

## **COMMERCE CLUB REPORT**

Academic year: July,2023-June,2024

Commerce Club was formed on 1st April 2022. The need for forming Commerce Club was felt to meet the needs of Commerce students to gain knowledge and help adapt to the Corporate world. Commerce Club provides a platform for Commerce students to develop all-round skills required in the Corporate Sector. Since there has been drastic change in the corporate sector, and since to enter this sector not only Theoretical but practical experience is required. Commerce Club critically exposes the students from the commerce discipline to the real business world so as to equip them to deal with practical situations.

### **Activities:**

1. Marina Jose (Resource Person, BSE Ltd) conducted a webinar titled \*Principles of Investing\*- a program specially designed for students on 23rd March, 2024. The objective of the program is to introduce students to the world of investing, with emphasis on how to choose the right company and highlighting the common mistakes made by investors. This program was organised in collaboration with Department of commerce.
2. Commerce club Organised Students PowerPoint Presentation on Marketology in collaboration with Department of commerce on 21st May, 2024. Four students group were participated in the event. The Marketology presentation was a comprehensive exploration of the dynamics of marketing strategies across different generations of marketing (i.e past , present and future) and a brief overview of on what each generation consists of.The event was aimed to provide members & students with insights into emerging trends and practices in the field of marketing as well as exploration into the past and present of what marketing offered or offers, previously or currently respectively.Marketology presentation provided an enriching experience for attendees , equipping them with knowledge and skills essential for success in the dynamic world of marketing.The event was a testament to the commitment of the commerce club to offer valuable opportunities to students interested in pursuing careers in business and marketing.