



PRESIDENCY
UNIVERSITY

COMMERCE CHRONICLE



Celebrating Learning, Growth and Achievement

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Overview



Presidency School of Commerce offers a B.Com. programme designed to develop future leaders in commerce. The curriculum builds managerial skills while focusing on accounting, finance, taxation, business management, analytics, marketing, and technology. The programme provides industry-relevant training through case studies, live projects, and hands-on learning. Students can specialise in Banking & Finance, Corporate Accounting & Taxation, CMA-US, Business Analytics, and CA Foundation, ensuring they gain expertise in high-demand areas. With strong placement and internship support, graduates secure roles as financial managers, analysts, and professional accountants in leading organisations and accounting firms. The comprehensive programme equips students with the knowledge, skills, and industry exposure needed to excel in the dynamic world of commerce. The school also offers BBA programs with specializations in areas such as Regular BBA with focus on HR, Finance, and Marketing, Aviation Management, Business Analytics, Digital Marketing, and E-Commerce & Supply Chain Management, ensuring that students gain a competitive edge in diverse fields of business.

Marching forward with the institution's vision of "Excellence and Service", the school continues to shape individuals who combine knowledge with integrity, skill with responsibility, and ambition with empathy—graduates who not only thrive in a dynamic global economy but also contribute meaningfully to business, society, and the nation.

Messages from Leadership

It gives me great pleasure to pen a few words for the first edition of the Commerce Chronicle! It was a delight to go through the contents of the Chronicle and heartening to read about the commencement of the new academic year to the achievement of both faculty and students.

Creating the best teaching-learning world at Presidency University has always been the dream of our visionary Chancellor, Dr Nissar Ahmed. I am happy to note that the team at the School of Commerce has been advocating this culture of positivity as set by the University.



Glad to make note of the balance that the Dean, Dr. K. Krishna Kumar, the HODs, Dr. Poornima Karthikeyan and Dr. Saba Inamdar, have set for the students in both academics and extracurricular engagement. All the best to the team, and may Commerce Chronicle carry the chronicled stories of passionate learners and achievers in the editions to come!!

Best Regards,

Dr. Vidya Shankar Shetty

Pro Vice Chancellor



"It gives me immense pleasure to present the **first edition of Commerce Chronicle**, the official newsletter of the School of Commerce. This initiative marks a significant step in showcasing the vibrancy, achievements, and aspirations of our School.

Commerce today is more than just a discipline—it is a dynamic field that connects knowledge with practice and academic learning with the real world. At School of Commerce, we strive to nurture students not only to become competent professionals but also responsible citizens.

The Commerce Chronicle is envisioned as a platform to highlight the academic pursuits, research endeavors, industry interactions, student initiatives, and accomplishments of our faculty and learners. It reflects the dedication of our community and serves as a bridge between our School and its stakeholders."

Best Regards,

Dr. K. Krishna Kumar

Dean

Messages from Leadership

I extend my heartfelt appreciation to the editorial team, faculty members, and students whose commitment and hard work have made this publication possible. I am confident that this newsletter will inspire, inform, and engage its readers.

As we embark on this journey, I encourage our students and faculty to continue contributing their ideas, experiences, and insights to make Commerce Chronicle a vibrant record of our collective growth.



"I sincerely thank our Pro Vice-Chancellor, **Dr. Vidya Shankar Shetty**, for encouraging us to bring out the School of Commerce Newsletter. My heartfelt gratitude also goes to our Dean, **Dr. K. Krishna Kumar**, and my colleague, **Dr. Saba Inamdar, HOD**, for their continuous support and guidance in this initiative.

A special note of appreciation goes to our faculty members—**Dr. D. Vijayasree, Dr. B. Upendra Rao, Dr. Ziliya K.P., Dr. Chandrashekar C., and Dr. Meenakshi Y.**—whose major contributions have been instrumental in shaping this newsletter. Their commitment and creativity are truly commendable and deeply appreciated.

I also extend my heartfelt thanks to the student editorial team—**Nila Ramesh, G.B. Madhav Reddy, Swetha, and team**—for their hard work and dedication in bringing this newsletter to life. Congratulations to the entire team for this excellent effort!

With such collaboration and spirit, I am confident that the School of Commerce will continue to set new benchmarks."

Best Regards,

Dr. Poornima Karthikeyan

Associate Professor &
HOD In-Charge

Messages from Leadership



"The inauguration of Commerce Chronicle marks a significant milestone for the School of Commerce, offering an exclusive platform to capture its vibrancy, achievements, and aspirations.

From Freshers' Orientation 2025, books, MoUs, events, and conferences to faculty accomplishments, the SDG Spotlight, and alumni voices, the newsletter brings together the academic, professional, and creative dimensions of the school. Enriched further by faculty reflections, inspiring quotes, and engaging features such as puzzles, tales, comics, and memes, this initiative presents a holistic chronicle of growth and innovation.

May Commerce Chronicle stand as a distinguished record of accomplishments while igniting curiosity, creativity, and collaboration within the commerce community and beyond. Heartfelt felicitations to the editorial team for their dedication, and best wishes to the School of Commerce for continued success and excellence."

Best Regards,

Dr. Saba Inamdar

Assistant Professor &

HOD In-Charge

Freshers' Orientation Journey 2025

The Presidency School of Commerce rolled out the red carpet for our freshers with an exciting three-week orientation filled with learning, fun, and connection. From icebreakers to workshops, this vibrant kick-off helped new students dive into campus life, build networks, and set the stage for their academic journey. Orientation isn't just an introduction – it's the foundation for success and belonging at PSOC.

Week 1 | June 23 – 27, 2025

Laying the Foundation for Success

Presidency School of Commerce commenced the Orientation Program on June 23, 2025, setting the stage for an exciting academic journey.

Following the inauguration, the first week of orientation focused on interactive, activity-based learning. Freshers engaged in sessions covering:

- Academic & Examination Regulations
- Icebreaker Activities
- Introduction to Business Basics
- Exploring the Magic of Marketing
- Best Manager Challenge
- Leadership and Effective Communication

The energetic and engaging first week sparked enthusiasm and connection, building a strong foundation for success at PSOC.





The **academic and examination regulation session** created an awareness among students about the latest updates and key guidelines governing academic progress, evaluation procedures, and examination protocols. University officials highlighted the importance of adhering to academic integrity, continuous assessment practices, and transparent grading systems to ensure fairness and excellence.



The engaging **ice-breaking session** was conducted by **Dr. Syed Abid Hussain, Professor**, to foster interaction and camaraderie among students. The session was designed to ease initial barriers, encourage open communication, and create a welcoming learning atmosphere. Through a series of interactive activities, thought-provoking questions, and team-based tasks, Dr. Hussain successfully brought students together, helping them discover common interests while building confidence to participate in classroom discussions. The lively and inclusive approach set a positive tone for the semester, ensuring students felt connected, motivated, and ready to collaborate in their academic journey at Presidency University.



Dr. Suhashini and her team conducted an engaging session titled **“Mission Connection”**. The session focused on interactive team-building activities designed to help students connect with their peers, foster mutual trust, and strengthen their sense of belonging within the University community. Through collaborative exercises and reflective discussions, the session emphasised the importance of aligning personal aspirations with the University's mission and core values. By the end of the programme, students developed stronger bonds with their classmates and also gained a deeper understanding of the culture of excellence, integrity, and collaboration that the University upholds.



Dr. Nasa Dhanraj, Assistant Professor, conducted the ice-breaking session on the theme "Sparkling Interaction". The session was designed to energise students, promote openness, and build a sense of community within the classroom.

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Through interactive games, thought-sharing activities, and collaborative exercises, Dr. Dhanraj encouraged students to connect with one another and break down initial barriers. The session successfully set a positive tone for the semester, fostering teamwork, participation, and confidence among students while highlighting the importance of communication and collaboration in academic life.



As part of the ice-breaking session, **Mr. Baktha Sabari Rajan V., Professor**, led a creative activity titled **“My Name, My Brand”**. In this engaging exercise, students were invited to relate their names to a brand and craft a unique statement or story around it. The activity encouraged participants to think innovatively, express themselves confidently, and connect their identity with creativity and storytelling.

By blending personal expression with branding concepts, the session not only sparked interaction but also helped students build self-confidence and communication skills while fostering a fun and collaborative classroom atmosphere.

Week 2 | June 30 – July 4, 2025

Expanding Horizons and Building Skills

Building on the energetic start, Week 2 of the Orientation Program offered a diverse range of engaging sessions.

Students participated in activities and workshops covering:

- Trends in Global Business
- Green Business and Environmental Awareness
- Effective Learning Techniques
- Public Speaking and Time Management
- Team Building and Dynamics
- Building Networks and Digital Presence
- Leadership and Ethics in Business

This interactive week boosted students' confidence, skills, and connections, preparing them for a successful academic journey ahead.



Dr. Joan Kingsly P.S., Assistant Professor, conducted an insightful session on **“Creation of Digital Portfolio”**. The session highlighted the growing importance of digital portfolios as a professional tool to showcase academic achievements, skills, and creative work in a structured and impactful manner.

Dr. Kingsly guided students on how to design and present their portfolios effectively, emphasising clarity, creativity, and credibility. The interactive session familiarised students with modern practices of self-representation and encouraged them to curate their own digital identities, preparing them to stay future-ready in both academic and professional spheres.



In an effort to inspire creativity with a cause, **Dr. Mohsin Showkat, Assistant Professor**, organised an **Environmental Awareness Poster-Making activity**. The session encouraged students to channel their artistic expression toward highlighting pressing environmental issues such as climate change, pollution control, waste management, and conservation practices. Students created posters with strong messages which reflected their strong sense of responsibility toward planet protection.

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The activity not only nurtured environmental consciousness but also provided a platform for students to communicate impactful messages visually, reinforcing the University's commitment to sustainability and social responsibility.



Dr. Kamal Kumar Agarwal, Professor, conducted a dynamic workshop on leadership skills. The session aimed at nurturing essential leadership qualities among students, focusing on communication, decision-making, problem-solving, and team management.

Dr. Agarwal emphasised the importance of self-awareness, responsibility, and vision in becoming effective leaders through interactive discussions, real-life case examples, and group activities. The workshop provided students with practical insights into leading with confidence and integrity, while also highlighting how strong leadership fosters collaboration and drives collective success. The engaging format not only enriched students' learning experience but also motivated them to develop their own leadership potential.



Dr. Ameen Omar Shareef, Assistant Professor, conducted an insightful session on **Effective Network Building**. The session highlighted the value of cultivating meaningful academic, professional, and social connections as a foundation for future success.

Dr. Shareef guided students on building and sustaining networks through communication, collaboration, and trust. Through practical insights, he highlighted how effective networking fosters opportunities, learning, and career growth, motivating students to actively engage within and beyond the University community.



Dr. Annette Christinal Arun Anand, Associate Professor, conducted a series of engaging ice-breaking activities under the theme **“Building Bridges”**. The session was thoughtfully designed to help freshers overcome initial inhibitions, foster peer interaction, and create a sense of unity within the student community.

Through fun-filled games, collaborative tasks, and open exchanges, students were encouraged to communicate freely, discover shared interests, and form meaningful connections. The initiative not only built camaraderie but also highlighted the importance of inclusivity and teamwork, laying the foundation for a supportive and collaborative academic journey at Presidency University.



Dr. Nandita Malini Barua, Assistant Professor, conducted an enlightening session titled **“Era of Data”**. The session explored the transformative role of data in today’s digital age, highlighting how data-driven insights shape decision-making, innovation, and global competitiveness.

Dr. Barua engaged students with real-world examples, showing how businesses, governments, and individuals rely on data to create value and solve complex challenges. The discussion also emphasised the importance of data literacy, ethical use of information, and the growing opportunities in the field of analytics. The session inspired students to view data not just as numbers, but as a powerful resource driving the future of commerce and society.



Dr. Umme Jahanara, Assistant Professor, conducted an interactive session on **Management Games**. The activity-based session used team games and problem-solving tasks to help students gain practical insights into management concepts while developing skills in planning, coordination, leadership, and decision-making. **Dr. Jahanara** emphasised how these games reflect real-world organisational dynamics, encouraging students to think strategically while working collaboratively. The lively session not only made learning fun but also reinforced the importance of applying management principles in everyday scenarios.

Week 3 | July 7 – July 11, 2025

Outbound Adventures: Growth Through Experience

In the third week of orientation, students engaged in experiential learning through carefully planned activities beyond the classroom. Visits to the scenic **Nandi Hills** and the **Historic Lalbagh Botanical Garden** emphasised leadership, teamwork, coordination, and strategic thinking.



The week also featured an educational visit to the **Channapatna Toy Factory**, which offered students valuable exposure to indigenous craftsmanship and local industry practices. Collectively, the week offered a balanced blend of learning, collaboration, and exploration, fostering both personal and professional growth.

As part of the orientation programme, a vibrant games activity was organised exclusively for the freshers, designed to foster interaction, collaboration, and team spirit.

The activity created a lively atmosphere where students participated in group challenges and fun-filled competitions that encouraged communication, problem-solving, and peer bonding. By engaging in these interactive games, the freshers not only experienced a refreshing break from formal sessions but also built confidence and camaraderie with their peers.



The Team Behind the Successful Orientation



The three-week orientation programme stands as a testament to the unwavering dedication, meticulous planning, and collaborative spirit of our esteemed faculty and staff. **Under the guidance of the inspiring leadership of the Dean and HODs**, the organising team has worked with remarkable passion and synergy to design an orientation experience that welcomes students and empowers them to adapt, engage, and excel from the very beginning of their academic journey.

Their collective efforts have created an environment that nurtures curiosity, confidence, and growth, laying a strong foundation for both personal and professional development. As we commence another promising academic year, **the school proudly celebrates** their commitment and invaluable contributions in shaping a learning culture where every student is encouraged to thrive and achieve excellence.

First Impressions

Hear directly from our first-year students as they share their thoughts, experiences, and key takeaways from the Orientation Program at PSOC.



Muhammed Muhsin A.N. (BBA Aviation)

"The three-week orientation was informative and well-structured, offering insights into academic policies and campus facilities. The sessions fostered a sense of belonging and solidarity, with clear, informative presentations from faculty and staff."

Mohammed Hisham (BBA Digital Marketing)

"Starting my journey at PSOC has been inspiring and welcoming. The orientation set the perfect tone, and the faculty's encouragement makes every class engaging. I'm excited to learn, grow, and contribute to this dynamic community"



Sameeksha S.V. (BBA Business Analytics)

"The orientation was a meaningful start, introducing us to the University's values, academic structure, and faculty. Motivational talks inspired us to pursue excellence."



Manasvini Saripalli (BBA Business Analytics)

"I'm grateful to the organisers, faculty, and mentors for making our orientation at Presidency University truly memorable. The well-planned outbound activities, games, and icebreakers helped us feel welcomed and connected, offering a glimpse into the supportive and creative learning environment ahead."

Faculty Achievement:

Best Innovation Ambassador Award



Dr. Vijayasree D., Assistant Professor, is warmly congratulated on being conferred the prestigious **"Best Innovation Ambassador Award"** at the **Innovation Ambassadors Conclave**, in recognition of her remarkable efforts in organising 22 entrepreneurship-related events at the University.

This achievement has been instrumental in enhancing the University's **IIC rating**, elevating it from 2 stars to **3.5 stars** under the **Ministry of Education**. **PSOC commends Dr. Vijayasree** for her unwavering dedication, exemplary leadership, and commitment to advancing innovation and entrepreneurship within the University.

Conference Presentation–BEST PAPER AWARD

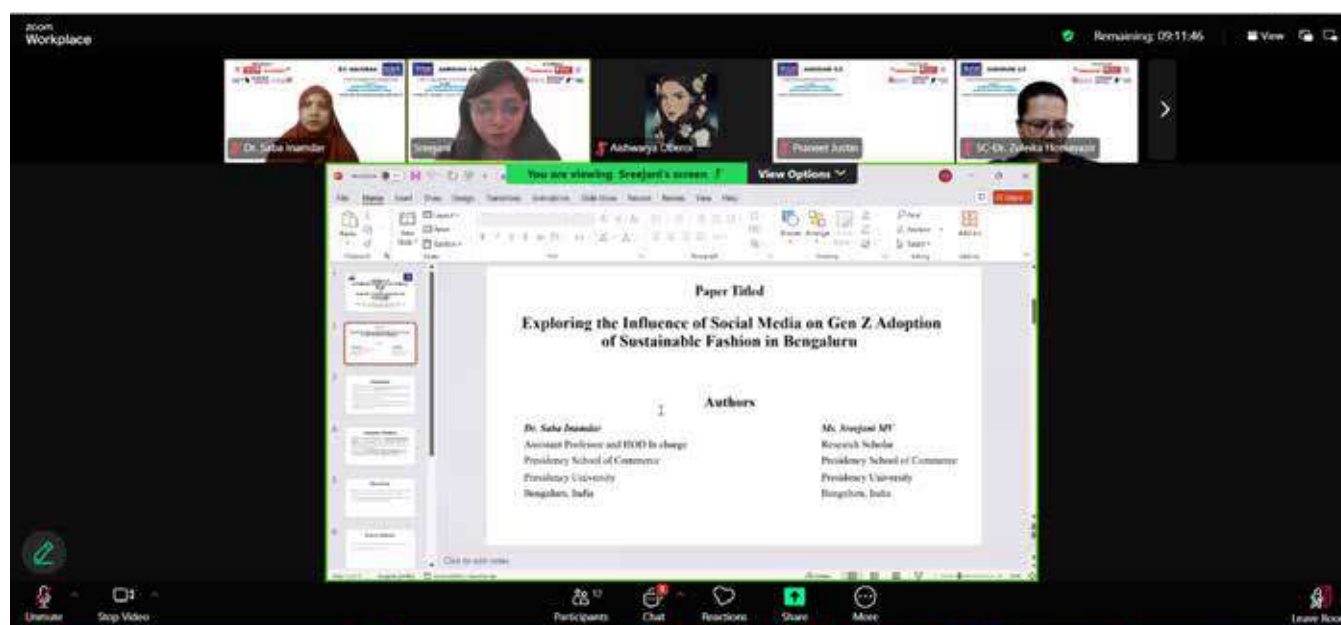
Ms. Srijitha Chaterjee and **Mr. Vikas (BBA 4th Semester)** received the **Best Paper Award** for their paper titled **"Risk Management and Cybersecurity"** at the **International Conference on Engineering, Medicine, Management, Arts and Sciences (ICEMMA-2025)** held on **May 30 - June 1, 2025**. The paper was selected from 70 papers which were submitted under the theme Management. The students presented their paper under the guidance of **Dr. Vijayasree D., Assistant Professor**.



Books/MoU/Events/Conferences

By providing a dynamic learning environment, the esteemed faculty guides students to develop the required skill sets to be professionals in the world of commerce. With state-of-the-art facilities and industry partnerships, students are equipped to successfully negotiate the challenges of the corporate world.

Conference Paper Presentation:



Dr. Saba Inamdar, HOD, in collaboration with her research scholar **Ms. Sreejani M. V.**, presented a research paper, **“Exploring the Influence of Social Media on Gen Z Adoption of Sustainable Fashion in Bengaluru”** at **AAROHAN 3.0 – Global Innovation and Technology Summit**, organised virtually by the **Student Research and Development Cell of ATLAS SkillTech University** from **August 4 to 8, 2025**.

MoU between AASSC and Presidency School of Commerce:

Presidency School of Commerce hosted the signing of an MoU with **Aerospace & Aviation Sector Skill Council (AASSC)** at Presidency University on **July 15, 2025**. The university delegation was led by **Dr. Vidya Shankar Shetty, Pro Vice Chancellor; Dr. K. Krishna Kumar, Dean of the School of Commerce; and HODs Dr. Saba Inamdar and Dr. Poornima Karthikeyan.**

AASSC is incorporated as a Section 8 non-profit company under the Companies Act 2013 and is one of the 36 Sector Skill Councils formed under the aegis of the **National Skill Development Corporation (NSDC)**, the **National Council of Vocational Education & Training (NCVET)**, and the **Ministry of Skill Development & Entrepreneurship, Government of India.**

This collaboration marks a significant step toward bridging the gap between academia and industry, fostering future-ready talent in aviation and aerospace.



Book Publication



Dr. Poornima Karthikeyan, HOD & Associate Professor, has published a text book on **"Advancing Knowledge from Multidisciplinary Perspective Engineering, Technology and Management."**

This book sets the stage for exploring how the convergence of these disciplines fosters a holistic perspective and addresses issues that are beyond the scope of any single domain. The synergy between engineering and technology drives the design, development and deployment of cutting-edge systems and tools. When integrated with management principles, these innovations are strategically harnessed to optimise resources, improve efficiency and ensure sustainable outcomes. This textbook will contribute to sustainable development, economic growth and global well-being.

Book Chapter Publication

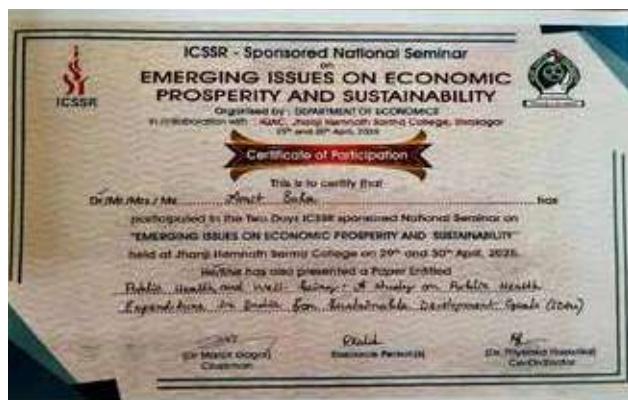
Dr. Saba Inamdar, HOD & Associate Professor, has contributed significantly to the field of emotional intelligence through her book chapter **"Emotional Intelligence (EI) in the Era of Artificial Intelligence (AI)"** in **HR 5.0: Adapting to the AI Enhanced Workforce** (Emerald Publishing, 2025).



Co-authored with Rizadin Ahmed, her work examines the role of EI in managing stress among university teachers, emphasising how emotional competencies help educators cope with the growing pressures of an AI-driven academic environment.

By linking emotional resilience to professional effectiveness, her research highlights the enduring human dimension that complements technological advancements in education and the workforce.

Conference Paper Presentation:



Dr. Amit Saha, Assistant Professor, and Ms. Shaik Rijwana (B. Sc. Economics, 4th Semester) presented a paper titled **"Public Health and Well-Being: A Study On Public Health Expenditure in India for Sustainable Development Goals (SDGs)"** at the **ICSSR-** sponsored national seminar on **"Emerging Issues on Economic Prosperity and Sustainability"**.

The event was organised by **Department of Economics in Collaboration with IQAC, Jhanji Hemnath Sarma College, Sivasagar on April 29-30, 2025.**

Faculty Development Program:

Presidency School of Commerce successfully conducted a seven-day Faculty Development Program (FDP) on **"Research Methodology"** from **June 9 to 16, 2025.**



The resource people **Dr. Hemanth Kumar V, Dr. Ameer Hussain A, Dr. Senthilkumar Ranganathan, Dr. Rajkumar Chavan, Dr. Nandita Malini Barua, Dr. Shaply Abdul Kareem, and Dr. Shahbaz Babar Khan**, focused on key topics such as **research design, literature review, questionnaire design, data analysis, research publication, proposal writing, and funding strategies.**



Conference Paper Presentation:



Dr. Archana Singh, Dr. Akhil Menon, Assistant Professors, and Ms. Sreejani M.V., Research Faculty, presented their paper at the **2 Day National Conference** on the ISSR-sponsored conference was organised by the **Faculty of Management Studies, CMS Business School, Bengaluru, on June 18 - 19, 2025.**

Their work was highly appreciated by the session chair for its timeliness, relevance, and the clarity with which they presented. This recognition is a testament to the PSoC's growing commitment to impactful research and its continued encouragement of faculty and student scholarship.

MoU signed with The Institute of Public Enterprise (IPE), Hyderabad

Dr. Saba Inamdhar, HoD, PSoC, represented **Presidency University** at the MoU signing ceremony with **The Institute of Public Enterprise (IPE), Hyderabad**. The ceremony was held at the registered office of IPE, Osmania University Campus, Hyderabad, on **June 9, 2025**.

IPE is a premier AICTE-approved management institute recognised as a 'Centre of Excellence' by ICSSR, Ministry of Education, Government of India. The Institute focuses on management education, research, consultancy, and training.

This collaboration seeks to promote academic excellence through joint research, faculty and student development programmes, and impactful academic engagements. It will create valuable opportunities, enriching learning and professional growth for both faculty and students.



Conference Reviewer:

Dr. Saba Inamdhar served as a Reviewer at the **Two-Day National Conference on Integrating Equity & Diversity in Business for a Sustainable Future (IEDBSF - 2025)**, held on **June 18 -19, 2025**.



The conference was sponsored by **the Indian Council of Social Science Research (ICSSR)** and organized by the **Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University)**, in association with the **Internal Quality Assurance Cell (IQAC)**.

Faculty Quotes



"True success comes from finding joy in what you do. When you enjoy your work, achievement naturally follows."

- Dr. Nasa Dhanraj



"Opportunities aren't found by chance; they're built through your actions."

- Dr. Syed Abid Hussain



"It's important to stay rooted in reality, so even as our minds reach for the clouds, we remain balanced and within reach of what truly matters."

- Dr. Chavan Rajkumar Daku



"People who achieve success dare to do what they know to be right in the face of all obstacles and adversity"

- Dr. Monica S.



"In today's world, information is like fuel, and analytics is what turns it into power."

- Dr. Bora Upendra Rao

SDG Spotlight

Showcasing how the Presidency School of Commerce turns global goals into local action through learning, innovation, and sustainable practices.



Advancing Learning and Innovation

The Presidency School of Commerce hosted programs aligned with the United Nations Sustainable Development Goals (SDGs):



Bibliometric Analysis Using Open Access Software
(SDG 4 – Quality Education) – boosting research skills.



Effective Pedagogy through Case-Based Learning
(SDG 9 – Industry, Innovation & Infrastructure) – inspiring innovative teaching methods.



GIG Workforce, Algorithmic HRM and Digital Labor
(SDG 9 – Industry, Innovation & Infrastructure) – advancing innovative workforce solutions.



Beyond Academics: Living the SDGs

Our **Sustainabili-Tea Heroes** – Faculty who skip disposables and sip in style with their own mugs show that even the smallest habits can spark meaningful change, helping our community contribute to SDG 12 – **Responsible Consumption and Production**.



Inspiria 2025

Inspiria, the flagship cultural and talent event of Presidency University, is a vibrant platform where students and faculty come together to celebrate creativity, innovation, and artistic expression. The faculty members of PSOC showcased their musical talents with soulful singing that filled the atmosphere with energy and warmth.

Singing Performances



Dr. Mohammed Ali Kuniparambil



Dr. Krishna Kumar K.



Mr. Chandrashekar C.



Dr. Saswathi Roy Chel

Faculty Fashion Show

The PSoC faculty graced the ramp with a stylish fashion show, showcasing elegance, poise, and contemporary flair. Their performance highlighted that fashion is not merely about clothing but about confidence, personality, and the celebration of individuality. The faculty participants were:

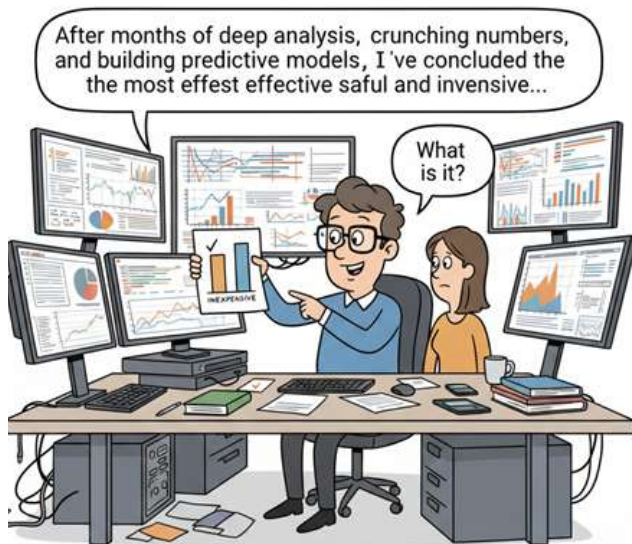
Dr. Saba Inamdar, Dr. Poornima Karthikeyan, Dr. Annette Christinal Arun Anand, Dr. Yusaf Harun K., Dr. Geetha C.J., Dr. Suhasini, Dr. Syed Abid Hussain, Dr. Ahmed Wajjh, Dr. Joan Kingsly P.S., Mr. Chandrashekar C. and Mr. Jesse Rezin Grand.



Dance performance by Dr. Vijayasree D.



Commerce Comic



Sometimes, the most valuable insight is common sense.

The air in the office was thick with the hum of a dozen computers. At the center of it all sat Dave, the data analyst, a man who lived and breathed in a world of predictive models, trend lines, and multivariate regressions. His desk was a fortress of glowing screens, each one displaying a different, incomprehensible graph. He'd been buried in this data for months, fueled by coffee and a burning desire to find the ultimate business insight.

His colleague, Sarah, tentatively approached, peering over his shoulder. "Still crunching the numbers, Dave? Any breakthroughs on the Q3 consumer behavior report?"

Dave's eyes, magnified by his glasses, were glazed over. He slowly lifted a single, crisp sheet of paper from the mountain of complex data. On it was the most basic of bar charts, with two simple columns labeled "Useful" and "Inexpensive."

"After months of deep analysis, crunching terabytes of data, and building predictive models that could probably run the world," he said with a dramatic sigh, "I've concluded the most effective strategy..."

Sarah leaned in, her eyes wide with anticipation. "What is it? A new market segment? A disruptive marketing channel?"

Dave held up the simple chart like a sacred tablet. "People like things that are useful and inexpensive."

A beat of silence hung in the air. Sarah's face went from expectant to utterly deflated. The grand revelation, the one that had consumed Dave's life for weeks, was just... common sense.

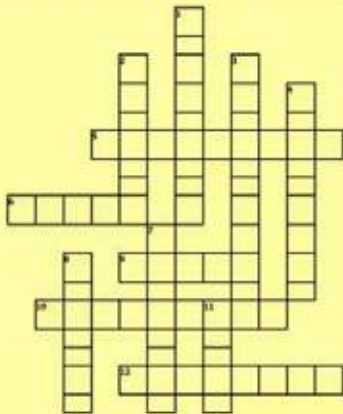
Commerce Meme

Mom - Yeh kya **scale pencil** se dabba bana raha hain padhai kar

Le me who is making the **format** of **balance sheet**.



SOURCES OF BUSINESS FINANCE



Across

- 5. Name the service rendered by the Factor by discounting the bill
- 6. It is the credit extended by one trader to another
- 9. Portion of this capital is used for purchasing land and building
- 10. Debenture holders are known asof a company
- 12. The reward for a debenture holder is

Down

- 1. This instrument helps to raise long term debt capital
- 2. It is the life blood of business
- 3. The person who holds share is known as
- 4. The capital raised through equity share is known as
- 7. The reward for a shareholder is
- 8. From this capital, the day to day expenses are met
- 11. Shareholders are known asof a company

Management Puzzle

Management Tales

The Honest Trader: A Moral Tale



In the court of Emperor Akbar lived a merchant named Ravi, renowned for his honesty and integrity. His reputation for fair dealings had reached far and wide. One day, Akbar decided to put Ravi's honesty to the test.

Akbar summoned Ravi and handed him a bag of gold coins. "Take this bag of gold to the market," the emperor commanded, "and sell it at any price you are offered. You must return with the money you receive."

Ravi, with his usual respect, took the bag and went to the market. He approached a shrewd trader who, upon seeing the bag of gold coins, offered a price far below their true value. The trader was skeptical and asked Ravi, "What is the catch? Why are you selling a bag of gold for such a low price?"

Ravi calmly replied, "There is no catch. Emperor Akbar has commanded me to sell this bag at any price, and I shall do so. I ask for no more and no less than what you are willing to pay."

The shrewd trader, realizing the potential profit, offered Ravi a small sum, which he accepted without a moment's hesitation. Ravi returned to the court and presented the meagre amount to Emperor Akbar.

Akbar, feigning anger, asked, "Ravi, how could you sell a bag of gold for such a small amount? You have incurred a great loss for the kingdom!"

Ravi replied with humility, "Your Majesty, you commanded me to sell the bag at any price, and I honored your command. My loyalty to you and my integrity are more valuable to me than any personal gain. The price of my honesty is not something that can be measured in gold."

Impressed by Ravi's unwavering honesty, Akbar smiled and praised him for his integrity. He rewarded Ravi handsomely, far more than the gold coins were originally worth. The emperor declared that a person's honesty is the most valuable asset, and a man of integrity will always be rewarded in the end.

Moral: Honesty and integrity are the most valuable assets in any business, and a good reputation is worth more than a quick profit.

Alumni Voices:

1. **"The learning, mentorship, and friendships i gained at Presidency are treasures I carry for life"**

- Sreemayi, B.Sc.(2022-25)

2. **"Presidency University gave me the confidence, skills, and vision to make my mark in the world"**

- Vivek, B.Com.(2022-25)

Photo of the Month:



Photo Courtesy

Dr. Gagana V

Academic Voices on Management



In a world obsessed with technology, it is essential not to be overwhelmed by AI but to harness it wisely and lead with intelligence. Merging this spirit, management education in India emphasizes sustainability, digitization, and innovation—empowering leaders to shape the future responsibly, creatively, and with smart use of emerging technologies

Dr. Hemanth Kumar V.
Professor



Management is not said to be a TOXIC word in the world of business. Everyone has a question and a basic understanding of manage and meant, the comprehension of the discussion by many psychologists is driven as “togetherness”. A globe related to business and money focuses on an excellent management salaciousness to improvise the solemnity of humankind.

Dr. Annette Christinal Arun Anand
Associate Professor

SOC Candid Clicks

Unplanned, unposed, and unmistakably us — candid glimpses of life at the Presidency School of Commerce, featuring students, faculty, and staff who make PSOC vibrant.

Look twice... you might just spot yourself here.

Faculty Focus:



Our Academic Coordinator, along with the team, was seen in an engaging discussion — a blend of planning and PRC deliberations. Such interactions reflect the commitment of our faculty to strategic thinking, collaboration, and creating meaningful academic outcomes.



Our PSOC Mentor Mentee Coordinator, embodying the spirit of true guidance — a mentor at heart, a strategist in mind, shaping ideas and inspiring growth even in the corridors.

Student Snapshots

Sometimes, the greatest friendships are not forged in grand gestures or loud celebrations, but in the quiet rhythm of everyday life. A simple puff, halved and shared, becomes more than a snack — it becomes a symbol of trust, laughter, and unspoken understanding. On this walkway, as two friends stroll side by side, their bond is written not in words, but in the poetry of small moments that linger far longer than feasts.



Amidst the gentle rustle of leaves and the quiet pulse of campus life, a student member finds comfort in a book. This serene moment captures the essence of learning beyond classrooms — where curiosity is nourished in silence and knowledge unfolds like poetry beneath the open sky. It is in such pauses, under the shade of nature, that the mind recharges, imagination expands, and the true spirit of academia breathes freely.

Commerce Chronicle

Student Coordinators Profile:



Nila Ramesh, a 3rd-year BBA student specialising in HRM, is a dedicated and enthusiastic student. She possesses strong skills in communication, problem-solving, interpersonal relations, and analytical thinking, enabling her to contribute effectively in both academic and professional environments. With her commitment and perseverance, Nila aspires to become a reliable and valuable team player.



G.B. Madhav Reddy is a third-year BBA student specialising in e-commerce and supply chain management. He integrates business knowledge with self-learnt psychological, logical, and philosophical concepts. He is skilled in leadership, management, and mastering online tools, which reflects his adaptability and commitment to continuous learning. Madhav combines academic expertise with a broader intellectual curiosity, making him a well-rounded student ready to take on diverse challenges.



Swetha is a 3rd-year BBA student specialising in HRM. She actively engages in both academics and extracurricular activities that enhance her leadership, problem-solving, and creative skills. Known for her adaptability and initiative, she excels in balancing academic excellence with co-curricular achievements, reflecting a well-rounded personality that combines professional competence with personal growth.



Vivek, a BBA General student at Presidency University, completed his schooling at Euro School, Chimney Hills. He takes pride in his self-taught discipline, outgoing personality, and ability to overcome social anxiety. A passionate football player, he has won several medals and trophies in the sport. Beyond academics, Vivek is a cinephile with a keen interest in film critique, photography, and filmmaking, showcasing his creative side alongside his athletic and academic pursuits.



Sarah Manu Vattappillil is strengthening her academic foundation while actively pursuing opportunities beyond the classroom. She has successfully led cultural activities, organised a Shark Tank event, and represented herself in MUN competitions. These experiences strengthened her leadership, communication, and critical thinking skills. As the media head of her college, she also gained valuable hands-on experience in content creation. Always eager to embrace new challenges, Sarah continues to pursue growth both personally and professionally.



Rihan Bar, a first-year BBA Business Analytics student, serves as the Class Representative of section IBBB02. He is an active member of the School of Commerce Newsletter Team in the Information Department and also contributes as the Student Coordinator for the Linchpin Club, balancing academics with leadership and student engagement initiatives.

Puzzle Solution:

- | | |
|----------------|---------------|
| 1) Debenture | 7) Dividend |
| 2) Finance | 8) Working |
| 3) Shareholder | 9) Fixed |
| 4) Ownership | 10) Creditors |
| 5) Factoring | 11) Owner |
| 6) Trade | 12) Interest |

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Thank You

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