

# KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with A+ Grade - 4<sup>th</sup> cycle

College of Excellence – UGC

Coimbatore - 641 029, Tamil Nadu, India



## DEPARTMENT OF COMMERCE REPORT

<b>Type of the Activity</b>	Re-Skilling
<b>Title of the Programme</b>	Alumni Interaction session
<b>Date</b>	02.07.2025
<b>Time</b>	10.00AM
<b>Venue of the Programme</b>	E-24 Classroom
<b>Objectives of the Programme</b>	To make students to understand the importance of marketing conditions in real business.
<b>Details of the Resource Person(s)</b>	Mr. Vigneshwar, Alumnus of Commerce, Batch (2015-2018) Engineer – Sales, Empire Machine Tools Pvt Ltd, Coimbatore
<b>Title of the Invited Talk(s) / Technical Sessions(if applicable)</b>	Escalating Marketing Skills
<b>Outcome of the Programme</b>	The alumnus highlighted the significance of understanding the marketing conditions that prevail. He also underlined the importance of studying the user interface and user experience before launching or expanding any type of product in the market.
<b>Number of Beneficiaries (Both Students and Faculty)</b>	54 students from II year BCOM
<b>Geo tag Photos (Max 4 Nos.)</b>	

