



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

ಎಮ್ ಎಸ್ ರಾಮಯ್ಯ ಕಲಾ, ವಿಜ್ಞಾನ ಮತ್ತು ವಾಣಿಜ್ಯ ಕಾಲೇಜು

**M S Ramaiah College of Arts, Science and Commerce**

Re-accredited 'A' by NAAC, Permanently Affiliated to Bengaluru City University,  
Approved by Government of Karnataka, Approved by AICTE, New Delhi,  
Recognized by UGC under 2f & 12B of UGC act 1956



(National Institutional Ranking Framework, Ministry of Education, Govt of India)  
Ranked 55<sup>th</sup> in NIRF India Ranking by MHRD, New Delhi  
DBT Star College Scheme

DEPARTMENT OF COMMERCE  
under  
COMMERCE CLUB  
organizes

**COMMERCE WEEK**



**Date: 22<sup>nd</sup> August to 27<sup>th</sup> August**

## About College

Ramaiah Institutions were established in 1962 by our founder Dr. MS Ramaiah to bridge the gap in the education system. He founded a galaxy of institutions: Medical, Engineering, Pharmacy, Dental. Hotel Management, Arts, Science and Commerce and has truly enhanced the world for the better. Dr. M. S Ramaiah, a gifted visionary, created the ideal launch pad for successful careers with the establishment of Ramaiah College of Arts, Science and Commerce (RCASC) at the Undergraduate and Post Graduate levels. The college is reaccredited with "A" Grade in fourth cycle by NAAC and is permanently affiliated to Bengaluru City University. It has produced several rank holders and has alumni in distinguished institutions all over the world. The College has a legacy of organizing National Conferences and workshops in various disciplines of Science, Commerce and Management in addition to Quality Initiatives in Higher Education.

## About Department

The Department of Commerce was started in the year 1994 with student strength of 22 and at present with strength around 600. Students from various states in India and other countries are studying in the department. The department has well qualified and experienced faculty in teaching, most of the staff members have research qualification to their credit. The department has spacious classrooms with modern furniture. The Department of Commerce has been a vibrant department with staff members who are dedicated and committed to the needs of the students. Hence, students aspire to get admitted in the department to enjoy the best of both the academic ambiance of the RCASC campus and the humane curricular exercises giving enough scope for the development of their personality. The curriculum is given effect to by a distinguished team of faculty combining academic excellence and real-world experience. The outcome of this effort can be seen in the form of placements in reputed MNC's, financial institutions and other sectors.

# EVENTS

## DAY 1: QUIZ DAY

EVENT: BIZWIZ  
TIME: 2:00 PM TO 4:00 PM  
EVENT INCHARGE: MS. KRUTHI V.P  
CONTACT NO: 9663995258

## DAY 2: FINANCE DAY

EVENT: STOCKWATCH  
TIME: 2:00 PM TO 4:00 PM  
EVENT INCHARGE:  
MR. SHANKAR GUDDAD  
CONTACT NO: 8151805654

## DAY 3: MARKETING DAY

EVENT 1: NEXT BIG THING  
EVENT 2: SALES HACKERS  
TIME: 2:00 PM TO 4:00 PM  
EVENT INCHARGE:  
1. MS. SRIVAIDESHWARI  
2. MS. SNEHA SHANKER  
CONTACT NO: 8431888085  
9486550419

## DAY 4: HR DAY

EVENT: BEST MANAGER  
TIME: 2:00 PM TO 4:00 PM  
EVENT INCHARGE: MS. SINDHU  
CONTACT NO: 7259733645

## DAY 5: ENTREPRENEURS DAY

EVENT: NEWLY MINTED  
TIME: 10:00 AM TO 3:00 PM  
EVENT INCHARGE: MS.SUNITHA  
N GURUKAR  
CONTACT NO: 8618408710

## DAY 6: ETHNIC DAY

EVENT: FASHION SHOW & PRIZE  
DISTRIBUTION  
TIME: 10:00 AM ONWARDS  
EVENT INCHARGE:  
MR. SHANKAR GUDDAD  
CONTACT NO: 8151805654

## GENERAL INSTRUCTIONS

1. All participants are requested to bring their respective students ID cards.
2. Dress code – According to the theme
3. Participants should be on time for the event.
4. Registration is free of cost.
5. The participants are requested to have the right code of conduct and abide by all the rules and regulations of the event.
6. Any kind of misbehavior by any of our students, organizers, or any other participants in the event. The team will be immediately disqualified without any second chance and they are not allowed to participate in any of the upcoming events.
7. The judges' decision will be considered final.



# **BIZWIZ**

## **OBJECTIVES OF THE EVENT**

- ✓ To increase knowledge on current affairs.
- ✓ To familiarize the aspects of Commerce and Management.

## **Rules for the Event**

- ✓ Only 2 participants per team.
- ✓ The decision of the quiz master is final.
- ✓ If a team cannot answer a question, they can pass the question and it can be answered by the next/willing team.
- ✓ Right answer to the question will give 10 marks and passed question will provide 5 marks.
- ✓ Discussion between both the members are allowed.
- ✓ The participants are not allowed to use any kind of electronic gadgets/instruments, if found at any stage the team would be disqualified.



## **OBJECTIVES OF THE EVENT**

- ✓ To enhance trading skills amongst students.
- ✓ To make them familiar with stocks.

## **Rules for the event**

- ✓ Solo participation
- ✓ Stocktrainer app must be used for virtual trading.
- ✓ Duration allotted for trading is 30 minutes.
- ✓ Trading must be executed in equity.
- ✓ Four from each class must participate to qualify for championship.
- ✓ No negative of revenue allowed.
- ✓ Winners will be decided based on the net worth (both cash balance and share value) after trading closes.



# **NEXT BIG THING**

## **OBJECTIVES OF THE EVENT**

- ✓ To stimulate creativity and intellectuality among students.
- ✓ To develop technical presentation skills.
- ✓ To develop team building.

## **Rules for the event**

- ✓ Team participation (maximum 6)
- ✓ Product has to be original and not copied.
- ✓ Launch should be through an advertisement skit.
- ✓ While advertising all should be in proper attire.
- ✓ Any vulgarities in the ad will result to disqualification.
- ✓ Unambiguous language should not be used.
- ✓ Cost sheet should be prepared and submitted.



# **SALESHACKERS**

## **OBJECTIVE OF THE EVENT**

The objective of this event is to identify students for their knack and ability in marketing and driving the sale home by using their knowledge, skill set and their assessment of consumer needs and behaviour.

## **Rules for the event**

- Purchase of Inventory - You will be required to purchase products listed/made available by the department for a total purchase price not exceeding INR 100/- (Rupees One Hundred Only).
- You will be given exactly 60 seconds to carefully decide and procure your inventory for this event.
- PLEASE NOTE: No products other than those listed/made available by the department can be used for this event.
- Number of Participants - Minimum of 1 person and a maximum of 3 persons/team.
- Once you procure the products (and after the orientation) you will be given 45 minutes to:
  - (a) curate your package with products that you procure;
  - (b) devise your sale strategy;
  - (c) identify your target customers;
  - (d) complete the sale; and
  - (e) prepare a sales report.
- Contents of the Sales Report - once you complete the sale of the products, you will be required to prepare a sales report highlighting: (a) the sales pitch devised by you/your team; (b) Type/nature of customers to whom the pitch was made; (c) Any unique strategies drawn up by you/your team as part of the marketing campaign; and (d) a detailed breakdown of your profit and loss accounts in completing the sale of the products.
- A detailed orientation of this event will be given to you at the time commencement by the coordinator.





# BEST MANAGER

## **OBJECTIVE OF THE EVENT**

The Best Manager event is conducted with the aim to develop and inculcate the skills of leadership, team management and communication. It was meant to propel the students to present themselves in the best possible way and utilize available resources, effectively.

## **Rules for the Event**

- ✓ One participant.
- ✓ Instructions for each round will be given on spot
- ✓ One copy of resume to be brought along with the participants.

## **Rounds:**

- ✓ Presentation on the given case study which will be common for all.  
Time limit 5+1 Minutes.
- ✓ Numerical aptitude test.
- ✓ Cash management game.
- ✓ Rapid fire round (Psychometric test).
- ✓ Panel interview.



## **OBJECTIVES OF THE EVENT**

- ✓ To promote entrepreneurial skills amongst the students.
- ✓ To enhance business management skills.

## **Rules for the event**

1. Team participation (8-10 members).
2. Only two teams are allowed from each class (one is minimum to qualify for championship).
3. Auction process is must to select location for your stall.
4. Arrange things required for your stall at your own cost.
5. Must prepare Profit and Loss statement of your business.



# FASHION SHOW

## OBJECTIVES OF THE EVENT

- ✓ To promote the culture and traditions of different states.
- ✓ To inculcate fashion skills.

## Rules for the Event

1. Team participation (5-8 in a team)
2. Must represent the culture of a particular state.
3. Duration for the fashion/ramp walk 6+1 minutes.
4. Music/song should be given well in advance.
5. Improper wears strictly not allowed.
6. Must brief about the culture of that state for one minute.