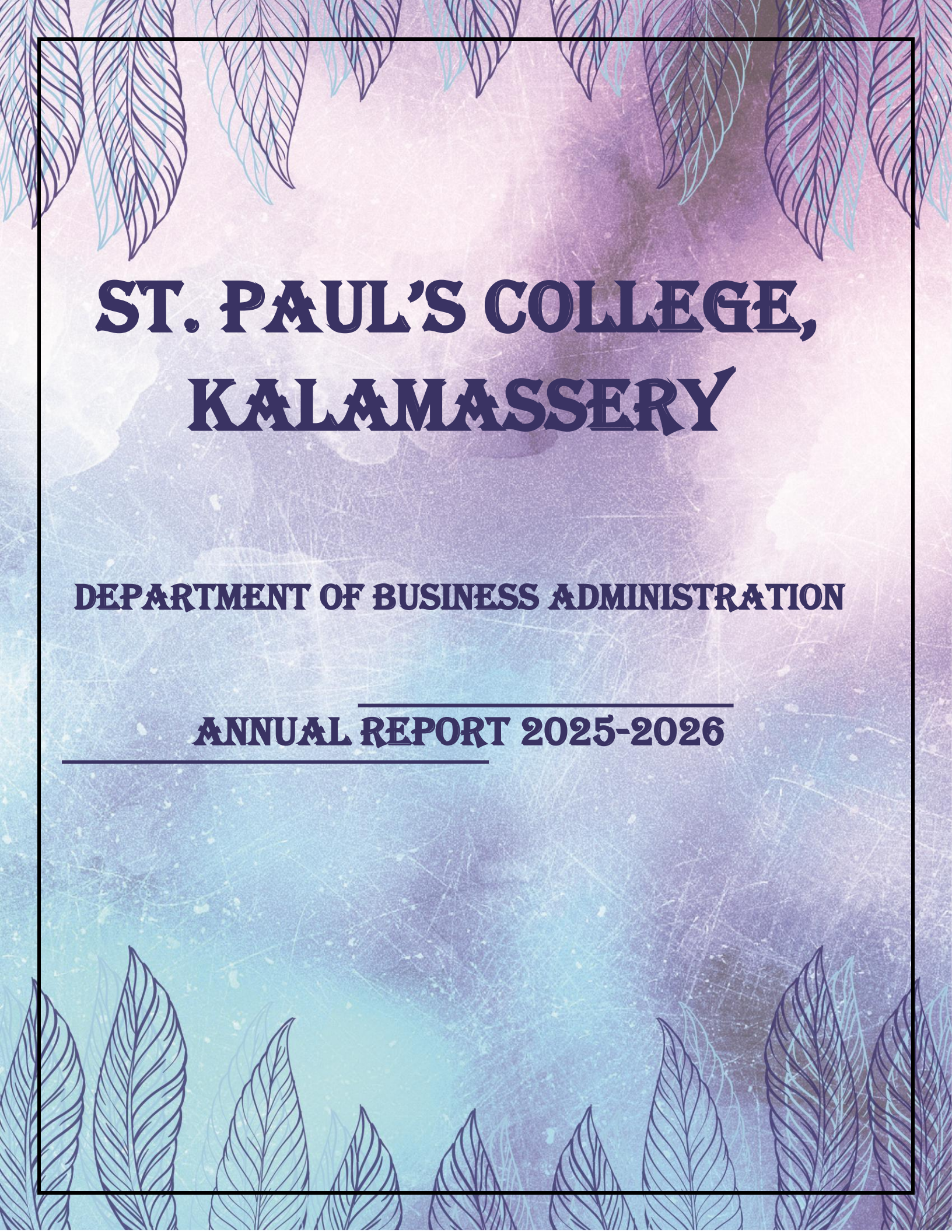




ST. PAUL'S COLLEGE, KALAMASSERY

DEPARTMENT OF BUSINESS ADMINISTRATION

ANNUAL REPORT 2025-2026

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Campus to Corporate

The Department of Business Administration at St. Paul's College, Kalamassery, in partnership with the Placement & Career Guidance Cell, conducted a workshop entitled "Campus to Corporate" on June 17, 2025. The objective of the session was to equip final-year BBA students for their transition from academic life into the corporate environment.

This session provided deep insight into the corporate world, and also the students got an idea about the opportunities in the current market. Thirty four students from our department participated in this workshop. The workshop was highly interactive and well-received, equipping students with practical knowledge and skills essential for corporate success.

**ST. PAUL'S COLLEGE KALAMASSERY ERNAKULAM,**
KOCHI, KERALA PIN - 683503

CAMPUS TO CORPORATE
Organized By Placement Cell



17 June 2025
9:30 AM - 11:00 AM
Seminar Hall

WORKSHOP FOR FINAL YEAR BBA STUDENTS

Resource persons :



MS. PRATHIBHA M P
(Associate Director - EazyLink Academy)

Program Highlights:

- Career options based upon the critical skills shortages
- Skills Vs Interest
- Core and Diversified options - Stream wise



MS. HARITHA NAIR
(Corporate Trainer - EazyLink Academy)

Key areas :

- The art of creating a first impression and the importance of Body language
- Critical thinking & Problem solving skills
- Resume building & Interview Skills preparations



Yoga Session- Mat To Mind

As a part of AICTE four year degree induction programme, we have conducted a yoga session for first year BBA degree students on July 02, 2025 at auditorium. 49 students and 1 teaching faculty were participated in this session. The Resource person for this session was Ms. Gayathri K.S, Final year BBA Student. The session was started with a welcome speech by Nandana Abhilash, student co-ordinator of this programme.

The yoga instructor taught students how yoga helps keep the body and mind healthy. They started with warm-up exercises and simple stretching. Then the instructor showed breathing exercises like Anulom Vilom and Kapalabhati to help students relax and focus. Finally, it ended with a vote of thanks by Afil Jabbar, first year student. This session helps the students to know about the importance of yoga in day to day life.



ST . PAUL'S COLLEGE KALAMASSERY
DEPARTMENT OF BBA
ORGANISES
YOGA SESSION
MAT TO MIND

MALABAR AUDITORIUM

RESOURCE PERSON : GAYATHRI K S
3rd year BBA student

Let's celebrate this day with the practice of yoga and meditation for a better life

Faculty Coordinator
Ms. Minnu Issac

Head Of Department
Ms. Theja Tressa

Student Coordinator
Nandana Bineesh

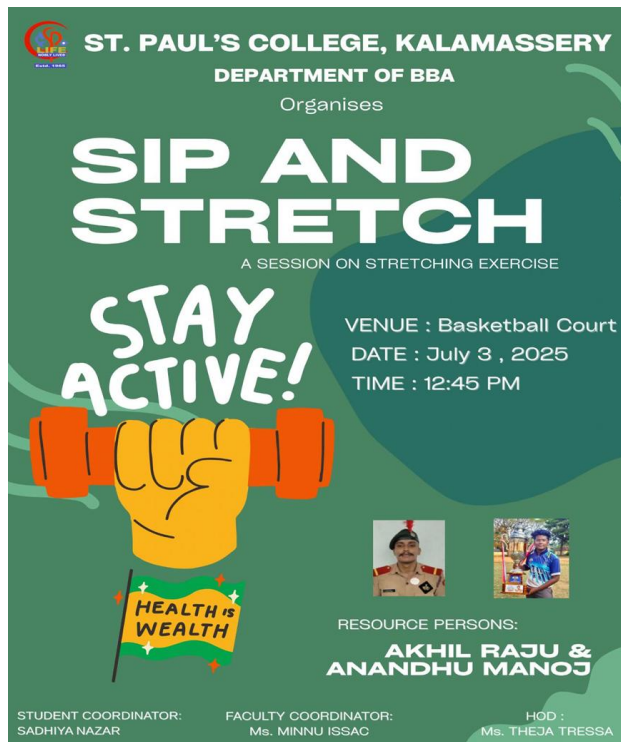
Date : 02/07/2025
Time : 11.45 PM



Sip And Stretch

As a part of AICTE four year degree induction programme, we have conducted a yoga session for first year BBA degree students on July 03, 2025 at basketball court. 38 students and 1 teaching faculty were participated in this session. The Resource person for this session was Mr. Akhil Raju and Mr. Anandhu Manoj, Final year BBA Students. The session was started with a welcome speech by Sadhiya Nazar, student co-ordinator of this programme.

In this session the students learned how relax the body, improve flexibility, and reduce stress after long study hours. Finally, it ended with a vote of thanks by Nandana K.B, first year student. This session helps the students to know about the importance of exercise for a healthy life style.



Alumni Talk

As a part of AICTE four year degree induction programme, we have conducted an Alumni Talk for first year BBA degree students on July 4, 2025 at F02 SF class room. 47 students and 2 teaching faculty were participated in this session. The Resource person for this session was our former student of the BBA Batch 2020-2023. The session was started with a welcome speech by Mary Niya, student co-ordinator of this programme.

The Resource person Mr. Rohith Gireesh shared the real life situation about the corporate world and also he covered a wide aspect about the corporate world. He also add on the tricks to crack CAT exam and explained how to get admissions at best management colleges in India. It was an interesting session, the students were very excited to listen to his words. Through this session the students were able to know about the activities and operations occurring in the Industry. Finally it ended with a vote of thanks by Antony Maxi, first year student.



Academic Session

As a part of AICTE four year degree induction programme, we have conducted an Academic session for first year BBA degree students on July 7, 2025 at Baccinelli Hall. 34 students and 3 teaching faculty were participated in this session. The Resource person for this session was Dr. Manju Malathy, Head of the Department, Department of Business Administration, Bharata Mata College, Thrikkakara. The session was started with a welcome speech by Prakash R, student co-ordinator of this programme.

The Resource person Dr. Manju Malathy, Head of the Department, Department of Business Administration, Bharata Mata College, Thrikkakara, explained the new education system adopted by our university and few more things about AICTE. It was an interesting session, the students were very excited to listen to her words. Through this session the students were aware about the FYUGP and AICTE. Finally it ended with a vote of thanks by Mary Niya M C, first year student.

ST. PAUL'S COLLEGE, KALAMASSERY
DEPARTMENT OF BUSINESS ADMINISTRATION

Organises
ACADEMIC SESSION

DR. MANJU MALATHY
Head of the Department
Department of Business Administration
Bharata Mata College
(Autonomous)
Thrikkakara

DATE
17th July, 2025

TIME
10:00 AM

VENUE
Baccinelli Hall

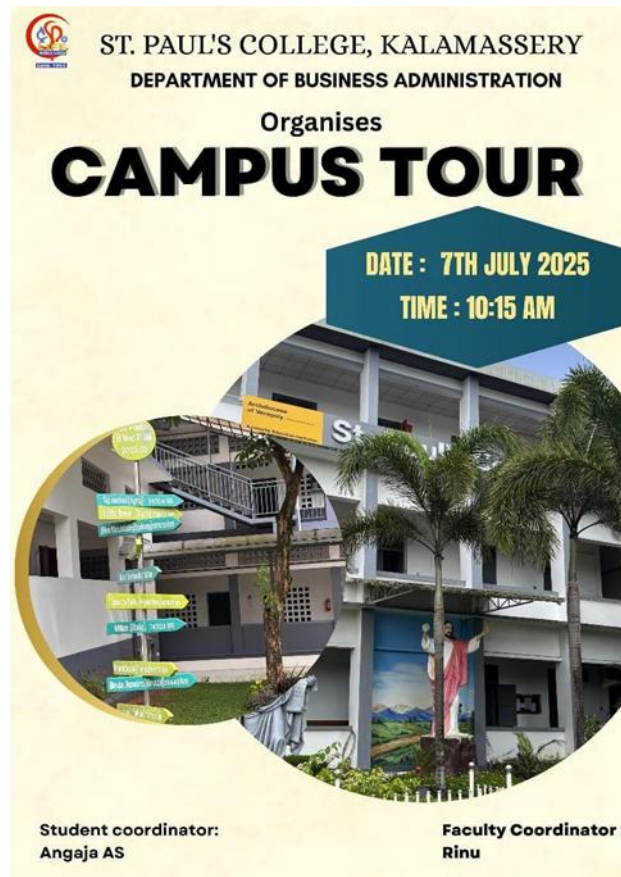
STUDENT COORDINATOR :
PRAKASH

FACULTY COORDINATOR:
MRS. THEJA TRESSA



Campus Tour

On 7th of July 2025 a Campus Tour was arranged for first year BBA students. A detailed explanation was given by the teachers Ms. Rinu Joy and Ms. Anju sreenivas about the college premises and the various facilities available that has to be followed as per the college guidelines. The visit was arranged by Ms. Rinu Joy (faculty). Forty four students accompanied for the campus tour. This session helps the students to get a blue print about the college premises and also its campus resources.



Mastering the Art of Communication

The department of BBA organized an interactive session for communication skills 'Mastering the Art of Communication' on 8th July 2025 at 10.30 am at room no F02, SF block to BBA first year students. The coordinator of the program was Asst. Professor Anju Sreenivas. A total of 43 students participated. The session was handled by Ms. Mariyam Anna Varghese, Assistant Professor, Department of English (SF), St. Paul's College, Kalamassery. Mary Niya of I Year BBA welcomed the gathering. Ms. Mariyam briefly explained the 6 core communication skills and she teaches students how to express ideas clearly, listen actively and so on. Ms. Mariyam also engaged students with an icebreaking session. The program came to an end by 11.30 am by the vote of thanks delivered by Abin Sathar of First year BBA.

**St.Paul's College,Kalamassery**
Department of Business Administration
Organises

**MASTERING THE ART OF
COMMUNICATION**

"Communication is the bridge between confusion and
clarity — mastering it is mastering connection."

**DATE**
JULY 8 - 2025

**TIME**
AT 10.30 AM

Speaker
**Ms.Mariyam Anna
Varghese**
**Asst.professor
(Department of English)**



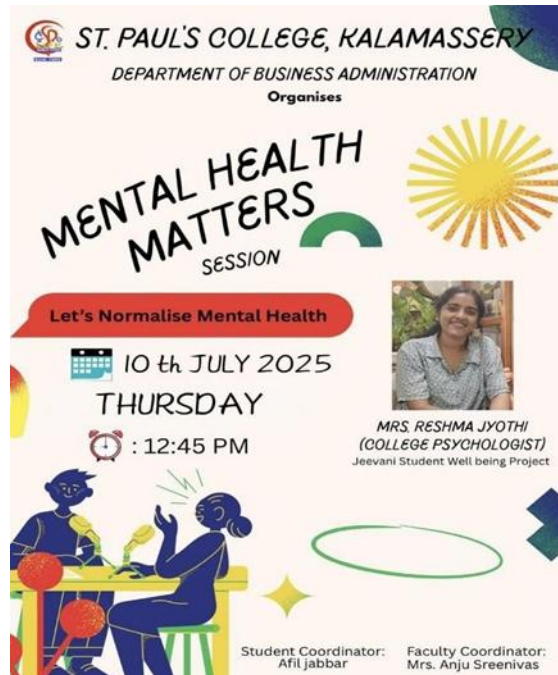
Faculty Coordinator:
Mrs. Anju Sreenivas

Student coordinator:
Abin Sathar



Mental Health Matters

The department of BBA organized a counselling session 'Mental Health Matters' on 10th July 2025 at 12.45 pm at room no F02, SF block. The coordinator of the program was Asst. Professor Anju Sreenivas. A total of 34 students participated. The session was handled by Mrs. Reshma Jyothi, College psychologist, Jeevani student well-being project, St. Paul's college, Kalamassery. Angaja of I Year BBA welcomed the gathering. Ms. Reshma briefly explained about mental well-being, and factors influencing mental health. She also focused on importance of mental awareness. Students also interacted very actively and clarified their doubts regarding mental health. The program came to an end by 1.30 pm by the vote of thanks delivered by Afil Jabbar of First year BBA.



Industrial Talk

The department of Business Administration organized an Industrial Talk on 18th July 2025 at 10:30 AM in Rusa F04. The resource person for the session was Ms. Vaisnavi Vinod, a digital marketing trainer at Digital X. She shared her expertise on the evolving trends in digital marketing and importance of digital platforms in modern business strategies.

During the session, the speaker discussed various topics such as the fundamentals of digital marketing, the role of social media in business promotion, search engine optimization (SEO), content marketing, and the growing demand for digital marketing professionals. She also highlighted the skills required to succeed in the digital marketing industry and provided practical examples from her professional experience.

The talk was highly interactive, allowing students to ask questions and clarify their doubts regarding career opportunities in digital marketing and related fields. The resource person encouraged students to stay updated with technological advancements and continuously upgrade their skills to meet industry expectations. The program was coordinated by Faculty Coordinator Theja Tressa and Student Coordinator Rosemary.

**St Paul's College, Kalamaserry**
Department of Business Administration
Organises

Industrial Talk

DATE
18th July 2025

TIME
10:30 am

VENUE
Rusa F04



Resource Person
Vaishnavi Vinod
Digital Marketing Trainer
Digital X

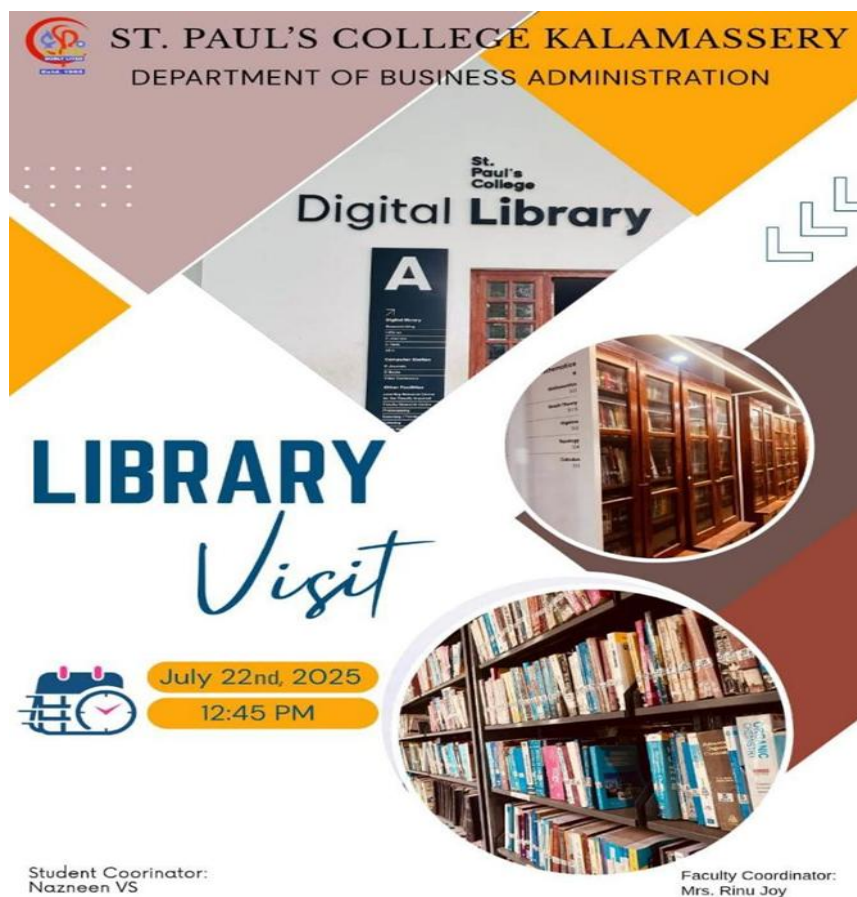
Faculty Coordinator :
Theja Tressa

Student Coordinator:
Rosemary



Library Visit

On 22nd of July a Library Visit was arranged for first year BBA students. A detailed session was given by the Librarian Dr. Binu P C regarding the policies and procedures that has to be followed as per the college guidelines. The visit was arranged by Ms. Rinu Joy (faculty). 44 students accompanied for the visit to library. This session helps the students to get knowledge about various library resources.

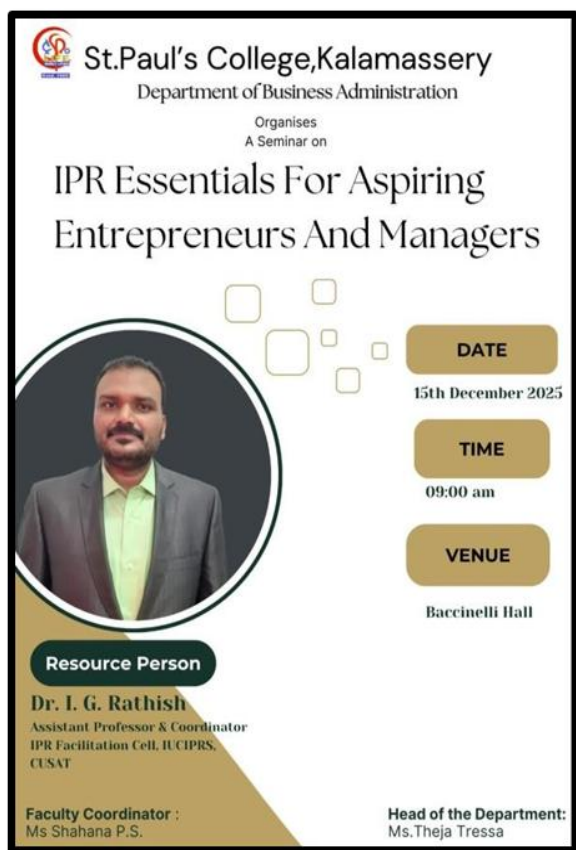


SEMINAR ON IPR ESSENTIALS FOR ASPIRING ENTREPRENEURS AND MANAGERS

The Department of Business Administration, St. Paul's College, Kalamassery, organized a seminar titled **"IPR Essentials for Aspiring Entrepreneurs and Managers"** on 15th December 2025 at Baccinelli Hall. The seminar was coordinated by Ms. Shahana P.S., Assistant Professor, Department of Business Administration, with the objective of creating awareness among students about the importance of Intellectual Property Rights in entrepreneurship and business management.

The session was handled by **Dr. I. G. Rathish**, Assistant Professor and Coordinator, IPR Facilitation Cell, IUCIPRS, CUSAT. The resource person provided a comprehensive overview of Intellectual Property Rights, including patents, copyrights, trademarks, and industrial designs. He emphasized the strategic role of IPR in fostering innovation, protecting business ideas, and enhancing competitive advantage for entrepreneurs and managers.

An interactive session followed, during which students actively engaged with the resource person by raising queries related to startup innovation, idea protection, and the procedural aspects of IPR registration. The session helped students gain clarity on the practical implications of IPR in managerial decision-making and entrepreneurial ventures.



St. Paul's College, Kalamassery
Department of Business Administration
Organises
A Seminar on

IPR Essentials For Aspiring Entrepreneurs And Managers

DATE
15th December 2025

TIME
09:00 am

VENUE
Baccinelli Hall

Resource Person
Dr. I. G. Rathish
Assistant Professor & Coordinator
IPR Facilitation Cell, IUCIPRS,
CUSAT

Faculty Coordinator :
Ms. Shahana P.S.

Head of the Department:
Ms. Theja Tressa



National Seminar on “AI Tools in academic research”

The Department of Business Administration of St. Paul’s College, Kalamassery, organized a National Seminar on “AI Tools in Academic Research” on 16 January 2026 at 10:00 AM in Baccinelli Hall. The resource person for the seminar was Smrithi K S, Assistant Professor in the Department of BBA with CA and Logistics at Hindusthan College of Arts and Science, Coimbatore. She delivered an insightful session on the various AI tools that can assist researchers in literature review, data analysis, academic writing, and citation management.

During the session, the speaker explained how AI-powered tools can enhance the efficiency and accuracy of research work. She also demonstrated the practical use of several digital tools that help researchers generate ideas, organize references, and improve the quality of academic writing. The session emphasized the ethical use of AI in research and highlighted the importance of critical thinking when using AI-generated content.

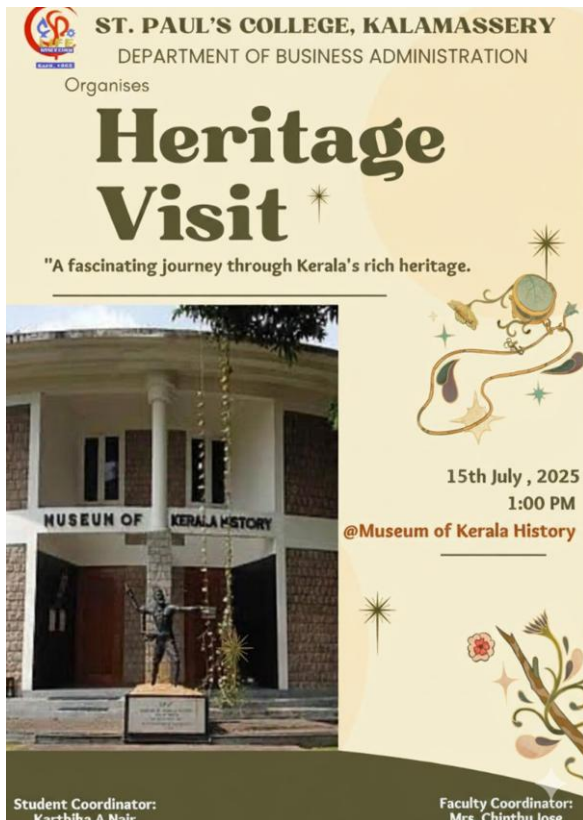
The seminar was highly interactive, and participants actively engaged with the speaker by asking questions regarding the practical application of AI in research projects. The session provided valuable knowledge on integrating technology into academic work and encouraged students to explore innovative research methods. The programme was coordinated by Ms. Theja Tressa, Faculty Coordinator, with the support of KM Anaswara, Student Coordinator.



EXTENSION ACTIVITIES

1. Heritage Visit

As part of the educational activities of our institution, a heritage visit was organized for the students to the **Kerala Museum**. The purpose of the visit was to provide firsthand exposure to Kerala's rich culture, history, and artistic traditions. The students gained valuable knowledge about Kerala's cultural heritage. They developed a sense of pride and respect for traditions and understood the importance of preserving historical artifacts. The visit also strengthened their awareness of cultural diversity.



2. Industrial Visit

As part of BBA academic curriculum, Students had the opportunity to visit MODERN BREAD on JULY 14TH 2025. The visit aimed to bridge the gap between theoretical knowledge and practical application.

During the visit, they gained valuable insights into the company's operations, production processes, and management practices. The interaction with industry experts helped students to understand the latest technologies, workplace culture, and real-time problem-solving approaches.

This experience enhanced their practical knowledge, broadened perspective on industrial practices, and motivated them to apply classroom concepts in real-life situations. Overall, the industrial visit was highly informative and enriching.

**ST. PAUL'S COLLEGE, KALAMASSERY**
DEPARTMENT OF BUSINESS ADMINISTRATION
ORGANISES

INDUSTRIAL VISIT

From Theory to Practice :
Let's Explore the World of Operations

DATE

**THURSDAY**
14 JULY, 2025
10:00 AM



Student Coordinator :
Janki Rai k

Faculty Coordinator :
Mrs. Chinthu Jose



3. “SHARE A MEAL, SPREAD A SMILE”- Food Kit Distribution Program

The Department of Business Administration, St. Paul’s College, Kalamassery, organized a social outreach programme titled “Share a Meal, Spread a Smile”, a Roadside Food Kit Distribution Drive, on 9 October 2025 at 11:30 AM. The initiative was conducted with the objective of extending support to the underprivileged and promoting the values of compassion, empathy, and social responsibility among students.

As a part of the program, students prepare and distribute food kits to economically disadvantaged individuals. The volunteers actively participated in packing and distributing meals, ensuring that the beneficiaries received nutritious food with dignity and respect.

The programme was coordinated by Ms. Ananthika M.A, Student Coordinator, with the support of the faculty co-ordinator Ms. Theja Tressa and student volunteers. The event reflected the institution’s commitment to community engagement and social welfare.

The “Share a Meal, Spread a Smile” Roadside Food Kit Distribution Drive was a meaningful and impactful initiative. The event highlighted the importance of sharing, caring, and contributing to society. Through this noble effort, the Department of Business Administration successfully instilled the values of compassion and social responsibility among students, proving that “Hunger ends where kindness begins.”

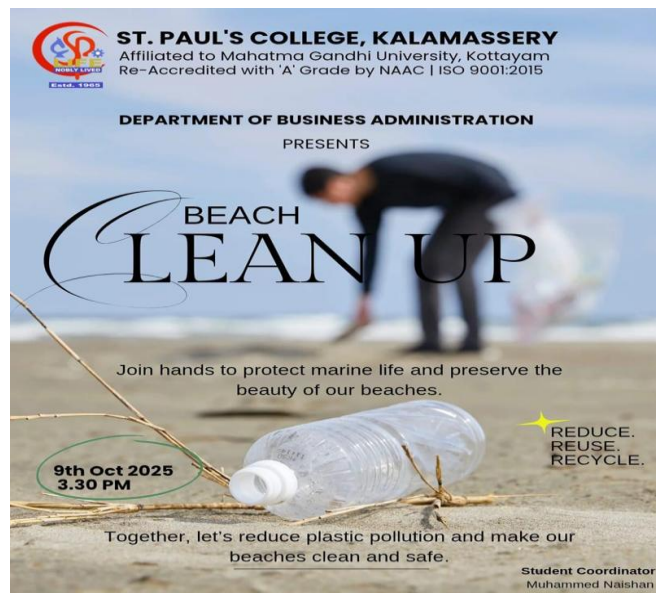


4. Beach Cleaning

The Department of Business Administration, St. Paul's College, Kalamassery, organized a Beach Clean-Up Program on 9th October 2025 at 3:30 PM as part of its environmental sustainability and social responsibility initiatives. The program aimed to create awareness about the harmful effects of plastic pollution on marine ecosystems and encourage students to actively participate in environmental conservation.

The event was conducted under the theme "Reduce, Reuse, Recycle", emphasizing the importance of responsible waste management and sustainable living practices. Students cleaned the beach area by collecting plastic bottles, wrappers, and other non-biodegradable waste materials scattered along the shoreline.

The clean-up activity helped participants understand the impact of human activities on marine life and the environment. Through collective effort, a significant quantity of waste was removed, contributing to a cleaner and safer beach environment. The program also encouraged teamwork, civic responsibility, and environmental stewardship among the participants.



Career Counselling and Guidance Sessions

1. Career counselling

As a part of AICTE four year degree induction programme, we have conducted a Career Counselling session for first year BBA degree students on July 16, 2025 at F02 SF class room. 34 students and 1 teaching faculty were participated in this session. The Resource person for this session was Mr. Anil V Nair, Area Manager, G-Tec Education. The session was started with a welcome speech by Karthika A Nair, student co-ordinator of this programme.

The Resource person Mr. Anil V Nair, Area Manager of G-Tec Education, explained the current trends in market and what course serves the students to gain skill knowledge. He discussed about the technologies used in the area of management to make the operations effective in the organisations. It was an interesting session, the students were very excited to listen to his words. Through this session the students were able to know about the activities and operations occurring in the Industry. Finally it ended with a vote of thanks by Albert Antony, first year student.



ST. PAUL'S COLLEGE, KALAMASSERY
DEPARTMENT OF BUSINESS ADMINISTRATION

ORGANISES

CAREER COUNSELLING SESSION

16 JULY, 2025
12:00PM

VENUE:
F02 SF BLOCK

Mr. Anil V Nair
Area Manager
G- TEC EDUCATION

Student Coordinator:
Karthika A Nair

Faculty Coordinator:
Mrs. Theja Tressa

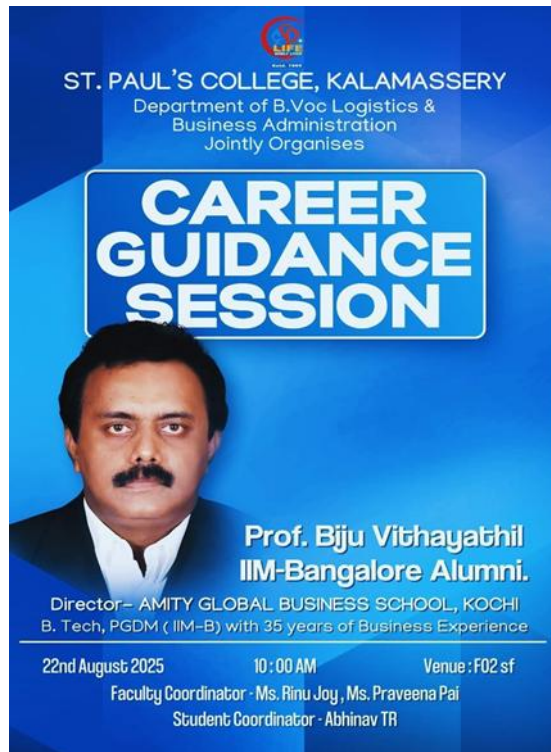


2.Seminar On “Career Guidance”

The seminar on Career Guidance for the Department of Business Administration and B.Voc Logistics Management students was held on 22nd August, 2025 at F02 SF. It aimed to provide insights into global opportunities in the field of logistics and management. The speaker emphasized the shift towards digitalization, sustainability, and resilience globally. Discussions revolved around the need for cross cultural communication skills, technological proficiency, and strategic thinking.

A lively panel discussion followed the presentations, where speaker addressed questions on industry certifications, job market demands, and the role of emerging technologies. Attendees engaged actively through Q&A sessions, sharing their experiences and seeking advice on pursuing international careers in logistics and management.

The seminar concluded with a career offer promising opportunities, continuous learning and adaptation to technological advancements are crucial for success. Networking and gaining practical experience were also highlighted as essential for aspiring professionals in this field. Special thanks were extended to the speaker and organizers for their contributions to making the seminar insightful and valuable.



3.Global Career Paths After B.Voc Logistics Management & BBA

The Department of BBA and B.Voc Logistics Management jointly organized a career guidance session titled 'Global Career Paths after B.Voc Logistics Management & BBA' on 25th November 2025 at Baccinelli Hall from 12.00 pm to 12.30 pm. The programme was coordinated by Asst. Professor Amrutha Ouseph and Asst. Professor Shahana P.S.

The program began with a warm welcome speech delivered by Gayathri K.S of III Year BBA. The session was handled by Mr. Agnel Worth, Regional Manager – South Asia, Saskatchewan Polytechnic, Canada, representing Geebee Education.

He elaborated on various global career pathways available for B.Voc Logistics Management and BBA students. He also highlighted international higher education opportunities, scholarship eligibility, and the scope of logistics and business programmes abroad.

The resource person further focused on industry expectations, global employability, and skill requirements across countries. Students interacted actively and clarified their doubts regarding overseas education, admissions, and global job prospects.

St. Paul's College, Kalamassery
Affiliated to Mahatma Gandhi University

Organized by Dept of Logistics Management & Business Administration

GLOBAL CAREER PATHS AFTER B.VOC LOGISTICS MANAGEMENT & BBA...?

Meet the Career Expert

- Personal Counselling
- Scholarship Eligibility
- Briefing

Resource Person
Mr. Agnel Worth
Regional Manager - South Asia
Saskatchewan Polytechnic, Canada

Geebee Education

- 70 Global Offices
- 800+ Universities
- 35 Countries

VENUE
St Paul's College - Kalamassery
Ernakulam, Kerala

**25 NOVEMBER
TUESDAY**

**12.00 PM TO
12.30 PM
ONWARDS**

LEAP GEEBEE EDUCATION

for more information: 7592 033 333



PLACEMENT DRIVE 2026

The Department of Business Administration of St. Paul's College, Kalamassery, in association with the Placement Cell, organized Placement Drive 2026 on 9th, 12th, and 17th March 2026 at 10:30 AM at Cecelia Hall. The placement drive witnessed the participation of several reputed companies including Luxon Tata, Axis Bank, Nippon Toyota, Santa Monica, Autostarke Energy, and Graduate Overseas. These organizations offered students valuable opportunities to interact with industry professionals and understand the expectations of employers.

The programme began with the registration of eligible students, followed by an introduction to the participating companies and the recruitment procedures. Representatives from the companies conducted various stages of the selection process, including aptitude tests, group discussions, and personal interviews. Students actively participated in the recruitment process and gained exposure to real-time placement procedures.

The drive enabled students to showcase their skills, knowledge, and confidence while interacting with potential employers. The event was coordinated under the guidance of Ms. Theja Tressa, HoD, Department of Business Administration. The placement drive was successful in creating a platform for students to connect with reputed organizations and move a step closer to their professional careers.

Overall, Placement Drive 2026 was a productive initiative that enhanced the employability prospects of students and strengthened the industry–academia linkage of the institution.



St. Paul's College, Kalamassery
Archdiocese of Verapoly
Affiliated to the Mahatma Gandhi University, Kottayam
Re-Accredited with 'A' Grade by NAAC | ISO 9001:2015

DEPARTMENT OF BUSINESS ADMINISTRATION
— In Association with the Placement Cell —
Organizes
PLACEMENT DRIVE 2026
An opportunity for **students** to explore **career** prospects
with reputed organizations.

Participating Companies

LUXON TATA | AXIS BANK | AUTOSTARKE ENERGY | Graduate Overseas

Note: Axis Bank and Graduate Overseas opportunities are exclusively for BBA students.

Date: March 9th, 2026
Time: 10:30 AM Onwards
Venue: Cecelia Hall

All eligible students are invited to participate.

For more details, contact:
Ms. Theja Tressa
HoD, Department of Business Administration
+91 75930 98393



St. Paul's College, Kalamassery
Archdiocese of Verapoly
Affiliated to the Mahatma Gandhi University, Kottayam
Re-Accredited with 'A' Grade by NAAC | ISO 9001:2015

DEPARTMENT OF BUSINESS ADMINISTRATION
In Association with the Placement Cell
PLACEMENT DRIVE 2026

Participating Companies:

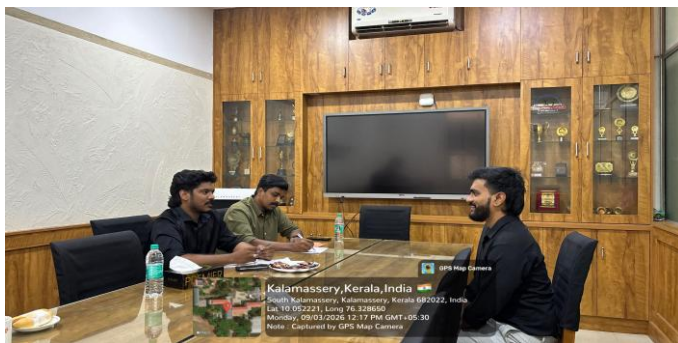
NIPPON TOYOTA | Santa monica

DATE
March 12, 2026

TIME
11:00AM – 1PM

VENUE
Cecelia Hall – Nippon Toyota
Incubation Centre – Santa Monica

For more details contact:
Ms. Theja Tressa
HoD and Assistant Professor
Department of BBA,
St. Pauls College Kalamassery.
+91 75930 98393



THANK YOU