

## **DEPARTMENT OF COMMERCE SWOC ANALYSIS**

SWOC is an acronym for the strengths, weaknesses, opportunities and challenges of an organization. It is a strategic planning tool that offers insight into areas of focus. The commerce department of our college endeavours to excel in providing quality education and nurturing the students for their holistic development. It offers a myriad of opportunities for the students to enhance their cognitive, non-cognitive and industry-related skills.

SWOC analysis enabled the department to report a number of points which are mentioned below-

### **STRENGTHS**

- The department of commerce is driven by its vision and mission with the valuable support of its qualified, experienced and dedicated faculty. The department has a distinguished faculty with rich expertise and experience in their respective fields of specialization. Many of the faculty members have been earnestly engaged in designing and developing the syllabi, conducting research projects, seminars and workshops. Dr. Rajiv Midha is highly qualified in the areas of computer application, information technology and computer science. He was awarded the "Excellent Teaching Award" by Delhi University in 2014, adding a feather in his cap. One of the key highlights of his academic career spanning over four decades is his YouTube channel having 300+ videos related to his area of expertise. Dr. Daya Shankar Sharma is a member of Institute of Chartered Accountants of India. Dr. Gurdeep Singh Sood is an IIM-Indore alumnus and PhD from Delhi School of Economics. He is the President of Society for Consumers' & Investors' Protection and is the Treasurer of Association for Integrated Social Transformation. He is a member of the World Federation of Investors Corporations. He has also been associated with various professional bodies of SEBI such as Mutual Fund Advisory Committee, Committee on Sharing of Dematerialization Costs by Companies, Committee on Code of Conduct for Investors Associations, Sub-Committee for 'No Frill Demat Account', and Grievance Redressal Reforms Committee jointly set up by National Stock Exchange, Bombay Stock Exchange and SEBI. He has anchored, directed and participated in 1000+ TV programs. Since 2007, he has been a Business Editor in "Gfiles"- a monthly magazine on governance and bureaucracy in India. He also wrote a regular monthly column titled "Stock Doctor" for a decade. Additionally, he is a visiting faculty in every well-known B-school in Delhi NCR. Dr. Harjinder Singh is a knowledgeable expert in commerce, law, C.A. as well as C.S. He is also a member of Institute of Chartered Accountants of India and Institute of Company Secretaries. AP Singh Arora is a Fellow Chartered Accountant and has a Diploma in Information System Auditor from ICAI, he is also a Certified Information System Auditor from ISACA- USA. Dr. Jasmine Kaur Lamba is a member of the Editorial Board of International Research in Economics and Finance. Ms. Gurjot Kaur is associated with Institute of Chartered Accountants of India. Ms. Gurneet Kaur has been a Digital Marketing Trainer for over 5 years and has trained over 50+ SMBs in various facets of digital marketing.
- Many of the faculty members are renowned authors of books as well as research papers published in journals of national and international repute.

- There is a remarkable blend of experience and energy with the senior faculty working and interacting with the younger members. The faculty members demonstrate strong work ethics and strive to teach beyond the books to bring nuances of real-world to the students.
- The Department of Commerce, through its society, VANAJ, ensures that various facets of commerce are learnt and developed at a young age through a wide array of extra-curricular activities. Also, Department of commerce proactively works and manages other prominent societies of the college. Although these are central societies of the college but because of the underlining theme and objective of the societies which is more compatible to commerce, Department of commerce play a vital role in promoting these societies across all courses.
  - Vanaj is the official commerce society of the college that works under the guidance of Dr. Amrinder Kaur and Ms. Silky Bhambri to ameliorate the personalities and well-being of every student. The society conducts several events throughout the year for the advancement of the students. Some successful events include three-days certification course on Soft Skills, Seminar on Artificial Intelligence, workshop on Road Safety, Education Scholarship Test to assess the competence and aptitude skills. Besides such events, the department conducts its annual fest Emantion 2.0 with fervent spirits and phenomenal events like Ad-Mad, Mock Stock, Brand Buzz, Clickology, Khalsa Premier League and many more, where students from different colleges exemplify their talents. The society continues to impart knowledge related to various facets of commerce through innovative events especially during the online mode of teaching.
  - SOFICA- Society for Financial literacy and Consumer Awareness aims to equip the students with the nuances of finance, investment and consumer awareness. Since its inception, the society has been successfully organizing events such as DNG-Diwala Nikal Gaya, Inversio 20-20, Enigma: Break the codes and online quiz competitions relating to the students' financial aptitude. Various interactive sessions have been organised regularly to encourage industry interactions of the students. The society has initiated the Financial Literacy and Awareness project aiming to create awareness about consumer rights and basic financial knowledge to the less-privileged members of the society.
  - Udyamita-The Entrepreneurship Cell is a platform for the youth to inculcate the entrepreneurial skills, hone leadership qualities & develop business acumen by empowering the youth. The skill enhancement workshops and webinars conducted by the cell orient the students with the entrepreneurial insights, socio-economic affairs and start-up ecosystem. With an objective to provide real time industrial exposure to students, the cell foresees to conduct webinars with corporate mentors. Under the valuable guidance of Dr. Jasmine Kaur Lamba and Ms. Gurneet Kaur, SOFICA and Udyamita conduct the annual fest TVESH with a plethora of events aimed to spread financial literacy in a student-friendly manner. Consumer courts were set up for hearing of real-life cases presented by the participants. The fest also featured 'Entrepreneurial bazaar', a platform for the participants to showcase their products.
  - Cyber Clan- The IT Society is a platform which promisingly excels at nourishing and building the tech capabilities of students. It aims to enhance knowledge and working in the digitalised world by conducting cyber related

sessions, webinars and workshops. The society organised weekly online series and awareness campaign to develop skills and expertise relevant to current tech trends. Under the guidance of Ms. Herman Kaur, the society has been able to organise successful events like Cyberspace Series, Techie Tuesday, Retro Tech, Rootkit- A heist to escape and Zeppelin to expand tech related knowledge and acquaint the peers. An interactive webinar on “Cybercrime-Harassment in Digital World” which aimed to enlighten the participants about the dark side of the Cyber world was delivered by Advocate Prashant Manchanda. The society is motivated to conduct more such events and activities to educate and enhance cyber knowledge among students.

- With a focus to transcend the confined curriculum and inculcate the employability skills in the students, the department is planning to begin a certificate course on digital marketing. The course is aimed to develop an overall understanding of the effective utilization of online marketing platforms, social media tools, search engine optimisation and other related aspects of marketing plan. On similar grounds, the department is currently working on an add-on course on financial literacy that strives to educate the students and create awareness on availability of diverse financial products and services. The program will help the students to improve their knowledge and understanding of their rights and responsibilities.
- Being a minority institute, it exhibits a strong parentage. This reflects in the various scholarships provided to students belonging to various sections of the society.
- The department has a consistent track record of successful placements across various industries. The companies offer diverse profiles including internships, management trainees, career development-trainee, business development, research and marketing, social media, digital marketing, audit assistant, research analyst and many more. The placement cell conducts on-campus as well as off-campus internships and placement drives with the highest package ranging up to 10 LPA. Students get hands-on opportunities to enter into the corporate world through recruiters such as EY, Genpact, L&T Construction, Wipro, Tommy Hilfiger, Calvin Klein, ICICI Prudential, Zomato, Uber, Urban Clap, Concentrix, to name a few. Pronouncing a progressive walk in the direction of increasing footfall during the annual placement event, the cell inevitably ensures the magnificence of Embarkation: the job and internship fair. Despite the trying times faced in the past year, the Placement Cell has manifested sustained impulse by offering diverse opportunities in prestigious companies including L.A.Polo, Hareem, Ritvi Group, Arbitrium, Lives Berg and Finstatic.
- With the onset of online teaching, the use of interactive teaching pedagogy has assisted in imparting education and effective learning.
- The department promotes student-centered learning and the growth of skills facilitated by high levels of engagement between the faculty and students.

## **WEAKNESSES**

- The confined curriculum framed by the university limits practical exposure and constrains the department’s role in framing the curriculum, thereby providing little room for innovation and flexibility. However, this weakness is overcome by providing various add-on courses to students and organizing interactive webinars and workshops which help in delivering enriched content and providing exposure to students. The use of interactive teaching pedagogy also supplements student learning.

- Under the pretence of inadequate funding, the department encounters financial constraints. The provision of self-financed courses, certificate courses as well as add-on courses by the department assists in such funding issues.
- Since the college is situated off-the-campus, the ambit of opportunities gets reduced. So, there is less involvement of faculty in consultancy projects.
- In the wake of the current status of rare books and e-resources collection of the library, the department plans to increase the stock of the same at the earliest.

## **OPPORTUNITIES**

- In the view of dynamic changes in the industry-academia interface, numerous industry oriented-papers have been incorporated in the curriculum. Papers such as E-filing of returns, GST, Investing in Stock Markets, Digital Marketing, etc. provide unparalleled opportunities for students to study the subjects as per the industry requirements.
- With a growing interest in the functioning of the stock market among students, an add-on course on Investing In Stock Markets is going to be launched shortly to equip the students with the necessary skill. A practical training led by Industry experts shall improve the employability of the students in this industry.
- The presence of proportionately younger faculty members in the department paves way for heightened emphasis on research and professional development.

## **CHALLENGES**

- The lack of well-developed infrastructure sometimes poses a challenge in the smooth conduct of activities. The unavailability of a sports ground and an auditorium impedes the department to conduct events with a larger audience. It also leads to lesser footfall in the annual fests. Moreover, the department faces an issue of the provision of faculty rooms.
- The presence of low conversion of Ad-hoc faculties to permanent positions leads to uncertainty and lack of motivation amongst the faculties.
- Being an off-campus college, it becomes difficult for the department to attract top ranking students. Furthermore, it requires additional efforts on the part of the faculty to engage the admitted students.
- The online mode of teaching posed an initial challenge with respect to training the faculty for online teaching platforms and maintaining student discipline.