



**PG DEPARTMENT OF COMMERCE AND  
MANAGEMENT STUDIES**

**Year Plan 2024-25**

## **I. About the Department**

The PG Department of Commerce and Management Studies at Ideal College for Advanced Studies, Kadakassery is a dynamic academic hub that nurtures future business leaders and entrepreneurs. With a commitment to excellence in education, Skill development, and industry engagement, the department offers a comprehensive range of programs and initiatives tailored to meet the evolving needs of the global business landscape.

The Department is running with three UG Programmes, B.Com (CA), B.Com (Co) and BBA and One PG Program (M.Com) and they are the most demanded courses in the contemporary academic world. The Department is enriched by 12 regular staff members and is dedicated in providing aspiring students with a wide range of professional and interpersonal skills in the field of Commerce, Management and related disciplines.

### **Vision**

*Nurturing global leaders for sustainable business practices.*

### **Mission**

- Empowering students to become future leaders in commerce and management, driving sustainable practices worldwide.
- Guiding students to excel in commerce and management with a focus on sustainable and ethical business strategies."
- Educating and nurturing students to be adept in commerce and management while championing sustainability on a global scale.
- "Preparing students in commerce and management to be catalysts for sustainable development and responsible business practices internationally.

## Focus of the Year

- **100 % Result in University Exams**

It's a comprehensive strategy that includes enhancing teaching quality, providing academic support services, fostering student motivation, and promoting a culture of continuous improvement. It involves collaboration with faculty members, students, parents, and university officials to align efforts towards a common goal. Through regular monitoring, feedback, and adjustment, the plan seeks to optimize student performance and celebrate achievements along the way.

Strategies:

- Categorizing students
- Offer enrichment programmes
- Specialised tutoring
- Rewards for outstanding performance

- **Enhancing Employability skills**

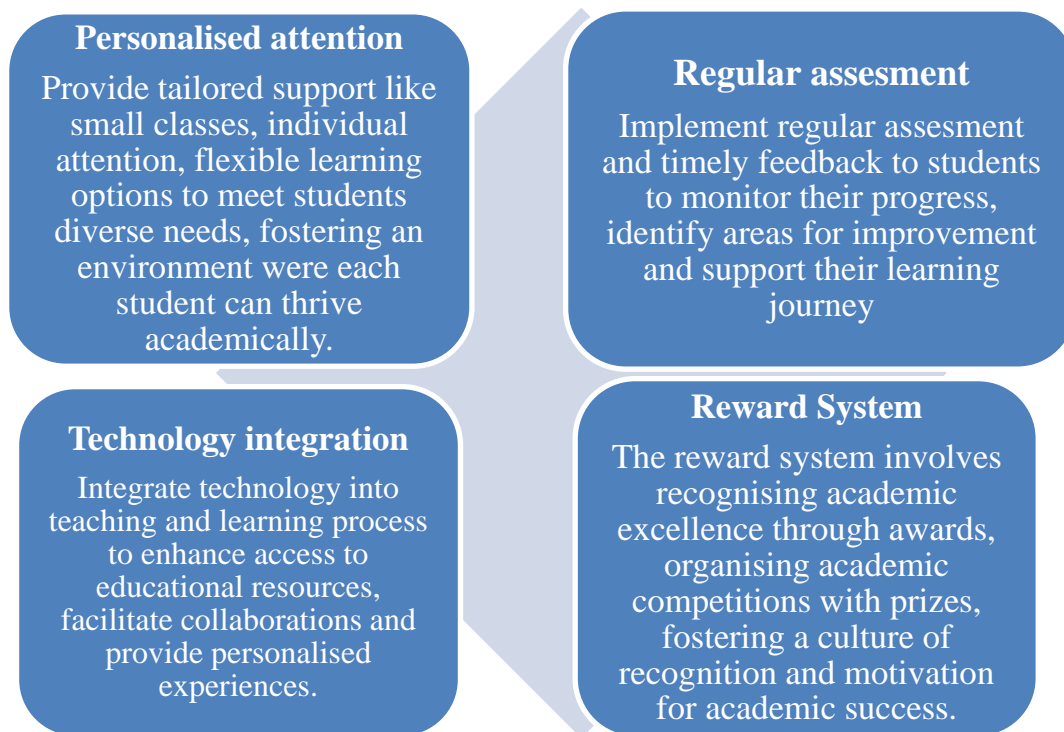
Boosting employability skills is vital for students gearing up for the job market. It's not just about grades anymore; it's about honing those sought-after abilities that employers crave. From mastering communication to problem-solving and adaptability, students can enhance these skills through industry interactions, workshops, and ongoing learning experiences. By focusing on skill development, students set themselves apart as top candidates for future employment, ready to tackle the challenges of the professional world and excel in their chosen careers.

- **Dig- IT**

This program provides essential digital skills for success in the modern business world. Through focused workshops, students gain expertise in information management, digital communication, e commerce, data analytics, cyber security.

## Strategies to Academic Excellence

The Department of Commerce and Management Studies is dedicated to academic excellence and student development. We prioritize student-centred teaching methods to prepare our students for life's challenges. Our holistic approach includes encouraging extracurricular activities to nurture future leaders who can meet the demands of the competitive world and industry stakeholders.



## Prime initiatives

- **A prestigious National Seminar:** The department will initiate a well organised National Seminar this year. This National Seminar will serve as a beacon of intellectual exchange, fostering collaboration and innovation among esteemed participants. Through keynote addresses, panel discussions, paper presentations, and interactive sessions, we aspire to delve into emerging trends, cutting-edge research, and contemporary issues shaping our discipline.
- **Inter collegiate Mega Quiz:** The primary objective of the Inter-Collegiate Mega Quiz is to promote academic excellence by providing a platform for students to showcase their knowledge and intellectual prowess across a wide range of subjects. The event serves as a platform for students from different

colleges to interact, network, and build connections with peers who share similar academic interests, thereby promoting a sense of community within the broader academic landscape

- **Relay Reading:** The primary objective of the Relay Reading program is to promote a culture of reading among first-year students by providing them with access to a self-help book. By encouraging students to engage with literature outside of their academic curriculum, the program aims to instill a lifelong habit of reading for personal and professional development.
- **Networking Events:** Interaction with alumni. Industry experts, etc, to create opportunities for collaboration.
- **Study material publications:** Publication of books/ study materials which support to NET commerce and Cooperative Bank exams.
- **Consulting services for Local Businesses:** offer consulting services to small local businesses, providing expertise in marketing strategies and financial management.

## **Flagship programmes**

### **Astra - Management Fest**

Objectives: • A management fest is an organized gathering that brings together students, professionals and experts from the field of management. • These events involves a series of activities and competitions that aims to enhance participants' knowledge and skills in the management domain.

### **Association Programme**

Program ideas: • Organize guest lectures and workshops by industry experts to provide students with insights into the latest trends and developments in the field of commerce

- Conduct seminars and panel discussions on various commerce-related topics to expand students' understanding of key concepts and theories.
- Encourage students to participate in case study competitions and research projects to develop critical thinking and analytical skills.

### **Online Certification Course**

Objectives:

- To familiarize about the SWAYAM, Mooc courses offered by NPTEL to the students.

- Students can acquire short term courses with free of cost.
- It encourages a culture of lifelong learning among college students.
- Provide college students with access to online certification courses relevant to commerce, such as financial management, digital marketing, business analytics, and e-commerce.

## **Featured Skill Boosters**

### ➤ **Spark Talks:**

It's a unique platform design to empower the students' knowledge base on industry relevant topics and its tech aided presentations. Second year and final year selected students will be given a golden opportunity to deliver 10 minute presentation followed by fruitful interaction with the audience every month. This talk series surely help them to understand how to focus on their strength and support them to build confidence in their presentation skills. A teachers mentoring team will groom the students in selecting the topics and also in framing the presentation.

### ➤ **Monthly bright quiz time**

A team will be set up to draft some questions every week days and they are directed to prepare and host class wise quality quizzes or Written tests (Monthly) . Following is a glimpse of what the program (1) Preparation of Quiz Calendar (2) To conduct terminal Intra class Quiz competition and inter class General Quiz (3) Preparing and hosting Mega quizzes for Intra collegiate fest.

### ➤ **Community outreach programs**

The program seeks to in still a sense of social responsibility among students, faculty, and staff by engaging them in meaningful service activities that benefit the community. By actively participating in outreach initiatives, individuals develop empathy, compassion, and a commitment to making a positive difference in society.

### ➤ **SPSS Work shop**

The objective of the workshop is to provide students with hands-on experience in using SPSS. By working on practical exercises and examples,

students can gain confidence in navigating the software, executing analysis procedures, and interpreting the output.

### **Add on / Certificate courses**

- GST using Tally
- Tax calculations and E filing of returns
- Crash course of GST
- Basics of Cooperation
- Basics of stress Management
- Stock Market trading

### **Day Reflections**

#### **World Environment Day-5 th June 2024**

##### **Objectives:**

To Provide an awareness about environmental issues, promote sustainable practices, and inspire action towards protecting and preserving the environment. Through engaging and educational activities, the aim is to empower students to become environmentally conscious individuals and advocates for positive change in their communities.

#### **Co- operative day 1st July, 2024**

##### **Objectives:**

- To provides an opportunity to know the principles and benefits of cooperative businesses.

##### **Program Idea:**

Guest Lecture by Cooperative Leaders: Invite leaders from prominent cooperative organizations to deliver a guest lecture on their cooperative journey, challenges faced, and the social and economic impact of their cooperative ventures.

#### **World food day –16 October 2024**

##### **Program Ideas:**

- Organize a food drive or a fund to donate to local food bank or a charity that works to end hunger.

#### **International Accounting Day-10<sup>th</sup> November**

Program ideas:

- **Accounting Competitions:** Conduct accounting-related competitions such as case study competitions, accounting quizzes, or mock financial statement analysis competitions. These activities promote healthy competition among students, enhance their analytical skills, and provide hands-on experience in solving accounting problems.

### **Global Marketing day February 16, 2023**

Objectives:

- Enhance students' understanding of marketing principles and strategies.
- Develop students' skills in creating effective marketing campaigns and engaging with target audiences.
- Enable students to stay updated with the latest marketing trends and technologies.

Program Ideas:

- Workshops on digital marketing strategies, social media marketing, and content creation.
- Case study competitions analyzing successful marketing campaigns.

### **Consumer rights day – 15 March**

Program Ideas:

- **Guest Lecture by Consumer Protection Experts:** Invite consumer protection experts, lawyers, or representatives from consumer rights organizations to deliver a guest lecture on consumer rights, laws, and mechanisms for grievance redress.
- **Consumer Complaint Redressal Workshop:** Conduct a workshop on how to file consumer complaints, understand the legal procedures, and seek resolution for consumer grievances. Provide practical guidance on using online platforms for dispute resolution.

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