

ALVA'S COLLEGE, MOODUBIDRI
DEPARTMENT OF COMMERCE
COMMERCE FORUM ANNUAL REPORT 2016-17

Co-ordinators

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In the academic year 2016-17, the total numbers of members are 89 including 1st year and 2nd year students. Various programmes were conducted for the members in the year. Here is a brief report:

- On 16-07-2016, "**Orientation programme**" The brief introduction was given about commerce forum by Forum Coordinator Mrs. Sumithra B.D
- On 23-07-2016, "**Product Launching**" was conducted for 5 teams of 12 members each giving 15 minutes to think of launching a new product to the market by selecting a product with multiple usage and minimum cost. The products launched were- "Smart connect" cable wire, Health Slip-slippers, Ink jell multi-use pens, Kick 02-cellphone and Scorcher Watch.
- 06-08-2016, "**Product Marketing**" This activity helps the students in improving communication skills and to know how to give consumer awareness and in overcoming stage fear.
- On 13-08-2016 a session of "**Pick and Speak**" was conducted by second year members for the first year members to develop their communication skills.
- On 20-08-2016 "**Event Management**" session was held by making a team of 8 members each for both first and second years. This event helps the students in improving organizing skills, confident and also improving management skills.
- 27-08-2016, "**Guest Lecture**" Programme was conducted. On that Occasion, Mr. Jeevan Lawrence, department of Management was the resource person. The discuss with the topic called Market trends in 2 1st century.
- On 03-09-2016, "**Group Discussion**" this activity helps the students to bring out certain thoughts and helps to coordinate with each other and also improving communication skills.
- 24-09-2016, "**Innovation Programme**" this program was conducted by the 3rd B.Com A. It's very motivating Programme. It is mainly conducted Programme by implementing new ideas.
- 1-10-2016, "**Marketing old products with new ideas**" All the groups were participated and launched their products by implementing their new ideas on old

products.

- 8-10-2016, “**Movie-Bharth Stories**” which is relating to Foreign Direct Investment. This film shows how this foreign direct investment effects on Indian market.
- 15-10-2016, session of “**Pick and Speak**” was conducted by second year members for the first year members to develop their communication skills.
- 31-12-2016, “**DEBATE**” It was held on demonization topic, this helps the students to improve the communication skills and also the opportunity to give their ideas on demonization.
- 07-01-2017, “**POSI JEST**” (Case Study) they were prepared beautiful charts related to their topics and also they presented their presentation. But their charts were prepared negatively.
- On 28-01-2017, to develop the communication skills and to get an idea of facing the interview, a “**Mock Interview**” was conducted for all the second year forum students.
- On 11-02-2017, “**Group discussion**” this activity helps the students to bring out certain thoughts and helps to coordinate with each other and also improving communication skills
- 18-02-2017, “**IGNITION**” - Commerce forum fest was conducted by commerce forum students. The commerce forum logo was launched by Vinay Alva.
- 11-03-2017, Commerce Quiz, in this 7 groups through the round like general awareness, identifying the professionals and Speak for 1 minute about the commerce team.
- 18-03-2017, “**Stress Interview**” this interview only conducted for 2nd year students. This interview arranged to know how students can manage the stress.
- 25-03-2017, “**Feedback**” in this meeting took feedback regarding the various session which are already completed with the students.

All the above mentioned activities were conducted with the objective of developing student’s personality through inculcating communication skills, creativity, and daresness to perform, develop team spirit, performing in a group, positive attitude, general knowledge, power of thinking, imagination etc. This will be really helpful for the students to groom their personality.

