



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

# Commerce Cafe

VOLUME 2

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# Editors Desktop

Parivarthana is a thought that has been enduring in mind and with great effort, it has been translated into veracity, we now are back with a revitalizing edition. Parivarthana provides a snapshot of the various activities and advancements for all associated with the Department of Commerce (PG).

This department e-magazine would definitely help us to showcase the activities that are happening in the department and provide a platform for exposing the merits and academic achievements of the students and faculty. Furthermore, it enhances the documentation culture of the institute.

We are sure the E-magazine would definitely create an impact in the minds of readers, by way of providing larger visibility and dimension of departments progress. We are also confident that this E-magazine will encourage many more including students to use it as a platform to express their creativity. We sincerely hope that this edition makes for an interesting read.

Please feel free to offer any suggestions for improvement.

Happy Reading!

**Prof. Madhu Druvakumar**

Head, Department of M.Com & M.com FA

**Dr. T.K. Murugesan**

Faculty, Department of M.com & M.com FA

**Mr. Kelvin Varghese**

**Mr. Tony J Sam**

II Sem M.Com FA

Creative Student Editors



# Expressions

The Department of Commerce is always abuzz with a plethora of activities and has become a dynamic venue where brilliant minds representing different states converge and share their vast reserves of knowledge and skills. It gives me immense pride to state that as a result of the collective effort of the faculty, students, and staff over the past few years Department of Commerce today ranks among the top three commerce colleges in Karnataka. I am hopeful of its acquiring greater heights in the years to come.

**Dr. Aloysius Edward J**

Dean, Faculty of Commerce & Management

It is often said, 'Give me a copy of your college magazine, I will tell you about the quality of your college.' I strongly believe in this statement. For, a magazine carries the contributions reflecting ethos and aspirations of the students, faculty, and other team members of an institution. The world today is changing at such an accelerated rate and we as educators need to pause and reflect on this entire system of Education. Are our colleges well equipped to prepare our students to face the challenges that the future holds? Questions such as these are factors that motivate us to go through a continuous process of reflection and hence we at the Department of Commerce work at implementing a well-balanced curriculum to ensure that the students who walk into the portals of our college will not just love their college life but truly be prepared to face life's challenges. I congratulate the team for capturing the activities of the department in this e-magazine with a scintillating theme.

**Prof. Madhu Druvakumar**

Head, Department of M.Com & M.com FA



# Value-added course (VAC) On Venture Capital Management

3rd - 14th Aug 2020

Department of Commerce PG organized a 30-Hour intensive Value Added Course (VAC) on Venture Capital Management (VCM) from 3rd to 14th August 2020 via Zoom platform from 9.30 am to 3.00 pm for the benefits of III Semester M.Com & M.Com FA Students. The main objective of this course is to supplement students with the entrepreneurial skills and exposures required for venturing into a new business start-up.

Education plays an important role in everybody's life. In the race of making a virtuous and bright career in a short span of time, most of the students have shown a strong inclination of being a job provider than a job seeker. The Department of Commerce PG has taken cutting-edge initiatives to conduct Value Added Course on Venture Capital Management to meet the thrust of students on entrepreneurial skills. On 3rd August 2020, the inauguration of the Value Added Course began with a presidential address from Father Principal Rev. Dr. Augustine George and a keynote address from Dr. Aloysius Edward, Dean, Faculty of Commerce and Management.

This course provided the students a comprehensive view on various facets of venture capital management with a primary focus on the avenues of raising funds for new business start-ups. This VAC was conducted with the sole aim of bridging the gap between academic and industry needs. This course has also thrown light on how to raise funds for new business start-ups. The resource persons for the VAC were Prof. Madhu Druvakumar, Dr. Murugesan T K, Dr. Krishnamoorthi M, Dr. Pushpa A, Dr. Muhammad Ashiq.

Dr. Pushpa gave some insights into the introduction of idea generation and the various types of new ventures. She also offered the students the knowledge on financing models and pros and cons of debt financing.

Dr. T.K. Murugesan explicated about the role of entrepreneurs and venture capitalists in eradicating social issues with live real-time examples on innovation and creativity. He also expounded other concepts like Bootstrapping and various forms of equity-based financing.

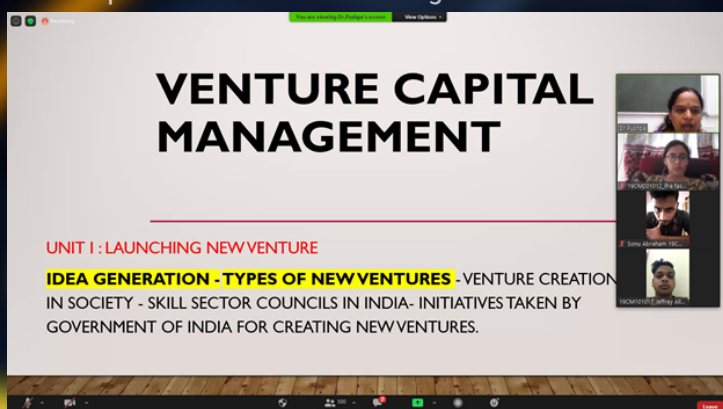


INAUGURATION OF VALUE ADDED COURSE ON VENTURE CAPITAL MANAGEMENT



Dr. Krishnamoorthi highlighted the major initiatives taken by the Government of India to create new ventures. He also enriched the students with knowledge and skills on crowdfunding and various kinds of financing models. Dr. Muhammad Ashiq expounded about the crux of venture capital with a prime focus on the various stages required for entrepreneurs in raising venture capital funds. He also enlightened the students with the various forms of debt-based financing.

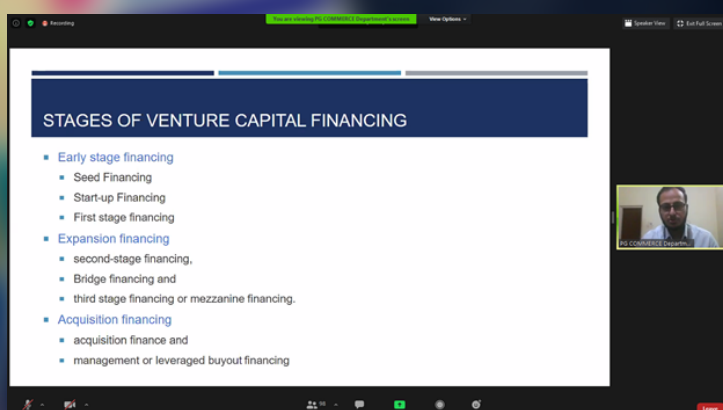
Prof. Madhu Druvakumar shed light on the origin and growth of venture capital and the scenario of venture capital in India by edifying the students with many real life examples. She also gave an insight on the notion of venture capital and importance of debt financing.



**INTERACTIVE SESSION ON LAUNCHING A NEW VENTURE BY DR.A.PUSHPA**

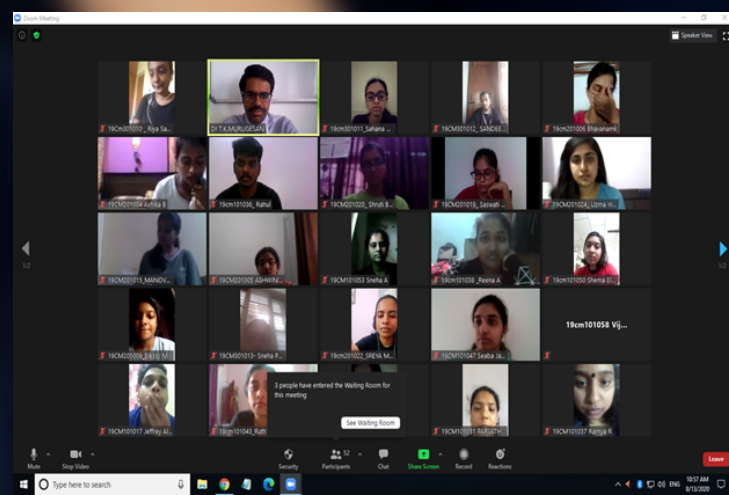


**DR KRISHNAMOORTHI HIGHLIGHTED THE MAJOR INITIATIVES TAKEN BY THE GOVERNMENT OF INDIA FOR CREATING NEW VENTURES.**



This course will provide participants with practical insights on a number of issues including:

- Idea generation & launching a new venture.
- The role of venture capitalists in financing and developing new business ventures.
- Sources of finance available in every stage of the business start-ups.
- Origin and growth of venture capital in India.
- Initiatives are taken by the Government of India for creating new ventures.



Total 98 students (58 from III M.Com & 40 from III M.Com FA) attended the 30-Hour intensive VAC on Venture Capital Management. The participants of this course will be equipped with entrepreneurial knowledge, skills and exposures on launching a new business venture and the role of venture capitalists in raising funds by entrepreneurs. The outcome of this course enabled students' understanding of the dynamic challenges faced by entrepreneurial ventures in securing financial backing to support future growth and development. The participants felt that this course provided them a vibrant platform for acquiring entrepreneurial skills and knowledge on setting up a new business venture and also a step-by-step procedure to raise funds for the growth of new business venture.

**DR.MUHAMMAD ASHIQ DELIVERED A VIRTUAL LECTURE ON STAGES OF VENTURE CAPITAL FINANCING**



# Transition from Campus to Corporate

08th Aug 2020

The Department of Commerce PG organized an Online Webinar on "Transition From Campus To Corporate" via Zoom Platform on 08th August, 2020 at 10-11 am for benefits of III Semester M.Com & M.Com FA Students. The resource person for the Programme is Mr.Kamal Kanth T, Regional Vice President at Salesforce, Bengaluru, Karnataka. The aim of the programme is to imbibe the students with the knowledge, skills, values and attitudes required for meeting the demands and expectations of the corporate world.

Today, global competitive environment demands resilient individuals who are dynamic in their approach, humble in their attitude, proactive in their thoughts and committed in their workplace. Right since its inception, Kristu Jayanti College (Autonomous) has endeavored to inculcate a culture of developing employability skills among the student fraternity. Based on the four pillars of education - Knowledge, Skills, Values and Attitude, the Jayantian Education System is geared up towards the holistic development of the student community.

Mr.Kamal Kanth has delivered an inspiring and guiding talk on the topic "Transition From Campus to Corporate". As the students are entering the corporate world after graduating from campus, it is extremely important for them to have the employability skills to cope up with the new corporate environment. The resource person also gave the students a few tips and guidelines on "How to cope up with the new business environment". The resource person emphasized that the students need to update or upload their resumes on LinkedIn and other job sites. He has also thrown a point on how to create a LinkedIn resume and also spoke about how important it is to create the first and the best impression to be different from others while making self-introduction.

**Kristu Jayanti College**  
AUTONOMOUS Bengaluru  
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**DEPARTMENT OF COMMERCE PG**

**ONLINE WEBINAR**

**ON**

**TRANSITION FROM CAMPUS TO CORPORATE**

**Resource Person:**  
**Kamal Kanth T,**  
Regional Vice President at Salesforce,  
Bengaluru, Karnataka, India

**Date: 8th August, 2020 Time: 10-11 AM Platform: ZOOM**

Recording

Prof. MADHU DRUVAKUMAR

Dr. Pooja A.

Kamal

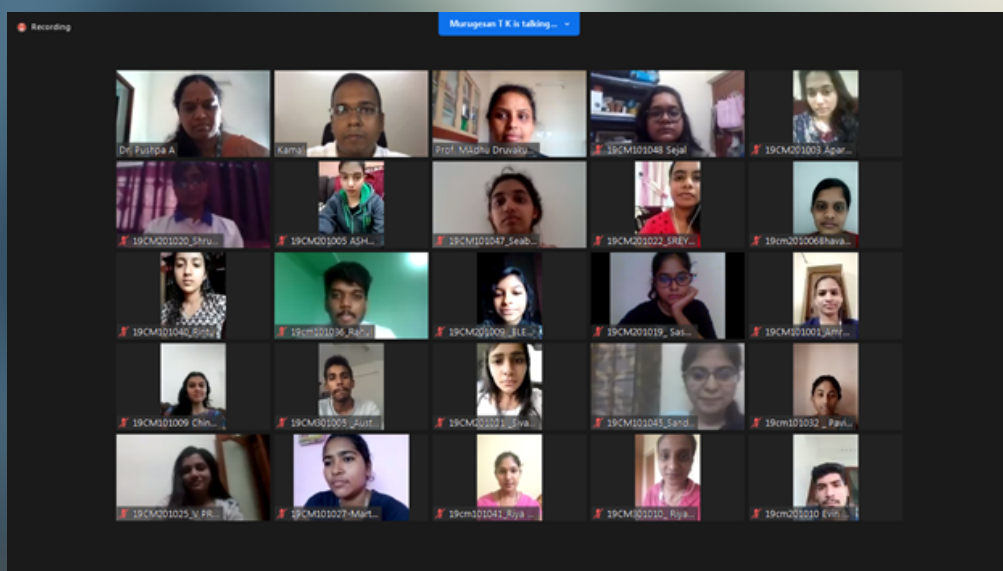
RESOURCE PERSON HAS DELIVERED AN INSPIRING TALK ON "HOW TO COPE WITH NEW CORPORATE ENVIRONMENT"

When students enter the corporate environment, they meet new people or colleagues every day and it is more important for them to collide with new people in every possible aspect. He also gave us a clear picture on how to identify our weaknesses and strengths and also suggested ways to turn our weaknesses into our strengths. He explained how important the initial 5 to 10 years of our job is. He explained us to concentrate on gathering knowledge and experience, rather than focusing or concentrating much on earning more salaries and incentives. He assured that it would become easier for us to earn the desired salary in the future with the knowledge and experience gained when you entered the corporate world.

Total 58 students from III Semester M.Com & M.Com attended this online webinar and they have acquired the skills, exposures and knowledge which are the vivacious facets of coping with new corporate environment. This virtual webinar provided student fraternity a strong platform for imbibing leadership qualities, organizing abilities, communication skills and team spirit to meet the demands and expectations of the corporate word. The participants have felt that this online webinar has imbibed them with the knowledge, skills, values and attitudes to meet the demands of the business world. Thus an hour of enlightening talk on how to carry our self was very much the need of the hour.



**RESOURCE PERSON HIGHLIGHTED TIPS AND STRATEGIES FOR GETTING READY FOR THE CORPORATE WORLD**



**VIDEO PANEL OF THE PARTICIPANTS ALONG WITH THE RESOURCE PERSON**

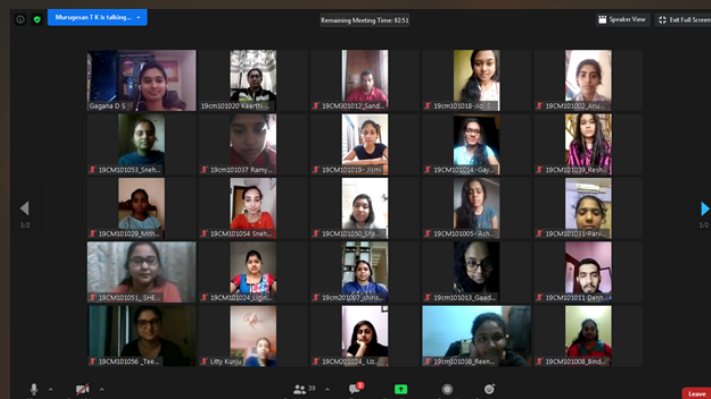


# Net Orientation III Sem M.com & M.com FA

08th Aug 2020

The Department of Commerce PG organized an Online Webinar on NET Orientation via Zoom Platform on 08th August 2020 at 10-11 am for budding aspirants of III Semester M.Com & M.Com FA. The resource person for the Programme is Ms.Gagana D S, Full-Time Research Scholar, Central University of Tamilnadu (CUOT), Thiruvavur. The crux of this orientation program is to cater exclusively to the preparation of aspirants of Commerce PG for the UGC-NET & KSET Exam. This orientation also provides the aspirants an intensive training through preparatory classes on Paper I and Paper II of Commerce Subject to crack UGC-NET & KSET Exams.

UGC-NET stands for the University Grant Commission National Eligibility Test conducted by NTA (National Testing Agency) twice a year to determine the eligibility of post-graduated aspirants about a particular subject for the post of Assistant Professor or JRF (Junior Research Fellowship).



**VIDEO PANEL OF ASPIRANTS FOR UGC-NET & KSET ALONG WITH THE RESOURCE PERSON**

UGC NET Exam Pattern:

UGC NET Exam pattern consists of two objective papers.

- UGC NET Paper-I (General Paper on Teaching and Research Aptitude) is common and mandatory for all aspirants.
- UGC NET paper-II the subject for paper-II needs to be chosen by the aspirant. An aspirant can choose the subject of his/her post-graduation or a related subject. NTA Conducts the UGC NET Exam for a total of 81 subjects.

Month/Year	Category	JRF		Assistant Professor	
		Cutoff%	Total candidates	Cutoff%	Total candidates
June 2019	General	68.00	278	31.83	60.00
	OBC	63.33	200	22.49	53.33
	SC	60.67	66	50.00	889
	ST	57.33	28	48.00	382
	EWS	64.67	65	52	821
December 2018	General	62.00	287	54.67	2991
	OBC	58.00	119	49.33	1832
	SC	54.67	68	47.33	678
	ST	54.00	22	46.00	283

**RESOURCE PERSON HIGHLIGHTED CUT-OFFS FOR CRACKING UGC-NET & KSET**

The resource person has provided the aspirants a set of guidelines, strategies and tips for learning and cracking Paper I and Paper II on the subject of Commence with a lime light on the following facets of Paper I and Paper II:

### Orientation on Paper I: General

- Information & Communication Technology
- Communication
- Reading Comprehension
- People and Environment
- Data Interpretation



**RESOURCE PERSON HIGHLIGHTED IMPORTANT TIPS FOR CRACKING UGC-NET & KSET**

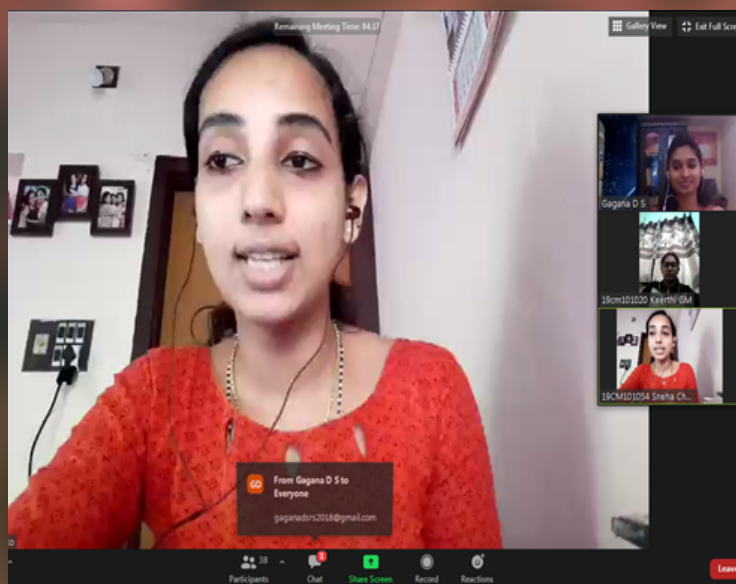
Sl.No.	Subject	Reference books
1.	Business Environment and International Business	Francis Cherunilam, Aswathappa
2.	Accounting and Auditing	S.M. Maheshwari, H.N. Arora
3.	Business Economics	H.L. Ahuja
4.	Business Finance	I.M. Pandey
5.	Business Statistics and Research Methods	D.N. Elhance, SP Gupta and HP Gupta
6.	Business Management and HRM	L.M. Prasad, Aswathappa
7.	Banking and financial institution	
8.	Marketing Management	Philip Kotler
9.	Legal Aspects of Business	Respective website + Reena Chhabra
10.	Income - Tax and Corporate tax planning	Mehrotra

**RESOURCE PERSON HAS THROWN AN OVERVIEW ON PAPER II ON THE SUBJECT OF COMMERCE**

### Orientation on Paper II: Commence

- Business Environment
- Cost & Management Accounting
- Business Economics
- Business Statistics & Research Method
- Business Management
- Marketing Management
- Financial Institutions
- Human Resource Management
- International Business

Total 40 students from IV M.Com and M.Com FA have enthusiastically attended this orientation programme on UGC-NET and KSET. The aspirants of this orientation programme will be equipped with the preparatory guidelines, knowledge and skills to crack UGC-NET and KSET Examinations. The participants have felt that this orientation provided them a platform for acquiring all the tips, knowledge and skills for cracking UGC-NET and KSET examinations.



**MS.SNEHA CHACKO, III M.COM IS PROPOSING VOTE OF THANKS AT THE END OF SESSION VIRTUALLY**

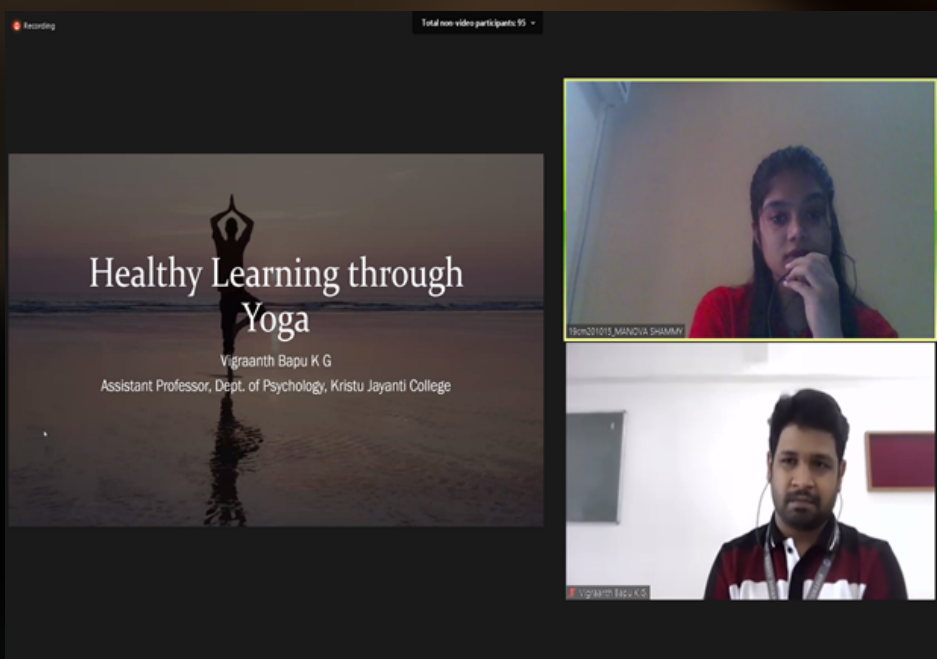


The Department of Commerce PG commemorated an online webinar on "Healthy Learning Through Yoga" as a part of the Fit India Movement via Zoom Platform on 29th August 2020 from 12:15 to 1:15 pm for the physical and mental wellness of III Semester M.Com & M.Com FA Students. The Resource Person for the online session was Prof.Vigraanth Babu K.G, Asst. Professor & Yoga Trainer, Department of Psychology, Kristu Jayanti College (Autonomous), Bengaluru, Karnataka.

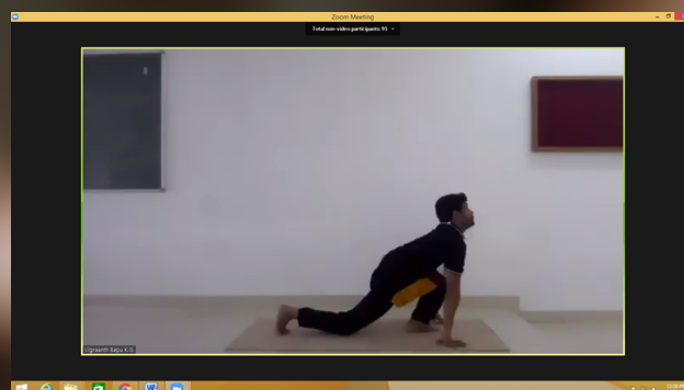
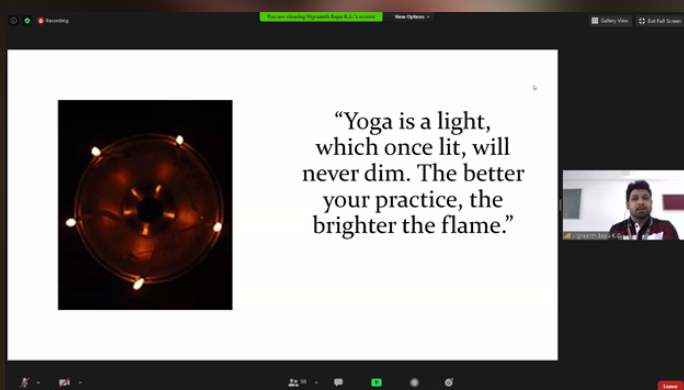
The aim of this program was to prepare the students physically and mentally for the integration of their physical, mental and spiritual faculties so that the students can become healthier, saner, and more integrated members of society and of the nation. This movement can supplement the students with good health, mental hygiene, emotional stability, moral values, self-discipline, and self-consciousness.

The resource person Prof.Vigraanth Babu K. G inculcated the physical and mental wellbeing of the students with the help of Yoga practices and threw light on the significant benefits of Yoga. This online webinar consisted of two sessions. The first session was the theoretical overview where he elaborately explained the benefits of Yoga, different asanas, and also the breathing techniques for enhancing the immunity power of the people. The resource person also demonstrated Surya Namaskar as one of the most important asanas which have 12 gracefully linked sequences of Asanas. The right procedure for doing Sthiram, Sukham, Asanas followed by Vrikshasana or Tree Pose was effectively demonstrated by our resource person.

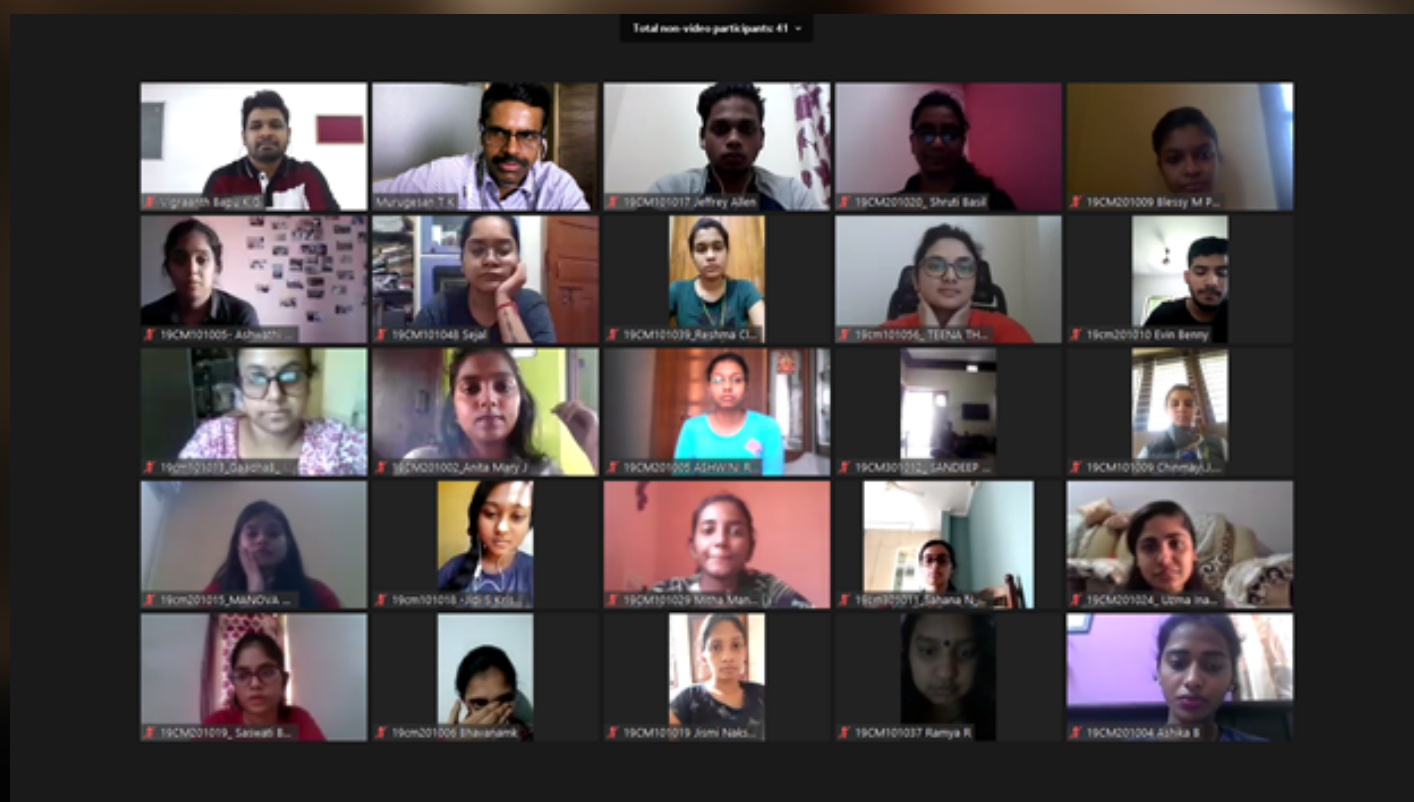
Every individual has experienced boredom, fear, worry, and stress in the context of the COVID-19 pandemic. This pandemic has thrown the normal life of every individual out of gear. The college students have been confined within the four walls of their house which had an adverse impact on their physical and mental wellbeing in many ways including depression, stress, anxiety and loneliness. The Department of Commerce PG came out with an initiative of conducting an online session on Healthy Learning Through Yoga for the benefits of III M.Com & M.Com FA students in line with the "Fit India Movement" launched by our honorable Prime Minister Mr. Narendra Modi to encourage people to remain healthy and fit by including physical activities and sports in their daily lives.



A total of 98 students from III Semester M.Com & M.Com FA attended this online session and they had an opportunity to learn about the various benefits of Yoga and learn various asanas which if practiced every day would help an individual to cope with the physical and mental challenges and stay fit during this pandemic. Including Yoga in everyday life will help to maintain a healthy mind and body. The various asanas learned in this online session would benefit an individual in the long run if practiced consistently. The participants also felt that this online session on yoga practices could equip them with basic knowledge about one's personality, to handle oneself well in all life situations, to learn techniques of gaining good health, to develop a discriminative mind capable of knowing the real from the unreal and to face the dualities of life with equanimity.



**MR. VIGRAANTH BAPU K.G THROWS A LIGHT ON YOGA – A WAY OF LIFE**



**VIDEO PANEL OF THE PARTICIPANTS ALONG WITH THE RESOURCE PERSON**



# The order of global Business in Post - Pandemic Era

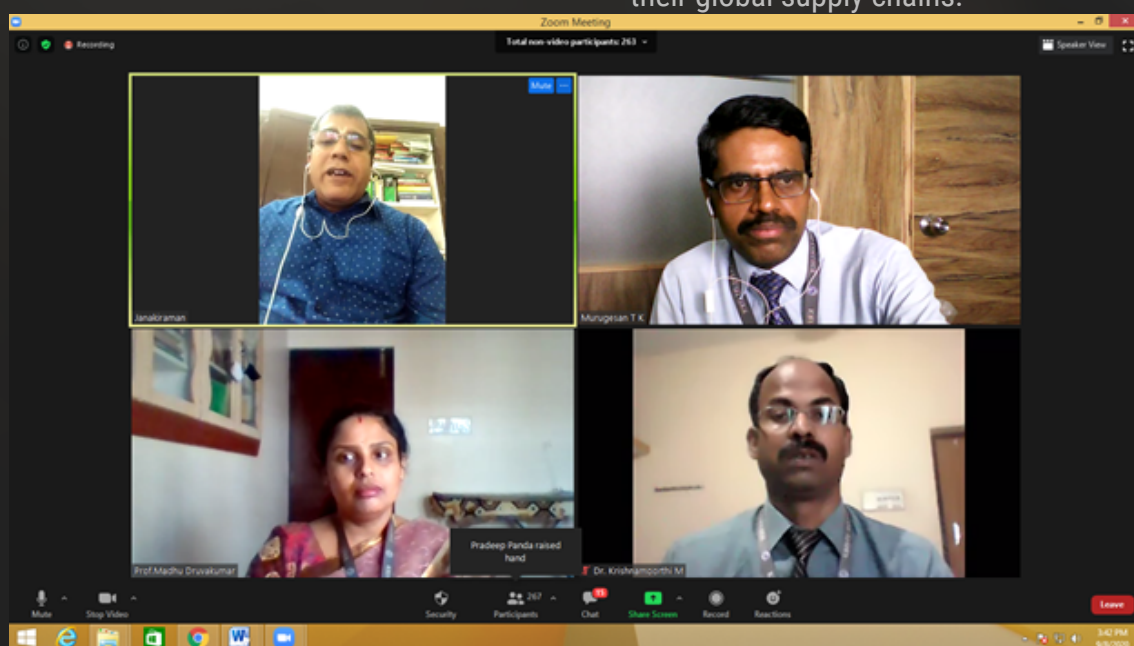
8th Sep 2020

The Department of Commerce PG organized National Level Online Webinar on “The Order of Global Business in Post-Pandemic Era” via Zoom Platform on 08th September, 2020 from 3:30 to 5:00 pm. The resource person for the Programme is Dr.S.Janakiraman, Professor, PG & Research Department of Economics, Government Arts College (Autonomous) (NIRF Ranked: 34), Coimbatore, Tamilnadu. The aim of this webinar is to throw a light on the major challenges, issues and opportunities of global business in the post-epidemic period.

Along with the severe business crisis caused by the coronavirus pandemic, executives around the world face enormous business challenges: the collapse of customer demand, significant regulatory modifications, supply chain interruptions, unemployment, economic recession, and increased uncertainty. As businesses across the world get disrupted amidst the coronavirus pandemic, a ‘new normal’ is on the horizon and the business organizations must lay the groundwork for their speedy recoveries in post-pandemic period.

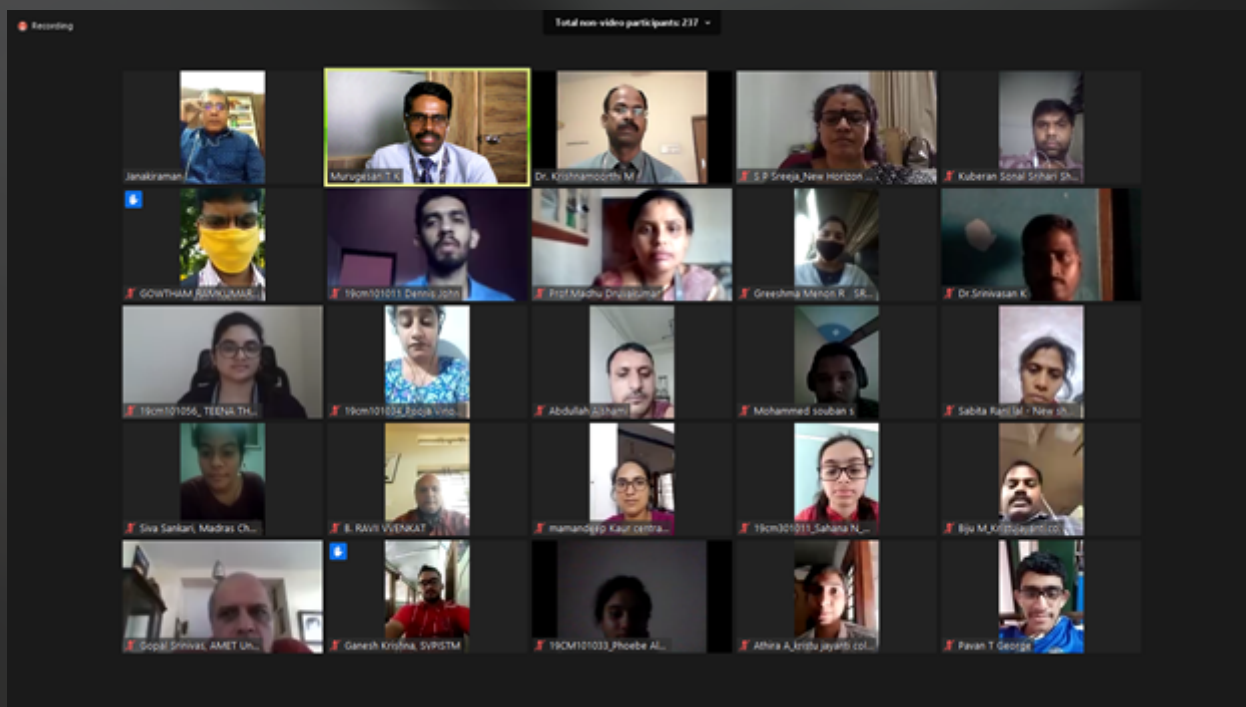
The resource person Dr.S.Janakiraman has delivered a wide-ranging and inclusive speech on the major issues, challenges and opportunities of global business in post-epidemic era. Some of the insightful views and thoughts a resource person has thrown a focus on order of global business in post-pandemic era are highlighted below.

- When the Covid-19 pandemic subsides, the world is going to look markedly different.
- The supply shock that started in China in February, 2020 and the demand shock that followed as the global economy shut down exposed vulnerabilities in the production strategies and supply chains of firms just about everywhere.
- Temporary trade restrictions and shortages of pharmaceuticals, critical medical supplies, and other products highlighted their weaknesses.
- Those developments, combined with the U.S.-China trade war, have triggered a rise in economic nationalism.
- As a consequence of all this, manufacturers worldwide are going to be under greater political and competitive pressures to increase their domestic production, grow employment in their home countries, reduce or even eliminate their dependence on sources that are perceived as risky, and rethink their use of lean manufacturing strategies that involve minimizing the amount of inventory held in their global supply chains.



**DR.S.JANAKIRAMAN IS DELIVERING A SPEECH ON  
“THE ORDER OF GLOBAL BUSINESS IN POST-PANDEMIC ERA”**

This online webinar has witnessed an overwhelming response of 315 participants from the fraternity of faculty members, research scholars, corporate executives, and students. This webinar provided the participants a thought-provoking platform for acquiring knowledge and exposure to vivacious order facets of global business in the post-pandemic era. The participants have responded that this online webinar has enriched them with knowledge and exposure on every order facet of global business in the post-covid 19 periods. Thus an hour of enlightening and inspiring speech on issues, challenges, and opportunities from the perspective of global business in the post-epidemic era was very much the need of the hour.



**VIDEO PANEL OF THE PARTICIPANTS ALONG WITH THE RESOURCE PERSON**



**DR.S.JANAKIRAMAN IS INTERACTING WITH PARTICIPANTS IN ONLINE WEBINAR**



# Value-added course (VAC) On Personality Development & Soft Skills

14th - 25th Sep 2020

Department of Commerce PG conducted a 30-Hour intensive Value Added Course (VAC) on Personality Development & Soft Skills from 14th – 25th September 2020 via Zoom Application from 9.15 am to 3.15 pm for the benefit of I Semester M.Com & M.Com FA Students. The main objective of this VAC was to acquaint the students with communication skills, interview skills, presentation & public speaking skills, decision-making skills, and life-skill education like time management, stress management, leadership qualities, etc.

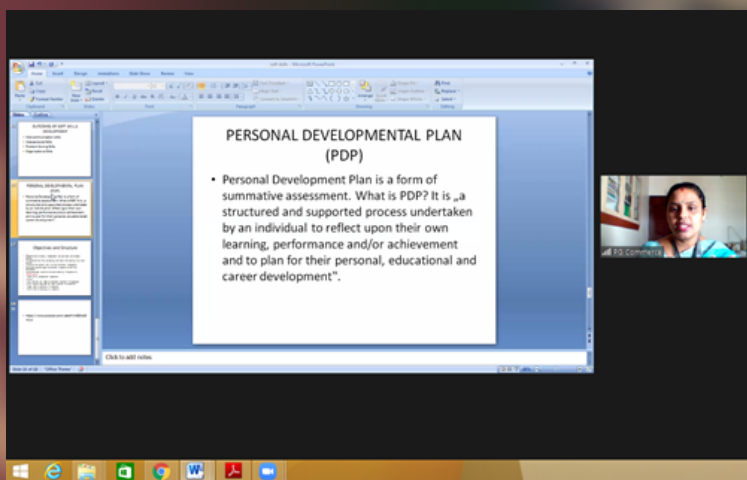
Department of Commerce PG conducted a 30-Hour intensive Value Added Course (VAC) on Personality Development & Soft Skills from 14th – 25th September 2020 via Zoom Application from 9.15 am to 3.15 pm for the benefit of I Semester M.Com & M.Com FA Students. The main objective of this VAC was to acquaint the students with communication skills, interview skills, presentation & public speaking skills, decision-making skills, and life-skill education like time management, stress management, leadership qualities, etc.

Prof.Madhu Druvakumar explained the significance of soft skills and self-discovery to the students with a comprehensive view on setting goals, beliefs, values, and attitudes for achieving personal and professional growth. She also gave an insight into the notion of developing positivity to achieve a wholesome personality.

The Department of Commerce PG has taken ingenious efforts to conduct Value Added Course on Personality Development & Soft Skills to help students with their organic growth, employability, and soft skills. On 14th August 2020, the inauguration of the Value Added Course began with a presidential address from Prof. Madhu Druvakumar, Co-ordinator, Commerce PG.

This course provided the students a comprehensive view on various facets of personality development and skills with a primary focus on the enhancement of holistic development of students' fraternity. This VAC was conducted with the sole aim of orienting the students with a blend of personality development and divergent soft-skills which are highly required for their holistic growth in the ambit of personal and professional lives.

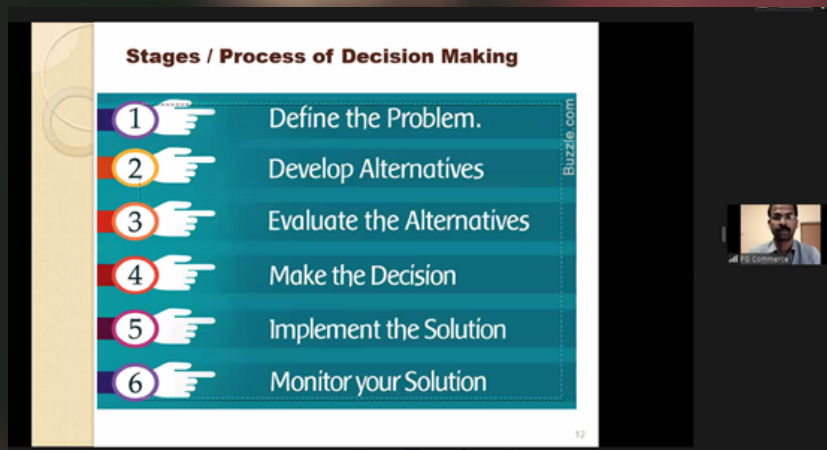
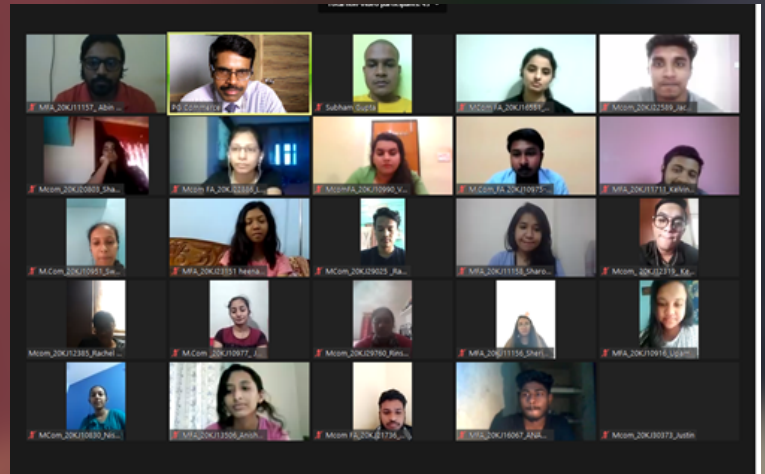
The resource persons for the VAC were Prof. Madhu Druvakumar, Dr.Murugesan T K, Dr. Krishnamoorthi M, Dr. Pushpa A, Dr.Muhammad Ashiq.



**PROF.MADHU DRUVAKUMAR DELIVERED A LECTURE ON SOFT SKILLS AND SELF-DISCOVERY TO THE STUDENTS**

Dr.T.K.Murugesan explicated the prominence of developing soft-skills set with real-time examples on interview skills, presentation skills, business etiquette, etc. He also expounded other concepts like time management and essential tips for overcoming nervousness in the interview process.

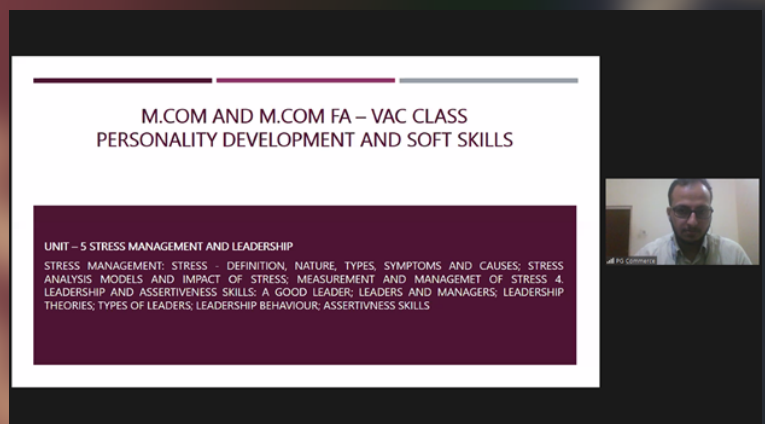
Dr.Pushpa gave some insights into interpersonal communication, team communication, non-verbal communication, and group discussion with the primary focus on public speaking skills, body language, listening skills, formal writing skills, corporate communication styles, assertion, persuasion, and negotiation.



**DR KRISHNAMOORTHI THREW SOME LIGHT ON DECISION-MAKING AND PROBLEM-SOLVING SKILLS**

Dr. Krishnamoorthi highlighted the significance of decision-making and problem-solving skills and discussed the major ethical issues, problems, and dilemmas in the application of decision-making skills and problem-solving skills in day-to-day personal and professional life. He also enriched the students with knowledge and insights on the nature, types, causes of conflict, and methods of resolving conflicts in day-to-day life.

Dr.Muhammad Ashiq expounded about the significance of stress management and its implications with a broader view on nature of stress, symptoms of stress, causes of stress, and strategies for coping with stress. He also highlighted the importance of leadership qualities and assertiveness skills which are indispensable assets of being a successful leader.



**AN ENLIGHTENING SESSION ON STRESS MANAGEMENT BY DR.MUHAMMAD ASHIQ**



Total 73 students (35 from I M.Com & 38 from I M.Com FA) attended the 30-Hour intensive VAC on Personality Development & Soft Skills. The participants of this course will be equipped with a plethora of soft skills and life-skill education like time management, stress management and leadership qualities. The outcome of this course enabled students' understanding of soft skills and employability skills required for holistic development of the student community. The participants felt that this course provided them a vibrant platform for acquiring a blend of personality, soft skills and competency required to be industry ready and friendly.



DR.T.K.MURUGESAN CONDUCTED AN INTERACTIVE SESSION ON SKILLS DEVELOPMENT



# Placement Orientation & Training Programme (POTP)

16th Sep 2020

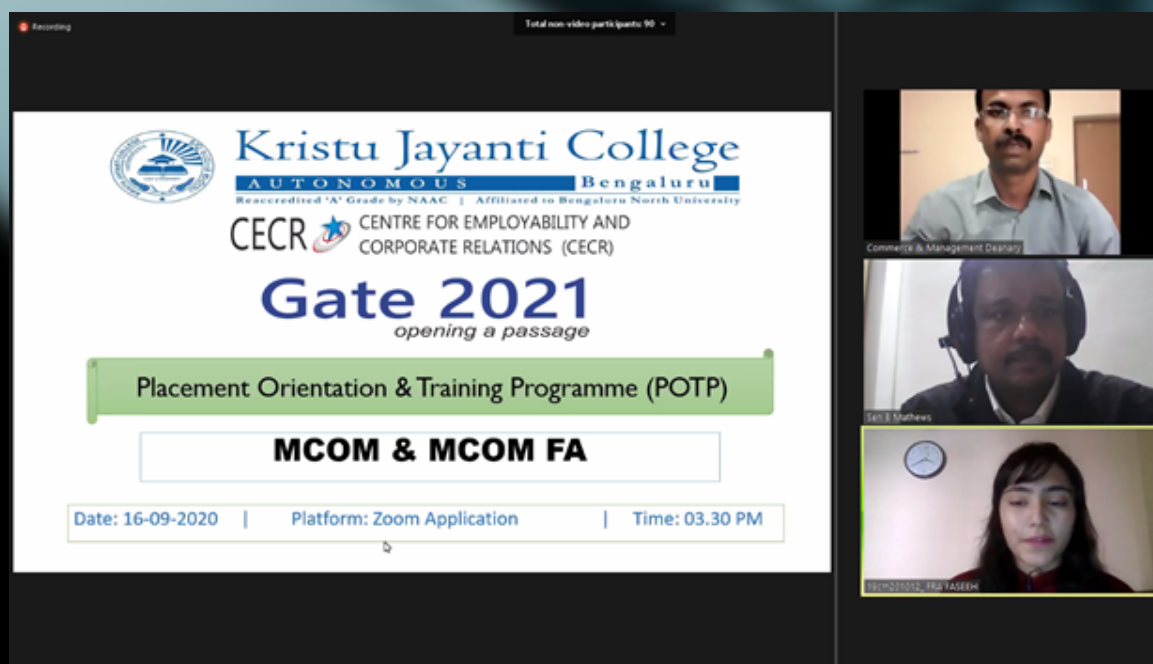
The Department of Commerce PG in association with the Centre for Employability and Corporate Relations (CECR) organized Placement Orientation & Training Programme (POTP) via Zoom Platform on 16th September 2020 from 3:30 to 4:30 pm for the benefits of III Semester M.Com & M.Com FA Students. The Resource Person for the programme was Prof. Sen B. Mathews, Director Centre for Employability & Corporate Relations (CECR).

POTP plays a key role in shaping up the career goals of the students. It is the dream of every post-graduate to get placed in one of the reputed organizations visiting the college campus for recruitment. Keeping this key aspect into consideration, it was realized that POTP was imperative for final year M.Com & M.Com FA students to enhance their employability skills and career exposure opportunities for getting placed in one of the reputed companies globally.

The CECR was established with the sole aim of finding out the gap between the needs of the industry and the end product of the Institute. The Center also facilitates aspiring students by providing Industrial Visits, Projects, Soft-skills Training, Industry Meets, Career Orientation, and Expert Lectures by respective professionals. Prof. Sen B. Mathews gave an insight on the following facets during this orientation and training program.

- Placement Guidelines for GATE 2021
- Awareness about "career planning" and "career mapping" among the students.
- The recruitment process usually followed by the organization and its expectations
- Orientation on Aptitude Test, GD, HR & Tech Interviews
- Personal Branding through Resume
- E-Mail Etiquette
- Scenario Analysis
- Accurate Self-Awareness Analysis

The crux of this orientation and training programme was to foster the fraternity of final year students with a soft-skills set like communication skills, quantitative aptitude, problem-solving skills, and interview skills which are the prerequisites of being company friendly and also to prepare post graduate students to achieve superior career roles in the corporate world.



MS. IFRA FASEEH OFFERING WARM & HEARTY WELCOME TO OUR RESOURCE PERSON





# Professional Qualities of Commerce

9th Oct 2020

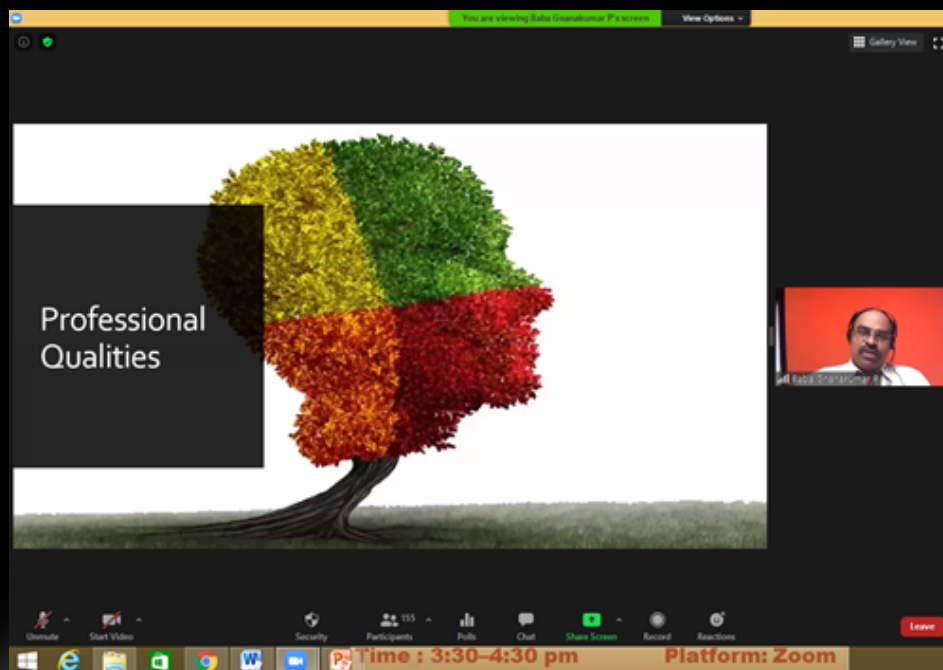
The Department of Commerce (PG) organized an Online Expert Talk on “Professional Qualities of Commerce” via Zoom Platform on 9th October 2020 from 3:30 to 5:00 pm for the benefit of the I Year & II Year M.Com & M.Com FA students. The resource person for the Programme was Dr. Baba Gnanakumar P, Professor & Director of Centre for Consultancy and Corporate Training, Kristu Jayanti College (Autonomous), Bengaluru. The aim of this expert talk was to inculcate students with the various professional qualities which are required by commerce students to prepare for a job interview.

The students are the leaders of the next generation of any nation. Hence, they have to be groomed and trained to be people with excellent professional qualities. Dr. Baba Gnanakumar provided a very practical approach in his delivery as he included live examples and famous personalities that exhibit these required traits and qualities. It was a very interactive and lively session that provided a vast learning experience for the students. The Guest Speaker covered various qualities and their prominence in today's world. They are highlighted below:

- Self-branding: Self-branding, or personal branding, is a form of marketing that an individual uses to create a uniform public image that demonstrates his or her values and overall reputation. Self-branding is important for students to recognize their attributes and qualities.
- Crisis Management: Students must be the best to handle the worst situations.
- Clients or Customers are King: Irrespective of where you work, always please your customers and ensure that they are satisfied with the service or product you provide.
- Be smart while working: Focus on smart work over hard work
- Expectation: Always deliver more than expected
- Communication: Communicate effectively and efficiently
- Praise: Praise your peers not yourself
- Knowledge: Share your knowledge with your social elements
- Happy: Be always cheerful and positive.

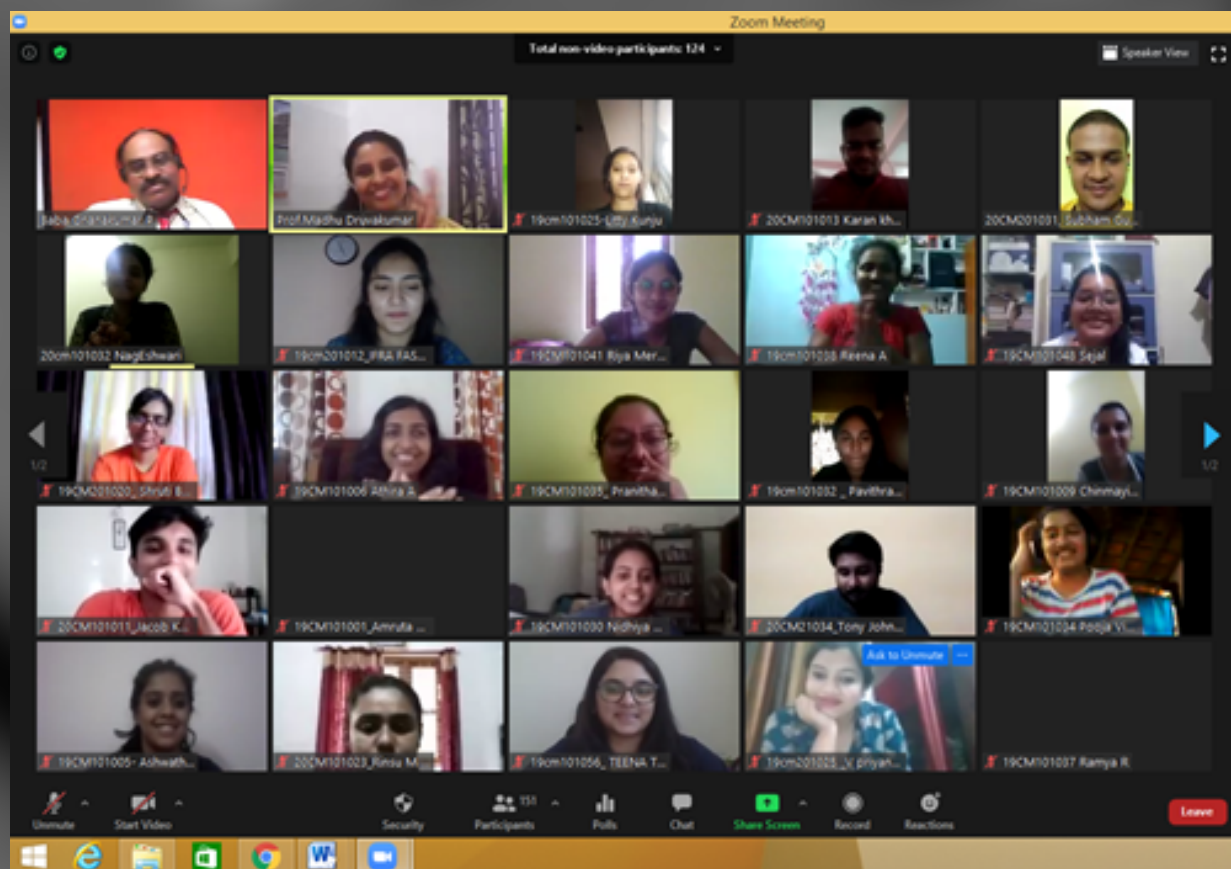
MS. RUTH THOMAS WELCOMING THE GUEST SPEAKER





**DR. BABA GNANAKUMAR P DELIVERING AN INSPIRATIONAL TALK ON PROFESSIONAL QUALITIES OF COMMERCE**

This online expert lecture witnessed a positive response from 176 students from I Year & II Year M.Com & M.Com FA programmes. The expert lecture provided the students an enriching platform for acquiring professional qualities a commerce graduate must possess. The participants felt that this online expert lecture has supplemented them with an enriching learning experience where students could learn professional qualities and apply those qualities in real business environment. Thus an hour of informative and motivating talk on professional qualities of commerce was very much the need of the hour.



**VIDEO PANEL OF THE PARTICIPANTS ALONG WITH THE RESOURCE PERSON**

# Net Orientation I Sem M.com & M.com FA

17th Oct 2020

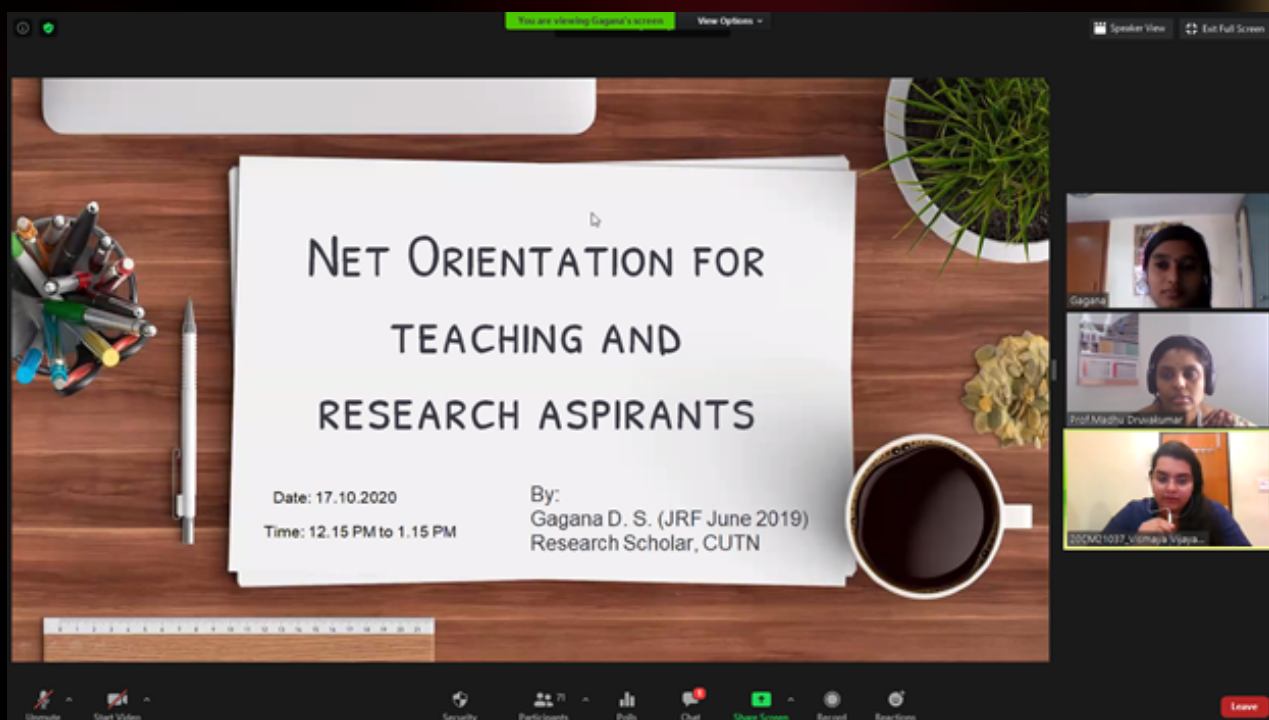
The Department of Commerce PG organized a Virtual Session on NET Orientation via Zoom Application on 17th October 2020 from 12.15 to 1.15 pm for the benefit of I Semester M.Com & M.Com FA students. The resource person for the Programme was Ms. Gagana D S, Full-Time Research Scholar, Central University of Tamilnadu (CUOT), Thiruvavur. The main objective of this Virtual Session on Net Orientation was to cater the students the guidelines and step-by-step module for the preparation of the UGC-NET & KSET Exam. This orientation program also offered the UGC-NET & KSET aspirants to get acquainted for the preparation of Paper I and Paper II of Commerce Subject to crack UGC-NET & KSET Exams.

UGC-NET stands for the University Grant Commission National Eligibility Test conducted by NTA (National Testing Agency) twice a year to determine the eligibility of post-graduated aspirants about a particular subject for the post of Assistant Professor or JRF (Junior Research Fellowship).

UGC NET Exam Pattern:

UGC NET Exam pattern consists of two objective papers.

- UGC NET Paper-I (General Paper on Teaching and Research Aptitude) is common and mandatory for all aspirants.
- UGC NET paper-II the subject for paper-II needs to be chosen by the aspirant. An aspirant can choose the subject of his/her post-graduation or a related subject. NTA Conducts the UGC NET Exam for a total of 81 subjects.



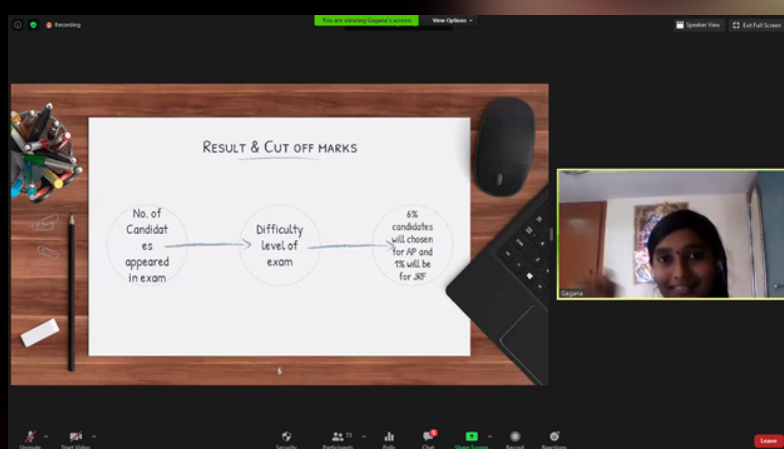
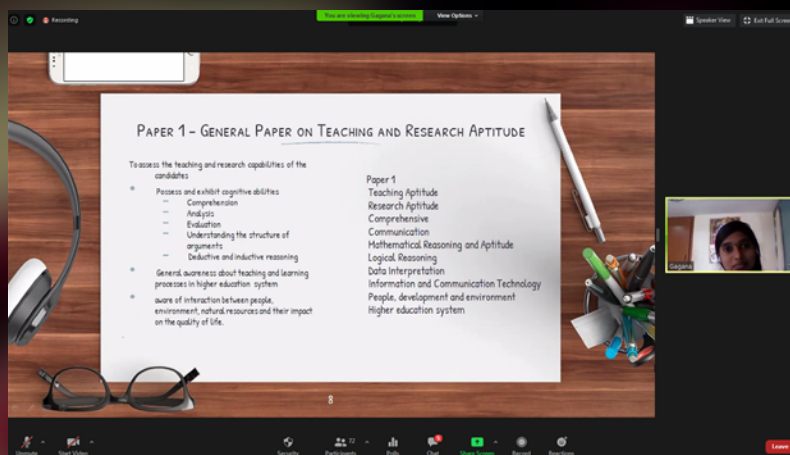
MS.VISMAYA VIJAYAN, II M.COM FA DELIVERED WELCOME ADDRESS



The resource person provided the aspirants a set of guidelines, strategies and tips for learning and cracking Paper I and Paper II on the subject of Commerce and emphasizing on the following facets of Paper I and Paper II:

#### Orientation on Paper I: General

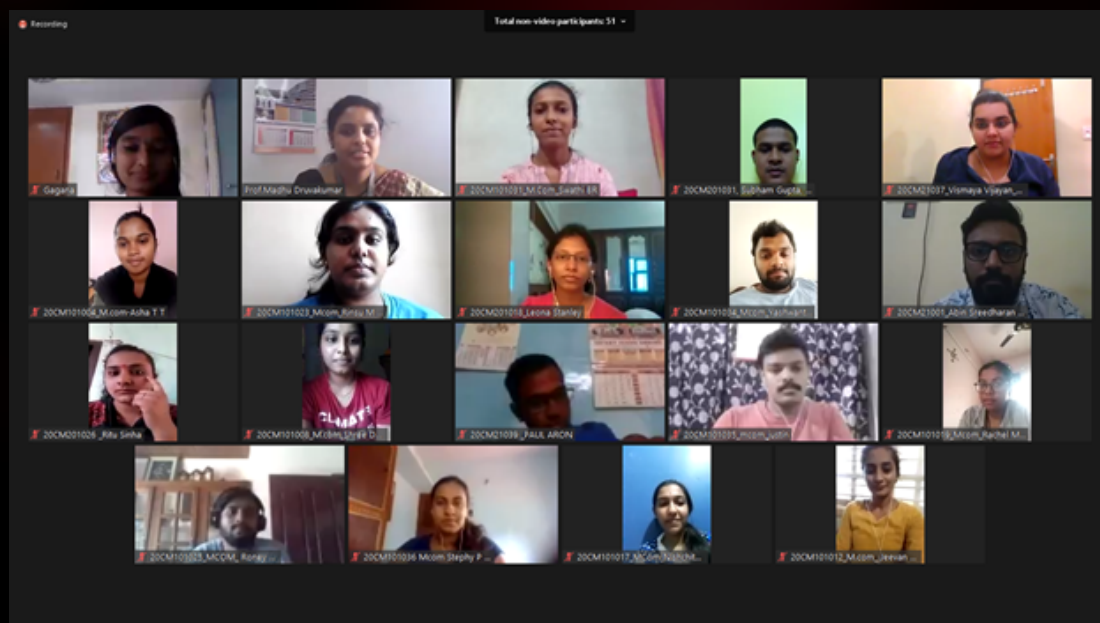
- Information & Communication Technology
- Communication
- Reading Comprehension
- People and Environment
- Data Interpretation



#### Orientation on Paper II: Commence

- Business Environment
- Cost & Management Accounting
- Business Economics
- Business Statistics & Research Method
- Business Management
- Marketing Management
- Financial Institutions
- Human Resource Management
- International Business

Total of 78 students from I Year M.Com and M.Com FA actively attended this virtual session on the orientation of UGC-NET and KSET. The aspirants of this Programme said that this orientation programme has equipped them with the preparatory guidelines, knowledge and skills to crack UGC-NET and KSET Examinations. The participants also felt that this programme was an eye-opening session for the preparation and cracking of UGC-NET and KSET examinations.



**VIDEO PANEL OF UGC-NET & KSET ASPIRANTS ALONG WITH THE RESOURCE PERSON**

The Department of Commerce PG organized an Online Expert Lecture on “Logistics & Supply Chain Management Strategy for E-Commerce” via Zoom Platform on 20th October 2020 from 3:30 to 5:00 pm for the benefit of the first and second-year students of M.Com & M.Com FA. The resource person for the Programme was Dr.R.Rajasekaran, Associate Professor, Department of Commerce, PSG College of Arts & Science (NIRF Ranked:25), Coimbatore, Tamilnadu.

The Department of Commerce PG organized an Online Expert Lecture on “Logistics & Supply Chain Management Strategy for E-Commerce” via Zoom Platform on 20th October 2020 from 3:30 to 5:00 pm for the benefit of the first and second-year students of M.Com & M.Com FA. The resource person for the Programme was Dr.R.Rajasekaran, Associate Professor, Department of Commerce, PSG College of Arts & Science (NIRF Ranked:25), Coimbatore, Tamilnadu.

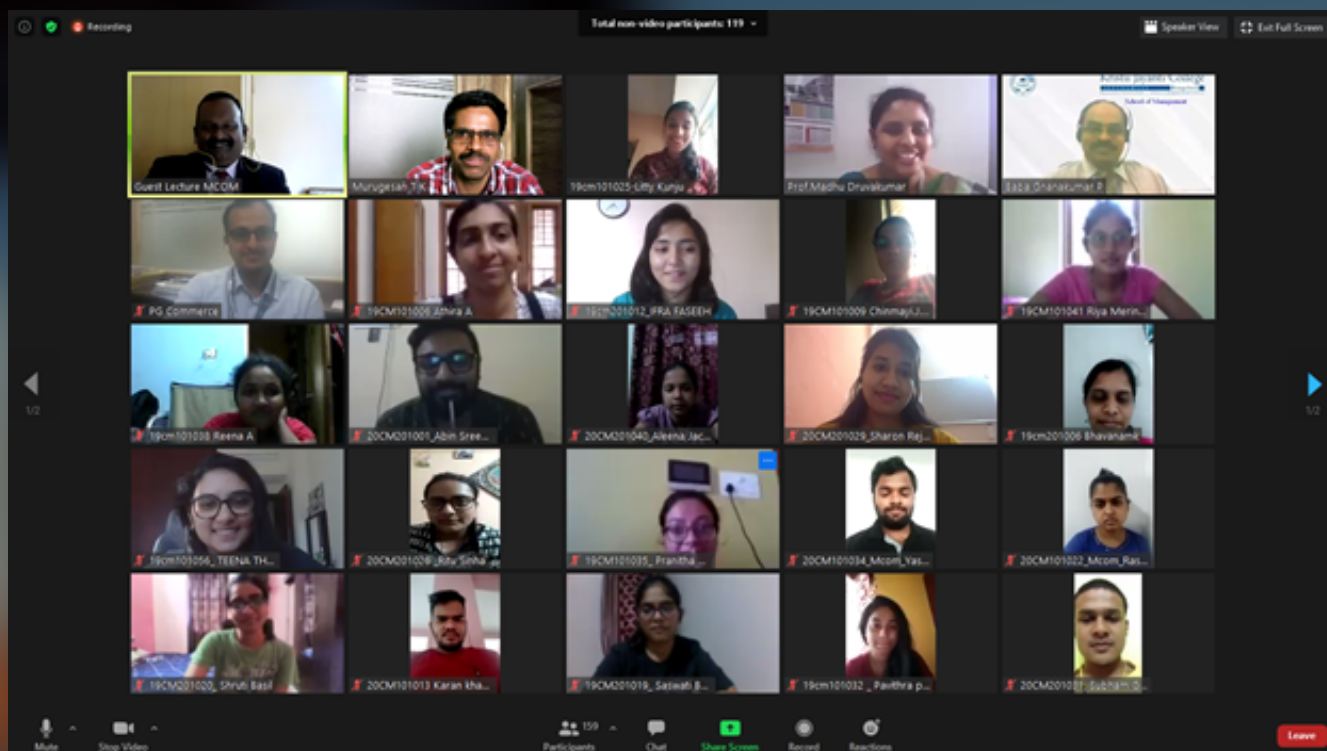
The aim of this expert lecture was to provide the student fraternity a learning experience on the various aspects and facets of Logistics and Supply Chain Management for e-commerce. This session shed light on the major challenges, issues and opportunities associated with Logistics and Supply Chain Management of e-commerce business in the wake of the covid-19 pandemic.

- The carefully researched and developed strategy of the supply chain.
- The source of the materials used to make the goods to sell.
- The efficient production of the manufacturing process in getting the goods ready for the market.
- The delivery mechanisms and logistics that move the products to the consumers and distributors.
- The system for managing the return of defective or unwanted products.
- Other significant aspects like inventory management, storage, warehousing, material handling, picking, packaging, shipping, dispatching, and Information & control.



The resource person Dr. R.Rajasekaran delivered a fruitful and enriching talk on the various dimensions of Logistics and Supply Chain Management strategy with a focal view on e-commerce during Covid-19. The expert speaker clearly explicated that the Logistics and SCM strategy is a critical factor in the long-term success of a business. Effective Logistics and SCM is a characteristic shared by many prosperous companies. Knowledge of the concept of logistics and SCM can provide the students a competitive edge for pursuing their professional careers in the corporate world. Some of the views and insights the expert speaker highlighted are summarized below:





**DR.R.RAJASEKARAN IS INTERACTING WITH PARTICIPANTS IN ONLINE EXPERT TALK**

This online expert lecture witnessed a positive response of 160 students from I Year & II Year M.Com & M.Com FA programs. This expert lecture provided the students an enriching platform for acquiring knowledge and getting acquainted on various aspects of Logistics and Supply Chain Management strategy for e-commerce. The participants felt that this online expert lecture has supplemented them with an enriching learning experience where students could grasp fundamental concepts and be able to apply the same in real-life scenarios. Thus an hour of informative and inspirational talk on the scenarios of Logistics & SCM strategy in the light of E-Commerce was very much the need of the hour.



**DR.R.RAJASEKARAN IS DELIVERING A SPEECH ON “LOGISTICS & SCM STRATEGY FOR E-COMMERCE”**

# The Covid- 19: Business Trends, Challenges & Opportunities

23rd Oct 2020

The Department of Commerce PG organized a Virtual National Conference on “The Covid-19: Business Trends, Challenges and Opportunities” on 23rd October, 2020 from 9.00 am to 5.00 pm via Zoom Platform. The crux of this conference is to provide the Academicians, Research Scholars, Corporate Professionals, and PG Students a thought-provoking platform to deliberate the major trends, challenges and opportunities of business and commerce in the light of Covid-19 and suggest suitable measures for the survival of business sectors. In total, there were 30 topics addressing the business trends, challenges and opportunities in the light of Covid -19.

## Inaugural Ceremony

Mr. Sivan Menon, Founder & CEO, Sangiti, Bengaluru, India has kindly consented to be the Chief Guest of this Virtual National Conference and delivered the inaugural address emphasizing the business trends, challenges, and opportunities in the light of Covid-19. He shed light on the impact of an unprecedented pandemic and pointed out the remarkable resilience of the global village and the quick adaption of mankind to this pandemic. He also quoted that adaption is the key to survival and ended with a positive note that we will overcome this pandemic in the near future and all changes are going to be for the better.



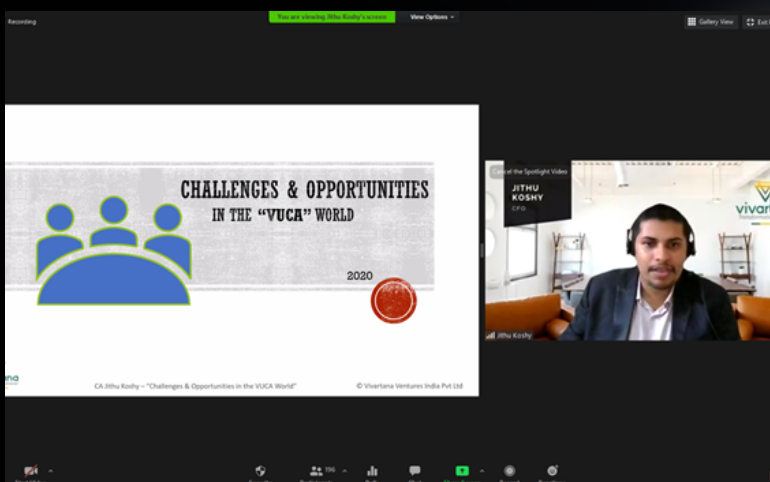
**MR. SIVAN MENON, FOUNDER & CEO, SANGITI DELIVERING INAUGURAL ADDRESS**



**REV. DR. AUGUSTINE GEORGE DELIVERED THE PRESIDENTIAL ADDRESS**

## Keynote Session I

The Keynote Session I will throw a light on “Challenges & Opportunities in VUCA World” to be handled by Mr. Jithu Koshy CA, Chief Financial Officer, Vivartana Ventures India Private Limited, Chennai, Tamilnadu. The objective of this session was to empower students in understanding the challenges posed by the pandemic situation and the opportunities that one can make use of in the current VUCA world. He also pointed out the subtle differences between the 4 elements of VUCA. The key note speaker introduced the students to a newer concept of VUCA that is D-VUCAD which is a newly added concept by Ian Woodward - INSEAD (2018) and is to be expected in the coming time. This session will provide the participants a broad perspective on the conference theme.



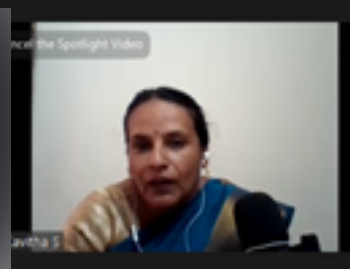
**KEYNOTE SESSION I: CHALLENGES & OPPORTUNITIES IN VUCA WORLD**



## Keynote Session II

The keynote session II will have a focus on the “Digital Marketing & Business Data Analytics – Opportunities & Challenges in Covid-19” to be handled by Dr.S.Kavitha, Associate Professor, Department of MBA, PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu. The objective of this session was to enable the participants to acquire knowledge on the Covid-19 related opportunities and challenges in the domain of digital marketing and business data analytics.

The second keynote speaker Dr.S.Kavitha gave an overview on the impact of COVID- 19 in India and business and in particular the digital marketing sector, education sector, and the economy as a whole. She also threw some light on the present scenario, the company’s response, and the consumers’ response to this pandemic. The honorable speaker gave an in-depth report of recent trends in digital marketing, the emerging tools like AR and VR analytics, zero moments of truth, level playing field, and many more. It was a very informative session with a few tips on how to make the customer experience better by using various analytics tools in digital marketing.



**KEYNOTE SESSION II: DIGITAL MARKETING & BUSINESS DATA ANALYTICS – OPPORTUNITIES & CHALLENGES IN COVID-19**



## Outcome & Feedback

A total of 204 participants actively attended this Virtual National Conference and 30 research papers in various functional domains of business, commerce and management on the conference theme were presented at this conference virtually. This Virtual National Conference has attracted the prodigious response of 36 delegates from different states like Telangana, Andhra Pradesh, Kerala, Tamil Nadu, and Karnataka. All the 36 delegates have meticulously presented their research papers and shared their research findings, knowledge and experience virtually in this Conference. The outside delegates have felt that this conference provided them a simulative platform for exchanging their research ideas, thoughts and findings and acquainted them with the knowledge on the conference theme.

## Plenary Session for Paper Presentation

The organizing team of this Conference takes immense pleasure in inviting empirical and conceptual research papers on the conference theme from the learned fraternity of the academia, corporates, and research scholars. A total of 30 research papers from the learned fraternity were received by the conference team on the conference theme. The research papers presented in this conference are to be published in the standard Journal with ISBN. Keeping in mind the research papers are presented by the authors virtually, the conference committee has decided to have two plenary sessions for paper presentation. The plenary sessions for paper presentation will start from 2.00 pm to 4.30 pm virtually via Zoom Platform.

Department of Commerce PG commemorated International Accounting Day by conducting an online program on "International Accounting Day" on 10/11/2020 from 3.30 to 4.30 pm whereby first-year M.Com & M.Com FA students made an inclusive presentation on various concepts and conventions of international accounting. The International Accounting Day is celebrated on 10th November every year. It was the day in 1494 when Venetian Mathematician Luca Bartolomeo De Pacioli published an epic tome that included an in-depth look at bookkeeping practices. The organizing team of this Programme included Ms.Shree Durga, Ms.Rachel Maria G, Ms.Phebe J, Mr.Karan Khadka G, Mr.Yashwanth, and Ms.Pragati Gaur.

The online Programme was organized by the organizing team of I Year M.Com and M.Com FA students. The Programme started with a formal session at 3:30 pm with a prayer song followed by the welcome speech. The session commenced with a set of videos played by the students of I M.Com & M.Com FA portraying glimpses of Luca Pacioli, Book-Keeping Practices unveiled by Luca Pacioli, and the relevance of mathematical concepts in international accounting.

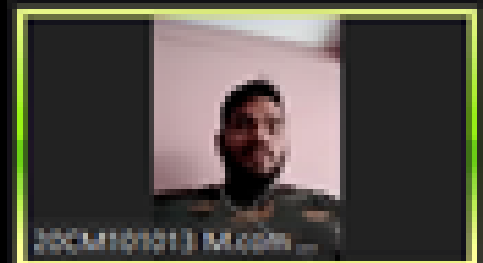
The next part of the session was divided into two parts. The first part consisted of a PPT presentation by a few M.Com and M.Com FA students on various concepts and conventions of IAD. Ms.Priyanka C P, I M.Com FA spoke about the history of accounting as an established practice that dates back several millennia. Ms.Rose James, I M.Com FA threw light on the importance and prevalence of international accounting in today's business era. Mr.Richy Geo Cheriyan, I M.Com FA talked about international hominization. Ms.Irene Liss Chammany, I M.Com FA, expounded about the role of the American Institute of Certified Public Accounts (AICPA) in the international accounting system.

Karan Khadka G, I M.Com FA systematically explained about the main reasons for honouring international accounting day. Rachel Marina, I M.Com FA made an inclusive presentation on the significance of IAD. Ms.Pragati Gaur, I M.Com FA explained the concept on timeline of IAD and their relevance in today's business era. The second part of the session was an accounting quiz conducted by Twinkle Rose Vinod, I M.Com FA along with her teammates. The quiz consisted of gibberish, identifying the company, personality identification, identifying the accounting terms via connecting the images.

## WHY IT IS CELEBRATED

The following are the main reasons why you should participate in the celebration of the International Accounting Day:

- ◉ **Accountants Can Keep Us Safe:** Accountants can police crimes related to money. In fact, FBI accountants have exerted tireless efforts to investigate fishy activities that involve money. They track down people and organizations who evade taxes. Because of this, they should be honored, which is exactly what you can do when you celebrate the International Accounting Day.



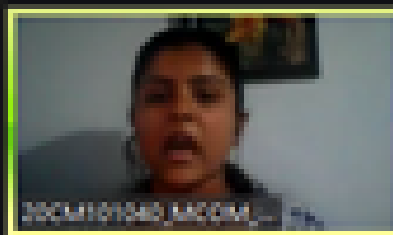
**MR.KARAN KHADKA G PROVIDED AN OVERVIEW ON "WHY CELEBRATE INTERNATIONAL ACCOUNTING DAY"**



Total 84 students from I M.Com & I M.Com FA attended the Programme virtually via Zoom Platform and they were highly pleased with the way the organizing team had commemorated the International Accounting Day. The students gained a wide-range of knowledge and were acquainted with the various concepts and conventions of international accounting which have been undeniably developed significantly since its introduction in pre-modern times. The participants of this online Programme experienced the robust advancements that happened in the field of international accounting throughout the Middle Ages and the Renaissance period. The International Accounting Day is celebrated on the anniversary of the publication of critical work in the 15th century by an Italian mathematician.

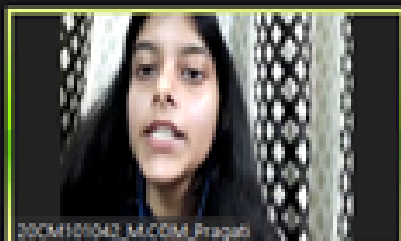
## INTERNATIONAL ACCOUNTING DAY SIGNIFICANCE

Just like every other profession, accounting has positive points to consider. On International Accounting Day, people recognise the importance of accountants and their contributions to the smooth running of any business. It has numerous opportunities to attract candidates in this profession. People who are in this field or intend to pursue their career in it will celebrate happy International Accounting Day 2020 on November 10.



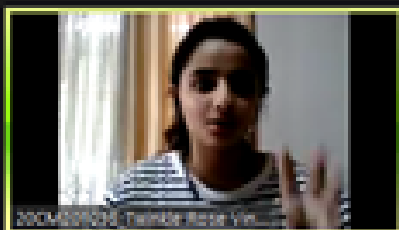
**MS.RACHEL MARINA, I M.COM DELIVERED A SPEECH ON SIGNIFICANCE OF IAD**

**MS.PRAGATI GAUR HIGHLIGHTED THE TIMELINE OF IAD**



## INTERNATIONAL ACCOUNTING DAY TIMELINE

- **1494 : Luca's Literature** - 'The Father of Accounting,' - Luca Pacioli, introduces the double-entry bookkeeping system with his publications.
- **1851 : Adding machine invented**- Charles Xavier Thomas de Colmar invents the arithmometer, triggering the shift toward computations completed by machines.
- **1854 : First professional accountants' organization**- The Institution of Accountants in Glasgow become the first official organization representing and regulating the accounting profession.



**TWINKLE ROSE VINOD, I M.COM FA CONDUCTED THE ACCOUNTING QUIZ**

**GIBBERISH**

By TWINKLE

# Webinar on Securities Market

18th Nov 2020

The Department of Commerce PG in collaboration with NISM (National Institute of Securities Markets) organized an Online Session on Career Opportunities in the Securities Markets via Cisco Webex on 18th November, 2020 from 3:30 to 5:00 pm. The resource person for the Session was Mr. Gokulnath Raja, Business Development Manager (South), National Institute of Securities Markets. The purpose of this session was to provide the student fraternity a thought-provoking platform for acquiring a wide range of capacity building activities at various levels to enhance the quality standards and exposures in securities markets. The National Institute of Securities Markets (NISM) is a public trust established in 2006 by the Securities and Exchange Board of India (SEBI), the regulator of the securities markets in India.



**SHRI S.K.MOHANTY DELIVERING A PRELUDE**

NISM

## Careers in Securities Markets

Ms. Rupali Mhatre  
National Institute of Securities Markets

18/11/2020



Unmute Stop video Share

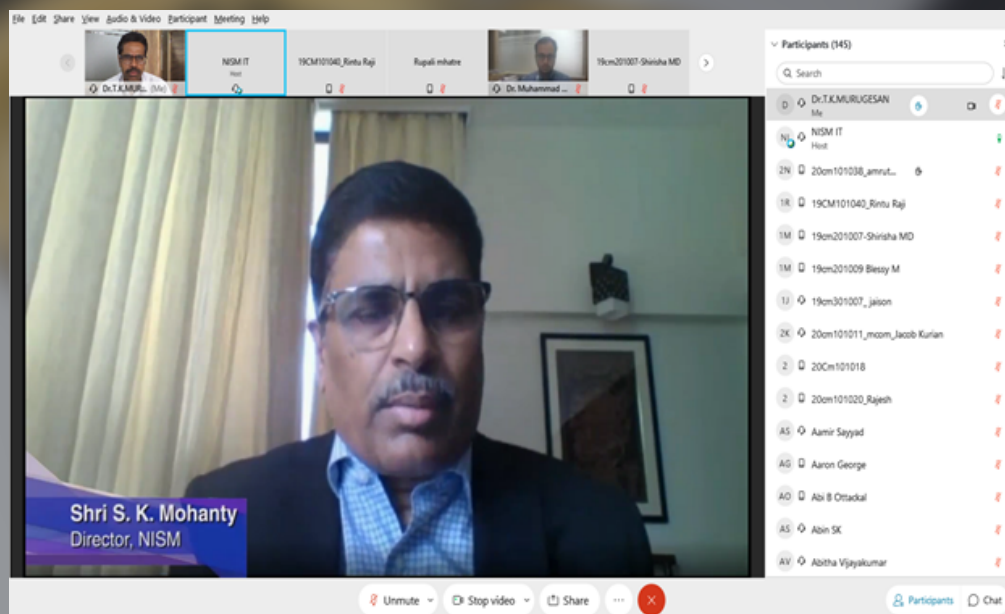
Participants

**MS.RUPALI MHATRE HIGHLIGHTING CAREER OPPORTUNITIES IN SECURITIES MARKET**

This session equipped the students with capacity building skills in the Indian securities markets through financial literacy, professional education, enhancing governance standards and fostering policy research. This online session threw light on the following aspects of securities markets in India.

- Promotion of securities markets through research and education
- Roles and technical functions of securities market
- The regulatory and its roles and functions in securities market
- Financial instruments traded in the securities market

Finally, the career opportunities in the securities market for students.

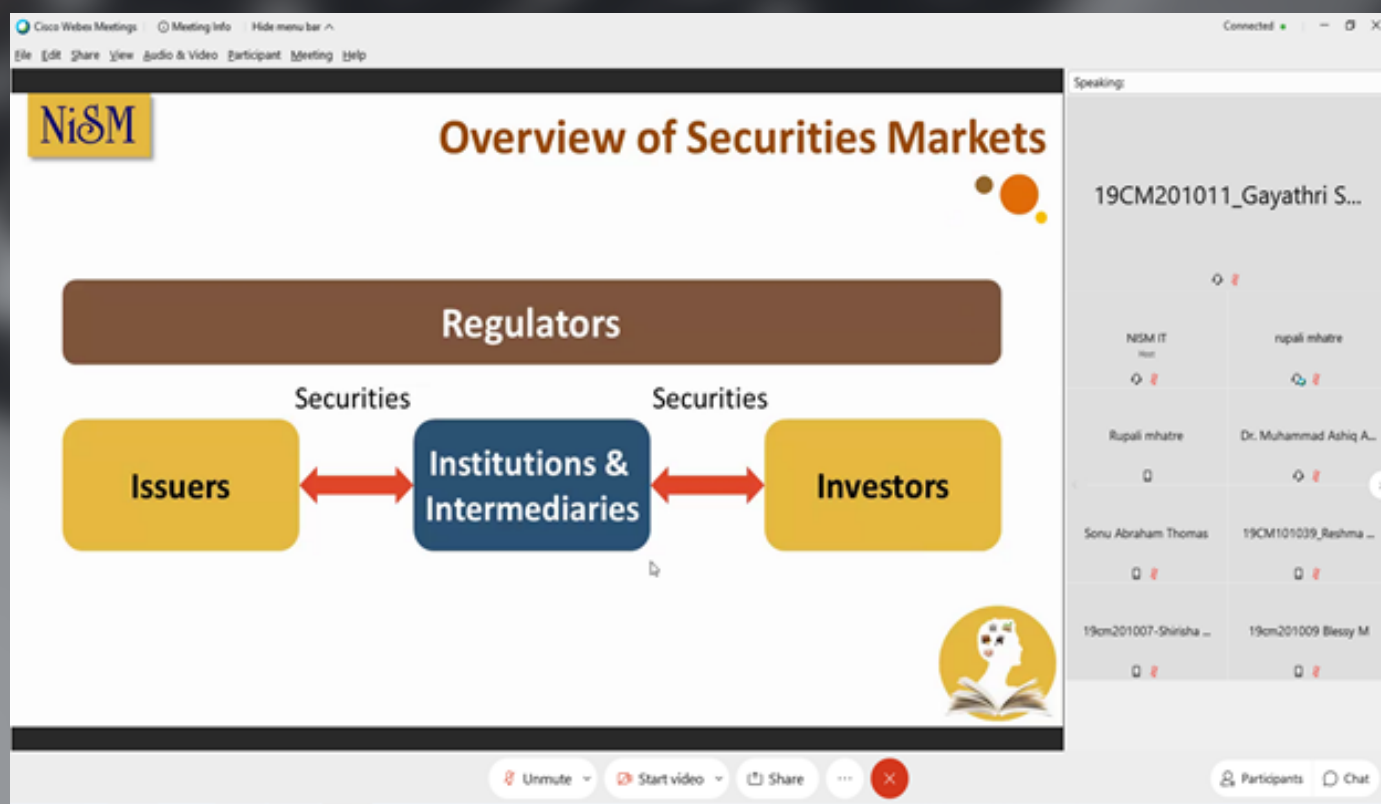




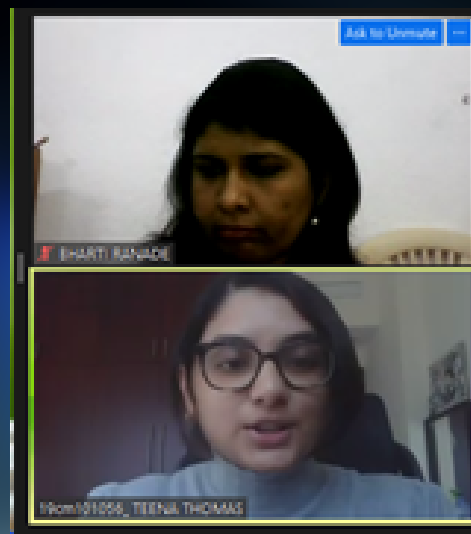
Total 182 students from first and final year M.Com & M.Com FA attended the session virtually via Cisco Webex and they were glad with the way the session was organized by the expert team of NISM. The students acquired an inclusive awareness and knowledge about various roles, technical functions and taxonomy of securities markets in India. The partakers of this online session gained professional knowledge on the roles, functions and structure of the securities market in India. The students responded that this online session embarked them with knowledge dissemination and skills enhancement in the financial and securities markets domain.



**MR.GOKULNATH RAJA DELIVERING AN EXPERT LECTURE ON “PROFESSIONALIZING SECURITIES MARKET”**



Kristu Jayanti Tax Advisory Cell (KJTAC) of the Department of Commerce (PG) organized the third edition of Skill Development Workshop on "E-Filing of IT Returns" on 27th November, 2020 from 3.30 pm to 4.30 pm for the benefits of faculty members of KJC and final year students of M.Com, M.Com FA & B.Com Professional. The resource person for the session was Prof. Bharti Ranade, M.Com, CA. KJTAC was established by the Department of Commerce (PG) on 23rd July, 2018 with the aim of providing income tax related know-how information and services to the student fraternity and individual income tax assesseees of our college.



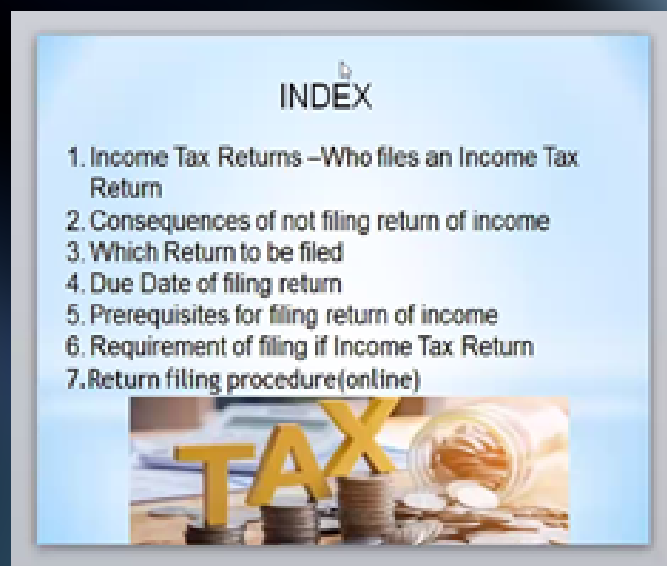
**MS. TEENA BENNY THOMAS, III M.COM DELIVERED WELCOME ADDRESS**

The KJTAC seeks to facilitate and empower the student community and individual income tax assesseees to become technically sound on e-filing of income tax returns and tax-related information and services. The objective of this skill development workshop is to provide a platform for the teaching fraternity and students to file their income tax returns online in the official portal of the Income Tax Department, Ministry of Finance, Government of India.

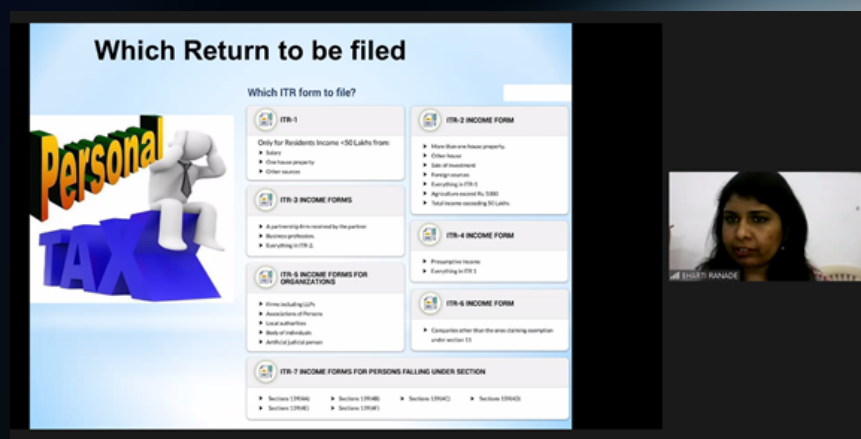


The tax expert provided the participants a comprehensive overview and technical know-how information on the following aspects of e-filing of IT returns.

- Income Tax Returns – Who Can File a Return
- Consequences of not filing return of income
- Due Date of Filing Return
- Prerequisites for Filing Return of Income
- Online Return Filing Procedure

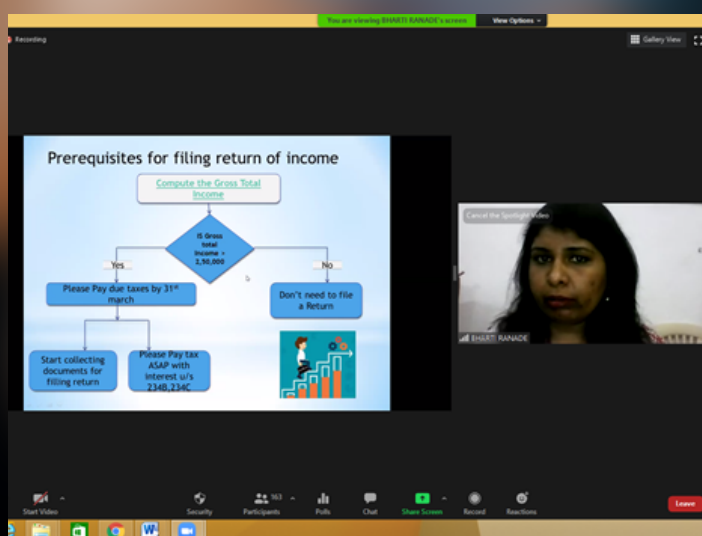


**PROF. BHARTI RANADE HIGHLIGHTED VARIOUS ASPECTS OF “E-FILING OF IT RETURNS”**



Prof. Bharti Ranade has expounded about tax planning information and services and tax-saving sheltered schemes for meeting divergent tax savings objectives of individual income tax assesseees. Besides e-tax filing services, she also highlighted a plethora of advisory services on various tax planning & saving schemes which are available to suit varying income tax savings objectives of individual tax assesses. The income tax assesses can avail the income tax information and services via KJTAC.

Total 148 participants actively attended the Skill Development Workshop on “e-Filing of IT Returns” and have said that the KJTAC offered them hands-on information and technical savvy through this workshop to access the income tax-related information and services on IT return and online e-tax filing. This awareness workshop provided the participants the hands-on training and information on the e-filing of income tax returns in the official portal of the Income Tax Department.



# IMPULSE 2K20 (Rhythm of Renaissance)

09th Dec 2020

The Department of Commerce (PG) organized Virtual Intra-Collegiate Commerce PG Fest IMPULSE 2K20 with a Theme of Rhythm of Renaissance on 9th December, 2020 via Zoom Application. The aim of Impulse 2K20 is to provide the First Year M.Com & M.Com FA a vibrant and thought-provoking platform to explore their talents, skills, exposures and knowledge in the core functional areas of commerce such as financial analysis, investment banking, online trading, tax planning & advice, venture capital and auditing. The core events of Impulse 2K20 are Financial Analyst, Auditor, Venture Capitalist, Investment Banker, Mock Stock and Tax Advisory. The core events of the Fest were conducted virtually by the final students of M.Com & M.Com FA for the benefits of I Year M.Com & M.Com FA students.



## IMPULSE 2K20 – AN INTRA-COLLEGIATE COMMERCE PG FEST

The Chief Guest for the Inaugural Ceremony of the Fest was Dr. Anil Kumar, Associate Professor, Shri Ram College of Commerce, University of Delhi, Delhi. Dr. Fr. Augustine George, Principal, Kristu Jayanti College (Autonomous) delivered the presidential address and appreciated the efforts taken by the staff and student co-coordinators for their meticulous planning in organizing the fest. The Chief Guest delivered a thought-provoking lecture on the prominence of creativity and innovation in enhancing managerial skills, leadership qualities and employability skills of the students. He had a sparkling and active interaction with the students and highlighted the importance of acquiring employability skills and managerial exposures in order to become company friendly. Prof. VijayaKumar delivered the valedictory address and appreciated the staff and student co-coordinators for the successful conduct of fest and congratulated all winners and participants for their active participation and involvement in the various events of Impulse 2K20.



**DR. ANIL KUMAR  
DELIVERING AN INAUGURAL ADDRESS AT THE FEST**



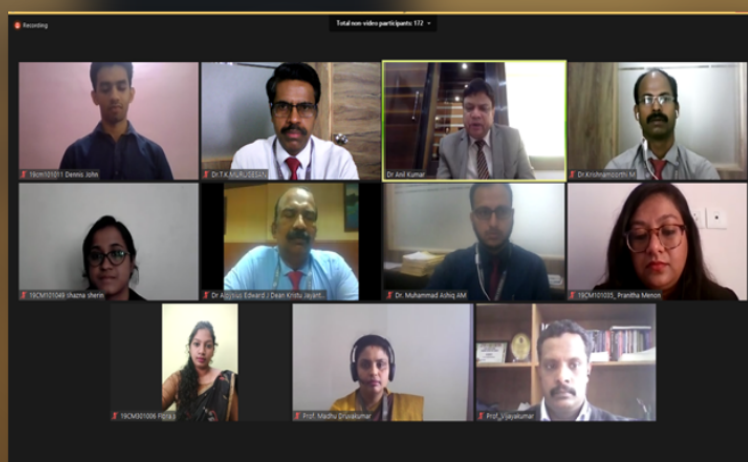
**DR. FR. AUGUSTINE GEORGE  
DELIVERING THE PRESIDENTIAL ADDRESS**



Total 6 teams comprising 89 students from I Semester M.Com & M.Com FA enthusiastically participated in various events of Impulse 2K20 like Financial Analyst, Auditor, Venture Capitalist, Investment Banker, Mock Stock & Tax Advisory. The participants were extremely thrilled and amazed with the way the events of Impulse 2K20 were conducted by the organizing teams. Impulse 2K20 provided the student co-coordinators and participants an exciting experience and learning platform to develop their soft-skill sets like managerial skills, organizing abilities, coordinating skills, inter-personal skills and communication skills. The participants have felt that Impulse 2K20 offered them a thought-provoking platform to showcase their talents, skills and exposures. The prize winners were honoured with e-certificates of excellence and appreciation and all the participants were given the participation e-certificates.



**MR. DENNIS JOHN INTRODUCING THE CHIEF GUEST DR. DR. ANIL KUMAR**



**MS. PRANITHA MENON PROPOSING VOTE OF THANKS**

# Workshop on “DATA ANALYSIS USING SPSS”

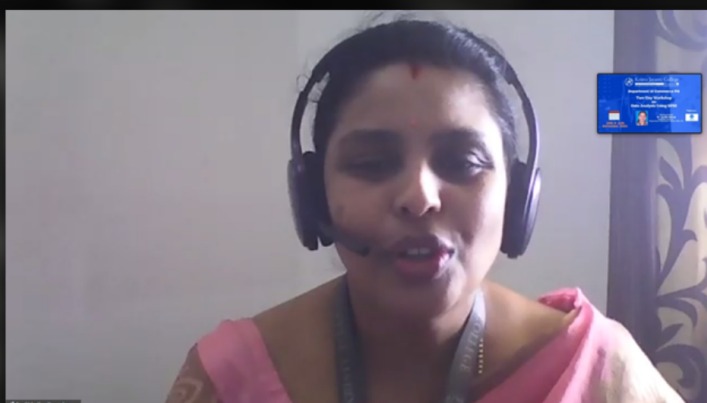
10th - 11th Dec 2020

The Department of Commerce (PG) organized a Two-Day Hands-on Virtual Workshop on "Data Analysis Using SPSS" on 10th & 11th December 2020. The workshop was scheduled from 10 a.m. to 12 p.m. & 2.00 p.m. to 4.00 p.m. on both days via Virtual Platform Zoom for the benefit of I Year M.Com & M.Com FA & I & II Year MA Economics students as a skill development program. The resource person for this workshop was Dr.Jyothi Manoj, Associate Professor, Department of Statistics, Kristu Jayanti College (Autonomous).

This workshop as a part of a skill enhancement program aims to provide the student fraternity a hands-on platform for acquiring and enriching their practical knowledge and skills on usage and application of various statistical tools and techniques with the help of SPSS Statistics 20 to test hypothetical data of real-life business problems. The virtual workshop was inaugurated by Rev.Fr.Lijo P Thomas, Financial Administrator, Kristu Jayanti College (Autonomous) on 10th December 2020 at 9.30 a.m. After the inauguration, the hands-on session was handed over to Dr.Jyothi Manoj. The resource person covered the following areas comprehensively in this two-day online workshop.



**TWO-DAY HANDS-ON VIRTUAL WORKSHOP ON "DATA ANALYSIS USING SPSS"**



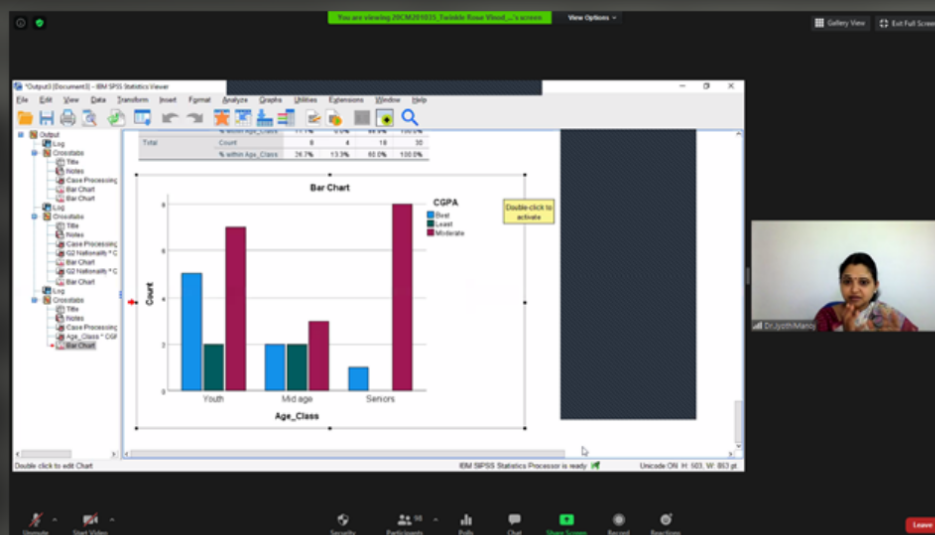
**PROF. MADHURVAKUMAR WELCOMING GUEST OF HONOUR & RESOURCE PERSON**



**REV.FR.LIJO P THOMAS DELIVERING PRESIDENTIAL ADDRESS**

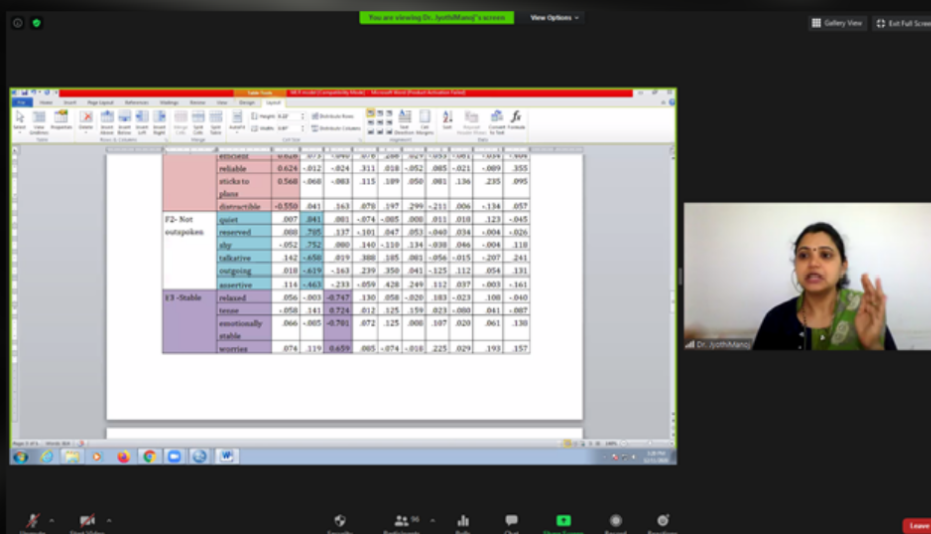


Day 1: Data processing techniques like importing, coding, classifying, editing, tabulation, and charting of data with the help of SPSS Statistics 20.



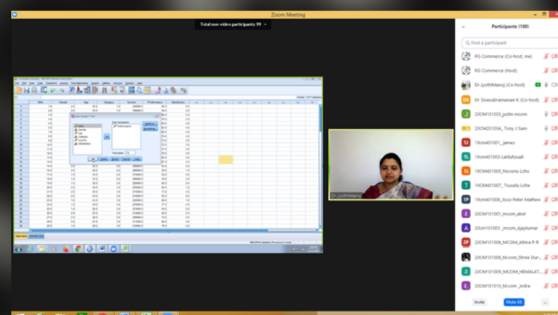
## TWO-DAY HANDS-ON TRAINING SESSION ON DATA ANALYSIS USING SPSS BY DR. JYOTHI MANOJ

Day 2: The second day of the workshop started at 10.00 a.m. by the resource person. She provided the students a hands-on learning experience on usage and application of SPSS Statistics 20 for executing both parametric and nonparametric statistical tools like One-Sample t-Test, Independent Samples t-Test, Paired Sample T-Test, Z-Test, Correlation analysis, Regression analysis, Chi-square test, One-Way Anova, and Factor Analysis.



## TWO-DAY HANDS-ON TRAINING SESSION ON DATA ANALYSIS USING SPSS BY DR. JYOTHI MANOJ

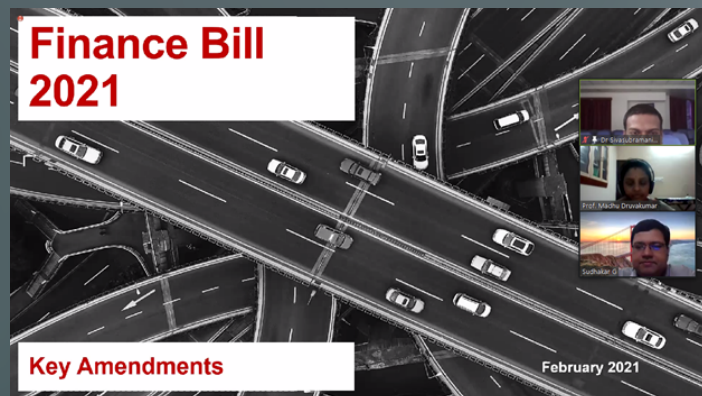
About 107 students actively participated and acquired the theoretical and hands-on knowledge on analysis of hypothetical data using SPSS Statistics 20. The Two-day virtual workshop was well designed and enunciated for enhancing the knowledge and skills of the students on data processing and analysis with the help of SPSS Statistics 20 in the research areas of social science. The online workshop was virtually organized and delivered via the Zoom platform. The participants of this workshop felt that it provided them hands-on knowledge, skills, and experience on the usage and application of SPSS Statistics 20 and will be helpful to prepare quality research articles and projects in consequent semesters as part of their academic curriculum.



# EXPERT TALK ON UNION BUDGET 2021-2022

02nd Feb 2021

Department of Commerce (PG) organized a Virtual Expert Talk on Union Budget 2021-2022 on 2nd February, 2021 from 6 pm to 7 pm for final year M.Com and M.Com FA Students. Mr.Sudhakar Giridharan, Chartered Accountant was the resource person of this online session and threw a bird's eye view on the significant highlights of Union Budget 2021-2022 presented by our Union Minister for Finance & Corporate Affairs, Smt. Nirmala Sitharaman in the Parliament on 01st February, 2021..



**MR.SUDHAKAR GIRIDHARAN DELIVERED AN EXPERT TALK ON UNION BUDGET 2021**

### Introduction

- The Union Minister for Finance & Corporate Affairs, Smt Nirmala Sitharaman presented the Union Budget in the Parliament today, which is the first budget of this new decade and also a digital one in the unprecedented COVID-19 crisis
- Laying a vision for AatmaNirbhar Bharat, she said this is an expression of 130 crore Indians who have grown in their capabilities and skills
- She said that Budget proposals will further strengthen the Sankalp of Nation First, Doubling Farmer's Income, Infrastructure, Healthy India, Good Governance, Opportunities for youth, Education for All, Women Empowerment and Inclusive Development among others
- Additionally, also on the path to fast-implementation are the 13 promises of Budget 2015-16-which were to materialize during the AmrutMahotsav of 2022, on the 75th year of our Independence. They too resonate with this vision of AatmaNirbharta, she added
- The Budget proposals for 2021-22 rest on 6 pillars.
  - Health and Wellbeing
  - Physical & Financial Capital, and Infrastructure
  - Inclusive Development for Aspirational India
  - Reinvigorating Human Capital
  - Innovation and R&D
  - Minimum Government and Maximum Governance

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**Finance Bill 2021**

4

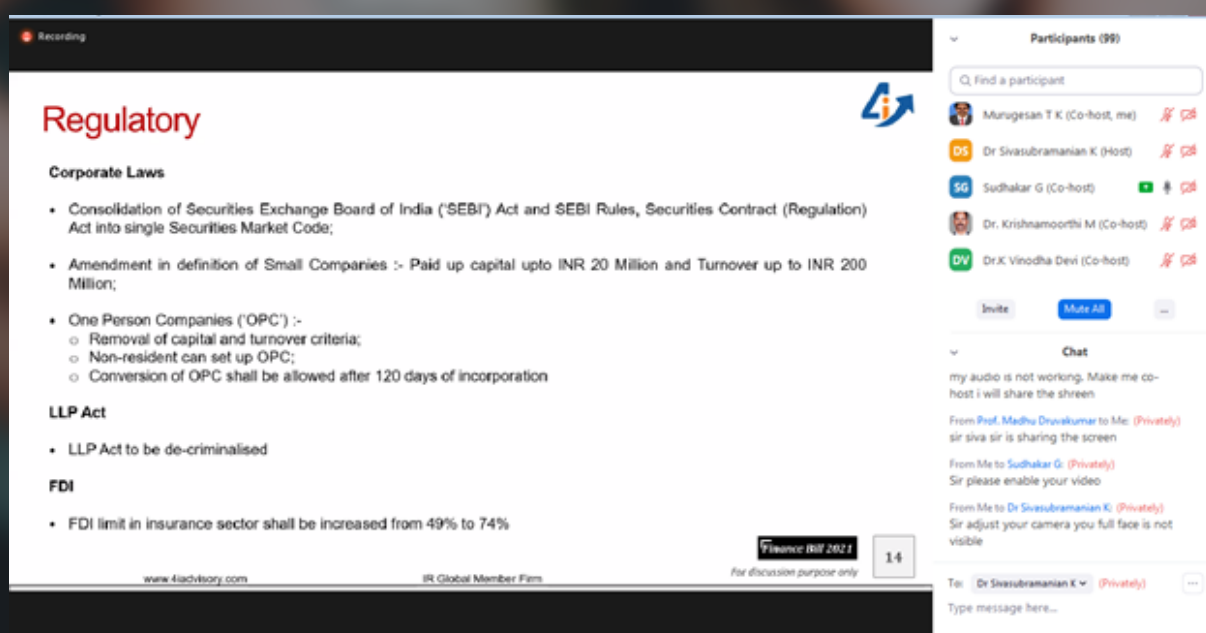
For discussion purpose only

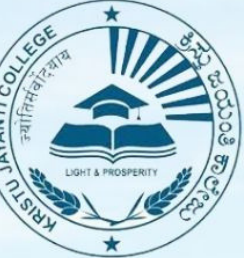
Mr.Sudhakar Giridharan highlighted the core facets of the Union Budget 2021 in the light of Covid-19 and their implications on the ordinary people, business organizations, Government and Indian Economy as a whole. The major key points highlighted by the resource person are summarized below:

- Six key pillars of the budget proposals for 2021-2022 such as Health and Wellbeing, Physical & Financial Capital, and Infrastructure, Inclusive Development for Aspirational India, Reinvigorating Human Capital, Innovation and R & D, and Minimum Government and Maximum Governance.
- Direct Tax Compliance: No changes in Income Tax Slabs, Rates, Deductions, Exemptions in Budget 2021.
- Direct Tax Proposals - Budget highlights 2021: IT relaxation for senior citizens of 75 years age and above, Reduction in time for IT Proceedings, Constitution of 'Dispute Resolution Committee, National Faceless Income Tax Appellate Tribunal Centre, Tax incentives to startups, Relaxations to NRI, etc.
- Indirect Tax Proposals - Budget highlights 2021: Reduced duty on copper scrap from 5% to 2.5%, basic and special additional excise duty on petrol and high-speed diesel oil (both branded and unbranded) is reduced, increased duty on solar inverters from 5% to 20%, raised duty on solar lanterns from 5% to 15%, the basic customs duty on gold and silver reduced, the department will rationalise duty on textile, chemicals and other products, the revised rates will be applicable from 2nd February 2021 onwards, etc.



Total students 98 (58 from IV M.Com and 40 from IV M.Com FA) actively attended expert talk on Union Budget 2021-22 via Zoom Platform and the students have responded that the expert talk provided them a real-time information and knowledge on Union Budget 2021. They also felt that the session as a whole was very well articulated and delivered and the guest speaker made the virtual session more interesting and interactive so that the students had a good learning experience on the Union Budget 2021-22.





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**DEPARTMENT OF  
COMMERCE PG  
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**Hearty Congratulations To The  
Winners Of The Fest**





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**TEENA BENNY  
THOMAS**  
IV M.COM



**SHAZNA SHERIN  
YOUSUF**  
IV M.COM



**SHERLY STEFFI L**  
IV M.COM



**RAJESH R**  
II M.COM

**Prize: Rs 5000**

#### BEST WOMEN ETREPRENEUR: 1ST PLACE



**PHEBE J**  
II M.COM



**VISMAYA VIJAYAN**  
II M.COM FA



**MANOVA SHAMMY**  
IV M.COM FA

**Prize: Rs 5000**





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Organized By Sacred Hearts College, Kerala

#### MARKETING GAME : 2ND PLACE



**TEENA BENNY  
THOMAS**  
IV M.COM



**SHAZNA SHERIN  
YOUSUF**  
IV M.COM

**Prize: Rs 1500**

#### FINANCE GAME : 1ST PLACE



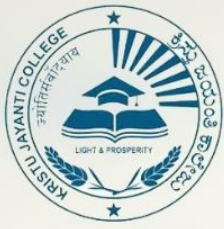
**TWINKLE ROSE  
VINOD**  
II M.COM FA



**ANISHA ANN RAJU**  
II M.COM FA

**Prize: Rs 3000**





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#### BEST ENTREPRENEUR TEAM: 2ND PLACE



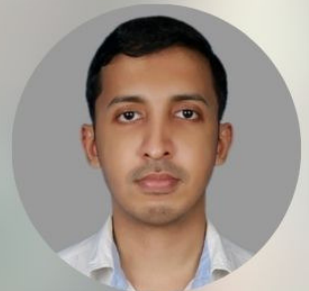
**ANNU KURIAKOSE**  
IV M.COM



**MERYLN CLAIRE**  
IV M.COM



**SHARIN ANTHONY**  
II M.COM



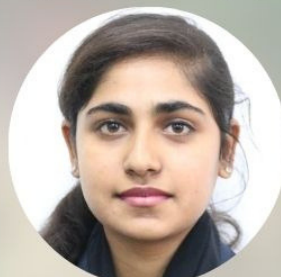
**ABHEY ELDHO**  
CHARLEY  
IV M.COM FA

**Prize: Rs 4000**

#### BEST MANAGEMENT TEAM: 1ST PLACE



**GAADHA**  
IV M.COM



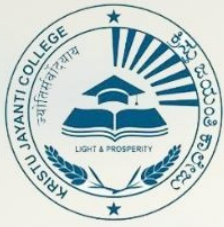
**UZMA INAYATH**  
IV M.COM FA



**DENNIS JHON**  
IV M.COM

**Prize: Rs 6000**





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#### BEST MARKETING TEAM: 3RD PLACE



**TEENA BENNY  
THOMAS  
IV M.COM**



**SHAZNA SHERIN  
YOUSUF  
IV M.COM**



**PHEBE J  
II M.COM**



**RAJESH R  
II M.COM**

**Prize: Rs 2000**

#### BEST BUDGET TEAM: 1ST PLACE



**KELVIN VARGHESE  
II M.COM FA**



**VISMAYA VIJAYAN  
II M.COM FA**



**TEESA SHAJU  
II M.COM FA**



**PRIYANKA C.P  
II M.COM FA**

**Prize: Rs 4000**





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#### **ARTICLE PRESENTATION**



**2nd**  
**GAADHA**  
**IV M.COM**  
**Prize: Rs 2500**



**3rd**  
**VAISHNAVI R**  
**IV M.COM**  
**Prize: Rs 1500**





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#### **HUMAN RESOURCE: 1ST PLACE**



**IFRA FASEEH**  
IV M.COM FA



**MANOVA SHAMMY**  
IV M.COM FA



**MERLYN CLAIRE**  
IV M.COM



**V PRIYANKA**  
IV M.COM FA

**Prize: Rs 5000**

#### **BEST MANAGEMENT TEAM: 1ST PLACE**



**KELVIN VARGHESE**  
II M.COM FA



**ANNU KURIAKOSE**  
IV M.COM



**SHAZNA SHERIN**  
YOUSUF  
IV M.COM



**TEENA BENNY**  
THOMAS  
IV M.COM

**Prize: Rs 5000**





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### BERCHNOVA 2021

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#### BUSINESS QUIZ

**1ST**

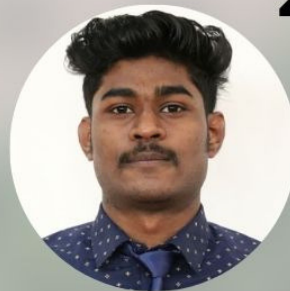


**YASHASVINI**  
II M.COM FA



**DEVI BANNI**  
II M.COM FA

**2ND**



**ANANDU PRADEEP**  
II M.COM FA



**THOMAS PETER**  
II M.COM FA

**Prize: Rs 5000**

**Prize: Rs 2000**

#### CSR : 2ND PLACE



**RUTH THOMAS**  
IV M.COM



**PRANITHA MENON**  
IV M.COM



**SANDRA JHONSON**  
IV M.COM

**Prize: Rs 2000**





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**UTHCHRISTA 2021**

Organized By Christ University, Bangalore

**INVICTA  
(BEST CEO) :  
1ST PLACE**



**TEENA BENNY  
THOMAS  
IV M.COM  
Prize: Rs 15K**

**ADRIHTA  
(B PLAN) : 1ST  
PLACE**



**ANNU KURIAKOSE  
IV M.COM**



**SHAZANA SHERIN  
YOUSUF  
IV M.COM**

**Prize: Rs 10K**

**ARTHA VIDYA (MOCK STOCK): 1ST PLACE**



**KELVIN VARGHESE  
II M.COM FA**

**Prize: Rs 10K**



**V PRIYANKA  
IV M.COM FA**





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**PROF. MADHU DRUVAKUMAR**

HEAD OF DEPARTMENT  
M.COM, MPhil, (Ph.D.)



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FACULTY  
B.SC., MBA, MFM, M.Phil.,  
NET, SLET, Ph.D



**DR. M. KRISHNAMOORTHI**

FACULTY  
B.COM, MBA, M.COM., M.Phil, Ph.D,  
NET, SET



**DR. A PUSHPA**

FACULTY  
M.COM., MBA., M.Phil., Ph D



**DR. MUHAMMAD ASHIQ AM**

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