Department of Commerce
Moulding YOU, for LIFE

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The Department of Commerce has recorded exponential growth in its academic, research and placement performance in a short span of time since its inception in 2007. It offers a range of innovatively designed programs whose curricula are constantly updated to meet the changing requirement of the industry and also to meet the needs of major stakeholders while being globally acceptable. Our syllabus is designed to strike a balance between professional knowledge and personal skills. The curriculum is delivered by a team of distinguished faculty combining academic excellence and real world experience with dedication and commitment.

During their study at the department, the students are encouraged to get hands-on experience through internship projects with reputed organizations thereby supplementing theoretical knowledge with practical experience. These projects enable them to understand the relevance of working in a group and also help them to realize the finer aspects and importance of teamwork. Students are also encouraged to opt for student exchanges, study abroad arrangements with Universities worldwide. The Department also hosts international students for internships/exchange programs and this provides our students a flavour of cross cultural aspects of business management besides understanding global best practices. Students organize co-curricular events such as Conscendo (Inter-collegiate Management event), participate in management events organised by other colleges and also get involved in activities of social relevance.

With all these inputs I find our students hardworking and practical in approach, thus being effective in any work/academic environment. Many reputed multinational companies visit our campus repeatedly to recruit our students. Our students have secured prestigious international scholarships and have secured admissions in reputed Universities in India and abroad. This reinforces our belief in the effectiveness of our curriculum and its suitability to the dynamic corporate as well as academic world.

With this brief introduction, I welcome you to be a part of our journey towards being a world class centre of excellence in education, training and research.

Mr. Sandeep Shenoy
Head of Department
The Department of Commerce was established in the year 2007 with the launch of its flagship program, an undergraduate program in business specializing in e-Banking & Finance. Over the years the department has seen an exponential growth in terms of student strength, curricular, co-curricular and extra-curricular activities.

While delivering high quality education in the process of preparing the students to meet industry standards and requirements, the department fosters a diverse environment, enabling the student to find creative solutions to challenging day to day business situations.

Faculties of the department adopt a practical approach to real life situations as a primary pedagogy. In addition to the regular class room lectures, various didactic techniques such as Learning Through Dramatization (LTD), Management In Practice (MIP), industrial visits and Corporate Interactions are deployed to enhance the learning experience of the students. These activities help the students to arrive at pragmatic solutions to real life problems with a holistic perspective.
Under Graduate Programs

A) Bachelor of Business Administration (BBA)

Duration: 3 years

BBA (e-Banking & Finance)

This programme was developed keeping in mind the emerging trends in the financial marketplace and to address the critical needs of the banking industry, in light of the vital role it plays in today’s economy. The program while encompassing a wide gamut of subjects covering different aspects of management and banking, also ensures that in depth and practical knowledge is imparted, which enables the student to be highly successful in the real world scenario. The fact that the department has achieved impressive placement record in a relatively short span of time since its inception, in the retail and investment banking segments in the country, is in itself a testament to the quality of our student body and faculty.

BBA (Financial Markets)

One of the fastest growing sectors in today’s economy is Financial Markets. These markets with their fast paced money making opportunities, high intensity risk and dynamic trading have fascinated many people around the world for decades.

To address the paucity and to fulfil the void for trained and qualified professionals in that area, the department introduced a new specialisation in Financial Markets. Coupled with opportunities of undergoing certification programmes from National Stock Exchange (NSE), Mumbai, the degree ensures that the student has a thorough training in both fundamental and technical analyses of the financial markets. Combined with
thorough training in analytics, the student, upon graduation, possesses a comprehensive knowledge of the functioning of the financial markets across the globe.

**BBA (Professional)**

This programme developed in conjunction with Chartered Institute of Management Accounting, UK, is a unique program which provides the students an opportunity to obtain a certification from CIMA, UK while undergoing their undergraduate degree. The curriculum enables the students to be well rounded in all functions of management, with strong focus on Management accounting and finance, providing them a significant edge of competitiveness in the job market.

**BBA (Logistics & Supply Chain)**

This program was started keeping in mind the needs of the global industry in terms of manpower requirement for logistics & supply chain functions. This program was designed in association with the Confederation of Indian Industry (CII), Institute of Logistics, Chennai. In addition to teaching the various theoretical constructs, the student is rigorously trained in the latest practical developments in the industry and familiarized with its rules thus making them industry ready upon graduation.

**BBA (Family Business Management)**

This programme is designed for young business leaders of family businesses who intend to manage their business and also for those individuals who aspire to work in a family business.

The course content is tailored as per to the needs of family business which helps the participants understand their business better. It also provides the students the best
knowledge to sustain in the dynamic, highly competitive and fast growing business environment.

The program draws from best managerial practices in family businesses from across the globe and aims to groom business scions in areas like planning, objective setting and astute management of their family’s business. While each family’s situation is unique, there are many best practices which can be applied to all family businesses.

**BBA (Insurance and Risk Management)**

This is an insurance-industry-specific program for the students to enable them to venture into this emerging sector. The program was conceptualized as a capacity building measure for the students and embodies in itself an integrated approach of conceptual learning through practical sessions and experiential learning through orientation courses and seminars.

This program explores the multi-faceted world of risk management and reflects the growing interplay between insurance, risk management and financial services. As such, it will help the students with the all-round skills necessary to succeed in a constantly developing business environment.

The course is well-positioned to build a successful career in an exciting and increasingly complex business world.

**BBA (Human Resources)**

This program analyses the employment relationship and the way people are managed in an organization. It explores these issues not only in the context of an individual employee and their employer, but in the context of the wider workplace, the labour market, economic environment, technological changes, employment regulations and social trends. The employment relationship is a legal contractual relationship and a social and psychological one. The students of this programme shall explore all of these areas to develop a more rounded understanding of managing people at work.

**BBA (Marketing)**

This program was created exclusively based on the industry inputs and focusses on creating skilled business professionals to support marketing functions and to create
employment opportunities in the field of marketing both in India & abroad. This course is the foundation for facilitating progression to Postgraduate programs in India & abroad.

**BBA (Hospitality and Tourism)**

This program was designed as per the requirements of the industry and the academia in consultation with the Hospitality and Tourism sector. The program is aligned towards addressing the workforce talent and the needs of the rapidly growing Hospitality & Tourism Sector in India and abroad. It helps the students aspiring to set their careers in corporate hospitality and service sector with compacted foundation in management discipline with an in-depth exposure to the hospitality and its sub-sectors. The program empowers the students to identify the underlying processes affecting hospitality and tourism as a specific socio-economic phenomenon and discipline by acquainting the ways in which industry responds to trends, tourist motivations and external influences. The program also equips the students with relevant knowledge and nurtures global competencies with an understanding of basic geographical skills, culture, and strategic travel management in order to seek gainful employment globally.

**B) Bachelor of Commerce (B.Com)**

Duration: 3 years

**B.Com (Business Process Services)**

This program is an Academic Interface Program partnered with Tata Consultancy Services (TCS). The fundamental learning which is a part of the Bachelors of Business Administration (BBA) will remain intact in this course. Students will be exposed in ITeS industry domain focused subjects specially designed by TCS. The overall aim is to bring Business Process Services (BPS) as a specialization in the mainstream education system of India at the graduate level.

**B.Com (Professional) – Regular /Evening Batches**

This program focuses on developing proficiency in accountancy, taxation and finance. The programme facilitates students to pursue higher education in Management/Commerce and also in pursuing professional qualification such as CA, ACCA etc. The program aims at developing Accountancy and Finance professionals to meet the industry requirements in India and abroad.
Post Graduate Programmes

A) Master of Commerce (M.Com)
Duration: 2 years

M.Com Logistics & Supply Chain
This programme was developed in response to the growing need for trained manpower at the managerial level in the area of Logistics and Supply chain. Offered in association with Confederation of Indian Industry and Institute of Logistics, Chennai, this is the first post-graduate course to be started by the Department.

B) Post Graduate Diploma (PGD)
Duration: One Year

Post Graduate Diploma (Logistics & Supply Chain)
The program develops trained manpower for Logistics and Supply chain functions. The course content is developed as per the industry requirements. It gives an opportunity for capstone projects with industry exposure in Logistics and Supply chain. The program also offers opportunities to pursue additional certification programs and workshops related to logistics and supply chain. Candidates have opportunities to pursue career in India and abroad.

Infrastructure and Student Support Services

Classrooms /Laboratories
The Department is part of a world class campus with rich learning opportunities and diverse cultures. The classrooms are well equipped with audio visual facilities, fully air conditioned and provide an ambient learning environment. The department is also well equipped with a state of the art Computer Lab with high speed internet access.

In addition, the Management Library has the latest editions of textbooks, a vast collection of journals, newspapers and magazines, apart from a wide array of research Databases.
Sports
The University gives equal priority to the physical as well as mental health aspects of its students. The imposing ten storey sports complex MARENA at Manipal University is a sports enthusiast’s dream place and also serves as a motivation to stay fit and active. It houses a range of sports facilities such as cricket, basketball, squash, lawn tennis etc. It also has a jogging track, state of the art gymnasium and a relaxing sauna and steam area.

Medical Facilities
Medical attention is available twenty four hours a day on campus. The University, home to one of the best medical colleges in India, has the state of the art medical facilities with excellent medical professionals available on hand.

Food
The Food Courts along with spacious seating halls within the campus offer a variety of healthy cuisines including traditional style food for students.

Placement Cell (Final Placement and Summer Internship)
The Placement cell of Department of Commerce actively seeks to provide gainful employment opportunities for our graduating students in line with their career aspirations. With the excellent academia industry interface developed over the years, many leading multinational companies routinely visit the department for their annual recruitment drive, offering jobs with diverse profiles to our students.

Many market leaders from various sectors conduct on campus recruitment drives and include ANZ bank, Ernst & Young, ICICI Bank, Northern Trust bank, Amazon, Goldman Sachs, Infosys, IBM Global, Deloitte, Tesco, Hewlett Packard, Tata Consultancy Services, Larsen and Turbo, J P Morgan Chase, and Oracle amongst others.

Additionally, the placement cell provides services that help the students in various ancillary aspects involved in the process of recruitment. It includes aptitude test practices, resume writing tips and mock interview sessions. The Placement cell also supports the students to secure paid internships with leading corporate. Several of our students have converted these internships into pre-placement offers.
Extra-Curricular/Co-Curricular Activities

Events

With a diverse student body, the department endeavours to host the best of extra-curricular activities in line with the varied cultures.

A) Convergence

Convergence is an intra-department management event which helps students to exhibit their individual as well as organising talents. Students are tested on their skills in various functions such as marketing, human resources, finance, etc. A power packed event, this brings out the best in every student while performing in different challenging scenarios. Additionally the department encourages students to actively participate in similar management events organized by reputed colleges around the country.

B) Corporate Premier League

Cricket is a passion which drives our nation and the department doesn’t hold back that enthusiasm. This signature event was started with the aim of creating a platform for corporations to exhibit their support for sports activities as well as for honouring the legends of this beautiful game. This event also provides a forum for industry-student informal dialogue.
C) Conscendo

Conscendo is a National Level Management Event organised by students of the Department and the most awaited event every year. This event keeps pushing the boundaries of competitions in different fields of management and some of the top colleges of the country participate in this spectacular event. Events such as these brings out the best out of students and help in developing and inculcating important aspects in their life such as time management, hospitality, team work, coordination etc.

D) Biz-Henge

Biz-Henge is a corporate guest lecture series wherein the heads of various organizations deliver lectures on matters of current importance while indulging in fruitful discussion with the students. This provides the much needed interaction between the student community and the industry, enabling the student to assimilate the latest trends in the industry during their growth years in college.

E) Celebration of Festivals/Special Days

The Department celebrates traditionally observed festivals with great pomp and pleasure. Key celebrations of the Department include festivals such as Onam, Diwali, and Holi etc. Teachers’ Day is also celebrated by the students.
E) Docudrama

Docudrama is a monthly e-newsletter designed and developed by the students of the department. This provides a platform for the students to display their literary skills along with their creative skills. The newsletter highlights the various activities which took place in the department and also serve as a source of information for the parents and alumni to know about the developments and activities of the department.
Testimony

Manipur University is known for its quality in higher education and world class teaching. So, it is rightly called a centre of excellence. Department of Commerce (DOC) serves as a window where student individually exchange their ideas, talents, and groom and update themselves to become class “A” leaders for the future. Management study helps to plan, organize, direct, coordinate, and to control. DOC is much more than an institute, it is a “GURUKUL” of the modern era. It is wonderful to see students having an emotional attachment with their teachers. The faculties act as friends, philosophers and guides to the students. I can proudly say that I have chosen DOC for my son for his graduation. I wish DOC, great success and extend my support in all aspects as a parent.

Mrs. Sujatha Mukherji, Kolkata
Parent of Sayan Mukherji, Student (Batch 2012-2015), BBM(Professional)

I am presently studying in the third year at the Department of Commerce. I am from Thailand and have made many new friends from across the globe at DOC. The ambitious attitude of my friends at DOC has impressed me a lot. I have also realised my full potential, thanks to the continuous support from the DOC faculty. We are constantly updated with stimulating issues, based on contemporary topics and business practices. I have been given opportunities to be a part of various projects and research teams and this has led to a high level of experiential learning.

Ms. Thantip Pratumma, Thailand
Student (Batch 2012-15), Final Year, BBM (Professional)

Department of Commerce (DOC) is an institution where every student is given a platform to excel in curricular, co-curricular and extra-curricular activities. It is a melting pot of different cultures. It is fun listening to the well qualified and experienced faculties who are full of energy and enthusiasm. DOC has paved a perfect path for our future. And not to mention the placements which have been excellent this time. DOC is blessed with a very good and an able Head of the Department.

Shiraz Munawar Hassanali, Tanzania
Graduate (Batch 2011-14), BBM (e-Banking and Finance)

Department of Commerce (DOC) has provided numerous opportunities for me to apply the classroom inputs to real life by organizing various events and participating in various management events. The nurturing and mentoring by DOC faculty has helped us to pursue our interests and ambitions. Guest talks by eminent speakers in relevant fields are frequently organized which helps to update our knowledge and also develop deeper insights into courses learnt. DOC provides a very congenial environment for learning. DOC leverages from the vast physical and intellectual resources of Manipal University and creates numerous opportunities galore for its students to excel.

Vaihav Verma, New Delhi
Graduate (Batch 2011-14), BBM (Financial Markets)
Our Growing International Network

In the era of globalization, The Department of Commerce believes in internationalization of the student community. Our partner institutions in USA, Europe, and Asia Pacific form the core of our study abroad programmes and provide opportunities for our students to experience another country’s culture and economy and also provide the back drop for understanding business environment in global perspective.

The Department had student enrolment from sixteen countries that have undergone their undergraduate programmes in the department. Interns from various countries
have been hosted by the department. Additionally, there are active collaborative arrangements with Universities in US, Europe and Asia Pacific. These partnerships provide the opportunity for enhancing the inter-cultural ability of the students through student exchanges, study abroad, and internships apart from opportunities for overseas campus tours. Erasmus- Mundus scholarship for higher education in Europe has been made available for students to pursue their education in Europe. This leads to enhancement of employment opportunities for our students in multinational companies.
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