

JINDAL COLLEGE FOR WOMEN

(Managed by Pragun Jindal Philanthropic Organization)

Jindal Nagar, Tumkur Road, Bengaluru – 560073



DEPARTMENT OF COMMERCE - PG

ANNUAL REPORT

(2021-22)

ACTIVITIES CONDUCTED

III semester M.Com (Batch: 2019) commenced classes from 10-11-2021, the following are the activities conducted to M.Com students to enrichment and enhancement of knowledge.

- **EXTENSION ACTIVITIES**

On 28th December 2021 & 4th January 2022 Extension activities conducted for the III semester M.Com students. The extension activities is the activity for the students to engage the classes of PUC, UG on different concepts of commerce and management or general subjects in turn helps to enhance the knowledge and communication skill of the students.

- **ORIENTATION PROGRAM:**

Commencement of classes and orientation program conducted on 21st February 2022 for First semester M.Com. Students (Batch 2021)

- **FRESHER'S DAY:**

On 16th March 2022, III semester M.Com students organized the “Fresher’s Day” for I semester M.Com students to provide the congenial environment in the college premises and to build self-confidence among newly admitted students.

- **GUEST LECTURE:**

On 28th March 2022, the guest lecturer was conducted on the subject “**Digital Marketing**”. The speaker of the session was **Mrs. Rajani Balaji**, Head of Department of Commerce, Padmashree Institute of Management and Science. The overview of topics she delivered was Digital Marketing – Introduction, Social Media Channels, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Data Analysis, Data Tracking, Growing new Technologies, Why is Digital Marketing important today, How to enhance traditional marketing, How will it affect business in future and scope for employment and entrepreneurship for commerce students.

- **STUDENTS ENRICHMENT PROGRAM:**

On 21st March 2022, I semester and III semester M.Com students attended the webinar on topic “Intellectual Property Rights and Innovations” organized by Commerce Club “Vyavahara”, Department of Commerce, Bangalore University, Jnanabharathi Campus, Bangalore. The Resource Person is Dr. Sarsija Padmanaban, DL-Tutor World Intellectual Property Organization Academy.

On 30th March 2022, I semester M.Com students participated and III semester M.Com students attended & presented the paper through Virtual International Conference organized by Xavier Institute of Business Administration, Palayamkottai. The theme of the conference is “FinTech Revolution, The future of Transformative Disruption”. The Keynote Speakers are Mr. Ramesh Kumar A, Vice President, Domain Architect (Investment Banking), United Overseas Bank Limited, Singapore and Dr. Gopal V, Professor, Indian Institute of Management (IIM), Tiruchirappalli. **The Best paper presentation was awarded to Lavanya K and Shubhashree S**

I semester M.Com students attended debate (Topic: Which is more important – ‘Hardwork’ or ‘Talent’) and essay (Topic: Contributions of Dr. B. R. Ambedkar Principles to India) competition on 13-04-2022 organized by Dr. B. R. Ambedkar Study Centre. The following students are rewarded for:

Debate Competition: Sowmya, Divya Jyothi, Gagana H, Rashmi, Gagana L.

Essay Competition: I prize – Divya Jyothi

II prize – Sowmya G

III prize – Gagana H

- **EXAMINATION**

Bangalore University started the evaluation for answer scripts of III and IV semester M.Com (Batch 2019) and I semester M.Com (Batch 2020). Dr. Komala J attended for the work of valuation on 7th December 2021.

Bangalore University conducted Viva-Voca for IV semester M.Com. Out of 24 students, 23 students attended for Viva-Voca successfully on 10th December 2021.

On 15th February 2022, Bangalore University announced the result of III and IV semester M.Com (Batch 2019) and I and II semester M.Com (Batch 2020). Second year M.Com (Batch 2019) results was **95.8%** and First year M.Com (Batch 2020) results was **100%**

The First internal test was conducted from 4th March 2022 for III semester M.Com students, the internal test paper evaluated on 10th March 2022; the result of first internal test was **100%**. III semester M.Com Bangalore University Examination was scheduled on 18-04-2022 to 30-04-2022, postponed to 04-05-2022 to 16-05-2022

- **MAGAZINES AND NEWSLETTER**

The college magazines provide the platform for the students to showcase their writing skill and their own ideas, channelize the budding writer and express themselves into a conglomeration. A newsletter outlet the creativity, ideas, develops reading habits and critical thinking skill for the students and also provides updates and information on the track of achieving the goals of the institution to different stakeholders

Department of Commerce - PG released the magazines and newsletter on 4th January 2022 and 28th March, 2022 by III semester M.Com students; the magazines reflect the information on current scenario trends such as crypto currency, finance and accounting. Newsletter highlight on the events conducted and progress of the Department.

PG CO-ORDINATOR

PRINCIPAL

PHOTO ALBUM

- **EXTENTION ACTIVITIES:**



- **ORIENTATION PROGRAM & FRESHER'S DAY**





- GUEST LECTURE:**



- STUDENTS ENRICHMENT PROGRAM:





• MAGAZINES AND NEWSLETTER

