

## **B.COM (BUSINESS ANALYTICS) 2020-21**

### **STAFF ACHIEVEMENTS**

1. Mrs T. Swarna has published paper in a Journal of Emerging Technologies and Innovative Research entitled A STUDY ON CAUSE-BASED MARKETING WITH REFERENCE TO PROCTER & GAMBLE AND KFC. Date of Publication: 2021-08-25.
2. Mrs. T. Swarna has participated in International 5 Day Virtual Faculty Development Program on “Innovative Research Techniques” organized by Research Committee and IQAC, Loyola Academy, held during 26th to 30th August 2021.
3. Mrs. T. Swarna has participated in webinar on “Microbial transformation of waste” organized by Little flower Degree college, held on 18th May 2020.
4. Mrs. T. Swarna has participated in webinar on “Understanding and decoding fake news” organized by St. Francis degree college, on 19th May 2020.
5. Mrs. T. Swarna has participated in webinar on “Responding to changing business covid 19 effects” organized by Loyola Academy, on 11th May 2020.
6. Mrs. T. Swarna has participated in one-week Virtual Faculty Development Program on “Advance Research Techniques” organized by Tulsi Ramji college of engineering and technology held during 8th to 13th June 2020.

### **PAPER PUBLICATIONS**

1. Mrs T. Swarna has published paper in a Journal of Emerging Technologies and Innovative Research entitled A STUDY ON CAUSE-BASED MARKETING WITH REFERENCE TO PROCTER & GAMBLE AND KFC. Date of Publication: 2021-08-25.

### **GUEST LECTURE**

In order to be adaptive during these trying times, Department of B. Com Business Analytics has organised a Guest lecture session (online MS Teams) on 28-05-2021 from 11:30-1:30 p.m. The session was conducted by Mrs. Vijay Lalitha, an Psychotherapist, Counsellor, Psychologist and the owner of Esteem Skills institution, Trimulgherry, Secunderabad, Telangana, India. Mrs. Vijay Lalitha has over 12 years of diverse functional experience

which includes Advisory, Transactions, Project Management, Business Development & CRM across the Middle East, and South Asia.

## **LEARNING OUTCOME**

"It is not the strongest or the most intelligent, who survives but those who can best manage change." - Charles Darwin

She began the lecture by stating a quote "Winners don't do things differently. They do things differently" - Shiv Khera, followed by various other quotes by other famous authors. According to him if one is believing in herself/ himself and is willing to take the risk, then she/ he can achieve any milestone in the career.

It was very informative and interactive session. This session helped students to look and sound more confident by fixing some of the most common *public speaking delivery* issues people wrestle with. Specifically, the class help them to do the following:

- Sound conversational and not stiff
- Make good eye contact
- Show you what to do with your hands and how to gesture
- Show you how to stand and move with a purpose.
- How to get rid of filler words such as "ums" and "uhs"
- Have a much more confident-sounding voice.

After delivering his lecture he encouraged students to clear their doubts and clarified many doubts of the budding analyst. It was also a great initiative taken by the Department of B. Com Business Analytics for conducting this wonderful session of knowledge sharing and gaining virtually especially during this pandemic.

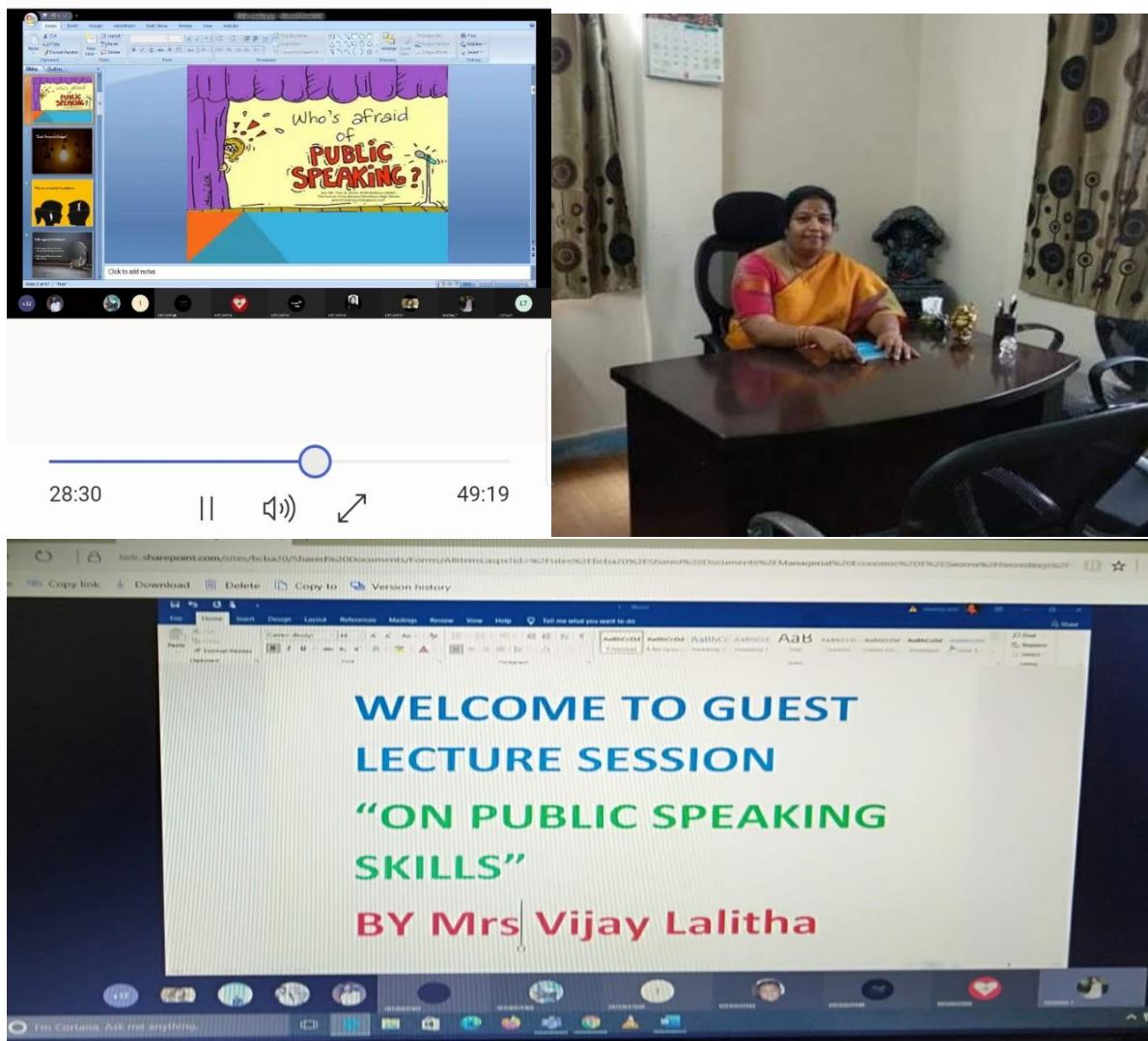
## **CONCLUSION**

It was really good experience learning this small trick with having a big impact. It was very practical. highlighting the dos and don'ts. They gained a lot especially facial expression, gestures and using pause. I would like to thank Mrs. Vijay Lalitha for the useful content and college management.

Thank you.

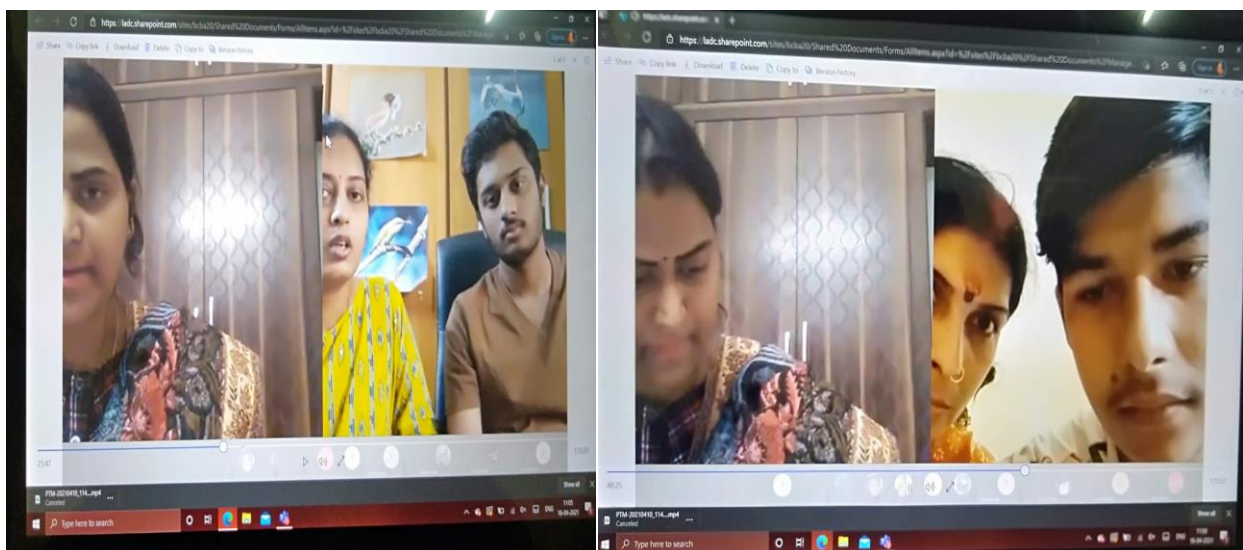
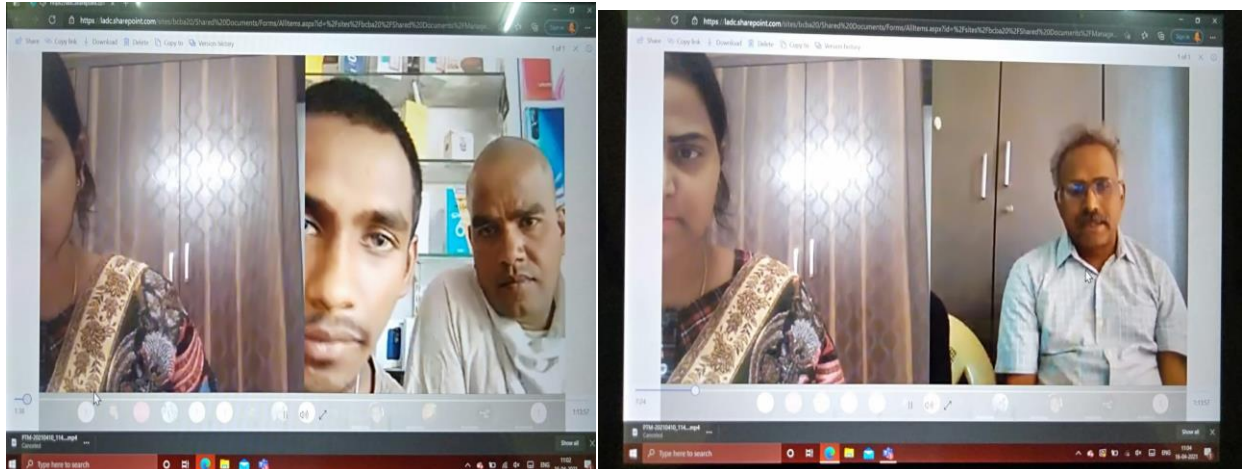
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### **PARENTS TEACHER MEETING(ONLINE)**

PTM was conducted in the even semester for the all the students of the department on 10 April 2021 for the parents to know about their ward's progress in the college. Special concern was taken on students who have shortage of attendance and who failed in more than two subjects in mi-semester exams.



## **STUDENTS ACHIEVEMENTS**

1. About 48 students has finished certificate courses from “COURSERA” in 2020-2021 in different domains.

2. **Mrudula Gudar** (111720037007) first year student of B. Com (Business analytics) won in ART event of Kalakriti conducted on 15th January,2021 at Loyola Academy .

3. **Mrudula Gudar** (111720037007) first year student of B. Com (Business analytics) won 1<sup>st</sup> position Garba in event of Navatarang conducted at Loyola Academy.

4. **Kokku Sathvika** (111720037009) first year student of B. Com (Business analytics) won 2<sup>nd</sup> position in event of CLUBISTAAN 2021 conducted at Loyola Academy.

## STUDENT ACTIVITIES

### TRADITIONAL DAY

On the occasion of Traditional Day, all the students of the department of B.com Business Analytics dressed up in ethnic wear which was aesthetically pleasing to the eyes.

The glimpses of the day are as follows:



