

St. Josephs Degree & PG College
Autonomous- Affiliated to Osmania University
King Koti Road, Basheerbagh- 500029.

DEPARTMENT OF COMMERCE

OTHER ACTIVITIES 2013-14

INTERNSHIP/PROJECTS:

To enable the students to have practical exposure, internships are introduced in the V Semester for B.Com III year Computers and Honors students and they have to prepare a Project report on their internship in the VI Semester. 158 students completed their internship/projects from various organizations like Amazon, Nasdaq, Man Power Consultants, Neilsen and others during the academic year 2013-14.

Orientation on Internship/Projects and how to write a project report was conducted on 5th Feb 2014 by Prof K.Krishna Kumar, Dr. Patrick and Dr. Naresh Reddy . The students were guided by the faculty members in their Projects.

The Projects were evaluated and Project Viva was conducted by the external examiners, Prof. K.Krishna Kumar, Dr. Patrick and Prof. Prashantha Atma from Osmania University on 20th March 2014

JOSEPHIESTA -14 (CULMINATION OF TALENTS)

A one day mega event Josephiesta 14, an academic and cultural fest was held on 1st February 2014. As part of advertising strategy for Josephiesta, **Flash Mob** was held at City Centre, Punjagutta, Hyderabad on 26th Jan 2014 in which our students performed on energetic and

vibrant dance numbers of Hollywood, Bollywood and Tollywood. It was witnessed by a huge number of enthusiastic crowd and applauding our students.

Ronald Ross, Municipal Commissioner, GHMC declared the event Open on 1st Feb 2014. He emphasized on the need to encourage talents so that the students can excel in both academic and cultural fields. Around 2000 students from 100 colleges across the twin cities participated in the event and displayed their amazing talents. The Fest comprised of nearly 39 formal and informal events.

Formal Events conducted by the department of Commerce are as follows:

1. Share Bazaar
2. Commerce Antakshri
3. General Quiz
4. Micro presentation
5. Make and Market

Share Bazaar:

The game is of Mock Stock Exchange. It consisted of four rounds. Before start of every round some news flashed on the screen and based on this information teams needed to trade. Total 15 teams from different colleges have participated. The event in charges were Mrs. Savithri, Mrs Anantha Lakshmi and Ms. Kavitha.

Commerce Antakshari:

There were three rounds namely abbreviation round, form a question round and antakshari round no. Total 14 teams from different colleges have participated. The event in charges were Mr. Krishnamoorthy, Mrs. Nisha Mathur and Mrs. Sudha Ramani.

General Quiz:

General quiz was conducted in four rounds namely Preliminary round, rapid fire round, audio & visual round and buzzer round. Total 12 teams from different colleges have participated. The events in charges were Mrs. Srilatha and Mrs.Sreelakshmi and Dr.Brinda.

Micro Presentation:-

It is a presentation which was done for 5 to 8 minutes. The topic given was “FDI in Indian Retail market”. Total 5 teams from different colleges have participated. The events in charges were Mrs. Shanti kiran, Miss. M. Debora and Mrs. Mary Nalina Swaroop.

Make and Market:-

Each team was given 16 different items of material using which they need to make one product, prepare an advertisement and present it. The Judgment was based on creativity, clarity of innovative idea/message, neatness and presentation. Total 12 teams from different colleges have participated. The events in chargers were, Mrs. Sumitra Pujari, Mrs. Suguna Sheela and Mrs. Amitha Jaiswal.

Cash prizes were awarded to the winners. The mega event came to a Grand Finale with the students rocking to the music by DJ Jawar.



ACTIVITIES OF WOMEN EMPOWERMENT CELL

- Legal Awareness Programme was organised by AP State Commission for Women in Collaboration with National Commission for Women at Indira Priya Darshini, Auditorium, Public Garden, Nampally, Hyderabad in which 20 students participated.
- Guest lecture was conducted on “Cancer Awareness and Hygienic Life Style ” for girl students by Dr.Susheela Narayan, Omega Hospital, Hyderabad on 23rd January 2014
- Guest lecture was conducted on 23rd January 2014 by Dr.Susheela Narayan, Mrs Sonali and Mrs.Manika (CIPHER Team) on “General Awareness on various Tests, diagnostic and Cancer Awareness” for the faculty.

NATIONAL SEMINAR ON “EMERGING TRENDS IN COMMERCE-AN EDGE”

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 APSCH. 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, Hyderabad.

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 Arogiya 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.

FRESHER'S PARTY

Fresher's Party was organized by the B.com II year students for the fresher's on 3rd and 4th Oct 2013. The party was a huge success where in the fresher's participated in Ramp Walk, Dance, Singing and Games. Seniors entertained them with dance, skits, songs.



ALUMINI MEET

Alumni Meet was held on 17th August 2013 in which 200 former students participated. Our students welcomed them with prayer song, welcome dance and entertained them with skit, songs and group dance. They shared their expertise with the college and Alumni Board was constituted. Feed back was taken from them for the growth and well being of the institution.

VISIT BY MOST REVEREND THUMMA BALA, ARCHBISHOP, CHAIRMAN, HAES TO OUR CAMPUS

Most Reverend Thumma Bala, Archbishop, Chairman, HAES inaugurated the newly constructed fourth floor in the extended campus on 14th August 2013 and blessed the staff and the students. He visited our department and interacted with the staff and students.



COMMERCE CLUB ACTIVITIES

S.No	Date	Name of the Event	Names of the Winners	Prize
1	17 th August 2013	Make N Market	1. Rishab & Rohith - B.Com IH	I
			2. Zameena & Sanober -B.Com IP	II
			3. Rohan Pillai & Ajay Chary – B.Com II D	III
2	27 th August 2013	Industrial Visit to Binju Saria Steel plant at Kottur, Shadnagar, Hyderabad	52 Commerce Club Members	-
3	17 th September 2013	Business Quiz	1. Asim Anwar & Aman Raj – B.Com IIIH	I
			2. Sundar & Gurpreet B.Com III C	II
4	17 th January 2014	Debate Topic: Which sector needs more concentration and Development: Industry or Agriculture	1. Ritesh, Mahek & Akshay – B.Com IA	I
			2. Jeetesh , Payal & Srikanth – B.Com IH	II

BRIDGE COURSE: 2013-14

Bridge Course was organized for Non Commerce students from 11th to 26th July 2013 on the topics - Basics of Accounting, Basics of Commerce and Elements of Economics to enable them to have an insight into the basics of the subjects. 17 students have attended the course.

TEACHER'S DAY CELEBRATIONS

Teachers Day was celebrated by the management on 5th September, 2013 in which the faculty of Commerce department actively participated. Various games were conducted and gifts were distributed.

