



ISSUE 2020

Commerce Department Aditi Mahavidyalaya Delhi University **COM—BYTES**

27 MAY, 2020

About Department Of Commerce

The Department of Commerce, Aditi Mahavidyalaya established in year 1994 offers two of the premium courses of University of Delhi viz. B.Com (Hons) and B.Com (Programme). The Department creates a stimulating environment for the academic growth of its students. The faculty members are known for their expertise in finance and marketing and impart practical knowledge on the relevant subjects. The Department aims to strengthen latent potential of students so as to increase their employability, empower them with financial security and prepare them for professional success. An open student teacher interface is followed by organising various interactive activities such as presentations and group discussions which instil entrepreneurship and leadership qualities among girls, making them confident to face challenges that can come their way professionally.

The department also aims to enrich students with technical soft skills relevant for the curriculum. The certified workshops on latest professional software such as Tally, Excel, and E-filing etc. are conducted regularly by experts in the field. Seminars, Talks, paper & computer presentations and field trips are orga-

nized regularly to enhance the skills of the students.

Department of Commerce started its new session 2019-



Orientation Programme

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.



COM—BYTES
2019-20



With a view to provide information regarding the recent changes in advertising, department organized a workshop on "Recent Trends in Advertising" on 22nd August 2019. Resource person, Dr Ruchi Gupta, Assistant Professor, Shaheed Bhagat

today's advertising era, usage of advergmes by

RECENT TRENDS IN ADVERTISING

Singh College University of Delhi talked about about digital advertising, native advertising, breaking stereotypes and old age taboos in

brands, customer engagement and story telling concept in the advertising. The session was made interesting by showing advertisements through the videos and PowerPoint presentation.



Handling Interviews

The Department of Commerce in collaboration with extensive lecture



series committee organized an interactive session on “*Handling Interviews*” on 04th September, 2019. The session offered valuable insight to the students about the challenges faced by them with regard to interviews.



Resource person— Dr. Tasneem Shahnaaz, Associate Professor, Department of English, Sri Auribindo College, University of Delhi discussed at length about different types of interviews that students can come across in future.

soft skill behavioral trainer, made session lively and interactive with a lot of group activities conducted dur-



ing the session.

SPECIAL LECTURE SERIES

Out of Office: Too stressed to work”

The resource person Dr. Vandana Gambhir Chopra, Assistant professor in Psychology in Keshav Mahavidyalya, University of Delhi and

Cyber crime and Social Media

Second session was about “Cyber crime and Social Media” was conducted by Dr. Rajanikant Verma, Associate Professor in department of Commerce, Zakhir Husain college, University of Delhi. He talked at length about different types of cyber crimes and how individuals are affected by it. Issues like cyber stalking, spoofing, phishing, bank frauds, email related crimes, hacking, viruses, Trojan attacks and many more were discussed. Numerous tips on online safety against cyber crime were discussed.



Enhancing Communication skills

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. 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.



Advertisement: Economic and Social Aspect



cycles were thoroughly discussed.

Department of Commerce in association with department of Hindi organized a workshop on 19th September, 2019 on Economic and social aspect of Advertisement.

In its first session, Resource person, Dr. Gayatri Verma, As-

sociate professor, Department of Commerce, Laxmibai College, University of Delhi discussed about economic aspects of advertisements such as value of products, effects on prices, effect on consumer demands and choices and effects on business



In the second session, Dr. Vaishali Billa, Associate Professor, VIPS, IP University discussed about positive and negative aspects such as deception in advertising, effect on our values system, subliminal advertising and offensiveness of some advertisements.

Career after Graduation

Department of Commerce in association with Placement Cell of college organised a special lecture on "Career after Graduation" on 05th November, 2019. The resource person was Mr. Nihar, MBA from IIM Rohtak guided students about career opportunities in different fields



after graduation. The speaker talked in detail about available

career options such as MBA, Bank PO, SSC CGL, UPSC etc

ANNUAL COMMERCE FEST – "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 stu-



dent's creativity in a useful manner. Students prepared items like Bag, college Model, lamp, Windchimes, Wall hangings and

many more.

Business Start up 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". Ini-

tially 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 runners-ups.

T-shirt painting

T-Shirt Painting contest was organised by the Department of Commerce on the occa-



sion 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.

Teachers Day Celebration

Teacher's Day was celebrated by students of Department of Commerce as a token of love and respect to the teachers on the occasion of teachers' day along with Principal Madam.



Sayonara- Batch 2017-20

Due to Covid 19 Pandemic a virtual farewell party was organized for final years students by their juniors. On this occasion Department of Commerce also launched its Newsletter Com-Bytes.



B.Com (H)



ADITI MAHAVIDYALAYA
(University of Delhi)
DEPARTMENT OF COMMERCE



Organizes

"Farewell for 3rd year"
and
"Launch of Newsletter 2020"

Wednesday, May 27th
11:00 A.M. onwards on ZOOM

Dr. Anu Jain
(TIC- Department of Commerce)

Dr. Mamta Sharma
(Principal)

B. Com.



Alumni Speak:

My 3 years at Aditi College has been wonderful and I am a proud alumni of this college. Though, it has been more than 10 years, but it feels like yesterday only I graduated from this college. Faculty members at Commerce department are best and not only academically, they have groomed me in every path of my life. I don't miss any opportunity of coming to my Alma Mater- Aditi Mahavidyalaya. -**Ms. Manisha Rana, B.Com (H), (2007-10) , (Manager, State Bank of India, New Delhi Main Branch)**



Aditi Mahavidyalaya is one best thing that happened in my life. It gave me wings to fly, the confidence to survive and the motivation to achieve high in life. Thank you A.M.V. for trusting me and giving me ample opportunities to learn and grow. I owe my success to the teachers who put their hard work for each student to nourish and do best in their lives. -**Ms. Sonali Joshi, B. Com (H), (2013-16) (Currently working with Indigo Airlines)**



A.M.V has been one of the most important parts of my life which opened an ocean of opportunities for me. I participated and won in almost everything from time to time (organizing events, sports, theatre, modeling, competitions and much more). From being Ms. Fresher in the first year to becoming Student of the Year in final year, there has been constant support of all my commerce teachers. Love them all. - **Gauri Shokeen, B. Com (H), (2015-18), (Currently working as Business Analyst at Evaluserve)**

Finding the right path to success at the right time is really very important and for that way I had selected Aditi Mahavidyalaya. The friendly environment, the systematic approach towards imparting education at Aditi made me a competent individual. The faculties are really very kind and approachable when any need arises. we are trained for our placements and future challenges. Today, if I am in good position it's because of what I have learnt from my friends and teachers. Lastly I am really proud to be an Aditian. -**Sanjana, B.com (H), (2016-2019)**

Our college is known for its motto which says Sarve Satyam Partistham and friendly environment. As a student of my college I feel that the teachers were really helpful, understanding and all the facilities provided were sufficient. On a periodic basis both academic and non-academic events and programs are organised for better learning and understanding of the concept as well as development of personality and positive attitude. - **Goldi, B.com (H), (2016-19) (Pursuing M.Com. from Ramjas College, DU)**



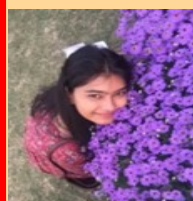
I have participated in various activities like slogan writing, debate competition, cultural activities (folk dance, street play, aerobics), co-ordinating committee in organizing the college annual fest "Youh Extravaganza" during my college life. These extra curricular activities not only helps in improving my confidence but at the same time prepares me for my future also. - **Ms. Kanchan Kaur (2009-11), (Finance and Accounts Professional)**



Our college is the best place for learning. The growth that I see myself in over three years is astonishing. The teachers are so humble and helpful who devote their time not only in teaching but also encourage us to participate in extra- curricular activities and guides us about our future plan. Students are also very friendly and approachable. We usually bond in the canteen area where the food is delicious. In totality the ambience of our college is awe-inspiring. - **Shonima Jaswal, Bcom (H), (2016-19)**



Aditi Mahavidyalaya is a place of knowledge and bliss. It has provided me a wonderful environment and opportunity to learn and grow myself in every field. Apart from studies, students also enjoy the co-curricular activities. I have got infinite love and support from my teachers at every step. They have encouraged me to show my hidden talents in number of ways. The time I have spent in this college is paving the way towards fruitful and enriching career. I am proud to be an Aditian.... - **Annu Pathak, B.Com. (P), (2016-19) (Transaction Processing New Associate, Accenture)**



Aditi Mahavidyalaya gave me a lot of experience and develop qualities that i didn't knew I had in me like while managing an event I got to know the managing power I had, participating in the events gave me the courage and sportsman spirit. The college taught me a lot of things and best of all how to be a better person. I was in the commerce wing which was the best one with the best of the best teachers. The faculties the facilities and the feel, the three 'F', the three words which according to me describes. It was a wonderful experience. Thankyou, Aditi Mahavidyalaya for this heavenly experience. -**Puja Kiran, B.com (H), (2015-2018)**



Teachers of Aditi mahavidyalaya is so supportive and encourages their student to do well in future too. So disciplined college. -**Manisha Kumari, B. Com (H), (2015-18) (Pursuing M.Com.)**



They say 'The choice you make makes you'. Being an Aditian is the best choice that I've ever made which has transformed me into more focused and more determined person that I am today. It is not just an institute imparting valuable knowledge to women in the society but a family of encouraging principal, brilliant faculty and supporting peers which believes in nurturing you holistically. The strongest pillar to the pride of AMV is undoubtedly its erudite faculty which shares a mentor-mentee relation more than anything else with every student. To say a few words for the upcoming batches: Aditi Mahavidyalaya will always keep you on your toes; it is about your capacity to make the best use of opportunities those are being offered to you at this place. - **Sonali, B.Com(H), 2016-2019**

Teachers hv always been a inspiration and a ideal for me.. I just luv nd respect you from bottom of my heart.. -**Kirti, B.Com (P), (2014-17), MBA (HR and Marketing) (working at HDFC Bank as a personal Banker)**

Dr. Anu Jain

(TIC, Department of Commerce)

Dr. Mamta Sharma

(Principal, Aditi Mahavidyalaya)