



Editorial Board: Dr. Pushpa H Principal | Prof. Roopa H S, HOD
Commerce | Dr. Kanthamma H K

E-Vanijya, News Letter, July – September 2026, Vol - I

Attitude determines success!



RAMAIAH COLLEGE OF
ARTS, SCIENCE AND COMMERCE

WORDS OF WISDOM - Principal's Desk



Dr. Pushpa H

Welcome to M. S. Ramaiah College of Arts, Science, and Commerce, a premier institution that rests on a strong academic foundation to mold young men and women into successful members of society. Our education system caters to the individual needs of our students.

The Commerce Program was started with all sheer determination and grit. It has come to symbolize the resilience of our founders, rising as it has done its humble beginning to a reputed class institution. Years to come we welcome students who aspire to grow and achieve excellence in their chosen spheres to join the Ramaiah Family, tap into their unique strengths and capabilities and develop themselves into well-rounded personalities ready for a successful career.

ABOUT OUR PROGRAMME - HOD's Desk

Commerce program in M.S. Ramaiah College of Arts, Science and Commerce brings together a team of excellent faculty members from the academia and industry, and an excellent infrastructure to provide students the best learning environment to develop themselves into well groomed, industry ready professionals.

The pedagogy of our Commerce program is a combination of lectures, case discussions, experiential learning, industry interactions and peer learning, provides students opportunities to develop their interpersonal, critical thinking and decision making skills which are demanded by organizations.

This newsletter is a glimpse into our student's progression and achievements.

Prof. Roopa H S
HOD- Commerce

"You are never too old to set another goal or to dream a new dream." - C.S. Lewis

UG ORIENTATION / BRIDGE COURSE 2026

The **Department of Commerce** organised a two-day **Bridge Course for First-Year B.Com students** on **21st and 22nd July 2026** at the Dr. APJ Abdul Kalam Auditorium. The programme aimed to facilitate a smooth transition from PUC to undergraduate education through **subject orientation, professional certification guidance and interactive skill-building activities**. Students were introduced to their first-semester curriculum, **ACCA and FinTech career pathways**, Commerce Club activities and entrepreneurial thinking through a Business Pitch. The programme also included aIce Breaking Activity- Conventional Marketing Vs AI Marketing, Commerce Quiz and **personality development activities** focusing on communication, confidence and self-presentation. The orientation provided students with greater academic clarity, confidence and awareness of professional and co-curricular opportunities.



Workshop on "Future Finance: Exploring the Next Generation of Finance, Technology & Innovation"

The Department of Commerce, organized a workshop on “**Future Finance: Exploring the Next Generation of Finance, Technology & Innovation**” on **29 July 2026** at the Gallery Room. The workshop was coordinated by **Dr. Kanthamma H K** and attended by **70 M.Com and B.Com students**. The resource person, **Mr. Chethan Kumar S**, an experienced academician and finance professional, provided valuable insights into the evolving financial ecosystem.

The session covered **Future of Finance, Artificial Intelligence in Finance, FinTech, Digital Banking, Investment Technologies, Blockchain, and emerging career opportunities**. The interactive session encouraged students to explore technological developments and industry expectations. The workshop enhanced students’ financial literacy, analytical skills, technological competence, and awareness of future career opportunities. It effectively bridged the gap between academic knowledge and industry practices. The programme concluded with a Vote of Thanks, followed by the distribution of participation certificates.



Spotlight on Excellence: Goutham Manjunath

Goutham Manjunath, a B.Com student of M. S. Ramaiah College of Arts, Science & Commerce, has demonstrated remarkable commitment to experiential learning and professional development. Under the Experiential Learning Programme, he successfully completed **12 industry-recognised job simulation internships** with leading global organisations, including Deloitte, Goldman Sachs, Lloyds Banking Group, Bank of America, ACCA, Citi, Siemens, Morgan Stanley, Ryan, Wells Fargo, London Insurance Life, and Mastercard. These valuable experiences strengthened his understanding of real-world business operations, financial processes, accounting practices, and strategic decision-making. Goutham's achievement reflects his dedication to continuous learning and career readiness, serving as an inspiration to fellow students and highlighting the institution's commitment to nurturing future-ready professionals.

**RAMAIAH**
College of Arts, Science
& Commerce - Autonomous

SPOTLIGHT ON EXCELLENCE

GOUTHAM MANJUNATH

UUCMS No: U18MB25C0044

Goutham Manjunath (UUCMS No: U18MB25C0044) is a dynamic B.Com student with a strong foundation in finance, accounting, and business. **Under Experiential Learning Program**, he has completed 12 industry-recognized job simulation internships, gaining practical exposure across diverse domains.

Through these valuable learning experiences with leading global organizations, he has developed a deep understanding of real-world business operations, financial processes, and strategic decision-making.

Goutham is passionate about continuous learning, professional growth, and making a meaningful impact in the corporate world.

**INDUSTRY-RECOGNIZED
JOB SIMULATION INTERNSHIPS**

Deloitte.

Goldman Sachs

Lloyds Banking Group

BANK OF AMERICA

ACCA

citi

SIEMENS

Goldman Sachs

Ryan

WELLS FARGO

LONDON INSURANCE LIFE

mastercard

 **Course**
B.Com

 **College**
M.S. Ramaiah College of Arts, Science & Commerce

 **University**
Bengaluru City University

 **A TRUE INSPIRATION**

Goutham's achievements reflect not only personal commitment but also the values of our institution in nurturing future-ready leaders.

Webinar On “Diversity, Equity And Inclusion

The Department of Commerce organized an online webinar on “Diversity, Equity and Inclusion (DEI)” on 7 August 2026 for V Semester B.Com and III Semester M.Com students. Dr. Sindhu Moothedath, Faculty Coordinator, welcomed the gathering and introduced the resource person, Dr. Amit Phillora, an experienced trainer, researcher and corporate professional. Dr. Phillora highlighted the importance of diversity, equity, inclusion, unconscious bias, equal opportunities and inclusive workplace culture, supported by practical examples. The interactive session helped students relate DEI concepts to Organizational Behaviour and

professional life. The programme concluded with a Vote of Thanks by Ms. Madhuleena Ray, V Semester B.Com, Section A.



Keerthana Mohan Participates in Mutual Fund Financial Advisors Programme at IIM Udaipur

Keerthana Mohan, a student of B.Com FinTech, participated in a prestigious three-day Mutual Fund Financial Advisors Programme organised by Samco Mutual Fund at the Indian Institute of Management Udaipur (IIM Udaipur). The programme focused on key areas such as mutual fund advisory, financial planning, investment strategies, financial markets, and emerging trends in the financial services industry. As one of the selected participants, Keerthana actively engaged in the learning sessions, interactive discussions, and professional interactions. The programme provided her with valuable practical exposure and enhanced her understanding of investment management and financial advisory practices. It also offered an opportunity to interact with industry professionals and participants from diverse backgrounds, broadening her perspective on the financial sector.



Fresher's Talent Day 2K26

The **Department of Commerce** in association with the **Cultural Committee**, successfully organised **Freshers Talent Day 2K26**, on 07/08/26 celebrating the creativity, confidence, and diverse talents of the newly joined students. The event provided an engaging platform for freshers to showcase their abilities through various cultural and artistic performances, including **dance, music, singing, and other creative talents**. The programme was conducted under the guidance of **Principal Dr. Pushpa H** and the conveners **Ms. Sindhu K, Dr. Geetika Pant, Dr. Panchami HR, and Ms. Kruthi VP**. The event witnessed enthusiastic participation and energetic performances, creating a vibrant and memorable atmosphere on campus. Freshers Talent Day 2K26

successfully fostered **student interaction, confidence, creativity, teamwork, and a sense of belonging** among the new students. The programme marked a joyful beginning to their college journey while providing them with an opportunity to express and celebrate their unique talents.



Student Placement Achievement

The **Department of Training and Placement, M S Ramaiah College of Arts, Science & Commerce (Autonomous)**, proudly congratulates **Harshith Rao N**, a **B.Com student**, on securing a placement with **Hewlett Packard Enterprise (HPE)**. This achievement reflects his dedication, academic preparation, professional skills, and commitment towards building a successful career. The placement marks an important milestone in his journey from campus to the corporate world and highlights the institution's continued efforts to provide students with valuable career opportunities. The Management, Principal, faculty members, and students extend their **heartfelt congratulations and best wishes** to Harshith Rao for his future professional endeavours and wish him continued success in his career.



Guest Talk: “The Future Marketer: Building Skills for the Next Decade”

The **Department of Commerce** organised a guest talk on “The Future Marketer: Building Skills for the Next Decade” on 10 August 2026 at the Dr. APJ Abdul Kalam Auditorium for first-year B.Com students. The session was delivered by Ms. Monisha Devaiah, Marketing Manager, Asia Pacific, AVIXA, and coordinated by A. Archana. The session aimed to familiarise students with emerging marketing trends and the evolving role of modern marketers. The speaker highlighted the importance of continuous learning, adaptability, creativity, digital and data literacy, and technological awareness. She also discussed customer-centric marketing, branding, communication, Artificial Intelligence, analytics, and emerging technologies that are transforming the marketing landscape. The interactive session helped students connect classroom concepts with industry practices and understand the competencies required for future marketing careers. The talk was highly informative and provided valuable insights into becoming industry-ready, innovative, and future-focused marketing professionals.



Business Quest – A Journey of Business Acumen and Analytical Thinking

The Department of Commerce, through the Commerce Club, M.S. Ramaiah College of Arts, Science & Commerce (Autonomous), organized “Business Quest” on 19 August 2026 from 2:00 PM to 3:00 PM at Level 4, Room No. 434. The event witnessed enthusiastic participation from **84 B.Com and M.Com students**, forming 28 teams. Designed to promote experiential

learning, the competition aimed to strengthen students' **business awareness, analytical thinking, decision-making, teamwork, communication, and problem-solving skills**. The first round, **Business Environment Quiz**, tested conceptual knowledge and awareness of current business and economic developments, with eight teams qualifying for the next stage. The second round, **Indian Financial System Case Study**, challenged students to analyse financial situations and propose practical solutions. Three teams advanced to the final stage. **Abishek M, Anirudh S and S Chanukya** secured First Place, followed by **Ganesh J, K Bhavya J and Panchami** in Second Place, and **Inchara S, Latha S and Manasa** in Third Place. The event successfully connected classroom learning with real-world business applications, fostering confident, analytical and future-ready commerce professionals.



REPORT ON MARKETING ACTIVITY COMPETITION – “PROFIT ODYSSEY”

25th August 2026

The Department of Commerce, Ramaiah College of Arts, Science & Commerce –Autonomous, under the Commerce Club, organized a marketing activity competition titled “PROFIT ODYSSEY – The Journey from Product to Profit” on 25th August 2026 at the Kuvempu Seminar Hall for the students of I B.Com C Section. The event was coordinated by Ms. Priyanka M with the objective of providing students with practical exposure to marketing and entrepreneurial concepts. The competition focused on the journey of transforming a product or idea into a profitable business through effective planning, marketing and selling strategies. Students participated enthusiastically in teams and presented their business journey through creative videos. The activity enabled them to apply concepts such as product planning, promotion, selling, customer orientation, pricing and profitability in a practical context. It also enhanced their creativity, communication, teamwork, leadership, decision-making and problem-solving skills. Overall, Profit Odyssey was a successful experiential learning activity that helped students connect classroom knowledge with real-world marketing practices and understand the importance of innovation, strategic planning, collaboration and profitability.



Industrial Visit to eMudhra Limited

The Department of Commerce, Ramaiah College of Arts, Science & Commerce – Autonomous, organized an Industrial Visit to eMudhra Limited on 31st August 2026 for the students of I Semester, C Section, B.Com, under the coordination of Ms. Priyanka M, Assistant Professor, Department of Commerce. The visit to the eMudhra Digital Campus, Hi-Tech Defence and Aerospace Park, Jala Hobli, Bengaluru, provided students with valuable practical exposure to the IT industry. Students gained insights into eMudhra's Digital Trust Solutions and Cyber Security services, along with an understanding of industry operations, technological innovation, and the growing importance of digital security in business. An interactive session with industry experts offered valuable insights into emerging technologies, career opportunities, professional skills, and industry expectations. The visit successfully bridged classroom learning with real-world practices, enhanced students' practical knowledge, and encouraged them to explore diverse career opportunities in the technology sector.



Fresher's Party – A Celebration of New Beginnings

The **Department of Commerce, Ramaiah College of Arts, Science & Commerce – Autonomous**, hosted a vibrant **Fresher's Party** on **8th September 2026** at the **Mother Teresa Auditorium, MSRCASC**. Organized by the **Staff and II Year M.Com students**, the event warmly welcomed the new batch and celebrated the beginning of their academic journey.

The programme provided an exciting platform for students to interact, build new friendships, and create lasting memories. With a lively **Party Wear** theme, the celebration brought together enthusiasm, creativity, and youthful energy. The event emphasized the spirit of togetherness and encouraged freshers to embrace their new environment with confidence and positivity.

The celebration marked a memorable start to the students' college experience, fostering a sense of belonging and camaraderie within the Department of Commerce. It was a joyful occasion that truly reflected the message: **new beginnings, new friendships, and unforgettable memories.**



OUTREACH ACTIVITIES:

Share & Care – An Act of Kindness, A Lesson for Life

The Department of Commerce, M. S. Ramaiah College of Arts, Science & Commerce – Autonomous, organised a community outreach initiative titled “Share & Care – A Day of Care, Companionship & Connection” on 25 September 2026 at Gandhi Sevashrama, Magadi Road, Bengaluru. The programme was

coordinated by Ms. Nivitha M, Assistant Professor, Department of Commerce, with the active participation of 46 B.Com Final-Year students.

The initiative aimed to nurture empathy, compassion, social responsibility and respect for senior citizens. Students voluntarily contributed essential items such as groceries, vegetables, fruits, clothes, bed sheets, hygiene products and other daily-use necessities based on the requirements of the institution.

The students also engaged with the residents through meaningful conversations, games, music, storytelling and interactive activities. The experience provided students with valuable lessons in gratitude, teamwork, care and humanity. The programme created joyful moments of companionship and strengthened the students' commitment to social responsibility and community engagement.





Poster Making Competition – World Tourism Day 2026

The Department of Commerce, Ramaiah College of Arts, Science & Commerce – Autonomous, in association with the MSRCASC SDG Cell, organized a Poster Making Competition on the occasion of World Tourism Day on 28 September 2026 at Room No. 434 from 2:00 PM onwards, with the theme **“Tourism for a Better and Brighter Future”**, focusing on responsible and sustainable tourism. The competition aimed to encourage students to explore the role of tourism in promoting cultural understanding, supporting local communities, strengthening the economy, and protecting the environment. Students participated in groups of three and showcased their creativity through original, self-designed posters highlighting sustainable travel, responsible tourism, heritage preservation, and environmental conservation. The posters were evaluated based on relevance to the theme, creativity and originality, visual appeal, clarity of message, and overall impact. The activity also encouraged students to connect tourism with the Sustainable Development Goals (SDGs) and understand the importance of balancing tourism development with social, economic, cultural, and environmental responsibility. The competition witnessed enthusiastic participation and successfully promoted creativity, teamwork, and awareness of sustainable tourism practices. All participants were awarded certificates of participation, and the event concluded with the message **“Together for a Sustainable Tomorrow.”**

