



**KOTTAKKAL FAROOK**  
**ARTS & SCIENCE COLLEGE**

KOTTAKKAL, PARAPPUR P.O, MALAPPURAM DISTRICT, KERALA, 676503


**DEPARTMENT OF COMMERCE AND  
MANAGEMENT**

**ANNUAL REPORT 2019-2020**

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**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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# ANNUAL REPORT 2019-2020

## INTRODUCTION

The main goal of the B.Com and BBA programs at Kottakkal Farook Arts and Science College is to give our students a solid education and practical skills in commerce and management. The Department of Commerce and Management Studies helps students navigate the complex fields of finance, business administration, and computer applications in commerce, preparing them to succeed in their careers. Our goal is to ensure every student is professionally ready for the annual placement programs. To achieve this, we offer a variety of orientation programs and bridge courses that familiarize students with the courses and curriculum, ensuring a smooth transition into their academic journey.

**The Department of Commerce and Management Studies at our college offers the following programs:**

### **UNDERGRADUATE COURSES:**

B.Com (Finance)

B.Com (Computer Applications)

BBA (Bachelor of Business Administration)

### **POSTGRADUATE COURSE:**

M.Com (Finance): Provides advanced education in financial management and accounting.

Through these programs, we strive to equip our students with the knowledge and skills necessary to succeed in their chosen careers, fostering a learning environment that emphasizes both academic excellence and practical application.



  
**Prof. M. ABDUL AZEEZ**  
PRINCIPAL  
KOTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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PROGRAMMES	COURSE CODE	TITLES OF COURSE	H/W	NO.OF CREDITS
------------	-------------	------------------	-----	---------------

### I ST SEMESTER BBA

Common courses	ENG1A01	Transactions: Essential English Language Skills	4	3
	ENG1A02	Ways With Words: Literatures In English	5	3
	ARB1A07(1)	Communicative Arabic	5	4
	HIN1A07(2)	Prose Forms In Hindi Literature	6	4
	MAL1A07(2)	Malayala Sahithya Padanam 1	5	4
Core courses	BBA1B01	Management Theory And Practices	6	4
Complimentary course	BBA1C01	Managerial Economics	5	4
Audit course	AUD1E01	Environmental Studies	0	4



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## SECOND SEMESTER BBA

Common courses	ENG2A03	Writing For Academic And Professional Success	4	4
	ENG2A04	Zeitgeist: Reading On Contemporary Culture	5	3
	ARB2A08(2)	Reading Arabic Prose And Poetry	5	4
	HIN2A08(2)	Poetry Correspondance And Translation	5	4
	MAL2A08(2)	Malayala Sahithya Padanam 2	5	4
Core courses	BBA2B02	Financial Accounting	6	4
Complimentary course	BBA2B03	Marketing Management	5	4
Audit course	AUD2E02	Disaster Management	0	4



  
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### THIRD SEMESTER BBA

COMMON COURSES	BBA3A11	Basic Numerical Methods	5	4
	BBA3A12	Professional Business Skill	4	4
CORE COURSES	BBA3B04	Corporate Accounting	6	4
	BBA3A05	Financial Management	5	4
COMPLIMENTARY COURSE	BBA3C02	Business Regulation	5	4
AUDIT COURSE	AUD3E03	Human Rights	0	4

### FOURTH SEMESTER BBA

COMMON COURSES	BBA4A13	Entrepreneurship Development	5	4
	BBA4A14	Banking And Insurance	4	4
CORE COURSES	BBAAB06	Cost And Management Accounting	6	4



*M. Abdul Azeez*  
**Prof. M. ABDUL AZEEZ**  
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COMPLIMENTARY COURSE	BBA4C03	Corporate Regulation	5	4
	BBA4C04	Quantitative Techniques For Business	5	4
AUDIT COURSE	AUD4E04	Gender Studies	0	4

#### FIFTH SEMESTER BBA

CORE COURSES	BBA5B07	Human Resources Management	4	4
	BBA5B08	Business Research Methods	4	3
	BBA5B09	Operation Management	4	4
	BBA5B10	Income Tax	5	4
	BBA5B11	Financial Markets And Institutions	5	4
Open course	BBA5B02	E-Commerce	3	3



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**SIXTH SEMESTER BBA**

CORE COURSES	BBA6B12	Organisation Behaviour	5	4
	BBA6B13	Management Science	5	4
	BBA6B14	Project Management	3	2
	BBA6B15	Financial Service	5	4
	BBA6B16	Investment Management	5	4
PROJECT	BBA6B17(P/R)	Three Week Project And Viva Voce	2	2



*M. Abdul Azeez*  
**M. ABDUL AZEEZ**  
**PRINCIPAL**  
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## B.COM PROGRAMME

### FIRST SEMESTER

Common courses	ENG1A01	Transactions: Essential English Language Skills	4	3
	ENG1A02	Ways With Words: Literatures In English	5	3
	ARB1A07(2)	Communicative Arabic	5	4
	HIN1A07(2)	Prose Forms In Hindi Literature	6	4
	MAL1A07(2)	Malayala Sahithya Padanam 1	5	4
Core courses	BCM1B01	Business Management	6	4
Complimentary course	BCM1C01	Managerial Economics	5	4
Audit course	AUD1E01	Environmental Studies	0	4

  
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**PRINCIPAL**  
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**SECOND SEMESTER B.COM**

Common courses	ENG2A03	Writing For Academic And Professional Success	4	4
	ENG2A04	Zeitgeist: Reading On Contemporary Culture	5	3
	ARB2A08(2)	Reading Arabic Prose And Poetry	5	4
	HIN2A08(2)	Poetry Correspondance And Translation	5	4
	MAL2A08(2)	Malayala Sahithya Padanam 2	5	4
Core courses	BCM2B02	Financial Accounting	6	4
Complimentary course	BCM2C02	Marketing Management	5	4
Audit course	AUD2E02	Disaster Management	0	4



*Prof. M. Abdul Azeez*  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
**KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE,**  
**PARAPPUR(P.O) - 676 503**

### THIRD SEMESTER B.COM

COMMON COURSES	BCM3A11	Basic Numerical Methods	5	4
	BCM3A12	Professional Business Skill	5	4
CORE COURSES	BCM3B03	Business Regulation	4	4
	BCM3B04	Corporate Accounting	6	4
COMPLIMENTARY COURSE	BCM3C03	Human Resources Management	5	4
AUDIT COURSE	AUD3E03	Human Rights	0	4

### FOURTH SEMESTER B.COM

COMMON COURSES	BCM4A13	Entrepreneurship Development	5	4
	BCM4A14	Banking And Insurance	5	4
CORE COURSES	BCM5B05	Cost Accounting	6	4
	BCM4B06			



*(Signature)*  
..... M. ABDUL AZEEZ  
PRINCIPAL  
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		Corporate Regulation	4	4
COMPLIMENTARY COURSE	BCM4C04	Quantitative Techniques For Business	5	4
AUDIT COURSE	AUD4E04	Gender Studies	0	4

### FIFTH SEMESTER B.COM

CORE COURSES	BCM5B07	Accounting For Management	5	4
	BCM5B08	Business Research Methods	4	4
	BCM5B09	Income Tax Law And Accounts	5	4
	BCM5B10	Financial Markets And Services/ Computer Application In Business	4	4
	BCM5B11	Financial Management/Business Information System	4	4
Open course	BCM5D02	Basics Of Entrepreneurship And Management	3	3



  
**Prof. M. ABDÜL AZELL**  
**PRINCIPAL**  
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**SIXTH SEMESTER B.COM**

CORE COURSES	BCM6B12	Income Tax And GST	6	4
	BCM6B13	Auditing And Corporate Governance	5	4
		Fundamentals Of Investments/Office Automation Tools	5	4
	BCM6B14	Financial Derivatives/Computerised Accounting With Tally	5	5
PROJECT	BCM6B16(PR)	3 Weeks Project And Viva Voce	4	2

*M. Abdul Azeez*

**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
 OTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
 PARAPPUR(P.O) - 676 503



## M.COM PROGRAMME

### FIRST SEMESTER M.COM

CORE COURSES	MCM1C01	Business Environment And Policy	5	4
	MCM1C02	Corporate Governance And Business Ethics	5	4
	MCM1C03	Quantitative Techniques For Business Decisions	5	4
	MCM1C04	Management Theory And Organizational Behaviour	5	4
	MCM1C05	Advanced Management Accounting	5	4
AUDIT COUSES	MCM1A0	Ability Enhancement Course	0	4



  
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PRINCIPAL  
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**SECOND SEMESTER M.COM**

CORE COURSES	MCM2C06	Advanced Corporate Accounting	5	4
	MCM2C07	Advanced Strategic Management	5	4
	MCM2C08	Advanced Cost Accounting	5	4
	MCM2C09	International Business	5	4
	MCM2C10	Management Science	5	4
AUDIT COUSES	MCM2A0	Professional Competency Course	0	4



*M. Azeez*  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
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**THIRD SEMESTER M.COM**

CORE COURSES AUDIT COUSES	MCM3C11	Financial Management	5	4
	MCM3C12	Income Tax Law Practice And Tax Planning 1	5	4
	MCM3C13	Research Methodology	5	4
	MCM3EF01	Elective-1 Investment Management	5	4
	MCM3EF02	Elective -1 Financial Market And Institutions	5	4



*M. Abdul Azeez*  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
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**FOURTH SEMESTER M.COM**

CORE COURSES AUDIT COUSES	MCM4C14	Financial Derivatives And Risk Management	5	4
	MCM4C15		5	4
	MCM4EF03	Income Tax Law Practice And Tax Planning 2	5	4
	MCM4EF04	Elective-3 International Finance	5	4
		Elective-4 Advanced Strategic Financial Management	5	4
PROJECT	MCM4PV01	Project Work And Comprehensive Viva Voce	5	4



  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
 KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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Our department is dedicated to providing a high-quality education that equips students with the knowledge and skills necessary to succeed in the dynamic and ever-changing world of commerce. At our department, students can expect to engage with a diverse faculty that brings a wealth of experience and expertise in the areas of accounting, finance, economics, marketing, and business management. Our faculty members are committed to providing a comprehensive and challenging curriculum that prepares students for a wide range of career opportunities in the business world. As a Commerce UG student at our college, you will have access to a range of resources and opportunities, including internships, industry visits, workshops, and seminars, which will help you gain practical experience and stay up-to-date with the latest trends and developments in the field of commerce.

We also offer a range of extracurricular activities, including clubs, societies, and sports teams, which provide students with the opportunity to develop their leadership, teamwork, and communication skills while pursuing their interests outside the classroom.

At our Commerce and Management Department, we believe in providing a holistic education that nurtures the intellectual, social, and personal development of our students. We are committed to fostering a culture of excellence, innovation, and lifelong learning that prepares our graduates to become leaders and change-makers in the business world and beyond.



  
Prof. M. ABDUL AZEEZ  
PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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• FACULTY

<i>NAME</i>	<i>DESIGNATION</i>	<i>QUALIFICATION</i>
NANDHINI PC	Associate Professor	M.Com
MUJEEB TP	Assistant Professor, Department Co-Ordinator	M.com, MBA, BEd, M phil,
SAFOORA P	Assistant Professor	M.COM, NET, BEd, SET
SREENIJA M	Assistant Professor	M.COM,NET,BEd,SET,DTP, DIPLOMA IN FINANCIAL ACCOUNTING
RAIHANATH KAKKOTTIL	Assistant Professor	M.COM, BEd, SET,TALLY,Peach tree
FASEELA P	Assistant Professor	M.COM, BEd , SET
NIMISHA N	Assistant Professor	M.COM, BEd, SET
NAJMA. P	Assistant Professor	M.COM, BEd, SET
SISINI	Assistant Professor	M.COM, NET
SUMAYYA. E	Assistant Professor	M.COM,
PRABITHA	Assistant Professor	M.COM, NET, BEd, SET
DIVYA NEETTATH	Assistant Professor	M.COM, BEd, SET



**I. M. ABDUL AZEEZ**  
PRINCIPAL

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NISHATH. V	Assistant Professor	M.COM, BEd, MEd, SET
MUNEER. M	Assistant Professor	M.COM, BEd
SIRAJUL MUNEER	Assistant Professor	M.COM
BASIMA KOLAKKATTIL	Assistant Professor	M.COM, NET

- **FACULTY- STUDENT RATIO**

A faculty-student ratio of 1:38 in the Department of Commerce and Management Studies indicates that for every faculty member in the department, there are approximately 38 students. This ratio provides insight into the level of attention and support that students may receive from faculty members within the department

- **ROLES AND RESPONSIBILITIES ALLOTTED TO FACULTIES**

The dedication of faculty members significantly influences the department's reputation and directly impacts the quality of education provided. Faculty responsibilities include maintaining high teaching standards and contributing actively to the academic community.

NAAC Co-Ordinator	Nandhini PC
Programme Co-Ordinator	Mujeeb. TP
Seminar Co-Ordinator	Nandhini PC
Chairperson, Women development cell	Nandhini PC
Anti-ragging squad	Nandhini PC, Mujeeb. TP, Muneer. M, Nishath V, Sreenija M



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Anti-ragging committee	Nandhini PC, Mujeeb. TP, Muneer. M, Nishath V, Sreenija M
Complaints Grievances Redressal Committee	Nandhini PC, Safoora. P
Secretary College Council	Nandhini PC
Tour Co-Ordinator	Mujeeb. TP
ED Club Co-Ordinator	Mujeeb. TP and Divya. N
Project Co-Ordinator	Nishath V
IQAC Co-Ordinator	Raihanath Kakkottil
Internal Exam Co-Ordinator	Najma. P

• **FACULTY DEVELOPMENT INITIATIVES DURING THE YEAR**

A Faculty Development programme was conducted on the 5th of July 2019, at 2:30 PM in the Seminar Hall of Kottakkal Farook Arts and Science College. This program was specifically tailored for teachers to enhance their professional skills, focusing on the effective implementation of hybrid teaching and learning method

1. **INTERNAL EXAMINATION COMMITTEE**

Coordinators : Nandini PC [BBA]

Safoora .P [Bcom CA]

Sreenija .M [Bcom finance ]

The internal examination committee is responsible for evaluating students' performance in internal assessments and projects. It includes discussions on assessment methods, grading criterion, assessment schedules and performance analysis



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## 2.ED CLUB

Co Ordinator : Mujeeb TP

Members      Diviya N  
                    Basima K

The ED Club serves as a collaborative platform for students and educators, fostering discussions, organizing educational events, and implementing initiatives to enhance the overall learning experience. Events like food fest, art gallery, management fest, field trip etc. were organised by ED Club

## 3.INDUSTRIAL VISIT/TOUR COMMITTEE

Co- Ordinator : MUJEEB .TP

Members      Muneer M  
                    Sumayya E

The TOUR / Industrial visit (IV) committee is responsible for organising educational tours and industrial visits for students. It give an outline of the planning, budgeting and execution of such programmes

## 4. GRIEVANCE REDRESSAL CELL

Convenor : NANDHINI PC

Members :

Safoora P  
Sreenija M  
Raihanath Kakkottil

The Grievances and Redressal committee deals with student grievances and ensures their timely resolution. During committee meetings a discussion made on grievances raised, action taken and decision made to address student concerns



  
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PRINCIPAL  
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## 5. DEPARTMENTAL ACADEMIC COMMITTEE

Chairman : Nandini PC

Members : SISNI

SUMAYYA. E

PRABITHA

DIVYA NEETTATH

Student rep; Ajmal vp (BBA)

Alumni Rep : Nisamudheen M (Alumni)

External faculty : Dr sreevidya (Govt .College Malappuram )

## FACULTY LEARNING FORUM

It is an internal sit-together discussion forum of faculty members scheduled casually or a casual sit-together on a particular day, or say Friday's last hour or week's last working day if Saturday happens to be. This forum's objectives are to discuss aspects of daily work schedules, happenings, problems related to academics, and discipline issues. It is to explore various pedagogies in higher education, to provide a platform for professional dialogues on new developments in the realm of commerce, and to encourage and foster the research culture amongst faculty members

### Topics discussed in the Learning Circles during the year: -

Effectively managing large classes within our commerce department necessitates a strategic approach to accommodate the unique dynamics of a sizable student cohort. Technological integration plays a pivotal role, with the adoption of online tools, learning management systems, and multimedia elements enriching the learning experience. These resources facilitate seamless

Concurrently, active learning methodologies, such as group discussions, case studies, and collaborative problem-solving, are employed to ensure that students remain actively involved and can comprehend complex concepts more thoroughly. Furthermore, maintaining clear communication channels is prioritized, utilizing platforms like email and virtual meetings to promptly address student inquiries and provide additional support. Through these concerted efforts, our commerce department fosters an inclusive



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and interactive educational environment conducive to student success, even in the context of larger class sizes.

## 2. FACULTY PROFESSIONAL DEVELOPMENT PROGRAMMES

The Faculty Professional Development programs are held on the last Friday of every month and are coordinated and conducted by representatives (Mujeeb TP, Safoora.P, and Sreenija M from the Department of Commerce and Management and attended by all faculties in the department. Ms Raihanath kakkottil facilitated as the faculty coordinator for the Department of Commerce.

- A talk on "pedagogy and curriculum design"
- Orientation programme for newly joined faculty members (*Mastersoft, LMS, SOP*)

## CERTIFICATE COURSE CURRICULUM

This section gives an overview of a list of certificate programmes conducted and new certificate courses introduced in the academic year, and the total number of students who benefitted from the programme.

### 1. ODD SEMESTER CERTIFICATE PROGRAMME: (June to September)- (*offered for the second year*)

The Odd Semester Certificate Programme for the second year, spanning from June to September, featured two comprehensive courses. The first, a Certificate Course in Social Media Marketing, instructed by Diviya N, equipped students with essential skills and strategies for navigating the dynamic landscape of social media platforms. The second course focused on Securities Market and Exchange Board of India (SEBI) Certification, led by Sreenija M, providing participants with in-depth knowledge of regulatory frameworks and market mechanisms. Both courses, totaling 36 hours each, offered valuable insights and practical expertise essential for professional growth in the respective fields.

### CERTIFICATE COURSE IN SOCIAL MEDIA MARKETING

#### Course Description:

The Social Media Marketing Certificate Course is designed to provide participants with the knowledge and skills needed to effectively leverage social media platforms for marketing purposes. The course covers





various aspects of social media marketing, including platform selection, content creation, audience targeting, advertising strategies, and analytics. Participants will learn how to develop and implement social media marketing campaigns to reach and engage their target audience effectively.

### **Course Overview:**

This course is a comprehensive program for professionals who want to enhance their social media marketing skills. The course covers a wide range of topics related to social media marketing and is delivered through a combination of lectures, case studies, interactive discussions, and hands-on exercises. It is suitable for marketing professionals, entrepreneurs, small business owners, and individuals interested in leveraging social media for marketing purposes.

### **Learning Objectives:**

After completing this course, participants will be able to:

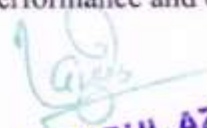
- Understand the role and significance of social media marketing in today's digital landscape.
- Identify and select appropriate social media platforms for specific marketing objectives.
- Create engaging and compelling content optimized for social media platforms.
- Implement strategies for targeting and reaching the desired audience.
- Utilize social media advertising tools and techniques effectively.
- Analyze and interpret social media metrics to measure campaign success and make data-driven decisions.

### **Course Outcomes:**

By the end of this course, participants will have gained the knowledge and skills necessary to:

- Develop and execute social media marketing strategies tailored to specific business goals.
- Create compelling content that resonates with the target audience and drives engagement.
- Utilize various social media platforms to effectively reach and connect with the target audience.
- Implement social media advertising campaigns to maximize reach and conversions.
- Monitor and analyze social media metrics to evaluate campaign performance and optimize future strategies.



  
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## Syllabus:

### Module 1: Introduction to Social Media Marketing (4 hours)

- Understanding the role and impact of social media marketing
- Key platforms and their features
- Trends and best practices in social media marketing

### Module 2: Platform Selection and Strategy Development (8 hours)

- Evaluating and selecting appropriate social media platforms for marketing goals
- Creating a comprehensive social media marketing strategy
- Setting measurable objectives and key performance indicators (KPIs)

### Module 3: Content Creation and Optimization (8 hours)

- Creating engaging and shareable content for social media platforms
- Understanding visual and written content strategies
- Optimizing content for maximum reach and engagement

### Module 4: Audience Targeting and Engagement (8 hours)

- Identifying and understanding the target audience
- Developing strategies to attract and engage the target audience
- Leveraging user-generated content and influencer collaborations

### Module 5: Social Media Advertising (8 hours)

- Introduction to social media advertising platforms and tools
- Creating effective ad campaigns
- Targeting and retargeting strategies for maximum impact

### Module 6: Analytics and Measurement (4 hours)

- Understanding social media analytics and metrics
- Tracking and measuring campaign performance
- Utilizing data to optimize future strategies



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## SECURITIES MARKET AND EXCHANGE BOARD OF INDIA (SEBI) CERTIFICATION

### **Course Description:**

The Certificate Course in Securities Market and Exchange Board of India (SEBI) Certification is designed to provide participants with a comprehensive understanding of the securities market and the regulatory framework established by the Exchange Board of India (SEBI). The course covers various aspects of securities trading, market operations, regulations, and compliance. Participants will gain knowledge and skills required to navigate the securities market and fulfill regulatory requirements.

### **Course Overview:**

This course is a specialized program for professionals and individuals interested in the securities market and regulatory compliance. The course provides in-depth knowledge of the securities market, SEBI regulations, and their implications for market participants. It is delivered through a combination of lectures, case studies, interactive discussions, and practical exercises. The course is suitable for professionals in financial services, stockbrokers, investment advisors, compliance officers, and individuals seeking a career in the securities market.

### **Learning Objectives:**

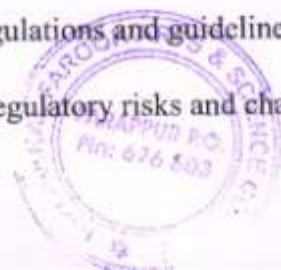
Upon completion of this course, participants will be able to:

- Understand the functioning of the securities market and its various segments.
- Comprehend the regulatory framework established by SEBI and its role in investor protection.
- Gain knowledge of securities trading, settlement, and clearing processes.
- Interpret key SEBI regulations and guidelines pertaining to market participants.
- Develop skills in compliance management and regulatory reporting.
- Prepare for the SEBI certification examination.

### **Course Outcomes:**

By the end of this course, participants will have gained the knowledge and skills necessary to:

- Navigate the securities market and understand its operations.
- Comply with SEBI regulations and guidelines as market participants.
- Identify and manage regulatory risks and challenges.



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- Implement effective compliance management systems.
- Prepare for the SEBI certification examination.

### Syllabus:

#### Module 1: Introduction to Securities Market and SEBI (4 hours)

- Overview of the securities market and its participants
- Introduction to SEBI and its regulatory role
- SEBI's objectives and functions

#### Module 2: Market Segments and Trading Mechanisms (8 hours)

- Understanding different market segments (equity, debt, derivatives, etc.)
- Trading mechanisms, order types, and execution platforms
- Market infrastructure, exchanges, and clearing corporations

#### Module 3: SEBI Regulations and Guidelines (12 hours)

- SEBI Act, regulations, and guidelines for market participants
- Compliance requirements for brokers, portfolio managers, and investment advisors
- Provisions for investor protection and fair market practices

#### Module 4: Securities Trading and Settlement (8 hours)

- Trading processes, including order routing, matching, and execution
- Clearing and settlement procedures for securities transactions
- Risk management and margin requirements

#### Module 5: Compliance Management and Reporting (8 hours)

- Compliance framework and obligations for market participants
- Internal controls, surveillance, and monitoring systems
- Reporting requirements and disclosures to regulatory authorities

#### Module 6: SEBI Certification Examination Preparation (4 hours)

- Overview of the SEBI certification examination



- Mock tests and practice sessions
- Tips for effective preparation and examination success

## 2. **EVEN SEMESTER CERTIFICATE PROGRAMME:** (November to March) - *(offered for the first year)*

The Even Semester Certificate Programme for the first year, conducted from November to March, comprised two fundamental courses. The first, a Certificate Course in Financial Modelling, led by Safoora P, provided students with essential skills in constructing and analyzing financial models crucial for decision-making in various industries. The second course, focused on Leadership and Management, instructed by Najma P, equipped participants with the foundational principles and strategies necessary for effective leadership roles in diverse organizational settings. Both courses offered comprehensive instruction and practical applications essential for professional development, spanning the duration of the semester.

### **CERTIFICATE COURSE IN FINANCIAL MODELLING**

#### **Course Description:**

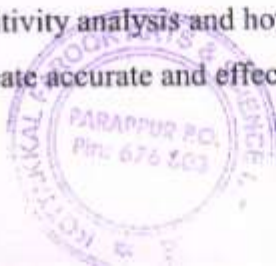
The Certificate Course in Financial Modelling is a 36-hour course that focuses on providing participants with the skills and knowledge needed to build financial models for different scenarios. The course covers a range of topics, including financial statement analysis, forecasting, valuation, and sensitivity analysis. Participants will learn how to use Excel to create models that can be used to make informed business decisions.

#### **Course Overview:**

The course will be conducted over a period of 12 weeks, with three-hour sessions held once a week. The course will consist of lectures, practical exercises, and case studies. Participants will be required to complete a final project that will be graded.

#### **Learning Objectives:**

- Understand the fundamentals of financial modelling
- Develop a solid understanding of financial statement analysis
- Learn forecasting techniques and apply them to financial models
- Gain knowledge of valuation methods used in financial modelling
- Understand sensitivity analysis and how it can be used in financial modelling
- Learn how to create accurate and effective financial models using Excel



### Course Outcomes:

- Ability to create financial models that can be used for forecasting, valuation, and decision-making purposes
- Knowledge of financial statement analysis techniques and how they can be used in financial modelling
- Understanding of various forecasting techniques and their application in financial modelling
- Knowledge of valuation methods used in financial modelling
- Ability to conduct sensitivity analysis and use it to make informed decisions
- Ability to create effective and accurate financial models using Excel

### Syllabus:

#### Module 1: Introduction to Financial Modelling (3 hours)

- Overview of financial modelling
- Importance of financial modelling
- Types of financial models
- Overview of Excel

#### Module 2: Financial Statement Analysis (9 hours)

- Understanding financial statements
- Ratio analysis
- Common size analysis
- DuPont analysis

#### Module 3: Forecasting (9 hours)

- Time series analysis
- Regression analysis
- Scenario analysis
- Monte Carlo simulation

#### Module 4: Valuation (6 hours)

- Discounted cash flow analysis
- Relative valuation
- Trading comparables
- Transaction comparables

#### Module 5: Sensitivity Analysis (3 hours)

- Understanding sensitivity analysis
- One-way sensitivity analysis
- Two-way sensitivity analysis

#### Module 6: Excel for Financial Modelling (6 hours)



  
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PRINCIPAL  
TAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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- Excel shortcuts and tips
- Building financial models in Excel
- Best practices for financial modelling in Excel

## **CERTIFICATE COURSE IN LEADERSHIP AND MANAGEMENT**

### **Course Description:**

The Leadership and Management Certificate Course is designed to equip participants with the knowledge and skills necessary to effectively lead and manage a team in today's fast-paced business environment. The course covers various aspects of leadership and management, including leadership styles, team building, communication, conflict resolution, decision-making, and time management.

### **Course Overview:**

This course is a 36-hour program designed for professionals who want to improve their leadership and management skills. The course covers various topics related to leadership and management and is delivered through a mix of lectures, case studies, group discussions, and practical exercises. The course is suitable for managers, team leaders, and anyone who wants to improve their leadership skills.

### **Learning Objectives:**

After completing this course, participants will be able to:

1. Understand different leadership styles and their applications in different situations
2. Develop skills in team building and motivation
3. Improve communication skills for effective leadership
4. Learn techniques for conflict resolution and decision-making
5. Enhance time management skills for better productivity

### **Course Outcomes:**

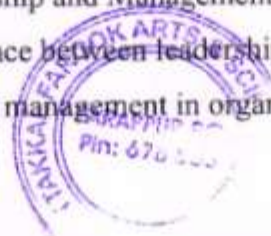
By the end of this course, participants will have gained the knowledge and skills necessary to:

1. Understand and apply different leadership styles in different situations
2. Build and motivate high-performing teams
3. Communicate effectively with team members and stakeholders
4. Resolve conflicts and make effective decisions
5. Manage time effectively to increase productivity

### **Syllabus:**

Module 1: Introduction to Leadership and Management (4 hours)

- Understanding the difference between leadership and management
- The role of leadership and management in organizations



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**PRINCIPAL**  
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- Characteristics of effective leaders and managers

#### Module 2: Leadership Styles and Applications (8 hours)

- Different types of leadership styles and their applications
- Assessing the strengths and weaknesses of different leadership styles
- Choosing the appropriate leadership style for different situations

#### Module 3: Team Building and Motivation (8 hours)

- Building high-performing teams
- Motivating team members
- Dealing with team dynamics and conflicts

#### Module 4: Effective Communication (8 hours)

- Communication styles and techniques
- Listening and feedback
- Managing communication barriers

#### Module 5: Conflict Resolution and Decision Making (4 hours)

- Techniques for conflict resolution
- Approaches to decision making
- Evaluating decision-making outcomes

#### Module 6: Time Management (4 hours)

- Principles of time management
- Setting goals and priorities
- Managing time effectively

## STUDENTSHIP

This section carries information about students, learner-centric initiatives taken by the department, and student development and support services. The cultural and extracurricular activities, the industrial and village visits, and extension activities have also to be mentioned.

- **ACADEMIC MONITORING**

Academic mentoring played an even more critical role in supporting students through unprecedented challenges in the 2019-2020 academic year. The pandemic disrupted traditional learning environments, and academic mentoring adapted to address the unique needs arising from these disruptions. Mentors helped mentees navigate virtual classrooms, manage new types of



*Azeez*  
**M. ABDUL AZEEZ**  
 PRINCIPAL  
 TAKKAL FAROOK ARTS & SCIENCE COLLEGE  
 PARAPPUR, PIN: 676 513



coursework, and set realistic academic goals amidst uncertainty. They provided strategies for staying organized and focused in a remote learning environment. The heightened stress and anxiety brought by the pandemic were addressed by mentors who offered essential emotional support, helping students cope with isolation and maintain their well-being. Additionally, mentors assisted with problem-solving specific to remote learning issues, such as technology challenges and time management. They continued to provide constructive feedback on academic work, ensuring that students remained engaged and motivated despite the lack of in-person interaction. Furthermore, mentors introduced mentees to virtual networks and resources, facilitating connections crucial during a time of physical distancing. Career development discussions also adapted to the changing job market, with mentors guiding students on how to navigate virtual job fairs, online interviews, and remote work opportunities. Overall, academic mentoring during the 2019-2020 academic year was pivotal in helping students overcome obstacles and achieve success in a transformed educational landscape.

- **SUPPLY OF STUDY MATERIELS**

Faculty members provided useful study materials beyond the standard textbooks, enriching students' understanding of specific topics. These additional resources offered valuable information and insights, aiding in a deeper comprehension of the subject matter. All these materials are accessible in the College's D Space repository.

- **DOCUMENTATION OF ACADEMIC ACTIVITIES**

In the Department of Commerce and Management Studies, academic activities are rigorously documented to uphold standards of excellence in teaching, research, and service. Research endeavours encompass a diverse array of projects, spanning from innovative studies to collaborative efforts with external partners. These projects are meticulously recorded, detailing their inception, funding sources, and resultant outcomes. Similarly, publications stemming from departmental research efforts are catalogued, including peer-reviewed journal articles, book chapters, and conference proceedings. Faculty members are also actively engaged in



disseminating knowledge through presentations at national and international forums, further enriching the scholarly discourse within their respective fields. In parallel, teaching materials such as syllabi, lesson plans, and innovative pedagogical approaches are meticulously documented to enhance the quality of instruction and support student learning outcomes.

- **TEACHERS DIARY MAINTENANCE**

In the Department of Commerce and Management Studies, teachers' diaries serve as essential tools for faculty members to record and organize their lesson plans, duties, responsibilities, and student monitoring strategies, promoting effective teaching and learning practices. Every faculty member in the department diligently maintains their respective teacher's diary, ensuring that a comprehensive and accurate record of their academic and administrative activities is available for assessment and improvement purposes.

Faculty members regularly update their lesson plans, outlining the curriculum content, teaching methodologies, and assessment strategies. These plans are aligned with the institution's academic objectives, providing a clear roadmap for delivering quality education. Additionally, they document their assigned duties and responsibilities, including committee memberships, administrative tasks, and extracurricular activities, which promotes transparency and accountability in the department's functioning.

Furthermore, faculty members record their strategies for monitoring student progress, performance, and engagement. These records enable the identification of students who may need additional support and facilitate interventions to enhance overall learning outcomes.



  
M. ABDUL AZEEZ  
PRINCIPAL  
TAKKAL FARDOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O) - 676 503

## CONTENTS OF TEACHERS DIARY

1	Academic Action Plan For 2021-2022
2	Notes on Roles & Responsibilities
3	Code of Professional Ethics
4	Administrative/Curricular/Co-Curricular Duties
5	Participation in Academic Activities
6	Meeting Attended in the college
7	Abstract of Minutes
8	Participation in Seminars/Workshop etc
9	Achievements, Awards
10	Details of Exam Duties
11	Details of Valuation Camp/practical
12	Filed Trips, Industrial Visit etc.
13	Usage of ICT Tools
14	Guidance for Projects
15	E-Content Developed
16	Student Profile
17	Parents-Teachers Meeting Record
18	Parents Contacts/Visit
19	Advisory Notes
20	Mentees Details
21	Advanced & Slow Learners
22	Tutorial Register



  
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PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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23	Student Counselling, Mentoring Done
24	Supplemental Instruction
25	ODD Semester Time Table
26	ODD Semester Work Allocation
27	ODD Semester Plan
28	ODD Semester Daily Events
29	Even Semester Time Table
30	Even Semester Work Allocation
31	Even Semester Plan
32	Even Semester Daily Events
33	Result Analysis (University)
34	Teacher Leave Record
35	Notes
36	Self-Assessment for the Performance based Appraisal System (PBAS) (UGC Format)

### LIST OF CLASS ADVISORS

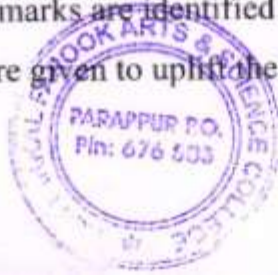
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Bcom Finance	FASEELA. P
BBA	MUJEEB TP



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III RD SEMESTER	
Bcom CA	SUMAYYA. E
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BBA	NISHATH. V
IV TH SEMESTER	
Bcom CA	SUMAYYA. E
Bcom Finance	SAFOORA. P
BBA	NISHATH. V
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Bcom Finance	SREENIJA. M
BBA	DIVYA NEETTATH
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IV th sem Mcom	NAJMA. P

- **Slow learner-centric classes:** One hour written exam for 100 marks are conducted for core subjects. Then Students who scored below 40% marks are identified as slow learners. Assignments, special classes, group discussions etc are given to improve t heir learning capacity.
- **Advanced learner-centric activities:**  
One hour written exam for 100 marks are conducted for core subjects. Then students who scored above 70% marks are identified as advanced learners. Assignments, group discussions, peer teaching etc are given to uplift their excellency.



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PRINCIPAL  
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- **Supplemental learning**

Supplemental learning in our Department of Commerce and Management Studies extends beyond classrooms, incorporating experiential learning, projects, field trips, and industrial visits. Through hands-on experiences and real-world applications, students enhance their critical thinking and problem-solving abilities. Project-based assignments foster collaboration and creativity, while field trips provide insights into industry practices. These activities complement formal instruction, offering students a holistic education and preparing them for future in academia and the workforce.

### **STUDENT SUPPORT AND DEVELOPMENT ACTIVITIES**

The student support and student development initiatives that have been undertaken in this academic year are presented.

1. **Mentoring for students**
2. **Bridge/ Orientation courses**
3. **Special Coaching provided for supplementary examinations**
4. **Placement workshops for students**

On the developmental front, initiatives such as Commerce Lab, Journal Club, Finance Club, orientation in banking, etc. were conducted.

#### **1. MENTORING**

Mentoring groups were formed under various mentees.

*in this mentor-mentee program, each mentor is responsible for helping and guiding 15 students. This setup ensures that each student gets individual support and makes the learning experience better for everyone*



- **SPECIAL MENTORING DONE**

Extra time for Exams- The special students who needed extra time were mentored and with the help of the office of examinations extra time was provided both for mid-semester and end-semester exams.

- **MENTORING FOR WEAK SUBJECTS**

The students were continuously mentored regarding their academics. They were motivated and continuously encouraged to seek help from the teachers of the subjects in which they are weak.

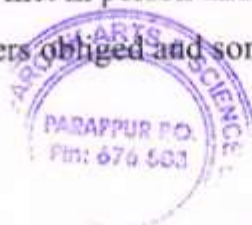
- **ENCOURAGEMENT TO PARTICIPATE IN ASSOCIATION AND CULTURAL ACTIVITIES** – The students were constantly encouraged to participate in all the co-curricular and inter-class events to help them develop self-confidence. One of the special students is also a member of the Theatre Club of the department.

- **MID SEM RESULT ANALYSIS-**

Result analysis of Mid-semester exams of the special students was done separately to know their performance. It was found that compared to the first year, the second-year students fared better.

**In the weekly departmental meetings, issues related to these students were discussed.** For instance, teachers were requested to go a little slow while speaking to these students as they found it difficult to grasp. In another instance, the teachers were requested to give extra time for the completion of written assignments to first-year students who had problems comprehending and articulating using the English language. This was observed more in the case of Malayalam medium students.

The students of the FIRST year found the subject of financial Accounting to be tough. After speaking to them it was concluded that lack of practice and not being able to grasp fast during the lecture hours were the main reasons for not being able to cope with the subject. The teachers teaching the subject were met in person and were requested to take a few one-to-one sessions for these students. The teachers obliged and some students even managed to get help during study holidays.



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An effort was made to bring them together to study problem-based papers on campus with assistance from teachers and a few senior students (supplemental learning) who were good at the subject. It was observed that this group study helped them in looking at each other's notes and getting their doubts cleared. Buddies were identified from their own classes to help them with any doubts regarding the subjects or any other thing. They became friendly with their seniors during meetings and so took help from them too. At the end of each semester their scores in all subjects were taken note of and they were advised and helped accordingly. Students who had attendance issues were constantly monitored and mentored and helped to sort out the same.

## **2. ORIENTATION PROGRAMMES FOR FIRST YEARS**

A ten-day departmental-level orientation for the first semester B. Com and BBA students was organized with a special timetable before the commencement of regular sessions. The main objective was to orient the students to KFASC academic culture with a focus on presentation and writing and referencing skills

## **3. TIMETABLE -ORIENTATION AND BRIDGE CLASSES**

First-year students were given a college-level induction program in the main auditorium along with the PTA gathering. Here the students were briefed about the rules and regulations of the department with respect to dress- code, discipline, attendance, the various clubs, associations, and other activities. This was clubbed with the Freshers" welcome program" organized by the senior students.




  
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**FIRST SEMESTER BCOM CA INDUCTION SCHEDULE 2019 – 2020**

DATE	HOUR 1	HOUR 2	HOUR 3	HOUR 4	HOUR 5
16-9-2019 MONDAY	CBCSS REGULATION NANDINLPC	SL	CBCSS REGULATIO N NANDINLPC	ENG	CBCSS REGULATION NANDINLPC
17-9-2019 TUESDAY	MANAGERIA L ECONOMICS MUNEER	SL	MARKETING MANAGEME NT MUJEEB.TP	E-BELL	MARKETING MANAGEMEN T MUJEEB.TP
18-9-2019 WEDNESD AY	SL	HRM NISHATH. V	E-BELL	E-BELL	INTRODUCTI ON TO EDP DIVYA NEETATH
19-9-2019 THURSDAY	E-BELL	E-BELL	SL	BUSINESS MANAGEME NT RAIHANATH. K	BUSINESS MANAGEMEN T RAIHANATH.K
20-9-2019 FRIDAY	E-BELL	E-BELL	BASICS OF ACCOUNTIN G SUMAYYA.E	BASICS OF ACCOUNTIN G SUMAYYA.E	SL
23-9-2019 MONDAY	BASICS OF ACCOUNTING SUMAYYA.E	SL	BASICS OF ACCOUNTIN G SUMAYYA.E	E-BELL	BUSINESS MANAGEMEN T FASEELA.P
24-9-2019 TUESDAY	INTRODUCTI ON TO EDP DIVYA NEETATH	SL	E-BELL	E-BELL	INTRODUCTI ON TO EDP DIVYA NEETATH



  
**M. ABDUL AZEEZ**  
 PRINCIPAL  
 AKMAL FEROOK ARTS & SCIENCE COLLEGE  
 PARAPPUR.P.O. - 676 503

**FIRST SEMESTER BBA INDUCTION SCHEDULE 2019 – 2020**

DATE	HOUR 1	HOUR 2	HOUR 3	HOUR 4	HOUR 5
16-9-2019 MONDAY	CBCSS REGULATION NAJMA.P	SL	CBCSS REGULATIO N NAJMA.P	ENG	CBCSS REGULATION NAJMA.P
17-9-2019 TUESDAY	INTRODUCTI ON TO EDP SREENIJA.M	SL	E-BELL	E-BELL	INTRODUCTI ON TO EDP SREENIJA.M
18-9-2019 WEDNESD AY	SL	E-BELL	MARKETING MANAGEME NT BASIMA.K	MARKETING MANAGEME NT BASIMA.K	E-BELL
19-9-2019 THURSDAY	BUSINESS MANAGEME NT FASEELA.P	BUSINESS MANAGEME NT FASEELA.P	SL	E-BELL	E-BELL
20-9-2019 FRIDAY	BASICS OF ACCOUNTIN G SAFOORA.P	E-BELL	BASICS OF ACCOUNTIN G SUMAYYA.E	E-BELL	SL
23-9-2019 MONDAY	BASICS OF ACCOUNTIN G SAFOORA.P	SL	BASICS OF ACCOUNTIN G SAFOORA.P	E-BELL	INTRODUCTI ON TO EDP SREENIJA.M
24-9-2019 TUESDAY	HRM SIRAJUL MUNEER	SL	E-BELL	E-BELL	INTRODUCTI ON TO EDP SREENIJA.M



  
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**PRINCIPAL**  
**KOTTAKKAL FARDOK ARTS & SCIENCE COLLEGE**  
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**FIRST SEMESTER B COM FINANCE INDUCTION SCHEDULE 2019-2020**

16-9-2019 MONDAY	ECONOMICS PRABITHA. K	SL	REGULATION NANDINI PC	ECONOMICS PRABITHA K	ENG
17-9-2019 TUESDAY	ECONOMICS PRABITHA K	SL	ECONOMICS PRABITHA K	ECONOMICS PRABITHA K	ECONOMICS PRABITHA K
18-19-2019 WEDNESDA Y	SL	HRM SIRAJUL MUNEE R	ENG	ENG	EDP SREENJA M
19-9-2019 THURSDAY	ENG	E- BELL	SL	BUSINESS MANAGEMEN T FASEELA P	BUSINESS MANAGEMEN T FASEELA P
20-9-2019 FRIDAY	ENG	ENG	ACCOUNTIN G SAFOORA P	ACCOUNTING SAFOORA P	SL
23-9-2019 MONDAY	E- BELL	SL	E D P SREENJA M	MARKETING BASIMA K	BUSINESS MANAGEMEN T FASEELA P
24-9-2019 TUESDAY	MARKETIN G FASEELA P	SL	ENG	BUSINESS MANAGEMEN T FASEELA P	ENG



*M. Abdul Azeez*  
**Prof. M. ABDUL AZEEZ**  
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**KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE**  
**PARAPPUR(P.O) - 676 503**

### **DIGITAL TEXTBOOK SUPPORT**

The Department of Commerce provides digital textbooks to the students of the department to broaden their intellectual horizons and to aid in their regular classroom teachings. The list of textbooks is given in DSPACE and students can download or read a book, either prescribed or recommended from their home or a place of their ease. Free textbook references are available at D Space.

### **COACHING FOR SUPPLEMENTARY EXAMINATIONS**

Special coaching was given to final-year students writing the supplementary exams by faculty members so that they can clear the exam with confidence. The support was extended outside class hours in the months of December 2019- and January 2020-. Following are the subjects for which special coaching was provided during the year.

1. Income tax and GST
2. Financial services
3. Corporate accounting
4. Financial accounting

### **EXPERIENTIAL LEARNING, EXTENSION, AND OUTREACH ACTIVITIES**

Department of commerce and management, conducted an experiential learning for second year commerce and management students.as a beginning of this, second year BBA students visited Chicking Kottakkal for studying their financial performance



*M. Abdul Azeel*  
Prof. M. ABDUL AZEEL  
PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O) - 676 503



### **STUDY ON USAGE OF E-BANKING FACILITIES WITH A SPECIAL REFERENCE TO TIRUNAVAYA PUNCHAYATH**

The Department of Commerce and Management Studies has decided to conduct Community Engagement and Outreach Activities as a part of its Extension Activity, helping students explore their potentials through two distinct initiatives.

On 3rd August 2019, an extension activity was conducted to study the usage of e-banking facilities among shop owners in Tirunavaya Panchayat. The study aimed to assess the level of awareness, adoption, and challenges related to e-banking services among local businesses. Data were collected through structured interviews and questionnaires from ten randomly selected shops. The findings revealed that most shop owners were aware of e-banking, with a significant number using it regularly for transactions, including payments and utility bills. Commonly used services included online banking and mobile banking apps. The primary benefits highlighted were convenience, time-saving, and 24/7 availability. However, challenges such as technical issues, security concerns, lack of training, and poor internet connectivity hindered wider adoption. To enhance e-banking usage, the study recommends conducting training programs, improving internet infrastructure, enhancing security measures, and developing user-friendly e-banking platforms.



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**M. M. ABDUL AZEED**  
PRINCIPAL  
TAKKAL FARDOOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O - 676 503

## A STUDY ON IMPACT OF DIGITAL TRANSFORMATION IN BUSINESS WITH SPECIAL REFERENCE TO KOTTAKKAL MUNICIPALITY

On January 2, 2019, a study was conducted in Kottakkal Municipality to assess the impact of digital transformation on local businesses. The study involved 15 business institutions and utilized structured questionnaires to gather data. Findings revealed a growing trend of adopting digital technologies, such as AI and cloud computing, which have improved operational efficiency and economic gains. However, challenges like cultural resistance and data security concerns were also noted. The event highlighted the necessity of digital transformation for maintaining competitiveness and adapting to market demands, especially in light of global shifts like the COVID-19 pandemic. Recommendations included enhancing digital literacy, improving infrastructure, and fostering a culture of innovation to maximize the benefits of digital transformation.

## BUSINESS FEST DONE AND ATTENDED

Delights Festival, held on December 22, 2019, was more than just tasty food. It was organized by the ED Club to help students learn how to sell and become entrepreneurs. At the festival, students got to sell their own food creations. It was a chance for them to practice their selling skills and learn about starting their own businesses. The festival was a big success, teaching students important lessons while also serving up delicious treats



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*Prof. M. Abdul Azeed*  
Prof. M. ABDUL AZEED  
PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
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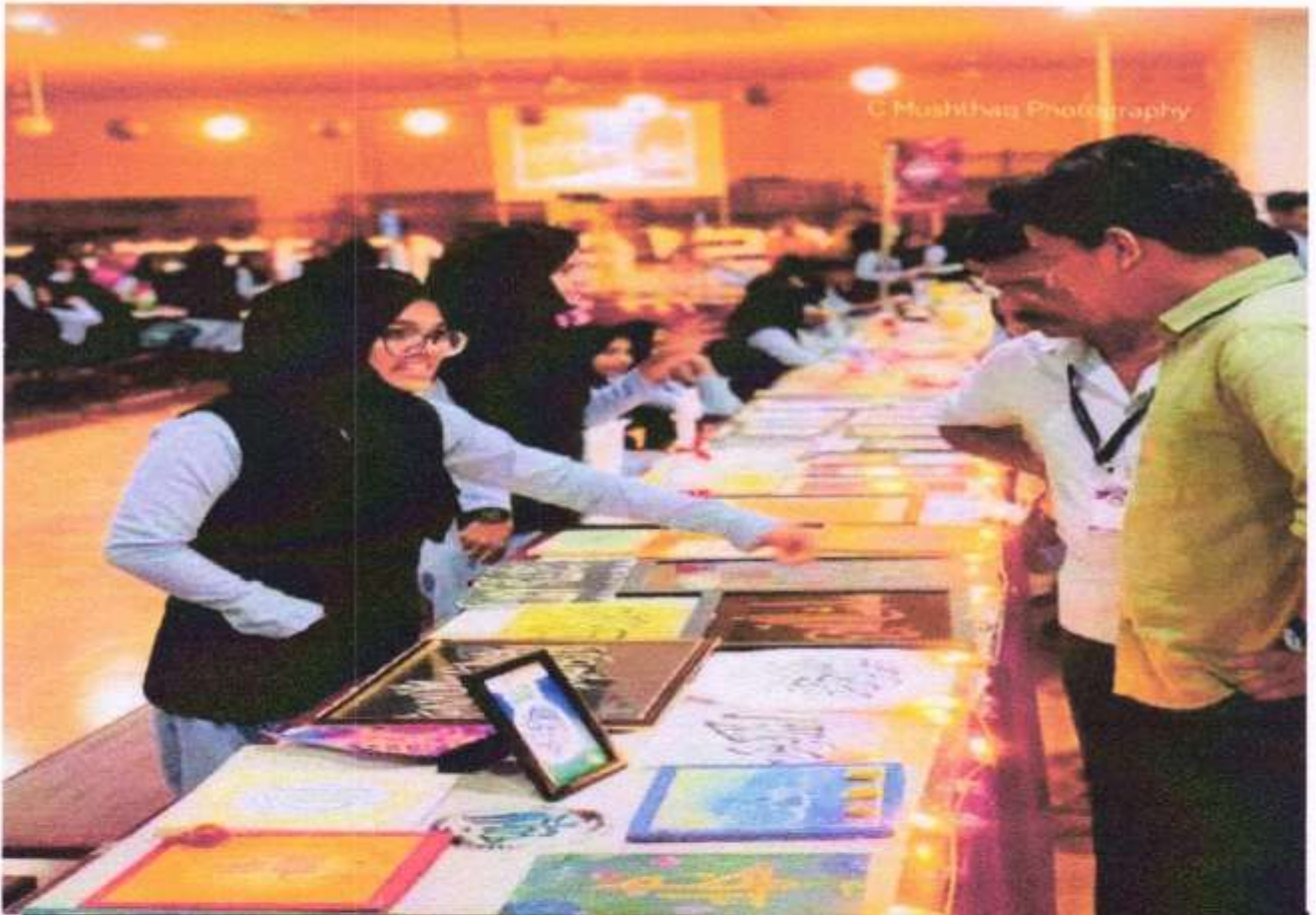


## CRAFTOPIA

"Craftopia" was a fantastic craft festival organized by the ED Club and the Department of Commerce and Management Studies in December 2019. It was all about creativity and fun! Students got to show off their amazing crafts, from beautiful artworks to unique designs. The festival was a chance for everyone to celebrate art and talent while also learning about entrepreneurship and teamwork. It was a memorable event that brought people together and left everyone feeling inspired.



*M. Abdul Azeel*  
**Prof. M. ABDUL AZEEL**  
**PRINCIPAL**  
NOTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503





- **CLASS ADJUSTMENT DURING FACULTY LEAVE**

The students were effectively engaged and continued their learning during the absence of regular faculty members. To ensure minimal disruption to the students' learning, the department adopted a comprehensive approach that involved engaging students with other qualified faculty members. Highly competent and experienced substitute faculties were assigned to conduct the classes during the leave period. The substitutes were well-versed in the subject matter and had a good understanding of the curriculum. During the faculty leave, students actively utilized various academic resources available in the department. They made extensive use of the digital library, accessing e-books, online journals, and research materials pertinent to their coursework. Students made frequent visits to the department's bookshelves, taking advantage of the diverse collection of question papers and reference materials.

- **STUDENT ATTENDANCE MONITORING AND MENTORING BY CLASS TEACHER**

The Department of commerce and management has implemented an efficient class monitoring system which involves regular assessments, class observations, and feedback sessions to gauge students' progress. The system ensures that student performance is closely monitored, and appropriate interventions are made when necessary.

**Mentoring Program:** The mentoring program in the commerce Department plays a crucial role in providing personalized guidance and support to students. Each advisor is assigned a group of students to mentor throughout the academic year. The mentors actively engage with their mentees, discussing their academic goals, strengths, and areas for improvement.

**Tracking Leaves Taken by Students:** The Department keeps a comprehensive record of leaves taken by students to monitor their attendance and identify patterns that may affect their academic performance. Early intervention measures are taken when students show a consistent pattern of absenteeism.

**Connecting with Parents:** Regular communication with parents is a key aspect of the mentoring program.



Prof. M. ABDUL AZEEZ  
PRINCIPAL  
KERALA FARDOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503

### FIELD TRIP TO KODAIKANAL

The B Com Finance students had an amazing trip to Kodaikanal. We explored beautiful places like Coaker's Walk and Bryant Park, and enjoyed the stunning views of Kodai Lake. We had so much fun together, making memories around campfires and learning about the local culture. It was a great way to bond with classmates and see how finance works in the tourism industry. We'll always remember our time in Kodaikanal!



*Lajeez*  
Prof. M. ABDUL AZEEM  
PRINCIPAL  
KOTTAKKAL FARDOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503

**DEPARTMENT OF COMMERCE AND MANAGEMENT ASSOCIATION INAUGURATION**

The inauguration of the Department of Commerce and Management Association was conducted on January 15, 2020, with Mr. Ajfan MD Nechikatt Muhammad Kutty presiding over the event.



  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
KOTIAKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503



*M. Azeez*  
**Prof. M. ABDUL AZEEZ**  
PRINCIPAL  
TAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503

**CURRICULAR, CO-CURRICULAR, EXTRA CURRICULAR, AND EXTENSION ACTIVITIES**



Industrial visit to Craft Village, Vadakara, was an enriching experience where students participated in hands-on workshops and demonstrations of traditional Indian crafts, gaining practical insights and cultural appreciation



  
Prof. M. ABDUL AZEEZ  
PRINCIPAL  
KOTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O) - 676 503



*Ayesha*

Prof. M. ABDUL AZEEM  
PRINCIPAL  
ATTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503



**KOTTAKKAL FAROOK ARTS AND SCIENCE COLLEGE.**

**DEPARTMENT EXTENSION ACTIVITIES**

**2019-20**

**DEPARTMENT OF COMMERCE AND MANAGEMENT**

Sl No	Year	Date, Month	Semester	No: Of Students	Venue	Beneficiaries	Extension Activity
1	2019	31 July	Fifth Semester	33	Kottakkal municipality	Residents of kottakkal municipality.	Health issues and prevention remedies.
2	2019	05 August	Third Semester	25	Kottakkal municipality	Business Institutions in kottakkal	Digital transformation in business
3	2019	25 November	First Semester	25	Chunda ward kottakkal	Residents in chunda ward, kottakkal	A on women empowerment initiative
4	2020	10 January	Fourth Semester	31	Farook Higher Secondary school	Students	Digital literacy and cyber security.
5	2020	04 March	Second Semester	25	Valiyaparamba Kottakkal	Kudumbashree members	Financial literacy among kudumbashree members



  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
 KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
 PARAPPUR P.O. PIN - 676 683



## 1. TOPIC: HEALTH ISSUES AND PREVENTION REMEDIES IN KOTTAKKAL.

On July 31, 2019, fifth semester students from Kottakkal Farook College conducted an extension activity to inform residents of Kottakkal Municipality about common health issues and their prevention. This activity involved visiting a selected sample of eight houses in the municipality to engage directly with the community. The objectives were to educate residents about prevalent health issues, provide practical advice on prevention methods, enhance community health awareness, and collect feedback to understand community health concerns. Using a random sampling method, eight houses were selected for the study. Students were briefed and provided with informational pamphlets and health kits before their visits. During the visits, students interacted with residents, sharing information on health issues such as common cold and fever, dengue fever, diabetes, hypertension, and COVID-19, along with preventive measures for each. They emphasized personal hygiene, a balanced diet, physical activity, regular medical check-ups, and mental health. Residents appreciated the initiative, found the information useful, and expressed a need for more interactive sessions and additional information on managing chronic diseases. Observations indicated high interest from residents in implementing health tips, common concerns about managing diabetes and hypertension, and a sense of community engagement fostered by the initiative. This activity highlights the success of engaging with the community to promote health education and preventive measures, demonstrating the importance of ongoing health education initiatives.

**Outcomes :** Increased Health Awareness and Preventive Practices and Enhanced Community Engagement and Feedback:.



*M. Abdul Azeez*  
Prof. M. ABDUL AZEEZ  
PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPURIP.O. - 676 513



*Students spreading awareness about the importance of hygiene*



  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O) - 676 503

## 2. DIGITAL TRANSFORMATION IN BUSINESS WITH SPECIAL REFERENCE TO KOTTAKKAL MUNICIPALITY

The event on the impact of digital transformation in business, held on 5/08/2019, at Kottakkal Municipality from 10 AM to 4 PM, For this purpose third semester students take 15 business institutions in Kottakkal Study highlighted the importance of technology in reshaping how businesses operate. The data collection involved students using a structured questionnaire to gather insights. The findings revealed a growing trend in businesses adopting digital technologies like AI and cloud computing Challenges included cultural resistance and data security concerns, while benefits included improved operational efficiency and economic gains such as increased revenue and cost savings. students expressed gratitude to all participants and emphasized the collaborative effort in collecting valuable data. This report provides a simple overview of the event's discussions and insights into the impact of digital transformation on businesses. In today's world, digital transformation plays a crucial role in helping businesses stay competitive and relevant. With technology constantly evolving, businesses need to adapt to meet the changing demands of customers and the market. Digital transformation enables companies to streamline their operations, make data-driven decisions, and reach a wider audience through online channels. By embracing digital tools and strategies, businesses can improve their efficiency, innovate their products and services, and ultimately, thrive in the digital age. Therefore, in this scenario, digital transformation is essential for businesses to stay ahead of the curve and succeed in the rapidly evolving marketplace.

**Outcomes :** Enhanced Understanding of Digital Technologies and also Identified Challenges and Opportunities



  
P. M. ABDUL AZEEZ  
PRINCIPAL  
KOTTAKKAL FARDOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503



*Students giving insights about digital literacy.*



*Prof. M. ABDUL AZEEZ*  
**PRINCIPAL**  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O) - 676 503



*Empowering businesses with digital skills for the future.*



  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR.P.O. - 676 503



*Students engaging with the business community*



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**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O) - 676 503



students empowering with <sup>Shop</sup> owners with digital education



*Laney*  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
 KOTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
 PARAPPUR.P.O. - 676 503

### **3. TOPIC: A Study on Women Empowerment Initiatives With Special Reference To Chunda Ward, Kottakkal Municipality**

As part of the ongoing extension activities organized by Kottakkal Farook Arts and Science College, a special program was conducted on 25th November 2019, focusing on women empowerment initiatives, particularly those implemented by the Kudumbashree unit in Chunda Ward. The session was designed to offer both the students and the community members a deeper understanding of the concept of women empowerment and the various measures undertaken to promote it. The primary objective of this activity was to provide participants with a comprehensive idea of what women empowerment entails. Through interactive discussions and presentations, students and Kudumbashree members explored the significance of empowering women in today's society. The session highlighted the importance of self-reliance, financial independence, and leadership among women, showcasing successful examples from the Kudumbashree initiatives in Chunda Ward. The activity also aimed to raise awareness among Kudumbashree members about the different measures and initiatives that have been implemented to improve women empowerment. Detailed explanations were provided on various programs and schemes, enabling participants to better understand the resources available to them and how they can actively contribute to their community's development.

In addition to enhancing the understanding of the concept of women empowerment, this extension activity also served as a platform for students to build their confidence in public speaking and presentations. Engaging directly with the Kudumbashree members allowed students to develop essential communication skills and foster social connections within the community. Overall, the extension activity was a valuable experience for both the students and the community members. It successfully increased awareness of women empowerment initiatives and provided a meaningful opportunity for social interaction and personal growth.

**Outcomes :** Increased Awareness of Women's Empowerment and Strengthened Community Support:



*M. Azeez*  
**PROF. M. ABDUL AZEEZ**  
**PRINCIPAL**  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPURAM - 676 303





*Students educating on smart financial practices*



*M. Abdul Azeez*  
**Prof. M. ABDUL AZEEZ**  
**PRINCIPAL**  
**KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE**  
**PARAPPUR(P.O) - 676 503**

#### 4. DIGITAL LITERACY AND CYBER SECURITY WITH REFERENCE TO KOTTAKKAL FAROOK HIGHER SECONDARY SCHOOL

On 10th January 2020, Kottakkal Farook Arts and Science College organized an extension activity on "Digital Literacy and Cybersecurity" at Farook Higher Secondary School, Kottakkal. This event, attended by fourth-semester BBA students and Plus Two students from the commerce stream, aimed to enhance awareness of safe digital practices and the importance of cybersecurity. The workshop provided comprehensive insights into digital literacy, emphasizing the responsible use of digital tools and the recognition of online threats such as phishing and malware. Practical tips on data protection, including strong passwords and secure browsing, were also shared. The session covered the fundamentals of cybersecurity, focusing on the ethical use of digital resources and strategies to safeguard personal data.

As part of the activity, students engaged in a hands-on exercise where they used a questionnaire to collect data on digital literacy and cybersecurity awareness among their peers in the commerce stream. This practical component not only reinforced the workshop's key concepts but also provided valuable feedback that could inform future initiatives. The activity successfully equipped participants with the knowledge and skills necessary to navigate the digital world securely, fostering a culture of digital responsibility and vigilance. The commitment of Kottakkal Farook Arts and Science College and Farook Higher Secondary School to preparing students for the digital challenges of the modern world was clearly reflected in the success of this event, as participants left with a heightened awareness and readiness to face the complexities of the online environment.

**OUTCOME :** The activity successfully heightened students' awareness of digital literacy and cybersecurity, equipping them with essential skills to navigate the digital world securely.



  
Prof. M. ABDUL AZEEZ  
PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE,  
PARAPPUR(P.O) - 676 503



*Students are promoting digital literacy for modern business success.*



A handwritten signature in green ink, which appears to read 'Azeez'.

**Prof. M. ABDUL AZEEZ  
PRINCIPAL**

**KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PARAPPUR(P.O.) - 676 503**

## 5. FINANCIAL LITERACY AMONG KUDUMBASHREE MEMBERS.

On 4th March 2020, Kottakkal Farook Arts and Science College conducted an extension activity titled "Financial Literacy Among Kudumbasree Members with Special Reference to Valiyaparamba." This initiative aimed to assess and enhance the financial literacy of Kudumbasree members, focusing on women from Valiyaparamba, the 11th ward of Kottakkal Municipality. The participants included second-semester BCom students, who actively engaged with the Kudumbasree members to evaluate their understanding of basic financial concepts, banking services, and investment opportunities. The study highlighted the significance of financial literacy in empowering these women to navigate the financial landscape effectively. By assessing their current knowledge levels and sources of financial information, the activity sought to identify gaps and provide tailored financial education. The participants conducted surveys to gauge the satisfaction levels of Kudumbasree members with their financial knowledge and explored the primary sources contributing to their understanding of financial matters.

The findings underscored the need for targeted financial education and outreach programs to enhance the financial well-being of Kudumbasree women. The activity successfully raised awareness about the importance of financial literacy, contributing valuable insights that can inform future extension and community engagement strategies for fostering financial inclusion and empowerment among women in the community.

**Outcomes :** Insights into Financial Knowledge Sources and Enhanced financial literacy.



  
DR. M. ABDUL AZEEL  
PRINCIPAL  
KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE  
PABAPPURIP.O.I - 676 503



Kudumbashree members with students



Student try to make awareness about the concept financial literacy



*Lays*  
**DR. M. ABDUL AZEEZ**  
**PRINCIPAL**  
**KOTTAKKAL FAROOK ARTS & SCIENCE COLLEGE**  
**PARAPPURIP. (P) - 676 503**