

The Department of Commerce Report (2022-2023)



“Career Counselling in Digital Marketing” by Mr Karan Mehra-30th July 2022: A guest speaker session on “Career Counselling in Digital Marketing” was conducted by Marketing Geek and Guru Mr. Karan Mehra. The number of participants was over a 100 from various streams and the students received insights about the digital marketing world. Mr Mehra highlighted the endless opportunities in this field and guided the youth to choose what suits them the best. He shared his own journey and lessons he learnt which gave it a very personal. He gave them tips on how a business starts and how students can pick the right marketing course and gain hands on experience.



“Career Counselling in Studying Abroad” By Sakina Kuwawala- 8th August 2022: The Department of Commerce also organised another guest speaker session on “Career Counselling in Study Abroad”. It was attended by more than 120 students from various streams. The guest speaker for the event was Ms Sakina Kuwawala. She shared information on how to go to a foreign country and pursue further studies. She also emphasized on the value of studying abroad and the role it plays in an individual’s life. The session was followed by resolving student’s queries.

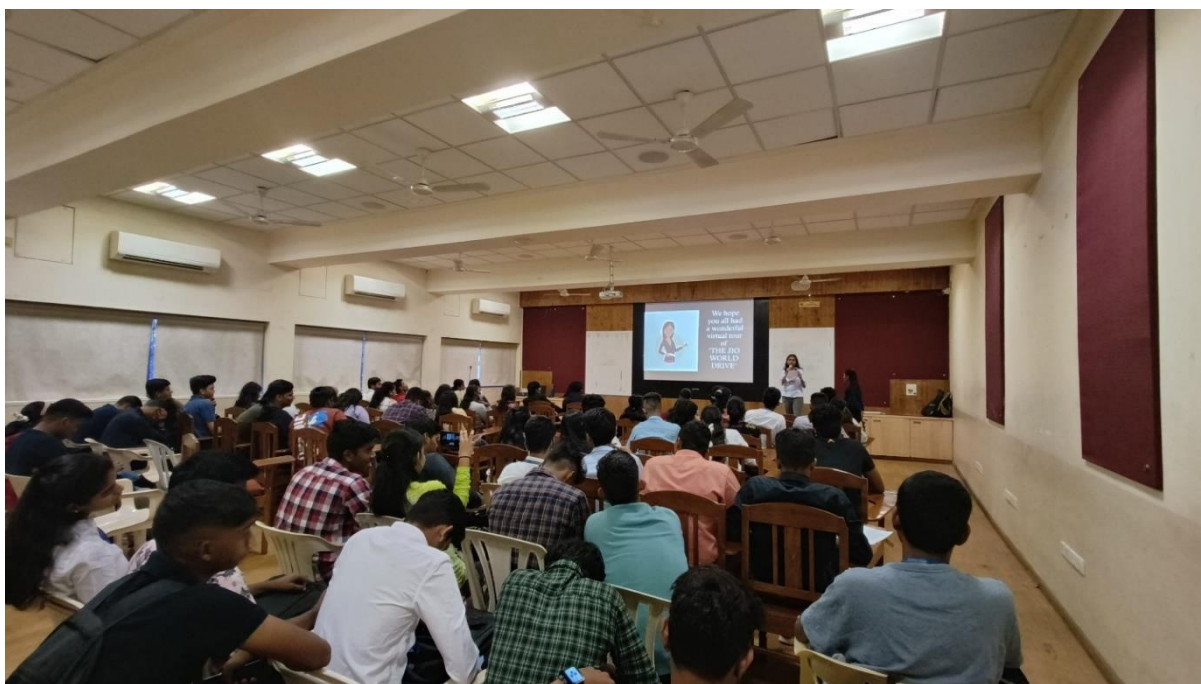


Skill Development Workshop Day 1: “How To Crack Group Discussions” by Dr. Svetlana Tatuskar- 23rd January 2023: The Department of Commerce organized a skill development

workshop for the students. This was conducted by reputed speaker Dr. Svetlana Tatuskar, Director of Kohinoor Business School on the topic 'How to Crack Group Discussions.' The event was a huge success attended by a large number of students from various streams B.Com, BA, B.Sc IT and a lot of positive feedback was received. The speaker was highly engaging and gathered great participation from all the students. They learnt about how to communicate in formal environments, handle disputes in a formal setting and conflict resolution when many people with different ideologies are put together. The importance of body language and gestures was taught to students. All of these will help them to become better individuals and allow them to build on their soft skills while seeking jobs. Students put in their thoughts on abstract topics the event was a huge success with 100% engagement from the crowd.



Skill Development Workshop Day2: “Techno Managerial Skills for Today's Managers” by Dr. Sandeep Sawant- 24th January 2023: The Department of Commerce held yet another successful workshop led by Dr. Sandeep Sawant, Director of Kohinoor Management School on the topic 'Techno-Managerial Skills'. The speaker emphasized the importance of such skills to build tomorrow's managers and entrepreneurs. It was a highly informative and engaging session as attendees asked questions and these were applied to real life situations to depict how things work in the real world.



“Ad-Mad Show”- 16th February 2023: The Department of Commerce organized an Event named “Ad-Mad Show and Experiential Visit Presentation”. The SY Students had to come up with a brand name and an innovative ad campaign for the product. There were two categories for the same – one for a commercial product and the other for social marketing. The event started with a prayer and the ads were streamed from both categories. There were more than 30 ads received conceptualised and created from scratch. The session ended by distributing the prizes to the 1st place to the ads ‘Jello’ and ‘Ginny pads’. The 2nd place was given to ‘Rich Craft tyres’, ‘Brewtopia’ and ‘Pulchrous Lipstick’. The 3rd place was given to ‘Bullship earbuds’, ‘Sukoon Chai’ and ‘Sabarshh Jewellery’. The prizes for Social Awareness ads were given to Break period Stigma, Blood Donation and Reduce food waste ads. The Good Recall Ad was given to ‘Kashmiko Balm’. The innovative Storyline prize was given to ‘killer life Insurance’.



“Experiential Mall Visit”- 16th February 2023: The FY students also presented their views on the experiential visit to various malls in Mumbai. The 1st prize was awarded to Jio World Drive from FYBCOM B, 2nd prize to Jio World Drive from FYBCOM A and 3rd prize to Phoenix Marketcity from FYBCOM C. The event concluded with a group picture with the teachers in charge and the participants.



“Career Opportunities in Human Resource Management” by Anagha Devalekar- 9th March 2023: The last activity for the academic year was a guest speaker session on ‘Career

Opportunities in HR.’ This was conducted by Ms Anagha Devalekar. As an HR professional with over 20 years of experience with companies like TCS and Infosys, Ms Anagha enlightened the students on the growth opportunities in HR along with ways to get started. She also shed light on the various functional roles one could take up in their HR career and what those responsibilities would include. The session ended with a question-answer round with several queries from an enthusiastic bunch of students.

Faculty Members:

Dr. Harmeet Kaur Bhasin (Head of the Department)

Ms. Ninoshka Dsilva Sequeira

Ms. Elizabeth Dias

Student Heads

Akanksha Yadav

Chaitanya