



DEPARTMENT OF COMMERCE (SHIFT-II)
LOYOLA COLLEGE (AUTONOMOUS)
Chennai – 600034.



ANNUAL REPORT (2021-22)

About the Department:

The department has been providing quality education since 1998 when B. Com was started in the Shift-2 stream. Currently, there are around 1200 students pursuing their education in commerce (Shift-II). The department teaches the syllabi through learner-centered teaching methods such as case studies, role play, field visits, research article writing and project work. Besides the regular program, the department offers value-added and co-curricular programs. Due care is taken to enhance the learning capability of slow learners through remedial / enabling classes organized. Students of the department bring laurels to the department by showcasing their talent and skills in various spheres (sports, cultural & academics) with the help of the faculty members and commerce forum.

Association Activities:

The Commerce Forum – a student body working in guidance with faculty members was constituted within the department with the sole purpose of bridging the gap between the students and the department. It focuses on bringing out talents and creating a plethora of opportunities for the students by conducting various events and encouraging students to showcase themselves and simultaneously working on solving various issues as well as prioritizing the well-being of the student community in the department on the whole.

The Commerce Forum works around the motto “TALENTS TRACED, RAISED & PRAISED”. Two faculty members are designated to guide the students in all aspects and the holistic development of student. During the academic year (2021-22) Prof. J. S. Siva Prakash and Prof. D. J. Joyci Christi have taken up the role as “President” and “Vice President” of the commerce forum respectively. The student body representing the entire student community of the department was chosen using the Interview method by president and vice-president of the commerce forum for the academic year 2021-22.

Commerce Forum Office Bearers List:

Secretary and Joint Secretary: DENVER D’CRUZ (19-UCO-254) & PRATAP A (20-UCO-522)

Publications: MOHAMMED THOUFEEQ (19-UCO-340) & TEJASWIN J (20-UCO-464)

Sports: MAHESHWARAN (19-UCO-571) & S. BHARATH (20-UCO-210)

Event: SRIVATHSAN (19-UCO-349) & VENKATACHALAM .C (20-UCO-628)

Attendance: DESMOND DAN VINCENT (19-UCO-412) & T. S. ARAVINDH (20-UCO-467)

Documentation: VANSH R CHAWLA (19-UCO-556) & PUGHALYENDI R (20-UCO-610)

Finance: HUSSAIN FAKRUHDIN (19-UCO-258) HARIHARAN C (20-UCO-266)



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Commerce Forum Inauguration – Student Office Bearers with Faculty Members

Teacher’s Day Celebration – 5th September, 2021

The office-bearers of the commerce forum organized the Teacher’s Day celebration via the google meet platform where students conveyed their wishes to all the teachers by cherishing the hard work and sacrifices undergone by the Teachers every day. The forum members gathered in person to organize the event and thanked all the faculty members for being the guiding force for all the students in the department and acting as a stepping stone in students’ career.



Celebrating Nativity of Mother Mary – 8th September, 2021

The commerce forum organized the event ‘Nativity of Mother Mary’ through virtual mode during the first hour of regular classes. The auspicious day, 8th September, marked the birth of Mother Mary, was celebrated to pray for the success & glory of our beloved students and professors. This event enlightened the students

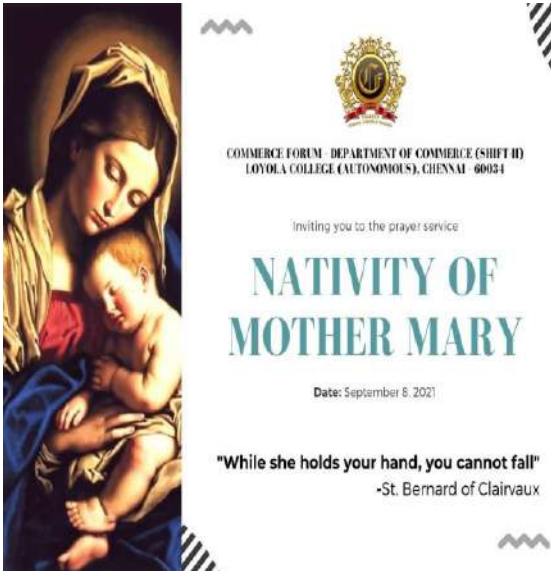


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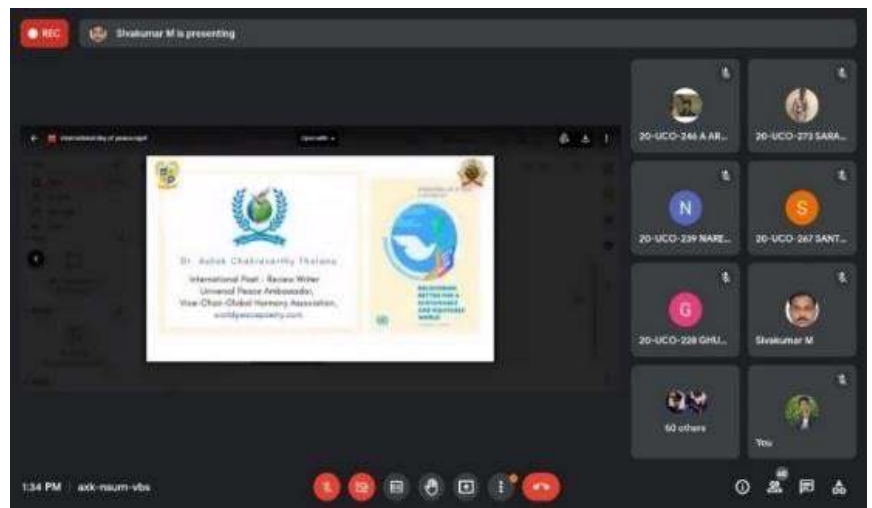
with spreading peace & spirituality and to find God in every person. Students were made to understand that everything we do is “for the greater honor and glory of God.



Virtual Presentation during Online Classes

World Peace Day – 21st September, 2021

The Commerce Forum organized the event ‘World Peace Day’ for the commerce department students through the virtual mode which was conducted during the first hour of regular classes. The auspicious day of 21st September, was celebrated to strengthen the pursuit of world peace & observe the 24 hours towards the motives of non-violence. This event enlightened the students with peace & spirituality. The main takeaways from the event highlighted that great world leaders like Mahatma Gandhi, Martin Luther King, Nelson Mandela etc., are supporters & disciples of peace, and Peace results in a better & sustainable earth.



Virtual Presentation during Online Classes



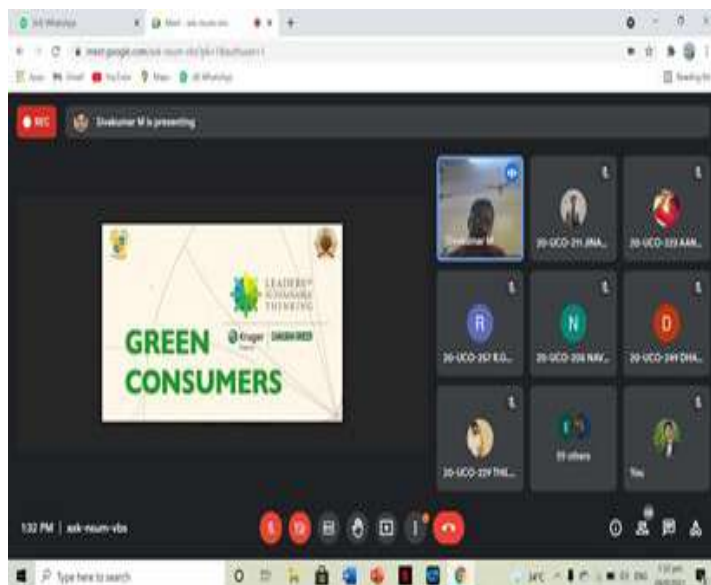
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Green Consumer Day – 28th September, 2021

The commerce forum organized 'GREEN CONSUMER DAY' through virtual mode during the first hour of regular classes. The day was marked to create awareness and to impart the importance of recycling-reusing and reducing waste material. This event enlightened the students to purchase products that are environmentally friendly / eco-friendly. The webinar focused on green consumer, sustainable development, education on use of green products and its usage.



Virtual Presentation during Online Classes

Commerce Forum Inauguration – 12th October, 2021

Commerce Forum for the academic year 2021-22 was inaugurated by Chief Guest Mr. Aloor Sha Navas (Member of Legislative Assembly - Nagapattinam Constituency). He deliberated for the need of young leaders in the prevailing situation of our country, in spite of having 40% of youth population our country runs out of good leaders. He also added that a great quality of leadership is that after being educated one must educate the general public who is devoid of basic necessities in their life. Further on, the oath-taking process was headed by Prof. D. J. Joyci Christi, Vice President, Commerce Forum. All office-bearers took an oath to make a commitment to the duties, responsibilities and obligations associated with the Commerce Forum. The office-bearers were distributed badges denoting their portfolio.



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Mr Aloor Shanavas - Addressing Office Bearers

INTAGLIO – 26th October, 2021

Intaglio '21 – An Intra departmental talent hunt event to bring out the hidden talents of the students of the department was organized on 26th Oct, 2021 in Bertram Hall. Chief Guest, Mr. Eisenhower Swaminathan advocated the importance of cultural activities in college life and explained how it would help the students to develop life skills, bringing out hidden talents in students and showcasing it. He shared the opportunities available to students in digital world and the growing need to develop new skills. He stressed on the requirement of knowledge and qualification in the growing competitive world, adding to it, he said that the students need to be more curious and seek knowledge from every nook and corner. He concluded with the quote “**ஊரார் பிள்ளையை ஊட்டி வளர்த்தால் தன் பிள்ளை தானே வளரும்**”

The prize distribution ceremony was elated by the presence of Mr. AMV Prabhakar Raja (MLA Virugampakkam constituency), who shared the importance of education. Further, he shared his life changing moment which took place during his college life (MGR College) where the faculties & professors encouraged him to take part in several cultural events which helped him nurture & reveal his hidden talent(s), adding to it his experience as cultural secretary and other positions in college life motivated him to break all the barriers and obstacles to reach greater heights in his life. He proudly acknowledged that his college life gave him courage to face more than 10,000 viewers in his party meeting and establishing a connection with several individuals, resulting in his election as the youngest MLA in the state of Tamil Nadu. The event came to an end with the distribution of Mr. Intaglio title to **Mr. T Bhavesh Kumar (19-UCO-514)**.



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Mr Eisenhower Swaminathan addressing Students



Mr Intaglio '21 - Bhavesh (19-UCO-514)

WINNERS OF INTAGLIO '21

TAKE THE MIC (SINGING) –

- Robin KS (20-UCO-521)
- Sadiq Ali Ahamed (20-UCO-277)
- Karan Hamir Sampath (20-UCO-202)



BEST MANAGER-

- Kevin Marthandan (20-UCO-480)

- T Bhavesh Kumar
(19-UCO-514)

- Anirudh Prasanna G
(20-UCO-451)

THE NOTION DISCOURSE (ENGLISH DEBATE)-

- Caleb (20-UCO-238)
- Abeenav (19-UCO-533)
- T Bhavesh Kumar (19-UCO-514).



SORPOR (TAMIL DEBATE)-

- Deepak. B (19-UCO-483)
- John kewin. K (19-UCO-306)
- Jeevan. R (20-UCO-276)



SHARK TANK (BUSINESS PLAN)-

- Sachin Sam Britto (20-UCO-351)
- Jinash P Jain (20-UCO-211)
- Vasantha Rajan V (20-UCO-568)





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THE PERFECT PORTRAIT (PHOTOGRAPHY)-

Rishi Vignesh (20-UCO-236)

Daniel Joshua Peerez (20-UCO-434)

Kishore Nayack (20-UCO-275)



CHANNEL SURFING

I. Pranav Aravind V K (20-UCO-527)

Daniel Joshua Peere (20-UCO-434)

Mohan Raj (20-UCO-656)

AnushKalyann K (20-UCO-420)

Dinesh V (20-UCO-543)

II. Karan (20-UCO-202)

Bhavesh Kumar T (19-UCO-514)

Amos Alfred (20-UCO-214)

Kishore Nayack S (20-UCO-275)

III. Abdul (19-UCO-421)

Ajay D (19-UCO-634)

Desmond (19-UCO-412),

Tarkesh C (19-UCO-404)



CREATIVE WRITING (ENGLISH)-

Naressheg (20-UCO-239)

Ebin P Biju (20-UCO-220)

M Tharun (20-UCO-667)



CREATIVE WRITING (Tamil)-

John Kewin K (19-UCO-306)

Surya B (20-UCO-633)

Riyaz M (20-UCO-626)





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DOODLING-

- Kevin Clinton (20-UCO-417)
- Leander Rozario (20-UCO-515)
- Arun Kumar (20-UCO-575)



STOCK WARS-

- Rishab S Jain (19-UCO-545)
- Sachin K Davey (19-UCO-257)
- Surya Sankar V (19-UCO-403)



B QUIZ-

- Jinash P Jain (20-UCO-211)
- Charles Caleb R (20-UCO-310)
- S Mohammed Hisham (20-UCO-541)



MEMELICIOUS (MEME CREATION)-

- Yuvaraj (20-UCO-662)
- Amos Alfred Raj (20-UCO-214)
- Sakthi Saravanan.S (20-UCO-377)



Mr A M V Prabakar Raja addressing Students during Valedictory Function



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CHRISTMAS DAY CELEBRATIONS – 9th December, 2021

Christmas day celebration was conducted by the students and forum office-bearers. They collaboratively made and installed a Christmas crib signifying and celebrating the birth of Jesus Christ. The office-bearers and faculty members shared greetings and celebrated by sharing gifts and sweets among everyone. They also shared sweets among the students present during the day. The faculty members also took part in the Christmas carol competition and crib competition organized by the Dean of Students, Loyola College.



WOMENS DAY CELEBRATION – 8th March, 2022

On account of the Women's Day Celebration, Commerce Forum office bearers acknowledged and focused specifically on the contributions of the Women staff in the Department. Four office-bearers recited a Tamil poem, speech and sung a song honoring and thanking the hardships faced by the women in their daily lives.





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SPORTS DAY'22 - 1st April, 2022

Sports day celebration for both shift I and shift II was organized by the college on 1st April 2022. Students of the department were given the opportunity to take part in track, field and team events. The department bagged 1st place in Volley ball and reached semi-finals in basketball. The department bagged overall runner-up in the Track events. The department appreciates the efforts of students Mr Bhuvanesh (20-UCO-270), Mr Kevin Clinton (20-UCO-417) & Felix (20-UCO-524) for their hard work and dedication in winning the trophy for the department.



OVATIONS'22 – 29th & 30th April, 2022

The inter-departmental cultural extravaganza of Loyola college “Ovations 2022” began on April 29, 2022. Ovations lays a platform for the students to exhibit their talents and skills with great enthusiasm culminating the talents of students in all the departments. The Light music team of the department bagged first prize in the main stage event and in western dance as well, in a row. With tireless effort and hard work of the teams they are able to boost the points to the department. Although, with the efforts and hard work made by the forum office-bearers, the championship trophy slipped hands with really a close call.

VALEDICTORY – 24th May, 2022

The Valedictory function marking the closure of all the association activities of the commerce forum. The Chief Guest Hon'ble Deputy High Commissioner of Bangladesh in South India Dr Shelley Salehin was kind enough to show his presence for this auspicious event. This program was conducted with the sole purpose of celebrating and acknowledging the efforts and accomplishments achieved by the students. A token of appreciation was planned and decided to honour the best outgoing students of the year 2021-22 on the basis of Academics, Sports & Cultural Achievements. The best outgoing student of the department, in academics was given to Mr Srinivas (19-UCO-617), in sports to Mr Jayakar (19-UCO-503) & in cultural activities to



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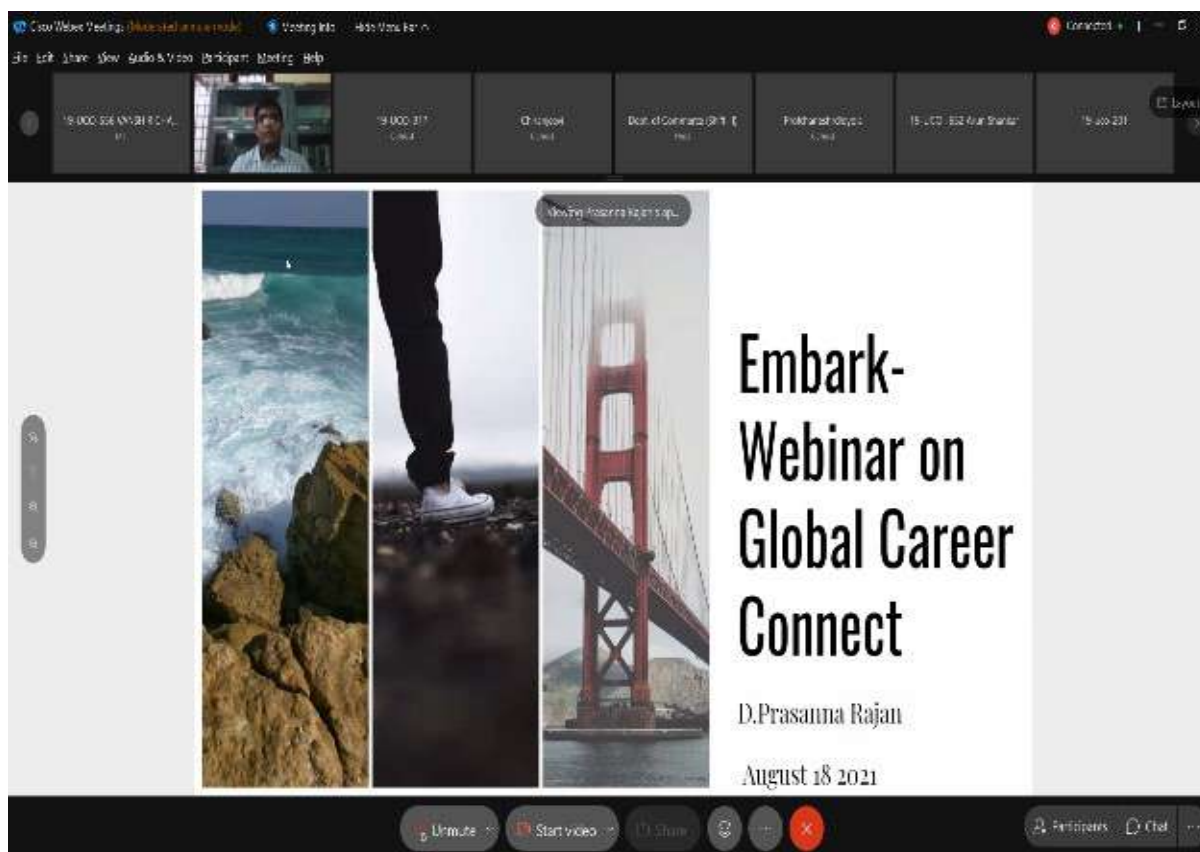
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Mr Nitish (19-UCO-426). A newsletter enlisting all the achievements of the students, faculty members and the department named “CRESCENDO” was unveiled by the chief guest during the valedictory function.

ACADEMIC ACTIVITIES

Webinar on “EMBARK” – Global Career Connect – 18th August, 2021

Mr. D Prasanna Rajan made a presentation explaining in a detailed manner the various pathways to pursue in career life after undergraduation. The benefits of studying abroad, differences between various master’s programs & degrees were enlightened during the webinar. The students were also given a brief understanding on clearing various exams to get qualified for seeking admission into universities across the globe.



Webinar on BUSINESS ANALYTICS – “Simplify Data to amplify its value” – 26th August,2021

The department in association with ICFAI Business School, Bangalore conducted the webinar on the theme “Business Analytics – Simplify Data to Amplify its value” exclusively for the final year students giving clear information on business analytics and its application in various industries. The presentation by the resource person Dr. Swetha Puneeth (Associate Professor, IBS Bangalore) gave clear understanding about the dynamics of business analytics with a view to help students to understand the benefits of business analytics in day-to-day life.



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IBS
ICFAI BUSINESS SCHOOL

DEPARTMENT OF COMMERCE (SHIFT- II)
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In collaboration with
ICFAI BUSINESS SCHOOL, BANGALORE

organizes a webinar On
**"BUSINESS ANALYTICS – SIMPLIFY DATA TO
AMPLIFY ITS VALUE"**

for B.Com. final year
Students

RESOURCE PERSON
Dr. Swetha Puneeth
Associate Professor, IBS Bangalore.

26. 08. 2021 10:00 AM

Join using the link below:
<https://us06web.zoom.us/j/861312787887>
pwd=WjQ0UWVnaDVUNzB2MkUuXUJ05jeyU09

Registration Link:
<https://forms.office.com/r/WA1aQvi2yX>

BUSINESS ANALYTICS

Business Analytics is the process of collating, sorting, processing, and studying business data, and using statistical models and iterative methodologies to transform data into business insight.

1. This all are combined to provide decision makers all the possible scenarios to make a well thought and researched/informed decision.
2. The computer-based model ensures that decision makers can see performance of decision under various scenarios.

"What gets measured gets managed" : Peter Drucker

**Webinar on INSOLVENCY & BANKRUPTCY CODE – “Facts & Implementation Challenges”
18th September, 2021**

The department organized this webinar event – **INSOLVENCY & BANKRUPTCY CODE: Facts & Implementation Challenges** exclusively for the final year students. The resource person Mr. Sakthivel extensively explained the various aspects and codes under the law of Insolvency & Bankruptcy providing useful insights to the students that would be helpful in their future endeavors. He quoted that cases of insolvency with the most media attention are not the ones of higher importance than some of the other cases as described illustratively during the webinar. IBC has been the official law exercising its rules to resolve all the issues surrounding the matter of insolvency & bankruptcy of companies.

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CHENNAI

DEPARTMENT OF COMMERCE (SHIFT - II)

Mr Sakthivel
Practicing Chartered Accountant &
Certified Financial Fraud Analyst.
Alumnus, Dept. of Commerce (Shift-II)

Talks on
INSOLVENCY & BANKRUPTCY CODE
FACTS & IMPLEMENTATION CHALLENGES

to all the final year
B. Com. students

18. 09. 2021 4:45 pm

Join using the link below:
<https://loynoia.chennai.wednet.com/loyolacollege/loynoia/>
MTPD...1029f1c2c5f5e3b4d0a7746b1c12706c974

Participants visible in the Zoom meeting grid:

- 19-UCO-556 VANSH R CHA...
- comerceT2@loyolacollege.e...
- 19-UCO-315
- 19-uco-201
- Anthony Nishanth_ 19-UCO-...



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LEADERSHIP TRAINING PROGRAM – 12th October, 2021

The department undertook to sensitize, motivate and train the selected office bearers of the Commerce and the class representatives about their roles and responsibilities organized a Leadership Training Programme on the 12th October, 2021 in YD Hall. Trainer Ms. Lalitha Nandakumar had an interactive and motivating session with the office bearers and the class representatives. They were divided into teams of 6 teams of 5 members each after a brief ice-breaking session and each team were given task to bring out new ideas working under crises situation. The teams came out with various plans like Start-up conclave, IPL team management, management week, Intaglio and event management “Sun-burn”. The office-bearers and class representatives actively participated and gained experience from the training program.



Webinar on “ENTREPRENEURSHIP CAREER CONNECT” – 25th November, 2021

Entrepreneurial Career Connect (offline and online mode) was organized by the Department in collaboration with the Loyola Institutions’ Innovation Council (LIIC). The webinar aimed at enhancing the perception of students on entrepreneurship as career path and the prospects associated with it. The webinar acted like a starter, which aims to raze the urge on the student’s entrepreneurial career aspiration. Mr Vijay Kapur, alumnus of the department was invited to share his expertise with the students. The key takeaways of the webinar were design thinking and its relevance to successful business, significance of branding and importance of differentiation, finding your passion and converting it into a venture, business model and success rate, preparing KPI KRA based on vision and connecting it with reward system, balanced scorecard and Data driven and strategic decision, power of thought and positive vocabulary, importance of sales funnel and Doing justice to your potential, importance shared responsibility in entrepreneurship and the significance of branding and differentiation in entrepreneurship.



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Awareness program on Reserve Bank Integrated OMBUDSMAN SCHEME – 8th December, 2021

The office of the RBI Ombudsman, Chennai organized an awareness program on Reserve Bank Integrated Ombudsman Scheme (RBIOS) through WebEx platform in coordination with the department. Smt. Sharmila Sampath Kumar, Deputy Ombudsman & GM, Chennai presided over the event. The event was attended by more than 552 participants including 30 students and professors from other countries as well. She elucidated on the changing landscape and mounting digital transactions, grievance redressal mechanism, consumer protection and confidence-building measures, one nation one ombudsman scheme, ease of lodging complaints, RBI circulars useful for commoners, refraining from falling prey to phishing and many more. The students gained more knowledge about banking and the importance of digitalization.





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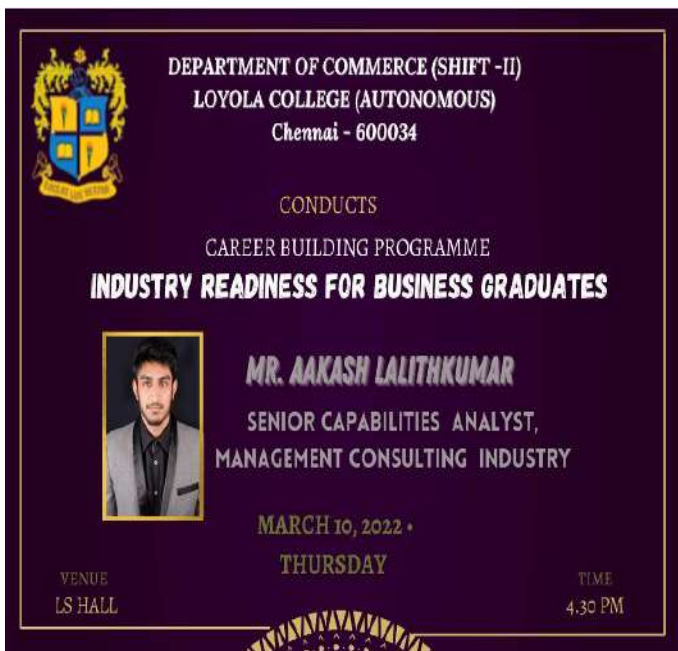


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Capacity building program on INDUSTRY READINESS FOR BUSINESS GRADUATES

10th March, 2022

The capacity building program was organized to acquaint students on their preparedness to be a team player while working in an organisation or in a workforce. Mr Aakash Lalithkumar, Alumnus of Loyola college and a senior capabilities analyst in Mckinsey Core APC regional team highlighted the importance of having a career plan, acquiring and developing one’s hard and soft skills, verbal and non-verbal communications, resilience, collaboration, ability to initiate, out of the box thinking and so on. The students realised the potential and the capability each individual requires to work in an organization or to lead an organization. The students felt that the program has imbibed in them a constant learning approach to understand all the nuances and skills that one should possess to excel in career.



Guest Lecture on INVESTMENT AVENUES & PORTFOLIO MANAGEMENT – 11th March, 2022

The department to nurture the interest of students on the various investment avenues and the manner in which the portfolio can be managed, organized a guest lecture by inviting the alumnus of the department Mr Sri Hari, a AMFI registered mutual funds distributor and a CMA by profession. Initially, he elaborated about portfolio, its construction and management. Secondly, he opined that pessimistic investor would not take much risk, rather would diversify his investment. Finally, students were enlightened about investing in stocks using CUP charts, umbrella chart and so on. The students felt and conversed that they have benefitted from the program.



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MANAGEMENT WEEK '22

Day 1 – ROLE OF FINTECH – 21st March, 2022

Management Week – A traditional academic event wherein experts from various fields such as Finance, Marketing, Human Resources, Entrepreneurship and so on will be invited to interact with students about the recent updates happening in the industry and in the respective field. The department undertook the initiative to sensitize students about the “Role of Fintech”, as students will be seeking to gain more knowledge on the usefulness of fintech in future and in their career. Mr. Sathya Narayanan Palaniappan, Head Financial Services Consulting Practice at Cognizant was invited as the resource person to give nuances about the role of fintech.



He deliberated that financial technology is the technology and innovation that aims to compete with traditional financial methods in the delivery of financial services. It is slowly, but steadily emerging to challenge traditional banking and financial players and covers an array of services, from crowdfunding platforms and



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mobile payment solutions to online portfolio management tools and international money transfers. Fintech is technologically enabled financial innovations that could result in new business, applications, processes, or production with an associated material effect on financial marketable institutions and the provision of financial services. The resource person explained the usage of traditional methods which is the cause of rapid increase in advancement and innovation.

Day 2 – RECENT TRENDS HUMAN RESOURCE MANAGEMENT – 22nd March, 2022

The Day 2 of the Management week hosted by the department focused primarily about Human Resource Management (HRM) and its recent trend. The resource person Mr. Sujith Kumar, Founder, Maatram Foundation and HR Business Leader, Infosys Ltd., Chennai gave wonderful and highly informative inputs on the topic “**Recent Trends in HRM**”. The students were acquainted with new trends in the field of HRM, such as; Hybrid Work-hybrid model of human capital management is a mix of common resource pool model and unique skill set model. The session was well received by the students and the feedback pointed out that it shall be implemented by students in the upcoming placement sessions.



Day 3 – RECENT TRENDS IN MARKETING – 23rd March, 2022

The department sensitized students on the recent trends in marketing and its significance for development of students' career. Dr. kriss Swaroop, Vice President in RWD builders speaking about the trends of marketing concluded digital marketing is the future of younger generation as we are in the era of “extra and excess information”. He said that students have to get adopted into various digital marketing tools and its adaptability into various verticals, digital control and confidence such as Block chain technology, Microsoft office, Cryptography, Data analytics, learning how to use NFT's for an organization and Search engine optimization were also pointed out. These skills are needed to survive and thrive in one's work life to assess things happening around and within us.



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Day 4 – STRATEGY FOR START-UPS – 24th March, 2022

Session started with an introduction about start-ups by Mr Hemanth, Founder, Coin Consult and Advocate, Madras High Court. He also detailed the differentiation between a start-up and business. Further, he talked about the process of idea generation i.e., innovation, identification of problem and solving and if already resolved, try doing it better with appropriate examples. Later he gave suggestions on choosing the appropriate form of business and he recommended to form either LLP or private limited company. Then he explained about the importance of start-ups getting recognized and life cycle of start-up, later he gave detailed explanation relating to the significance of terms like Funding, Pre-Seeding Round, Grants, Valuation, Exit Strategy, IPO, Market Share etc. Mr. Rohith provided a broad framework on import and exports & the required statutory compliances, further he explained about the criteria to choose between perishable and non-perishable goods for international trade, and the level of growth in number of containers each year in this competitive environment and significance of finding opportunity in all challenges and problems faced by him.





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INTERNATIONAL CONFERENCE ON BIZ 2025” – IDEAS, CHALLENGES AND OPPORTUNITIES TOWARDS THE TRILLION DOLLAR ECONOMY – 4th May, 2022

BIZ 2025 was conceived to deliberate the context by taking into account current issues, ideas, and possibilities available to various stakeholders and business houses that might contribute to the achievement of regional, national, and global economic goals. It provided a healthy platform for all active participants in the business to express their interest and thoughts in order to promote social science research. Mr Suresh Sambandham presided over the conference as Keynote speaker and highlighted that this conference is vital at this juncture. He opined that tamilnadu is the 1st state that will contribute largely towards the nation attaining trillion-dollar economy. The first panel session focused on IDEAS SHAPING BUSINESS TRANSFORMATION. Alumnus Mr Kaushal Singh moderated the session along with panel members Mr Sam Paul, MD of Paulsons group and Mr Sriram Sankaran opined that the ideas from younger generation can contribute towards successful and sustainable transformation. Second panel discussion on “PLUNGE TO SOAR” moderated by Mr Varinder singh, founder, Metaplast Adkrafts along with panel members Ms. Petula Thomas, CEO of Indo-Australian chamber of commerce and Mr Hemanth Krishna, Advocate Madras High Court and Founder at the Coin Consult.



The final panel discussion session dwelled upon the LEVERAGING OPPORTUNITIES to attain the trillion-dollar economy was moderated by Dr Shahjahan, former senior general manager, ElectroTech Associates, Saudi Arabia with the panel members Mr Kumaran, MD, Vanguard Logistics, Mr S. Narayanan, Co-founder of Unschool and Mr Kriss Swaroop, MD, RWD Constructions was indeed thought-provoking. The valedictory function of the conference received Mr Hariharan, Vice-President – Liaison & Public Relations, Quality Head – MIOT Hospitals and Dr Ranjitha Sudanthiram, MD, Bhalakh Medical Centre as chief guest



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& guest of honour. Their prolific deliberations on the contributions of the Health Care industry towards attaining the Trillion Dollar Economy were well received by the audience.

In the paper presentation competition organized for the students, Santha Rithikan (19-UCO-203) & Yashveer Chordia (19-UCO-273) were awarded with cash prizes appreciating their efforts in winning the competition. Among the participants, Ms. Aishwaria from Ethiraj College and Ms. Sirisha from DG Vaishanv College bagged the Best Paper Presentation Award. The student and participant winners also received a cash award of Rs.1,000/- for their commendable presentation.



Session on “CAREER COUNSELLING” – 17th May, 2022

The session on career counselling was organized by the department focusing on making the students to choose the right path after completing their under-graduation. Mr Gitson, an alumnus of the department and working as client partner of Access Health Care, Chennai was invited for an interactive session with select students who choose to pursue their academic career outside India. From his experience, he shared that each and every student should have a game plan and a proper groundwork to achieve the game plan. Furthermore, he insisted that focus of a student should be primarily to have a goal / path ahead to climb up the academic and career ladder. The urge to accomplish the goal will be driving force for anyone in the pursuit of their dream. The students felt and interacted in a meaningful conversation by seeking the advice of the resource person.



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STARTUP INITIATIVES:

SPICE TREES FOOD VENTURES PVT LTD.

 <p align="center">Kavin (19-UCO-202)</p>	
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The department in collaboration with Loyola Institutions’ Innovation Council (LIIC) aims to nurture the ideas of the student in the department by providing guidance to convert their ideas into start-ups or support towards protecting through IPRs. Mr Kavin (19-UCO-202) came up with an idea of home-made spices that can be used for daily purposes in many households. He was given the opportunity to present his idea before a panel of subject experts Dr S. Prasanna Kumar, Coordinator, Prof. S. Charles Jail Singh, Innovation Mentor, Dr D. John Benedict, Faculty Advisor, Entrepreneurship Development Cell (EDC) from the department and Prof. Joy Samuel Dhanraj, Vice President, LIIC and Prof. Antoine Dominic, Convener LIIC for further guidance to materialize his idea into a start-up. After five sessions of guidance towards testing, registration, incorporation, legalization and other procedures, Mr Kavin had successfully incorporated his venture named as **“SPICE TREES FOOD VENTURES PVT LTD”** under the brand name **“AMMA’S MADE”**. This is the 1st venture emerging out from the department of commerce (shift-II) since 1998 through all the support and incubation process.




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LECKY (incubation in-process)

A yet another start-up initiative brought in by Jeffrin Leonard (19-UCO-405), was put forth by him before the subject experts from the department and LIIC is in the incubation process. The initial stages of the Business Plan Model were highly appreciated by the experts and was advised to proceed further on aspects like developing a prototype, consulting industry experts, copyrighting idea and so on. The management of Loyola College has given way forward in supporting to protect this start-up in cooperation with LIIC.

	<p align="center">LECKY</p> <p>An yet another start-up initiative brought in by Jeffrin Leonard, a final year B. Com student was put forth by him before the subject experts from the department and LIIC is in the incubation process. The initial stages of the Business Plan Model was highly appreciated by the experts and advised to proceed further on aspects like developing prototype, consulting industry experts, copyrighting the idea and so on. The management of Loyola College has given way forward in supporting to protecti this start-up in cooperation with LIIC.</p>
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Jeffrin Leonard (19-UCO-405)

MBA RANK GAINER CLUB

An yet another initiative, to render guidance, counseling and training students towards their choice or entry into business schools for taking up their post-graduate program in business management. Dr M. Siva Kumar, the key faculty member proposed the idea of bringing a club in this regard and named it as "MBA RANK GAINER CLUB" with a logo designed by the students. The support is rendered by inviting Peers, who have acquired admission in business schools / IIMs to share their expertise and experience. The club was inaugurated on 26th November, 2021 by Mr Cherian Thomas, Chief Mentor, Alumnus - IMS & IIM - Lucknow. Mr Manjunath, Mr Chris Jack Walter, Mr Akash, Mr Rahul Kochar alumnus from the dept. of commerce (shift - II). They accepted our invitation as Peer Group Member to mentor and guide the students. 100 voluntarily enrolled into the club, listened to the experts and had fruitful interaction in the sessions organised by the MBA RANK GAINER Club on the themes - Quantitative Aptitudes "Strategies and Tactics" and "Peer Group Intervention".



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STUDENTS ACHIEVEMENTS:

Mohammed Toufeeq (19-UCO-340) holds the 337 hours virtual record awarded by the All India Book of Records, best Yoga pose awarded by Asia Book of Records, won the event Speak for the Nation awarded by National Youth Council of India and also holds the Humanitarian Honorary award by the Chozhan Book of World Records.

Vipin (20-UCO-279) represented the Tamil Nadu Vovinam martial arts team and won two gold medals in the 11th National Vovinam Competition held at Punjab. He also bagged 1st place in the Song Luyen Mau Tau event hosted by the TN Vovinam Association of India. Furthermore, he won 2nd place in the Third National Kung Fu Championship Competition.

Vaithyanathan (20-UCO-241) was selected for the U-19 Tamil Nadu State Cricket Team and also got selected for the Madras University team. He also bagged the Man of the Match representing the university of madras men team and having won the All-India inter university tournament held at Kanpur.

Nitish. B. C. (19-UCO-426) secured the overall 1st position in the Ramp Walk event organized by Stella Maris College, Chennai, LIBA, Chennai and by DG Vaishnav College, Chennai.

The team members S. Sairam (21-UCO-522), M. Lokendar (21-UCO-301), A. Robin (21-UCO-311), Keerthivasan & A. Poorajith (21-UCO-335) bagged the overall championship in the event IPL AUCTION organized by DG Vaishnav College, Chennai.



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S. Mohammed Hisham (20-UCO-541) bagged 1st place in the competition Logoistic organized by Ethiraj College for Women, Chennai, Multimedia event organized by SRM University, Ramapuram and secured the runner-up positing in Meme Creation organized by Easwari Engineering College, Chennai.

Kevin Clinton (20-UCO-417) become an all-rounder by bagging 1st place in Face Painting hosted by Hindustan College, Chennai, Logo Designing organized by Ethiraj College, Chennai, Doodling organised by MCC, Chennai and 3rd place in the 5,000 meters running event hosted by Loyola College.

Team members Mohammed Waseem (20-UCO-622), Bharath (20-UCO-210), Anushkalyann (20-UCO-420) and Wajahat Ahmad (20-UCO-410) secured the winners position in Quiz Event hosted by MCC, Chennai.

Gukan. T R (20-UCO-454) brought laurels to the department and the college by getting selected for the Tamil Nadu football team and representing the team in Santosh Trophy organized by the All-India Football Federation.

Daniel Joshua Peerez (20-UCO-434) represented Loyola College for the Photography Event and bagged 1st place in the event organized by Ethiraj College, Chennai, Womens Christian College, Chennai and DG Vaishnav College, Chennai.

Jinansh. P. Jain (20-UCO-211) was the runner-up in Business Quiz & J. Tejaswin (20-UCO-464) bagged the runner-up position in Shipwreck and won the Kaizan Leader organized by VIT, Vellore.

PLACEMENTS DURING 2021-22

During the academic year (2021-22), a total of 81 students were placed in different companies / MNCs with a Pay Pack ranging between INR 2,25,000 and INR 10,00,000 (offered by BYJU's). The average pay pack of the student is INR 4,29, 288. The companies which offered the placements are Deloitte India, Ernst & Young Global Delivery Services, Goldman Sachs, Price Waterhouse Coopers India, NGP Websmart, Kotak Life, Capgemini India, AC Nielson IQ, ICICI Bank Ltd., BYJU's, Barclays Bank, HDFC Bank, Societe Generale, Natwest Group and Mr Cooper. The highest pay pack of Rs.10,00,000/- per annum for offered by BYJU's.



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STAFF ACHIEVEMENTS:

DOCTORAL DEGREE

Four faculty members of the department– Ms. S. Emaldarani, Mr. J. S. Siva Prakash, Mr. Y. Alexander and Ms. Hermina Corera successfully defended their theses and were conferred with doctoral degrees from the Bharathidasan University, Tiruchirapalli (Dr S. Emaldarani) and University of Madras respectively.



RESOURCE PERSON:

Dr M. Sivakumar was invited to train Grade ‘A’ Officers for a course on Training & Development organized by A & B Wing Foundational Course Training Institute, Chennai.

Dr J. S. Siva Prakash invited to deliver his proficiency in various institutions like AM Jain College, Nazareth College, Bala’s VV Academy, University of Madras, SRM university, VHSN College, Sri Krishnaswamy College for Women and New College.

Dr D. John Benedict chaired the webinar on the topic “Block Chain Revolution in Accounting” organized by Achariya Arts & Science College, affiliated to Pondicherry University.

RESEARCH PROJECTS

Dr M. Siva Kumar has been sanctioned a major project (in-progress) on the “**Labor Survey in Chennai District**” which is funded by District Collectorate, Govt of Tamil Nadu on 31st January 2022. The project is valued at Rs.4,35,000.

Dr J. S. Siva Prakash is guiding Mr Rakesh (19-UCO-376) for a minor research project entitled “Performance of Educational Institutions and Industries during Pandemic”. The minor project is funded by the Loyola Research Park with Rs.5,000.



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Dr J. S. Siva Prakash and Dr. Jesu Kulandai Raj A. have Submitted a Proposal to the National Corporation for Women (NCW) for a major project entitled "Study on Pay Disparity and Women Empowerment in various sectors at Tamil Nadu among Self Help Group (SHG) women and non-SHG women members in different contexts" on 29th June 2021 for Rs.18,81,000.

PUBLICATIONS:

SCOPUS

Dr P. Smitha & Dr K. C. Mini Mathew published research article titled Road Map towards the path of Tamil Nadu Government's Trillion Dollar Economy – An Assessment of "Ease of Doing Business" in the Scopus indexed journal of positive school psychology. ISSN: 2898-2902.

Dr P. V. Saravanan and Mr Nishanth published a research article titled Customer's Perception of Restaurant Food Quality Amid Pandemic in the Scopus indexed journal of positive school psychology. ISSN: 2898-2902.

Dr P. V. Saravanan and Ms. Arockia Shiny published a research article entitled Emotional Intelligence and Learning Style among Adolescent Students in the Scopus indexed journal of positive school psychology. ISSN: 2898-2902.

Dr P. V. Saravanan, Dr Y. Alexander & Dr C. Stalin Shelly published a research article titled Influence of Guerilla Marketing on Student Enrollment in the Scopus indexed journal of positive school psychology. ISSN: 2898-2902.

Dr S. Emaldarani, Dr L. Sherley Mary & Ms. D. J. Joyci Christi published a research article titled Consumer Buying Behavior of Groceries House Hold Products through Digital Marketing in the Lockdown Period with Special Reference to Chennai City in the Scopus indexed journal of positive school psychology. ISSN: 2898-2902.

UGC CARE LIST:

A total of 49 research articles were published by the faculty members in UGC CARE listed journals during the academic year 2021-22 and many more research articles are awaiting to be published in the due course.