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**BHARATA MATA
COLLEGE
THRIKKAKARA**

Affiliated to MG University, Re-accredited by NAAC with 'A+' Grade, ISO 9001-2015 Certified

**DEPARTMENT
OF MARKETING**



**ANNUAL REPORT
2022-2023**

Department at a Glance

The B.Com Marketing Department was initiated in the year 2013 with the sanctioned strength of 40. In 2013 there were only 14 students. Now it has increased to 133 students. Though the Marketing Department started as a part of Finance and Taxation Department, in the year 2018 it became an independent department. This UG course is designed with the aim to provide a multi-faceted access to both practical and application aspects of Marketing. We are dedicated to give a comprehensive development which will mould the students into academically competent, morally up-right and socially well integrated individuals. We help them to develop critical thinking skills by providing them with practical marketing principles, examples and case studies, which will improve the student's cognitive abilities and enable them to develop marketing strategies. In this stream, students will study Advertising, Business Communication, Customer Relationship Management, International Marketing, Marketing Research etc. UG in marketing prepares students for careers in the field by enhancing their understanding of the social and economic forces at work in national and global markets. The course is career oriented in nature providing umpteen opportunities in various fields.



Department Vision

Our vision is to set forth the professional values and etiquettes of marketing and students to take up the marketing as a Career path and to accouter the students as professional marketing management

Department Mission

- The Department strives to generate influential contributions to marketing knowledge and communicate these to students in a way that regenerates this curiosity in a next generation of responsible citizens and marketing professionals
- To generate practical knowledge through innovative pedagogies, for the purpose of growing businesses.
- The Department is committed to achieve this mission by fostering a collaborative environment among scholars, students and marketing professionals in which intellectual curiosity about the behavioral aspects of marketing is a common focus.

Programmes Offered

Programme	Name / specialisation
UG	B.Com Marketing
Certificate/ Addon	Logistics, Aviation, Professional Accounting, ACCA, CMA (USA) , CA

Department Highlights

Paper Publications - 2

Paper Presentations- 3

University Rank Holders - 4

MoUs - MoU signed with

Naipunya International, Kochi

Workshops/Seminars/Invited Talks - 5

Faculty Profile

Dr. Sujith A S

Head & Assistant Professor

Qualification: M.H.R.M, M.Com, Ph.D

Joining Year: 2018



Rehna John

Assistant Professor

Qualification: M.Com, MBA B.Ed, NET, SET

Joining Year: 2013



Chaithra M

Assistant Professor

Qualification: M.Com, NET, SET

Joining Year: 2018



Subha T

Assistant Professor

Qualification: M.Com, NET

Joining Year: 2022



Faculty Profile

Anjana S

Assistant Professor

Qualification: M.Phil, NET

Joining Year: 2022



Ms. Emy Elsa Bonny

Assistant Professor

Qualification: M.Com

Joining Year: 2022



Nivetha KS

Assistant Professor

Qualification: M.Com, NET, SET

Joining Year: 2023



Anusree M

Assistant Professor

Qualification: M.Com, NET, Pursuing PhD

Joining Year: 2023



Student Profile Batch wise

Class	Batch (eg.	Male	Female
UG – 1st Year	2022-2025	35	9
UG – 2nd Year	2021-2024	32	7
UG – 3rd Year	2020-2023	30	16
PG – 1st Year			
PG – 2nd Year			
Research Scholars			
Part Time			
Full Time			

Student Representatives

Class	Male (Name)	Female (Name)
UG -1st Year	Adithiyan N Nair	Ardra Sajeew
UG-2nd Year	Jose Joseph	Mary M Thaliath
UG-3rd Year	Muhammad Shuhaib	Carmel Benita V. B

Result analysis of Students 2019-22 (UG) and 2019-21 (PG)

No of Students registered/appeared:

UG					
Semester					
I	II	III	IV	V	VI
47	46	46	46	46	45

No of Students Passed:

UG						
Semester						
	I	II	III	IV	V	VI
Count	19	20	7	30	30	32
%	40	43	15	65	65	71

**Ranks:4 (Rank 1-Aparna K Menon,
Rank 2-Navin Saju, Rank-4 Arjun Pradeep T,
Rank 7-Gopika V Nair)**

Result analysis of Students of other batches

Program	Batch	Semester	No of Students registered	No of Students Passed	Percentage
B.Com	2020-2023	2	48	19	40
B.Com	2020-2023	3	48	20	42
B.Com	2020-2023	4	46	36	78
B.Com	2020-2023	5	46	31	67
B.Com	2020-2023	6	45	15	33
B.Com	2021-2021	1	38	22	58
B.Com	2021-2024	2	38	7	18

Institutional responsibilities held by the faculty

Name of the Faculty	Responsibilities Held
Dr.Sujith A S	HoD,Marketing, Member of Innovation Club, Co-ordinator of National Seminar,Organiser of Entrepreneurship Development Programme,Organiser of Department's Innovative Practice called ARIVATHITI
Rehna John	HoD,Marketing(sinceDecember12,2022)Admission Committee Member , Treasurer of College Outreach Programme-BeFORE,Member of Life Skill Club, Co-ordinator of Department Outreach Programme(Blood Donation),- Class teacher of first year Marketing, Coordinator of National Seminar
Chaithra M	Admission Committee Member,Dance Club Member,Co-ordinator of National Seminar,Class Teacher of Third Year Marketing,
Subha T	Internal Exam coordinator- Department of Marketing,Class Teacher of Second Year Marketing,Coordinator of national Seminar,NAAC Member of the Department

Anjana S	Optional Course Coordinator of the Department, Coordinator of National Seminar
Emy Elsa Bonny	Student Support Coordinator of the Department, Coordinator of National Seminar
Nivetha KS	Class teacher of First Year Marketing, Internal Exam coordinator of the department

Department contribution to examinations

Name of the Faculty	Role Taken
Dr.Sujith A S	Additional Examiner
Rehana John	Additional Examiner
Chaithra M	Additional Examiner
Subha T	Additional Examiner
Anjana S	Additional Examiner
Emy Elsa Bonny	Additional Examiner
Nivetha K S	Additional Examiner
Anusree M	Additional Examiner

Department Association

The Marketing Department Association was formed in the Academic Year 2018-19. Every year the department conducts meetings to form associations and elect members including staff and student representatives. We have conducted Inaugural ceremony and programs under association every year.

Staff In charge :Chaithra M

President :Ms. Rehana John

Secretary :Sahil Safiullah(3rd year)

Other office bearers Ms.Carmel Benitta(3rd year) Mr.Dan Jacob (3rd year)

Mr.Jose Joseph(2nd year) Mr. Gautham M B (1st year)

The inauguration of association “MELORA- 23” was conducted on 8th February, 2023 at Bharat Mata College auditorium from 1.30pm to 3.30 pm. The association was officially inaugurated by Cine actress Ms. Sonia Jose followed by the Inaugural address. The welcome speech was delivered by Ms. Rehana John, Head of the Department The Presidential address was rendered by Principal Dr. Johnson K M followed by the award distribution for rank holders in University exams. The vote of thanks was delivered by Mr.Dan Jacob of third year B.com Marketing. The inaugural function was followed by the cultural programmes of the students.



Seminars/Workshops

The Three-Day National Seminar On Sustainable Business Model Innovation And Management Practices 2022

A Three-Day National Seminar on Sustainable Business Model Innovation and Management Practices was conducted by the Department of Commerce (B.com Marketing) of Bharata Mata College on the 7th, 8th and 9th of December 2022. The whole event was in hybrid mode. The program was conducted in the MBA Auditorium and the Audio-Visual Room of the college campus. Different student committees were formed from the Department of B.Com marketing and each were assigned to a particular task like arranging refreshment for the audience and guests, the setting up of Help desks, Registration Desk etc, and each committee were in turn headed by a faculty member from the department.



The department hosted multiple lecturers, professors and experts from different fields to talk and interact with the students on the three days from 7th to 9th through different online and offline sessions. The 1st day of the Three-Day National Seminar (7th December 2022) was

inaugurated by Prof. (Dr) G Gopa Kumar, Former Vice Chancellor, Central University of Kerala, who was the esteemed chief guest of the function. His words on future innovations in the different fields of business, and his ideas on possible ideas of sustainability were of great inspiration to the aspiring students. The first offline session began with Dr.P.S Manjula, Ph.D. Assistant Professor, Department of Management Studies, University of Madras, Chennai, Tamil Nadu on the topic “Creating Start-up Ecosystem in Educational Institutions.” The 1st Academic session was of one hour i.e., from 11:30 Am-12:30 Pm. The Second online session of the National Seminar began at 1:30 Pm and was held by Dr Shefali Nandan, Ph.D., Assistant professor of Commerce and Business Administration, University of Allahabad, Prayagraj, Uttar Pradesh, India on the topic “Rethinking Talent Management Strategies for New Age Organisations”.



On the 2nd day of the Three-Day National Seminar (8th December 2022), The Third offline academic session began with Dr.A. Vinodan, Ph.D. Associate professor and Head of the Department of Commerce, Central University of Tamil Nadu on the topic “Gender and Sustainability”. The session started at 9:30 Am and continued till 11:00 Am. The session was eye-opening in its depth of knowledge and creative interactions with the students. The Fourth Online academic session started with Dr.Brajesh Kumar Tiwari Ph.D., Associate Professor,

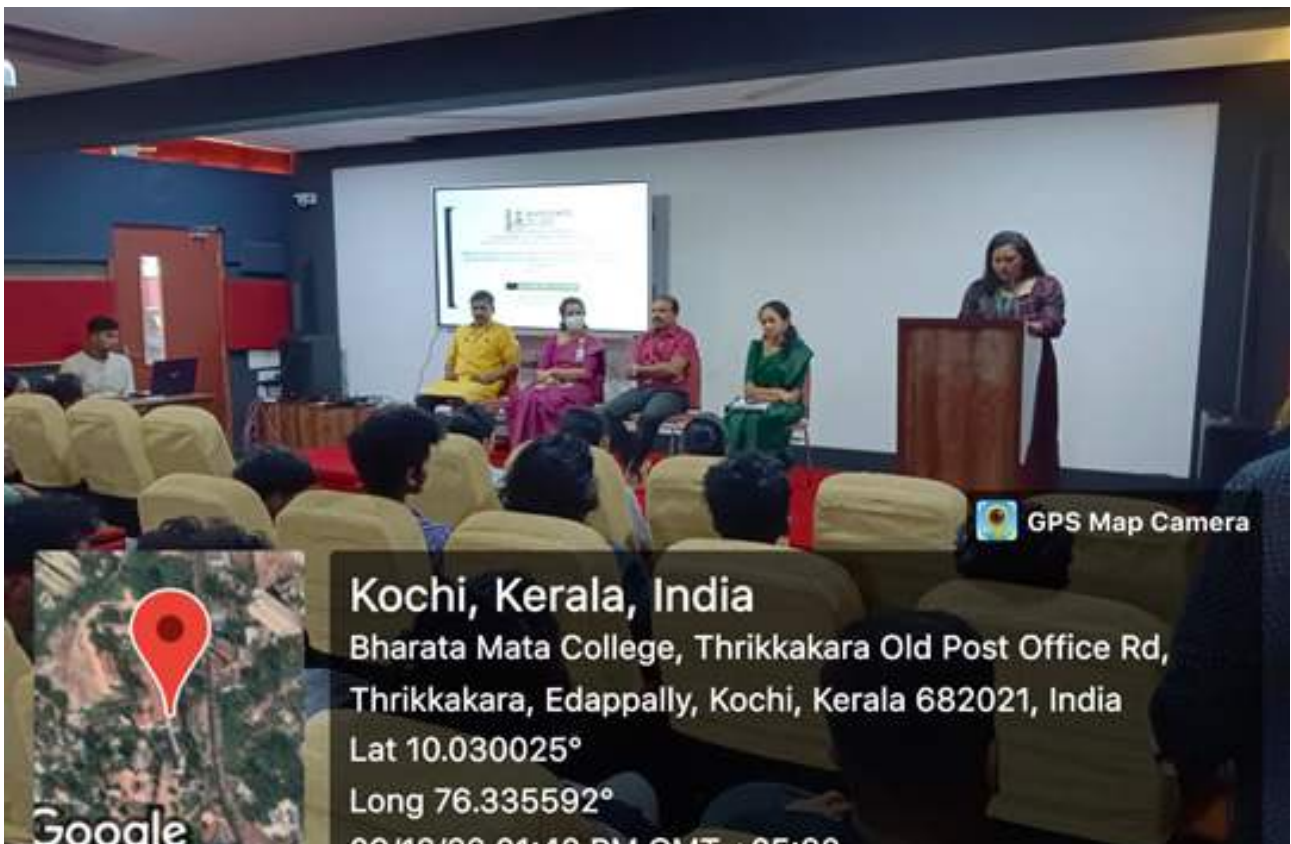
Member Innovation Council Jawaharlal Nehru University, Atal Bihari Vajpayee School of Management and Entrepreneurship (ABVSME), Jawaharlal Nehru University (JNU), New Delhi on the topic “Business Operations: Emerging Issues And Challenges”. The session continued for one and half hours from 11:30 Am to 1:00 Pm.

On the 3rd and last day of the Three-Day National Seminar (9th December 2022), The fifth Online academic session began with Dr. Shikha Bhardwaj, Ph.D., Assistant professor, OB and HRM, Indian Institute of Management, Sambalpur, Odisha on the topic “Diversity and Inclusion”. The session brought to the forefront many issues that prevent tolerant inclusion



of current business models. The session started at 9:30 Am and ended at 10:30 Am. Paper presentations from various participants at the national level, and many students from our own institution from multiple departments were conducted at various venues on these three days. The National Seminar offered a platform to many UG students to display their presentation skills in the three days. The final day concluded with the Valedictory Function conducted in the Audio-Visual Room of the College Campus at 2:00 Pm. The Inaugural Address was given by Dr. Johnson K.M, Principal, Bharata Mata College. All participants and paper presenters were provided certificates towards the end of the function by the Principal and the Vice Principal, Ms. Bini Rani Jose.

The Three-day seminar was hence an opportunity to hone the innovative skills, acknowledge and further encourage upcoming young business entrepreneurs of the college. The Sessions proved to be highly insightful and effective in capturing the minds of the students. The three day seminar further proved to be a testament to the diligent work ethic, and professional co-operation of the entire faculty and students of the Department of Marketing.



“My Story”-Entrepreneurial Talent Development Programme - Episode 3

Date and Time :30.09.2022 ,2:00 PM
Coordinator : Mrs. Chaithra. M.
Resource Person/s : Ms. Anna Susan
(CEO of samrambam Magazine and co-founder of spark stories),
Mr. Renku K Haridas (MD of samrambam Magazine and co-founder of spark stories)



Number of Participants :126

The Department of marketing conducted Episode 3 of the Talk Series “My Story”-Entrepreneurial Talent Development Programme based on the theme “an interaction with a successful entrepreneur” on 30.09.2022 at 2.00 pm

The programme was conducted in Management Hall (MSW Department).The event was coordinated by Mrs. Chaithra. M. The welcome address was delivered by Mrs. Chaithra. M, Assistant Professor, Department of Marketing and Head of the Department Dr. Sujith AS presided over the function.

The Resource person was Ms. Anna Susan ,CEO of samrambam Magazine and co-founder of spark stories and Mr. Renku K Haridas ,MD of samrambam Magazine and co-founder of spark stories. The young and vibrant entrepreneurs shared their inspiring story which included their marketing strategies, journey through the pandemic period, challenges faced, how they captured a new market etc. The speakers explained what is a brand story and how a brand story can be created for new entrepreneurs. They interacted with the students during the session and explained to them how entrepreneurs think before arriving at a solution to a problem they have identified. After the session students felt much benefited with such a good time and were even willing to have regular sessions like this. The session ended with a QA session and followed by a Feedback session. The vote of thanks was rendered by Ms. Jennifer Julius of B. Com Marketing III Year. We had around 126 participants for the event.

Project Orientation Seminar

Date and Time : 27/01//2021 , 10:00 AM

Date and Time : 18/01/2023

Coordinator : Ms. Chaithra.M

Resource Person/s : AKHIL M A

Number of Participants : 48

A Research Orientation Seminar had been organized for final year students by the Department of Marketing . The sessions were provided to give knowledge and assistance on how to do the final year project. The coordinator of the programme was Ms. Chaithra.M . It was conducted on 18/01/2023 at 10.30 am in the Department of Marketing .The Resource person was AKHIL M A, Full time Research Scholar, Research and Postgraduate Department of Commerce, Bharata Mata College, Thrikkakara.

The welcome speech was delivered by Jennifer Julius of Marketing III Year. The session comprised topics that are necessarily dealt with while preparing the project. Vote of thanks was rendered by Aiswaraya Dhananjay of Marketing III Year



The Monthly Interdepartmental Collaborative Program- “Arivatidhi”

Date and Time : 29/09/2022,3:30pm
Coordinator : Ms. Anjana.S
Resource Person/s : Principal, Dr. Johnson. K.M
Number of Participants :128

“Arivatidhi”- Chapter One was inaugurated on 29/09/2022, Thursday at 3:30 PM. As the title suggests the program aims to bring a faculty from aided departments as a ‘guest’ to have an interactive session with the students of the Department of Marketing. The recurring program proposes to expose the students to thoughts and discussions on disciplines other than their subjects of study. The talks and discussions would cover topics rooted in the respective disciplines of the visiting faculties, but would also be of associative relevance to the students of the marketing department. The program was coordinated by Ms. Anjana.S and the faculties of the department of Marketing.

The program to be conducted in recurring episodes began on Thursday at the Gandhi square lawn. The first chapter of the series was inaugurated by the Principal, Dr. Johnson. K.M with the topic- Democracy and the Public Sphere. The welcome address was delivered by the Head of the Department of Marketing, Dr. Sujith. A.S. The open air, the lush green lawn and the students



seated on the steps beneath the bamboo groves became attentive listeners to the hour-long talk by the principal on the origin, history and the varied aspects of the public sphere. Further discussions brought into view its importance and its relation to the democratic system of government. The session further shed light upon specific functional relevance of such public spheres. Upon conclusion the vote of thanks was given by Ms. Anjana.S, Assistant Professor.

Chapter- 2: “Kapada’shastram”

Date and Time : 2-11-2022, 2:30pm

Coordinator : Ms. Anjana.S

Resource Person/s : Dr. Manesh Michael

Number of Participants : 128

The second chapter of the interdepartmental collaborative program- ‘Arivatidhi’ was held on 2-11-2022, Wednesday from 2:30- 3:30 PM. The program, initiated to increase the students’ sphere of knowledge by introducing new and relevant matters of discussion to their academic schedule which specifically lies outside their usual syllabus has taken place amidst the lush green trees outside the classrooms, our chosen venue for all the episodes of the program.

The resource person for the second chapter of the program was Dr. Manesh Michael, Assistant Professor, Research and PG Department of Physics of our college. The welcome address was delivered by Ms. Anjana.S, Assistant Professor in the Department of Marketing.

The hour long lecture on “Kapadashastram” or Pseudoscience led to an interactive session on topics ranging from the current societal issues and belief systems to pseudosciences like astrology and such. The lecture which vigorously addressed the often unsurpassable

chokehold of such beliefs on even educated minds raised interesting and relevant questions from the students. The session successfully concluded by spreading the imminent need of the hour- the need for developing and nurturing a scientific temperament in all aspects of thinking and decision making, especially at times when logic fails in the face of the opinion of the majority.

The vote of thanks was delivered by the Coordinator of the program, and a token of appreciation in the form of a potted plant was presented to the guest of the hour by the Head of the Department, Dr. Sujith.A.S.



Day Observations

Day Observed	: Independence Day
Date and Time	: 12/08/2022, 2:00 PM
Coordinator	: Ms. Anjana. S,
Resource Person/s	: Ms. Manju Malathy
Number of Participants	: 56

An Inter-departmental National Anthem singing competition was conducted by the Department of Marketing in celebration of the 76th Independence Day celebrations marking the 75 years of freedom initiated nationwide by the Government of India as “Azadi ka Amrit Mahotsav”. The competition was conducted in the afternoon at 2:00 PM in the Department of Marketing on 12/08/2022, Friday. The competition was open to groups of a minimum of four to a maximum of six students from all departments. No karaoke or recording was allowed. The winners were awarded for two positions with cash prizes of Rs.300/- as the first prize, and Rs. 200/- as the second prize. The participants were evaluated on the basis of the quality of singing, clarity of lyrics and the time taken. A total of 10 teams participated from multiple departments. The program was judged by Ms. Manju Malathy from the Dept. of BBA. The competition conducted with the co-operation of the teachers and students of the Department of Marketing showed the vigour and dedication of the students in proper exhibition of the patriotic spirit. The second-year students from the Department of Economics achieved the first position, and the second-year students from the Department of Finance and Taxation came second. The program was coordinated by Ms. Anjana. S, Ass. Professor in the Department of Marketing with the guidance of the HoD Mr. Sujith. A.S.



Day Observed : Nature Observation Day
Date and Time : 28 July,2022
Coordinator : Ms Subha T
Resource Person/s : Sindhu joseph
Number of Participants : 7

An Online Inter Collegiate Video Contest based on WORLD NATURE CONSERVATION DAY was organised by Department of Marketing Bharata Mata College, on 28 July,2022 for all colleges across Kerala. The theme for the same was “3 R’s- Reduce Reuse and Recycle “.The innovative competition brought together with environmental awareness about the need to preserve the environment and natural resources in order to keep the world healthy. We invite creative and innovative content videos of students on recycling solutions from Paper, Plastic,Cloth, Glass and Metal.The participants displayed their innovativeness and creativity through this competition. We received entries of 7 students from various colleges. They came up with amazing videos to preserve the environment. Their imaginations were a treat to the eyes. Winners were rewarded with Cash prizes.

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Department of Marketing

World Nature Conservation Day is the flagship day for encouraging awareness about the need to preserve the environment and natural resources in order to keep the world healthy.

Department of Marketing organizing an Inter collegiate "Video Making Competition, on the theme "Reduce Reuse Recycle".

3 R's - Inter Collegiate Video Contest

World Nature Conservation DAY 28th July

1st Rs. 3000/-
2nd Rs. 1500/-
3rd Rs. 500/-

We invite creative and innovative content videos of students on recycling solutions from Paper, Plastic,Cloth, Glass and Metal

Share or Send the video/video link to:
bcmktdesktop@gmail.com or
WhatsApp to 9645118808

Co-ordinator Ms. Subha T
Assistant Professor
Mob: 9645118808

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Guidelines

- Submission deadline : 28 th July 2022
- Single or group can participate (maximum 3 members in a group)
- Each video mustn't be longer than 2 min
- Submitted short Video must be live action, not animation
- Video should be vertical with aspect ratio 9:16(standard smart phone screen)
- Short videos may be in English/Malayalam language or with English subtitles or have no dialogue at all.
- Ensure the contents in the video must have live footage; plagiarism of any kind is disqualified.
- All the participants will be awarded participation certificate.

Day Observed : Organ Donation Day
Date and Time : 13 August 2022, 7 PM
Coordinator : Mrs.Subha. T
Resource Person/s : Dr K P Jayakumar
Number of Participants : 106

(Mritasanjeevani), A Kerala Government initiative, jointly organised an Awareness programme on Organ Donation for Parents, students and faculty of Bharata Mata College as part of World Organ Donation Day on 13 August 2022.

https://meet.google.com/_meet/usu-gzeh-cau

Objectives of the Program

The programme helps to raise social awareness of the importance of organ donation.

To bring knowledge about the institutions and professionals involved in organ donation and transplantation.

To provide awareness on the procedures and legal formalities for Organ donation.

To transmit the importance of organ donation through the stories of those people involved in the process of donation and transplantation, that is to say, the experiences of patients, family members, doctors, researchers, etc.

The programme was conducted through online platform Google meet at 7 pm. The programme was presided over by the HOD of Marketing Department Dr Sujith A.S. The Resource person were Dr K P Jayakumar, (Retd Principal, Govt Medical College Kottayam, Nodal officer Mritasanjeevani) & Mr Jimmy George, (Co-ordinator, Mritasanjeevani Central zone). The event was compared by Angha S of III year Marketing. The welcome address was delivered by Mrs.Subha. T, Assistant Professor, Department of Marketing. The session was very informative. The session included the programmes and procedures for organ donation. The programme created awareness and importance on affected people through the experience sharing of various people. Session ended by 8.30pm. Vote of thanks was delivered by Ms. Raji Santhosh (Panchayat President, Choornikkara and mother of Ambadi santhosh B.Com Marketing III Year). The event was coordinated by Dr Sujith A.S., HOD, Department of Marketing and Subha T. Assistant Professor, Department of Marketing.



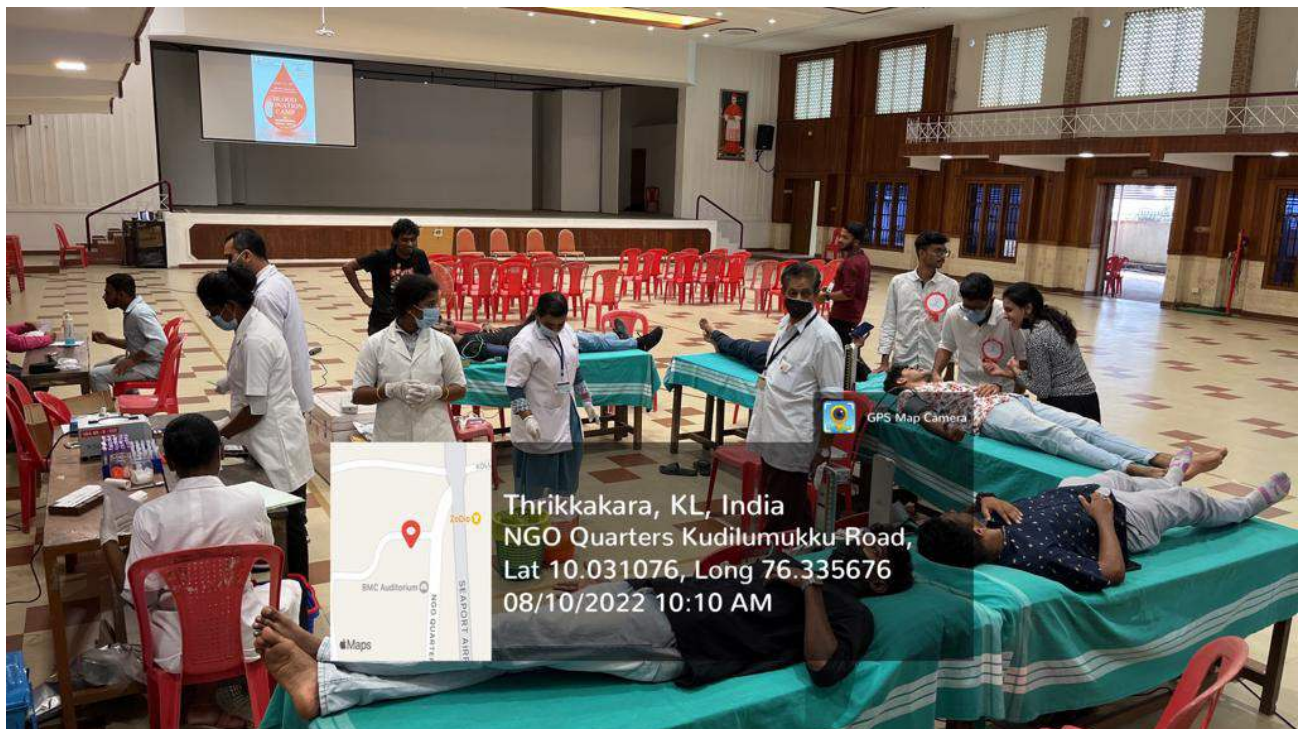
Outreach Activities

Outreach activity : Blood Donor Club
Date and Time : August 10th, 2022, 9:00 am
Coordinator : Rehana John
Number of Students : 46

The Department of Marketing, Bharata Mata College, Thrikkakara organized a Blood Donation Camp in association with IMA voluntary donor blood bank, Cochin as part of the inauguration of the department's outreach programme on August 10th, 2022(Wednesday) from 9:00 am to 1:00 pm.

Objectives of the Programme

- 1.To help anyone, in case of any requirement for blood
- 2.First time donors need to be encouraged so that once the initial fear goes away, the donor will look forward to such camps in the near future too.
- 3.It was an effort to motivate students to come forward and donate to the noble cause.
- 4.To make students aware of blood and its benefits.





An official function was conducted in the beginning. Dr. Sujith A.S, HoD, Department of Marketing, welcomed the gathering. Our Principal, Dr. Johnson K M presided over the function. The programme was compared by the student coordinator Dan Jacob of third year Marketing. The function was blessed with the presence of Assistant Manager, Jimmichan Karthanam, Vice Principal of Self-financing, Bini Rani Jose, faculty members from other departments, IMA staff and our students.

Our Principal, Dr. Johnson K M, started the programme by donating his blood first. Our staff and many students donated blood with proud hearts. 46 units of blood were collected by the medical team. The department had arranged refreshments for those who donated blood in the camp. Donors were given certificates and donor cards. After the completion of blood donation, the Principal thanked and appreciated everyone present in the camp. The programme lasted till 1pm.

The programme was coordinated by Rehana John, Assistant Professor, Department of Marketing and student volunteers under the guidance of Dr. Sujith A S, HoD, Department of Marketing.

Extension Activities

Extension activity : Marketing Survey and Sales Promotion activity

Date and Time : 15th 16th and 18th July 2022, 9:30am

Coordinator : Ms. Chaithra. M

Number of Students : 4

The Department of Marketing, Bharata Mata College, Thrikkakara Kochi associated with Kochi Metro Rail Limited (KMRL) for a Marketing Survey and Sales Promotion activity for Lulu Hyper Market Employees and Retails outlets on 15th 16th and 18th July. Four Students from Marketing Department, MUHAMMAD SHUHAIB, AMBADI SANTHOSH, AISWARYA DHANANJAY and TEENU THOMAS were participated the programme.

The students have given the duty to market one of their newly introduced products to all the employees and retailers in the mall. For the promotion they have adapted the Direct marketing strategy. They have also conducted a market study by adopting Survey Method among the target customers.

There were more than 200 outlets in Lulu mall, Kochi.

They reached out to each and every outlet for the sales and covered every shop of the mall. They interacted with each and every employee and collected all the suggestions and feed-backs also. Within 3 days 18 cards were sold. The students prepared a Market study Report on the basis of their interactions and had submitted it to the KMRL.

Outcome Of The Activity

The students have gained valuable work experience in the field of their study

Had an experience to integrate theory and practice

Assess interests and abilities in their field of study

Develop a network with professionals in the field

The certificate of participation is an added advantage to showcase in one's resume



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Entry Level Examination

Category	No of Students
Advanced Learners	2
Average Learners	36
Slow Learners	5
Total	43

Bridge course

Date/s of Bridge course : 13 September to 22 September 2022

Teacher In charge : Ms Subha T

Bridge course for the academic year 2022-2023 for first year batch was conducted from 13 September to 22 September 2022 on basics of accounting. The session covered the basic policies, practices and procedures for preparation of Accounts. Ms Subha T was the faculty in charge.

Mentoring Report

We are providing counselling to the students through personal attention and regular dialogues during their stay on campus, on telephone and by paying personal visits to the houses of the mentees allotted to the teacher concerned as the Mentor. We have been providing them tips on studying personal counselling, guidance regarding career choices, to get success in the university examinations. We have also been supporting the mentees in the form of precise content on courses, fees, reviews, college admission process and scholarships etc. The scheme has become very successful in bridging the gap between the teacher and the student. It has become instrumental in blending the harmonious relationship between the learner and his/her family and the institution at large. It has definitely created an atmosphere of conviction and faith about the alma mater. Consequently, every year the

enrolment ratio of girl-students from all sections of society has been rapidly increasing. The department follows the mentoring system initiated by mentoring Cell. The students are grouped and assigned a mentor teacher who is responsible for collecting academic performance and class attendance of individual students. The mentor regularly meets with mentees and is given necessary information regarding his/her mentees and is expected to offer guidance and counselling as and when required. In isolated cases, parents are called for special meetings with the Principal at the suggestion of the mentor. The result of the system has been implemented significant improvement in the teacher-student relationship. The system has been useful in identifying slow learners and advanced learners. The department organizes a remedial class on different subjects within the syllabus for poor/slow learners.

Aims and Objectives

- Ø To bridge the gap between the mentor and the mentee.
- Ø To ensure the quality performance of the students in academics.
- Ø To deal with the related issues for the holistic development of the students.
- Ø To provide mutual support and a congenial learning environment.
- Ø To inspire and motivate for higher studies and competitive examinations.
- Ø To discuss stress related issues.
- Ø To regulate academic involvement and assess the outcome.

Programme Details

- Ø Mentees shall be assigned to the mentors right from the first year of the programme.
- Ø A mentor shall not have more than 35 mentees at a time.
- Ø The mentees preferably be attached to the same mentor for the entire duration of the programme.
- Ø The mentor shall meet the mentees regularly and record the outcome of the meeting in the hard copy. The details about each mentee will be recorded and periodically updated.
- Ø The mentor shall identify the students performing exceptionally well in curricular or co-curricular activities and report to the head of the institution/department for providing further motivation to advanced/gifted learners.
- Ø The mentor shall also identify the students whose performance/attendance is below par. The mentor shall interact with the student and try to find out the cause of the problem or an indifferent behavior. If required the mentor will involve the parents,

head of the department for reforming the student.

- a) **Attendance:** The mentor shall observe and monitor the attendance of the mentee. He/she shall advise and take necessary follow up action with regard to students who do not meet the attendance norms of the college.
- b) **Academic Matters:** The mentor shall also keep a track of the academic performance of mentees including continuous assessment, term and examination and help the mentee through counselling or by arranging remedial teaching, if necessary.
- c) Behavioural and discipline matters
- d) Health and physical well being
- e) Achievements, talents and co-curricular activities
- f) Stress related issue

Duties/Responsibilities of Mentor

- a) Introduce and discuss the concept of mentor- mentee system with the assigned mentees.
- b) Call a meeting of all mentees and record their necessary details in the designated form, note any specific requirement of a student and discuss with them the complete schedule of future meetings.
- c) Keep a track of the attendance, academic performance and behavioural aspects of the students by interacting with exam department and the hostel authorities etc.
- d) Support students academically and emotionally
- e) Contact parents to inform the progress of their ward, whenever required and visit the houses of mentees at least twice in the year.
- f) Maintain a record of the progress made by the identified underperforming students and take remedial actions wherever required.
- g) To guide students and also to arrange for remedial teaching if required

Duties/Responsibilities of Mentee

- a) Attend meeting regularly
- b) Fill personal information in the form at the time of joining the mentor- mentee system.
- c) Provide details of attendance, continuous assessment, term end examination, co-curricular, extra- curricular activities to the mentor whenever asked for.
- d) Repose confidence in the mentor and seek his/her advice whenever required

Department Mentor list 2021-22

SI No.	Name of the Mentor	No. Mentees
1	Dr. Sujit A S/ Ms. Emy Bonny	26
2	Ms. Rehna John	25
3	Ms. Chaithra M	26
4	Ms.Subha T / Ms. Nivetha K S	27
5	Ms. Anjana S	27

Addon / Certificate courses

Course name: Competitive Exam Classes(Bank Coaching,Civil Services Exam Preparation,PSC Coaching)-run by department

Objective:With the object of promoting competitive exam based training and cooperation nypunniya international ernakulam and bharata mata college Thrikkakara collectively the parties enter into the memorandum of undertaking.

REPORT ON ADD ON COURSE 2022 ADMISSION

During this academic year various add on courses were provided for the students which helps them to achieve an added advantage in addition to their degree courses. CA, US CMA, Professional Diploma in Accounting, Logistics, Airport operation, ACCA, Aviation etc are the different courses being offered by the college. About 36 students preferred various add on courses and they have completed around 30 hours of this course along with an examination. The add on course which is under the charge of the department is competitive exam coaching.

MOOC Courses Attended details

SI No.	Name of the Student	Platform (SWAYAM, Edu net etc.)	Name of the Course	Duration
1	AADIL RAHMAN P.A	University Online Course	Organic Farming	1st and 2nd Sem
2	AISHWARYA DHANANJAY MULIK	University Online Course	Organic Farming	1st and 2nd Sem
3	AKSHAY RAJ K	University Online Course	Organic Farming	1st and 2nd Sem
4	ANANDHAKRISHNAN CA	University Online Course	Organic Farming	1st and 2nd Sem
5	ASHLY SANIL	University Online Course	Organic Farming	1st and 2nd Sem
6	CARMEL BENITA V B	University Online Course	Organic Farming	1st and 2nd Sem
7	CHRIS VIPIN	University Online Course	Organic Farming	1st and 2nd Sem
8	HARI SANKAR U	University Online Course	Organic Farming	1st and 2nd Sem
9	JENNIFER JULIUS	University Online Course	Organic Farming	1st and 2nd Sem
10	MANEESH R S	University Online Course	Organic Farming	1st and 2nd Sem
11	NAVYAKRISHNA K. U	University Online Course	Organic Farming	1st and 2nd Sem
12	VISHNU VISWANATH	University Online Course	Organic Farming	1st and 2nd Sem
13	ABHINAV SHIBU	University Online Course	Organic Farming	1st and 2nd Sem
14	ADITHYA SHYIN	University Online Course	Organic Farming	1st and 2nd Sem
15	AJIN AUGUSTIN	University Online Course	Organic Farming	1st and 2nd Sem
16	AKASH SAIJU	University Online Course	Organic Farming	1st and 2nd Sem
17	ALWIN G REJI	University Online Course	Organic Farming	1st and 2nd Sem

18	AMBADI SANTHOSH	University Online Course	Organic Farming	1st and 2nd Sem
19	ANAGHA S	University Online Course	Organic Farming	1st and 2nd Sem
20	ANJALY P. A	University Online Course	Organic Farming	1st and 2nd Sem
21	ARJUN K G	University Online Course	Organic Farming	1st and 2nd Sem
22	ARJUN RAJ	University Online Course	Organic Farming	1st and 2nd Sem
23	DAN JACOB	University Online Course	Organic Farming	1st and 2nd Sem
24	DANY MICHAEL	University Online Course	Organic Farming	1st and 2nd Sem
25	FAZIL TF	University Online Course	Organic Farming	1st and 2nd Sem
26	GOWRI NANDANA A.S	University Online Course	Organic Farming	1st and 2nd Sem
27	ISWARYA.R	University Online Course	Organic Farming	1st and 2nd Sem
28	JAIDEN JOHNSON	University Online Course	Organic Farming	1st and 2nd Sem
29	JOHN THOMAS	University Online Course	Organic Farming	1st and 2nd Sem
30	JOJI ANTONY	University Online Course	Organic Farming	1st and 2nd Sem
31	MUHAMMAD SHUHAIB	University Online Course	Organic Farming	1st and 2nd Sem
32	MUHAMMED RIZWAN T M	University Online Course	Organic Farming	1st and 2nd Sem
33	MUHAMMED YASEEN KS	University Online Course	Organic Farming	1st and 2nd Sem
34	NAVYA SUNIL	University Online Course	Organic Farming	1st and 2nd Sem
35	NIKHIL AJITH	University Online Course	Organic Farming	1st and 2nd Sem
36	NIKHILA DOMINIC	University Online Course	Organic Farming	1st and 2nd Sem
37	NIMAL RAJ K.R	University Online Course	Organic Farming	1st and 2nd Sem
38	P A ASIF MUHAMMED	University Online Course	Organic Farming	1st and 2nd Sem

39	P M ANJALI	University Online Course	Organic Farming	1st and 2nd Sem
40	RYAN SADEESH PALET	University Online Course	Organic Farming	1st and 2nd Sem
41	SAAHIL SAFIULLAH	University Online Course	Organic Farming	1st and 2nd Sem
42	SANGEETH SURESH	University Online Course	Organic Farming	1st and 2nd Sem
43	SHEETHU DOMINIC	University Online Course	Organic Farming	1st and 2nd Sem
44	SIVASUNDAR DAS	University Online Course	Organic Farming	1st and 2nd Sem
45	SREELAKSHMI.N	University Online Course	Organic Farming	1st and 2nd Sem
46	STEVE SEBASTIAN	University Online Course	Organic Farming	1st and 2nd Sem
47	TEENU THOMAS	University Online Course	Organic Farming	1st and 2nd Sem
48	VYSHNAVY ANANDH	University Online Course	Organic Farming	1st and 2nd Sem



Department level Infrastructure

- Number of Classrooms : 03
- Library : 01
- Computers & Peripherals
- PCs : 01
- Projectors : 03
- Printers : 01
- Furniture & Fittings
- Desk : 44
- Bench : 43
- Tables : 5
- Chairs : 09
- Rack : 02
- Plastic Chairs : 10
- Notice Board : 02
- Fan : 14
- Tube light : 08
- Podium : 03
- White Board : 03
- Black Board : 01

Department Meetings

Department meetings were held at regular intervals, at least once every month in the year 2022-23. The meetings which were held at the department or via online platforms like Google Meet were presided over by Head of the Department at the time and were attended by all the faculty members present. The major agenda discussed included the internal assessments of students, the attendance of the students, and important decisions taken to address the issues identified.

Sl No.	Date and Time of Meeting	Major Agenda
1	3/2/22	Online class attendance, Internal Exams, Entrepreneurship program- MY STORY
2	3/6/22	Duty Allocation, Department Plan, Fee collection, Remedial Class
3	23/7/22	Blood Donation camp, discussion of programs
4	27/9/22	Programs- this month, programs- next month, plans, IV
5	30/10/22	Result Analysis, Sem 3 attendance, PTA meetings, improving sem results

6	31/11/22	Association Day, Screening, Brochure, Fund collection
7	24/1/23	Association Elected Members, Brochure, Tentative date
8	27/2/23	New Add-on courses, Final Year presentation, Class tour rules
9	29/3/23	Exam- Revision, optional course for first years, optional course for second years,
10	20/4/23	Strategies for individual subjects, measures to improve the pass percentage

Alum̃i - 2 Alum̃i Meets k1 alum̃i interaction

Sl. No	Date and Time	Name of the Alum̃i	Topic of the session
1	26/01/23 10am	Nasuha A	Second Alum̃i Meet
2	26/01/23 10am	Nanda T S	Second Alum̃i Meet
3	26/01/23 10am	Nayana Joseph Hentry	Second Alum̃i Meet
4	26/01/23 10am	Joseph Roshan Saji	Second Alum̃i Meet
5	26/01/23 10am	Punnya Jasheer	Second Alum̃i Meet
6	26/01/23 10am	Sharshad Hassain	Second Alum̃i Meet
7	26/01/23 10am	Steffin Antappan	Second Alum̃i Meet

Report on Department Alum̃i Meet-2023

The Alum̃i meet of the Department of Marketing, Bharata Mata College, Thrikkakara, was held on on 26th January 2023. The alum̃i meet is to reconnect with the Alum̃i and celebrate their success and various achievements. The Alum̃i started arriving in college by 10.00 a.m. They have been asked to fill the alum̃i meet register.

Alum̃i Meet is a common platform for all former students as well as teachers of the college to meet and exchange ideas and to renew and strengthen relations, share the experiences of bygone days spent together at this great institution. Alum̃i meet is an opportunity to meet the colleagues and to see the college once again with heartfelt memories. The gathering was disbursed by 12.00 pm.

PTA

The Parent-Teacher Association (PTA) gathered each class separately. PTA provides parents and teachers with the opportunity to exchange views, work together with the development of students as well as college. General feedback from parents is sought and elections take place. The Head of the department and all subject teachers represent the college.



Open House Meetings

Sl No	Class	Date and Time
1	I Year	14.02.2023 12:30pm
2	II Year	16.01.2023 12:30 pm
3	III Year	03.11.2022 12:30pm

Student Achievements Co Curricular / Sports Activities

Sl No	Name of the Student	Class	Achievement
1	Bilal Palakkal Moidu	BCom. Marketing II year, 2021-24	1st Prize
2	Mohammed Abbo-backer	BCom. Marketing II year, 2021-24	1st Prize
4	Aadil Rahman	BCom. Marketing II year, 2021-24	1st Prize
5	Bilal Palakkal Moidu	BCom. Marketing II year, 2021-24	1st Prize
6	Alameen	BCom. Marketing I year, 2022-25	2nd Prize
7	Farooq	BCom. Marketing I year, 2022-25	2nd Prize

8	Mohammed Zahil	BCom. Marketing I year, 2021-24	2nd Prize
9	Anagha S	BCom Marketing III year, 2020-23	Ist Prize- Rs. 2000/-
10	Navya Sunil	BCom Marketing III year, 2020-23	Ist Prize- Rs. 2000/-
11	Vaishnavy Anand	BCom Marketing III year, 2020-23	Ist Prize- Rs. 2000/-
12	P.M Anjali	BCom Marketing III year, 2020-23	Ist Prize- Rs. 2000/-
13	Gowri Nandana	BCom Marketing III year, 2020-23	Ist Prize- Rs. 2000/-
14	Nikhila Dominic	BCom Marketing III year, 2020-23	Ist Prize- Rs. 2000/-
15	Dan Jacob Saibu	BCom Marketing III year, 2020-23	Ist Prize- Rs.500/-
16	Ambadi Santhosh	BCom Marketing III year, 2020-23	Ist Prize- Rs.2500/-
17	Akash Saiju	BCom Marketing III year, 2020-23	Ist Prize- Rs.2500/-
18	Bilal Palkkal Moidu	BCom. Marketing II year, 2021-24	Ist Prize- Rs.2500/-
19	Muhammad Yaseen	BCom Marketing III year, 2020-23	Ist Prize- Rs.2500/-
20	Muhammad Yaseen	BCom Marketing III year, 2020-23	Ist Prize- Rs.2500/-
21	Joji Antony	BCom Marketing III year, 2020-23	Ist Prize- Rs.2500/-

Faculty Attended Programmes

FDPs/ STTPs/Workshops/Seminars / Conference/ Webinar

Total Number of FDPs/ STTPs : 7

Total Number of Workshops : 1

Total Number of Seminars / Conference : 11

Total Number of Webinar : 5





Kochi, Kerala, India

Bmc College Vallathol Junction, Thrikkakara, Edappally, Kochi, Kerala

682021, India

Lat 10.031104°

Long 76.335002°



Name Of Faculty	Name Programme	Date/S	Conducting Agency	Fdps/Sttps/Workshops/Seminars/Webinar
Subha T	Pathway Towards Investment Avenues	23/06/22	Acharya Institute Of Graduate Studies	NATIONAL WEBINAR
Subha T	International Professional Development Programme On Research Writing And Ethics	28/06/22	Patrician College Of Arts And Science	FDP
Rehana John	International Professional Development Programme On Research Writing And Ethics	28/06/22	Patrician College Of Arts And Science	FDP
Chaithra M	International Professional Development Programme On Research Writing And Ethics	28/06/22	Patrician College Of Arts And Science	FDP
Chaithra M	National Skills	30/06/22	Qualification Framework Bharathidasan University	National Webinar
Anjana S	National Level Fdp On Naac Accreditation For Teacher Education Institutes	8/07/22	Azad College Of Education, Satara	FDP
Subha T	National Level Fdp On Naac Accreditation For Teacher Education Institutes	8/07/22	Azad College Of Education, Satara	FDP
Anjana S	The Nuances Of Scientific Writing And Publishing	11/07/22 - 19/07/22	All India Association For Christian Higher Education, New Delhi	FDP
Rehana John	Data Analysis Using Advanced Microsoft Excel	15/07/22 - 17/07/22	CSDIR	Workshop
Rehana John	Impact Lecture Series	29/07/22	Mes Keveeyam College Valanchery	Seminar
Rehana John	Importance Of Assessment And Accreditation Under Nep 2020	20/08/22	St. Joseph's College For Women, Alappuzha	National Webinar
Subha T	Role Of Technology & Nep 2020	28/08/22	Dr. Babasaheb Ambedkar Marathwada University	Webinar
Subha T	Nep 2020 Changing Role Of Teacher	27/09/22	Dr. Babasaheb Ambedkar Marathwada University	Webinar

Anjana S	Sustainable Business Model Innovation And Management Practices	07/12/22-9/12/22	Bharata Mata College	National Seminar
Subha T	Sustainable Businessmodel Innovationand Management Practices	07/12/22-9/12/22	Bharata Mata College	National Seminar
Rehana John	Sustainable Business Model Innovation And Management Practices	07/12/22-9/12/22	Bharata Mata College	National Seminar
Chaithra M	Sustainable Business Model Innovation And Management Practices	07/12/22-9/12/22	Bharata Mata College	National Seminar
Emy Elsa Bonny	Sustainable Business Model Innovation And Management Practices	07/12/22-9/12/22	Bharata Mata College	National Seminar
Anjana S	The Differential Multicultural Conceptualization Of Race Through The Emerging Media Of Online Reaction Videos Trending In The Post Covid Era	10/01/23-12/01/23	Vimala College, Trichur	International Conference
Rehana John	Implementation Of Nep In Higher Education Institutes	17/01/23-18/01/23	St. Teresa's College	National Seminar
Rehana John	National Conference On Emerging Perspectives And Challenges In Commerce And Management	17/02/23-20/02/23	Bharata Mata College	National Seminar
Emy El-sabonny	National Conference On Emerging Perspectives And Challenges In Commerce And Management	17/02/23-20/02/23	Bharata Mata College	National Seminar
Anjana S	Lecture Series "Literary And Critical Thoughts"	31/03/23	The Department Of English, Raiganj University	Seminar
Anjana S	Faculty Enrichment Summer Camp	14/05/23-20/05/23	School Of Distance Education, University Of Kerala	FDP

Research Contributions

Publications – Faculty

Name of the Faculty	Type of Publication (Contribution to Book, Research Publication, Conference Proceedings)	Listing of the publication (ISBN BOOK, UGC Care List1, Scopus, Web of Science)	Title of the Paper or Book Chapter	Journal Name or Publisher Name	ISSN or ISBN Number
Subha T	Research Publication	UGC CARE-1	Analysis Of Claim Settlement Of Natural Catastrophes In India With Reference To General And Health Insurance	Juni Khyat	ISSN 2278-4632
Subha T	Book Chapter	PEER REVIEWED	Digital Currency- A Paradigm Shift	Yuvakshetra Publications	ISBN 978-81-956364-8-8



Student Projects

UG Projects

Sl No	Roll No	Name of Student	Topic of Project	Research Supervisor
1	200021071055	Abhinav Shibu	A study on impact of e payment on online shopping	Ms. Nivetha K S
2	200021071056	Adithya Shyin	A study on consumer perception towards online food delivering system- with special reference to kanayannur taluk,ernakulam district	Ms. Rehana John
3	200021071057	Ajin Augustin	A study on the analysis of financial statement of rainbow trade links	Ms. Chaithra. M
4	200021071058	Akash Saiju	A study on customer satisfaction towards ktm bikes	Ms. Chaithra. M
5	200021071059	Alwin g reji	A study on consumer perception towards mobile payments apps	Ms. Nivetha K S
6	200021071060	Ambadi santhosh	A study on customer satisfaction towards ktm bikes	Ms. Chaithra. M
7	200021071061	Anagha s	A impact of celebrity endorsement on consumer buying behaviour	Ms. Nivetha K S
8	200021071062	Anjaly p a	A study on wagepayment system of nadheem spices and industries ,aluva,kerala	Ms. Rehana John
9	200021071063	Arjun k g	A study on the analysis of financial statement of rainbow trade links	Ms. Chaithra. M
10	200021071064	Arjun raj	A study on consumer perception towards mobile payments apps	Ms. Nivetha K S
11	200021071065	Dan jacob saibu	A study on consumer perception towards online food delivering system- with special reference to kanayannur taluk,ernakulam district	Ms. Rehana John

12	200021071067	Fazil t f	A study on consumer perception towards mobile payments apps	Ms. Nivetha K S
13	200021071068	Gowri nandana a. S	A study on the comparison of the effectiveness of tv advertisement vs internet advertisement	Ms. Chaithra. M
14	200021071069	Iswarya. R	A study on consumer perception towards branded products	Ms. Nivetha K S
15	200021071070	Jaiden johnson	A study on consumer perception towards online food delivering system- with special A reference to kanayannur taluk,ernakulam district	Ms. Rehana John
16	200021071071	John Thomas	A study on impact of covid 19 on women entrepreneurship	Ms. Nivetha K S
17	200021071072	Joji Antony	A study on marketing strategies used by royal enfield and its effects on consumers-with special reference to ernakulam district	Ms. Rehana John
18	200021071073	Muhammad Shuhaib	A study on the factors influencing employee retention in asma glove pvt.ltd,ernakulam	Ms. Rehana John
19	200021071075	Muhammed Vaseen k s	A study on the factors influencing employee retention in asma glove pvt.ltd,ernakulam	Ms. Rehana John
20	200021071076	Navya Sunil	An impact of celebrity endorsement on consumer buying behaviour	Ms. Rehana John
21	200021071077	Nikhil Ajith	Anstudy on the customer satisfaction of two- wheeler industry with special reference to focus motors – hero motocorps branch office, kadavanthra	Ms. Nivetha K S
22	200021071078	Nikhila Dominic	A study on wagepayment system of nadheem spices and industries ,aluva,kerala	Ms. Nivetha K S
23	200021071079	Nimal Raj. K. R	A study on impact of e payment on online shopping	Ms. Rehana John

24	200021071080	P a Asif Muhammed	A study on perception of female consumers towards pink tax with special reference to cochin city	Ms. Chaithra. M
25	200021071081	P m Anjali	A study on consumer perception towards branded products	Ms. Nivetha K S
26	200021071082	Ryan Sadeesh Palet	A study on marketing strategies used by royal enfield and its effects on consumers-with special reference to ernakulam district	Ms. Rehana John
27	200021071083	Saahil Safiullah	A study on perception of female consumers towards pink tax with special reference to cochin city	Ms. Chaithra. M
28	200021071084	Sangeeth Suresh	A study on impact of covid 19 on women entrepreneurship	Ms. Nivetha K S
29	200021071085	Sheethu Dominic	A study on wagepayment system of nadheem spices and industries ,aluva,kerala	Ms. Rehana John
30	200021071086	Sivasundar Das B	A study on impact of covid 19 on women entrepreneurship	Ms. Nivetha K S
31	200021071087	Sreelakshmi Nrayanan	A study on attitude of graduated youth towards entrepreneurship with reference to ernakulam district	Ms. Nivetha K S
32	200021071088	Steve Sebastian	A study on the factors influencing employee retention in asma glove pvt.ltd,ernakulam	Ms. Rehana John
33	200021071089	Teenu Thomas	A study on the comparison of the effectiveness of tv advertisement vs internet advertisement	Ms. Chaithra. M
34	200021071090	Vyshnavy Anandh	A study on the analysis of financial statement of rainbow trade links	Ms. Nivetha K S
35	200021071091	Aadil rahman. P. A	A study on the analysis of financial statement of rainbow trade links	Ms. Chaithra. M
36	200021071092	Aishwarya Dhananjay Mulik	A study on the comparison of the effectiveness of tv advertisement vs internet advertisement	Ms. Chaithra. M

37	200021071093	Akshay Raj k	A study on attitude of graduated youth towards entrepreneurship with reference to ernakulam district	Ms. Nivetha K S
38	200021071094	Anandhakrishnan C A	A study on consumer perception towards branded products	Ms. Nivetha K S
39	200021071095	Ashly Sanil	A study on consumer perception towards digitalization of banking sector	Ms. Nivetha K S
40	200021071096	Carmel Benita v. B	A study on the analysis of financial statement of rainbow trade links	Ms. Nivetha K S
41	200021071097	Chris Vipin	A study on impact of e payment on online shopping	Ms. Nivetha K S
42	200021071098	Harisankar U	A study on the customer satisfaction of two- wheeler industry with special reference to focus motors – hero motocorps branch office, kadavanthra	Ms. Nivetha K S
43	200021071099	Jennifer Julius	A study on consumer perception towards digitalization of banking sector	Ms. Nivetha K S
44	200021071100	Maneesh R S	A study on attitude of graduated youth towards entrepreneurship with reference to ernakulam district	Ms. Nivetha K S
45	200021071101	Navyakrishna K. U.	A study on consumer perception towards digitalization of banking sector	Ms. Nivetha K S
46	200021071102	Vishnu viswanath	A study on customer satisfaction towards ktm bikes	Ms. Chaithra. M

Student Progression

SI No	Roll No	Name of the Student	Institution Placed	CTC
1	200021071099	JENNIFER JULIUS	Goods Methods Software Solutions private Limited	2,80,000

Students went for Higher Education

SI No	Name of the Student	Institution opted for Higher Education	Course Name
1	Aswin M Kumar	Imat Global	Digital Marketing
2	Jonah John Panikulangara	ICAI	CA
3	Meghana Babu	University of Dundee,UK	Management and Finance
4	Gopika V Nair	University of Dundee,UK	Management and Finance
5	Navin Saju	Christ University,Bangalore	MBA
6	Nihal KE	Desales International Film and Media Academy,Chennai	Film Recording and Editing
7	Punnya Ja-sheer	Al Azhar Law College,Thodupuzha	LLB
8	Vishnu P	University of Dundee,UK	Management and Finance



Teaching Learning Innovative practices in the department

Teaching and learning innovative practices are introduced to raise the curiosity of a student. The following innovative practices are undertaken by the faculty members of Commerce department for improving teaching and learning experience

Innovative Practices	Outcome
Lecture method	Hands on experience, Peer-to- peer Learning Experiential learning, Collaborative Learning
Audio-Visual presentations through LCD and Virtual classrooms	Prepare students to develop live projects on their own.
Interdisciplinary Lectures	Aware students with the latest relevant technologies in different computing fields.
Major/Mini Projects	Prepare students to develop live projects on their own.
Student Seminars	Motivating students for self-Study and Group Study.
Course Assignments	Encourage student collaboration through supplement learning
Communication Skills	Improve the presentation and speaking skills in group discussion as well as in interviews faced.
Seminars/ Webinars/ workshops	Engages students by using real-world challenges, problems, and scenarios to evoke critical thinking, problem-solving, collaboration, and self-management
Online Tutorial	Enhance the overall comprehension of students in a more dynamic way
Virtual Lab	Exposure of Programming & Lab practices
NPTEL Lectures	Promote self-learning and to share knowledge among students
Any Such Innovative techniques you feel to add in can be included	

ROLE PLAY

Name: Runaway

Description: Students can gain additional skill to develops thinking, learning & problem solving skills

from the context of role playing than from non-context specific book learning and lectures. By means of guidance from clearly developed objectives and instructions, role plays can help students gain knowledge and skills from a variety of learning situations:

Objectives

Role playing can be effectively used in the classroom to:

- Motivate and engage students
- Enhance current teaching strategies
- Provide real-world scenarios to help students learn
- Learn skills used in real-world situations
(negotiation, debate, teamwork, cooperation, persuasion)
- Develops thinking, learning & problem solving skills
- Provide opportunities for critical observation of peers

Activities

Role plays provide students with the opportunity to take part in activities which mirror career-related scenarios. Students are divided in group of 10 and asked to enact the following

- Team 1-Arts club inauguration
- Team 2-Banking Front Office
- Team 3- Interview practice—In preparation for career interviews, students can assume the role of the interviewer and/or the interviewee.
- Team 4- Marketing—In preparation for a class presentation, students can assume the position of a sales representative and sell a product.
- Team 5 -Retailing—To help prepare students for a guest speaker in merchandising course, students can play the role of sales manager and sales representative to gain better insight on the responsibilities of these positions.

Work With Records

This teaching method is intended to first semester banking students for the subject FINANCIAL ACCOUNTING. All the students in this programme will not be from commerce background. So, to have a thorough understanding about the basics of accounting, various accounting terms, concepts, principles, journal, ledger and trial balance are included in the syllabus. Mere theory is not enough for a better understanding about accounting. So, to have a practical experience, students are given a task to visit an enterprise and will be asked to check the various books maintained by them.

Objectives

- To see the various books of account maintained by the organisation.
- To make students an idea about various transactions in an organisation.
- To make students develop transactions on their own and draft those into journal, ledger and trial balance.
- To make students clearly understand various rules and principles of accounting by solving their own developed questions rather than doing it from text books or over internet.

Activities

Step 1 : students are divided into a group of 3

Step 2: they will be asked to visit an organisation to see the various books maintained by them

Step 3: based on the nature of the business, they should write at least 30 transactions.

Step 4: students will write journal, post into a ledger and will prepare a trial balance based on the transactions

Step 5: once the Module on final accounts with adjustment is taught in the class by the tutor, students will be asked to extend their work to preparation of final accounts along with adjustment.

Step 6: group members should submit their work in spiral binded file to the tutor.





BHARATA MATA COLLEGE

Owned & Managed by Archdiocese of Ernakulam - Angamaly

NAAC with A+ Grade, NIRF is Ranked in the BAND of 151-200, DBT Star College

The WEEK - Hansa Survey-2023 Best Colleges of India Ranking 2nd in the State.

ISO 9001-2015 Certified

Internal Quality Assurance Cell

Website: www.bharatamatacollege.in, Email: manager@bharatamatacollege.in

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