



# Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

## COMMERCE CAFÉ

Volume 1, Issue 1

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*The Department of Commerce (PG)*

*Presents*

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# COMMERCE

# CAFÉ



2018-19

## 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.*

*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 and also 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.*

**Dr. Muthukumar**

Head, Department of Commerce PG

**Prof. Madhu Druva Kumar**

Faculty, Department of Commerce PG

**Dr. T.K Murugesan**

Faculty, Department of Commerce PG

**ROBIN ROBERT**  
Creative Editor

## LIFE SKILL EDUCATION

Department of Commerce(PG) in collaboration with the center of life skills education(CLSE) of kristuJayanti college conducted training on life skills for the 1<sup>st</sup> semester m.com students over a span of four days from 26<sup>th</sup>-28<sup>th</sup> july 2018. Life skills training is an interactive real world readiness program for

Youth. This capacity building training was focused on importing 10core life skills promoted by the world health organization



These life skills represent the psycho-social skills that determine value behavior and include reflective skills such as problem-solving and critical thinking, to personal skills such as self-awareness, and interpersonal skills. The entire training was activity-based with an intense learning experience.

The Three days life skill education for the I year M.Com, M.Com FA and M,A Economics students of our college was started with Introduction to Life skill education on 26<sup>th</sup> July at 09.00 P.M in the Mini Auditorium of PG Block.



### Schedule

|                         |                             |
|-------------------------|-----------------------------|
| Introduction to Life    | 26 <sup>th</sup> July, 2018 |
| critical thinking       | 26 <sup>th</sup> July, 2018 |
| creative thinking       | 26 <sup>th</sup> July, 2018 |
| self-awareness          | 26 <sup>th</sup> July, 2018 |
| empathy                 | 26 <sup>th</sup> July, 2018 |
| effective communication | 27 <sup>th</sup> July, 2018 |
| IPR                     | 27 <sup>th</sup> July, 2018 |
| coping with emotions    | 27 <sup>th</sup> July, 2018 |
| stress management       | 27 <sup>th</sup> July, 2018 |
| problem solving         | 28 <sup>th</sup> July, 2018 |
| decision making         | 28 <sup>th</sup> July, 2018 |

Three days life skill education for the I Year M.Com, M.Com FA and M.A Economics Students of our college was started with Introduction to Life skill Education on 26th July at 09.00 AM in the Mini Auditorium of PG Block. Dr.Aloysius Edward, Dean, Faculty of Commerce & Management and Prof.Vijayakumar R, Head, Department of Commerce introduced the life skills education to the participants. In this session, Dr.Aloysius Edward and Prof.Vijayakumar R explained the significance and importance of life skills education in the personal and professional life of an individual. A bird's eye view on all the ten life skills was given by Dr.Aloysius Edward for I Year M.Com FA & M.A Economics Students and by Prof.Vijayakumar R for I Year M.Com Students during the inaugural session.

# IMPULSE 2K18

24/08/2018

Impulse is an annual intra-collegiate fest of the PG Commerce Department, hosted by the final year students for first years. The fest included events like Marketing, synergy, crazy ads. Business quiz, mock stock, EDP, Human Resources, Finance and Best Manager. This fest is conducted to increase the skill set and provide a platform for each individual to show case their talents in the events they choose.



Impulse 2K18 was inaugurated Mr.Praveen, HR-Manager,

Who had an interactive session with the students with regard to bridging a gap between the industry and the academia. She also highlighted the importance of analytical skills for the development of core competency.

The valedictorian for the impulse 2k18 was blessed with the presence of Rev Fr. Jose kutty PD who appreciated the efforts of the organizers and congratulated all the participants for their active participation in the events.

Overall winners: Team hydra



| EVENTS          |
|-----------------|
| Marketing       |
| Finance         |
| Human resources |
| Mock stock      |
| Business Quiz   |
| EDP             |
| Crazy Ads       |
| Best Manager    |
| Synergy         |

## 14<sup>th</sup> INDIA INNOVATION SUMMIT 2018

A group of 26 students from M.Com and M.Com FA were selected to be part of the INDIAN INNOVATION SUMMIT 2018 organized by the Confederation of Indian Industry (CII) which was held on the 12th & 13th July 2018.

### *Inaugural Session*

*The theme strives to address the spirit of nation building that lends to an ecosystem of innovation that is so critical to the future of the citizens in a digitally connected world.*



### *Session 1— Learning to fly – Innovation by Teens*

*When many of us were in our teens, summer projects and work for science fairs meant visit to a photocopier: copy, cut and paste photos and graphics on colorful presentation boards. Our hobbies translated to playing cricket (or its equivalent, baseball they call it), watching it on a TV, or playing it on a computer. The answer mostly is a function of our time-and-space coordinates. While much hasn't changed today, we come across teenagers with creative, scientific minds that are building extraordinary*

*devices, revolutionary materials and renewable technologies that might just dent the universe and change the planet for better. What's fascinating about these developments is that the teens at innovation are not doing it for themselves. And, the trophies are coming in form of seed funds and venture capital. In this session, we proudly showcase and understand the phenomenal Gen why and why not from across the world that's driving the Gen Y.*

### **Session -2: Rise of Machines and Future of Human Labor**

*The rise of machine-driven intelligence solution impacts the human labor in various industries with varying degrees of scale. The machine-driven autonomous systems and assisted decision support system challenge the low value adding repetitive jobs that are on one end of the work spectrum. But at the same time, intrude into the high value diagnostic-driven domain specialization arenas such as medicine and environment science. A hybrid workforce of machine and humans give rise to an existential of the future of human labor and intelligence. The session explores the trends, opportunities*

*The panel explores the impact of different innovations on society, throwing light on beliefs, values and practices rooted in a nation's culture. The concept of identity, the need for privacy and the strife for equality are important social and cultural dimensions for building a national wealth around innovation. The cross- border nature of economic activities, the connected nature of digital societies and the local identity of sub cultures and ethnic groups presents a melting pot of divergent views on the role of innovation in society.*

### **Session – 3: All systems digital – A cashless move**

*The digital economy is disrupting the analog world by moving cash into the digital currency form. This is driving rural India embrace the digital world with mobile phone, digital wallet and biometric identity. This opens on underserved segment to main stream marketing and consumerism while contours of this new Indian both in term of aspiration and anxiety for celebrating inclusion while losing anonymity.*

### **Session - 4: Great Expectations – Scaling the consumption economy**

*The ecommerce boom has resulted in several shifts in the business landscape anchored on convenience at first, later focusing an experience, bringing about consumer inclusion from non-metro and rural regions. Indian ecommerce has so far focused on customer acquisition, gross merchandise value (GMV) growth*

*And scale, funded often through heavy Discounts. Today the conversation shifts to opportunities and constraints impacting the sustainability of the ecommerce model. As an area driving growth for the India economy, scale and sustainability for eCommerce may be vital for the economy itself*

### **Session-6: Cure for All – A bridge too far?**

*One in three person diagnosed with the disease do not survive beyond five years. This leaves a little scope for developing insights about the disease, the possible diagnosis and what works best for whom. For instance, let us say, a drug has been found to be effective in treating relatively rare of cancer. The medicine not only has a significantly higher success rate than medicine for other cancers but also far fewer side effects because its potency is trained on specific cancer cells. The rise of personalized/precision medicine is revolutionizing the way doctors and pharmaceutical companies approach diseases. Using genetic sequencing, medical professionals are now able to separate people with similar symptoms into far narrower groups and target medicines at them. Which could perhaps translate in- to: the doctor cures, the self-heals*

### **Session- 7 : Learning to unlearn – A digital immigrant’s dilemma**

*For once we can believe that technology can change the world since education and learning industry has embraced technology. New skills and passion for constant learning are becoming increasingly rewarding. A new ecosystem is greatly impacting and, in some cases, redefining, established systems and institutions. In its report, understanding Knowledge societies, the United Nations describes knowledge economies as those societies in which information and the creation of knowledge have replaced industrial production as the main contributor to GDP. To multiply the wealth of nations, this session discusses how businesses and government can integrate ICT into their core processes to increase efficiency, expand the scope and reach their services and improved Productivity.*

### **Session – 8: Framing Innovation –A new state diplomacy**

*The innovation framework of a nation is at the core of wealth creation paradigm for any state. The need for policy enablement for public good and its balancing act with protecting competitiveness of the industry gives rise to many fissures in international relations. This clash of national interest with international trade results in clash of patents, trade policies and tax regimes and it is this fine act of diplomacy which drives the nation’s innovation framework. The session analyses the social, moral and legal aspects of this frameworks as well as the business imperatives to bring out an informed and unbiased view.*

## GUEST LECTURE

### **“DYNAMICS OF FOREX AND COMMODITY MARKETS”**

Resource Person: Mr.Vivek & Mr.Seetharaman,  
Managers, Karvy Stock Brokers

The Department of Commerce (PG) organised an expert lecture on dynamics of forex and commodity markets for the students of M.Com and M.Com FA on the 22 of December 2018 which was conducted by the resource persons Mr.Vivek & Mr.Seetharaman



**T**he session gave a brief ideology about the forex and commodity markets, where the session covered many topics like the dynamics of forex and commodity markets in India and abroad. To provide a platform for the students to do their research projects on the comprehensive areas such as forex and commodity markets.



## 6th INTERNATIONAL CONFERENCE

### *“Contemporary Practices in Enhancing Business Excellence”*

The Department of Commerce (PG) of Kristu Jayanti College organized its 6th International Conference on Contemporary Practices in Enhancing Business Excellence which was inaugurated by Mr. Chris McGrew, Director, and Center for Global Engagement and Chief International Officer, Indiana State University, Indiana. The conference aimed to provide a platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Contemporary Practices in Business Excellence.

#### INNAUGURAL SESSION

*Dr. Chris McGrew, Chief Guest of the occasion delivered the inaugural address emphasizing the need for systems awareness and thinking within the system. He presented an example of the interaction between elements of the natural ecosystem under the tropic cascade effect of Yellow Stone National Park due to government intervention. He presented the need to consider all factors rather than only one theory, for consequences of actions to be better predictable, and thus related back to the equilibrium of the economic system.*

#### SESSION 1 - Challenges to Business Excellence

**Mr. Shinto Joseph, Director, South-East Asia, Operations, LDRA India.**

*Keynote Session I was held under the banner of Challenges to Business Excellence being a lack and fear of innovation. He had mentioned the effects of disruptive innovation as a major challenge for society. He had thrown a light on the Global Social Megatrends, types of innovation as discontinuous and continuous categories, the importance of an innovation mindset, the meaning and importance of design thinking as a transition from answer a question, to questioning the question itself. He made mention of the skills needed for future growth in the careers of employees.*

*Mr. Shinto Joseph had mentioned Globalization as one of the major challenges to society as a social megatrend pointing out that no one, not even President Donald Trump could put a stop to it. He pointed out change in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world as both an opportunity and a treat to business houses, caused by disruptive and unpredictable changes in the coming generations.*

*He illustrated discontinuous disruptive innovation with Tesla's electric car and Iridium networks pointing out how they had disrupted the Automobile and Telecommunications industry respectively, thus acting as a change agent forcing the industry to enter into a new realm.*

## SESSION 2 - Business Excellence Through People First Approach

### Ms.Sakshi Korde, Co-Founder and Director, Sattvalabs Innovation Pvt. Ltd.

*Ms.Sakshi had made mention of people-centricity as the core of the organization, mentioning human resources as revenue-centers rather than being cost-centers, especially in top companies with a positive work environment stating that businesses are all about people-interaction, that for organization to be successful, the employees must deem themselves successful in their personal life, leading to their dedication of within the team itself. She highlighted the values of people-centricity as Value-Creation, Empathy and Trust towards employees and customers.*



*She pointed out value creation to employees and customers, empathy of managers to the needs of the employees and customers and the creation of a positive sense of trust between the society and business, as well as within the team to be essential pillars of a people centric approach towards a people-centricity as the core thus turning human resources into revenue centres rather than cost centres.*



### Session 3: Role of NSE in Building Business Excellence

#### Mr.Achal Jaiswal, Vice President, Business Development & Southern Region Head for NSE.

*Mr. Jaiswal had exhibited the growth of NSE from its inception in 1992 to its commencement of Commodity Derivatives to be inaugurated on 1st October, 2018, showing itself at par with global exchanges. He made specific mention of the product innovations, market innovations and fin-tech innovations in NSE which had reached even beyond the extent of Trade Algorithm testing to Artificial Intelligence in Transaction processing to study the behavior of the investors and their consequences.*



## Session IV: Recent Taxation Policies and Challenges for Business Excellence

**Mr. Vinod Nagarajan, Head of India Tax, Dell EMC**

*Mr. Nagarajan opened the session with an interaction asking the audience for their expectations and the session continued to remain interactive. He had brought to light how important and relevant a tax policy, reform or amendment is to the government, business firm, and the political system as a whole; what an ideal tax policy should be and its present impact on firms as to how business firms cope up with such changes.*



*A total of 231 papers were presented at the international conference related to “Contemporary Practices in Enhancing Business Excellence”*



# GUEST LECTURE

## GOODS AND SERVICES TAX

Resource Person: 1) Mr. K P Srinivas, FCA &  
2) Mr.Georgy Mathew, Senior Manager,  
Verma & Verma, CA Firm

The Department of Commerce (PG) organised an expert lecture on Goods and Services tax for the students of M.Com and M.Com FA on 17.01.19 which was conducted by the resource person Mr. K P Srinivas, FCA Mr.Georgy Mathew,

The lecture gave the students knowledge on the overview and concept of the Goods and Services Tax and helped them know its benefits.



*The session gave a brief ideology about the GST, where the session covered many topics like Existing indirect tax vis-à-vis GST, Pro's and Con's of GST, Taxes subsumed under GST, GST – Basic features, Destination based tax Supply, GST rates, GSTN portal, Registration and Reverse Charge Mechanism.*

*The resource person explained various concepts through life time examples. So it enabled students to understand easily. The session helped us know the benefits of GST to nation and to the common people, many myths about GST was been clarified by the end of the session.*

# COMMERCIA 2K19

2nd February

*The department of Commerce (PG) of Kristu Jayanti College conducted Commercia A National level Inter-collegiate commerce PG fest which provides a platform for all its participants to exhibit their talents in the various commerce oriented events. Commercia provides an environment for collaborating ideas which will be fuelled by innovation and enthusiasm. Commercia was held on 2nd February 2019 in which 16 colleges participated. The fest provided platform to imbibe team work, creative learning, critical thinking and exposure to realities of business world.*



BEST MANAGER WINNER

## EVENTS

**Best manager**

**Business quiz**

**compliance**

**Finance**

**Marketing**

**Paper Presentation**

The inauguration was held at 9.30 a.m. The chief guest for the inaugural ceremony was Mr.Nandan Bhatia Chapter Head - South GACS (Global Association for Corporate Services) the session started with the welcome address delivered by student coordinator Mr.Stephien followed by the presidential address by the principal Rev. Fr. Jose Kutty P.D.

The inaugural address was presented by the chief guest where the chief guest shares his experiences which would help the students in curving their future. The session was concluded with a vote of thanks pro- posed by student coordinator Ms.Tanya Kar.

OVERALL WINNERS:st josephs college

RUNNERS UP: Lingaraj college



# Report on **Field / Industry Visit**

23<sup>rd</sup> -26<sup>th</sup> November 2018

*The Department of Commerce (PG) organized a three day Industrial Visit to Hyderabad for the students of the 75 Final year students of M.Com and M.Com FA along with three faculty members. The Industrial Visit taught the students and provided them exposure of the practical life in the industry and the challenges faced by them.*

## Schedule

|                        |       |
|------------------------|-------|
| Parle Food Products    | Day 1 |
| Kwality Photonics      | Day 1 |
| Ramoji Film City       | Day 2 |
| Visit to Golconda Fort | Day 3 |
| Visit to Charminar     | Day 3 |



# GRAMA SAMVEDITHA 2019

## REPORT ON RURAL EXPLOSURE

The Department of Commerce (PG) organized a two day rural exposure trip for the students of Final year M.Com and M.Com FA which was held in SHRI SIDDAGANGA SCHOOL, Purushanahalli, Doddaballapura taluk from February 07, 2019 to February 8 2019; led by the teachers of Dept of Commerce (PG) that consisted Dr.V.Muthukumar, Prof.Madhudruvakumar, Dr.T.K.Murugesan, Dr.M.Krishnamoorthi, Dr.M.Thineshkumar, Ms.Anupama George, and Mr.M.Manoj Prabhakar.

### DAY 1

07-02-2019

*Our students started conducting life skill activities for classes of 6th, 7th and 8th with different and funny activities where children's have learnt many things and enjoyed a lot along with our students. One set of students has gone for conducting survey among rural village people where basic information was collected about the people that includes education, occupation, basic income, bank accounts, number of members educated in the family, tax policies, aware of latest technologies, mobile networking, etc. The members of the kitchen committee have taken a lot of initiatives and efforts to prepare lunch, dinner, tea, coffee and breakfast for everyone and they served yummy, healthy and delicious food on time to the students.*

*Our students organized and conducted various sports activities and games for school children at 2.00 p.m. which includes throw ball, volley ball, cricket, badminton, kabadi, running race and khokho. The students from Kristu Jayanti College and school children have taken active participation and involvement in all sport activities and games till 4:30 p.m.*

*By 5.00 p.m. our kitchen Team served Tea with Bajji to all school children and the students. By 5.30 p.m. our students were taken to conduct cultural programme at Village where students organized various cultural events like solo song, group song, solo dance, group dance, mime, etc. Our students had good interaction with village people and enjoyed beautiful nature and cool breeze in the evening. The students returned to camp site and helped in cutting vegetables, washing vessels and kitchen committee has prepared the dinner which was served in the night.*

### DAY 2

08-02-2019

*The second day of the camp started at 6.00 am with a wakeup call from a team of our faculty members and The Shramadhan session took place near the camp site from 6:30 am to 9:00 a.m. in which the students took initiatives to clean the surroundings of the camp site and the members of the kitchen team prepared the breakfast and served to our college students at 9.30 a.m. From 10:00 a.m. to 12:30 p.m. our faculty team organized a formal program to felicitate the school officials and village Panchayat authorities for helping our college to conduct Rural Exposure at Doddahullur Village. The School and Panchayat delegates were felicitated and offered Memento, Flower Bouquets and Shawl by our faculty team and students coordinators. The delegates shared their views and experiences with our college students. We also offered sports items and chocolates to school children. Finally the Vote of Thanks proposed by one of our student coordinators.*

*By 1.30 p.m. delicious lunch was served by kitchen team and finally our students have taken an active part in cleaning the premises of the school and cleaned all the kitchen vessels. By 2.30 p.m. the students packed their luggage and boarded the college buses and finally reached the college at 3.30p.m.*



## SOCIAL OUTREACH PROGRAMME

### CHRISTMAS CELEBRATION

The Department of Commerce (PG) conducted a social outreach programme for the students of M.Com and M.Com FA which was held on 21 december, 2018. The The social Outreach programme was organized to celebrate Christmas in honor of the birth of Jesus Christ in Bethlehem and to remember the birth of Jesus Christ.To bring together under one roof the students, faculty members and special school children for joyfulness, happiness, holiness and love.



*BCN Special School has always been a great spot for celebrating Christmas with the differently abled students. Unlike the other years, this year the school kids had a special performance for the audience which portrayed the true essence of Christmas with their innocence.*

*They always enrich the ambience with their vibrant and welcoming attitude and give us the zeal to enjoy life with all the flaws and perfection we have. They set a perfect example of humanity. It is always a privilege to be a part of this celebration with these kids*



**“Life is 10% What happens  
To Me And 90% of How I  
React to it”**