

KRUPANIDHI DEGREE COLLEGE

#12, Chkkabellandur, Carmelaram (P), VarthurHobli, Bangalore
560035

DEPARTMENT OF M.COM

ANNUAL REPORT

2017-2018

KRUPANIDHI DEGREE COLLEGE

#12, Chkkabellandur, Carmelaram (P), VarthurHobli, Bangalore 560035

DEPARTMENT OF M.COM

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KRUPANIDHI DEGREE COLLEGE
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MILE STONE OF THE DEPARTMENT

M.Com course is the new entrant in the reputed **KRUPANIDHI GROUP OF INSTITUTIONS**. It is affiliated to Bangalore University and started to function under the umbrella of **KRUPANIDHI DEGREE COLLEGE**.

The first batch itself could be able to get admission of 15 students, which is an encouraging strength to commence a post-graduation course.

VISION

Student empowerment in articulating career growth in the field of commerce and entrepreneurship through professional education and produce socially responsible citizens.

MISSION

Create the most favourable atmosphere for holistic growth and opportunities in future endeavors by promoting innovation, competitiveness, entrepreneurship and stewardship.

DEPARTMENT OBJECTIVES

1. To impart knowledge to learners that facilitate professional growth by synthesizing commerce education with other streams of knowledge.
2. To create an echo system that results in holistic development in understanding the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
3. To emphasize on effective curriculum delivery in commerce themes in finance, managerial economics, human resource, marketing, accounting, banking and taxation.
4. To inculcate and nurture analytical, practical and innovative abilities for better managerial and entrepreneurial decision making.
5. To improve the competency in research and operational techniques in order to enable to take up research / consultancy project with thorough foundation laid down in conceptual subjects.
6. To enhance technical capabilities through skill development in information systems & computers as well as mobile and e-commerce based education.
7. To improve soft skill abilities for better business communication and personality development.
8. To learn application tools towards formulating and implementing Business marketing strategies by creating awareness of business environment at national and international level.
9. To provide an insight into overall functioning of financial institutions in banking, micro finance and cooperative sector and regulatory agencies and risk management aspects to be dealt there on for stability and growth.
10. To make students intellectually informative, socially responsible, industry relevant and practically appropriate through effective teaching pedagogies.

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STAFF PROFILE

STAFF PROFLE

S.NO	NAME	DESIGNATION	QUALIFICATION
1	Dr. M.Madhuri	Professor, HOD , Dept. of M.Com	M.Com, P.G DABAM, MPhil, PhD



Dr.Madhuri.M has around 20 years of teaching experience in the field of commerce education. She has completed her M.Phil in marketing stream on the topic entitled “Perception of consumers on Airtel mobile services in around Pavagada Taluk”. She has also her Doctorate degree in the marketing stream on the topic entitled “A study on perceived levels satisfaction of medical tourists on services offered by hospitals based in Bangalore city”. She has served in various capacities as convenor, committee heads in her work tenure. She presented many papers at national and international conferences and attended various workshops/seminars/FDPs/conferences

S.NO	NAME	DESIGNATION	QUALIFICATION
. 2	Ms. Sunitha M.G	Assit.Professor, Coordiantor, Krupanidhi Degree College	M.Com, BED, PG. Diploma .HRM

Ms.sunitha M.G. has been serving in Krupanidhi group of institutions since eight years and has exemplary track record of giving very good results in the subjects she has taught. Her areas of specialization include Accounting and Human resource management. Currently, she is the coordinator for Krupanidhi Degree college, taking careof the entire administrative responsibilities of the college apart from teaching.



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STUDENT PROFILE

NAME LIST OF STUDENTS

SL NO	REG.NO	NAME OF STUDENTS
1	17B6COM001	AFREEEN TAJ I
2	17B6COM002	ANKITHA REDDY R
3	17B6COM003	CHETHAN H
4	17B6COM004	DEEPIKA K
5	17B6COM005	DIVYA SHREE J
6	17B6COM006	HARITHA S
7	17B6COM007	HEMALATHA H M
8	17B6COM008	KARTHIK V
9	17B6COM009	KAVYA.R
10	17B6COM010	MANJUNATH R
11	17B6COM011	ROWNYA PRAKASH
12	17B6COM012	SATHYA P
13	17B6COM013	SREE DHARSHAN M
14	17B6COM014	SUNITHA P R
15	17B6COM015	THANUSHREE

LIST OF BOYS AND GIRLS STUDENTS

SL NO	REG.NO	GIRLS	SL.NO	REG.NO	BOYS
1	17B6COM001	AFREEEN TAJ I	1	17B6COM003	CHETHAN H
2	17B6COM002	ANKITHA REDDY R	2	17B6COM008	KARTHIK V
3	17B6COM004	DEEPIKA K	3	17B6COM010	MANJUNATH R
4	17B6COM005	DIVYA SHREE J	4	17B6COM013	SREE DHARSHAN M
5	17B6COM006	HARITHA S			
6	17B6COM007	HEMALATHA H M			
7	17B6COM009	KAVYA.R			
8	17B6COM011	ROWNYA PRAKASH			
9	17B6COM012	SATHYA P			
10	17B6COM014	SUNITHA P R			
11	17B6COM015	THANUSHREE			

**Abstract of Admission for the
academic year 2017-18 (MCA)
FIRST YEAR M.COM COURSE**

I - Intake – 30

A-Admitted - 15

Category	Male	Female	Total
MGMT	4	11	15
PGCET	0	0	0
Category	Male	Female	Total
GM	1	4	5
SC	0	1	1
ST	0	0	0
CAT-1	0	2	2
II-A	2	2	4
II-B	0	0	0
III-A	1	2	3
III-B	0	0	0
Exs	0	0	0
Foreign	0	0	0
Grand Total	4	11	15

DISCONTINUED STUDENTS DURING 2017-2018 (ISEMESTER AND II SEMESTER)

1	17B6COM009	KAVYA.R
2	17B6COM015	THANUSHREE .S

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EVENTS OF THE DEPARTMENT

DEPARTMENT OF MCOM with the support of Management and Dean Prof.Shyjan, and coordinator Prof.Sunitha has taken interest and thrived to ensure that students get holistic opportunity to learn and gain knowledge through academic attention given through conducting regular classes, tests, sessional, Pre final and assignments as per Krupanidhi tradition. The Department has also made it obligatory to provide a platform to students to participate in co-curricular and extra-curricular activities in order to explore and nurture varied talents of students.

ORIENTATION

- Course has begun with an orientation programme on 21st, 22nd, 23rd, August 2017. Experts were called to address and motivate students for their future growth.



INDUSTRIAL VISIT

- In order to provide practical hand on experience to understand the functioning of an industry, all the students of the class were taken for an industrial visit to **KARANTAKA MILK FEDERATION (KMF), HOSAKOTE**, on 12th October, 2017. Prof. Meenakshi madam has accompanied students.



In the process of encouraging student community, an opportunity has been provided to students to make presentation on workable models in Finance, Human resource, Marketing and so on. before Honourable chairperson, Krupanidhi Group of Institutions, Mrs.GeethaNagpal who always encourages students with her involvement in their progress. Chairperson has all the accolades for the students on their conceptual abilities, communication and presentation skills. Best presenters were recognized and awarded.

ABHYUDAYA: COMMERCE FORUM

Department of Commerce has inaugurated the commerce forum “**ABHYUDAYA**” on **9thMarch, 2018** with a view to nurture and enhance the practical skills of the students.

The inaugural ceremony of commerce forum ABHYUDAYA has commenced with lighting the lamp by dignitaries of Krupanidhi Degree College Prof.shyjan, Dean, Dr.Badrunissa, NAAC and ISO coordinator, Prof. sunitha (Coordinator), Dr.M.Mahduri (HOD-M.com), followed by welcome address.

Dr.M.Mahduri (HOD-M.com), formally welcomed all dignitaries and faculty members and students for the inauguration. She emphasized the practical importance of conducting co-curricular activities and announced the prospective plan of the activities to be conducted under this banner.

Prof.shyjan (Dean) unveiled the logo of commerce forum and described the importance of acquiring skills apart from knowledge, followed by inspiring speech by Dr.Badrunissa (NAAC and ISO coordinator) sharing her practical experience with student research endeavors. Finally Prof.Sunitha coordinator ensured all the support to encourage students in co-curricular activities.

Inauguration has been concluded with an vote of thanks by Mr.Manjunath student coordinator.





ABHYUDAYA- COMPETITIONS

Under the commerce forum five intra class co-curricular competitions are conducted on different thought processes viz., case study discussions, business launch, product selling, dumb shards, Business quiz , pick and speak. Students have actively participated and showcased their talents.

I. DUMP CHARADES

DATE: 12-03-2018.

Students were asked to enact various commerce related terms and concepts and whom so ever could make others to identify quickly were declared as winners.

Two prizes were allotted for I and II place

CONDUCTED AND JUDGED BY DR.M.MADHURI (HOD Department for PG studies – MCOM)



II. CASE STUDY DISCUSSION

DATE: 12-03-2018

Students were given a common case study 15 minutes before and later each student was called individually in a separate room and were asked to identify the issue in the case study and their opinion for solution. Under the criteria issue identity skill, problem solving approach and communication skills winners were declared. Two prizes were allotted for I and II place.



CONDUCTED AND JUDGED BY DR.M.MADHURI (HOD Department for PG studies – MCOM) and MR. EDWARD BOBSON REGO (Faculty Department of Commerce)

III. PRODUCT SELLING

DATE: 19-03-2018

Under this competition each student was asked to pick up the product placed and showcase their marketing and selling skills. Winners were selected on the basis of criteria like naming the product/company; content of information; presentation and convincing skills. Two prizes were allotted for I and II place.



CONDUCTED AND JUDGED BY DR.M.MADHURI (HOD Department for PG studies – MCOM) and MR. EDWARD BOBSON REGO (Faculty Department of Commerce)



IV. BUSINESS LAUNCH:

DATE: 21-03-2018

In this competition students were encouraged to generate a business idea for product or service and present on Finance, Marketing, Research, Human resource perspectives in order to sustain in business environment.

Winners were selected based on their business idea, product idea as well as finance, research and marketing ideas. Two prizes were allotted for I and II place.

V. BUSINESS QUIZ

DATE: 26-03-2018

Under this competition quiz competition was conducted as team event, where two members in a team participated. Totally, four rounds were conducted covering all the areas related business environment and contemporary aspects.

Scores are allotted for each round and winners were selected. Two prizes were allotted for I and II place.

Prize Distribution Ceremony

For the winners of various competition conducted, under the commerce forum ABHYUDAYA, prize distribution ceremony was conducted on 11th June 12, 2018. Prizes winners for 1st and 2nd place were given by Dean Prof. Shyjan, Dr. Badrunissa, NAAC and ISO coordinator, Prof. sunitha (Coordinator).



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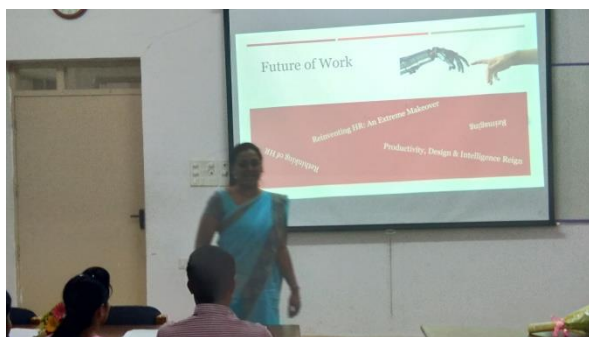
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LECTURE SESSIONS

LECTURE SESSIONS

Knowledge, competency as well as motivation of students gets elevated when they are given an opportunity to listen to subject experts. With initiation and support of Dean Prof. Shyjan, the department has conducted two guest lecture sessions by inviting three subject experts from Human Resource and Finance stream.

1. Prof.Dr.Bhargavi.V.R., Director,Department of M.Com, Seshadripurm College delivered an interactive lecture on 28-11-2017“**Recent trends in Human Resource Management**” enhanced awareness of students on what kind of next generation human resource an industry requires and under which environment employees have to function in future.
2. Dr. H.R. Badrinath , Professor and director, MBA (entrepreneurship) Jain University delivered an interactive lecture session on the current and important topic in Finance on “**Derivate markets and their functionality**” on 12-12-2017 and 15-12-2017 and enriched the knowledge of students on various aspects of derivate markets.





3. “The Guest speaker, Prof. Mohammed Umair. M.COM from Bangalore University and PGDHRM from – university. Currently working as Professor at St. Joseph’s college. Bengaluru. Delivered a lecture on **“Wealth Creation through Financial Planning”** on 10th March, 2018

He provided various inputs on how one can cultivate their saving habits, and the need for money in this fast growing economy. He also emphasized the insurance and the benefits that one person gains from being insured. Prof. Mohammed also spoke about the gain in investing in stock market for a longer run. In this particular session sir also spoke about the risk involved in investing funds in stock market due to poor knowledge about the investment decision and wrong decision based on selection of company and proper portfolios.

Sir also spoke about the key point which has to be followed by a person who has an idea of investing in share market like, examining the performance of the company, growth status, operating cost and other such factors which affect the stock market rates of that particular company.



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FACULTY PARTICIPATION

FACULTY PARTICIPATION AND PAPER PRESENTATION

S.NO	FACULTY NAME	PURPOSE/ OCCASION	INSTITUTION VISITED	DATE
1.	Ms.Sunitha.M.G	Paper presentation in international conference on 'Scope of emerging business dimensions and sustainable development' Paper entitled "A study on green initiatives and green banking stages in banking sector in India for selected Banks for environmental sustainability'	St.Joseph's College (Autonomous)	08-08-2018 and 09-03-2018
2	Dr.M.Madhuri	FDP ON "concepts and regulations of IFRS"	SSRMV College Bangalore	10-10-2018
3	Dr.M.Madhuri	FDP ON "Decoding Ind AS Reporting and Business impact"	OXFORD College of Management Bangalore	13-11-2018
3	Dr.M.Madhuri	FDP on "Data Analytics through SPSS"	Jain University, JGI Knowledge campus Bangalore	05-04-2018 to 07-04-2018



FACULTY INTERACTION

S.NO	FACULTY NAME	PURPOSE/ OCCASION	INSTITUTION VISITED	DATE
1	Dr.M.Madhuri	Subject expert for Bangalore university North BOS syllabus review meeting	Seshadripuram college, Bangalore	26-07-2018

FACULTY PUBLICATIONS

S. N O	FACULTY NAME	JOURNAL	MONTH/ VOLUME	TITLE	ISSN/ISBN NO
1	Dr.M.Madhuri	International Journal of creative thoughts	Volume 5, Issue 3 April,2018	‘A study on perceived levels of satisfaction of medical tourists on treatment and other facilities provided by destination hospitals’	ISSN: 2320- 2882
2	Ms.Sunitha M.G.	Asia Pacific Journal of Research	Volume 2, Issue 9 March,2018	“An Empirical study of behavior of investors, with special reference to loss aversion and anchoring of Indian companies”	ISSN: 2320- 5504

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STUDENTS' PARTICIPATION

CAREER GUIDANCE PARTICIPATION

- First experience to students on co-curricular assignment has started with a meaningful participation in student seminar on “**Understanding recruitment trends and opportunities in KPO Banking and Data Analytics**“ organised **MLA Academy of Higher learning, Malleswaram, Bangalore**, on 7th October, 2017. Three students have participated and got good inputs from various experts from industry and academia on career planning and development.



PARTICIPATION IN INTERCOLLEGIATE CONFERENCE AND FESTS

Sl No	Name of the Student	Event(conferences/Fest)	Venue	Date	Remarks
1	CHETHAN H HARITHA S	Presented paper titled “An overview of adoption of robotic technologies in automobile industries in emerging economies: China and India” in 5 th Inter-Collegiate student conference on “Business Innovation for Sustainability”- organised by Jain University	JGI Knowledge campus, Jayanagar, Bangalore-69	3 rd March 2018	Won 2 nd Prize in Paper Presentation
2	HEMALATHA and HARITHA S	Presented paper titled “A study on green initiatives and green banking stages in banking sector in India for selected banks for environmental sustainability” in International level conference organised by St. Joseph’s college (autonomous) on “scope of emerging business dimensions and sustainable development”	St. Joseph’s college (Autonomous), Bangalore	8 th and 9 th March, 2018	participation

3	HEMALATHA and CHETHAN H	Presented paper titled “An impact of key market risk encountered by the leading industries ITC and Hindustan unilever ltd: analysis and comparison” in National level conference organised by Dr.Ambedkar Institute of Technology on “industrial innovation management practices (-2018)”	DrAmbedkar Institute of Technology, Bangalore	15 th March, 2018	participation
4	HARITHA.S and AFREEN TAJ	Presented paper titled “Banking system in rural savings role of Banks and postal services” in National level conference organised by Dr.Ambedkar Institute of Technology on “industrial innovation management practices (-2018)”	DrAmbedkar Institute of Technology, Bangalore	15 th March, 2018	participation
5	HARITHA S and HEMALATHA HM	Presented paper titled “A study on the perception of Indian Industries towards green marketing with special reference to Bangalore” in National level conference organised by ISBR COLLEGE, Electronic city, I Phase, Bangalore 68	ISBR COLLEGE, Electronic city, I Phase, Bangalore 68	23 rd and 24 th March 2018	participation
6	ANKITHA REDDY R and DIVYA SHREE J	Presented paper titled “A Study on uses of robotics in industries in India and integration of robotics with make in India,skill India and start up india” in National level conference organised by ISBR COLLEGE, Electronic city, I Phase, Bangalore 68	ISBR COLLEGE, Electronic city, I Phase, Bangalore 68	23 rd and 24 th March 2018	participation
7	<p>1. <u>BUSINESS QUIZ</u></p> <p>A. HARITHA S B. HEMALATHA C. DIVYA SHREE J D. ANKITHA REDDY R</p>			23 rd and 24 th March 2018	participation

	<p>HEMALATHA and HARITHA team went till final round</p> <p>2. <u>BEST OUT OF WASTE</u></p> <p>A. HARITHA S HEMALATHA HM “stationery stand using plastic bottles”</p> <p>B. DIVYA SJ SUNITHA PR “wall design using groundnut shells”</p> <p>C. DEEPIKA SATHYA “wall mirror using threads and stationery items”</p> <p>D. ANKITHA REDDY ROWNYA PRAKASH “Album and pencil stand using newspaper and cardboard sheet”</p>	<p>ISBR COLLEGE, Electronic city, I Phase, Bangalore 68</p>	<p>23rd and 24th March 2018</p>	<p>Won 3rd prize</p> <p>Won 2 nd prize</p> <p>Participation</p> <p>Participation</p>

PARITICIPATION IN THE COLLEGE EVENTS



Sl No	Name of the Student	Event/Fest	Venue	Date	Remarks
1	AFREEN TAJ	College ethnic day competitions	Krupanidhi Degree College	9 th March, 2018	won second prize in Dance Competition
2	ANKITHA REDDY.R and MANJUNATH	Treasure Hunt competition	Krupanidhi school of Management	26 th and 27 th April, 2018	won second prize in treasure hunt competition
3	KARTHIK.V and SREE DARSHAN.M	marketing	Krupanidhi school of Management	26 th and 27 th April, 2018	participation
4	SATHYA.P	business quiz	Krupanidhi school of Management	26 th and 27 th April, 2018	participation
5	HEMALATHA.H.M	Fashion show	Krupanidhi school of Management	26 th and 27 th April 2018	participation
6	HEMALATHA.H.M	paper presentation	Krupanidhi school of Management	26 th and 27 th April 2018	participation

Conclusion

Wefrom the Department of Master of Commerce would like to thank Management, Principal, Dean, Coordinator and office staff for their continuous support and Cooperation.