

# **CORPORATE WAVE**

**2019-20**

## **SAC MAC Inauguration**

The department of PG studies and Research in Commerce of St. Aloysius College, a pioneer in commerce education in the district, Acme at building total personality of the students and transforming young boys and girls into men and women for serving others having competence, compassion, concern and commitment.

The department has a marked goodwill and reputation for having produced eminent scholars, industrialists, leaders and above all good human beings for the society.

In order to meet the challenging needs of corporate global environment, it is not just sufficient for a commerce student to be sound theoretically but must also be exposed to the outer world in a dynamic way to face practical situations.

SACMAC was entrenched to enrich and improve the students with academic and technical excellence. St. Aloysius College Masters Association of Commerce is an association managed by the coordinator, faculty and elected secretaries of the department of PG studies and Research in Commerce. It is an association that provides a platform to students to exhibit their talents and intellectual abilities apart from the curriculum.

For the academic year 2019-2020 SACMAC was formally inaugurated on 27<sup>th</sup> August, 2019 by the President Ms Niveditha Kundar , the guest of honour for the event who is an alumnus of the department currently working as a Grade-1 Officer, Karnataka Bank Ltd. Faculty member Ms. Jennifer Maria Quadras the HOD of the M.com Department functioned as the SACMAC President for the Year. Ms Mariyan Arpitha of 2<sup>nd</sup> M.Com compeered the event while Fr Anil Lobo and Ms Sushma Marebal of 2<sup>nd</sup> M.Com, the elected SACMAC secretaries for the year took in charge of SACMAC.

After the inaugural, the guest lecture was delivered by Ms. Nandini B G on “TEAM BUILDING”, to mark the beginning of SACMAC activities. The session was very fruitful and interactive. The program was ended with a vote of thanks by

### **Guest lecture series- SACMAC**

The SACMAC organised a series of Guest lecture sessions during the academic year 2019-2020, to benefit the students of M.Com and provide them with off –curriculum education.

- On 27<sup>th</sup> August, 2019 SACMAC Association was inaugurated, a guest lecture by Ms. Nandini B G, Project head- Vidya Sanjeevini, Mangalore professional colleges education society, Mangaluru on “Team Building” was organised by the Association.
- A guest lecture on “ How to write a good Research Report” by Dr. Jnaneshwar Pai Maroor, Asst. Prof of the Department of Business Administration at Justice KS Hegde Institute of Management, Nitte, Karkala on 20<sup>th</sup> September 2019.
- On 18<sup>th</sup> September 2019, a guest lecture was organised on “NTA-NET Awareness by” by Mr. Ajaya, Asst. Professor of the Department of Commerce GFGC Mudipu.
- A guest lecture on “Consumer Protection” by Prof. Uday Kumar, Asst Professor, SDM Law College, Mangaluru on 28<sup>th</sup> January 2020.
- A two day Guest lecture on SPSS on 9<sup>th</sup> and 10<sup>th</sup> of March 2020 for the Post Graduate students of final M.Com was conducted by

### **SACMAC Activities**

SACMAC is established to provide a platform for the students to exhibit their talents and intellectual abilities, apart from the curriculum. In view of this objective, the Association has conducted different activities for the academic year 2019-2020 to help the students build their confidence levels and presentation skills.

Fresher’s day was conducted by the students of IIM.Com to welcome Ist year M.Com batch on 13<sup>th</sup> august 2019. A number of activities were conducted during the Academic year. These activities were based on themes like introduction of team names based on act, business plan, budget discussion 2019, Debate session, Christmas selfie and video, Battle of the brands, Sangam theme, Pick and speak, Hot seat, Hard selling and Quiz. Several students participated actively in the activities organised and gave their best. On Teacher’s day a short program was organised by the Association. A short Christmas celebration was also organised to celebrate the birthday of Jesus Christ.

### **BUDGET DISCUSSION 2019-2020**

The Union Budget discussion was organised by the SACMAC on. The budget discussion was moderated and coordinated by Fr. Anil from IInd M.Com. He had also given a detailed summary on the previous year’s budget. The budget presentation was made by panel members. Dr. Priya shetty presided and judged this competition and at the end of the discussion she critically evaluated the overall budget. The review on the entire budget was

given by the HOD Ms. Jenifer Maria Quadras. The session on the whole was an interactive one between the panel members, the students and the staff. The discussion also helped the students to get an overview on the pros and cons of the Union Budget and its impact on the economy.

- Dream ticket- Daphne, Vittu, Vinutha on Overview of previous year budget
- Chronos – Filida, Jenita, Victor on Agriculture
- Conquistadors- Pavan, Krishna, Girija on Banking and Financial services.
- Opportuno- Sandra, Viyola, Lavita on Direct Tax.
- Ignite- Sheethal, Rishal, Ashik on Education Sector.
- Cruzados- Desveena, Sneha, Anns on Railway budget.
- Vincere- Andria, Chaitra, Vinita on Women Empowerment.
- Genesis- Christy, Rhea, Franklin on Industrial sector.
- Arbitrian- Avrel, Sharoon, Manisha on Infrastructure

Finally, team Survivors of Titanic – Christen, Rubena and Risha presented a critical evaluation of the overall budget. The review on the entire budget discussion was given by Dr. Priya Shetty HOD of MA Economics. The session on the whole was an interactive one between the panel members, the students and the staff. The discussion also helped the students to get an overview on the pros and cons of the Union Budget and its impact on the economy.

### **BUDGET DISCUSSION 2020-2021**

The department of M.Com organised yet another budget discussion through SACMAC for the financial year 2020-21. It enables to assess the estimates of receipts and expenditure of the Government for the particular year. The budget discussion was moderated and coordinated by Fr. Anil from IInd Mcom. Sushma the student coordinator of SACMAC gave a brief introduction on budget, which was followed by the presentation made by 10 teams:

- Chronos- Daslyn, Anujna, Anjali on Highlights of budget 2019.
- Dream ticket- Carol, Riya, Savitha on Direct Tax.
- Arbitrian- Lathesh, Haripriya, Velisha on Indirect Taxes.
- Conquistadors- Rhea, Shreya, Aaron on MSME Sector.
- Cruzados- Anusha, Desveena, Anns on Infrastructure.

- Ignite- Anjana R, Reethu, Subash on Agriculture and allied sector.
- Survivors of Titan- Neil, Benita G, Ashik on Education.
- Genesis- Sethu, Silvita, Vishal on Public sector undertakings.
- Opportuno- Lavita, Viyola, Shalu on Water, wellness and sanitation.

At the end of the discussion Team Vincere- Hariprasad, Apoorva and Loyston presented a critical evaluation of the overall budget. The review on the entire budget discussion was given by Dr. Norbert Lobo HOD of Economics department. The session on the whole was an interactive one between the panel members, the students and the staff. The discussion also helped the students to get an overview on the pros and cons of the Union Budget and its impact on the economy.

### **Academic and Cultural achievements:**

#### **JOB PLACEMENTS**

##### **At Grant Thornton:**

- Sandra Janelle Soans

##### **At KPMG:**

- Aaron Vas
- Sheethal
- Anusha Gokul

##### **At IBM:**

- Cyril Siby

##### **AT Ernst and Young:**

- Harshitha Seetharama
- Sneha Alex

##### **EPSILON:**

- Sushma M Marebal

##### **St. Agnes college (Mangalore):**

- Vivan Laster Pinto

**Goan Institute for Skill Development:**

- Pavan Adithya Pinto
- Rubena Crasta
- Avrel Martina Fernandes

**St. Aloysius PU college (Mangaluru):**

- Lavita Divya Lobo

**Loyola College Raichur:**

- Akshatha

**St. Xavier Gulbarga:**

- Nobel Raj

**CLEARED NET:**

- SHAROON CHERIL DSOUZA
- VINITA DEEPA LOBO

**SWAYAM** – It is a programme initiated by Government of India to achieve educational policies. The following students completed certificate courses offered.

- JENITA DAYANA GALBOW (Fundamental Of Financial Accounting offered by IIM)
- FABIAN JOSEPH (Decision Making using Financial Accounting.

**SANGAM 2020:**

SANGAM is an interdepartmental cultural extravaganza conducted annually by St. Aloysius College (Autonomous) Mangalore for the Post Graduate students. The department of Post graduate studies and Research in Commerce had won the most coveted position when it won the overall championship trophy yet again this year.

- 1<sup>st</sup> place in Collage- Jenita Melisha Madtha and Anisha Lobo
- 3<sup>rd</sup> place in folk dance – Anusha, Arpitha, Christy, Akshtha
- 3<sup>rd</sup> place in folk singing
- 1<sup>st</sup> place in mixed double shuttle Batminton- Ashik Kumar and Deekshith
- 2<sup>nd</sup> place in Throwball – Sandra Soans, Rishal, sheethal baliga, Andria, Lavita Lobo,

- 2<sup>nd</sup> place in Volleyball – Anil Lobo, Sheethal Baliga, Vittu, Fabian

### **SPORTS DAY**

- IInd M.Com won 1<sup>st</sup> prize in March past on the theme “JUSTICE” in the Annual Sports day.
- Ist M.Com girls emerged winners in the Tug of War event
- Ist M.Com boys were the runners in Tug of War.
- IInd Mcom boys backed the 1<sup>st</sup> place in Tug of War.
- Sandra Soans of 2<sup>nd</sup> M.Com won 1<sup>st</sup> place in Discuss throw and Shot put making a new record in Shot put which was broken after 10 years.
- Fr. Anil Avild of II M.Com won the 3<sup>rd</sup> place in Javelin throw.
- The relay team of 2<sup>nd</sup> M.Com, Dale, Sharoon, Ashwitha, Krishna won the 3<sup>rd</sup> place in 4X100 mts relay.

### **STUDENT ACCOLADES**

#### **Sports:**

- Ashik Kumar of II M.Com,
  - a) Represented Mangalore University in South Zone Nationals batminton tournamnet as a team captain held at SRM University,Chennai.
  - b) Won the best player award of the tournsment held at NITK.
  - c) Winners in State Dasara badminton Championship, CM cup held at Mysore.

#### **Paper presentation:**

- Vivan Pinto and Akshatha presented a paper titled ‘Youth and Family: Relational problem and suggestions to overcome’ at the National seminar held on 26 and 27 September 2019 at St Aloysius College (Autonomous), Mangaluru.
- Desveena Jenitha Fernandes and Viyolla Ancilla Lobo presented a paper titled ‘A study on Youth and skill development training in D.K’ at the National seminar held on 26 and 27 September 2019 at St Aloysius College (Autonomous), Mangaluru.
- Sneha Alex presented a paper titled ‘Impact of Media on Youth’ at the National seminar held on 26 and 27 September 2019 at St Aloysius College (Autonomous), Mangaluru.

- Lavita Divya Lobo and Girija Ramu Chavhan presented a paper titled ‘Investors Education Programme: An Evaluation’ in Aveshan 2020, National Seminar on “transforming India: Issues and Challenges” organised by Besant Evening College on 15<sup>th</sup> February, 2020.
- Rubena Crasta and Clarin Dsouza presented a paper titled ‘A Study on Impact of Cyber-Crime on Women With Special reference to Mangaluru city’ in Aveshan 2020, National Seminar on “transforming India: Issues and Challenges” organised by Besant Evening College on 15<sup>th</sup> February, 2020.
- Avrel Martina Fernandes and Precilla Lewis presented a paper titled ‘Entrepreneurship Development in the Travel and Tourism Sector: A Study With Reference to Youth’s Perception in Mangaluru’ in Aveshan 2020, National Seminar on “transforming India: Issues and Challenges” organised by Besant Evening College on 15<sup>th</sup> February, 2020.
- Lavita Divya Lobo, Desveena Jenitha Fernandes and Viyolla Ancilla Lobo presented a paper titled ‘Code of Conduct in Teaching Profession: A study with Reference to Mangaluru City’ in the National conference on ‘Insolvency and Bankruptcy code’ held at St Aloysius College (Autonomous), Mangaluru on February 12, 2020.
- Joslyn Sharel Sanctus, Roshel Anvitha Dmello, and Mamatha Clara Mirandha presented a paper titled ‘Online scams: Taking Fun of Interest’ in the National conference on ‘Insolvency and Bankruptcy code’ held at St Aloysius College (Autonomous), Mangaluru on February 12, 2020.
- Roshel Anvitha Dmello and Joslyn Sharel Sanctus presented a paper titled ‘Customer Relationship management: a Study on Relationship Marketing for Chocolate Consumer’ in paper presentation contest in one day National conference on “Recent Trends in Commerce and management” organised by SDM college (Autonomous) Ujire on 18<sup>th</sup> February, 2020.
- Surekha presented a paper titled ‘Work Life Balance - A study with reference to the College Lecturers of Mangaluru City’ in paper presentation contest in one day National conference on “Recent Trends in Commerce and management” organised by SDM college (Autonomous) Ujire on 18<sup>th</sup> February, 2020
- Mariyan Arpitha presented a paper titled ‘Impact of Social Networking Sites on Indian Youth’ at the National seminar “Samprathi” held on 26 and 27 September 2019 at St Aloysius College (Autonomous), Mangaluru.



- Harshitha R.S and Jenita Dayana Galbow presented a paper titled 'Health Issues and Concerns Amongst the Youth in India' at the National seminar "Samprathi" held on 26 and 27 September 2019 at St Aloysius College (Autonomous), Mangaluru.
- Risha Lavita Coelho, Rhea Dsouza presented a paper titled 'Ethics in Corporate Governance with Reference to Business Organisation' in the National conference on 'Insolvency and Bankruptcy code' held at St Aloysius College (Autonomous), Mangaluru on February 12, 2020.
- Teena. K presented a paper titled "A study on Consumer awareness on Green Marketing" in One day National conference on Recent trends in Commerce and Mangement organised by Sri Dharmasthala Manjunatheshwara college, Ujire.
- Teena. K presented a paper titled "Green Marketing opportunity for Sustainable development and innovation in Commerce" held at

### **INDUSTRIAL VISIT**

Industrial visit was carried out on 22<sup>nd</sup> November 2019, especially for Third semester students. The main objective behind the visit was to make students aware about how various activities related to marketing, financing, production and human resource are carried out in companies and give them feel of managers as soon as they finish their course.

A batch of 35 students along with the 2 staff coordinators left for a 5 day industrial visit from Mangalore at 12:30 p.m. and took about 15hours to reach Gujarat. At 8:30 am we reached and freshened up arriving at the Jesuits Residence. We then left to Ahmedabad reaching the guest rooms which were booked in advance.

The next morning i.e. 23<sup>rd</sup> November, we visited the first industry Havmor Ice Cream Private Limited, located in Naroda, Ahmedabad, Gujarat. It is one of the India's fastest growing ice-cream brand. It is available through 45000+ outlets. As soon as we reached the industry we were guided by Ms Sonam Patel to the production department where an orientation of company was given by heads of this department about history and how company was established. Later the students witnessed the practicality of Ice-cream making procedure.

The 24<sup>th</sup> of November, we visited Reliance Industries Ltd- Textile divisions. Its division at Ahmedabad houses is one of the largest and most modern textile complexes in the world, an achievement recognized by the World Bank. The claim to fame in this textile

division continues to maintain its technological edge in catering to the requirements of ever evolving fashion industry. It was great to know that company follows worsted spinning, synthetic spinning, weaving and processing of about 1.8 million meters per month. The public relation officer interacted with the students after which we were taken to visit the industry dividing in two batches. Clear cut instructions were given as to not touch the machinery used in the production.

On day three, we visited Sushen Medicamentos Pvt Ltd a Global company of end to end pharmaceutical services with focus on drug delivery research and product development. Sushen's expertise and flexibility brings a complex formulation project into clinical and bio equivalence with superior quality and innovative solution. We were astonished to know that they provide complete turnkey solutions to the pharmaceutical industry, right from conceptualizing a designing a new plant to its construction and setting up of manufacturing facilities to its commissioning.

A visit was planned on 26<sup>th</sup> November, at one of the organization who has one of the largest circulation of newspaper in India named Divya Bhaskar in Ahmedabad to understand how their organization work in order to deliver the newspaper in state of Gujarat daily. During visit first we were taken to their office which is situated near YMCA club in Ahmedabad. We met Alap Gandhi Sir, the production head who explained us about their organization. It is an industry which started in Bhopal in 1958. Today, Divya Bhaskar is present in 14 states with 61 editions in 4 major languages prevalent in India: Hindi, English, Marathi and Gujarati. It is also declared the world's 4th largest circulated daily newspaper in 2013-14. Then we were explained the whole process of printed media (newspaper). First the news is brought by the reporters working in the company. Then the news is edited by editors and a tagline is set for that particular news. A department then sets the layout of every page and which news and advertisement is printing at which page through software. He also told us that average newspaper costs double its price. As the layout of each page in the newspaper is ready it is send for printing in the press.

On the last day of the visit we got to witness the legacy of Dr. Sarabhai the doyen of Indian Space programme who has dedicated his efforts to bring the benefits of space technology by developing and deploying satellite communications and earth observations system which can enable and assist environment friendly and socially equitable development. Vikram Sarabhai Space exhibition is housed at Ahmedababd which happens to be the home town of Dr. Sarabhai. This exhibition is an attempt to share with

the general public the achievements, hopes and concerns through the media of working models, live panels, static display, the 3D theatre, augmented reality, GSLV animation, Flight suit and the interactive multimedia presentation. Being the youths of this generation the exhibition acted as an incentive to join in their adventure.

Amidst the access to various industries we got an opportunity to explore more about Gujarat and Mumbai. The students visited some of the places like The Statue of Unity, Huteesingh Jain Temple, Badra Fort, Jammi Masjid, Siddhi Sayed Mosque, Akshara Dam, Sabarmati Ashram, Teen Darwaza, Sarkeg Roza, Mount Carmel Basilica, Jawaharlal Nehru Science Center, Gate of India, and Elephanta caves.

We also thank to our respected Director/Principal and HOD Ms. Jenifer Maria Quadras and all faculty members who motivated us to arrange such an informative program. Lately we request you to arrange more industrial visits in the future for the students which will be helpful for their physical and educational balance.

### **ARTICLES BY STUDENTS**

#### **Role of Commerce Education in Changing Business World**

Education is essentially a process rather than a product as it is mostly taken to be. It teaches us to learn, learn things to develop in a creative manner, teaches us to learn to be economical in efforts. True Education is not knowledge of facts but of values. This Education leads us to the reality of life, peace, nature and survival of human race. The world is changing very fast. The pace of Globalization, Liberalization & privatization had tremendously influenced the various dimensions of commerce education; a student is exposed to the environment of the business world. It is helpful for preparing them for self-employment and developing in them, the entrepreneurial activities. It also inculcates practice orientation among the students. It makes them know about the importance of applying economic principles while making business decisions. It makes them aware of social, economic, and political problems relating to business concerns. It teaches them to face the market situation to adopt themselves to the present circumstances. Moreover it helps them to meet the global competition.

The role played by an effective system of commerce education is self-evident as it provides necessary inputs among the young graduate of today, towards turning them to dynamic and successful Businessmen of tomorrow.

The role played by commerce education is very important or sufficient as well as effective in the changing business world.

### **How GST will Impact a common Man's Budget**

It has been more than 40 days since GST has been implemented in India. While the industry was very apprehensive, the GST transition has been smooth. The big question is how GST will impact a common man's budget. GST is stated to be one of the biggest tax reforms in India, which would not only impact the business but also the common man. The primary impact to be felt by the consumers would change in prices of goods and services on amount of GST rates. In terms of impact in prices, while service would mostly be more expensive in the initial phases, impact on prices of goods could be a mixed bag. In the long run, once the benefit of GST are expected to kick in terms of higher input credits and reduction in cascading effect, it is anticipated that the inflationary effect will come down and prices, in general, would come down and stabilize. In service, the tax rate has increased from 15% to 18%. The 3% increase could potentially mean an increase in the price of service by 3% for the common man, in short run within the household budget, there are likely to be some obvious losses but once the law and pricing of commodities reach steady state, all consumer should gain.

-Chaitra

### **Business Ethics and environment**

Business is one of the most important entities in the society. Its decisions and actions have the potential of creating a change in society, business are bound by business ethics. It means fulfilling the commitments given, understanding responsibility, not compromising in the quality and it ensure reliability. According to society, business exists to supply goods and services to people. Businesses are run by human beings whose decisions and actions can create changes in the society or sometimes be not in accordance with the society. A firm might be excellence in economic conditions such as its financial stability, increased profits and good revenue but poor in terms of social performance.

The environment is everything which depends on whether it is the trees that give us oxygen, the land we live upon and the rivers that connect us with water. The environment is crucial for the society and businesses together. We all have a responsibility to conserve and protect the environment, and whether it is governments, businesses, consumers, workers or other members of society, each must contribute to stop environment from polluting further.

Governments must initiate programs to ban the use of hazardous products such as plastics and carry bags. Consumers, workers society can support environmental protection by not using these hazardous products or other products that are not environmental friendly. Business enterprises should take lead in solving environmental issues. It is their responsibility to check the consequences of their actions on environment:

- A sincere commitment by the top management of business to cultivate, maintain and develop work culture for environment protection and pollution prevention.
- To ensure that the commitments towards environment protection is shared by all the employees of all the dimensions of business.
- To adapt to laws and regulations passed by the government for the pollution prevention.
- Promoting green energy that reduces the use of fossil fuels.
- Assessment of pollution control programmes in terms of costs and benefits to increase the progress with respect to environment protection.
- To adapt the laws and regulations, also business can arrange workshops and give training materials and share technical information and experience with suppliers customers to get them evolved in pollution control programmes.

### **Impact of E Commerce on modern business world**

E-commerce and the never ending array of virtual companies are today challenging long accept economic practices and creating hyper competition like never before. While globalization and internet open up newer markets share.

In this Era of digitalization and online shopping, businesses that don't jump on the E-commerce are bound to get lost in the herd. That doesn't mean you have to reach out to the first E-commerce website design services we come across to design an online shopping portal for the company.

One need a well thought out E-commerce strategy out face your competitors; expand one's business increase revenues and above all the one's business to next level.

The threat from E-commerce applies to all from tiny start-ups to larger corporations. Just because a company is an industry leader today, there's no guarantee that it would retain its competitive edge tomorrow. E-commerce has rapidly changed the way in which business operate. When a business or company there runs is no escaping the reaches of commerce.

Today when a customer wants to shop for a particular product/service, the first thing him/her does is fire up a Google search. The customer does his/her research right from analysis the loss of the product to compare the prices of the competitors; the new age consumer is well informed.

And, one of the best E-commerce tips for business is to adapt and evolve: in today's dynamic and hyper competitive market spaces, it isn't sufficient for business to remain stable. They have to keep on evolving, introducing few technologies and other facilities to woo customers.

### **Why innovation is critical to business today?**

Organizations who proactively see and act upon the opportunities for change through innovation in a highly volatile business environment will not only survive but will also successfully flourish in the toughest of the economic conditions.

Such companies will use innovation as a technological and a strategic tool to develop agile innovation culture and effective business processes.

With companies taking such bold steps, it will enable them to achieve certain key business outcomes such as:

- Maximizing their Return on Investment to shareholders
- Effectively achieving business growth goals
- Increasing the productivity and thereby increasing the profitability
- Effectively responding to industry disrupters and increasing market share
- Quickly responding to the external challenges by developing human as well as technological resources to do things differently.

The ways to make innovation a strategic tool to transform businesses and for overall sustainability can be by:

Effectively responding to unforeseen events

Being innovate means being willing and competent in knowing how to think and act differently. It is important to know how to think analytically and know how to think at critical levels. It is also critical to foresee and solve challenges and respond to unprecedented events and external crises in different ways and transform them into creative and innovative solutions that people love and cherish.

Solving complex challenges

One of the main things that one needs to understand about innovation is that it is about how companies perceive and solve challenges in creative ways. There is a need for a sense of urgent passionate purpose to solve complex problems so as to improve the quality of people's lives and the way we live.

#### Capitalizing on the global entrepreneurship movement

Currently, the entrepreneurship is a global movement; it is now growing in emerging markets, where countries like China and India are leading the pack. Governments have come to a realization that entrepreneurship is a tool of economic success and have now started backing and supporting entrepreneurs. Innovation enables entrepreneurship and it also empowers people to take complete control of their lives and create their own destiny.

#### Competing with lean & agile start-up methodologies

Every business goes through a rough patch at some point or the other. However, what is really important is making some really effective strategic moves that help in discovering new and unexplored markets. Lately, many new businesses are slowly shifting towards using certain strategies that incorporate lean as well as agile methodologies as a way of innovating businesses for creating increased value for customers that they value.

It is also a powerful tool that enables people to affect the business breakthroughs and also deliver a profound process, a solid system, and culture. As a result, there would be increased business engagement, competitiveness, and rapid business growth to enable the business to flourish in this current age of disruption.

- Sandra Janelle Soans