



SESHADRIPURAM INSTITUTE OF COMMERCE AND MANAGEMENT

COMMERCE CHRONICLE



Department of Commerce and Management

Bi - Annual
NEWSLETTER

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 891 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
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HOD, Dept. of Commerce & Management

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A Report on Talent Hunt

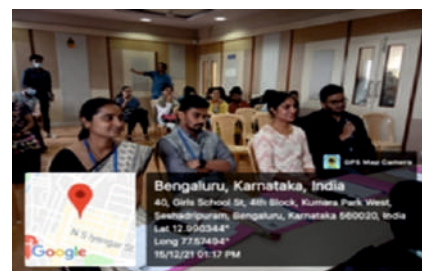
Giving light to the fresh talents of first year B.Com and BBA students Lakshya organised a talent hunt programme on 16th November, 2021 for the academic year 2021-22. Posters carrying all the detailed information and instructions were circulated 15 days prior to the program along with the compulsory registration through Google form link to participate.



Programme incepted at 11.15am at the college conference hall with the chief guest Ms. Nisarga Gowda, Principal Prof. VidyaShivannavar, Lakshya Convener Assoc. Prof Ravishakar B S were present on the stage. With the watering of sapling talent hunt of Lakshya was inaugurated. Ms. Nisarga Gowda addressed the young students motivating them with her experience and memory at SICM. Then principal addressed the students and appreciated them for participating in the talent hunt event and encouraged to participate upcoming events.

Report on Best Manager Event

Lakshya – the Commerce & Management Forum conducted The Best Manager event for 2 days. On Day 1 (14/12/2021) there was Aptitude Test and Group Discussion. On day 2 (15/12/2021) Stress Interview was conducted. Nearly 110 students were registered of which 100 members had turned up for 1st round & approximately 16 members entered 2nd round, 7 members made an entry to Final round. Conducted in the College AV Room.



Reports

A Report on ARTHANITI - Marketing Event



Department of Commerce and Management organised ARTHANI – Marketing Event for all the marketing specialisation students of 3rd B.com D students on 23.12.2021 at 12.am in AV room of the college campus. Students were given the task to market their product and services through online and sell the product through online or offline in the college campus.

Students were allowed to advertise their product 3 days before the event and take the orders online and sell the product on the date of event.

There were 40 participants in the event who sold their products through offline and online on the day on event.

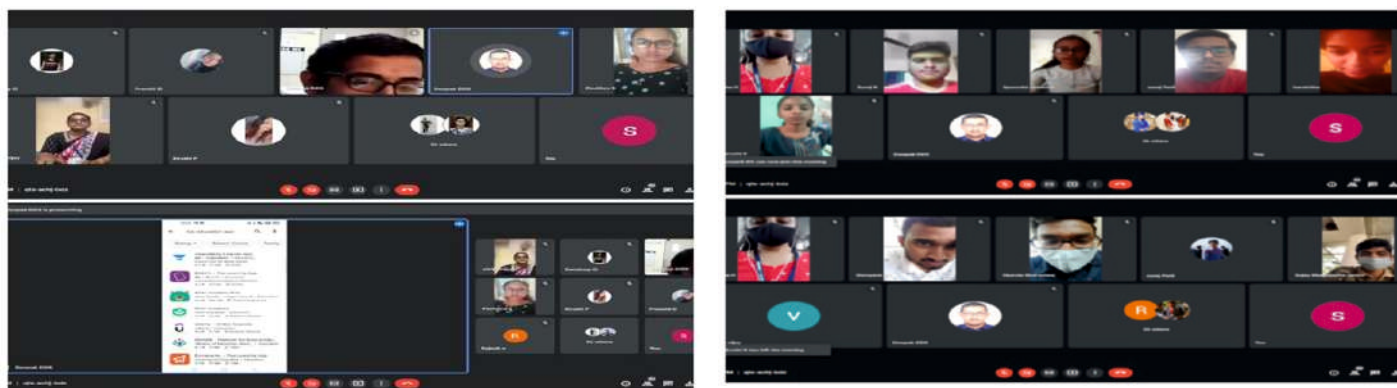
Report on “Practical Orientation on Job Readiness”



The Business Lab forum had organized a session on “Practical orientation on Job Readiness” to the students of final year BCOM and BBA to enhance their knowledge and gave an insight on Campus placements. The speaker for the session was Mr. Rahul Solanki, Associate Analyst –Deloitte and alumnus of SICM. He gave insights on resumebuilding and gave a practical session on group discussion also covered the syllabus for aptitude test .This practical orientation was a great source of information to the students on how to prepare for the campus placements. It was beneficial for student participants.

OUTCOME : Students have gained the confidence to take up the campus placements.
Registration Link : <https://forms.gle/RM8KGmF9Bv9gWjG29>

Report on “Use of Digital Platform for Startup”



The Business Lab forum had organized a session on **“Use of Digital platform for startup”** on 2-2-2022 through Google Meet platform to all students of BCOM and BBA to enhance their knowledge and gave an insight on Digital Platform for startup.

The speaker for the session was Mr. Deepak D, faculty of SICM. He gave insights on apps building and gave a practical session on how to create blog account and some benefit of doing it. This practical orientation was a great source of information to the students on how to prepare digital account in order to earning. It was beneficial for student participants. By this session students have gained the confidence to take up the digital platform earning.

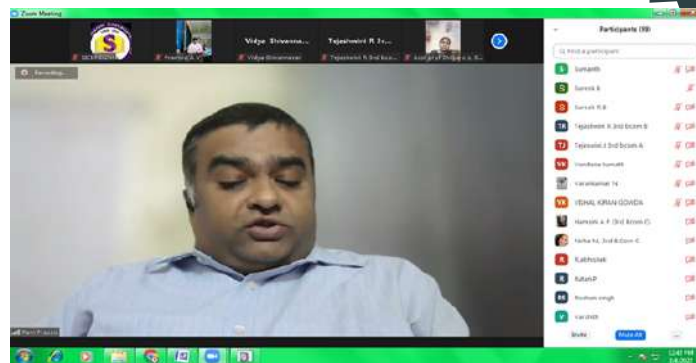
Webinar on Understanding Practical Implications of Labour Law

Aikya – Centre for Career Development organised Webinar on **“Understanding Practical Implications of Labour Law”** on 07-02-2022 through ZOOM platform.

The exposure level of the students with regard to the law is always on a lower end especially in our country. Students have to get themselves acclimatized to the various laws and its implications to the employment after their graduation, keeping this scenario in mind, the Aikya: Centre for Career Development of the college has arranged a webinar to meet the following objective.

- To make students understand the basics of applicable law.
- Basic modifications they have to make when they are placed with their shift from student to employee.

This session began with an introduction about the webinar and introduction of the resource person by Prof. Vidya Shivannavar, Principal. The resource person addressed the gathering by giving an introduction to the various laws that are going to go out in the students once they get into the placements. Speaker segregated various laws into broad categories of social security, employee benefit, women employee benefit and educated the students about the implications of



the various laws. Speakers stressed on the basic purpose of why the law was enacted and also spoke about the duties of employer and employee in ensuring the enforcement of the law as per the objective why it was framed.

Session ended the duties to be performed by internal compliance committee enforcement of these laws.

Report on Expert Talk on Management Principles and Practices and Application for First Semester B. Com and BBA

IQAC in association with Department of Commerce and Management organized an Expert Talk on Management Principles and Practices and Application for First Semester B. Com and BBA students on 19th March 2022.

The Resource Person Prof. Shivakumar A R -

- ❖ Gave an overview of all the chapters in the syllabus.
- ❖ Provided information on weightage of marks for each concept in the syllabus.

OBJECTIVE OF THE PROGRAM

- ❖ To equip 1st B. Com and BBA students with updated and relevant knowledge regarding the subject Management Principles and Practices and Application

OUTCOME

- ❖ Students could recall the concepts covered in the classroom.
- ❖ Students' doubts regarding the subjects were cleared.
- ❖ Clarity regarding examination Question Paper pattern and weightage of each concept for the examination.



“ERUDITE” – The 'Two Days Virtual Multidisciplinary National Conference' was organized by Seshadripuram Institute of Commerce and Management on 23rd and 24th March 2022.

Two days Virtual Multidisciplinary National Conference is an provided a platform for the researchers to involve in research activity and share the insights of their domain.

The continued virtual conference format had been an essential tool for professional development of researchers around the world since the outbreak of the pandemic. The conference aimed at providing an insight on “Financial Inclusions and Business Opportunities”.

The Chief Guest for the Conference was Dr. Gunjeet Kaur, Professor and Dean of School of Management, Presidency University. In her inaugural address, threw light on Multidisciplinary approach by giving some instances. Madam expressed multidisciplinary approach encourages students and enable them in learning many things. It collates knowledge and learning process. It is a holistic approach and quoted “Integrating knowledge is an art”. Speaking about National Education Policy she noted that it enables portfolio of courses which integrates diversified learning of fundamentals. Trend towards multidisciplinary integration has already started, which is going to become need of the day. Standalone Universities and colleges are gone, credit acquisition is the order of the day.

Dr. P Paramashivaiah, Dean and Chairman, Department of the Commerce, Tumakuru University, the Keynote Speaker for the conference expressed that Innovation is hallmark of success, imprisoned society is the one which has lost its development in technology and highlighted on Banking and investment opportunities and also Entrepreneurship. Made a note that “Women are multitaskers, they earn more returns than men led enterprises.”

The Conference was presided by Nadoja Dr. Wooday P Krishna, Honorary General Secretary, Seshadripuram Educational Trust. In his presidential remarks he highlighted the ideas given by the speakers and spoke about the relevance of Two days Virtual Multidisciplinary National Conference at the Under Graduation Level and said students should read books of other discipline and acquire knowledge.

After the inauguration, the conference also provided a platform for paper presentations from Academia, Research Scholars and Students from all over the nation in the form of concurrent sessions on various sub themes for two days.

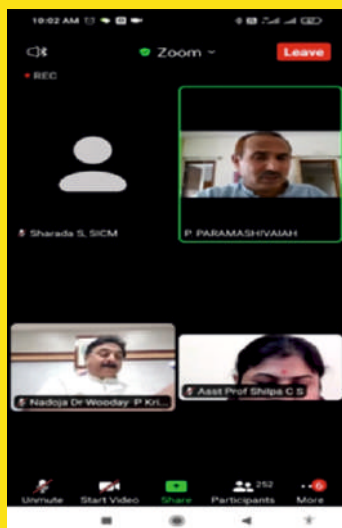
The major theme and the sub themes of the conference for Dept. of Commerce and Management are given below.

BANKING AND INVESTMENT OPPORTUNITIES - Issues in Banking system, Investment options, Inclusiveness of Fintech companies, Block Chain Management, Forensic Audit in banking, Digital banking

ENTREPRENEURSHIP - Women Entrepreneur, Micro Finance, Self-help groups Venture capital, Legal Challenges in startups, Start-ups and business models, Green Business ideas, Government Initiative in Start-ups in skilling India.

No. of Papers Received	No. of Papers Presented	No. of Papers for Publication	
		ISBN	ISSN
30	14	15	11

Resource Persons	Rapporteurs
Dr. Kavitha R. Gowda Assistant Professor School of Business and Management Christ Deemed-to-be-University	Punitha G Assistant Professor Department of Commerce



Discipline – Commerce and Management

Report on Expert Talk “Technology Intervention in Finance & Accounting”

Aikya – Centre for Career Development organised expert talk on “Technology Intervention in Finance and Accounting” on 8-04-2022 with CMA Dr A S Gurudath, Professor, Sindhi College of Management and Chairman – Research Committee, Bangalore Chapter, ICAI as resource person.

Modern day businesses are completely Techno driven; it has indeed captured every sphere of human life and also all functional areas of management. Technology intervention in the areas of finance and accounting where there is requirement of application skills to the students demands industrial exposure and professional qualification, keeping this as a parameter, Aikya : Center for career development has organised as expert talk by inviting a person who is a academician with a blend of Industrial knowledge and Professional qualification with the following objectives:



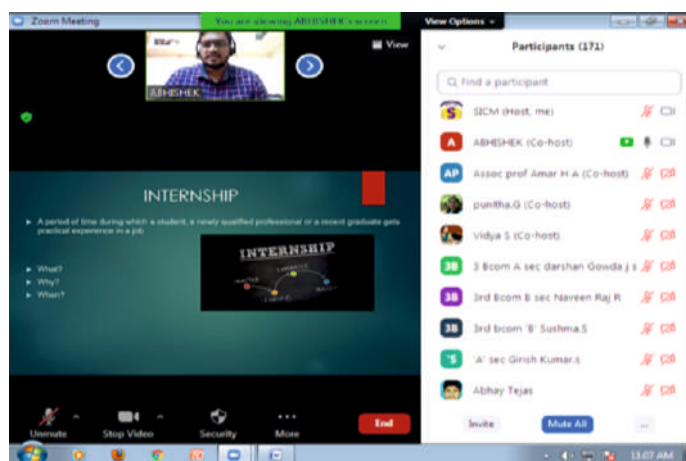
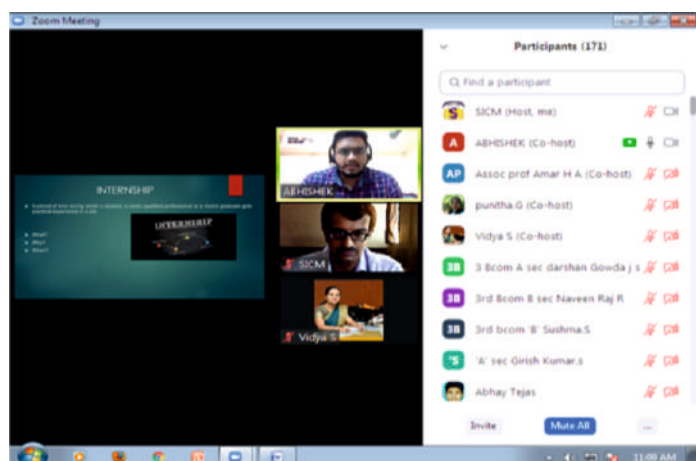
- 1) Guide students on need of getting themselves updated with technology.
- 2) Role of Professional Courses in adapting technology and bringing innovation in the sector of Finance and Accounting.

OUTCOME

Expert speak began exactly at 10 o'clock with inaugural address by Associate Professor Pramod A V, Convener, Aikya, who also introduced the speaker to the gathering, the session folded out in 1 hour with resource person addressing about the various technological advancements that has penetrated into the working of the finance and accounting, in brief, the differentiation between data and its analytics and the utility to the business world was given by the speaker followed by the various Technology advancements with regard to artificial intelligence, block chain, internet of things and OCR Technology was briefed out, overall the career advancement requirement to the modern day graduates was also highlighted in the end by the speaker and informed about the necessity of the Certificate courses in updating computer skills.

Report of The Webinar on Understanding Business Processes : Orientation on Internship

The introduction of the internship as a mandatory activity to the students of Bachelor of Business Administration and Bachelor of Commerce, the Practical for Skill Development committee, under the Department of the Commerce of our college initiated to conduct an Orientation to the students on 3-05-2022 to educate them on the various observations that they supposed to make in the organisation once they visit. The students are required to prepare a report comprising of organisation structure profile of the organisation and also have to make a brief study of the profile of the industry and Company. The following underlining objects are identified for the webinar.



- To brief students on the various working pattern that they have to get acclimatised when they visit organisation.
- To understand the various forms of industry which they can visit.

OUTCOME:

Resource person addressed the gathering by clearly defining the role of internship in the overall development of practical knowledge of students, insisted on the requirement of the students up gradation skills and communicating the requirements in the area of recent developments in industry.

Speaker also highlighted important observations student has to make in the organisations and also reporting under different heads as per the requirement of university nomenclature. Finally, he abridged the various soft skills that have been enhanced to achieve core competence.

Report on Session on Tips and Tricks to Crack BCU Examination with High scores for Advance Learners of First Year B.Com and BBA Students

Department of Commerce and Management organized a Session on “Tips and Tricks to Crack BCU Examination with High scores for Advance Learners” of First Year BCOM and BBA Students on 14th May, 2022.

The Resource Person for the program was Mr.Varun S N, who is an alumni of Seshadripuram Institute of Commerce and Management, who has secured 7th rank in Bengaluru City University examination for the batch of 2019-2020

- He shared his experience on scoring good marks in university examination.
- He gave tips on how to write practical and theory papers.

OBJECTIVE OF THE PROGRAM

- To give strategies on scoring good marks in university examination for 1st B.Com and BBA students

OUTCOME

- Students get the knowledge on scoring good marks.
- Students get confidence to attend upcoming university examination.



Report on Business Plan Convert Idea to Business



As per the requirements of the Bengaluru city university syllabus, the students of third semester BBA is expected to prepare Business Plan by creating their own product and their business model. To educate students on the same, the Department of Commerce and Management of the college took initiative in arranging the expert speak by inviting the Alumni who has proved to be successful entrepreneur, the event aimed at the following

objectives:

To provide exposure for Start-ups and New Age Business Models. To develop entrepreneurial mind-set among students.

Outcome and deliberations

The speaker address the gathering by taking his own examples of various decisions that were undertaken in the past 9 years to transform his business to five times growth in turnover compared to the year 2013. He further informed about the growth story of his mentor and updated to the students about the new model of business that is emerging in the form of working through collaborations and franchising models. He concluded his session by indicating 5 major qualities required for an entrepreneur which includes goal, planning, ability to write on paper, implementation and finally respecting the legality of the land.



Report of Entrepreneurship Day

The programme was organised for the gain of students to know their skills prevailing in them so that they can shoulder the responsibilities of taking up and starting the venture by themselves. Indeed it was a very good response from the students since it was after the gap of nearly 2.5 years since the pandemic broke out.

The judges for the event were Asst Prof Rajesh V dept of Commerce and Lavanya K N alumni 2016-19 batch.



Report on “Benefits of investment and Practical session on opening Demat account”

The forum had organized a workshop on “Benefits of investment and practical session on opening Demat account” on 27-06-2022 to all students of B.Com and BBA to enhance their knowledge and gave an insight on investment and practicality of opening a Demat account. The speaker for the session was Mr. Bharath C, Assistant Professor, Department of Commerce, Sesharipuram College and an alumnus of SICM. He gave insights on investment and pros and cons of investment and gave students and exposure of opening a Demat account. This practical orientation was a great source of information to the students. It was beneficial for student participants.

OUTCOME : Students have gained the practical knowledge on investment.





Seshadripuram Educational Trust

Seshadripuram Institute of Commerce And Management

(Affiliated to Bengaluru City University)

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