

  
**MES INSTITUTE OF MANAGEMENT**  
 VidyaVihar, 25/1, 17<sup>th</sup> Main, II Block, Rajajinagar, Bangalore-560 010

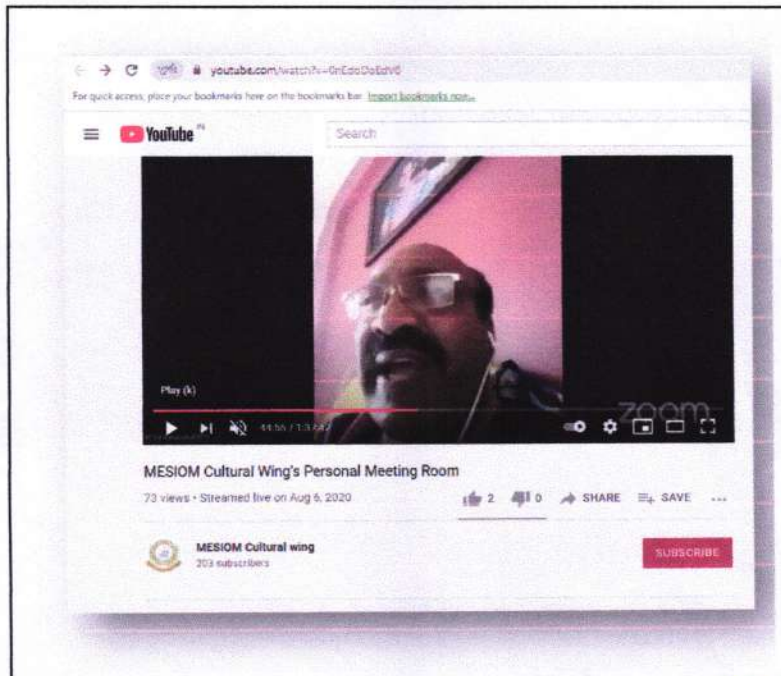
**DEPARTMENT OF KANNADA**  
**ONE DAY WEBINAR ON MANKUTIMMANA KAGGA**  
**August 6<sup>th</sup> 2020**

The Department of Kannada had organized State Level Seminar on Mankuthimmanakagga. The resources persons were Prof. M Siddananda, Retired Prof. of SJRC and Prof. in PG Economics Department, National College and Dr. C U Manjunath, Retired Principal, SJRC. The Speakers shared their thoughts on Mankuthimmanakagga. They explained the significance of Mankuthimmana Kagga and how it helps us to explore the complexity of life, the various aspects of life - in a simple set of striking words.

This webinar educated participants about the secret of leading a balanced and harmonious life, emphasizing gentleness, humbleness, compassion and strength.

The event was live streamed on YouTube

link <https://www.youtube.com/watch?v=0nEdoDoEdV8>



*Shanada S*  
**Principal**

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**DEPARTMENT OF KANNADA**

**Webinar – ಆನ್ಲೈನ್ ಸಾಹಿತ್ಯ ಬೋಧನೆ: ಸವಾಲುಗಳು**

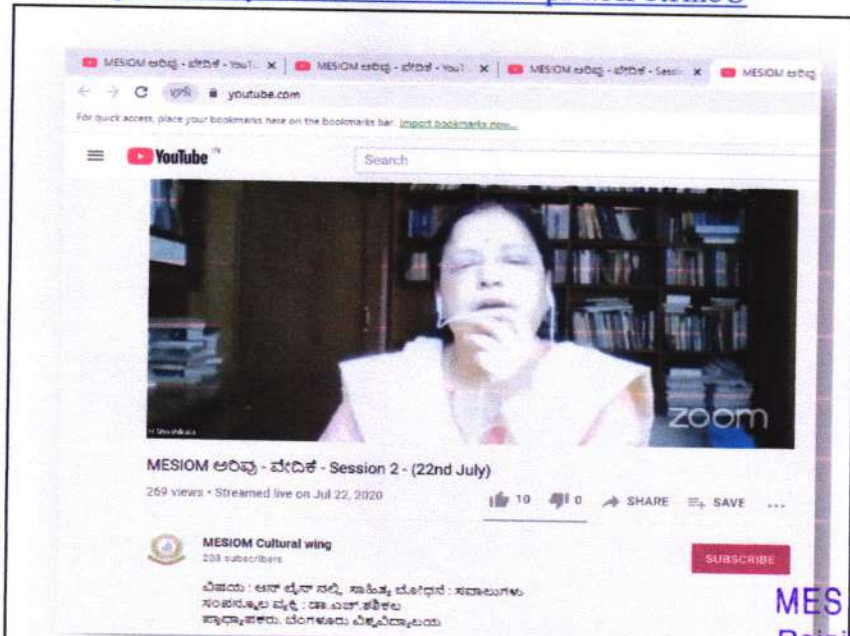
**22<sup>nd</sup> July 2020**

The Department of Kannada had organized a State Level Webinar on Onlinenalli Sahithya Bodhane Mattu Savaalugalu on 22<sup>nd</sup> July 2020. The resource person was **Dr. Shashikala**, Professor, Department of Kannada, Bangalore University. The speaker did an elaborative explanation to students and faculties about online teaching challenges such as:

1. Adaptability
2. Technical issues
3. Computer knowledge
4. Time management
5. Self-motivation
6. The quality of the courses in Sahithya Bodhane


An open heart and open mind are necessary to accept change and reap benefits of E-learning. An understanding of advantages of online education is essential. Utilizing the benefits of e-learning will help us in empowering, flexibility, personal tutor guidance.

The event witnessed an overwhelming response with 122 participants and was live streamed on YouTube link - <https://www.youtube.com/watch?v=pPwXP8tHn8U>



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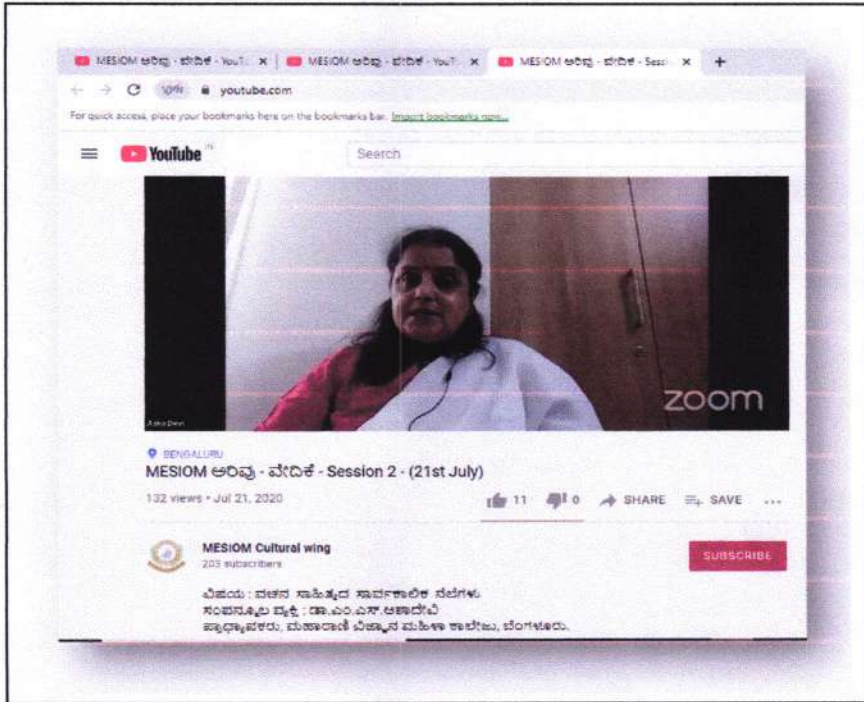
  
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**DEPARTMENT OF KANNADA**

**Webinar –ವಚನಸಾಹಿತ್ಯದಸಾರ್ವಕಾಲಿಕನೆಲೆಗಳು**

**21<sup>st</sup> July 2020**

The Department of Kannada had organized a state level webinar on Vachana SahityadaSaarvakaalikaNelegalu on July 21<sup>st</sup> 2020. Dr. MN Ashadevi, Critic, Professor, Maharani Cluster University was the resource person who explained basic concepts of Vachana Sahitya to Kannada Faculty & Students. The speaker also elaborated that Shivashrama Vachana Sahitya of 12<sup>th</sup> century has all time values and helps to lead the ideal way of life. This literature would help our society to flourish with values. This webinar was live streamed on YouTube (<https://www.youtube.com/watch?v=sGivFvVj52U>) and through zoom application as well.



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**DEPARTMENT OF KANNADA**

**Webinar - ಸಾಹಿತ್ಯ:ಬೋಧನೆ ಮತ್ತು ಅಧ್ಯಯನ**  
**16<sup>th</sup> July 2020**


The Department of Kannada had organized a state level webinar on '*Sahitya: Bodhane Mattu Adhyayana*' on 16<sup>th</sup> July 2020 for participants across the state, faculties of language department and B. Com and BBA students. The resource person was **Dr. BM Puttaiah**, Professor and Critic Hampi University. Sir shared his insights on teaching literary and the way to develop a literary model of teaching that would help to grow and save literature. Sir opined that the department should be evolved with distinctive academic profile through innovative updating of syllabus, designing materials, audio-visual techniques, participatory teaching methods and its ambience of openness to new ideas and to social issues. The webinar had 117 participants and was organized virtually through zoom application and made available on YouTube -

<https://www.youtube.com/watch?v=D1ir2SeO3a0>



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One day Seminar on Research Methodology**

**28<sup>th</sup> January 2020**

A One-day Seminar on Research Methodology was organized by Department of Commerce and Management on 28<sup>th</sup> January 2020 for Final year BBA students. The resource person was **K N Subramanya**, Principal, RV College of Engineering. The speaker briefed about importance of research in the social science field and various software tools for analysis of data in research work. Sir began with the process of research. He also highlighted the features and elements of research proposal. The students were able to understand the purpose of literature review, model for a proposal and the structure of research work for their project report preparation as it was part of their curriculum.



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One day Workshop on tally**

**22<sup>nd</sup> October 2019**

A one-day workshop on tally was conducted for first year B.com and Second year BBA students with the objective of providing practical orientation on the use of tally ERP with GST which was a part of their curriculum. The resource person was **Smt. Srividya**, Trainer, Tally India Pvt. Ltd. The trainer illustrated examples using tally ERP with GST in filing GST returns which are included in the books of accounts and also showed how it reflected with the same data as used for filing returns in the GST portal. The students were able to understand and use GST return software with the help of tally ERP which is an added advantage for students in resume building and career development.



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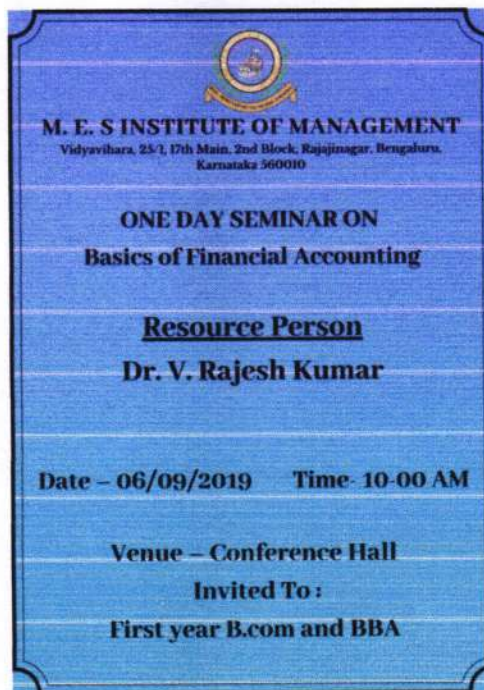
**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One Day Seminar on basics of Financial Accounting**

**6<sup>th</sup> September 2019**

On 6<sup>th</sup> September 2019, the Department of Commerce and Management had organized a Seminar on Basics of Financial accounting for First year B.com and BBA students. **Dr V. Rajesh Kumar**, Founder of Vittam Pravina Gurushala (Finance Expert Academy) was the guest speaker. The speaker enlightened about the fundamental concepts of financial accounting called "Accounting basics," the rules of accounting, including goals of financial accounting such as Objectivity, Usability, Materiality and Comparability.

By the end of this session students were able to understand the importance financial accounting concepts in ascertaining the financial strength of the company by determining its assets and liabilities.



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One Day Seminar on navigating challenges**

**7<sup>th</sup> August 2019**

A seminar on navigating challenges was conducted for First year B. Com and BBA students on 7<sup>th</sup> August 2019. The speaker was **Dr Preethi M Galapali**, Adolescent Pediatrician. The resource person explained how Positive thinking changes the thought process and benefits for individuals and teams in the world of work. The benefits of positive thinking led to increased clarity of thinking, creativity and problem solving. It also helps students to have emotional strength and improve their coping skills. The speaker helped students to understand the importance of mental health in career by providing insights on positive thinking and career prospects in order to overcome challenges after their academics.



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**ONE DAY SEMINAR ON**  
**Navigating Challenges**

**Resource Person**  
**Dr Preethi M Galapali**

Date – 07/08/2019      Time- 10-30 AM

Venue – Conference Hall  
 Invited To :-  
 First year B. Com and BBA

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One Day Seminar on “Equity Power Lesson”**

**24<sup>th</sup> July 2019**

A Seminar on “Equity Power Lesson” was conducted on 24<sup>th</sup> July 2019 for Second year B. Com, BBA and third year BBA students by Department of Commerce and Management. The guest speaker was Sri G Vijay Raghavan, Managing Director, Stockathon Academy. The speaker enlightened on the concepts of equity financing and its importance in startup eco system. Sir also elaborated on other types of funding rounds available to startups, depending upon the industry and the level of interest among potential investors. The students were able to understand the concept of "seed" funding or angel investor funding followed by Series A, B and C funding rounds required for startups.

  
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**ONE DAY SEMINAR ON**  
**Equity Power Lesson**

**Resource Person**  
**Sri G Vijay Raghavan**  
**Managing Director**  
**Stockathon Academy, Bangalore**

**Date – 24/07/2019      Time- 11-00 AM**

**Venue – Conference Hall**  
**Invited To :-**  
**Second year B.Com, BBA and Third year BBA**

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# MES INSTITUTE OF MANAGEMENT

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## DEPARTMENT OF COMMERCE AND MANAGEMENT

### STATE LEVEL SEMINAR ON BIG DATA ANALYTICS IN COMMERCE AND MANAGEMENT 9<sup>th</sup> May 2019

MESIOM conducted a State Level Seminar on Big Data & Analytics in Commerce and Management on 9<sup>th</sup>May, 2019. The Chief Guest of the Inauguration was **Dr.T.V. Raju**, Director, - Planning, RV Institutions and the President of the occasion was **Sri. Krishna Kumar**, Retd. IAS, President, MES Institutions.

In the Inaugural address on Big Data Analytics Dr TV Raju, quoted “education is not preparation for life, it is life itself”, “Investment in education is the best investment”. He opined that from 1970 till date there has been a 75 times growth in academic institutions - 900 universities, 45,000 colleges, and 35 million students are there at present. Although there is tremendous progress in quantity, the quality of students has not been elevated. He added that Knowledge is power only when it is applied and capacity building in youth is more important issue.

BDA is a complex process, examining large data, uncovering lot of things, hidden patterns, and correlations, market trends mean to analyze data sets and draw conclusions generating revenue, better competition, customer service, marketing etc. He also talked about volume of data velocity and veracity of data resulting in cost reduction, better decision making and growth, sustainability in the current competitive world.

Sri. Krishna Kumar, Retd. IAS and President of MES institutions, opined, that focus should be given on analytics. The additional data over and learnings in classrooms, library, journals, net, and some data involuntarily generated should be analyzed and consumed. Increase in volume and varieties of data should avoid fake data, he said, quoting the example of 2016 US Presidential elections being false data information produced by social medias. He insisted more on veracity-truthfulness of data and not to be bombarded with false information moving from mercantile capitalism to internet capitalism.



The participants (students & faculties) from other colleges as well as the faculty members of our college were able to understand significance of Big Data Analytics in future growth prospects of business sector.



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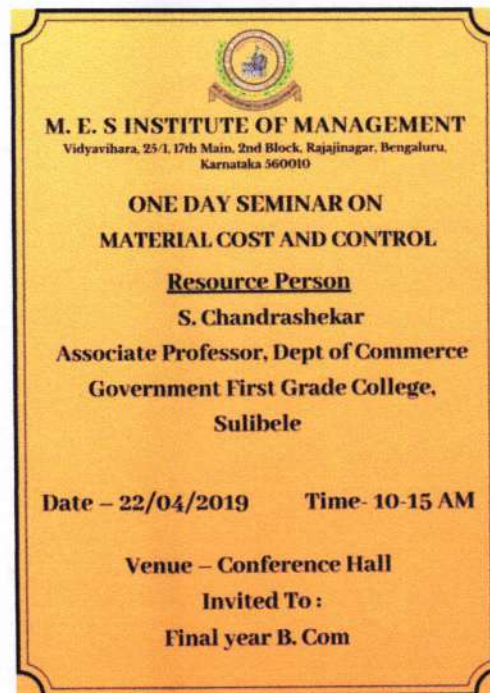
**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One day Seminar on Material Cost and Control**


**22<sup>nd</sup> April 2019**

The Department of Commerce and Management organized a Seminar on Material Cost and Control for final year B. Com students. The resource person was **S. Chandrashekar**, Associate Professor, Dept of Commerce, Government First Grade College, Sulibele. Professor explained about the parameters related to materials management such as Planning, Storing, Procuring, Furnishing the appropriate material of true quality, Coordinating production activities and Scheduling production activities

At the end of this session, the students were able to understand material costing techniques and its implementation in real world and how it will help the companies to reduce cost and establish cost control.



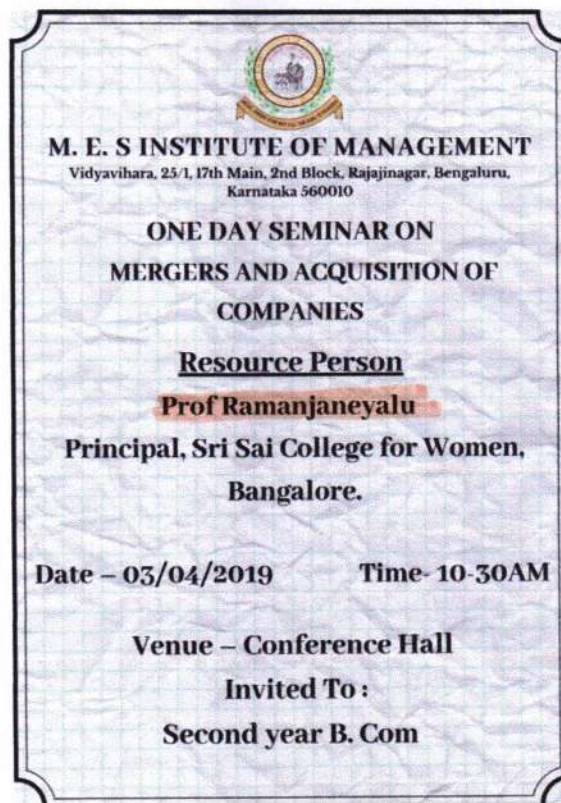
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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**One Day Seminar on Mergers and Acquisitions of Companies**  
**3<sup>rd</sup> April 2019**

The Department of Commerce and Management had organized a One Day Seminar on Advanced Corporate Accounting with special reference to accounting and tax implications in Mergers and Acquisitions to Second year B.com students. The objective of this seminar is to make students understand the concept of M&A and its accounting Procedure. The Resource person also highlighted to the students the different methods of computing Purchase consideration, passing of journal entries in the books of the vendor and incorporating entries.

At the end of the session the students were confident to solve problems on M&A, which will help them to face examination.



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One day Seminar on GST**

**2<sup>nd</sup> April 2019**

The Department of Commerce and Management had organized One day Seminar on GST for final year B.com students. The resource person was **Mr. Tabrez Pasha**, Assistant Professor, Post-Graduation Department, Surana College. The speaker informed the gathering on Understanding the need and features for GST, Discussion on GST Provisions, rules and its procedures, Implications of GST on Current business arrangements, Transition to GST from existing practices, Do's and Don'ts in GST, Constitutional Amendment, Legislative framework of GST, GST Council and Goods and Service Tax Network (GSTN).

The session was informative and successful as the students were able to have clear picture about the overview of GST and its nuances.

  
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**ONE DAY SEMINAR ON**  
**Goods and Service Tax (GST)**

**Resource Person**  
**Mr. Tabrez Pasha**  
**Asst Professor, PG Dept.,**  
**Surana College**

**Date – 02/04/2019      Time- 10-30AM**

**Venue – Conference Hall**  
**Invited To :-**  
**Final year B.com**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**


**Seminar on Internal Reconstruction and Liquidation of Company**

**8<sup>th</sup> March 2019**

The Department of Commerce and Management had organized a Seminar on Internal Reconstruction and Liquidation of Company for second year B.com students. The resource person was **Prof. Ramanjaneyalu**, Principal, Sri Sai College for Women, Bangalore. Professor explained about Schemes of internal reconstruction including reduction of share capital and other liabilities, re-organization or alteration of share capital, variation of shareholders rights, compromise / arrangement and surrender of shares. This session was informative for our students as they were able to learn accounting treatment of various schemes of internal reconstruction.



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One day Seminar on Recent Trends in Indian Banking**

**28<sup>th</sup> February 2019**

The Department of Commerce and Management organized a One-day Seminar on recent trends in Indian Banking for first year B.com students with the objective of providing insights on the latest trends that are revolutionizing the Indian banking. The resource person was **S. Chandrashekar**, Associate Professor, Department of Commerce, GFGC, Sulibele. Sir covered topics related to Digitization, Mobile Banking, Unified Payment Interface, Blockchain, Artificial Intelligence, Fintech Companies and Digital-only Banks.

At the end of this session, students were able to understand different methods of online payments and the importance of digitalization in creating an efficient and vibrant Indian banking system.



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**DEPARTMENT OF KANNADA**

**ONE DAY SEMINAR ON REVIEW OF KANNADA SYLLABUS FOR  
FIRST YEAR**

**5<sup>th</sup> October 2018**

The Department of Kannada had organized a One-day Seminar on review of Kannada syllabus for first year B. Com students with the objective of orienting the students about Bangalore City University prescribed Kannada syllabus. The resource person was Dr. N Manjunath, Asst Professor, Department of Kannada, MS Ramaiah Institute of Technology. Sir briefed about the summaries of poems, lessons, stories and articles specified in "Kannada Bhasha Patya- Suvarna Sampada" as well as tips for exam preparations with regards to Kannada language for first year B.com students.

The students were able to understand the structure and key points to be considered while answering language papers at under graduation level and built confidence among the students to face upcoming semester examination.

  
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**ONE DAY SEMINAR ON  
REVIEW OF KANNADA SYLLABUS FOR FIRST YEAR**  
ಪದವಿ ತರಗತಿಗಳ ಮೊದಲ ವರ್ಷದ ಕನ್ನಡ ಪಾಠ್ಯದ ಪರಿಮರ್ಶನೆ

**Resource Person**  
**Dr. N Manjunath**  
Asst Professor, Dept of Kannada,  
M.S.Ramaiah Institute of Technology

Date – 05/10/2018      Time- 10-00AM

Venue – Conference Hall

Invited to :-  
First year B. Com

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One Day Seminar on Advanced Corporate Accounting - MERGERS AND ACQUISITIONS**

**9<sup>th</sup> April 2018**

The Department of Commerce and Management had organized a One Day Seminar on Advanced Corporate Accounting with special reference to accounting and tax implications in Mergers and Acquisitions to Second year B.com students. The objective of this seminar is to make students understand the concept of M&A and its accounting Procedure. The Resource person also highlighted to the students the different methods of computing Purchase consideration, passing of journal entries in the books of the vendor and incorporating entries.

At the end of the session the students were confident to solve problems on M&A.

  
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**ONE DAY SEMINAR ON  
ADVANCED CORPORATE ACCOUNTING  
MERGERS AND ACQUISITIONS**

**Resource Person**  
**Prof Ramanjaneyalu**  
**Principal, Sri Sai College for Women,**  
**Bangalore.**

**Date – 09/04/2018      Time- 10-30 AM**

**Venue – Conference Hall**  
**Invited To :-**  
**Second year B.com**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**One Day Seminar on Auditing**

**23<sup>rd</sup> March 2018**

A seminar on Auditing was conducted for fourth semester B.com students with objective of providing insights about the procedures of conducting the audit in a firm and opportunities in the field of auditing. Sri Sai Krishna Vyas, Chartered Accountant addressed about various types of audits, internal control system and its importance in auditing by enumerating with illustrations in real life situations.

This seminar was beneficial as the students were able to understand the nuances of auditing and qualifications required to tap on to the career opportunities in the field of auditing.



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**ONE DAY SEMINAR ON  
AUDITING**

**Resource Person**  
**Mr. Sri Sai Krishna Vyas,**  
**C.A. BANASWADI, BANGALORE**

**Date – 23/03/2018      Time- 11-30 AM**

**Venue – Conference Hall**  
**Invited To :-**  
**Fourth semester B.com**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

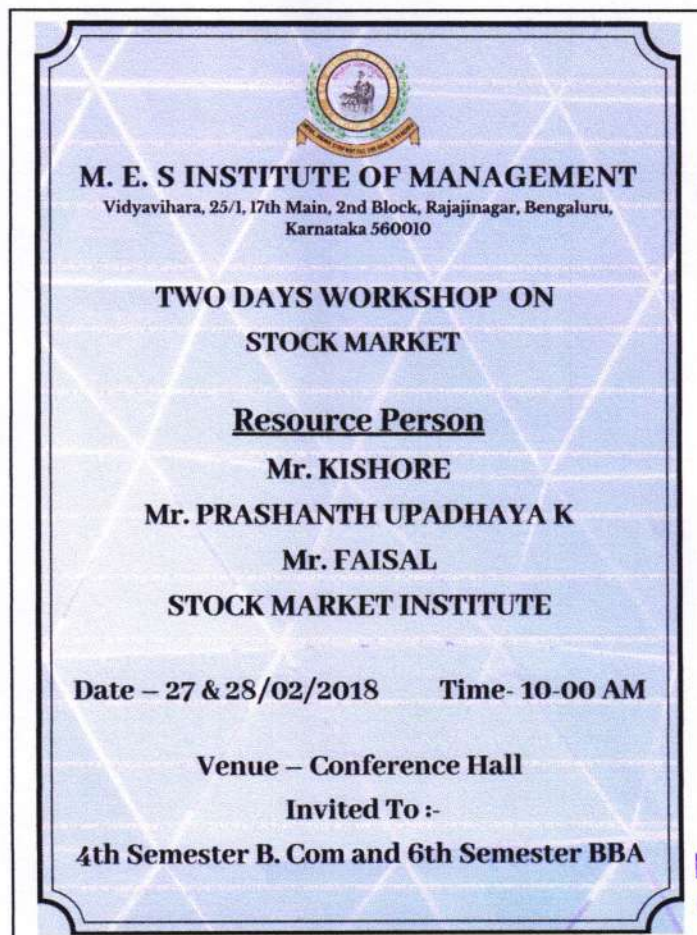
**TWO DAYS WORKSHOP ON STOCK MARKET**

**27<sup>th</sup> and 28<sup>th</sup> February 2018**

Two days' workshop on stock market was organized for 4<sup>th</sup> Semester B. Com and 6<sup>th</sup> Semester BBA to make them understand about the working of stock markets as it is part of their curriculum.

The workshop covered 4 aspects which included Basics of Stock Market, Mutual Funds, Common Sense Approach, Pit Trading Activity and Live Streaming of stock market. Mr. Kishore, Mr. Prashanth Upadhyaya and Mr. Faisal from Stock Market Institute were the resource persons.

The students had the opportunity to learn the insights of real-time situations prevailing in the market and were benefited to a greater extent.



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22<sup>nd</sup>

# INTERNATIONAL CONFERENCE on

*Advancements and Challenges In Social Sciences  
& Business Management- Interdisciplinary Research and Practice*

*Program Schedule and Session Details  
Conference Abstract Proceedings (CD)*

**IC-ACSSBM**

**February 24 - 25, 2018**



*Organised by*  
RESEARCH DEVELOPMENT RESEARCH FOUNDATION  
RESEARCH DEVELOPMENT ASSOCIATION  
RAJASTHAN CHAMBER OF COMMERCE & INDUSTRY, JAIPUR  
JAIPUR MANAGEMENT ASSOCIATION (Affiliated to AIMA)



*In Association with*  
DEPT. OF COMMERCE, MES DEGREE COLLEGE &  
MES INSTITUTE OF MANAGEMENT, BENGALURU

*Venue : La Marvella Sarovar Premiere, Jayanagar, Bengaluru (karnataka), India*

  
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## DEPARTMENT OF COMMERCE & MANAGEMENT

**22<sup>ND</sup> INTERNATIONAL CONFERENCE ON THE THEME**  
**“ADVANCEMENTS AND CHALLENGES IN SOCIAL SCIENCES AND BUSINESS**  
**MANAGEMENT-INTERDISCIPLINARY RESEARCH AND PRACTICE”**

The Department of Commerce & Management, M.E.S. Institute Of Management & M.E.S. College Bangalore, joined hands with Research Development Association, Rajasthan Chamber of Commerce & Industry and Jaipur Management Association (Affiliated to AIMA), to organize the 22<sup>nd</sup> International Conference on the theme **"Advancements and Challenges in Social Sciences and Business Management- Interdisciplinary Research and Practice"** during February 24<sup>th</sup>& 25<sup>th</sup>, 2018 at Hotel La Marvell, Bangalore.

It was the endeavour of MES Group of Institutions & RDA to bring together researchers, practitioners, academicians, industrialists and professionals with inter/ multi-disciplinary interests related to all disciplines and provide a platform for them to meet and interact and engage in fruitful debate and facilitate mutual understanding. We received 80+ papers which were presented by the participants from all over the India and 5 papers from abroad.

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**ONE DAY SEMINAR ON GST, CAREER GUIDANCE AND**  
**EMPLOYABILITY**

**22<sup>nd</sup> July 2017**

The Department of Commerce and Management organized a One day Seminar on GST, Career Guidance and Employability for final year B.com students. The resource person was **Jacob Crasta, Founder, CME Group**. The main objective of this program was to make students aware of how they can build their career in GST. Students were told that any person willing to become a GSTpractitioner can enroll by making an application in Form GST PCT-1 to the authorizedofficer. After examining the eligibility authorized officer will issue the certificate inform GST PCT-2. By doing the following, students can enroll as a GST practitioner. Finally, students had a clear knowledge about how they need to enroll as a GSTpractitioner. Practical and Theoretical knowledge is required to be familiar with theGST environment.



*sharada S*

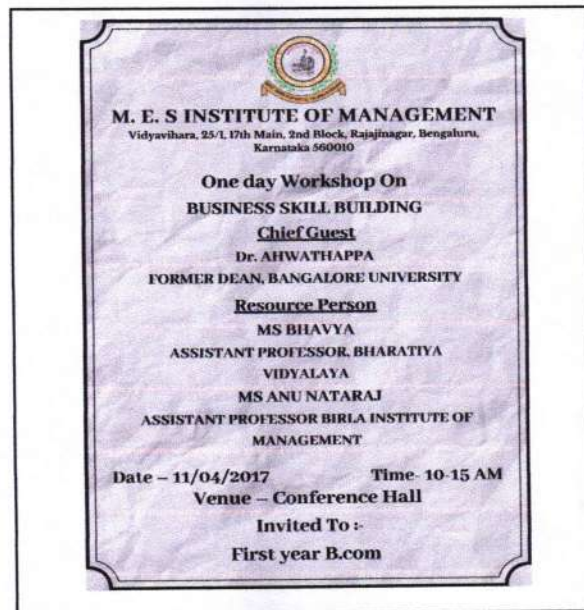
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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**ONE DAY WORKSHOP ON BUSINESS SKILL BUILDING**  
**11<sup>th</sup> April 2017**

A career development programme was conducted on Business Skill Building. The Chief guest was Dr. Ashwathappa, Former Dean, Bangalore University and the Resource Persons were Ms Bhavya and Ms Anu Nataraj, Assistant Professors, Birla Institute of Management and spoke about various business skills, often considered soft skills required for entrepreneurs, company owners and managers. The speakers enumerated on time management, team building, analytical, negotiations, problem-solving, marketing and financial management skills. The outcome of the programme was that students learnt the required skills to run a business.



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## DEPARTMENT OF COMMERCE AND MANAGEMENT

### ONE DAY SEMINAR ON INCOME TAX

20<sup>th</sup> March 2017

A seminar on Income Tax was conducted by Sri. **CA. M. BhaskarAcharya**, CEO, Turbotech for final year B.com and BBA students with the objective of providing insights on implementation of proper tax planning so that it helps in filing of income tax return within the prescribed timelines The Speaker spoke about the five heads of income and various deductions available under section 80 as well as about importance of Income Tax Filing Income Tax assessment to students.

The students were able to apply their knowledge in e-filing of income tax returns and career prospects in the field of Taxation.



**M. E. S INSTITUTE OF MANAGEMENT**  
Vidyavihara, 25/1, 17th Main, 2nd Block, Rajajinagar, Bengaluru,  
Karnataka 560010

**ONE DAY SEMINAR ON  
INCOME TAX**

**Resource Person**  
**C.A. M. BHASKAR ACHARYA**  
**CEO, TURBOTECH Pvt. Ltd.**

**Date – 20/03/2017    Time- 11-00 AM**

**Venue – Conference Hall**  
**Invited To :-**  
**final year B.com and BBA**

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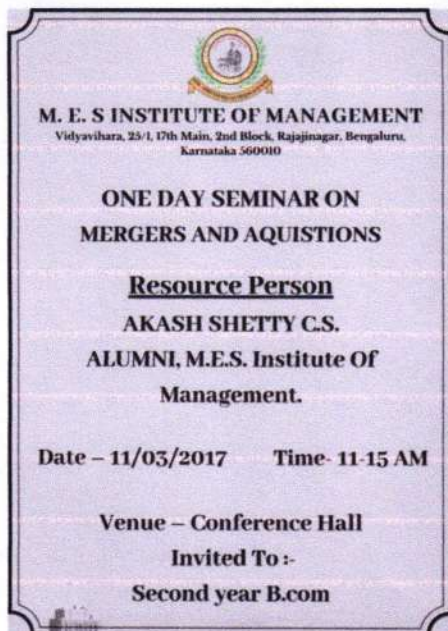
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## DEPARTMENT OF COMMERCE AND MANAGEMENT ONE DAY SEMINAR ON MERGERS AND ACQUISITIONS

11<sup>th</sup> March 2017

A one-day seminar on mergers and acquisitions was organized for second year B.com students with the objective of instilling knowledge about the importance of synergies through mergers and acquisitions for economic development of our country. 145 students attended this seminar, where speaker **AKASH SHETTY, CS**, Alumnus, MES Institute of Management explained about benefits of mergers and acquisitions and how Diversification of the products, services would help in Organic growth and long-term prospects of businesses and its impact on valuation of firms.

The beneficiaries were able to understand the career opportunities in business intelligence and strategic financial management.



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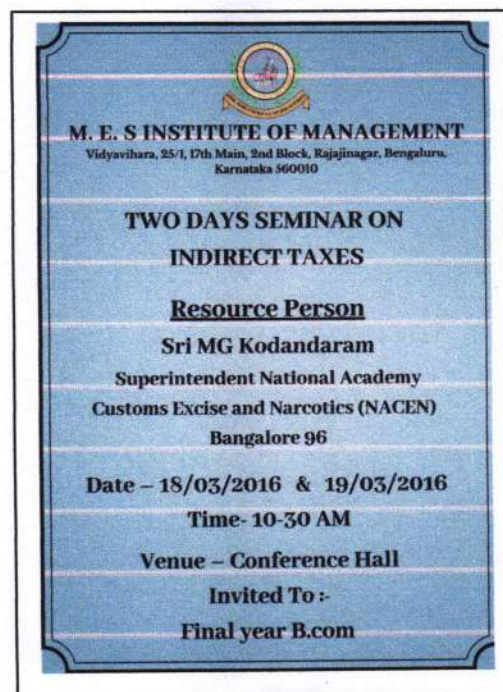
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**TWO-DAYS SEMINAR ON INDIRECT TAXATION**

**18<sup>th</sup> & 19<sup>th</sup> March 2016**

The objective was to familiarize the students the application of Different taxes imposed at various stages while selling goods and services. Two days seminar on Indirect Taxes was organized for final year B.com students to attain the above objective. The resource person was Sri. M G Kodandaram, Superintendent, National Academy of Customs, Excise and Narcotics (NACEN), Bangalore-96. The session was informative and highlighted upon the recent developments in Indirect Taxation with special reference to GST. The speaker spoke about different types of indirect taxes, its pros, cons and its significance in revenue generation for Government of India.

The Outcome of the event was the beneficiaries were able understand the benefits of GST and how a Single indirect tax system would be applied in future course of business in our country.



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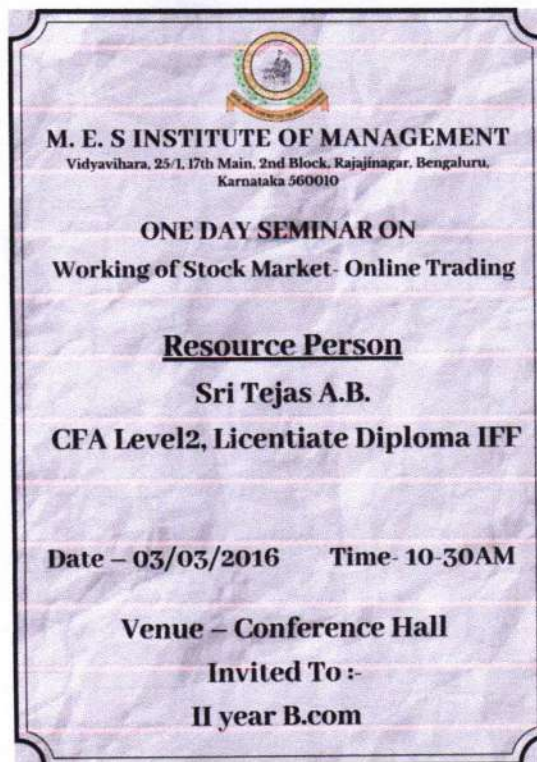
  
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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**ONE DAY SEMINAR ON WORKING OF STOCK MARKET- ONLINE TRADING**

**3<sup>rd</sup> March 2016**

The objective of organizing this seminar was to provide technical knowledge and practical insights with respect to trading in Bombay Stock Exchange. A Technical Talk on Stock Market - Online Trading was delivered by Sri. Tejas A.V., CFA Level 2, Licentiate Diploma IFF and Alumni students – Sri. Darshan G. and Sri. Sriranga, for the II-year B.com students. The resource person practically showed online trading process with respect to BSE and the techniques of stock trading.

At the end of this session, students were able to understand the steps to open Demat Account and learnt about techniques of trading in BSE.



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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**ONE DAY SEMINAR ON NEGOTIABLE INSTRUMENTS WITH**  
**SPECIAL REFERENCE TO CHEQUES**

**10<sup>th</sup> February 2016**

A Technical talk on Negotiable Instruments with special reference to Cheques was organized to first year B.com students to educate about negotiable instruments from banking experts. Sri. Sudhir Jade, Rtd DGM, Bank of India and Sri. Nagaraja Rao, Rtd DGM State Bank of India enlightened the students about the topic. The speakers explained about the negotiable instruments, cheques types of cheques, and grounds for dishonoring of cheques. The outcome of this seminar enabled students to apply their theoretical knowledge with respect to banking transactions practically.



**ONE DAY SEMINAR ON NEGOTIABLE INSTRUMENTS WITH**  
**SPECIAL REFERENCE TO CHEQUES**  
**10<sup>th</sup> February 2016**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**IMPORTANCE OF INTERNSHIP ON CAREER**

**21<sup>st</sup> November 2015**

A talk on the importance of internship for a smooth transition from academia to career was conducted for the final year BBA students. The Resource Person, **Mr. ShashankHegde**, alumnus of our institution, averred that internship provide exposure to the real world and provides aplatform to establish a network. He also opined that internship equip the students with the necessaryskills, including team building skills necessary for career progression.



**IMPORTANCE OF INTERNSHIP ON CAREER**

**21<sup>st</sup> November 2015**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**A SEMINAR ON TARGET COSTING**

**28<sup>th</sup> September 2015**

A Seminar on Target Costing by, Dr Janardhan, HOD, Dept of Commerce, MES Degree College of Arts, Commerce and Science was organized by Department of Commerce and Management for Final year B. Com students. Sir provided insights about product life cycle and cost planning in the initial designing stage and also the cost control that exists throughout the lifecycle of a product.

Students were able to understand the key objective of target costing and its applicability in proactive cost planning, cost management, and cost reduction practices in specific industries like FMCGs.



**A SEMINAR ON TARGET COSTING 28<sup>th</sup> September 2015**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**ONE DAY SEMINAR ON GREEN MARKETING**

**19<sup>th</sup> September 2015**

A Seminar on Green Marketing was conducted by Dr. Lakshmikantha H, PCB Karnataka for I year B. Com and BBA Students. The resource person spoke about strategies and importance of environmental protection through promoting, producing and developing eco-friendly products and services.

By the end of this seminar, students were able to understand how Green Marketing emphasises on protection of long-term welfare of consumers and society by production and use of pure, useful, and high-quality products without any adverse effect on the environment.



**ONE DAY SEMINAR ON GREEN MARKETING- 19<sup>th</sup> September 2015**

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**DEPARTMENT OF COMMERCE AND MANAGEMENT**

**ONE DAY SEMINAR ON  
INTELLECTUAL PROPERTY RIGHTS –AN OVERVIEW**

**7<sup>th</sup> August 2015**

The final year B. Com and BBA students attended a Seminar on Intellectual Property Rights at M.E.S Degree College of Arts, Science and Commerce. Alumnus of MES, **Dr. Nithyananda K V**, Faculty Member, Legal System, IIM, Tiruchirappalli was the resource person and gave information to the students about types of intellectual properties, copyrights, patents, trademarks, trade secrets and modern concept of intellectual property rights with illustrations. 64 students attended programme.

The outcome of the seminar was the students were able to practically connect the concept of intellectual property rights in real life business situations and also gained knowledge about procedure to obtain patent, rights available to patentee.

  
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