

DEPARTMENT OF COMMERCE BUSINESS ANALYTICS
CONSOLIDATED REPORT OF ASSOCIATION ACTIVITIES (2025–2026)

The Department of Commerce Business Analytics of Holy Cross College (Autonomous), Tiruchirappalli carried out a series of academic, professional, research-oriented, and value-based activities during the academic year 2025–2026 with the objective of enhancing students’ analytical competencies and holistic development. The programmes were conducted under the leadership of the Secretary Rev. Sr. Dr. Sarguna and the Principal Rev. Sr. Dr. Isabella Rajakumari. The department functions under the guidance of Dr. M. Suthanthira Malar, Coordinator, and Dr. J. Jenifer Mary, Assistant Professor, Department of Commerce Business Analytics.

The Department of Commerce Business Analytics is committed to impart a robust blend of theoretical knowledge and practical skills, aiming to equip students with analytical tools and techniques essential for interpreting data and making business decisions. The curriculum and co-curricular activities of the department are designed to meet current industry demands and make students employment-ready in the fast-growing fields of data-driven business intelligence. The department functions under the dynamic leadership of our esteemed secretary, Rev.Sr.Dr.Sarguna and our esteemed Principal, Rev. Sr .Dr.Isabella Rajakumari, and under the guidance of Dr. M. Suthanthira Malar, Coordinator, Department of Commerce Business Analytics and Dr J. Jenifer Mary, Assistant Professor, Department of Commerce Business Analytics.

The first meeting of Commerce Business Analytics Association for the academic year 2025-2026 was held in 22nd July 2025, during which the office bearers were elected in the presence of the Coordinator and Staff In Charge.

Office bearers for the Academic year 2025-2026 are as follows:

S.No	Name	Class	Designation
1.	Ms Keerthanaa Shri. M.V	I B Com Business Analytics	President
2.	Ms Srinidhi.S	I B Com Business Analytics	Vice President

The elected team has planned a series of insightful and career-oriented events for the academic year. The association aims to conduct seminars and workshops on emerging trends in business Analytics, career guidance sessions, guest lecturers by industry professionals, and hands-on training in analytical tools such as Excel, Power BI, and python. These activities are

curated to instil confidence, improve technical and decision-making skills, and bridge gap the between academics and industry expectation. The meeting concluded with a collective commitment to execute all proposed events with dedication, innovation, and integrity, reflecting the spirit of the department.

INAUGURATION OF DEPARTMENT OF COMMERCE BUSINESS ANALYTICS ASSOCIATION

The inauguration of the Department of Commerce Business Analytics Association at Holy Cross College (Autonomous), Tiruchirappalli, held in Investment Lab, marked a significant milestone in fostering analytical thinking, digital proficiency, data-drive, decision-making skills among the students community.

The program began by invoking the Lord's blessings. The event was graced by Dr.Senthamarai, M.A., M.Phil., Ph.D., with SLET Associate Professor of Economics Holy Cross College (Autonomous) Tiruchirappalli our esteemed chief guest, who delivered a enlightening and thought-provoking address on the topic "The Future Of Commerce: Why Analytics Matters."

In her address, Dr.Senthamarai shed light on the fundamentals of Business Analytics – what it is, why it is, and how it is transforming industries. She elaborated on the opportunities and benefits the field offers, the variety of courses available, and the key skills students must develop to excel. Dr.Senthamarai spoke about the career opportunities in both the public and private sectors, giving insights into the salary ranges and the global demand for analytical talent.

She explained the contribution of the digital market to the GDP through the three major sectors – agriculture, industry, and services – emphasizing how analytics acts as a growth driver in each. She also encouraged students to embrace self-paced learning, utilize their time wisely, and strategically plan for higher education.

Highlighting the role of Multinational Corporation (MNCs), Ma'am introduced the students to various thriving platforms and named notable MNCs actively hiring analytics professionals. She further outlined the job profiles that analytics graduates can pursue, ranging from data analyst to business intelligence specialist, and discussed the extra advantages

students gain by taking up this course- such as problem-solving ability, decision-making skills, and adaptability to new technologies.

The inauguration of the Business Analytics Association marked the beginning of new chapter for the department, promising to become a hub for innovation, research, and skill-building. With the active support of the faculty, staff, and students, the association is poised to empower students with analytical expertise, professional readiness, and a competitive edge in today's fast paced business world.

The event proved to be an enriching experience for the 34 students who attended, leaving them motivated to embrace analytics as a powerful tool for shaping their careers and contributing to society.

REPORT ON MASTERING EXCEL: A HANDS-ON WORKSHOP

The Department of Commerce Business Analytics conducted a workshop titled “Mastering Excel: A Hands-on-Workshop” on 24th September 2025, at Mother Sophie Lab, to enhance students’ proficiency in Microsoft Excel, a vital tool for financial analysis and data management. The session aimed to build practical skills in spreadsheet operations, formulas, data visualisation, logical functions, statistical function social media analysis, macro and basic analytics—competencies essential for academic projects and future careers in commerce and accounting.

A total of 29 students participated enthusiastically, learning techniques such as data sorting, chart creation, and the use of essential functions. The interactive format allowed participants to practice each feature in real time, making the learning both engaging and effective.

The session was guided by Ms S. Monika, M.C.A., Assistant Professor (Management), Holy Cross College (Autonomous), Tiruchirappalli, who introduced the participants to essential Excel basics and provided practical demonstrations throughout the workshop.

The training empowered participants with essential Excel skills, improving their ability to organise and analyse data efficiently. It strengthened their confidence in using digital tools for academic and professional tasks, preparing them for careers that demand precision and analytical capability.

REPORT ON SAVE TODAY, SHINE TOMORROW – POSTER MAKING COMPETITION

The Department of Commerce Business Analytics organised a Poster-Making Competition on the theme “Save Today, Shine Tomorrow,” on 17th September, 2025 at MSB-16. It was held by highlighting the importance of financial discipline and sustainable economic habits. The event aimed to inspire students to cultivate a culture of smart saving, wise investing and mindful spending, reinforcing the idea that prudent financial decisions made today pave the way for a secure and prosperous tomorrow.

Participants showcased impressive creativity by designing posters that illustrated concepts such as budgeting, emergency funds, long-term investments, and responsible consumption. Their work reflected not only artistic talent but also a clear understanding of personal finance and economic sustainability.

The competition was honoured by the presence of our distinguished guest Dr. S. Senthamarai, M.A., M.Phil., Ph.D., with SLET, Associate Professor of Economics, Holy Cross College (Autonomous), Tiruchirappalli, who applauded the students’ thoughtful expressions.

The competition created a meaningful impact among those students participated by nurturing financial awareness and creative expression among the students. It encouraged participants and viewers alike to think critically about saving, budgeting, and long-term wealth creation, helping them recognise the value of early financial planning. Beyond enhancing artistic skills, the event fostered teamwork, confidence, and responsible money-management attitudes—benefits that will guide students in both their personal and professional lives.

The event inspired the 12 participants to practice smart saving and financial planning for a secure future and a financially responsible society. Ms. Srinithi R. secured the First Prize for her creative and insightful poster, E- Certificates were provided for the winners and the participants.

REPORT ON QUIZ COMPETITION ON WORKFORCE MANAGEMENT

The Department of Commerce Business Analytics, in collaboration with Sr. Brenda's HCC Igniters Quiz Club, organized an engaging Intra-Departmental Quiz Competition on the theme Workforce Management on 18th September, 2025, at MSB-16 . The objective of the event was to enhance students' understanding of data-driven decision-making and to cultivate analytical thinking essential for modern business environments.

Participants enthusiastically participated in Competition covering concepts of data analytics, business intelligence tools, and real-world applications. The quiz not only tested their knowledge but also sharpened their quick-thinking and skills.

A total of 30 students actively participated in the quiz, showcasing strong enthusiasm and competitive spirit throughout the event.

The event was graced by our esteemed judge, Dr. E. Dhowbika Begum, Assistant Professor of B.Com. BPO, Holy Cross College (Autonomous), Tiruchirappalli, who appreciated the participants' enthusiasm and depth of knowledge.

The competition proved to be an inspiring and intellectually stimulating experience for all who attended, motivating students to embrace business analytics as a powerful tool for shaping their careers and contributing to data-driven decision-making in society.

REPORT ON INDUSTRIAL VISIT- NAGA FOODS CONSUMER DIVISION

The students of Department of Commerce Business Analytics visited Naga Foods (Consumer Division), Dindigul, on 28th November,2025, for an industrial exposure programme aimed at understanding the operations of a large-scale food manufacturing unit.

The visit began with a briefing on the safety measures to be followed inside the factory premises. Students were informed about the importance of protective gear, hygiene protocols, and restricted zones to ensure a safe and efficient learning experience.

The company representatives then introduced the students to the organisation's employee strength, annual turnover, warehouse facilities, and overall factory structure (i.e. emergency exit, number of entrances, security structure, etc). They also explained the functioning of their own farms, which contribute to the quality and consistency of their raw materials. The team provided insights into Naga Foods' leading brands, their product portfolio, and the company's presence in the consumer market. Students were encouraged to raise questions, and the representatives clearly addressed each query, helping them relate theoretical concepts with real-life industrial practices.

During the factory tour, students were taken inside the manufacturing unit, where they observed the machines used for producing pasta and gained a detailed understanding of the entire manufacturing process. As a gesture of hospitality, Naga Foods offered product samples for the students to taste, providing a direct experience of the final output. Our students are also taught how different types of flour and starch are segregated, processed, refined, and utilised. They also learned how various grades of flour are extracted from wheat grain, and how each by-product is efficiently used or sold to ensure zero wastage.

Students were also guided through the factory site, where they witnessed the coordination between different departments such as production, storage, quality control, and packaging. The industrial visit to Naga Foods (Consumer Division) was highly informative and practical. It gave the 30 participating students valuable exposure to real-time production processes, modern machinery, supply chain workflow, and quality standards followed in the food manufacturing industry. The visit enhanced their understanding of industrial operations and provided strong insights into how raw materials are converted into finished consumer products.

REPORT ON INTERNATIONAL FINANCE CONCLAVE ON “AI IN FINANCE- SYSTEM TRANSFORMATION AND SKILL ENHANCEMENT”

The Department of Commerce Business Analytics, along with the **PG and Research Department of Commerce**, along with **Commerce BPO, Commerce Vocational (BFSI)**, in Collaboration with Finmark Trainers India Pvt Ltd., Holy Cross College (Autonomous), Tiruchirappalli, successfully organised an International Finance Conclave on the theme “**AI in Finance: System Transformation and Skill Enhancement**” on **09th December 2025**, at **Lady’s Hall**. The Conclave aimed to provide academic and industry insights into the transformative role of Artificial Intelligence in the financial sector.

The event commenced with a formal inaugural session, welcoming academicians, industry experts, faculty members, research scholars, and students. At the Conclave, the Department of Commerce Business Analytics, Holy Cross College (Autonomous), Tiruchirappalli, signed MoUs with Finmark Trainers India Pvt Ltd under a service agreement to provide content for job-oriented and add-on Financial Market Courses and to facilitate professional certification exams conducted by the National Stock Exchange and NISM. This initiative focuses on imparting specialised knowledge in Capital Markets and Investment Banking, resulting in co-branded certifications for students.

The first session, “Importance of AI as a Skill in Education and Career”, focused on the importance of Artificial Intelligence as a core skill in education and career development. The session was handled by Mr Swami, Global Chief Delivery & Wellness Officer, and a former professional at BCT, IBM, and KPMG. He highlighted how AI has become an essential competency across industries and emphasised the need for students to continuously upgrade their skills to remain relevant in a rapidly evolving digital world. He explained how AI enhances learning, improves decision-making, and supports career growth by enabling efficiency and innovation. The session motivated students to view AI not as a replacement for human intelligence, but as a supportive tool that complements analytical thinking, creativity, and problem-solving skills.

The second session, “Building a Career in Finance and Learning to Adopt Technology”, was conducted by Mr Sudhan Kalyana Sundaram, Head of Markets, Dubai Gold & Commodities Exchange, Dubai, and Mr Kannan Rajagopal, Managing Director, KSEMA

Wealth Pvt. Ltd., Singapore & India. The session provided valuable insights into **career** opportunities in finance and the importance of adopting technology in the financial sector. The speakers discussed the growing role of digital platforms, analytics, and automation in modern finance. They emphasised how professionals must combine financial knowledge with technological skills to succeed in global markets. The session helped students understand real-world industry expectations and inspired them to prepare for technology-driven finance careers.

The third session, "Practical Session on Identifying and Building One's Skills", was a practical-oriented session led by Mr Santhosh Cherian, former Executive Vice President and Head – Learning & Development, HDFC Bank Ltd. The session focused on self-assessment, skill identification, and personal development. He guided students to recognise their strengths, interests, and areas for improvement. Through practical examples and interactive activities, he emphasised the importance of continuous learning, adaptability, and goal setting. The session encouraged students to take responsibility for their personal and professional growth by aligning their skills with industry requirements.

The conclave highlighted the growing importance of AI-driven technologies in finance, focusing on areas such as automation, data analytics, risk management, fintech innovations, and skill enhancement for future-ready professionals. The conclave featured expert lectures, panel discussions, practical sessions and a finance and business quiz, effectively bridging academic learning with industry expectations. Eminent speakers from the banking, financial markets, and technology-driven sectors shared insights on AI adoption, skill development, and career pathways in finance. The interactive sessions enhanced students' understanding of real-time financial applications and encouraged continuous upskilling. Overall, the conclave significantly contributed to improving career readiness, fostering technological awareness and inspiring students to pursue future-oriented careers in the rapidly evolving finance domain.

As part of the conclave, a **Quiz Competition on Financial Markets and Business** was conducted to enhance students' knowledge and analytical abilities. The quiz covered topics such as financial markets, banking, insurance, fintech, the business environment, and current financial developments. The competition witnessed enthusiastic participation from **73 teams comprising 146 students** representing various institutions, including **Holy Cross College, St. Joseph's College, Bishop Heber College, Jamal Mohamed College, Bon Secours College, and National College**. The event fostered healthy competition, teamwork, and quick decision-

making among participants. **Cash prizes of ₹5,000, ₹3,000, and ₹2,000 were awarded for the First, Second, and Third positions, respectively,** motivating students to further strengthen their understanding of finance and business concepts.

REPORT ON YOUR RIGHTS, MY RIGHTS, OUR RIGHTS

The Department of Commerce Business Analytics organised a session on “Your Rights, My Rights, our Rights” on 15th December 2025 at MSB-16 to promote awareness of women’s rights, equality, and dignity as fundamental human rights, in observance of Human Rights Day. The initiative aimed to sensitise students to issues related to gender justice and to encourage respect for women’s roles and contributions in all spheres of society.

The programme was graced by the chief guest, Dr Marie Sheila R., District Director, Human Rights International Federation, Assistant Professor, Holy Cross College (Autonomous), Tiruchirappalli, who delivered an insightful lecture on the status of women’s rights in contemporary society. She began her session by encouraging students to reflect on identity, self-respect, and responsibility in building an inclusive and equitable community.

The session highlighted key aspects such as women’s right to education, equal opportunities at the workplace, freedom of expression, and protection against discrimination. The speaker emphasised the importance of recognising women as independent individuals with equal rights and responsibilities. She also stressed the role of awareness, education, and collective effort in ensuring the protection and advancement of women’s rights.

The interactive nature of the programme allowed students to engage in meaningful discussions and clarify their understanding of gender equality and social responsibility. The event concluded with a strong message that empowering women and upholding their rights is essential for achieving social progress and justice.

The programme proved to be informative and impactful for the 30 students who participated, helping them develop a deeper understanding of women’s rights as an integral part of human rights and inspiring them to uphold these values in their academic and personal lives.

REPORT ON TWO DAY INTERNATIONAL WORKSHOP ON SCALING THE DIGITAL AND AI AKILL FRONTIERS

A Joint Venture between Holy Cross College (Autonomous), Tiruchirappalli and St. Joseph's College (Autonomous), Tiruchirappalli for the Two Day International Workshop on "Scaling the Digital & AI Skill Frontiers" is a significant academic collaboration. Combining the resources of two prestigious institutions created a powerful platform for student and faculty development on 9th & 10th January 2026, with the motive of encouraging students to learn the necessary usage of AI in this modern world. The event consisted of 4 sessions by the special guests of the day to highlight the benefits of different AI tools. The programme began with a teaser of the workshop, followed by a soulful prayer and Tamil Thaaai Vaazhthu. Dr. Mary Suthanthira Malar, HOD of Commerce Business Analytics, Holy Cross College (Autonomous), Tiruchirappalli, warmly welcomed the gathering. Rev. Dr. M. Arockiasamy Xavier, Secretary, St. Joseph's College (Autonomous), Tiruchirappalli, addressed the gathering with his inspiring speech. Rev. Sr. (Dr) Judy Gomez, Vice Principal, Holy Cross College (Autonomous), Tiruchirappalli felicitated the gathering. Dr. M. Julius Ceaser, Dean of Management Studies, St. Joseph's College (Autonomous), Tiruchirappalli, presented the presidential address. The first session enhanced the importance of AI, Ethics, Digital privacy and responsibilities. A warm note of welcome was given to the Chief guest, Ms Sumithra Sreenivasan, HOD of Professional programmes, St. Joseph's College of Commerce (Bengaluru). Dr. G. John, a profound faculty member of the Department of Commerce Business Analytics, presented the momento to the chief guest. The resource person introduced herself kindly and explained the necessity of what AI is, understanding AI, the initiatives taken by the Government, and the awareness to be followed while using AI. The students of both colleges actively participated and gained knowledge in learning new things with enthusiasm, and clarified their doubts with the chief guest.

The second session on "The Science Behind AI: What Commerce and Management Students Need to Know". This Online Session enumerated how AI was introduced and developed over several decades. The Session was presided by Dr. Mahendran Vellaichamy, Scientific Associate, Soft Matter Laboratory, Department of Condensed Matter, Institute Jozef Stefan, Ljubljana, Slovenia. The renowned resource person highlighted the Evolution of AI, Types of AI in the digital era, Basic characteristics of AI, how AI can learn conceptual things,

Importance of Data and AI in Business, the do's and don'ts of AI, and the AI skills every business student requires.

The third session on AI for Communication, Presentation, And Multimedia Creation and the Chief guest Ms. Immaculate Mary. A, Assistant Professor, Department of Commerce, School of Business. St Joseph's University, Bengaluru, was welcomed and honored gratefully. Ma'am explained the excellence of AI tools that can be used in our lives on a daily basis. She taught the various uses of AI-powered applications and websites such as Grammarly.ai, ChatGPT, Perplexity, Microsoft Copilot, Gamma.ai, Claude.ai, Ideogram.ai, Canva, etc. that make better versions of texts, images, video and presentations. The students gained knowledge by applying it practically.

The Fourth Session on AI for Data Analytics And Business Analytics relied on the usage of AI for Analyzing Data and Business. The session was chaired by Dr.M.Kriushanth, Assistant Professor, Department of Data Science, St.Joseph's College, Trichy. He explained in detail how AI transforms Data and Business Analytics, some Generative AI tools like Qwen.ai, Kimi.ai, Deepseek.ai, Julius, Vizli, Gemini.ai, Tableau, etc. The unique features of AI tools and enhanced efficiency, data-driven insights, accelerated innovation, and personalized experiences across various fields are the greatest knowledge gained by the students.

The Practical session was conducted at the Erhrhart Computer Science Lab, St.Joseph's College. The participants of the workshop were asked to apply prompts to data sets from practical exercises, apps that made power point presentations in seconds, which made them experience the critical need for data cleaning, rephrasing, checking of data, accurate analysis of data, preprocessing, and management skills. As hands-on experience teaches the ability to identify which real-world problems can be effectively solved using AI, made the students how to appropriately frame those problems for AI application.

The second day of the International Workshop on "Scaling the Digital and AI Skill Frontiers" was held at Regina's Hall at Holy Cross College (Autonomous), Tiruchirappalli on January 10, 2026. The sessions were designed to strengthen students' understanding of how AI skills can be effectively integrated into real-life professional and academic environments.

The day began with the first online session titled "AI in the Corporate World" by Mr. Rinaldo Britto, Vice President, Goldman Sachs, Global Markets, Salt Lake City, USA. The session highlighted the transformative power of Artificial Intelligence (AI) in the corporate world, with Mr Britto emphasising that AI is a crucial strategic partner for informed decision-

making. He urged the audience to stay updated on AI advancements, essential for shaping business strategies and gaining a competitive edge. Mr Britto stressed the importance of analytical thinking and encouraged a mindset of continuous learning to adapt to evolving technologies. Participants were introduced to various AI courses and platforms to enhance their skills and were advised to choose AI tools that meet ethical standards and business needs. The interactive session included a Q&A segment, allowing students to discuss AI applications and career opportunities. By emphasising the rising demand for AI-skilled professionals, Mr Britto reinforced the critical need for innovation and adaptability in the corporate sector. The session provided insights into the growing demand for AI-skilled professionals and the importance of adaptability and innovation in the corporate sector.

The second session, “AI for Academic Excellence,” was presented by Ms Anju Mariam John, Assistant Professor at Mar Thoma College, Kerala. She discussed how AI tools can enhance student research, learning, and productivity while encouraging ethical use. Ms Anju introduced several AI tools, explaining their functions: ChatGPT, Claude, and Perplexity, for research and concept understanding. Grammarly, QuillBot, Hemingway, Scribbr.ai, for writing quality and plagiarism checking. Gamma, Beautiful.ai, for creating presentations. Notion AI for organising notes and task management. Recommended tools for specific tasks included:

- Assignments: ChatGPT, Claude, Grammarly, QuillBot
- PPT Preparation: Gamma, Beautiful.ai
- Research: Perplexity, Scribbr.ai
- Exam Preparation: ChatGPT, Notion AI, Perplexity

The session was practical, enabling students to effectively utilise AI in their academic work.

The third session on “AI for Personal & Career Development,” was delivered by Dr S. Edel Josephine Rajakumari, Assistant Professor & Head, Department of Artificial Intelligence and Machine Learning, Holy Cross College, Tiruchirappalli. She focused on how AI can be used for skill development, career planning, and continuous professional growth, motivating students to stay updated with emerging technologies. The session focused on the growing dependence on Artificial Intelligence in everyday life and career development.

She began by explaining how earlier generations depended mainly on books and traditional resources, whereas today there is a significant shift towards AI-based tools. She

emphasised that while we depend on AI, it is important to evaluate and verify the information it provides. She explained how AI observes user behaviour, learns patterns, and adapts to individual needs.

The session highlighted various real-life applications of AI, such as voice commands, alarm systems, search patterns, Google Maps suggestions, banking chatbots for customer assistance, and personalised recommendations. She also explained how AI is used in professional fields such as mock interviews, resume screening, and recruitment processes.

Students were introduced to several career-oriented AI tools, including:

- Kickresume – AI-based resume builder
- Rezi AI – ATS-friendly resume creator
- Canva – for professional resume and design templates
- Warmup – free AI-powered interview practice tool
- LinkedIn – to explore career paths
- Indeed Career Guide – to identify available job roles
- MockMate – AI-powered mock interview platform
- Motion AI – for management and productivity tasks

She emphasised that for commerce students, combining professional skills with AI tools significantly enhances employability. She explained that recruiters increasingly use AI and automation for screening candidates, making it essential for students to be familiar with such technologies.

The session was highly interactive, and students were guided to work directly on the websites. They were encouraged to create their own resumes using AI-based platforms, which gave them practical exposure to AI-driven career preparation. Students were given hands-on exposure to applying AI tools for real-time tasks such as data handling, prompt designing, content creation, analytical problem-solving, and resume creation. The practical session strengthened their technical confidence and helped them understand how theoretical knowledge can be translated into practical application.

The valedictory session marked the successful conclusion of the Two day International Workshop. The session began with a warm welcome address by Dr. G. John, Head, Department

of B. Com Business Analytics, St. Joseph's College (Autonomous), Tiruchirappalli followed by the presidential address delivered by Rev. Sr. (Dr.) Rajakumari. P, Principal, Holy Cross College (Autonomous), Tiruchirappalli, who appreciated the joint efforts of both institutions and highlighted the importance of developing digital and AI competencies among students.

The programme concluded with a vote of thanks proposed by Dr. Prabha. M, Head, Department of Commerce BPO, Holy Cross College (Autonomous), Tiruchirappalli expressing gratitude to the chief guests, coordinators, faculty members, and students for making the workshop a grand success.

REPORT ON DIGITAL RESEARCH SKILLS WITH INFLIBNET E-RESOURCES

The Department of Commerce Business Analytics organized an awareness programme on the topic "Digital Research Skills With Inflibnet E-Resources", on 4th February 2026, at Sr. Joshita Hall, to familiarise students with research-oriented digital resources, databases, and ethical research practices. The session was preceded by Dr Senthamilselvi A., HOD and Librarian, Department of Library and Information Science, who served as the resource person for the event. At the beginning of the session, she explained the fundamental difference between general Google searches and research-oriented databases. She highlighted that while Google provides general information, academic databases offer reliable, peer-reviewed, and structured research materials essential for scholarly work. Dr Senthamilselvi introduced Google Scholar, explaining its role in accessing research papers, journals, and articles, and demonstrated how results can be filtered based on year, place, subject area, and research interest for systematic study. She explained the meaning and approach to research, highlighting the importance of Review of Literature and identifying research gaps, and advised students to progress from global studies to local-level research.

The resource person introduced the students to several e-resources and databases subscribed by Holy Cross College, which can be utilised for academic research. The first resource discussed was DELNET, to which the college has access, and the login credentials were shared with the students. She then explained ProQuest, which can be accessed freely within the college campus and is particularly useful for reviewing scholarly literature. The third database introduced was N-LIST, which mainly contains older academic data and journals. In

addition, tools such as Perplexity and Scispace were introduced for extracting the gist and understanding the content of bulk research papers efficiently. She briefly mentioned the ethical use of Artificial Intelligence in research and highlighted plagiarism as a major concern in academic work. She advised students to use AI tools only for idea generation and paraphrasing while ensuring originality in their research writing.

The programme was highly informative and enhanced students' understanding of academic research tools, digital resources, and ethical research practices. First-year M. Com and first-year B. Com Business Analytics students actively participated in the session, making the event successful and impactful. The event successfully motivated students to make effective use of the college's e-resource subscriptions and adopt responsible research methodologies for their academic and professional growth.

REPORT ON POWER OF AI IN ANALYTICS

The Department of Commerce Business Analytics organized a session on “Power of AI in Analytics” on 4th February, 2026, at MSB-16. The session aimed to provide students with a clear understanding of Artificial Intelligence, its working mechanism, analytical capabilities, and practical applications in business and research.

The Chief Guest for the session was Ms. Salom Jerlin, M.E., B.E. (EEE), Managing Director of HITAKEY Tech Solutions Pvt. Ltd., Tiruchirappalli. She delivered an insightful and practical presentation on how Artificial Intelligence functions and how analytics plays a crucial role in transforming raw data into meaningful insights.

She began by explaining the fundamental concept of Artificial Intelligence, which involves simulating human intelligence in machines programmed to think, learn, and make decisions. She clarified that AI works based on data, algorithms, and computational models. According to her explanation, AI systems learn patterns from large datasets using machine learning techniques. She described the step-by-step process of how AI works: first, data collection from various sources; second, data cleaning and preprocessing to remove errors and inconsistencies; third, training the model using algorithms; fourth, testing and validation of the model; and finally, deployment, where the system makes predictions or decisions based on new data. The Chief Guest elaborated on how AI analyzes data by identifying patterns, correlations,

trends, and anomalies that may not be easily visible to humans. She explained that AI models use statistical methods and mathematical algorithms to process structured and unstructured data. Through predictive analytics, AI can forecast future trends, while prescriptive analytics suggests possible solutions based on available data. She provided real-time examples from business sectors such as finance, marketing, healthcare, and e-commerce to demonstrate how AI supports decision-making and automation.

She also highlighted the capabilities required to effectively use AI tools. She emphasized the importance of basic data literacy, logical thinking, problem-solving ability, and familiarity with tools such as Excel, Python, Power BI, and AI-based platforms. She encouraged students to develop skills in data interpretation, visualization, and critical evaluation of AI-generated outputs. She explained that AI tools should be used responsibly, with awareness of data privacy, ethical considerations, and avoidance of overdependence on automated systems. Further, she guided students on how to use AI tools effectively. She demonstrated how to provide clear prompts, define objectives, verify outputs, and cross-check results with reliable sources. She stressed that AI is a support system and not a replacement for human intelligence. Students were advised to combine domain knowledge with AI tools to enhance productivity and innovation. The session was highly interactive, with students actively engaging in discussions and clarifying their doubts regarding AI applications and career opportunities in the analytics field. The Chief Guest motivated students to continuously upgrade their technical skills and explore certifications in AI and data analytics to remain competitive in the digital era.

The programme engaged a total of 30 students, increasing their awareness of Artificial Intelligence concepts, analytical methods, real-world applications, and ethical considerations. Through interactive discussions and practical demonstrations, students gained insight into how analytics and AI are integrated in contemporary business settings.

REPORT ON OUTREACH PROGRAMME

The Department of Commerce Business Analytics of Holy Cross College(Autonomous), conducted an outreach program for daily wage workers in construction sites to create an awareness about the schemes and plans provided by the government and the role of banks in improving their standard of living. The programme took place at Sundar Nagar 2nd Cross, KK Nagar post ,Tiruchirappalli on 10th Feb 2026. A count of 16 members of the department actively. The students explained about various unique initiatives of the government.

Ms. Akshaya.P.R of I B Com Business Analytics initiated about the Post office saving schemes and programmes offered by the Government of India and recent plans which are highly accessible and benefitable for daily wagers and temporary wage people. She also included the importance of interest rates given by the commercial banks to the people. Various Investment schemes, loans and interest rates given by banks were also explained.

Ms. Srinidhi.R I B Com Business Analytics explained about the Mudra bank and Nabard bank that offers low interest rates for agricultural based workers and dairy workers. The No-Frills scheme is a unique plan offered by the government that created new message for the workers, and the old age pension scheme that added the necessity of senior citizens to apply for the scheme that becomes a financial support for them.

The workers gave a positive feedback and found it very useful as the students explained the concepts very clearly. They also added that they would make use of the plans and share it among their co-workers and the public to have more knowledge about banks, loans, interests, investments and saving ideas.