



V.E.T. FIRST GRADE COLLEGE

(Permanently Affiliated to Bengaluru City University,
Listed U/s 2(f) & 12(B) of UGC Act)

18, 14th Main, 2nd Phase J.P. Nagar, Bengaluru – 560078.



ABOUT THE INSTITUTION

VET FIRST GRADE COLLEGE is one of the units of Vasavi Educational Trust established in the year 1995, under the dynamic leadership of B.VRathnaiah Setty, Founder President of the Trust. It has long been recognized as a premier institution dedicated to fostering academic excellence and personal growth. Since its inception, it offers B. Com, BBA and M. Com courses affiliated to Bengaluru City University. It aims to promote and sustain high academic principles while retaining the strong value system and ethics. VET is emphasizing on Multidisciplinary approach to learning by focusing on the courses like Commerce & Management, Computer science, Fashion Design and Arts in Psychology and Journalism. The college has been accredited with A Grade by third cycle of NAAC in 2023 and also recognized by UGC and is included under 2(f) in 2012 and 12(B) in 2018.

ABOUT THE DEPARTMENT

The department of commerce established in the year 1996, the mission of the department is to train students in a critical understanding of trade and commerce, banking and insurance, stock markets and to cultivate an appreciation of the enduring power and its relevance to the current market scenario. Vision of the department is to impart excellent and value-based commerce education and to train the students with required level of competence for employment and also give a global perspective through value-based education for social transformation. Department prioritize student's success by providing personalized attention, mentorship and support service. The department has also other courses affiliated to Bengaluru City University like B. Com Data Analytics and Post-Graduation in Commerce (M.com). The department is very active in organizing guest lectures, workshops and seminars at State level, National level and international level, apart from encouraging students at extension activities and extracurricular activities.

PRINCIPAL'S DESK

Congratulations for the 7th Edition of COM TECH NEWS which reflects about the culture of curiosity, critical thinking, and ethical responsibility and empowerment of students in every curricular and co-curricular activities organized in the college. Students and faculty notable participation during NAAC peer team visit which resulted in getting A grade apart from receiving 9th Rank by Preethi. H. at Bengaluru City university examination. This E-letter is evident in the activities of students and staff achievement.

My appreciation to HOD Gowri Hebbar and her team for unwavering commitment and dedication to support the students. I am sure this is just a beginning and many milestones are there to reach.

Dr. R. Parvathi,
M.com, M. Phil, Ph.D. (Finance), Ph.D.(Commerce)
Principal & Director Academic



TEAM THAT LEADS THE DEPARTMENT....



Pictured above sitting left to right; Mrs.Gowri Hebbar, Head of the Department; Dr.R.Parvathi, Principal and academic Director; Mr.Narayanaswamy.S.G, Vice Principal; Dr.Rammya.B, IQAC Co-Ordinator; Standing Left to right; Mrs.Madhu.L, Assistant Professor; Mrs.Shwetha.R, Assistant Professor; Sushma, Assistant Professor; Mrs.Punithashree.E, Assistant Professor, Shubha.Y.N, Assistant Professor.

ORIENTATION SESSION:

Orientation session for the first-year students, for the Academic Year 2023-24 was held on 27/07/2023 at the Auditorium. The entire team of VET FGC was introduced to the parents and students including teaching, non-teaching and support staff. Through engaging sessions new students were introduced to the various committees of the college like Sports committee, Discipline committee, Cultural committee, Library committee, IQAC committee, VET potential, Examination equipment cell, Women grievance and redressed cell, Placement committee, Anti-ragging and Anti-sexual harassment committee, Health committee, Parents relation cell, Equal opportunity cell, attendance committee so on. Orientation day at VET Marked an exciting start for our incoming first year students.

**WORKSHOPS AND SEMINARS CONDUCTED DURING ACADEMIC YEAR 2023-24**

Department of commerce had organized many workshops, Seminars, Orientations and webinars to students to create a platform to learn new aspects and to enhance professional knowledge. Department of Commerce conducted 7 workshops, 7 orientations and 5 seminars during previous academic year which motivated students to gain knowledge.

Workshops:

1. On 28/07/2023 Workshop on "Government Exam Coaching" was conducted for I year B. Com students by Mr. Dilip Jayaram, 120 Students were part of the program.
2. Workshop on "Celebrate Life addiction Free" was conducted for I year B. Com students on 30/07/2023 by Dr. Shalini Thakur, 150 Students were benefited from this Session.
3. "Commissionerate of Industrial Training and Employment" workshop was conducted for III Sem and V Sem B. Com students on 4/10/2023. The Resource person for the session was Ms. Kaushalya Bhavan, around 298 Students have participated.
4. Workshop on "MBA Professional development" was conducted for final year B. Com students on 6/10/2023. Resource person was Cririsharya and 88 students were benefited from this.
5. On 23/11/2023 Workshop on "GST" was conducted for B. Com final year students by Harini DN (HR Manager), 42 students have participated.
6. Workshops on "Intellectual property right, Trade Mark" was conducted for B. Com III Sem and V the Sem students on 25/12/2023 by Mr. Prassannakumar J, 78 students have participated in this workshop.
7. "Advance excel with VBA" workshop was conducted for I Sem B. Com BDA students" Workshop I Sem B. Com BDA students on 27/1/2024. Resource person was Dr. Shashidhar Yadav J. (Academician and research scholar), 25 students have participated for this session.

**ORIENTATIONS:**

1. Orientation on "Infosys springboard" was conducted for all first year students on 10/10/2023. Resource person for the session was Mr. Pruthvi, 108 students were part of the program.
2. Here to do All women company decathlon in association with Timbakbo Technologioes Pvt Ltd" Orientation was conducted for final year B.Com students on 10/10/2023 by Mr. Harshik Kumar (student co- Ordinatore Disashaji operation manager) 83 students have participated this program.
3. Orientation for part time job was conducted for final year B.Com students on 26/10/2023. Resource person from Uvasayurved, 37 students were benefited for this session.

- On 21/11/2023 Orientation “A Digital platform of self to prepare for Cooperative exams” was conducted for final year B.Ccom students on 21/11/2023. Resource person was Mr. Shishir Bhatkal(program Director), 160 students were participated this session.
- On 23/11/2023 “NASSCOM -ITC Infotech program Orientation on“ python and data, analysis” was conducted for final year B.Com students on 23/11/2023. Resource person was Mr. Sujeeth Kumar (State head karnataka), 97 students were participated this session.
- Orientation on “Career development in public sector jobs by Veranda Race” was conducted for final year B.Com students on 14/12/2023, Resource person was Mr. Sudarshan and Mr Ajay Kumar (growth manager) 134 students have participated this program.
- Orientation and Drive force training from Q SPIDERS was conducted for IV Sem and VI Sem B.Com students on 22/04/2023. Resource person was Ms.Bindushree MAnisha , 280 students got benefited for this session.



SEMINARS:

- Seminar on “IELTS& Communication skills” conducted for II Year and III Year B.Com students on 27/11/2023. Resource person is SoovmmidharSharma(founder), 52 students were participated this session.
- On 2/04/2324 seminar on On “Let's talk Period” for IV Sem and VI Sem B.Com students. Resource person was Mrs. SowmyaSrikanth, 60 students were benefited for this session.
- “Seminar on existing career opportunities after graduation” conducted for all final year B.com students on 7/06/2023. Resource person was Mr. Tarun Malik, 101 students were participated.
- On 4/12/23023 seminar“Stock market dynamics and investment strategies” conducted for VI Sem B. Comstudents. Resource person was Mr. SK Swamy, 140 students got benefited for this session.
- Webinar on “mobile application development” conducted for II Year and III Year B.Com students on 30/04/2024. Resource person was Jyothi Sharma(Mentor at elewayte), 106 students were participated this session.



VALUE ADDED AND CERTIFICATE COURSES CONDUCTED IN THE DEPARTMENT:

Department of commerce actively engaged in conducting value added courses for the students to keep them updated as per the industry requirements. Employability Skill Training By Rotary Sadgamaya, IIT Bombay Spoken Tutorials, Infosys Spring Board, Moodle Learning Management, Basics of Motion Graphics. Attitude with Aptitude and so on.

COMMERCE CLUBS – VANIJYA DHARA AND BUSINESS LAB

Commerce clubs Business Lab and Vanijya Dhara are consistently engaged in organizing variety of activities that cater to the diverse interest and developmental needs of students.



BUSINESS LAB



Business Lab with main motto of developing different perspectives of appreciation of students organized competitions like Model making, Screen Presentation, My favorite Business Icon, Seminars on Share market which made students to have a spirit of healthy completion and innovation.



VANIJYA DHARA

Commerce club under the banner of Vanijya Dhara emphasizes on Building self-confidence and increase financial literacy among students. During academic year 2023-24 Vanijya Dhara conducted number of activities and competitions like Thoughts of Tycoons, chart making, entrepreneur stalls, screening scam etc. Commerce club - VanijyaDhara is continuously driving towards students' upliftment in making them complete citizens.



INDUSTRIAL EXPOSURE

To bridge the gap between theoretical learning and practical learning Department of commerce organized extension activities and industrial visits in the academic year 2023-24. Students of our college visited Mariya Mart, Wild Craft, Zudio, Cult Fit Stores etc. to learn the CRM Strategies followed by the outlets. Students also visited Hulimavu Fire station which gave them first hand understanding of fire safety measures and procedures. Students also visited JP Morgan Chase for the placement training and interview process.



STUDENT ACCOMPLISHMENT:

The department takes immense pride in recognizing the outstanding achievements of our students, both academically and their extracurricular endeavors.

Academic Achievement:

Ms. Preethi H of 2020-2023 batch bagged ninth Rank in B.Com Degree examination held during August 2023 securing 94.29 % as announced in the 3rd Annual Convocation Rank list of students by BCU. This remarkable achievement is witness to hard work, dedication and excellence. Your accomplishment not only make you proud but also bring immense pride to our institutions. On behalf of the entire department, we extend our heartfelt congratulations to her and wish her continued success in all her future endeavors.



Class toppers: Management, Principal, HOD and faculties congratulate toppers on their exceptional academic performance in the university examination 2023-2024.

Husna Banu SGPA 9.71 VI Semester B.com 'A' Section	Preethi H SGPA 9.87 VI Semester B COM 'B' Section	Sannidhi SGPA 9.72 IV Semester B COM 'A' Section	Bhagya L SGPA 9.04 IV Semester B COM 'B' Section	Andaleep Fathima SGPA 9.66 II Semester B.com	Patabhi Ram Y N SGPA 9.08 II Semester BDA

Preethi H SGPA- 9.33 V Sem. B Sec	Husna Banu SGPA- 9.33 V Sem. A Sec	Manasa KG SGPA- 9.26 III Sem. B Sec	Monika P SGPA- 9.65 III Sem. A Sec	Mohammed Sameer SGPA- 8.67 I Sem. B.Com BDA	Manoj G SGPA- 9.59 I Sem. B.Com

Centum Awardees: Heart felt Congratulations to students who have achieved centum scores in their examinations. Achiveing a perfect score is no small feat, and it highlights unwavering commitment to excellence.

 Husna Banu VI Semester B.Com IFRS,MA,EB	 Karthik K S VI Semester B.Com MA	 Monisha VI Semester B.Com IFRS	 Navitha KM VI Semester B.Com MA	 Chitra C IV Semester B.Com BRF , Kannada
 Darshan S IV Semester B.Com HTML and CSS	 Gnaneshwari N IV Semester B.Com HTML and CSS	 Monika P IV Semester B.Com HTML and CSS	 Pooja M IV Semester B.Com Hindi	 Preethi M IV Semester B.Com Kannada
 Andaleep Fathima II Semester B.Com AFA	 Sannidhi IV Semester B.Com HTML and CSS	 Thanisha H I Semester B Com Health and Wellbeing		
 Chithra C III Semester B Com Kannada	 Darshan S III Semester B Com Business Statistics	 Preethi B III Semester B Com Business Statistics	 Sannidhi III Semester B Com Business Statistics, Cost accounting	
 Sunitha M III Semester B Com Business Statistics	 Vishwajeeth V III Semester B Com Business Statistics	 Manoj G I Semester B Com MPA	 Shashikumar I Semester B Com Kannada	

Exemplary, Outstanding and Distinction Holders: Our students by securing outstanding and exemplary results have made us all proud. College and Department of Commerce congratulates the students scored outstanding, Exemplary and distinction during previous academic year.

	I Semester	III Semester	V Semester	II Semester	IV Semester	VI Semester
Outstanding	6	6	7	7	11	16
Exemplary	35	21	23	31	33	32
Distinction	20	29	20	18	42	29

Honours in extracurricular engagements: Commerce students have excelled not only academically but also in various extra curricular activities like Sports, Literary and cultural events both in inter college and interdepartment and won Numeous Prizes. Congratulations to all the students. Keep up the fentastic work.



NAAC VISIT :

The academic year 2023-24 had the previlage of welcoming the National Assessment and Accreditation Council (NAAC) peer team on 16th and 17th of April 2024. The visit provided an opportunity to showcase academic strength, faculty publications, infrastructural facilities and over all contributions of the department.



RESEARCH CORNER

Department of Commerce faculties actively involved in publishing articles in ISBN and ISSN books, presenting papers in National and International seminars and webinars, attending orientations and FDPs as a part of continuous learning during last academic year 2023-24

Seminars, Workshops and FDPs attended by Faculty Members

S/no	Name	Seminar	Workshop	FDP	Presented
01	DR R Parvathi	02	02	01	08
02	Gowri Hebbar	03	02	03	04
03	Madhu L	01	01	01	01
04	Shubha Y N	01	01	01	02
05	Shwetha R	01	02	01	02
06	Sushma	01	01	01	01
07	Punithashree E	01	01	01	03

Faculty Publication -2023-24

S.No	Name	Title	ISBN /ISSN
1	DR. Parvathi R	Comparative study on Google search engine and Chat GPT - Conceptual study	978-93-5895-818-8
		Impact of CSR on the business with special reference to it companies	978-93-5895-818-8
		A study on Digital Marketing systems an exercise of leveraging on web - based channels	978-93-95651-56-1
		A study on perception of youth towards social media in the book "Emerging trends in Insurance and management practices	978-93-95651-56-1
		Human machine connectivity- mobile Addition -A comparative study of students and working professionals at JP Nagar Bangalore	2319-829x.with+F-728,128-134 UGC Approved journal
		National conferences chat GPT awareness level and impact on students – A study in Bengaluru south	978-93-5693-973-8
		Human machine connectivity- mobile Addition -A comparative study of students and working professionals at JP Nagar Bangalore	2319-829x UGC Approved journal
		Risk Management and Derivatives	978-81-976192-0-5
2	Gowri Hebbar	Impact of Mobile CRM on Remote and field sales – A study in Bangalore south	978-93-5895-818-8
		A Detailed study on Impact of supply chain management on customer services	978-93-5895-818-8
		A study on Digital marketing systems on exercise of leveraging on Web - Based channels	978-93-95651-56-1
		National conferences Chat-GPT Awareness level and Impact students - A study in Bangalore south	978-93-5693-973-8
		The impact of PMJDY on Micro Entrepreneurs – A study in Karnataka State	978-93-6128-267-6
3	Shubha Y N	Social Media Marketing and customers response	E-2348-1269 P-2349-5138
		A Detailed study on Impact of supply chain management on customer services	978-93-5895-818-8
4	Shwetha R	Social Media Marketing and customers response	E-2348-1269P-2349-5138
		An Analysis of social media strategy enabling global Business	978-93-5895-818-8
5	Sushma	Practice of strategies human resources management	E-2348-1269 P-2349-5138
6	Punithashree E	Practice of strategies human resources management	E-2348-1269 P-2349-5138

Faculty centum: Faculties received award for giving centum results in their respective subjects during the academic year 2023-24.



Dr.R.Parvathi
Principal and Academic Director, ARM



Dr.Rammya.B
IQAC, PG & BBA Co-ordinator, CIB, AIB & SCM-II



Mrs.Gowri Hebbar
Head of the Department, FMB & TIB



Mrs.Shwetha.R
Assistant Professor, DM, CTP & GST



Ms.Shubha.Y,N
Assistant Professor, AFA



Mrs.Punithashree
Assistant Professor, VE & IB

Alumni Talk

Looking back at the 5 years that I spent in VET College (PUC and degree), I had the pleasure of completing my graduation from VET under the guidance of highly efficient Professors and Management. The college aims at enhancing our knowledge, skills, and abilities. In fact, did not leave the attitude part behind as well. These years at VET are the best years concerning learning, experience and gaining exposure to fields relevant to my discipline, all due to my lecturers. Thanks to the college, Training & Placement Department for their continuous efforts in getting me placed in top corporate Company. VET College also provides professional certification courses from Infosys springboard, future skills prime, NASSCOM and many others. In all I had a great learning experience and have learnt some very important lessons in life which will help me to grow in future. THANK YOU

Ms. Husna Banu
Process Consultant (Senior Representative)
Hinduja Global Solutions



Graduated Batch – 2023-2024



Outgoing Batch 2023-2024



Our gratitude to Management, Director and Principal, Faculty members and all those who directly or indirectly have been instrumental in making possible the publication of this News Letter.



EDITORIAL BOARD

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