



DEPARTMENT OF COMMERCE (SHIFT-II)
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600034



MANAGEMENT WEEK - REPORT

INVITATION

Day 1

DEPARTMENT OF COMMERCE (SHIFT - II)
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI

INAUGURATION OF
**MANAGEMENT
WEEK'22**

CHIEF GUEST

 **MR. SATHYANARAYANAN
PALANIAPPAN**

HEAD, FINANCIAL SERVICES
CONSULTING PRACTICE, COGNIZANT

WILL SPEAK ON
"ROLE OF FINTECH"

 **LS Hall**  **4:30 PM**  **Mar 21, 2022**

Day 2



DEPARTMENT OF COMMERCE (SHIFT - II)
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI



MANAGEMENT WEEK'22

CHIEF GUEST



MR. SUJITH KUMAR

FOUNDER, MAATRAM FOUNDATION.
HR BUSINESS LEADER,
INFOSYS LTD, CHENNAI

WILL SPEAK ON

"RECENT TRENDS IN HRM"



LS Hall



4:30 PM



Mar 22, 2022

Day 3



**DEPARTMENT OF COMMERCE
(SHIFT - II)
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI**

**MANAGEMENT
WEEK'22**

CHIEF GUEST



DR. KRIS SWAROOP
SR. VICE PRESIDENT,
RAMKY WAVOO DEVELOPERS

WILL SPEAK ON

"MARKETING"

March 23, 2022 at 4:30 pm
LS Hall

Day 4



DEPARTMENT OF COMMERCE (SHIFT - II)
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI



MANAGEMENT WEEK'22

CHIEF GUESTS



MR. HEMANTH KRISHNA
ADVOCATE, MADRAS HIGH COURT.
TAX LAWYER AT THE COIN CONSULT.

&

MR. ROHIT G
PARTNER, ROHVIN EXIM.
PROPREITOR, KOROTH SHIPPING.



WILL SPEAK ON

"STRATEGY FOR START-UPS"

 **Bertram Hall**  **4:30 PM**  **Mar 24, 2022**

Photos of the Event



About the Events

The Management Week is the highlight of the year at Commerce Forum, as it is one of the largest student events in Loyola College, Chennai. This weeklong event is considered the annual pinnacle of Commerce Forum. Each autumn, over 150 students, and several guest speakers from around the globe delivers special speech in the Management Week.

Management Week Schedule 2021-22

Day	Date	Focus	Topic	Guest Speaker
1	21.03.2022	Finance	Role of FinTech	Mr. Sathyanarayanan Palaniappan, Head, Financial Services Consulting Practice, COGNIZANT.
2	22.03.2022	HR	Recent Trends in HRM	Mr. Sujith Kumar, Founder Maatram Foundation, HR Business Leader, INFOSYS LTD., Chennai.
3	23.03.2022	Marketing	Recent Trends in Marketing	Dr. Kris Swaroop, Sr. Vice President Ramky Wavoo Delopers
4	24.03.2022	Entrepreneurship	Strategy for Start-Ups	1. Mr. Hemanth Krishna, Advocate Tax Lawyer at the COIN CONSULT. 2. Mr. Rohit G, Partner, Rohvin EXIM, Proprietor, Koroth Shipping.

Day 1

The inauguration held on 21st March 2022 at LS Hall. The Chief Guest Mr. Sathyanarayanan Palaniappan inaugurated the Management Week 2021-22. The even started with a prayer and lightening of the lamp, by the Chief Guest Mr. Sathyanarayanan Palaniappan, Coordinator Dr S Prasanna Kumar, President Prof. Siva Prakash, Vice President Prof. Joyci Christi and Forum Secretary Mr. Denver D'Cruz.

The chief guest was honoured with a Loyola Souvenir and Bouquet by the Coordinator Dr S Prasanna Kumar and President Prof. Siva Prakash.

After the enlightening inauguration, the Chief Guest felicitated a special speech on the Role of FinTech. FinTech (financial technology) is a catch-all term referring to software, mobile applications, and other technologies created to improve and automate traditional forms of finance for businesses and consumers alike. The speaker also focused on Roboadvisors; Investment apps like Robinhood; Payments apps like Paypal, Venmo, Block (Square), Zelle, and CashApp make it easy to pay individuals or businesses online and in an instant; Personal finance apps such as Mint, YNAB, and Quicken SimpliFi; P2P lending platforms like Prosper, Lending Club, and Upstart allow individuals and small business

owners to receive loans; and Crypto apps, including wallets, exchanges, and payments applications allow to hold and transact in cryptocurrencies.

Totally 144 students participated from the discipline of III B.Com., Finance and benefited. The session were interactive and ended with an effective question and answer session.

Mr. Tejaswin, the Commerce Forum Joint Publication Secretary delivered the Vote of Thanks.

Day 2

After the kick up start on Day 1 – 21st March 2022 with an enlightening inauguration, the Day 2 event envisaged with a social service propaganda by the guest speaker Mr. Sujith Kumar, the Founder of Maatram Foundation, HR Business Leader, INFOSYS Limited, Chennai and also an alumnus of Loyola College, Chennai.

The event started with a prayer song with a facilitation of Mr. Srivathsan, the Event Secretary of Commerce Forum. The guest speaker Mr. Sujith Kumar facilitated by Dr S Prasanna Kumar, the Coordinator.

The guest speaker felicitated the session with an eye opening talk on the Recent Trends in Human Resource Management. The resource person's talk were dwelling up on the artificial intelligence, diversity, gig economy, cloud-based HR tech, and productivity skills will drive the HR management in 2022-23 to formulate, implement corporate strategies, and improve employee engagement to boost a business.

The session ended up with an interactive question and answer session. Totally 172 students of III B.Com., (General) participated and benefited.

Dr S Prasanna Kumar, the Coordinator announced about the important of Day 3 event and Mr. Maheshwaran, the Sports Secretary delivered Vote of Thanks.

Day 3

After the two awakening sessions held on 21st March and 22nd March 2022, the Day 3 was focused on the next discipline, i.e., Marketing. Dr. Kris Swaroop, Sr. Vice President, Ramky Wavoo Delopers has been invited as Guest Speakers.

This session started with a prayer song led by Mr. Srivathsan, Event Secretary and his team.

Dr S Prasanna Kumar, the Coordinator felicitated the Day 3 by sharing the importance of Management Week Day 3 with the students. He also facilitated by sharing the glimpses of Day 1 and 2.

Dr. Kris Swaroop honored with Loyola shawl and bouquet by Prof. Joyci Christi, the Vice President of Commerce Forum.

The guest speaker addressed the students on Recent Trends in Marketing. He also reached students with a great examples from real estate business. The speech were touching much on Conversational marketing, Highly personalized content experience, Experiential Marketing, Influencer Marketing, Continued Digital Transformation, New Social Media Trends, E-commerce, Programmatic Advertising and so on.

He also invited the students to join for internship programme offered by Ramky Wavoo Delopers with the interest in the field of Marketing.

The Management Staff team of Ramky Wavoo Delopers also joined with Dr. Kris Swaroop during the interactive question and answer session. Totally 140 students of III B.Com., and 84 students of II B.Com., participated and benefited out of the session.

At the end of the Day 3 session, the students shared their feedback as the events was fruitful and highly future oriented with enlightening thoughts.

The session came to end with a vote of thanks delivered by Mr. Mohammad Thoufeeq, the Publication Secretary of Commerce Forum.

Day 4

The last day session was focused on Entrepreneurship and Entrepreneurial Skills required for start-ups. The Commerce Forum invited the alumni of Commerce (Shift II), viz., Mr. Hemanth Krishna, Advocate and Tax Lawyer at the COIN CONSULT; and Mr. Rohit G, Partner, Rohvin EXIM, Proprietor, Koroth Shipping.

The session geared up with a prayer song facilitated by Mr. Venkatachalam, the Joint Event Secretary of Commerce Forum with the cultural team.

The session on Strategy for Start-Ups was initiated by the first guest speaker, our notable alumni Mr. Hemanth Krishna, the Advocate and Tax Lawyer at COIN Consultancy. He initiated the session with few invoking questions and discussions. He also shared about the immediate return expected from the Start-Ups might be zero or low. However, two to three years is the standard estimation for how long it takes a business to be profitable. That said, each startup has different initial costs and ways of measuring profit. A business could become profitable immediately or take three years or longer to make money.

The second notable alumni of our Commerce Department Mr. Rohit G, Partner, Rohvin EXIM, Proprietor, Koroth Shipping, shared his experience as an entrepreneur and how he overcome the problems during the pandemic period at South Africa. He also said that the pandemic really boosted the business portfolio through his positive thoughts and mindset. So, he insisted to focus on positive thoughts and fulfill with positive energy and wipes throughout the business.

Totally 160 students of III B.Com., (Entrepreneurship), B.Com. Students of Entrepreneurial Development Cell and interested on Start-Ups.

These two sessions came to end at 6PM and Prof. Joyci Christi, the Vice-President of Commerce Forum shared the sum-up of all the four day sessions and delivered Vote of Thanks.
