

**ANNUAL REPORT 2023-24**

**DEPARTMENT OF MANAGEMENT**

<b>Sl No.</b>	<b>Particulars</b>	<b>Description</b>
1	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	A session on physical exertion 16-6-23, 10.30am David Lukhose, 3 <sup>rd</sup> BBA Finance Lakshmi Sree, Assistant professor, Department of Management David lukhose, 3 <sup>rd</sup> bba finance The aim of the program has to cultivate importance of physical fitness among students
2	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Debate- E Learning and impacts on Academics 25.7.23,2pm Nil Anila. M. G, Assistant professor, Department of Management Athira. T, 2 <sup>nd</sup> BBA Finance Department of management organised a debate on the topic E learning and impacts on academics.
3	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Oration contest 27-7-23, 2pm Nil Sarija V V, Assistant professor, Department of Management Rifsana A S, 3 <sup>rd</sup> bba hrm The aim of the program was to develop the communication skills of the students
4	<b>Event:</b>	Logo Making competition

	<p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>11.08.23,3pm</p> <p>Nil</p> <p>Anusha P Nair, Assistant professor, Department of Management</p> <p>Nil</p> <p>The main objective of the program was to give them basic idea about logo and its importance in marketing industry</p>
5	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>A talk on management and social development - A Canadian case study</p> <p>14.08.2023, 2pm</p> <p>Ms.Meena Ramaswamy, Director Operations, AMC Group of Educational Institutions. Chief Operating Officer, Linus Educational Services, Halifax, Canada</p> <p>Mr. Deepak. K. S, Assistant professor, Department of Management</p> <p>Nil</p> <p>The main aim of the program was to give Awareness to the management students about the social development of a country with Canadian case study. This will help the students to compare with Indian scenario</p>
6	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>A live interactive session based on international HR - CSR</p> <p>16.08.2023,2pm</p> <p>Ms.Meena Ramaswamy, Director Operations, AMC Group of Educational Institutions. Chief Operating Officer, Linus Educational Services, Halifax, Canada</p> <p>Ms. Anusha P Nair, Assistant professor, Department of Management</p> <p>Nil</p> <p>The main aim of the program was to give Awareness to students about how the International infrastructure development is carried by different countries.</p>
7	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p>	<p>Just a minute</p> <p>16.08.2023,11am</p>

	<b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Nil Anusha P Nair, Assistant professor, Department of Management Dijin TD, 2 <sup>nd</sup> bba hrm The main objective of the program was to inculcate stage confidence and overcome their stage fear
8	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	A workshop on managing innovation in entrepreneurship development 12.09.23,2.30pm Dr. Rekha. P. T,HOD & Assistant professor, Department of Management Lakshmi Sree. P,Assistant professor, Department of Management Nil The objective of the workshop was to instill in the students an understanding of novel areas and methods for fostering entrepreneurial growth
9	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Case study analysis 21.9.23,12pm Nil Anusha P Nair, Assistant professor, Department of Management Mohd. Anas. M. H, 2 <sup>nd</sup> BBA HRM Case research provide college students with scenarios in which they can begin to understand issues observed in real world situations.
10	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Curriculum Orientation programme 25.09.23, 12pm Dr. Rekha. P. T, HOD & Assistant professor, Department of Management Anila. M. G, Assistant professor, Department of Management Nil Main aim of the program was to give an idea about college and university pattern of system of education to 1 <sup>st</sup> year BBA students.

11	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Quicophile 05.10.23,2pm Nil Sarija V V, Assistant professor, Department of Management Aparna. K. A, Hridya Raj(3 <sup>rd</sup> BBA HRM) The main purpose of this program was to enhance general knowledge among students.
12	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Video presentation on Airforce Day 08.10.23 Nil Anusha P Nair, Sarija V V(Assistant professors, Department of Management) Nil The main purpose of this program was to honour Air Force professionals On Air Force Day.
13	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Quizzle – Business quiz 10.10.23, 2pm Nil Anusha P Nair, Assistant professor, Department of Management Aparna. K. A, Gokulnath(3 <sup>rd</sup> BBA HRM) The main purpose of this program was to create awareness among students about the business related knowledge.
14	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b>	Letter writing Competition 10.10.23, 1.30pm Nil

	<p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Lakshmi Sree P, Assistant professor, Department of Management</p> <p>Nil</p> <p>The objective of the program as to get an awareness among students about the importance of postal services in the human life.</p>
15	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Soft skill Development Programme- Cheer up souls</p> <p>11.10.23,1.30pm</p> <p>Nil</p> <p>Lakshmi sree. P, Anilkumar. C, Deepak. K(Assistant professors, Department of Management)</p> <p>Prarthana, Anagha, Muhsin(3<sup>rd</sup> BBA Finance )</p> <p>The objective of the program was to enhance the skills and knowledge of members by enabling regular exchanges of information ensuring the ability of appropriate structured education and training.</p>
16	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Brand Artistry</p> <p>12.10.23 to 18.10.23 10am</p> <p>Nil</p> <p>Anilkumar. C, Assistant professor, Department of Management</p> <p>Devika. V. R, 2<sup>nd</sup> BBA Finance</p> <p>The aim of the initiative was to provide the basic knowledge to students about the importance of advertisements on brand upliftment.</p>
17	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Seminar on IPR</p> <p>19.10.23,1.30pm</p> <p>Adv. Sneha. A. K, Advocate, Palakkad District Court</p> <p>Deepak. K. S, Assistant professor, Department of Commerce</p> <p>Sree Vinayak, 2<sup>nd</sup> BBA Finance</p>

18	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>The main of this program was to give Awareness to the management students about the intellectual property rights and various legal aspects of the same.</p> <p>Project Exploration (Related to Research)</p> <p>02.11.23, 10am</p> <p>Dr. Mugesh. P, HOD &amp; Assistant professor, Department of Management</p> <p>Lakshmi Sree P, Assistant professor, Department of Management</p> <p>Nil</p> <p>The objective of the workshop was to get an opportunity for the students to brainstorm ideas generate creative solutions and develop an action plan to move the project forward.</p>
19	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Research Write-ups</p> <p>02.11.23, 2pm</p> <p>Sarala. K. T, General Head &amp; Assistant professor, AMC Group of Educational Institutions</p> <p>Sarija. V. V, Assistant professor, Department of Management</p> <p>Nil</p> <p>The main aim of this programme was to give an awareness about research work for the students</p>
20	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>AMORE-Soft skill development (Residential Camp)</p> <p>04.11.23,05.11.23 10am</p> <p>Nil</p> <p>Sarija. V. V, Assistant professor, Department of Management</p> <p>Gokulnath, Aparna, Afsana, Mohd. Anas</p> <p>The camps primary goal was to improve students soft skills and foster connection and socialization among BBA HRM Association members.</p>

21	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Reel making Competition</p> <p>16.11.23,10am</p> <p>Nil</p> <p>Anilkumar. C, Assistant professor, Department of Management</p> <p>Swetha. K</p> <p>The main aim of the initiative was to provide the basic knowledge to students about the video making.</p>
22	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Workshop on statistic tools for data interpretation for nursing students</p> <p>19.11.23 @ 10AM</p> <p>Sarija. V. V, Assistant professor, Department of Management</p> <p>Nil</p> <p>Nil</p> <p>The resource person gave a training on statistic tools for data interpretation</p>
23	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Communication game</p> <p>27.11.23,2.30pm</p> <p>Nil</p> <p>Anila. M. G, Assistant professor, Department of Management</p> <p>Athia. O</p> <p>Communication games focused to enhance confidence and presentation skills among students</p>
24	<p><b>Event:</b></p> <p><b>Date &amp; Time:</b></p> <p><b>Resource person:</b></p> <p><b>Staff coordinator:</b></p> <p><b>Student Coordinator:</b></p> <p><b>Details:</b></p>	<p>Workshop and product launch</p> <p>30.11.23,3pm</p> <p>Nithya Krishna, 3<sup>rd</sup> bba hrm</p> <p>Sarija. V. V, Assistant professor, Department of Management</p> <p>Nil</p> <p>The aim of the program was to enhance the business ideas and self reliant quality among students</p>

25	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Workshop and Product Launch (ED) 05.12.23,3pm Ramlath, 3 <sup>rd</sup> BBA finance Lakshmi sree. P, Assistant professor, Department of Management Nil The aim of the program was to encourage Entrepreneurship and self reliance among students and can have a positive impact on their future.
26	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	One day cleaning programme at Thanal Balasramam 07.12.23,10am Nil Deepak. K. S, Assistant professor, Department of Management Abdul Samad, Shifna Sherin(2 <sup>nd</sup> BBA HRM) The main aim was to render service to the society
27	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	A seminar on entrepreneurship development 07.12.23, 10.30am Preetha Anand, Vision care opticals and eye clinic, Ottapalam Sarija. V. V, Assistant professor, Department of Management Nil The aim of the program was to enhance the entrepreneur skills among the students.
28	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	DOSSIER- Case study analysis and presentation 15.01.24 Nil Anila. M. G, Assistant professor, Department of Management Akash. M. P, To improve comprehension skill and presentation skills, HR related case studies analysed and presented in different ways.



29	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	A seminar on Career opportunities through aptitude tests 22.01.24, 2pm Dr. S. Sujatha Deepak. K. S, Assistant professor, Department of Management Nil The meaning of this program has to give Awareness to the management students about the career opportunities through aptitude test
30	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	Parivarthan- Management fest 03.02.24,10am-4pm Nil Anusha. P. Nair, Assistant professor, Department of Management Nil The main objective of the management fest organised by department of management was to help students develop critical thinking problem solving and a team work skills.
31	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b> <b>Details:</b>	A visit to Ashadeepam 21.02.24, 2pm Nil Lakshmi Sree. P, Assistant professor, Department of Management Nil The main objective of the programme was to make the students aware of the vulnerable groups existing in society and understand their needs
32	<b>Event:</b> <b>Date &amp; Time:</b> <b>Resource person:</b> <b>Staff coordinator:</b> <b>Student Coordinator:</b>	One day cleaning programme at Kunjan smaragam, Lakkidi 06.03.24,10am Nil Anusha P Nair, Assistant professor, Department of Management Aswajith.P. P, Shahina. M(2 <sup>nd</sup> BBA HRM)

<b>33</b>	<b>Details:</b>	One day cleaning was conducted with the main aim to render service to the society as a part of our Social responsibility. It helped to enhance cleanliness among students.
	<b>Event:</b>	INFLORE- Management fest
	<b>Date &amp; Time:</b>	26.3.24,10am to 4pm
	<b>Resource person:</b>	Nil
	<b>Staff coordinator:</b>	Anilkumar. C, Anusha. P. Nair(Assistant professors, Department of Management)
	<b>Student Coordinator:</b>	Nil
	<b>Details:</b>	Department of management organised a management fest to develop skills of students. It was a one day program with the fun team games and many activities like treasure hunt, and product launch,real making etc

### Certificate Courses

Sl. No.	Name of the course	Course code	Duration	Committee
1	E Commerce	MG0301	32 Hrs	Nisha Sasi Kumar, Sarija VV, Deepak K S
2	Corporate governance	MG0201	32 Hrs	Nisha Sasi Kumar, Sarija VV, Anil Kumar C
3	Basics of investment	MG0101	32 Hrs	Anusha P Nair, Sarija VV, Deepak. K S

### Publications

Sl No.	Name of the faculty	Publication
1	Lakshmi Sree. P	Technology as tool for human development: The moderating influence of culture and belief

2	Rekha. P. T	Entrepreneurial education and entrepreneurial intention: The mediating role of KSUM among the college students in Kerala
3	Sarija. V. V	Role of family support in the relationship between effectiveness of gender budgeting and women empowerment
4	Anusha P Nair	Mediating role of GI tag: Rejuvenating and upholding Heritage and its upshot on tourism
5	Anila.M G	Go with trends and grow with trends: An interactive study on influence of content creators on brand upliftment through social media ecology
6	Deepak. K. S	Go with trends and grow with trends: An interactive study on influence of content creators on brand upliftment through social media ecology
7	Anilkumar. C	Exploring the mediating role of student engagement: Reinforcing the significance of sustaining innovative practices for professional business students' employment prospects

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Principal

Rekha. P. T  
Head, Department of Management