



**KOTTAKKAL FAROOK**  
**ARTS & SCIENCE COLLEGE**

KOTTAKKAL, PARAPPUR P.O, MALAPPURAM DISTRICT, KERALA, 676503

**DEPARTMENT OF COMMERCE AND  
MANAGEMENT**

**ANNUAL REPORT 2021-2022**

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**Prof. M. ABDUL AZEEZ**  
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PARAPPUR

# ANNUAL REPORT 2021-2022

## INTRODUCTION

The COVID-19 pandemic presented unprecedented challenges to all academic institutions worldwide, and the Department of Commerce and Management Studies at our institution was no exception. In response to the closure of physical classrooms, the department swiftly transitioned to online learning platforms. This involved the adoption of virtual classrooms, video conferencing tools, and asynchronous learning methods to ensure continuity in education. The department worked diligently to adapt the curriculum for online delivery, emphasizing digital resources, e-books, and multimedia content to maintain the quality of education and meet learning objectives. With the reduction of COVID-19 issues, classes have resumed in physical mode from September and October onwards.

The central objective of the B.Com and BBA programs is to enrich our students with comprehensive knowledge and practical skills in commerce and management. The Department of Commerce and Management Studies serves as a guide to those who want to explore the world of finance, business administration, and computer applications in commerce. It aims to prepare every student to be professionally fit for placement programs conducted annually. We provide various orientation programs and bridge courses to familiarize our students with the courses and the curriculum.

The Department of Commerce and Management Studies at our college offers the following programs:

Undergraduate Courses: B.Com (Finance), B.Com (Computer Applications), BBA (Bachelor of Business Administration),

Postgraduate Course: M.Com (Finance): Provides advanced education in financial management and accounting



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PROGRAMMES	COURSE CODE	TITLES OF COURSE	H/W	NO.OF CREDITS
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### I ST SEMESTER BBA

Common courses	ENG1A01	Transactions: Essential English Language Skills	4	3
	ENG1A02	Ways With Words: Literatures In English	5	3
	ARB1A07(1)	Communicative Arabic	5	4
	HIN1A07(2)	Prose Forms In Hindi Literature	6	4
	MAL1A07(2)	Malayala Sahithya Padanam I	5	4
Core courses	BBA1B01	Management Theory And Practices	6	4
Complimentary course	BBA1C01	Managerial Economics	5	4
Audit course	AUD1E01	Environmental Studies	0	4




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## SECOND SEMESTER BBA

Common courses	ENG2A03	Writing For Academic And Professional Success	4	4
	ENG2A04	Zeitgeist: Reading On Contemporary Culture	5	3
	ARB2A08(2)	Reading Arabic Prose And Poetry	5	4
	HIN2A08(2)	Poetry Correspondance And Translation	5	4
	MAL2A08(2)	Malayala Sahithya Padanam 2	5	4
Core courses	BBA2B02	Financial Accounting	6	4
Complimentary course	BBA2B03	Marketing Management	5	4
Audit course	AUD2E02	Disaster Management	0	4



  
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### THIRD SEMESTER BBA

COMMON COURSES	BBA3A11	Basic Numerical Methods	5	4
	BBA3A12	Professional Business Skill	4	4
CORE COURSES	BBA3B04	Corporate Accounting	6	4
	BBA3A05	Financial Management	5	4
COMPLIMENTARY COURSE	BBA3C02	Business Regulation	5	4
AUDIT COURSE	AUD3E03	Human Rights	0	4

### FOURTH SEMESTER BBA

COMMON COURSES	BBA4A13	Entrepreneurship Development	5	4
	BBA4A14	Banking And Insurance	4	4
CORE COURSES	BBAAB06	Cost And Management Accounting	6	4



  
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COMPLIMENTARY COURSE	BBA4C03	Corporate Regulation	5	4
	BBA4C04	Quantitative Techniques For Business	5	4
AUDIT COURSE	AUD4E04	Gender Studies	0	4

#### FIFTH SEMESTER BBA

CORE COURSES	BBA5B07	Human Resources Management	4	4
	BBA5B08	Business Research Methods	4	3
	BBA5B09	Operation Management	4	4
	BBA5B10	Income Tax	5	4
	BBA5B11	Financial Markets And Institutions	5	4
Open course	BBA5B02	E-Commerce	3	3



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### SIXTH SEMESTER BBA

CORE COURSES	BBA6B12	Organisation Behaviour	5	4
	BBA6B13	Management Science	5	4
	BBA6B14	Project Management	3	2
	BBA6B15	Financial Service	5	4
	BBA6B16	Investment Management	5	4
PROJECT	BBA6B17(P/R)	Three Week Project And Viva Voce	2	2



  
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## B.COM PROGRAMME

### FIRST SEMESTER

Common courses	ENG1A01	Transactions: Essential English Language Skills	4	3
	ENG1A02	Ways With Words: Literatures In English	5	3
	ARB1A07(2)	Communicative Arabic	5	4
	HIN1A07(2)	Prose Forms In Hindi Literature	6	4
	MAL1A07(2)	Malayala Sahithya Padanam 1	5	4
Core courses	BCM1B01	Business Management	6	4
Complimentary course	BCM1C01	Managerial Economics	5	4
Audit course	AUD1E01	Environmental Studies	0	4



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## SECOND SEMESTER B.COM

Common courses	ENG2A03	Writing For Academic And Professional Success	4	4
	ENG2A04	Zeitgeist: Reading On Contemporary Culture	5	3
	ARB2A08(2)	Reading Arabic Prose And Poetry	5	4
	HIN2A08(2)	Poetry Correspondance And Translation	5	4
	MAL2A08(2)	Malayala Sahithya Padanam 2	5	4
Core courses	BCM2B02	Financial Accounting	6	4
Complimentary course	BCM2C02	Marketing Management	5	4
Audit course	AUD2E02	Disaster Management	0	4



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### THIRD SEMESTER B.COM

COMMON COURSES	BCM3A11	Basic Numerical Methods	5	4
	BCM3A12	Professional Business Skill	5	4
CORE COURSES	BCM3B03	Business Regulation	4	4
	BCM3B04	Corporate Accounting	6	4
COMPLIMENTARY COURSE	BCM3C03	Human Resources Management	5	4
AUDIT COURSE	AUD3E03	Human Rights	0	4

### FOURTH SEMESTER B.COM

COMMON COURSES	BCM4A13	Entrepreneurship Development	5	4
	BCM4A14	Banking And Insurance	5	4
CORE COURSES	BCM5B05	Cost Accounting	6	4
	BCM4B06			



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		Corporate Regulation	4	4
COMPLIMENTARY COURSE	BCM4C04	Quantitative Techniques For Business	5	4
AUDIT COURSE	AUD4E04	Gender Studies	0	4

### FIFTH SEMESTER B.COM

CORE COURSES	BCM5B07	Accounting For Management	5	4
	BCM5B08	Business Research Methods	4	4
	BCM5B09	Income Tax Law And Accounts	5	4
	BCM5B10	Financial Markets And Services/ Computer Application In Business	4	4
	BCM5B11	Financial Management/Business Information System	4	4
Open course	BCM5D02	Basics Of Entrepreneurship And Management	3	3



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## SIXTH SEMESTER B.COM

CORE COURSES	BCM6B12	Income Tax And GST	6	4
	BCM6B13	Auditing And Corporate Governance	5	4
		Fundamentals Of Investments/Office Automation Tools	5	4
	BCM6B14	Financial Derivatives/Computerised Accounting With Tally	5	5
PROJECT	BCM6B16(PR)	3 Weeks Project And Viva Voce	4	2

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## M.COM PROGRAMME

### FIRST SEMESTER M.COM

CORE COURSES	MCM1C01	Business Environment And Policy	5	4
	MCM1C02	Corporate Governance And Business Ethics	5	4
	MCM1C03	Quantitative Techniques For Business Decisions	5	4
	MCM1C04	Management Theory And Organizational Behaviour	5	4
	MCM1C05	Advanced Management Accounting	5	4
AUDIT COUSES	MCM1A0	Ability Enhancement Course	0	4



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**SECOND SEMESTER M.COM**

CORE COURSES	MCM2C06	Advanced Corporate Accounting	5	4
	MCM2C07	Advanced Strategic Management	5	4
	MCM2C08	Advanced Cost Accounting	5	4
	MCM2C09	International Business	5	4
	MCM2C10	Management Science	5	4
AUDIT COUSES	MCM2A0	Professional Competency Course	0	4



  
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**THIRD SEMESTER M.COM**

CORE COURSES AUDIT COUSES	MCM3C11	Financial Management	5	4
	MCM3C12	Income Tax Law Practice And Tax Planning 1	5	4
	MCM3C13	Research Methodology	5	4
	MCM3EF01	Elective-1 Investment Management	5	4
	MCM3EF02	Elective -1 Financial Market And Institutions	5	4



  
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**FOURTH SEMESTER M.COM**

CORE COURSES AUDIT COUSES	MCM4C14	Financial Derivatives And Risk Management	5	4
	MCM4C15		5	4
	MCM4EF03	Income Tax Law Practice And Tax Planning 2	5	4
	MCM4EF04	Elective-3 International Finance	5	4
		Elective-4 Advanced Strategic Financial Management	5	4
PROJECT	MCM4PV01	Project Work And Comprehensive Viva Voce	5	4



  
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Our department is dedicated to providing a high-quality education that equips students with the knowledge and skills necessary to succeed in the dynamic and ever-changing world of commerce. At our department, students can expect to engage with a diverse faculty that brings a wealth of experience and expertise in the areas of accounting, finance, economics, marketing, and business management. Our faculty members are committed to providing a comprehensive and challenging curriculum that prepares students for a wide range of career opportunities in the business world. As a Commerce UG student at our college, you will have access to a range of resources and opportunities, including internships, industry visits, workshops, and seminars, which will help you gain practical experience and stay up-to-date with the latest trends and developments in the field of commerce.

We also offer a range of extracurricular activities, including clubs, societies, and sports teams, which provide students with the opportunity to develop their leadership, teamwork, and communication skills while pursuing their interests outside the classroom.

At our Commerce Department, we believe in providing a holistic education that nurtures the intellectual, social, and personal development of our students. We are committed to fostering a culture of excellence, innovation, and lifelong learning that prepares our graduates to become leaders and change-makers in the business world and beyond.



  
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• FACULTY

<i>NAME</i>	<i>DESIGNATION</i>	<i>QUALIFICATION</i>
NANDHINI PC	Associate Professor	M.Com
MUJEEB TP	Assistant Professor, Department Co-Ordinator	M.com, MBA, BEd, M phil,
SAFOORA P	Assistant Professor	M.COM, NET, BEd, SET
SREENIJA M	Assistant Professor	M.COM,NET,BEd,SET,DTP, DIPLOMA IN FINANCIAL ACCOUNTING
RAIHANATH KAKKOTTIL	Assistant Professor	M.COM, BEd, SET,TALLY,Peach tree
FASEELA P	Assistant Professor	M.COM, BEd , SET
NIMISHA N	Assistant Professor	M.COM, BEd, SET
NAJMA. P	Assistant Professor	M.COM, BEd, SET
SISINI	Assistant Professor	M.COM, NET
SUMAYYA. E	Assistant Professor	M.COM,
PRABITHA	Assistant Professor	M.COM, NET, BEd, SET
DIVYA NEETTATH	Assistant Professor	M.COM, BEd, SET
NISHATH. V	Assistant Professor	M.COM, BEd, MEd,SET
MOHAMMED ALI	Assistant Professor	M.COM, NET



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- FACULTY- STUDENT RATIO**

A faculty-student ratio of 1:20 in the Department of Commerce and Management Studies indicates that for every faculty member in the department, there are approximately 42 students. This ratio provides insight into the level of attention and support that students may receive from faculty members within the department

- ROLES AND RESPONSIBILITIES ALLOTTED TO FACULTIES**

NAAC Co-Ordinator	<b>Nandhini PC</b>
Programme Co-Ordinator	<b>Mujeeb. TP</b>
Seminar Co-Ordinator	<b>Nandhini PC</b>
Chairperson, Women development cell	<b>Nandhini PC</b>
Anti-ragging squad	<b>Nandhini PC, Mujeeb. TP, Muneer. M, Nishath V, Sreenija M</b>
Anti-ragging committee	<b>Nandhini PC, Mujeeb. TP, Muneer. M, Nishath V, Sreenija M</b>
Complaints Grievances Redressal Committee	<b>Nandhini PC, Safoora. P</b>
Secretary College Council	<b>Nandhini PC</b>
Tour Co-Ordinator	<b>Mujeeb. TP</b>
ED Club Co-Ordinator	<b>Mujeeb. TP and Divya. N</b>
Project Co-Ordinator	<b>Nishath V</b>
IQAC Co-Ordinator	<b>Raihanath Kakkottil</b>
Internal Exam Co-Ordinator	<b>Najma. P</b>



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- **FACULTY DEVELOPMENT INITIATIVES DURING THE YEAR**

A Faculty Development Programme named "profess" was conducted on the 5th of November 2021, at 2:30 PM in the Seminar Hall of Kottakkal Farook Arts and Science College. This program was specifically tailored for teachers to enhance their professional skills, focusing on the effective implementation of hybrid teaching and learning method

1. **INTERNAL EXAMINATION COMMITTEE**

Coordinators : Mujeeb TP [BBA]

Safoora .p [Bcom CA]

Sreenija .m [Bcom finance ]

The internal examination committee is responsible for evaluating students performance in internal assessments and projects. It includes discussions on assessment methods ,grading criterion,assessment schedules and performance analysis

2. **ED CLUB**

Co Ordinator : Mujeeb TP

Members Raihanath Kakkottil

Faseela P

The ED Club serves as a collaborative platform for students and educators, fostering discussions, organizing educational events, and implementing initiatives to enhance the overall learning experience. Events like food fest ,art gallery , managent fest ,field trip etc. were organised by ED Club



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### 3. INDUSTRIAL VISIT/TOUR COMMITTEE

Co- Ordinator : MUJEEB .TP

Members NISHATH. V  
MOHAMMED ALTHAF

The TOUR / Industrial visit (IV) committee is responsible for organising educational tours and industrial visits for students .It give an outline of the planning ,budgeting and execution of such programmes

### 4. GRIEVANCE REDRESSAL CELL

Convenor : NANDHINI PC

Members :

Safoora P  
Sreenija M  
Raihanath Kakkottil

The Grievances and Redressal committee deals with student grievances and ensures their timely resolution . During committee meetings a discussion made on grievances raised ,action taken and decision made to address student concerns

### 5. DEPARTMENTAL ACADEMIC COMMITTEE

Chairman : RAIHANATH KAKKOTTIL

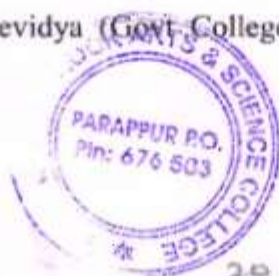
Members : SISINI

SUMAYYA. E  
PRABITHA  
DIVYA NEETTATH

Student rep; Vishnu Valsalan (Student 3rd year BCom Finance)

Alumni Rep : Amceerdheen (Alumni)

External faculty : Dr sreevidya (Govt College Malappuram )



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## **FACULTY LEARNING FORUM**

It is an internal sit-together discussion forum of faculty members scheduled casually or a casual sit-together on a particular day, or say Friday's last hour or week's last working day if Saturday happens to be. This forum's objectives are to discuss aspects of daily work schedules, happenings, problems related to academics, and discipline issues. It is to explore various pedagogies in higher education, to provide a platform for professional dialogues on new developments in the realm of commerce, and to encourage and foster the research culture amongst faculty members

### **Topics discussed in the Learning Circles during the year: -**

Effectively managing large classes within our commerce department necessitates a strategic approach to accommodate the unique dynamics of a sizable student cohort. Technological integration plays a pivotal role, with the adoption of online tools, learning management systems, and multimedia elements enriching the learning experience. These resources facilitate seamless

Concurrently, active learning methodologies, such as group discussions, case studies, and collaborative problem-solving, are employed to ensure that students remain actively involved and can comprehend complex concepts more thoroughly. Furthermore, maintaining clear communication channels is prioritized, utilizing platforms like email and virtual meetings to promptly address student inquiries and provide additional support. Through these concerted efforts, our commerce department fosters an inclusive and interactive educational environment conducive to student success, even in the context of larger class sizes.



  
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## 2. FACULTY PROFESSIONAL DEVELOPMENT PROGRAMMES

The Faculty Professional Development programs are held on the last Friday of every month and are coordinated and conducted by representatives (Mujeeb TP, Safoora.P, and Sreenija M from the Department of Commerce and Management and attended by all faculties in the department. Ms Raihanath kakkottil facilitated as the faculty coordinator for the Department of Commerce.

- A talk on "pedagogy and curriculum design"
- Sap training
- Orientation programme for newly joined faculty members (*Mastersoft, Google Meet, Edumodo LMS, SOP etc- common to all*)

## CERTIFICATE COURSE CURRICULUM

This section gives an overview of a list of certificate programmes conducted and new certificate courses introduced in the academic year, and the total number of students who benefitted from the programme.

### 1. ODD SEMESTER CERTIFICATE PROGRAMME: (June to September)- (*offered for the second year*)

## CERTIFICATE COURSE IN RISK MANAGEMENT

### Course Description:

The Risk Management Certificate Course is designed to provide an overview of the principles and practices of risk management. The course covers the essential aspects of risk management such as identification, analysis, evaluation, treatment, and monitoring of risks. Participants will learn how to use various risk management tools and techniques to effectively manage risks in their organization. The course also covers the legal and regulatory framework surrounding risk management.



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### Course Overview:

The course is designed for professionals who are responsible for managing risks in their organizations. It is also suitable for those who are interested in learning more about risk management. The course will be delivered over 36 hours in a classroom setting. Participants will have access to a range of learning resources, including case studies, exercises, and group discussions.

### Learning Objectives:

At the end of the course, participants will be able to:

1. Understand the principles and practices of risk management.
2. Identify and assess risks in their organization.
3. Develop and implement a risk management plan.
4. Monitor and evaluate the effectiveness of risk management strategies.
5. Understand the legal and regulatory framework surrounding risk management.

### Course Outcomes:

Upon completion of the course, participants will be able to:

1. Understand the key principles of risk management.
2. Identify and assess risks in their organization.
3. Develop and implement a risk management plan.
4. Use various risk management tools and techniques to manage risks effectively.
5. Understand the legal and regulatory framework surrounding risk management.

### Syllabus:

#### Module 1: Introduction to Risk Management (4 hours)

- Introduction to Risk Management
- Key principles of Risk Management
- Benefits of Risk Management

#### Module 2: Risk Identification (8 hours)

- Identifying Risks



  
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- Types of Risks
- Risk Register
- Risk Identification Techniques

#### Module 3: Risk Assessment (8 hours)

- Risk Assessment Process
- Risk Analysis Techniques
- Risk Rating and Prioritization

#### Module 4: Risk Treatment (8 hours)

- Risk Treatment Options
- Risk Treatment Plan
- Risk Treatment Monitoring and Review

#### Module 5: Risk Monitoring and Reporting (4 hours)

- Risk Monitoring Process
- Risk Reporting

#### Module 6: Legal and Regulatory Framework (4 hours)

- Legal and Regulatory Framework
- Compliance Requirements

### CERTIFICATE COURSE IN INVENTORY MANAGEMENT

#### **Course Description:**

This certificate course in Inventory Management is designed to provide participants with an in-depth understanding of the principles and practices of inventory management. The course covers a wide range of topics including inventory control, inventory planning, inventory optimization, inventory forecasting, and inventory management techniques. The course is designed for individuals who are responsible for managing inventory in their organizations or those who are interested in pursuing a career in inventory management.



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**Course Overview:**

This course provides a comprehensive overview of inventory management principles and practices. It covers the basics of inventory management, including inventory control, inventory planning, inventory optimization, inventory forecasting, and inventory management techniques. The course also explores advanced topics in inventory management, such as lean inventory management, just-in-time inventory, and inventory management software.

**Learning Objectives:**

Upon completion of this course, participants will be able to:

1. Understand the principles and practices of inventory management
2. Understand the importance of inventory management in organizations
3. Develop inventory control policies and procedures
4. Develop inventory planning and optimization strategies
5. Understand inventory forecasting techniques
6. Understand and implement lean inventory management
7. Understand and implement just-in-time inventory management
8. Use inventory management software to manage inventory effectively

**Course Outcomes:**

By the end of this course, participants will be able to:

1. Develop effective inventory management policies and procedures
2. Plan and optimize inventory to meet organizational needs
3. Forecast inventory needs accurately
4. Implement lean inventory management techniques to reduce waste and improve efficiency
5. Implement just-in-time inventory management to reduce inventory holding costs
6. Use inventory management software to manage inventory effectively
7. Identify and mitigate risks associated with inventory management



  
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## Syllabus :

### Module 1: Introduction to Inventory Management (4 hours)

- Definition and importance of inventory management
- Types of inventory
- Role of inventory in supply chain management

### Module 2: Inventory Control (8 hours)

- Inventory control systems
- Inventory accuracy and cycle counting
- ABC analysis and Pareto analysis

### Module 3: Inventory Planning and Optimization (8 hours)

- Inventory planning and forecasting
- Safety stock and lead time analysis
- Economic order quantity (EOQ) and reorder point (ROP)

### Module 4: Lean Inventory Management (4 hours)

- Principles of lean inventory management
- Kanban and pull systems
- 5S methodology

### Module 5: Just-in-Time Inventory Management (4 hours)

- Overview of just-in-time (JIT) inventory management
- Benefits and challenges of JIT
- Implementing JIT in organizations

### Module 6: Inventory Management Software (4 hours)

- Types of inventory management software
- Features and benefits of inventory management software
- Implementing inventory management software



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## Module 7: Risk Management in Inventory Management (4 hours)

- Risks associated with inventory management
- Strategies for mitigating inventory-related risks

### Managing supply chain disruptions

## 2. EVEN SEMESTER CERTIFICATE PROGRAMME: (November to March) - *(offered for the first year)*

A Warehouse Management certification course was offered to 2nd-semester B.Com students by Soudha, and a Business Process Management course was offered to 2nd-semester BBA students by Faiz CK during the academic year 2021-2022. The sessions were conducted offline in respective classes from November 2023 to March 2024. These courses aimed to provide insights into warehouse management practices and business process management techniques relevant to commerce and management studies. The Warehouse Management course covered topics such as inventory control, logistics, and warehouse operations, while the Business Process Management course focused on streamlining business processes for efficiency and productivity improvement. Soudha from the department engaged students in 30 hours of class for both courses. All students from the first year of B.Com and BBA participated in these programs. The courses concluded with the distribution of certificates to successful candidates.

## CERTIFICATE COURSE IN PRODUCTION AND INVENTORY MANAGEMENT

### Course Description:

Certified Course in Production and Inventory Management (CPIM) is designed for professionals who want to develop their skills in production and inventory management. The course provides a comprehensive understanding of the concepts, tools, and techniques used in production and inventory management.

### Course Overview:

The CPIM course is divided into five modules, each covering a different aspect of production and inventory management. The course is delivered through a combination of lectures, case studies, and hands-on exercises.



## Learning Objectives:

Upon completion of the CPIM course, participants will be able to:

- Understand the fundamental principles of production and inventory management
- Apply key concepts and techniques in production and inventory planning, scheduling, and control
- Optimize production processes and inventory management to improve efficiency and reduce costs
- Use technology and tools to support production and inventory management
- Develop effective communication and collaboration skills to work with stakeholders across the supply chain

## Course Outcomes:

After completing the CPIM course, participants will receive a certificate of completion from APICS. The CPIM certification is recognized globally and is a valuable credential for professionals working in the field of operations and supply chain management.

## Syllabus

Module 1: Basics of Supply Chain Management (6 hours)

- Introduction to supply chain management
- Key drivers and challenges in supply chain management
- Types of supply chains and their characteristics
- Fundamentals of demand management and forecasting
- Sales and operations planning (S&OP) process

Module 2: Master Planning of Resources (8 hours)

- Introduction to master planning of resources (MPR)
- Demand management and forecasting techniques
- Sales and operations planning (S&OP) process
- Master scheduling and production planning
- Capacity planning and management

Module 3: Detailed Scheduling and Planning (8 hours)

- Introduction to detailed scheduling and planning
- Materials requirements planning (MRP)
- Capacity requirements planning (CRP)
- Shop floor scheduling and control
- Lean and Just-In-Time (JIT) principles in production scheduling and planning

Module 4: Execution and Control of Operations (8 hours)

- Introduction to execution and control of operations
- Production activity control (PAC)
- Quality management and control



  
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- Maintenance and reliability management
- Inventory management and control

#### Module 5: Strategic Management of Resources (6 hours)

- Introduction to strategic management of resources (SMR)
- Corporate strategy and planning
- Business process improvement and reengineering
- Performance measurement and metrics

Supply chain risk management

## CERTIFICATE COURSE IN DIGITAL TRANSFORMATION

### Course Description:

The Digital Transformation Certificate Course is designed to provide participants with a comprehensive understanding of digital transformation and its impact on businesses. Through this course, participants will gain knowledge on various digital technologies, strategies, and frameworks that can be used to transform businesses and create value. The course is delivered over 36 hours and includes lectures, case studies, and interactive sessions.

### Course Overview:

The Digital Transformation Certificate Course is divided into various modules that cover different aspects of digital transformation. The course begins with an introduction to digital transformation and its drivers, followed by an overview of digital technologies such as cloud computing, big data, and artificial intelligence. Participants will also learn about different digital transformation frameworks and strategies, including agile, lean, and design thinking.

### Learning Objectives:

By the end of this course, participants will be able to:

- Understand the concept of digital transformation and its impact on businesses
- Gain knowledge on various digital technologies and their applications
- Learn different digital transformation frameworks and strategies
- Apply digital transformation principles to create value for businesses

### Course Outcomes:

Upon completion of this course, participants will be able to:

- Analyze the impact of digital transformation on businesses
- Identify opportunities for digital transformation in their own organizations



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- Develop digital transformation strategies and frameworks
- Implement digital transformation initiatives in their organizations

**Syllabus:**

**Module 1: Introduction to Digital Transformation (4 hours)**

- Definition of digital transformation
- Drivers of digital transformation
- Benefits of digital transformation
- Digital transformation case studies

**Module 2: Digital Technologies (12 hours)**

- Cloud computing
- Big data and analytics
- Artificial intelligence
- Internet of things
- Blockchain
- Virtual and augmented reality

**Module 3: Digital Transformation Frameworks and Strategies (10 hours)**

- Agile
- Lean
- Design thinking
- Business model canvas
- Blue ocean strategy

**Module 4: Implementing Digital Transformation (10 hours)**

- Digital transformation roadmap
- Change management
- Cybersecurity
- Digital talent management
- Measuring digital transformation success

**STUDENTSHIP**

This section carries information about students, learner-centric initiatives taken by the department, and student development and support services. The cultural and extracurricular activities, the industrial and village visits, and extension activities have also to be mentioned.



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- **ACADEMIC MONITORING**

During the COVID-19 pandemic in 2021 and 2022, academic mentoring played an even more critical role in supporting students through unprecedented challenges. The pandemic disrupted traditional learning environments, and academic mentoring adapted to address the unique needs arising from these disruptions. Mentors helped mentees navigate virtual classrooms, manage new types of coursework, and set realistic academic goals amidst the uncertainty. They provided strategies for staying organized and focused in a remote learning environment. The pandemic brought heightened stress and anxiety, and mentors offered essential emotional support, helping students cope with isolation and maintain their well-being. Additionally, mentors assisted with problem-solving specific to remote learning issues, such as technology challenges and time management. They continued to provide constructive feedback on academic work, ensuring that students remained engaged and motivated despite the lack of in-person interaction. Furthermore, mentors introduced mentees to virtual networks and resources, facilitating connections that were crucial during a time of physical distancing. Career development discussions also adapted to the changing job market, with mentors guiding students on how to navigate virtual job fairs, online interviews, and remote work opportunities. Overall, academic mentoring during the COVID-19 pandemic was pivotal in helping students overcome obstacles and achieve success in a transformed educational landscape.

- **ONLINE CLASSES**

The importance of online classes during COVID-19 has been substantial, significantly contributing to the continuity of education and addressing the challenges posed by the pandemic. Online classes have enabled uninterrupted learning during lockdowns and social distancing measures, ensuring that students can continue their education without disruption. By eliminating the need for physical presence in crowded classrooms, online classes have mitigated the risk of virus transmission, thereby promoting the safety and well-being of students, faculty, and the broader community. Additionally, online classes have expanded access to education for a wider audience, including those facing geographical barriers, health issues, or other constraints that limit their ability to attend traditional in-person classes. This shift has demonstrated the resilience and adaptability of educational institutions, highlighting the critical role of digital learning in the future of education.



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- **SUPPLY OF STUDY MATERIELS**

Faculty members provided useful study materials beyond the standard textbooks, enriching students' understanding of specific topics. These additional resources offered valuable information and insights, aiding in a deeper comprehension of the subject matter. All these materials are accessible in the College's D Space repository.

- **DOCUMENTATION OF ACADEMIC ACTIVITIES**

In the Department of Commerce and Management Studies, academic activities are rigorously documented to uphold standards of excellence in teaching, research, and service. Research



endeavours encompass a diverse array of projects, spanning from innovative studies to collaborative efforts with external partners. These projects are meticulously recorded, detailing their inception, funding sources, and resultant outcomes. Similarly, publications stemming from departmental research efforts are catalogued, including peer-reviewed journal articles, book chapters, and conference proceedings. Faculty members are also actively engaged in disseminating knowledge through presentations at national and international forums, further enriching the scholarly discourse within their respective fields. In parallel, teaching materials such as syllabi, lesson plans, and innovative pedagogical approaches are meticulously documented to enhance the quality of instruction and support student learning outcomes.

- **TEACHERS DIARY MAINTENANCE**

In the Department of Commerce and Management Studies, teachers' diaries serve as essential tools for faculty members to record and organize their lesson plans, duties, responsibilities, and student monitoring strategies, promoting effective teaching and learning practices. Every faculty member in the department diligently maintains their respective teacher's diary, ensuring that a comprehensive and accurate record of their academic and administrative activities is available for assessment and improvement purposes.

Faculty members regularly update their lesson plans, outlining the curriculum content, teaching methodologies, and assessment strategies. These plans are aligned with the institution's academic objectives, providing a clear roadmap for delivering quality education. Additionally, they document their assigned duties and responsibilities, including committee memberships,



  
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administrative tasks, and extracurricular activities, which promotes transparency and accountability in the department's functioning.

Furthermore, faculty members record their strategies for monitoring student progress, performance, and engagement. These records enable the identification of students who may need additional support and facilitate interventions to enhance overall learning outcomes.

### CONTENTS OF TEACHERS DIARY

1	Academic Action Plan For 2021-2022
2	Notes on Roles & Responsibilities
3	Code of Professional Ethics
4	Administrative/Curricular/Co-Curricular Duties
5	Participation in Academic Activities
6	Meeting Attended in the college
7	Abstract of Minutes
8	Participation in Seminars/Workshop etc
9	Achievements, Awards
10	Details of Exam Duties
11	Details of Valuation Camp/practical
12	Filed Trips, Industrial Visit etc.
13	Usage of ICT Tools
14	Guidance for Projects
15	E-Content Developed
16	Student Profile



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17	Parents-Teachers Meeting Record
18	Parents Contacts/Visit
19	Advisory Notes
20	Mentees Details
21	Advanced & Slow Learners
22	Tutorial Register
23	Student Counselling, Mentoring Done
24	Supplemental Instruction
25	ODD Semester Time Table
26	ODD Semester Work Allocation
27	ODD Semester Plan
28	ODD Semester Daily Events
29	Even Semester Time Table
30	Even Semester Work Allocation
31	Even Semester Plan
32	Even Semester Daily Events
33	Result Analysis (University)
34	Teacher Leave Record
35	Notes
36	Self-Assessment for the Performance based Appraisal System (PBAS) (UGC Format)



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## LIST OF CLASS ADVISORS

I st sem	
Bcom CA	RAIHANATH KAKKOTTIL
Bcom finance	SISINI
BBA	MUJEEB . TP
II nd sem	
Bcom CA	RAIHANATH KAKKOTTIL
Bcom finance	SISINI
BBA	MUJEEB TP
III rd sem	
Bcom CA	SUMAYYA. E
Bcomfinance	SAFOORA. P
BBA	NISHATH. V
IV th sem	
Bcom CA	SUMAYYA. E
Bcom finance	SAFOORA. P
BBA	NISHATH. V
V th sem	
Bcom CA	PRABITHA
Bcom finance	FASEELA P
BBA	DIVYA NEETTATH
VI th sem	
Bcom CA	PRABITHA
Bcom finance	FASEELA .P
BBA	DIVYA NEETTATH
Ist sem Mcom	SREENIJA. M
IInd sem Mcom	SREENIJA .M
IIIrd sem Mcom	NAJMA. P
IV th sem Mcom	NAJMA. P



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- **Slow learner-centric classes:** One hour written exam for 100 marks are conducted for core subjects. Then Students who scored below 40% marks are identified as slow learners. Assignments, special classes, group discussions etc are given to improve their learning capacity.

- **Advanced learner-centric activities:**

One hour written exam for 100 marks are conducted for core subjects. Then students who scored above 70% marks are identified as advanced learners. Assignments, group discussions, peer teaching etc are given to uplift their excellency.

- **Group activities**

Second year students were grouped and directed to participate in different community engagements like given below.

SL.NO	DESCRIPTION OF THE ACTIVITY	LEARNING OUTCOMES AND EXPERIENCE
1	A study on the effectiveness of financial literacy programs for small business owners	<ul style="list-style-type: none"> <li>• To assess the impact of financial literacy on business performance</li> <li>• To identify key areas for improvement</li> </ul>
2	A comparative study of leadership styles and their impact on employee motivation	<ul style="list-style-type: none"> <li>• To identify different leadership approaches</li> <li>• To assess their effectiveness in various organizational contexts</li> </ul>
3	Investigation of green marketing strategies in the FMCG sector	<ul style="list-style-type: none"> <li>• To evaluate the impact of sustainable practices on consumer behaviour</li> </ul>



		<ul style="list-style-type: none"> <li>• To identify successful green marketing techniques</li> </ul>
--	--	-------------------------------------------------------------------------------------------------------

- **Supplemental learning**

Supplemental learning in our Department of Commerce and Management Studies extends beyond classrooms, incorporating experiential learning, projects, field trips, and industrial visits. Through hands-on experiences and real-world applications, students enhance their critical thinking and problem-solving abilities. Project-based assignments foster collaboration and creativity, while field trips provide insights into industry practices. These activities complement formal instruction, offering students a holistic education and preparing them for future in academia and the workforce.

### **STUDENT SUPPORT AND DEVELOPMENT ACTIVITIES**

The student support and student development initiatives that have been undertaken in this academic year are presented.

1. **Mentoring for students**
2. **Bridge/ Orientation courses**
3. **Special Coaching provided for supplementary examinations**
4. **Placement workshops for students**

On the developmental front, initiatives such as Commerce Lab, Journal Club, Finance Club, orientation in banking, etc. were conducted.

#### **1. MENTORING**

Mentoring groups were formed under various mentees.



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*in this mentor-mentee program, each mentor is responsible for helping and guiding 15 students. This setup ensures that each student gets individual support and makes the learning experience better for everyone*

- **SPECIAL MENTORING DONE**

Extra time for Exams- The special students who needed extra time were mentored and with the help of the office of examinations extra time was provided both for mid-semester and end-semester exams.

- **MENTORING FOR WEAK SUBJECTS**

The students were continuously mentored regarding their academics. They were motivated and continuously encouraged to seek help from the teachers of the subjects in which they are weak.

- **ENCOURAGEMENT TO PARTICIPATE IN ASSOCIATION AND CULTURAL**

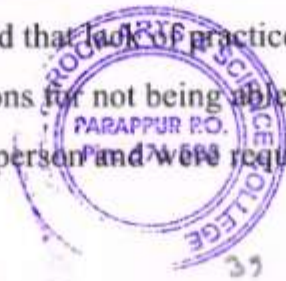
**ACTIVITIES** – The students were constantly encouraged to participate in all the co-curricular and inter-class events to help them develop self-confidence. One of the special students is also a member of the Theatre Club of the department.

- **MID SEM RESULT ANALYSIS-**

Result analysis of Mid-semester exams of the special students was done separately to know their performance. It was found that compared to the first year, the second-year students fared better.

**In the weekly departmental meetings, issues related to these students were discussed.** For instance, teachers were requested to go a little slow while speaking to these students as they found it difficult to grasp. In another instance, the teachers were requested to give extra time for the completion of written assignments to first-year students who had problems comprehending and articulating using the English language. This was observed more in the case of Malayalam medium students.

The students of the FIRST year found the subject of financial Accounting to be tough. After speaking to them it was concluded that lack of practice and not being able to grasp fast during the lecture hours were the main reasons for not being able to cope with the subject. The teachers teaching the subject were met in person and were requested to take a few one-to-one sessions for



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these students. The teachers obliged and some students even managed to get help during study holidays.

An effort was made to bring them together to study problem-based papers on campus with assistance from teachers and a few senior students (supplemental learning) who were good at the subject. It was observed that this group study helped them in looking at each other's notes and getting their doubts cleared. Buddies were identified from their own classes to help them with any doubts regarding the subjects or any other thing. They became friendly with their seniors during meetings and so took help from them too. At the end of each semester their scores in all subjects were taken note of and they were advised and helped accordingly. Students who had attendance issues were constantly monitored and mentored and helped to sort out the same.

## 2. ORIENTATION PROGRAMMES FOR FIRST YEARS

A ten-day departmental-level orientation for the first semester B. Com and BBA students was organized with a special timetable before the commencement of regular sessions. The main objective was to orient the students to KFASC academic culture with a focus on presentation and writing and referencing skills


## 3. TIMETABLE -ORIENTATION AND BRIDGE CLASSES

On (31/8/2021), the first-year students were given a college-level induction program in the main auditorium along with the PTA gathering. Here the students were briefed about the rules and regulations of the department with respect to dress- code, discipline, attendance, the various clubs, associations, and other activities. This was clubbed with the Freshers" welcome program" organized by the senior students.



  
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DATE	CLASS	HOOR 1	HOOR 2	HOOR 3	HOOR 4	HOOR 5
DAY-1 22-10-2021 FRIDAY	B.COM FIN	Basics of English Language Learning	SL	CBSS- Regulations	CBSS- Regulations	CBSS- Regulations
	B.COM CA	CBSS- Regulations	SL	CBSS- Regulations	Basics of English Language Learning	CBSS- Regulations
DAY-2 25-10-2021 MONDAY	BBA	CBSS- Regulations Namam PC	SL	CBSS- Regulations Namam PC	Basics of English Language Learning	CBSS- Regulations Namam PC
	B.COM FIN	Economics Ananta	SL	Basics of English Language Learning	Economics Ananta	Basics of English Language Learning
	B.COM CA	Income Tax & GST Sathi	SL	Marketing Management 1 Ananta	Basics of English Language Learning	Marketing Management Sathi
DAY-3 26-10-2021 TUESDAY	BBA	Entrepreneurship Development Sreevika	SL	Basics of English Language Learning	Basics of English Language Learning	Entrepreneurship Development Sreevika
	B.COM FIN	SL	Human Resource Management in Diyal	Basics of English Language Learning	Basics of English Language Learning	Computer Applications Basics Nimaha
	B.COM CA	SL	Human Resource Management in Alhuf	Basics of English Language Learning	Basics of English Language Learning	Entrepreneurship in Development Sreevika
	BBA	SL	Basics of English Language Learning	Marketing Management 1 Mujeeb	Marketing Management in Mujeeb	Basics of English Language Learning
DAY-4 27-10-2021 WEDNESDAY	B.COM FIN	Basics of English Language Learning	SL	SL	Business Management Fawda	Business Management Fawda
	B.COM CA	Basics of English Language Learning	SL	SL	Business Management Fawda	Business Management Fawda
	BBA	Business Management in Kajina P	SL	Basics of English Language Learning	Basics of English Language Learning	Basics of English Language Learning
	B.COM FIN	Basics of English Language Learning	SL	Accounting Safura	Accounting Safura	SL
DAY-5 28-10-2021 THURSDAY	B.COM CA	Basics of English Language Learning	SL	Accounting Nidath	Accounting Nidath	SL
	BBA	Accounting Samaraya	SL	Accounting Samaraya	Basics of English Language Learning	SL
	B.COM FIN	Basics of English Language Learning	SL	Entrepreneurship Development Sreevika	Marketing Management Ananta	Business Management Rahmath
DAY-6 29-10-2021 FRIDAY	B.COM CA	Accounting-Nidath	SL	Accounting-Nidath	Basics of English Language Learning	Business Management Fawda
	BBA	Accounting Samaraya	SL	Accounting Samaraya	Basics of English Language Learning	Economics Ananta
	B.COM FIN	Marketing Management Sathi	SL	Basics of English Language Learning	Business Management Kajina P	Basics of English Language Learning
DAY-7 31-10-2021 MONDAY	B.COM CA	Entrepreneurship Development Mujeeb	SL	Computer Applications Basics Nimaha	Basics of English Language Learning	Economics Ananta
	BBA	Human Resource Management Alhuf	SL	Basics of English Language Learning	Basics of English Language Learning	Entrepreneurship Development Mujeeb
B.COM FIN	Accounting Safura	Accounting Safura	Basics of English Language Learning	Basics of English Language Learning	Basics of English Language Learning	Entrepreneurship Development Mujeeb


  
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DAY & DATE	Marketing Management Subjects	Marketing Management Subjects	Issues of English Language Learning	Issues of English Language Learning	Issues of English Language Learning	Economics items
DAY-8 02-11-2021 TUESDAY	B.COM CA	Marketing Management Subjects	Issues of English Language Learning	Issues of English Language Learning	Issues of English Language Learning	Economics items
	BBA	Business Management Fourth	Books of English Language Learning	Human Resource Management I Droya	Computer Applications Basics Nimitsha	Books of English Language Learning
	B.COM FIN	Human Resource Management A/Har	Books of English Language Learning	SL	Entrepreneurship Development Strategy	Economics items
	B.COM CA	Economics Annexa	Books of English Language Learning	SL	Human Resource Management Droya	Computer Applications Basics
DAY-9 03-11-2021 WEDNESDAY	BBA	Economics Annexa	Marketing Management at Nimitsha	SL	Income Tax & GST Sahil	Books of English Language Learning
	B.COM FIN	Issues of English Language Learning	SL	Income Tax & GST Sahil	Marketing Management subjects	Marketing Management subjects
	B.COM CA	Economics Annexa	SL	Business Management I Nimitsha	Books of English Language Learning	Entrepreneurship Development Nimitsha
	BBA	Marketing Management Annexa	SL	Business Management I	Books of English Language Learning	Computer Applications Basics Nimitsha
DAY-10 05-11-2021 FRIDAY	B.COM FIN	Issues of English Language Learning	SL	Income Tax & GST Sahil	Marketing Management subjects	Marketing Management subjects
	B.COM CA	Economics Annexa	SL	Business Management I Nimitsha	Books of English Language Learning	Entrepreneurship Development Nimitsha
	BBA	Marketing Management Annexa	SL	Business Management I	Books of English Language Learning	Computer Applications Basics Nimitsha



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## **DIGITAL TEXTBOOK SUPPORT**

The Department of Commerce provides digital textbooks to the students of the department to broaden their intellectual horizons and to aid in their regular classroom teachings. The list of textbooks is given in DSPACE and students can download or read a book, either prescribed or recommended from their home or a place of their ease. Free textbook references are available at D Space.

## **COACHING FOR SUPPLEMENTARY EXAMINATIONS**

Special coaching was given to final-year students writing the supplementary exams by faculty members so that they can clear the exam with confidence. The support was extended outside class hours in the months of December 2023- and January 2024-. Following are the subjects for which special coaching was provided during the year.

1. Income tax and GST
2. Management science
3. Financial services

## **EXPERIENTIAL LEARNING, EXTENSION, AND OUTREACH ACTIVITIES**

The Department of Commerce and Management Studies has decided to conduct Community Engagement and Outreach Activities as a part of its Extension Activity, helping students explore their potentials through two distinct initiatives.

On November 21, 2021, the department organized a financial literacy session for pre-primary students at the Anganwadi of Ward number 31. This session aimed to promote early financial education and instill basic money management skills in young children. Conducted by a group of students, the session included various activities such as storytelling, interactive games, and role-playing, making the learning experience engaging and enjoyable for the children.



  
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A group of management students from the Department of Commerce and Management Studies organized an entrepreneurial awareness campaign in the neighboring premises of the college. The goal of this campaign was to raise awareness about the importance of entrepreneurship and encourage people to explore business opportunities. The campaign aimed to cultivate an entrepreneurial mindset among individuals of all ages and backgrounds, particularly those facing economic challenges, with a special focus on digital entrepreneurship. These activities not only benefited the community but also provided the students with valuable experience in organizing and conducting outreach programs.



**EXTENSION, AND OUTREACH  
ACTIVITIES**

**TOPIC**

Analysis of marketing strategies employed by Dr. Bee

Health Issues And Prevention Remedies

A Study On Women Empowerment Initiatives With Special Reference To Mochikkal Ward, Valanchery

The Study Entitled To A Study On Impact Of Digital Transformation In Business With Special Reference Valiya Paramb



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A STUDY ON THE EFFECTIVENESS OF  
FINANCIAL LITERACY AMONG  
KUDUMBASHREE MEMBERS

**A STUDY ON THE EFFECTIVENESS OF FINANCIAL LITERACY AMONG**

**KUDUMBASHREE MEMBERS:** This extension activity aims to assess the impact of financial literacy on the economic empowerment of Kudumbashree members and identify key areas for improvement. The study will involve conducting workshops and training sessions on financial management, followed by surveys and interviews to evaluate changes in financial behavior, savings, and investment practices among the members. The findings will help tailor future literacy programs to better meet the needs of the community, ultimately fostering greater financial independence and stability.

**Analysis of marketing strategies employed by Dr. Bee:** This extension activity involves evaluating the effectiveness of various marketing techniques used by Dr. Bee and understanding consumer response and market reach. The project will include a detailed examination of Dr. Bee's promotional campaigns, social media strategies, and customer engagement tactics. By analyzing sales data, customer feedback, and market trends, the study will provide insights into the strengths and weaknesses of current marketing efforts. The outcome will guide the development of more effective marketing strategies to enhance brand visibility and increase market share.

**Health Issues and Prevention Remedies** On December 31, 2021, students from Kottakkal Farook College conducted an extension activity in Valanchery Municipality to educate residents on common health issues and prevention remedies. The BBA students, including Nafla Shihab, Thahira, Jenna Febin, Jifna Nahan, Rihan, Musthafa, Muhammed Febin, and Mubashir, visited a randomly selected sample of 10 houses. They provided information on managing common health problems such as colds, fever, dengue, diabetes, hypertension, and COVID-19, emphasizing the importance of hygiene, balanced diets, regular exercise, and mental health. The activity included distributing informational pamphlets and health kits. Residents appreciated the initiative and expressed a desire for more such interactive sessions. Observations indicated a high level of community interest in health education, with specific concerns about managing chronic diseases



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like diabetes and hypertension. The success of this initiative highlights the need for regular health camps, follow-up visits, and expanded outreach efforts.

**The study entitled to A study on impact of digital transformation in business with special reference Valiya Paramb .** The Women Empowerment Initiative conducted by BBA students of Kottakkal Farook College on January 10-11, 2021, in Moochikkal Ward 2, Valanchery, aimed to promote women's empowerment and employment opportunities. The event featured speeches on skill development, equal opportunities, and the economic impact of women's employment, emphasizing the importance of women's participation in the workforce. Participants included Thasleena, who delivered a welcoming speech, and Asik Abdul Kabeer, who provided insights on various topics. The initiative received positive feedback, highlighting community support for women's empowerment. Moving forward, plans include continued community outreach, follow-up on insights shared during the event, and exploring collaborations with local businesses and organizations to create sustainable employment opportunities for women in the area.

**“Career Development Program” at Farook English Medium Higher Secondary School, Kottakkal**  
On February 20, 2023, the BCom students of Farook Arts and Science College, Kottakkal, organized a comprehensive Career Development Program for the plus two students of Farook English Medium Higher Secondary School. The program aimed to provide insights and guidance on various career paths, higher education opportunities, and skill development. Activities included interactive sessions on different career fields, personalized career counseling, skill development workshops, guest lectures from professionals, mock interviews, resume building workshops, and a career expo featuring colleges, universities, and companies. The initiative enhanced students' awareness of career options, developed their employability skills, and equipped them to make informed decisions about their future careers, ultimately boosting their confidence and providing valuable networking opportunities.



  
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## OUTBOUND TRAINING, INDUSTRIAL AND VILLAGE VISIT

1. The Department of Commerce and Management Studies organized an industrial visit to Kodaikanal for B.Com and BBA students, aimed at providing practical insights into industrial operations and enhancing theoretical understanding through real-world applications.



### 2. INDUSTRIAL VISIT TO KODAIKANAL

On May 10, 2022, the 3rd-year commerce students of the Department of Commerce and Management Studies embarked on an industrial visit to Kodaikanal, accompanied by their tour coordinators, Mujeeb TP and Mohammed Althaf, along with faculty member Raihanath. The purpose of the visit was to provide students with practical exposure to industrial operations and management practices, thereby enhancing their understanding of theoretical concepts through real-world applications. During the visit, students participated in comprehensive tours and interactive sessions with industry professionals, allowing them to observe manufacturing processes, management strategies, and operational dynamics firsthand. This experience enriched their academic learning by bridging the gap between classroom knowledge and real-world business environments, offering them a holistic view of industrial practices.



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*(Signature)*  
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### 3. TOUR TO CHIKMAGALUR

On February 18, 2022, the 3rd-year commerce students of the Department of Commerce and Management Studies embarked on an educational tour to Chikmagalur, accompanied by tour coordinators Mujeeb TP and Mohammed Althaf, along with faculty member Raihanath. The purpose of the tour was to provide students with practical exposure to various industries and agricultural practices in the region, thereby enhancing their understanding of theoretical concepts through real-world applications. During the visit, students participated in comprehensive tours and interactive sessions with industry professionals, allowing them to observe operational strategies and agricultural techniques firsthand. This experience enriched their academic learning by bridging the



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gap between classroom knowledge and real-world environments, offering them a holistic view of industry and agriculture.



### ALUMNI GET TOGETHERS

Alumni get-togethers serve as vital reunions for past graduates of our Department of Commerce and Management Studies, fostering connections and nurturing a sense of community. These events offer platforms for networking, sharing experiences, and reminiscing about academic and personal journeys. They often include engaging activities such as panel discussions, guest lectures, and interactive workshops led by distinguished alumni or faculty members. Through these gatherings, alumni can stay connected with their alma mater, contribute to its growth, and provide valuable insights to current students.




  
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### DEPARTMENTAL MEETINGS HELD FROM MAY

From May 2021 to march 2022 , total six meetings were held by the department .All meetings were headed by Head of the Department Mujeeb TP. 'Department meeting minutes' are kept as a relevant register.



  
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## FUNCTIONAL RESPONSIBILITY ALLOCATION

RESPONSIBILITY AREA.	STAFF IN CHARGE
ACTION PLAN	Thasheela .K
CERTIFICATE PROGRAMME	Mohammed faiz .ck
COMMERCE ASSOCIATION	Mujeeb .TP
COMMERCE LAB	Mohamed Nimshad .C
DOCUMENTATION	Raihanath kakkottil
CSS	Faseela .p
NEWSLETTERER	Mujeeb TP
GUEST LECTURES	Thasheela .K
SEMINARS, NATIONAL, ETC	Neethu k .
JOURNALS, MAGAZINES	Ummu Habeeba pk
TEXTBOOK LIBRARY	Safoora.P
DIGITAL RESOURCES	Nimisha .N
ONLINE CLASSES	Faseela.P
LMS ISSUES	Mohamed Nimshad .N
STUDENT MENTOR-LEADER	Safoora .P
PROJECT & VIVA	Sreenija .M
PLACEMENT AND INTERNSHIP	Mohammed Nimshad .C
QUESTION BANK	Aswin raj
SPORTS	Muhammed Faiz. CK
FACULTY DEVELOPMENT PROGRAMMES	Neethu k
STAFF TOUR	Mujeeb .TP
OUTREACH ACTIVITIES	Mujeeb .TP



  
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- **CLASS ADJUSTMENT DURING FACULTY LEAVE**

The students were effectively engaged and continued their learning during the absence of regular faculty members. To ensure minimal disruption to the students' learning, the department adopted a comprehensive approach that involved engaging students with other qualified faculty members. Highly competent and experienced substitute faculties were assigned to conduct the classes during the leave period. The substitutes were well-versed in the subject matter and had a good understanding of the curriculum. During the faculty leave, students actively utilized various academic resources available in the department. They made extensive use of the digital library, accessing e-books, online journals, and research materials pertinent to their coursework. . Students made frequent visits to the department's bookshelves, taking advantage of the diverse collection of question papers and reference materials.

- **STUDENT ATTENDANCE MONITORING AND MENTORING BY CLASS TEACHER**

The Department of commerce and management has implemented an efficient class monitoring system which involves regular assessments, class observations, and feedback sessions to gauge students' progress. The system ensures that student performance is closely monitored, and appropriate interventions are made when necessary.

**Mentoring Program:** The mentoring program in the commerce Department plays a crucial role in providing personalized guidance and support to students. Each advisor is assigned a group of students to mentor throughout the academic year. The mentors actively engage with their mentees, discussing their academic goals, strengths, and areas for improvement.

**Tracking Leaves Taken by Students:** The Department keeps a comprehensive record of leaves taken by students to monitor their attendance and identify patterns that may affect their academic performance. Early intervention measures are taken when students show a consistent pattern of absenteeism.

**Connecting with Parents:** Regular communication with parents is a key aspect of the mentoring program.



  
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## INAUGURATION OF COMMERCE ASSOCIATION

The COMMERCE Association convened on 16 November 2022 at seminar Hall, with an air of anticipation and excitement, as we were honoured to have Mrs. Sreesha as our esteemed chief guest for the event. The event commenced with a warm welcome to all attendees,

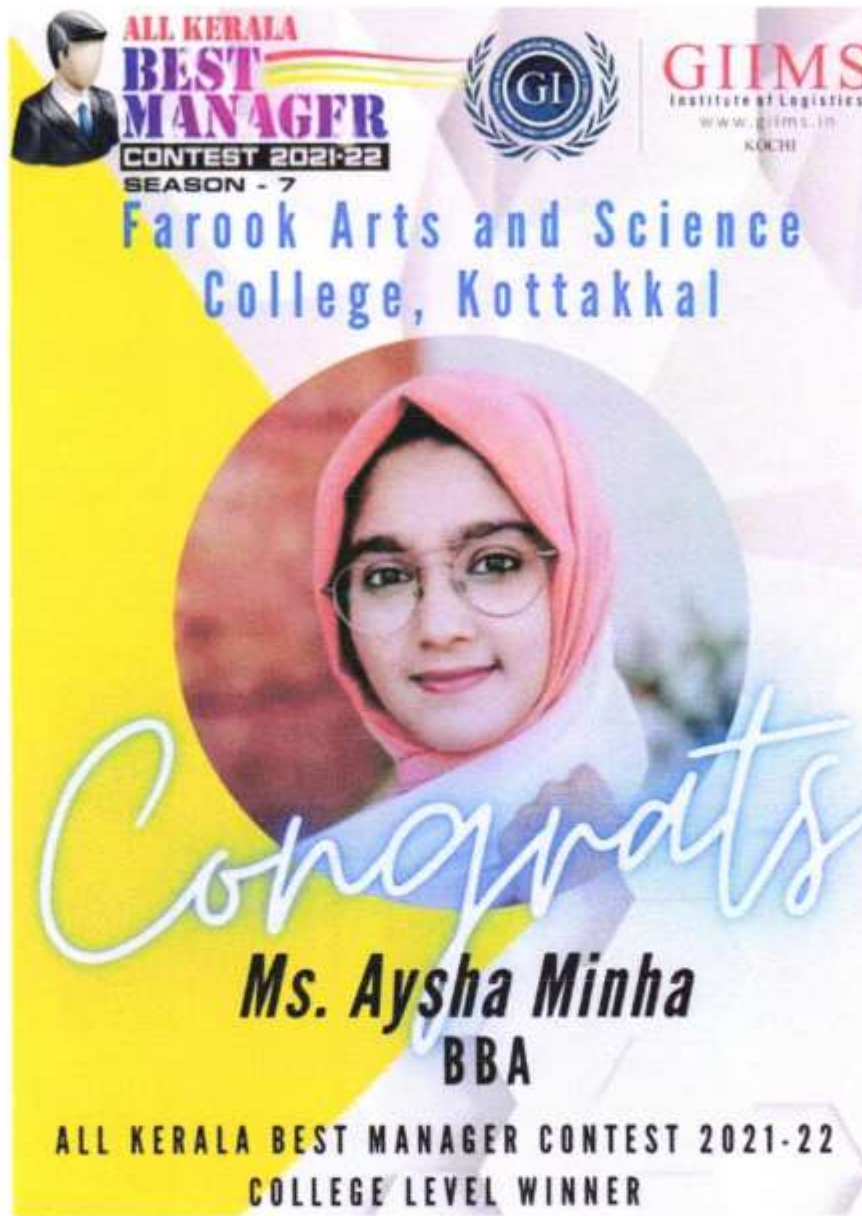
The event featured interactive sessions where attendees had the opportunity to interact directly with

Mrs sreesha asking questions and seeking advice.



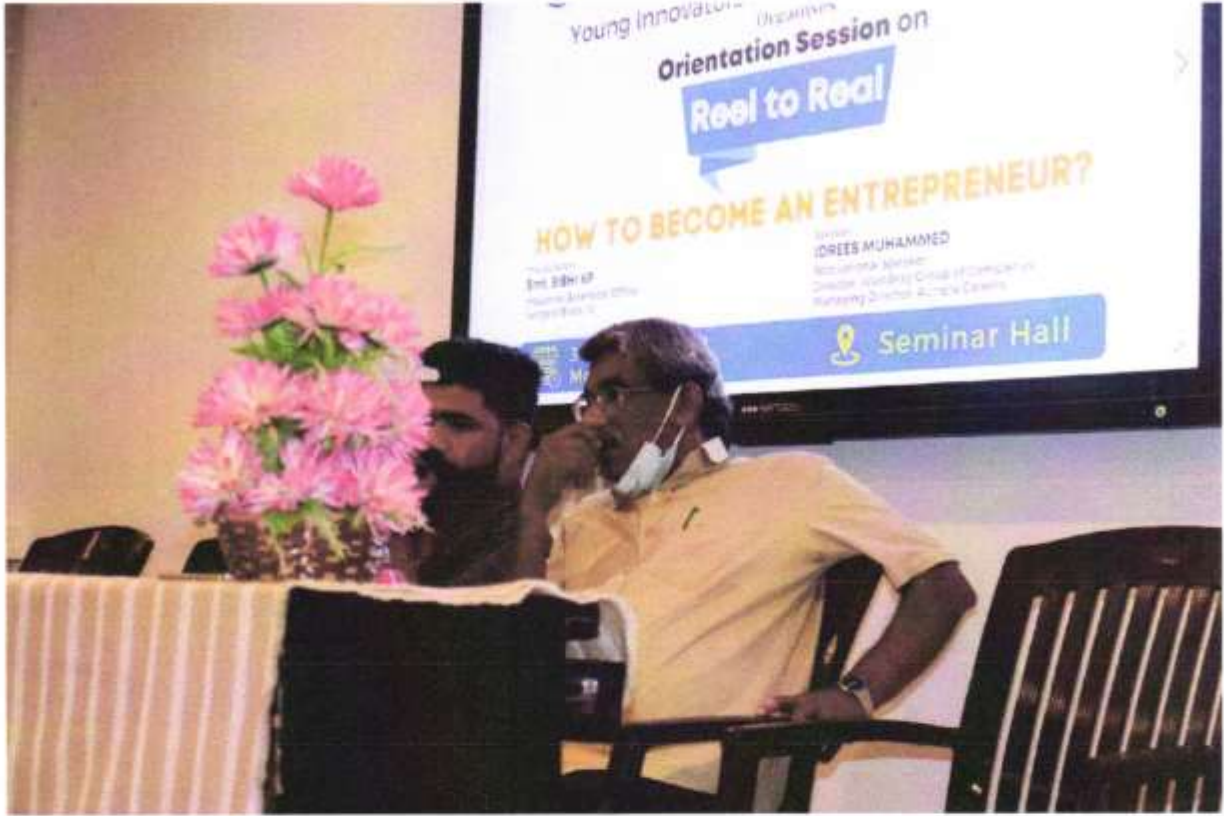
*Layal*  
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**CURRICULAR, CO-CURRICULAR, EXTRA CURRICULAR, AND EXTENSION ACTIVITIES**



College level winner in All Kerala Best Manager Contest 2021-2022





Seminar on "How To Become An Entrepreneur "Conducted By Dept. Of Commerce and Management in Association with Ed Club on 31 January 2022 at 2 PM in seminar hall



  
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Classical dance BY VISMAYA RAJ .final year BBA



*Azela*  
Dr. M. ABDUL AZEEL  
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B ZONE cricket championship winners against PSMO College TIRURANGADI held at MES College Ponnani



*Handwritten signature in green ink*  
**Jt. M. ABDUL AZEEZ**  
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**KOTTAKKAL FAROOK ARTS AND SCIENCE COLLEGE.**

**DEPARTMENT EXTENSION ACTIVITIES**

**2021-22**

**DEPARTMENT OF COMMERCE AND MANAGEMENT**

SL.No	Year	Date, Month	Semester	No: Of Students	Venue	Beneficiaries	Extention Activty
1	2021	15 December	Fifth Semester	30	Dr. bee foods Pvt. Ltd.	Staffs of Dr. bee foods Pvt. Ltd.	Suggest updated marketing strategies through digital medias
2	2021	20 July	Third Semester	30	Valanchery	Residents in Moochikkal ward, Valanchery	Women Empowerment Initiatives
3	2021	10 December	First Semester	28	Valanchery municipality	Residents of Valanchery municipality.	Health issues and prevention remedies.
4	2022	16 January	Fourth Semester	30	Kottakkal Municipality	Residents of Kottakkal Municipality	Prevention remedies for Covid-19 Pandemic
5	2022	03 March	Second Semester	30	Valiya paramb	Business Institutions in Valiya paramb	Impact of digital transformation in business



  
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**1. Study about marketing strategies used by Dr Bee foods pvt. Ltd, and suggesting them updated marketing strategies through digital Medias and network.**

Dr Bee Foods Pvt. Ltd. currently employs traditional marketing strategies such as print advertising in local newspapers and magazines, participating in food expos, collaborating with local grocery stores for product placement, and conducting in-store sampling events. While these methods have been effective in building a local customer base, there is significant potential to expand their reach and engagement through digital marketing. Proposed strategies include leveraging social media platforms like Instagram, Facebook, and Twitter to share engaging content, partnering with influencers, and launching hashtag campaigns. Content marketing through blogging and video production, as well as personalized email marketing, can further enhance customer engagement. Optimizing the company website for SEO and focusing on local SEO can attract more traffic. Expanding the product's presence on online marketplaces like Amazon and Flipkart, coupled with online advertising through PPC ads and retargeting campaigns, can significantly boost visibility and sales.

**Outcome :** By integrating these digital strategies, Dr Bee Foods Pvt. Ltd. can enhance market presence, customer engagement, and brand loyalty, driving sustainable growth and a competitive edge in the marketplace.



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*Empowering Dr. Bee's with cutting – edge marketing strategies*



  
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## 2. Study on women empowerment initiatives with special reference to Moochikkal ward, Valanchery

The women empowerment initiatives in Moochikkal Ward, Valanchery, have made significant strides in promoting gender equality and enhancing the socio-economic status of women in the community. The program focused on several key areas: skill development, financial independence, and social awareness. Various workshops and training sessions were conducted on tailoring, handicrafts, and entrepreneurship, equipping women with essential skills for income generation. Additionally, financial literacy programs helped women understand and manage finances, promoting savings and investment practices. Microfinance schemes provided women with access to small loans, enabling them to start or expand their businesses. Awareness campaigns on women's rights and health issues were also organized, addressing topics such as domestic violence, reproductive health, and legal rights. These initiatives fostered a supportive environment, encouraging women to participate actively in community decision-making processes.

**Outcome :** Through these comprehensive efforts, the empowerment programs in Moochikkal Ward have not only enhanced the confidence and capabilities of women but also contributed to the overall development and prosperity of the community. Continued support and expansion of these initiatives are crucial for sustaining progress and achieving long-term gender equality in the region.



  
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*Students educating on the importance of managing money wisely.*



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### **3. Health issues and prevention remedies with a special reference to Valanchery Municipality**

The health issues prevalent in Valanchery Municipality primarily include noncommunicable diseases such as diabetes, hypertension, and cardiovascular conditions, along with communicable diseases like dengue and seasonal flu. Poor lifestyle choices, inadequate healthcare access, and lack of awareness contribute to the rising incidence of these conditions. Prevention remedies focus on promoting healthier lifestyles through community education programs emphasizing the importance of a balanced diet, regular physical activity, and routine medical check-ups. Public health campaigns are conducted to raise awareness about hygiene practices to prevent communicable diseases, including the use of mosquito nets and regular cleaning of water storage containers to combat dengue.

Outcome: The municipality has also implemented vaccination drives to reduce the incidence of infectious diseases. Health camps offering free screenings and consultations are organized to facilitate early detection and management of chronic illnesses. Collaborations with local healthcare providers ensure better accessibility to medical services. By addressing these health issues through comprehensive prevention strategies, Valanchery Municipality aims to improve the overall health and well-being of its residents, reducing the burden of disease and fostering a healthier community environment.



  
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*Empowering families with knowledge on hygiene*



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#### 4. Impact of digital transformation in business with special reference to valiyaparamba ward

Digital transformation has significantly reshaped the landscape of business, fostering unprecedented changes in operations, customer engagement, and overall strategy. The migration of advanced technologies, such as artificial intelligence, data analytics, and cloud computing, has empowered organizations to streamline processes, enhance efficiency, and make data-driven decisions. Businesses leveraging digital transformation experience improved customer experiences through personalized interactions and seamless transactions. Moreover, the accessibility of real-time data facilitates agile decision-making, enabling companies to adapt swiftly to market trends. However, this transformation also poses challenges, including the need for workforce upskilling, cybersecurity concerns, and the requirement for robust infrastructure. Overall, the impact of digital transformation is profound, fundamentally altering how businesses operate and compete in the modern era.

In the present business landscape, digital transformation is more critical than ever. The ongoing global shifts, accelerated by events like the COVID-19 pandemic, highlight the importance of businesses being agile and technologically adept. Digital transformation enables remote collaboration, ensuring business continuity in challenging circumstances.

**Outcome :** It also enhances the efficiency of operations, reducing dependency on physical processes. The ability to leverage data for insights becomes paramount in making informed decisions swiftly, crucial in times of uncertainty. Furthermore, digital channels play a central role in maintaining and expanding customer relationships in a world where online interactions have become the norm. Overall, in the present condition, digital transformation is a strategic imperative for businesses to navigate disruptions, enhance resilience, and capitalize on emerging opportunities.



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*Students are equipping shop owners with essential digital tools.*



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*Students are trying to unlock the potential of digital tools for local businesses*



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## 5. Prevention remedies for COVID-19 pandemic with special reference to Kottakkal Municipality

In response to the unprecedented challenges posed by the COVID-19 pandemic, Kottakkal Farook Arts and Science College organized an extension activity focused on "Prevention Remedies for COVID-19 Pandemic" on 16th January 2022. This initiative aimed to educate and empower the residents of the 7th Ward of Kottakkal Municipality with essential knowledge and practices to curb the spread of the virus.

The activity was conducted by BCom and BBA students, who played a pivotal role in disseminating accurate information regarding preventive measures. The key topics covered included the importance of wearing masks, maintaining social distance, regular hand washing, and the significance of vaccination. The students also addressed common misconceptions about COVID-19 and provided evidence-based answers to the community's concerns.

The beneficiaries, comprising residents of the 7th Ward, were actively engaged through interactive sessions and demonstrations. The activity's primary goal was to enhance awareness and ensure adherence to preventive practices, which are critical for controlling the spread of COVID-19. The community's participation reflected a strong willingness to adopt these measures to protect themselves and their families.

This extension activity was not only an educational endeavour but also a demonstration of the college's commitment to community welfare during a public health crisis. The initiative successfully raised awareness and encouraged the residents to take proactive steps in combating the pandemic, thereby contributing to the overall safety and well-being of the community.

**Outcome :** By conducting this activity fostering a safer and more informed community in the 7th Ward of Kottakkal Municipality.



  
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