

	DEPARTMENT OF MANAGEMENT Annual Report 2024-2025	
	Particulars	Description
1	Event Date & Time Resource Person Staff coordinator Student coordinator Details	The Best Vlogger competition 25-06-2024 NA Anila M G, Assistant Professor, Department of Management NA The main aim of this programme was to promote creativity of students by giving chance to explore and present themselves
2	Event Date& Time Resource Person Staff Co ordinator Student Co ordinator Details	Mobile Photography competition 17-07-2024 @ 10.00 A M NA Anilkumar C, Assistant Professor, Department of Management Shahina, 3 rd BBA HRM The main aim of this programme was to enhance photography skill among students and to aware about the effect of monsoon on street vendors
3	Event Date& Time Resource Person Staff Co ordinator Student Co ordinator Details	PPT presentation on ‘The future of Artificial Intelligence’ 18-07-2024 @ 12.00 P M NA Sandhya O S, Assistant Professor, Department of Management Krishna Priya & Thasna P M, 3 rd BBA Finance The main aim of this programme was to convey the importance of AI in upcoming modern world with the help of PPT Presentation.
4	Event Date&Time Resource Person	Brand building for AMC – Skill enhancement programme 22-07-2024 N A

	Staff Co ordinator Student Co ordinator Details	Anila M G, Assistant Professor, Department of Management Sreeraj P, 2 nd BBA HRM The main aim of this programme was to promote the brand name of AMC through students online platforms
5	Event Date&Time Resource Person Staff Co ordinator Student Coordinator Details	Marketing game conducted for 1 BBA students 12-08-2024 @ 11.00 A M N A Anil Kumar M S, Assistant Professor, Department of Management N A The main aim of this programme was to help students to apply principles and practices of marketing management
6	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Students survey on awareness of consumer rights 12-08-2024 @ 11.00 A M NA Anilkumar C, Assistant Professor, Department of Management Afsana, 3 rd BBA HRM The main aim of this survey was to aware students about the basics of research
7	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Let's talk – Tales of business strategies 14-08- 2024 @ 02.00 P M Jamal Alikkal, Managing Director, Ifza event (BA Economics Alumni, 2020-2023 batch) Anusha P Nair, Anil Kumar M S, & Rajeesh Kumar M, Assistant Professors, Department of Management NA The main purpose of this programme was to enhance students understanding of the practical application of business strategies in real-world scenarios
8	Event Date&Time	Mercato challenge – Marketing games (A skill enhancement programme) 21-08-2024 @ 01.30 P M

	Resource Person Staff co ordinator Student Co ordinator Details	Nil Rajeesh Kumar M, Assistant Professor, Department of Management Sneha Sanjay & Sameema Nazrin, 1 st BBA HRM Raisana A S, 1 st BBA Finance The main aim of this programme was to provide some games regarding marketing to motivate the students and also promote the leadership quality
9	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Mastero – Business Quiz competition 30-08-2024 @02.00 P M Nil Rajeesh Kumar M, Assistant Professor, Department of Management Athira T, Shifana T A, Thasna P M & Shifna Sherin, 3 rd BBA Finance The main purpose of this programme was to encourage participants to learn about various aspects of business.
10	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	A musical skit on importance of social service 11-09-2024 @ 11.45 A M Nil Anila M G, Assistant Professor, Department of Management Anupama P R, 2 nd BBA HRM The main purpose of this programme was to promote On and Off stage performance of students and to impart the importance of national service day to students
11	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Seminar on Research methodology for qualitative data analysis techniques 25-09-2024 @ 10.00 A M Nisha Sasikumar, Vice Principal, AMC Group of Educational Institutions, Manisseri Anusha P Nair, Head, Department of Management NA The seminar aims to provide participants with a comprehensive understanding of research principles and practices

12	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	A seminar on Research methodology for Business and Management 26-09-2024 @ 10.00 A M Dr.Mugesh P, Head, Department of Commerce, AMC Group of Educational Institutions, Manisseri Sandhya O S, Assistant Professor, Department of Management Athira T A S, 3 rd BBA Finance The aim of this session was to provide a comprehensive overview of qualitative and quantitative research framework and also enable the students both social sciences research approaches
13	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Workshop on Stock trading 04-10-2024 @ 10.45 A M Anil Kumar M S, Assistant Professor, Department of Management, A M C Group of Educational Institutions, Manisseri Divya C, Assistant Professor, Department of Management NA This programme was to enhance students understanding of the practical applications of stock trading
14	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Speech Competition 08-10-2024 @ 11.50 A M NIL Divya C, Assistant Professor, Department of Management Rinshad, 3 rd BBA HRM This programme was organized as a part of celebrating Indian Airforce day to enhance the presentation skill of students.
15	Event Date&Time Resource Person Staff Co ordinator	A visit to the Post Office on National Postal day 09-10-2024 @ 2.00 P M NIL Sandhya O S, Assistant Professor, Department of Management

	Student Co ordinator	Anjali K, 2 nd BBA Finance
	Details	The main aim of this programme was to create awareness of the role of the postal sector in people's and business everyday lives
16	Event	Student Survey Spectrum (Field Survey)
	Date&Time	17-10-2024 To 24-10-2014
	Resource Person	NIL
	Staff Co ordinator	Rajeesh Kumar M Assistant Professor, Department of Management
	Student Co ordinator	NA
	Details	Practice the students about field survey and to give knowledge about how it was applied in research work
17	Event	A webinar on Entrepreneurship – International scenario
	Date&Time	22-10-2024 @ 07.00 P M
	Resource Person	Abdul Gafoor Ellikkal, Entrepreneur, Cybroid Technologies and Broast Safa Restaurant Group, Kingdom of Saudi Arabia
	Staff Co ordinator	Anila M G & Rajeesh Kumar M, Assistant Professor, Department of Management
	Student Co ordinator	Nandhana Suresh, 2 nd BBA HRM
	Details	The main aim of this programme was to generate and enhance the entrepreneurship ideas among students
18	Event	Let's Clean around – cleaning programme
	Date&Time	28-10-2024 @ 01.30 P M
	Resource Person	NIL
	Staff Co ordinator	Anila M G, Assistant Professor, Department of Management
	Student Co ordinator	Akash M P, 2 nd BBA HRM
	Details	The main aim of this programme was to clean the area around the campus as a part of cleaning drive of Department of Management
19	Event	Cleaning Programme
	Date&Time	29-10-2024 @ 1.30 P M
	Resource Person	NIL
	Staff Co ordinator	Anilkumar C, Assistant Professor, Department of Managemnt

	Student Co ordinator Details	Swetha K, 2 nd BBA Finance The main aim of this programme was to promote environmental sustainability and cleanliness among students
20	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Product Launch 12-11-2024 @ 12.00 P M NIL Anilkumar C, Assistant Professor, Department of Management Jagadeesh C, Assistant Professor, Department of Commerce Akmar, 2 nd BBA Finance The main aim of this programme was to enhance the business ideas and self- reliant quality among students.
21	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Benevolence – Visit to Thanal Balasramam 14-11-2024 @ 12.00 P M NIL Anila M G, Assistant Professor, Department of Management, Archana K H, 2 nd BBA HRM The main aim of this programme was to promote care and compassionate behavior among students by involving social activities
22	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Visit to Sneha Bavanam 20-11-2024 @ 11.00 A M NIL Anilkumar C, Assistant Professor, Department of Management, Muhammed Sinan, 2 nd BBA Finance The main aim of this programme was to promote care and compassionate behavior among students by involving social activities
	Event Date&Time Resource Person	MBA Entrance coaching 05-12-2024 onwards Anil Kumar M S. Anilkumar C and Rajeesh Kumar M Assistant Professors, Department of Management. A M C Group of Educational Institutions, Manisseri

	Staff Co ordinator Student Co ordinator Details	Anil Kumar M S, Assistant Professor, Department of Management, N A The main aim of this programme was to provide MBA entrance coaching classes for students and make them prepared for entrance exams Hyperlink Created
23	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Workshop: Setting smart career goals 11-12-2024 @ 01.30 P M NIL Divya C, Assistant Professor, Department of Management NA The aim of the programme was to empower final year BBA students to set realistic and meaningful career goals
24	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Product Launch 16-12-2024 @ 1.30 P M NIL Anusha P Nair & Divya C, Assistant Professor, Department of Management Shahina, 3 rd BBA HRM The main aim of this programme was to provide hands-on experience in product design and marketing
25	Event Date&Time Resource Person Staff Co ordinator Student Co ordinator Details	Handwritten Magazine Competition 2024-25 05-01-2025 to 20-01-2025 Before 4 P M NIL Sandya O S, Assistant Professor, Department of Management NA The main aim of this programme was to nurture students writing, creative and design skills Hyperlink Created
26	Event Date&Time	Noor-e-Safar – two days residential camp 01 -02-2025 To 02-02-2025 @ 10.00 A M To 10.00 A M

	Resource Person	NIL
	Staff Co ordinator	Sandhya O S, Assistant Professor, Department of Management
	Student Co ordinator	Hisanath Nazrin P P & Anil T, 3 rd BBA Finance Muhammed Sinan, 2 nd BBA Finance
	Details	The main purpose of this programme was to enhance the competency and skills of our students Hyperlink created
27	Event	Tea-Rific Voyage – Industrial visit by BBA Finance
	Date&Time	13 -02-2025
	Resource Person	NIL
	Staff Co ordinator	Anilkumar C, Assistant Professor, Department of Management
	Student Co ordinator	Muhammed Sinan, 2 nd BBA Finance
	Details	The main purpose of this visit was to introduce a practical working environment for students Hyperlink Created
28	Event	Clicks and conversions – Afield survey about the awareness of digital banking
	Date&Time	01-03-2025 To 05-03-2025
	Resource Person	NA
	Staff Co ordinator	Rajeesh Kumar M Assistant Professor, Department of Management
	Student Co ordinator	NA
	Details	The main aim of this programme was to practice the students about field survey Hyperlink created
29	Event	Parivarthan
	Date&Time	06-03-2025 @ 10.00 A M
	Resource Person	NA
	Staff Co ordinator	Anilkumar C, Assistant Professor, Department of Management
	Student Co ordinator	NA
	Details	The main purpose of this programme was to improve management skills among students and to select a best management team Hyperlink Created
30	Event	Industrial visit to Tea Factory by 2 nd BBA HRM

	Date&Time	18-03-2025
	Resource Person	NA
	Staff Co ordinator	Anila M G, Assistant Professor, Department of Management
	Student Co ordinator	Akash M P & Ajay P, 2 nd BBA HRAM
	Details	The main purpose of this visit was to introduce a practical working environment for students Hyperlink Created
31	Event	Seminar on Intellectual Property Rights
	Date&Time	26-03-2025 @ 01.30 P M
	Resource Person	Satheesh, Centre Head, Pioneer Tally Academy, Ottapalam
	Staff Co ordinator	Anilkumar C, Assistant Professor, Department of Management
	Student Co ordinator	NA
	Details	The main purpose of this programme was to provide a basic knowledge about IPR Hyperlink created
32	Event	One day National webinar on – The impact of AI on marketing research methodologies
	Date&Time	26-05-2025 @ 10.30 A M
	Resource Person	Dr.L.Lakshmanan, Head & Professor, CARE Business School, CARE College of Engineering, Trichy
	Staff Co ordinator	Rajeesh Kumar M, Assistant Professor, Department of Management
	Student Co ordinator	NA
	Details	The main purpose of this programme was to familiarize participants with the usage of various AI methods. Hyperlink Created

Certificate course details

1. Entrepreneurship Psychology for 3rd year students
2. Service marketing for 2nd year students
3. Environmental management and ethics for 1st year students

RESEARCH PUBLICATIONS OF FACULTIES DURING THE YEAR

Faculty	Journal
Nisha Sasikumar	Impact of Food waste Management on Environmental sustainability: Exploring the mediating role of campus Nature clubs
Anusha P Nair	Social isolation tremendously effect suicide ideation among adolescents - examining the moderating mechanism of grievance redressal cell activities in higher educational institutions.
Anila M G	Ethical work environment and employee wellbeing with a mediating role of anti-sexual harassment cell - Evidence based on college campuses.
Anilkumar C	Role of Staff Welfare Club in Bridging Team Work and Organizational Commitment: A Study about Private Sector Employees
Anil Kumar M S	Impact of Food waste Management on Environmental sustainability: Exploring the mediating role of campus Nature clubs
Rajeesh Kumar M	Electric Vehicle Adoption (EVA) and its influence in promoting Green Mobility (GM): assessing the effect of Consumer Awareness Campaigns (CAC) as a mediator
Divya C	Exploring the Meditating Role of Gender Equality in the link between Strong Institution and Mental Peace: A Study among Private Sector Working Women in Kerala.
Sandya O S	Social isolation tremendously effect suicide ideation among adolescents - examining the moderating mechanism of grievance redressal cell activities in higher educational institutions.

MAJOR ACHIEVEMENTS OF STUDENTS DURING THE YEAR

- ✓ Sneha c & Annanya Krishna B from 3rd BBA Finance has participated Inter-zone Chess competition at PMST Arts and Science College, Kundoor Malappuram
- ✓ Nived N from 1st BBA Finance has participated Inter-zone Chess competition at PMST Arts and Science College, Kundoor Malappuram
- ✓ Adithya Kesav Murali from 1st BBA Finance has participated in A zone English story writing
- ✓ Fathima Shana from 1st BBA Finance has participated in A zone English story writing
- ✓ Arya Krishna from 2nd BBA HRM got internship at ISRO
- ✓ Ashwell john From 2nd BBA Finance has participated All Kerala Body Building Championship
- ✓ Anjali KS From 2nd BBA Finance has participated in A zone English story writing
- ✓ Jagan V P from 2nd BBA Finance has Participated in A zone pencil drawing
- ✓ Mohammed Shibilin from 3rd BBA HRM has participated in A zone Vattapatte competition and got 3rd Place
- ✓ Adithya TC from 3rd BBA HRM has participated in A zone Malayalam poem writing
- ✓ Rahul K and Aswin RT from 1st BBA HRM has Participated in C zone Football Tournament

Rajeesh Kumar M

**Secretary,
Department of Management**

Anusha P Nair

**Head
Department of Management**

Dr.Byju K

Principal