

SESHADRIPURAM EDUCATIONAL TRUST

Always Aiming High

SESHADRIPURAM COLLEGE

BENGALURU - 560 020 Website : www.spmcollege.ac.in

NAAC RE-ACCREDITED 'A'

e-COMMERCE VOICE

Private Circulation Only

....NEWS LETTER

Volume XI, I Issue, First Half Edition of 2017

DEPARTMENT OF COMMERCE AND MANAGEMENT

MISSION : Perform or Perish

Chief Editor: Dr. Anuradha Roy

VISION : Quality Deliverance



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From the Desk of the Chief Editor...

I am extremely happy that the XI Issue of Commerce Voice is being brought out on schedule. Through the years, the newsletter has kept pace with the sustained growth of the Department of Commerce & Management. The growth has been not only in terms of the increase in students and faculty strength but also in terms of the expansion of activities & productive initiatives. The focus has been on promoting student-centric modes of learning along with making students industry ready. At the same time, there has been a focus on promoting continuous professional development of the faculty.

Since its inception in 2008 till date, Dr Sharmila.S has been the driving force of Commerce Voice, including of its new electronic format.

I congratulate Dr Sharmila. S and her team of dedicated faculty and student members of the editorial committee for their sustained and highly commendable effort.



WE SALUTE SESHADRIPURAM COLLEGE AWARDED

1ST RANK AT
DISTRICT AFFILIATED
COLLEGE LEVEL

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For the passion

KNOW YOUR TEACHERS...



Smt. Nagasudha R is the Lecturer in the Department of Commerce & Management. She started her career in 2015 in Sree Veerendra Patel Degree College and joined Seshadripuram Degree College in 2016. She has completed her graduation in Sri Aurobindo First Grade College for Women and post-graduation in Sree Veerendra Patel Degree College affiliated to Bangalore University with specialisation in Accounting and Taxation. She has attended various State Level Seminars. Presently she is working in various committees of the college like NSS, Gandhi Study Centre, Attendance Committee, Time-Table Committee, Eco-Mitra, Cultural Committee & Commerce and Management Forum.

Ms Manjula S is the Lecturer in the Department of Commerce and Management. She has completed her M.Com. in 2012 at MLA- AHL College. She started her career in 2012-13 in Kamala Bai College and worked for one year. She worked for two years for Babu Degree College from 2013-14 & 2014-15. She joined Seshadripuram Degree College in June 2015. She has completed MBA in HRM in the year 2016 from Annamalai University. She is a Convenor for Rangers, Member of E-Cell & Cultural Committee.



Congratulations!!



Prof. Mahalakshmi. V has taken the charge as H.O.D of Commerce Department. We all wish her good luck!

We don't just promise, We deliver!!!!

OUR FACULTY

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36. Mrs Megha S, M.Com.

Commitment to both development and education...

WOMEN EMPOWERMENT SCHEMES

....BY OUR PM SHRI NARENDRA MODI

As the Modi's Government completes two years in office one of the highlights could be its focus on the country's women. If all goes as per the plan, India could soon have 1.25 crore women entrepreneurs.

The Stand Up India Scheme- the Government's Flagship Programme mandates each Government Bank Branch to give one loan to a woman entrepreneur besides one to a borrower categorised as an SC or ST or even a Dalit.

Other Schemes of Government include Beti Bachao, Beti Padhao Yojana, that was initiated in 2015 to improve the child sex ratio in several remote corners in the country, by ensuring that girl children are born and can go to school.

The Sukanya Samriddhi Yojana was also launched wherein parents/guardians could make investments in the names of two-three daughter wards to fund either their education or marriages after they turn eighteen.

In 2015, Ms Arundati Bhattacharya, Chairperson of the State run SBI said that as much as 49% of the accounts opened under the Pradhan Mantri Jan Dhan Yojana were held by women.

In 2015, when Ms Maneka Gandhi, Minister for Women and Child Development suggested that it should become mandatory for companies to reveal in their annual reports if they have constituted Internal Complaints Committees to look into instances of sexual harassment.

Pradhan Mantri Mudra Yojna, a Scheme to provide loans to the unfunded successfully disbursed loans worth Rs 1.8 crore in 2016-2017 a tweet from the officials of BJP, 70% of the beneficiaries are women.

All in all, it's just two years so as we begin the journey in the third one, it remains to be seen his government puts a holistic idea of women's empowerment into action.

**Pragathi K. S.
III B.Com. 'B'**

*Smart thinking.....***H-1B VISA**

The H-1B Visa is a non-immigrant Visa which allows the employers to temporarily employ the foreign workers for speciality occupations in the United States. The speciality occupation is defined by regulations as requiring theoretical and practical application of a highly specialised knowledge in various fields with a minimum bachelor's degree or its equivalent.

If, in case the foreign workers under H-1B Visa quits the employment or is dismissed from the employer, then the worker must apply and be granted to another non-immigrant visa or change the employer or leave the United States. In the Fiscal Year 2017-18, the United States citizenship and immigration services received 1,99,000 petitions in between April 3, 2017 and April 7, 2017 the United States Citizenship and Immigration Services granted 20,000 master degree petitions and 65,000 bachelor's degree petitions through the lottery system on April 11, 2017 and was announced on April 17, 2017.

This scenario changed where more Indians living in US wants job back home after Donald Trump became the President of U.S.A, the world's largest economy.

The number of Indians who wants to come back to India after this, is increased by ten times almost. There were approximately 600 US based Indians seeking jobs in home country in December 2016, but this raised to 7,000 in March 2017. This data is the result of crackdown by Trump administration on the Job Visas for the skilled workers, including software engineers from India. USCIS says, the foreign employees for H-1B Visa for 2018 is declined for the first time in five years. The impact would be felt in US too, who were benefitted from skilled IT workers (available at much lower cost compared to American workers).

Trump has recently signed an order, to make reforms in issue of visas only to high skilled (not on lottery system) and replace as much as possible with the US workers. Now, it's only a wait and watch game to assess the actual impact of this visa issue on the IT industry. Most of them have felt this already and are altering their future business strategies.

Aparna Anand
III B.Com. 'D'

*An ambitious project indeed...***NAMMA BENGALURU – NAMMA METRO**

Namma Metro which is also known as Namma Bengaluru serving the city facilitating a good, faster transport to people. Metro means underground railway system in a city. Namma Metro has set up its own record. It is the first underground metro line in South India, second operational metro network in India after Delhi metro. In terms of length it is in 83rd largest in world, well these are some of its records.

The fast moving life now has been served by metro saving time and money. The charge for the service is quite economical. When it comes as review from the people, metro has made their work easier, faster where one can reach the place without traffic. Even though metro is not covering large part but it has yet to expand phase by phase.

The Project Phase I which was completed recently in this year 2017 completing the project successfully. The Phase I comprise of two lines- Purple line Byyappanalli to Mysore Road & Green line- Nagasandra to Yelachenalli. These projects were expected to be completed by 2010, but missed its deadline and now it is completed in 2017.

The Government is aiming to start its Phase II sooner and complete it by 2023. Phase II consist of extension of Yelachenalli to Anjanapura Township. In the north end, from Hesaraghatta Cross to Bangalore International Exhibition Centre and also it contains other two more lines, that is R V Road to Bommasandra, Gottigere to Nagawara line as well it has planned to start Outer Ring Road Project.

At the beginning, this project went on a debate whether it will bring financial aid, will it suit the city.....Finally the project was approved and it got well suited to the city. People are happy by the service where around lakhs of passengers travel on daily basis. Thus the project is getting a very good response from the people.

Well this is not the end, it is the beginning of the dream of metropolitan city. It has to come up with more facilities, extension and expansion. Hoping for the best and lots of improvements to be made, to make it a fast moving society....

Sahana Devi
III B.Com. 'A'

Get smart minds a smart read...

PROUD TO BE AN INDIAN!!

But do we deserve it ??

India is known for 'Unity in Diversity' and is a land which is rich in culture and heritage. The wide range of unique culture and heritage, religion, religious beliefs and geographical diversities teaches the world why our country was the best country in the world. It is the best country, but due to our change in the behaviour the sacred land has lost its place as the best country, that is the bitter truth which is to be accepted.

The Indian Culture is one of the oldest, richest and diverse culture in the world and this culture makes India an unique nation. The culture was formed in an unique way which was to have a perfect balance between personal life, professional life and spiritual life. The culture which was followed by our ancestors are now been practiced by the foreign countries to maintain a healthy and good lifestyle which the foreigners used to follow.

India is the birth place of several legends, who gave the true meaning of sacrifice. It is the birth place of great leaders like Bhagat Singh, Subhash Chandra Bose, Chandrashekar Azad, Rani Lakshmi Bai and other great revolutionaries who fought for the independence of our country. India is also the birth place of scholars, authors, mathematicians, scientists, poets, historians, doctors, actors, economists who are renowned in the world. The work in their respective fields is worthless. For instance, the invention of zero was made by Aryabhata, the great mathematician and Swami Vivekananda represented India in the international stage and APJ Abdul Kalam renowned scientist's contribution is known to the entire world.

But do we deserve for the sacrifices made by the revolutionaries? We should ask ourselves once. The present situation in India is filled with materialistic lust which is overpowering the unique culture and tradition of our country. The sacrifices made is being questioned that do we deserve for it. Swamy Vivekananda was once questioned that due to your enormous influence and power you can get India free from Britishers, Swamy Vivekananda laughed and said I can make India free but is India ready to be freed.

Yes agreed we are proud to be Indians, but the question still remains unanswered are we deserving?

Prabhanjan Sharma
III B.Com. 'C'

Technological Delight...

TRIGNOSOURCE- AN EDUCATIONAL WEBSITE OF THE STUDENTS, BY THE STUDENTS, FOR THE STUDENTS

Today, at a time when digitalisation and innovation are at their peak, the world has evolved into a new era of civilisation. The pace of technological improvement has risen up by leaps and bounds, creating an unique and powerful environment for numerous startups to further contribute to the world of innovation, particularly in India, with increasing support to startups through schemes like "Make in India", "Startup India" and many more.

Amidst around twenty thousand startups in India, there is one that is looking to revolutionise the digital education sector. It intends to break through the boundaries of education, by doing the unthinkable and taking a leap into the future of education. This Startup "Trignosource Innovations" through its website www.trignosource is all set to change the way students, teachers and other knowledge seekers look at education.

Trignosource.com is a first-of-its kind website that designs and develops online calculators for numerous concepts in commerce, finance, statistics, financial mathematics and various other related concepts. Trignosource does to the educational sector what Tally, SAP or SPSS have done to the business sector. In short, Trignosource speeds up the process of making hundreds of complicated calculations, through its unique and dynamic calculators that take value inputs from students and give them back the output in less than a second. The specialty is that for every concept, along with the calculator, it also provides detailed and technical theoretical information that include formulae, derivation, examples and solved problems, making this website a one-stop learning point.

What is most astonishing is that Trignosource provides access to all these highly technical features of the website for free to all users, at all times. Strongly grounded to its vision, Trignosource intends to allow free access forever in the future as well.

The fact that in six months of time Trignosource has over 40,000 users from 139 countries proves that at times when students spend most of their time on social networking sites, Trignosource has been effectively drifting them into its educational website.

The Startup is continuously working on innovating the learning process and integrating technology with learning. The ultimate purpose of Trignosource is to put a live teacher in the hands of every students, and it strives to make every knowledge seeker a part of this educational revolution.

Team Trignosource
III B.Com

Skills for tomorrow Values for a lifetime...

VALUE BASED EDUCATION SYSTEM

It is an open secret that education system in India can be summarised as 'cramming up text books' and 'learning by rote' which simply suggests use as much little portion of your brain as possible. It would be rare if a person didn't go through the dreadful nightmare of copying and pasting from WIKIPEDIA which otherwise should have been carried out by actually taking the pains to complete the project assigned by finding out what the reality is through surveys or whatever suitable thing it is. It reminds us of an old joke- an irony rather, we as Indians want medal in Olympics but our parents wants us to be an engineer or a doctor.

Now, if we look at the bright side of education around the world, Finland and Japan are probably the two countries that make it to the 'ideal system of education' list. Qatar, the oil rich country stresses on innovation in education and aspires to become self-sufficient by 2030.

Finland, known to be the best education hub in the world outperforms its counterparts in many aspects. All pupils regardless of their ability are taught in the same class. Students are given less homework and education system is more oriental.

China, it is all about confirming to a standard. Students compete for college seats fiercely. Japan, a split apart from its counterparts children in primary school are taught basic values. Before lunch time students recite thanks giving poem, students take turn for serving lunch to their classmates. The schools have no janitors, the students clean their toilets.

Norway, when it comes to education is a shining rockstar. Grades don't really matter. Their system is again ideal because emphasis is clearly on creativity such as arts, crafts, music, sports etc.,

We hope to have a system that shuns standardisation, teaches students basic values, allows students to learn at their own pace, transparent, helps pupils identify their strengths and work on their weaknesses, ensures that teachers are well informed, importance given on creativity, gives special attention to differently abled, sublimates or completely rips off meaningless ratrace, give importance to orientation. In short, the system needs to be fuelled by dynamism and not succumb to stagnation.

**Aditya
Vikram
& Satyakam
III B.Com. 'C'**

Education that promises a brighter tomorrow...

EDUCATION SYSTEM IN CHINA

Since the end of the Cultural Revolution (1966-76), the education system in China has been geared towards economic modernisation. In 1985, the national government ceded responsibility for basic education to local government through the Central Committee of the Chinese Communist Party's decision on the reform of the educational structure.

In unveiling the education reform plan in May 1985, the authorities called for nine years of compulsory education and the establishment of the State Education Commission. In 1986 16.8 percent of the State Budget was earmarked for education, compared with 10.4 percent in 1984. Since 1949, education has been a main focus and a controversial subject in China.

As per 2015, the Government operated primary and lower secondary school in China having 28.8 million students. The Chinese Education System is divided into three years of Kindergarten, six years of Primary School and three to six years of Secondary Education, often followed by several years of higher education. Kindergarten and Primary Schools are usually run by local authorities or even private enterprises. But whether you decide to send your child to a state school or an international school, you should get ready for a very competitive admission process and exorbitant tuition fees.

There are problems in the educational system, such as unequal opportunity, expensive tuition and difficult standards for admission. There are also issues with the course content and teaching methods.

Prof. Sur Guangwen expressed that one of the existing problems in the system is the high tuition fee. For example, an undergraduate student has to pay \$800 every year and it also drastically varies among different sectors. LIN MU states that the education fund from the Chinese regime's budget only accounts for fifty three percent of the total education expenses.

Pre-Primary and Primary Education in China

In China, children begin school at the age of seven (or six if they live in Beijing, Shanghai or other major cities) and attend classes on five days a week. Before that, children often attend pre-school or kindergarten for about one to three years. The type of education children receive there range from nursery classes and seasonal kindergarten in poorer areas of the country to top-notch pre-primary education. At the age of seven children began primary education in major urban areas, such as Shanghai and Beijing. All in all 60% of the allocated time of instruction is dedicated to Chinese and Maths, also called "The Big Two". Additionally, children are instructed in music, art, morals, society and nature and also take practical work classes. Some schools also start to teach foreign languages towards the end of primary school and add extra-curricular activities.

Secondary Education in China

Between the ages of twelve and seventeen, children attend secondary school in China. Public secondary schools are often divided into junior middle schools and senior middle schools, each of them three years long. The main goal of most secondary schools is to prepare these students to higher education. In fact, the quality of a secondary school is often measured by the number of students they send to college. Apart from their regular workload they also have to prepare for the GAOKAO, the National Higher Education Entrance Examination which is the basis for recruiting students for institutions of higher education.

This nine hour exam is very difficult and only 40% of students pass it in the first place. The exam tests the students skills and knowledge in Chinese, Mathematics, Foreign Language and a few other optional subjects. According to their results, they will then be admitted to top universities, regular universities or institutions which operate on a provisional level. The higher the number of students who go on to attend top universities, the higher the popularity of the secondary school and the students who graduate from a Chinese University will later find a job and have a thrilling career.

Neha R & Lavanya S.
III B.Com. 'B'

Education goes beyond knowledge it is a journey of life...

LONDON EDUCATION SYSTEM

London has the largest student population of any British City, although not the highest per capita. Universities in London may be divided into two groups. First, the Federal University of London, which, with over 1,20,000 students, is the largest contact teaching university in the United Kingdom (smaller only than the distance-education Open University). It comprises 19 colleges and 12 institutes, as well as a distance learning External System. Constituent Colleges have a high degree of autonomy, controlling their own admission and degree programmes, and are effectively universities in their own right. The largest and most well-known University of London Colleges include (in order of student population size) King's College London, University College London Birkbeck, Queen Mary, The London School of Economics and Political Science, Royal Holloway, Goldsmiths and the Institute of Education. Smaller schools and institutes (with fewer than 5,000 students) include the School of Oriental and African Studies (SOAS), the London Business School, the School of Pharmacy, the London School of Hygiene and Tropical Medicine, St George's Hospital Medical School and Central School of Speech and Drama. Traditionally all of the University of London institutions awarded degrees from the University of London itself, and not from the individual college or institution, but this changed in 2007 & 2008

when King's College London, the London School of Economics, University College London and the Institute of Education remained within the University of London System, but began awarding their own degrees. Imperial College London was a part of the University of London until 2007, but is now a separate institution.

Secondly, there are other universities not part of the University of London, most of which were polytechnics until UK polytechnics were granted university status by a 1992 Act of Parliament. Among these are the University of Westminster, London South Bank University, University of Greenwich, City University London, Middlesex University, London Metropolitan University, Brunel University, University of West London, the University of East London and various other higher education institutions.

Some of the Universities for research are Imperial College London, King's College London, LSE and UCL are leading centres of research and stand alongside MIT, Berkeley, Princeton, Yale and other US Universities in terms of international reputation. Most of the leading British learned societies are based in London. The Royal Institution is a historic and important repository and proponent of the acquisition of scientific knowledge through research and study.

London also has many further education colleges funded by the Learning and Skills Council. Traditionally these were clearly separated from the higher education system, and offered vocational education below university level, but this distinction is breaking down and many further education colleges now offer university level courses validated by a local university and prepare students for university entrance as well as providing vocational courses.

London is also known as a city that is mainly populated by cultures from other parts of the globe and many schools now in London have to even teach foreign languages to children which is embedded in the curriculum.

Pooja N.
II BBA 'A'

*Experience the International Edge...***STUDY IN IRELAND...**

Ireland offers the warmest of welcomes to students from all over the world. It also produces unique graduates who are creative, innovative and ready to work. Ireland has also been ranked Number One in the European Union for international student satisfaction. It offers a fun and active student life in a friendly, safe and welcoming environment. With one of the best education systems in the world, offering over 5,000 programmes, it is internationally recognised and quality assured. It is the only English speaking country in the Eurozone. Ireland is globally connected and is a home to many of the world's top companies. Some of the world's leading multinational companies such as Google, Facebook, Apple, Intel, Genzyme and EA Games have their international, European or EMEA headquarters in Ireland. Ireland also offers the highest quality education, an investment for life. Ireland offers international students the ability to work part-time while studying, and has a 24 months stay back option for postgraduate students.

Some of the Universities and Colleges in Ireland are Dublin City University, Maynooth University, National University of Ireland, Galway, Trinity College Dublin, University College Cork, University of Limerick, Mary Immaculate College, National College of Art and Design, Royal College of Surgeons in Ireland, Shannon College of Hotel Management, Dublin Institute of Technology, Institute of Art, Design and Technology, Limerick Institute of Technology, Waterford Institute of Technology, Dublin Business School, Griffith College, IBAT College Dublin, ICD Business School Dublin, National College of Ireland.

As a student in Ireland you can connect to your career opportunities.

YOUR FUTURE STARTS HERE!!!!

Aishwarya S. Iyer
II BBA 'A'

*Better Teachers make better Students...***HOW TO EDUCATE IN 21ST CENTURY**

In the ancient trend, education is a means of eradicating ignorance by imparting knowledge. But in the modern trend it is to get ready the learner on an academic marathon, the goal which is the demand for a profession through personal development and public focusing. The modern trend of education is gaining momentum. Today's youngsters are born in the age of internet. In 21st century educational institutions has become nerve center, a place for teachers and students to connect with those around them and their community, to enable that the teachers should first be well versed with updated technologies so that they can tap students potentialities, interest and strengthen their technical skills by providing enriching learning opportunities.

Teaching should be activity oriented. Students should be allowed to select activities based on their area of enriching excellent motivation in the form of additional electives. In early stage of curriculum itself, goal setting to be done in a very clear and simplistic way. For this, teachers should guide the students in right way.

Teacher should create global awareness, that is a wide range of spectrum of knowledge through projects, symposiums, debate, educational trips and interviews with inspiring and eminent personalities in the competitive world.

To be successful, a class room should incorporate the following skills through teachers:

- Ability to collaborate
- Work in team
- Critical thinking and problem solving
- Oral presentation
- Writing skills
- Ability to use technology
- Give chance to learn new career opportunities
- Installing the flexibility to reading, adapt to changing technologies

If a teacher instil these skills, no doubt, the teacher can challenge in not only academic frontier but also in professional frontier.

Ms. Varshini S. K.
Lecturer

*Enlightening Forums...***COMMITTEE REPORTS****SRISHTI
ENTREPRENEURSHIP CELL****Team: Mr. Raghavendra G., Smt. Nethra H. K., Mr. Sunil Kumar G., Mr. Lokesh Y. R.**

The Forum conducted the Annual Entrepreneur's Day Yuva Mela on 28th March 2017 in the college campus where students were given an opportunity to put up stalls. The Programme was inaugurated by Ms Divya B.A, Founder, My Little Bookshop and Mr. Guru Prasad, IndianStartups.com along with esteemed Trust Members. Students actively participated in the event. A total of 20 stalls were put up and products ranging from handmade jewellery, textiles, food items and accessories were sold.

Smt. Asha B.G.
Convenor

CENTRE FOR GLOBAL EXCELLENCE

Interactive Session on Education and Research in Business in American Universities on Supply Chain Management- Two Day Workshop held on 4th & 5th February 2017. Two staff members, Ms Manjula S and Smt. Nethra H.K attended the Sessions. The Resource Person was Mr. Geoff Willis from University of Central Oklahoma, USA. The participants were given the participation certificates.

Maj. K. Y. Mohan Kumar
Convenor

**ANVESHANA
RESEARCH COMMITTEE****Member: Mr Raghavendra S.**

The Committee organised orientation for students to improve their skills in presenting research papers. Two students presented papers in Jain College and Indo Asian Academy Inter College Conference in the month of March 2017.

Smt Chitra Shashidhar
Convenor

UNNATI FACULTY DEVELOPMENT FORUM

Team: Smt. Nethra H. K., Smt. Sharmila G.

The Forum organised One Day Lecture Session on Mobile Banking and Internet Banking –Cashless Concept on 20th January 2017. Mr Karunakar Raju and Mr Venkat Rao, Officers from Bank of India, Seshadripuram Branch addressed the staff members and explained the practical usage of the concept.

One Day Workshop was organised on “Introduction of Goods & Service Tax”. The Resource person was Mr Kiran Kumar, Founder and Director of NICT Computer Education Private Limited on 30th March 2017. Certificate of participation was given to all participants.

**Dr. Sharmila
Convenor**

LAKSHYA COMMERCE AND MANAGEMENT FORUM

**Team : Prof. Kalanaik, Smt. Chitra Shashidhar, Smt. Ashashwini, Mr. Prasad M. L.
Mr. Raghavendra S., Ms. Krithika Raj, Mr. Lokesh Y. R., Ms. Varshini S. K.
Mr. Shailesh G. Shankar, Mr. Sunil Kumar G.**

The Forum began its activities with a series of inter-class competitions to identify students who would represent the college at inter-collegiate fests. Intensive training was provided by the alumnus who had themselves achieved success while in college. Competitions were conducted like product launch, service launch, business quiz, human resource, best manager, marketing and finance. The college team which went on to compete in inter-college commerce and management fest won numerous prizes including the overall championship at Soundarya Institute of Management Studies.

The high point of the activities of the forum was conducting the highly successful annual inter-college commerce and management fest CRUXX 2017 on 4th February 2017 with the innovation theme of TV series and the motivating tagline, 'Watch, Imitate, Innovate'. It was an honour to have Sri Ranjan Mallik, Co-founder, Managing Partner, Storm the Norm Ventures who inaugurated the fest. Around 18 colleges participated and the overall championship was bagged by Shri Bhagavan Mahaveer Jain College. The activities of the forum concluded with the prize distribution for the inter-class competition.

**Smt. P. T. Rajeshwari
Convenor**

RESEARCH UPDATES UPTO 30TH JUNE 2017

Name of the Faculty Members	Date of Registration for Ph.D	University
Maj. K. Y. Mohan Kumar	August 2009	Dravidian University
Prof. Kalanaik	December 2009	Rayala Seema University
Ms Rajeshwari M.	November 2012	Tumkur University
Smt Ashashwini V .	May 2013	Tumkur University
Smt Chitra Shashidhar	August 2013	Jain University
Smt Divyashree R .	November 2013	Tumkur University
Prof. V. Mahalakshmi	April 2014	Reva University
Smt Raji Pillai	January 2015	Reva University
Smt Rajeshwari P.T.	January 2015	Reva University
Smt Asha B.G .	June 2016	Tumkur University
Smt Mallika D.S.	November 2016	Bangalore University

Modern Education is all about individual learner...

VALUE ADDED COURSE

- ☛ Microsoft Office-20 hours course, around 30 students took up the course. The period of the Course was from 9/1/2017 to 27/1/2017. Course Completion Certificate was distributed by NICT Computer Education Pvt Ltd.
- ☛ Street Smart Stock Market Entrepreneur-25 hours course, around 60 students took up the course. Mr Sagar U.S from Fidelis Academy was the resource person. The period of the course was from 11/2/2017 to 4/3/2017.
- ☛ SAP Institute conducted 110 hours SAP course. Around 210 students took up the course.
- ☛ Google Certified Digital Marketing-40 hours course, around 41 students took up the course. Mr Sangharsh from Imperial College conducted the course. The period of the course was from 17/3/2017 to 19/4/2017.

BUSINESS LAB

**Team: Mrs. Poornima, Smt. Rajani, Smt. Megha, Ms. Yogitha, Mr. Sandesh
Mr. Prasad N.L., Mr. Lokesh Y. R., Mr. Raghavendra S. & Sunil Kumar**

Business Lab is the knowledge centre for students which enable learn beyond class room learning experience. It aims for active learning environment through creation of practical knowledge delivery. The activities of the Lab are group discussion, paper presentations from faculties and students. Power point presentation and video presentations, case study discussion, business games, guidance for skill development course, business quiz, traditional and e-banking training, online trading and training on demat account creation. Guiding and monitoring MOOC Courses (NPTEL, E-LEARN MARKET, EDEX). The future orientation is to motivate students to actively involve in business lab activities, to increase potentiality of students to match present industry requirements, to incorporate the concept of peer learning for knowledge dissemination through online business quiz activities and business lab in collaboration with E-Cell tries to recognise the entrepreneurship talents and giving them wider recognition.

**Mr. Kalanaik
Convenor**

Grow individually, Grow with a team...

FACULTY & PUBLICATION

- **Maj. K. Y. Mohan Kumar** - Text Book as per **Bangalore University**.
 - ◆ Culture, Diversity and Society-V Semester B Com, Vision Book House
ISBN : 978-93-5262-223-8.
- **Dr. S. Sharmila** - Text Books as per **Bangalore University**:
 - ◆ Income Tax I - A.Y.2017-18, B.Com. V Semester, Vision Book House.
ISBN: 978-93-5142-764-3
 - ◆ Income Tax II - A.Y.2017-19, B.Com. VI Semester, Vision Book House.
ISBN: 978-93-5202-114-7
 - ◆ Income Tax - A.Y.2017-18, BBA VI Semester, Vision Book House.
ISBN: 978-93-5202-130-7
 - ◆ Management Accounting BBA V Semester, Vision Book House-2017
 - ◆ Management Accounting B.Com. VI Semester, Vision Book House.
ISBN: 978-93-5202-146-8

- ◆ Cost Management, B.Com., V Semester, Vision Book House-2017.
ISBN : 978-93-5142-721-6
- ◆ Advanced Accounting, B.Com. V Semester, Vision Book House-2017.
ISBN : 978-93-5262-163-7
- ◆ Cost Accounting, B.Com., IV Semester, Vision Book House.
ISBN : 978-93-5202-152-9
- ◆ Cost Accounting, BBA, IV Semester, Vision Book House
ISBN : 978-93-5202-153-6
- ◆ Text Book as per **Rani Channamma University, Shimoga :**
Costing Methods & Techniques, VI Semester B.Com., Himalaya Publishers.
- ◆ Text Book as per **Davanagere University :**
Banking & Insurance Company Accounts, B.Com., IV Semester
- **Smt. Sindhu M. M. - Text Book as per Bangalore University:**
 - ◆ Business Economics -I Semester B.A. & B.Sc. - Sindhu Publications.
 - ◆ Managerial Economics -II Semester B.A. & B.Sc. - Sindhu Publications.
 - ◆ Vyavaharika Arthashastra -I Semester B.A. & B.Sc. - Sindhu Publications.
- **Smt Chitra Shashidhar-Text Book as per Bangalore University**
 - ◆ Personality Development, B.Com. IV Semester, Himalaya Publishers.

Paper Published

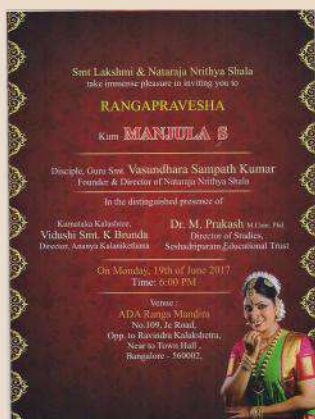
- ◆ **Prof. Mahalakshmi V.** published a paper in IOSR titled "Corporate Governance & Women Directors" in IJBM in January 2017.

Memorable Journey...

ACHIEVEMENTS & AWARDS



Dr. Sharmila.S was conferred with '**Bharat Ratna Dr. A.P.J Abdul Kalam Excellence Award**' for her achievements in the field of education at **New Delhi** On 14th January 2017. **Smt Meira Kumar, MP & First Woman Speaker of Lok Sabha & nominee for President of India in the 2017 election presented the Award.** **Sri Kavinder Gupta, J & K assembly speaker, Dr. Bhishma Narain Singh, Former Governor of Tamil Nadu and Assam** were present.



Ms Manjula. S gave performance in various events and won prizes at school and college level:

- **Prathiba Karanji-By Govt . of Karnataka**
- **Performed at Nava Mahila Jagruthi Vedike**
- **Y.G. Group District Level Inter-Collegiate Dance Competition**
- **In 2003 she performed in the prestigious Kannada Rajyothsava programme organised by Govt . of Karnataka at Kanteerava Stadium, Bangalore.**
- **She is a recipient of “Padma Bhushan Dr B Saroja Devi Shri Harsha Dathi award in 2009-10 for the most talented dancer in the field of dance.**

On 19th June 2017, she gave RANGAPRAVESHHA , a programme at ADA Ranga Mandira.

For some Practical Experience...

INDUSTRIAL VISIT

Industrial Visit was organised for the BBA Students in the first half of 2017.

The students had visited KSIC, Mysore, Karnataka Soaps & Detergents Limited and Coca-Cola Company at Bangalore. It was a great learning experience for the students.

Prof. Kalanaik
Co-ordinator, Dept. of Management

Hand in hand we move...

ACTIVE PARTICIPATION OF FACULTIES GUEST LECTURES/CONFERENCES/ SEMINARS/FACULTY DEVELOPMENT PROGRAMMES & WORKSHOPS ATTENDED & PAPER PRESENTED

- Dr. S. Sharmila attended a seminar on Economic Growth and National Integration at New Delhi on 14th January 2017.
- Smt. Sindhu M. M., Mr. Sunil Kumar, Mr Varun G.S, & Mr Shailesh G Shankar attended Fourth One Day National Level Conference 2020:Motivating students towards a bright future conducted by Seshadripuram Academy of Business Studies, Kengeri on February 18, 2017. Smt Navitha Kushal & Ms Annapoorna jointly presented a paper titled “ICT in Teaching to ignite students towards a bright future” and Smt Vinutha B presented a paper on “Activity Based Learning in Commerce Education” at the conference.

- All the staff members attended a FDP on GST organised in Seshadripuram College in association with NICT Computer Education Pvt Ltd on 30th March 2017.
- Ms. Annapoorna M, Smt Navitha Kushal and Smt Vinutha participated in One Day National Conference on "Impact of Demonetisation on Indian Economy at Sri Jagadguru Renukacharya College of Science, Arts and Commerce on 22nd February 2017.
- Mr. Varun G. S. & Smt Navitha Kushal participated as delegates in One Day Workshop on Orientation of Sixth Semester B Com Syllabus of Bangalore University held at ASC Degree College on 21st January 2017.
- Mr. Sandesh V. & Ms. Varshini S. K participated in One Day FDP on "Effective Pedagogical Tools in Higher Education" held at Sree Venkateshwara College of Science and Management Studies on 11th February 2017.
- Mr. Sandesh V. participated in FDP on "Research themes in Finance and Econometrics for research in Finance" held at R.V. Institute of Management on 27th April 2017.

PHOTO GALLERY



Taxation Case Study Analysis by Mohit
III BBA on 27th February 2017



Presentation of Union Budget 2017 by Preetham
III B.Com. "E" on 15th February 2017



An event in progress in the Management Fest CRUX 2017



Inauguration Speech- CRUX 2017



**Mytree-Interaction Meet 2017 - Dr. Shubha Madhusudan
Clinical Psychologist & an eminent Counsellor
addressing the parents on 4th March 2017**



**Mytree- Parent Teacher Relationship Centre 2017
Parent-Teacher-Mentor Interaction Meet for
B.Com. Students held on 4th March 2017**



**Mentorship Committee in association with
Attendance Committee organised
Parent-Teacher-Mentor Interaction Meet for BBA students**



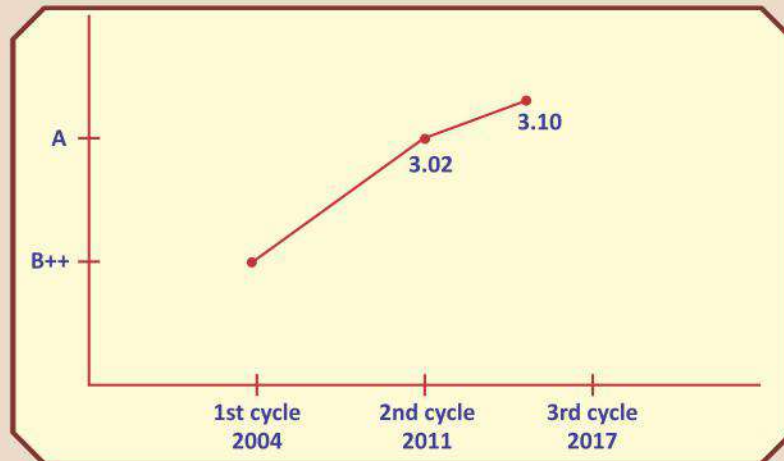
A Call to the Youth- Entrepreneurial Cell



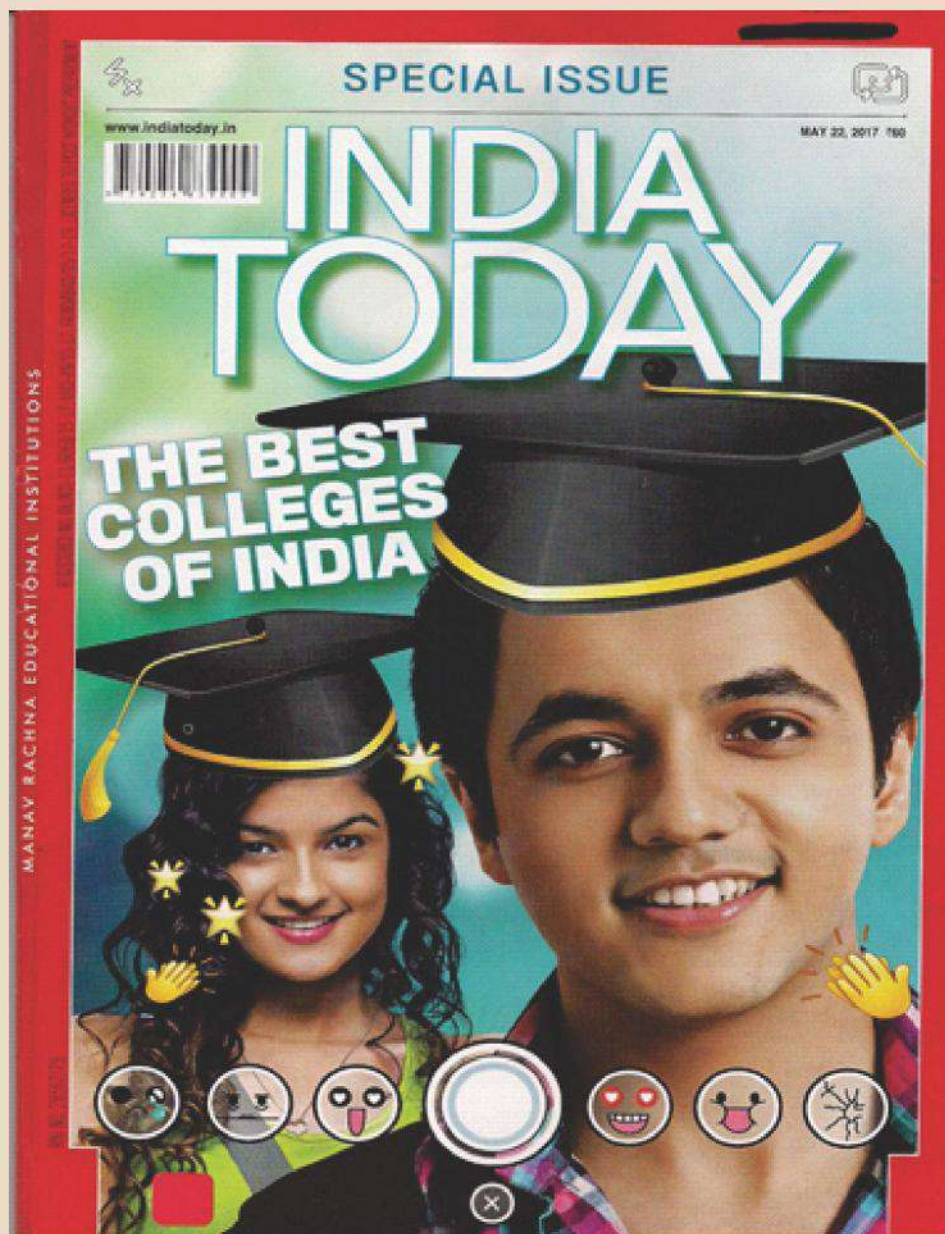
**Highest Scorers in B.Com. felicitated at Academic
Honours Day held in April 2017**



**Highest Scorers in III BBA felicitated at
Academic Honours Day, April 2017**

WE ARE PROUD OUR COLLEGE RE-ACCREDITED WITH 'A' GRADE

On 10th & 11th April 2017, The Peer Team from National Assessment & Accreditation Council visited our college for re-assessment. In the third cycle our college was Re-Accredited with Grade 'A'.



A Sense of Pride & Accomplishment...



commerce »

TOP 40 »

OVERALL RANK			NAME OF COLLEGE	REPUTATION OF COLLEGE	QUALITY OF ACADEMIC INPUT	STUDENT CARE	INFRA-STRUCTURE	JOB PLACEMENT	PERCEPTUAL RANK	FACTUAL RANK	OVERALL SCORE
2015	2016	2017									
1	1	1	SHRI RAM COLLEGE OF COMMERCE (SRCC), DELHI	1	1	1	1	1	1	2	100.00
4	3	2	DEPARTMENT OF COMMERCE, CHRIST UNIVERSITY, BENGALURU	3	3	3	3	3	3	1	80.87
2	2	3	LADY SHRI RAM COLLEGE FOR WOMEN (LSR), DELHI	2	2	2	2	2	2	8	78.63
3	4	4	LOYOLA COLLEGE, CHENNAI	4	4	4	4	4	4	11	62.93
6	5	5	HANSRAJ COLLEGE, DELHI	5	5	5	5	5	5	11	59.79
9	8	6	ST JOSEPH'S COLLEGE OF COMMERCE, BENGALURU	8	8	9	8	8	8	6	49.47
5	6	7	HINDU COLLEGE, DELHI	6	6	6	6	6	6	26	49.42
14	12	8	RAMJAS COLLEGE, DELHI	12	12	14	13	13	14	5	47.11
16	-	9	KRISTU JAYANTI COLLEGE, BENGALURU	26	28	26	26	28	28	3	45.35
18	9	10	MADRAS CHRISTIAN COLLEGE (MCC), CHENNAI	7	7	7	7	7	7	19	44.80
17	20	11	GOENKA COLLEGE OF COMMERCE & BUSINESS ADMN, KOLKATA	8	9	7	9	11	9	26	41.93
22	29	12	GGSD COLLEGE, CHANDIGARH	26	26	26	26	25	26	4	39.18
20	16	13	KJ SOMAIYA COLLEGE OF ARTS & COMMERCE, MUMBAI	13	12	13	13	12	12	19	41.36
10	13	14	MITHIBAI COLLEGE, MUMBAI	11	11	12	11	14	13	19	41.16
30	32	15	DELHI COLLEGE OF ARTS & COMMERCE (DCAC), DELHI	13	14	11	12	10	11	23	40.69
-	17	16	MOUNT CARMEL COLLEGE, BENGALURU	20	20	21	19	24	21	8	38.67
34	30	17	GARGI COLLEGE, DELHI	15	15	15	15	15	15	16	38.35
-	-	18	SRI VENKATESWARA COLLEGE, DELHI	18	18	19	18	19	18	11	37.34
31	28	19	SESHADRI PURAM COLLEGE, BENGALURU	36	35	37	35	37	37	7	35.21
33	35	20	JD BIRLA INSTITUTE, KOLKATA	10	10	10	10	9	10	39	34.93
-	-	21	STELLA MARIS COLLEGE, CHENNAI	21	22	22	22	21	22	16	34.76
-	-	22	NESS WADIA COLLEGE, PUNE	17	16	17	16	17	17	29	33.28
19	18	23	ST FRANCIS COLLEGE FOR WOMEN, HYDERABAD	34	33	34	37	33	34	10	33.07
-	-	24	INDRAPRASTHA COLLEGE FOR WOMEN, DELHI	22	21	20	20	20	20	26	32.68
27	22	25	WOMEN'S CHRISTIAN COLLEGE, CHENNAI	35	35	36	35	35	35	14	32.34
28	31	26	SACRED HEART COLLEGE, KOCHI	32	33	33	31	30	33	16	31.81
23	21	27	ETHIRAJ COLLEGE FOR WOMEN, CHENNAI	36	39	37	39	37	39	15	31.51
-	-	28	KAMALA NEHRU COLLEGE FOR WOMEN, DELHI	29	30	30	28	30	30	23	30.29
-	38	29	THE OXFORD COLLEGE OF BUSINESS MANAGEMENT, BENGALURU	36	35	37	34	39	38	19	29.97
-	46	30	ST ANN'S COLLEGE, HYDERABAD	24	24	24	24	23	24	30	29.95
-	-	31	KPB HINDUJA COLLEGE OF COMMERCE & ECONOMICS, MUMBAI	25	25	25	25	27	25	32	28.59
38	36	32	DAV COLLEGE, CHANDIGARH	23	23	23	23	22	23	36	28.14
41	42	33	MEHR CHAND MAHAJAN (MCM) DAY COLLEGE FOR WOMEN, CHANDIGARH	32	32	30	31	30	31	31	28.14
44	-	34	DEEN DAYAL UPADHYAY COLLEGE, DELHI	26	26	26	28	25	27	34	28.05
48	47	35	H A COLLEGE OF COMMERCE, AHMEDABAD	19	18	18	21	18	19	38	28.00
-	-	36	SRI GURU GOBIND SINGH COLLEGE OF COMMERCE, DELHI	40	40	40	40	40	40	23	27.87
43	43	37	ST JOSEPH'S DEGREE & PG COLLEGE, HYDERABAD	29	29	29	28	28	29	35	26.94
40	39	38	HL COLLEGE OF COMMERCE, AHMEDABAD	39	38	35	37	36	36	32	26.49
-	-	39	ST MIRA'S COLLEGE OF ARTS, SCIENCE AND COMMERCE FOR GIRLS, PUNE	16	17	16	16	16	16	40	25.64
35	37	40	SHRI SHIKSHAYATAN COLLEGE, KOLKATA	29	30	30	33	33	32	37	25.36

Neilson Survey
India Today, May 22, 2017 Issue