



Inside this issue:

<i>Editors Desktop</i>	2
<i>Life Skill Education</i>	3
<i>Guest Lecture- Goods and Services Tax</i>	4
<i>Guest Lecture - EVA</i>	5
<i>Impulse 2k17</i>	6
<i>13<sup>th</sup> India Innovation Summit</i>	7
<i>25<sup>th</sup> National Quality Summit</i>	10
<i>5<sup>th</sup> International Confer- ence</i>	11
<i>Commercia 2K18</i>	14
<i>Industrial Visit</i>	15
<i>Rural Exposure</i>	16
<i>Vicharmantran</i>	18

*The Department of Commerce (PG)*

*Presents*

**COMMERCE**

**CAFÉ**



## *EDITORS DESKTOP*

Commerce café is a thought that has been enduring in mind and with great effort it has been translated into veracity; we now are back with a revitalizing edition. Commerce Café provides a snapshot of the various activities and advancements for all associated with Department of Commerce (PG).

This Department e-magazine will definitely help us to showcase the activities that are happening in the department and provide a platform for exposing the merits and academic achievements of the students and faculty. Furthermore, it enhances the documentation culture of the institute.

We are sure the e-magazine would definitely create an impact in the minds of readers, by way of providing larger visibility and dimension of departments' progress and also that this e-magazine will encourage many more including students to use it as a platform to express their creativity. I sincerely hope that this edition makes for an interesting read.

**Dr. Muthukumar**

**Prof. Madhumalathi**

**M.Com & M.Com FA**

**Coordinator**

**Jovin Serrao**

**Creative Editor**

## ***LIFE SKILL EDUCATION***

**D**epartment of Commerce (PG) in collaboration with The Centre for Life Skills Education (CLSE) of Kristu Jayanti College conducted training on Life Skills for the 1<sup>st</sup> Semester M.Com students over a span of four days from 19-22nd July 2016. Life skill training is an interactive, real-world readiness program for

youth. This capacity building training was focused on imparting 10 core life skills promoted by the World Health Organization .



*These life skills represent the psycho-social skills that determine value behavior and include reflective skills such as problem-solving and critical thinking, to personal skills such as self-awareness, and inter-personal skills. The entire training was activity-based with an intense learning experience.*

*The Three days life skill education for the I year M.Com, M.Com FA and M,A Economics students of our college was started with Introduction to Life skill education on 19<sup>th</sup> July at 09.00 P.M in the Mini Auditorium of PG Block.*

### **BATCH 1**

- 19th July, 2017-  
Introduction to Life  
Empathy  
Self Awareness
- 20th July, 2017—  
Critical Thinking  
Creative Thinking  
Problem Solving
- 21st July, 2017  
IPR  
Effective communication  
Stress Management
- 22nd July, 2017  
Coping with emotions  
Decision Making

***“Life is like riding a bicycle.  
To keep your balance, you  
must keep moving.”  
- Albert Einstein***

*Prof.Vijayakumar R, Head, Department of Commerce Introduced the life skill education to the participants. In his session, Prof. Vijayakumar R explained the importance of life skill in the life of an individual. Introduction to all the ten life skill was given by Prof.Vijayakumar R.*

### **BATCH 2**

Introduction to Life	<b>19th July, 2017</b>
Empathy	<b>19th July, 2017</b>
Decision Making	<b>19th July, 2017</b>
Self Awareness	<b>20th July, 2017</b>
Coping with emotions	<b>20th July, 2017</b>
IPR	<b>20th July, 2017</b>
Creative Thinking	<b>21st July, 2017</b>
Critical Thinking	<b>21st July, 2017</b>
Problem Solving	<b>21st July, 2017</b>
Effective communication	<b>22nd July, 2017</b>
Stress Management	<b>22nd July, 2017</b>

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# GUEST LECTURE

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## *GOODS AND SERVICES TAX*

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Resource Person: Ms. Rashmi S. (Director, Deloitte)

The Department of Commerce (PG) organised an expert lecture on Goods and Services tax for the students of M.Com and M.Com FA on the 29th of July, 2017 which was conducted by the resource person Ms. Rashmi.

The lecture gave the students knowledge on the overview and concept of the Goods and Services Tax and helped them know its benefits.



*The session gave a brief ideology about the GST, where the session covered many topics like Existing indirect tax vis-à-vis GST, Pro's and Con's of GST, Taxes subsumed under GST, GST – Basic features, Destination based tax Supply, GST rates, GSTN portal, Registration and Reverse Charge Mechanism.*

*The resource person explained various concepts through life time examples. So it enabled students to understand easily. The session helped us know the benefits of GST to nation and to the common people, many myths about GST was been clarified by the end of the session.*

# GUEST LECTURE

## *ECONOMIC VALUE ADDED*

Resource Person: Dr. V. Rajesh Kumar (Founder Vittam Pravina Gurushala)

The Department of Commerce (PG) organised an expert lecture on Economic Value Added for the students of M.Com and M.Com FA on the 20th of January, 2018 which was conducted by the resource person **Dr. V. Rajesh Kumar**



*The session gave a brief ideology about the EVA, where the session covered many topics like the financial statements, depreciation, features of fixed and current asset, to read a cash flow statement and the EVA model to know the value of the company for investment and measure the performance*

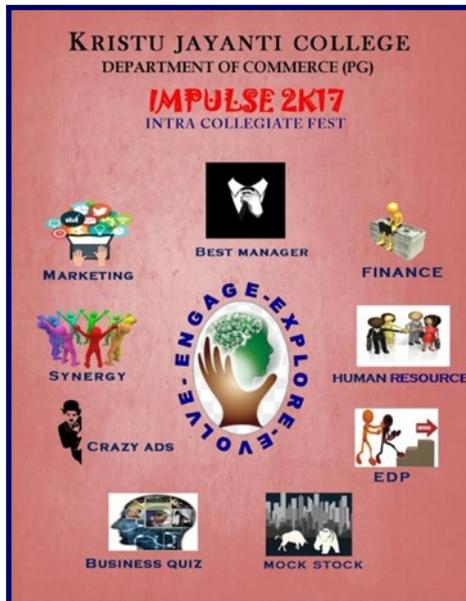
Economic Value Added

$EVA = NOPAT - (WACC * \text{capital invested})$

# IMPULSE 2K17

September 1st, 2017

Impulse is an annual intra-collegiate fest of the PG Commerce Department, hosted by the final year students for first years. The fest included events like Marketing, synergy, crazy ads. Business quiz, mock stock, EDP, Human Resources, Finance and Best Manager. This fest is conducted to increase the skill set and provide a platform for each individual to show case their talents in the events they choose.



Impulse 2K17 was inaugurated by Ms. Moneesha Shrivastav, the Regional Lead – Karnataka, IT-ITeS Sector Skill Council NASSCOM, who had an interactive session with the students with regard to bridging a gap between the industry and the academia. She also highlighted the importance of analytical skills for the development of core competency.



Best Manager: Tanya Kar

The valedictorian for the impulse 2k17 was Rev Fr. Augustine George who appreciated the efforts of the organizers and congratulated all the participants for their active participation in the events.



Overall winners: Team Hecate



## EVENTS

- Marketing
- Finance
- Human resources
- Mock stock
- Business Quiz
- EDP
- Crazy Ads
- Best Manager
- Synergy

## 13<sup>th</sup> INDIA INNOVATION SUMMIT 2017

A group of 16 students from M.Com and M.Com FA were selected to be part of the INDIAN INNOVATION SUMMIT 2017 organized by the Confederation of Indian Industry (CII) which was held on the 13th and 14th of July, 2017.

### *Inaugural Session*

*The theme strives to address the spirit of nation building that lends to an ecosystem of innovation that is so critical to the future of the citizens in a digitally connected world.*



### *Session 1— Learning to fly – Innovation by Teens*

*When many of us were in our teens, summer projects and work for science fairs meant visit to a photocopier :copy, cut and paste photos and graphics on colorful presentation boards. Our hobbies translated to playing cricket (or its equivalent, baseball they call it), watching it on a TV, or playing it on a computer. The answer mostly is a function of our time-and-space coordinates. While much hasn't changed today, we come across teenagers with creative, scientific minds that are building extraordinary*

*devices, revolutionary materials and renewable technologies that might just dent the universe and change the planet for better. What's fascinating about these developments is that the teens at innovation are not doing it for themselves. And, the trophies are coming in form of seed funds and venture capital. In this session, we proudly showcase and understand the phenomenal Gene why – and why not from across the world that's driving the Gen Y.*

### ***Session -2: Rise of Machines and Future of Human Labor***

The rise of machine-driven intelligence solution impacts the human labour in various industries with varying degrees of scale. The machine-driven autonomous systems and assisted decision –support system challenge the low –value adding repetitive jobs that are on one end of the work spectrum. But at the same time, intrude into the high value diagnostic-driven domain specialization arenas such as medicine and environment science. A hybrid workforce of machine and humans give rise to an existential of the future of human labor and intelligence. The session explores the trends, opportunities

### **Session- 5: Panel discussion on society and innovation**

*The panel explores the impact of different innovations on society, throwing light on beliefs, values and practices rooted in a nation's culture. The concept of identity, the need for privacy and the strife for equality are important social and cultural dimensions for building a national wealth around innovation. The cross- border nature of economic activities, the connected nature of digital societies and the local identity of sub cultures and ethnic groups presents a melting pot of divergent views on the role of innovation in society.*

### **Session-6: Cure for All – A bridge too far?**

One in three person diagnosed with the disease do not survive beyond five years. This leaves a little scope for developing insights about the disease, the possible diagnosis and what works best for who. For instance, let us say, a drug has been found to be effective in treating relatively rare of cancer. The medicine not only has a significantly higher success rate than medicine for other cancers but also far fewer side effects because its potency is trained on specific cancer cells. The rise of personalized/precision medicine is revolutionizing the way doctors and pharmaceutical companies approach diseases. Using genetic sequencing, medical professionals are now able to separate people with similar symptoms into far narrower groups and target medicines at them. Which could perhaps translate into: the doctor cures, the self-heals

### **Session – 3: All systems digital – A cashless move**

*The digital economy is disrupting the analog world by moving cash into the digital currency form. This is driving rural india embrace the digital world with mobile phone, digital wallet and biometric identity. This opens on under served segment to main stream marketing nd consumerism while contours of this new Indian both in term of aspiration and anxiety for celebrating inclusion while losing anonymity.*

### **Session - 4: Great Expectations – Scaling the consumption economy**

The ecommerce boom has resulted in several shifts in the business landscape anchored on convenience at first, later focusing an experience, bringing about consumer inclusion from non-metro and rural regions. Indian ecommerce has so far focused on customer acquisition, gross merchandise value (GMV) growth and scale, funded often through heavy discounts. Today the conversation shifts to opportunities and constraints impacting the sustainability of the ecommerce model . as an area driving growth for the India economy, scale and sustainability for eCommerce may be vital for the economy itself

### **Session- 7 : Learning to unlearn – A digital immigrant’s dilemma**

*For once we can believe that technology can change the world since education and learning industry has embraced technology. New skills and passion for constant learning are becoming increasingly rewarding. A new ecosystem is greatly impacting and, in some cases, redefining, established systems and institutions. In its report, understanding Knowledge societies, the United Nations describes knowledge economies as those societies in which information and the creation of knowledge have replaced industrial production as the main contributor to GDP. To multiply the wealth of nations, this session discusses how businesses and government can integrate ICT into their core processes to increase efficiency, expand the scope and reach their services and improved productivity.*

### **Session – 8: Framing Innovation –A new state diplomacy**

The innovation framework of a nation is at the core of wealth creation paradigm for any state. The need for policy enablement for public good and its balancing act with protecting competitiveness of the industry gives rise to many fissures in international relations. This clash of national interest with international trade results in clash of patents, trade policies and tax regimes and it is this fine act of diplomacy which drives the nation’s innovation framework. The session analyses the social, moral and legal aspects of this frameworks as well as the business imperatives to bring out an informed and unbiased view.

# 25<sup>th</sup> NATIONAL QUALITY SUMMIT, 2017

A group of 11 students from MCom and MCom FA who were selected to be part of the NATIONAL QUALITY SUMMIT organized by the Confederation of Indian Industry (CII) on the 25th and 26th of November, 2017.

## Session 1 : “Make In India” through global practices- Robust Quality Engineering

Shin Taguchi is the son of the legendary quality thinker Genichi Taguchi. As a consultant and president of ASI consulting Group, he's one of the quality industry's most sought-after professionals. His client list includes General Motor corp, Hyundai Motors Co, Ford Motors co, Kodak, Texas instruments Inc. and Lexmark International inc. over the years, he's trained more than 25000 engineers worldwide in quality engineering, product and process optimization. Tagucji is a disciple of robust engineering, the practice of designing products to avoid future quality problems. He believes that the quality goal of companies should be to solve quality problems before they're created.

## Session 2: Impacting quality of Life : Industry Perspectives

*Indian industry is endeavoring to create a quality platform for its various services, so that the benefits can accrue to the common man effectively and efficiently. Indian industry has a critical role to enable creating an efficient and effective structure to achieve the National goal.*



## Session 3: Global Quality Trends - Best Practices

Achieving an optimal culture of quality requires assessment improvement, and integrating into the fabric of the organization. The panelists are the Award Administrators of various Global Awards bringing in varied insights from an international perspective.

## Session 4: MSME – Fostering the Quality Creation and Development of Enterprises

*The session talks about the challenges for the MSME in the view to enhance the capabilities to successfully address the challenges of the disruptive business models and technologies. This could be addressed by collaborative working to leverage their expertise of OEMs and embarking on new technologies including digital platforms to make them innovative, competitive and agile.*

## Session 6: Vision 2030 – Quality Horizon

With industry coming into terms with industry 4.0 which currently is redefining the landscape of manufacturing and service industries, it is time to initiate the strategies for the expected and unexpected change drivers of the future. This session aims to bring insights from practitioners on how they envision the future and strategize to address the challenges.

## 5<sup>th</sup> INTERNATIONAL CONFERENCE

### *Emerging trends in Global Accounting, Finance and Taxation*

*The Department of Commerce (PG) of Kristu Jayanti College organised its 5th International Conference on Emerging trends in Global Accounting, Finance and Taxation which was inaugurated by Dr .T. D Kemparaju Vice Chancellor, Bangalore North University and Ms. Lilla Gourley, Experienced manager, Grant Thornton. The conference aimed to provides a platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Global Accounting, Finance and Taxation*

#### INNAUGURAL SESSION

**Dr .T. D Kemparaju Vice Chancellor,  
Bangalore North University**

*Chief Guest Dr .T. D Kemparaju spoke about conferences and seminars which are the order of the day to survive and succeed we have to update in our own fields. Trends is an indication of changes, no change can take place in isolation. Changes are more and more fast in all fields and sir also reflected the role of accounting, finance and taxation in changing environ-*

**Ms. Lilla Gourley, Experienced  
manager, Grant Thornton**

*In the keynote address, the guest of honor highlighted on the skills for an accounting job, drivers of change and future skills by ACCA, auditing and assurance, corporate reporting and compliance audit.*

#### SESSION 1 - Global Trends in Finance

**Mr. Grenold Almeida**

**Social Entrepreneur and business consultant**

*In the session Mr. Grenold Almeida gave the delegates an insight and highlighted the significance of adopting new developments in the area of finance. The need for banks and also addressed the delegates that nothing would run without finance in the world. And he also highlighted that finance is a huge, huge puzzle and to fall in love with it to learn more and more.*

**Mr. Narendra**

**Proprietor of Narendra & Co**

*Mr. Narendra described the scope of wealth management in India in the present context he also contemplated on the opportunities and benefits of finance graduates. He spoke on financial management, auditing what's happening today. And highlighted that the financial statements are not just by balance sheet and profit and loss account any longer.*

## SESSION 2 - Opportunities and Challenges in Accounting and Taxation

### Mr. Vinod V associate director, Grant Thornton

*Mr. Vinod V described the emerging trends in accounting like robotics and artificial intelligence, cloud based accounting and Block chain etc. 47% of US jobs are at risk which is being automated for the next 20 years says the oxford university research. Sir also discussed about who will have jobs in the near future and also highlighted that change is coming faster than we could anticipate. There will be more stress and more freedom.*



### Mr. Mahesha Siddaraju associate director, Grant Thornton

*Mr. Mahesha Siddaraju discussed on tax system, its impact and opportunities in general and in business. Sir advised the delegates to stay relevant, get updated and think how to get returns. Sir ended the session by telling “How you provide the opportunities minimize the risk and maximize the value”.*



## Session 3: Emerging trends in Finance

### Mr. Suresh Reddy, Chief Financial Officer, Kennametal India Ltd

*Mr. Suresh Reddy highlighted on robotic implementation, automation, leasing of infrastructure, analytical skills, global taxation and transfer pricing compliance. Sir also told that many regulations would be taken over by IT, and government is adopting information technology very fast. India can outsource from other countries in future time. Treasury skills have to be maintained. Sir deliberated the delegates by telling always concentrate on changes and grab the opportunities.*



## Session IV: GST and its Implications

**Mr. Saurabh Jain, Partner, Jain Gupta & Co,  
Chartered Accountants**

*Mr. Saurabh Jain discussed about GST and its Implications in India. Sir started with an example and further continued with discussing about GST. He gave an insight that GST will be applicable on transfer, sale and purchase. It replaces indirect taxes and it is “One nation one tax” uniform and common market and the payment mode of tax is different. Sir also mentioned the types of taxes which were replaced by GST and also the structure if GST was discussed. The session was followed by interactions.*



***A total of 150 papers were  
presented at the conference  
related to Accounting, banking  
and Finance.***



# COMMERCIA 2K18

22nd February

*The department of Commerce (PG) of Kristu Jayanti College conducted Commercias –A National level Inter-collegiate commerce PG fest which provides a platform for all its participants to exhibit their talents in the various commerce oriented events. Commercias provides an environment for collaborating ideas which will be fuelled by innovation and enthusiasm. Commercias was held on 22<sup>nd</sup> February 2018 in which 18 colleges participated. The fest provided platform to imbibe team work, creative learning, critical thinking and exposure to realities of business world*



Best Manager: Jenny Jose, Presidency College

The inauguration was held at 930 a.m. The chief guest for the inaugural ceremony was Shri. Winston Derosario, Head People and Culture, Quintype Inc. The session started with the welcome address delivered by student coordinator Nidhish Padmanabhan followed by the presidential address by the principal Rev. Fr. Jose Kutty P.D.

The inaugural address was presented by the chief guest where the chief guest provided inputs on robotics and the latest trends in commerce. The session was concluded with a vote of thanks proposed by student coordinator Jennifer Joseph



OVERALL WINNERS: Sheshadripuram College



RUNNERS UP: Mysore University



## EVENTS

*Best manager*

*Business quiz*

*Entrepreneurship  
development Programme*

*Finance*

*Public Relations*

*Marketing*

*Synergy*

*Paper Presentation*

# Report on **Field / Industry Visit**

4<sup>TH</sup> OCTOBER 2017 -8<sup>TH</sup> OCTOBER 2017

*The Department of Commerce (PG) organised a three day Industrial Visit to Hyderabad for the students of the 71 Final year students of M.Com and M.Com FA along with two faculty members. The Industrial Visit taught the students and provided them exposure of the practical life in the industry and the challenges faced by them.*

## Schedule

Coco Cola—Aminpur	<b>Day 1</b>
Geological Survey Of India	<b>Day 1</b>
Ramoji Film City	<b>Day 2</b>
Visit to Golconda Fort	<b>Day 3</b>
Visit to Charminar	<b>Day 3</b>



# GRAMA SAMVEDITHA 2017

## REPORT ON RURAL EXPLOSURE

The Department of Commerce (PG) organised a two day rural exposure trip for the students of Final year M.Com and M.Com FA which was held in SHRI SIDDAGANGA SCHOOL , Purushanahalli, Doddaballapura taluk from December 07, 2017 to December 8 2017; led by the teachers of Dept of Commerce (PG) that consisted Dr. MuthuKumar, Dr.Murugesan, Dr.Renugadevi, Prof.Madhupalathi and Prof.Swetha

### DAY 1

07-12-2017

*The students of Kristu Jayanti college, Department of Commerce ( PG) conducted life skill activities for classes of 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> with various interesting activities where the children learned many things and enjoyed thoroughly with the students.*

*Another set of students from the department set off to conducting survey among rural village people where basic information was collected about the people that included education, occupation, basic income, bank accounts, number of members educated in the family, tax policies, aware of latest technologies, mobile networking etc.*

*In the meanwhile, the members of the kitchen committee prepared delicious food which was served by 1 pm.*

*In the session post lunch, the students decided to conduct the sports activities for school children which commenced by 2pm and included throw ball, volley ball, cricket, badminton, kabadi, running race and khokho.*

*This session concluded by 4:30 pm with the kitchen committee preparing tea and snacks along with interaction with the locals.*

### DAY 2

08-12-2017

*The Second day of the visit commenced with the Shramadhan session in which the students took initiative to clean the surroundings of the camp site while the members of the kitchen committee prepared tea and breakfast.*

*From 10:00am to 12:30 pm the cultural program was organized for the students of the school which consisted of dance and singing performances by the students of Kristu Jayanti College followed by a speech by school principal Mr. Shekar about the school premises in which he shared the experience of spending two days of their time with us followed by a prize distribution ceremony to students of the school by our beloved Grama Samveditha coordinator Dr. Murugesan, Dr. MuthuKumar and Prof. Shashi Kumar sir.*

*We also donated sports items to SHRI SIDDAGANGA SCHOOL from commerce department (PG). that was given to school principal by our lady faculties.*

*Finally, the vote of thanks was proposed Prof. Madhumalathi.*

## 35th Edition Vicharmanthan

### FINANCIAL SECTOR REGULATIONS

The Department of Commerce (PG) conducted the 35th edition of Vicharmanthan (2017) for all PG students on “financial sector regulations”. Dr. Michael Debabrata Patra , Executive Director, RBI India & Member, Monetary Policy Committee of India was the Chief Guest for the thirty fifth edition of ‘Vicharmanthan’ - an interactive series with Indian and Global visionaries on September 15, 2017.



*Dr. Michael Debabrata Patra has been serves a Director at Reserve Bank of India since October 2014. Dr. Patra had been served as a Director of Export-Import Bank of India and also serves as Executive Director. Dr. Patra gets the departments of economic and policy research and monetary policy. he has a Ph.D. in Economics from the Indian Institute of Technology, Mumbai.*

The session began at 09:15am with a welcome address by : Prof. Madhumalathi.R Faculty Coordinator, Department of commerce (PG), followed by the chief guest’s informative session on:

1. RBI and Monetray policies
2. Governance & Regulation
3. Economic status of the country
4. Demonetisation and its impact
5. Financial sector

# WORKSHOP

## *Research Paper writing*

**Resource Persons: Dr. Muthukumar.V , Mrs. Jyothi Manoj**

The Department of Commerce (PG) conducted a workshop on Research paper writing for the students of M.Com and M.Com FA which was held on 11th and 12th July, 2017. The workshop was inaugurated by our beloved Principal Rev. Fr. Josekutty PD. The session aimed to motivate and equip the students to undertake research, improve the art of writing research report Activities, provide discussions on the prepared questionnaires and interview Schedules and enable to student to have research exposure by participating in National and International conference in other colleges

### **Session I: 11<sup>th</sup> July 2017** Research Paper Writing

*The session began with an introduction to Research. Dr Muthu Kumar gave brief history idea about the Research in India and Research objectives, ways to test the Hypothesis, Approaches, Attitude of research, process of research, interpretation and the various way of research layout. The resource person explained various concepts through life time examples. So it enabled students to understand easily*



Inauguration: Rev. Fr. Josekutty P.D.

### **Session II: 11<sup>th</sup> & 12<sup>th</sup> July 2017.**

#### **Tools and Techniques of SPSS and Excel**

*The session gave an insight on the ideology to use various tools using SPSS and Excel which is very much beneficiary while preparing our Research Paper. The various Statistical tools used by the researcher example T –test, F-test, Simple Mean test, ANOVA, Factor Analysis and the ways of performing the test using Prescribed Questionnaires and using Excel how we can execute various tests and analyze them for the proper suggestions which helped the students to get more practical knowledge about the concepts and to use it in their research project in the future days.*



Valediction: Rev. Fr. Augustine George

