



**DEPARTMENT OF COMMERCE (SHIFT – II)
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI – 600034.**



**MANAGEMENT WEEK - REPORT
20TH TO 24TH MARCH, 2023**

About Management Week '23:

During the Management Week, students can look forward to hearing from wide portfolio of distinguished speakers who are renowned personalities in various industries, entrepreneurship, and leadership across the state. These speakers are experts in their fields, and they will share their knowledge, insights, and experiences on various topics related to business, management, leadership, and entrepreneurship, which can inspire and motivate students. Department of Commerce (Shift-II) sensitizes the students on the recent trends in the functional areas of business such as finance, entrepreneurship, human resource, and marketing that would provide career guidance, practical knowledge, an insight into the updates / current trends happening in the industry and other relevant and handy information that students can apply in their future endeavours.

Objectives of Management Week:

The Department of Commerce (Shift – II) during the year 2010 initiated the idea of connecting the industry and academia by bringing in valuable and thought-provoking resource persons who can share their experience and expertise in their respective fields. The main objective of the Management Week is to address the following:

- Acquainting and sharing insights to students with the recent trends and practices adopted in the functional area of Finance;
- Enabling the students to comprehend the latest techniques adopted in Marketing (Social Media Marketing, Digital Marketing, Influencer Marketing);
- Enlightening the students on the process involved in generating an Idea, developing the idea, incubating the idea and so on which would enable them to kickstart their own start-up;
- Presenting them with the success stories of entrepreneurs;
- Idealizing the strategies adopted by the Human Resource managers in organizations and also in understanding the paradigm shift in the concept of Human Resource.

This year the Management Week was planned between 20th to 24th March, 2023 with a flavour of inviting the Alumni of the Department of Commerce and that from other departments as well which brings a connection between the academia and the industry.



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PROGRAMME SCHEDULE

Day	Date	Focus	Guest Speaker
1	20/03/2023	Finance	CA Mr Sakthivel. B, Practicing CA & Certified Financial Fraud Analyst. Alumns - 2010 Batch Mr Vignesh Lingappan Manager (Finance) Pfizer Health Care India Pvt. Ltd., Alumnus -2011 Batch CA Mr Sriram Srinivasan Chartered Accountant & Cost Accountant Alumnus - 2015 Batch
2	21/03/2023	Marketing	Mr Srihari P Social Media Strategist, Alumni - 2018 Batch Mr Karthick Ravichandran Marketing Research Analysis, Alumni - 2014 Batch
3	23/03/2023	Entrepreneurship	Mr Anand Founder, See Chage Consultant. Mr Bharaneeddharan Director Shree Nikethan Group of Schools.
4	24/03/2023	Human Resource	Dr C. X. Elango Strategy & Management Consultant. Learning & Development Expert. Alumni - 1980 Batch Mr Oommen Abraham Leadership Coach, Corporate Trainer, Motivational Speaker & H R & O D Consultant. Alumni - 1990 Batch



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INVITATION DAY 1 - 20th March 2023



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PROUDLY INVITE YOU TO
MANAGEMENT
WEEK
FINANCE

SAKTHIVEL B
Practicing CA,
Certified Financial
Fraud analyst

**VIGNESH
LINGAPPAN**
Manager-Finance
Pfizer Health Care
India Pvt Ltd

**SRIRAM
SRINIVASAN**
Chartered
Accountant, Cost
Accountant

20 - MARCH - 2023



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INVITATION DAY 2 - 21ST MARCH 2023

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MARKETING

SRI HARI. P
Social Media
Strategist

**KARTHICK
RAVICHANDRAN**
Market Research
Analyst

21 - MARCH - 2023



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INVITATION DAY 3 - 23RD MARCH 2023

The poster features a dark purple background with a starburst effect on the left and right sides. At the top, it displays the Loyola College logo on the left and the Management Week logo on the right. The central text reads: 'DEPARTMENT OF COMMERCE (SHIFT-II)', 'LOYOLA COLLEGE (AUTONOMOUS)', and 'CHENNAI-600034.'. Below this, a central emblem says 'PROUDLY INVITE YOU TO MANAGEMENT WEEK'. The main title 'ENTREPRENEURSHIP' is written in large, bold, white letters. Two circular portraits of men are shown below the title. The first man is M.K. Anand, Founder of See Change Consulting. The second man is M. Bharaneedharan, Director of Shree Nikethan Group of Schools. At the bottom, the date '23 - MARCH - 2023' is displayed in large, bold, white letters.

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PROUDLY INVITE YOU TO
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WEEK

ENTREPRENEURSHIP

M.K. ANAND
Founder
See Change Consulting

M. BHARANEEDHARAN
Director, Shree Nikethan Group
of Schools

23 - MARCH - 2023



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MANAGEMENT WEEK - REPORT
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INVITATION DAY 4 - 24TH MARCH 2023

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HUMAN RESOURCE

Dr.C.X.ELANGO
Strategy & Management
Consultant / L&D Expert

OOMMEN ABRAHAM
Leadership Coach, Corporate
Trainer, Motivational Speaker
HR & OD Consultant

24 - MARCH - 2023



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MANAGEMENT WEEK - REPORT
20TH TO 24TH MARCH, 2023

DAY 1 - 20TH MARCH 2023 - SCREENSHOTS





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MANAGEMENT WEEK - REPORT
20TH TO 24TH MARCH, 2023

DAY 2 - 21ST MARCH 2023 - SCREENSHOTS





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DAY 3 - 23RD MARCH 2023 - SCREENSHOTS





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DAY 4 - 24TH MARCH 2023 - SCREENSHOTS





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**MANAGEMENT WEEK - REPORT
20TH TO 24TH MARCH, 2023**

REPORT ON FINANCE

DATE: 20/03/2023

TIME: 4.30PM TO 6.30PM

VENUE: **Beschi Hall**

FIRST SPEAKER MR. SRI RAM SRINIVASAN

Mr. Sri Ram Srinivasan explained about the financial crises and the scam which happening in the financial sector he explained about Crypto currency, charity fraud and all the scams which are happening in the financial sector especially the gold crises which are happening in the village areas where they will clean the gold with the acid and they will take some of the gold by using the acid, then Gpay fraud which is most important one because today we are highly using gpay for transaction purpose.

Money multiplier scheme, where most of youngsters used to invest in it in behalf of expecting high return after some years like if we invest 10Rs we will receive as 20Rs. Then explaining about the crypto fraud who its happening and how they are attracting people to fall in their prey. Fishing scam - If we touch the given link then our money will be taken, similarly updatescam, if we update it then our money will be taken for our account. He also explained about double sim scam and Instagram scam where they will take our password and change it accordingly as per their wish. Finally he concluded by saying it's easy to start with zero but it's too difficult to start with negative. So invest properly in a safe and proper manner.

SECOND SPEAKER MR. VIGNESH CA

The next speaker, Mr. Vignesh CA, explained about direct and indirect taxes and He clearly explained about the Indian budget and Union budget why it's created 23% is Central government service sector scheme and 40% in borrowing. He also explained about the old and new tax regimes and rates, then he explained about the leave salary and capital gain E.g. If a person buy a plot for Rs.20 Lakhs and sold for RS.60 Lakhs then the difference amount is the capital gain. Then sir explained about tax free redemption and present free taxation.

MSME: All the MSME sectors working and all their owners need to pay this within 40 days but business vendors should pay this in 60 days of time period. He explained about the Angle investors and how they wait for long term and get a huge amount after waiting for a longer period of time. He explained about GST and how they are calculated and the companies CSR project, they reason why each and very company implement their CSR the charity behind it. He highlights the GDP of India is 6%. And our Indian Government tries to improve the indigenous products.

THIRD SPEAKER: MR. SHAKTHIVEL

He started with amazing photo proofs that how a company makes a fraud with same bill, it's too difficult for a person to find it because each and every bill has same hand writing and each and every thing are same the only difference is the mistake which has been done in the bottom of the page which is their line spacing.



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**MANAGEMENT WEEK - REPORT
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REPORT ON MARKETING

DATE: 21/03/2023

TIME: 4.30PM TO 6.30PM

VENUE: Beschi Hall

FIRST SPEAKER, MR KARTHICK RAVICHANDRAN

The market research analyst Mr Karthick Ravichandran invited to share his valuable insights and knowledge with the students of commerce during an interactive session. He started by explaining the difference between analysis and analyst. He elaborated that analysis is the process of breaking down a whole into smaller components, while analytics is the science of logical analysis of primary data. He also mentioned that an analyst is a professional who performs analysis to draw conclusions based on their expertise and experience. The analyst then moved on to highlight the differences between primary data and secondary data. He explained that primary data is the data collected by the researcher themselves through various methods such as surveys, interviews, and experiments, while secondary data refers to data that has been collected by someone else previously, such as public records, company reports, or academic literature. The analyst explained that conducting research is essential for businesses to understand their market, customers, competitors, and industry trends. He also emphasized that research helps businesses to make informed decisions, identify opportunities and threats, and stay ahead of their competitors. The session concluded with an interactive question and answer segment, where the students had the opportunity to clarify their doubts and queries. Overall, the session proved to be informative and insightful, providing the students with valuable knowledge that they can apply in their future careers.

THE SECOND SPEAKER, SRI HARI

Sri Hari's expertise in social media analysis and algorithms has allowed him to share valuable insights on the strategies used by different social media platforms. Specifically, he has provided information on popular platforms such as Instagram, Facebook, LinkedIn, YouTube, Reddit, and more. He has delved into the inner workings of each platform's algorithm and explained how they function to deliver content to their users. Sri Hari have discussed how Instagram algorithm prioritizes posts on a user's feed based on engagement, such as likes and comments, as well as the regency of the post. Meanwhile, Facebook's algorithm utilizes a combination of factors, including user behaviour, post type, and relevance to determine what content appears on a user's newsfeed. Sri Hari may have also explained LinkedIn's algorithm, which focuses on relevance and engagement, or how YouTube's algorithm considers factors such as watch time, likes, and shares to recommend videos to users. Additionally, he may have discussed how Reddit's algorithm uses up votes, down votes, and user behaviour to determine the visibility of a post. Overall, Sri Hair's insights provide a better understanding of the complex algorithms that power our favourite social media platforms and help users and businesses alike navigate and optimize their presence on these platforms.



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REPORT ON ENTREPRENEURSHIP

DATE: 21/03/2023

TIME: 4.30PM TO 6.30PM

VENUE: **Beschi Hall**

FIRST SPEAKER MR. ANAND:

Mr Anand, started with going beyond theory (GBT), and he started by saying various entrepreneurial ideas and tricks for it. Emerging trends in entrepreneurship, contact with Aluninies with same department number will help a person to not only keeps in touch with them instead to get good ideas and promoting it to next level. He highlights that there are only 19,500 big companies are there in India where most of us will go for work, but there are more than 3,00,000 of MSME in India which are small-scale industries where we need to focus on it and each one should start an idea to be innovative.

Then he said about his struggles and how to become an Entrepreneur and also most important is how to be an INTRAPRENEUR. Gifford Pinchot, was a person who founded it in the year 1870 with his wife Elizabeth Pinchot, and adds that is how Facebook like button, Sony PlayStation 2 were invented. Sir said about the skills a person needed to become a successful entrepreneur and most important is he showed the difference between few persons like Elon Musk and every student answered it but when he showed some of Tamil entrepreneurs like Mr. Vellaimani founder of Arun ice creams and K.L. Nagarajan founder of Ramraj, students didn't know about their names and he said the most important thing is we should know about our nation's entrepreneur to become successful in new ideas and to create a new company.

SECOND SPEAKER MR. BHARANEEDHARAN:

He started with his struggles in his early life, the way he attended his school and colleges and what he is today and because of what he has become a successful entrepreneur. He used to keep more arrears nearly 15 papers in his Engineering and the reason for that is not the paper is much difficult the reason is he doesn't like to study it because there is no practical subject in computer science engineering, and as he was much expecting that this could be more interesting, there were much of theory paper which was boring for him, and after some big struggle in his life he cleared all his papers by the end of final semester, and he worked in a small company without any salary for 3 months, and then his salary was only 5,000. Then he joined Wipro and he shares the days where he used to spend in South Africa where he worked in a STANDARD BANK and there how he lived in such a country and the reason why he rejected the offers which were available in countries like USA and so on, the time-consuming process of VISA and after returning from South Africa by successfully completing 5 years of time there he decided to start a school step by step he became a successful entrepreneur by starting a school and today he has schools in 4 locations with more than 10,000 students and they used to go around cities and visit various countries not to adopt their education but to see in what level the teaching can be for effective learning of students, and their learning. He concludes by saying there will be a lot and lots of difficulties that we face in our journey but we should never lose our hope in-between, and ends by saying people 70% of people will have their own business idea or own company after the age of 35 who are currently working in any organization.



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REPORT ON HUMAN RESOURCE

DATE: 21/03/2023

TIME: 4.30PM TO 6.30PM

VENUE: Beschi Hall

Human Resource is a critical element and field for any business, particularly with regards to the management of the business and the entire oversight of the human element and its potential that is available in the business. Hence, a session for Human Resource was incorporated in the Management Week conducted by the Commerce Forum this year. The event was held on the 24th of March 2023 from 4:30 to 6:30 PM and the Chief Guests were Dr. C. X. Elango and Mr. Oommen Abraham, both alumni of the Department of Commerce and eminent professionals in the Human Resource, recruitment and corporate training space.

FIRST SPEAKER, DR. C. X. ELANGO

The first speaker, Dr. C. X. Elango is a strategy management consultant with nearly three decades of experience in the field. The esteemed resource person specializes in training company CEOs and top executives and has worked with various international consultancy agencies. The guest also has more than 5500+ days of training corporate employees for having the right aptitude and the speaker prior to his career in the area of Human Resource has also been a part time lecturer in Loyola College. Dr. Elango recounted the fact that he was very happy to address the gathering in Loyola and appreciated the vibrant atmosphere that the college and the students had to offer. The guest began by addressing the various new professions that are going to be introduced over the course of the upcoming years. The esteemed speaker also addressed the gathering with regards to the constant change in the dynamics and the importance of collaboration. Dr. Elango then addressed the need for leadership competency and competency for something that requires a major degree of skill. The speaker also addressed in brief the history of the recruitment process in India and the idea of poaching employees from one company to another. The speaker also resonated with a personal example of his from his time in the college and how social service with the NSS helped him in working towards building the much needed leadership competency. The guest also put forth the importance of interpersonal relationships in the field of human resource management and the importance of interpersonal relationships and their ability to boost leadership. The speaker also informed the audience about the importance of awareness and how awareness is what continues the thought process and constitutes the boosting of the leadership process. The speaker then spoke about ability is what helps in someone executing something and commitment happens due to ability. The speaker also put forth the various stages of leadership such as the newcomer, transitioned, the independent and the interdependent. The speaker also spoke about the importance of conflict management and its relationship to leadership. The speaker concluded his address with a question-and-answer session.



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SECOND SPEAKER, MR. OOMMEN ABHRAHAM:

The second speaker for the session was Mr. Oommen Abraham. Mr. Oommen is a leadership coach and HR consultant. The speaker has also been awarded the most powerful HR person in India in the year 2010. The speaker has worked in leadership management and is a certified CEO Coach. The esteemed resource person has over 18 years of experience in HR management. The speaker did his undergraduate degree and postgraduate degree in Loyola College, in the Commerce and Social Work disciplines respectively. Mr. Oommen Abraham began his address by engaging the students in activities to prove the need to push towards one's limits. The resource person also put forth the idea with regards to the best possible version of one's self and the need to step out of the comfort zone for the ability to achieve this. The speaker then mentioned that only focus isn't enough as focus is only a mental element and rather focus with periodic and consistent practice is needed along with good amounts of knowledge for being successful in a certain field. The speaker then put forth the importance of branding in the field of Human Resource and how one's behaviour plays a major role in their branding while it boosts the chances of success in a person's career. The guest also addressed the gathering to use every opportunity available to learn skills and lessons in an optimal manner. The speaker also spoke about his personal experience in Ashok Leyland, where he worked part time (only for the food provided) whilst pursuing his undergraduate education and here he learnt about a field of study called social work. The speaker then spoke about the importance of preparation and how preparation reduces the overall chances of failure in one's journey. The resource person concluded his address by further stressing and reiterating on the need to use opportunities in an optimal fashion.

Dr R. Amala Priya
Guiding Faculty

Prof. D. J. Joyci Christi
Vice President

Dr S. Prasanna Kumar
Coordinator