



Department of Commerce - BBA



ACTIVITY REPORT 2024-2025

MEMORANDUM OF UNDERSTANDING

The Department entered into a Memorandum of Understanding on December 3, 2024, with APS Trust, an institute set up for the career development of college students. The Director of APS Trust, Mr. Muhammed Afsal K. K., and the HOD of the Department, Anumol Thomas, signed the agreement and handed over the document to the Principal of SES College, Sreekandapuram, Dr. Reena Sebastian. They conducted a 30-hour certificate course on 'Practical Training in GST and Income Tax' during the months of December and January. Forty BBA students successfully passed the certificate course and received certificates.

Objectives

1. Train students to apply GST and Income Tax laws in real-life scenarios.
2. Equip learners with practical skills needed for roles like tax consultant, accountant, or finance executive
3. Enable participants to independently handle taxation matters for clients or small businesses.
4. Familiarize learners with the latest updates in GST & Income Tax laws, including e-filing, GSTR, TDS, and ITR.

Outcome

1. Ability to understand and apply GST and Income Tax rules in real-world situations
2. Ability to prepare and verify tax invoices, TDS certificates, challans, and computation sheets.
3. Eligible to offer basic tax filing services as freelancers or support small business owners.
4. Awareness of the latest changes in tax laws, compliance deadlines, and procedural updates.





APS SIGNING MOU WITH THE COMMERCE-BBA DEPARTMENT OF SES COLLEGE, SREEKANDAPURAM




in the presence of CMA CS Shabeer Ali, and Dr. Reena Sebastian (Principal, SES College), Anu Mol Thomas (HOD, Commerce-BBA) to foster academic excellence & industry collaboration.

KANNUR | +918089919949

FLOURISH- SESSION ON LANGUAGE & COMMUNICATION SKILLS

The Department of Commerce-BBA organized a session on language and communication skills on 11, February 2025. The session was inaugurated by Head of the Department Ms. Anamol Thomas. The resource person, Mr. Jobish M Joseph, introduced the skills required for communication and free apps for learning the English language. Forty two BBA students participated in the session. This programme was very useful, interesting and informative for the students. The Resource person handled the session very effectively.

Objectives:

1. To improve speaking, listening, reading, and writing skills.
2. To build confidence in verbal and non-verbal communication.
3. To enhance vocabulary and correct grammar usage.
4. To train students in formal and informal communication.
5. To develop public speaking and presentation skills.

Outcomes:

1. Ability to communicate clearly and confidently.
2. Improved listening and comprehension abilities.
3. Proficiency in writing formal and creative content.
4. Confidence in delivering presentations and speeches.
5. Better performance in academic and professional interactions.



SES COLLEGE SREEKANDAPURAM
DEPARTMENT OF COMMERCE - BBA



POWER OF COMMUNICATION

SPEAKER

JOBISH M JOSEPH
(MA, M PHIL, MED)



11-02-2025
TUESDAY

2:30PM TO 3:30PM



ACADEMIC EXTENSION ACTIVITY AT KOVUR CENTRAL ALP SCHOOL PATTANUR

Department of Commerce–BBA, S.E.S. College, Sreekandapuram, conducted a community engagement program on March 13, 2025, as part of our extension activities. The First-year BBA students, accompanied by Smt. Punnya Prakashan A K, Assistant Professor in the Department of BBA, visited Kovur Central ALP School Pattanur. On behalf of S.E.S. College, the BBA students conducted some activities for the students of Kovur Central ALP School Pattanur and contributed Books to the School Library and provided study materials to students. A total of 27 students participated in this extension activity. Community engagement activities have been instrumental in nurturing students into socially responsible individuals, equipping them to make valuable and lasting contributions to society.

Objectives:

- To nurture a foundational sense of social responsibility and community awareness at an early age.
- To motivate students to take part in simple yet impactful educational and social development efforts.
- To develop empathy, teamwork, and early leadership skills through direct interaction and engagement with the community.
- To develop empathy, leadership, and communication skills among Degree students through meaningful interaction with young learners.

Outcome:

- Young students will develop a strong sense of civic duty and become more aware of their role in contributing to society.
- Students will actively participate in community-based activities, gaining confidence in their ability to make a positive difference.
- Students will show improved collaboration, problem-solving, and compassion in group settings and community involvement.
- Degree students will become more responsible, empathetic mentors and improve their ability to guide, communicate, and lead effectively.



IMPRESSARIO - BUSINESS QUIZ

An engaging Inter-Departmental Business Quiz Programme was organized by the BBA students on 14th March 2025, designed as an interactive game and brain teaser to assess and enhance students' knowledge, abilities, and skills. The quiz focused on diverse business-related themes, including company histories, business strategies, notable deals, influential personalities, acquisitions, and future business trends. Students from various departments actively participated, showcasing their enthusiasm and competitive spirit. The B.Com Department emerged as the winners of the event. Through this quiz competition, participants not only tested their business acumen but also developed analytical thinking, creativity, and communication skills, making the event both educational and intellectually stimulating.

Objectives

- To enhance students' knowledge of current business trends, corporate history, and strategic developments in the business world.
- To encourage inter-departmental interaction and healthy competition among students, fostering a collaborative learning environment.
- To develop critical thinking, analytical reasoning, and decision-making skills through engaging and challenging quiz formats.
- To improve students' communication and presentation skills by providing a platform for expressing ideas under competitive settings.

Outcome

- Students will gain updated awareness of the business landscape, helping them connect classroom theories with real-world applications.
- Students will build better teamwork, networking, and interpersonal relationships across departments, promoting mutual respect and shared learning.
- Students will enhance their problem-solving abilities, think logically under pressure, and make faster, well-reasoned decisions.
- Students will become more confident speakers, capable of clearly and effectively presenting ideas in both academic and professional contexts.



WORKSHOP ON COMPUTERISED ACCOUNTING -TALLY

On March 14, 2025, the Department of Commerce-BBA organised a workshop on the topic of computerised accounting using Tally. The session was inaugurated by the Head of the Department, Ms. Anumol Thomas. The resource person, Ms. Bagya Lakshmi, Tally instructor, introduced the basics of Tally, company information, set-up of Accounts, preparation of financial report, etc. and provided a practical session on it. Fifty-eight Second-year BBA students participated in the workshop. This initiative was undoubtedly beneficial, bridging the gap between theory and real-world application for the students.

Objective:

To equip students with practical knowledge of computerised accounting using Tally, thereby enhancing their understanding of real-world accounting practices and improving their job readiness in the field of finance and accounting.

Outcome:

Participants gained hands-on experience in using Tally for accounting purposes. The workshop successfully bridged the gap between theoretical knowledge and practical application, enabling students to better comprehend the role of accounting software in business operations.

SES COLLEGE
Sreekandapuram
DEPARTMENT OF COMMERCE-BBA

Workshop on Computerized Accounting using Tally

Resource Person
Ms. Bagya Lakshmi
(Tally instructor and Accountancy trainer)

Workshop Content

- +Getting Functional with Tally ERP 9
- +Company Information
- +Set-Up of Accounts
- +Accounting Vouchers in Tally ERP 9
- +Preparation of Financial reports
- +Features of Tally ERP 9 and uses

On 14/3/2025 | Friday
VENUE:SES COLLEGE
Time: 9:30am to 12:30

Sreekandapuram, Kerala, In...
2gg9+c75, Sreekandapuram, Kerala 670631, India
Lat 12.026228° Long 75.518035°
14/03/2025 09:56 AM GMT +05:30



INDUSTRIAL VISIT

The Department of Commerce–BBA, S.E.S. College, Sreekandapuram, organised an industrial visit for the second-year BBA students, conducted in groups. The students prepared a detailed industrial visit report covering various functional areas such as Purchase, Production, Finance, and Marketing.

Objectives:

1. To acquire knowledge about the origin and history of the enterprise.
2. To understand the functional and managerial aspects of the enterprise.
- 3 . To gain information about the activities carried out in the organisation.
- 4 . To learn about the various departments and their functions.

Outcome

The industrial visit provided students with practical exposure to the functioning of a business enterprise. It enhanced their understanding of departmental roles, business operations, and managerial practices. Students developed analytical and observational skills and were able to relate theoretical concepts to real-world organisational structures and processes. The preparation of the industrial visit report further strengthened their research and report-writing abilities.

Group 1:

Name of Industry: The Western India Plywood Ltd

Date of Visit: 01/03/2025

Name of Participants: Sreenanda K K, Sinsina Prakash, Diya Ajith, Nayana K, Varsha Balakrishnan, Dona Ross Reji.

Details of industry and Visit-

As per the curriculum of Kannur University for the partial fulfillment of the graduation of Bachelor of Business Administration, we had undertaken an industrial visit to an organization. We undertook the industrial visit at 'The Western India Plywood Limited Valapattanam'. Western India Plywoods Limited is a prominent Indian company established in 1945, specializing in wood-based panel products. They manufacture a range of products, including plywood, hardboard, densified wood, and furniture. Western India Plywood Limited is a large, integrated wood processing company, collecting timber and producing finished wood products. The company exports a significant portion of its production, with a focus on providing high-quality products and customer satisfaction. This study is aimed at understanding the functioning of different departments of the organization. It provides a better understanding about each functional department of the organization and how they cooperate and coordinate with other departments to achieve the organizational goals. To obtain information regarding strength, weakness, opportunity and threats of the organization and to gather information about the market position and financial position as well as the employees opinion about the organization. It helps us to understand the department and shows an overall view of the functioning of the company through its various departments.



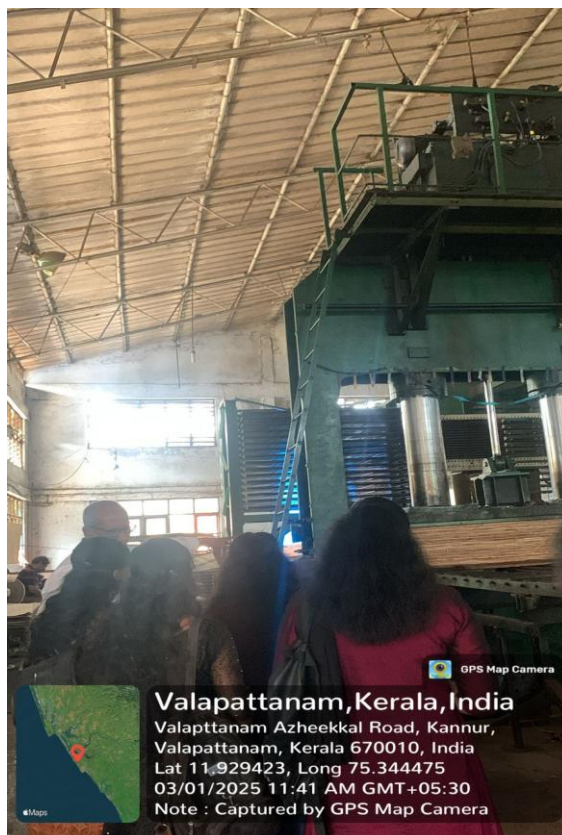
Valapattanam, Kerala, India
Poothappara Myladathadam Baliapattam
Road, Kannur, Valapattanam, Kerala
670010, India
Lat 11.927610, Long 75.345209
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Note : Captured by GPS Map Camera



Valapattanam, Kerala, India
Valapattanam Azheekkal Road, Kannur,
Valapattanam, Kerala 670010, India
Lat 11.929916, Long 75.345101
03/01/2025 11:50 AM GMT+05:30
Note : Captured by GPS Map Camera



Valapattanam, Kerala, India
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Valapattanam, Kerala 670010, India
Lat 11.929412, Long 75.344556
03/01/2025 11:39 AM GMT+05:30
Note : Captured by GPS Map Camera



Valapattanam, Kerala, India
Valapattanam Azheekkal Road, Kannur,
Valapattanam, Kerala 670010, India
Lat 11.929423, Long 75.344475
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Note : Captured by GPS Map Camera

Group 2

Name of Industry: Sulfex

Date of Visit: 01/03/2025

Name of Participants: Fathima Hiba K P, Asika P P, Fathimath Shabina B K, Rajiya K, Safa V V, Shifana M , Sreenandha .P.P .

Details of industry and Visit-

As per the curriculum of Kannur University for the partial fulfillment of the graduation of Bachelor of Business Administration, we had undertaken an industrial visit to an organization. We undertook the industrial visit at SULFEX MATTRESS COMPANY, TALIPARAMBA. It is one of the major producers of mattresses and fiber in Kerala. The visit provided us with an opportunity to observe and understand the functioning of various departments within the organization. During the visit, we interacted with employees and gained insights into their roles, work processes, and the overall production operations. This visit helped us understand the structure and workflow of the company in a real-time business environment. The visit enabled us to gain a broader understanding of managerial and operational functions related to production and employee roles within the organization.





Group 3

Name of Industry: Cannanore Ceramics Company (P) Ltd

Date of Visit:08/03/2005

Name of Participants: Sanusha.C, Chaithanya P C, Devanandha P, Sageth K, Muhammad Izzath P P, Abhinandh E K , Muhammad Sufwan T, Fahad A V, Harikeerth. M, Rhithuraj .K , Raies.T C, Anas V M.

Details of industry and Visit-

As an essential component of our Bachelor of Business Administration at Kannur University, our group had the opportunity to visit CANNANORE CERAMICS COMPANY PVT LTD , a leading ceramics manufacturing company located in Kannur. This visit offered us a first-hand view of the production environment and operations of a well-established ceramics company, enriching and understanding of the industrial landscape. The visit gave us an in-depth look into the company's end-to-end operations, beginning with the sourcing of raw materials like clay, feldspar, and quartz. These materials undergo rigorous quality checks before being used in the manufacturing process. We observed the transformation of raw materials through processes such as mixing, molding, glazing, and firing in high-temperature kilns—each stage requiring precision and technical expertise. We explored several departments including procurement, quality control, production, and packaging. Our visit to Cannanore Ceramics Company Pvt Limited was a highly educational and inspiring experience.



Group 4

Name of Industry: Chillkeeze ice cream manufacturing unit

Date of Visit : 08-03-2025

Name of Participants: Adith JP, Akson Sabu, Akshay C, Abhijith P S, Sarang P K, Ashvin Mariya Jose, Yadhu Krishna P, Shibil Rahman, Mirash C C

Details of industry and Visit-

Chilkeeze has made significant strides in the small-scale ice cream manufacturing industry. Since its inauguration by EP Jayarajan, the Industrial Development Minister, in October 2019, the unit has grown steadily under the leadership of its owner, Madhusoodhanan. Despite operating on a small scale with a workforce of 4 to 6 employees, Chilkeeze has built a strong brand reputation through dedication, quality, and consistency. The company's commitment to maintaining high standards has helped it establish a loyal customer base and gain recognition in the local market. One of Chilkeeze's major strengths lies in its ability to adapt to changing consumer demands while ensuring product quality. By incorporating efficient production methods and continuously striving for improvement, the unit remains competitive in the ice cream industry. A successful enterprise is one that can navigate market challenges and sustain growth. With its strong foundation and focus on quality, Chilkeeze is well-positioned for continued success in the years to come.





Group 5

Name of Industry: Milma

Date of Visit: 15/03/2025

Name of Participants: Ima Gopalakrishnan, Sivani Saseendran, Gopika P P, Sandra K

Details of industry and Visit-

As per the curriculum of Kannur University for the partial fulfillment of the graduation of Bachelor of Business Administration, we embarked on an enlightening industrial visit to MILMA DAIRY, SREEKANDAPURAM, KANNUR. This immersive experience allowed us to directly observe the intricate operations of one of Kerala's foremost producers of dairy products and milk; our visit provided a deep dive into MILMA's extensive work, encompassing the entire dairy value chain. The sophisticated processing stages, including pasteurization and homogenization, were particularly demonstrative of MILMA's commitment to producing safe and nutritious dairy products. We gained invaluable insights into the multifaceted workings of various departments, from the meticulous procurement and quality control teams ensuring the freshness of incoming milk to the efficient production lines responsible for transforming raw milk into a diverse range of products. many of which are processed and packaged using advanced machinery and food safety management systems.



Group 6

Name of Industry: MPK Food Products

Date of Visit: 25-2-2025

Name of Participants: Sidharth K, Anandu. K, Sourav.Prinoj, Anujith.E, Misfer.E.K

Fardeen K, Sayooj T V

Details of the industry and Visit-

As an essential component of our Bachelor of Business Administration at Kannur University, our group had the opportunity to visit MPK FOOD PRODUCTS CHATTUKAPARA, a leading food product company. The visit provided us with an opportunity to observe and understand the functioning of various departments within the organisation. During the visit, we interacted with employees and gained insights into their roles, work processes, and the overall production operations. This visit helped us understand the structure and workflow of the company in a real-time business environment. This visit helped us to understand the production of food items, transportation facilities, marketing ways, finance management and advertisement of the company.





Group 7

Name of Industry: Kanhirode Weavers Co-operative Society

Date of Visit:01/03/2025

Name of Participants: Ananyasree P P, Anamika P P, Ananya C, Anjuma C, Diya T K, Theertha T O, Niya Vinod, Nithaya K K.

Details of the industry and Visit-

The Kanhirode Weavers in Co-operative Society, situated 13 kilometres east of Kannur city on the Kannur-Mattannur-Coorg road, is an ideal place for tourists to study and understand the nuances of making traditional handloom products. The society, which came into being in 1952, aims at the preservation of traditional silks and the upliftment of the traditional community of weavers. The handloom was devised about 2000 years ago and was brought to England by the Romans. The process consisted of interlacing one set of threads of yarn (the warp) with another (the weft). The warp threads are stretched lengthwise in the weaving loom. The wefts, the cross-threads, are woven into the warp to make the cloth. Weaving remained unchanged for hundreds of years until John Kay devised the flying shuttle. This enabled a weaver to knock the shuttle across the loom and back again using one hand only. The speed of weaving was doubled, and a single weaver could make clothes of any width, whereas previously two men sat together at a loom to make broad clothes. By 1800, it was estimated that there were 250,000 handlooms in Britain.



Group 8

Name of Industry: Cleo ice Cream Unit

Date of Visit:16/03/2025

Name of Participants: APARNA.P.K ,GOPIKA.M ,VYSHAKH.P.K,MUHSIN.C.K
VISHNU RADHAKRISHNAN.K.O

Details of the industry and Visit-

As per the curriculum of Kannur University for the partial fulfillment of the graduation of Bachelor of Business Administration, we had undertaken an industrial visit to an organization. We undertook the industrial visit at MINI INDUSTRIAL ESTATE (CLEO ICE CREAMS), CHATTUKAPPARA, KANNUR

It is a leading Ice cream manufacturing unit located in Kannur. The visit provided us with an opportunity to observe and understand the functioning of various departments within the organization. During the visit, we interacted with employees and gained insights into their roles, work processes, and the overall production operations. This visit helped us understand the structure and workflow of the company in a real-time business environment.

This visit help us to understand the production of ice cream item ,Transportation facilities, Marketing ways ,finance managing and advertisement of the company. We gained invaluable insights into the multifaceted workings of various departments, from the meticulous procurement and quality control teams ensuring the freshness of incoming ingredients to the efficient production lines responsible for transforming creams and essence into a diverse range of products. many of which are processed and packaged using advanced machinery and food safety management systems. The firm has built a strong brand reputation through dedication, quality, and consistency.



EXTENSION ACTIVITY -SUPPORT AND OUTREACH PROGRAMME FOR WAYANAD ADIVASI STUDENTS

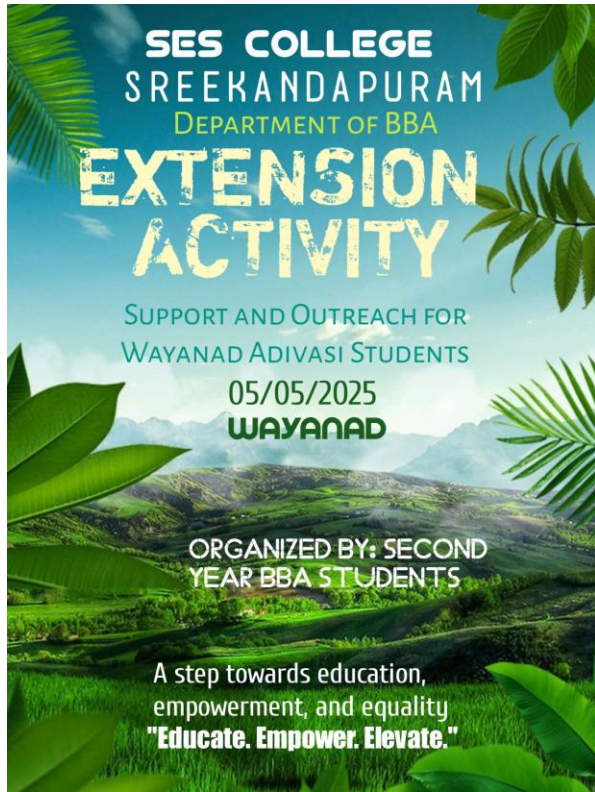
The Department of Commerce–BBA, S.E.S. College, Sreekandapuram, conducted a community engagement program on May 5, 2025, as part of its extension activities. The second-year BBA students, accompanied by Dr. Sajeesh T.J. and Dr. Seena P.P., Assistant Professors in the Department of Commerce–BBA, visited the Forest Rights Committee Study Centre, Edamunda, Wayanad. On behalf of S.E.S. College, the BBA students conducted a session on basic science and mathematics and provided study materials to Adivasi students. A total of 33 students participated in this extension activity. Community engagement activities have played a vital role in shaping students into socially responsible individuals who are prepared to make meaningful contributions to society.

Objectives:

1. To foster social responsibility and community awareness among students.
2. To provide academic support in basic science and mathematics to underprivileged Adivasi students.
3. To encourage student participation in educational outreach and social development initiatives.
4. To build empathy, leadership, and communication skills through direct community engagement.

Outcome:

The programme enabled students to experience the realities of rural education and community needs. It strengthened their sense of social commitment and helped them develop empathy, teamwork, and organisational skills. The initiative also made a positive impact on the academic motivation of the Adivasi students, while offering the BBA students a meaningful opportunity to contribute to inclusive education and social upliftment.



TALK ON RESEARCH METHODOLOGY

The Department of Commerce (BBA), as part of its academic enrichment initiatives, organized a guest lecture on *Research Methodology* for the final year BBA students on Friday, 7th February 2025. The session was conducted by Dr. Nirmal, Assistant Professor, Department of Commerce, SRM Arts and Science College, Chennai. The primary objective of the session was to equip students with a clear understanding of the fundamental concepts and systematic processes involved in academic research. Dr. Nirmal delivered a highly informative and interactive lecture that covered the entire research cycle, including: Selection and formulation of a research problem, Conducting a comprehensive review of literature, Framing research objectives and hypotheses, Research design and methodology, Methods and tools of data collection, Techniques of data analysis and interpretation and Guidelines for report writing and referencing styles. The resource person also shared practical tips and common challenges faced during the research process, which proved highly relevant for students preparing to undertake their final year project. A total of 40 students from III BBA actively participated in the session. The talk significantly enhanced their understanding of the research process and provided clarity on project development, thereby boosting their confidence in undertaking their academic research work. Feedback from the participants indicated that the session was highly beneficial and well-received.

Objectives

1. To provide final year BBA students with a strong foundation in the principles of academic research.
2. To explain the systematic process involved in conducting research, from problem selection to report writing.
3. To familiarize students with various tools and techniques of data collection and analysis.
4. To guide students in formulating effective research objectives and hypotheses.
5. To boost students' confidence in handling their final year research project.
6. To expose students to common challenges in research and practical tips for overcoming them.

Outcomes

1. Students gained a clear and structured understanding of the entire research methodology cycle.
2. They became capable of selecting and formulating a suitable research problem for their final project.
3. Students learned how to conduct a literature review, frame hypotheses, and design research effectively.
4. The session improved their familiarity with various data collection tools, analysis techniques, and referencing styles.
5. Students felt more confident and better prepared to undertake their academic research project.
6. Participant feedback reflected high satisfaction, indicating the session was informative, engaging, and beneficial.



 **SES COLLEGE SREEKANDAPURAM**
DEPARTMENT OF COMMERCE - BBA

**A TALK ON RESEARCH
METHODOLOGY**

RESOURCE PERSON
DR.NIRMAL

ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
SRM ARTS AND SCIENCE COLLEGE, CHENNAI

DATE 07-02-2025 | Friday
VENUE: SES COLLEGE
TIME 10.30-12.30





 GPS Map Camera



Sreekandapuram, Kerala, India
2gg9+c75, Sreekandapuram, Kerala 670631, India
Lat 12.026325° Long 75.518584°
07/02/2025 10:09 AM GMT +05:30

INTERACT WITH AN ENTREPRENEUR

The Department of Commerce – BBA organized an engaging and insightful interactive session with Mr. Moosa Sifa, an entrepreneurial influencer and the Coordinator of Positive Commune Entrepreneurs Club (PCEC). The session witnessed enthusiastic participation from the majority of students across all batches of the department.

The primary objective of the session was to cultivate entrepreneurial thinking among students and to provide a practical understanding of key concepts such as: Identifying and developing innovative business ideas, the role and importance of incubation centers, access to seed financing and early-stage funding and essential qualities and skills of a successful entrepreneur. Mr. Moosa Sifa shared his entrepreneurial journey and inspired students with real-life examples and success stories. The session encouraged open discussion, and students actively interacted with the speaker and each other. They introduced themselves and shared various innovative business ideas. Some notable ideas discussed included: Launching support schemes for senior citizens, Developing a mobile application for renting houses and Starting a service for cleaning unoccupied houses. The session created a collaborative platform for idea exchange and peer learning. As a significant outcome of this interaction: Four students from the department participated in the Startup Expo organized by Kannur University and A few students initiated their own small-scale entrepreneurial ventures, taking their first steps into the world of business.

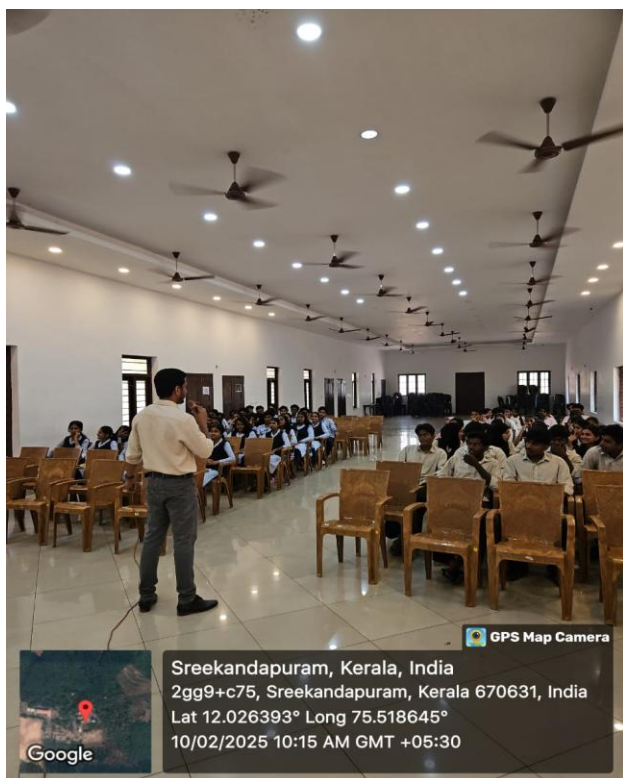
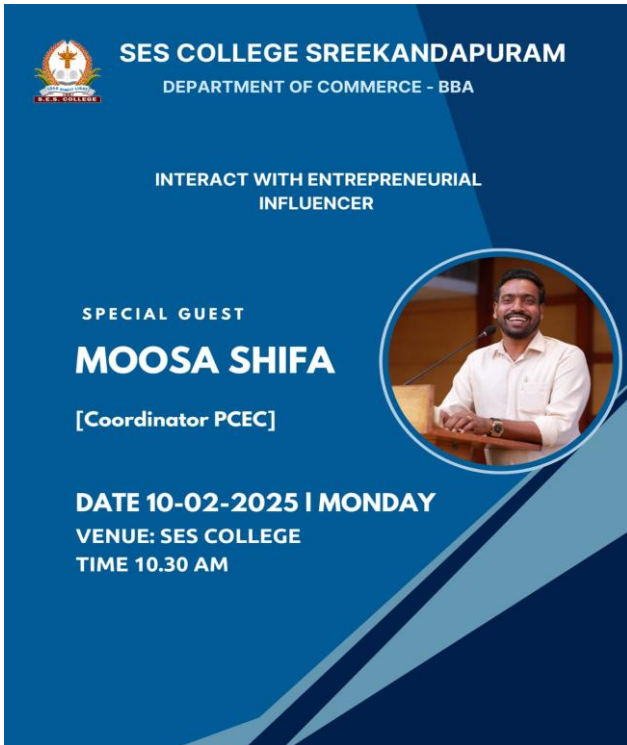
Objectives

1. To cultivate entrepreneurial thinking and mindset among BBA students.
2. To provide practical insights into the process of developing innovative business ideas.
3. To educate students about the role of incubation centers and startup support systems.
4. To create awareness about seed financing and early-stage funding opportunities.
5. To highlight the essential skills and qualities required to become a successful entrepreneur.

Outcomes

1. Students gained a deeper understanding of entrepreneurial processes and real-world challenges.
2. The session stimulated creativity and innovative thinking among participants.
3. Students actively engaged in discussions and confidently presented their business ideas.

4. The programme facilitated peer learning and idea exchange in a supportive environment.
5. Four students participated in the Startup Expo organized by Kannur University.



Academic Extension Activity at SALPS, Tharikode, Wayanad

As part of its academic social responsibility and commitment to community welfare, the students of III BBA organized an academic extension activity focused on supporting the education and well-being of tribal students at SALPS Tharikode, Wayanad. This government-aided tribal school, established in 1950, currently serves students from grades 1 to 4.

A group of 36 students and 2 faculty members from the Department of Commerce (BBA) visited the school and spent a full day engaging with the young learners. The interaction involved participating in their teaching-learning activities, conducting educational games, and offering motivational support. The aim was to share academic knowledge, instill a love for learning among the tribal students, and promote a sense of social commitment among the visiting students.

As part of the initiative, the students collectively donated ₹10,000 to the school, intended for the development of a children's play area with rides and recreational facilities. This contribution was deeply appreciated by the school management and is expected to enhance the physical development and well-being of the young students.

The visit provided a valuable experiential learning opportunity for the BBA students. It enabled them to: Understand the challenges faced by students from marginalized communities and appreciate the innovative best practices implemented by the school, such as Bag-Free School initiative, "Nanama Bucket" Project promoting social responsibility and "We Can" Project aimed at enhancing English language fluency. The activity also served to motivate students to become socially responsible citizens, with a deeper sensitivity towards economically and socially disadvantaged sections of society. The visit was a mutually enriching experience for both the college and school communities. It reinforced the importance of educational outreach and the role of students in contributing meaningfully to society.



CAREER GUIDANCE SESSION AND BEST MANAGER COMPETITION

The Department of Commerce – BBA, in association with GIMS Management Institute, organized a Career Guidance session and Best Manager competition for the final year BBA students. The program aimed to provide insights into higher education opportunities in the field of management and to identify and appreciate managerial skills among students.

The Career Guidance session was designed to inform students about various postgraduate courses and professional options available after completing a BBA degree. The orientation focused on popular pathways such as MBA, PGDM, M.Com, MS in Management, and emerging areas like Digital Marketing, Business Analytics, and Entrepreneurship. The session helped students gain clarity on career prospects and plan their academic future accordingly.

Following the orientation, a Best Manager competition was held to recognize the student who demonstrated exceptional management aptitude. The event consisted of multiple stages:

Preliminary Round – An MCQ-based screening test was conducted to assess general knowledge, current affairs, and basic management concepts. Based on the scores, four students with the highest marks were shortlisted for the final round.

Final Rounds – The selected students competed through various challenges that tested their: Decision-making skills in critical business situations, marketing and promotional abilities for a given product and problem identification and analytical thinking to find practical solutions

After a highly competitive and engaging series of tasks, the winners were announced: First Prize (₹1000): *Mr. Sidarth Krishna* and second Prize (₹500): *Ms. Fathimathul Sahala*

The event was a great success, offering students a platform to demonstrate their managerial skills while also receiving guidance for future academic pursuits.

Objectives

1. Help students understand their strengths, interests, skills, and values.
2. Provide knowledge about various career paths across different fields.
3. Help students overcome career-related stress and uncertainty.
4. Educate about current and future demands in the job market and skill requirements.
5. Enhance decision-making confidence and motivation towards academic goals.

Outcomes

1. Students will develop better self-awareness and clarity about their aptitudes and preferences, which enables them to choose suitable academic and career paths.
2. Students will be able to explore and compare diverse career options, leading to more informed and personalized career planning.
3. Students will feel more confident and less anxious about their future, improving their mental well-being and focus on studies.
4. Students will align their learning and skill development with market needs, increasing their chances of employability in the future.
5. Students will set clearer academic goals and take initiative in their education, leading to better academic performance and a more focused career journey.



