



Title of the Event	Club Events
Date	22 <sup>nd</sup> August, 2025
Time	3:00 pm to 3:30 pm
Target Audience	MBA 2 <sup>nd</sup> Semester Students
No. of Participants	65 Students
Organization	TOCBM
Topic Of the Day	Profitability analysis
Type of Activity	Club Activity
Venue:	Room-407
Report prepared by	Dr.Veto Dey
Faculty In-charge	Dr.Veto Dey

## Introduction

The Finance Club of *The Oxford College of Business Management* organized a practical and engaging activity during the club hour, where students analyzed and discussed the profits gained from setting up stalls in the college. A total of 10 teams had previously put up stalls as part of an entrepreneurial exercise, and during this session, they reflected on their performance, strategies, and financial outcomes. The event was facilitated by Dr. Veto Dey, Associate Professor, to help students connect classroom learning with real-world financial practices.

## Objective

The primary objective of the activity was to help students understand the fundamentals of profit calculation, pricing strategies, and financial decision-making in a practical context.

## Description

Each of the 10 participating teams presented their experience of putting up a stall, highlighting the investment made, expenses incurred, revenue generated, and the profits achieved. The discussions focused not only on numbers but also on the strategies adopted to attract customers, manage costs, and improve sales. Teams compared different approaches—such as innovative marketing, customer engagement, product variety, and pricing models—to analyze which factors led to better profitability.

The session was highly interactive, as students debated the effectiveness of different strategies and reflected on how they could optimize performance in future business-like scenarios. Faculty members guided the discussions by linking the students' experiences to financial concepts such as cost control, breakeven analysis, and return on investment (ROI).

## Takeaway

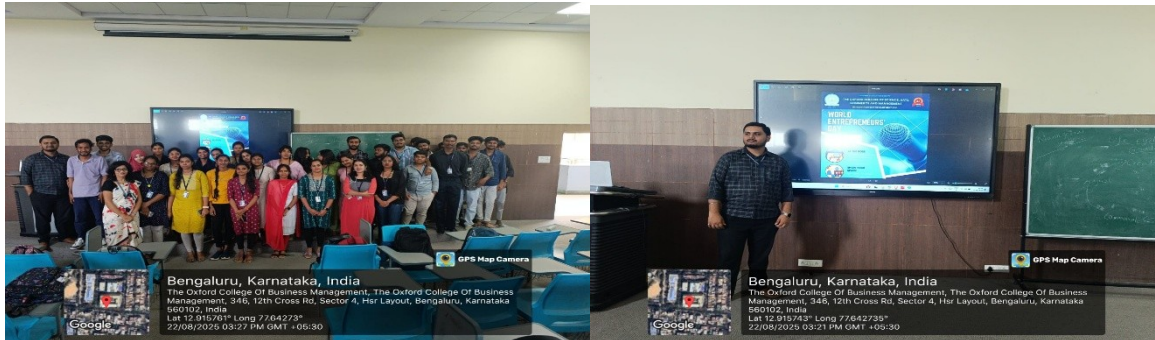
Students gained a practical understanding of how theoretical financial concepts apply in real-life situations. They learned the importance of:

- Managing costs effectively to maximize profit.
- Applying innovative strategies to attract and retain customers.
- Evaluating financial outcomes and improving decision-making.
- Working collaboratively as a team to achieve business success.

The activity fostered entrepreneurial thinking and gave students a firsthand experience of financial planning and profit analysis in a competitive setting.

### Conclusion

The Finance Club activity was both educational and experiential. It provided students with an opportunity to bridge theory with practice, enhancing their understanding of financial management and entrepreneurship. The event successfully encouraged analytical thinking, teamwork, and problem-solving, leaving students more confident about applying financial strategies in real-world scenarios.



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