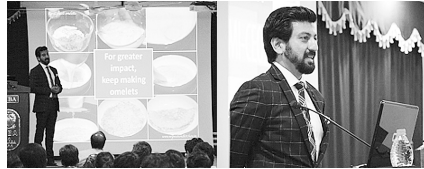


LIBA-BMI CEO Talk-Secret Sauce for X-factor Quotient

The BMI session at Loyola Institute of Business Administration (LIBA) on 17th July, had Mr. Vikram Cotah, Chief Operating Officer, GRT Group of Hotels. The engaging session organised in association with Business Standard, was on the topic "Secret Sauce for X-factor Quotient" and how this exclusive branding can help set yourself apart from the rest of the players in the industry. He mentioned that, "The role of a brand is to create a bond with the audience, which the mere existence of a product cannot achieve". He then stated that personal branding requires a lot of work such as research, strategy, identity etc. Mr. Vikram supported the above examples with statistics which stated that, "85% of the recruiters and HR employees say, a person's personal



brand influences their decision". "There is no shortcut to hard work", is what the students learned from Mr. Vikram Cotah's life story. In conclusion, Mr. Vikram Cotah gave few valuable tips to the upcoming managers of LIBA - "Be different", "Have no fear of failures" and "Don't always go for perfection, focus on practising more".

– Saurabh Mishra, LIBA Student

Sairam Institute of Management Studies: Cash Management & Reporting Practices

Sairam Institute of Management Studies instituted a talk for the management students on "Cash Management & Reporting Practices" by J. Venkataramanan, Financial Consultant. Prof. Dr. K. Maran, Director, Sri Sairam Institute of Management Studies (SIMS) welcomed the Chief Guest and the talk commenced with the term "Report" that senses the importance of any sector to disclose the facts of the particular organization effectively and efficiently. Mr. Venkataramanan elaborated on the significance of FIS - Family Information System, Top-line revenue & Bottom-line revenue where the top-line revenue that seeks towards the profit and the bottom-line revenue that seeks towards the loss and the difference between the mistake and blunder. He said 'Quality' & 'Innovation' are very essential for India to enter the gate of developing-to-developed country.

– Pavithra Shanmugam



Dr. K. Soundarapandiyan, Sri Sai Ram Engineering College; Mr. J. Venkataramanan, Financial Consultant; Dr. K. Maran, Sri Sairam Institute of Management Studies (SIMS) and Dr. S. Suresh, Sri Sai Ram Engineering College

Guest Lecture on EDC at Sankara College

Sri Sankara Arts and Science College (Autonomous), Kanchipuram on behalf of the Entrepreneurship Development Cell and Department of Business Administration organized a Guest Lecture on "Emerging Business Opportunities and Challenges". Entrepreneur, Mr. Pavithraj Sankar, MD, Shri Sai Café, Kanchipuram, explained about the emerging business opportunities for young and energetic entrepreneurs and also the challenges to be faced in their business formation and development. Principal, Dr. K. R. Venkatesan presided over the function, Dr. G. Veeramani, HOD - MBA welcomed the gathering and Mr. R. Hemanth Kumar, Asst. Professor - MBA, delivered the vote of



thanks. More than 200 students participated and benefited out of this event.

Size = 20cm (H) x 12cm (W)

Campus Talk - Chennai