

## NAIPUNNYA SCHOOL OF MANAGEMENT

A Project of the Archdiocese of Ernakulam-Angamaly Affiliated to the University of Kerala Accredited by NAAC with A grade ISO 9001:2015 Certified Approved by AICTE Recognised Under Section 2(f) of UGC Act 1956

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## ANNUAL REPORT OF CAREER COUNSELLING AND COMPETITIVE EXAMS

The Naipunnya School of Management has demonstrated its unwavering commitment to holistic student development through extensive career counselling and competitive exam coaching programs during the academic year 2023–2024. These initiatives aimed to equip students with essential skills, industry knowledge, and preparation strategies, enabling them to make informed career choices and excel in their respective fields of interest. The programs were carefully designed to address the needs of both undergraduate and postgraduate students, ensuring comprehensive support across disciplines.

The Placement Cell, in collaboration with academic departments, organized over 1,353 career counselling sessions. These sessions provided tailored guidance on career prospects, skill development, and industry trends, helping students align their strengths and interests with future opportunities. Events such as Srishti and Marvelous Minds offered students insights into diverse career paths and honed critical skills like problem-solving and innovation. Workshops on resume writing and interview preparation instilled confidence and enhanced employability, while programs like Future Focus shed light on emerging fields such as artificial intelligence, data science, and digital marketing. Efforts to connect students directly with employers through initiatives like Connect Career to Campus also played a pivotal role in preparing them for the job market.

In addition to career counselling, competitive exam coaching was a major focus, with 588 students participating in these programs. The school provided in-depth coaching for Kerala Public Service Commission (KPSC) exams and offered specialized guidance for international proficiency tests such as TOEFL and IELTS. Orientation sessions introduced students to effective strategies for tackling competitive exams across sectors, while targeted coaching for the National Eligibility Test (NET) helped aspiring academics prepare for their careers. Programs aimed at civil services and public sector exams, and language training initiatives further expanded the scope of support provided.

The academic year's efforts have reinforced Naipunnya School of Management's reputation as a leader in fostering student success. By offering a combination of skill-building workshops, industry-oriented guidance, and exam preparation, the institution has empowered its students to navigate the complex landscape of career choices with confidence and clarity. The overwhelming participation in these programs reflects their relevance and effectiveness, highlighting the school's dedication to helping students realize their full potential and achieve their aspirations.

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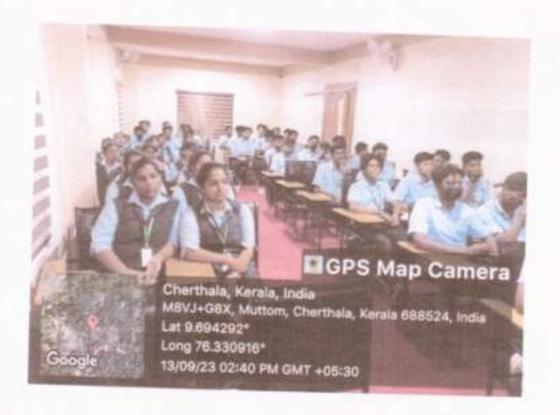


Career orientation -pgdcm



Students with resource person





CSA career guidance

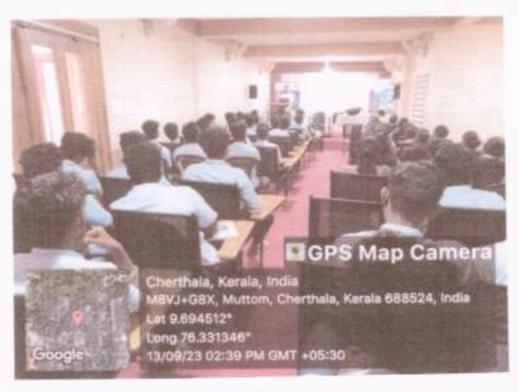


Students feedback





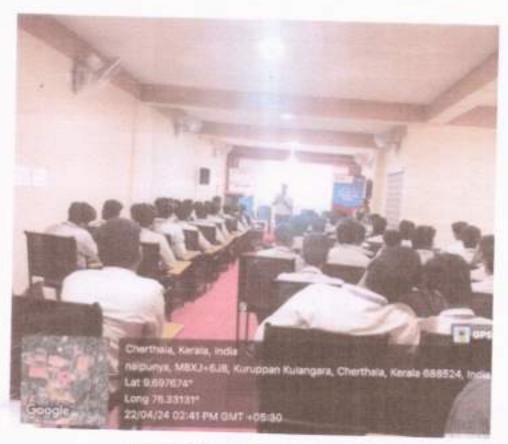
Career orientation



Competitive Exams







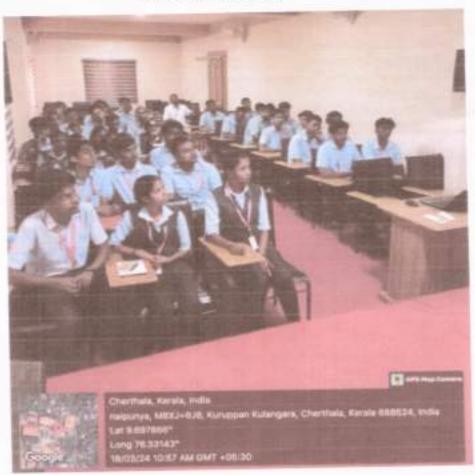
Study Abroad programs



Competitive exam tips sharing



Students Interactions



Induction competitive exams





Career counseling of Department of Computer science and application



Career counseling CA & CMA





Career Counseling programme by Naipunnya International



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