

Aditi Mahavidyalaya
University of Delhi
Department of Commerce 2019-2020

Department of Commerce started its new session 2019-2020 by welcoming the new batch of students of B.Com & B.Com (Hons.) on 20th July, 2019 in its Orientation program where all the new students were briefed about the college and career options in the commerce field.

Orientation Programme (2019-2020)

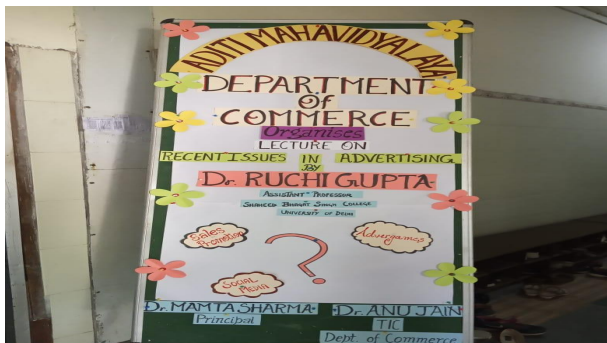
Department of Commerce started the new session 2019-2020 by welcoming the new batch of students of B.Com Programme & B.Com Hons. course on 20th July, 2019. In the Orientation Programme, all the new students were briefed about the college, and career options in the commerce field via a PowerPoint Presentation. Faculty of Department of Commerce welcomed & interacted with the new batch of students. The Principal of the college, Dr. Mamta Sharma also welcomed all the students for their next three years of college journey. The students were also briefed about the Industrial Visits, Placement Cell Committee, Annual Fests, extra-curricular activities offered by the college.





Recent Trends in Advertising

The Department of Commerce, Aditi Mahavidyalaya had organised a workshop “ Recent Trends in Advertising“ on 22nd August 2019 . Dr Ruchi Gupta , Assistant Professor , Shaheed Bhagat Singh College , University of Delhi , who is an expert in the field was invited as a Resource Person. She has presented many research papers in the field of marketing and advertising in many Indian and international forums. The program started with the welcome of Dr Ruchi Gupta by T.I.C. , Commerce , Dr AnuJain with a plant. The workshop aimed to provide information regarding the recent changes in advertising. The students were told about digital advertising , native advertising , breaking stereotypes and old age taboos in today’s advertising era , usage of advergames by brands , customer engagement and story telling concept in the advertising. Students were shown the advertising through the videos and PowerPoint presentation. The workshop shall benefit students in not just academic but also in their professional endeavours in future. The event was graced by the Commerce Faculty. The event was altogether a new



experience for students and student gain practical knowledge for attending the workshop.



Handling Interviews

The extensive lecture series committee in collaboration with Department of English and Department of Commerce organized an interactive session on “*HANDLING INTERVIEWS*”. The session offered valuable insight to the students about the challenges faced by them with regard to interviews. The resource person Dr. Tasneem Shahnaaz, Associate Professor, Department of English, Sri Auribindo College, University of Delhi talked at length about different types of interviews that students can come across in future. She also discussed about what preparations one should do while preparing for Interviews and shared some tips on it that can help students to be more confident while facing them. The session was made lively with role play and handouts that kept the audience engaged and interested. The session offered a platform to the students to share their anxieties and concerns about interviews. The Principal Dr. Mamta Sharma also shared her valuable inputs with the students.



Special Lectures series

The extensive lecture series committee in association with Department of Commerce and Department of English organized three interactive sessions on 17th September, 2019.

The first session on the topic “Out of Office: Too stressed to work” offered valuable insight to the students about the problems and stress they may face at work level. The resource person Dr. Vandana Gambhir Chopra, Assistant professor in Psychology in Keshav Mahavidyalya, University of Delhi and soft skill behavioral trainer, made session lively and interactive with a lot of group activities conducted during the session. It gave the students an opportunity to study latent stress in their life and ways of handling it. She also talks of effective techniques to manage work life balance.



The second session was about “Cyber crime and Social Media “. The resource person Dr. Rajanikant Verma, Associate Professor in department of Commerce, Zakhir Husain college, University of Delhi, talked at length about different types of cyber crimes-how individuals are affected by it. He talked about issues like cyber stalking, spoofing, phishing, bank frauds, email related crimes, hacking, viruses, Trojan attacks and many more. As social media platforms become more intrinsic to our daily lives, he also discussed how it has become crucial attack vector that individuals and even organizations can no longer ignore. He ended the session by sharing numerous tips on online safety against cyber crime by using strong passwords, keeping software updated, managing social media settings, strengthening private networks and a lot more.



The third session was about “Enhancing Communication skills” and speaker Dr. Archana Kaushik, Associate Professor, Department of Social work, University of Delhi discussed about assertive and unassertive aspects of communication. She also briefed students on the importance of communication skills not just in outside world but also in family, friends and relatives. Real life examples were given to discuss different styles of communication such as direct-indirect communication and mask communication and how they all are interrelated. To make communication effective, it must be clear and direct. She concluded the session by focusing on importance of listening skills which acts as meditation to a greater extent.



Advertisement: Economic and Social Aspect

Department of Commerce and Department of Hindi organized a workshop on "Advertisement: Economic and Social Aspect" on 19th September, 2019. The lecture was held in two sessions - Economic aspect in the first session and social aspect in the second session. Dr. Gayatri Verma, Associate professor, Department of Commerce, Laxmibai College, University of Delhi addressed the first session on Economic aspect and Dr. Vaishali Billa, Associate Professor, VIPS, IP University addressed the second session on social aspect. Dr. Mamta Sharma, Principal, Aditi Mahavidyalaya, welcomed guests and talked about making ADITI- a brand and it is up to students to promote positive aspects of the college.

Dr. GayatriVerma started session by explaining about features and objectives of advertisements. Different appeals such as social, emotional and moral appeal used by advertisers to persuade customers were also discussed. She made the session lively,fun and interactive by offering chocolates to students for their correct answers to questions asked during workshop. Economic aspects of advertisements such as value of products, effects on prices , effect on consumerdemands and choices and effects on business cycles were thoroughly discussed. Finally,she concluded the session by focusing that a balance should be maintained while advertising for welfare of the people.

Social aspects of advertising were emphasized in second session by Dr. VaishaliBilla. She started with how human behavior is influenced using market Principles for social benefit rather than commercial benefit. Many positive and negative aspects were also discussed during session such as deception in advertising, effect on our values system, subliminal advertising and offensiveness of some advertisements. Session was madeinterestedby playing videos of advertisements having social impact on public.



Career after Graduation

Placement Cell of ADITI MAHAVIDYALAYA in association with commerce department organised a special lecture on “Career after Graduation” on 05th November,2019 . It was coordinated by Dr.Mamta Sharma (Principal) Aditi Mahavidyalaya, Dr.NituDabas (Convener, Placement Cell) , Dr. Rajeev Kaur (Co-convener ,Placement Cell), Dr.Anu Jain (TIC-Commerce department)and Members of the Placement Cell . The resource person was Mr. Nihar,MBA from IIM Rohtak with experience of over14 years in training students for various aptitude based entrance exams. Apart from teaching, he also has 3 years of corporate experience in sales and brand management. . It was an effort to guide students about career opportunities in different fields after graduation. Around 60 students of the college participated in the lecture. The speaker talked in detail about available career options such as MBA , Bank PO , SSC CGL ,



UPSC etc.



“VANIJYAM 2020”

The department of Commerce conducted a 2 day Annual Commerce Fest “VANIJYAM” on 12th and 13th February, 2020. On the first day, different events like Business Quiz, Human Ludo, Needle-Thread Race and Tug of War were conducted for the students. Events like Art mania, Business Start up, Ad mad show and T- shirt painting were conducted on the second day. All the different programs were well managed by the final year students under the guidance of teacher coordinators.



BUZZ RAZZ- BUSINESS QUIZ

The Department of Commerce had organized 'Buzz Razz' - a Business Quiz as the inaugural event of annual commerce festival 'Vanijyam-2020'. A total of 44 students participated in the quiz in a team of two, which was divided into three levels. Level 1 was the 'Q&A Level' in which teams had to answer 25 MCQ's in 10 minutes, and top ten performers qualified for the next Level - 'Who am I'. Participants at this level were to identify corporate logos and top 6 performers made it to the two tiered level -3.

It comprised of identification of famous corporate personalities and products through their bio sketch and mono act respectively .The quiz was well conceptualized and coordinated by a team of 6 student coordinators who managed the event in a time bound manner. The quiz concluded with top three teams securing 1st, 2nd and 3rd position and was awarded with attractive cash



prizes.



SPORTS EVENTS

The games category was divided into 3 programs- Human Ludo, Needle-Thread Race and A fun Event-Tug of War. The games started at 11: 30 a.m. in the college ground. There were 16 participants in Human Ludo in the form of 4 teams. Each team wore its assigned color i.e, Yellow, Green, blue and Red to make it more presentable. There were 16 teams with pairs in Needle-Thread race. The Tug of War was conducted between the Pass course and Hons. Course with 15-15 students each side, in which the students of Pass course defeated the students of Hons.



ART MANIA

The event was organized on second day of annual commerce fest “Vanijyam” - 13th February, 2020. Around 30 students participated in the event. The theme was “Best out of waste” i.e., to prepare any useful or creative item from the waste material in 40 minutes. It was an effort to enhance student’s creativity in a useful manner. Students prepared items like Bag, college Model, lamp, Windchimes, Wall hangings and many more.





BUSINESS STARTUP FIESTA

It was conducted for the students. The event started from 10 a.m. onwards. Startup fiesta was well managed by the final year students under the guidance of teacher coordinators. There were total 18 stalls of foods and games and each stall was managed by two participants. The students were judged on the basis of Decoration, Hygiene, Innovative Idea and the Profit % they earned from their respective stalls. There were total 36 participants in Startup fiesta and 18 teams. The result and winners of the event were declared by the judges of various department of the college.



AD MAD SHOW :The Ad Mad Show was organized by the department of commerce on the occasion of "VANIJYAM 2020". Initially 9 teams participated in the 1st round (tag the tagline) and among these 5 teams got place in the 2nd round (mingle the jingle) . And only three teams among these 5 teams got place in the 3rd and final round (ad-o-mania).Team Facebook won this contest followed by Team Snapchat and Team Twitter as the 1st and 2nd runner-ups.



T-SHIRT PAINTING

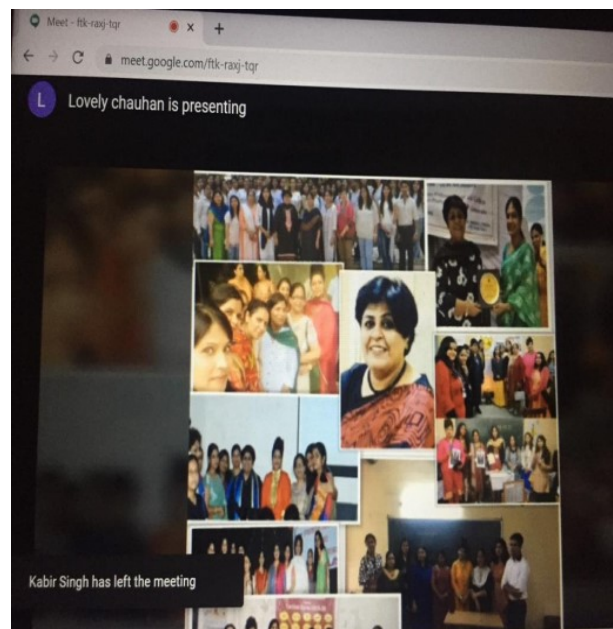
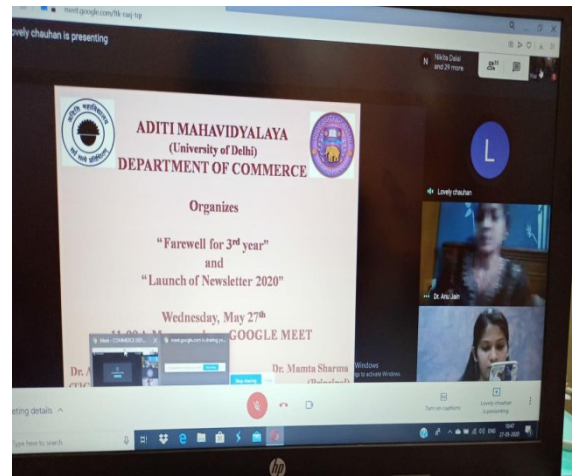
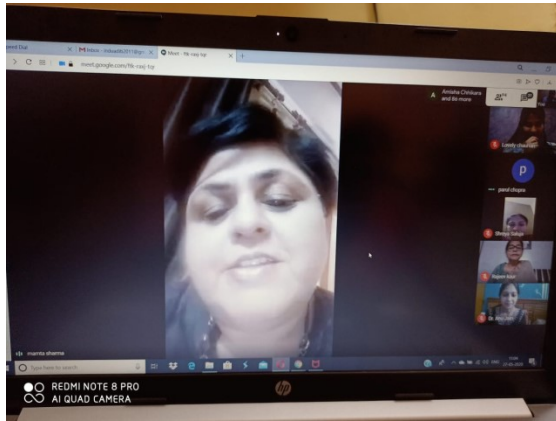
T-Shirt Painting contest was organised by the Department of Commerce on the occasion of "VANIJYAM 2020" on 13th February. 'Sustainability of Water' was the theme of the contest. Students participated in teams. All the teams tried their best and showed their creativity. And 3 teams got 1st, 2nd and 3rd spot.



All the different programs were well managed and the students enjoyed and gained knowledge from this 'Annual Department Fest' VANIJYAM 2020.

VIRTUAL FAREWELL AND LAUNCH OF E-NEWSLETTER

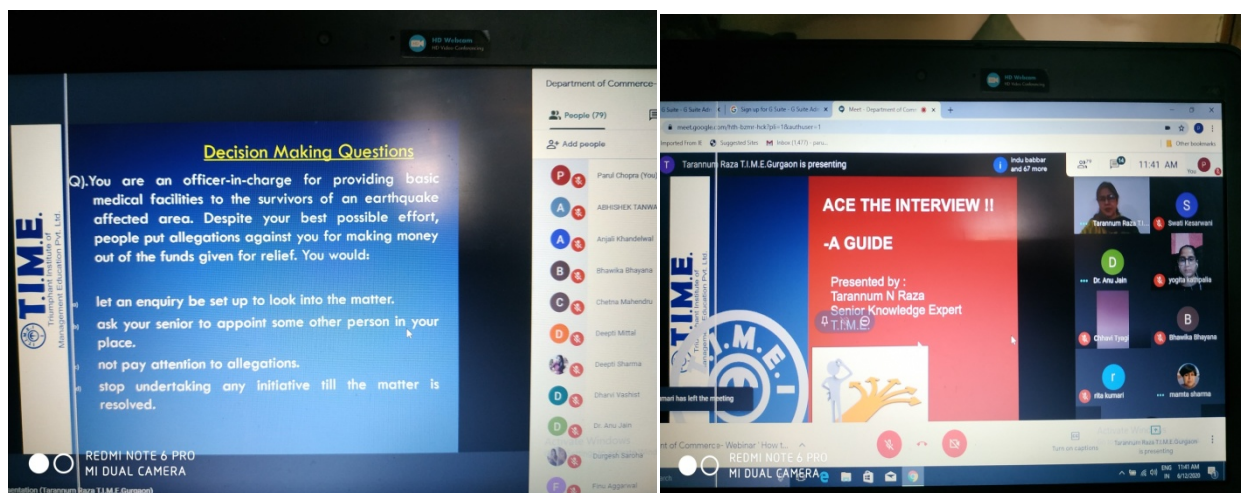
Due to the prevailing pandemic situation in the Country, Department of Commerce, Aditi Mahavidyalaya took the lead and organized virtual farewell for final year students as well as launch of E- Newsletter 2020 on 27th May, 2020 on Google meet app. The program started with blessings and motivational speech of our respected principal mam- Dr. Mamta Sharma . She talked about how the commerce students have always actively participated in academics as well as extra curricular activities. Dr. Anujain, TIC- Department of Commerce inaugurated the E-Newsletter . Students of second year conducted virtual Ms.farewell Contest in 3 rounds i.e., Personality round, Talent round and finally Q/A round. Ms. Rakhi from B.com hons was titled as Ms. Farewell, Ms. Khyati from B.com hons was titled as Ms. Talent and Ms. Namrata from B.com prog was titled as Ms. Personality . Teachers showered their blessings upon students while students shared their experiences and journey of college . Around 114 students participated in the program. The event was made memorable by videos shared by teachers for their students in the form of blessings and wishes.



How to Crack Case Study: Problem Solving and Decision Making

The Department of Commerce had organized webinar on ‘How to crack case study- Problem Solving and Decision Making’ for students on 12th june, 2020, on google meet e-portal. Ms. Tarannum Naseem Raza from the T.I.M.E. Institute, an eminent faculty in the field and a telecommunication engineer by profession was invited as the resource person . The webinar was inaugurated by Dr. Mamta Sharma who congratulated the Department for conducting seminar on an important topic which would broaden up mental horizon of students with respect to their

career planning. Dr. Anu Jain , T.I.C. Department of Commerce who had conceptualized the need for this seminal topic to provide valuable insights to students about multi- dimensional facets to be considered while approaching a problem, welcomed the resource person and participants which were around 150 in number. The session began with Dr. Raza discussing about the key points to be considered while dealing with a case study presented during job selection process. She explained about various body language and communication techniques that may be followed during an interview which enables a prospective candidate to project her best. The session was made interactive with numerous case studies being shared with students for a solution impromptu, which made them realize the importance of careful listening, word and data processing for appropriate problem analysis. It was a fruitful session, where students learnt about how to conduct themselves during an interview and expressed their desire to attend seminars on similar topics in future as well.




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Tarannum Raza T.I.M.E.Gurgaon is presenting

T.I.M.E.
Triumph Institute of
Management Education Pvt. Ltd.

There are 3 jars labelled – Apples , Oranges, Apples & Oranges. They are wrongly labelled . From each jar, you can pick a mixture of as many fruits required and correct the labels on each jar. Determine the minimum no. of fruits to be picked up in the process of correctly labelling the jars.



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MI DUAL CAMERA

shu kumar Malhotra has left the meeting

Swati Kesarwani

Tarannum Raza T.I.M.E.Gurgaon

Dr. Anu Jain

Bhawika Bhayana