

# Activities of the Commerce Association 2018-19)

## ComFest-ARTvertice

The Commerce Department organized ARTvertice a competition on 8<sup>th</sup> 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)

### ARTVERTICE competitions

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

## Guest lectures

- Mr. Leandro D'silva was invited to give lecture on “TRANSFORMATIONAL COMMUNICATION AND LEADERSHIP”. 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.(12 Sept 2018)
- A guest lecture on “HR and Banking as a Career” was also organized where Mr. Niranjan Mendonca guided the students on future career options in Human Resource Management and Banking. ( 9<sup>th</sup> Jan 2019. )
- Mr. Sheldon D'souza conducted a lecture cum workshop on “The Making of an ad campaign”. This lecture helped students to understand the process of visualizing and producing an ad campaign. (17 Jan 2019)

## 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