

POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT

DEPARTMENT ANNUAL REPORT 2024-25

The PG Department of Commerce and Management, established in 2005, has grown into a vibrant academic hub offering a total of nine programs comprising two postgraduate and seven undergraduate courses catering to students with a keen interest in Commerce and Management. With a current student strength of around 310 and a dedicated team of 28 faculty members, the department provides a balanced blend of theoretical knowledge and practical skills. Its primary focus is on equipping students with the competencies needed for successful careers in the dynamic world of Commerce and Management.

COURSES OFFERED

M.Com, MTTM, B. Com Finance, B. Com Tax Procedure and Practice, B. Com Computer Applications, B. Com Tourism and Travel Management, BBA, B. Com ADS, B. Com Business Information Systems

DEPARTMENT PROFILE FOR THE ACADEMIC YEAR 2024-2025

Year of Establishment: 2005

No of Courses: 9

Total Number of Students: 310

No of Teachers: 28

Faculty Profile

Dr. Prasanth Kumar. M. (HoD, PGDCM)

Dr. Manikandan.A (Assistant Professor, PG Coordinator)

Mr. Renju Chandran V R (Course Co-ordinator, B. Com Tax and Finance)

Mr. Aravind G Nair (Course Co-ordinator, B. Com Tourism and Travel Management)

Ms. Lalamy.T. K (Course Co-ordinator, B. Com Computer Application, B. Com ADS)

Ms. Sreelakshmi P P (Course Coordinator BBA)
Fr. Nithin Paul Kilukkan (Asst. Professor)
Mr. Abraham K (Asst. Professor)
Ms. Sreelatha Nair (Associate Professor)
Ms. Salimma Joseph (Associate Professor)
Ms. Kala P (Asst. Professor)
Ms. Vidhya. P Nair (Asst. Professor)
Ms. Soumya K Tomy (Asst. Professor)
Mr. Abhinand. CS (Asst. Professor)
Ms. Simi A (Asst. Professor)
Ms. Ms. Chinnu Mohanan (Asst. Professor)
Ms. Swapna.V. I (Asst. Professor)
Ms. Roshan Bruce (Asst. Professor)
Mr. Nixon Napoleon P (Asst. Professor)
Ms. Saranyamol.VR (Asst. Professor)
Ms. Sheeja S (Asst. Professor)
Ms. Neeraja s (Asst. Professor)
Mr. Nubin Babu (Asst. Professor)
Ms. Mevi Varghese (Asst. Professor)
Ms. Anupa Treesa George (Asst. Professor)
Mr. Shaiju Mon. PV (Asst. Professor)
Mr. Athreydath V C (Asst. Professor)
Mr. Jaison Joseph (Asst. Professor)

RESULT DETAILS

B. Com Finance-33%
B. Com Travel and Tourism management-12.5%
B. Com Computer Applications-47.37%
Bachelor of Business Administration-67.55%
B. Com Tax Procedure and Practice-31%
M.Com Finance-100%
MTTM- 87.5%

DEPARTMNT BEST PRACTICES

Department Best Practices -01-FINLIT



The PG Department of Commerce and Management has implemented FINLIT (Financial Literacy Initiative) as a key best practice to promote financial awareness among students and the wider community. The objective of FINLIT is to equip participants with essential financial knowledge and skills for better money management and informed decision-making. On 30th August 2024, the department hosted a workshop on financial planning and investment, helping students understand budgeting, saving, and investment strategies. To promote inclusivity, a Financial Awareness Programme for Women was conducted on 15th October 2024, focusing on empowering women through financial education. A major highlight of the initiative was the seminar on "Overview of Securities Market and Career Growth," held on 16th January 2025 in collaboration with the Bombay Stock Exchange. Mr. Manoj Neelakandan, a certified BFSI Sector Skills Trainer, served as the resource person and provided deep insights into stock markets and BFSI career opportunities. All events under FINLIT are designed to be interactive and practical, encouraging active participation. The initiative has received positive feedback from students, faculty, and external participants. It has successfully bridged the gap between academic learning and real-world financial skills. Overall, FINLIT has become a valuable platform for nurturing financially responsible individuals and enhancing career readiness in the financial sector.

Department Best Practices-02-PRAGYA: Bridging the Gap Between Academia and Industry

The PG Department of Commerce and Management has implemented *Pragya*, a strategic initiative aimed at strengthening the connection between academic learning and industry expectations. Through partnerships with 35 reputed companies, the department has established a robust framework for industry engagement, which includes internship opportunities, industry-relevant skill development programs, expert sessions by industry professionals, and enhanced employability support for students. To formalize these collaborations, multiple Memorandums of Understanding (MoUs) have been signed, ensuring sustained interaction and knowledge exchange between academia and the corporate sector. This initiative plays a vital role in preparing students for real-world challenges by aligning academic training with industry demands.

DEPARTMENT DISTINCTIVENESS

The PG Department of Commerce and Management is organizing a one-day educational trip to Vagamon and Paruthumpara as part of the "Tourism Boutique" initiative under the "Earn While You Learn" programme, scheduled on the 22nd,



23rd, and 24th of October 2025. This distinctive programme aims to provide students with practical exposure to eco-tourism, sustainable travel practices, and rural tourism development. Participants will be actively involved in guided tour coordination, hospitality assistance, and local tourism promotion, enabling them to gain hands-on experience in tourism management. The initiative also includes interactions with local entrepreneurs, digital content creation for tourism marketing, and reflective learning activities such as travelogues and group discussions. By integrating academic learning with field-based training, the programme fosters entrepreneurship, communication skills, and responsible tourism values.

DEPARTMENT RESEARCH ACTIVITIES

Under Research Activities, the department organized several initiatives aimed at enhancing faculty and student research capabilities. A Faculty Development Program (FDP) was conducted on 1st June 2024, led by Dr. Vineeth K M, Associate Professor, PG Department of Commerce, Thripunnithura, focusing on the topic *"From Concept to Paper: A Primer to Publishing Research Papers"*, to upgrade the research and publishing skills of faculty members. Additionally, a workshop on *Preparation of Research Proposals* was held on 29th July 2024, facilitated by Dr. Ambeesh Mon. S, Assistant Professor at the Institute of Management, University of Kerala, offering valuable insights into formulating effective research proposals. Furthermore, a National Research Conference was organized on 14th December 2024 for PGDCM teachers and students, providing them with a platform to present and discuss contemporary research findings and academic innovations.

DEPARTMENT EXTENSION AND OUTREACH ACTIVITIES

The Postgraduate Department of Commerce and Management actively promotes community engagement through various extension and outreach programmes. The Helping Hearts programme, conducted on 28th November 2024, involved visits to Jeevodhyaya Old Age Home, where students distributed essential items to the elderly in need. Following this, the Colours of Joy initiative was held on 24th January 2025 for PGDCM students, during which crayons, and colouring books were donated to a nearby Anganwadi to support early childhood education. These activities reflect the department's commitment to social responsibility, fostering a spirit of empathy and service among students while contributing positively to the local community.



DEPARTMENT COLLABORATIONS

The Postgraduate Department of Commerce and Management actively engages in collaborative programmes to enhance student learning and industry readiness. As part of these efforts, the department conducts GST filing training in collaboration with the CIAP Institute, equipping students with practical knowledge of tax compliance and procedures. Additionally, a Certificate Programme in Logistics and Supply Chain Management is offered in partnership with STEDS, aimed at developing essential skills in one of the fastest-growing sectors. These add-on programmes reflect the department's commitment to bridging academic learning with professional expertise, preparing students for real-world challenges through meaningful Colours of institutional collaborations.

ACHIEVEMENTS

The PG Department of Commerce and Management has consistently showcased excellence in both academic and co-curricular arenas through the remarkable accomplishments of its students. Ms. Anakha M of MTTM secured First Rank in the Post Graduate University Examination by University of Kerala, while Mr. Deepak P attained the Second Topper position in B. Com Tax Procedure and Practice at Kerala University in second semester examination. In co-curricular activities, Mr. Joice George (BBA) and Mr. Anosh Antony (B. Com) achieved Second Position in the Luminous 3 Football League organized by Nirmala College, Chalakkudy. Ms. Krishnedu and Mr. Abhishek Joe secured Second Position in the Marketing Game at Viswa Jyothi College of Engineering and Technology, and Mr. Akhil Das along with Mr. Albin Nixon (B. Com) won Second Prize in the Business Quiz at St. Joseph College of Communication, Changanassery. Ms. Krishnedu and Mr. Indrajith also earned Second Prize in the General Quiz at Saintgits Institute of Management, Kottayam. Akash Krishna and Harikrishnan (B. Com) were recognized for their achievement in the Entrepreneurial Pair competition at Marian College, Kuttikkanam. Additionally, Adwaith of S2 BBA secured Second Position in the Photography Competition at the Kerala University Youth Festival. These achievements reflect the department's strong commitment to academic excellence and holistic student development.



DEPARTMENT CLUBS

Business Club (Biz Nity)

The Business Club of the PG Department of Commerce and Management has been actively engaging students through a range of intellectually stimulating initiatives. As part of problem-solving methodologies, a SWOT analysis activity was conducted on 11th October 2024, where PGDCM students analysed selected business organizations under the guidance of BBA students. This initiative fostered critical thinking and strategic planning skills, encouraging collaborative learning.

Continuing its efforts to enhance students' understanding of current economic affairs, the Business Club organized an insightful panel discussion on the Union Budget 2025 on Thursday, 13th February 2025. The event featured distinguished panellists from the fields of finance, taxation, and investment, who provided a comprehensive analysis of the budget's key highlights and implications for various sectors of the economy. The panel included Mr. Nikhil Gopalakrishnan, CEO of Pentad Securities, who offered insights on capital markets and investor sentiment; CA Subbalakshmi, FCA and practicing Chartered Accountant, who analysed tax reforms and fiscal strategies; and Mr. Manoj Neelakandan, Certified SEBI Trainer, who examined the financial literacy components and broader economic implications. Moderated by faculty members, the session also included interactive segments where students posed questions and shared their perspectives. These initiatives have significantly contributed to enhancing students' practical understanding of public finance, economic planning, and real-world business analysis.

Financial Literacy Club (Finlit)

The Financial Literacy Club of the PG Department of Commerce and Management actively promotes financial awareness through a variety of engaging student-centered initiatives. As part of World Investors Week, a Poster Designing event was held on 17th October 2024, encouraging students to creatively express the significance of informed investing and financial literacy. Following this, a Financial Literacy Quiz was conducted on 21st October 2024, designed to enhance students' understanding of personal finance, investment, and money management through an interactive and competitive format. In continuation of these efforts, a PAN Card Drive was organized on 25th November 2024 for PGDCM students,



focusing on constitutional obligations and the importance of financial documentation. The drive, coordinated under the FINLIT initiative, aimed to raise awareness about legal and financial responsibilities among students. These events collectively reflect the club's commitment to building financially informed, responsible, and proactive individuals.

EVENTS CONDUCTED

- The PG Department of Commerce and Management organized an awareness programme titled "*Clear Skin, Clear Mind: Understanding and Managing Acne*" on 20th June 2024. The session was led by Dr. Berny Jose, MBBS, DDVI, Specialist in Laser and Cosmetology at Kinder Hospital, who provided valuable insights into acne prevention and skin health management.
- As part of the "*Know Your Alumni*" series, the PG Department of Commerce and Management hosted an alumni talk on 21st June 2025 featuring Mr. Jibin Joseph, Assistant Manager, Healthcare Promotions at Kinder Hospital. Mr. Jibin shared his professional journey and insights into the healthcare marketing sector, inspiring students with real-world experiences and career guidance.
- The PG Department of Commerce and Management organized *Shikshika*, a teaching assignment programme for M. Com and MTTM students, held from 22nd to 26th July 2024, providing them with a platform to enhance their teaching and presentation skills through practical classroom experience.
- A workshop on *Preparation of Research Proposal* was conducted on 29th July by Dr. Ambeesh Mon. S, Assistant Professor at the Institute of Management, University of Kerala, offering students valuable guidance on structuring and formulating effective research proposals.
- As part of the *Back to Roots* alumni engagement programme, Mr. Mathew Joseph, a former student, interacted with current students on 30th July, sharing his experiences and career journey.
- *The Secret of Success*, an inspiring talk with entrepreneur Mr. Mathew Joseph, was held on 30th July 2025, where he shared insights from his entrepreneurial journey and motivated students to pursue their goals with determination and vision.
- An experiential learning programme through a hotel visit to The ZURI Resort was organized on 31st July for MTTM students, providing them with practical exposure to hospitality operations and industry best practices.
- *Budget Watch: Union Budget Analysis* was conducted on 5th August 2024, featuring Mr. Akshay Agarwal, Managing Director of Acumen Capital



Market India Limited, and Mr. Manoj Neelakandan, Certified SEBI Trainer, who provided expert insights into the key highlights and implications of the Union Budget 2024.

- A group presentation on *Theyyam* was conducted by S3 Travel and Tourism students on 12th August 2024, showcasing the cultural significance, rituals, and tourism potential of this traditional art form of Kerala.
- On 22nd August 2024, S3 M. Com students presented a detailed summary and analysis of the Union Budget, highlighting key policy measures, sectoral impacts, and economic implications through an academic and analytical lens.
- *Harmony*, a workshop on Emotional Intelligence, was conducted on 23rd August 2024 by Mr. Sankar S., Psychologist, who guided students on understanding and managing emotions effectively to enhance personal and professional well-being.
- *Inspirit*, the Freshers' Day celebration, was held on 4th September 2024 to warmly welcome the new batch of students, featuring cultural performances, interactive sessions, and a spirit of camaraderie and celebration.
- A workshop on GST filing was conducted on 6th September 2024 by Mr. P.C. Harsha Kumar, Tax Practitioner and Director of CIAP Institute, providing students with practical knowledge and hands-on experience in tax compliance procedures.
- *Career Orientation 2024* was held on 23rd September 2024, featuring Kevin Paul Jose, Regional BDM and Career Expert from GEE BEE Education, who provided valuable guidance and insights to help students plan their career paths effectively.
- On 26th September 2024, students participated as volunteers at the Kerala Travel Mart (KTM) travel expo, gaining hands-on experience and industry exposure through active involvement in this premier tourism event.
- A workshop on *Digital Marketing Tools* was conducted on 3rd October 2024 by Mr. Bhrahmdas R., Director of the Digital Marketing Division at Softloom IT Solutions, providing students with in-depth knowledge of the latest digital marketing strategies and technologies.
- The All-Kerala Best Manager Contest 2024, held on 09th October 2024, featured initiatives focused on problem-solving methodologies, aiming to enhance analytical and managerial skills among participants.
- A session titled "Speak Easy" was conducted on 11th October for PGDCM students as part of the Language and Communication Skills course, featuring Mr. S. Jerome, Language Philosopher and Assistant Professor at Sree Narayana Guru Open University, as the resource person.



- *Taksh*, the annual management fest, was held on 16th October 2024, featuring a variety of competitions and events that showcased the leadership, creativity, and management skills of the students.
- A Career Guidance session under NSDC was conducted on 19th October 2024 for PGDCM students, led by Mr. Sreejith R. and Mr. Anandhu Soman from the Finishing School, focusing on career counselling and professional development.
- An essay writing competition on gender equality initiatives, titled "Parity," was conducted on 21st October 2024 to promote awareness and critical thinking among students on issues related to gender equity.
- An Eco Tour was organized on 22-10-2024 as part of experiential learning initiatives, providing students with hands-on exposure to environmental awareness and sustainability practices.
- A session on Life Skill Initiatives was conducted on 29th October 2024, led by Mr. Balamurali B, Assistant Professor and Certified Yoga Trainer, as part of student development activities for Poorna.
- The Eduguide competitive exam training session for UGC NET coaching was held on 22nd November 2024 for PGDCM students, aimed at enhancing exam preparation and academic skills.
- The PG Department of Commerce and Management organized a workshop on *Personal Hygiene* on 4th December 2024. The session was conducted by Dr. Prabha G. Nair, Consultant Gynaecologist at KVM Hospital, Cherthala, who emphasized the importance of hygiene in maintaining overall health, especially among young adults.
- An industrial visit to Malabar Cements was organized on 04-12-2024 for PGDCM students, providing them with practical exposure to cement manufacturing processes and industrial operations.
- As part of life skill initiatives, a session titled "Nurture – Eat Smart, Live Smart" was conducted on 12th December 2024 for PGDCM students by Ms. Kavitha Vijayan, Assistant Professor and Head, Department of Dietetics and Food Service, CMS College, Kottayam, focusing on healthy living and nutritional awareness.
- The National Research Conference was held on 14-12-2024 for PGDCM students, providing a platform to present and discuss current research findings and academic advancements.
- As part of the Commemorative Day Celebrations on 17th December 2024, PGDCM students participated in a speech competition themed "Human Rights Day – Know Your Rights," aimed at raising awareness about fundamental rights and freedoms.



- Bharat Paryadan took place from 3rd to 14th February 2025, offering students valuable industry-oriented exposure across multiple destinations. As one of the department's flagship initiatives, it stands out as the second-best practice of the PGDCM, bridging the gap between classroom learning and industry demands.
- Leadership Day was celebrated on 20th February 2025 for PGDCM students as part of commemorative day celebrations, focusing on acknowledging the power of leaders and inspiring leadership qualities among participants.
- A Career Counselling session titled "Career in Commerce & Management" was conducted on 07th March 2025 for PGDCM students by Mr. Sreedev Salim, Team Leader at Lakshya, providing guidance on career opportunities and professional development in the field.
- A Study Tour Programme of four days was organized on 12th March 2025 as part of experiential learning initiatives for all B. Com students, aimed at enhancing practical knowledge through real-world exposure.
- The Clean Drops life learning program, focused on the chlorination mission, was conducted on 07th April 2025 for PGDCM students to promote awareness about water sanitation and hygiene.
- A Carroms Competition was held on 11th April 2025 for PGDCM students as part of sports activities aimed at promoting teamwork and recreational engagement.


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