

3.2.2 : INNOVATIVE PRACTICES OF THE DEPARTMENT OF COMMERCE

I. SEMINAR ON EMERGING TRENDS OF BUSINESS IN AIZAWL (2012-2017)

- Seminar based on group survey and research on "**The emerging trends of business in Aizawl.**" is conducted every year by Department of Commerce in the First Semester. Students are divided into groups with 6-10 members each.
- Each group undertake a field survey on emerging business that have been in thriving and growing as an innovative enterprise for the past 10 years or less, with new ideas and practices.
- Their research includes the background, financial, physical and personnel datas, SWOC analysis and the future plan.
- Their reports are put on paper, and presentation is made in the seminar by each group.
- The groups are then judged by their peers on the basis of content, originality, relevance, presentation skills, teamwork etc.. Prize money for the top three is arranged by the faculty of the Department.
- This practice helps each student to gain practical knowledge about the emerging business trends and lays a foundation for their entrepreneurial endeavours in the future.

2012-13: Seminar on Emerging Trends of Business in Aizawl



2013-14: Seminar on Emerging Trends of Business in Aizawl



2014-15: Seminar on Emerging Trends of Business in Aizawl



2015-16: Seminar on Emerging Trends of Business in Aizawl



2016-17: Seminar on Emerging Trends of Business in Aizawl



II. PROJECT WORK ON ENTREPRENEURSHIP: (2012-2017)

The students are given Project work on "**Entrepreneurship**" in the Fourth Semester - each student undertakes a field study and has to make a business plan with all the necessary financial, physical, personnel and production outlays, personal interview is conducted and marks given accordingly.

III. SEMINAR ON "MARKETING METHODS OF VARIOUS CORPORATIONS"

(Seminar based on group survey and research on "**Marketing methods of various corporations**" for the Third Semester in 2014 & 2015

IV. SEMINAR ON "AUDITS OF TYPICAL ORGANISATIONS IN AIZAWL" (2012-17)

The sixth semester students conduct a research survey every year on, "**Audits of Typical Organisations in Aizawl,**" in which there are compulsorily 8 groups based on their syllabus - Clubs, Hospital, Educational Institutions, Hotels, Cooperative Societies, Cost Audit, Tax Audit and Management Audit. Each group presents their findings in a seminar organised by the department.

V. SEMINAR ON 'BUSINESS OPPORTUNITIES IN INTERNATIONAL TRADE'

Seminar on '**Business Opportunities in International Trade**' was conducted in collaboration with Zopar Business House



VI. SEMINAR ON LIFE INSURANCE AND OPPORTUNITIES

Seminar on Life Insurance and Opportunities to become an Agent on 11.08.15. Seminar on "**Insurance**" has been conducted various times in collaboration with the Life Insurance Corporation.

VII. . INDUSTRIAL VISITS

Industrial Visit to Zonun Bamboo Ply, Lengpui and Venus Ply, Sairang on 25.09.12. 72 students went to visit these two industrial sites to get practical experience from this visit. Industrial Visit to ECO-SAVE Paper Bag Production Factory, Chaltlang Aizawl on 13.02.14

X. SEMINAR ON “WOMEN ENTREPRENEURIAL ACHIEVEMENTS FROM MIZORAM IN THE NORTH EAST”

Seminar on “Women Entrepreneurial Achievements from Mizoram in the North East” on 28.03.14. The resource person was Ms Lalmuankimi (owner), K.C.F acepack.

XI. SEMINAR ON 'PAPER BAG PROCESSING''

Entrepreneurship Seminar on “Paper Bag Processing Industry” was conducted in the college on 12.10.12 where the students learned about machinery, raw materials, market, expenditure involved etc., for complete production.

XII. SEMINAR ON CURRENT SOCIO-ECONOMIC ISSUES:

The fifth semester students of 2016 have undertaken six research projects with a view to bring about awareness of the socio-economic conditions of the state, the projects were chosen by them and each team did the field work and a seminar was conducted 28th September 2016, based on their findings.

The topics chosen are as follows:

1. Value System
2. Right to Information
3. People's Right to Information and Development Society of Mizoram (PRISM)
4. Goods and Sales Tax
5. Supply Reduction Service (SRS-CYMA)
6. Mizoram Liquor Prohibition Control (MLPC) Act