

KRISTU JAYANTI COLLEGE (AUTONOMOUS)  
DEPARTMENT OF COMMERCE (PG)

# COMMERCE Cafe



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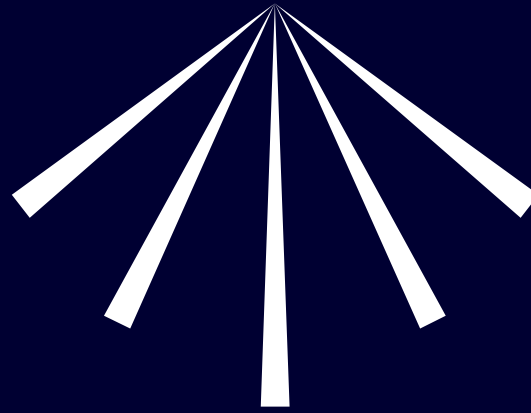
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# COMMERCE

## Cafe





## From Editors Desktop

Commerce café 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. Commerce Café provides a snapshot of the various activities and advancements for all associated with Department of Commerce (PG).

This Department e-magazine will 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.

I am 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. I also confident that this e-magazine will encourage many more including students to use it as a platform to express their creativity. I sincerely hope that this edition makes for an interesting read. Please feel free to offer any suggestions for improvement.

Happy Reading!

**Mohammed Umair**  
Chief Editor  
[m.umair@kristujayanti.com](mailto:m.umair@kristujayanti.com)



# 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 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 Md. Umair and his team for capturing the activities of the department in this e-magazine with a scintillating theme.*

**Prof. VijayaKumar R**  
Head, Department of Commerce

*At the outset, I congratulate the magazine editor and his team for their effort in bringing out the e-magazine. The Department of Commerce was started in the year 2000 and PG course M.Com was introduced in the year 2008. In 2016 department of commerce initiated another master degree professional programme M.Com FA as a response to market imperatives. Since its inception the department has not only focused on the academic excellence of its students but also has nurtured their potentials by providing holistic education. During the last decade the department has made valuable contribution to the development of Commerce education in the country and has been acknowledged by various rating agencies. The Alumni of the Department are holding important Managerial and Financial positions in prestigious organizations both in Public and Private Sectors, Banks and Multinationals. I hope the department will continue to march towards excellence.*

**Dr. Babu V**  
Coordinator  
M.Com & M.Com FA

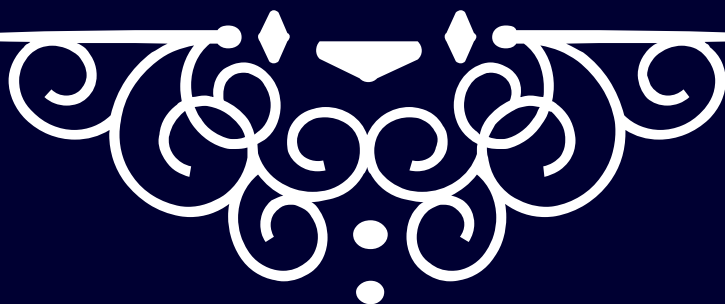
# Shubh Aarambh

Investiture of new academic year

For the students of Kristu Jayanti College, Shubh Aarambh is an auspicious beginning of an academic journey. It is an event that signifies the start of an academic year. The students are welcomed into the Jayantian family through a prayer session. The traditional lighting of the lamp by the members of the management, parent and student representatives marks the formal inauguration of the PG programmes. The representatives of students seek the blessings of the Almighty through the prayer of St.Thomas Aquinas (the patron saint of students) and intercessory prayers. The students are formally welcomed by the Principal and this occasion also paves way of for declaration of theme for the academic year.

'Shubh Aarambh', the annual inaugural function for M.Com programme batch 2015-17 was held 15<sup>th</sup> July, 2016. Rev. Fr. Josekutty PD, Principal-Kristu Jayanti College while addressing the students said, "when you work hard and work smart, reward will follow and when you stay focused, you can achieve your goal. Rev.Fr. Augustine George- Vice Principal, Prof. Aloysius Edward-Dean, Faculty of Commerce & Management, Prof. Gopakumar A.V. Dean- Faculty of Humanities; Rev. Fr. Emmanuel, Asst. Prof. Department of Psychology; were also present.

Followed by formal inauguration a session on "CMI vision of Education" takes the students through the charisma of the founder of the CMI congregation – Blessed Kuraiyose Elias Chavara, the CMI educational philosophy and how Kristu Jayanti imbibes the same in its functioning. Other highlights of the session are the elucidation of the Vision, Mission, Goals and Core Values of the College and its educational pedagogy. The inaugural programme would conclude with a session on 'Jayantian Campus Culture' wherein the students would be introduced to the code and conduct, schedules, routine procedures, and various aspects of the campus life at Kristu Jayanti College.



# GETTING READY FOR LIFE

LIFE SKILL EDUCATION



Department of Commerce (PG) in collaboration with The Centre for Life Skills Education (CLSE) of Kristu Jayanti College conducted training on Life Skills for the I Semester M.Com students over a span of three days from 15-17 July 2015. Life skill training is an interactive, real-world-readiness programme for youth. This capacity building training was focused on imparting 10 core life skills promoted by the World Health Organisation (WHO). These life skills represent the psycho-social skills that determine valued behaviour and include reflective skills such as problem-solving and critical thinking, to personal skills such as self-awareness, and to inter-personal skills. The entire training was activity based with an intense learning experience.



HAPPINESS  
LOOKS  
LIKE...



hello!  
Freshers'

*Your presence brightens up the day, your intellect has many things to say  
your energy burns up all the hay, and then.....*



Immediately after the start of the academic year, what better way to start college life than with a fun-filled freshers' day! In Department of Commerce (PG) freshers' day is celebrated compulsorily every year. The very purpose of Freshers Day is to welcome newcomers in a friendly atmosphere and to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students eagerly look forward to this event at the beginning of every academic year. The stage is set for fresher's to showcase their talent and compete for the Mr. & Miss. Fresher's Crown.

On 28<sup>th</sup> July the Freshers Day commenced on a brief formal note from Principal Rev Fr. Josekutty PD. In his message principal advised the students to excel in their studies and bring laurels to their parents and to the institution. He also emphasized on the need for students to improve their skills since they have to face the challenges of modern knowledge driven society.

Followed by principal's address, celebration started. The dress theme for the Fresher's day was Blue & White for Fresher's. The program saw some great dance performances from the seniors.

"We were eagerly waiting for this freshers' day, a kind of formal welcome by seniors and faculty members. In fact, first year students get a chance to let their hairs down and showcase the talents on freshers' day. We can perform songs or dances or participate at different games," said Ganaga a first semester M.Com student. Freshers' day is also about interaction with seniors. "Though ragging is not allowed at any college, freshers' day ends all fears as we get to know our seniors. It is our official induction ceremony at college," feels Anaupama a student from first semester M.Com FA. "Since we're very relaxed and in a mood to enjoy, we also get to know our peers better and establish new friendships," added Sourav Kumar of the same class.

The program concluded with the vote of thanks and finally with the college anthem, all the freshers including the senior's rocked the show and enjoyed the celebrations and all thanked the HOD, staff and seniors students for hosting such a nice program that they could cherish lifelong.



***Fresher's Day***  
***An amiable welcome to juniors***

# THE BRAIN STORM

## STUDENTS OF M.COM ENCOUNTER MIND BLOWING QUIZ

Exuberating, motivating, enlightening and engaging would describe the Quiz Competition conducted by Prof. Mohammed Umair Quiz Master and Faculty Department of Commerce. The event was organized for I semester M.Com and M.Com FA students on 17<sup>th</sup> Aug, 2015. The competition was aimed at developing the knowledge and excellence base among the students through healthy and highly motivating Quiz show. The students crammed themselves up with a lot of general knowledge for the quiz. Mazes of intuited and interesting questions were asked to the students, testing each aspect of the educational knowledge base like current affairs, famous quotes, science etc. Eight highly different rounds were set up to the quiz. 20 separate questions apart from normal rounds were put up for the break round. The quiz had a rapid fire round which made it more exciting for the students and the audience both. To bring the programme to a close Quiz master gave a small speech and thanked all the participants and teachers for joining in this quiz contest and making it a great success.





# Samshodan

## *Student Research Forum*

"Research is to see what everybody else has seen and to think what nobody else has thought"

Samshodan is a Student Research Forum dedicated to inculcate research interest among postgraduate students. Through this forum the 1<sup>st</sup> year M.Com students were motivated to identify a research problem in their own area of interest. This year's Samshodan Research Forum took place on 10<sup>th</sup> & 11<sup>th</sup> February 2016. 49 students of II Semester M.Com Studying Research Methodology Course presented their research design describing their research. Each student was allotted a time of 10 minutes to present his/her research paper in front of an audience comprising students and teachers of commerce department. The session was presided over by a panel of faculty member with research experience, who commented on the study being presented thus providing valuable inputs to young researchers on the study and presentation quality. The best and most innovative research paper and presentation was recognized with award judged by panel of faculty members comprising of Dr. V Babu, Prof. Madhumalathi and Mr. Mohammed Umair.

Congratulations to Award Winners!



# IMPULSE

An intra-collegiate commerce fest

25<sup>th</sup> and 26<sup>th</sup> of August 2015



Impulse is an annual intra-collegiate fest of the PG Commerce Department, hosted by the final year students for first years. The Fest features diverse events like Finance, Business plan, Marketing, Human Resource management, Business quiz, Mock Stock and Best Manager. These events encourage students not only to learn to manage things on their own but also supplement their professional development in understanding the subjects involved with better clarity.

Inspired from the present scenario where corporate are trying to revive their golden glory, rebrand their identity, restructure their functionality, repose itself in the market and reorganize their strength, this year's fest theme was "Limitless". The two days business fest was inaugurated by Samuel Mathews, director WOLS Logistics Pvt. Ltd. The theme Limitless, aimed to bring in the best minds to devise creative, innovative and rational solution which will help the corporate to live in the fireworks.

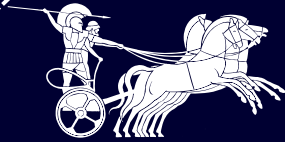
Eminent personalities present during the inauguration were Rev. Fr. Josekutty PD, Principal-Kristu Jayanti College, Prof. Aloysius Edward-Dean Faculty of Commerce & Management, Prof. Vijayakumar-Head Department of Commerce and Dr. V Babu-coordinator Commerce PG. While addressing the august gathering, Chief Guest, Mr. Samuel Mathews said that good management strategies are required needed in every aspect. If a person is good at management, he will be successful in life. It is good to see that students are learning the managerial skills.



The events on first day were Ad making where the participants were required to design an advertisement campaign and present it the form of movie. The business quiz was organized to test the business aptitude of the students. In treasure hunt, the students were given clues, where they had to identify the signs and complete the task. In mock stock, the participants were required to trade shares and show their analytical skills. In Human Resource different rounds on functional areas of HR were held. The second day of Impulse witnessed many interesting events such as Best Manager final, where students participated with full enthusiasm and exhibited their potential.

The two day fest concluded with a valedictory function. Valedictory function was held on 26<sup>th</sup> of August 2015, Rev. Fr. Immanuel was the chief guest on the occasion. In his valedictory address Fr. Immanuel spoke about the importance of the entrepreneurial spirit. Dr. V Babu-programme Coordinator and Mr. Nithin - student coordinator were present on the dais during the formal function. Prize distribution ceremony was arranged for the winner of various events. "The fest was informative and a memorable experience," stated Sailesh Munda of first semester M.Com FA. He was adjudged as The Best Manager. "Events were designed to test not only the team spirit of the participants, but also facilitate communication and help foster creativity and innovation", felt Shashi Kumar winner of Business plan.

Overall Impulse 2015 provided a platform for students from to exhibit their potential and expertise in many activities for two days and to win laurels. All the participants and guests appreciated the event.



IMPULSE PROMOTION AT UG BLOCK ↑

IMPULSE 2015, ORGANISING TEAM WITH FACULTY MMEBERS ↓

# IMPULSE

*An intra-collegiate commerce fest*



WINNER OF BEST MANAGER SAILESH MUNDA



WINNERS OF BUSINESS PLAN



WINNER OF PRODUCT LAUNCH IMLIPONG & BHAGYA LAKSHMI



BUSINESS PLAN 2<sup>nd</sup> PLACE SHASHI KUMAR & PRIYANKA.A



Limitless

# IMMERSIVE EXPOSURE TO RESEARCH THROUGH WORKSHOP



On 12<sup>th</sup> August 2015 Department of Commerce (PG) organized a one day workshop on Research Methodology for 1<sup>st</sup> and 2<sup>nd</sup> year students of M.com and M.com (FA). The resource person was Dr. Arulmurgan, with 10 years of experience in teaching, research and guiding Scholars. He is presently working with Department of Commerce PG, Pondicherry University, Pondicherry. The Guest Lecture was organized to help students stay informed on the basics, and familiarize them with recent developments and trends in research techniques and its application in commerce. In his lecture Dr. V Arulmurgan discussed the objectives of research, types of research, different research tools. He also discussed current hot research areas, software's that can be used. He reflected his own experiences of doing. He focused on various aspects related to technical paper writing viz. report formation, report writing, cover page framing and title selection process.

The student learnt about aspects like how to select effective project title, how to plan the content of the report. He gave a practical example on how to present a half an hour paper within 5 minutes. He stressed on the point that the presentation can be molded as per the requirement and situation. His theory 'Doing Research is FUN' encouraged many students. FUN being an acronym for Feasibility, Utility and Novelty. It was a learning and interactive session for the students where he answered all the queries put up by the students to their full satisfaction.



"Research is formalized curiosity.  
It is poking and prying with a  
purpose"

-Zora Neake Hurston



# HANDS ON EXPERIENCE

## INDUSTRIAL VISIT TO TOYOTA KIRLOSKAR MOTORS

Industrial visit has its own importance in a career of a student who is pursuing a post graduate degree. At Kristu Jayanti it is considered as a part of curriculum. The prime objective of industrial visit is to provide students an insight regarding internal working of companies.



On the 25<sup>th</sup> June, 2015 the department of commerce PG studies had organized an industrial visit for 3<sup>rd</sup> Semester students of M.Com who were accompanied by Dr. Babu V, Coordinator of M.Com Programme. The visit was to Toyota Kirloskar Motors plant at Bidadi, Karnataka. Bidadi, a small satellite light city is located in the Bangalore-Mysore highway. The visit started in the early hours of a working day through college bus.

On arrival to plant students were escorted to a briefing hall by a Toyota executive, students were given a brief introduction on company's history, its objectives, functions and its manufacturing process. Later the students were taken for Plant visit in a very organized manner.

Students were given safety gears and brief guidelines to be followed during plant visit. The plant has the state of the art facility with the production capacity of more than 60 cars per hour. The bidadi plant primarily manufactures car like Etios, Innova, Etios Cross, Liva and Corolla. Plant at Bangalore is considered to be the main production hub in sub continental region and also largest manufacturers among other Toyota plants in rest of sub continental region. Students could witness the entire production line up and the manufacturing process that is involved. The involvement of human resource is totally limited, only supervision is done by humans. After visiting the entire assembly unit, we were taken to training room for a conclusive discussion, students were also served refreshments. Overall the purpose of visiting Toyota was indeed fruitful it gave an opportunity to the students to learn more about the organization, systems, performance management and operations. The students were exposed to the process of manufacturing cars and also learned important lesson on the automobile Industry. They were also given an opportunity to discuss the various HR policies and market strategies followed and practiced by the Industry. All in all it was a great experience for the students.

On 29-03-2016 students of second semester M.Com FA made their way to Toyota Kirloskar accompanied by Dr. V Muthukumar. The objective of the trip was to have a visual study of the production industry. Toyota Kirloskar Auto Parts was kind enough to permit our college students to have a plant tour. 35 students participated in the visit on reaching the plant students were asked to assemble in the seminar hall where the HR Manager gave a brief introduction about the company. After the presentation the students were divided into two groups and were taken inside the plant visit to view the different processes.



# DEPARTMENT OF COMMERCE (PG) HOSTS 24<sup>TH</sup> EDITION OF

# VICHAARMANTHAN

AN INTERACTION WITH GLOBAL AND INDIAN VISIONARIES

Vicharmanthan - is an interactive program organized by Kristu Jayanti College, where students are exposed to Indian and Global visionaries. Vicharmanthan literally means churning of ideas, and exactly this happens through the fruitful discussions. This interactive series with Indian and Global visionaries has brought many institutional heads to our campus. The objective behind this creative forum is to maintain a regular interaction with the industry as well as academia and to discuss the upcoming trends in various disciplines. In Vicharmanthan, every session is specifically tailored to our students' requirement, and is thought provoking, interactive and challenging which positively impacts their well-being.



Ms. Deepali Pant Joshi, Executive Director, Reserve Bank of India; was the key note speaker for the twenty fourth edition of Vicharmanthan- an interactive series with global and Indian visionaries, hosted by Department of Commerce (PG) Kristu Jayanti College, on September 11, 2015. In her address on the topic 'RBI reforms and current trends in Banking' she said, "Reserve Bank of India (RBI) strengthens the monetary policy framework through strengthening our diverse and rich banking structure by granting licenses to new entrants, branch expansions and regulating foreign banks"

While elucidating on the systemic risks, she said, there is a domino effect in the banking sector as the collapse of one bank lead to many. To overcome this RBI has embarked on initiatives like timely supervisory interventions and risk detections. Ms. Pant also highlighted the 'Pradhan Mantri Jan Dhan Yojna' and the importance of creating bank accounts for every citizen to counter money laundering. Further speaking on the indigenization of currency note printing she said, "RBI is deciding on new numbering system for visually impaired citizens and few other security features". The session ended with Ms. Joshi inspiring the students and saying "The biggest strength of our country is the youth. And youth is a majority in our country contrary to some countries where majority is formed by aged people." Rev. Fr. Josekutty PD, Principal, Kristu Jayanti College; Prof. Aloysius Edward, Dean, Faculty of Commerce and Management; Prof. Babu V, Coordinator, M.Com and M.Com FA Programmes; were also present during the session.



The Department of Commerce (PG) on March 19th, hosted 27th edition of Vicharmanthan. Shri. N. S. Vishwanathan, Executive Director, RBI was the key note speaker. The session began at 12:00 noon with a welcome address by Dr. V Babu, coordinator M.COM, M.COM (FA), followed by speaker's informative session. The session was highly interactive and revolved around Governance & Regulation of RBI.

# MAKING SENSE OF MAKE IN INDIA

## FIRST SEMESTER STUDENTS OF M.COM EXPLORE MAKE IN INDIA

Make in India is an initiative of the Government of India to encourage multinational and domestic companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25<sup>th</sup> September 2014. After initiation of this programme, in 2015 India emerged as top destination for Foreign Direct Investment surpassing China and the US.

The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are: automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, design manufacturing, renewable energy, mining, biotechnology, and electronics. The initiative hopes to increase GDP growth and tax revenue. The initiative also aims at high quality standards and minimizing the impact on the environment. The initiative hopes to attract capital and technological investment in India.

To make create awareness of “Make in India” Department of Commerce organized a student seminar on 15<sup>th</sup> & 16<sup>th</sup> of September 2015. 86 students of first semester M.Com and M.Com FA were divided in to 43 teams, each teams comprising of 2 members. Each team was assigned a sector from Make in India policy and students from each team were given the task of studying benefits extended under make in India policy to respective sector of Industry. Students presented their perspective on assigned sector in a big forum comprising of students from M.Com FA, M.Com and Faculty members. Each team was given a duration of 10 minutes to present their study and the key areas of presentation included sector and industry profile, summary of benefits extended by Government and opportunities and challenges. To judge the efficacy of presentation a jury was appointed comprising of two senior faculty members.



Winners of Make in India Seminar with Mentors



Fr. Immanuel addressing the students during inauguration

The two day seminary concluded with a valedictory ceremony presided by Dr. V Babu coordinator Department of Commerce (PG). Prizes were given for the top three teams, 1<sup>st</sup> place was bagged by Sashi Kumar and Sneha Matthews from first semester M.Com. Second place was secured by Sailesh and Rumana from first semester M.Com FA and Maria and Divya from first semester M.Com. Akhil and Amal, Dona and Eshwari from first semester M.Com manage to grab third place. To conclude the event led the students to prepare and present their ideas, opinions and questions on make in India.



# Strategic Time Out

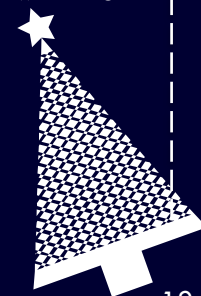
## *Excursion to Wonderla!!*

Memories of college excursion are among the most prominent of the formative years, largely because they are a welcome break in the routine for both students and teachers. While their purpose is essentially to fun bonding experience for everyone but students can also learn from their own experiences.

On 14<sup>th</sup> August 2016 the III semester M.Com students went for a class trip to Wonderla accompanied by faculty members, Mrs. Madhumalathi R and Dr. Muthukumar. The trip gave students a refreshing, enlightening, adventurous, nostalgic and tremendous learning experience. According Priyanka RJ from III semester M.Com amusement parks today are more high tech than their predecessors. They are called Theme Parks now and the forerunner of all those parks was opened by Walt Disney in California in 1955 and is called Disneyland. Bharat Kumar from same class feels one can experience the latest technology and get your adrenaline going at the Wonderla Amusement Park. The very high-tech rides will create excitement beyond our imagination. The rides are unpredictable at every turn, and give electrifying experience. The students enjoyed the various land rides and water rides like the log flume, bumper boats, wave pools, roller coasters that went in and out of water as well.



Overall the trip was not only a welcome break from classes but also a great team building, and bonding opportunity for the class. No matter how much students learn during excursion trips, their favorite memories may be based on their enjoyment of the day. Getting away from college for a day or even half a day is always exciting for students, and excursions are always highly anticipated. Students will have fun with their friends and they also may return to the classroom with a renewed focus on their course work.





# Embedding Research Culture

Attending research seminars is integral to our M.Com program and student professional development. Students are required to attend 2 to 3 research seminars in an academic year.

These seminars provide a forum for students to develop skills in scientific presentation, thought and communication, and balance general and concentration-specific speakers and topics.

In these seminars students also present their research and receive input from faculty members and fellow students about their research work and presentations. The large number of seminars necessary to meet the minimum credit requirement reflects the importance the Department places on training students in the skill of communicating research results and in receiving a comprehensive education in the broader field commerce. The following is snapshot of few seminars and conferences attended by PG students of commerce.



National Conference on 'Managing competitiveness with sustainable business growth' organized by CMR Institute of Management Studies, Bengaluru.

UGC Sponsored National Seminar on 'Dynamics of social infrastructure in India Emerging Issues, prospects and challenges' organized by Mount Carmel College, Bengaluru.

National Seminar on "Emerging Trends in Global & Indian Business Scenario" hosted by the Department of Business Administration, St. Joseph's Evening College.

International Conference on 'International conference on emerging trends in global accounting and finance' organized by PG Commerce department of Kristu Jayanti College.

National conference on 'Empowerment of Indian women through skill ecosystem' organized by women empowerment cell of Kristu Jayanti College.

National Paper presentation Competition on Micro, small and medium enterprises organized by Kristu Jyoti college of management and technology, Kottayam - Kerala.

National seminar on "Emerging Trends in Financial Markets" organized by Sacred Heart Girls' First Grade College.

National seminar on "Emerging Strategies to Sustain Global Competition" organized by C.B. Bhandari College.

National seminar on 'Goods and Services tax' organized by St. Josephs College of Commerce in collaboration with the ICAI.



**Best Research Papers Awards**



**Seminars & Conferences attended by students**



**Papers presented in Seminars & Conferences**



**Research Papers Published**



# OUT THINKING & OUT DOING

## M.Com Students Excel in Research & Publication

### 1 CHONBENI OREN PATTON OF M.COM FINAL YEAR WINS BEST RESEARCH PAPER AWARD

On 30<sup>th</sup> September 2015 a team of three students participated in the one day International Seminar titled "Emerging Strategies to Sustain Global Competition" held at C.B. Bhandari College.

The seminar was inaugurated by Dr. Thimme Gowda, Vice Chancellor, Bangalore University. Later, The Keynote address was delivered by Mr. Suresh Raghavendra, M.D. Talentline Consulting Group. Mr. Suresh's powerful talk on business and entrepreneurship in the real world captivated and inspired the students.

The keynote address was followed by a Panel Discussion comprising of Mr. Balaji Rao, Associate Dean, Jain College, as the Moderator. The other panelists were Dr. Regimon Thomas, Dr. Cynthia Menezes Prabhu, Ms. Vijayalakshmi M, and Ms. Ramya Arun Kumar.

Post panel discussion research scholars from various colleges presented their research work. Ms. Chonbeni Oren Patton of M.Com final year was awarded the best paper for her paper titled, "A Study on Consumers Attitude towards Branded Apparels: A Comparative Analysis between Indian and Foreign Brands".

### 2 JOSHUA AND BHARAT OF M.COM FINAL YEAR BAG BEST RESEARCH PAPER AWARD IN NATIONAL SEMINAR

A group of fifteen M.Com final year students participated and presented research papers in a national seminar on "Emerging Trends in Financial Markets" organized by Sacred Heart Girls' First Grade College.



The key note speakers were Dr. Ghousia Khaton, Professor, St Joseph's Evening College; she spoke on role of venture capital in promoting entrepreneurship, in the first technical session. Another speaker was Dr. Himachalapathy, Asst. Professor, St. Joseph's College of Commerce elucidated on the role of financial markets in future. Post technical session research scholars from various colleges presented their research work. Joshua and Bharat from M.Com final year, Kristu Jayanti College were jointly awarded the best paper presenter for their paper.

### 3 1 YEAR M.COM STUDENTS WIN BEST PRESENTER & BEST PAPER AWARD

Shashi Kumar & Galdy Agnes of 1<sup>st</sup> year M.Com won the BEST PRESENTER & BEST PAPER award in the Anireekshitha 2k15 Paper presentation competition organized by NMKRV College, Bangalore. Their paper titled was 'Study on Entrepreneurial mindset and skills'.

Eshwari and Gagana of II sem M.Com secured First place in paper presentation with cash price of Rs 5000 in St. Joseph evening

Ajini and Athul of II sem M.Com Secured 2<sup>nd</sup> place in paper presentation won cash price of Rs. 3000 in St. Joseph evening college.

### 4 M.COM STUDENTS STEAL THE SHOW AT ST' JOSEPH'S

49 students of M.Com 1<sup>st</sup> year participated and presented in National seminar organized hosted by the Department of Business Administration, St. Joseph's Evening College on Saturday, 27<sup>th</sup> February 2016. The title of the seminar was "Emerging Trends in Global & Indian Business Scenario".



Tittu Thomas of II sem M.Com have won an Acer phone worth Rs 11,000 for best paper presentation at St. Joseph evening college.

# 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN GLOBAL ACCOUNTING & FINANCE

The International Conference on Emerging Trends in Global Accounting and Finance was organized by the Department of Commerce (PG), Kristu Jayanti College (Autonomous) on 7<sup>th</sup> and 8<sup>th</sup> January 2016. The inaugural ceremony commenced with a prayer college choir followed welcome address by Prof. Aloysius Edward, Dean of Commerce and Management welcomed the gathering. The conference was symbolically inaugurated by the dignitaries by lighting the lamp. The dignitaries comprised of eminent personalities from industry and academia. Shri. George Edward Johnston, Head India Product, Barclays Investment Bank; Prof. Aloysius Edward, Dean of Commerce & Management; Prof. Vijayakumar, Head Department of Commerce; Prof. V Babu, Coordinator- Commerce PG. Shri. George Edward Johnston, in his address presented his views on current trends in Global and India Accounting Scenario, the focus point of the talk was the implications of changes in accounting reforms on business.



The objective of conference was to intensify the information exchange of the results in theoretical research and practical developments in the field of accounting and finance. The conference also intended participants to explore possible avenues to foster academic and student exchange, as well as scientific activities within the region and India as a whole. There the conference included presentations and discussions that had a particular focus on global accounting and finance. The conference featured 4 Keynote sessions, 2 paper presentation session and 1 round table conference.

1<sup>st</sup> Keynote session titled “Emerging Trends in Global Accounting” provided the participant a broad perspective on Emerging Trends in Global Accounting and its implications on business policies. The keynote speaker was CA K. Raghu, Former president of ICAI. The key areas of his talk included cloud computing, IFRS, Extensible business reporting languages, Big Data and analytics, forensic accounting and fraud detection. He also outlined the challenges for the accounting profession. The session was concluded with Q&A.



2<sup>nd</sup> keynote session titled “Trends and challenges in Wealth Management” provided the participant a broad perspective on the opportunities and benefits of wealth management and exploring career opportunities in wealth management. The keynote speaker was Shri. Phani Sekhar Ponangi, Chartered Alternate Investment Analyst, Fund manager Karvy stock broking ltd, Mumbai. Mr. Ponangi shared his investment philosophy, his ideas on defining and quantifying the term “Rich”. He mentioned the concept of active and passive incomes – and the key difference between the rich and the not so rich.



3<sup>rd</sup> keynote session titled “Impact of GST on Indian Business” provided the participant a critical perspective of features of GST and its opportunities for economic development. The keynote speaker was CA. Madhukar N Hiregange. Mr. Hiregange’s session was focused on how the heart of the GST lies in its feature of tax benefit for intermediaries in the process of making and selling goods/services. It was discussed how the Proposed GST bill aims to peg the tax rate such that the revenue loss to the states due to introduction of GST is minimized. The session was interactive and delegates were intrigued when the speaker answered queries on different aspects of GST like compensation clauses, benefits of GST to traders and intermediaries.



4<sup>th</sup> keynote session titled “Access to capital Markets prospects and challenges” provided an overview of regarding the two options available for the companies to raise funds, bilateral/corporate banking and capital markets. The keynote speaker was Ajay Thakur, Head BSE SME, Mumbai. The session was highly interactive and revolved around the advantages provided by financing debts using capital markets, as well as the risks and challenges provided by the same.



INFO-GRAPHICS

Delegates Attended



Papers Received



Valedictory Ceremony

Keynote Session

Interactive Session

Papers Published



Roundtable Conference

Paper Presentation

Delegates

States Representation



Dr. Sri Ram Kothapalli, V.P. Quality Head, ITC Infotech Ltd., was the chief guest of valedictory function and Rev.Fr. Josekutty P D, Principal, Kristu Jayanti College, presided over the function. In his valedictory address, Dr. Sri Ram Kothapalli, narrated his experience about quality management practices. Dr. Muthukumar V, Conference co-convenor, presented the conference report, Prof.Madhupalathi R, Conference co-convenor, welcomed dignitaries for the valedictory session and Dr.V.Babu, Conference Chief Convenor proposed the vote of thanks. The two days conference propelled the educators to be invigorated. The conference was highly successful and foreign delegates from UK, research scholars and faculty members across the countries participated in the plenary, parallel session and panel discussion.

# COMMERCIA 2016

*Imagine, Believe, Achieve*

*PG Commerce Fest*



Commercia is a national level Commerce fest for PG students organized by Department of Commerce (PG), Kristu Jayanti College on 2<sup>nd</sup> and 3<sup>rd</sup> of March 2016. The theme of the fest this year was “Imagine. Believe. Achieve.” Commercia was incepted in the year 2012 and since then, the best minds from colleges across the nation compete to test their business mettle. The event is famous for its creative challenging tasks, best in class hospitality and unlimited learning. The two day fest was inaugurated by Mr. Jose K. Mathew-General Manager, Regional Head, Federal Bank. He spoke about the importance of the entrepreneurial spirit, while inaugurating the fest. Other dignitaries present during inauguration included Rev. Fr. Josekutty PD, Principal-Kristu Jayanti College, Prof. Aloysius Edward-Dean Faculty of Commerce & Management, Prof. Vijayakumar-Head Department of Commerce, Dr. V Babu-coordinator Commerce PG and Mr. Mohammed Umair Assistant professor Department of Commerce and also staff coordinator for Commercia 2016. The key events of the fest included Best manager, Business quiz, Business plan, Mockstock, Human Resource management, Ice Breaker, Financial analysis and Research paper presentation.



Commercia 2016 –saw participation over 25 colleges, 32 teams and around 200 students from different colleges participated in various events conducted across two days. The flagship event which was the best manager event received participation from more than 18 teams who fiercely battled through 12 rounds for the ultimate title. B- Plan event had participation of over 15 teams which brought out the entrepreneurial spirit within these young and budding minds. Participants had a spectacular two day buzz filled with ideas, innovation, creativity, fun and enthusiasm contributed by the best minds from all across the country. Christ University emerged as the overall champions with Presidency College as the runners-up. The Best Manager title was bagged by Ms. Meghana, from Mount Carmel College.



Christ University emerged as the overall champions



Presidency College as the runners-up

# COMMERCIA 2016

*Imagine, Believe, Achieve*



*PG Commerce Fest*



# EXPERT MANAGEMENT AND LECTURE ON COST AUDIT

On 23<sup>rd</sup> Jan 2016 Department of Commerce (PG) organized an expert lecture on recent trends in Cost and Management Audit. The resource person was CMA. N. Raveendranath Kaushik, Cost Accountant.



He started the lecture by explaining how Cost management is the process by which companies control and plans the costs of doing business. Individual projects should have customized cost management plans, and companies as a whole also integrate cost management into their overall business model. There is no single accepted definition for this term, because it has such broad applications and possible strategies. When properly implemented, cost management will translate into reduced costs of production for products and services, as well as increased value being delivered to the customer. He stressed on the fact that finance managers can make or mar the successful journey of an organization, hence they must delicately balance the financial opportunities they offer with the strategic opportunities and challenges presented by operating in multiple institutional environments, each of which has its own legal regime and political risks. At the end of the session, it was a great learning experience for all the students.

## ALUMNUS SHARE VALUABLE EXPERIENCE

To provide inputs on "Equity Pricing and Investment Banking" to finance students of M.Com and M.Com FA an interactive session was organized on 29<sup>th</sup> Jan 2016. The resource person was Mr. Subramaniya, financial analyst at Tech Mahindra jointly working for UBS. Subramaniya was a student of M.Com at Kristu Jayanti. Mr. Subramaniya opened his talk by demystifying about the field of Financial Market.



He also gave details about umpteen Financial instruments in the market, which investors utilize to invest in the market depending upon their risk appetite as every instrument has different level of risk associated with it. One of the most interesting topic that pulled the attention of many students was Analytics and Investment Banking, he briefly discussed it with sync to the global financial services, and what opportunities we as individuals could explore. Towards the end he covered the skills needed to get into these domains of Financial Services. Skills included relationship management, financial modeling, strong communication skills, sound knowledge of excel, statistics and overall business understanding. After the lecture many finance students were clear with their perception about the Investment Banking industry.

## GUEST LECTURE ON CORPORATE VALUATION

Department of Commerce (PG), Kristu Jayanti College organized a guest lecture on 'Corporate Valuation' for the M.Com and M.Com FA students on 16<sup>th</sup> Jan 2016. Mr. Vikas Suresh Kumar, the guest speaker is a Director-Valuation at KPMG India. The session started at 10.30 AM on the topic Cost of capital and Valuation of business. It was a knowledge sharing session where the speaker threw light on various areas of finance such as the basics of Financial management, capital budgeting, role of a financial manager, cost of capital, valuation of business etc. The interactive session covered the current trends in financial management. He discussed the challenges faced by the corporate world today and measures to deal with them. He enlightened the audience with his deep understanding of technical and financial aspects of the business world. The focal point of the lecture was the discussion on forces that drive companies to buy or merge with others or to split-off or sell parts of their own businesses. He also spoke about post-merger issues.



# gramasamveditha

## Rural Exposure Programme

Gramasamveditha is the social outreach programme organized every year by Department of Commerce (PG). The students undertake rural development activities in a chosen village. It provides opportunity to students to live and interact with villagers and understand in depth the rural reality. It aims at sensitizing students to the concerns of rural people, help them identify the constraints and potentials for development in the area. This year rural expose camp was organized 1<sup>st</sup> and 2<sup>nd</sup> February, 2016 to Kesaregere village Mallurtaluk, Karnataka. All the final students were accompanied by Dr. V. Babu, Coordinator, M.com, M.com FA and Professor Mohammed Umair, Department of Commerce. By 12 noon students reached Kesaregere and the students stayed in the classrooms of a government School. The food committee prepared good tea after cleaning the Kitchen and all the students got into some tough cleaning of the entire school. Immediately after lunch students started with literary programmes for the school students. Events like pick and speak, debate, quiz and drawing competitions were held, along with various sports events such as 100 meters running race, lemon and spoon race, frog jump, sack race, relay, were conducted for the village children with great enthusiasm. Post lunch set out for a cricket match with the villagers. Then got ready for the cultural programmes which started by 6.30. Students entertained the crowd with songs and dance performances. Interesting games were conducted for the villagers. After the cultural programme around 8.30 headed in groups of four to the houses of the villagers for dinner, served with warmth and happiness. Followed by campfire. On day 2 students conducted a survey by visiting the houses in the village. The survey helped them to learn a lot about the village, the villagers, the kids, their education, hospitals etc. Sericulture is the main occupation of the village, besides this, tomatoes, cabbages and ragi were also grown in plenty amidst water problem. In the afternoon the prizes for various literary and sports events were distributed to the prize-winners. Some children went home with 5-6 steel plates(Prizes).

In their survey students found that economic needs were not exclusive need. Lack of political independence in voicing their concerns, absence of avenues in promoting effective supply of local produce, and inability in assertion of their legitimate rights were some other handicaps that inhibited fulfillment of significant needs. Favoritism in government run schemes was depriving many from their dues and also political interference based on caste was pushing many towards unwarranted activities, retarding both the development of the area and growth of individuals. To sum-up the 2 day Rural Exposure Programme provided an ideal platform for the students learn how to manage things and to cope up with unpleasant circumstances and to utilize resources judiciously.

“Rural exposure camp has taught me a lot. The way people stayed happy even staying poor can’t be expressed in words. We always tend to cry about the things that we don’t have instead of making use of things that we do. Being happy and self-contented with everything is most essential,” said Sruthindas.

“We enjoyed a lot in the villages. Our initial expectation was a bit scary as we had no clue how our stay would be over there. But the experiences we had would be cherished for the rest of our lives,” said Joushua.

“The villagers followed the principle of Athithi Devo Bhava. Even with the little resources they had, we were taken care of well by them. Many of our students had the language barrier but the villagers were happy with us as no people visit them and their smiles said it all,” said Bharath Kumar.

Mr. Manjunath S, Co-ordinator CSA at KJC said, “Every year we send our students to the rural areas to experience the frugal and simple lives of our village folk. It is a unique experience to our students which they will remember for the rest of their lives. And I am sure that, at least some of them, would think of our village folk and do something for the development of the villages.”



# ग्रामासलवेदीha



# STUDENTS OF M.COM

## *flourish in Project Work*



The major difference between of M.Com programme and other Business degrees is that it equips the students with necessary conceptual, business and analytical skills required for handling the Business Operations but also prepare students on research front comprehensively. In Department of Commerce (PG) students in IV semester are required to undertake a major individual piece of research work - the Project or Dissertation. In contrast to the other elements of programme, where they are guided fairly closely, the aim of the Project is to give students an opportunity to learn independently and show that they can identify, define and analyze problems and issues and integrate knowledge in a business context. It is an important part of the programme that tests students' ability to understand and apply the theory, the concepts and the tools of analysis to a specific problem situation. Each M.Com student is assigned a research supervisor early on, to assist with the research topic, and offer guidance and advice on each chapter completed by the student. This helps in the articulation of ideas. Further students have periodically appear for review meeting and present their progress to Project Panel Members. Getting Project Panel Members opinions in advance also helps to approach the dissertation from different viewpoints. This academic year a total of 39 students completed their project work successfully, the areas of project included some of the core areas of commerce like Banking, Financial Marketing, Portfolio Management and Investor Psychology. As per the observation external valuers most of the students had done a genuine research work and they were also of the opinion that titles were new and relevant to current business environment. To following research titles were particular appreciated:

A study on the tax planning practices of it professionals in Bangalore city

A study on implication of swachh bharat cess on sales and consumption.

Impact of pradhan mantri jan dhan yojana on bank accounts with reference to selected public and private sector banks.

Critical evaluation of dow theory in the present stock market environment.

## DEPARTMENT OF COMMERCE (PG) INTRODUCES BRAND NEW PROGRAMME TO MEET INDUSTRY REQUIREMENTS **M.COM (FINANCIAL ANALYSIS)**

The onset of first autonomous cycle in Kristu Jayanti College has given liberty for starting new courses changing the nomenclature of course, launching diplomas and certificate programmes based on current needs and employability of students. Reaping these benefits, our College introduced M.Com FA programme this year to create a cadre of professionals. The Master of Commerce in Financial Analysis will enable student to build the knowledge in three core areas Finance, Accounting and Taxation. M.Com (FA) is a high profile postgraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become an accounting and finance professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The program involves a blend of theoretical education and practical training which run concurrently for a period of two years and equips a student with knowledge, ability, skills and other qualities required of a professional business executive. The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industry exposures, orientation and internship. The focus is also kept on developing soft skills of the students. Faculty members for core subjects are from industry and the profession to enable wider exposure. On completion of this course one can start one's career as Business Consultant/ Auditors / Tax Consultant / Chief Financial Analyst / Investment Bankers / In Capital Market / As Personal Financial Advisors.



# Farewell



*"Every ending has a new beginning"*

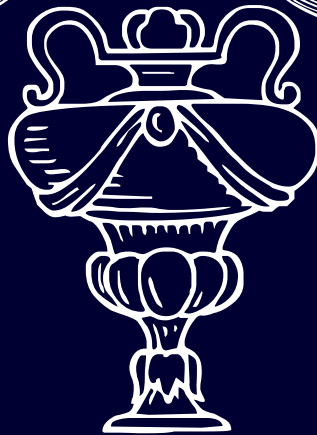
The second year students of M.Com and M.Com FA and the faculty of Department of Commerce organized a farewell function for the outgoing students of final year M.Com on 11-04-2016 in the College Auditorium. Rev. Fr. Jose Kutty P D, Principal presided over the function. Prof. Aloysius Edward, Dean of Commerce & Management; Prof. Vijayakumar, Head Department of Commerce; Prof. V Babu, Coordinator- Commerce PG were the dignitaries present on the dais. The Principal of the college gave an enlightening speech, guiding students to face the challenges awaiting them. The farewell was emotional and nostalgic which was evident from the fact that Padmashree, Student of II year M.Com was choked with emotions while expressing her thoughts. One could imagine how the memories of the incipient stages of the College and their academic struggle must have flooded her memory making her speechless momentarily. She soon regained her composure and thanked everyone for being a part of her most cherished memories. It was an occasion for the outgoing students to look back at the time that they spent in the Campus and the education that they acquired during the period. Some nostalgic memories of the final year students of their journey in Kristu Jayanti College were screened through a slideshow, prepared by the students of II year. A few students shared their experiences they had in college, thanking one another, the management and faculty of the college for all the support, motivation and guidance. This was followed by dance performances and comedy skits by the juniors. The event of fun and frolic was concluded with a group snap and a word of appreciation. Refreshment was arranged after the program.





COMMERCE

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