



ANNUAL REPORT 2021-22
CAREER ADVISING AND PLACEMENT CELL



INTERNAL QUALITY ASSURANCE CELL
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE
KOTTAKKAL, PARAPPUR P.O, MALAPPURAM DISTRICT, KERALA, 676503

CAREER ADVISING AND PLACEMENT CELL

The Career Advising and Placement Cell at Kottakkal Farook Arts and Science College remained steadfast in its mission to support students in achieving their professional aspirations during the year 2021-2022. Through personalized counseling, insightful workshops, and robust industry connections, the cell ensured that students were well-prepared for their future careers. By collaborating with leading companies and organizations, the cell facilitated internships, projects, and job placements, empowering students to make informed career choices and enhancing their employability in a competitive job market.

- **UNLOCKING OPPORTUNITIES: CAREER SCOPE WITH CMA**

The poster features the college logo and name at the top. Below it, the text reads 'CAREER ADVISING AND PLACEMENT CELL' and 'UNLOCKING OPPORTUNITIES: CAREER SCOPE WITH CMA'. A central circular image shows CK Mohammed Irshad, an Operations Manager at ICMS. At the bottom, it specifies the date as 10 August 2021 and the time as 10.00 AM - 12.00 PM.

The webinar "Unlocking Opportunities: Career Scope with CMA," held on August 10, 2021, By Kottakkal Farook College under the Career Advising and Placement Cell, saw the participation of 66 students. The keynote address was delivered by C.K. Mohammed Irshad, the Operations Manager at ICMS. Mr. Irshad provided an in-depth overview of the career opportunities available with a Certified Management Accountant (CMA) qualification. He highlighted the various roles CMAs can pursue in the corporate world, the skills required, and the benefits of obtaining the certification. His presentation inspired students to consider CMA as a viable and rewarding career path.



Azeez
Prof. M. ABDUL AZEEZ
PRINCIPAL
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE
PARAPPUR P.O. - 676 503

- **MASTERING THE FUTURE: CAREER OPPORTUNITIES IN DIGITAL MARKETING**



Digital marketing: limitless opportunities

On 26 October 2021
11 am - 1 pm

On October 26, 2021, the Career Advising and Placement Cell at Kottakkal Farook College hosted a webinar titled "Mastering the Future: Career Opportunities in Digital Marketing," which drew 83 students. The keynote address was given by Dr. Noora Mohamed Kutty, an Assistant Professor and Research Guide at PSMO College, Tirurangadi. Dr. Kutty discussed the expanding field of digital marketing, emphasizing its importance in today's business landscape. She provided insights into the various career paths within digital marketing, necessary skills, and emerging trends. Her engaging session equipped students with the knowledge to pursue careers in this dynamic and rapidly growing sector



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- **ESSENTIAL SOFT AND PROFESSIONAL SKILLS FOR TODAY'S JOB MARKET**

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CAREER ADVISING AND PLACEMENT CELL

ESSENTIAL SOFT AND PROFESSIONAL SKILLS FOR TODAY'S JOB MARKET

DR Munavver Azeem

4 January 2022 10:00am - 12:00am

"Start a business with professional business experts"

"Essential Soft and Professional Skills for Today's Job Market," conducted on January 4, 2022, at Kottakkal Farook College under the Career Advising and Placement Cell, attracted 70 students. Dr. Munnavar Azeem, an Assistant Professor at PSMO College, delivered the keynote address. Dr. Azeem emphasized the critical importance of soft skills such as communication, teamwork, and problem-solving, alongside professional skills in the modern job market. He provided practical tips and strategies for students to develop these skills, enhancing their employability and preparing them for successful careers. His session was highly informative and beneficial for all attendees.



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