Seshadripuram Educational Trust

SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

COMMERCE

CHRONICLE

Department of Commerce and Management

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About
The Department

In Seshadripuram Institute of Commerce and Management Department of Commerce & Management was established in 2005, offering B. Com & B.B.A. It commenced its journey with a mere strength of 100 students; the institution now caters to 872 students. The department of Commerce & Management strives hard to imbibe the knowledge through real time live experience, conferences, certificate programmes, faculty development programmes, seminars, guest lectures to enhance the knowledge of students and faculties to keep them updated.
The Department also organises industrial visits, educational tours to bridge the gap between college & industry through practical exposure.

Editorial members

Prof. Vidya Shivannavar
Principal

Assoc. Prof. G. Punitha
HOD, Dept. of Commerce & Management

Asst. Prof. Spandana V.R.
Dept. of Commerce & Management

Entrepreneurship day

Lakshya - Commerce and Management Forum had organised Entrepreneurship day on 1st July 2023 in the cellar auditorium. Students from all the classes had formed multiple stalls and lived the life of an Entrepreneur for a day. They had set up stalls of Food, Games, and Accessories etc. All the faculties, non-teaching staff and students purchased whatever they wanted from the stalls. All the students had a lot of fun by purchasing the food and accessories and playing the games.

Career Guidance on CMA and ACCA

Aikya - Centre for career development in association with JK Shah had organised Career Guidance on CMA and ACCA on 03 July 2023 for all the second year and final year students. All the students imbibed the knowledge given by the dignitaries of JK Shah classes and enjoyed the programme a lot.

EXPERT TALK ON BUSINESS REGULATORY FRAME WORK FOR 2nd YEAR B.COM STUDENTS 2023

SICM Commerce and management department under IQAC Initiative had organised Expert Talk on 7th August 2023 on Business Regulatory Frame Work for 2nd Year B.COM Students. The speaker was Asst.Prof.Bharath C. All the participants took part in the expert talk enthusiastically and gained a lot of knowledge. They enjoyed the session in tandem with the knowledge they acquired about the subject from the speaker.

EXPERT TALK ON COSTING METHODS AND TECHNIQUES FOR 2nd YEAR B.COM STUDENTS 2023

SICM Commerce and management department under IQAC Initiative had organised Expert Talk on 8th August 2023 on Costing Methods and Techniques for 2nd Year B.COM Students. The speaker was Asst.Prof. Bharath R. from Seshadripuram Institute of Management Studies. All the students participated took part in the talk enthusiastically and gained a lot of knowledge. They enjoyed the session in tandem with the knowledge they acquired about the subject.

EXPERT TALK ON CORPORATE ADMINISTRATION

SICM Commerce and management department under IQAC Initiative had organised Expert Talk on 8th August 2023 on Corporate Administration. The speaker was the honourable Principal of SICM Prof.Vidya Shivannavar. All the students

took part in the talk enthusiastically and gained a lot of knowledge. They enjoyed the session in tandem with the knowledge they acquired about the subject from the speaker. A session of Q and A was also held after the session to clarify all the doubts of the students which they utilised well. Everyone took back a lot of knowledge about the subject and also had fun listening to the Principal's talk.

EXPERT TALK ON ADVANCED FINANCIAL ACCOUNTING FOR SECOND SEMESTER B.COM

SICM Commerce and management department under IQAC Initiative had organised Expert Talk on 9th August 2023on Advanced Financial Accounting For Second Semester B.COM. The speaker was Asst.Prof. Mukunda G, assistant professor from seshadripuram first grade college yelahanka. All the students took part in the talk enthusiastically and gained a lot of knowledge. They enjoyed the session in tandem with the knowledge they acquired about the subject from the speaker. A session of Q and A was also held after the session to clarify all the doubts of the students which they utilised well. Everyone took back a lot of knowledge about the subject and also had fun listening to the resource person.

MODEL MAKING AND CREATIVE CHART MAKING COMPETITION AND EXHIBITION

SICM Business Lab and Lakshya – On 11th November 2023 The Commerce and Management Forum had organised a Model Making Competition to students with an objective of giving practical exposure and enrich the skill of creative thinking among the students. The competition saw an active participation from the students.

ORIENTATION ON INTERNSHIP FOR III YEAR B.COM AND BBA STUDENTS 2023

SICM Department of Commerce and Management had on 24 November 2023 organised Orientation on "Internship For III Year B.COM and B.B.A Students. The resource person was Chartered Accountant Mr. Pavan Kumar S. Alumni, Seshadripuram Institute of Commerce and Management. Many students had participated in the programme and imbibed a lot of information.

ARTHANITI - 2023

Department of commerce and management had organised " ARTHANITI - 2023" on 11th December, 2023 at college campus as a part of providing practical exposure to students related to Marketing. Students were divided into groups and allowed to make handmade products, accessories, games and many more stalls. They printed posters for marketing their products and stalls. Overall, students actively participated in the program.

MOCK IPL AUCTION

Lakshya - The Commerce and Management Forum had organised "MOCK IPL AUCTION" competition to students on 12.12.2023. The rules were communicated to the students prior to commencment of competition and students actively participated in the Auction. The Observers for the competition were Assoc. Prof. Pramod A V and Asst Prof Bharath P N.

The winners were

I Place : Gujarat Titans from II BCOM A

II Place : Sunrisers Hyderabad from III BCOM C

III Place : Mumbai Indians from II BCOM D

EXPERT TALK ON FINANCIAL ACCOUNTING-2023

IQAC Initiative Department of Commerce and Management forum had Organised **Expert Talk on Financial Accounting** for First year BCOM students on 29th December, 2023. The resource person was **Associate Professor Amar H. A.** SICM IQAC Co-ordinator. Many students had attended the expert talk. The speaker spoke about Financial Accounting, its principles, concepts and conventions, accounting standards, financial statements, consignment accounts, royalty accounts and also emerging trends in accounting. He gave a detailed comprehensive information about the subject. All the students actively took part in the event and asked multiple questions regarding the topic which were convincingly answered. The students enjoyed the session by imbibing all the information given by the speaker.

EXPERT TALK ON MANAGEMENT PRINCIPLES AND PRACTICES FOR B.COM 2024

IQAC Initiative Department of Commerce and Management forum had Organised **Expert Talk on " Management Principles and Practices for B.COM and Management Principles and Applications for B.B.A. students** on 1st January, 2024. The resource person was **Assistant Professor Akhil Devi S.** Many students had attended the expert talk. The students enjoyed the session by imbibing all the information given by the speaker.

EXPERT TALK ON FINANCIAL ACCOUNTING-2023

Department of Commerce and Management had organised Expert Talk on “Fundamentals of Accounting for 1st year BBA Students" on 01.01.2024. Speaker was Prof. Vidya Shivannavar Principal, Seshadripuram Institute of Commerce and Management spoke about the important concepts of Accounting from examination point of view and students benefitted out of the session and gained lot of insights.

EXPERT TALK ON PRINCIPLES OF MARKETING AND MARKETING MANAGEMENT

Department of Commece and Management organised Expert Talk on "Principles of Marketing and Marketing Management" on 02.01.2024 for B.Com and B.B.A. Speaker was Assoc. Prof Sharada S. Madam spoke about the important concepts of Marketing from examination point of view and students benefitted out of the session and gained lot of insights.

EXPERT TALK ON CORPORATE ACCOUNTING -2024

IQAC Initiative Department of Commerce and Management had Organised Expert Talk on Corporate Accounting For Second year B.COM students on 03rd January, 2024. The resource person was Assoc.Prof. Ravishankar B.S. Department of Commerce and Management. Many students had attended the expert talk. The students enjoyed the session by imbibing all the information given by the speaker.

EXPERT TALK ON COST ACCOUNTING-FOR 2ND YEAR B.COM AND BBA STUDENTS-2024

IQAC Initiative Department of Commerce and Management had Organised Expert Talk on Cost Accounting For Second year B.COM & BBA students. The Resource Person was Asst. Prof. Vinija C. Department of Commerce and Management. The speaker spoke about cost accounting, she gave a detailed comprehensive information about the subject. All the students actively took part in the event and asked multiple questions regarding the topic which were convincingly answered. The students enjoyed the session by imbibing all the information given by the speaker.

MARKET SIMULATION ACTIVITY

As a part of the syllabus of Consumer Behaviour and Market Research and Marketing subject, an activity was planned to demonstrate the Real World Scenario of buying patterns of different customers. Students were divided into group of 5. Each group was allotted with imaginary cash of Rs. 45,000. Students were showcased 6 products under 4 Product Categories namely Food, Clothing, Entertainment and Electronics. Students in team discussed their purchase decisions and came up with justifying their decisions in group discussion. Students actively participated and enjoyed the activity.

INDUSTRIAL VISIT

College had organised Industrial Visit 2024 for all the first year B.Com and BBA students from 4th January till 6th January 2024 to Mymul Mysore for practical exposure to the students. All the first year students had visited the dairy and learnt a lot about how to process, produce, preserve good quality milk. All the students enjoyed the trip and imbibed a lot of knowledge.

FINANCE FROM FARMER'S PERSPECTIVE

Everybody says that Agriculture is the backbone of our country, well what if the farmer growing these crops, plants, fruits becomes hybrid, well I'm not referring about a plant or fruit created from hybridization, it's a situation were creating a new genre of farmers where they are well versed in many aspects of finance like stocks, insurance etc. what is the first thing do you think will happen? The death rates by suicide in India will decrease? Unemployment will increase? Just give a thought to it? well I'm not saying that if a farmer is well versed in finance will survive better or he/she can stay alive than dying, he/she can use the tools of finance to take a leap of faith in investing than on having faith on seasons which may occur or may not occur due to many natural reasons. Well, our country's literacy rate is around 77.77%, what about the remaining percentage? Do you think that remaining percentage of population who are illiterates just farmers? Then you are completely wrong. There are many educated farmers who are from different streams, but they lack the skill of understanding Finance. Usually if the farmer is not willing to study or willing to attend the long hour classes then he/she should be provided with an insight or knowledge about the topics of Finance.

Reading Rich Dad, Poor Dad from Kiyosaki or Learning valuation from Aswath Damodaran would provide an insight of the topic but it won't completely guide you through how to survive the tough situation of loss but suicide is not an option for any farmer. I'm not telling that finance is the only option for a farmer to survive but it might be a helpful tool to survive. But what do you think will happen if there is a bad season and 2008 crisis again which might shatter the dreams of any farmer would be shattered, so it is not the key for everything but it is a useful tool based on the situation.

Well, being a farmer without any knowledge about the finance and a farmer with the knowledge about the finance would actually make a huge difference. Did you know that Insurance companies in the U.S provide insurance services on terrorist attacks? Well, it might sound strange to opt this service but it got popular after the 9/11 incident. Likewise, the companies will definitely provide insurance on agriculture and agriculture related activities but people aren't aware of these. Coming to our country many varied insurances are provided on the issues caused to agriculture sector due to natural calamities but nobody is willing to pay and buy the insurance, and lack of knowledge about the service and due to more remote places in the country it is difficult for farmers to access these services. Now after efforts of governments of different states combined should make few changes and education on finance should be provided, Finance is not restricted to any person as years pass finance is growing and it is becoming a need than a subject. These new genres of farmers would definitely make a change in the system and economy but it might increase unemployment, wonder how? Nobody will seek advice from institutional brokers, financial advisors, portfolio managers etc. it would create a big void for many. But what is your take on this, life of a farmer? Or unemployed commerce people?

NANDAN NAYAK

III B.COM. C

"NAVIGATING THE STOCK MARKET : A COMPREHENSIVE GUIDE FOR INVESTORS"

Introduction :

The stock market is a dynamic and complex financial ecosystem that plays a pivotal role in the global economy. For investors, it offers opportunities to grow their wealth, but it also presents risks that should not be taken lightly. In this article, we will explore the fundamentals of the stock market, investment strategies, and key factors to consider when making informed investment decisions.

1. Understanding the Stock Market :

- What is the stock market?

The stock market is a financial marketplace where investors can buy and sell ownership shares of publicly traded companies. These ownership shares are called stocks or equities. Stock markets provide a platform for companies to raise capital by selling shares to the public, and investors can buy and sell these shares to potentially profit from changes in a company's value. Stock prices fluctuate based on various factors, including company performance, economic conditions, and investor sentiment.

- How does it function?

The stock market functions as a marketplace for buying and selling ownership shares (stocks) of publicly traded companies. Here's how it works:

1. Companies Go Public
2. Investors Buy Shares
3. Stock Exchanges
4. Supply and Demand
5. Stockbrokers and Online Platforms
6. Market Orders and Limit Orders
7. Information and Analysis
8. Market Indexes
9. Risks and Rewards
10. Long-Term and Short-Term Investing.

- Key players in the stock market: investors, companies, and regulators.

2. Types of Investments:

- Stocks: Owning a piece of a company.
- Bonds: Lending money to governments or corporations.
- Mutual Funds: Diversified portfolios managed by professionals.
- Exchange-Traded Funds (ETFs): Combining the benefits of stocks and mutual funds.

3. Investment Strategies:

- Buy and Hold: A long-term approach.
- Value Investing: Seeking undervalued stocks.

- Growth Investing: Focusing on companies with high growth potential.
- Day Trading: Short-term, high-risk strategy.

4. Risk Management :
   - Diversification: Spreading investments across different assets.
   - Risk Tolerance: Assessing how much risk you can handle.
   - Research and Due Diligence: Informed decision-making.
5. Market Analysis :
   - Fundamental Analysis: Evaluating a company's financial health.
   - Technical Analysis: Examining historical price patterns.
   - Sentiment Analysis: Gauging market sentiment and news impact.
6. Market Volatility :
   - Understanding market ups and downs.
   - The role of economic events and geopolitical factors.
7. Regulatory Framework :
   - SEBI (security exchange board of India).
   - Investor protection and market integrity.
8. Tax Considerations :
   - Capital gains tax.
   - Tax-advantaged accounts.
9. Investment Tools and Platforms :
   - Online brokers and trading apps.
   - Research and analysis tools.
10. Building a Portfolio :
    - Creating a diversified investment strategy.
    - Balancing risk and reward.

Conclusion :

Investing in the stock market can be a rewarding journey, but it requires knowledge, patience, and diligence. By understanding the market's inner workings, employing sound investment strategies, and managing risks, investors can increase their chances of achieving financial goals while navigating the fluctuations and uncertainties of the stock market. Always remember that investment decisions should be based on your individual financial situation and long-term objectives.

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