



St. Paul's College, Kalamassery

Archdiocese of Verapoly

Affiliated to the Mahatma Gandhi University, Kottayam

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ANNUAL REPORT 2023-24

DEPARTMENT OF COMMERCE (Aided)

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INTERNATIONAL CONFERENCE ON BANKING, FINANCE & ACCOUNTING (ICBFA - 2023)

Venue / Platform	: Malabar Auditorium
Date (s):	25/09/2023, 26/09/2023
Time	: 08.30 am to 3.30 pm
ResourcePerson	: Prof. Dr.P G Sankaran, Honourable Vice Chancellor CUSAT,
Name of Collaborating Department (if any)	: Department of Business Administration
Level	: Inter Department
No: of teacher participants	: 15
No: of student participants	: 50

International Conference on Banking, Finance & Accounting (ICBFA- 2023) organised by the Department of Commerce and Department of Business Administration in association with In-depth communication, New Delhi, Chief guest & keynote speaker Prof. Dr. P G Sankaran, Honourable Vice Chancellor CUSAT, Date: 25th & 26th September 2023.

Benefits in terms of learning/skill/knowledge obtained:

Improve the knowledge of students regarding the various areas in the Banking, Finance and Accounting sectors

Head of the Department: Dr.Asha E Thomas

Coordinators: Teresa Stephen
Christy George M J
Neethumol T R

International Conference on Banking, Finance & Accounting (ICBFA-2023)

Organised by
Department of Business Administration
and
Department of Commerce

St. Paul's College, Kalamassery
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In Association With
In-Depth Communication, New Delhi

VENUE:
Acoustic Theatre
(St. Paul's College,
Kalamassery)

DATE:
25th & 26th
September
2023

CHIEF GUEST & KEYNOTE SPEAKER



Prof. Dr. P. G. Sankaran
Honourable Vice-Chancellor
CUSAT

SUB TOPICS

FINANCE

1. Behavioural Finance
2. Financial Risk Management
3. Corporate Social Responsibility
4. International Finance
5. Public Finance
6. Private Finance
7. Financial Markets
8. Derivatives and Risk Management

MARKETING

1. E-commerce
2. Marketing Research
3. Digital Marketing in the era of Technological Disruption
4. Customer Relationship Management
5. Consumer Behaviour
6. Supply Chain and Logistics Management
7. International Business
8. Innovative Marketing Techniques

NB : Papers from other related areas are welcome

SUB TOPICS

HUMAN RESOURCE

1. Work Life Balance
2. Stress Management
3. HR Trends
4. Diversity and Inclusion
5. Transforming Culture
6. Mental Health Wellness
7. Knowledge Management
8. Talent Acquisition and Development

MEDIA AND COMMUNICATION

1. Cross-platform Distribution Channels
2. Audience Analysis and Targeting
3. Digital Media and Emerging Technologies
4. AI and Automation in Media Management
5. Data-driven Decision Making
6. Cyber Security and Privacy Issues
7. Copyright and Intellectual Property Rights
8. Media Representation and Diversity

INVITED SPEAKERS



PROF. MANISH VARMA
Professor of Media and
Vice President
(Academic Affairs)
University College of Bahrain,
Bahrain

Topic :
Future of
Social Media Marketing



MR. A.K. MURALIDHARAN
Editor, Asianet News Online
and Fact Checking Trainer at
Google News Initiative

Topic :
Digital Space as Alternative
and Mainstream Media



DR. M.C. DILEEPKUMAR
Former Vice-Chancellor of
Sreesankaracharya University
of Sanskrit Kalady,
Former vice-chancellor of
Kalamandalam Deemed to be
University.

Topic :
Sustainable Investing
Prospects and Trends

DR. S. SANTHOSH KUMAR
Professor, School of Management Studies,
Cochin University of Science and Technology.

Topic : New Age Banking



DR. ASHA ELIZABETH THOMAS
Dean - Academics, Assistant Professor and
Head, PG Department of Commerce, St. Paul's College, Kalamassery.

Topic : Digital Solutions : The Rise of Climate Fintech



INVITED SPEAKERS



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A TALK ON ENVIRONMENT & DEVELOPMENT

Venue / Platform : Daniel Hall
Date (s) : 16/10/2023
Time : 12.30 pm to 02.00 pm
Resource Person : Dr. Thomas Varghese Panakalam, Dean of Arts, Bharata Mata College

Name of Collaborating Agency (if any) : Nil
Level : Department and Nature club, St. Paul's college
No: of teacher participants : 15
No: of student participants : 133

Benefits in terms of learning/skill/knowledge obtained:

To give awareness to students regarding nature conservation and protection and its development

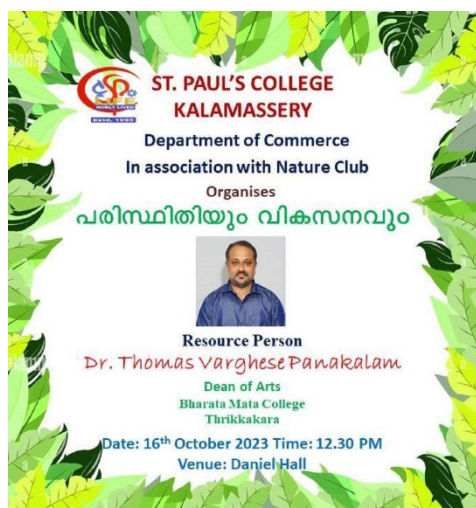
Head of the Department: Dr. Asha E Thomas

Coordinators: Teresa Stephen

Dr. Shiju C R

Anupam Ugin

Brochure/Poster :





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WORKSHOP ON CONDUCT OF RESEARCH IN COMMERCE A METHODOLOGICAL APPROACH

Venue / Platform	: Seminar Hall
Date (s)	: 13/10/2023
Time	: 08.30 am to 3.30 pm
Resource Person	: Dr. Ajay Joseph, Bharat Mata College, Thrikkakara
Name of Collaborating Agency (if any)	: nil
Level	: Department
No: of teacher participants	: 15
No: of student participants	: 151

Benefits in terms of learning/skill/knowledge obtained:

Improved the knowledge of students regarding different methods for doing quality research and the statistical methods for conducting various analysis in research.

Head of the Department: Dr.Asha E Thomas

Coordinators: Dr.Gibin Jacob

Christy George M J

Harikrishnan M T

Brochure/Poster :





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WORKSHOP: CAREER DEVELOPMENT PROGRAMME; CAREER ROUTE: PACE IT TO ACE IT

Venue / Platform	: Seminar Hall
Date (s)	: 19/12/2023
Time	: 12.30pm to 02.00 pm
Resource Person	: Mr. Sujit Raman, Corporate Life Skills Trainer
Name of Collaborating Agency (if any)	: nil
Level	: Department
No: of teacher participants	: 15
No: of student participants	: 80

Benefits in terms of learning/skill/knowledge obtained:

Gave awareness to students regarding various career options and how to successfully reach that goal.

Head of the Department: Dr. Asha E Thomas

Coordinators: Dr. Shiju C R

John Mathew

Anna Melenda Martin

Brochure/Poster :





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INTERNATIONAL CONFERENCE ON BUSINESS ANALYTICS IN HIGHER EDUCATION -PRESENT AND FUTURE

Venue / Platform	: Acoustic Theatre
Date (s)	: 31/01/2024
Time	: 02.30 pm to 04.30 pm
Resource Person	: Dr. Clare Walsh, Director of Education Institute of Analytics Dr. Hareesh N Ramanathan, Director- International Relations, CUSAT
Name of Collaborating Agency (if any)	: International Skill Development Corporation and Institute of Analytics
Level	: Department
No: of teacher participants	: 15
No: of student participants	: 112

The International Conference on Business Analytics in Higher Education: Present and Future, was held at St. Paul's College, Kalamassery. The conference served as a dynamic platform where experts and educators converged to explore the transformative role of business analytics in shaping the landscape of higher education..

Benefits in terms of learning/skill/knowledge obtained:

Participating in the International Conference on Business Analytics in Higher Education enriches students' learning by providing them with vast knowledge about business analytics and the future and scope of business skills related to business analytics.

Head of the Department: Dr. Asha E Thomas

Convenor: Teresa Stephen

Joint Convenor: Lt.Dr. Varun V Varghese

Brochure/Poster

ABOUT THE COLLEGE AND THE DEPARTMENT

St. Paul's College, Kalamassery is a prestigious arts and science college which functions under the Archdiocese of Verapoly and is affiliated to Mahatma Gandhi University. This institution is currently re-accredited with 'A' grade by the National Assessment & Accreditation Agency (NAAC) in November 2022.

The Department of Commerce was established in 1980 as a junior college with a student strength of more than 300 students. Presently the Department offers 3 Undergraduate Programmes and 1 Postgraduate Program and has a student strength of 600+ students.

ABOUT THE RESOURCE PERSONS

DR. CLARE WALSH
Director of Education
IoA - Institute of Analytics

Dr. Clare Walsh is the Director of Education at the IoA - Institute of Analytics, a role that combines her two passions in work. Before moving to IoA, Dr. Clare worked as a teacher and authored over 20 successful textbooks, including several global market leaders. She is also an expert in assessment and has advised high-stakes testing organizations & governments on assessment design. After becoming interested in the emerging field of learning Analytics and AI scored testing, she retrained in the field of computer science. She completed an MSc in Web Science, and then a PhD in Web Science, looking at scoring complex skills through telemetry gameplay data, with the University of Southampton.

DR. HAREESH N RAMANATHAN
Director- International Relations, CUSAT
Associate Professor-Business Management SIF-CUSAT

Dr. Hareesh is a teaching and research professional with sound experience in academic leadership, administration, international relations and institution building. Has got immense experience in making wonderful workplaces and a true practitioner of camaraderie. Two times recipient of European Union ERASMUS+ Fellowship for international teaching and an IBM certified data analyst who has made impact by analytical consultancies and publications. An acclaimed trainer and teacher in the field of analytics and research methods who had conducted many talks and workshops in India and abroad to benefit the research fraternity. A social as well as a sports enthusiast and hence passionately associating with many LSGs, NGOs, GOs and Sports Clubs.



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INTERNATIONAL CONFERENCE ON BUSINESS ANALYTICS IN HIGHER EDUCATION- PRESENT & FUTURE



Organized by



POST GRADUATE DEPARTMENT OF COMMERCE
ST. PAUL'S COLLEGE, KALAMASSERY

HMT Colony, P.O., Kalamassery, Ernakulam, Kerala - 683503
Affiliated to Mahatma Gandhi University, Kottayam

In Collaboration with

INTERNATIONAL SKILL DEVELOPMENT CORPORATION (ISDC)
&
INSTITUTE OF ANALYTICS (IOA)



Venue: Acoustic Theatre

Time: 2.30 PM

JAN | 31st | 2024

ORGANISING TEAM

Dr. Gibin Jacob
Dr. Shiju C. R
Mr. Christy M George
Mr. John Mathew
Dr. Anila A. S
Ms. Mishma Joy
Ms. Lakshmi Vijayan
Ms. Anupam Ugin
Ms. Neethumol T R
Ms. Anna Melenda Martin
Ms. Rehna Salim
Mr. Harikrishnan M T



Rev. Fr. Felix Chullichal
Director
St. Paul's College Kalamassery



Rev. Fr. Varghese Valiyoparambil
Manager
St. Paul's College Kalamassery



Dr. Savitha K S
Principal
St. Paul's College Kalamassery



Dr. Asha E Thomas
HoD of Commerce
St. Paul's College Kalamassery



Ms. Teresa Stephen
Conference Convenor
Assistant Professor
St. Paul's College Kalamassery



Lt. Dr. Varun V Varghese
Joint Conference Convenor
Assistant Professor
St. Paul's College Kalamassery



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PROGRAMME SCHEDULE

Welcome Address:	Ms. Teresa Stephen Conference Convenor Assistant Professor, St. Paul's College Kalamassery
Felicitation:	Rev. Fr. Felix Chullickal Director, St. Paul's College Kalamassery
Felicitation:	Rev. Fr. Varghese Valiyaparambil Manager, St. Paul's College Kalamassery
Felicitation:	Dr. Savitha K S Principal, St. Paul's College Kalamassery
Felicitation:	Dr. Asha E Thomas Head of the Department of Commerce, St. Paul's College Kalamassery
Felicitation:	Mr. Arjun Raj Regional Manager, ISDC
Keynote Speaker:	Dr. Clare Walsh Director of Education, IOA Analytics, UK
Featured Speaker:	Dr. Hareesh N Ramanathan Director- International Relations, CUSAT Associate Professor - Business Management, SIF- CUSAT
Open Forum Discussion	
Vote of Thanks:	Lt. Dr. Varun V Varghese Conference Joint Convenor Assistant Professor, St. Paul's College Kalamassery
National Anthem	



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A TALK ON GENERAL LEGAL AWARENESS

Venue / Platform	: Daniel Hall
Date (s)	: 13/03/2024
Time	: 9.30 am to 10.30 pm
Resource Person	: Adv. Sherry J Thomas, Senior Lawyer, High Court of Kerala
Name of Collaborating Agency (if any)	: Women Empowerment Cell
Level	: Department
No: of teacher participants	: 15
No: of student participants	: 139

Benefits in terms of learning/skill/knowledge obtained:

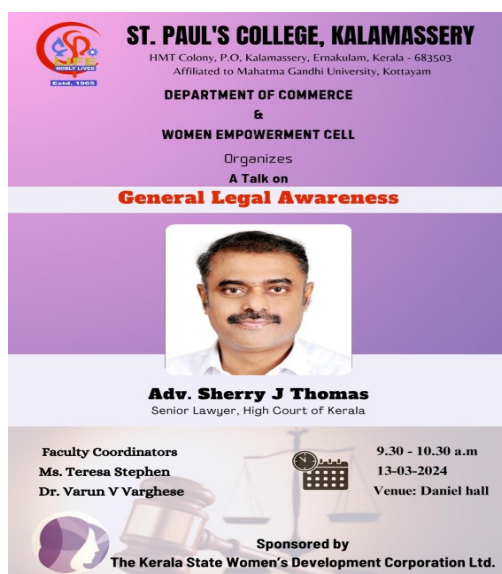
Gave general legal awareness to the students and impart practical knowledge about the basic legal rights and remedies, making them fit to face the challenges in real-life situations.

Head of the Department: Dr. Asha E Thomas

Coordinators: Lt. Dr. Varun V. Varghese

Ms. Teresa Stephen

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INDUSTRIAL VISIT

NAVYA BAKE SHOP FACTORY

Venue / Platform	: Navya Bake Shop's factory
Date (s)	: 14/10/2023
Time	: 12.30 pm to 02.00 pm
Name of Collaborating Agency (if any)	: nil
Level	: Department
No: of teacher participants	: 04
No: of student participants	: 70

Head of the Department: Dr. Asha E Thomas

Coordinators: Teresa Stephen

Christy George M J

John Mathew

On 14 October 2023, all the students of the Commerce Department including HOD and faculties visited NAVYA BAKE SHOP'S FACTORY. Representative Students from 1st 2nd and 3rd years of b.com and the 1st and 2nd years of M.com conducted an industrial visit to have practical knowledge about business manufacturing and marketing strategies. Students had a great experience filled with curiosity and excitement to learn new things. The live making, packing, and pricing of cakes, bread, and snacks gave a one-hand experience of bringing a product to market, students could ask and clear their doubts directly to the supervisors, coordinators, and chefs there. It was a relevant and useful industrial visit for commerce students.





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A HELPING HAND- ORPHANAGE VISIT

Venue / Platform	: 'Mathruchaya' orphanage
Date (s)	: 20/12/2023
Time	: 12.30 pm to 02.00 pm
Name of Collaborating Agency (if any)	: nil
Level	: Department
No: of teacher participants	: 15
No: of student participants	: 133

Head of the Department: Dr.Asha E Thomas

Coordinators: John Mathew

Christy George

Dr. Anila A.S

On December 20th the students of 3rd year B.com, in connection with the commerce department conducted an extension program which was an initiative to lend a helping hand to the orphans, God's children. Students went to 'MATHRUCHAYA' an orphanage near Thottakatukara, Aluva. As a token of love, students gave 20 kg of rice ,oil ,grocery, vegetables, cakes, biscuits and chocolates for the young buds .It was a wonderful experience of togetherness, laughter, and joy. The children were excited and happy to see our students. They conducted a small music program jamming with a guitar. The young ones also joined them with their cute rhymes and melodies. There were kids from 5 years to girls of 21. The session ended with chitchats, jokes, and sharing memories. It was indeed a memorable day to become grateful for what God has given us.





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NATURE FRIENDLY SUSTAINABLE DEVELOPMENT PROGRAMME.

MAKING OF PAPER BAGS

Venue / Platform : G.V.H.S.S, Kalamassery
Date (s) : 09/01/2024
Time : 12.30 pm to 02.00 pm
Name of Collaborating Agency (if any) : nil
Level : Department
No: of teacher participants : 15
No: of student participants : 120
Head of the Department: Dr. Asha E Thomas

Coordinators: Lt. Dr. Varun V Varghese

Lakshmi Vijayan

Mishma Joy

On 9th January 2024, the 3rd and 2nd year B.com students with HOD and 3 faculties in connection with the extension programme of the Commerce Department conducted a paper bag-making session in Govt. Vocational Higher Secondary School, Kalamassery. This session was conducted for 41 students of the young buds of 4th and 5th standard. Our students made 30 colorful paper bags from collage to gift them. Students had arranged for all the materials needed for the making of paper bags. Our students taught the young ones how to make paper bags easily and made them do it themselves too. Kids were so excited and curious to do it. The 30 bags which were already made were given to the children, teachers, and principal of the school. Also, the students were given awareness about reducing the use of plastic bags and increasing the use of paper bags. Students also got a chance to take a step to care for nature.



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BEACH CLEANING – AN INITIATIVE TO CLEAN THE BEACH AND IT'S PREMISES

Venue / Platform	: Puthuvypin Beach
Date (s)	: 18/01/2024
Time	: 07.00 am to 12.00 pm
Name of Collaborating Agency (if any)	: nil
Level	: Department
No: of teacher participants	: 04
No: of student participants	: 100

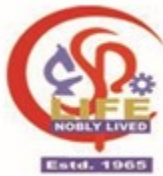
On 18-01-2024, the second-year students of commerce and NCC unit were taken to the Puthuvypin in Vypin, for a beach cleaning programme. 100 students and 4 teachers were present at the event and students arrived on the spot at 7 A M and the event started by inaugural speech of councillor Adv. Lgish Xavier. He pointed out the importance of keeping our surroundings clean and appreciated teachers and students for conducting the cleaning programme. Everyone started cleaning by picking the plastic waste and others and collecting them together. This programme provides the most valuable and priceless experience to all participants.

Head of the Department: Dr.Asha E Thomas

Coordinators: Lt. Dr.Varun V Varghese

Lakshmi Vijayan

Mishma Joy



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