



**MANIPAL UNIVERSITY
JAIPUR**

(University under Section 2(f) of the UGC Act)

Department of Commerce

NEWSLETTER

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ACCREDITATIONS & RECOGNITIONS



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Message

Prof. (Dr) Brajesh Kumar

Dean

Faculty of Management & Commerce



The Department of Commerce serves as a platform to encourage creativity, develop abilities, and produce future leaders through a variety of educational and cultural events. The course's primary goal is to prepare students for jobs in the financial services industry by providing them with specific knowledge in accounting, taxation, and finance. Graduates of the commerce program have a well-versed education that should allow them to succeed in any entrepreneurial endeavor or prepare them to serve as an executive in the financial services sector. With MOUs with ACCA and NorthStar Pvt. Ltd. under its umbrella, the Department is prompt to respond to industry requests for such agreements. To ensure that students graduate prepared for the professional world, the Department has been instrumental in meeting the demands of industry by quickly developing new courses and updating the curriculum.

The vibrant and young student of the department comes from a wide range of cultural, linguistic, philosophical, and ideological backgrounds; this diversity helps shape them into accepting cultural differences and developing them into inclusive global citizens who value diversity. All the department's faculty members have extensive knowledge in their fields, a strong commitment to research, and excellent academic and professional credentials. The Department has always operated under the guiding principle of the University's goal of service and quality. The department's goals include encouraging students to think creatively, influencing business processes and helping them become more internationally integrated, instilling strong moral principles.

Dr Saurabh Sharma

Head

Department of Commerce



The Department of Commerce was founded in 2012. From the day of inception, we have broadened our knowledge and proficiency in the field of commerce curriculum and associated research in several specialties, covering accounting, finance, banking, economics, and related disciplines. Our department has a sterling record in both research and teaching. The academic credentials of the faculty members are impressive.

The department is dedicated to enabling students to become future leaders and entrepreneurs who will benefit society and the country at large. Our curriculum was created with a multifaceted approach, considering the evolving business and commerce industry. We work to accomplish higher standards of distinction and improve upon the firm foundations of the Department of Commerce with the help of the faculty, staff, students, and other stakeholders.

Vision and Mission of the Department

**Achieving excellence in imparting education in the field of Commerce
with a focus on the holistic development of young minds.**

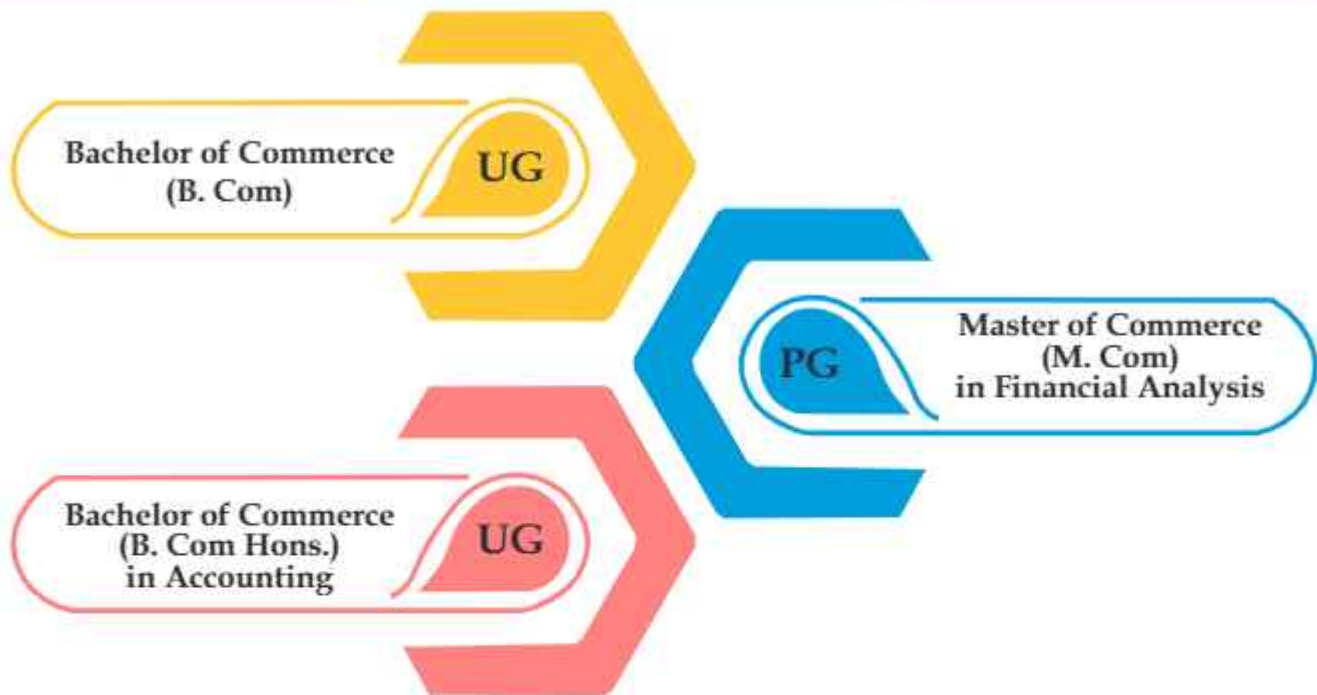
- Use of contemporary participant-centric pedagogies and teaching methods.
- Excellence in interdisciplinary research and innovation to produce quality professionals.
- To promote sustainable development among the students by enhancing their social and environmental awareness.
- To give wings to the entrepreneurial and innovative spirits of the students.

About the Department

The Department of Commerce at Manipal University in Jaipur was founded in 2012. To strengthen academic-industry linkages, the department has signed memorandums of understanding (MOUs) with the International Skill Development Corporation (ISDC) of the UK, the Association of Chartered Certified Accountants (ACCA) of the UK, NorthStar Edtech Pvt Ltd. and Certified Management Accountant (CMA) , USA. The Department of Commerce promotes excellence in teaching Graduate and Postgraduate programs. The department has two undergraduate programs and one postgraduate program. MUJ's commerce program is geared to meet the needs of emerging markets while also providing good work prospects to students. It seeks to equip students with a diverse set of skills and abilities in the fields of commerce and management. Bachelor of Commerce Hons. in Accounting has a collaboration with ACCA (Association of Chartered Certified Accountants) UK, which has nine papers exemption. Faculty members have an established track record of research and publishing in Banking, Accounting, Finance, Entrepreneurship, Marketing, Human Resources, and related topics.



Programs Offered



News and events organized

Faculty Development Program (FDP) on "Teaching Pedagogy and Innovative Research Methods in Management"



The event was conducted in online mode. The sessions were addressed by eminent experts, Prof. Raja Shekhar Bellamkonda, Senior Professor, University of Hyderabad, Dr. Neelam Rani, Associate professor, IIM Shillong, Dr. Lokananda Irala, Associate professor, University of Hyderabad, Dr. Srinivas, Assistant professor, University of Hyderabad, Dr. Nimitha, Assistant professor, Cochin University of Science and Technology and Dr. P. Murugan, Assistant professor, University of Hyderabad.

A 5-day FDP/MDP on Teaching Pedagogy and Innovative Research Methods in Management was organized by the School of Business and Commerce in association with MUJ-TEC. The event was organized for a span of 5 days, from 17th July 2023 to 21st July 2023. There were Seven Sessions in the FDP/MDP program on Pedagogical and Curriculum Innovations, Research Methodology, Systematic Literature Review, Factor analysis & Content analysis, Publication in top journals, and publication ethics, divided into span of five days.



Outreach Activity



The School of Business and commerce organised “Nasha Mukht Bharat” campaign in Dehmi Kalan. The aim of the campaign is to raise awareness about drug abuse and encourage education on the same.

Department of Commerce, Department of Business Administration, Directorate of Student Welfare & NCC in collaboration with Astha Foundation

organized a “Cloth Donation Camp” on November 6, 2023. Approximately 150 student and faculty participated in the camp. The event took place at MUJ Campus. The objective of conducting the event is to help the needy people. The cloths collected from the faculty and students were handed over to the management of Astha Foundation facilitating the clothes to the ones in need.

Guest visits/Invited Lectures/Expert Talk organized by department

Motivational Session by CA. Paresh Gupta

The SBC organized industry expert session on August 22, 2023 for the continued tradition of providing crucial information about the Motivation to the newly admitted first-year students of the Faculty of Management & Commerce (FoMC) at Manipal University Jaipur. All the 1st year students of BBA, B.com, B.com Hons and IMBA of the Faculty of Management & Commerce attended the session. These students were the direct beneficiaries, as they were provided with critical information and resources essential for their academic pursuits. Mr. Paresh Gupta was expert for session. He is 6 Times TEDx Speaker, 2 Times Josh talk speaker, Founder and CEO of GCEC Global Foundation (GCEC), Brevitty, Brand Ambassador, Rajasthan Government Youth and Sports activities and Chairman, ASSOCHAM Startup Council Rajasthan.



Guest Lecture on "Management Accounting at Global Level"



Mr Irfat delivered an expert lecture on "Management Accounting at Global level" organized by Department of Commerce. Dr. Saurabh Sharma, HOD Commerce, Dr Shilpa Joshi, Dr Gaurav Lodha and Dr R.K Tailor welcomed him. Mr. Ajay has brief about his journey during CMA and CPA. He communicated with students about the role of education for selection of right career, explained about various options in the field of accounting. He also explained the journey of CMA and the opportunity for CMA-cleared students. The session was also followed by Vote of Thanks by Dr Saurabh Sharma, Head of Department, Commerce.

Workshop on "Rational Investment Decisions"



National Institute of Securities Markets (NISM) has launched a project-Kona Kona Shiksha, a CSR initiative on Education and Livelihood to promote financial literacy among the young citizens of the country. The program was organized by School of Business & Commerce in offline mode in which importance of investment was discussed on 25th and 26th January 2023. Guest speaker was Dr. Ishu Tayal. He is presently working with NSDL- as Regional Head West. He is NISM Empaneled Trainer. The program is backed with financial awareness and Financial Education for Young Citizen for the benefit of the society. This CSR Initiative Kona Kona Shiksha of Kotak Securities Ltd is spreading awareness for financial aspects for making rational investment decisions.

Guest Lecture on "Recent trends in Marketing"

The Department of Commerce conducted a guest lecture on "Recent trends in Marketing" by on 4th November 2023. Guest speaker was Mr. Omprakash Gupta. He is currently working with Tata Motor Finance Ltd as Regional Head for Used Vehicle Finance. He has done his MBA from Symbiosis Institute for Business Management, Pune. The objective of the event was to make students understand the importance of marketing especially the distribution network of various products in today's scenario.

Workshop on "Career Opportunities in the field of Accounting"



The Department of Commerce in the School of Business and Commerce, the Faculty of Management and Commerce at Manipal University Jaipur, in association with the association of chartered certified accountants (ACCA, UK) and International Skill Development Corporation (ISDC), has organized a Workshop on 13th September, 2023 to address the issues related to the career options in the field of accounting after completing the B.Com. Hons. Program which is integrated with the ACCA which is a Professional qualification in the domain of accounting and accepted globally. The seminar was mainly addressed by Mr. Rohan Rajvanshi, Sr. Business Relationship Manager (North), ACCA, UK, Abhishek Naresh Goyal, Regional Manager - Business Relationship, ISDC, India and Mr. Piyush Sharma, ISDC, India. In his address Mr. Rajvanshi told the students about the ACCA qualification, its significance, structure, benefits and process. This seminar was also addressed by Mr. Abhishek Goyal from ISDC who told the role of ISDC as the Learning partner and the support to be extended by ISDC in the process of ACCA qualification completion by the students pursuing BCom Hons., followed by Dr. Saurabh Sharma, Head, Department of Commerce and convened by Dr. Gaurav Lodha addressing the students

Expert Lecture on "The World of Work Ahead- Realities & Challenges"



Department of Commerce, Manipal University Jaipur organized an expert lecture on "The World of Work Ahead- Realities & Challenges" on 5th Oct 2023. The aim of this lecture was to brief students about the realities and challenges of work and acquaint them with new trends of the world. This talk was organized for B. Com, B. Com (Hons), M.com students' batch 2022 - 2025 to make them aware about the various professional career paths in the field of management accounting. Guest speaker was Dr. Prof. Mohanakrishnan Raman (Mohan). He is an expert in Industrial and Organizational Psychology with a doctoral degree. He has a rich and diverse experience of 30 years in various domains such as research, teaching, consulting, and institution-building projects, backed by a strong corporate exposure and network.

Expert Lecture on "Sustainable Development Goals"

The Department of Commerce in association with the association of chartered certified accountants (ACCA, UK), has organized a Workshop on 2nd November 2023 to address the issues related to **Sustainable development Goals specifically SDG 4 (Quality Education)** related to Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all the segments of the society in this world. **SDG 5 (Gender Equality)** goal is to achieve gender equality and empower all women and girls across the globe. In this event the main speaker was Helen Brand, OBE, CEO, ACCA, UK and she was accompanied by distinguished guests viz. Md. Sajid Khan, Director, ACCA, India, Kush Ahuja, Associate Director, ACCA, India and Prabhanshu Mittal, Head of Education Partner Relationship- North, East & West, ACCA, India.



Activities Under MOU


MOU Signed with NorthStar Edtech Private Limited

A memorandum of understanding was signed between the Department of Commerce and NorthStar Edtech Private Limited. The MOU will open new opportunities for students., NorthStar will provide training and skills required in the field of accounting, finance, and management accounting through integrated specialization program. This will alleviate their knowledge and prepare them to be future ready.




Alumni Talks

The Department of Commerce in association with the Directorate of Alumni Relations, Manipal University Jaipur organized an alumni talk on "Time Management" on 16th Oct. 2023. This talk was organized for B. Com students to acquaint them with the skill that involves planning and organizing time effectively. Mr. Harshit Thomas was the speaker. He is an alumnus of MUJ batch 2020-23 and presently he is working at Deutsche Bank Jaipur. Mr. Harshit Thomas shared his journey during MUJ. He discussed time management and mentioned how it is a crucial skill that involves planning and organizing time effectively to achieve your goals and maximize productivity.

 **Harshit Thomas**

The Department of Commerce in association with the Directorate of Alumni Relations, Manipal University Jaipur organized an alumni talk on "Global Perspective and Cultural Awareness" on 30th Sep. 2023. This talk was organized for B. Com students to acquaint them with the importance of effective cross-cultural communication. This lecture aimed to brief students about the importance of embracing diversity in today's interconnected world. Mr. Mevin Joseph was the speaker. He is an alumnus of MUJ batch 2021-23 and presently doing master's from Georgian College Ontario. Mr. Mevin Joseph shared his journey at MUJ. He introduced the concept of cultural intelligence (CQ) and how it contributes to success in a globalized environment. He also shared how cultural competence is an asset in the professional world.



 **Mevin Joseph**

The Department of Commerce in association with the Directorate of Alumni Relations, Manipal University Jaipur organized an alumni talk on "Life at MUJ & Future Prospects" on 23rd Aug. 2023. The aim of this lecture was to brief students about Future prospects after graduation. This talk was organized for B. Com students to acquaint them with university life and future prospects after graduation. Ms. Tanmai Verma was the speaker. She is an alumnus of MUJ batch 2020-23 and presently she is working at Thrillophilia, Jaipur. Ms. Tanmai Verma shared her journey at MUJ. She communicated with students about the various aspects of college life and the importance of education. She emphasized on future career opportunities and skills required to build a rewarding career.



 **Tanmai Verma**



Collaboration

MOU Activities

Name of the Institute	Country Name	List of Activities	Number of Participants
Association of Chartered Certified Accountants (ACCA)	UK	An interactive session on ACCA	62
International Skill Development Corporation (ISDC)	UK	Career Counselling Session on Opportunities in Commerce Domain	28
BSE Institute Limited	New Delhi	Investor Awareness Workshop	93

Research Projects and Consultancies (External)

Title of sanctioned research Projects/Consultancy	Name of Funding Agency	Name of the faculty (PI/CO-PI)
Understanding the Process to Enter into International Market with the Help of Digital and Social Media Vehicles	Liladhar Craft	Dr. Sunny Dawar
Understanding the Complete Process for Export Documentation and Financing from Various Banks & Financial Institution	Liladhar Craft	Dr. Saurabh Sharma
Proposal for the Appointment as Financial Planning, Controlling and Management Consultant	Connect Signal	Dr. Gaurav Lodha
Proposal For the Appointment of Business Development Consultant	Connect Signal	Dr. Somya Choubey

Faculty Publications- (Jul-Dec 2023)



Placements of the Batch of 2020-23

B. Com Pass



Name of the student: **Mrityunjay Sharma**
Name of the organisation placed: **Deutsche Bank**
Package: **5.25 LPA**
Batch: **2020-2023**

Name of the student: **Tanmai Verma**

Name of the organisation placed: **Thrillophilia**
Package: **4.03 LPA**
Batch: **2020-2023**

B. Com Pass



B. Com Hons.



Name of the student: **Madhu Mishra**
Name of the organisation placed: **Plan Realty**
Package: **7.20 LPA**
Batch: **2020-2023**

Name of the student: **Parul Yadav**

Name of the organisation placed: **Plan Realty**
Package: **7.20 LPA**
Batch: **2020-2023**

B. Com Hons.



B. Com Hons.



Name of the student: **Manika Mittal**
Name of the organisation placed: **Plan Realty**
Package: **7.20 LPA**
Batch: **2020-2023**

Name of the student: **Sujal Badaya**

Name of the organisation placed: **Plan Realty**
Package: **7.20 LPA**
Batch: **2020-2023**

B. Com Hons.



B. Com Hons.



Name of the student: **Yadhu Vyas**
Name of the organisation placed: **Plan Realty**
Package: **7.20 LPA**
Batch: **2020-2023**

Name of the student: **Ishika Sarda**

Name of the organisation placed: **Deutsche Bank**
Package: **5.0 LPA**
Batch: **2020-2023**

B. Com Hons.



B. Com Hons.



Name of the student: **Vaibhav Daulatani**
Name of the organisation placed: **Deutsche Bank**
Package: **5.0 LPA**
Batch: **2020-2023**

Name of the student: **Anshika Agarwal**

Name of the organisation placed: **Deutsche Bank**
Package: **4.5 LPA**
Batch: **2020-2023**

B. Com Hons.



B. Com Hons.



Name of the student: **K R Krishnapriya**
Name of the organisation placed: **Deutsche Bank**
Package: **4.5 LPA**
Batch: **2020-2023**

Newly Joined Faculty Members-



Latika Sharma

Ph.D Submitted (SVNIT, Surat)

Area of Interest- HRM

Social entrepreneurship and Sustainability



CA. Jyoti Jain

Ph.D Submitted (IIS University)

Area of Interest- ESG and Financial Performance



REFLECTIONS A QUEST FOR SUSTAINABILITY



Dr. Himani Sharma
Assistant Professor

Sustainability is synonymous with 'conscious way of living' or a way to lead a life wherein 'My win' doesn't equate to 'Someone's Lose'. Sustainable development is a balanced way of living, it means living with a consciousness of *self* and *nature*, striking a balance between giving and receiving. The concept became popular as we were made more aware of the global issues, be it an alarming change of climate or melting of the glaciers and rising water levels. The truth is our existence is at stake, the survival of humans is not possible if the unsustainable behavior continues.

This calls for actions, and not plans. That holds true, we do have a list of dos and don'ts, but action is what matters, *are we aware of our actions?*

Our everyday efforts will create a new wave to create a sustainable environment for the future. Our little but consistent efforts, be it using water and electricity consciously, saving fuel by pooling for commute or segregating and disposing the waste in an environmental friendly way, or stopping the crazy use of plastic and allied products.

Let's ask ourselves simple questions, what is my contribution towards building a sustainable future? How would I ensure that the resources I'm using today will be available for the generations to come? And most importantly how am I supposed to live so that the alarming state of climate change and global warming can be combated?



THE INTERSECTION OF ARTIFICIAL INTELLIGENCE AND COMPUTING POWER IN 2024



Riya Lohia
B. Com. H, VI SEM

As 2024 approaches, the dynamic combo of machine learning and artificial intelligence is still redefining our world. New trends are emerging that are propelling innovation at a rate never seen before. AI-powered assistance is becoming commonplace, bringing ease and personalization to our daily lives through smartphones and smart homes. Artificial intelligence and machine learning are transforming medical research and patient care in the healthcare industry. AI-driven insights are revolutionizing clinical decision-making and enhancing healthcare from diagnosing diseases to forecasting treatment outcomes. By 2024, machine learning algorithms will analyze enormous volumes of patient data, including genetic data and electronic health records, to find patterns and correlations that will guide personalized treatment plans and medication development. In addition, the democratization of AI and machine learning technologies is a trend that will impact 2024. Since open-source frameworks, cloud computing services, and AI as a service platform are so widely available, companies of all sizes can use AI without having to make large upfront expenditures in infrastructure or knowledge. This democratization promotes entrepreneurship and economic growth by allowing SMEs and startups to compete fairly and innovate. Additionally, artificial intelligence and machine learning will be crucial to industry-wide sustainability initiatives. AI technologies are increasing efficiencies and enabling more sustainable practices, from minimizing waste and emissions to optimizing energy consumption. Machine learning algorithms are used in agriculture to evaluate crop yields, weather patterns, and soil data to maximize resource utilization and raise food production. AI-powered predictive maintenance lowers resource consumption and environmental impact in production by extending machinery life span and minimizing downtime. Nevertheless, there are drawbacks and moral dilemmas with AI and machine learning's use. In 2024, worries about algorithm bias, data privacy, and the effect on employment will likely become more prevalent. Transparency, accountability, and regular supervision are increasingly necessary to make sure that AI is used ethically and responsibly. Moreover, interdisciplinary cooperation and creativity are being fuelled by the confluence of AI and other developing technologies. By 2024, blockchain, augmented reality, and quantum computing will converge with AI, opening up new avenues and revolutionizing entire sectors. Unthinkable advancements in personalized health and autonomous transportation are going to be fuelled by these. In summary, AI can be used to build a secure and more sustainable future for everyone.

