



DEPARTMENT OF COMMERCE

INNOVATIVE/BEST PRACTICE

TITLE OF THE PRACTICE: “ONE LOGO A WEEK OF A BUSINESS FIRM”

THE OBJECTIVES:

1. The main objective is to make every student an active participant in the classroom in by knowing the logos of business firms every day.
2. To aware the students regarding the importance of logos Quality and Values and brand identity.
3. To make the learning permanent regarding Logos and overall essence.
4. To build the confidence among the students regarding Logos of Business Firm.

THE CONTEXT

A logo is an important part of a company's message, marketing and image because it immediately conveys to the viewer the company's mission and values. It keeps the company ever-present in the consumer's mind when it is easily recognized and used consistently on all company advertising and communications. Throughout the years, logos have been an important part of brand marketing and brand identity. Keeping in view the department of commerce is decided to involve the students in knowing the Logos of Business Firm and their importance. Hence this practice is started from the academic year 2018-19 and continuing till the date

THE PRACTICE

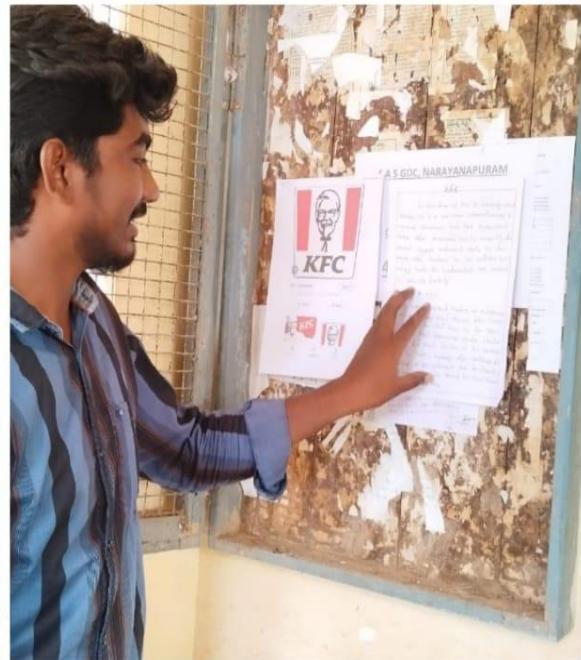
Keeping in view the importance of Logos of Business Firm our commerce students collect a logo and prepare the notes on the importance and vision of logos of Business Firms and display at the department. The displayed logo and its importance is kept for One Week. Students from commerce and other faculties watch the logo board and note its relevance. After each week logo is replaced on each Monday and students in a class serially display as per their roll numbers and year

EVIDENCES OF SUCCESS:

1. Student's shown interest in collecting the logos of business firms. And prepared notes and help in shaping students towards entrepreneurship.
2. The collection of logos of business firm makes the student aware regarding the logos of business firm.
3. Students appearing for M.COM/ MBA entrance exams are benefitted.

PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED :

1. Most of the logs were collected from the websites of the business firms and internet at local villages.





Signature of the coordinator

Signature of the principal