ACADEMIC NEWSLETTER
2024-2025

CATALYST

DEPARTMENT OF
CORPORATE SECRETARYSHIP

EDITORIAL

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CATALYST 5.0

" It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

These timeless words from Charles Darwin suggest that our natural instinct for survival combined with the changes that have happened, are happening and are yet to happen have NEVER STOPPED, NEVER STOPS AND will never stop us from being CATALYSTS.

CATALYST 5.0
Our Newsletter is a small effort to prevent us from being catalysts at our own cost.

MESSAGE FROM CO-ORDINATOR

As the Coordinator of B.Com CS, witnessing the birth of "Catalyst" fills me with pride. The team, from conceptualizing themes to capturing captivating photographs, demonstrated remarkable synergy. Challenges surfaced, but team spirit prevailed, forging a bond in the pursuit of excellence.

"Catalyst" is more than a magazine; it's a vibrant tapestry woven from diverse talents. It showcases B.Com CS students' intellectual pursuits and diverse perspectives, providing a platform for their voices and talents.

This journey nurtured leadership, honed communication, and fostered a sense of accomplishment. The team's collaboration proves ambitious dreams can become reality. To the "Catalyst" team, carry this spirit forward, keep igniting the world with your brilliance. The B.Com CS family stands behind you, eagerly awaiting the next chapter.

With immense pride,
Coordinator, B.Com CS Department

Prof. Jacob Davis K

Co-ordinator,
Department of Corporate Secretaryship,
Loyola College

"GO FORTH & SET THE WORLD AFLAME"

-St. Ignatius Loyola

< Messages

STUDENTS STANDPOINT

Senior's advice to Freshers

Details

What are some expectations forward in life after completing this degree?

As I complete the degree from the prestigious college, I expect having greater value of myself including the expertise that I have gained in various places related to the career I go to which includes further studies or any job.

MOHAMED MUFEEZ MUATHER 21-UBC-218

What advice do you have for navigating the academic workload and balancing other commitments along with it?

"As students, it is extremely difficult for us to balance academics with everything happening around us in our college life. The only advice here is to combat procrastination. It is not impossible to complete works in a stipulated time period but what is impossible is to get out of the mindset that we have a lot on our plate. It's best to keep active reminders on your phone and keep appropriate breaks between study sessions to efficiently manage all activities."

JEFFREY JOY CHAKKORIA 21-UBC-209

Do you have any advice for managing stress, for staying motivated throughout the duration of the course?

"Understand the structure of each semester, divide it into smaller manageable parts and sequence the tasks to go stress free while completing it."

UDHAYA RAJ A 21-UBC-116

What are some common mistakes that we as freshers should look out for and avoid during our first year?

In your first year at Loyola College, focus on time management, avoid procrastination, engage with classmates, and seek guidance from seniors or faculty. Stay organized and balance academics with personal well-being.

S LALIT PRASAD **21-UBC-218**

If you could go back in time and start again from the first year, would you do anything differently? If yes, what would you change?

If you want to make every second worth in college, go beyond academics by exploring your hidden talents and joining diverse activities. Don't isolate yourself; make friends, attend classes regularly, and build relationships with professors. Prioritize health, manage finances wisely, and engage in extracurriculars. Additionally, discover and nurture hidden talents for a well-rounded and fulfilling college experience.

ASHISH JOHN BOSCO **21-UBC-024**

Do you feel that the course has lived up to the expectations you had when you joined the college?

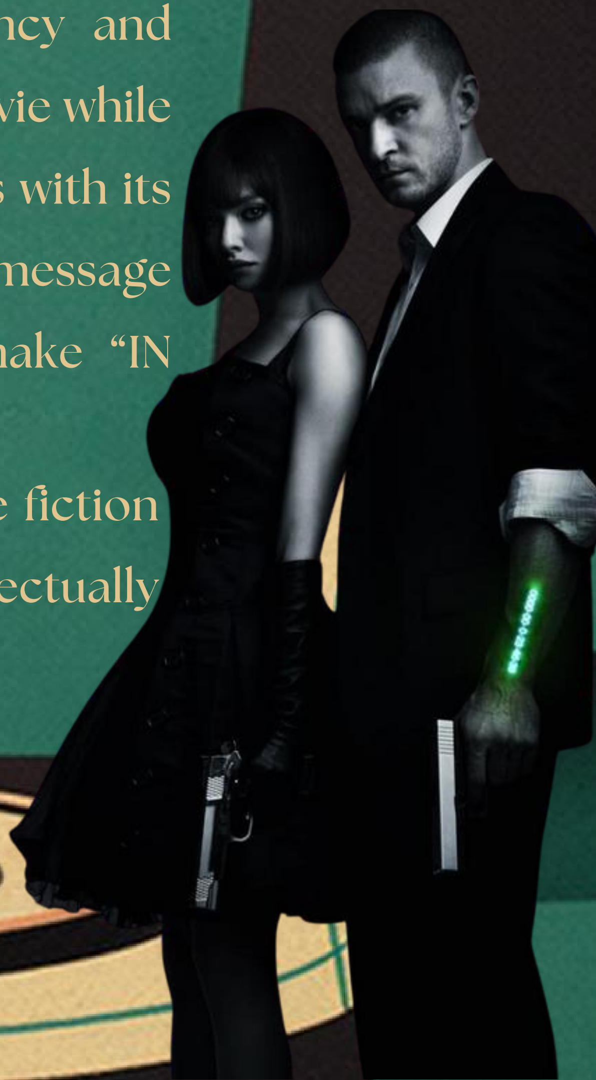
Absolutely! The course has exceeded expectations in a variety of ways. From the curriculum to the engaging conversations, it's been a great learning experience. The information and support offered have helped me to improve my understanding and abilities. Overall, the experience has been enjoyable, and I'm happy for the opportunity to be part of B.Com Corporate Secretaryship at Loyola College.

BATCH OF 21-24'

MOVIE REVIEW

IN TIME

"In Time" is a captivating sci-fi thriller that explores a dystopian society where time is literally money. Directed by Andrew Niccol, the film offers a thought-provoking value of time. Justin Timberlake delivers a compelling performance as Will Salas, a working class man who rebels against the oppressive system. The concept of time as currency is brilliantly executed, creating a sense of urgency and tension throughout the movie while the plot may falter at times with its predictability, the overall message and the movie's theme make "IN TIME" a worthwhile watch for fans of science fiction cuz this is an intellectually stimulating one.



BOOK REVIEW

RETIRE YOUNG RETIRE RICH

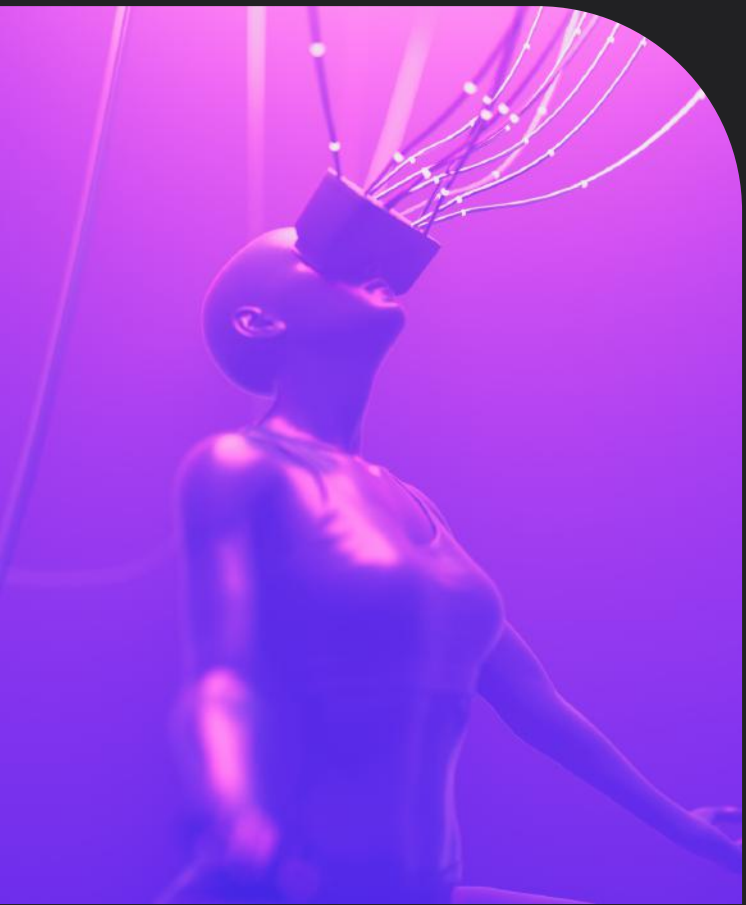
Retire Young Retire Rich" by Robert Kiyosaki, a blend of personal finance and motivation, builds on his renowned "Rich Dad Poor Dad." Reflecting on his journey, Kiyosaki stresses financial education and a wealth focused mindset. The book advocates the "pay yourself first" concept, urging readers to save and invest beforeexpenses. Emphasising compounding and multiple income streams, he provides practical tips on real estate, entrepreneurship, and debt management. Kiyosaki encourages risk-taking, resilience, and learning from failures. Filled with inspiring anecdotes, the book offers actionable advice for financial independence, making it valuable for those starting their careers or aiming to expedite retirement.

Spatial Computing

Rishi Kane G

23-UBC-105

Alright, gather 'round for the lowdown on Apple Vision Pro! — it's the sleek powerhouse everyone's buzzing about, fusing style and performance. Now, let's unravel the mystery of spatial computing — think of it as tech's way of playing hide-and-seek in real-time, and spicing up how we vibe with our gadgets.



Vision this - spatial computing turns our routine into a futuristic dance-off, where gestures and voice commands take center stage for an immersive experience. It's like your gadgets suddenly joined a digital party, making online shopping a visually appealing affair.

Tech giants like Apple, Google, Oculus VR, Magic Leap, and Microsoft are the real top fraggers in this futuristic comp' of spatial computing. The OG being MetaVerse, made use of spatial computing to shape their experience

But, y'all know how it is– every tech adventure's got its hurdles. Privacy concerns are the party crasher, and glitches might lag your vibe. Picture it like the tech rollercoaster with a few unexpected loops like distraction, eye strain, and a touch of motion sickness.
So, c'mon! spill the beans and tell us! What's your take on this tech rave called spatial computing?

DIGITAL SHIFT

The car world ain’t snoozing on e-commerce; it’s totally vibing with it like the coolest thing on Insta right now. From browsing to buying, everything's going digital, and it's shaking things up big time! Back in the day, Auto-by-Tel was the pioneer, letting peeps buy cars online in the '90s back when the internet was still a baby. That move? Total game-changer!

Fast forward to now, and e-comm's everywhere in the car world. You can scope out rides, compare prices, and even bag that sweet turbocharged muscle of a car without stepping foot in a dealership. It's like, why bother with the old-school hassle when you can flex your buying power with just a few simple taps?

The future's looking even wilder, with tech getting crazier by the minute, e-commerce is shaping up to be the main groove for how we roll in the car game. Imagine virtual reality test drives, personalized shopping experiences tailored just for you, and maybe even cars delivered straight to your door like an Amazon package. It’s like we’re in this cool sci-fi vibe, just rolling with it!

But hold up, it's not just about the rides. We gotta shout out the e-comm giants leading the charge in the car industry. Companies like Carvana, Vroom, and Shift are flipping the script on how we buy and sell cars, making it easier, cooler, and way more fun. So yeah, buckle up 'cause e-comm's steering the car game into the future, and it's gonna be one heck of a ride!

GOWDHAM P 23-UBC-172

DEV ZIDANE 23-UBC 155

Blockchain: New Payments Revolution

Imagine a shopping experience free from the typical online store headaches—no more long waits or security concerns. That's the promise of blockchain technology, reshaping how Gen Z interacts with e-commerce. This cutting-edge innovation brings a new era of secure, transparent, and decentralized digital marketplaces tailored to the tech-savvy generation.

Blockchain is a distributed ledger system where transactions are recorded across multiple computers worldwide, making it nearly impossible to tamper with data once it's added. In e-commerce, this means enhanced trust between buyers and sellers, as well as better protection against fraud.

Gen Z consumers value authenticity and transparency in their purchases, making blockchain a perfect match. It provides detailed information on supply chains, product origins, and even environmental impacts. Platforms like Provenance use blockchain to track luxury goods, ensuring they're genuine and ethically sourced.

Blockchain technology offers exciting opportunities for Gen Z shoppers, delivering greater transparency, security, and autonomy in online purchases. As this innovative solution gains traction, we'll see a new wave of e-commerce platforms tailored to meet the needs of the next generation of consumers.

Blockchain also enables peer-to-peer transactions, cutting out middlemen like banks and payment processors. This reduces transaction fees and gives users more control over their assets.
Despite its advantages, blockchain faces challenges in widespread adoption due to a lack of understanding. Education and awareness efforts are crucial to show people how blockchain can improve e-commerce.

WORLDWIDE CLICK 'N' SHIP: THE NEW WAY TO SHOP

Prasanna Moorthy
23-UBC-126

Oh, hey there! Let's talk about how smartphones and the internet have basically shrunk the world down to the size of a phone screen. You can order Korean cosmetics, snag the latest Japanese tech, or even get some Sri Lankan cinnamon or Swiss cheese delivered right to your door with just a few taps. And you know who we have to thank for this global shopping spree? Cross-border e-commerce!

So, what's cross-border e-commerce? It's basically when you buy stuff from other countries through middlemen like Amazon. From a customer's point of view, it's all about getting your hands on cool stuff from around the world. But for sellers, it's about reaching customers in foreign lands through platforms like Amazon, making it a win-win situation.

The cross-border e-commerce scene is blowing up big time. Experts predict that by 2028, we're looking at over $3.3 trillion in cross-border transactions. That's more than double the current numbers! While domestic online shopping is growing too, it's not growing as fast as the global e-commerce trend.

By 2030, the global B2C cross-border e-commerce market is expected to hit a whopping $7.9 trillion, according to Statista. And more businesses are jumping on the cross-border train, selling to customers worldwide. It's like the world's become this giant digital marketplace, with endless opportunities for growth and better shopping experiences. For customers, cross-border e-commerce means access to products that might not be available or affordable locally, plus a huge variety of choices.

Sellers, on the other hand, can now reach customers worldwide, reducing their dependence on local markets and spreading out their risks. It's like they've unlocked a whole new level of business potential!

like a coin with two sides,cross border e commerce too has its own challenges. Dealing with multiple currencies and conversion rates, navigating logistics, language barriers, customs – these are still hurdles in this global shopping game. But hey, nothing worth having comes easy, right?

So, there you have it – the world of cross-border e-commerce, where the possibilities are endless, and the shopping carts are always full!

BANK BOOST

NAVEEN 23-UBC-277

Hey guys, Ever wondered how open banking API's could impact your future? well, me neither. Anyways, this is Open banking API's in 200! Go!.
First what are API’s? API’s are known as Application Programming Interfaces. They allow different apps to share information and perform tasks seamlessly without you realizing it. For example, when you log into your google account using your credentials, that’s the magic of API at play. But what are Open Banking API’s and how do they even impact us? Why should we bother what they are?

Think of them as the tech behind making your money moves cooler. Imagine you've got cash spread out in different places or apps like your gaming account, part time or savings. These API's are like code that lets these places chat or collaborate. So, instead of juggling apps, its like having a super smooth system under one roof. Want to check your bank balances at once?, or make quick transactions? Or try our some major financial tools?

Open Banking API's got you covered, dudes. They are the guardian angels which make your financial life way less complicated and giving you more control of your money. In short, They turn the money game into a tech savvy experience

So, gear up, guys! The future of banking is brighter than you would think!

Price Tracking

Standard

All of us shop online for various goods and services we need from various websites like Amazon, Flipkart, Myntra etc.

We all spend our hard earned money and oftentimes wait for sales to come in order to make relatively expensive purchases ensuring we get the best deal. What most of us don't know is that prices often go lower than the usual selling price more often than you might think. People only anticipate prices to drop a lot during sales and during the rest of the year they continue to purchase products at whatever price it is available at.

Advance

This is exactly where Price Trackers come into play, Price trackers are tools which are used to check price history charts for millions of products.

These tools automatically track the price of a product for us so we don't have to check the price of a product manually multiple times in a day.
Some features of these tool include
1) Sends notifications to phone when product comes back in stock
2) Sends notification/ email to phone when price drops
3) Sends desktop reminders about the product.
4) Historical graph of the fluctuations in price of the product over the past year or two.
5) Suggests the best time to buy the product

Price History and KaroBargain are two such tools which can be used for free.

Timeline

18 July 2023	LCC INAUGRATION
24 July 2023	Catalyst x -Nextgen Leadership Experience
11 August 2023	Take-off -Career Acceleration Programme
14 August 2023	Positive career Exploration & Positive Time Management

23, 24 August 2023	Plan E New Age Entrepreneurial Workshop
4 September 2023	PG Guidance Forum
19 September 2023	Career Enrichment Program
3 October 2023	Workshop on How to Prepare for Competitive Exam
16 December 2023	Zenith 2023
19 January 2024	A2C International Conference
25 January 2024	Career Guidance Programme
8 March 2024	LCC Valedictory

20+ colleges

650+ participants

ZENITH

CONCEIT OF CORPORATORS

10 events

60 prizes

ACHIEVERS OF THE DEPARTMENT

Dr. Joicy Lidwina (Assistant Professor)

Registered a patent for a design to Customer Feedback Kiosk
Kiosky it is used to take surveys helps colleges recieve feedback

Dr. P L Visalakshi (Assistant Professor)

Completed PHD in New College specializing in HRD and presented a Thesis on Impact of HRD Policies in Employees working in MNC's

Dr. M Moses Antony (Assistant Professor)

Invited as a Guest Lecture in National level conference on impact of Digital Payment System on Women Entrepreneurship

Jeffrey Joy Chakkoria (21-UBC-209)

Presented at Loyola College Department of Economics National Symposium titled 'India's Growth Trajectory: Opportunities and Challenges.

K Karthikeyan (21-UBC-171)

Bagged Bronze Medal in Table Tennis representing the University of Madras for Khelo India University Games

P Deepan (21-UBC-206)

Published a book under Lambert Academic Publishing titled "Financial Management"

CORPORATE SUPREMACY

////CHAMPIONS////

OVATIONS '23 – OFFSTAGE WINNERS

ETHIRAJ – IDARA 2023

ETHIRAJ – MEDIOS 23-24

ETHIRAJ – AURORA 23-24

ETHIRAJ – ETHICS '24

MCC – COMFEST '24

MCC – INNOVOTIA '24

DG VAISHNAV – COMMERCTHON '23

DG VAISHNAV – ABSOLUTE '24

PATRICIAN – COMFIESTA 2K24

SRM – TESORO 2K24

VEL TECH – MATRIX 2K24

DON BOSCO COLLEGE – COM FESTIA'24

MOMENTS OF CORPORATE

LUCEAT LUX VESTRA

LET YOUR LIGHT SHINE