



## Commerce Newsletter



### **The art of channelising commerce into daily life! We are proudly releasing .Com The Commerce Newsletter**

With great pleasure we are introducing the first issue of .Com, the official newsletter of the Commerce Department. This launch marks a significant milestone, embodying our profound commitment to explore the dynamic and ever-evolving synergy between traditional and modern commerce. In today's world, an essential for future leaders in both business and academia to understand the complex relationship between digital innovation and interconnected systems.

As name suggests, .Com is more than just a newsletter. It is a platform where students and faculty members can showcase their ideas, research output, criticism and knowledge. This newsletter stands out with the support of our Gen Z learners and their digital technology tool. This will be act as a informative diary that records department activities.

The achievements of students and staff are included in this newsletter and it will continue in the future editions. Our main objective is the development of the strong and active intellectual culture in our rich community and the creation of the environment of life long learning and active research. Our vision is that .Com will be a platform where various opinions are expressed, accomplishments will be recognised and new ideas which will translate theory into practice. We also encourage your invaluable contributions and active participation in the form of articles, research findings, opinion, and event highlights which will make future editions much richer.

Don't miss out the Editorial board details on the last page

- Chief Editor

#### **In this newsletter you can expect:**

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# The Principal's Note

The Commerce stream has always been a cornerstone of our institution, nurturing future leaders, entrepreneurs and professionals who contribute meaningfully to the society. Commerce is not just about number and transaction it's about innovation, visions and values.

As Peter Drucker rightly said, "The best way to predict the future is to create it", I urge each of you to embrace challenges as opportunities, think critically and uphold integrity in all your endeavours. With immense pride and joy I congratulate the commerce department of East Campus for this new initiative, ".Com".

Lets continue to grow, learn and contribute meaningfully to society.

Best wishes



**Prof.(Dr.) Biju C S**

# The Vice Principal's Note

Our institution's Commerce stream has continuously been a cornerstone of success, producing people who lead with responsibility and purpose in the real world in addition to being exceptional students. Commerce is a dynamic industry propelled by innovation, vision, and moral leadership; it is much more than numbers and cash. "Price is what you pay," as Warren Buffett once stated. Value is what you receive. In the same vein, I urge each of you to look for value in your education, make wise decisions, and work toward being change agents.

It brings me great delight to witness the Commerce Department of East Campus launch this new venture, ".Com". May this initiative foster innovation, collaboration, and a deeper sense of purpose among our students and faculty.

Wishing you continued success and meaningful growth.

Best wishes.



**Dr. C S Francis**



# The HOD's Note

Dear Students, Faculty, and Readers,

It gives me immense pleasure to present this edition of our monthly news letter - .Com . This initiative is not just a channel of communication but a platform for collaboration, reflection, and celebration of our academic and co-curricular achievements.

In today's fast-paced academic environment, a monthly newsletter plays a vital role in fostering a sense of community and engagement. It serves as a mirror reflecting the department's growth, student and faculty accomplishments, ongoing research, industry linkages, and upcoming opportunities. More importantly, it keeps every stakeholder - students, faculty, alumni, parents and collaborators - well-informed and connected.

For students, this newsletter is an opportunity to showcase their talents, express ideas, and gain recognition beyond the classroom. For faculty, it is a medium to highlight research contributions, projects, and innovations in pedagogy. It also acts as a record of the department's progress and a source of inspiration for continuous improvement.

I encourage all students and faculty members to actively contribute to this newsletter and make it a vibrant, inclusive, and insightful publication. Together, let us make this a symbol of our department's intellectual vitality and collaborative spirit.

Best wishes.



**Prof.(Dr.) Suleena.V.S**

# About Us

Building on Kerala's strong commerce education legacy leading to global impacts, our department proudly extends the pioneering spirit of our esteemed main campus. For decades, our parent institution has shaped business leaders, and we are dedicated to upholding this distinction while innovating for today's academic landscape. Since our start, we've focused on transcending traditional boundaries, fostering an environment where research and knowledge creation are celebrated. We believe in learning beyond textbooks, with a curriculum designed to spark intellectual curiosity and deep understanding of the dynamic world of commerce. Our core philosophy is nurturing critical thinkers. We instill the invaluable habit of questioning, analysing, and innovating. Beyond rote learning, we encourage a robust exchange of ideas, embracing constructive criticism as a growth catalyst. Our aim is to empower students to not only grasp complex business concepts but also to critically evaluate them, forming their own informed perspectives.

We adapt our students to a versatile learning ecosystem. This equips them with tools and mindsets for diverse professional settings. Through rigorous training, practical insights, and cutting-edge research, we prepare agile, adaptable, and impactful leaders. We are confident our department be a beacon of excellence, producing graduates who are both job-ready and future-ready.

## Vision

Empowering ethical and innovative commerce professionals for finance, business, technology, and sustainable development, driven by social commitment and moral responsibility.

## Mission

- To promote holistic development by nurturing academic excellence, ethical values and civic responsibility in students through inclusive and value-based commerce education.
- To equip learners with domain specific knowledge and future ready skills in areas such as Finance, Taxation, Business Analytics, Computer Applications, Travel and Tourism, Accounting and Fintech.
- To foster innovation, critical thinking and lifelong learning through active engagement in interdisciplinary teaching, research and knowledge dissemination beyond the classroom.
- To build a learner-centric ecosystem that encourages self exploration, leadership, entrepreneurship and environmental stewardship.
- To contribute to nation-building and global progress by shaping professionals who uphold justice, equity and sustainability in their personal and professional pursuits.



# Programmes offered

## M Com Finance

Our Master of Commerce program with a specialisation in Finance that equips students with advanced knowledge and skills in financial management, investment analysis, and accounting. With a focus on practical training and industry relevance, this program prepares students for leadership roles in finance and related fields, by developing analytical, problem-solving and decision-making skills. This program offers a range of career opportunities in financial analysis, investment banking, portfolio management, and more. Join us to unlock your potential and take your career to the next level!

## B Com (Hons) Finance & Accounting

This comprehensive degree offers a significant advantage, providing up to 9 exemptions from ACCA papers, fast-tracking your journey to becoming a certified professional. Our industry-oriented syllabus ensures you gain relevant, in-demand knowledge, while expert coaching for CMA and CPA certifications further expands your career horizons. Secure your future with our robust placement and career support, coupled with valuable internship opportunities. The global finance journey starts here, equipping you for a successful and impactful career.

## B Com (Hons) Finance & Taxation

Ready to master the world of finance and taxation? We offers an industry-orientated curriculum designed to give you a competitive edge. We focus on practical skills and real-world expertise, ensuring you're job-ready from day one. Benefit from robust placement support and invaluable internship opportunities that will pave the way for a successful career. Dive in and become a highly sought-after finance and taxation professional!

## B Com (Hons) Business Analytics

Transform into a data powerhouse with our B.Com Business Analytics program! Featuring an industry-oriented syllabus focused on Business Intelligence and Data Science, we offer a practical, case study-driven approach with 100% tools-driven training. Secure your future with placement and career support from top analytics firms and gain real-world experience through internship opportunities. Your data-driven career starts now!

## B Com (Hons) Computer Application

This program blends commerce with technology, offering hands-on technical sessions, data visualization expertise, and industry-relevant knowledge. Students gain practical skills through internships and benefit from strong placement support. This career-focused course equips graduates with the tools to thrive in data-driven business environments, combining analytical thinking with real-world application.

## B Com (Hons) Travel & Tourism

This program explores the global tourism industry alongside key principles of international business and management. It covers tourism trends, travel regulations, cross-cultural communication, marketing, sustainability, and global business environments. Core management concepts such as strategic planning, HR, finance, and operations are integrated to build leadership and operational skills.

Emphasising innovation, ethics, and strategic thinking, the course prepares students for a dynamic, interconnected tourism economy. Graduates can work in global tourism firms, government bodies, NGOs, or institutions like UNWTO, shaping sustainable, inclusive tourism systems that drive economic growth, cultural exchange, and environmental stewardship.

# Add on Courses

A C C A

(In Association with ISDC)

C P A (US)

(In Association with Miles Education)

C M A (US)

(In Association with Miles Education)

## MoUs with

Tyndis Travel Company - Kochi

VS & VS Partners,  
Company Secretaries - kochi



# Members of Faculty



Prof. (Dr.) SULEENA V S  
(HOD)



Priya Renjini S



Dr. Athira V T



Bony Mathew



Anjitha K Nandan



Anjana S



Shemina Hamsa



Renson Tomy



Ashme Andrews



Liya Elsa Stephen



Dr. Gayathri Ramesh



Dr. Siji Oliver



Dhanalakshmi Menon



Parvathy P S



Delvin Davis



Rejo Jose



Akshay Saly



Dr. Sreedevi U Panicker



Reenu Maria Vinod



Jerome Joseph



Nidha TT

## Events / Activities

### 31<sup>st</sup> May Graduation Day

On May 31st, 2025, the Main Campus Auditorium buzzed with excitement as East Campus celebrated the graduation of its Undergraduate and Postgraduate students. It was a truly memorable day, marking the culmination of years of hard work and dedication.

The highlight of the ceremony was an igniting speech by the guest of honour delivered by the esteemed Dr. Raju Narayanaswamy IAS. His words resonated deeply with the graduating students, urging them to fearlessly pursue their dreams and embrace the future with confidence. The joyous occasion was further graced by the presence of distinguished dignitaries, including Manager Rev. Fr. Varghese Kachappaly CMI, Principal Dr. Biju C S, Vice Principal East Campus Dr. C S Francis, and Program Coordinator Mr. Raghunandan. Their presence underscored the significance of the day and the institution's commitment to its students' success.

This grand celebration not only honoured academic achievements but also served as a powerful reminder of the bright futures awaiting these aspiring professionals.





03<sup>rd</sup> & 04<sup>th</sup>  
June

## Exploring Business Structures: A Hands-on Learning Experience

On the 3rd and 4th of June 2025, the Department of Commerce (Finance and Accounting) conducted a group discussion and presentation activity for the second-year B.Com Finance and Accounting students, focusing on the topic "Types of Organisations." The session began at 9:00 AM and aimed to help students gain a deeper, practical understanding of various business structures through an engaging, hands-on approach. The session handled by Ms Anjana S , Faculty Department of Commerce.

Students were divided into groups, with each group selecting a specific type of business organisation. They were then asked to conceptualise a product that could be introduced under their chosen structure. Each team presented an overview of the organisation type, highlighting its key features, advantages, and explaining why it would be ideal for the selected product. The discussions were followed by creative and well-thought-out presentations that showcased not only the students' grasp of theoretical concepts but also their ability to apply them in real-world business scenarios.

The activity saw enthusiastic participation from all students in the class. It encouraged collaborative learning, critical thinking, and effective communication. By linking academic content with practical business applications, the session offered students a meaningful opportunity to explore the dynamics of different organisational forms beyond textbooks. This experiential learning initiative truly enhanced the students' conceptual clarity and confidence, making it a memorable and impactful academic experience.





10<sup>th</sup> & 11<sup>th</sup>  
June

## Admission Day

Sacred Heart College's East Campus, PG Department of Commerce successfully welcomed incoming first-year students and their families. The event aimed to ease the transition into college life, foster community bonds, and showcase campus resources. The day emphasised academic excellence, spiritual growth, and holistic development aligned with the college's mission. Dr Sreedevi U Panicker, Ms Liya Elsa Stephen, Ms Reenu Maria Vinod, Mr Renson Tomy, Mr Jerome Joseph and Ms Nidha T TFA met their respective students followed by Senior Faculty Advisor Mr Bony Mathew and HOD Prof.(Dr.) Suleena.V.S.



20<sup>th</sup> June

## A Visit to Spiceland Holidays

As part of the experiential learning initiative under the coordination of Dr Siji Oliver, students of the Department of Commerce visited Spiceland Holidays, a reputed travel organisation, to gain first hand exposure to the operational aspects of the international tourism industry. The primary aim of the visit was to bridge the gap between classroom learning and real-world practices in inbound and outbound tourism.

They experienced an in-depth interaction with the operations team, where students observed the various stages of planning and execution involved in organising international tour packages.

They received certificates from the organisation for attending their tailored sessions.

The visit concluded with an interactive Q&A session, during which students clarified their doubts and gained deeper insights into the logistics and challenges of international tourism operations, making it a valuable learning experience.





20<sup>th</sup> June

## UGC NET/JRF Orientation

An Orientation Session on UGC NET/JRF Preparation for second-year M. Com students has been conducted on 20th June 2025. This session marked the beginning of a structured initiative aimed at equipping students with the necessary guidance and motivation to prepare for competitive academic examinations such as the National Eligibility Test (NET) and Junior Research Fellowship (JRF).

The session was led by Faculty Ms. Reenu Maria Vinod, who shared valuable insights into the exam pattern, syllabus coverage, question trends, and strategic preparation methods.

Prof. Dr. Suleena V. S., Head of the Department, felicitated the in-house guest speaker and addressed the students with an encouraging message. She emphasised the importance of qualifying competitive exams for academic advancement and career opportunities in research and teaching.

The session saw the enthusiastic participation of around 25 postgraduate students, along with faculty members, showcasing the department's continuous commitment to promoting academic excellence and supporting student success beyond the classroom.





25<sup>th</sup> June

## CommerSync – The Commerce E-Glossary

The PG Department of Commerce at Sacred Heart College (Autonomous), Thevara, officially launched CommerSync – The Commerce E-Glossary on 25th June 2025 at the LRC Hall, as part of the celebrations for Reading Week. This initiative marks the beginning of a structured, year-long vocabulary enhancement program aimed at empowering undergraduate and postgraduate students with contemporary business terminology. Under the guidance of Prof. (Dr.) Suleena V.S. (Head of the Department and Advisor), and coordinated by Dr. Gayathri Ramesh and Dr. Siji Oliver, the program initiated the monthly release of 50 curated commerce terms along with interactive quizzes intra departmental to promote retention and practical application. The launch event, graced by Chief Guest Dr. C.S. Francis (Vice Principal), emphasised the importance of language fluency in commerce and showcased the department's commitment to fostering academic excellence, communication confidence, and professional readiness through consistent vocabulary development and student editorial engagement.





28<sup>th</sup> June

## Hridhyarambham

The Department of Commerce successfully launched the 2025-26 academic year on June 28th with a vibrant welcome for its new B.Com (Hons) students. The orientation program was carefully curated for the incoming batch provided a comprehensive introduction to the department's ethos, academic expectations, and the myriad opportunities awaiting them. Faculty members and student volunteers coordinated the event and guest of honour Mr Anto george and Mr Anish Mohan shared insights into the rigorous yet rewarding curriculum, emphasising the blend of theoretical knowledge and practical application that defines the purpose of life through education. The event aimed not only to familiarise students with their new environment but also to instill a sense of camaraderie and belonging within the department. This grand welcome sets a promising tone for a successful and enriching academic year ahead for the budding commerce professionals. To a final note, it was a proud moment that our department Faculty Dr Athira V T coordinated the Hridhyarambham 2025.





30<sup>th</sup> June

## UG Orientation- About Department

The Department of Commerce facilitated an Orientation Session for newly admitted B.Com students (representing all five specializations) on June 30, 2025, between 10:30 AM and 1:30 PM, with the goals of fostering team spirit and easing their transition into academia.

A Presentation giving an overview of the Commerce Department was given by, Prof.Dr.Suleena V. S., Head of the Department of Commerce. Along with the objective of truly understanding the purpose of learning commerce, the session also provided students with the knowledge of the values upheld by the college.



30<sup>th</sup> June

## UG Orientation- About FYUGP

Mr. Bony Mathew, our SFA, led the session, providing a comprehensive overview of the FYUGP program to all the B Com Batches.

He meticulously explained the nature of the various courses offered within the FYUGP, detailing the diverse options available to students. A key highlight was the emphasis on the extensive scope for interdisciplinary study, encouraging students to explore connections beyond traditional commerce subjects. The session aimed to equip students with a clear understanding of their academic journey and the flexibility embedded within the new curriculum.





## Students Corner



**Sudharsan Srinivasan**  
23UCTX11773

### Calm minds make bold moves

As commerce students, we often focus on markets and strategies. However, a clear mind is the root of every critical business decision. International Yoga Day reminds us that well-being is both personal and professional.

Yoga improves concentration, lowers stress, and builds discipline—qualities proven to be necessary for any business leader or entrepreneur. In the contemporary business world, burnout and decision fatigue are commonly faced challenges. Just a few minutes of yoga can bring clarity and help cultivate mindfulness, which helps reduce the automaticity of behaviour.

Additionally, yoga is a booming industry. The global yoga market itself is worth billions. This shows how ancient practices can also be modern business opportunities, ones that allow profit-making while promoting health. Yoga is more than just “posture-based physical exercise”. It is an art that reminds us of the importance of balance in life and business. It demonstrates that true success isn't measured merely in profit, but in peace of mind.

In the business of life, yoga is the balance sheet where peace is the ultimate profit.



**Akash Rajesh**  
23UCCA11814

### Reading Week: A Meaningful Pause for Reflection and Growth

Reading Week isn't just a break from classes it's a chance for students to take a breath to step back into refocusing between juggling lectures, deadlines, and figuring out career

plans thus this week offers a much-needed moment to slow down and think about what really matters. Especially for commerce students, Reading Week is a perfect time to connect what they have learned in classes with the real world around. Many people take advantage of this time to catch up on market trends, revisit challenging topics, attend industry webinars, or work towards their career goals. This could involve updating their resumes, networking online or exploring different career paths.

Taking time to rest is just as important as studying. Reading Week, amidst the mounting pressure of mid-semester, provides students with an opportunity to recharge and prioritise their mental health. This break helps them return to the semester feeling motivated and refreshed. While reading week may seem like a mere break on the calendar, it plays a crucial role in helping students build a stronger academic foundation and look into their future. It reminds us that real learning doesn't just happen in the classroom it also occurs when we pause, reflect, and intentionally grow.



**Sujith Sivan**  
23UCTT11904

### Where A and I come in alphabets?

From CEOs to every self-proclaimed “I am just being honest” person's affirmation lately are “AI will replace most human jobs and humans in the chain”, engraving even in the minds of pupils who don't know where A and I come in alphabets. When corporate powerhouses are racing against time to redefine the ceiling of AI and its

consequences, comes nature's indomitable spirit. The human that goes by Soham Parekh, from Mumbai, is a software engineer from Georgia that replayed the classic twist of Silicon Valley by working at 34 startups simultaneously replacing manpower with one man's 140 hours. This has left every Venture Capital and its founder in doubting their steps and brought shame to every “half hustler”

This isn't new in Silicon Valley, the moonlighting scandal has sparked an investigation among many workforce and taught others the trump card of interviews in today's competitive job market. Surprisingly impressing the industry professionals on how he accomplished this without undetected. This corporate espionage marathon ceased with Suhail Doshi, founder playground AI, tweeting about the tech hustler's dishonest practice which attracted a horde of founders to share about their own Soham Parekh as well. Unwinding how one can earn himself 800K (US) using the same 24 hours we all have

This loop of employment does pose questions of integrity and discipline among professionals, understanding norm of founders involved in multiple companies etc., but where the devil's advocate fails is “disclosure”. Confidentiality and transparency in communication is what's expected from an employee (both morally and legally). This incident should incite the Hiring panel to revise their strategies on Professional History checks to eradicate another such faux pas.

This is telling of how much is left in the tank for humans and how fast AI got to run to replace the Old School veteran. Although this is not legally good or healthy, it shows the Pinocchio intelligence what it takes to not be replaced in the table. Only time will dictate the new heir to intelligence.

#### Reference:

Xavier, J. (2025, July 3). *The curious case of Soham Parekh and the role of founders on multiple boards*. The Hindu. <https://www.thehindu.com/sci-tech/technology/the-curious-case-of-soham-parekh-and-the-role-of-founders-on-multiple-boards/article69767397.ece>

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## Faculty Corner



**Parvathy P S**  
Faculty

### From Teaching to Transforming: Faculty as Mentors and Role Models

A faculty member's role extends beyond delivering lectures and correcting the answer sheet in this changing and fast-evolving world of higher education. We serve as unseen influencers, motivators, and role models in the lives of students.

As a faculty member in the Department of Commerce, I have realised that mentoring helps students grow academically and personally in a well-mannered manner.

In today's academic environment, mentoring is not just career counselling but also academic encouragement, emotional support, and decision-making authority. I've had the chance to engage closely with students at Sacred Hearts College (East Campus) through initiatives like the East Campus Mentorship Programme, many of whom have unrealised potential that needs to be developed.

We don't just teach what's on the syllabus; we also show them what it means to be a leader, be strong, and have self-worth. When you encourage students to lead events, speak their minds, and think critically, it has an impact that lasts. It equips them to deal with problems in the real world and become professionals with a purpose.



Source: Dall-E (AI Image Generator)

Clubs and committees—whether they are cultural, social, or academic— are excellent spaces where this mentorship happens naturally. When students are given responsibility and space to grow, I have witnessed them bloom. Some of the most fulfilling moments have come not in the classroom but from the experiences, like assisting a reluctant student in giving his first speech or leading a group of people through a campus project.

In a society where success is frequently determined by metrics, faculty mentoring serves as a reminder of the human element of education. We may not always see the impact immediately, but the seeds we sow in young minds today will mould tomorrow's leaders.

## Faculty Achievement



**Dhanalakshmi Menon**  
Faculty

-Resource person for an online session, organised by IEDC, LBS Institute of Technology, Trivandrum.

Topic: Planning your Start-up- Legal and Ethical Essentials.  
Date: 30th May, 2025

-Presented a paper in the National Conference on Redefining Sustainability: The Circular Economy Approach, organised by the Post Graduate Department of Commerce, Rajagiri College of Management and Applied Sciences, in association with ICSSR.

Title of the paper: 'Fostering Circular Economy Entrepreneurship: Understanding College students' Perceptions and Motivations'.

Date: 11th June, 2025

## Student Achievements

### Congratulations to Batch Toppers 2024 -25



**Hafiza Jaleel**  
M.Com Finance



**Dhiya Jenson**  
B.Com Finance & Taxation



**Harsha Sarda**  
B.Com Computer Application



**Riya Sajo**  
B.Com Travel & Tourism



## Student Achievements



Vignesh Vinod



Meghana Biju

Vignesh Vinod & Meghana Biju secured an internship in Deloitte as Audit and Assurance, span from June 30<sup>th</sup> to August 08<sup>th</sup>

On 24th June, a Tag Team Debate Competition was held at the LRC Hall, organized by the Debate Club. The topic was "The book is better than the movie." Our team — Sudharsan S and Michael Biju from III B.Com Tax B, along with Abhinav Verma and Suravi from III B.A. English — won the competition. Sudharsan S won the Best Speaker award



Sudharsan S



Michael Biju



Adithya Varma



Viswanath Vinod



Debbie Grace Mathew

Adithya Varma, Viswanath Vinod and Debbie Grace Mathew from III B.Com Tax B won 2nd price in literature quiz conducted by English Station on 23rd June..

## Upcoming Events

UG Orientation by FAs

Commercesync- Series

CoRe - Research Series

Placement Orientation

NET / JRT Coaching series

Commerce Association  
Inauguration



# Gallery



Varsha S from Bcom (Tax A Batch) performing dance in Graduation Ceremony.



Varsha, Sania, Joseph Manuel (B Com Tax A Batch), Rubel, Sivanandana, Bhawani, Nirupama, Parvathy, Devika, Hiba, Namitha (B Com Tax B Batch) Gautham Mahesh (B Com BA), Maria Bijo (B Com Travel and Tourism) performed in Hridhyarambham'25





Ayush Bijukumar, Maria Bijo, Devanarayanan (B Com Travel & Tourism), Surya (B Com CA), Vandana (B Com BA), Jitha, Natalya (B Com Tax A), Ananya (B Com Tax B), - performed musical events in Hridhyarabham' 25



Ayush Bijukumar Bcom Travel & Tourism presenting seminar on topic modern banking technologies. This was done as part of Teaching - Learning activity



Athira, Shafina, Nis, Vyshnavi and Rohan explaining about their analysis on the IMPS transactions of HDFC bank for 2024-25. This was done as a part of research based learning for Retail and Corporate Banking

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## Faculty Editors



Advisor  
Prof. (Dr) Suleena V S (HoD)



Chief Editor  
Renson Tomy



Reenu Maria Vinod



Jerome Joseph



Rejo Jose

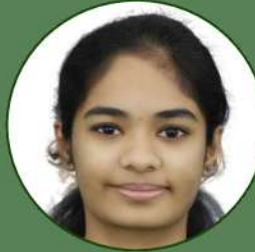


Akshay Saly

## Student Editors



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### Have suggestions or contributions?

welcome your thoughts and inputs. Reach us at

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Kindly give subject- NEWSLETTER