

DEPARTMENT OF COMMERCE ANNUAL REPORT 2019-20

Faculty Profile :

Ms. S. Latha Subramaniam (Head of Department)

Ms. Deepa Samuel

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Dr. R. Shiny (PG Coordinator)

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Dr. Savitha Sukumar

Dr. S. Sunita

Ms. Vijayakumari K

Ms. Vijayalakshmi R

Ms. Kalyani Y

Ms. Manisha Kulkarni

Ms. Lily Kansal

Ms. K. Sree Jyothi

Ms. Latha G

Dr. Richa Mehta

Ms. Nida Suleman

Ms. CA Ramya

Ms. Madhura Ayachit

Ms. P N Prashanti

Ms. Mary Jasmine James

Dr. CA Shobana

Ms. Chandrakala V

Workshops conducted:

Two Day National Workshop On “Demystifying Analytics: A Business Perspective”- 20TH & 21ST JAN ,2020

A Two Day National Workshop On “Demystifying Analytics: A Business Perspective”, was organized by the Department of Commerce, St. Francis College for Women, Begumpet-Hyderabad on 20th and 21st January, 2020. The workshop was intended to orient and provide essential hands on experience in the concepts and techniques of data analytics while building a foundation in business intelligence from the Business perspective. The workshop aimed at bridging the industry academia gap and enrich the research endeavours in the environment of big

data especially in the areas of finance, marketing and HRM and was attended by 44 participants. The workshop comprised of 7 technical sessions spread across two days which were divided into overview of Business Analytics, Financial Analytics, HR analytics, Marketing Analytics, and 3 practical sessions with hands on experience for participants on R/Rstudio.

Guest Lectures conducted:

1. Guest Lecture on Banking - 25TH JULY 2019

The students of 3rd Semester of BCOM (H,C AND A&F) under the supervision of Ms. Jasmine and Ms. Anjali of Commerce Department gathered together to work towards establishing a strong base in the field of banking and to gain further understanding and clarity of the subject, a special financial literacy lecture was arranged in form of guest lecture from renown speaker and experienced banker Mr. Shailendra Goje.

Mr. Goje is a counselor from Disha Trust, a wing of the ICICI bank which works towards social service and fulfills the banks social responsibilities towards the society.

Through the lecture the students understood the various concepts and current trends in banking. Mr. Goje answered the queries of the students present and suggested to open a account in the bank to play a vital role in development of the country.

2. Guest Lecture on Research Paper Writing-20TH NOV, 2019

A guest lecture on Research Paper Writing was jointly organized by Faculty Research Cell and Department of Commerce on 20th November 2019. The faculty of Department of Commerce, BMS and B.Voc along with the final year M.Com students attended the same. The resource person for this session was an eminent academician and researcher Prof. B. Raja Shekhar, Pro-Vice Chancellor, HCU.

3. Guest Lecture on Investor Education Program - 28TH NOV, 2019

Investor Education Program (IEP) has been conducted on behalf of Bombay Stock Exchange-IPF at St. Francis college for Women on 'Capital Market Awareness - Introduction to Mutual Fund & Financial Planning' on 28th November 2019, for M.Com students by Ms. Srikanta Lahari. She addressed the students about the placement opportunities, and how to be job prepared. She gave a briefing pertaining to the need of investments, investment vehicles and instructed how to prepare a personal portfolio.

4. Guest Lecture “India’s Trade Policy” - 28TH JAN, 2020

A guest lecture was organised by the Department of Commerce on “India’s Trade Policy” for all the students of International Business. The session was held by Mr. K. Hrushikesh Reddy, Deputy Director General of Foreign Trade. He focused on the various organisations that promote India’s International Trade. The students were very much satisfied with the session.

5. Guest Lecture on COMPLETING AND REPORTING FINANCIAL MODELS - 13TH JAN, 2020

The commerce Department of St. Francis College for Women had organized a guest lecture on the topic 'Completing and Reporting Financial Models' for the students of M.Com (Applied Finance) Semester IV on the 13th of January, 2020 under the supervision of Dr. Richa Mehta. The guest lecture was organised to provide the students with an opportunity to get a head start in financial modeling and reporting.

6. Orientation Session- 6TH MARCH , 2020

Ms. Deepa James, senior faculty member of the department organised an orientation session for all second year students of Commerce and BMS on 6.3.2020. The facilitator was Prof. Madhavi Lokhande, Ph.D& CMA - an alumna of the 1992 batch who has 18 years experience in academic and industry interface. The main focus of the orientation was employability skills among students. Skill development is an important component for industry preparedness and skill-based learning, communication and leadership development were discussed as a due course of action either for Higher education or further Job opportunities. The feedback from the students was that it was useful and informative. From next year the Department hopes to conduct training and assessment of students in order to strengthen the curriculum based teaching

7. Guest lecture on IPR for B.com 1st years. (1A&F, 1C ,1H, 1IPP, 1IB) - 11TH MARCH, 2020

A guest lecture on Intellectual property rights was organized by the dept of Commerce on 11th March 2020 for all the first years students studying B. Law.

Prof. G.B Reddy professor from osmania university was the guest speaker for the day. Prof. Reddy enlightened approximately 300 students with his in depth knowledge about IPR. The lecture was conducted with the help of various practical examples and ppts. Topics covered were:

1. Overview of IPR
2. Trade mark
3. Copyright
4. Geographical indication
5. Patent
6. Trade secrets

Students were extremely satisfied with the session.

COFEE Activities

SLDP- 26TH JULY 2019

"The Greatest Leader is not necessarily the one who does the greatest things. He is the one that gets people to do the greatest things."

A Student Leadership and Development Programme was organized by COFEE (Commerce Organization For Emerging Entrepreneurs) for the core committee, club representatives and the CR, VCR and SQC of each class by Dr.Padmaja Nandigama which focused on inculcating the values of Conceive, Believe and Achieve and in making young students of today successful leaders of tomorrow.

The speaker used pertinent examples to uplift the students in understanding the true worth of a leader.

The seminar was a resounding success as the speaker completely succeeded in inspiring and engaging the students to work towards what they believe in and in return become successful.

NOOR E JASHN- 7TH DEC, 2019

FUN FOR ALL, ALL FOR FUN – COFEE proudly presented a first of its kind year-end carnival, ‘**NOOR-E-JASHN**’ open to all which was certainly the crowning glory of the 60th year celebrations of our institution, attracting an estimated attendance of 1000+ students and others from the twin cities. The words *Noor* and *Jashn* emphasise on brightness and glow in the joy of celebration. All the proceeds from the event was earmarked towards Vajrojwala – the Village Adoption scheme which the college took up as a part of the Diamond Jubilee celebrations.

The carnival was indeed the first of its kind but there was another first of its kind idea which took the form of COFEE’s OWN MERCHANDISE and was unveiled by the Principal and former heads of department of commerce. The merchandise was open to all for purchase and included interesting diaries, notebooks, notepads, key chains, badges, pens and cups in the name of our prestigious institution. This COFEE initiative was the culmination of a long cherished dream to create memorabilia associated with the college. COFEE is delighted to have been the first to initiate this effort.

The highlight was the performances of Sanjana Bhardwaj, the esteemed winner of Telangana’s Got Talent whose soulful voice escalated the spirits of revelry. Next in line was Saorsa – the four piece band which came together with the beats of percussion & the tune of guitars.

Succeeding this was the the five piece band, Chris Anderson and guests exhibited. This was followed by Ken Neil and others (popularly known as locals), one of the finest Hip Hop community in Hyderabad with the motto of ‘each one, teach one’ showcased their hilarious hip hop twirls which electrified the atmosphere.

Next in store, was the much anticipated LUCKY DRAW – an event arranged primarily to raise funds for Vajrojwala (the village adoption scheme) and in search of four lucky names who would win interesting prizes. The highlight of this event was its Chief Guest - MR. KRISHNA

CHAITANYA - an acclaimed singer not only in Tollywood (the telugu film industry) but also in the southern film industry. This was followed by a performance by Rufus Behnur (The Rapbox) who is the winner of Hyderabad's Got talent and has released 3 albums.

The biggest of all the surprises that day was the surprise visit by MR.KARTHIKEYA of RX100 (movie) fame which left everyone awestruck. This charismatic tollywood heartthrob unleashed his magic and added greater *Noor* (brightness) to our *Jashn* (celebration). He danced, interacted and got himself clicked with his fans (audience). He was gracious enough to give us some time out of his busy schedule and for that we shall forever be grateful.

A Flashmob performed by the COFEE team in collaboration with the students from the Commerce department and another surprise for the day was the *Punjabi dhol – a true Jhasn*.

The climax of NOOR E JASHN was the MUSICAL CONCERT which received a response beyond our expectations and helped everyone let loose. A housefull auditorium with a blend of two live bands featuring artists who are at the heart of Hyderabad's musical scene was another highlight of the day. Samuel John, a singer, writer and music composer formed a bollywood fusion band called 'rhythm' which was the first live band at the musical concert. The second was that of Ashwin and Benji- a four piece band specialising in indie, rock, acoustics and fast making a big name for themselves. COFEE was fortunate enough to have collected the highest amount among other clubs for the noble deed of Vajrojwala.

Boot Camp 2.0

'Limits exist only in our minds' and Brainia has proven that to be true. Being in its 3rd year since conception, Brainia has shattered the stereotype of what a typical quiz club generally does. Because of the students' hectic college and extra curricular schedules, we took the initiative of starting A Question a Day (AQAD), where Brainiacs had to answer one question that was sent via WhatsApp, daily, instead of meeting and conducting a quiz every couple of weeks. We conducted one major event! We had 'Brainia Blitz' for COFEE's Boot Camp 2.0 on the 6th of January which was a huge success.

The Trade Wizards Club (sub committee of COFEE) organised a workshop for the commerce students. Miss Aarti was the speaker of the event. She addressed the students about how they can strive and aspire to become future entrepreneurs. She guided the students, interacted with them and also conducted a brain storming session to encourage and strike new ideas within them. The event was well organised and helped the students gain practical knowledge about the entrepreneurial environment of our city.

Social Outreach:

MCOM II ON 9TH DECEMBER, 2019

The 2nd year students of M.Com (Applied Finance) St. Francis Degree College for women from Commerce Department visited one of the old age home called ASHREYA Old Age Home, Nizampet, as an outreach programme.

B.Com I, II, III A&F - 9TH DEC, 2019

No of students participated: 1A&F-39, IIA&F – 37, IIIA&F - 35

Amount collected:Rs 31,700

Items Given: Steel tiffin boxes, steel water bottles, ice-creams, chocolates, biscuits, soft drinks, stationery items, ballons, etc.,

Organisation(s) Name and address:

1. Sweekaar Special School for Dumb and Deaf Institute, Old Bowenpally, Secunderabad,
2. Missionaries of charity, NirmalaShishuBhavan, Clock tower, Secunderabad

B.Com IC, II C, IIIC - 9TH DEC, 2019

No of students participated: 136

Amount collected: 26,500/-

Items Given: All In Question Bank (X Class), Geometry Box, Pencil Box(including Scale, eraser, sharpener, pencil) Notebooks , pens & Chocolates.

Organization Name and address: Manchikalalu Orphanage (R.M. High School), 3-9-59,Syed Zalal Gardens, West Maredpally, Secunderabad.

The organization's vision is children should live with their freedom in a family environment with their own ambitions.

B.Com I H, II H, III H- 12TH DEC, 2019

No of students participated: 95

Amount collected:Rs. 18400

Items Given: Material required for science projects (as per the list provided by the school), 200 notebooks, 200 drawing books, 200 pens and pencils, 200 crayon boxes, 1000 biscuit packets.

Organisation(s) Name and address: Sri Sri GyanMandir, Dammaiguda

B.Com 1 IB-10TH DEC, 2019

NUMBER OF STUDENTS PARTICIPATED: 54

AMOUNT COLLECTED:18500/-

ITEMS GIVEN:110 Blankets. Christmas Decorative items, 50 kgs washing Detergent Biscuits andCool drinks

ORGANISATION NAME AND ADDRESS – Mother Theresa home for Dying and Destitute, Bhoiguda, Secunderabad

ABOUT THE ORGANISATION: The Organization provides home for around 110 people from middle aged to very old woman , who are very sick, mentally retarded and thrown out of their homes. It has a very decent infrastructure and clean surroundings , to reinforce strength and energy to the inmates provides all medical facilities and have an ambulance standby for 24hrs.

B.COM 2 IB-10TH DEC, 2019

On the 10th of December 2019, the students of 2 IB were accompanied by their class teacher, Mrs. Padmaja as part of their social outreach programme to 'Don Bosco Prem Seva Sadan' located in Hyderabad.

B.Com 3 IB-10TH DEC, 2019

NUMBER OF STUDENTS PARTICIPATED: 32

AMOUNT COLLECTED:5600/-

ITEMS GIVEN: Stainless Steel Water Bottles and Biscuits

ORGANISATION NAME AND ADDRESS: Government Primary School, Nature cure hospital road, BabuJagjeevan Ram Nagar, Balkampet, Hyderabad 500017

B.com I, II & III IPP-10TH DEC, 2019

No of students participated:43

Amount collected:Rs 11700

Items Given: Cash for purchase of Braille Paper, Eatables

Organisation Name and address:Devnar School for The Blind, 1-10-122 to 125, Mayurimarg,Begumpet,Hyderabad - 500016

Student Exchange Programme

STUDENT EXCHANGE PROGRAM- 23rd SEPTEMBER, 2019 (M. Com)

A one day student exchange initiative by Department of Commerce Post Graduate Program and Naipunnya School of Management, Chertala, Kerala was organised on 23rd September, 2019. A contingent of 17 students and 4 faculty members from Naipunnya attended the same.