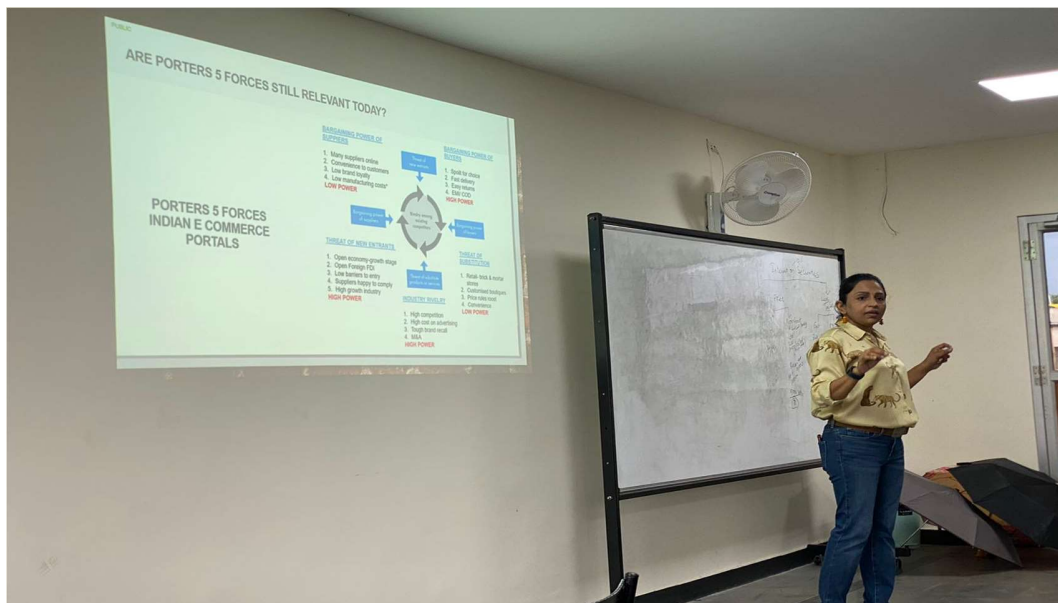


Loyola College (Autonomous) Chennai-600034

Department of B.Com (Honours) (Shift II)

Guest Lecture on Strategic Business Analysis

On 20th November 2021, the Department of B. Com (Honors) organized a guest lecture on Strategic Business Analysis, which was attended by 36 final year students from 9. 30 a.m-10.45 a.m. with the august presence of the Department Coordinator Dr R Leema Rose and Assistant Professor Minothi. The course-in-charge Ms. Minothi welcomed the gathering. Alagappan, Department Sports Secretary introduced the guest speaker Ms Archana Grover, Vice President-Cash Operations at Standard Chartered Bank, Chennai & a Diversity and Inclusion Strategist, a Servant Leader and an Agile Coach. The guest speaker captivated the audience by leveraging her experience and mirroring the workplace while providing the students with real-world scenarios and challenges.



The session highlighted different models used to evaluate business strategy (SWOT, Blue Ocean Strategy, BCG etc.) and elaborated on Porter's 5 forces analysis with the help of a case study. The most vital lesson- adapt to change, was illustrated with the exhibit of The Bridge on the River Choluteca.

The session was followed by a Q&A session where the students enthusiastically interacted with the guest and cleared their doubts. Abi Chris, the cultural secretary of the department thanked the guest on behalf of all the students. Students expressed their interest in attending more such sessions in the future to understand dynamics of different industries and to undertake their corporate journey in a successful way.

