

ALVA'S COLLEGE, MOODUBIDRI

DEPARTMENT OF COMMERCE

COMMERCE FORUM ANNUAL REPORT 2013-14

The Commerce forum has been in existence in the college since 2000. The students belonging to the commerce stream are enrolled as members. The present strength of commerce forum is 55 members. The association has conducted many commerce related activities such as current business affairs, personality development programmes, speech oriented programmes, guest lectures concerned with business education, globalization etc.

During the year 2013-14, the first meeting of commerce forum was held on 22-06-2013. In this meeting "**Marketing Activity**" was conducted, where the members are divided into groups and where few slogans and members of the team have to identify to which advertisement it belongs to. This activity widens the students' knowledge regarding the current advertisement.

The second meeting was held on 26-06-2013. In this meeting "**Pick and speak**" activity was conducted where the members of the forum were made to speak regarding commercial and marketing topics. This activity tends to increase participants' communication skills and to gain knowledge regarding the current affairs and the subject.

The Third meeting was held on 06-07-2013. In this meeting "**Quiz competition**" was conducted to the forum members regarding to general knowledge, current business affairs and also puzzle activity was conducted to increase the efficiency of the members.

The fourth meeting was held on 20-07-2013. In this meeting "**Personalities identification**" activity was conducted in order to make the members to know about many unknown personalities and also 'General Knowledge Quiz' was conducted by the students to improve their knowledge.

The fifth meeting was held on 27-07-2013. In this meeting "**Language improvement activity**" was conducted, which will improve the commercial language of the students and also many teams games were conducted to increase the co-ordination among the team members.

The sixth meeting was held on 03-08-2013. In this meeting "**Group Activity**" was conducted where the members of the group were given a puzzle and were instruction to arrange there puzzle piece as English alphabet "T" all the groups attempt to arrange the alphabet and small lecture was given regarding patience, concentration, team effort.

The seventh meeting was held on 10-08-2013. In this meeting all the members were divided into group and were made to discuss and plan about the collage presentation for the next meeting regarding various topics such as "Business", "Sports", "Politics", "Accidents" etc.

The eight meeting was held on 17-08-2013. In this meeting as it was planned previously "**Collage Presentation**" was made by each group in an interesting manner. This activity increased the skills of the students.

The ninth meeting was held on 31-08-2013. In this meeting one senior conducted a very informative an interesting "**Quiz competition**". All the members participated in the quiz activity.

The tenth meeting was held on 14-09-2013. In this meeting a "**Presentation activity**" was conducted where the team members were given spot topic and were asked to make presentation on the topic with

innovative ideas. This activity increased the organization capacity, time management and also individual speaking capacity.

The eleventh meeting was held on 21-09-2013. In this meeting various “**Management related activity**” was conducted to the team members. Here different task were assigned to the group members were they have to plan, discuss and present the task.

The 12th meeting was held on 04-01-2014. In this meeting “**Debate completion**” was held to the team members, hence the members were made to speak for and against to the various marketing and business related topics. This activity widens the thinking capacity of the students relating to the topics.

The 13th meeting was held on 18-01-2014. In this meeting HR Activities was conducted, to ensure the students to develop their imagination and also decision making and potential thinking.

The 14th meeting was held on 01-02-2014. In this meeting communication games was conducted. This activity helps the students to develop their communication skills and overcome hesitation in front of audience.

The 15th meeting was held on 08-02-2014. In this meeting **Mock interview** will be conducted to the forum members to familiarize them about how the interviews are going on.

The 16th meeting was held on 15-02-2014. In this meeting **case study** analysis will be conducted. For each group corporate case will be given. The objective is to develop the knowledge of analysing any case and is to allow students with real expertise and understanding, as well as judgement to excel.

The 17th meeting was held on 22-02-2014. In this meeting “Newspaper presentation” will be conducted. This activity was about cutting it out the important news of the week from the newspapers and giving a description. The students presented the news which was very interesting and knowledgeable.

The 18th meeting was held on 08-03-2014. The activity conducted was paper presentation. There were 6 teams. The activity provided good information, knowledge and created awareness about new things.

The 19th meeting was held on 22-03-2014. In this week “**Best out of waste**” activity was conducted. There were 6 teams. Each team was given some waste items and they were asked to make be get use of it.

The last meeting was held on 12-04-2014. A Valedictory session was conducted at the end of semester asking them to give their feedback regarding the various sessions.

The basic objective of the commerce forum is to make students aware about the current business world, trade activity and challenges faced by the business world. This year our commerce forum arranged for a variety of events for students, to tap the whole range of new talent they were born with. Every Saturday one such activity was organized.