

THE DEPARTMENT OF BBA AND
B.COM CORPORATE

THE ANNUAL REPORT 2014-15

BCF FORUM – STUDENT FORUM INAUGURATION

Prof.A.Leena Mercy was nominated by the department as the President of the BCF Forum and assisted by Vice President Prof.P.L.Visalakshi.

The Department Secretaries and the Joint Secretaries of BCF were elected by the way of elections which were held on July 9 2014. This year SurajMohnot& Siva Prakash were elected as the Department Secretary of BBA and B.com Corporate respectively. Manoj & Rajesh were elected as the joint secretary of BBA and B.com Corporate respectively.



The inauguration ceremony was held on 23rd July, 2014. The programme began with a prayer song. Prof.A.Leena Mercy [President of BCF forum] welcomed all the dignitaries, professors and students.Later the program commenced with the lighting of the lamp by a group of dignified persons –

1. **Mr.VijayGopalan [CFO of Air Asia]**
2. **Prof.AlstonRozario [Dean of Commerce]**
3. **Prof.SushmaRajan [Coordinator of BCF]**
4. **Prof.Leena Mercy [President of BCF]**
5. **Prof.Vishalakshi [Vice President of BCF]**



The speech given by Mr.VijayGopalan mentioned the importance of students getting involved in curriculum activities such as events, cultural etc. This was followed by the Department Secretaries of BCF introducing the Office Bearers of the Forum, who collected the badges from the Chief Guest. All the Office Bearers then took the oath for the Academic Year 2014-15.

Later the Joint Secretaries of BCF stated out the Action Plan for the Academic Year. In the end, Prof.Vishalakshi concluded the event with a vote of thanks.

Lastly, the Inauguration program ended with the National Anthem.

EDUCATIONAL TOUR

109 students from final year B.B.A and B.Com Corporate accompanied by four professors to visit places in Kodaikanal from 26th August 2k14 to 30th August 2k14. Students were taken to chocolate factory to have exposure on the manufacturing process involved in the production of chocolates.

OVATIONS 2k14

Ovations, an intra-college cultural programme is an highly competitive fest where different department compete with each for the prestigious trophy. Our performance in ovations is as follows

EVENT	POSITION WON
AD-ZAP	I PLACE
STREET THEATRE	I PLACE
MIME	II PLACE
FASHION SHOW	II PLACE
FACE PAINTING	II PLACE
CALL OF DUTY	II PLACE
CHANNEL SURFING	III PLACE
PHOTOGRAPHY	III PLACE

OVERALL PERFORMANCE – 4TH PLACE.

INTER-COLLEGE CULTURALS

COLLEGE	POSITION WON
Nazarath college [MERX2K14]	Winners
S.T.Joseph GNOSIS [2K14]	Winners
Ethiraj college [IDARA]	Runners up
Ethiraj B.COM [BANCO]	Runners up
Ethiraj B.COM corporate [ETHICS]	Runners up
AMET University	Winners
Sindhi College	Winners

Sai Praveen, final year student of B.Bom (Corporate) won first position in Business Plan (regarding reduction of GM goods) at SRM university on 23rd August 2k14.

DEPARTMENTAL FESTIVAL - ZENITH 2K14



Zenith is an annual cultural fest conducted by the Department of BBA and B.com Corporate.

Zenith 2k14 started by 8.00 am with a welcome speech rendered by Prof.Leena Mercy. She welcomed the chief guest of the day Mr.VishwajeetMohnot [Country head Vice-President of Star Health Insurance]

Later Mr.VishwajeetMohnot in his speech gave insights on the importance of effective Leadership and Entrepreneurial Skills. He stressed on the fact that he is aLoyalite and the push it has given in his Career.



The following were the events:

S.NO	EVENTS HELD
1	IPL AUCTION
2	MADE IN INDIA
3	BUSINESS QUIZ
4	CHANNEL SURFING
5	SHIP WRECK
6	AD-ZAP
7	MR/MISS ZENITH

Nearly 35 Departments across various Colleges participated in the Event and it was a great success.

Mr.AbdulGhani, social Activist gave a speech that highlighted the need for cultural activities and stressed on the importance of participation in such events.

The overall results of zenit2k14 were as follow:

COLLEGE	POSITION WON
Christ university , Bangalore	Winner
Ethiraj college , Chennai	Runner





**GUEST LECTURES ORGANIZED IN THE DEPARTMENT FOR THE ACADEMIC
YEAR 2014-2015.**

1st July 2014- Dr. SukanyaAyatakshi (lecturer in Entrepreneurship, Programme Leader level H Top – ups Business School, Bournemouth University)- **Topic-** Ethics in Workplace.

13th February 2015- Prof. Nancy (Research Department of Biotech & Sustainable Development, Loyola University of Chicago, United States)-**Topic-** Sustainable Deveopment.

16th February 2015- Prof. R.S. SathyaSaminadhan(ITM Business School)- **Topic-** Advertising.

16th February 2015- Mr. ShivrajMuthuraman (Entrepreneur, Regional Manager in East Asian Business School)- **Topic-** Innovative Marketing Strategy.

SPORTS

"If you train hard, you'll not only be hard, you'll be hard to beat."

- Herschel Walker

Life is often compared to a game that everyone is playing to win. Win some. Lose some. But never give up. Running isn't a sport for pretty boys...It's about the sweat in your hair and the blisters on your feet. It's the frozen spit on your chin and the nausea in your gut. It's about throbbing calves and cramps at midnight that are strong enough to wake the dead. It's about getting out the door and running when the rest of the world is only dreaming about having the passion that you need to live each and every day with. It's about being on a lonely road and running like a champion even when there's not a single soul in sight to cheer you on. Running is all about having the desire to train and persevere until every fiber in your legs, mind, and heart is turned to steel. And when you've finally forged hard enough, you will have become the best runner you can be. And that's all that you can ask for.



ACHIEVEMENTS OF THE DEPARTMENT FOR THE YEAR 2014-2015

TEAM GAMES

B.COM CORPORATE:

EVENT	POSITION
Basket ball	Winners
Volley ball	Winners
Chess	Runner up
Table tennis	Runner up

BBA

Kabbadi	Runners
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Picture: Volley Ball winner



Picture: Basket Ball winner

ATHLETICS

S.NO	EVENTS	PLACE
1	1500 METERS	3 rd place
2	5KM WALK	3 rd place
3	5 KM WALK	5 th place
4	TRIPLE JUMP	6 th place

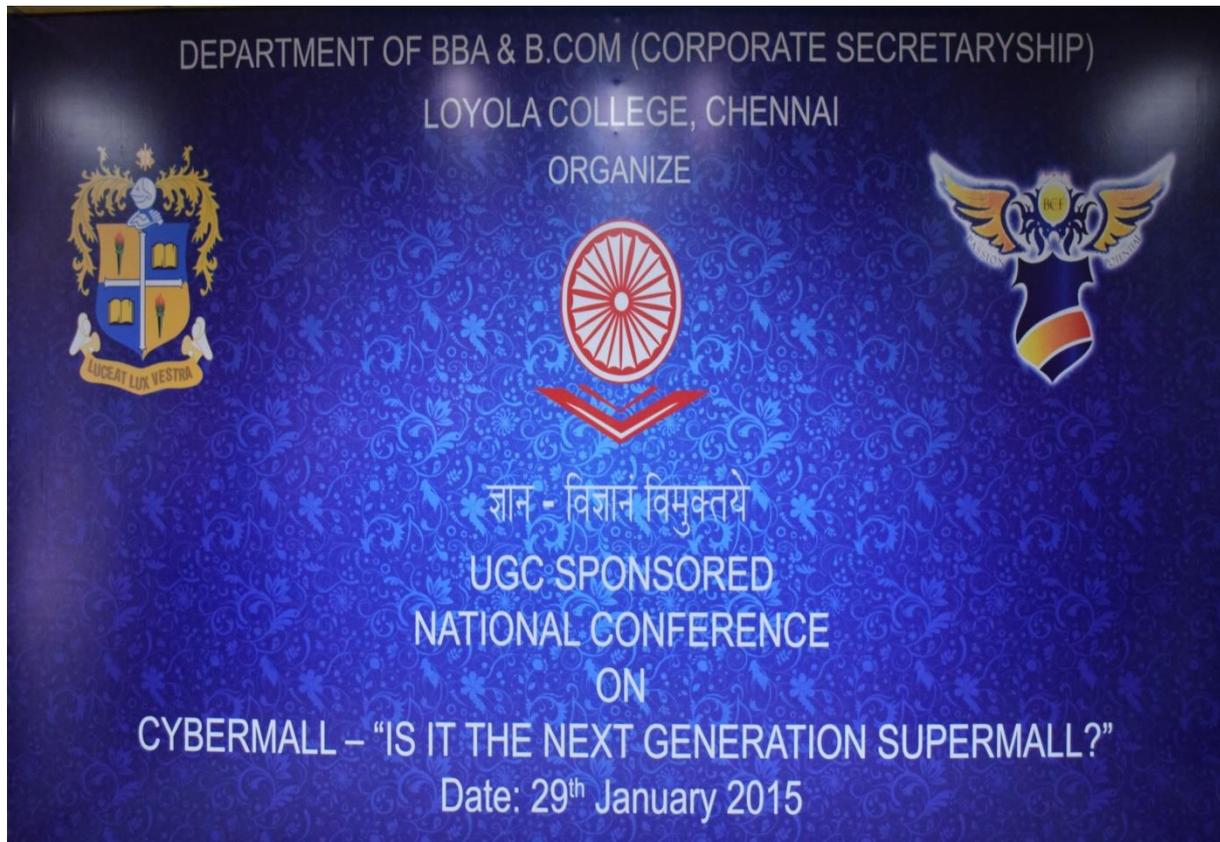
OVERALL

S.NO	EVENTS/GAMES	POSITION
1	TEAM GAMES	2 ND Place
2	ATHLETICS	4 th Place
3	MARCH-PAST	1 st Place

PLACEMENT DETAILS

9final year students of the Department of BBA & B.Com Corporate Secretaryship have been placed in top most organizations like Verity, D.E.Shaw, Goldmans Sachs, Dewan Housing, IBM, KPMG, Croma, RBS, Sutherland, People Equity, Delloitte etc. The most significant placement is of one of our Differently abled student, Kota Prabhu who was offered as an HR by People Equity.

**A REPORT ON
UGC SPONSORED
NATIONAL CONFERENCE
ON
CYBERMALL –
“IS IT THE NEXT GENERATION SUPERMALL??”**



ABOUT THE CONFERENCE:

The conference was themed on a brimming subject in an effort to provide a comprehensive answer to the burning question on everyone’s mind, “ Is Cyber-mall the Next Generation Supermall??”

BACKDROP OF THE CONFERENCE:

Developments in e-commerce:

E-tailing has broken the traditional conventions of dealing with goods and services by providing the element of convenience in the hands of customers. With technology evolving leaps and bounds, e-tailing projects itself as an economic proponent of the country. E-commerce has taken the initiative in exploiting the most important technological innovation in recent times, the internet. Rapidly increasing internet user base and rising middle class with disposable income has contributed to the flourishing of industry. Secure online transaction environment, measures like Cash-on-delivery, focus on customer service has motivated Indian consumers to place their trust in online shopping. For the companies on the other hand e-tailing focuses on building a unique customer value proposition, rather than becoming a "me too" player, through host of measures like Building a robust supply chain and logistics infrastructure, wide product variety, technology embracement, geographic expansion, increasing customer retention through customer loyalty programs.

Retailing tends to hold on to its ground keeping in mind the radical change in the market perspective caused by the advent of e-tailing. The retailers are going the multi-channel route to be able to capitalize on the fast paced trends, understanding the reasons behind the change in the behavioral pattern of the consumers in the market. People shop in-store because they like to feel the product, get instant delivery and like personalized services. Moreover, they do not trust the delivery system involved in e-tailing. The satisfaction experienced from the touch and feels factor of a retail outlet is in phantoms and hence constitutes the bulk of the market in an economy.

INAUGURATION

Mr. Arun C. Bharath, IRS. Commissioner of Income Tax, Chennai was the Chief Guest for the inaugural function of the National Conference and was accompanied by the dignitaries of Loyola College and lighted the Kuthuvalakku, after which sir officially rendered the Special address speech to the gathering.



So, the competition between e-tailing and retailing is extremely intense in the real time scenario and the slugfest between the two entities are opening the floodgates for new business and revenue models, innovative products and strategies for propagating these innovations to the market. The strong pillars of the economy may be fostered by the healthy competition of e-tailers and retailers in the country.

Two events conducted in the conference to discuss the issue in hand were -

PANEL DISCUSSION

PAPER PRESENTATION

PANEL DISCUSSION.

The conference's centric focus was on the panel discussion which discussed certain important aspects of e-commerce from the economical perspective of the country and the future business models that might pose as pragmatic solutions to the changing trends of the market.

Dr.J.J. Soundararaj, Assistant Professor, Loyola College was the Moderator for the panel discussion



We had 4 eminent speakers as part of the panel –

1. **Mr. Kuhan Madan**, Research consultant, President's secretariat, Rashtrapathi Bhavan, New Delhi
2. **Mr. Rama Subramaniam**, Manager, Snapdeal
3. **Dr. Indra Mohan**, kaura chair Loyola College
4. **Preejo**, RAI, South Zone, Chennai.

Mr. Rama Subramanium



Rama Subramanium held a very interesting perspective on Retailing and made it imperative to the audience that they are here to stay irrespective of the action of the other side of the coin, vis-à-vis e-tailers. He backed this statement by aligning with the general convention of the society which necessitates the existence of a Khirana Store in the nearby neighborhood. In the same breadth he went on to say that e-tailers have the capability to span their range of operations throughout the country. Logistics and set up of resources for retail stores to become Pan India is very difficult and acts as a major barrier for the retailers. but Not everything is rosy for e-tailers. Most of them make their presence felt due to the accessibility of the internet in almost electronic mediums but they fail to even breakeven after a sufficiently long period of time. They may soon run out of the discount era in contemporary business world.

Mr. Kuhan Madan



Kuhan went in detailed elaboration on the nitty-gritty's of the e-commerce business models and sighted the constraints e-commerce in a pragmatic world. To enlighten us on the actual dynamics of thee-commerce in the economic scenario, he gave an overview comparison of the e-commerce environment in India and that in China. India's internet penetration is approximately one-third of China and the size of the industry is approximately one-sixtieth of China, indicating that future growth is going to come from both increased internet penetration and increased adoption. . On the investor side, we realized most of the funds have foreign capital, thus closing down the opportunity to the Indian investor. The market in China is going to be about \$340 billion and we are about \$4 billion in India. Sir, categorically stated the need for policy clarity in the domestic e-commerce industry from the government so that e-commerce can propel it's propensity to expand to greater heights in the country and reach parlance to that of China.

Dr. Indra Mohan



As we grow technologically, newer methods of online innovations for e-commerce will evolve. With newer perceptions. Due to a change in lifestyle there's a change in perception and probably the shopping spree mode will slowly fade away from the urban ergonomics. Because of convenience of e-commerce there is a big apprehension that etailers will destroy retailers. For instance, when Spencers launched it's department stores. This type of commercial superstore will always go for new products. Ecommerce is a part of a social activity that will blend with the mindsets of the people, this new phenomenon is surely here to stay and sustain in the long run.

Mr.Preejo



The broad elaboration under which Mr.Preejo addressed the gathering is the LAW OF NATURE- Good and BAD, i.e. the merits and demerits of the e-tailing and retailing in the search for a habitual existence of cyberspace with retail space. The rhetoric behind the mirage of e-commerce was enlightened by Preejo, when he stated that e-tailers have made the shopping public lazy and the lifestyle of people have instilled an addiction to the cyber environment. But the practical ethics in practice followed by a local khirana store is the real connect to the people. The economy is in need of both the establishments to move in harmony towards achieving common economic goals of the society.

PAPER PRESENTATION

A number of paper presenters and research scholars from a number of universities came about with their respective work to present it in the conference amidst the gathering. The works presented in the session ranged from the basic competitive models of the e-commerce to the strategic relevance of e-commerce in the economic perspective in the country.

VALEDICTORY FUNCTION:

Mr. Sam Paul, CEO of Toni & Guy, Chennai graced the valedictory with his presence and addressed the gathering. Also, sir took his time out to award the certificates to the young achievers of the national conference



CONCLUSION:

The national conference thrived with the motive of throwing sufficient light on the topic “IS CYBERMALL THE NEXT GENERATION SUPERMALL” so as to answer this burning question with valuable insights shared by the panelists and paper presenters to make it a fruitful experience for the participants.

A special mention needs to be directed to the staff and volunteers of the Department of BBA and CORPORATE SECRETARYSHIP for putting up the national conference in a grand success.

THETEAM

