

LOYOLA COLLEGE, CHENNAI
DEPARTMENT OF COMMERCE

EDUCATIONAL TOUR BY STUDENTS OF M.COM. FINAL YEAR (2022-23)

The M. Com. students undertook an educational tour to Kerala between 2nd October 2022 and 8th October 2022. 32 students joined the tour and were accompanied by professors Dr. J. Arul Suresh and Dr. S. Remigius Mary. The group started their journey on 2nd October 2022 from Chennai Central Railway station and reached Ernakulam Junction.

Places visited:

- Echo point, Kundala Lake, Mattupetty Dam
- Idduki Dam, Calvery Mount
- Vagamon Adventure Park and Hill Top view
- Pine Forest and Forest view
- Mottakkunnu, a place surrounded by small mountains
- Alleppey house-boat in the backwaters
- Wonderla Theme Park
- Cochin Cosmetic Stores
- Cochin Marine Drive
- Rubber plantations
- Tea plantations and chocolate factories (Government owned)
- Government-owned Retail Store (Chocolates, Spices, Herbal Medicines, and Tribal Clothes)
- Lulu Mall (largest Hyper Mall in India)

Practical exposure gained in the areas:

- Bio-products and marketing
- Entrepreneurial concept
- Pricing policy and packaging
- Marketing strategies adopted by different stores in the mall
- Product analysis & promotional strategies
- Supply chain management

The educational as well as fun-filled tour came to a close with the arrival at Chennai Central Railway Station on 8th October 2022. The students enjoyed the tour to the brim and thanked the faculty for loving accompaniment from beginning to end.

GALLERY

