

Imperium 2019

The department festival “Imperium” hosted by the students of B.Com (Honours) held on 13th December 2019 saw a very positive response from the participants, judges and coordinators alike. The event kicked off with Mrs. Althea Lee, Business Relationship Manager for ACCA addressing the gathering. Director of LIAC, Prof. Daniel Augustus welcomed the gathering.



The participants were briefed about the general rules and event timings before the start of the first event, Mastermind at 9:30 am.

Mr. Balaji Ramasamy a business development specialist and Dr. Malathi Selvakumar, Principal of Aachi Educational research Foundations were called upon to be judges of the first event. This event challenged the student participants to take the role of an accused company and defend this company in front of the panel of judges. The panel was impressed in the way, the participants handled various scenarios thrown at them on the spot.



After successful completion of the first event, the second event 120/80 stress interview was held after completion of the preliminary round. Judges for this event Mr. Rohit who is currently pursuing his CA and an actor in short films along with Mr Abhishua founder of BookMac were felicitated. The student participants were put in various scenarios depending upon the resume they had prepared and were questioned wittily and were expected to tackle various scenarios forced upon them by the judges.



After the judges addressed the crowd in lieu of completion of the second event, the third event took place an off - stage event without any judges this third event asked participants to choose stocks given the same budget, the person making the most profit before the completion of the event was deemed to be the winner. All participants enthusiastically and diligently handled the different stocks that fluctuated throughout the round and prove their wit.



While the third event continued, on stage the finale of the Business Quiz was being hosted where the top 6 teams from the prelims were selected and put through 5 rounds which tested both their business acumen and their knowledge of events. The student participants were tested upon their knowledge in various fields of business and current affairs which showed their valour and knowledge making them the BizWhiz.



After the successful completion of stock market and Biz Quiz, the students were provided with a sumptuous veg lunch at 12:30. The 5th and last event illogical marketing was held which was adjudged by Mr. Akhilesh an active member of the Loyola debating and quiz society who has won over 100 culturals in 30 colleges all over the country and Mr. Mohit who is pursuing his master in NIFT after securing a rank of 65 in the entrance exam graced the event. Participants were asked to market and de-market a product given to them to the judges and a panel of critics.

With the successful completion of all the events by 2:30 PM, Dr. G. Anil Kumar the marketing manager of the Tamil Nadu Trade Promotion Organisation graced the valedictory and prize distribution ceremony along with Director Daniel Augustus and Dr. R. Leema Rose the coordinator of the Department. As the prize distribution ceremony concluded and the winners were awarded a sony headset followed by the second place winners won amazon gift vouchers, the third place won a gift voucher to the famed freeing India. The overall winners of Imperium '19 were awarded their rolling trophy which was secured by DG Vaishnav college. The participants and the audience were offered refreshments as Dr. R. Leema Rose concluded the fest by expressing her gratitude through her vote of thanks. With that Imperium '19 was successfully concluded with all participants walking home with a participation certificate.

