

SOPHIA GIRLS' COLLEGE
(AUTONOMOUS), AJMER




DEPARTMENT OF MANAGEMENT

2020-21

AN ORIENTATION PROGRAM ON CMA AND ACCA



IMA's Certification for
Accountants and
Financial Professionals
in Business



SOPHIA GIRLS' COLLEGE, AJMER
AUTONOMOUS
RE-ACCREDITED 'A' GRADE BY NAAC/UGC
AFFILIATED TO THE MAHARISHI DAYANAND SARASWATI UNIVERSITY, AJMER



Seal of Wisdom






ISDC
International Skill Development Corporation
Skills for Tomorrow


Sophia Girls' College (Autonomous), Ajmer in association
with International Skill Development Corporation & IMA


US CMA Orientation Programme

(For B.Com, BBA and M.Com Students)


Panelist

			
Fenil Vadakken Country Head - India IMA	Mr. Daya Murthy Head - Institutional Partnerships ISDC	CA Raman Tiwari Head, Department of Commerce & Management Sophia Girls' College, Ajmer (Autonomous)	Yuvnika Sogani Assistant Professor Sophia Girls' College, Ajmer (Autonomous)


 **12:30 PM - 1:30 PM**  **25-09-2020**




ACCA



SOPHIA GIRLS' COLLEGE, AJMER
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Seal of Wisdom







ISDC
International Skill Development Corporation
Skills for Tomorrow


Sophia Girls' College (Autonomous), Ajmer in association with
International Skill Development Corporation, UK & ACCA, UK

ACCA Orientation Programme

(For B.Com (Hons) Students)

Panelist

			
Prabhanshu Mittal Sr Business Relationship Manager ACCA	Mr. Daya Murthy Head - Institutional Partnerships ISDC	CA Raman Tiwari Head, Department of Commerce & Management Sophia Girls' College, Ajmer (Autonomous)	Yuvnika Sogani Assistant Professor Sophia Girls' College, Ajmer (Autonomous)

 **11 AM to 12 Noon**  **25-09-2020**

COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2020-21

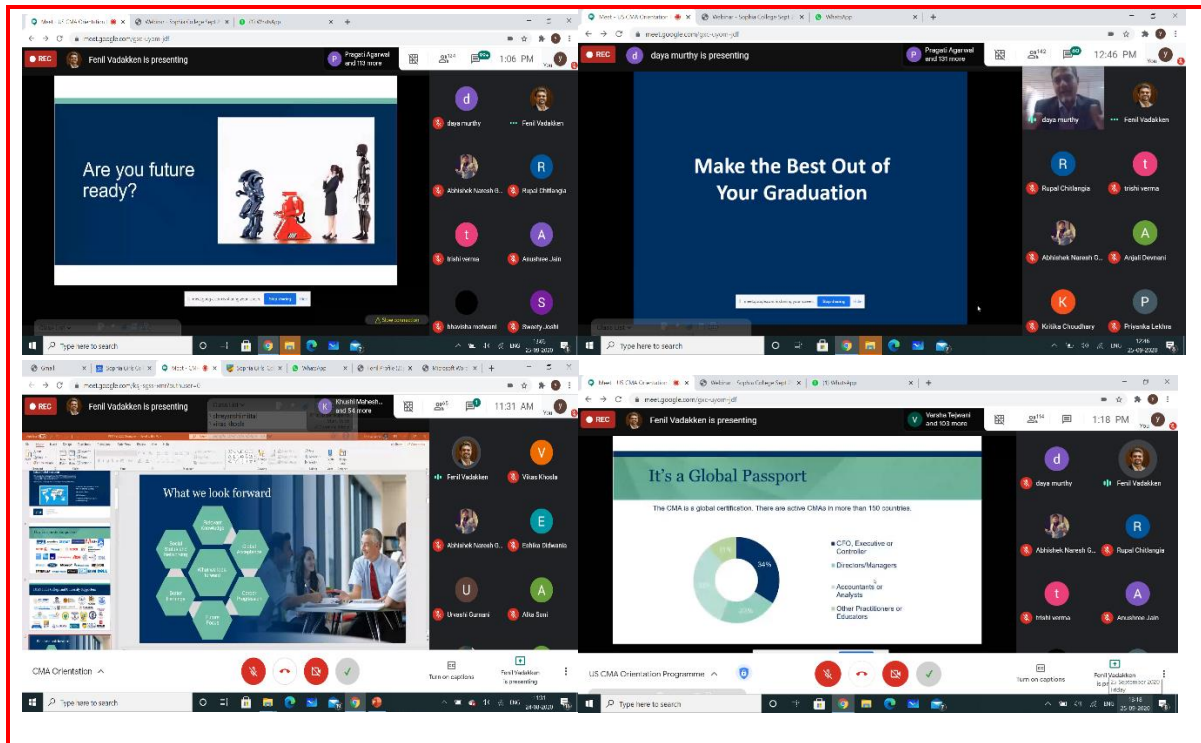
- **Date** – 25th September, 2020
- **Level-Department** (Commerce and Management)
- **Venue-Online Mode**
- **Title of the event** - US CMA and ACCA Orientation Programme
- **Total Number of the Participants** – 142
- **List of Resource persons:**

S.No	Name	Designation	Affiliating Institute/University	Contact Details	Contributed in the event as a-
1.	Mr. Fenil Vadakken	Country Head, India	IMA	9847005818	Panelist
2.	Mr. Daya Murthy	Head, Institutional Partnerships	ISDC	7619346085	Panelist
3.	Mr. Prabhanshu Mittal	Sr. Business Relationship Manager	ACCA	-	Panelist

An Orientation Programme was organised by the Department of Commerce and Management to acquaint the students about the International Courses available in the field of Commerce. The participants were informed about the two International Courses offered by the department i.e. CMA and ACCA. At the end of the session the floor was open for the participants to clear their doubts relating to the courses.

Learning Outcome

1. Students gained insights about the International Certification Courses
2. Students had a chance to interact with the professionals and clarify their doubts.



CAMERA PUFFERY COMPETITION



Department of Commerce & Management

Sophia Girls' College (Autonomous), Ajmer

Do you have creative instinct? Is marketing your niche and photography your forte. Then this is for you.

CAMERA  PUFFERY
The product photography competition

Department of Commerce and Management,

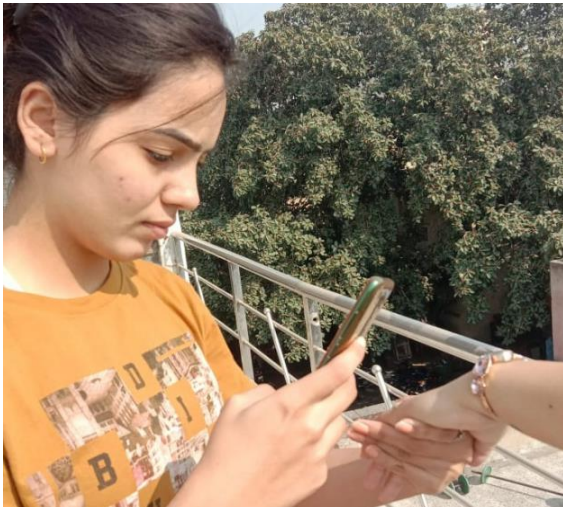
COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2020-21

- **Date** – 31st October, 2020
- **Level-** Department (Commerce and Management)
- **Venue-** Online Mode
- **Title of the event** - Camera Puffery “ The Product Photography Competition”
- **Total Number of the Participants** – 67

Commercium and Synergy forum organised Camera Puffery “The Product Photography Competition”. The students were given a product range by their respective group teachers after which they were given 2 hours to click the product photo in an innovative way considering the marketing angle. The Winners of the competition were awarded certificates.

Learning Outcomes

1. Students enhanced their Innovative Skills.
2. Students applied their marketing creativity.



POST COVID JOB OPPORTUNITIES

WEBINAR ON

POST COVID JOB OPPORTUNITIES

28th November 2020 | 10:30 AM

SPEAKER



Mr Vaibhav Mediratta

12+ Years of Experience
Corporate Trainer

ORGANISED BY



APPROVED BY AICTE | AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY



Sophia Girls' College
(Autonomous), Ajmer

COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2020-21

- **Date** – 28 November, 2020
- **Level-** Department (Commerce and Management)
- **Venue-** Online Mode
- **Title of the event -** Post COVID- Job Opportunities
- **Total Number of the Participants** – 86
- **Resource Person**

S.No	Name	Designation	Affiliating Institute/University	Contact Details	Contributed in the event as a-
1.	Mr. Vaibhav Mediratta	Management Consultant & Corporate Trainer	Impact Training & Consulting.	+91-7042878868	Speaker

An Interactive Webinar was organized for the students relating to Post COVID Job Opportunities. Mr Mediratta spoke about the various courses which can be pursued by the students to outshine in this covid scenario. Through various activities he gave valuable lessons to the students which could help them in near future.

Learning Outcomes

1. Students learned about various job Opportunities in the covid scenario.
2. Students were apprised about the various courses they can undertake during this scenario.

The image displays a Zoom meeting interface with two overlapping PowerPoint presentations. The top presentation, titled "Learn From Them & Read Their Story", features a central slide with a circular diagram of business functions and a table of 50 future unicorns. The bottom presentation, titled "Sophia Girls College, Ajmer in Association With Pune Institute of Business Management (PIBM)", lists various educational and professional opportunities.

Business Functions Diagram (Top Slide):

- EQUITY ADVISORY
- FUNDAMENTAL & TECHNICAL ANALYSIS
- WEALTH MANAGEMENT
- EQUITY RESEARCH
- CHANNEL MANAGEMENT
- DIGITAL MARKETING
- RETAIL MANAGEMENT
- CORPORATE FINANCE
- INVESTMENT BANKING
- E-COMMERCE
- ASSET MANAGEMENT
- CREDIT RISK MANAGEMENT
- TREASURY MANAGEMENT

50 Future Unicorns Table (Top Slide):

Rank	Name	Valuation (US \$ bn)	Sector
1	Polyon	16	FaTech
2	OPG ISOMIS	8	E-commerce
2	BYJU'S	8	Ed Tech
4	Ola Cabs	6	Shared Economy
3	Swiggy	3.5	On-Demand Delivery
5	Zomato	3.5	On-Demand Delivery
7	Paytm Mall	3	E-commerce
7	Rohini Power	3	New Energy
9	BigBasket	2.5	E-commerce
10	Urban	2.5	E-commerce

Zoom Meeting Participants: Yuvnika Sogani, Anjali Jain, Harshita, Anusha, and Dr. Vandita Maheshwari.

Bottom Presentation Content:

- Sophia Girls College, Ajmer in Association With Pune Institute of Business Management (PIBM)
- Post Covid : Job Opportunities
- By: Vaibhav Mediratta
- Data Science & Machine Learning
- Automation & Robotics
- Advance Excel - YouTube / Online Certification
- <https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing>
- Foreign Language - Chinese, Mandarin, Spanish, German, French, Japanese

A SEMINAR ON DIGITAL MARKETING



FACULTY OF MANAGEMENT STUDIES INSTITUTE OF RURAL MANAGEMENT, JAIPUR

IN ASSOCIATION WITH

Sophia Girls' College (Autonomous), Ajmer

Organizes and Presents

• **A SEMINAR ON** •

DIGITAL MARKETING: AN OPPORTUNITY

On January 2, 2021

SPEAKERS



Dr. Terjani Goyal

Deputy Director, FMS IRM, Jaipur

EPDSMMS- IIM (C) | Ph.D. (Marketing) | MBE



Dr. Rustam Bora

Professor, FMS IRM, Jaipur

Ph.D. | M.Sc | E-commerce Marketing
| Digital Marketing

PATRONS:

• Sister Pearl, Principal Sophia Girls College, Ajmer • Dr. Jessy John, Director FMS IRM, Jaipur

www.iirm.ac.in

COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2020-21

- **Date** – 2 January, 2021
- **Level-** Colleges (IIRM, Jaipur and Sophia Girls' College, Ajmer)
- **Venue-** Online Mode
- **Title of the event** - A Seminar on Digital Marketing: An Opportunity
- **Total Number of the Participants** – 72
- **List of Resource Persons**

S.No	Name	Designation	Affiliating Institute/University	Contact Details	Contributed in the event as a-
1.	Dr. Terjani Goyal	Deputy Director, FMS IIRM, Jaipur	IIRM, Jaipur	+91-9828359781	Speaker
2.	Dr. Rustam Bora	Prof, FMS IIRM	IIRM, Jaipur	+91-9785285206	Speaker

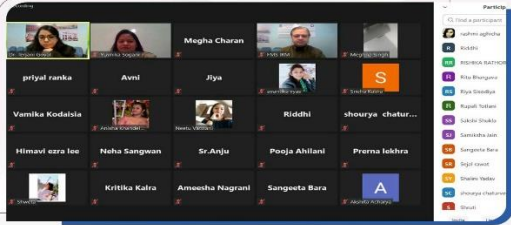
An Interactive Seminar was organized for the students of B.Com, BBA and BCA on Digital Marketing: An Opportunity. The speakers gave an insight on the need of the hour i.e. Digital Marketing. Topics like facebook ads, Search Engine Optimisation, Instagram Ads were discussed

Learning Outcomes

1. Students gained insights about the Digital Marketing.
2. Students were apprised about Topics like facebook ads, Search Engine Optimisation, Instagram Ads were discussed.

DIGITAL MARKETING: AN OPPORTUNITY

A Webinar Organized by FMS IRM In Association with Sophia Girls College, Ajmer



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DIGITAL MARKETING: AN OPPORTUNITY

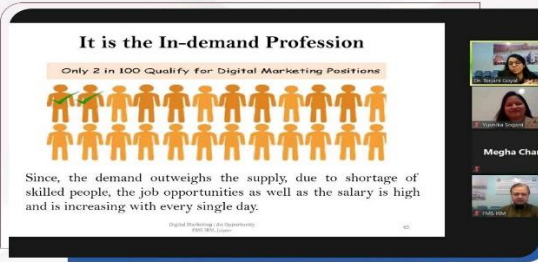
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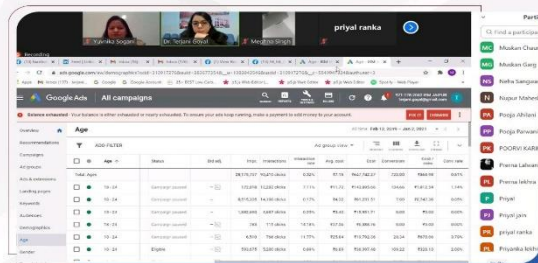
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DIGITAL MARKETING: AN OPPORTUNITY

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IMPLICATIONS OF COVID CAREER AND POST GRADUATION



SOPHIA GIRLS' COLLEGE
(AUTONOMOUS) AJMER

Hosted by Department
of Commerce and
Management

 19th APRIL 2021

 11AM - 12PM IST

Implications of Covid: Career and Post- graduation

In discussion with

Mr. Asheesh Gupta, Pro VC, JKLU
(Alumnus IIT & IIM)

Mr. Praveen Arora, Associate Professor, JKLU
(Alumnus - IIT & IIM)

[REGISTER NOW](#)

COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2020-21

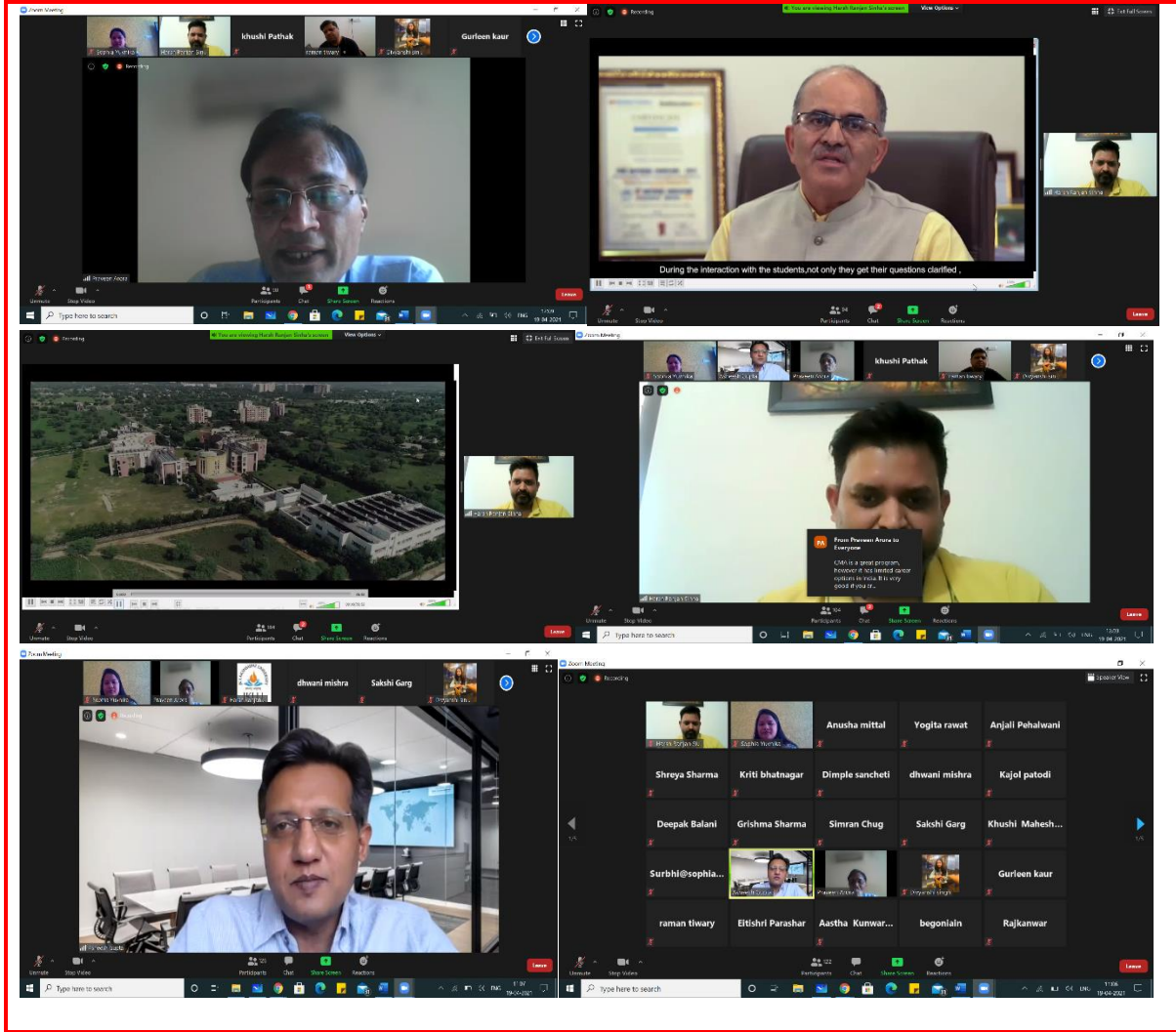
- **Date** – 19 April, 2021
- **Level-** Colleges (JK Lakshmipat University and Sophia Girls' College, Ajmer)
- **Venue-** Online Mode
- **Title of the event** - Implications of Covid: Career and Post-Graduation
- **Total Number of the Participants** – 72
- **List of Resource Persons**

S.No	Name	Designation	Affiliating Institute/University	Contributed in the event as a-
1.	Mr. Asheesh Gupta	Pro VC, JKLU	JK Lakshmipat University	Speaker
2.	Mr. Praveen Arora	Associate Professor, JKLU	JK Lakshmipat University	Speaker

Department of Commerce and Management of Sophia Girls' College, Ajmer (Autonomous) in collaboration with JK Lakshmipat University, Jaipur organised a webinar for college students on " Implications of Covid 19: Career and Post-Graduation." Covid-19 Pandemic has posed challenges on various fronts and one of them is Job Market, though various conventional Jobs are at risks , new ones are out there too. This was one of a kind opportunity for the students to get answer to all the questions related to opportunities after graduation during this pandemic and what are the crucial aspects which will play an important role in decision making process after graduation.

Learning Outcome

1. Students got answers to all the questions related to the opportunities after graduation during this pandemic .



COPING STRATEGIES DURING THE LOCK DOWN



22 MAY 2021



9:30 AM - 10:30 AM



SOPHIA GIRLS' COLLEGE
AUTONOMOUS, AJMER

DEPARTMENT OF COMMERCE & MANAGEMENT
INVITE YOU TO JOIN WEBINAR ON

COPING STRATEGIES DURING THE LOCKDOWN



MS. YVETTE LEE

Assistant Professor, Pillai Group of Colleges, Mumbai
Certified Psychotherapist

[REGISTER NOW](#)

COMMERCE AND MANAGEMENT DEPARTMENTAL ACTIVITY REPORT 2020-21

- **Date** – 22 May, 2021
- **Level-** College
- **Venue-** Online Mode
- **Title of the event** - Coping Strategies during the Lockdown
- **Total Number of the Participants** – 169
- **Resource Person**

S.No	Name	Designation	Affiliating Institute/University	Contributed in the event as a-
1.	Ms. Yvette Lee	Certified Psychotherapist	Assistant Professor, Pillai Group of College, Mumbai	Speaker

A webinar on “**COPING STRATEGIES DURING THE LOCKDOWN**” was organized by the Department of Commerce & Management, on 22th May, 2021, through Google Meet Platform. The Resource Person for the Session was Ms. Yvette Lee, Assistant Professor, Pillai Group of Colleges, Mumbai, a certified Psychotherapist. She explained that how this lockdown is impacting the life of everyone and what makes it different for individual mental health from the last year’s lockdown. In the latter part she focused on the coping mechanism strategies which includes focusing on what a person can control, educating about COVID appropriate behaviour, focusing on mindfulness, acquiring new skills and importance of daily routine.

Learning Outcome

1. Students were apprised about effective coping strategies during covid pandemic to reduce the level of stress amongst students.

