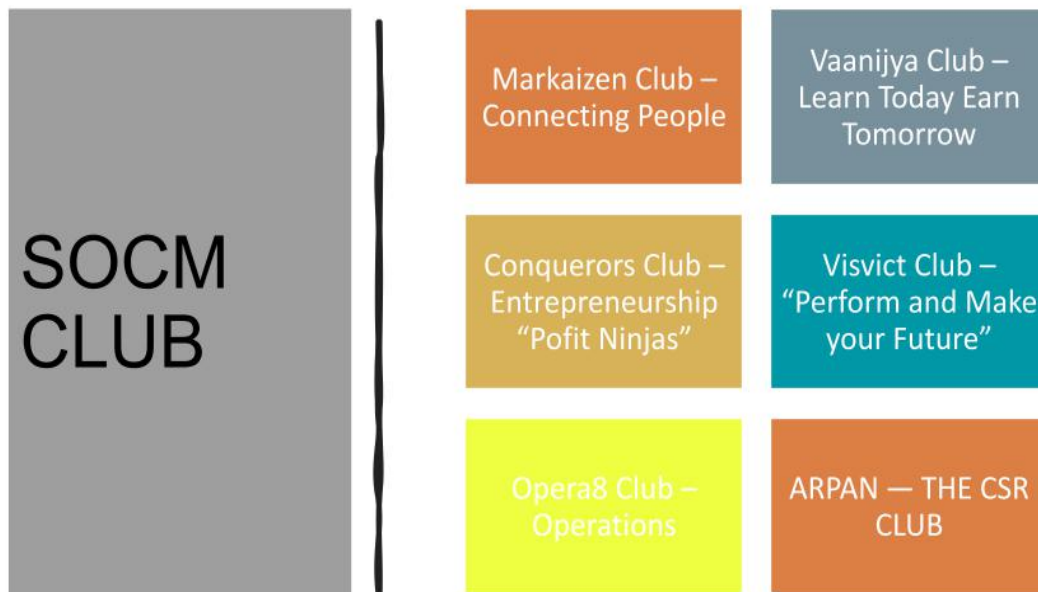


# CLUBS AT SCHOOL OF COMMERCE AND MANAGEMENT

School of Commerce and Management club is a student driven initiative that collaborates with both the corporate and academia for both the UG and PG Students. The office bearers will be elected for organizing the several events and the students will be divided into the groups each consisting of several members.

**The basic objectives of conducting the Commerce and Management club activities are:-**

1. To impart skills for development and enhancement of personality of students.
2. To improve communication skills and decision making power.
3. To enhance the spirit of competition among the students.
4. To increase awareness regarding the business world.
5. To enhance the participation level among the students.



## 1) Markaizen Club of Lingayas (MCL)

**"CONNECTING PEOPLE"**

**Introduction:**As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



### **Objectives of Club:**

1. To make students come up with creative thinking abilities in solving problems and marketing issues.
2. To make students abreast of the current scenario and the happenings around the world in the marketing space.

3. To groom the personality of the students and make them more self-confident in facing this world.
4. To provide and teach them art and techniques related to marketing which would help them be industry ready
5. To make students understand the importance of teamwork and make them realize their leadership qualities.

**Vision:** To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment.

### **Activities**

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

#### **1) War of Brands**

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

#### **2) Ulta Pulta**

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

### 3) **X-Marketer**

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year. While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

### 4) **Touchstone**

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

## 2) **VAANIJYA: THE FINANCE CLUB**

### **"LEARN TODAY EARN TOMORROW"**

**About the Club: Vaanijya** - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

### **Objectives**

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

### **Vision**

To represent and support an inclusive and vibrant student community in which members can

expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

### **Activities:**

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/commerce are organized by inviting speakers from academia & industry.

#### **1) FinQ / BusinessQ**

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

#### **2) News Blast**

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic. Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

#### **3) Budget Discussion**

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

#### **4) Vaanijya Game**

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

### **3) CONQUERORS-ENTREPRENEURSHIP CLUB**

#### **"PROFIT NINJAS"**

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty

from different functional areas and disciplines.

### **Objectives**

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

To Promote First Generation Businessman and Industrialists

1. To Create Awareness about Availability of Resources
2. To Promote Small, Cottage & Local Industries
3. To Encourage Self Employment Tendencies
4. To Provide Knowledge about Government Plans and Programmes
5. To Make a Successful Entrepreneur
6. To Provide Training to Operate Business

### **Vision**

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

**Events:** As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

### **Women Entrepreneurship Programmes**

Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brainstorming

### **4) VISVICT- HR CLUB**

**"PERFORM AND MAKE YOUR FUTURE"**

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.

**Vision:**

To foster highly proficient future Human Resource professionals with a humanitarian approach.

**Objectives:**

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.
3. To make students understand what is expected in a real job interview and to improve the student's Self-presentation
4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.



### **Activities:**

#### **1. Recruitment and Selection Role Play**

**Round 1** consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

**Second Round:** Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

**Third Round:** In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.



## **2. Group Discussion Activity**

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as -

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.
4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

### **3) Activity 3: 24**

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

### **4) Activity 5: HR Fest**

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give,Preparing Recruitment advertisement

### **5) ARPAN — THE CSR CLUB**

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for — and the importance of — corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

## **6) Operations Management Club**

### **“OPER8 in Action”**

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and remodeling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.