



Department of Commerce- UG

Report Submission: 06/02/2026

Semester:	EVEN	Academic Year:	2025-26	Venue:	Room: 202, Block I AIGS
Event Date:	10/02/2026 TO 13/02/2026	Time:	2:00 PM to 5:00 PM	Duration:	12 hours

TYPE OF EVENT: FEST

EVENT NAME: Commfesta-2026

Target Audience:	All semester B.Com Students	Number of Participants:	100
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Objectives of the Event:

- * These activities helped bridge the gap between theoretical knowledge and practical application.
- * Participants gained valuable insights from experts and peers.
- * The fest helped in developing analytical and managerial skills.
- * It encouraged teamwork, innovation, and effective communication among students.
- * Overall, Commerce Fest enriched commercial awareness and prepared students for future professional challenges.

Program Introduction:

The Intra-Department Commerce Fest was successfully organized by the Department of Commerce with the objective of enhancing students' academic knowledge, managerial skills, and competitive spirit. The fest witnessed enthusiastic participation from students across all years of the department.

This report presents a comprehensive overview of Commerce Fest, an academic and professional event organized to enhance students' understanding of the dynamic world of commerce. The fest served as a platform for learning, interaction, and exposure to current



trends in business, finance, and entrepreneurship. Various activities such as seminars, competitions, and interactive sessions were conducted to bridge the gap between theoretical knowledge and practical application. Participants gained valuable insights from experts and peers, fostering analytical and managerial skills. The event also encouraged teamwork, innovation, and effective communication among students. Overall, Commerce Fest played a significant role in enriching commercial awareness and preparing participants for future professional challenge

Theme of the event:

The theme of the Commerce Fest focuses on nurturing knowledge and innovation within the department. It highlights the importance of critical thinking and practical application of commerce concepts. The fest encourages healthy competition and collaborative learning among students. It provides a platform to showcase talent, leadership, and managerial skills. The theme promotes confidence, creativity, and academic excellence.

Overall, it reflects the dynamic spirit of commerce education within the department.

Detailed Report

Day 1:

The event **Market Minds: Case Clash** was successfully conducted on 10th February 2026 with the primary objective to provide students with practical exposure to real-world marketing challenges by combining selling skills with business case analysis. The event aimed to bridge the gap between theoretical knowledge and practical application by encouraging participants to apply marketing concepts, strategies, and decision-making techniques in simulated business situations.

Through the product selling round, students were given the opportunity to enhance their persuasive communication, creativity, and confidence while understanding customer behaviour and competitive positioning.

The case analysis round was designed to strengthen analytical thinking, problem-identification skills, and the ability to develop feasible and strategic solutions within a limited time frame. Additionally, the event sought to foster teamwork, leadership qualities, and collaboration among students, helping them learn how to work effectively in a group setting.

Round 1: Market Minds

The first round was Market Minds this round aimed to enhance persuasive communication skills, confidence, creativity, customer understanding, and the ability to identify and highlight unique selling propositions. It also helped students experience real-time selling situations, encouraging quick thinking and adaptability. And the least profits made by the teams were eliminated in the first round.



Round 2: Case Clash

In this round, the emphasis shifted to analytical skills, where shortlisted teams analyzed a business case study and proposed strategic solutions. This round was designed to develop critical thinking, problem-identification abilities, strategic planning, and practical application of marketing theories.

Together, both rounds aimed to bridge the gap between theory and practice, foster teamwork and leadership qualities, and prepare students for competitive corporate environments by equipping them with both selling expertise and analytical competence.

Judging Panel

The event was evaluated by **Mr. Sathyananda Swamy HV**, Assistant Professor, Department of Aviation Management (UG). He evaluated the teams based on problem understanding and situation analysis, marketing and innovation strategy, presentation and communication skills, team dynamics and professionalism.

Day 2: **11/02/2026**

Report on HR SURVIVOR Claim Your Seat at the Table

The Department of Commerce successfully organized HR SURVIVOR – Claim Your Seat at the Table on 11.02.2026, an engaging and competitive intra-department event designed to test students' leadership qualities, HR knowledge, and decision-making skills. The event witnessed enthusiastic participation from students eager to showcase their potential in the HR arena.

The competition was structured into four dynamic rounds titled The Challenge Map:

- Round 1: The HR Mindset – A quick-fire quiz that tested participants' understanding of core HR concepts and skills.
- Round 2: Silent Synergy – An interactive HR-themed Dumb Charades (Duo Round) that assessed teamwork and conceptual clarity.
- Round 3: The Hot Seat – A real-world mock interview experience evaluating communication skills, confidence, and professional readiness.
- The Finale: The Crisis Room – Participants solved a live workplace conflict scenario, demonstrating problem-solving and leadership abilities.



The 3rd and 4th rounds were judged by Mr. Manoj H R, Assistant Professor from the Department of Aviation Management, whose expertise and constructive feedback added immense value to the evaluation process.

After an intense and competitive series of rounds, the winners were announced:

1. First Place – Malavika
2. Second Place – Tadiwanashe
3. Third Place – Sachin Stanley

The event proved to be a practical learning experience, encouraging students to move beyond theoretical knowledge and step into real-world HR challenges.

Day 3:

The Finance event Moneyverse was conducted on 12/02/2026 in AIGS seminar hall from 10:30 AM to 2:30 PM.

The event was consisting of 4 rounds

Round 1 – Quiz (20 questions with 1 minutes for each questions)

Round 2 – Case identification (each teams with one case 2 minutes to analyse and 5 minutes to explain and identify)

Round 3 – Quiz (20 questions with 45 seconds for each questions)

Round 4 – Stress Questions (5 questions with 45 seconds to answer)

There are 16 teams participated with 2 in a team

In the first round there was no elimination, second round there was 1 elimination, after third round only 5 teams entered round 4

The winners are Chiranjeevi and Sachin of first year, first runners up Anna and mercy from second year, second runners up are Brendon and Accept from first years

Day 4: 13/02/2026

The event Problem Auction was successfully conducted on 13th February 2026 with the primary objective of exposing students to real-world pressure situations and enhancing their decision-making, analytical, and teamwork skills. The agenda of the event was to simulate real business challenges and enable students to experience strategic thinking under financial and time constraints.

To ensure effective implementation of this objective, the event was structured into multiple competitive rounds designed to test different competencies.

Initially, individual registrations were invited from students. To encourage adaptability and push participants beyond their comfort zones, teams of two were formed randomly through a drop selection system. This approach enabled students to collaborate with peers having different mindsets, perspectives, and working styles mirroring real corporate environments.



Round 1: Quiz Round

The first round consisted of 20 commerce-based questions. This round directly influenced the teams' financial resources for subsequent rounds.

- Each correct answer had no impact on the allocated budget.
- Each incorrect answer resulted in a deduction of ₹5,00,000 from their budget.

This mechanism created financial pressure and encouraged accuracy and strategic answering.

Round 2: Auction Round

In this round, teams were required to bid for business cases using their remaining budget.

Participants had to think strategically while bidding, ensuring that sufficient funds remained for effective case analysis and future problem-solving. This round tested financial planning, risk assessment, and negotiation skills.

Round 3: Case Solving & Mystery Box

Teams were given 40 minutes to analyze and solve the case they had successfully bid for.

After 20 minutes, a "Mystery Box" element was introduced, providing external constraints or unexpected business scenarios. Teams were required to adapt their solutions accordingly and justify their revised strategies.

Each team was allotted exactly 10 minutes for presentation, followed by a question-and-answer session with the judge. This round assessed analytical ability, adaptability, presentation skills, and justification under pressure.

Judging Panel

The event was evaluated by Ms. Devika MS, Assistant Professor, Department of Commerce (UG). She assessed the teams based on strategic clarity, financial planning, innovation, justification, and presentation effectiveness.



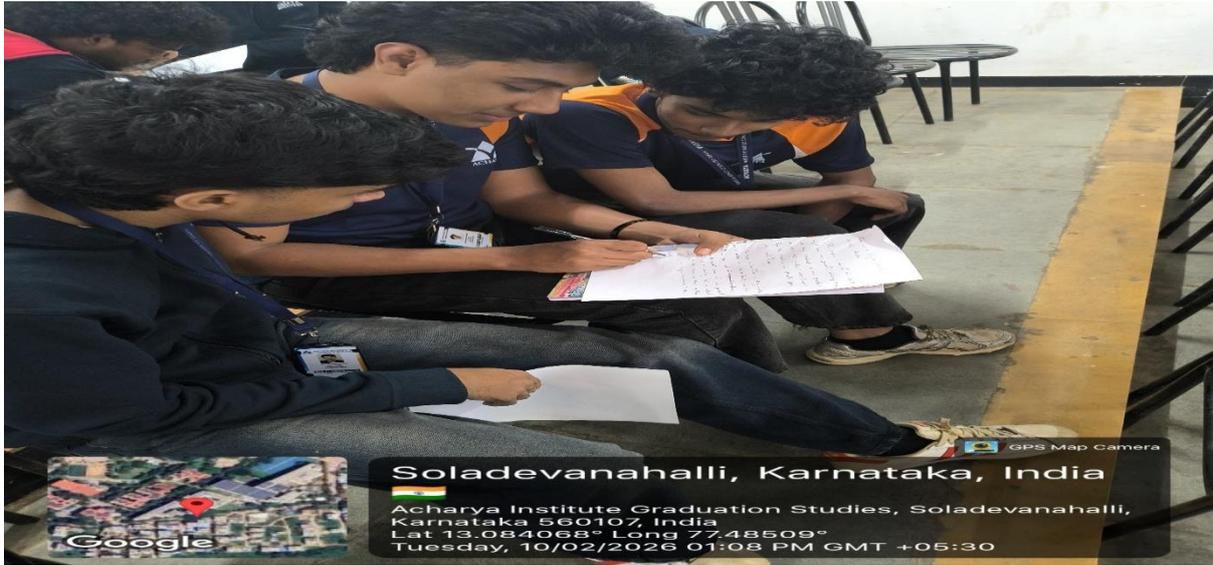
Photos



Students doing presentation of case



Students reading the case



Students discussing the case



students listening to the auction board instructions



Students explaining the auction state to judges



Students bidding for approving the case



Students analysing the cases on auction and bidding



Student co-ordinator explaining the rules and regulation of event



Mock Interview with the participant



Problem Solving Scenario Round with the participant who secured first place



Group photo with the volunteers and faculty



Students reading hints for analysis



Outcome of the event:

1. Improved Practical Understanding

Students will apply theoretical knowledge of commerce to real-life business situations.

2. Enhanced Employability Skills

Participants will develop communication, leadership, teamwork, analytical, and decision-making skills.

3. Entrepreneurial Mindset Development

Students will gain confidence to ideate, plan, and pitch business ideas and startups.

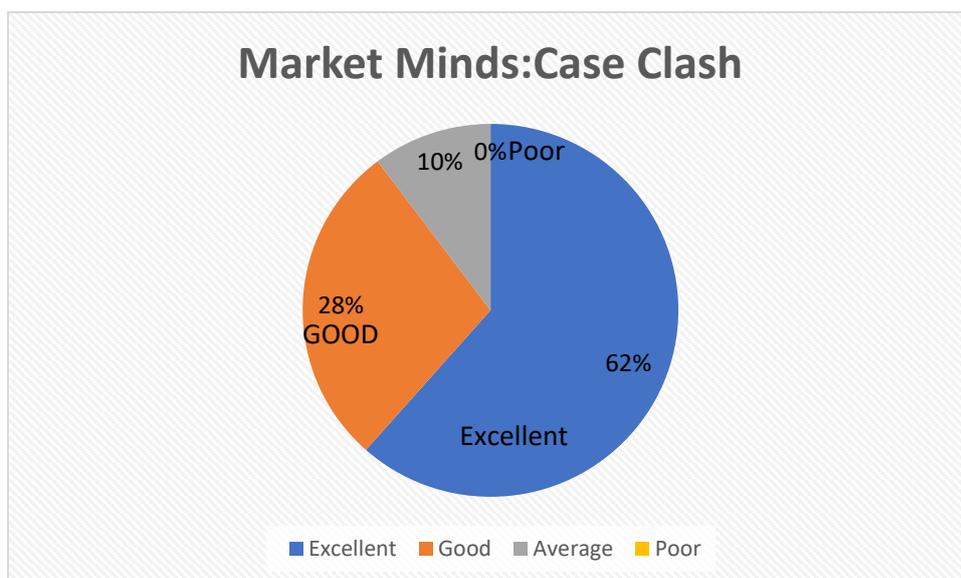
4. Increased Financial & Business Literacy

Participants will demonstrate better awareness of accounting, finance, marketing, taxation, and economic trends.

Conclusion:

The Intra-Department Commerce Fest concluded on a highly successful and inspiring note. It provided students with a valuable opportunity to enhance their academic knowledge, managerial abilities, and teamwork skills. The enthusiastic participation and coordinated efforts of students and faculty made the fest vibrant and meaningful. Overall, the event served as a platform for learning beyond classrooms and strengthened the spirit of unity and excellence within the department.

Feedback:10/2/2026



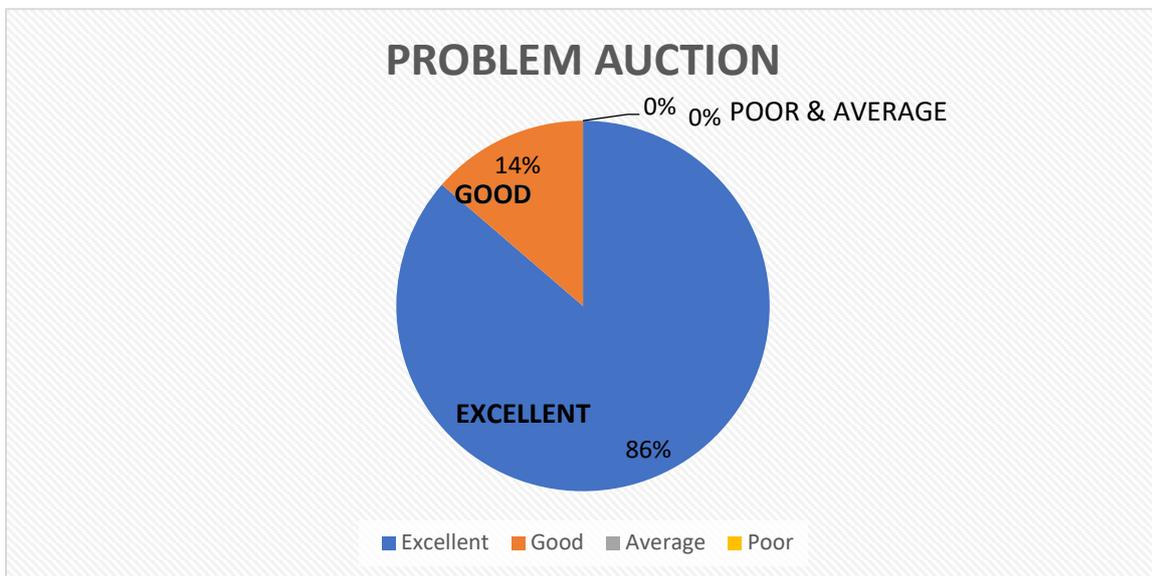
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Feedback: 11/02/2026



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Feedback 13/02/2026



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