachandran, Director, CFD  
Associate Professor, MBA

### **Centre for Human Excellence**

Dr. S. Rajalatha, Director  
Associate Professor, Tamil

### **Centre for Rural Development**

Dr. G. Anbu Selvi, Director

### **STC IAS Academy**

Ms. T. Sabna,  
Assistant Professor, Psychology

## **OTHER CENTRES**

### **IQAC Co-ordinator**

Ms. M. Leelavathi  
Assistant Professor, Department of AI&ML

### **Women Empowerment and Complaint Committee**

Convenor  
Dr. G. Malarvizhi  
Associate Professor, Department of Tamil

### **Internal Complaints Committee**

Convenor  
Dr. G. Anbu Selvi  
Director - CfRD / HoD, MSW

### **NSS Programme Officer**

Mr. B. Shankar Anandh  
Prog. Officer (Unit 1)

Ms. K. Begam Benazir  
Prog. Officer (Unit 2)

Mr. T. Sekar  
Prog. Officer (Unit 3)

### **Youth Red Cross**

Dr. Shoby Bovas  
Associate Professor

### **Club Co-ordinator**

Dr. S. Rajalatha, Director, Centre for Human Excellence

### **Club Advisors**

#### **Drawing**

Ms. R. Amsaveni, Assistant Professor of Computer Science

#### **Photography**

Ms. P. Shobana  
Assistant Professor, B.Sc (IT)

#### **Rangoli**

Dr. S. Sridevi  
Associate Professor of Computer Science

#### **Eco Club**

Mr. S. Sureshkumar  
Assistant Professor of Computer Science

#### **Quiz**

Ms. D. Narmatha, Associate Professor of Mathematics

#### **Music**

Ms. A. Naseema, Assistant Professor of M.Com (IB)

#### **Debate**

Dr. G. Raja, Associate Professor of Tamil

#### **Drama**

Ms. V. Vijayavadivu  
Assistant Professor of English

#### **Dance**

Ms. T. Vinutharani  
Assistant Professor of MBA

#### **Vivekanandar Panimandram**

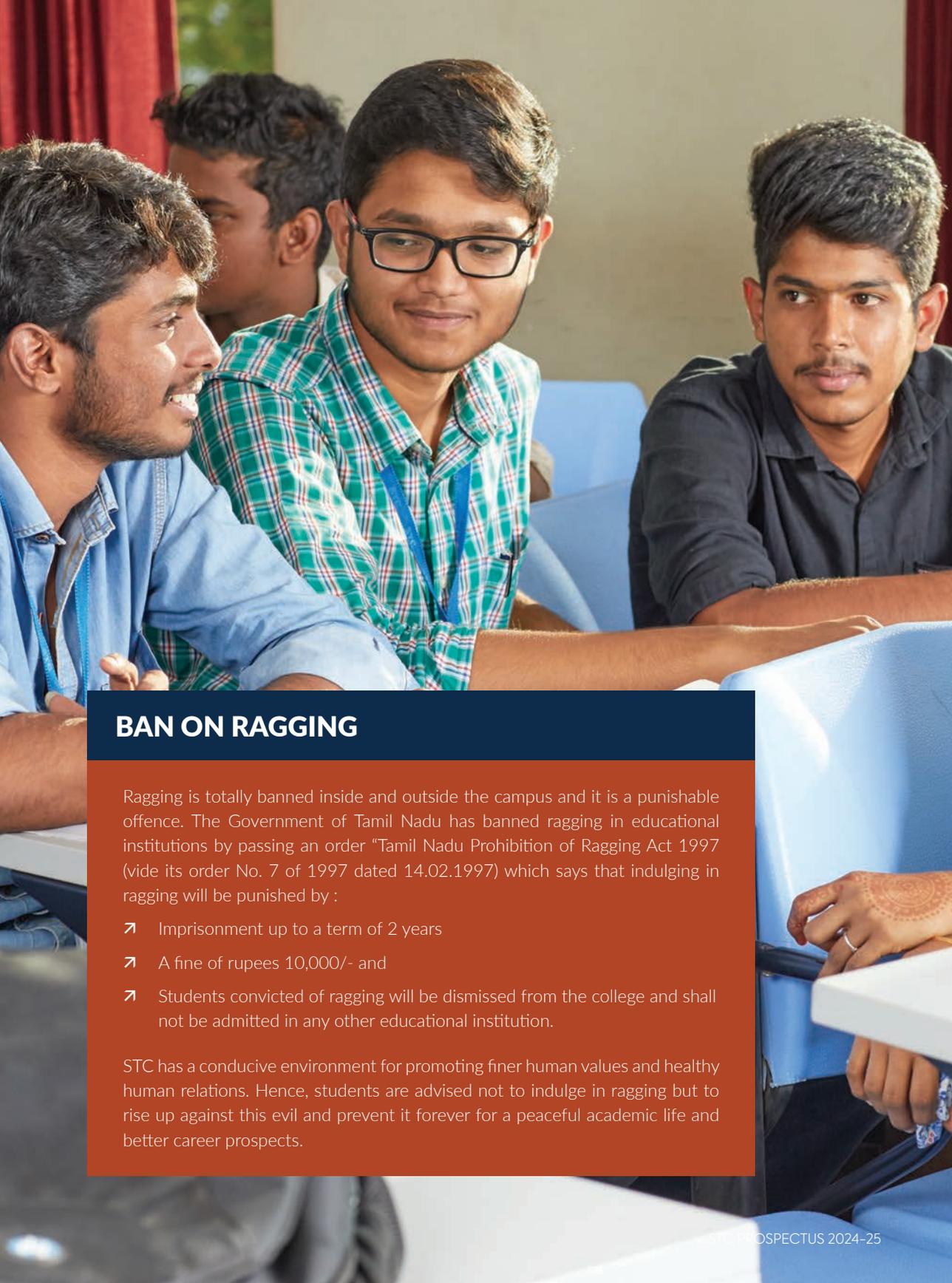
Ms. P. Jamunashree  
Assistant Professor

#### **Citizen Consumer**

Mr. H. Syed Ibrahim  
Assistant Prof. of Commerce

#### **Rotaract Club**

Dr. K. Manikandan



## BAN ON RAGGING

Ragging is totally banned inside and outside the campus and it is a punishable offence. The Government of Tamil Nadu has banned ragging in educational institutions by passing an order "Tamil Nadu Prohibition of Ragging Act 1997 (vide its order No. 7 of 1997 dated 14.02.1997) which says that indulging in ragging will be punished by :

- Imprisonment up to a term of 2 years
- A fine of rupees 10,000/- and
- Students convicted of ragging will be dismissed from the college and shall not be admitted in any other educational institution.

STC has a conducive environment for promoting finer human values and healthy human relations. Hence, students are advised not to indulge in ragging but to rise up against this evil and prevent it forever for a peaceful academic life and better career prospects.

## FACULTY PROFILE

### PRINCIPAL

Dr. M.R. Vanithamani Principal

### DIRECTOR GENERAL

Dr. R. Nandagopal Director General

### VICE-PRINCIPALS

Dr. V. Selvin Vice-Principal (Academic Affairs) & Head, Department of English

Dr. K. Bharathi Vice-Principal (Administration) & Director, Physical Education

### DEAN

Prof. K. Sivasamy Dean, Mathematics

### DEAN / DIRECTORS

Dr. I. Siddiq Director, School of Commerce  
Dr. A. Abdul Rasheed Director, School of Computing Science  
Dr. V. Selvin Director, Academic Affairs & HoD, Dept. of English  
Dr. V. Ramachandran Director, Centre for Faculty Development, PRO  
Dr. S. Rajalatha Director, Centre for Human Excellence, Co-ordinator, Centre for Performing Arts  
Dr. G. Anbu Selvi Director, Centre for Rural Development  
Mr. K. Bharathi Director, Physical Education  
Dr. G. Manokaran Director, Entrepreneurial Development Cell & IIC  
Mr. N. Karthik Abinanth Head, Placement and Corporate Relations

### DEPARTMENT OF TAMIL

|                         |                              |                                  |
|-------------------------|------------------------------|----------------------------------|
| Dr. S. Rajalatha        | M.A.,NET.,Ph.D               | Associate Professor & Head       |
| Dr. G. Malarvizhi       | M.A.,M.Phil.,NET.,Ph.D       | Associate Professor              |
| Dr. G. Raja             | M.A.,M.Phil.,NET.,Ph.D       | Associate Professor              |
| Dr. K. Ramganesh        | M.A.,M.Phil.,B.Ed.,SET.,Ph.D | Assistant Professor              |
| Mr. S. Kumaraganesh     | M.A.,NET.,                   | Assistant Professor              |
| Mr. C. Vinayaga Moorthy | M.A.,NET.,                   | Assistant Professor              |
| Ms. U. Kousalya         | M.A.,M.Phil.,B.Ed.,SET.,     | Assistant Professor              |
| Ms. A. Aswathy          | M.A., (Malayalam)            | Assistant Professor in Malayalam |
| Mr. Shahidul Islam Khan | B.A.,M.A., (Hindi)           | Assistant Professor in Hindi     |

## DEPARTMENT OF ENGLISH

|                                |                    |                                   |
|--------------------------------|--------------------|-----------------------------------|
| Dr. V. Selvin                  | MA.,M.Phil.,Ph.D   | HoD & Director - Academic Affairs |
| Dr. R. Vennila Nancy Christina | MA.,M.Phil.,Ph.D   | Associate Professor               |
| Dr. M. Subasini                | MA.,M.Phil.,Ph.D   | Associate Professor               |
| Mr. T. Sekar                   | M.A.,M.Phil.,SET., | Assistant Professor               |
| Mr. M. Jeevanandham            | M.A.,M.Phil.,NET., | Assistant Professor               |
| Ms. B. Abinaya                 | M.A.,              | Assistant Professor               |
| Ms. D. Srija                   | MA.,M.Phil.,B.Ed., | Assistant Professor               |
| Mr. K. Ragu                    | M.A.,M.Phil.,      | Assistant Professor               |
| Mr. S. Rajkumar                | M.A.,              | Assistant Professor               |
| Ms. V. Vijayavadiu             | M.A.,SET.,         | Assistant Professor               |
| Ms. A. Nafila                  | MA.,M.Phil.,NET    | Assistant Professor               |
| Mr. M. Milton Prabhu           | M.A.,              | Assistant Professor               |

## DEPARTMENT OF MATHEMATICS

|                             |   |                                  |
|-----------------------------|---|----------------------------------|
| Prof. K. Sivasamy           | M.Sc.,M.Phil.,                                    | Dean, Mathematics                |
| Dr. R. Senthil Amutha       | M.Sc.,B.Ed.,M.Phil.,PGDCA.,Ph.D                   | Associate Professor & Head       |
| Dr. O. V. Shanmuga Sundaram | M.Sc.,PGDCA.,B.Ed.,M.Phil(CS),M.Phil (Maths),Ph.D | Associate Prof. & HoD - PG Maths |
| Dr. R. Uma                  | M.Sc.,M.Phil.,Ph.D                                | Associate Professor              |
| Mr. K. Giridharan           | M.Sc.,M.Phil.,                                    | Assistant Professor              |
| Ms. R. Chitradevi           | M.Sc.,M.Phil.,                                    | Assistant Professor              |
| Ms. D. Narmatha             | M.Sc.,M.Phil.,                                    | Assistant Professor              |
| Ms. T. Mathi Sujitha        | M.Sc.,M.Phil.,                                    | Assistant Professor              |
| Dr. S. Magudeeswaran        | M.Sc.,M.Phil.,PGDCA.,Ph.D                         | Assistant Professor              |
| Mr. S. Muthukaliswarapandi  | M.Sc.,M.Phil.,B.Ed.,                              | Assistant Professor              |
| Ms. B. Arunadevi            | M.Sc.,M.Phil.,                                    | Assistant Professor              |
| Ms. S. Deivanayaki          | M.Sc.,M.Phil.,                                    | Assistant Professor              |

## SCHOOL OF COMPUTING SCIENCE

|                            |                            |                                       |
|----------------------------|----------------------------|---------------------------------------|
| Dr. A. Abdul Rasheed       | MCA.,M.E.,Ph.D             | Director, School of Computing Science |
| Ms. D. Geetha              | M.Sc (C.Sc),M.Phil.,SET.,  | Assistant Prof. & HoD - BCA           |
| Ms. C. Akila               | MCA.,M.Phil.,NET.,         | Assistant Prof. & HoD - B.Sc (IT)     |
| Ms. A. Riyaz Fathima       | M.Sc.,M.Phil.,             | Asst. Professor & HoD - B.Sc (CS)     |
| Mr. G. Murugesan           | B.Sc (CS),M.A (YHE),MCA.,  | Assistant Professor & HoD - (AI&ML)   |
| Mr. S. Midhun              | MCA.,                      | Assistant Professor & HoD - (DCFS)    |
| Dr. A. Samuel Chellathurai | M.Sc.,MCA.,M.Phil.,Ph.D    | Associate Professor & HoD - (DSA)     |
| Dr. S. Gunasekaran         | MCA.,M.Sc(IT),M.Phil.,Ph.D | Associate Professor & HoD - MCA       |

|                           |                                       |                     |
|---------------------------|---------------------------------------|---------------------|
| Dr. S. Rajeswari          | M.Sc(CS),MCA.,M.Phil.,SET.,Ph.D       | Associate Professor |
| Dr. R. Suresh Kumar       | MCA.,M.Sc (Maths),PGDCA.,M.Phil.,Ph.D | Assistant Professor |
| Dr. P. Sudha              | MCA.,M.Phil.,Ph.D                     | Associate Professor |
| Ms. P. Shobana            | M.Sc (IT),M.Phil.,MCA.,               | Assistant Professor |
| Dr. S. Sridevi            | B.Sc.,M.Sc.,M.Phil.,Ph.D              | Associate Professor |
| Ms. S. Saranya            | B.E.,M.E (CSE),                       | Assistant Professor |
| Ms. V. Vineetha           | M.Sc., (Cyberforensic)                | Assistant Professor |
| Mr. N. Mohamed Farook Ali | MCA, M.Phil.,                         | Assistant Professor |
| Ms. A. S. Nithya          | MCA, M.Phil,SET.,                     | Assistant Professor |
| Ms. R. Amsaveni           | M.Sc.,M.Phil.,                        | Assistant Professor |
| Mr. S. Sureshkumar        | MCA.,M.Phil.,PGDCA.,                  | Assistant Professor |
| Ms. S. Shameema Begum     | M.Sc.,M.Phil.,                        | Assistant Professor |
| Mr. T. Anandha Krishnan   | ME.,M.Phil.,                          | Assistant Professor |
| Ms. S. Abhirami           | M.Sc.,M.Phil.,B.Ed.,                  | Assistant Professor |
| Ms. M. Leelavathi         | MCA.,M.Phil.,                         | Assistant Professor |
| Ms. M. Vasavi             | BCA.,MCA.,                            | Assistant Professor |
| Ms. B. Iswarya            | MCA.,M.Phil.,                         | Assistant Professor |
| Ms. P. Rugma              | M.Sc                                  | Assistant Professor |
| Dr. K. Prabavathy         | M.Sc.,MCA.,M.Phil.,Ph.D               | Assistant Professor |
| Ms. K. Manimegalai        | MCA.,M.Phil.,                         | Assistant Professor |
| Ms. Ashmi Saji            | M.Sc.,                                | Assistant Professor |
| Dr. K.A.M. Sajad Hyder    | MCA.,M.Phi.,Ph.D                      | Assistant Professor |
| Ms. R. Jeyarani           | M.Sc                                  | Assistant Professor |
| Ms. M. Indira Priya       | MCA.,ME.,                             | Assistant Professor |
| Ms. P. Crena Prim Rose    | B.Tech.,M.Tech.,                      | Assistant Professor |
| Dr. G. Boopathi           | M.Sc.,MCA.,M.Phil.,Ph.D               | Assistant Professor |

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|----------------------|---|---|
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| Dr. P. Senthilkumar  | M.Com.,M.Phil.,PGDCA.,MBA.,SET.,Ph.D        | Assistant Professor & HoD - B.Com           |
| Dr. N. Chitra        | M.Com.,B.Ed.,M.Phil.,PGDCA.,Ph.D            | Associate Prof. & HoD - B.Com (CA)          |
| Dr. K. Loganathan    | M.Com.,M.Phil.,MBA.,PGDCA.,SET.,PGDFM.,Ph.D | Associate Prof. & HoD - B.Com (PA)          |
| Dr. K. Jayaprakash   | M.Com.,M.Phil.,PGDCA.,SET.,NET.,Ph.D        | Associate Prof. & HoD - B.Com (ABA)         |
| Dr. M. Selvarani     | M.Com.,M.Phil., DCA.,Ph.D                   | Associate Prof. & HoD - B.Com (BPS) & (B&I) |
| Dr. R. Vasuki        | M.Com.,MBA.,MA.,B.Ed.,PGDCA.,M.Phil.,Ph.D   | Associate Prof. & HoD - B.Com (BA)          |
| Dr. B. Mythili       | M.Com.,M.Phil.,B.Ed.,PGDCA.,Ph.D            | Associate Prof. & HoD - M.Com               |
| Dr. S. Shanthakumari | M.Com.,M.Phil.,PGDCA.,NET.,PGDFM.,Ph.D      | Associate Prof. & HoD - M.Com (IB)          |

|                       |  |                     |
|-----------------------|--|---------------------|
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| Dr. P. Gomathi        | M.Com.,M.Phil.,PGDCA., NET.,Ph.D       | Associate Professor |
| Dr. D. Premaselvaraji | M.Com.,M.Phil.,PGDCA.,Ph.D             | Associate Professor |
| Dr. K. Kumaran        | M.Com.,M.Phil.,Ph.D                    | Associate Professor |
| Dr. B. Seethadevi     | M.Com.,M.Phil.,Ph.D                    | Associate Professor |
| Dr. G. Boopathi       | M.Sc.,MCA.,M.Phil.,Ph.D                | Associate Professor |
| Dr. C. Kothaiandal    | M.Com.,M.Phil.,PGDCA.,DCP.,MCA.,Ph.D   | Associate Professor |
| Dr. A. Selva Kumar    | MCA.,M.Phil.,Ph.D                      | Associate Professor |
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| Dr. J. Shyamala       | M.Com.,M.Phil.,PGDCA.,MBA.,SET.,Ph.D   | Assistant Professor |
| Dr. S. Poornimadevi   | M.Com.,M.Phil.,PGDCA.,Ph.D             | Assistant Professor |
| Dr. T. Vanjikkodi     | M.Com.,M.Phil.,PGDCA.,CIACA.,Ph.D      | Assistant Professor |
| Dr. K. Kannan         | B.A.,M.A.,DMIS,M.Phil.,Ph.D            | Assistant Professor |
| Dr. M. Paul Murugan   | M.Com.,M.Phil.,Ph.D                    | Assistant Professor |
| Dr. J. Nimala         | M.Com.,M.Phil., Net.,Ph.D              | Assistant Professor |
| Dr. M. Kavitha        | M.Com.,MBA.,M.Phil.,Ph.D               | Assistant Professor |
| Mr. C. Sivaraj        | B.Com (CA),MCA.,                       | Assistant Professor |
| Mr. H. Syed Ibrahim   | M.Com.,M.Phil.,PGDCA.,                 | Assistant Professor |
| Mr. R. Nagarajan      | M.Com.,M.Phil.,                        | Assistant Professor |
| Ms. C. Priyadharsini  | M.Com.,M.Phil.,PGDCA.,                 | Assistant Professor |
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| Ms. K. Sowmya         | M.Com.,NET.,SET.,                      | Assistant Professor |
| Ms. K. Prabhavathi    | B.Com.,M.Com.,M.Phil.,SET.,            | Assistant Professor |
| Ms. A. Parameswari    | M.Com.,PGDCA.,SET.,                    | Assistant Professor |
| Ms. M. Devi Priya     | M.Com.,M.Phil.,PGDCA.,DCCM.,SET.,NET., | Assistant Professor |
| Ms. K. A. Aseena      | MBA.,                                  | Assistant Professor |
| Ms. K.M.A. Ansheena   | M.Com.,NET                             | Assistant Professor |
| Ms. V. Aarthi         | MCA                                    | Assistant Professor |
| Ms. K. Preegika       | M.Com., PGDIB                          | Assistant Professor |

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| Dr. A. Arun          | B.Com., MBA.,M.Phil.,PhD                          | Associate Professor & HoD, BBA  |
| Dr. B. Thayumanavar  | M.A.,MBA.,M.Phil.,PGDCA.,NET.,FDPIIM-I.,Ph.D      | Associate Professor             |
| Dr. R. Uma Maheswari | M.Com.,M.Phil.,MBA.,M.Phil.,PGDCA.,FDPIIM-I.,Ph.D | Associate Professor             |
| Dr. V. Ramachandran  | M.A.,M.A.,MBA.,M.Phil.,PGDPM.,PGDLL.,Ph.D         | Associate Professor             |

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|---------------------------|------------------------------------|---------------------|
| Dr. K. Shobana            | BBM.,MBA.,M.Phil.,PGDCA.,SET.,Ph.D | Assistant Professor |
| Dr. K. Begam Benazir      | B.Com(CA),MBA.,PGDCA.,M.Phil.,Ph.D | Assistant Professor |
| Mr. A. Prasathkumar       | MBA.,M.Phil.,NET.,                 | Assistant Professor |
| Ms. K.S. Sudeepa          | M.Com.,MBA.,                       | Assistant Professor |
| Mr. L. Venkatasubramanian | B.Tech.,MBA.,NET.,                 | Assistant Professor |
| Dr. P. Senthil Prakash    | MBA.,Ph.D                          | Assistant Professor |
| Ms. T. Vinutharani        | B.Com.,MBA.,                       | Assistant Professor |
| Ms. A. Naseema            | BBM.,MBA.,                         | Assistant Professor |
| Dr. A. Jayakumar          | M.Phil.,Ph.D                       | Associate Professor |

### Adjunct Faculty

Mr. V. H. P. Vimal Kumar, MBA., (UK)

Dr. Sreekanth Venkat, B.E Mech (PSG Tech), PGD – HRM (XLRI),

Mr. P. T. S. Shreeram, B.Com. CSRCC, New Delhi, MBA (ISB),

### DEPARTMENT OF PSYCHOLOGY

|                            |                               |                            |
|----------------------------|-------------------------------|----------------------------|
| Mr. V. Ashwanth Kanna      | M.Sc.,NET.,SET.,              | Assistant Professor & Head |
| Ms. Chethana Kirthi M. Lal | M.A.Psy.,M.Phil.,SET(KL),     | Assistant Professor        |
| Ms. Surabhi R Chandran     | M.A.Psy.,PGDPC.,NET.,SET(KL), | Assistant Professor        |
| Ms. P. Akshayaa            | M.Sc.,                        | Assistant Professor        |
| Ms. Angel Varghese         | M.Sc.,                        | Assistant Professor        |
| Ms. T. Sabna               | M.Sc.,                        | Assistant Professor        |
| Ms. C. Harshni             | M.Sc.,                        | Assistant Professor        |

### DEPARTMENT OF SOCIAL WORK

|                       |   |                            |
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| Dr. Shoby Bovas       | MSW.,Ph.D                                     | Associate Professor        |
| Dr. K. Parthasarathy  | M.A.,MSW.,M.Phil.,PG.D.M.,M.A.,MBA.,NET.,Ph.D | Associate Professor        |
| Mr. B. Shankar Anandh | MSW.,M.Phil.,                                 | Assistant Professor        |
| Ms. M. Mallika        | MSW.,   | Assistant Professor        |

### DEPARTMENT OF CHEMISTRY

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| Ms. S. Sudha          | M.Sc.,M.Phil.,          | Assistant Professor        |
| Dr. M. Makeswari      | M.Sc.,M.Phil.,Ph.D      | Assistant Professor        |

## PHYSICAL EDUCATION

|                                 |                                  |                  |
|---------------------------------|----------------------------------|------------------|
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| Ms. K. Thenmozhi                | M.P.Ed.,M.Phil,CNIS,PG Dip. Yoga | Asst. Directress |
| Mr. K. Chandrasekaran Nair, NIS | Coach - Volleyball               |                  |
| Mr. T. Ranjithkumar             | Games Marker                     |                  |

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| Mr. K. Balasubramanian | B.Sc.,MLIS.,M.Phil.,DOA.,        | Asst. Librarian   |
| Mr. K. Sivakumar       | B.Sc.,MLIS.,                     | Asst. Librarian   |
| Ms. S. Meena           | M.Com.,MLIS.,                    | Library Assistant |
| Ms. M. Nagajothi       | B.Sc.,                           | Library Assistant |
| Ms. R. Kalaiselvi      |                                  | Library Assistant |

## TRAINING, PLACEMENT & CORPORATE RELATIONS

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|-------------------------|-------------------|-------------------|
| Mr. N. Karthik Abinanth | M.Sc.,            | Head - CTPC       |
| Ms. M. Devipriya        | B.Com (BPS),MBA., | Aptitude Trainer  |
| Ms. S. Sowndharya       | M.Sc.,            | Aptitude Trainer  |
| Ms. K. Divya Dharani    | M.Sc.,            | Aptitude Trainer  |
| Ms. P. Ragavi           | M.Sc.,            | Aptitude Trainer  |
| Ms. M. Keerthana        | M.A.,             | Softskill Trainer |
| Ms. M. Kavimozhi        | MBA.,             | Softskill Trainer |
| Ms. S. Gopika           | M.A.,             | Softskill Trainer |

## PUBLIC RELATIONS / ISO-EOMS

|   |   |
|---|---|
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|---|---|

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| Ln. M. A. Vijayamoghan, Secretary   | Management Representative   |
| Mr. S. Velayuthasamy, Administrative Officer  | Administrative Officer  |
| Dr. V. Ramachandran, Director, CFD<br>Dr. V. Selvin, HoD & Director Academic Affairs<br>Dr. A. Abdul Rasheed, Director, School of Computing Science | Senior Faculty Member<br>Senior Faculty Member<br>Senior Faculty Member |
| Dr. A. Samuel Chellathurai, Head, Department of DSA   | Faculty Member  |
| Dr. K. Parthasarathy, Associate Professor, Dept. of Social Work   | Faculty Member  |
| Dr. O. V. Shanmuga Sundaram<br>Associate Professor, Dept. of Mathematics  | Faculty Member  |
| Dr. G. Anbuselvi, Head, Department of Social Work   | Faculty Member  |
| Mr. V. Ashwanth Kanna, Head, Department of Psychology   | Faculty Member  |
| Ms. C. Akila, Head, Department of IT  | Faculty Member  |
| Dr. A. Selva Kumar, Associate Professor, Dept. of Commerce  | Faculty Member  |
| Ms. Logavarshini, N. R. K, II MBA   | Student Nominee   |
| Mr. J. Nishanth, II. BCA  | Student Nominee   |
| Mr. S. Boopathi, Managing Director,<br>Sebosa and RIndiaR Software Pvt. Ltd.  | Alumni Nominee  |
| Mr. G. Balasubramanian, Vice President & Company Secretary,<br>Ramesh Iron & Steel Co. India Pvt, Ltd, Coimbatore                                   | Industrial Nominee  |
| Mr. Aravind Dhandapani,<br>Management - HR, Kanini Technologies, Coimbatore   | Employer Nominee  |
| Mr. P. Kanagaraja, BE., F/o, Sethumathav. K. (B.Sc IT)<br>Sethu Builders, Pollachi  | Parent Nominee  |
| Mr. A. S. Sankaranarayanan, Founder & Managing Trustee,<br>Native Medicare Charitable Trust, Coimbatore   | Philanthropist Nominee  |
| Mr. Felix Claret E, Assistant, Municipality Office, Pollachi  | Local Nominee   |
| Ms. M. Leelavathi, Assistant Professor, Department of AIML  | Coordinator   |

## NAAC CRITERION IN-CHARGES

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| Criterion - I   | Mr. V. Ashwanth Kanna, M.Sc.,NET.,SET<br>Dr. B. Seethadevi, M.Com.,M.Phil.,Ph.D   | Coordinator<br>Member   |
| Criterion - II  | Dr. A. Samuel Chellathurai, M.Sc.,MCA.,M.Phil.,Ph.D<br>Dr. J. Nimala, M.Com.,M.Phil.,Net.,Ph.D<br>Ms. M. Devi Priya, M.Com.,M.Phil.,PGDCA.,DCCM.,SET.,NET.,<br>Ms. T. Vinutharani, B.Com.,MBA.,<br>Ms. T. Mathi Sujitha, M.Sc.,M.Phil., | Coordinator<br>Member<br>Member<br>Member   |
| Criterion - III | Dr. G. Anbuselvi, MA (Social work),,PGHRD.,,Ph.D<br>Dr. G. Raja, M.A.,M.Phil.,,NET.,,Ph.D<br>Dr. K. Parthasarathy, M.A.,MSW.,M.<br>Phil.,P.G.D.M.,M.A.,MBA.,NET.,Ph.D<br>Dr. K. Kannan, B.A.,M.A.,DMIS,M.Phil,Ph.D                      | Coordinator -<br>Extension Activity<br>Member<br>Coordinator -<br>Research &<br>Consultancy<br>Member |
| Criterion - IV  | Dr. O.V. Shanmuga Sundaram, M.Sc.,PGDCA.,B.Ed.,M.Phil(CS),,M.<br>Phil (Maths),,Ph.D<br>Dr. K. Begam Benazir, B.Com (CA),MBA.,PGDCA.,M.Phil.,Ph.D<br>Ms. B. Iswarya, MCA.,M.Phil.,   | Coordinator<br>Member<br>Coordinator<br>e-content   |
| Criterion - V   | Ms. C. Akila, MCA.,M.Phil.,NET.,<br>Dr. G. Malarvizhi, M.A.,M.Phil.,Ph.D.,NET.,<br>Dr. S. Sridevi, B.Sc.,M.Sc.,M.Phil.,Ph.D   | Coordinator<br>Member<br>Member   |
| Criterion - VI  | Dr. V. Ramachandran, MA.,MBA.,M.Phil.,PGDPM.,PGDLL.,Ph.D<br>Dr. R. Senthil Amutha, M.Sc.,B.Ed.,M.Phil.,PGDCA.,Ph.D<br>Ms. A. Parameswari, M.Com.,PGDCA.,SET.,   | Coordinator<br>Member<br>Member   |
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| Dr. R. Vasuki        | M.Com.,MBA,M.Phil.,Ph.D                      | Member       |

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| Dr. K. Parthasarathy       | M.A.,MSW.,M.Phil.,P.G.D.M.,M.A.,MBA.,NET.,Ph.D | Member       |
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#### **MBA WISDOM IN-CHARGE**

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|----------------------|---|---------------------|

#### **KALAICHARAL & COLLEGE MAGAZINE IN-CHARGE**

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| Dr. S. Rajalatha | M.A., NET.,Ph.D | HoD, Tamil |
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## ADMISSION PROCEDURE

Candidates selected for admission will be intimated by post. They should appear for an interview along with their Parent / guardian and also bring the following original certificates:

- Aadhaar Card
- 10th Mark Sheet
- Higher Secondary Mark Sheets (+1 and +2)
- Transfer Certificate (with EMIS No.)
- Community Certificate
- Passport size colour photographs - 2 Nos
- Stamp size colour photographs - 2 Nos
- Provisional Certificate
- Consolidated Mark Sheet
- Migration Certificate for Students from other Boards and other Universities
- Degree Certificate
- Two sets of photocopies (xerox) of all the certificates. Admission is subject to verification of statement of marks by the Director of Government Examinations and if the mark sheet is found to be bogus, the admission is liable for cancellation and strict legal action will be taken. Students from other Universities/ Boards should also obtain an eligibility certificate from Bharathiar University.
- The pre-registration fee and the semester fees paid to college will not be refunded even if the student had attended one hour of classroom study
- The communal reservation policy of Government of Tamilnadu will be strictly followed.
- All admissions are subject to ratification by Bharathiar University, CBE.

# STC PHILOSOPHY

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“When an Institution becomes very important to the society, it no longer belongs only to its founders, but to the whole society”



அறிவிக்கை வெளியீடு  
அகத்தியை அணுகு

## SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, NAAC Re-Accredited with 'A' Grade, ISO 21001:2018 Certified Institution,  
Affiliated to Bharathiar University, Coimbatore, Approved by AICTE for MBA/MCA and by UGC for 2(f) & 12(B) status

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