

# **ANNUAL REPORT**

**DEPARTMENT OF BUSINESS STUDIES**

**2023-24**

**ST. PAUL'S COLLEGE DEPARTMENT OF BBA ANNUAL REPORT 2023-24****Index List**

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### **INTRODUCTION:**

The Department of Bachelor of Business Administration (BBA) at St. Paul's College is committed to providing a high-quality education to its students and preparing them for successful careers in the field of business. The annual report for the year 2023-24 highlights the department's achievements, initiatives, and outcomes over the past academic year.

### **ENTRY LEVEL TEST**

An entry-level test was conducted for new students of the BBA batch to assess their knowledge and skills in various areas relevant to the program. The test covered topics such as business fundamentals, communication skills, quantitative aptitude, logical reasoning, and general awareness.

### **ADD ON COURSE**

The BBA program at our institution aims to provide students with a comprehensive education in business administration. In order to enhance the overall development of our students, an Add-On course on "Personality Growth and Development" has been introduced. This course is designed to help students improve their personality traits, communication skills, and emotional intelligence, which are essential for success in the business world.

### **STUDENTS INTERNSHIP**

Internships provide students with practical work experience in their field of study, giving them the opportunity to apply their knowledge and skills in a real-world setting. As per the curriculum of BBA courses students of 3<sup>rd</sup> semester are divided into 10 groups and students done their internship in

different organization. The final year students are instructed to do internship in different companies. Each student selected different companies a total of 50 companies and done one month internship

### **STUDENTS UNIVERSITY PROJECT**

The internship program for final year students involved a total of 50 companies where each student was assigned to a different company for a one-month internship period. Following the internship, each student submitted a detailed project report based on their experiences and learning during the internship. The primary data for the project reports was collected through a structured questionnaire, and the data was analyzed using SPSS software. The analysis of the data provided valuable insights into the students' experiences during the internship, the skills and knowledge gained, and the overall effectiveness of the internship program.

### **PARTICIPATIVE LEARNING**

Participative learning involves engaging students actively in the learning process, allowing them to contribute their own knowledge and experiences to the study material. BBA students were given the opportunity to visit and honor an organic farmer K V Dayal who is known as forest man of Kerala, allowing them to learn firsthand about sustainable farming practices and the importance of supporting local agriculture. Additionally, the students also had the chance to visit an industrial site Kannan devan tea factory and a chocolate factory, Munnar, providing them with a real-world understanding of how businesses operate and the various factors that can impact their success. These experiential learning opportunities not only enhance the students' understanding of the subjects being studied but also help them develop critical thinking skills and a deeper appreciation for the practical applications of their education.

## **STUDENTS ACHIEVEMENTS AND AWARD**

We are proud to present a detailed account of the recent accomplishments of our students, showcasing their exceptional talent, dedication, and commitment across various disciplines. These achievements not only highlight their individual capabilities but also the spirit of collaboration and teamwork.

**Fathima P.N. :** Final-year BBA student, received a special jury mention at the international paper presentation conference organized by CMS College Kottayam in collaboration with the K.M. Mani Centre for Budget Studies.

**Fasna Salam:** Fasna Salam has demonstrated exceptional athletic prowess in track events. She secured the 2nd place in the 100m race, showcasing her speed and determination. Additionally, Fasna played a pivotal role in the 200m relay, where she and her team clinched the 1st place, underscoring her strength in both individual and team performances.

**Gokul Krishna :** Gokul Krishna exhibited impressive performance in field events, particularly in the high jump. His efforts were rewarded with a 2nd place finish, reflecting his skill and dedication to excelling in this challenging discipline.

**Fathima Safa K. N., Fasna, and Fathima Abdul Nazar:** The trio of Fathima Safa K. N., Fasna, and Fathima Abdul Nazar demonstrated collaborative excellence in the 200m relay event, securing the 1st place. This victory is a testament to their seamless teamwork and coordination.

**Fathima Abdul Nazar:** Fathima Abdul Nazar has excelled in various individual pursuits. She was awarded the 1st prize for ramp walk at Chinmaya Vishwapedam College and secured the 2nd prize for ramp walk at Naipunya School of Management. Furthermore, her noteworthy participation in NCC camps includes attending the CATC camp at Cochin Refinery School, Thiruvaniyoor, the EBSB-II

Camp at Sir Syed College, Taliparamb, Kannur, and the PRE-IGC 1 camp at FISAT College, Angamaly.

**Sruthi Krishna:** Sruthi Krishna has showcased her multifaceted talents through remarkable achievements. She secured the 1st prize for ramp walk at Chinmaya Vishwavidhyapeet College. Her outstanding performance in folk dance earned her the 1st prize at St. Paul's College Arts Festival. Additionally, she achieved an A grade at the MG University Youth Festival 2024, further highlighting her excellence in the arts.

These accomplishments reflect the dedication, talent, and commitment of our students. We celebrate their success and look forward to more remarkable achievements in the future.

#### **TEACHERS AWARDS AND ACHIEVEMENT**

Mr. Bichu S Nair won the best paper award in the national level paper presentation competition conducted by post graduate department of commerce St.Thomas college Ranni,Pathanamthitta.

Mr Bichu S Nair was appointed as District Coordinator of Electoral literacy club by honourable Ernakulam District Collector Shri.N S K Umesh IAS

#### **CONTINUOUS ASSESSMENT RECORD**

Continuous assessment for BBA students was done for the consistent evaluation of students' performance throughout the academic year. This evaluation includes assignments, quizzes, tests, projects, presentations, and participation in class discussions.

### **PTA MEETING**

Several Parent Teacher Association (PTA) meeting was conducted for BBA Batches. Various important topics related to the students' academic progress and well-being. The meeting focused on ways to improve communication between parents, teachers, and students, as well as strategies to support students in their academic endeavours.

### **EXTENTION ACTIVITY**

The extension activity conducted for BBA students involved a workshop on personal branding and networking. It includes honouring an organic farmer, industrial visit, food packet distribution, orphanage visit, nutrition kit distribution to mothers of newly born girl child

### **FDP ATTENDED**

**Bichu S Nair** participated in various workshops and development programs:

1. One Week National Level Online Faculty Development Program on Outcome Based Education (OBE) organized by SES College, Sreekandapuram, Kannur, from January 8 to January 15, 2023.
2. 5 day Workshop for Syllabus Preparation of 4 Year UG Programme organized by MG University from November 14 to November 18, 2023.
3. FYUGP Workshop on "From Research to Publication" organized by MG University from May 29 to May 30, 2024.



4. International Financial Reporting Standard Development Program organized by the Association of Chartered Certified Accountants, London in association with the School of Management and Business Studies, MG University, on February 15, 2024.

5. One Week National Level Online Faculty Development Program on Outcome Based Education and Application of Generative AI in Teaching and Research organized by the Internal Quality Assurance Cell (IQAC) of Gauhati University, Assam, from April 17 to April 24, 2024.

**Jijo Paul** attended 5 day Workshop for Syllabus Preparation of 4 Year UG Programme organized by MG University at marian college kuttikkanam from November 14 to November 18, 2023.

**Anju Sreenivas** and **Theja Tressa** attended one week national level online FDP on Outcome Based Education and Application of Generative AI in Teaching and Research, organized by the DST-CURIE-AI centre of SriPadmavati Mahila Viswavidyalayam, Thirupati in association with IPSR Solutions, Limited from 18/03/2024 to 23/03/2024.

## **STUDENTS PARTICIPATION IN VARIOUS PROGRAMMES**

### **STUDENTS PROGRESSION**

The 2021-24 batch acquired 65% pass percentage during the academic year with several student secured A+ and A grade.

### **STUDENTS ATTENDANCE**

The attendance of students was recorded in register and also in ERP. The parents were regularly updated by the class teacher about the attendance.

### **BEST PRACTICES**

As part of the department's best practices, an annual cleaning drive is organized on the campus and within the department in commemoration of Gandhi Jayanti. This initiative aims to uphold the values of cleanliness and hygiene advocated by Mahatma Gandhi. Students and faculty actively participate in this drive, coming together to clean various areas of the campus and department premises. Through this collective effort, the importance of cleanliness and environmental stewardship is emphasized, fostering a sense of responsibility towards maintaining a clean and healthy living and learning environment.

### **PUBLICATION OF FACULTY MEMBERTS**

Mr Bichu S Nair published a paper titled impact of antecedents of purchase decision on actual buying behaviour of organic food products,in essays on banking,finance and accounting ISBN book.

EFFECTIVENESS OF SUSTAINABLE HRM PRACTICES IN COVID 19 PERIOD Journal Name:International Journal of Scientific Research in Engineering and Management (IJSREM) on Volume 07, Issue 03 March 2023. | ISSN: ISSN ;2582-3930 | Publication Date: 2023-03-01

**Ms Chinthu Jose** published a paper titled ‘An empirical study on Job Satisfaction and it’s influence on attrition.’(2024 January).

**Ms Chinthu Jose** published a paper titled “Employee perception towards Telecommuting with reference to IT professionals”.(December 2023)

### **STUDENTS PAPER PRESENTATION**

**Fathima PN** BBA final year student won special jury mention in the international paper presentation conference organised by CMS College Kottayam in association with K M Mani centre for budget studies

**Muhammed Sabith** presented a paper on international conference on banking,finance and accounting.

**Risaldar C R** presented a paper on international conference on banking,finance and accounting.

**Bhavana N S** presented a paper on international conference on banking,finance and accounting.

### **FACULTY PAPER PRESENTATION**

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**Mr Bichu S Nair** presented a paper in the international\_paper presentation conference organized by Seth ram bahadoor singh gujarathi college mattanchery.

### **SEMINARS WORKSHOPS PARTICIPATED BY STUDENTS**

- **Risaldar C R** of III BBA has attended a conference on Banking,Finanace and Accounting organized by Dept.of BBA ,St.Paul's College,Kalamassery.

### **CAREER COUNSELLING**

On December 7<sup>th</sup> and 13<sup>th</sup>, Department of Business Administration and Jeevani centre for students well-being organizes a session on the topic “Mental Health Matters”. The session was about the factors affecting the mental health of students, and the importance of positive mental health.

### **STUDENTS GRIEVENCE**

The department maintains a Grievance Redressal Committee that convenes regularly to address and resolve student complaints. Recently, grievances regarding the drinking water facility and insects inside the classroom were successfully resolved. The committee is dedicated to ensuring that all grievances are handled promptly and fairly, with students being informed of the progress throughout. Moreover, the department conducts routine feedback surveys to assess student satisfaction and tackle any recurring issues effectively. Placement status

### **DEPARTMENT MEETING AND TIME TABLE**

The BBA department conducts regular department meetings to discuss various academic and administrative matters. These meetings serve as a platform for faculty members to collaborate, share insights, and plan curriculum delivery effectively. Additionally, the department ensures the timely preparation and dissemination of the academic timetable, facilitating smooth conduct of classes and activities. Through these efforts, the department strives to maintain organizational efficiency and academic excellence in line with its objectives and goals.

### **GENDER EQUALITY**

The BBA department organized a self-defence class as part of its gender equality program. This initiative aimed to empower individuals with essential self-defence skills while promoting gender equality and safety awareness.

### **BRIDGE COURSE**

The Bridge course offered to students in the BBA department aims to provide foundational knowledge and skills essential for success in the program. This course covers key topics such as business communication, accounting, marketing, and management fundamentals.

### **HUMAN VALUE INCULCATION PROGRAMME**

As part of its human value inculcation program, the BBA department conducts monthly value education classes for its students. These sessions aim to instill essential human values such as integrity, empathy, responsibility, and respect among students.

### **MONTHLY TEST PAPER**

The summary of the monthly test paper for students in the BBA department covers a wide range of topics related to business administration and management. The test paper assesses students' knowledge and understanding of various subjects such as marketing, finance, accounting, human resources, and organizational behaviour. It includes multiple choice questions, short answer questions, and case studies to test students' ability to apply their knowledge in real-life business scenarios. The test paper also includes questions that require critical thinking and problem-solving skills. Overall, the monthly

test paper is designed to help students enhance their skills and knowledge in the field of business administration.

### **INNOVATIVE TEACHING METHOD**

Different teachers adopted various innovative teaching practices such as data analysis using SPSS, peer learning, Group discussion, Blended mode of learning.

### **MENTOR MENTEE**

A single teacher is assigned to mentor ten students from each of the three BBA batches, totaling thirty students under their guidance.

### **RESULT ANALYSIS**

The 2021-24 batch acquired 65% pass percentage during the academic year with several students securing A+ and A grade.

### **ACADEMIC ACHIEVEMENTS:**

- The department achieved a pass percentage of 75% in the final BBA exams, with several students securing top ranks and distinctions.
- Students participated in various national and international conferences, seminars, and workshops, showcasing their research and presenting papers on contemporary business issues.

### **RESEARCH AND PUBLICATIONS:**

- Faculty members published research articles in reputed journals and presented their work at conferences, contributing to the body of knowledge in the field of business administration.
- The department organized research colloquiums and seminars, creating a platform for students and faculty to engage in scholarly discussions and exchange ideas.

### **INDUSTRY COLLABORATION:**

- The department established partnerships with leading companies and organizations, facilitating internships, guest lectures, and industry visits for students to gain practical exposure and enhance their employ ability.
- Several students secured placements in reputed companies through campus recruitment drives and job fairs organized by the department.

### **STUDENT ACTIVITIES:**

- Students actively participated in various extracurricular activities, including sports competitions, cultural events, and community service initiatives, showcasing their talents and leadership skills.
- The department organized career counseling sessions, workshops on resume building and interview preparation, and mentoring programs to guide students in their career aspirations.

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**LIST OF FACULTY ENGAGEMENTS AS RESOURCE PERSONS IN VARIOUS  
SEMINARS, ORIENTATIONS, WEBINARS, AND PROJECT VIVA VOCE:**

1. Seminar on Intellectual Property Rights at Swami Saswathikananda College Poothotta, benefiting PG and UG students of Commerce. Date: April 16, 2024 - May 14, 2024.
2. Seminar on Intellectual Property Rights at Cochin College Kakkanad, benefiting PG and UG students of Commerce. Date: March 20, 2024.
3. Seminar on Intellectual Property Rights at MES College Erumely, benefiting PG and UG students of Commerce. Date: March 6, 2024.
4. Seminar on Intellectual Property Rights at Krithujyothy College Chethippuzha, benefiting PG and UG students of Commerce. Date: February 28, 2024.
5. Orientation on the role of NSS in empowering youth of India at St. Xaviers College Vaikom. Date: December 23, 2023.
6. Orientation on the vision and mission of National Service Scheme at CPAS Institute of Advanced Studies, College of Teacher Education Government of Kerala Erattupetta. Date: December 15, 2023.
7. BBA Project Viva Voce. Date: December 5, 2023. Cochin college kakkanad
8. Orientation on all about NSS at St. Xaviers College Vaikom. Date: November 18, 2023.
9. Orientation on the vision and mission of National Service Scheme at KMM College Thrikkakara. Date: October 21, 2023.
10. Webinar on "Sustainable Development and Green Economics" by the Department of Commerce and Management, Amrita Viswa Vidyapeedam. Date: August 5, 2023.

11. Orientation on all about NSS at Aman College of Arts and Science, Payipad. Date: June 26, 2023.
12. Orientation on the vision and mission of National Service Scheme at Aman College of Arts and Science, Payipadu, Erattupetta. Date: June 26, 2023.
13. Orientation for UG and PG students at Centre for Professional and Advanced Studies, Muvattupuzha. Date: April 10, 2023.

## **MAJOR PROGRAMMES**

### **1. A DAY WITH AN ORGANIC FARMER} {HONORING AN ORGANIC FARMER**

This report aims to provide a detailed overview of the social outreach activity conducted by the BBA students of St. Paul's College through their visit to K V Dayal Sir Manmade Forest in Alappuzha on 22/1/24 . The purpose of this activity was to contribute to environmental conservation and raise awareness about the importance of preserving natural resources.

### **2. INDUSTRIAL VISIT'**

The department of BBA arranged an industrial visit to Munnar Kannan Devan tea factory and chocolate factory for second year BBA Students on 15<sup>th</sup> and 16<sup>th</sup> December 2023. A number of 42 students were accompanied by 3 faculty members of department - Mr. Bichu S Nair, Ms. Chinthu Jose and Ms. Anju Sreenivas. This IV provided to be a valuable educational experience for BBA students. Exposure to manufacturing process, quality control measure and industry challenges enhanced the knowledge of business operations. Their equipped the students with practical insights that contribute to our academic and professional growth.

### **3. ANNADANAM MAHADANAM:**

Empowering communities through food packets distribution.

In connection with World Food Day, the department of BBA in association with NSS organized a food packets distribution to the needy and poor people in the Kalamassery Municipality. The faculty coordinator of this programme was Ms. Anju Sreenivas. Spreading love through the goodness of food is one of the main objectives of food donation. In a world where millions of people struggle to secure their next meal, food donation drive provide a much-needed lifeline to people in need.

### **4. CLEAN CAMPUS GREEN CAMPUS**

The October 2 classroom cleaning by first-year BBA students was a resounding success. The collaborative efforts of the students resulted in a pristine and organized learning space, setting a positive precedent for future cleaning initiatives. This activity not only contributed to the physical cleanliness of the classroom but also fostered a sense of collective responsibility and pride among the students.

### **5. INTERNATIONAL GIRL CHILD DAY**

On 11th January 2024, department of Business Administration organized a visit to the kalamassery medical college. The central focus of our initiative was to provide nutrition kit to the mothers of new born girl child. This visit aimed to celebrate the significance of the girl child and also the critical role of proper nutrition which plays in the development of infants.

## **6. ORPHANAGE VISIT**

On 20th January 2024, department of BBA arranged an Orphanage visit to “Home of faith”, Kakkanad for second year students. A number of 20 students were accompanied by two faculties from our department. The team of BBA reached the orphanage by 11:30 AM. The children in that orphanage are differently abled and very graceful too. The students of BBA spend their time with children by singing, dancing, playing etc...Finally, our team distributed some food items and sweets to them.

## **7. JEEVANI**

### **An interactive session on the topic “Mental Health Matters”**

On December 7<sup>th</sup> and 13<sup>th</sup>, Department of Business Administration and Jeevani centre for students wellbeing organizes a session on the topic “Mental Health Matters”. The session was about the factors affecting the mental health of students, and the importance of positive mental health.

## **8. EMPOWERING MINDS AND BODIES: VALUE EDUCATION THROUGH SELF DEFENCE**

St. Paul's College, Kalamassery, in association with the Kerala State Youth Welfare Board, organized a Self-Defence Class on January 17th. The event, held at the Basketball Court aimed to empower students with essential self-defence skills.

**9. Empowering Students through Family Planning Value Education: Building a Sustainable Future on “World Population Day”**

The World Population Day was celebrated at St. Paul's College in Kalamassery, under the joint auspices of the District Medical Office, National Health Mission, Family Health Centre (Cheranallor-Kalamassery), and St. Paul's College.

**10. RECENT TRENDS IN JOB MARKET SEMINAR**

On 6/10/23, GTECH Computers conducted a comprehensive class for students aiming to explore and discuss recent trends and careers in job market. The objective of the class was to provide students with insights into the diverse range of careers available, helping them make informed decisions about their career paths in the field of technology

**11. INTERNATIONAL CONFERENCE ON BANKING, FINANCE, AND ACCOUNTING (ICBFA2023)**

**INTRODUCTION**

The International Conference on Banking, Finance, and Accounting (ICBFA2023) was organized by the Department of Business Administration and the Department of Commerce (Aided) in collaboration with In-Depth Communication New Delhi. The conference took place on the 25th and 26th of September 2023 at Acoustic Theatre, St. Paul's College Kalamassery.

**INAUGURATION**

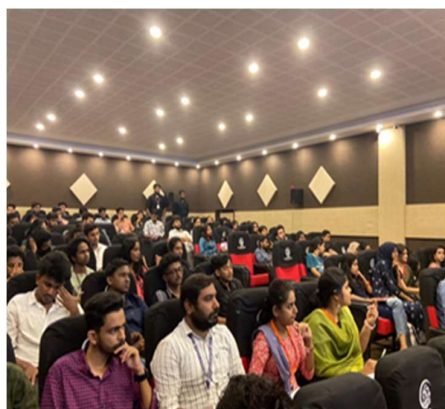
On 25 September 2023 the Honourable Vice Chancellor of Cochin University of science and technology Professor Dr PG Sankaran inaugurated our conference .Mr Bichu S Nair

delivered welcome address. Dr. Savitha KS presided the meeting. Fr. Raphael Chullickal, Fr. Raphael Kalluveetil, delivered felicitation. Mr. Jijo Paul delivered vote of thanks.

During the session, Professor Manish Verma, Vice President of the Media School of Management at Bahrain University, conducted a session on a specific topic. Mr. Christy George, Assistant Professor in the Department of Commerce, delivered the welcome address, while Dr. Asha E Thomas, also an Assistant Professor in the Department of Commerce, delivered the vote of thanks.

In another session, Dr. MC Dileep Kumar, the Honourable ex-Vice Chancellor of Sree Shankaracharya University Kalady, Kerala Kalamandalam, and Kannur University, delivered a talk on sustainable investments. Ms. Sruthy Krishna delivered the welcome address, and Dr. Shiju C R delivered the vote of thanks. Principal Dr. Savitha K S honoured Dr. Dileep Kumar during the session. During Technical Session 2, Mr. MK Muraleedharan, the Asianet news online editor, delivered talks that were related to the conference theme. A total of 32 presentations were conducted on that day, which included faculties, students, and research scholars from various Central and state universities in India. Dr. Vineeth KM, Assistant Professor at Govt College Trippunithura, served as the keynote judge for our conference. Moving on to Technical Session 3, on September 26th, 2023, Dr. Santhosh Kumar, a senior professor of commerce at Cochin University of Science and Technology, delivered a talk. Dr. Gibin Jacob delivered the welcome address, and Anju Sreenivas delivered the vote of thanks. Fr. Felix Chullickal honoured Dr. Santhosh Kumar during the session. The second session was handled by Dr. Asha E Thomas, Academic dean, St. Paul's College, Kalamassery. Anju Sreenivas delivered welcome address. Theja Tresa delivered vote of thanks. Dr. Sumitha Franklin honoured Santhosh sir. 32 presentations were held at Acoustic theatre and Dr. Pramada Ramachandran honoured our keynote judge Dr. Vineeth KM. The valedictory function took place on September 26th and was presided over by Dr. Savitha KS. Mr. Jijo Paul delivered the welcome address, and notable individuals such as Dr. Sumitha Franklin, Theresa Stephen, and others were in

attendance. During the function, Principal Dr. Savitha KS honoured the keynote judges, namely Dr. Justine George, Dr. Sumitha Franklin, and Stalin PC. Mr. Bichu S Nair delivered the vote of thanks.



### **RESEARCH ACTIVITIES**

Mr. Bichu S Nair is doing research at the School of Management and Business Studies, Mahatma Gandhi University,

Mr. Jijo Paul is doing research at Amrita University.

Ms.Chinthu Jose currently pursuing Phd in Management from Karpagam Academy of Higher Education,Coimbatore.

### **FUTURE INITIATIVES:**

- The department plans to tie up with IIM Cochin campus for sharing valuable resources
- The department aims to strengthen its research capabilities by publishing academic journals in various reputed journals.
- The department plans to tie up with leading companies for sharing industrial experience.