



DEPARTMENT OF MANAGEMENT STUDIES

ANNUAL REPORT 2023-24

Department Profile at Glance

Name of the Faculties and Designation			
1.	Dr. Uvais. M	Assistant Professor and Head	
2.	Shijith V	Assistant Professor	
3.	Sajini V K	Assistant Professor	
4.	Rajina Raj K	Assistant Professor	
Total Number of the students			
		Starting of the Year	End of the Year
1.	I BBA	58	56
2.	II BBA	49	49
3.	III BBA	49	49
		Total	

Final BBA Result Statistics 2024			
No. of Students Appeared	No. of Students Passed	Pass %	No. of grades secured A, B, C D
49	37	75.51%	09, 13, 06, 02
Add on Course: No 1			
No. of Students enrolled	No. of Students completed	%	Grades A+, A, B
78	78	100	06, 64, 08

Introduction

The new academic year started with more enthusiasm on 1st June 2023, Thursday. Respectively the ongoing batch of 3rd and 2nd year BBA students were present on the day. In the day one itself faculty meeting was convened by the head, in which the academic calendar, year plan, tutorial charge and time table has been discussed and finalized.

National Handloom Day (07.08.2023)

On National Handloom Day 2023. The department in association with College NSS Units 13&71 has conducted very exciting and thought-provoking session on Handloom and the industry's ups and downs for the last decades. The session was lead by the key note address of Dr. Uvais M in which he highlighted the pathetic situation of the industry, and elaborated the ways ahead to probable overcome. NSS coordinator Shjith V and department faculty member Sajini V K felicitated the program.



Orientation for new batch of BBA 2023-26. (17.10.2023)

The department has conducted orientation program for newly enrolled batch of BBA 2023-26.

The department head Dr. Uvais M has presided over the program and the college principal Latha E.S inaugurated the function, and IQAC coordinator Johny MV did the felicitation speech.

Renowned faculty cum trainer and entrepreneur Dr. Sibila Poovan lead the session, and it was a fruitful one for the new hands. Other faculties of the department also attended the program.

Department of
Management Studies
In Association with IQAC

Co-operative Arts
and Science College Madayi,
Payangadi, Kannur



ORIENTATION

BBA FIRST YEAR

2023 OCTOBER 17 TUESDAY 9:30 AM

@ Seminar Hall

Dr. Sibila Poovan

Mentor, Technology Business Incubator- Kannur University
Former Convenor, Womens Wing - The North Malabar
Chamber of Commerce



Inauguration:
Latha. E. S
(Principal)

Presence:

Johny. M V
Dr. Uvais. M, Shijith. V
Sajini. V K, Rajina Raj. K

www.cascollege.ac.in

doms@cascollege.ac.in

[doms_madayi_bba_official](https://www.instagram.com/doms_madayi_bba_official)



Google

 **GPS Map Camera**

Pazhayangadi, Kerala, India

27G7+H29, Madayi Para, Pazhayangadi, Kerala 670303, India

Lat 12.027079°

Long 75.2634°

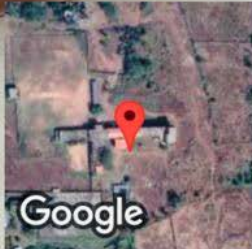
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 **GPS Map Camera**



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Long 75.2634°
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Pazhayangadi, Kerala, India
27G7+H29, Madayi Para, Pazhayangadi, Kerala 670303, India
Lat 12.027162°
Long 75.263524°
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Career Orientation and ASAP Kerala Skill Initiatives (27.10.2023)

The department organized one day career orientation program for both the first and second year BBA students. The session was headed by Ismail K Basheer Associate Director, ASAP Kerala. The program was very beneficiary to the students by all means, and most of the students replied as the best program thy have ever experienced.



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Co-operative Arts and Science College Madayi
Payangadi, Kannur

CAREER ORIENTATION *and* ASAP KERALA SKILL INITIATIVES

2023
OCTOBER **27**

FRIDAY

10:00 AM
@ SEMINAR HALL



RESOURCE PERSON

Ismail K Basheer

Associate Director
Fund Disbursement and
Implementation,
Fund Raising SBU, ASAP
Dept of Higher Education,
Govt of Kerala

PRESENCE

Latha. E S (Principal)
Johny M V (IQAC)
Dr. Uvais. M (HoD)
Shijith V
Sajini VK
Rajina Raj K



Winners in Treasure Hunt (29.01.2024)

The team first year students of BBA namely Nived PV, Nivedlakshman, Anamika got first position and a cash prize money of Rs.10000 (Ten thousand) conducted by the department of management studies, Kannur University. It was a great achievement by the students as they beat MBA students participated across the Kerala. The department congratulate the students, and also did compliment in the very next day by the chief guest Mr.Abdul Vheed Kodyil, founder and director ABC group Kannur.



KANPUR UNIVERSITY

- ADMINISTRATIVE BUILDING
- Dr. BISHWANATH SHARMA CENTRAL LIBRARY
- TEC - WARD & MARKET MANSION
- HEALTH & COMMUNITY CENTER
- CAMPUS
- LIBRARY BLOCKS FOR DEPARTMENT BUILDING
- DEPT. OF LIBRARY & INFORMATION SERVICES
- RESEARCH ASSISTANCE
- INTEGRITY IMPROVEMENT INITIATIVE BOARD
- SCIENTIFIC PLANT CONSERVATION
- RAIN WATER HARVESTING SYSTEM
- RECREATIONAL PLAY GROUND
- UNIVERSITY AUDITORIUM
- UNIVERSITY PARK

ICE 24
REGISTRATION
THE LINE WALK
PHINDORA'S BEL
GLIDE FILTRA
PINKALTRA
HIGH ROLLERS
HONEY PRISE



Study Tour: (30.01.2024)

As part of academic activity, the students of the final year BBA accompanied by two faculties, Shijith V & Sajini V K has visited Kodaikanal, Marayur and Munnar. The students could learn different life skills and attitudes.

Inauguration of Add On Course

On 15th February 2024, the Department of Management Studies (DoMS_BBA) of CAS College Madayi marked a historic milestone with the inauguration of its first-of-its-kind Add-on Course on “Application of AI in Business Management.” This pioneering initiative demonstrates the department’s commitment to staying at the forefront of educational innovation and equipping students with cutting-edge skills to thrive in the modern business landscape. The course is a pioneering initiative aimed at providing students with specialized knowledge and skills in leveraging artificial intelligence (AI) technologies for effective business management. The program was inaugurated by Mr. Napoleon Prabarakan, Assistant Professor, Acharya Bangalore Business School is a renowned expert in the field of artificial intelligence (AI) and its applications in business management. With extensive experience spanning over a decade, Mr. Napoleon Prabarakan, who has established himself as a thought leader and innovator in the intersection of AI, technology, and entrepreneurship. The event was presided over by Dr. Uvais M, Head of the department and Shijith V, Sajini VK, Rajina Raj also facilitated the moment. An energetic team of BBA students coloured the program with their attentive listening and constructive interaction. The course will last for 30 hrs lectures including practical session, assignments, seminars and micro projects, and it is expected to complete by the end of March 2024.

2023-2024

ADMISSION

OPEN



ADD-ON COURSE

Application of **Ai**
in **Business Management**



+91 9747317944

Dr. Uvais. M (Course Coordinator)

Department of Management Studies
Co-operative Arts and Science College Madayi
www.cascollege.ac.in, doms@cascollege.ac.in





ADD-ON COURSE

Application of **Ai** in Business Management

Inauguration

2024 FEBRUARY **15** THURSDAY 7:30 PM  GOOGLE MEET



Inauguration by

Nepoleon Prabakaran

Assistant Professor,
Acharya Bangalore Business School

Presence ►

Latha E.S (Principal) | Dr. Rajasree K (IQAC) | Dr. Uvais M (HoD) | Shijith V | Sajini V.K | Rajina Raj K

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Industrial Visit 2024

Date: 21st February 2024

As part of the BBA program, students embarked on an insightful industrial visit to two prominent organizations: Fortune Elastomers Pvt Ltd, VKC Kozhikode and Edumpus, located in Cyberpark.

At VKC Kozhikode, students had the opportunity to explore the manufacturing processes and operations of one of the leading footwear companies in the region. They gained valuable insights into the production line, quality control measures, and supply chain management practices employed by VKC. Additionally, students learned about the company's market positioning strategies and its impact on the footwear industry. Thanks to Mr. Sanub, (HR), Karthik (Production) & Ranjit for guiding the students & Facilitating all the activities.

Edumpus, Cyberpark

Following the visit to VKC Kozhikode, students proceeded to Edumpus, an innovative tech company situated in Cyberpark. Here, they were exposed to the dynamic environment of a digital startup. Through interactive sessions and demonstrations, students learned about the development of educational technology solutions and the role of digital platforms in modern education. They also had the opportunity to engage with Mr. R. K. Ajesh CEO, Edumpus & industry professionals which helped to gain insights into entrepreneurship and innovation in the technology sector. Heartfelt gratitude to all the employees of Edumpus and special one to Mr. Naseel Ibrahim, Manager, Edumpus.

Overall, the industrial visit provided students with a practical understanding of business operations and exposed them to real-world applications of their academic studies. It served as a valuable opportunity for them to bridge the gap between theory and practice, enriching their learning experience and preparing them for future endeavors in the business world. 48 students joined the program accompanied by two faculties namely Dr. Uavis M & Rajina Raj. K



 **GPS Map Camera**



Cheruvannur, Kerala, India

5RW9+V4W, Kozhikode - Palakkad Hwy, Cheruvannur, Kozhikode, Kerala 673027, India

Lat 11.197195°

Long 75.817833°

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Champions & Runners up 23.02.2024

The department team became the champions of 'March Past' and runners up in football & cricket conducted by the department of physical education as part of college athletics 2023-24. More over a lot of individual trophies got for the department in different athletics also.



CAS COLLEGE MADAYI
**ANNUAL ATHLETIC
MEET 2023-24**
THIRD
MADAYI COLLEGE UNION 2023-24

CAS COLLEGE MADAYI
**ANNUAL ATHLETIC
MEET 2023-24**
CHAMPIONS - MARCH PAST
MADAYI COLLEGE UNION 2023-24





Athlete of the Department: Neva Dinesh K

Neva Dinesh secured almost 5 individual medals in college athletics. She has been awarded best athlete of the campus also.

Trade Fest Season 2

On 28.02.2024 the BBA students organized an enticing food trade fest season 2, offering a delectable array of culinary delights to tantalize the taste buds of attendees. The event exclusively featured food stalls, each serving up a mouthwatering selection of dishes, snacks, and beverages, providing a delightful gastronomic experience for all. The fest was inaugurated by the college principal E.S.Latha in the presence of department faculties Dr. Uvais M (HoD), Shijith V, Sajini V K, Rajina Raj K and the faculties of other departments and the students. The stalls were named as 1. Hamsookante bajji (baji of 'Hamsa' brother) 2. Surrah (Arabic word slang mean hurry) 3. Sangathi Choodane (Malayalam word means 'it's hot'), 4. Kana Peena (Hindi means eat and drink)

5. Sukoorkante kulki(Malayalam means special 'kulki' drink of Sukoork -name) 6. Za atarbaqala(Arabic word means grocery), 7. Thodangi kudungi (Malayalam means started and got stuck) 8. Professional Shaap (Malayalam slang of shop) and 9. Games. To be competitive the department has announced prizes for the best performers, and the final result was as follows: Best stall of the Year: Professional Shaap, Best Team: Surrah, Best Cookhouse: Hamsookante bajji, Best Theme: Za atarbaqala, Best Promotion: Sukoorkante Kulki. Congratulations to every students who put all efforts to make it a grand success. Moreover, the event underscored the BBA program's commitment to experiential learning and practical skill development, equipping students with the knowledge, creativity, and entrepreneurial mindset to succeed in the competitive food industry. By organizing and executing the food trade fest, the BBA students demonstrated their readiness to innovate, collaborate, and thrive in the dynamic world of food entrepreneurship. Overall, the food trade fest was a resounding success, leaving attendees with satisfied palates and unforgettable memories. It not only celebrated the students' culinary prowess but also inspired them to pursue their passion for food and entrepreneurship with zest and enthusiasm, leaving eager waiting for [#SEASON3](#)

DEPARTMENT OF MANAGEMENT STUDIES
P R E S E N T S

TRADE FEST SEASON-2

खाना
MA
काना

 28.02.2024

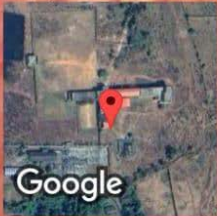


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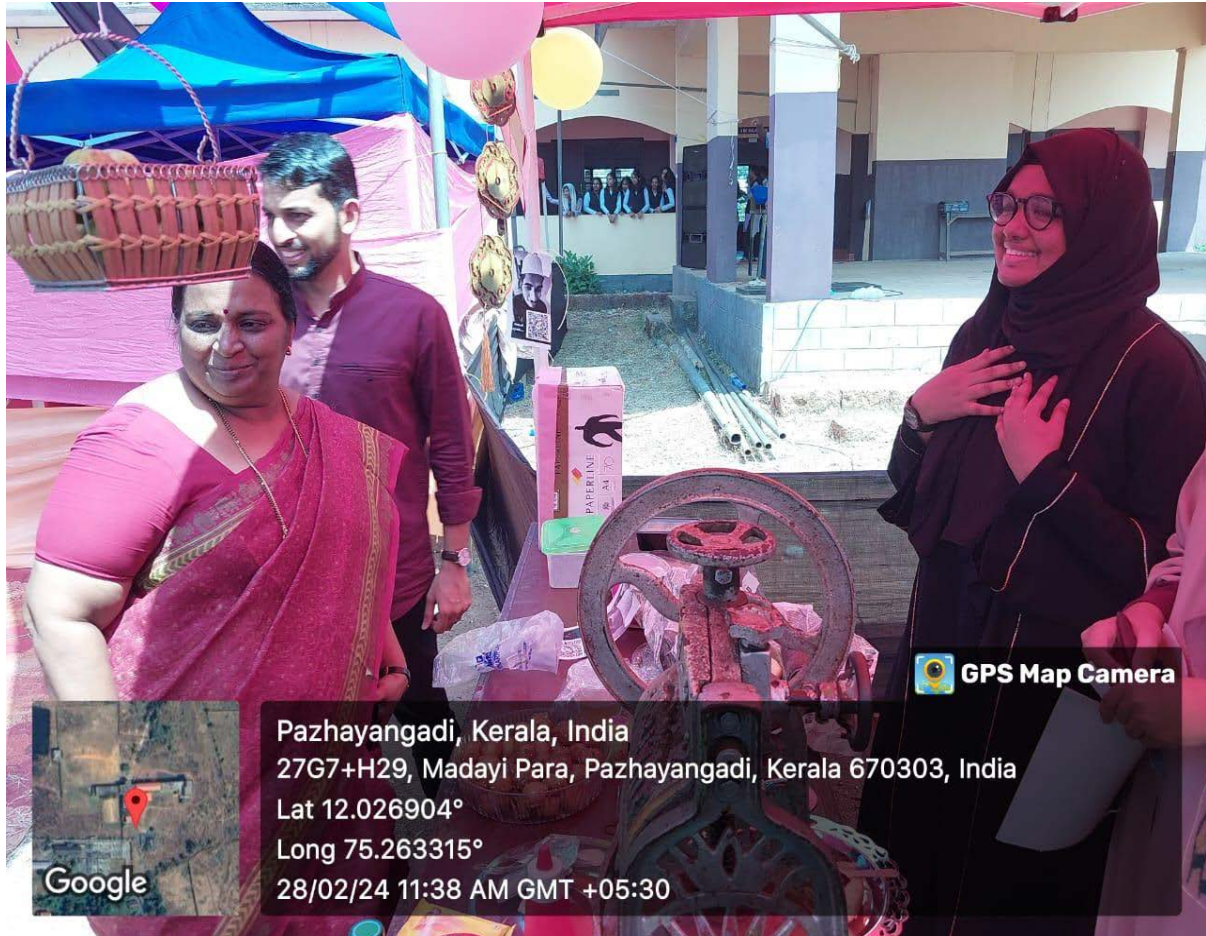


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Empowering Women in Business: BBA Department's Career Program

Date: 12.03.2024

On 12th March 2024, The Department of Management Studies (BBA) in association with Women and Child Development department & ASAPrecently organized a career program tailored exclusively for young women pursuing studies in business administration and other disciplines. This initiative aimed to empower and equip female students with essential skills and knowledge to thrive in the professional world.

The primary objective of the program was to provide guidance and support to female students in navigating their career paths within the realm of business administration. It sought to foster confidence, skill development, and networking opportunities for participants.

The BBA Department's career program for young women in business administration was a resounding success, providing participants with the knowledge, skills, and confidence needed to excel in their professional endeavors. By empowering and supporting female students, the program contributes to creating a more inclusive and diverse workforce in the field of business administration.





Farewell to the outgoing batch of 2021-24

Date: 07.03.2024

As the BBA final year students prepare to graduate, the campus buzzes with an air of both excitement and wistfulness. Gathered together for one last time, they find themselves at the brink of a new chapter in their lives. Amidst the festivities, there's a palpable sense of separation, a recognition that their paths will soon diverge. Yet, in this moment, they come together to bid farewell, cherishing the friendships forged and the lessons learned during their time at. With a mixture of nostalgia and anticipation, they look ahead to the future, eager to apply their newfound knowledge and embark on the journey.





BBA Final Result Statistics 2024

The department shined again by achieving a good result for the consecutive three year after it became a permanent one. The department result (62%) is very far better than university's (47%) in all levels. Out of 49 students appeared 30 got passed including 9 A grades, 13 B grades, 6 C grades and 2 D grades. Akhila K V secured first position in the class by scoring 88.47% followed by Malavika C (88.03%) and Fasna Koleth (85%).

Faculty Achievements

Dr. Uvais M, Assistant Professor and Head

1. Attended Faculty Knowledge Sharing Program-2023, Conducted by ICFAI Business School on 06.08.2023
2. Attended One Month Faculty Induction Program conducted by MMTTC Kannur University, 02.11.2023 to 01.12.2024.
3. College Website Coordinator.
4. Attended One Week National Level Online Faculty Development Program on Outcome based Education and essential AI tools for Teachers, conducted by IQAC St.Thomas College Palai in association with Keral State Higer Education Council, 10.01.2024 to 16.01.2024
5. College Nodal Officer of PM-USHA, Department of Higher Education, Ministry of India
6. Attended and Presented a paper on 'Implications of AI in Business Management: meta-analysis on ethical aspects in Two Day National Seminar Organized by Department of Management Studies , Moulana Azad National Urudu University , Hyderabad on 6th & 7th March 2024
7. Attended Webinar on Academic Bank of Credit conducted by MMTTC Kannur University on 19.03.2024
8. Conducted (Course coordinator) the Add on course on Application of AI in Business Management during the academic year. 78 students enrolled and completed the course successfully.
9. Completed & Awarded 12-week NPTEL Online Certification course on AI in Marketing conducted by SWAYAM & IIT Roorkee (January -April 2024)
10. Completed & Awarded 12-week NTPEL-AICTE Faculty Development Program conducted by IIT Madras (January -April 2024)

Shijith V. Assistant Professor

1. Attended Faculty Knowledge Sharing Program-2023, Conducted by ICFAI Business School on 06.08.2023
2. Received special appreciation award from Kannur University NSS cell for Digital Literacy program
3. Served as Co Ordinator of University Level Program Officer Training Program
4. Appointed As Kannur District Co Ordinator of National Service Scheme

- Served as staff editor for college Magazine

Sajini V K Assistant Professor

- Appointed as chief examiner of centralized valuation camp organized by Kannur University
- Appointed as external examiner of project viva of 6th Semester BBA by Kannur University
- Presented a paper on the topic Environment and Health Consciousness of FMCG customers in Kannur District, in the ICSSR Sponsored National Seminar on Sustainable Development: Bridging the economic and environmental Sustainability in Hilly Regions organized by Department of Commerce, Rajkiya Snatkottar Mahavidhyalaya Maldevta (Raipur), Dehradun on 2 & 3 May 2024

Rajina Raj K, Guest Faculty

- Paper presentation implications of AI in business management: A meta analysis on ethical aspects department of management and commerce MANUU, Hyderabad 6_7 March 2024
- Complete MCOM ignou 2023 with first division
- Participate webinar on academic bank of credit 19.3.2023 organized by MMTTC, Kannur University

Student Achievements

Sl. No	Roll No.	Name of the student	Class	Event	Achievement
1	786	Navaneeth raj OP	III BBA	I-lead leadership fest 2024	Participated
				Ek bharrath shreshtha bharrath camp 2022-2023	Participated
				HR event of ASTHRA 2023	Participated
				Equinox 20232	Participated
				Ap trek-i 2023	Participated
2	901	Vishnupriya pk	II BBA	HR event of ASTHRA 2023	Participated

3	867	Diya Pradeep	II BBA	Marketing Event of ASTHRA - 2023	Participated
				HR event at ice- 2023	Participated
4	779	Lakshmipriya av	III BBA	Weightlifting	Participated
				State tug of war championship	Participated
5	701	Aarya t	I BBA	National level management fest , Best management team	Participated
6	747	Prathyusha pp	I BBA	Marketing team National level management fest	Participated
7	726	Jahnavi V	I BBA	Marketing team National level management fest	Participated
8	705	Adithya pp	I BBA	Management fest on 1/2/2024 at sir syed college	Participated
				March past	1st prize
				College sports day Event	1st prize
				Trade Fest on 28/2/2024	Participated
9	752	Sanjana Balakrishnan	I BBA	Management fest 1/2/2024 at Sir Syed college Thalipparamb	Participated
				Trade Fest on 28/2/2024at CAS college madayi	Participated

10	748	Ragarasmi m	I BBA	Relay	3rd PRIZE
				Marchpast	1st PRIZE
				Management fest, on 01/02/2024 at sir Syed college Thalipparamba	Participated
				Trade fest	1 st PRIZE
11	741	Nandhana.P	I BBA	National level management fest (treasure hunt)	1 st PRIZE
12	721	Diya Dineshan	I BBA	National level management fest, best finance team	Participated
13	743	Nived Lakshman P V	I BBA	Inter Group Sports Shooting Competition (NCC) State level National Level Management Fest (Treasure Hunt)	1 st PRIZE
					1 st PRIZE
14	714	Anamika k	I BBA	National level management fest (treasure hunt)	1 st PRIZE
15	729	Midhin. A	I BBA	Intercollege kabaddi championship, on 27/10/2023	Participated
				Kannur university Thavakara management fest, on 29/01/2024	Participated
				Sir syed management fest, on 01/02/2024	Participated
16	742	Neya dinesh. K	I BBA	Intercollege khokho	2 nd PRIZE

				Intercollege cross country,	2nd PRIZE
				Event:800m, 27/02/2024, collage sports day	2 nd PRIZE
				Event:400m, 27/02/2024, collage sports day	2 ND PRIZE
				Long jump, 27/02/2024, collage sports day	1 ST PRIZE
				Relay, 27/02/2024,collage sports day	3 RD PRIZE
				All India cross country on 9/03/2024	Participated
				University khokho championship, on 27,28,29 December 2023	participated
				Management fest, on 01/02/2024 at Sir Syed collage	Participated
17	754	Tejas Ranjith	I BBA	Business quiz	4 TH PRIZE
18	704	Adish Surendran	I BBA	Business quiz	4 TH PRIZE
19	863	Aswin kv	II BBA	National integration camp	participated
				University Kalolsavam light music	3 rd PRIZE
20	780	Malavika C	III BBA	Weight lifting	Participated

21	894	SHIKHA PRAJITH	II BBA	Kho-kho Inter college	2 ND PRIZE
22	874	KAVYA A	II BBA	Kho-kho Inter college	2 ND PRIZE

31.05.2024

Madayi

Dr.Uvais M

Assistant Professor & Head