

Subject: Managerial Economics

Year: 2016-17

Conducted a quiz in topics of market structures and national income



The Winning Team



Subject: Business Economics

Year : 2016-17

PowerPoint Presentations on Economies and Diseconomies of scale



SEBI:

Department of Commerce is organizing 1day workshop at SEBI&NSE Hyderabad for all the B.com II year students for providing awareness on financial and online trading. Commencing from 23rd June 2016 on every Thursday.



Debate Competition on Demonetisation Subject: Economics, BTP,FIM

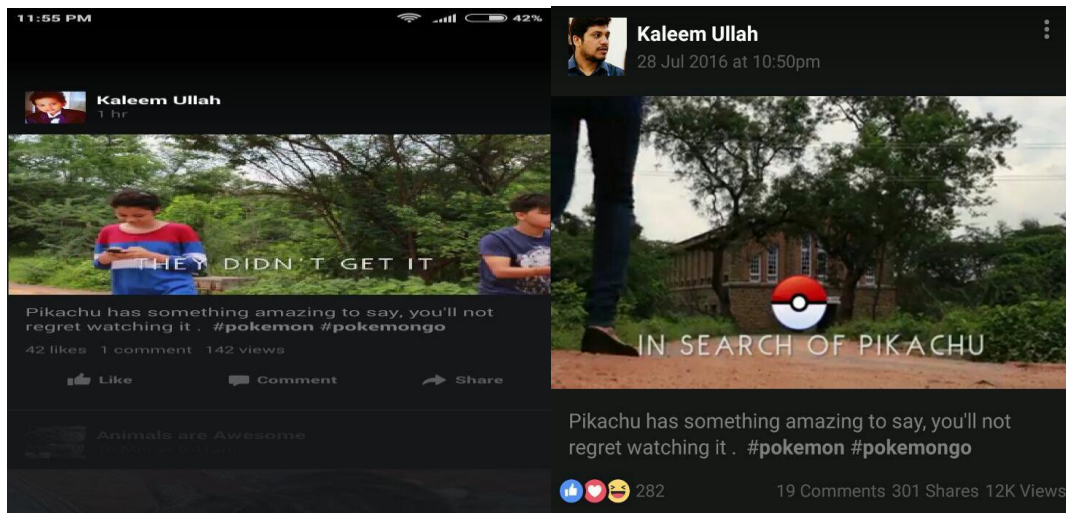
Debate Competition The Department of Commerce conducted an intra collegiate Debate competition on 19TH NOV 2016. The topic for the debate was "Demonetization of Currency-A Road to Anti-Corruption or Hasty Decision". 164 students from all the streams of both UG and PG, enthusiastically participated in the preliminary round, out of which 20 students were shortlisted for the final round conducted on 22-Nov-2016. On day - 2 the Debate session was divided into two phases. In the first phase, each participant was given 3 minutes to speak for and against the motion. In the second phase, an open debate was conducted for 30 minutes. The debate turned out very lively and energetic affair. Questions were posed to the participants by the honorable judges. The event was lauded by the Principal, Vice-Principal, Head Department of Commerce and judges. Judges for the event: - Dr. Mahendra- Department of Management & Dr. Kavita Lal- Department of Management

Winners- Vedant Bagri - B.Com1H2 -1st prize- For the motion. K. Preethi - B.Com2H2 - 1st prize - Against the motion. Rahul Batra - B.Com1H1 - 2nd prize- Against the motion. Krishna Kamal- B.Com 2D- 2nd prize - For the motion.

MARKETING

1. During the month of July, the students of H1 had conducted a social media experiment to analyse the impact of viral marketing. The students combined the concept of viral marketing with a social message and shot a video. The video was based on the then viral trend of the game Pokémon Go and was expected to convey the need for afforestation and protection of the environment.

It was observed that viral marketing, in this case, was not highly effective but the video did gain a positive response from the audience.



2. In the month of August, a team of 20 students from 1H1 had given a presentation on the 4 elements of Marketing mix – Product, Place, Price and Promotion.

The students had come up with the proposal of launching Quick Shop – an app that would let users order groceries from the local stores, online. They also decided on the various pricing, distributional and promotional strategies for the product, including a logo and a tagline. They mentioned that the USP of the product would be its user-friendly nature and quick and easy delivery. They concluded the presentation with a humorous advertisement promoting the advantages of the app.

The presentation garnered much appreciation from the Head of Department of Commerce Dr. K. Sreelatha Reddy , Ms. K. Neelavathi and the audience.



Link of social media experiment video :

<https://youtu.be/DWNFyWtLIh4>

FOREIGN TRADE

1. To capture the students' focus right from the beginning of the semester, an over-night task was given to the students to speak on foreign trade. A team of 5 students were selected and given a topic during the evening and were asked to explain it to the class, the next day.

This helped in engaging the students in discussions and exchange of information within themselves.



4. The concept of Regional Economic Groupings was explained in the class by means of a group activity by the students.

The students performed role plays, each person representing a member of an REG, for example, FTA. The students conveyed the basic structure and the bases of levels of tariffs within the group and with other countries.

The same method was used to explain the features and levels of tariffs, where they used their heights to represent the level of tariffs of various countries.

Finally, the students also devised upon certain gestures to represent the objectives of groups like SAARC and ASEAN.



Link of regional economic grouping video :

<https://youtu.be/zKnoclsOBiY>

TALLY WORKSHOP-REPORT

Tally is popularly known as an accounting software for small and medium businesses. It does all the functions of accounting that a particularly mid-sized business has. The core features of Tally are Accounting, Billing, Payroll, Taxation, Inventory, Banking, Reporting, Ratio Analysis. After the release of ERP version of Tally, the capability and functioning of Tally is much more widened and extended to a great extent.

DATE AND VENUE:

The workshop for tally was conducted on 20th of December 2016 at NSIC (National Small Industries Corporation) located at ECIL. We the students of class 1A1 were accompanied by our class in charge Mrs.Kalyani. We were trained by Mrs.Vani and Mr.Joy and we were certified for our work.

THE TRAINING-WORKSHOP:

The session began at 9:30 and we were given a form in which we had to fill up our details. Initially our session started by revising basic terms of accountancy in Tally. Mrs.Vani .With the help of a projector and a computer showed us how to solve problems. we were divided into a team of two and solved basic problems which were based on returns and balance sheet. In the second session we worked out the problems based on depreciation, taxation and opening balance method individually as directed. Our session lasted till 3:30 pm.

