WELCOME TO THE COMMERCE DEPARTMENT PROFILE
The Department ensures the rigour of academic program and the faculty strive ceaselessly, to mesh imagination and learning with creativity and innovation. The thrust is to make students open to the not always harmonious reverberations of learning, but in challenging young people to explore alternative ways of being and seeing and to always unite the language of critique with the language of possibility. The attempt is to imbue the teaching-learning process with the sensitivity that reconciles excellence with humanity, a pedagogy that can break free of rhetoric, shatter myths and rescue imaginations and intuition, using them as resources to conceive and initiate change.

The Commerce Department creates a stimulating environment for the academic growth of its students. The faculty members are known for their expertise in finance and organisation behaviour and impart practical knowledge on the subjects. Talks, paper & computer presentations, field trips are organised regularly to enhance the skills of the students.

LSR’s objective in commerce education is not only to promote commerce but also to provide the right kind of work ethics, professional expertise and leadership in all spheres of life so as to promote LSR’s basic theme of Lakshya, Sadhana and Rachna and the essence of leadership through social responsibility.

At LSR we envisage to equip our young to be Chartered Accountants, Company Secretaries, Indian Cost and Works Accountants, MBAs etc. so as to enable them to lead in national and international organisations.

Through the course, the Department intends to prepare the students to gain productive employment in business houses after graduation while leaving the option for higher education open. This course aims to provide knowledge and skills in almost all areas of business to equip students to take up entry level jobs in different sectors of commerce, trade and industry. The course opens up options for
students in areas of business like Sales and Marketing, Accounts and Finance and Human Resource Development.

Four Year Undergraduation Programme in Commerce with Multiple Degree Options

The four year undergraduate programme envisages effective teaching in Commerce using innovative methods, projects, practical training and fieldwork. The course has been designed in such a way that student is exposed to a wide array of topics giving equal emphasis to pure and applied aspects of the subject. The scheme of year-wise paper options in each semester is as under:

- Students opting for Commerce as main/major subject are required to take all the papers of Discipline Courses-I. They will also be required to take all the papers of Foundation Courses, IMBH/CA and all the papers of Applied Courses. In addition, they will be required to take papers from Discipline Course-II from subjects other than Commerce.

- Students opting for subjects other than Commerce as major may take Commerce as minor by taking all the papers of Discipline Course-II.
Degree Nomenclature:
- Diploma after 2 years
- Bachelor (Commerce) after 3 years
- Bachelor with Honours (Commerce) after 4 years

The scheme of papers to be opted in each semester:

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>FC</th>
<th>DC-I</th>
<th>DC-II</th>
<th>AC</th>
<th>IMBH/CA</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>I</td>
<td>4</td>
<td>2</td>
<td></td>
<td>1*</td>
<td>1-IMBH</td>
</tr>
<tr>
<td></td>
<td>II</td>
<td>3</td>
<td>2</td>
<td></td>
<td>1</td>
<td>1-IMBH</td>
</tr>
<tr>
<td>Second</td>
<td>III</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1-CA</td>
</tr>
<tr>
<td></td>
<td>IV</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1-CA</td>
</tr>
<tr>
<td></td>
<td>V</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1-CA</td>
</tr>
<tr>
<td></td>
<td>VI</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1-CA</td>
</tr>
<tr>
<td>Fourth</td>
<td>VII</td>
<td></td>
<td>2+1</td>
<td></td>
<td>1</td>
<td>1-CA</td>
</tr>
<tr>
<td></td>
<td>VIII</td>
<td></td>
<td>2+1</td>
<td></td>
<td>1</td>
<td>1-CA</td>
</tr>
</tbody>
</table>

- FC: Foundation Course
- DC-I: Discipline Course-I
- DC-II: Discipline Course-II
- AC: Applied Course
- IMBH: Integrated Mind Body & Heart
- CA: Cultural Activities include NCC, Sports, NSS, etc.
- *Language Course
FOUR YEAR UNDERGRADUATE PROGRAMME IN COMMERCE

Each DC-1 and DC-2 paper shall have the following features:

<table>
<thead>
<tr>
<th>Discipline Courses-1 (DC-1) (Sem. 1 to 8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each DC-1 and DC-2 paper shall have the following features:</td>
</tr>
<tr>
<td><strong>Theory</strong></td>
</tr>
<tr>
<td>- 5 hr/week</td>
</tr>
<tr>
<td>[-4 lectures and -1hr presentation/ week]</td>
</tr>
<tr>
<td>- 100 marks</td>
</tr>
<tr>
<td>(75 marks for final exam and 25 marks for internal assessment through presentation/project)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Discipline Courses-2 (DC-2) (Sem. 3 to 8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each DC-2 paper shall have the following features:</td>
</tr>
<tr>
<td>- 5 hr/week</td>
</tr>
<tr>
<td>[-4 lectures and -1hr presentation/ week]</td>
</tr>
<tr>
<td>- 100 marks</td>
</tr>
<tr>
<td>(75 marks for final exam and 25 marks for internal assessment through presentation/project)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applied Course (Sem. 3 to 6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each applied course shall have the following features:</td>
</tr>
<tr>
<td>- 3hr/week (lecture-cum-practical for hands on experience)</td>
</tr>
<tr>
<td>- 75 marks (40 marks for final exam and 35 marks for internal assessment through presentation/project)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research Methodology (Sem. 7)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Project Work (Sem. 7 to 8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- The Project Work to start in Sem. 7 and continue in Sem. 8.</td>
</tr>
</tbody>
</table>
## Discipline Course – I

<table>
<thead>
<tr>
<th>Semester/ Paper No.</th>
<th>Paper’s Title</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester - I</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 1</td>
<td>Business Laws</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 2</td>
<td>Financial Accounting &amp; Auditing</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester – II</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 3</td>
<td>Business Mathematics &amp; Statistics</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 4</td>
<td>Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester – III</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 5</td>
<td>Principles of Marketing</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 6</td>
<td>Financial Management</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester – IV</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 7</td>
<td>Cost Accounting</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 8</td>
<td>Corporate Laws</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester - V</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 9</td>
<td>Corporate Governance and Social Responsibility</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 10</td>
<td>Business Economics</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 11</td>
<td>Income Tax Law and Practice</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester – VI</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 12</td>
<td>Security Analysis and Portfolio Management</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 13</td>
<td>Corporate Accounting</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 14</td>
<td>Industrial Laws</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester – VII</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 15</td>
<td>Organizational Behaviour</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 16</td>
<td>Management Accounting</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 17</td>
<td>Business Research Tools</td>
<td>100</td>
</tr>
<tr>
<td><strong>Semester – VIII</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC I - 18</td>
<td>Foreign Exchange Management</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 19</td>
<td>Advertising and Brand Management</td>
<td>100</td>
</tr>
<tr>
<td>Paper DC I - 20</td>
<td>Project Work</td>
<td>100</td>
</tr>
</tbody>
</table>
## Disciplinary Course – II

<table>
<thead>
<tr>
<th>Semester/ Paper No.</th>
<th>Paper’s Title</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester – III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC II - 1</td>
<td>Setting up a Business</td>
<td>100</td>
</tr>
<tr>
<td>Semester – IV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC II - 2</td>
<td>Marketing for Beginners</td>
<td>100</td>
</tr>
<tr>
<td>Semester – V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC II - 3</td>
<td>Financial Reporting &amp; Analysis</td>
<td>100</td>
</tr>
<tr>
<td>Semester – VI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC II - 4</td>
<td>Personal Tax Planning</td>
<td>100</td>
</tr>
<tr>
<td>Semester – VII</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC II - 5</td>
<td>Investing in Stock Market</td>
<td>100</td>
</tr>
<tr>
<td>Semester – VIII</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper DC II - 6</td>
<td>Insurance &amp; Risk Management</td>
<td>100</td>
</tr>
</tbody>
</table>

## Applied Courses

<table>
<thead>
<tr>
<th>Semester/ Paper No.</th>
<th>Paper’s Title</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester – III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper AC - 1</td>
<td>E- Business &amp; Cyber Laws</td>
<td>75</td>
</tr>
<tr>
<td>Semester – IV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper AC - 2</td>
<td>E- Marketing</td>
<td>75</td>
</tr>
<tr>
<td>Semester – V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper AC – 3</td>
<td>E-Accounting</td>
<td>75</td>
</tr>
<tr>
<td>Semester – VI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper AC - 4</td>
<td>E-Filing of Returns</td>
<td>75</td>
</tr>
</tbody>
</table>
FOUNDATION COURSES:

- Language, Literature, and Creativity –I (Hindi/MIL)
- Language, Literature, and Creativity –II (English)
- Information Technology
- Business, Entrepreneurship, and Management
- Governance and Citizenship
- Psychology, Communication and Life Skills
- Geographic and Socio-Economic Diversity
- Science and Life
- History, Culture and Civilization
- Building Mathematical Ability
- Environment and Public Health

TEACHING HOURS:

- Foundation Course: Language, Literature, and Creativity to be offered in semester 1st and semester 2nd: 5 periods/week (4 lectures + 1 student’s presentation) Hindi/Sanskrit/MIL/Persian/Arabic/English
- Others foundation papers: 3 periods/week (2 lectures + 1 student’s presentation)
- DC-I & DC-II : 5 periods/week (4 lectures + 1 student’s presentation)
- Applied Course : 3 periods/week (2 lectures + 1 student’s presentation)
- IMBH/CA: 2 periods/week (to be part of the workload)
- Tutorial/Practical will continue wherever applicable
Faculty Profile

Dr. Savita Gopal

Dr. Savita Gopal joined Lady Shri Ram College in August, 1978 immediately on completion of the post graduate programme in commerce with the first position in the University of Delhi. She did her M.Phil programme in 1981 from Delhi University. She was awarded Ph.D in Finance and Accounting area under the head “Risk and Growth Relationship in Industry” in year 1987.

Dr. Savita Gopal has been associated with LSR and the post graduate teaching at University. She was member of Expert Review Committee of UGC with regard to Special assistance Programme in Commerce and also Member of Review Committee for course content for NET Examination. She was also the panel member to evolve standard for commerce education in India. She was also the member of the UPSC commerce panel. She was also the resource person for refresher courses at Saurashtra University in Gujarat. At LSR besides the teaching she has been the member Governing Body, Hostel Warden, Staff Secretary, Examination Incharge, and in various other administrative committees as per the requirement and needs of the college. Recently she was the Principle Chief investigator of the University Research Project on “The study of Corporate Social Responsibility practice on MNCs in India”. She is also associated in preparing and publishing study notes and books for the commerce related courses.

Mrs. Kusum Gupta

Mrs. Kusum Gupta did her B.Com (H) from Shri Ram College of Commerce in 1978 securing first division. She passed M.Com in 1980 with Accounting and Finance specialisation from Delhi School of Economics. Soon after finishing her post graduation, she joined Lady Shri Ram College in August, 1980 and has been teaching here for past
32 years. She did her M.Phil in 1984 on the topic “Working of Stock Exchanges in India: A case study of Delhi Stock Exchange”.

Dr. Maninder Duggal
The association with LSR began in 1976, when she enrolled herself as a student in this prestigious college for doing B.Com (H). Dr Duggal joined the faculty LSR in 1981 after completing M.Com from Delhi School of Economics. The very next year she enrolled for M.Phil in Finance and was awarded Ph.D Degree in 2000. The area of specialisation was management and the topic of research was “Crisis in Middle Management”.
She is heading SIFE (Students in Free Enterprise), now called “Enactus, LSR chapter” and has been organising department tours for the past few years.

Dr. Sunaina Sardana
Dr. Sunaina Sardana joined LSR College as a post graduate from Delhi University in November, 1979 as a temporary teacher first and then as a permanent teacher in September 1983. By the time she had finished her M.Phil in Organizational Behaviour and Human Relations. She got her Ph.D in October 1993 on the topic “Organisational Climate in the Public Enterprises in India”. She has been involved in Post Graduate teaching at North and South Campus of Delhi University for the past 15 years intermittently. She has been the Staff advisor to the students union for past two years and is also part of the hostel committee.

Mrs. Jyotsna Arora
Jyotsna Arora joined LSR as a student in the year 1980. She did her M.Com from South Delhi Campus in 1985 and joined the institute as a teacher the same year. During the year of post graduation she did a project on “Recovery Management” in DFC.
She has been Association Incharge over the years and is also the Cafe Convenor of the college. Recently she has got associated with a project granted by Delhi University “The study of Corporate Social Responsibility practice on MNCs in India”.

**Dr. Arvind Kumar**

Dr. Arvind joined the college in July 2005. He did his graduation from Dr. B.R. Ambedkar University, Agra in 1996 and M.B.M (Master of Business Management) from Dayalbagh Educational Institute, Agra in 1999 in H.R.M and Marketing. He did his Ph.D in 2004 on “Job Satisfaction of Employees – A Comparative Study of Public and Private Sector in India” from DEI, Agra. He is Certified Entrepreneur Educator from Stanford University, USA. He is the Head of the College Placement Cell.

**Ms. Deeksha Mehra**

Deeksha Mehra did her B.com (Hons.) from Delhi College of Arts and Commerce (2008) & M.Com from Department of Commerce, Delhi School of Economics (2010). She has been awarded Junior Research Fellowship from UGC in 2012. She has 1 and half year of teaching experience in UG courses. Her areas of interest include marketing, finance and Human resource management. Currently she is pursuing M.PhiL from Department of Commerce in the area of Marketing. She has attended various seminars, conferences and workshops.

**Ms. Shreya Jain**

Shreya Jain completed her Graduation, Bachelors of Commerce (with Hons.) from Shri Ram College Of Commerce in 2009 and Masters in Commerce with specialization in finance and taxation in 2012. She is also an Associate Member of ICAI (Institute of Chartered Accountants of India) and has been placed twice in the All India Merit List at the foundation and intermediate levels. Currently she is pursuing Bachelors of Law (L.L.B) from Faculty of Law, University of Delhi.
COMQUEST

The Commerce Department at Lady Shri Ram College recognised the importance of practical exposure for students since the very beginning and had been actively organising seminars, workshops, talks, panel discussions, debates, presentations and industrial trips for its students. In the year 1996, it organised its first Inter-College Meet. It was the “QUEST FOR COMMERCE” and soon COMQUEST became a permanent part of the B.Com (H) students of LSR.

The main objective of COMQUEST is to spread practical knowledge with regard to business world amongst the students of all fields. The guiding spirit of the event is the quest to learn. Students and faculty have been equally involved to invite eminent speakers from various fields. Over the last eight years, Comquest has gone through a
phenomenal change and growth. The increase in the number of students and faculty attending the event have increased manifold.

Panel discussion by ‘Business Gurus’, quizzing, debates, book-reviews, symposiums and informal events like Hash, which include Ad-making and logo guessing is what Comquest is made of. Last year, for the first time in the history of the Department “COMQUEST” was organised on an All India scale. It saw participation from faculty and students from reputed institutions from all across the country. Comquest 2012, celebrated the theme of corporate social responsibility. A brief about last year’s activities during Comquest is as under:

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**COMQUEST 2012**

**Corporate Social Responsibility**

**(A Gender Perspective)**

- **Inaugural Ceremony by Dr. Shayama Chona:** Comquest, the annual festival of Department of Commerce, was inaugurated by a pioneer in Social Responsibility, Padma Shri, Padma Bhushan awardee Dr. Shayama Chona and Dr. Ritu Juneja, the director at Tamana.

- **Book discussion on ‘The Art of Effective Giving’ by R.M. Lala:** The next session began with presentations by the students on the book by Shri R.M Lala, which took the course of a healthy discussion amongst students and the faculty.

- **Corporate Innovation Workshop by Dr. Rekha Shetty:** After her success in some heavy industries and banking giants of the country, Dr. Rekha Shetty, quit a career in corporate world to ignite young minds and nurture thinking. Her workshop “Success through Innovation” as a part of Comquest was very enriching which directioned our thoughts as to how to go about innovation.

- **Talk on CSR in Banking Sector by Mr. Dalbir Singh:** Mr. Dalbir Singh is the Chairman and Managing Director of Central Bank of India and has been a part of many prestigious banking and finance institutions.
He emphasised that the biggest social responsibility of the banking sector is the nationalization of banks.

**Talk by Mrs. Meena Chaturvedi:** Mrs. Meena Chaturvedi has been a civil servant as a member of the Indian Audit and Accounts Service. The debate was on whether CSR should be mandated upon the companies or be left open as a voluntary option.

**A National Seminar on Corporate Social Responsibilities was held at India International Centre which was inaugurated by SHRI SALMAN KHURSHID (Hon’ble External Affairs Minister, India) and other esteemed guests were PROF. DINESH SINGH (Vice Chancellor, University of Delhi) and MR. ARUN BHARAT RAM (Chairman, Lady Shri Ram College). Speakers from various industry corporate sectors highlighted the various issues related to the subject.**

**Paper Presentation and Informal Events**

**PAPER PRESENTATIONS:** By faculty, students and research scholars from various colleges across India, the paper presentation competition on “Corporate Social Responsibility, A Gender Perspective”, organised as a part of Comquest 2012, created a platform for various viewpoints to be heard.

**INFORMAL EVENTS:**

**AD MAD**

The event involved preparing an ad on a topic given to participating colleges within 15 minutes. The event was judged by Ms Charushilla Narula, head of admissions ISBF and Mr. R.K. Singhal, Asia pacific institute of management.
GO GREEN
Go green gave participants a chance to create a marketable object from waste within a span of 40 minutes. The 10 teams that participated brought their own stuff to which a core waste material was given to them on the spot. The event was judged by Deepika Papneja ma'am and Shruti Chopra ma'am.

CINEVISTA – The movie making competition
The movie made was to be reflective of student’s views about CSR. Wide-ranging dimensions of CSR were left open to participants like, personal narrative, experiences and feelings woven into a short movie, ad campaign addressing a social cause, audio-visual clip, or animation film on any social issue.

AMAZING RACE
The Amazing Race witnessed the participation of 21 teams from prestigious colleges. The teams wracked their brains to solve the gripping and mind-boggling clues, each one revealing the answer to the next.
Other Departmental Activities
Apart from Comquest, we as a department take keen participation in all of the different events in college. Last year we, very successfully celebrated Teachers’ day, Freshers’, the Department Farewell, the Department Assembly, and also a gift exchange programme among the various batches in the Department.

There also is a small informal society called “ComSoc” in our Department. ComSoc is a commerce student’s discussion platform with an aim to engage and encourage students to research, discuss, and voice their opinions on several current topics relevant in the current scenario. To disseminate the information gathered to a wide number of students we have a facebook page called NEWSCASTS. Under it various symposiums, quizzes, etc are conducted.
Another rather interesting project which our department can boast of being a part of is the “ENACTUS, LSR Chapter”.

**ENACTUS LSR**

Enactus is a worldwide community of students and business leaders who share a common mission: to use entrepreneurship for creating opportunities for the unprivileged and transforming their communities. It was earlier called SIFE (Students in Free Enterprise). It currently operates in 39 countries, 1600 global Universities, and has 62000 student participants.

Team Enactus LSR represented college at the Enactus National Competition in Mumbai and has done the college proud by achieving the first prize in their League and overall the fourth prize for its PROJECT MAATI.
Our Alumnae

This course at present is extremely professional and will enable the students to join jobs immediately after doing their graduation. Since the inception of this department the following business houses have been the prominent placement providers to our students.

- Arthur Anderson
- Price Water Cooper House
- K.P.M.G
- Deloitte
- McKinsey
- TCS
- HSBC
- American Express
- Hindustan Lever Ltd
- Bharti Tele-Ventures

The students with an inclination towards the accounting discipline are more keen on joining the financial organisations for articleship. Maninder Duggal, Jytosna Arora, Abha Shukla, Radhika Vasudevan, Raman Bindra and Kavita Ahooja took up academic careers and are all presently teaching in Delhi University Colleges.

There is an endless list of Chartered Accountants produced by LSR. Awantika Khanna, Namrata Mehta, Ruchi Singhal, Priyanka Menon, Shruti Singh are to name a few.

Besides securing their positions in the business world, a few of our alumnae have also moved in various other fields like Meeta Pandit: Vocalist, Yamini Reddy: Kuchipuddi Dancer, Shruti Khanna: Ace Golfer, Namerata Batra: Social Worker, Anupama Verma: Model, Aditi Chaddha: Freelance Journalist.
Lastly, we would like to wish all the students joining us this year all the very best for this wonderful journey that awaits them and we hope that together each one of us will take the name of our Alma Mater to even greater heights.

The project: “The study of CORPORATE SOCIAL RESPONSIBILITY practices of MNCs in INDIA” Project Code: LSR – 101 under Innovation Projects sponsored by the university of Delhi was a new experience in the field of inter-disciplinary research for faculty and student. A brief summary of the project learning experience is highlighted below.

Objective

The broad objectives of this study are:

- To familiarize students with aspects of corporate social responsibility in a developing economy setting.
- To synthesis the different stages of development of the idea and practice of corporate social responsibility, and suitable interventions in successive stages of development.
- To have an in-depth understanding of four companies with regard to corporate governance and social responsiveness.
- To identify innovative practices in corporate social responsibility in India.

The innovation project has been instrumental in establishing an interface between industry and academics that has made us ask questions, challenge systems, be innovative and cope with the change. It was an opportunity to test our classroom knowledge in a real world situation. It not only helped us obtain clarity on the concepts we learn, but spurred us to further research to obtain greater depth in our knowledge base.

After this research project we can certainly say that CSR is no longer simply about writing a cheque for your local authority, it is rather about reaching out to the society at large to make an actual
difference. CSR is good business. This project has bridged the gap between classroom learning and practical experience. Having an engagement with this project for one year, we have recognised not only a company’s responsibility but also our own responsibility towards the society and fellow people. The seeds of social entrepreneurship have been sown in us which will bloom really soon. We want to make a difference in the lives of several people. And if we have the will to make a change, there are numerous ways to facilitate it.

Universities are often looked upon to take a leadership role within societies. They are expected to lead by example whether through advanced research or by extending the bounds of justice on a global scale. Meanwhile, a societal trend that has been gathering momentum over the past couple of decades or so is the significant role of corporate social responsibility (CSR).

The growing importance of CSR in the business world is clear. But is CSR important to educational institutions?

Of course CSR is important for an educational institution as this is the place where the leaders for tomorrow germinate. By imbibing these important social skills LSR is creating responsible citizens. As an apex institution LSR has played a pivotal role in developing and contributing to the society. And now with this research experience and exposure LSR will be able to discharge this responsibility in a more realistic manner.

This one year long research work on corporate social responsibility uncovered the various dimensions of the subject and gave in depth knowledge of the same. This type of a research introduces a new teaching pedagogy of learning outside classroom by direct interaction with the real world. The students have benefited from being in close association with the five group of MNCs included in project innovation 101. Having visited their corporate offices in Delhi as well as Mumbai and the CSR sites in Rajasthan and Haryana not only showcased our efficiency as a team but also our commitment towards it. In addition, organizing a National Seminar on Corporate Social Responsibility from Gender Perspective provided an insight to another area of CSR where eminent speakers of leading organizations and students from across the country were invited to present their
contribution and understanding of the panel topic. This widened the horizons of the students of the institute which not only contributed to their overall development and understanding it also counts as a success for the institute because it is the students and faculty that form the heart and soul of any college.

Besides the multitude of innovation projects granted to various other colleges by the University, Lady Shri Ram College was privileged to be given this vital responsibility to work on Corporate personality.

We are thankful to the college and especially our mentor, Dr. Menakshi Gopinath for her constant support and guidance to carry out the research program efficiently and effectively.

This also enabled us to participate in Antardhwani at the University and learn about many new research projects.

The department plans to participate in the Annual Congress in March 2014 with panel discussion and informal events as per the following details.

Proposal for the Academic Congress 2014- Department of Commerce

Responsibility Redefined- Breaking the Corporate Glass Ceiling

The last decade has witnessed a growing awareness of the value women bring to the workplace, the impact they make on organizational bottom line and the contribution they make to the economy at large. This has driven policy makers and industry leaders to support women’s engagement in the workforce, and their ascension into positions of greater influence.

However, there’s no doubt that unconscious bias, and even outright misogyny, still exist in work places today. There is a big barrier holding women back from meeting their aspirations and impacting society in an effective manner. It’s not a concrete divide, but rather a transparent, and often an invisible ‘glass ceiling’, which tends to restrain them. This is further exaggerated by their own inhibitions and by the misgivings they have about their ability to succeed and handle the demands of leadership without sacrificing their other responsibilities outside the workplace.

Despite this not so subtle impediment, some women have exemplarily crossed the threshold by increasingly establishing their worth and proving their intellectual prowess coupled with sharp business acumen and
entrepreneurial skills. With a drastic change in their perception from being home-makers to business-makers, women are increasingly being recognized and celebrated for their ability to successfully lead businesses and generate business plans. They are risk-takers and decision-makers, and no longer afraid to be ambitious. Their fresh outlook towards traditional methods is a welcome change in a world where tried-and-tested methods have had their share of runs. Moreover, there is a growing fearlessness to venture into male-dominated arenas. It is this spirit of fearlessness that we wish to commemorate, discuss and give it its due, by way of a formal panel discussion to mark the growth that has chartered its way through unchartered territories. We hope this to be a befitting prelude to the Academic Congress 2014, with eminent speakers such as Mrs. Sushma Berlia, Mrs. Anu Aga, Mrs. Chanda Kochchar, Ms. Rajshree Pathy and the like. Their unique and inspirational stories about how they have redefined responsibility by turning the odds in their favor make for a distinguished start to the celebration of gender in the corporate world.

Keeping the same in mind, we wish to organize academic competitions for the delegations of a select few distinguished colleges. We wish to include a real time strategy simulation in which the teams will be required to solve the strategic real time problems faced by different women entrepreneurs in their respective ventures after a detailed interaction with them. In addition, we also propose to have a few other engaging activities centered about the same theme such as paper presentations, marketing case studies and entrepreneurial competitions.

By the end of the interactions we hope to have meaningfully contributed to the celebration of the power and dynamism of women during the three day academic congress. We hope to have by this endeavor indulged in thought provoking discussions and gained insight and understanding into the gender bias and barriers which continue to exist in society and the workplaces even today. Though we appreciate glass windows and doors in our workplaces, ‘glass ceilings’ are something we definitely need to break and rise above of.

Programme Schedule:

6th March (9:00 am to 12:30 pm): The Roundtable: A discussion by women industrial stalwarts on gender based issues and hindrances in the work place and how they’ve managed to break free of the glass ceiling in their respective careers.
6th March (2:00 pm to 5:00 pm): A business plan cum marketing video presentation based on gender issues.

7th March (2:00 pm to 5:00 pm): Interactive competition on strategic solutions to real time problems faced by women entrepreneurs.

The details of the Departmental activities reflects learning beyond the prescribed syllabus with interactions with industry, corporate, and the stake holders in all the business activities. The individual responsibility of each person for contribution to society at large together with a successful career is inculcated.