

**Seminar Report**  
**Department of Commerce [B.COM (H) & B.B.A (H)]**  
**Session: 2019-2020**

*Corporate class room:*

*Date: 29.02.20*

a) Topic: “**GENERATION ‘Z’**”

Speakers:

- i) Mr. Sabyasachi Mahapatra, HR Schneider Electric Kolkata
- ii) Dr. Monodip Ray Chowdhury, Associate Professor HR and OB Xavier Business School
- iii) Mrs. Sunila Banerjee, Chief Mentor at Bani Communication
- iv) Mr. Abir Roy Chowdhuri, Director, The Banyan Tree Group

*Brief note:* This seminar was organized by The Department of Commerce. It was organized for all the students. The discussion came to life introducing the types of generations. They spoke about three generations and the type ‘Z’ is the one all students belong to. The generation “Z” is born with gadgets, potentials and with a lot of information. In one hand, this generation is blessed with enormous possibility and in the other hand; this generation has the disadvantages of misusing the gadgets and the information. The discussion was prolonged on how this generation can attain its goal and be successful. She also emphasized that information indeed is bliss but too much of which leads to confusion and instability in decision making. The session was very interesting and interactive. It was because students were involved in it. They (students) were free to ask questions regarding their queries of corporate world. So, some of the students put forth questions like “What are the expectations of a company from a candidate?”

“How should the candidates present themselves in an interview?”

“How should a corporate communicate its value to prospective customers in order to close a deal?”

The experts were emphasizing on moral values of a human being; such as confidence, behaviour, interest and so forth of a candidate.

They instilled into the minds of the audience the demands of the industry from the aspirants and what they should be capable of in order to earn a position of success in their lives.

*b)* Topic: “**MADVERTISE**”.

Organiser: Organised by The Department of Commerce, St. Xavier’s College, Burdwan in collaboration with Xavier Business School, St. Xavier’s University, Kolkata.

Brief note: This workshop was organized for the students of The Department of Commerce for all the colleges in Burdwan. **Madvertise** was conducted for the student which was well formulated with the purpose of brushing their management skills and to open the eyes of the aspirants in the light of creativity and innovation involved in marketing.

Students were required to package a scrap product which was provided to each team as well as label it in such a way so as to attract the attention of prospective buyers.

There were about 7 teams and same number of products to be marketed using custom prepared advertisement videos. The platform for the advertisement to be carried out was social media and winning team was to be decided on the basis of the likes, shares and comments on the respective advertisement videos.

Points were added even on the basis of the duration of the advertisement videos the least of which scores the maximum in regard. Besides, a minimum of 2 members from each team were to be mandatorily present in the shot for the video to be eligible.

Nonetheless, the procedure of the event was followed and the winners were decided in the method as stated above.

There was a great take away from the event since, they never get to take part of anything even close to this anywhere before and thus it was a totally new experience for all the participants. **Madvertise**, is basically about creating that want of a product or service among prospective customers by educating them about the product/service and portraying it to such a tangent that the prospects are induced to convert their wants into possessions.

They learned this very thing in the entire hustle. It was indeed a fun experience for all the students.

c) Topic: “**Bid to Build**”.

Organiser: Organised by The Department of Commerce, St. Xavier’s College, Burdwan in collaboration with Xavier Business School, St. Xavier’s University, Kolkata.

Brief note: Bidding is an offer (often competitive) to set a price tag by an individual or business for a product or service or a demand that something be done.

It was conducted in the seminar hall of academic building. There were 10 groups each containing 5 members. It was really an interesting and eye opening moment for the students, because most of the students were bidding first time in life. It helped them to know how the bidding or auction takes place. In our context, every team was allotted with a budget of **30 Lakhs rupees**. For each item there was its allotted base price and revenue generation.

Bidding for each item started with its base price and proceeded with an increment of **Rs. 25,000** generating the allotted revenue. The profit of each item would be considered for evaluating which was to be calculated by subtracting the purchase price from its revenue generated. All the teams were allowed to buy any number of items.

In this event, the analytical and numeric ability of the participants was put to test. Participating colleges were a part of an auction. The participants were bidding for the fictitious business related items like land, labour, logistics, the members of the Board of Directors etc. for their company to be set-up, each having a certain base price. The agenda of the events is to earn the highest revenue keeping in mind the budget constraint that was provided to them. Testing the presence of mind and how effectively the teams use its finance was the focus of the event.



Plate 1-Lighting of the lamp ceremony.



Plate 2- Speech by Father Principal.



Plate 3- Guest and Father Principal in one frame.



Plate 4- Students attending the seminar.



St. Xavier's College ,Burdwan



Department Of Commerce

In Association With

XAVIER BUSINESS SCHOOL

# CLASSROOM CORPORATES

29th February, 2020

► Know The Corporate

(A Panel Discussion Where Corporate Answers You)

► Bid To Built

► Madvertise

29 February 2020

11 A.M

