

NEWS LETTER

2024-2025

DEPARTMENT OF BUSINESS
ADMINISTRATION



PROVIDENCE WOMEN'S COLLEGE

[AUTONOMOUS]

DBT Star College

Re-Accredited with Grade **A++** by NAAC

COLLEGE WITH POTENTIAL FOR EXCELLENCE [2016-21]

ABOUT THE DESK

The academic year 2024–2025 ushers in a renewed sense of purpose and momentum for the Department of Business Administration. As we move forward, we continue to uphold our legacy of academic excellence while embracing the evolving dynamics of the business world.

we believe that education must go beyond textbooks to shape curious minds, courageous hearts, and capable leaders.

This year, our journey is anchored in the belief that every student is a changemaker in the making. We are committed to nurturing this potential by offering a learning environment that is intellectually stimulating, emotionally supportive, and globally relevant.



Through a blend of academic rigor, industry exposure, and hands-on experiences, we aim to develop professionals who are not just career-ready but also ethically grounded and socially conscious. As the world of business evolves rapidly, so does our resolve to prepare students who can think critically, act responsibly, and lead confidently.

We take immense pride in our students' accomplishments and their ability to adapt, lead, and innovate in a world that demands versatility and vision. Our faculty remains deeply committed to mentoring, research, and continuous improvement in teaching practices.

As we move ahead, we envision a year filled with collaboration, creativity, and impactful learning. Together, let us build a culture where ideas thrive, values lead, and excellence endures.



ABOUT THE DEPARTMENT

AGRATA
2024

The department began its journey in 2002 with just 24 students and 4 committed faculty members. In 2005, we celebrated our first graduating batch and proudly released our very first department journal. That same year, we introduced the Management Game Challenge, creating a space for learning beyond the classroom. In 2008, the Consumer Club “Saskia” was formed, followed by the Management Club in 2009—both encouraging student engagement and leadership. Our intercollegiate fest started in 2008 as “Rithu Mantr” and later blossomed into “Agratha,” a celebration of women empowerment and youthful energy.

FACULTIES & STUDENTS

1. Ms Prasy V K, Head of the department
2. Ms Deepa Ashok
3. Ms Rashmi R
4. Ms Nimisha Balagopalan

I BBA	44
II BBA	42
III BBA	42



VISION

EMPOWERING OUR STUDENTS WITH MANAGERIAL ACUMEN TO DEVELOP INTO SUCCESSFUL ENTREPRENEURS.

MISSION

WE STRIVE TO BRING EXCELLENCE IN MANAGEMENT EDUCATION BY:

- ▶ EQUIPPING THEM PRACTICAL MANAGERIAL SKILLS.
- ▶ PROVIDING KNOWLEDGE ABOUT LATEST GLOBAL BUSINESS TRENDS AND TECHNIQUES.
- ▶ EMPOWERING STUDENTS WITH EFFECTIVE INTERPERSONAL / COMMUNICATION SKILLS AND SOCIETAL CONSCIOUSNESS.



ACADEMIC ACTIVITIES SUMMARY

JUNE 2024 – MARCH 2025



JUNE 2024

JUNE 7: SEMINAR ON "OUR LAND OUR FUTURE" BY STUDENTS AT AMLP SCHOOL PARAMBIL BAZAR AS PART OF WORLD ENVIRONMENT DAY.

JUNE 10: IV SEMESTER INTERNAL EXAMINATION COMMENCED.

JUNE 19: FYUG I SEMESTER ADMISSION PROCESS STARTED.

JUNE 27: II SEMESTER INTERNAL EXAMINATION CONDUCTED.

JULY 2024

JULY 1: ONE-WEEK FYUG FIRST YEAR ORIENTATION PROGRAM "DEEKSHARAMBH" BEGAN.

JULY 12: FIRST DEPARTMENT BOARD OF STUDIES MEETING HELD.

AUGUST 2024

AUGUST 2: INVESTOR AWARENESS PROGRAM "MARKET KA EKALAVYA" IN COLLABORATION WITH NSDL.

AUGUST 7: TRADE MASTER SHOWDOWN - INTRADEPARTMENTAL MANAGEMENT GAME.

AUGUST 13: SEMINAR ON OVERVIEW OF SECURITIES MARKET WITH BSEIPF.

AUGUST 16: INDEPENDENCE DAY CELEBRATIONS WITH SEMINAR AND ACTIVITIES ON "LEGENDS OF FREEDOM: INDIA'S INDEPENDENCE AND BRAVE FIGHTERS".

AUGUST 22: LIBERTY LEAGUE - INTER-DEPARTMENTAL MANAGEMENT GAME.

AUGUST 30: MARKET REPLICA COMPETITION "GOA MARKET".

SEPTEMBER 2024

SEPTEMBER 2-4: HR ANALYTICS TRAINING PROGRAM IN COLLABORATION WITH IIM CALCUTTA.

SEPTEMBER 6: WEBINAR ON GENDER EQUALITY.

SEPTEMBER 11: BUSINESS QUIZ LEAGUE - "GAMIFICATION OF KNOWLEDGE AND SKILL".

OCTOBER 2024

OCTOBER 1: SKILL EXPO "MERIKA" CONDUCTED.

OCTOBER 15: FINANCIAL TRAINING PROGRAM IN COLLABORATION WITH XYLEM COMMERCE PRO.

OCTOBER 16: ALUMNI INTERACTION "SHARING EXPERIENCE" FEATURING SHEEN JANET.

OCTOBER 18: CYBERSECURITY AWARENESS PROGRAM "CYBER SAFE KOZHIKODE 2.0".

OCTOBER 21: MANAGEMENT MEET "AGRATA 2024".

OCTOBER 28: NATIONAL SEMINAR ON INNOVATION AND MANAGEMENT IN DYNAMIC BUSINESS ENVIRONMENT.



NOVEMBER 2024

NOVEMBER 1: DEBATE COMPETITION ON "IS MALAYALAM CRUCIAL FOR STUDENTS IN KERALA TODAY?" AS PART OF KERALA PIRAVI CELEBRATIONS.

NOVEMBER 4: FYUG I SEMESTER EXAMINATION COMMENCED.

NOVEMBER 12: FYUG I SEMESTER PAPER VALUATION CARRIED OUT IN THE COLLEGE.



DECEMBER 2024

DECEMBER 3: ALL KERALA BEST MANAGER CONTEST BY GIIMS INSTITUTE OF LOGISTICS.

DECEMBER 7: COLLEGE TOUR TO GOA.



DECEMBER 9: WEBINAR ON MUTUAL FUND AWARENESS BY MR. K. THANGARAJ.

DECEMBER 10: WORKSHOP ON DIGITAL MARKETING BY AVIV DIGITAL ACADEMY.

JANUARY 2024

JANUARY 8 & 11: WORKSHOP "FINANCE FUTURE: HANDS-ON GST FILING AND CAREER OPPORTUNITIES" IN ASSOCIATION WITH ICMS AND NSDC.

JANUARY 9: INDUSTRIAL VISIT TO OOTY TEA FACTORY.

JANUARY 13: INVESTOR AWARENESS PROGRAM BY MR. RAYIRATH VENUGOPAL (SEBI TRAINER).

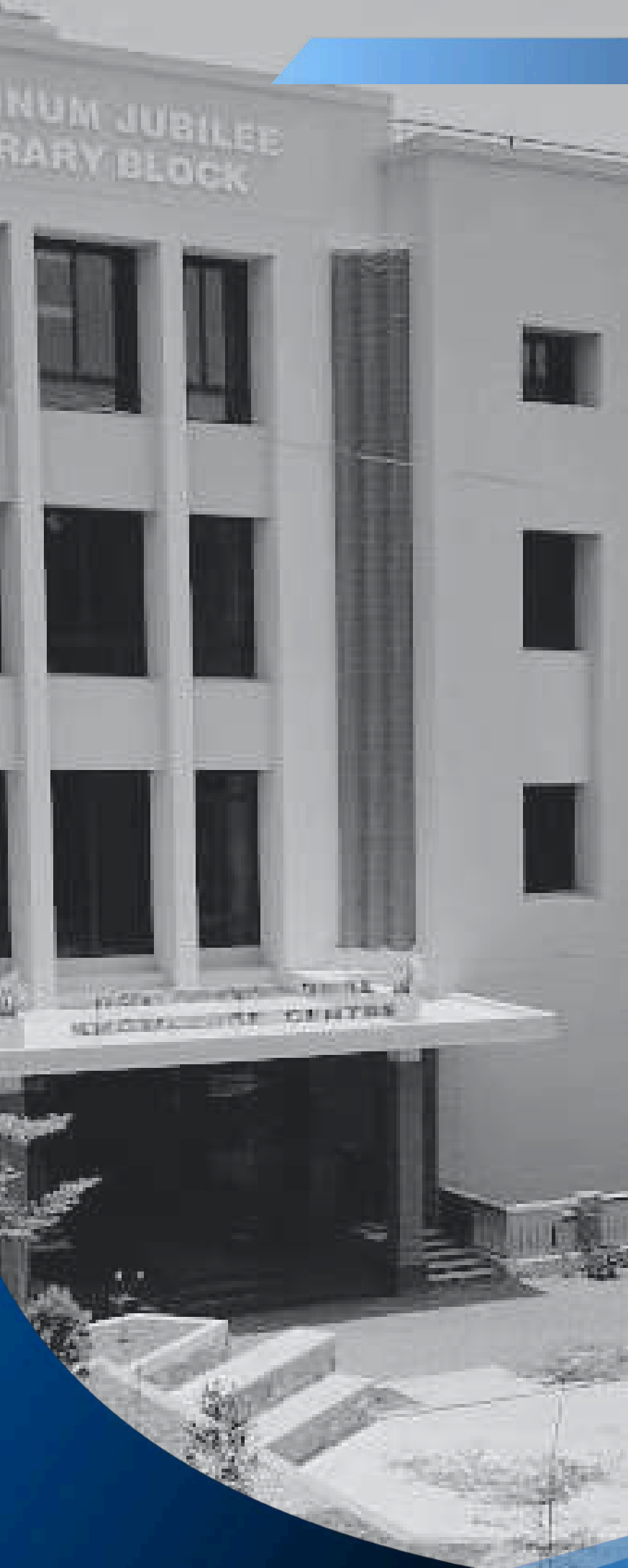
JANUARY 14-15: TWO-DAY BUSINESS ANALYTICS WORKSHOP WITH G-TEC COMPUTER EDUCATION.

JANUARY 20: TALK ON "ENTREPRENEURSHIP - A VENTURE CAPITAL PERSPECTIVE" IN ASSOCIATION WITH CMA.

JANUARY 27: STUDENTS ATTENDED "A NON-SCARY GUIDE TO AI" ORGANIZED BY AIMA AND CMA.

CHRISTMAS SEASON: CELEBRATION WITH UNDERPRIVILEGED AT KANIV SNEHATHEERAM KAPPAD.





100TH JUBILEE
LIBRARY BLOCK

FEBRUARY 2025

FEBRUARY 12: STUDENTS ATTENDED "LEADER CONNECT" BY TIE KERALA.

FEBRUARY 14: INDUSTRIAL VISIT TO MYSORE SILK FACTORY.

MARCH 2025

MARCH 2: MOCK VIVA VOCE BEGAN.

MARCH 7: MOTIVATIONAL SESSION "TODAY A STUDENT, TOMORROW A GOVERNMENT OFFICER" BY NIYAS AND AMAL ASHOK (VERANDA RACE).

MARCH 7: PARTICIPATION IN "SAMATHVA VEEDHI" ORGANIZED BY AIMA FOR INTERNATIONAL WOMEN'S DAY.

MARCH 20: UNIVERSITY PROJECT VIVA CONDUCTED.

THE TOP 5 DEPARTMENT HIGHLIGHTS

NATIONAL SEMINAR ON INNOVATION AND MANAGEMENT IN A DYNAMIC BUSINESS ENVIRONMENT:

A prestigious academic event that brought together scholars, industry experts, and students to discuss evolving trends in business innovation and management practices.

MANAGEMENT MEET – AGRATA 2024:

A dynamic platform that showcased student leadership and collaboration, allowing participants to sharpen their managerial competencies through a range of interactive sessions and activities.

MARKET REPLICA COMPETITION – GOA MARKET:

This vibrant event encouraged creativity, innovation, and teamwork, as students recreated a bustling marketplace environment, blending marketing concepts with real-world simulation.

SKILL EXPO – MERIKA:

A celebration of student talent and entrepreneurial spirit, the expo provided a platform for showcasing innovative skills across business domains.

HR ANALYTICS TRAINING PROGRAM (IN COLLABORATION WITH IIM CALCUTTA)

A hands-on training initiative that equipped students with analytical tools and HR insights aligned with industry standards.

INTRA-DEPARTMENTAL MANAGEMENT GAME – TRADE MASTER SHOWDOWN:

A spirited internal competition that promoted strategic thinking and competitive learning among students within the department.

INTER-DEPARTMENTAL MANAGEMENT GAME – LIBERTY LEAGUE:

Encouraged collaboration and healthy competition among departments, focusing on leadership, problem-solving, and decision-making.

FINANCIAL TRAINING PROGRAM (WITH XYLEM COMMERCE PRO):

A practical workshop designed to build foundational financial analysis skills, enabling students to navigate real-time market challenges with confidence.

ACADEMIC & CURRICULAR HIGHLIGHTS

INAUGURATION OF AUTONOMOUS STATUS & FYUG PROGRAM :

Marking a significant academic milestone, the department celebrated the commencement of its autonomous status and launched the FYUG program. A one-week orientation program, Deksharambh, was organized to welcome and guide the new batch of students.

BOARD OF STUDIES MEETINGS:

Marking a significant academic milestone, the department celebrated the commencement of its autonomous status and launched the FYUG program. A one-week orientation program, Deksharambh, was organized to welcome and guide the new batch of students.

SEMESTER EVALUATION & RESULTS:

Valuation camps for both the first and second semesters were successfully conducted, followed by the timely publication of results.

ANNUAL PARENTS MEETING:

A comprehensive review and feedback session was held with parents to evaluate student progress and academic initiatives.



INVESTOR AWARENESS PROGRAMS:

- ▶ Market Ka Ekalavya (in collaboration with NSDL)
- ▶ A special session by SEBI trainer Mr. Rayirath Venugopal

SEMINARS & WEBINARS :

- ▶ Overview of Securities Market (with BSEIPF)
Gender Equality webinar
- ▶ Mutual Fund Awareness by Mr. K. Thangaraj
Cyber Safe Kozhikode 2.0 – A cybersecurity awareness program
- ▶ Finance Future: Hands-on GST Filing and Career Opportunities (with ICMS & NSDC)



Interactive Learning Initiatives

Business Quiz League: Gamification of Knowledge and Skill

Mock Project Viva – Conducted for III BBA students as a preparatory exercise

Alumni Interaction: Sharing Experience – An inspiring session with entrepreneur Sheen Janet

New Product Launch

HR Analytics Training Program (in collaboration with IIM Calcutta)

Financial Training Program (with Xylem Commerce Pro)

Business Analytics Workshop (with G-TEC Computer Education)

Internship Opportunities

Numerous students underwent internships at reputed companies, gaining valuable industry exposure and practical experience during the academic year.

ACADEMIC & CURRICULAR HIGHLIGHTS

Inter-Department Management Game – Liberty League

Fostered strategic thinking and collaboration across departments.



Industrial Visits

Enriching field visits to the Mysore Silk Factory and Ooty Tea Factory provided practical industry insights.

Market Replica Competition – Goa Market

Encouraged creativity and business simulation skills.

Skill Expo – Merika

Showcased student talents and entrepreneurial innovations.

Management Meet – Agrata 2024

A platform to hone leadership and management capabilities.

College Tour to Goa

Offered students a refreshing blend of learning and leisure.

EXTENSION ACTIVITIES

World Environment Day Seminar

Students conducted an awareness seminar titled "Our Land, Our Future" at AMLP School, Parambil Bazar.

Humanitarian Support

Contributed funds to the Wayanad Disaster Relief Fund as part of a social responsibility initiative.

Independence Day Observance

Organized a seminar and various activities on "Legends of Freedom: India's Independence and Brave Fighters."

Community Outreach

Celebrated Christmas with the residents of Kaniv Snehatheeram, Kappad, spreading joy and solidarity.

Civic Engagement

Students actively assisted with administrative work in their respective local panchayaths, gaining firsthand experience in local governance.

EXTRA-CURRICULAR HIGHLIGHTS

Teacher's Day Celebration – Honouring the dedication and contributions of educators.

Talents Day – A vibrant platform for students to showcase their artistic and creative abilities.

Ethnic Day Celebration – Promoted cultural diversity and traditional attire.

Sports Day – Encouraged team spirit, fitness, and healthy competition.

Festive Celebrations – Joyous observances of Onam, Christmas, and Eid, including an Iftar party.

Active Participation – Enthusiastic involvement in College Day, B-Zone, and Inter-Zone competitions.

RESEARCH & DEVELOPMENT

National Seminar conducted on Innovation and Management in a Dynamic Business Environment.

Student Achievement: Raniya (III BBA) presented a paper at a competition hosted by Providence Women's College.

Industry Exposure: Students attended the Business Conclave organized by AIMA.

Faculty Participation: Active involvement in national and international conferences through paper presentations.

CAREER GUIDANCE INITIATIVES

Workshop: "Finance Future: Hands-on GST Filing and Career Opportunities" with ICMS and NSDC.

Motivational Session: "Today a Student, Tomorrow a Government Officer" by Veranda Race trainers.

Placement Drive: Final-year students participated enthusiastically in campus recruitment activities.

AWARDS AND ACHIEVEMENTS

▶ **SHAZA ASHARAF AND AYSHA HANEENA K (III BBA)**

First Prize in AI Battle at E-Prayan, an intercollegiate IT fest organized by the Department of Computer Science.

Second Prize in Mind Maze at Terravista, the Tourism Fest by BTTM, Providence Women's College.

▶ **SHAZA ASHARAF**

Winner of the **Best Manager Competition** organized by GIIMS Institute of Logistics.

▶ **ANEESA (II BBA)**

Second Prize in Collage Making during Students' Day celebrations.

▶ **ATHIRA (II BBA)**

First Prize in Thiruvathira at B-Zone level competition.

Second Prize in Thiruvathira at Inter-Zone level competition.

▶ **HIZA HARIZ**

Winner in the Oppana Competition at **B-Zone** level.

▶ **SHAZA ASHARAF, AYSHA HANEENA K, RANIYA PARWEEN, SIMRAN, AND AYISHA INAYATH M**

Selected for the prestigious **B-Plan Championship** organized by **IIM Calcutta**



NATIONAL SEMINAR



**INDUSTRIAL VISIT
MYSORE SILK FACTORY**

CHRISTMAS CHARITY

**WORKSHOP ON GST
FILING**



MERICA : THE SKILL EXPO

ALBUM

BROCHURES

PROVIDENCE WOMEN'S COLLEGE [AUTONOMOUS]
DEPARTMENT OF BUSINESS ADMINISTRATION

Christmas celebration

DATE : 01/01/2025

VENUE :KANIV SNEHA THEERAM, KAP
TIME: 1:30-3.00

PROVIDENCE WOMEN'S COLLEGE, KOZHIKODE
Re-accredited with A+ by NAAC (Autonomous)

DEPARTMENT OF BUSINESS ADMINISTRATION

Presents

TRADE MASTER SHOWDOWN

INTER-DEPARTMENT COMPETITION

7th August 2024
3rd Year BBA
1PM - 2.30PM

PROVIDENCE WOMEN'S COLLEGE
[AUTONOMOUS] DBT Star college
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COLLEGE WITH POTENTIAL FOR EXCELLENCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SAMARPPAN

PRESENTS

A SEMINAR ON THE TOPIC:

"Our land Our future"

WORLD ENVIRONMENTAL DAY

DATE : 07 JUNE 2024
TIME: 1.30 PM TO 3.00 PM
VENUE : AMLP SCHOOL PARAMBIL BAZAR

"Take care of the environment the same as you take care of your life."

DEPARTMENT OF BUSINESS ADMINISTRATION

In Association with

ROLE PLAY COMPETITION

INTER DEPARTMENT COMPETITION

In Association with

INDEPENDENCE DAY
15TH AUGUST

22 August 2024
2.15pm to 3.15pm
3rd year BBA

PROVIDENCE WOMEN'S COLLEGE
[AUTONOMOUS] DBT Star College
Re-accredited with Grade A+ by NAAC
COLLEGE WITH POTENTIAL FOR EXCELLENCE (E0114-152)

DEPARTMENT OF BUSINESS ADMINISTRATION

In Association with

BSE IPF

Organizes Awareness Program On

OVERVIEW OF SECURITIES MARKET BY BSE

RESOURCE PERSON

SUMITH SUBRAMANIAN
SEBI SMART & BSE RP,NISM
EMPALEED TRAINER FOR
MODULE 4

13th August 2024
1.30PM onwards
3rd Year BBA

PROVIDENCE WOMEN'S COLLEGE
[AUTONOMOUS] DBT Star College
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DEPARTMENT OF BUSINESS ADMINISTRATION

IN ASSOCIATION WITH

INTERNATIONAL QUIZZING ASSOCIATION ASIA

GAMIFICATION OF KNOWLEDGE AND SKILLS

An interactive session with quizman

SNEHAJ SRINIVAS
INDIA & GCC HEAD
INTERNATIONAL
QUIZZING ASSOCIATION

11th SEPTEMBER 2024
10.30AM to 12.30PM
CARMEL HALL