

St. Joseph's Degree & PG College

King Koti, Hyderabad

Department of Commerce Monthly Report - December 2013

GUEST LECTURES CONDUCTED BY THE DEPARTMENT:

Sl.No	Name of the faculty	Topic	Date
1.	Prof .Usha Head Dept of Management, Nizam College	Trends in Marketing	19 th Dec., 2013
2.	Dr.S.Ananth Independent Researcher	Micro Finance	19 th Dec., 2013
3.	Dr. G.Padmaja Assistant Prof, Centre for Health Psychology, HCU.	Self Analysis	19 th Dec., 2013
4.	Mr. K.Nanda Kumar Former Vice President ITC	Importance of HR	19 th Dec., 2013

National seminar organized by the department on “emerging trends in commerce-an edge” on 19th December 2013.

Department of Commerce of St. Joseph's Degree & PG College Organised a National Seminar on “**Emerging Trends in Commerce-An Edge**” on 19th December 2013.

The Chief Guest for the seminar was Prof. L. Venugopal Reddy, Chairman APSCHE. The Guests of honour were Prof. Sudhakar, Registrar, Dr. B. R. Ambedkar Open University and

Prof M. Sulochana, Former Dean, department of Commerce O. U.The Chairman of the seminar was Rev Fr.Vincent Arokia Das, Principal of St. Joseph's Degree & PG College . The Director of the Seminar was Dr.S.Brinda, Dean Academics and Convenor was Mrs Mary Vinaya Sheela, HOD, Department of Commerce of St. Joseph's Degree & PG College.

No. of **Participants** in the National Seminar: **150**

Total No. of Papers received from all over India: **111**

Total No. of papers received from other States: **21**

- 1 from Punjab,
- 1 from West Bengal,
- 5 from Maharashtra (Pune),
- 2 from Tamil Nadu (Trichy),
- 4 from Faridabad (Haryana)
- 1 from Dehra Dun, Uttarakhand,
- 4 from Odisha,
- 1 from Karnataka and
- 2 from Gujarat.

Main tracks

- Finance & Accounting
- Marketing
- General Management
- Human Resource Management

Technical Session I: Finance & Accounting

Chair Person: Dr. S. Ananth, Independent Researcher

Total number of papers received and Presented - **38**.

Papers from outside the state: **4 (Gujarat and Haryana)**.

Sub-Themes of the Session:

1. Microfinance in Andhra Pradesh
2. IFRS
3. Mergers, Acquisitions, Restructuring.
4. Utilizing Forensic Accounting & Analysis in Litigation.
5. Challenges faced by the banks in changing scenario
6. Changing Life Insurance Needs
7. Takers for Health Insurance in India
8. Emerging Markets and their Global Power.
9. Challenges before Global Banking after World Recession
10. Inflation vs. International Business

Technical Session II: Marketing

Chair Person: Prof. M. Usha, HOD, Dept. of Business Management, Nizam College, Hyd.

Total number of papers received and Presented - **25**.

Papers from outside the state: **4 Maharashtra (Pune),**

Sub-Themes of the Session:

1. Creating and Sustaining Customer Value
2. Innovation and New Product Development- Why do New products fail?
3. Search engine marketing
4. Green Marketing
5. Marketing in Emerging Economies.
6. Buzz Marketing
7. Smart Marketing
8. Partner relationship Management
9. Agile Retailers
10. Service Marketing: Strategy & Challenges in Globalization.

Technical Session III: General Management

Chair Person: Dr.G.Padmaja,Assistant Prof, Centre for Health Psychology, HCU.

Total number of papers received and Presented - **23** .

Papers from outside the State: **4 (Odisha & .Maharashtra).**

Sub-Themes of the Session

1. Management of Self
2. Anger Management
3. Time Management
4. Stress Management
5. Change Management.
6. Role of Ethics in Business
- 7 Span of control- Large Vs Small Business
- 8 Going Global

Technical Session IV: Human Resources Management

Chair Person: Mr. K. Nanda Kumar, Former Vice President, ITC

Total number of papers received and Presented - **25**.

Papers from outside the State: **5 (West Bengal, Punjab, Uttarakhand &Tamil Nadu)**

Sub-Themes of the Session:

- 1. Building High performance teams and its sustenance
- 2. Recruitment, Reward and retention
- 3. Managing diverse workforce-impacts and rewards
- 4. Sexual harassment/Harassment in the workplace: Combat strategies
- 5. Ensuring safe work environment
- 6. Leadership during times of complexity
- 7. Challenges for HR in 2020
- 8 Retrenchment Re-employment and sustenance of employees in changing corporate environment
- 9. Value Chain Analysis
- 10. Does Employee’s Training Increase Turnover?
- 11 Performance Appraisals,
- 12 Training and Development,
- 13 Employee Engagement, Employment sustainability

Valedictory Session

The Chief Guest for the Valedictory Session was Msgr. Rev. Fr. Swarna Bernard, Vice Chairman HAES. The Guests of Honour were Rev Fr. Allam Arogia Reddy and Prof. Laxman Gaddam, BOS, Chairman, Department of Commerce, OU.

Rev. Fr. Sagaya Raja, Vice Principal, St. Joseph’s Degree and PG College congratulated the department of Commerce for taking up such a big venture and making it a success.

Prof. K Malla Reddy Director of St. Joseph’s College appreciated and congratulated the department.

Certificates were distributed by the Chief Guest and Guest of Honour to the participants.

Mrs. Mary Vinaya Sheela, Head Department of Commerce presented a report on the Seminar and Dr. Brinda, Dean Academics proposed Vote of thanks and the seminar concluded with the National Anthem.

SEMINARS/ FDP /WORKSHOPS ATTENDED BY FACULTY

1.	Faculty - Department of Commerce	Emerging Trends in Commerce-An Edge	National	19 th December 2013	Department of Commerce, St.Joseph’s Degree and PG College, Hyd.
----	--	--	----------	--------------------------------------	--

PAPER PRESENTATIONS BY FACULTY

1.	Dr. S. Brinda	Implementing Banking Transaction using wireless Device.	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
2.	Dr. S. Brinda	Implementing Banking Transaction using wireless Device.	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
3.	Mrs. Mary Vinaya Sheela	i)Forensic Accounting and its Litigation. ii)Prevention of Sexual Harassment at work place. iii)Change Management –Need in Educational Institutions	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
4.	Mrs Ritika Waghray	i)Forensic Accounting and its Litigation. ii)Prevention of Sexual Harassment at work place. iii)Change Management –Need in Educational Institutions	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
.5.	Mrs Nisha Mathur	i)Forensic Accounting and its Litigation. ii)Prevention of Sexual Harassment at work place. iii)Change Management –Need in Educational	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.

		Institutions			
6.	Mrs C.Savithri	i)Challenges faced by Bank in Changing scenario ii)Challenges for HR in 2020	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
7.	Mrs N.Srilatha	A Case Study on Acquisition /Merger between Satyam Computer Services Ltd and Tech Mahindra	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
8..	Mrs.Sreelakshmi	A Case Study on Acquisition /Merger between Satyam Computer Services Ltd and Tech Mahindra	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
9.	Mrs. .Geethanjali	A Case Study on Acquisition /Merger between Satyam Computer Services Ltd and Tech Mahindra	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
10.	Mrs Sumithra Poojari	i)India- "An Emerging Automobile Giant". ii)High Performance Teams- "The Life Blood of an Organization"	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
.11	Mrs Shanti Kiran	i) India- "An Emerging Automobile Giant". ii)High Performance Teams- "The Life Blood of an Organization"	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
.12	Ms. M.Debora	i)India- "An	National	19 th	Department of

		Emerging Automobile Giant”. ii)High Performance Teams- “The Life Blood of an Organisation”		Dec 2013	Commerce, St.Joseph’s Degree and PG College, Hyd.
.13	Mrs. Suguna Sheela	Micro Finance in AP- Challenges ahead	National	19 th Dec 2013	Department of Commerce, St.Joseph’s Degree and PG College, Hyd.
.14	Mrs Nalina swaroop	Micro Finance in AP- Challenges ahead	National	19 th Dec 2013	Department of Commerce, St.Joseph’s Degree and PG College, Hyd.
.15	Mrs Sudha Ramani	Failure of Micro Finance Institutions in AP and its impact on Clients	National	19 th Dec 2013	Department of Commerce, St.Joseph’s Degree and PG College, Hyd.
.16	Mrs.J.N.P.P.Anantha Lakshmi	Failure of Micro Finance Institutions in AP and its impact on Clients	National	19 th Dec 2013	Department of Commerce, St.Joseph’s Degree and PG College, Hyd.
.17	Mr. Krishna Moorthy	Failure of Micro Finance Institutions in AP and its impact on Clients	National	19 th Dec 2013	Department of Commerce, St.Joseph’s Degree and PG College, Hyd.

COLLEGE CHOIR

The College Choir ‘**Anna Domini**’ has secured I **Prize** in the ‘United Christmas Carol singing Competition on 7th Dec 2013 at Little Flower High School.

Choir List

- | | |
|---------------------|----------------------|
| 1. Jiby Varghese | B. A Mass Com III yr |
| 2. Nikhil Prem | B. A Mass Com III yr |
| 3. Madieline Fraser | B. A Mass Com III yr |
| 4. AmruthaVani | B. Com III C |
| 5. Alfred Morris | B. Com III C |
| 6. Rohit Roy | B. Com III D |

7. Hepsibah Cherian	B. Com II D
8. KarthikaAiyer	B. Com II D
9. B. Monalisa	B. Com II P
10. Maria Sharon	B. Com II C
11. John Bosco	B. Com II C
12. Kajol Ganguly	B. A. Mass Com I
13. Keith Marlon Johnson	B. Com I C
14. Norton Benard	B. Com I D
15. Richard Francis	B. Com I C
16. Boni Troy	B. Sc I
17. Pranay Kumar	B. Sc I
18. Noel Bandari	B. A. Mass Com I

PAPER PRESENTATIONS BY STUDENTS FOR THE YEAR 2013-14

S.No	Student	Class	Title	Local/ National/ Internatio nal	Date	Organised
1.	D.K.V.Aishwar ya	B.Com IP	Changing Life Insurance and Health Insurance needs in India	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
2.	Sanober Farheen	B.Com IP	Changing Life Insurance and Health Insurance needs in India	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
3.	Meenakshi Sachnandan	B.Com III H	Anger Management	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
4.	Jovita	B.Com III H	Anger Management	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College,

5	Sagar Reddy	B.Com IIP	Emerging Markets increasing their Global Power	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
6	Vishal	B.Com II P	Emerging Markets increasing their Global Power	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
7	Arvind	B.Com II P	Emerging Markets increasing their Global Power	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
8.	Mario Joseph Leonardes	B.Com II H	Profit Management	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
9.	Rahul Jain	B.Com III H	Stress Management	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
10	NehaPanda	B.Com III H	Stress Management	National	19 th Dec 2013	Department of Commerce, St.Joseph's Degree and PG College, Hyd.
11	Sagar Reddy	B.Com IIP	FDI	Seminar		Reliance Group of Industries- Guntur-A.P

EXTENSION ACTIVITIES

Youth Red Cross wing of our college conducted blood donation camp on 12th December 2013 in coordination with Red Cross society blood bank in which 150 students donated blood. The camp was inaugurated by Rev. Fr. Sleeve Reddy. Nirvana of IIIB donated oranges for the blood donors.

