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# ST ALOYSIUS

(DEEMED TO BE UNIVERSITY)

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*Official news letter*

SCHOOL OF COMMERCE, FINANCE AND ACCOUNTANCY

# EDITORIAL BOARD

## STAFF CO-ORDINATOR (UG)



MS. RISHAL DISHA D'SOUZA

## STUDENT EDITORS (UG)



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RENIAL D'SOUZA



TRUPTHI RAJ



RAHUL K

# VICE CHANCELLOR'S MESSAGE



**Rev. Dr Praveen Martis SJ**

St Aloysius (Deemed to be University), situated in coastal Karnataka, is a leading educational institution that offers numerous opportunities for students to engage in various events, fostering their development as effective leaders and organizers. Commerce is not merely about numbers and transactions; it's about understanding the intricate fabric of our global economy, embracing innovation, and fostering ethical practices. The Department of Commerce has always strived to instill these values in our students, preparing them not just for careers but for leadership roles in the ever-evolving business landscape.

I commend the ASCENT editorial team, contributors, and everyone involved in bringing this magazine to life. Your efforts showcase the depth of talent and commitment within the department.

Let us continue to push boundaries, explore new horizons, and uphold the principles of integrity and excellence that define us. Best wishes for a successful and enriching journey ahead.

## DIRECTOR'S NOTE

I am happy to state that the department of B Com is bringing out its 2023-24 issue of the departmental newsletter. A newsletter is a testimony of all the activities conducted by the staff and students in the faculty. I congratulate the entire team of the editorial board for making this Newsletter possible. I am sure that the hard work and innovative ideas exhibited by them will surely stir the minds of the readers.



**Dr Denis Fernandes**

Along with Classroom engagement, the department has organized a good number of webinars as well as guest lectures to keep the students as well as staff members updated with the current trends in the subject. The department has initiated Peer group learning for the slow learners under the Remedial Coaching Programme. Many of our professional students have cleared their CA and ACCA examinations. Some of them have secured ranks at the global level. I congratulate them.

The final year students along with the faculty of the department have organized various competitions and activities to bring out their skills. Our students have participated in various competitions organized by other institutions and brought laurels to the department. At this juncture I wish goodluck for the outgoing 2021-24 batch in their future journey of opportunities and career establishments. May success be always with you.



**Dr Manuel Tauro**  
**Dean**

## **TRANSFORMATION FROM FACULTY TO SCHOOL SYSTEM**

Year 2024 has been a milestone in the 144-year long history of St Aloysius College. Ministry of Education, Government of India has now conferred the status of Deemed to be University to St Aloysius. While we all the stakeholders of this great institution are rejoicing on this significant event, we also must gear up ourselves to all the challenges of putting the systems in place in our new born university. This is the period of transition from autonomous institution to deemed to be university. As a university, we need to evolve our own programme structure and course curriculum relevant to the contemporary world.

The St Aloysius (Deemed to be University) has already made appointment of competent persons to the various positions of the administration and initiated the process of establishing 'School System' for managing the academics under university set-up. Accordingly, the Faculty of Commerce now is re-named 'School of Commerce, Finance & Accountancy.' It now comprises both undergraduate and post-graduate programmes offered in Commerce, Finance and Accountancy. Presently we offer four Bachelor of Commerce and two Master of Commerce programmes. These programmes consist of excellent course structure with the choice of electives. The course structure encompasses Accounting, Finance, Banking, Taxation, HR, Marketing, Business Laws, Computer Applications and Business Analytics. Training in soft skills and personality development, internship and placement opportunities are the added features. We strive in the holistic development of students so that they become competent, conscious, committed and compassionate individuals in their career and life ahead. This news-letter gives you a glimpse of activities and achievements of the students and staff of the School of Commerce. While I congratulate all the achievers, I wish to applaud the entire team of the editorial board of the 'Ascent' for their sincere efforts in compilation of this news-letter. I hope this Ascent provides interesting insights to the readers.

## **ASSOCIATION PRESIDENT'S MESSAGE**

Each transaction represents a step toward growth, innovation, and success. The phrase 'Empower the potential and embrace the opportunities of commerce' is relevant to the Commerce Association. With dedication, creativity, and a strategic mindset, the possibilities in the world of commerce are limitless, which motivates our students to Actively participate in activities and competitions. The Association serves as a resource center for aspiring young entrepreneurs and public speakers. The events and activities organized not only encourage teamwork and creative learning, but they also aim to boost self-confidence through real-world experiences. Various events, such as ACME, an intercollegiate fest for pre-university students, and the interclass competition Commercio, are held to foster leadership development. These events not only entertain but also educate, providing students with a unique opportunity to showcase their skills and knowledge in the fields of Commerce and Management.

As President of the Association, I thank the Dean, Department Heads, and Faculty Members for motivating and encouraging students to participate actively. I Congratulate the students for their active participation in intercollegiate events and also for winning various intercollegiate competitions and securing the overall championships.

Finally, I am confident that this issue of our Newsletter 'Ascent' will provide readers with in-depth information about the various departmental activities as well as the accomplishments of the staffs and students.



**Ms Dshel L Fernandes**

# GUEST TALKS - UG

DATE	TOPIC	RESOURCE PERSON
22 AUGUST 2023	Career Opportunities	Mr Joyston Dsouza Article Assistant at Taxlit consultant LLP, Mangalore
11 SEPTEMBER 2023	Individual Completeness: A Gender Perspective	Ms Anuradha Shetty Assistant Professor : PG Department of social work, Roshni Nilaya
12 SEPTEMBER 2023	Entrepreneurial journey in the Tech Accessories industry	Mr. Ibrahim Elhar Gafoor Entrepreneur
14 SEPTEMBER 2023	Career Guidance for Legal Profession	Mr Kartik Lokare Advocate
14 SEPTEMBER 2023	Impact on Climate Change	Mr Jeeth Milan Roche Environmentalist, Founder of VANA Charitable Trust, Mangaluru
16 SEPTEMBER 2023	Right to Information Act	Mr Benedict Fernandes Ex. Commissioner of commercial taxes and RTI activist.
18 SEPTEMBER 2023	Unlocking Opportunities in Digital Marketing: A Path to Career Success	Mr.Prathik Jayaprakash Freelancer
21 SEPTEMBER 2023	Empower Your Choices: Drugs Free Living	Ms Usha M Pereira Counsellor
3 OCTOBER 2023	Intellectual Property Rights (IPR) & Patents and Designs filing	Dr Bharat N Suryawanshi Assistant, Controller of patents and designs, RGNIPM Nagpur
3 OCTOBER 2023	Skill enhancement- own the place you stand	Ms. Pooja Rao Lecturer, JCI Zone trainer
17 OCTOBER 2023	Being Effective Executive	Fr. Vishwas Joy Misquith Treasurer, MJES
20 OCTOBER 2023	GEN Z'S Financial Journey	Mr. Kishore B N Pursuing Master in English Literature, St Aloysius Deemed to be University, Mangaluru
25 OCTOBER 2023	Fundamentals of GST	CA Nireeksha N Chartered Accountant
1 MARCH 2024	Career Opportunities	Ms. Flona Soans Dean of Training, Placement and Careers, St Aloysius college (Deemed to be university), Mangalore
16 MARCH 2024	Challenges And Opportunities of HR	Haniya Rhea Dsouza HR manager in a construction company in UAE
22 MARCH 2024	Workplace & Social Etiquettes: Self Improvement Training	Dr Shilpi Saha Academics & Research Co-ordinator, MSNIM



# Congratulations on being placed



**SHEETY SINCHANA  
JAYASHEEL  
(BCOM)  
MOSS ADAMS - 6 LPA**



**SOHAN VEIGAS  
(BCOM)  
MOSS ADAMS - 6 LPA**



**CARL MONTEIRO  
(BCOM)  
WIPFLI - 5.5 LPA**



**AKASH SUNIL  
(BCOM)  
MOSS ADAMS - 6 LPA**



**DEON AMITH  
REBELLO (BCOM)  
WIPFLI - 5.5 LPA**



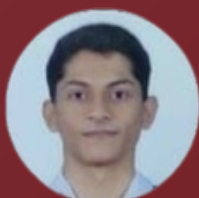
**VAISHNAVI V (BCOM)  
MOSS ADAMS - 6 LPA**



**DEEPTHI MONTEIRO  
(BCOM)  
MOSS ADAMS - 6 LPA**



**KETAN CASTELINO  
(BCOM)  
MOSS ADAMS - 6 LPA**



**ASHLEY  
FERNANDES (BCOM)  
MOSS ADAMS - 6LPA**



**ETHAN SEQUEIRA  
(BCOM)  
WIPFLI - 5.5 LPA**



**ASKAR THAYYIL  
(MCOM)  
DELOITTE - 7.6 LPA**



**ADITYA PRABHU  
(MCOM)  
DELOITTE - 7.6 LPA**



**CHANDRIKA G  
(MCOM)  
DELOITTE - 7.6 LPA**



**GLEN MENEZES (MCOM)  
WITHUMSMITH - 5.5 LPA**



**SUMANA S (MCOM )  
DELOITTE - 7.6 LPA**



**GLEN ASHLEY (MCOM)  
KPMG - 5.5 LPA**

# COMMERCIO 2024

THEME : GAMES OF  
COMMERCE

The Department of Commerce in collaboration with Commerce Association organized Commercio-2024, an interclass competition for B.com students from 11th March to 14th March, 2024. It comprised of 7 events- Best Manager, Corporate Spy, Marketing, Finance, HRxPR, Corporate walk and Quiz. 299 students participated in various events.



The Valedictory of Commercio, took place on March 15th, 2024 at 2.30 p.m. The event was graced by Dr Denis Fernandes, Director of Arrupe Block; Dr Manuel Tauro, Dean, Faculty of Commerce; Dr Shobha and Dr Zeena Dsouza, Heads of the Department of Commerce. Ms Ashwathi K, the student coordinator of Commercio welcomed the gathering. Dr Denis Fernandes and Dr Manuel Tauro addressed the students and congratulated the organizing committee for meticulously planning and conducting the events. Ms Rishal Dsouza, President of Commerce association read out the names of the winners of the various events. Ms Sharol Rodrigues, Staff Coordinator of Commercio delivered the vote of thanks. Mr Shaan Hussain compered the program.

# ACME-2023

## THEME : MONOPOLY

Monopoly is a board game which players engage in stimulated property and financial dealings using imitation money. It is a team-building event where teams compete in business-themed challenges, akin to the strategies used in Monopoly, such as negotiation, deal-making, and resource management. It hosts as a real estate or investment seminar, drawing parallels between the Monopoly game and real-world property investment.



We had four events Mayfair(best manager),Piccadilly (Marketing), Strand (finance), Bond Street (corporate walk) Total of 10 PU colleges from in and around Mangalore participated in these events. The staff coordinators of ACME 2023 were MsDeshel Fernandes and Ms Sharol Rodrigues. Ms Akshatha Kamath and Pratham V.K. were the student coordinators.

The valedictory ceremony was held on the same day at 3:30pm in Fr Robert Sequeira hall, LCRI . Dr Manuel Tauro, Dean, Faculty of Commerce, was the guest of honour. Ms Deshel Fernandes proposed the vote of thanks, followed by the prize distribution. St Aloysius PU College bagged the overall championship.



# REPORT ON ECCELENZA - INTERCLASS COMPETITION AND PROFESSIONAL DAY

The School of Commerce, Finance & Accountancy, St Aloysius (Deemed to be University), Mangaluru, in association with ISDC, organised Professional Day - 2024 and the Valedictory of "Eccellenza – Tables of Tibet" on 18th April, 2024 in Fr L F Rasquinha Hall, LCRI Block of the University.

Dr Ronald Nazareth, Registrar, St Aloysius (Deemed to be University) was the Chief Guest for the event. Rev. Dr Melwyn D'Cunha, SJ, Pro Vice Chancellor of the University presided over the programme.

Dr Alwyn D'Sa, Registrar of St Aloysius (Autonomous) College, Dr Denis Fernandes, Director of Arrupe Block, Dr Manuel Tauro, Dean, School of Commerce, Finance & Accountancy, Dr Zeena Flavia D'Souza, Associate Dean, Ms Nandadevi, ACCA Coordinator – ISDC, Mangaluru Division, Ms Daphney Marita Sequeira, Convener, Mr Shees Muhammed Rafi K, Student Convener were on the dais.

Dr Ronald Nazareth, Chief guest, in his message, dwell on the importance of professionalism in today's rapidly evolving world. He emphasized the need for continuous learning, adaptability, and commitment to excel in one's chosen profession. He stressed on the importance of building trust and credibility both within organization and wider professional community.

Rev. Dr Melwyn D' Cunha, Pro Vice Chancellor, in his presidential remarks, urged the students to be morally upright, socially responsible, and ethically just in their career and life ahead.

On this occasion, students who have successfully completed ACCA program and become ACCA Affiliates, while doing B Com, and those who have secured All India and Global ranks in ACCA papers were recognized and felicitated. Dr Swathi Bhat, Assistant Professor, coordinated the felicitation programme.

During the programme, the students who have won various contests, of the event Eccellenza – 2024 were awarded with the prizes. Ms Carrel Sharel Periera, Assistant Professor read out the names of the prize winners.

In addition, about 60 students who have successfully completed an intensive 60 hours 'Certificate Course in Professional Accountant' were issued the Course Completion Certificate. Mr Arjun Prakash, Assistant Professor, Coordinator of the Certificate Course presented the list of Certificate awardees.

Ms Sharil Pinto compered the programme. Dr Manuel Tauro, Dean of Commerce, welcomed the gathering. Ms. Daphney Sequeira proposed the vote of thanks.



# International conference on 'Sustainable Business Practices: Issues, Challenges, and Prospects'

St Aloysius (Deemed to be University), Department of commerce in collaboration with KVC Academy and ISDC organized an international conference on 'Sustainable Business Practices: Issues, Challenges, and Prospects,' at Fr L F Rasquinha Hall on March 19 in a hybrid mode. Fr Dilan Perera SJ, director of the Jesuit Juniorate, Sri Lanka was the keynote speaker. In his keynote address, he dwelled on various issues pertaining to sustainability and business practices in a global perspective. In the technical session that followed the inaugural, R S Rajan, co-founder and director of Livpure Private Ltd and CEO of Privi Groups, Mumbai enlightened the delegates conservation of water resources and business practices relating to sustainability. In the next session CA Hastha Narayan (FCA), founder, Hastha and Company, chartered accountants, Mangaluru deliberated on green accounting and audit. The inauguration was done in a unique way by the dignitaries by planting a sapling in the pot, which was later planted at an ideal location in the campus. As a green initiative, seed pens were also released to be distributed to the students and staff through the co-operative Stores. About 550 delegates participated in the conference and 70 papers were presented on theme of the conference. Eight outstanding paper presenters were recognised and awarded with the certificate of appreciation. Dr Manuel Tauro, Dean, faculty of commerce welcomed the gathering and Dr Shobha, HOD of commerce, proposed the vote of thanks at the close of inaugural function. Ms. Renita Aranha compered the programme.



The valedictory ceremony of the conference was held in the evening. The event marked the conclusion of insightful discussions and collaborative efforts towards advancing sustainable practices. Dr Abubakkar Siddiq, Professor and coordinator, department of PG studies in commerce, University College Mangaluru was the guest of honour. He addressed the gathering highlighting the importance of sustainability in education and business world. Jeeth Milan Roche, Environmentalist was the chief guest. He enlightened the gathering on various issues such as cutting of trees for development, problems on waste management, and gave certain solutions which they have been implementing at VANA Trust, such as composting and making manure, 'Hejje' an initiative to recycle footwears to prevent throwing them to the drains and getting into water bodies. Ms Rishal D'Souza compered the valedictory programme. Ms Suchitra welcomed the gathering. Dr Zeena Flavia D'Souza, HOD, commerce (professional) and convenor of the conference, proposed the vote of thanks. The programme concluded with the national anthem.



## STAFF ACHIEVEMENTS

Dr. SHOBHA

- ✓ Presented a paper titled, “A Study on Consumer Perception Towards Hybrid Cars and E - Vehicle Cars” in an International Conference on “Sustainability and Technological Advancement in Business” organized by Patrician College of Arts and Science, Chennai.
- ✓ Attended a Seven Day National Level Virtual FDP on “Pedagogical Tools Fostering Innovation in Teaching for Generation Z Learners” organized by Department of Management, Kristu Jayanti College (Autonomous), Bengaluru.

Dr. PAUL D'SOUZA

- ✓ Was awarded Ph.D. from Mangalore University on 23rd December 2023 for the thesis titled “Socio Economic & Psychographic study of Auto Rickshaw drivers in DK district of Karnataka” under the guidance of Dr. Yathish Kumar.

Dr. CAROLEENA JANEFER

- ✓ Published research paper on the topic “Consumer protection and sustainable consumption” in International Journal of applied Engineering and Technology, Volume 5(4), December-2023. ISSN: 2633-4828
- ✓ Presented a paper titled “Assessing the Impact of Surrogate Advertisement on Youth” at the national conference on Consumer Protection in Globalized World: National and International Perspective on 9th September 2023.

Dr. BHARATHI R

- ✓ Was awarded Ph.D. from Mangalore University on 17th June 2023 for the thesis titled “Financial Literacy among members of SHG's and economic empowerment of women- A study in DK district” under the guidance of Dr. Subhashini Srivatsa.
- ✓ Published research paper on the topic “Consumer protection and sustainable consumption” in International Journal of applied Engineering and Technology, Volume 5(4), December-2023. ISSN: 2633-4828.

Dr. SMITHA DK

- ✓ Published a paper on “Effectiveness of Investors Education on Investments - A study of Investors in Mangalore”.
- ✓ Published a paper on “Challenges Encountered By Consumers due to Deceptive advertising: An investigation in the context of Mangaluru city”
- ✓ Published a paper on “Intrinsic and Extrinsic Reward: A Tool for Employee satisfaction - Study with reference to employees of Engineering colleges in Mangalore”.

Mr SHAKIN RAJ

- ✓ Published a paper on “Effectiveness of Investors Education on Investments - A study of Investors in Mangalore”.
- ✓ Published a paper on “Is advertising manipulating consumers perception? An empirical study in mangalore city”.

Ms SUCHITRA

- ✓ Published and presented a paper on “Enhancing Consumer Awareness and Protection: A comprehensive study on the consumer protection act in India”.
- ✓ Successfully completed online two -week “Refresher course in Commerce” from 31 July - 14 August, 2023 and obtained Grade A.

Dr. SWATHI BHAT P

- ✓ Published a paper on “Problems and Prospects of Women Entrepreneurs in India” in International Journal of Advances in Engineering and Management (IJAEM).
- ✓ Published a paper on “Financial Management by Large Scale Farmers on the Outskirts of Mangaluru” in International Journal of Scientific Research in Engineering and Management - UGC Care Journal.
- ✓ Published a paper on “Empowering Consumers: Navigating Rights and Responsibilities in a Commercial World”.

Ms HELMA PREETHI RODRIGUES

- ✓ Presented a paper titled “Investment Pattern of Millennial: A systematic Literature Review”.
- ✓ Presented a paper titled “Investment behaviour of generation X and generation Y”.

Ms SARITHA CRASTA

- ✓ Published research paper on the topic “Consumer protection and sustainable consumption” in International Journal of applied Engineering and Technology, Volume 5(4), December-2023. ISSN: 2633-4828.
- ✓ Published a paper on “Savings and investment behavior among women in Mangaluru”
- ✓ Published a paper on “Impact of metacognitive strategies on student learning”.

Mr AKSHITH KUMAR

- ✓ Published research paper on the topic “Consumer protection and sustainable consumption” in International Journal of applied Engineering and Technology, Volume 5(4), December-2023. ISSN: 2633-4828
- ✓ Published a paper on “Savings and investment behavior among women in Mangaluru”

Mr ARJUN PRAKASH

- ✓ Published a paper on “Crafting Careers through Theory- driven Interventions: A Scoping Review of the Utility of Social Cognitive Career Theory and Career Maturity Inventory” in International Journal of Adolescence and Youth by Taylor and Francis.
- ✓ Presented a paper titled “Socio Economic Conditions of Bhoothanarthakas in Mangalore City” at the conference on collaborating across disciplines through interdisciplinary research.

Ms DESHEL LEVINES FERNANDES

✓ Was invited as a resource person for a talk on “social awareness” at Jeevan Jyothi camp organized by Kinnigoli deanery.

Ms POOJARI NISHA GOPAL

✓ Published a paper on “Recent trends in recruitment and selection by companies” in Akshara Multidisciplinary Research Journal.

✓ Published a paper on “Women Entrepreneurship in Service Sector- A theoretical Literature Review”.

Ms RENITA ARANHA

✓ Presented a paper titled “An analysis on the startup business by Muslim women in Mangalore” at the conference on collaborating across disciplines through interdisciplinary research.

✓ Was invited as a resource person for a talk on “Practice Positive Thinking” at Cordel.

Ms SHAROL S RODRIGUES

✓ Published a paper on “College Students' Perceptions on Artificial Intelligence (AI) in Mangaluru Educational Settings”.

✓ Presented a paper titled “Social Stock exchange and its implication on impact investment” at the International conference on India's financial markets: Recent trends 2023.

Ms RISHAL DISHA DSOUZA

✓ Presented a paper titled “A study on individual awareness and attitude towards e-waste management practices in Mangalore” at the National conference on scientific approaches for sustainable development.

✓ Successfully completed online Inter-Disciplinary two-week Refresher Course in “Managing Online Classes & Co- creating MOOCS” from 05 – 19 August, 2023 and obtained Grade A+.

Ms VINITA DEEPA LOBO

✓ Attended a 30 hour Intensive Training in Teaching Excellence organized by the HR department of St. Aloysius College, Mangaluru.

Mr DEEPAK K V

✓ Published a paper on “Impact of Silicon Valley Bank Collapse on Indian Stock Market – An Event study with reference to NSE NIFTY 50 INDEX” in AI-Shodhana: Multi-disciplinary, Refereed research journal.

✓ Published a paper on “Dynamic relationship between rupee dollar exchange rate and major economic indicators”.

Ms ASHEL REBELLO

✓ Successfully completed online Inter-Disciplinary two-week Refresher Course in “Managing Online Classes & Co- creating MOOCS” from 05 – 19 August, 2023 and obtained Grade A+.

Ms ANISHA A KULAL

✓ Presented a paper titled “A study on individual awareness and attitude towards e-waste management practices in Mangalore” at the National conference on scientific approaches for sustainable development.

✓ Successfully completed online Inter-Disciplinary two-week Refresher Course in “Managing Online Classes & Co- creating MOOCS” from 05 – 19 August, 2023 and obtained Grade A+.

Ms DIPTI PADHI

✓ Successfully completed online Inter-Disciplinary two-week Refresher Course in “Managing Online Classes & Co- creating MOOCS” from 05 – 19 August, 2023 and obtained Grade A+.

Ms DAPHNEY & Ms SANJANA

✓ Presented a paper titled “Problems and challenges faced by eco entrepreneurship- A study with reference to DK district” at the International conference on “Sustainable Business Practices- Prospects, Challenges and Practices”.

Ms RAKSHITHA K.

✓ Successfully completed Two Week Interdisciplinary Refresher Course on “Research Methodology and Data Analysis” from 28th July – 10th August, 2023 and obtained Grade A.

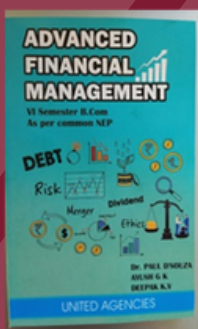
Ms CARREL SHAREL PEREIRA

✓ Was invited as a resource person for the session on “Youth and Leadership” organised during NSS Annual Camp of School of Social work, Roshni Nilaya, Mangaluru.

✓ Chief guest at NSS Day celebration at Trisha College, Mangaluru



Dr.ZEENA FLAVIA DSOUZA authored a book titled “Cultural Diversity at Workplace” for VI Sem B.Com as per NEP



Dr. Paul Dsouza & Mr Deepak K.V authored a book titled “Advanced Financial Management” for VI Sem B.Com as per NEP

# STUDENT ACHIEVEMENTS

## ACCA

The following students have cleared the audit and assurance (AA) paper

III year	
Chris James Dsouza	Iishma Mary P.B.
Thresia MG	Galvin Roy Dsouza
Ann Treessa Boben	Trisha Lynn Miranda
Abdul Khader	Luke Samson Lobo
Winston Lobo	Nikita Veigas
Mohammed Mazin Abdul Rawoof	Ethan Gladson Sequeira
Carel Siena Monteiro	Vashnavi I
Aldon Vinoy Dsouza	Rony George
Vanessa Dsouza	
II year	
Mohammed Rufaid A R	Nizam mary Varkey
Davion Norbert Mendes	Jaston Arlen Dsouza
Sasha Ima Sequeira	

The following students have cleared the Financial Management (FM) paper

III year	
Mehwish Rafiq	Albin Jacob
Mohammed Mazin	Lenisha Malaika Moras
Neha R Amin	Trisha Lynn Miranda
Nayeeef Sawada	Nikitha Vegias
Geanne Maria Dsouza	Winston Lobo
Ameera	Gayathri Shyju
Thresia MG	Fathima Shazin
Chris James Dsouza	Lishma Mary PB
Shees Muhammed Rafi K	Princia Dsouza
Sharil Pinto	
II year	
Davion Norbert Mendes	Mohammed Rufaid AR
Lan Melster Cardoza	Riona Meryl Rodrigues

The following students have cleared the advanced Financial Management (AFM) paper

III year	
Geanne Maria Dsouza	

The following students have cleared the Financial Reporting (FR) paper

III year	
Princia Dsouza	Melvika Riya Dsouza
Luke Samson Lobo	Ardra Saji
II year	
Sasha Ima Sequeira	A Mohammed Anas
Sonia Regina Dsouza	Devang Patel
Valenteena Lobo	Diya Girish

Rasha Fathima	Giselle Victoria Martis
Sonal Mahima Crasta	Jaston Arlen Dsouza
Mohammed Mazin	Larrel Andrea Rodrigues
Muskan Begum	Mohammed Adnan
Princia Maria Dsouza	Raheen Haris Moideen
Jiya Melita Fernandes	Rimsha Fathima
Mohammed Nazeem Shameer	Riona Meryl Rodrigues
Saisha Sathyapalan	Sultan Siddick Omer
Shaikh Mohammed Nayhan	Mohammed Rufaid AR
Rishaan Mahesh	Lan Melster Cardoza
Leston Fernandes	Shriram
Creswill Aaron Rosario	Ananthadeepa Marathe
Dilon Atish Dsouza	Deona Joseline Dsouza
Abiya Manuel	Mufeed Ahmed Ali
Davion Norbert Mendes	Rebecca Angela Pinto

The following students have cleared the Advanced Audit and Assurance (AAA) paper

III year

Aldon Vinoy Dsouza	Calida Naomi Lobo
Geanne Maria Dsouza	Rachel Rose Pias
Chris James Dsouza	Nayeef Sawada

The following Students have cleared the Strategic Business Reporting (SBR) paper

III year

Calida Naomi Lobo	Carel Siena Monterio
Trisha Lynn Miranda	Vineeth Nixon Dsouza
Ethan Gladston Sequeira	Nayeef Sawada
Geanne Mary Dsouza	Vaishnavi
Rishon Alton Dsilva	

The following Students have cleared the Strategic Business Leader (SBL) paper

III year

Rachel Rose Pias	Ameera
Calida Naomi Lobo	

## CA

The following students have cleared CA Foundation paper

III year

Afhan ahmed	Nihal KB
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II year

Chaithanya M	David Pinto
Yeshas SR	Anoop Preetham Pasanna
Fathima Insha	Anvisha Dsouza
Fathimatul Shifana	Meha Fathima
Jennica Velanie Cordeiro	Mohammed Ruhaib
Hana hasan Bava	Nawaf Imthiyaz Sihabuddin
Joyce Pearl Rodrigues	Reshanth James Dsouza
Khushi Rai G L	Sharun Vijwal Goveas
Larren Raj Karkada	Sathvik Umanath Kotekar
Rahul Guruprasad Pawaskar	Sathvik S Kumar
Pournami Shetty	Shruthi



Simran Maria Ighetto	Vaishnavi Shetty
Thanush S	Wren John Pereira
Vijeth VK	Chrishma Rodrigues
Trushar MB	

**I year**

Crystal Maria Mendonca	Jahnavi J
Nishath	K Prapthi Rao
Prathiksha Shetty	Riona Rodrigues
Suha Khan	Sharanya S Rao
Sujan Sequeira	

The following students have cleared CA intermediate paper Group 1

**III year**

Parnika Bhat	Melania Lobo		
Renisha Anthony Monteiro	Akshatha V Kamath		
Relwyn Rodrigues	Chelsea Priyanka D Sa		
Madhusoodan CH	Mohammed Mahroof		
Shravya	Surabhi S		
Harshitha S Rao	Ramsi Krishna		
	Alisha Rodrigues		

**II year**

Smrithi Purandara Shetty	
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The following students have cleared CA intermediate paper Group 2

**III year**

Sathvik S Bhat	
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**REGULAR**

The following Students of Regular batch have cleared other Professional exams

Joel Pais	CA Foundation	I BCOM D
Nihar Rai K	CA Foundation	I BCOM D
Chrisma Rodrigues	CA Foundation	II BCOM D
Sai Nandan Lokare	CA Foundation	II BCOM E
Rohith Damien Pereira	CA Foundation	I BCOM B
Ayona Gloria Rodrigues	CA foundation	I BCOM B
Aditi Raj	CA Intermediate group1	III BCOM C
Mohammed Ayaz Sheikh	Corporate and Business Law (ACCA)	III BCOM E
Mohammed Ahraz	USCMA	III BCOM F
Deepthi Monteiro	USCMA	III BCOM F



# SPORTS ACHIEVEMENTS

- Nishel Delphina Dsouza of 3rdBcom C (213348) represented Karnataka and won Silver medal in National Level Weightlifting competition in 76kg category, which was conducted in ASMITA KHELO INDIA Women's junior weightlifting zonal championship held at Thrissur, Kerala from 6th to 10th November 2023 and Bronze medal in 76kg category in Women's senior weightlifting zonal championship, also has won gold medal in 76kg category at CM Cup Dasara state level Weight Lifting competition held at Mysore from 16th to 21st October, 2023. She lifted 174 Kg in Snatch & Clean & Jerk.
- Preksha P Karkera of 1stBcom (2334058) has won gold medal in women's singles and doubles at CM Cup Dasara state level Table tennis competition held at Mysore from 16th to 21st October, 2023.
- Harshita V Salian 1stBcom 2331036 has won gold medal in 84kg category at State level Junior Power Lifting Competition organized by Karnataka Power Lifting association, held at Nelamangala, Bangalore from 29th to 31st March, 2024, also has won silver medal 85kg+ category at Karnataka State Equipped & Classic Bench Press Championship, 2023 held in Mangalore's Town Hall from 29th September to 1st October, 2023.
- Alisha Maria Noronha 1stBcom 2334025 has won gold in 76kg category at Karnataka state junior Classic Power Lifting championship 2024 organised by Department of youth empowerment & sports, Govt. of Karnataka, held at Amedkar Bhavan, Urwa store, Mangalore on 14th & 15th March, 2024
- Bhuvi G.S 223920 has won bronze medal in individual Kumite at State Level 14th Kio Selection tournament held at Hubli, also won first place in Kumite 50kg category at SDPT First Grade College, Kateel on 2nd April 2024.
- Men's Hockey team has secured the Winner's trophy at the Dasara District level Hockey tournament 2023, held at NITK, Surathkal on 1st October, 2023. The following were a part of the team: B.V..Avin Aiyanna (213304), Kaverappa K.A. (223328), C.R. Rakshith (223217), Tanish Thammaiah S.R. (223572),Somanna PM (213613), Rohan C (224862), Chinnappa KS (223422),Thushar M.B. (223867)
- College Women's Kabaddi team has secured the Winner's trophy at the SPIRITUS Cup 2023 Inter Collegiate Kabaddi tournament organized by SCS First Grade College, Mangalore on 6th November, 2023, Shreya 223473 was a part of the team
- College Women's Throwball team has secured the Winner's trophy at the SPIRITUS Cup 2023 Inter Collegiate Throwball tournament organized by SCS First Grade College, Mangalore on 6th November, 2023. The following were a part of the team: Harshitha.V.Salian 2331036 and Mayol Lyra Dsilva 2339005 .
- College Men's Cricket team has secured the Winner's trophy at the SPIRITUS Cup 2023 Inter Collegiate Cricket tournament organized by SCS First Grade College, Mangalore on 6th November, 2023.The following were a part of the team: Prathamesh D. Nayak 213455,hithesh P.V. 213229,Sacheth Kumar Kordel 213556,Amay P. Acharya 213621,Ryan Brazil Gonsalves 213358,Thushar Shetty 213563 ,Ayush K.H. 213184,Sathvik S Kumar 223854, Nishil S.Naik 213545, Daivik Prabhu 213205, Tushar Suvarna 2332019.

- College Men's Hockey team emerged as champions in Dakshina Kannada Hockey League & Benjameen D'Souza Rolling Trophy held at Marina Hockey Field, KMC Attavar on 6th & 7th April, 2024. Kaverappa II Bcom C was awarded as Best Player of the tournament.
- St. Aloysius College Chess Women team Emerged as Champions and Men's team has Won Runner-Up trophy at the Mangalore University Inter Collegiate Chess Tournament held at Dr BB Hegde First Grade College, Kundapur on 1st & 2nd December, 2023. The following were a part of the team: Sweeton Dsouza 213260 and Sathvik S Bhat 213817
- Aloysius College Chess Women team Emerged as Champions and Women's team has Won Winners trophy at the Mangalore University Inter Collegiate Chess Tournament held at Dr BB Hegde First Grade College, Kundapur on 1st & 2nd December, 2023. The following were a part of the team: Snehashree K.P. 223863 and Prathiksha Shetty 223843
- St. Aloysius College Men's team emerged as champions at the Mangalore University Inter Collegiate Swimming competition held at St. Aloysius College Swimming pool, Organized by GFGC, Balmatta, Mangalore on 18th October, 2023. Mr.Pranaam B.P. student of 2nd year B.Com received the prestigious title of Best Swimmer in the men's section was for the year 2023.
- St. Aloysius College Women's Table Tennis Team has won the winner's trophy at the Mangalore University Inter Collegiate Table Tennis Tournament held at MGM College, Udupi on 30th October, 2023. Preksha Karkera a student of 1st year B.Com awarded as the Best Player of the year 2023 in the women's section.
- St. Aloysius College Women's Badminton Team has won the Runner-Up trophy at the Mangalore University Inter Collegiate Badminton tournament held at Fr. Muller's Speech & Hearing College, Mangalore on 13th & 14th December, 2024. The following were a part of the team: Anwitha Pai 213136, Snehashree KP 223864, Avani H Shetty 2337022, Ankitha C.M.: 213104
- Nishil S. Naik student of 3rd BCom won 2nd place in Mangalore University Inter Collegiate Weight Lifting competition, also won 2nd place in 81 kg category at SDMBBM College, Mangalore on 18th & 19th March, 2024.
- St. Aloysius College women Throwball team emerged as champions in the Mangalore University Inter Collegiate Mangalore zone & Inter zone Throwball Tournament held at St. Aloysius College, Mangalore & SKVMS College, Koteswara from 25th to 27th March, 2024. Ms.Deona Carol awarded as the Best Thrower & Ms.Anamika V.S. awarded as Best All rounder in Mangalore zone & Ms. Harshith V. Salian awarded as Best Thrower in Inter zonals. The following were a part of the team: Harshitha.V.Salian 2331036, Joylin Jeshma Dcosta 2335070, Avita Dsouza 2335069.

# Commerce

## EXTRA CURRICULAR

Roshni Shenoy from II B.Com E batch (223557) has secured II Place in the National Level Yoga Championship 2023 organised by Shivajyothi Yoga Kendra, Bangalore on 4th, 5th and 6th August 2023 and has also received the Yoga Jyothi Award 2024 from Shivajyothi Yoga Kendra, Bengaluru.

B Manjunath Pai and Sanketh Alva from II B.Com. won the II Place in Rotoquiz Mangalore Round, organised by the Rotary Club of Bangalore, which was held on 23rd September 2023.

Zonal level cultural competition Tandav organised by Rotract club of Srinivas University Institute Of Engineering and Technology, Manglore Mukka on 22/10/2023.

Group dance Winners:

Prathiksha shetty (II Bcom H), Sushma k(II Bcom F), Spandana Gowda (II Bcom H), BRVishma(II Bcom H), Lerina Mary Madtha(II Bcom F)

Treasure Hunt Winners

Pournami shetty (II Bcom H), Prathiksha shetty (II Bcom H), BR Vishma (IIBcom H), Chaman (IIBcom H), Shesnasanthosh (IIBcom H)

Solo singing Runner up

Jennica Velanie Cordeiro (II Bcom H)

Overall Runners Up in ZENITH fest organised by St Agnes College (Autonomous), Mangalore on 31st October 2023:

Renial D'Souza, II B.Com. won the Runner up in Public Relations, Chirag Bajal was the winner of Best Manager.

Aeshah Kashifa, II BCom, Mahima Viola Mascarenhas & Nazneen M H, II B.Com have secured the first place in the event BATTLE OF BEAGLES at the National Level Intercollegiate Fest - 'Expressions 2023-EMPORIA: The Battle of Empires' held on the 3rd & 4th of November 2023 at School of Social Work, Roshni Nilaya, Mangalore.

Overall winners in Daksh 23' fest organised by De Paul Institute of Science and Technology (Kochi) on 7th and 8th November 2023.

HR Game ( Runners up )

Renial D'Souza (II BCOM C), Armaash Akram (III BCOM A) , Riona Vas (III BCOM B) , Krish N Kotecha (II BCOM C)

Overall Championship at 'Nirvana' - A National Level Management Fest held at St Joseph's College (Autonomous), Devagiri, Calicut on 19th & 20th January 2024.

Wealth Managers - Winners

B Manjunath Pai and Glania Prishal Bennis from II Bcom B

Best Management Team - Runners up

Sheik Eshan, III BCOM E, Safwan Hussain III BCOM F, Winston Lobo, III BCOM G, Tahsin Ahmed, III BCOM G

Marketing Game - Runners up

Pratham Vijay Kumar, III BCOM I, Namitha N Rao, III BCOM B, Ananya D Ullall, III BCOM B, Sanketh Alva II BCOM B.

Team Interstellar of St Aloysius College has won the Battle of Bands Competition organised and conducted in Tapmi College of Management, Manipal in the Atharva College Fest on 20th January, 2024.

- 1) Damien Rego, III BCom;
- 2) Ruben Lucas Mendonca, III BCom;
- 3) Abin Vincent, III BCom;
- 5) Jenison Alen Miranda; III BCom;
- 6) Nagarjun Shet, III BCom;
- 7) Chris James DSouza, III BCom.

Overall runners in the National Level Management Fest "Naissance" organized by SDM Institute of Management Development, Mysuru on 2nd & 3rd of February, 2024.

Dance of Algorithms- Winners

Ms. Saloni (223979)

Ms. Vruddhi Kanchan (223376)

Mr. Michael Dsouza (2331040)

Ms. Tejasvi S (223986)

Mr. Jaswin (2335005)

Masterstroke (Painting)- Runner up

Ms. Afaf Aysha (223407)

The following students won in Udgham fest organised by M.com department of St. Aloysius (Deemed to be university):

Sanketh Alva 223289 and Anupam Gaonkar 223208 from II B.com runners up in quiz.

Mel Glisten 2335084 and Ketan Baliga 2335039 from I B.com runners up in marketing.

Overall Runner's Up in national level fest 'EXCELSO' held at Milagres College, Mangalore on 23rd March 2024.

Wayne Ferdinand Goveas and Hansh S Amin from I B. Com D Batch secured the First place in Human Resource Event.

Sanketh Alva 223289, B Manjunath Pai 223213 and Vedant Shetty 213754 have won first place in Whiz Quiz organised by Sahyadri College, Mangalore held on 22nd and 23rd March 2024.

The following students have won in MAGMA-24 a national level fest organised by Srinivas University, Mangalore held on 27th and 28th March 2024:

Jaden Floyd Pereira 223524 and Andrew Rohit Lobo 223508 from II b.com E First place in Best Entrepreneurs.

Sherwin Dsouza 223669 and Lenin Coutinho 223530 from II b.com E First place in Finance.

The following Mcom students have won in Shree Devi Echelon'24 :

Ms Vanessa Monteiro and Ms Gloria Rodriguez won second place in Tech Humanos

Mr Roval and Ms Adline won second place in Tech Whiz

# STAFF CO-ORDINATOR AND STUDENT EDITORS(PG)



MS JENNIFER MARIA QUADRAS



MS NANDINI



ROSHAN



VANESSA MONTEIRO

## M.COM INDUSTRIAL VISIT- 2024

### Trip 1

The department of Post Graduate Studies and Research in Commerce, M. Com, St Aloysius College (Autonomous) Mangaluru, organized a four-day industrial visit from 20th January to 24th January to Coimbatore-Ooty-Kodaikanal for the second-year students. There were 17 students, accompanied by two lecturers of the department, Ms Niveditha and Mr Mahammad Thauseef. Mr Vikarm, the student co-ordinator of the industrial visit, shouldered the responsibility of organising it.

#### DAY 01: COIMBATORE

- ❖ R. S Industry (Kalapatti, Coimbatore).
- ❖ Isha Foundation (Velliangiri, Coimbatore)

#### DAY 02: OOTY

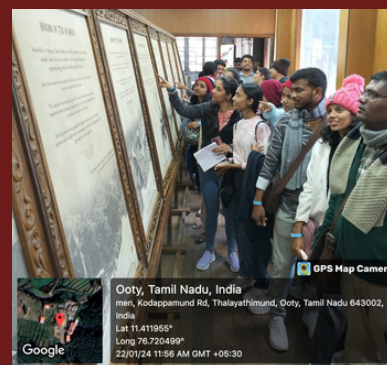
- ❖ Doddabetta Peak
- ❖ Ooty Tea Factory
- ❖ Government Botanical Garden

#### DAY 03: KODAIKANAL

- ❖ Silvar Cascade Falls
- ❖ Coakers Walk
- ❖ Kodaikanal Lake

#### DAY 04: KODAIKANAL & COIMBATORE

- ❖ Moir Point
- ❖ Pine Forest
- ❖ Guna Cave
- ❖ Pillar Rock



## Trip 2

The department of Post Graduate Studies and Research in Commerce, M. Com, St Aloysius College (Autonomous) Mangaluru, organized one-day industrial visit on 25th January, 2024 to Vamanjoor and Yeyyadi. There were approximately 60 students, comprising both the first and a few second-year students of M. Com accompanied by two lecturers of the department.

- ❖ 01: Mushroom Factory (Vamanjoor)
- ❖ 02: Modern Kitchens (Yeyyadi)



## Trip 3

To immerse the students in the tangible realms of the industries, providing them an authentic encounter with the real-world professional landscapes, the department of Post Graduate Studies and Research in Commerce, M. Com, St Aloysius College (Autonomous) Mangaluru, organized one-day industrial visit on 27th October, 2023 to Karkala and Manipal. There were approximately 70 students, comprising both the first and second-year students of M. Com accompanied by three lecturers of the department.

- ❖ 01: Bola Raghavendra Kamath & Sons
- ❖ 02: Rainbow Group of Company
- ❖ 03: Malpe Beach and Sea Walk



# GUEST TALKS-PG

DATE	TOPIC	RESOURCE PERSON
07 August 2023	Resume Writing & Interview Etiquettes	Ms. Flona Soans Dean of Training, Placement and Careers, St Aloysius college (Deemed to be university), Mangalore
28 August 2023	A Roadmap to Research	Dr Ajaya Assistant Professor Department of commerce & management, Govt first grade college, Haleyangadi
10 October 2023	Learning Skills and Stress Management	Dr Sukanya VP Assistant Professor, Department of Swasthavritta, Karnataka Ayurveda Medical College
25 October 2023	My Insurance, My Responsibility	Mr. Joyan Dsouza HOD of Mcom F&A St. Aloysius Deemed to be University
25 October 2023	Connecting the dots – Networking Strategies for Commerce students <sup>3</sup>	Mr. Mahammad Thauseef Assistant Professor Mcom St. Aloysius Deemed to be University.
11 January 2024	Project Proposal	Dr Jnaneshwar Pai Maroor Assistant Professor, NITTE Deemed to be University
03 February 2024	Alumni Interaction on Excelling in Self Presentation	Ms. Pooja Junior research fellow, Department of commerce, MAHE
06 February 2024	ADCDE – Five mantras for life	Ms. Megha Rao Lecturer, Canara college, Mangalore
23 February 2024	Skill development for career excellence	Dr Jnaneshwar Pai Maroor Assistant Professor, NITTE Deemed to be University
29 February 2024	Understanding the essentials of statistics in research	Dr. Shakira Irfana, Associate Professor, Yenepoya Deemed to be University
17 October 2023	Being Effective Executive	Fr. Vishwas Joy Misquith Treasurer, MJES
4 March 2024	Startups – A new paradigm for young Entrepreneurs	Dr Adarsha Gowda Dean Entrepreneurship and consultancy cell, Assistant Professor St. Aloysius Deemed to be University



# FRESHERS DAY

Freshers' day symbolizes the dawn of a new chapter in a student's journey, an official initiation into the vibrant tapestry of college life and in particular to the department of M. Com. It stood as an exuberant juncture for the illustrious department of M. Com as we enthusiastically readied ourselves for the grand celebration of Freshers' Day, aptly christened as "Aurora" on the auspicious day of September 26, 2023, within the splendid confines of Eric Mathias Hall. Ms Gloria Rodrigues compered the event and Sr Jovita Tellis & team invoked God's blessings through a bhajan. Ms Vanessa Monteiro welcomed the august gathering while Ms Renita Fernandes proposed the vote of thanks. As a prelude to the Freshers' Day the following engaging and interesting activities were conducted by the second years to the newcomers during the week:

- \* **Movie Adda:** the divided groups had to perform a sequence from a particular movie, through their acting, dancing or singing.
- \* **Playback:** the groups had to recreate the program on a particular TV channel as the judges kept on changing the different channels like serial, devotional, songs, dance, news, animal planet, cartoon, fashion and the like.
- \* **Fun Games** like passing the confetti with the help of a straw, reverse dumb-charade and puzzles.
- \* **Instant Reels** making and think out-of-the-box quiz.



On the Freshers' Day a total of ten girls and seven boys competed ardently for the coveted titles of Mr and Ms Fresher. These aspiring contenders underwent a rigorous evaluation spanning three distinct and demanding rounds. With unwavering determination, they bestowed their utmost efforts upon the stage, each endeavouring to unveil their unique talents, steadfastly braving the adversarial elements posed by both discerning judges and a captivated audience. Ultimately, the prestigious titles of Mr Fresher and Ms Fresher found their rightful owners, with Mr Kanchan Bara and Ms Rachana respectively. Guiding the destiny of these aspiring stars were the accomplished alumni, Mr Kishore and Mr Aaron, who joined Mr Mahammad Thauseef as the esteemed panel of judges.

# MASTHISHKA 2023

The Department of Postgraduate Studies and Research in Commerce, St Aloysius College (Autonomous), Mangaluru organized the grand finale of MASTHISHKA 2023 – A Cerebrum Hack – an interclass Business Quiz competition conducted for the final year students of commerce and business administration.

CA Sunitha R Furtado, partner, Nitin J Shetty & Co, Mangaluru, was the chief guest and inaugurated the programme. Dr Praveen Martis, SJ, principal, presided over the programme. Dr Loveena Lobo, director of Maffei Block, Jennifer Maria Quadros, hod of PG Studies and Research in Commerce, Niveditha & Renita Joyce Fernandes, the programme convenors were present on the dais. Dr Awlyn D'Sa, registrar & controller of examination of the college; Dr Denis Fernandes, director of Arrupe Block and staff members were present for the programme.

CA Sunitha in her inaugural address stated that students should convert their academic knowledge into action and cultivate critical thinking skills during emergency times. It is important to take part in quizzes and puzzles which will activate our brain. She also said that reading habit is most important in life and through reading students will get more knowledge of current affairs. Now-a-days, anyone can gather information through various technological avenues, but methodical manner will keep everything in order, she added.

Dr Praveen Martis in his presidential remarks encouraged the students for higher studies and research. He suggested the students to be passionate in their learning process. Dr Shakira Irfana, staff of PG commerce was the quiz master for the pre-finals and Mohammed Thouseef, staff of PG commerce was the quiz master for the finals. Edna Menezes, student coordinator compered the programme. Fr Vishwas Misquith welcomed the gathering. Askar Thayyil, student co-coordinator proposed the vote of thanks.



## **INTERNATIONAL CONFERENCE ON "RESHAPING THE FUTURE: EXPLORING CHALLENGES AND INNOVATIONS IN BUSINESS AND EDUCATION"**

The Department of Post Graduate Studies and Research in Commerce at St. Aloysius (Deemed to be University) organized an International Conference titled "Reshaping the Future: Exploring Challenges and Innovations in Business and Education" on March 15, 2024. The event took place at the Eric Mathias Hall, located within the Maffei Centre for Post Graduate Studies.

The conference was inaugurated in the esteemed presence of Chief Guest Prof Dr M S Moodithaya, Vice Chancellor of Nitte (Deemed to be University), along with Guests of Honour: Dr Marc Tomljanovich, Dean of the Lambardo College of Business, Millersville University, USA; Dr Marc Harris, Dean of the College of Science & Technology, Millersville University, USA; and Dr Dan Kulmala, Assistant Vice President for International Programs & Global Engagement, Millersville University, USA. The President of the event was Rev. Fr Melwin Joseph Pinto, SJ, Rector of St Aloysius Institutions. Mr. Joyan Dsouza, Head of the Department MCom (Finance and Analytics) welcomed the gathering and introduced the esteemed guests for the day. 150 participants attended the conference. Dr Marc Tomljanovich delivered the keynote address on "The Future of Business Work and Education: US & Global Innovations," offering insights into emerging trends and innovations shaping the business and educational landscape. Mr Thousif, Assistant Professor, M. Com (General), compered the session.

91 research papers were presented at the conference. Dr R G D Souza, Principal of Yenepoya Institute of Technology, Mangaluru, delivered a talk on "Artificial Intelligence & Future of Higher Education," shedding light on the transformative potential of AI in shaping the future of academia. Dr R G D'Souza, Principal of Yenepoya Institute of Technology, Mangaluru was the chief guest for the valedictory ceremony and Dr Loveena Lobo, Director, Maffei Block presided over the session. Ms Renita Fernandes, Assistant Professor, M. Com (General) compered the session and proposed vote of thanks.



## "HONORING WOMEN: MCOM (FINANCE AND ANALYTICS) WOMEN'S DAY CELEBRATION"

On March 20, 2024, the Department of Post Graduate Studies and Research in Commerce, led by the Head of Department, Mr. Joyan Dsouza, organized a heart-warming surprise Women's Day celebration for all the ladies associated with the department. The event took place in Room Number 407 of the Maffei Block at 7:15 PM.



The initiative aimed to recognize and appreciate the invaluable contributions of women within the department, including nine students and three faculty members. The atmosphere was filled with joy and appreciation as the women were greeted with warmth and admiration. To kick off the celebration, spot games were organized, bringing laughter and camaraderie among the participants. Prizes were distributed to winners, adding an element of excitement to the evening. Additionally, a poignant short film titled "Juice," depicting the significant roles and sacrifices of women within families, was screened, resonating deeply with the audience.



As the evening progressed, all the ladies of the department were given the opportunity to share their thoughts and express gratitude for the thoughtful gesture of organizing the Women's Day celebration. Their heartfelt words underscored the significance of acknowledging and honouring the contributions of women in all spheres of life. In his closing remarks, Mr. Joyan Dsouza, the HOD, emphasized the importance of respecting and valuing the role and sacrifices of women in shaping a better society and future. He highlighted the need for gender equality and pledged continued support for initiatives aimed at empowering women within the department and beyond. The program was beautifully compered by Mr Mackly final year student of the department. The Women's Day celebration organized by the Department of Post Graduate Studies and Research in Commerce was a touching tribute to the women associated with the department, fostering a sense of appreciation, unity, and empowerment.



# ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAMME ON VISIT TO YENENOYA TECHNOLOGY INCUBATOR – AWARENESS OF TRENDS IN TECHNOLOGY

Department of Postgraduate Studies and Research in Commerce - M. Com (Finance and Analytics) organized an educational visit to Yenepoya Technology Incubator on February 24, 2024. 19 students and 2 faculty members of the department participated in the visit.



Overall, the visit to Yenepoya Technology Incubator served as a catalyst for expanding students' understanding of the intersection between finance, analytics, and healthcare technology. It provided a platform for students to explore emerging trends, fostering a deeper appreciation for the role of technology in revolutionizing the healthcare industry. Aimed at broadening the knowledge base of the students, the visit proved to be an enlightening experience.



The visit was organised under Entrepreneurship and Skill Development Programme of the department to create awareness in trending technologies. At Yenepoya Technology Incubator, students were exposed to a plethora of modern technological advancements specifically tailored for the healthcare sector. The staff at the incubator played a pivotal role in elucidating the myriad facilities available and the diverse operations undertaken within the incubator's premises. Throughout the visit, students had the opportunity to engage with the knowledgeable staff, gaining valuable insights into the intricacies of technological innovations in healthcare. They were introduced to various state-of-the-art facilities and equipment, witnessing first-hand the transformative impact of technology on healthcare delivery and management.



# ALOYSIAN FEST-2024: UDHGAM

## A National Level Undergraduate Fest

The Department of Post Graduate Studies and Research in Commerce at St. Aloysius (Deemed to be University) successfully organized UDHGAM 2024, a national-level undergraduate fest, on March 16, 2024. This event marked a significant milestone in fostering academic and cultural exchange among students from various undergraduate colleges across India. UDHGAM 2024 featured six diverse events, showcasing the multifaceted talents of participating students. The events were conducted in Maffei Block. These events included:



**Athulyam** - The Best Manager Event, designed to test participants' managerial skills and decision-making abilities under pressure.

**Akshaya** - The Finance Event, which provided a platform for students to demonstrate their financial acumen and analytical thinking.

**Achintya** - The Marketing Event, where participants showcased their creativity and strategic marketing skills.

**Takshak** - The HR Event, focusing on human resource management challenges and solutions in today's dynamic business environment.

**Adhira** - The Quiz, a stimulating intellectual challenge covering a wide range of topics to test participants' knowledge and quick thinking.

**Advaya** - The Advertisement Event, allowing students to unleash their creativity in designing and presenting compelling advertisements.

A total of 34 teams from various undergraduate colleges across India enthusiastically participated in these events, bringing together a diverse pool of talent and perspectives. The competitive spirit and camaraderie among the participants added to the vibrancy of the fest, creating a memorable experience for all involved. UDHGAM 2024 was an integral part of the PG Fest organized by all the Post Graduate Departments of St. Aloysius (Deemed to be University). This collaborative effort not only provided a platform for undergraduate students to showcase their skills but also fostered interaction and collaboration between undergraduate and postgraduate students, enriching the academic and cultural landscape of the university.

During the valedictory programme in Eric Mathias Hall, Maffei Block SDM College, Mangalore emerged as overall champions and Alvas College Moodbidri secured the 1st Runner up trophy.

UDHGAM 2024 exemplified the spirit of academic excellence and cultural diversity, contributing to the holistic development of students and promoting a sense of community within St. Aloysius (Deemed to be University) and beyond.

# TRADITIONAL DAY – GO DESI

To celebrate the unity in diversity of this great country the department of Post Graduate Studies and Research in Commerce, M. Com, St Aloysius College (Autonomous) Mangaluru, celebrated the Traditional Day with the theme “Go Desi” on 26th October, 2023 at Eric Mathias Hall. The celebration kick started with a fellowship meal at Gelge Hall. Each student made the day more colourful and delightful with their traditional attire. The most exciting activities were awaited post-lunch. All the students, staff and the invited guests were traditionally welcomed at the entrance with the sprinkling of rose water.

The Traditional Day was symbolically inaugurated by lighting of the lamp. Ms Adline Alvares welcomed the august gathering while Ms Karthik Upadhyaya expressed his sentiments of gratitude. Ms Silka Mary, Mr Mohammad Hafil and Ms Vaishnavi invoked God’s blessing through prayer. Ms Vanessa and Ms Anushree anchored the colourful program, adding an extra layer of elegance to the proceedings with their multi-lingual anchoring skills.

The alumni of the department Ms Sweedal, Mr Kishore, Mr Nevil, Ms Daphney and Ms Sanjana brought joy to the event with their presence and by being judges for the activities and in choosing Mr and Ms Desi. They encouraged the students to conduct many more such events and take the M. Com department to the greater heights. They also enthralled the audience with their impromptu performances.



The students were divided into groups beforehand and were given five minutes to represent the allotted state, like Tamil Nadu, Kerala, Gujrat, Maharashtra, Goa and Karnataka. Besides, there was a reel making competition with the theme: “Preparation for Traditional Day”. The highlight of the day was the important task of choosing Mr and Ms Desi for the year 2023-24. At the end of the day, Team Goa bagged the prize for the group event while Mr Watson and Ms Jeshma were awarded Mr Desi and Ms Desi respectively for 2023-24. Ms Vanessa and Ms Anushree won laurels in reel making competition. The day witnessed the energetic performances by the students who won appreciation by all.

# RURAL IMMERSION PROGRAMME

As first-year students of Post Graduate Studies and Research in Commerce, students are required to conduct research on the topic of “Decision making process in family and the role of women” as part of this Immersion Program. The theme for this immersion program was appropriate since it highlights how important it is for women to have a say in decisions made in the family. It looks into how women are becoming more empowered and influencing decisions about healthcare, education, finances and the general well-being of the family. This topic is important for understanding how society is changing and for advocating for gender equality in family decision-making.



The students left on December 6, 2023, for the Rural Immersion Program in Hangal and arrived early on December 7. The students were from three departments: MA English, MSc Food Science and M. Com. There were 41 students from the Department of Commerce accompanied by Ms. Renita Fernandes, the assistant professor. Fr Gerald D’Souza SJ, the director of Loyola Vikas Kendra (LVK), gave a brief orientation. Villages were designated and groups were formed. The students went back to LVK on December 11, to complete the evaluation of the Rural Immersion Program. The Rural Immersion Programme was followed by a short sightseeing to Tibetan Colony at Mundgod.



Through this program, students were able to fully experience rural life and become aware of the problems these communities face.





# STUDENT INTERVIEWS



**“ From student to ACCA Graduate: An encouraging interview with Rachael Rose Pais “**

**What made you to choose ACCA as ur stream and are you happy choosing it ?**

I chose ACCA as my stream because back then it wasn't widely recognised it was slowly getting recognised by people and it provided opportunities to learn things which we would otherwise not learn with just a Bcom degree and I always wanted to do something extra along with my bcom and acca was my right fit for it.

I am extremely happy. There were uncertainties initially with the course but now as I look back I am thankful that I chose it and I am also happy with the future ACCA is providing to young people like us.

**How did you manage your time effectively while studying for the exam & how was ur experience overall ?**

The best preparation comes with consistency and practice especially on days where we don't feel like studying. So my strategy has always been to first gain clarity on the concepts and then move ahead with solving practice questions and finish it with revision because without revision, even consistent learning is not going to help. Looking back it was a mixture of excitement, nervousness but overall a very good experience. I learnt the value of determination and being consistent throughout my acca journey.

**How do you feel being a Affiliate?**

My family is very happy and that makes me happy. And i believe being an affiliate is just a baby step to many more things that I want to do and learn in the future. So the accomplishment of this first step makes me very happy.



**“From student to ACCA graduate & Rank holder : An inspiring interview with Calida Naomi Lobo“**

**What motivated you to pursue ACCA, & how did you get started with it ?**

I am happy pursuing the ACCA -( Association of chartered certified accountants ) course, given its growing recognition and importance in the job markets I feel like it will give me an edge and make my application competitive to other candidates.

Commerce stream wasn't my first choice back then , in fact I'd taken admission for PCMB before starting my college, but something didn't add up in my mind and I changed my application to BSBA combination a few days before my 10 th std results, everyone called me crazy and questioned to ask why I would choose commerce when I had such good grades, back then I didn't have an answer, i just went with my gut feeling. But today I know I made the right choice for myself and I have no regrets, following my PUC I knew that I wanted to pursue ACCA because of its worldwide recognition and the short time frame required for its completion. After doing some research I found that St Aloysius College offers a BCOM embedded ACCA program which gives exemptions of up to 6 papers and I felt like it was a perfect choice for me.

**What was your preparation while studying for the exam and how did u manage it overall ?**

During my skill level exams I prepared for almost 1-1.5 months because i wanted to give in my 100% to clear exams in the first attempt. Once I cleared my skill level papers in first attempts with good scores my confidence shooted up and I started realising my potential and what I was capable of. During my advanced audit and assurance paper I prepared myself hoping for a rank, but I lost it by very minimal Marks, not being disheartened I attempted 2 papers together during my last attempt and I got a rank in one of those papers which was AFM and it was very unexpected and surprising for me.

**How do you feel being a Rank holder & affiliate?**

I feel very proud and happy firstly because I was able to clear all my papers in the first attempt that too before bcom, and my joy doubled because I was successful in even getting a rank, my parents and my friends have been an immense support throughout my journey and I am grateful that I could make them proud and happy as well.

# ARTICLES



## "THE EVOLUTION OF RAP INDUSTRY"

### Mohammad Ismail Arf

Starting in the late 1970s, the rap industry, which is a major force in the music industry, has experienced incredible changes. Rap music emerged from the streets of New York City and swiftly gained popularity as a voice for the disenfranchised, capturing the essence of urban life via a distinctive fusion of storytelling, poetry, rhyme schemes. The emergence of hip-hop culture and African American and Latino populations gave rise to the artistic expression of hip-hop music, which has its roots deeply ingrained in their own cultures. The foundation for what would become a worldwide phenomenon was built by early pioneers like Afrika Bambaataa, DJ Kool Herc, and Grandmaster Flash. Musicians like Public Enemy, N.W.A., and Tupac Shakur addressed problems including socioeconomic inequality, police brutality, and racial inequity with their songs. Def Jam and Death Row Records, two legendary record labels, also rose to prominence during this time.

**The Impact of Rap Music in India** Rap music has made significant waves in India, transcending linguistic and cultural barriers to become a potent force within the country's music scene. While rap has its roots in American hip-hop culture, Indian artists have infused the genre with their own unique flavors, creating a vibrant and diverse rap scene that resonates with audiences across the nation. Here's a look at the impact of rap music in India:

**Cultural Expression and Social Commentary:** Indian rap artists use their music as a platform to express their experiences, address social issues, and voice the concerns of marginalized communities. From the streets of Mumbai to the bylanes of Delhi, rap lyrics often tackle themes such as poverty, inequality, caste discrimination, and political corruption, providing a raw and unfiltered glimpse into the realities of Indian society.

**Youth Empowerment and Identity Formation:** Rap music has emerged as a powerful tool for youth empowerment and identity formation in India. Many young people, especially from urban areas, find resonance in rap lyrics that reflect their struggles, aspirations, and dreams. Through rap battles, cyphers, and open mics, aspiring artists have found a sense of belonging and community within the burgeoning rap scene.

**Challenges and Opportunities:** Despite its growing popularity, the Indian rap scene faces challenges such as censorship, limited infrastructure, and lack of institutional support. Many artists struggle to make ends meet and face criticism for their explicit lyrics or controversial subject matter. However, the rise of digital platforms and social media has democratized the music industry, allowing independent artists to reach audiences directly and bypass traditional gatekeepers.

In conclusion, rap music has emerged as a powerful force of cultural expression, social commentary, and artistic innovation in India. As the country's rap scene continues to evolve and expand, it will undoubtedly shape the musical landscape and inspire future generations of artists and listeners alike. Many musicians battle financial hardships and receive backlash for their provocative or explicit subject matter or lyrics. Bypassing conventional gatekeepers, independent artists can now directly access fans thanks to the democratisation of the music industry brought about by the advent of digital platforms and social media.

# SCHOOL OF COMMERCE, FINANCE AND ACCOUNTANCY

The School of Commerce Finance and Accountancy was set up immediately after the St Aloysius College conferred the status of deemed to be University in 2024. The Department of Commerce was established way back in 1944 to offer B Com degree programme and ever since, it has been the pioneer in imparting commerce education for 80 years.

Today the School of Commerce Finance and Accountancy offers undergraduate and post-graduate programmes comprising excellent course structure with the choice of electives. The course structure encompasses Accounting, Finance, Banking, Taxation, HR, Marketing, Business Laws, computer applications and business analytics. Training in soft skills and personality development, Internship and placement opportunities are the added features. The autonomous status granted in 2007 enabled us to evolve industry relevant course curriculum. These years specialized batches have been introduced along with B Com, integrating professional studies such as CA, CS, ACCA, CMA etc., and a batch of Apprenticeship embedded programme. The PG programme M Com was introduced in 2008 and a specialized PG programme M Com (Finance & Analytics) in 2018.

In recent years, the overwhelming response from the students to pursue commerce programme resulted in opening of additional batches in B Com. Currently the School of Commerce Finance and Accountancy is the largest in the campus comprising about 2,300 UG and about 180 PG students on rolls, pursuing B Com and M Com Programmes and over 55 teaching faculty members.

In addition to regular B Com, we offer three integrated programmes, viz., one integrated with C.A., Second embedded with ACCA and the third – Apprenticeship / Internship embedded programme. These batches are in the morning shift from 7.00 a.m. to 12.30 p.m. MOUs with ACCA/ISDC, KVC Academy, have been signed for the conduct of classes for these batches by CA / ACCA professionals. An exclusive computer lab with 80 computers was set up to teach practical accounting through ERP software for the B Com (Apprenticeship embedded) batch and M Com (Finance and Analytics) batch.

The School of Commerce Finance and Accountancy regularly organizes conferences, seminars, FDPs and workshops for the benefits of students and teachers. To expose the students to the real business world, industrial visits are arranged. It also organizes national level inter collegiate talent fests both at UG & PG levels. It publishes bi-annual news-letter – ASCENT.



## Faculty Of Commerce

## Programmes Offered (UG):

B Com

B Com (CA Integrated)

B Com (ACCA Embedded)

B Com (Apprenticeship/ Internship Embedded)

B Com (Analytics)



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## Programmes Offered (PG):

M Com

M Com (Finance and Analytics)

Ph. D Programme