

Commerce Department – (Academic year -2015-2016)

Commerce Association activities

On 22nd July 2015, 85 students of T.Y.B.Com attended a seminar on ' Career Counseling and Social Awareness at IES Management Institute, Bandra



3 Aug 2015 Debate (elimination round)

Topic -

“LGBT Should Be Legalized in India” and “Women Make a Better Part in Politics”



Group A- Laxmi, Merwyn, Myron and Yvonne

Group B- Aaron, Nevita, Elvira and Asma.

4th August 2015 -Essay Writing Competition

Topic -

“Entrepreneurship”, *“Sustainability of Business”* and *“Cloud Computing”*. The winners for this competition were Merwyn D’Souza , Eden Ammannanna and Francesca Toscano.



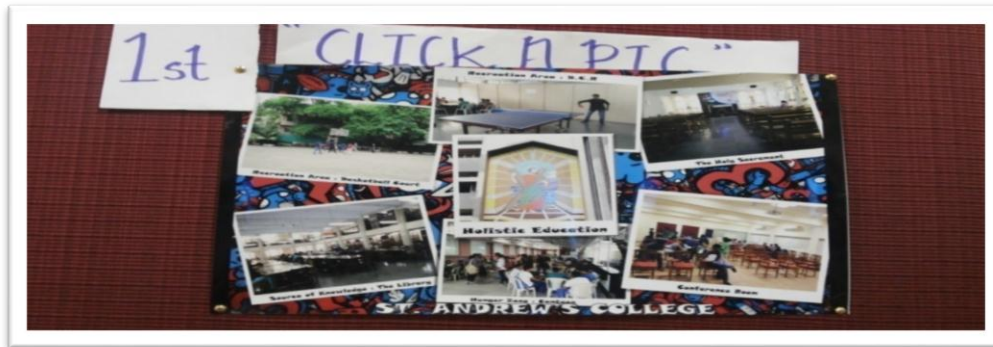
5th August Quiz Competition



On the 5th of August was the elimination round for the quiz competition where students came in large numbers and there was a fierce competition between participants to be in the Top 20! The Top 20 students selected had to taste the questions relating to commercial challenges. The three winners were **Michelle Dsouza** (F.Y.B.Com A), **Aaron Dsouza** (S.Y.B.Com C) and **Benita** (S.Y.B.Com A).

5th August 2015 –“Click-a-Pic” Competition

In a “Click-A-Pic” competition the students had to prepare a collage picture of the college which could be used as a promotional poster. The winners of this competition were **Deomin Rodrigues** and **Blaise Pereira**.



6th August 2015 Poster Making

On the 6th Of August was the Poster Making Competition. The theme was to bring out social message where students participated individually as well as in pairs. The winners were as follows, in the 1st place we had Caruna Fenandes and Alisha Pereira, in the 2nd place we had **Eden Ammanna** (S.Y.B.Com) and in the 3rd place we had **Tanu Shukla** (T.Y.B.Com). Consolation Prize was given to Joanan D'souza (F.Y.B.Com) and Prinyanka Ukidi (F.Y.B.Com)



6th August 2015- Debate competition final round

On the 6th of August was the final round of the debate competition for which the topic was “*Nestle Maggi Pull Off from Indian Retail Shelves Is Justified*”. It was an exciting debate and **Group B** emerged as the winning team while **Merwyn** was the best speaker.



Guest Lectures

- ❖ On the **7th of August** was a guest lecture by Mrs. **Jasmine Pereira** –Image Consultant (Image Empower) who is also an entrepreneur and an Ex-Andrean. She gave an informative and educative talk on *Entrepreneurship and How an Entrepreneur Works*



- ❖ **On the same day, Mrs. Deborah Alberqueque** (Citizen Co-operative Bank –Bank Manager) spoke about the banking sector – “*Functions of a Bank and Jobs in the Banking Sector*”.



- ❖ **On the 8th of August Stock Broker and stock analyst Anil Meghnani** took a guest lecture on” **The Stock Market**”. He has also been featured by CNBC News Channel. He spoke about investment, derivative and stock market.



8th August 2015 -Shoot An Ad competition -On the 8th of August the finale **COMFEST** competition was “Shoot An Ad Competition”. The advertisement “**Selfie Stick**” won the competition followed by “**Geetaben Glasses**” and left the crowd in amazement!



23 January 2016 -Industrial Visit

On 23rd January 2016, Department of Commerce had organized industrial visit to Hindustan Coca-Cola Beverage India Pvt. Ltd. at Wada Taluka, Post Kudus. Purpose of the visit was to acquaint student with production system. This Wada plant has production of all the product of Coca-Cola ranging from Thumps-Up, Sprite, Fanta, Limca, Maaza, Minute Maid and Kinley Water and Soda. Most of the production systems at this plant are fully automated. Students learned about production system starting from bottles making - bottles filling to - bottle labelling to ending at storage of production lot, which follows Batch and Continuous Production method. 150 students from BCom. and B.A. accompanied in this industrial visit.



The students were also shown a number of Documentaries and Short videos on :

☐ Short Videos:

- ✓ Steve Jobs amazing marketing strategy
- ✓ McDonald's Ads vs Real Thing
- ✓ Nike Marketing Strategy
- ✓ Steve Jobs' 2005 Stanford Commencement Address
- ✓ Retail Future
- ✓ Ads
- ✓ Services of Marketing Research Agencies
- ✓ Focused Group Interview
- ✓ Ad Animation Process

☐ Documentary Screening:

- ✓ American Genius Steve Jobs v/s Bill Gates (2015)
- ✓ The Corporation
- ✓ Super Size me

Commerce Department: (Academic Year-2016-2017)



Team of Comfest

In August the department conducted a festival of commercial challenges 'ComFest.' From 1st August to 6th August 2016.

Debate: 1 Aug 2016 (Elimination) and 5 Aug 2016 (Final round)



Debate – final winning teams

It began with an elimination round on 1st August where different current topics were discussed which were given on the spot. 8 contestants were selected and put into 2 groups :

Group A – Shweta Dias, Mikael D'Souza, Medha Singal, Merwyn D'Souza.

Group B – Asad Shaikh, Okidi Priyanka Zenefa, Aaron D'Souza, Laxmi Sreedhar.

The final round of the competition was held on 5th August on the topic "Relevance of Reservation In Modern Day and Age."

It was an exciting debate and Group A emerged as the winning team. While the best speaker was Shweta Dias.

Quiz: 2 Aug 2016

The elimination round was held on 2nd August. Students participated in large numbers and there was fierce completion to be in the top twenty. The top 20 students selected had to face questions related to commercial challenges. The final round was conducted on 4th August. It was a cut throat completion since there was negative marking. The top three were Merwyn

D'Souza, Aaron D'Souza, Cresset Kinny and the consolation prize was given to Benita D'Souza.

T-Shirt Painting: 2 Aug 2016



On 2nd August, we organized a T-Shirt Painting competition to bring out the creativity of the students by designing the ComFest Logo. The winners were as follows:

In the first place Rochelle D'Souza and Eden Ammana (TYBCom) and in the 2nd place Kimberly Crasto and Jania Printer (FYBAF)

Project Presentation: 3 Aug 2016



This year a new category was added "Project presentation based on Research work". On 3rd August students prepared presentation on various topics like Marketing, Advertisement, Economics and Entrepreneurship. The projects were presented in a creative manner and the presentation was followed by a series of questions which made the presentation more interesting. Lakshmi won the 1st place, 2nd place Rochelle D'Souza and 3rd place Mikael D'Souza.

Poster Making:



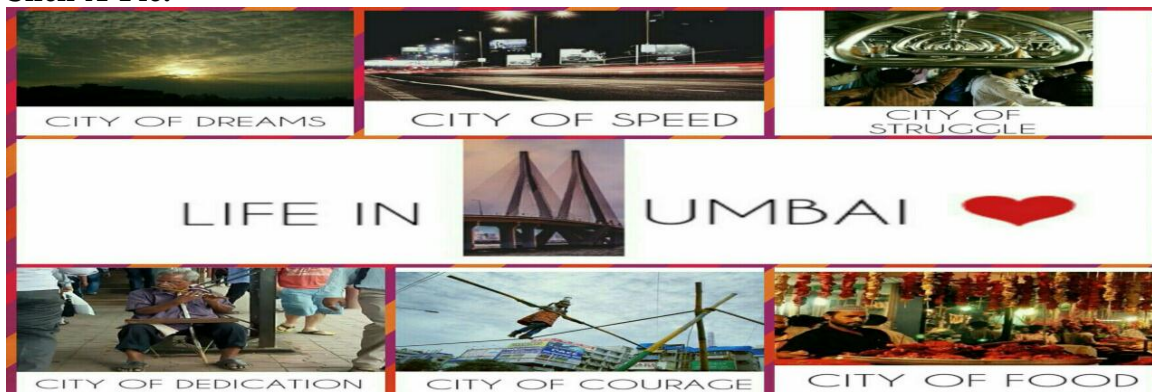
Poster Making Competition was held on 3rd August the topic as 'Green Advertisement'. The winners were: 1st place Nikita Francis and Vionna Crasta in the 2nd place was Snihal Jose and in the 3rd place Stefra Rodrigues and Ma Shin Hung Ye Meen.

Essay Writing:4 Aug 2016



On 4th August we conducted an Essay Writing Competition where the participant were given a choice between topic-"Make In India", "Skill India" , "Impact on Brexit on World Economy". The 1st place was shared by Rochelle D'Souza and Aaron D'Souza.

Click-A-Pic:



In "Click- A-Pic" competition students had to click pictures and prepare a collage on "Life In Mumbai". The winner were Ashish Mandal and Joyson Almedia who shared the 1st place.

Shoot An Ad:



On 6th August, we held the finale of the ComFest competition by the 'Shoot an Ad' Competition. The winners were 'Domestic Violence – Fauzia and Group', 'Detachable Heels – Oriana Rosario and Group' and 'Open Happiness Umbrella – Johnny Dcruz and Group'.

Guest Lectures and Workshops



On 6th August, we had a guest lecture by Mr. Russel Baptish. He spoke on the topic 'Digital Marketing'.



On 8th August there was a talk on Creativity and Innovation. A workshop was conducted on “How to face group discussion and personal interview’ by Miss Niyati.



A workshop was conducted on 9th August on “Career Guidance “Session for the Third Year students. The speaker Dr. Shwetalana Tatuskr (senior faculty of IES Management College) who informed and guided the student about various career opportunities. Dr. Dinesh D. Hasolekar (Direstor of IES Management College and Research Centre) answered the various queries of the students.

On 28th Sept. a Guest Lecture on “Time management and stress managment” was conducted for the Third Year students by Vilasini Patkar

Screening of Short Videos

- ✓ Steve Jobs amazing marketing strategy
- ✓ McDonald’s Ads vs Real Thing
- ✓ Nike Marketing Strategy
- ✓ Steve Jobs' 2005 Stanford Commencement Address
- ✓ Retail Future
- ✓ Failed Ads
- ✓ Cubes JWT Office tour
- ✓ Creative Advertising Pitch

- ✓ MPEDA Activities- Aquaculture
- ✓ FIEO Video
- ✓ HRIS Software
- ✓ Infosys Campus Recruitment Procedure
- ✓ Job Of a Area Sales Manager
- ✓ Group Interview
- ✓ Job of an Interior Designer
- ✓ Psychology and Advertising
- ✓ KPO careers
- ✓ BPOs in India
- ✓ Future of Digital Retail
- ✓ Virtual windows(ZARA)
- ✓ Virtual Dressing Room.
- ✓ Glass Advertising

Documentary Screening

- ✓ American Genius Steve Jobs v/s Bill Gates (2015)
- ✓ Corporation
- ✓ The Super Size me
- ✓ IIFT-Corporate Video
- ✓ Short story on rural market

COMMERCE DEPARTMENT –(Academic year- 2017-2018)

COMFEST :



The Commerce Department of St. Andrew's College hosted their annual fest- Comfest with the tagline 'Weeks of Commercial Challenges'. The fest commenced on 31 August 2017 and ended on 11 September 2017. With its core Organising and marketing committee supported by many volunteers excelled at bagging a number of sponsors for their fest this year. The fest engaged a large number of participants who competed fiercely to win the titles.

A brief about each of the events is as follows

Treasure Hunt:



Perhaps the most successful event of all, Treasure Hunt was held on 31st August 2017 and drew more than 150 participants. Shawn D' Souza of T.Y.B.Com along with his friends took the "Treasure" home.

Tele Games:



This event which was held on 4th September 2017, also managed to attract close to 150 participants. The event was packed with exciting games and spot prizes and served as the principal source of fun for Comfest.

Debate Competition:

Held on 6th September 2017, the competition sought to serve as a platform for the students to voice their opinion on issues that concern the nation. Students' general awareness as well as

their ability to articulate their thoughts was put to the test. Yvonne Napier of the TYBA bagged the first place.

Shark Tank:

With Pravesh Neupane of the TYB.Com as the winner, Shark Tank provided a platform where business ideas were groomed into business ventures. This event, held on 7th September 2017, was a new addition to Comfest and received a positive response from the students.

Spanish Workshop:



Comfest also included a workshop on Spanish on 7th September 2017. Ms. Blanka of Hispanic Horizon, gave a brief regarding the language and its increasing importance in today's world.

Quiz Competition:



The competition's elimination and final rounds were held on 8th September 2017. The participants had to make it through gruelling rounds to grab a place in the finals. It comprised of a mix bag of challenges such as MCQs, Buzzer Round and 'Guess the Personality', all of which were aimed at testing the participants' mental ability and speed.

Brian Fernandes and Jeremy D'Souza of the T.Y.B.M.S and S.Y.B.Com made it through as first place winners.

Ad Mad Show:

With the aim of compelling students to come up with creative ideas, Shoot an Ad was held on 9th September 2017. Beating tough competition, Pravesh Neupane and his team mates bagged the first place.

Research paper

Presentation Competition:

A Research paper Presentation Competition was held on 9th September 2017, so as to let students present research work carried out by them. Sheena D'cruz, the winner, and the other participants came out with a wide variety of topics ranging from demonetisation, changes in the financial year, GST, Marketing, etc among others.

Talent Hunt:

With Nikhil Jose of the T.Y.B.Com as its winner, Talent Hunt served as a platform for students to showcase their passion for singing, dancing, acting, drama, and much more. The event had its elimination and final rounds on 11th September 2017.

(Comfest – OC-Functional heads- Mikael D'souza, Michelle D'Souza, Myron Mendonca, Theresa Moonjely, Regan D'mello and Kimberley Rebello)

Other activities of the Commerce department

GUEST LECTURE



1st March 2018 -A Guest Lecture on “Study overseas” by Ex- Student Warren Fernandez from NZEA (New Zealand Education Advisors Limited)

INDUSTRIAL VISIT: SULA VINEYARDS



The Commerce Department conducted an industrial visit to Sula Vineyard on 22 January, 2018. Around 150 students from T.Y.B.Com and few students of T.Y.B.A Economics Major visited the Sula Vineyard. Students witnessed the wine making and the grapes selection process as well as their in-house storage facility. The students were given a briefing regarding wine storage and its formation.

SCREENING OF VIDEOS

Screening of Short Videos including Steve Jobs Amazing Marketing Strategy, Mc Donald's Ads v/s Real Thing, Nike Marketing Strategy, Steve Jobs' 2005 Stanford Commencement Address, Retail Future, Failed Ads, Cubes JWT Office Tour, Creative Advertising pitch, MPEDA Activities- Aquaculture, FIEO Video, HRIS Software, Infosys Campus Recruitment Procedure, Job of a Sales Manager, Group Interview, Job of an Interior Designer, Psychology and Advertising, KPO careers, BPO's in India, Future of Digital Retail, Virtual windows (ZARA), Virtual Dressing Room and Glass Advertising.

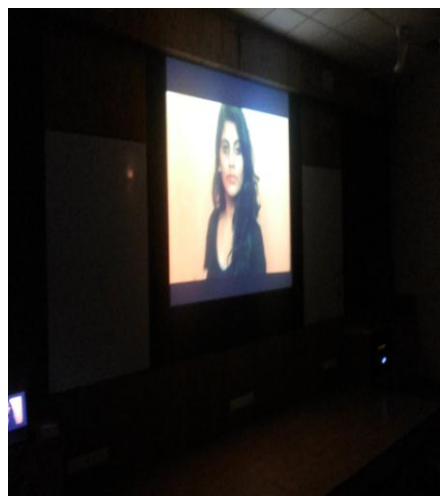
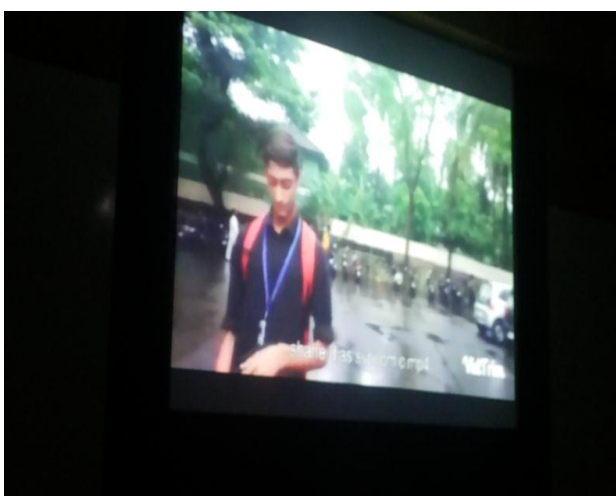
Documentary Screenings included American Genius Steve Jobs v/s Bill Gates (2015), Corporation, Super Size Me, IIFT-Corporate Video and Short story on rural market.

ACTIVITIES OF COMMERCE DEPARTMENT.- 2018-19



08-02-2019	ARTVERTICE competitions
08-02-2019	Shoot an ad competition
08-02-2019	Storyboard making competition
08-02-2019	Poster ad. making competition

ARTvertice



The Commerce Department organized ARTvertice a competition on 8th Feb 2019 where Art meets commerce. Students from S.Y.BA and S.Y.B.COM C were invited to participate in the contest. This contest gave an opportunity to taste the blend of different disciplines. The contest aimed at stimulating and encouraging creative ideas among young minds that can sustain and sell. Artvertices had three competitions -Shoot an ad, Story board making, Poster ad making .(Aniket Patil and Ashmi Sheth from S.Y.BA won the award for “Best Creative Ad film and Best Story Board, Carol Paul from S.Y.BA won the Best Print poster Ad)

Guest lectures

12 -09- 2018	Guest Lecture by Leandro D’silva “The power of transformation communication in teams”
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Mr. Leandro D'silva was invited to give lecture on "TRANSFORMATIONAL COMMUNICATION AND LEADERSHIP" on 12th Sept 2018. The talk focussed on how transformational leaders communicate with their employees and work with them to bring about a change, through inspiration and intellectual stimulations.

09 -01- 2019	Guest Lecture by Niranjana Mendonca " A Career in Banking and recent trends in HR"
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A guest lecture on "HR and Banking as a Career" was also organized where Mr. Niranjana Mendonca guided the students on future career options in Human Resource Management and Banking. The Lecture was conducted on 9th Jan 2019.

17 -01-2019	Guest Lecture by Sheldon D,souza " The making of an Ad Campaign"
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Mr. Sheldon D'souza conducted a lecture cum workshop on "The Making of an ad campaign" on 17th Jan 2019. This lecture helped students to understand the process of visualizing and producing an ad campaign.

Short video screening

Short videos on topics related to Advertising, Marketing, Entrepreneurship, Retail and Export marketing were screened for students of B.COM and B.A which helped them to understand the different aspects and techniques of Advertising and Marketing in the commercial world. The following videos were screened -Technologies of future retail, Memory mirror and shopping, Virtual dressing room technology, The store of modern times, Psychology and Advertising, Nike Marketing Strategy, Retail Future, Ads that failed, The latest technology in Retail, Creative Advertising Pitch

Commerce Department – Activities for Academic year 2019-20

Guest Lecture – 17 Dec 2019



Guest Lecture cum workshop by Mr. Kosal Malladi, General Manager, Maidson Media on “Careers in advertising” on 17 Dec 2019



Guest Lecture by Ex Andrean Brendon D'souza, V. P colours, "Mid East/South Africa, Ad Sales , Marketing Brand engagement " on Careers in Media" on 16 December 2019.

Screening of videos in relation to Marketing, Advertising and Retail

Activities undertaken under COMFEST in collaboration with MCOM



20 Jan 2020 ----- Motivational Talk by Kuntal Joisher

This motivational talk brought in a insight on how one should be determined for the goal in his life. Students got inspired by Kuntal determination and strong desire and passion to achieve its goal.



Winners of the Click a pic competition along with the OC of Comfest

20 Jan 2020 ----- Ad Mad Show- Shoot a ad Competition

20 Jan 2020 ----- Click a Pic Competition



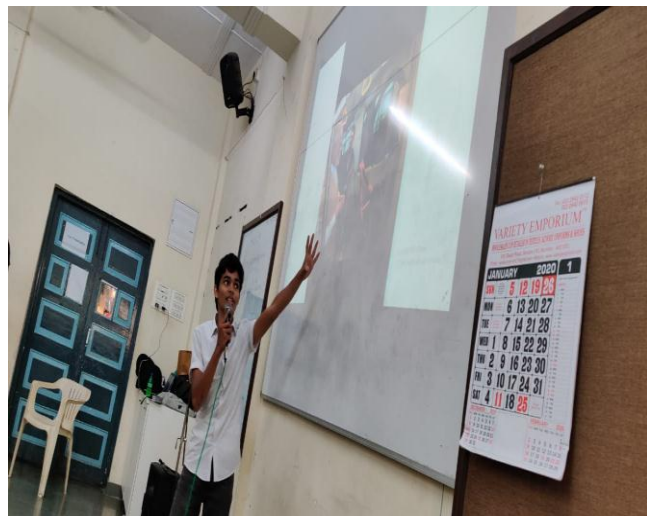
21 Jan 2020 – Business Quiz competition

The competition's final round was held on 21 Jan 2020. The participant teams had to make it through brain storming rounds to grab a place. It comprised of a mix bag of challenges such as MCQs, Buzzer Round and 'Guess the Personality', associate the news with the company, recall the CEO, LOGO , making of LOGOs of different brands etc. all of which were aimed at testing the participants' mental ability and speed.



21 Jan 2020 – LOGO Making Competition

The students participated in creativity competition of LOGO making. On the spot they were given the topic to make LOGO for the college and Commfest. Students showed their talents of creativity and marketing.



22 Jan 2020 -----Shark Tank- A unique business Idea

Students came up with unique business ideas. They did a presentation to impress the venture capitalist. The ideas which they presented were not assumptions but they were really working on them.



22 Jan 2020 ----- Crazy Marketing Competition

Students in team showed their talents and creativity in marketing a silly product given to them on the spot. They used the tools of role play and advertising.



22 Jan 2010----- Guest Lecture by Pratiksha Rajendra Kavade on “Start up initiatives”

She gave an insight of how to go about setting up a start up and following it up. She gave the ground realities students will face while being budding Entrepreneurs. She also systematically gave the idea of overcoming some of the obstacle which will help them to sustain in market