



JULY 2023 | VOLUME 02



THE COMMUNIQUE

The E-Newsletter from Department of Commerce



1093 Students

23 Faculties

17 Classes

14 University Ranks

11 Competitive Events

05 Guest Lectures

03 Industrial Vists

02 Panel Discussion

01 International Conference

Total 727 unique student participations in the events

Gen Z is named as the most popular event of the year

BCOM A&F B 2020 -23 wins the Unicorn Championship



St. Francis College Bengaluru

Affiliated to Bengaluru City University

DEPARTMENT OF COMMERCE COURSES OFFERED

- 01 B.Com Regular**
- 02 B.Com A&F Accounting & Finance**
- 03 B.Com LSCM Logistics & Supply Chain Management**
- 04 B.Com BDA Business Data Analytics**

PROFESSIONAL COURSES OFFERED

- 01 Chartered Accountant**
- 02 Certified Management Accountant**



MESSAGE FROM THE DIRECTOR



Bro. Antony Vayalil
Director

Dear HOD, Staff and students

Happy to know that the commerce department is publishing the First edition of Volume 2 of the newsletter titled 'The Communique'.

Newsletters are the best way to create a path to communication for the students. We at St Francis open the horizons for a promising career path and Commerce is considered to be the most dynamic field of study. It offers a plethora of career opportunities to students in various corporate sectors.

A career opening for commerce stream students will be available in all types of industries. You can explore fields like Accounting, Economics, Management, Finance, Statistics, Banking, Stockbroking, Consulting, Investment Banking, etc.

One can dream of being a leader and becoming an entrepreneur. If you have a genuine curiosity for numbers and an interest in business and the economy, then commerce can be your right career stream.

Congratulations and all the very best to all of you

Bro. Antony Vayalil



MESSAGE FROM DEPUTY DIRECTOR



Bro. Peter
Deputy Director

Dear Franciscians and Newsletter Team,

I wanted to take a moment to express my appreciation and extend my warmest congratulations on the release of the second edition of the Commerce Department newsletter.

This milestone is a testament to the hard work, dedication, and creative talents of the faculty and students involved in bringing this publication to life. Your commitment to excellence and your efforts to provide a comprehensive and enriching educational experience for students shine through in the content of the newsletter.

The newsletter serves as a valuable platform for students to showcase their skills, knowledge, and achievements. It highlights their remarkable accomplishments in academic pursuits and business competitions, reflecting their passion, perseverance, and commitment to personal growth. It is truly inspiring to see the results of their hard work and dedication.

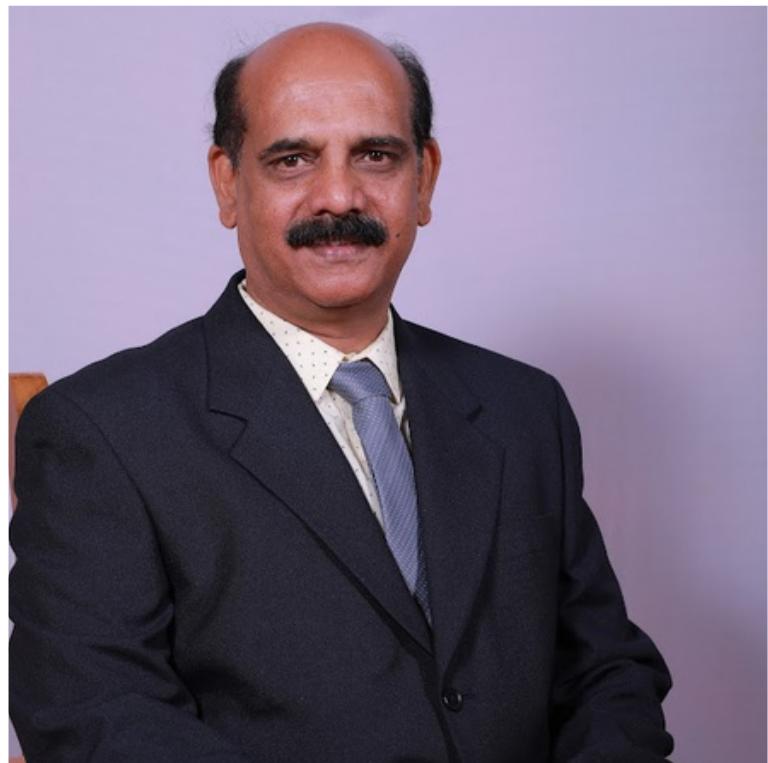
I would also like to extend my gratitude to the faculty members of the Commerce Department. Your tireless efforts in designing engaging activities and organizing insightful guest lectures have undoubtedly played a significant role in the success and achievements of the students. Your commitment to academic excellence and dedication to providing a holistic education are commendable. I look forward to future editions of the newsletter.

Best regards,

Bro. Peter



MESSAGE FROM PRINCIPAL



Dr. R N Subba Rao
Principal

Dear All,

I am delighted about the release of the second edition of “The Communique”. This newsletter serves as a platform to celebrate the achievements, progress, and contributions of our talented students within the realm of commerce education.

First and foremost, I would like to extend my heartfelt congratulations to the esteemed faculty members of the Commerce Department. Their unwavering dedication, expertise, and commitment to academic excellence have played a pivotal role in shaping the minds of our students and preparing them for a future in the business world. Their passion for teaching and their ability to ignite curiosity and enthusiasm within our students are truly commendable.

I would also like to recognize the remarkable achievements of our commerce students. Through their hard work, perseverance, and exceptional performance, they have consistently demonstrated their commitment to excellence.

This edition of “The communique” will showcase a diverse range of activities. We encourage everyone to take time to read through the newsletter and appreciate the remarkable talent and achievements within our Commerce Department. Let it serve as a source of inspiration and motivation for all.

Once again, congratulations to the Department on this significant achievement, and thank you to everyone who has contributed to the success of the newsletter.

Best Regards,

Dr. R N Subba Rao



MESSAGE FROM HEAD OF DEPARTMENT



Mr. Jesmon Raj
Head of Dept.

Dear francisiants,

Life has a way of surprising each one of us. Whether it be one's fate or whether our destiny is written amongst the stars, the need for productivity always remains constant. Productivity is often the brain-child of unwavering and reckless optimism. The engraving of human stories and achievements onto the fabric of the Earth's history has only been possible by the ones who armed themselves with the most potent weapon of all, optimism. No realist, confined to the limiting dimensions of this world, nor no pessimist has ever discovered the secret to living a fulfilling life, made climbing the highest peak on Earth a child's play, or opened other-worldly opportunities for mankind to progress

We are pleased to bring you the second edition of Communique. We are excited to be able to share with you the happenings surrounding the Commerce Department and its students. Through this awe-inspiring edition of Communique, the first of many, I hope you get inspired to be unapologetically yourself and make the world move to your rhythm and flow. Finally, I congratulate all the students for their immense contributions to the college and wish you the best in what life offers.

Mr. Jesmon Raj



MESSAGE FROM CHIEF EDITOR



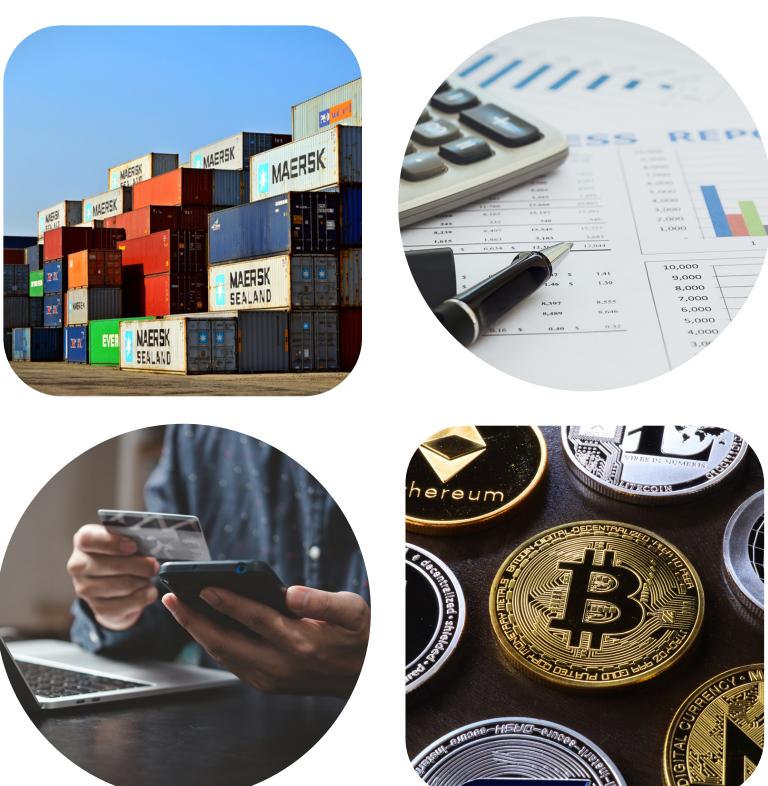
Dr. Ramya K
Chief Editor

Dear Readers,

We proudly present the first edition of Volume 2 of The Communique a bi-annual e-newsletter. In this edition, we have compiled aspects such as the events organized by the Unicorn squad— the commerce club and our members have also contributed to current trending topics in the realm of commerce

We hope that you take time to read what our e-newsletter has to offer. We would like to extend our gratitude to Bro. Antony Vayalil (Director), Bro. Peter (Deputy Director) and Dr. R N Subba Rao (Principal) for the constant guidance in releasing this e-newsletter. A note of thanks to Mr. Jesmon Raj (Head, Dept. of Commerce), Ms. Divya (Assistant HOD, Dept. of Commerce) and student volunteers for their support.

Dr. Ramya K





The Commerce Club Inauguration took place on 29th November 2023 in the quadrangle, marked by a series of captivating events. The club coordinator, Ms. Prerana Ramesh, introduced the committee and unveiled the club's new name, "Unicorn Squad," eliciting anticipation and engagement from the audience. Ms. Anima Chatturvedi then presented an overview of the upcoming events for the academic year 2022-23.

The inauguration was graced by the esteemed presence of Bro Antony Vayalil, Director of St Francis College. The Chief guest CS Jose Thomas, was introduced by Mr. Alan Job Jose. The chief guest delivered an inspiring address to the students. The core committee members of the Commerce Club were appointed. The event not only marked the inauguration of the Commerce Club but also symbolized a new beginning as the club embarked on its journey as the Unicorn Squad.

UNICORN SQUAD CORE COMMITTEE

- CEO** - Zoya khan
- CFO** - Vyshag K
- CIO** - Roshini
- CTO** - Yeshwanth
- CMO** - Sakshi
- CMO** - Samitha
- COO** - Gokul
- COO** - Sindhu

FACULTY COORDINATORS

- Ms. Prerana Ramesh
Mr. Alan Job Jose



Scan to Meet the Squad



EVENTS

Unicorn Squad, the commerce club of our college, has been actively organising a diverse range of events throughout the academic year. With a total of 11 events under their belt, the club has consistently provided a platform for students to showcase their skills, foster collaboration, and expand their knowledge in various aspects of commerce. Unicorn Squad has curated a remarkable lineup of events designed to enhance students' understanding of real-world business practices and cultivate their passion for commerce. Each event has been thoughtfully crafted to cater to the interests and aspirations of our aspiring commerce professionals, making Unicorn Squad a driving force behind their personal and professional growth.

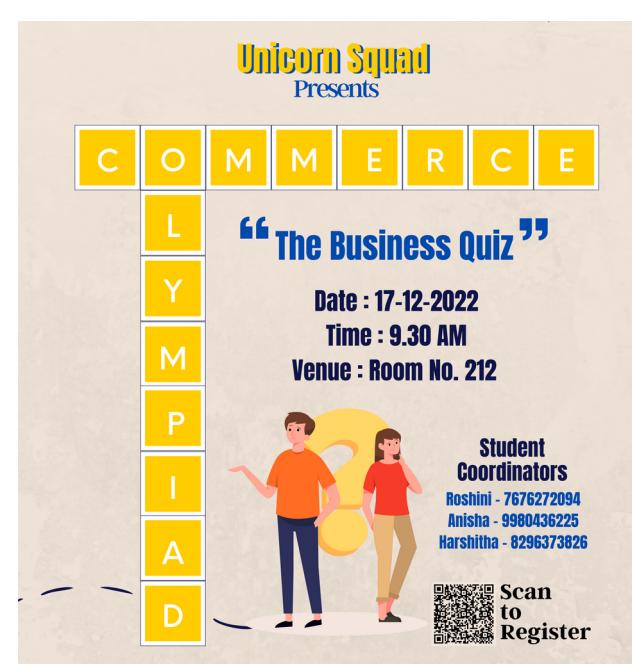
BUSINESS QUIZ

Commerce Olympiad - The Business Quiz, was the first event organized by Unicorn Squad. This highly anticipated event took place on 17th and 20th December 2022 at the 2nd Floor Seminar Hall.

A total of 38 teams, comprising 2 participants each, enthusiastically participated in the event. The quiz consisted of three rounds - the Elimination Round, Prelims, and the Finale. After a challenging Elimination Round, 10 teams advanced to the Prelims, from which the best 5 teams were selected

for the thrilling finale.

This event showcased the students' business acumen and their passion for commerce. Prateek V and Abdul Mateen Fathan from I Semester secured the first place, followed by Pavan V & P Hemanth from V Semester B.Com A&F in second place. Abhishek Daga and Navitha S V from V Semester B.Com A&F claimed the third place in a fierce fight.



BEST MANAGER

The Commerce Club - Unicorn Squad organized an event called KAHUNA - The Best Manager, aimed at developing leadership, and communication skills among undergraduates.

The event, held on 10th, 17th, 18th, and 23rd January 2023, witnessed the participation of 37 students, with 34 in attendance. The event comprised five rounds: Aptitude Round, Deposition Round, Press Conference, Overnight

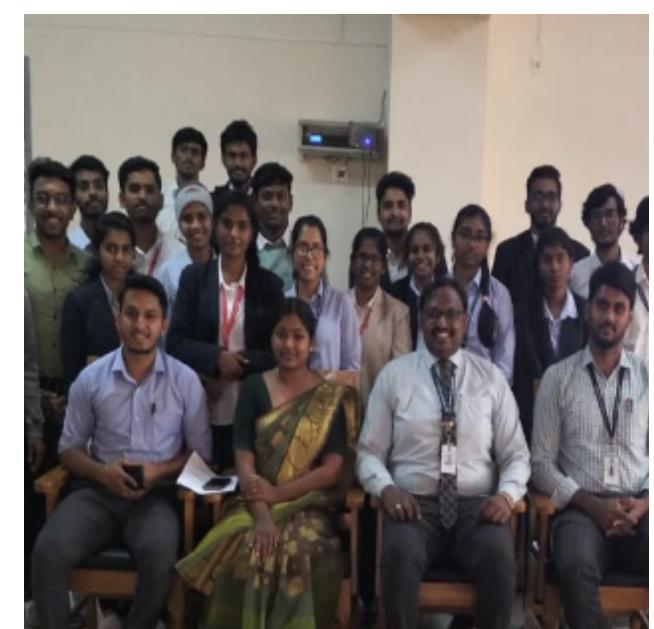
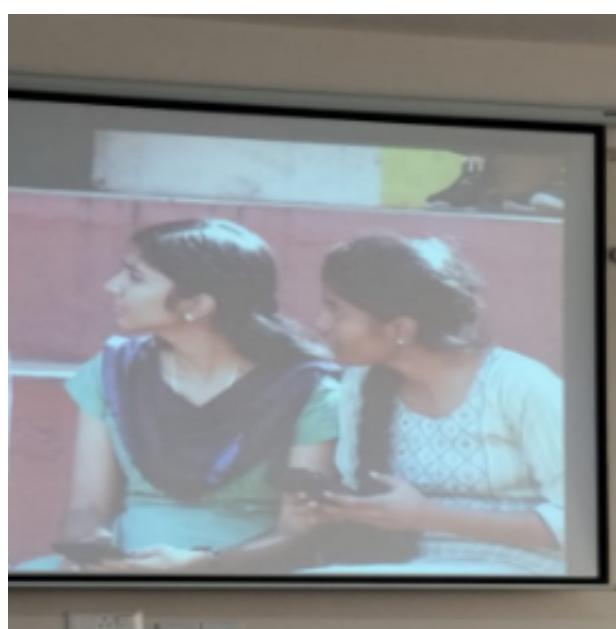
Round (conducted online), and Stress Interview. After a rigorous selection process, the top-performing participants advanced to subsequent rounds. The event provided an opportunity for students to showcase their managerial prowess and strategic thinking abilities. The coordination efforts of faculty coordinators Ms. Nikhitha & Ms. Andrea and student coordinators were commendable, ensuring the success of KAHUNA - The Best Manager. Lakshmi Shree from III year BCOM A&F A was announced as the Best Manager.



MAD ADS

The Commerce Club - Unicorn Squad organized "Mad Ads," an advertising campaign competition for business students to showcase their creative business skills in marketing. Held on 23rd January 2023 in the 2nd floor seminar

hall, the event featured amusing and conceptual advertisement acts related to FMCG products, luxury goods, and social awareness.



Ms. Chandrakala's coordination and leadership greatly contributed to the overall success and positive experience of the participants. With two rounds, including a preliminary screening and stage act, students displayed their marketing prowess and received a positive response from the student crowd. Mad Ads provided a platform for students to demonstrate their creativity, teamwork, and strategic thinking in the field of marketing, fostering a vibrant learning environment.

GEN Z

The GEN-Z mega event was organized by the Unicorn Squad of the Department of Commerce during the odd semester of 2022-2023. This highly anticipated event was aimed to provide them with practical exposure to business operations. The event featured various food stalls and fun stalls, along with opportunities for participants to showcase their talents in singing, dancing, and more. Taking place on 15th February, the event commenced

at 10:30 am and witnessed great success. The event was skillfully coordinated by Mr. Vishlesh, who ensured seamless execution and smooth functioning. The total turnover generated from all the stalls amounted to approximately ₹30,000. The event showcased excellent teamwork and coordination, making it a phenomenal success.



BEST ACCOUNTANT

The Commerce Club - Unicorn Squad organized "The Best Accountant" event with the aim of developing and enhancing students' accounting skills. The event took

place on 12th and 17th May 2023 at the 2nd and 4th floor seminar halls. Ms. Chithra and Ms. Amrutha served as the faculty coordinators, while Gokul, Samitha, and Lokesh took charge as student coordinators.

The event consisted of two rounds. In the Preliminary Round, participants answered a set of multiple-choice questions within 25 minutes. The top 10 participants advanced to the Analytical Round, where they faced a problem related to profit and loss accounts and balance sheets, along with 20 questions based on the given problem. The students had one hour to solve the problem and provide their answers.

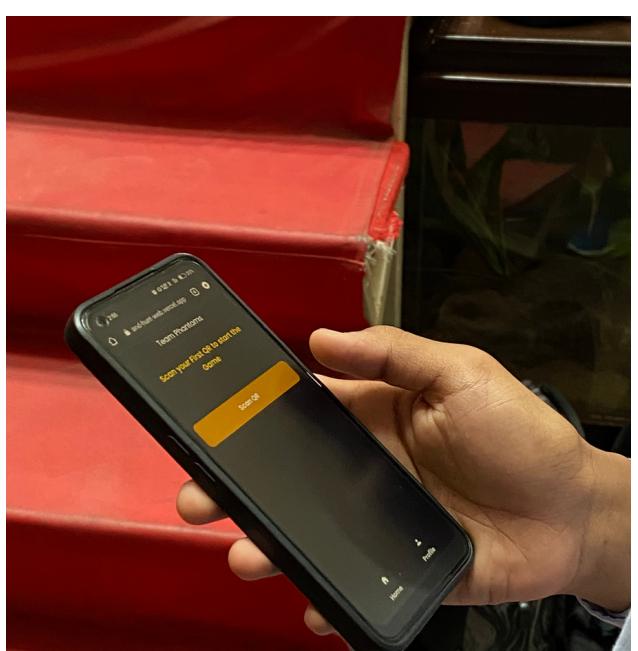
The event aimed to foster practical accounting skills, problem-solving abilities, and real-world application of theoretical knowledge. Through participation in challenging tasks, students gained valuable experience and received feedback to boost their confidence. Kavya R from III year BCom A&F B was named the Best Accountant. Pooja Rai from I year BCom A&F and Kiran M from III year BCom A&F A secured the second and third place respectively.



BRAND HUNT

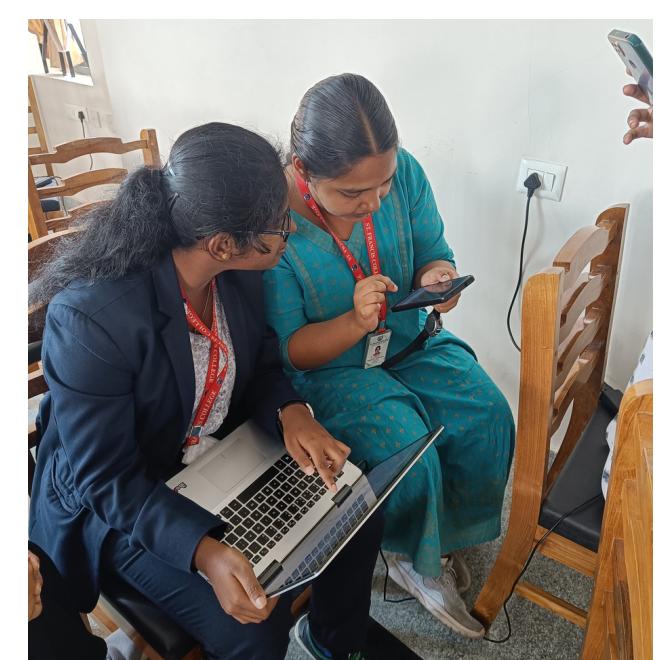
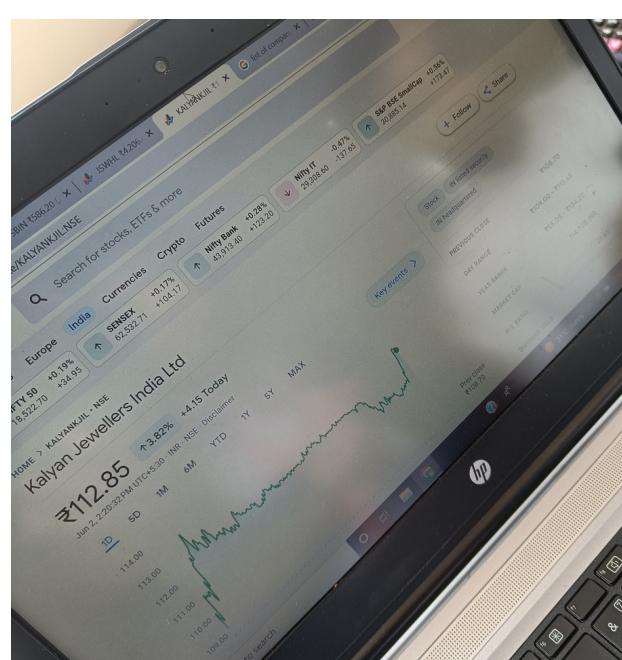
The Unicorn Squad, organised an exhilarating Brand Hunt event aimed at fostering collaboration, communication, and problem-solving skills among students. Using a custom-made software, participants engaged in a thrilling treasure hunt, exploring the college campus and showcasing their brand awareness. With faculty mentors Ms. Priyanka and Mr. Glen, the event utilised QR codes and clues to guide teams through various locations. The progress of each team was tracked, adding excitement and competitiveness.

The event successfully achieved its objectives while enhancing cognitive skills and encouraging creative problem-solving. With meticulous planning, the Brand Hunt proved to be a remarkable success for the Unicorn Squad.



MOCK STOCK

The Commerce Club - Unicorn Squad organised an event called Mock Stock aimed at developing students' skills and knowledge of the stock market. The event, held on 2nd June 2023, consisted of two rounds: the Elimination Round and the Final Round. In the Elimination Round, teams answered 20 questions using the Quizizz app, with the top 20 teams advancing to the Final Round. In the Final Round, teams utilised the Stock Trainer app to simulate buying and selling equity shares, aiming to generate the highest profits. The team with the highest net worth emerged as the winner. The event provided students with practical experience in the stock market and financial instruments.



INNOVATIVE BANKER

The Commerce Club - Unicorn Squad organised an event called Mock Stock aimed at developing students' skills and knowledge of the stock market. The event, held on 2nd June 2023, consisted of two rounds: the Elimination Round and the

final Round. In the Elimination Round, teams answered 20 questions using the Quizizz app, with the top 20 teams advancing to the Final Round. In the Final Round, teams utilised the Stock Trainer app to simulate buying and selling equity shares, aiming to generate the highest profits. The team with the highest net worth emerged as the winner. The event provided students with practical experience in the stock market and financial instruments.



IPL AUCTION

The Commerce Club - Unicorn Squad organized a highly anticipated event called the IPL Auction, with the guidance of faculty coordinators Dr. Ramya and Mr. Rohit from the department of Commerce. The event aimed to create a transparent and competitive process of player

acquisition, while showcasing cricket knowledge and budgeting skills as teams bid for top talents to create their dream teams. A total of 44 teams registered for the event, demonstrating the immense interest and enthusiasm among the participants.

The Final Round, held on 1st July 2023, featured the top 10 teams. Each team was provided with a capital budget of 100 crore rupees to engage in the player acquisition process through a live auction. The auction created a dynamic atmosphere as franchise owners and team management actively participated in the bidding process. The winners were determined based on four key metrics: Player Points, Economic Purchase, Fan Ratings, and Criterion Fulfillment. Throughout the event, the efforts of the student coordinators, Mohammed Abdulla Shariff, Shakthivel, and Shakthi Kumar, played a crucial role in ensuring its smooth execution and success.



MARKETING BADSHAH

The Unicorn Squad organized the Marketing Badshah event on 3rd and 11th July 2023. The objective of the event was to enhance students' marketing skills by analyzing market trends, consumer behavior, and competitor strategies. It aimed to encourage strategic decision-making within budget limitations. The event consisted of two rounds: the Print Ad round and the Marketing Campaign round. In the Print Ad round, participants were tasked with creating a newspaper ad for an existing company. The Marketing Campaign round required teams to present their ideas for a marketing campaign covering aspects such as objectives, target audience, creative concept, channels and tactics, timeline, and budget. Teams were evaluated based on creativity, innovation, strategy, execution, impact, and presentation. The event had faculty mentors Ms. Anima and Ms. Ananya guiding the participants. The student coordinators, Shiny, Sneha, and Tharun, provided support and clarifications to the participants. Event provided students a platform to showcase their marketing expertise.



MINUTE TO SELL

Minute to Sell the last event of Unicorn squad was conducted on 11th July 2023. The objective of the event was to provide participants with a platform to enhance their sales skills, think on their feet, and effectively communicate their ideas within a tight timeframe. The event aimed to simulate real-world sales challenges, where participants were randomly assigned a product and had one minute to deliver an impressive sales pitch to a panel of judges. The event focused on assessing participants' communication skills, sales techniques, confidence, persuasiveness, and overall presentation skills. Faculty mentors, Ms. Vandana and Ms. Lakshmi, provided guidance throughout the event. The student coordinator, Samitha, facilitated the event and provided clarifications to the participants.



EVENT WINNERS

And the
Winner
is...



Business Quiz

**Prathik V &
Abdul Mateen Fathan**
I Yr BCOM D

Best Manager

Lakshmi Shree
III Yr BCOM A&FA

Mad Ads

Gagandeep & Team
III Yr BCOM

Gen Z Food Stall

Sowmiya R & Team
III Yr BCOM A&FB

Gen Z Fun Stall

Nikshitha & Team
III Yr BCOM B

Best Accountant

Kavya R
III Yr BCOM A&FB

Brand Hunt

Aakefa Sultana & Team
III Yr BCOM A

Mock Stock

**Chetan Prajapat &
Likhitha**
III Yr BCOM A&FB

Innovative Banker

Abhishek Daga
III Yr BCOM A&FB

IPL Auction

J Rahul & Team
II Yr BCOM A

Marketing Badshah

**Krithik Venkatesan &
Chethan Choudhary**
I Yr BCOM A

Minute to Sell it

Prathik V
III Yr BCOM A&FB

Pavan V & P Hemanth
III Yr BCOM A&FA

**Abhishek Daga &
Navitha SV**
III Yr BCOM A&F

Suchir R
I Yr BCOM A&F

Krithik Venkatesan
I Yr BCOM A

Chethana & Team
I Yr BCOM D

Jayanth S & Team
III Yr BCOM A&F

Neha & Team
I Yr BCOM A

Sneha G Bhat & Team
II Yr BCOM

Yogeshwaran & Team
III Yr BCOM B

Abdulla Sharif & Team
III Yr BCOM A&FB

Pooja Rai
I Yr BCOM A&F

Kiran M
III Yr BCOM A&FA

Prathik V & Team
I Yr BCOM D

Tanishqa & Team
II Yr BCOM C

**Mohammed Faizan &
Vyshag K**
III Yr BCOM A&FB

**Paul Bosco
Milan Santiago**
II Yr BBA

Kavya R
III Yr BCOM A&FB

Vishwa
I Yr BCOM B

Tarun T M & Team
I Yr BCOM D

Lokesh & Team
I Yr BCOM A&F

Hitesh & Hariprasad
II Yr BCOM A&FB

Ashwin M & Akash S
I Yr BCOM B

Likhitha
III Yr BCOM A&FB

Ashwin M
I Yr BCOM B

III Year BCOM A&F B wins the Unicorn Championship

POINTSTABLE

# Class	F	S	T	P	V	Tot	# Class	F	S	T	P	V	Tot
1 III Yr BCOM A&F B	30	14	5	54	16	119	11 II Yr BCOM C	0	0	4	16	3	23
2 III Yr BCOM A&F A	7	6	5	68	7	93	12 II Yr BCOM B	0	0	3	11	8	22
3 I Yr BCOM D	14	10	3	43	4	74	13 II Yr BCOM A&F B	0	5	0	14	2	21
4 III Yr BCOM B	10	10	0	36	1	57	14 II Yr BCOM A&F A	0	0	0	14	3	17
5 I Yr BCOM A&F	0	10	6	27	0	43	15 I Yr BCOM C	0	0	0	5	10	15
6 III Yr BCOM A	10	0	0	25	6	41	16 III Yr BCOM Hon.**	0	0	0	13	0	13
7 II Yr BCOM A	7	0	0	16	13	36	17 II Yr BCOM D	0	0	0	0	0	0
8 I Yr BCOM A	7	5	6	12	1	31							
9 I Yr BCOM B	0	0	6	21	2	29							
10 I Yr BCOM L/B*	0	0	0	20	4	24							

F - First, S - Second, T - Third, P - Participation, V - Volunteering

* LSCM / BDA & ** Honours

for academic year 22-23



Victory against the odds! III Yr BCOM A&F B emerges as champions in the thrilling Unicorn Championship. Despite a rough start, they showcased resilience and determination to claim the top spot. III Yr BCOM A&F A, initially leading the pack, secured a respectable 2nd place. Inspiring performance by I Yr BCOM D as first-year students, who fought fiercely against the seniors. And a surprising comeback by I Yr BCOM B, finishing 12th, leaving everyone amazed. Congratulations to all teams for their remarkable efforts in this exhilarating Championship.

“

Money is a terrible master but an excellent servant

- P T Barnum

“

Success is not about the destination, but the journey

- Zig Ziglar



GUEST LECTURE

The Department of Commerce organized a highly anticipated guest lecture titled "Shaping Your Path to Success" on June 20th, 2023, at St. Francis College. The session aimed to provide attendees with valuable insights and guidance on the journey towards achieving success. Renowned expert Capt. Pranav Prasoon Thakur, Chief People Officer (CPO) at Trukker and former HR Head at Coca-Cola India, delivered an engaging talk, emphasizing self-awareness, passion, perseverance, and embracing challenges on the journey to success. Capt. Thakur urged attendees to reflect on their strengths, weaknesses, and values, aligning their goals with their authentic selves. Defining success individually, beyond societal norms, was highlighted, encouraging attendees to craft personalized roadmaps for achievement.



Passion and perseverance emerged as key cornerstones for success. Capt. Thakur stressed pursuing work aligned with one's passions, channeling enthusiasm into endeavors. Resilience in the face of challenges was emphasized, viewing obstacles as opportunities for growth and personal development.

The lecture delved into strategies for managing resistance effectively, encouraging attendees to embrace challenges with a positive mindset. Capt. Thakur underscored the importance of cultivating a growth mindset, believing in continuous learning and adaptation for unlocking one's full potential.

Ms. Divya coordinated the event, providing an engaging platform for students to explore their potential and gain valuable insights to shape their future paths towards success. Overall, the session, led by Capt. Pranav Prasoon Thakur, left a lasting impact, empowering students with the knowledge and motivation to navigate their unique paths to success. Capt. Pranav Prasoon Thakur's practical knowledge and real-world experiences served as an inspiration, motivating students to apply the key takeaways in their pursuit of success.



BUDGET CONCLAVE

The Commerce Club - Unicorn Squad successfully organized the Budget Conclave 2023, a five-day event during the budget week aimed at enlightening UG and PG students about budgeting, its implications, and an in-depth understanding of the Union Budget-2023. Conducted online via Google Meet and YouTube live stream for the first four days, the final day saw an engaging offline panel discussion in the college seminar hall.

Day 1 kicked off with Dr. Balaji M providing an insightful introduction to budgets, emphasizing the government's pivotal role in framing economic policies. He traced the history of India's first budget, providing an essential foundation for the following days. Day 2 featured Mr. Kataaru Gopi, who discussed the expectations from Budget 2023, shedding light on its potential impact on various sectors and people's expectations regarding tax rates and incentives.

On Day 3, Mr. Hari Babu, an expert in supply chain analytics and business planning, presented the key highlights of Union Budget 2023, effectively breaking down the budget allocations for different sectors. Ms. Deepika took the stage on Day 4, focusing on the outcomes of Budget 2023 and its implications, especially in terms of tax regimes and taxpayer impacts.



The much-awaited Day 5 was an offline panel discussion with three speakers, Mr. James J Manjakunnel, Dr. Vibha Chetan, and moderator Ms. Lalitha V Raman. They delved into various topics based on Budget 2023. They analyzed the government's commitment to boost economic growth through investments in infrastructure development. The panel also highlighted the seven priorities of Budget 2023-24, including inclusive development, reaching the last mile, and green growth.

The session proved highly interactive, with students engaging in lively discussions and a productive Q&A session. The Commerce Club - Unicorn Squad, along with the faculty coordinator, Ms. Nikhitha S Thomas, deserves commendation for organizing an enlightening and impactful Budget Conclave 2023, providing valuable insights to the future business minds.

INDUSTRIAL VISITS

The Department of Commerce organized three enriching industrial visits, providing students with valuable exposure to diverse sectors. These industrial visits served as a bridge between classroom learning and real-world applications, empowering students with practical knowledge and fostering a deeper understanding of the industries' dynamics.

1. CIPET, Mysore

On July 7, 2023, a group of 96 students and 4 faculties from II Year B.Com conducted an enlightening industrial visit to the Central Institute of Petrochemicals Engineering and Technology (CIPET) in Mysore. During the visit, the students gained valuable insights into the manufacturing processes of PVC (Polyvinyl Chloride) and plastic pellets. CIPET's staff warmly welcomed the group and provided a comprehensive tour of their advanced facilities, showcasing the cutting-edge technologies and sustainable practices employed in the petrochemical industry. The visit proved to be a valuable educational experience, bridging the gap between theoretical knowledge and real-world applications in the field of petrochemicals. The VI Sem BCOM A&F students also visited the facility on January 21, 2023.

2. Unibic Foods & IKEA, Bengaluru

Department of commerce organized an industrial visit for the students of final year BCOM to gain practical knowledge

about production and supply chain management at UNIBIC Foods India Pvt Ltd and IKEA. The event took place on 26th June 2023, and 78 participants from the Department of Commerce attended the visit. The primary objectives were to gain insights into Unibic Foods' manufacturing processes, understand their marketing and branding strategies, and learn about IKEA's sustainable practices and innovation with circular economy principles.

The visit began at 9:15 AM with two dedicated buses departing from the college premises and arriving at the UNIBIC Biscuit Factory at 11:00 AM. A guided tour provided participants with valuable insights into efficient production techniques. Post lunch, the students proceeded to the IKEA store in Nagasandra, where they witnessed the company's commitment to sustainability and innovative practices. Overall, the industrial visit proved to be a comprehensive learning experience, equipping the participants with practical knowledge, marketing insights, and an understanding of sustainable business practices. It fostered a mindset of responsible and innovative thinking for their future endeavors in commerce.



ICCTCM 2023

The Department of Commerce and Management of St. Francis College, Bangalore, successfully organized an International Conference on Contemporary Trends in Commerce and Management on 30th June 2023. The conference aimed to provide a platform for academicians, researchers, industry experts, and practitioners to engage in meaningful dialogue about recent trends and innovations impacting business, management, and education.

The conference commenced with a formal inauguration in the college quadrangle, graced by esteemed dignitaries. The chief guest, Ms. Hana Onderkova, the Guest of Honor, Mr. A.C.N Murthy, and the Keynote Speaker, Dr. N R Bhanumurthy, addressed the gathering on topics such as the latest trends in commerce and management, digitalization's impacts, and economic developments in India.

Following the inauguration, participants from various colleges were assigned offline tracks for their research paper presentations, while those from other states and countries were given online tracks. Each track had technical chairs and rapporteurs to assist and assess the participants. Over 40 offline and 100 online presentations covered diverse topics like green accounting, digital currencies, AI's impact on business and management and changing consumer preferences in various industries.



A panel discussion on "Sustainable Business Practices - Balancing Profit and ESG Factors" saw industry dignitaries engaging in insightful discussions. The valedictory ceremony honored the best paper presenters. The conference received an overwhelming response with active participation from academicians, research scholars, and students from various parts of India and abroad.



**Scan to Watch
the YouTube
Stream of the
conference**



SUBJECT ORIENTATION

The Department of Commerce, in association with Bengaluru City University Teachers Council of Commerce and Management, organized a one-day Subject Orientation Programme on the National Education Policy (NEP). The event aimed to discuss the implementation of NEP in the curriculum for the I and III Semesters. The programme witnessed a total of 70 faculties from Bengaluru City University in attendance.

The inauguration was graced by Dr. L Gomathi Devi, Vice-Chancellor of Maharani Cluster University, who highlighted the significance of NEP in shaping the future of higher education and fostering holistic development among students. As the Chief Guest, Dr. S B Appaji Gowda, Director of the Department of Collegiate Education - Govt. of Karnataka, delivered an insightful address, stressing the role of faculty in effectively integrating NEP's principles into the curriculum.

The faculty members engaged in fruitful discussions, exploring strategies to implement learner-centric approaches and interdisciplinary studies as per the NEP guidelines. Overall, the one-day NEP Subject Orientation Programme was a resounding success, setting the stage for a positive transformation in the teaching and learning methodologies and reinforcing the commitment of the faculty towards shaping a progressive educational

landscape in line with NEP's objectives. The event proved to be a stepping stone in embracing NEP's vision and fostering excellence in higher education at BCU.

CAREER CATALYST

The Career Catalyst Programme, meticulously designed to empower final year students from the Department of Commerce for job interviews, achieved remarkable outcomes. Conducted on Saturdays and after class hours, the programme covered vital aspects such as job role identification, resume creation, cover letter writing, email etiquette, and mock interviews.

Programme focused on practical approach, allowing students to actively participate in real-time tasks, creating an immersive learning experience that transcended traditional classroom methods. Included informative sessions on networking and optimizing LinkedIn, empowering students to harness the power of professional networking and effectively leverage LinkedIn as a valuable tool in their job search and career growth. Led by the dedicated efforts of Mr. Alan Job Jose and Ms. Andrea Thomas, the students' growth and confidence soared, leading to successful placements, as exemplified by Zoya Khan's (BCOM A&F) accomplishment as a financial analyst at Moder with 4.5 LPA. The Programme left an indelible mark on the students, equipping them with the skills and knowledge needed to thrive in their professional journeys.

Chronicles of Change: FY 22-23's Unforgettable Events

**LIC****REVLON®**

- LIC IPO - The largest IPO in India

Apr

- Energy Crisis in Europe due to Russia - Ukraine War
- Qatar 2022 - Costliest world cup ever with costs of \$220 billion

May**June**

- Interest rate hikes around the world by central banks
- Revlon applies for bankruptcy



- Srilankan Economic Crisis
- Saudi unveils the plan for futuristic city The Line

July**zomato**

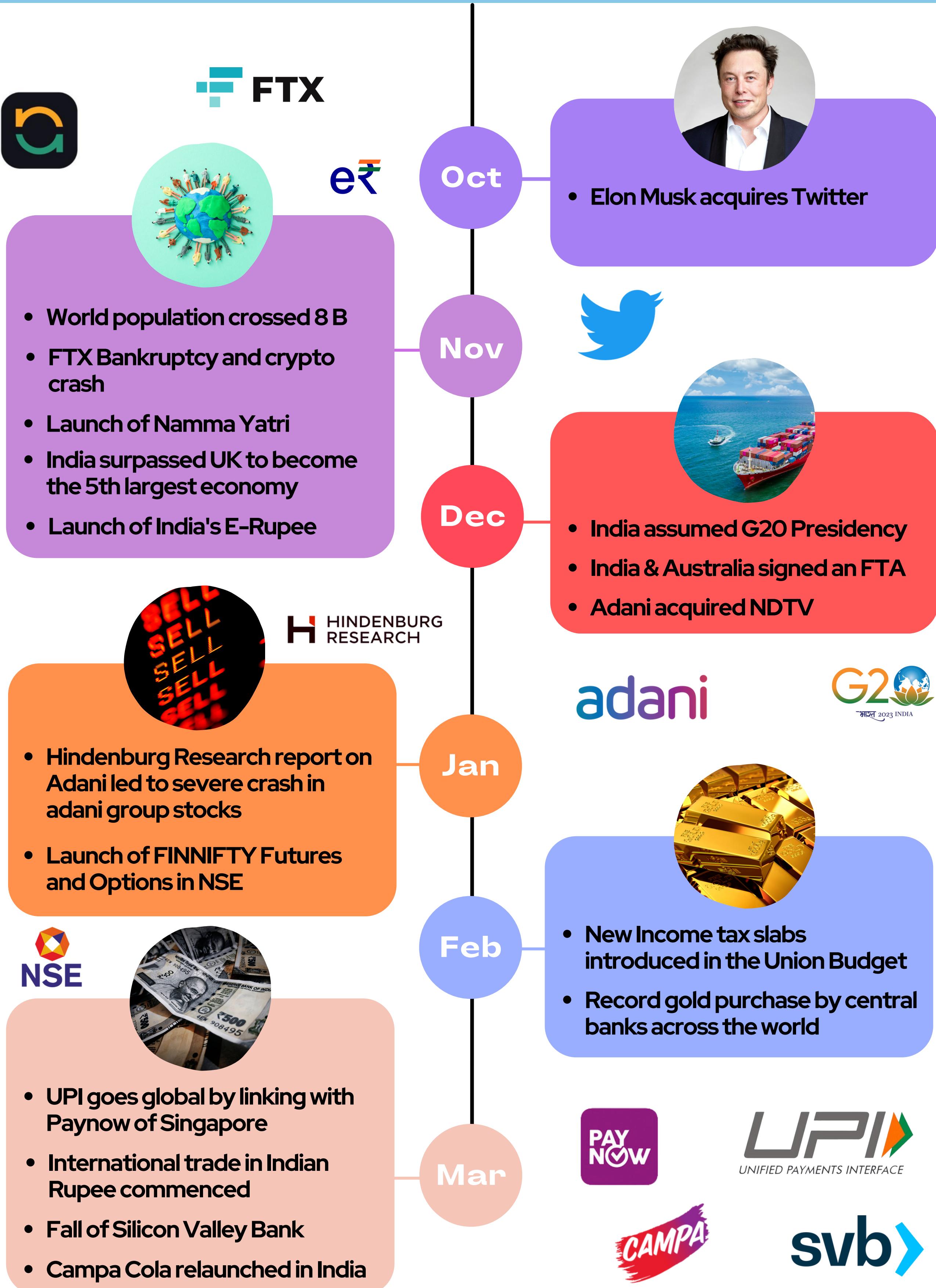
- Ace investor Rakesh Jhunjhunwala passes away
- Zomato acquired Blinkit

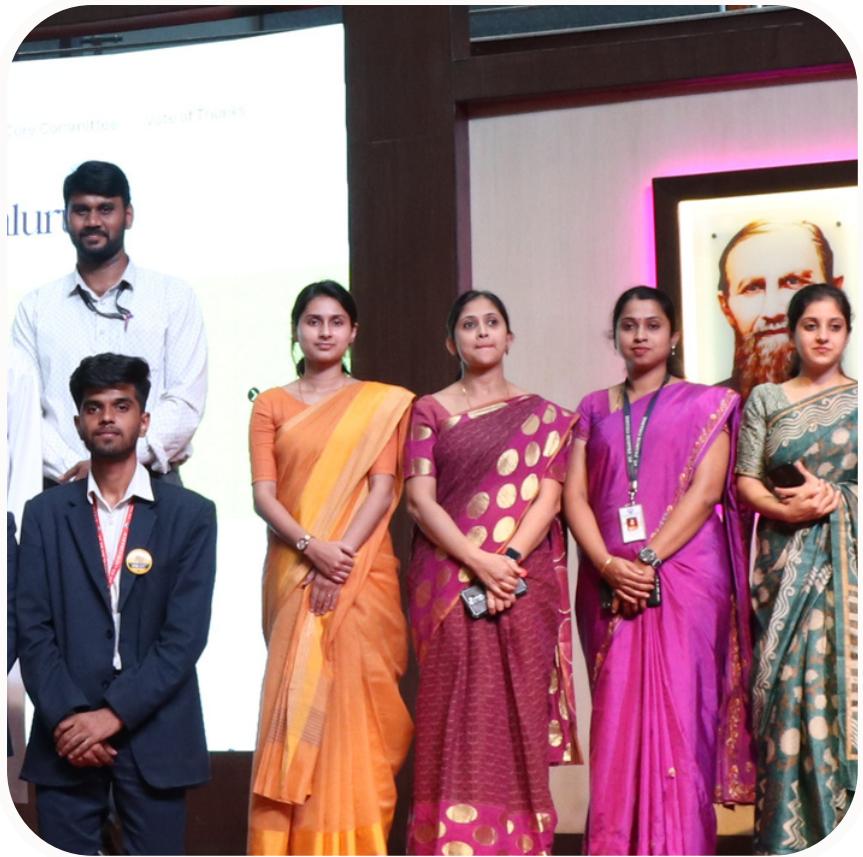


- Adobe acquires Figma

Aug**Adobe****Sept**

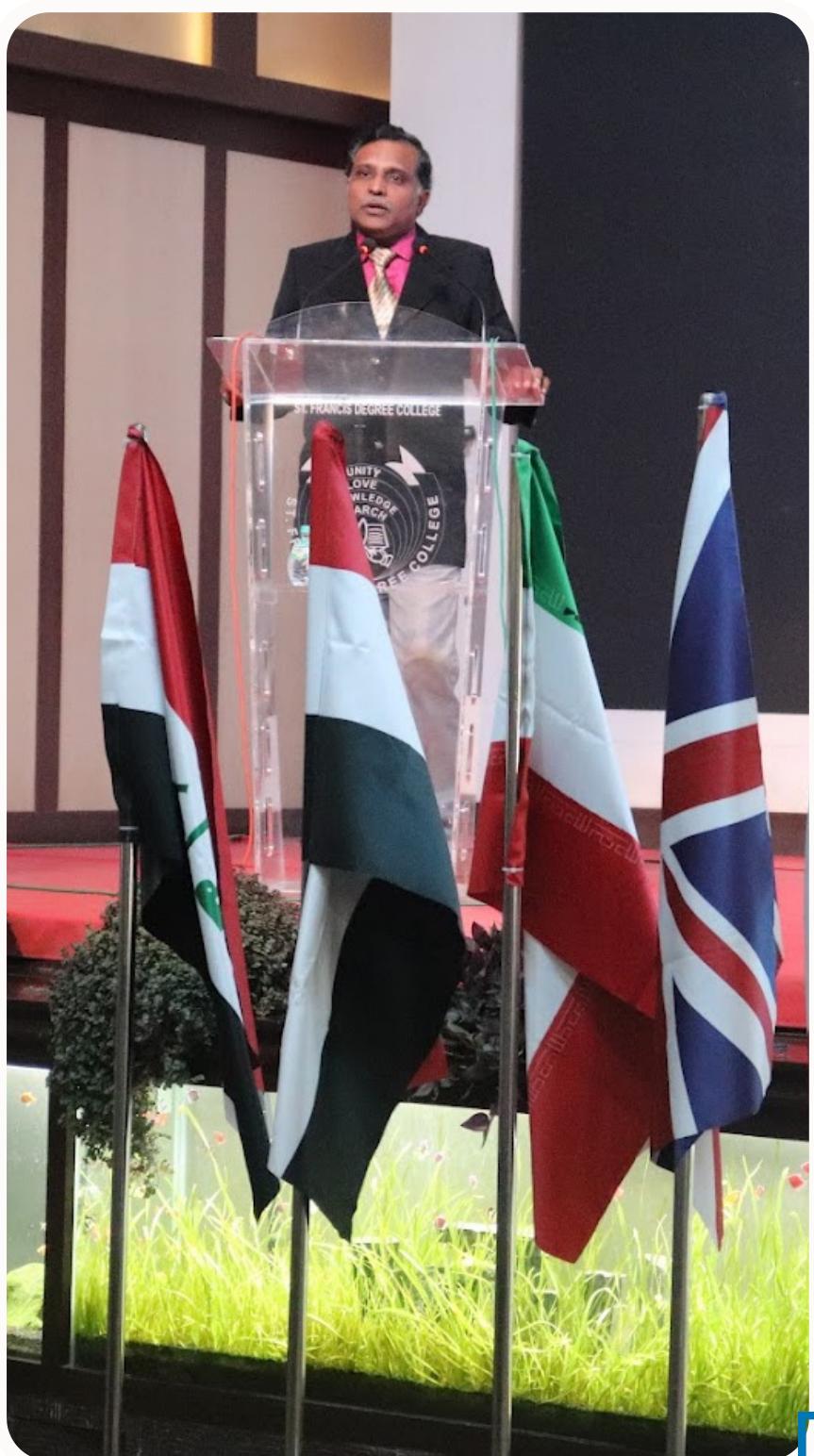
Chronicles of Change: FY 22-23's Unforgettable Events





JOURNEY THROUGH FROZEN FRAMES

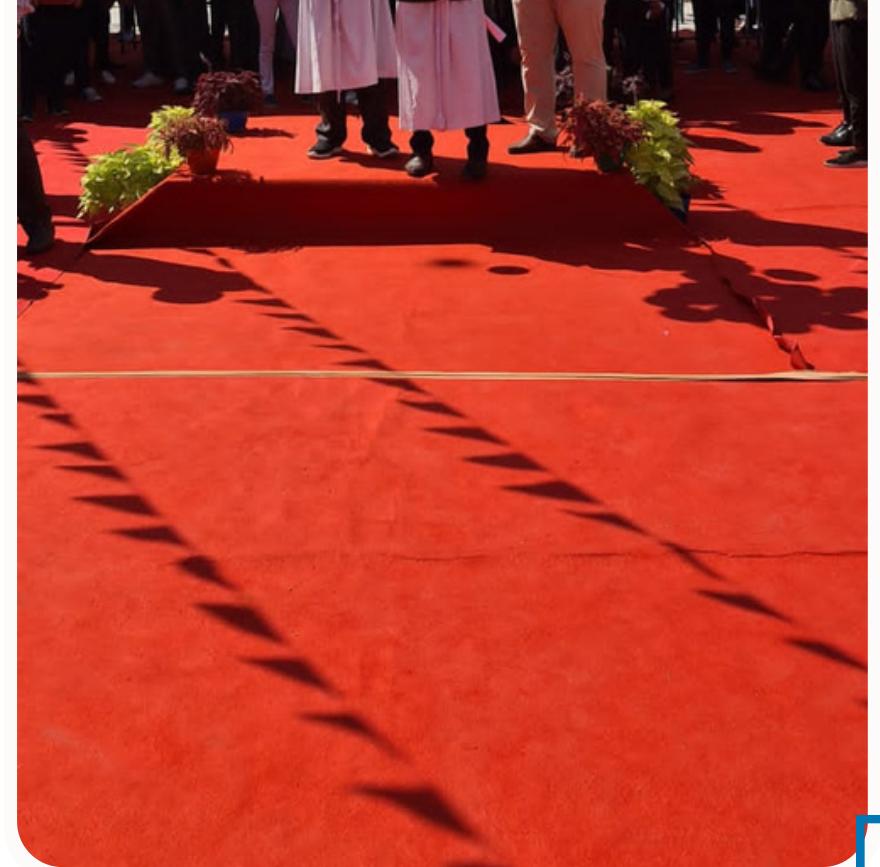
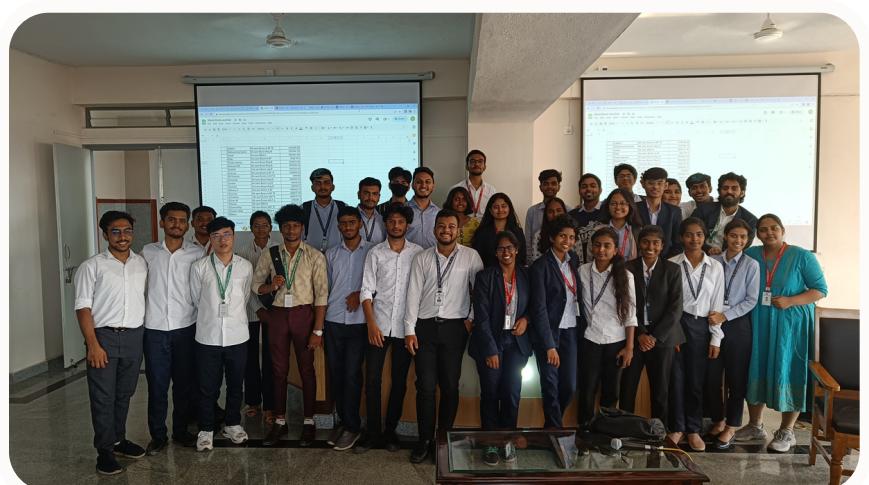
REFLECTING ON AN
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Designed By : Alan Job Jose
Printed at : Sevasadan Printing Press

For Private Circulation Only





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