

ORIENTATION PROGRAMME-31st July -4th August 2023

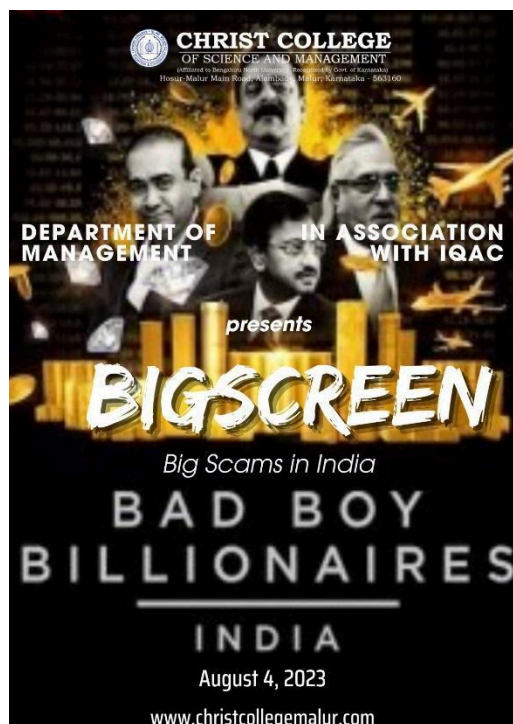
The Freshers' Week 2023, held from July 31st to August 4th, 2023, was meticulously planned to provide new students with a comprehensive orientation to the college and departmental activities. Coordinated by Ms. Bindu C and Mr. Muniyappa M Sandesh, the programme aimed to help students adapt to the academic environment, familiarize them with the curriculum, and introduce them to college facilities and professional etiquettes. The week commenced with the academic year inauguration, "Vidyarambham," followed by insightful sessions on writing and presentation skills, career opportunities, essential etiquettes, and personality development, conducted by esteemed faculty and guest speakers. Interactive activities such as team building and ice-breaking sessions were instrumental in fostering camaraderie among students. Additionally, students were introduced to library resources and were encouraged to utilize them effectively. The sessions, which incorporated participative and experiential learning methods, engaged a total of 174 participants. The programme concluded with students feeling well-oriented to their new academic and social environment, equipped with Christ values and systems, and ready to embrace the challenges of a professional course. This initiative significantly contributed to their smooth transition into college life, fostering a sense of belonging and enthusiasm for their academic journey.



BIG SCREEN SERIES-4th August 2023

On August 4, 2023, the Department of Management, in collaboration with the Internal Quality Assurance Cell (IQAC), organized a Big Screen Series screening and discussion of the movie *Bad Boy Billionaires*. Coordinated by Mr. Jobin Scaria along with student coordinators Mr. Suraj N and Mr. Aman Tezeeb Khan W, the event was attended by students from various BBA Aviation and BBA semesters. The screening aimed to provide insights into major financial scams in India, their impact on the stock exchange, and their broader consequences on the economy. Through the analysis of fraudulent activities depicted in the movie, students gained an understanding of corporate governance, financial regulations, and their

role in preventing such incidents. The session facilitated an engaging discussion, encouraging critical thinking and awareness about financial malpractices in the corporate world.

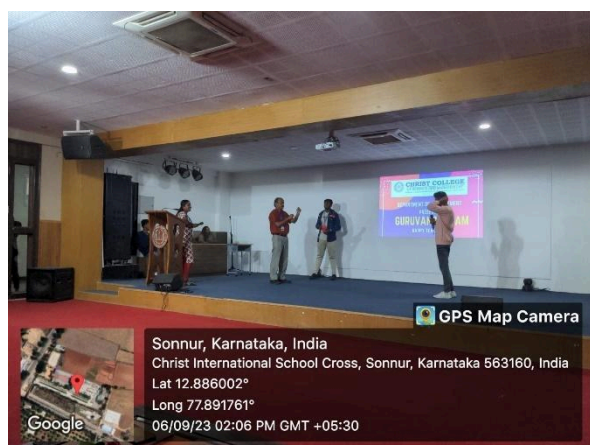


BRIDGE COURSE-7th -18th August, 2023

From August 7th to 18th, 2023, the Department of Management, under the guidance of faculty coordinator Mr. Muniyappa M. Sandesh, conducted a comprehensive Bridge Course for first-year students. This program aimed to bridge the knowledge gap and reinforce fundamental concepts essential for core subjects such as Accounting, Marketing, Mathematics, Digital Fluency, and Management Concepts. The sessions were led by experienced faculty members, including Mr. Jobin Scaria, Dr. K. Raghuram, and Ms. Amulya Kurian, who facilitated interactive and concept-focused classes. Additionally, the students showcased their creativity and analytical skills through business idea presentations evaluated by the faculty. The course emphasized experiential and problem-solving methodologies, enabling students to align their knowledge with syllabus requirements. Conducted offline, the program witnessed active participation from 65 students, fostering collaborative learning and skill development. A significant highlight was the "Hatch Pitch," which provided a platform for students to present innovative business ideas, enhancing their presentation and critical thinking skills. The program successfully prepared students for academic rigor, instilled confidence, and equipped them with foundational knowledge, ensuring a smooth transition into their respective courses. The event concluded with positive feedback and a commitment to fostering future learning initiatives.

GURUVANDANAM 2K23-6th September 2023

Guruvandanam 2K23, organized by the Department of Management in collaboration with the CMA, was held on 6th September 2023 to honor the teaching fraternity. The event, coordinated by third-year BBA students under the guidance of Faculty Coordinator Ms. Amulya Kurian and Student Coordinators Varshika N R and Yashwanth Reddy, aimed to express gratitude and appreciation for the faculty members' hard work and dedication. The event featured a variety of engaging activities, including dance performances, interactive games, audio-visual presentations, a cake-cutting ceremony, and the distribution of personalized gifts. The program successfully highlighted the importance of teachers and provided an opportunity for students to develop their organizational and leadership skills while celebrating the invaluable contributions of their educators.



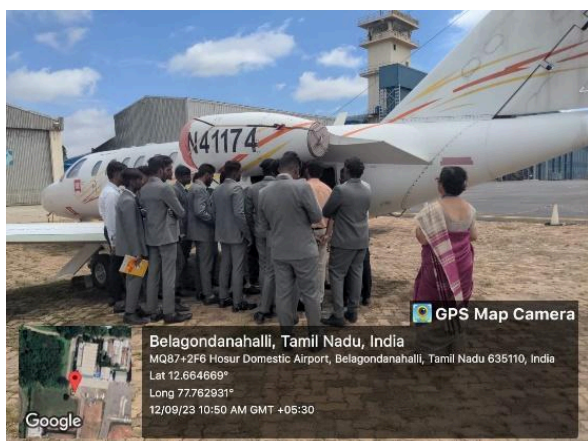
INDUSTRIAL VISIT-12/09/2023

On 12th September 2023, the Department of Management, in association with IQAC, organized an industrial visit to Taneja Aerospace and Aviation Ltd (TAAL) for the students of I and II BBA Aviation. The visit aimed at providing experiential learning opportunities by exposing students to the operational aspects of the aviation industry, specifically aircraft models, parts, runway control, and air traffic control (ATC) procedures. Prior to the visit, a comprehensive pre-visit presentation was conducted to familiarize the students with the organization.

A total of 36 students, accompanied by two faculty members, visited TAAL. The visit included a detailed tour of the facility, where students learned about various types of aircraft, their parts, and the critical roles played by runway control and ATC systems. The students also participated in an E-Quiz based on the visit, and certificates were issued to all the participants. The visit, facilitated by trainers Mr. Hemanth Kumar and Mr. Soundrarajan, provided valuable insights into the aviation sector. Furthermore, a report was submitted by the first-year students on the various aspects of the visit, particularly focusing on aircraft parts and runways.

The event was a significant learning experience for the students, enhancing their practical knowledge and understanding of the aviation industry. Certificates for the industrial visit and successful completion of the E-Quiz were distributed to the participants. The collaboration

with TAAL has strengthened the department's commitment to offering industry-relevant training and exposure to its students.



WORKSHOP on BASICS OF STOCK MARKET-14th -15th September 2023

The Department of Management, in collaboration with the IQAC, successfully organized a two-day workshop on the Basics of Stock Market on 14th and 15th September 2023. The workshop, led by Ms. Puja R from III BBA, was conducted for the first-year BBA and BBA Aviation students (2023-27 batch). The primary objective of the workshop was to enhance students' knowledge about the basics of the stock market and to encourage student engagement through peer teaching. The session covered essential topics, including the need for investing in stocks, different investment avenues, and a detailed comparison of various investment options. The workshop culminated in a live trading session, providing students with hands-on experience. Furthermore, participants were encouraged to complete the Zerodha's certified course on Basics of Stock Market to deepen their understanding. The workshop was conducted offline, with 171 internal participants attending the sessions. The event concluded with a certificate course link and encouraged students to expand their knowledge further. This initiative helped foster a deeper understanding of the stock market and its significance in personal and professional financial planning.



PRODUCT LAUNCH -23-11-03-2023

The Department of Management, in collaboration with the IQAC, organized the Product Launch event on October 11, 2023, from 1:00 pm to 3:40 pm. This event, aimed at stimulating creativity and intellectual growth, involved II BBA and II BBA Aviation students. The participants were randomly divided into teams, each assigned a product to launch. Over a span of two weeks, students prepared their presentations, showcasing their innovative approaches, product features, and unique selling propositions.

The event served multiple objectives, including developing technical presentation skills, enhancing team-building abilities, and fostering creativity. Each team presented their product in a structured format, followed by a Q&A session. The presentations were evaluated based on innovation, content, presentation skills, and the ability to handle questions. The event was held offline, with 71 internal participants from the department, who displayed exceptional teamwork and creative thinking throughout the event.

This exercise not only helped participants refine their presentation skills but also encouraged collaboration, as each team worked together to design and present their products effectively. Overall, the Product Launch 2023 was a great success, fostering a spirit of innovation and practical learning among students.



ADVENTOUR 2K23-Rethinking Tourism-20th October 2023

The "ADVENTOUR 2K23 – Rethinking Tourism" event, held on 20th October 2023, was a creative and insightful initiative organized by the BBA Aviation students to promote innovative thinking in tourism planning. The event focused on designing detailed tourism itineraries for five distinct regions of India, emphasizing the promotion of lesser-known tourist destinations and the development of practical travel plans. Students worked in teams to create comprehensive itineraries, including cost breakdowns, travel schedules, and recommendations for tourist attractions. Their presentations were evaluated by a panel of

experts who provided valuable feedback. The event not only enhanced students' creativity, teamwork, and presentation skills but also encouraged them to think critically about regional tourism. The success of the event highlighted the importance of innovative approaches in the tourism sector and inspired students to consider new ways of promoting and diversifying India's tourism industry.



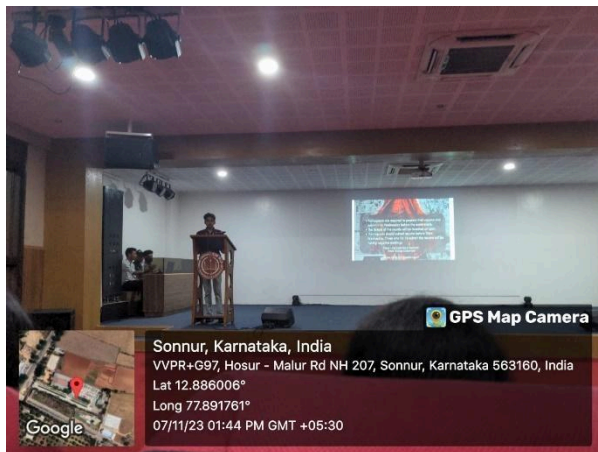
INTERNATIONAL WEBINAR on Leveraging LinkedIn to Find Your Dream Job-4th November 2023

The International Webinar on "Leveraging LinkedIn to Find Your Dream Job" was successfully conducted on 4th November 2023, from 6:30 to 7:30 PM. Organized by the Department of Management in association with IQAC, the event featured Mr. Abacar Hiwane, Director of Administration & Finance at Inclusao, as the resource person. The webinar aimed to enhance participants' understanding of LinkedIn and equip them with the skills to create impressive profiles that increase employability. Promoted across various social media platforms, the event saw over 500 registrations, with 227 participants attending from India and abroad. The session provided valuable insights on optimizing LinkedIn profiles, making it an interactive and engaging experience for the audience. The event was well-received, with participants gaining practical knowledge on improving their online professional presence. A diverse group of 35 institutions, including national and international universities, participated in the webinar. The successful execution of this event highlights the importance of digital networking platforms like LinkedIn in professional growth. The recordings and additional resources were shared with all participants, further enhancing the learning experience. The event not only enriched the knowledge of LinkedIn but also empowered participants to boost their career prospects through effective profile management.



INFINITO 2023-8TH TO 10TH NOVEMBER 2023

"Infinito 2023," organized by III BBA students of the Department of Management, was a landmark event held from 8th to 10th November 2023, under the theme "One Piece." The event provided a platform for students to showcase their skills in various management domains, including Finance, Marketing, Human Resource, Event Management, and others, through a series of engaging competitions. These competitions included the Best Manager, Mad Ads, Corporate Walk, Treasure Hunt, and multiple others, where participants were assessed through multiple rounds leading to the final stage on the last day. The event attracted around 169 internal participants and fostered a spirit of creativity and team collaboration. As part of the organizing committee, I contributed to the coordination, planning, and execution of the event, ensuring smooth transitions across rounds and facilitating the overall experience. The final day culminated in the award ceremony, where winners were recognized for their exceptional performances in each category. "Infinito 2023" successfully reflected the core values of the Department of Management by promoting strategic thinking, problem-solving, and leadership, contributing to the development of participants' skills and enhancing their academic experience.



ORATORY ODYSSEY '23-ABOUT INDIAN COMPANIES-15/11/2023

The Department of Management, in collaboration with IQAC, organized the ORATORY ODYSSEY '23 event on 15th November 2023. This event was aimed at enhancing the oratory and presentation skills of the BBA students, fostering teamwork, and promoting the effective communication of ideas. The event took place from 1:00 PM to 3:40 PM in the auditorium, with II BBA students divided into groups and assigned various Indian companies for their presentations. The students had one month to prepare, during which they utilized provided PPT templates and consulted with faculty for content refinement.

The students showcased their knowledge and creativity in presenting detailed insights about their respective companies, while also honing their technical presentation and team-building skills. All the presentations were evaluated, and the session was attended by all BBA students, contributing to peer learning and the dissemination of knowledge. This event was an excellent opportunity for students to develop their public speaking and organizational skills in a professional environment.

The ORATORY ODYSSEY event also embodied participative learning, where the I BBA and II BBA students had the chance to engage actively and learn through presenting, listening, and discussing. With 169 participants in total, the event was successful in meeting its objectives of improving oratory and presentation abilities among students.

Through this initiative, the Department reinforced its commitment to fostering skill development and practical knowledge application, which will benefit students in their future academic and professional careers.



E-QUIZ ON THE CONSTITUTION OF INDIA-15TH – 30TH NOVEMBER 2023

The Department of Management, in association with the IQAC, successfully organized an E-Quiz on the Constitution of India from 15th to 30th November 2023, as part of the celebrations for Constitution of India Day. The primary objective of this initiative was to create awareness about the Constitution, its key provisions, and the personalities associated with its making. The quiz featured thirty questions covering important aspects of the Constitution, rights, and essential facts. It attracted a significant participation of 135 internal participants from Christ College of Science and Management, as well as 974 external participants from various countries, including the Philippines, Uzbekistan, Nepal, Bangladesh, Cambodia, South Africa, Indonesia, Malaysia, UAE, Sri Lanka, and Vietnam. The online quiz was an international event, providing a platform for participants to enhance their knowledge about the Constitution and its salient features. The initiative was well-received, promoting a deeper understanding of the Constitution and fostering a global connection. The event achieved its goals by encouraging knowledge development and participation across multiple regions. This E-Quiz was a valuable learning experience, offering certificates to participants as a token of appreciation for their engagement.



BIG SCREEN SERIES-Movie Review of THE FOUNDER-29th November 2023

The Department of Management organized several impactful events throughout 2023, aimed at enhancing student engagement, knowledge, and skills. Notably, the 'ADVENTOUR 2K23' event on 20th October brought together students from the BBA Aviation batch to explore tourism possibilities across five regions of India. The event was centered on creative thinking, encouraging students to rethink tour itineraries. In November, the 'Infinito 2023' event, held from 8th to 10th, focused on key management areas such as Finance, Marketing, Human Resources, and Event Management, drawing participation from 169 students across various activities like Mad Ads, Corporate Walk, and Treasure Hunt. The BIG SCREEN SERIES movie review on 29th November, held in association with IQAC, featured a screening of *The Founder*, analyzing Ray Kroc's transformation of McDonald's into a global fast-food giant. This event facilitated discussions on business strategies, brand expansion, and leadership. As a student coordinator for these events, I contributed to the planning, coordination, and execution, ensuring smooth operations and valuable experiences for participants. These events not only helped students apply theoretical concepts but also developed their leadership, communication, and teamwork skills, making 2023 a year of significant growth and learning for the Department of Management.



SCHERZO 2K23-16th December 2023

Scherzo 2K23, a national-level business quiz competition, was successfully conducted by the Department of Management in association with IQAC on 16th December 2023. The event consisted of three rounds: Preliminary, Semifinals, and the Final, aimed at assessing participants' business acumen, aptitude, and general knowledge. The event saw the participation of 17 teams from various institutions across the country. The first-place winners were from TVS Academy, Hosur, followed by Dayananda Sagar University securing second place, and Christ PU College finishing third. The event was meticulously planned, starting with committee formations in November and followed by regular meetings to ensure smooth execution. The quiz team, selected from III BBA, received thorough training, and the event was coordinated efficiently by student and faculty coordinators. Sponsors, including Maruthi Fuels, Nayara Energy, and Bajaj Showroom, provided essential support. The event offered a platform for students to showcase their knowledge while gaining exposure to event management skills, time management, and teamwork. The quiz

culminated in a valedictory ceremony with the distribution of prizes and certificates to the winners. The feedback and response from participants were overwhelmingly positive, contributing to the success of Scherzo 2K23 as a well-organized and impactful academic event.



JOLLY HOLLY 2K23-Christmas Celebrations-21st December 2023

The Christmas Celebrations, named *Jolly Holly 2K23*, were organized by the Department of Management and the Christ Management Association in collaboration with IQAC on 21st December 2023 at the college auditorium. As part of the festivities, all BBA students actively participated in decorating the Management floor with Christmas-themed decorations, including posters, stars, and Christmas trees, starting from 1st December 2023. The decorations were divided by batches, with II BBA and BBA Aviation students taking responsibility for the corridor, while first-year students focused on decorating the walls and notice boards. This collaborative effort transformed the entire floor into a vibrant and festive environment. A gift exchange event took place between the students and staff, promoting a spirit of giving and joy. Additionally, each college staff member received a Christmas tree as a gift to further enhance the celebratory atmosphere. The event aimed to foster teamwork, creativity, and the appreciation of diverse cultures and festivals, while also helping students enhance their management skills in planning, organizing, directing, and staffing. With 169 internal participants, the offline event successfully brought the entire department together for a memorable celebration.



JOSH 2K24-Unleash your Creativity-31/01/2024

As part of *JOSH 2K24*, the Department of Management, in collaboration with IQAC, successfully organized the National Digital Poster Making Competition from 12th to 31st January 2024, celebrating Youth Day. The theme for the competition, "It's All in the Mind," aimed to stimulate creativity and intellectual thinking among participants. The event was conducted online, with participants from various parts of India registering through an online platform to submit their digital posters. The competition saw a total of 30 colleges participating, with 4 internal and 57 external participants. The winners were selected through a thorough evaluation process, with the first prize awarded to Aman Tahzeen Khan from Christ College of Science and Management, Bangalore, and the second prize going to Nandhitha G from Stella Maris College, Chennai. All participants received a Certificate of Participation, and the first prize winner was awarded Rs. 501. The event was designed to enhance technical skills, encourage artistic expression, and foster creativity among young minds. The competition successfully showcased the diverse talents of students across the country, promoting the spirit of artistic expression and creativity. The event's outcomes were a significant contribution to youth empowerment and provided a platform for participants to develop and display their creative ideas.



EDUCACION CON TOURISMO 2K24-ABOUT INDIAN STATES-25/01/2024

The EDUCACION CON TOURISMO 2K24 event, organized by the Department of Management in association with IQAC, was held on 25th January 2024 to celebrate National Day for Education and International Day for Tourism. The exhibition aimed to showcase the uniqueness of various states in India, with a focus on their culture, festivals, traditions, and landmarks. Students from the first and second-year BBA and BBA Aviation programs participated in the event, presenting their states through creative displays, costumes, and informative presentations. The event not only allowed students to enhance their presentation skills but also provided an opportunity for experiential learning. Teams were judged based on creativity, engagement, and overall presentation. The exhibition was held offline at the college level, with 136 internal participants, fostering collaboration and learning among students from different departments. The event successfully highlighted the cultural diversity of India and contributed to improving the students' communication and teamwork skills.



EUPHONY 2024-31st January 2024

Euphony 2K24, organized by the Department of Management in association with IQAC, was a successful celebration of musical talents, held on 31st January 2024. The event featured seven diverse activities, including solo songs, beatboxing, group songs, mashups, instrumental music, lyric writing, and kitchen music, conducted in both offline and online formats. The primary objective was to provide students from various departments with a platform to showcase their musical abilities and foster diversity through music. The event received an overwhelming response, with participation from students across various departments and Christ PU College. The event was meticulously organized by II BBA students, with each event coordinated by dedicated student coordinators. The performances were outstanding, with participants delivering enthralling presentations that contributed to the overall success of the event. Winners were awarded certificates, trophies, and medals. The event also encouraged participative learning, with 87 internal participants showcasing their talents. Through these performances, the students demonstrated their creativity and passion for music while promoting a sense of unity and diversity. Euphony 2K24 was a remarkable event, providing valuable exposure to the participants and highlighting the importance of artistic expression in academic settings. The successful execution of the event was a testament to the collaborative efforts of both faculty and students.



TWO DAY WORKSHOP on Artificial Intelligence-1st & 2nd FEBRUARY 2024

The Department of Management, in association with IQAC, successfully organized a two-day workshop on "Artificial Intelligence" on 1st and 2nd February 2024. This workshop was conducted by Mr. S Thangadurai, Director of the Centre for Extended Learning and Centre for Placement at Christ College of Science and Management. The event, held offline in the Computer Lab, was specifically designed for III Semester BBA and BBA Aviation students. The workshop aimed to provide students with hands-on experience and practical knowledge about the applications of AI in various fields.

The first day focused on the design and functionality of chatbots, where students learned how chatbots are created and how they operate. On the second day, the focus shifted to face recognition using AI with Python, covering applications related to images, videos, and webcams. The workshop encouraged experiential learning, with students engaging directly with AI programs in the lab.

A total of 71 students participated, with no external participation. The event was an enriching experience, offering students valuable insights into AI technologies and practical applications, enhancing their understanding of the evolving role of AI in modern industries.

The workshop successfully achieved its objectives, deepening the participants' knowledge of AI tools and coding, specifically in the context of face recognition and chatbot technology.



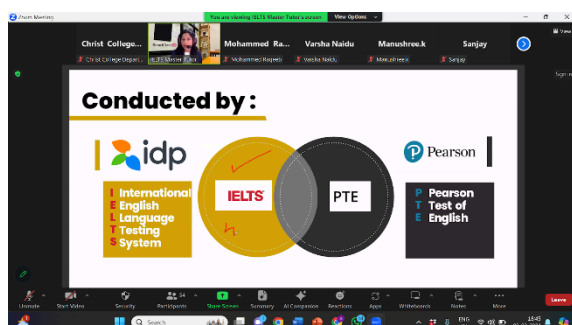
GLIMPSES OF BUDGET 2024-7th February 2024

The event "**Glimpses of Budget 2024**", organized by the **Department of Management** in association with **IQAC**, is scheduled for **7th February 2024** and aims to provide an in-depth analysis of the **Union Budget 2024** and its implications on various sectors of the economy, including agriculture, health, education, and the new tax regimes. Targeting **BBA and BBA Aviation students**, the event will feature **Mr. Yash Kokcha, Mr. Manjunath K, and Mr. Rohit A**, all from the **III BBA cohort**, as presenters. The session is designed to offer students a comprehensive understanding of the budget, government schemes, and how these impact economic progress towards 2030. The event will be held offline, at the department level, with around **169 internal participants** expected to attend. The presentation is set to last for **1 hour**, beginning at **2 PM**, and will focus on analyzing subsidies, government projects, and their long-term effects.



INTERNATIONAL WEBINAR on IELTS & PTE-2nd March 2024

The International Webinar on IELTS & PTE, organized by the Department of Management in association with IQAC, took place on 2nd March 2024 from 6:30 PM to 7:30 PM. The event was led by Ms. Sinju S Paul, a Language Expert and certified trainer for IELTS and PTE, and aimed to expose students to different language proficiency tests. The webinar focused on comparing the International English Language Testing System (IELTS) and the Pearson Test for English (PTE), and provided valuable insights into exam patterns, as well as writing and speaking skills through a demo. The session was attended by 71 internal participants from the II BBA and II BBA Aviation batches, along with 7 external participants, including students planning to pursue higher studies abroad. A total of 79 participants registered for the event, with a registration fee of Rs. 100/- collected. The event was conducted online and provided an interactive learning experience. Participants received certificates of participation, and the event was well-received, fulfilling its objective of enhancing students' understanding of language proficiency tests and their relevance for international education opportunities. Ms. Nithyashree served as the student coordinator, and the event was facilitated through various social media channels to ensure wide participation.



DOMESTIC TRIP-5th – 6th March 2024

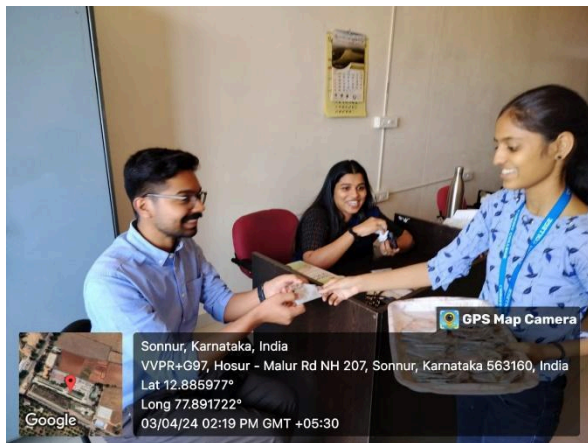
The Domestic Trip to Kochi, organized for BBA Aviation students on 5th-6th March 2024, provided a valuable hands-on learning experience for the participants. Coordinated by Ms. Bindu C and Ms. Thamburu Sunny (Faculty), along with Mr. Deepak R and Ms. Bindu V

Gowda (Student Coordinators), the trip aimed to deepen students' understanding of airport operations, flight services, and the regulatory aspects of aviation management. A total of 36 participants, including 29 II BBA Aviation students and 7 I BBA Aviation students, visited Cochin International Airport Limited from Kempegowda International Airport. The students gained insights into the processes involved in successful airport operations, including arrival and departure procedures, security checks, baggage handling, and the technological aspects of airport management. Additionally, they experienced in-flight services and enjoyed the scenic beauty of Cherai Beach and the largest mall in Kochi, Lulu Mall. The trip was an opportunity to apply theoretical knowledge to real-world scenarios and to enhance decision-making and problem-solving skills. The students were tasked with submitting a detailed report comparing the facilities and operations of international airports. The experiential learning provided through this trip contributed significantly to the students' practical understanding of the aviation industry.



APRIL COOL-A *Green Twist Initiative*-3rd April 2024

The April Cool - A Green Twist Initiative, organized on 3rd April 2024 by the Department of Management in association with IQAC, aimed to raise awareness about global warming and promote eco-friendly practices. The event was coordinated by Ms. Bindu C with the support of Ms. Vidhya Shree and Mr. Vivek Sudhakar, I BBA students. In a bid to encourage sustainable practices, the students packed and distributed palak and coriander seeds in newspaper pouches to over 500 students and staff at Christ College of Science and Management. The event was designed to foster eco-friendly practices and encourage participants to take an active role in addressing global warming by adopting simple, cost-effective, and sustainable initiatives. The event was well-received by the college community, with a focus on creating a cleaner and greener environment. The initiative also provided a platform for first-year students to engage in organizing sustainable events while learning about the importance of environmental responsibility. The outcomes of the event included an increased awareness of global warming and the importance of sustainability, alongside practical experience in organizing and executing green initiatives.



INDUSTRIAL VISIT--VST TILLERS TRACTORS LTD-15th – 16th April 2024

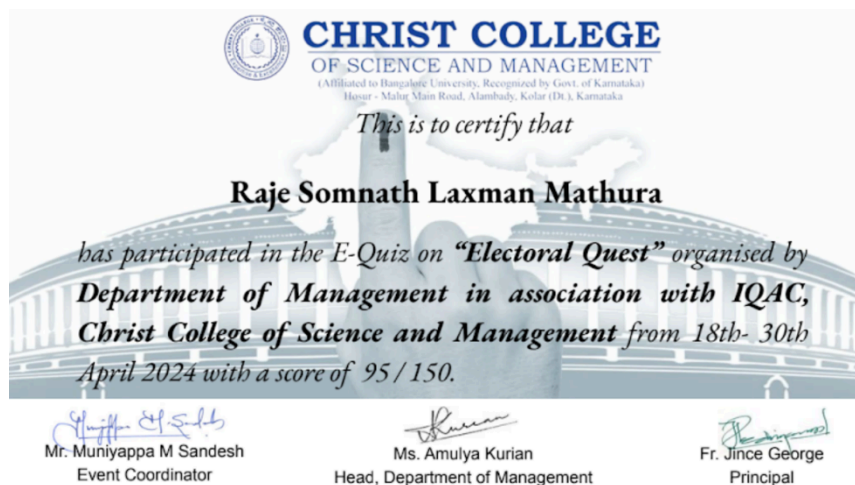
The Department of Management, in association with IQAC, organized an industrial visit to VST Tillers Tractors Ltd. on 15th and 16th April 2024 for the first and second-year BBA students. This visit aimed to provide students with a hands-on learning experience, connecting theoretical knowledge with practical applications. Before the visit, students participated in a preparatory session on 12th April 2024, where they were briefed about the aspects to observe during the visit. On the first day, students from I BBA visited the plant, and on the second day, II BBA students had the opportunity to explore the facility. The group was divided into teams, each supervised by faculty members, and visited various departments to understand the working environment, culture, and production processes. The production processes involved in manufacturing tractors, from design to assembly and quality control, were thoroughly demonstrated. The students gained valuable insights into the company's innovative practices and quality maintenance measures tailored for the Indian agricultural sector. The event was led by Faculty Coordinators Ms. Bindu C, Mr. Muniyappa M Sandesh, Ms. Ankitha Theres, and Mr. Jobin Scaria. The industrial visit was an experiential learning opportunity that successfully enhanced students' understanding of business operations and the importance of quality maintenance in the production process.



E-QUIZ ON ELECTORAL QUEST-18TH – 30TH APRIL 2024

The Department of Management, in collaboration with IQAC, successfully conducted an E-Quiz titled "Electoral Quest" from 18th to 30th April 2024. The initiative aimed to create awareness about the elections in India and enhance knowledge about the electoral process. This online event, open to all age groups, consisted of thirty questions focused on elections and electoral bodies. The E-Quiz saw an impressive participation of 1,269 individuals, including 250+ participants from various colleges across India and 77 international participants from eight different countries.

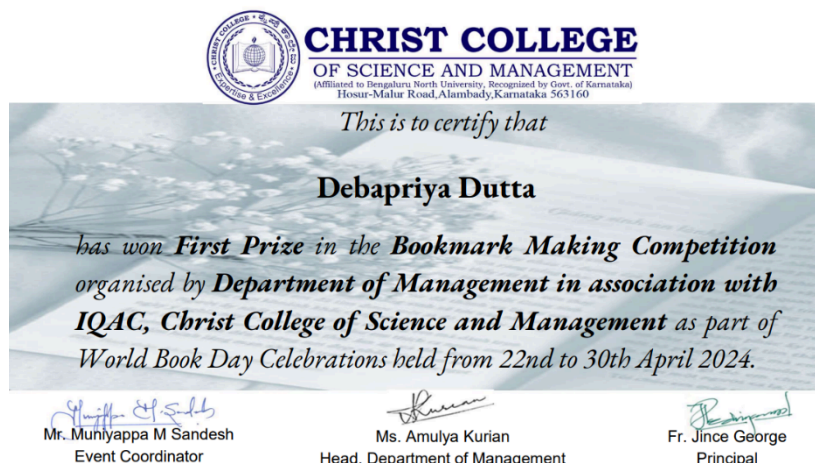
The event provided a platform for participants to test their knowledge about India's electoral system and fostered a greater understanding of its functioning. Certificates of participation, along with the scores achieved, were distributed to all participants. The E-Quiz utilized an online mode, ensuring accessibility and engagement for a broad audience. The outcomes of this initiative included an increased awareness of the Indian electoral system and a deeper understanding of its processes. This event was a significant success in promoting participative learning and enhancing the knowledge base of participants across diverse demographics.



WORLD BOOK DAY CELEBRATIONS 2024-Bookmark Competition-22ND – 30TH APRIL 2024

The Department of Management, in collaboration with IQAC, successfully organized a Bookmark Competition as part of World Book Day Celebrations from 22nd to 30th April 2024. The competition, centered around quotes from famous management books, aimed to foster creativity by applying management concepts and enhance knowledge about management books and their authors. The event, conducted online, attracted 12 participants from various parts of India and one from the USA, highlighting its international reach.

The participants were tasked with designing bookmarks inspired by notable management book quotes, showcasing their innovative ideas and understanding of management principles. The winners of the competition were awarded certificates of appreciation for their exceptional work. The first prize was awarded to Debapriya Dutta from the University of Calcutta, while Gifty Gloria Biju from Christ College of Science and Management secured the second prize. The competition not only encouraged participative learning but also helped participants develop a deeper appreciation for management literature. Overall, the event successfully achieved its objectives of promoting creativity and knowledge about the vast world of management books.



TWO DAY WORKSHOP on The Art of Research-Insightful Perspectives-23rd -24th April 2024

The Department of Management, in association with the Department of Library and Information Centre, NDLI, and IQAC, organized a two-day workshop titled "The Art of Research – Insightful Perspectives" on 23rd and 24th April 2024 for final-year BBA students. The workshop, led by Fr. Jince George, Principal of Christ College of Science and Management, aimed to enhance students' research skills and enable them to critically evaluate and review research articles in a scientific manner.

The event covered essential aspects of research methodology, including topic selection, literature review, data collection methods, sampling techniques, and report writing. On the second day, students were provided with practical sessions on reviewing research articles. They were assigned tasks to review articles and encouraged to submit their own research papers by the end of May.

The workshop saw the participation of 33 final-year BBA students and aimed at fostering participative learning. The event provided students with a deeper understanding of the research process and honed their skills in analyzing and reviewing research articles professionally. Overall, the workshop achieved its objectives of enhancing research skills and enabling students to apply research methods effectively.



MERCADO 2K24 -Trade Fair 2K24-3rd- 4th May 2024

The MERCADO 2K24 - Trade Fair, organized by the Department of Management at Christ College, was held on 3rd and 4th May 2024 at the Open Auditorium. The event aimed to cultivate entrepreneurial and event management skills among BBA students, while also enhancing their abilities in marketing, strategy, customer service, and business model development. The trade fair featured 16 unique stalls, each offering different products such as food, ice creams, games, accessories, and snacks, with each stall showcasing its own unique selling proposition. BBA students from various semesters, along with alumni, participated in the event, applying their theoretical knowledge into practice through marketing strategies, customer service, and event management. The trade fair was inaugurated by Fr. Jose Thottathil, Manager of Christ Group of Institutions, with the stalls being opened by Fr. Jince George CMI, Principal, and faculty members. Students worked together on planning, resource allocation, time management, and teamwork, all of which contributed to the event's success. The alumni appreciated the event's execution and supported their juniors, motivating them to implement what they had learned. The event was praised for its professional execution, with all department staff evaluating the teams' performances. Overall, MERCADO 2K24 was a highly successful, engaging, and valuable learning experience for all involved.



MOTHER'S DAY CELEBRATIONS 2024 -Essay Writing Competition-5TH-20TH MAY 2024

The Department of Management, in association with IQAC, organized an Essay Writing Competition as part of the Mother's Day Celebrations from 5th to 20th May 2024. The competition, themed "Invest in Women: Accelerate Progress," aimed to highlight the importance of investing in women to drive societal and economic progress. The event encouraged students to creatively express their ideas and perspectives through effective written communication. The competition was held online and was open to all students of Christ College of Science and Management. A total of nine internal participants participated in the event, with submissions sent via email. The essays were evaluated by Ms. Kiran Jose, Assistant Professor, Department of Arts. The winners of the competition were Ms. Praveena S (I BBA) who won the first prize, and Ms. Rohini Kumari S (I BBA) who secured the second prize. The first prize winner was awarded Rs. 501/- along with a certificate of appreciation, while the second prize winner received a certificate. The event successfully brought attention to the role of women in progress and allowed participants to showcase their writing skills. The full list of essays and certificates is available on the provided links. The event was well-received, fostering a meaningful reflection on the significance of investing in women for a prosperous future.



OUTREACH PROGRAMME-GOVERNMENT LOWER PRIMARY SCHOOL, JAHAGIRPURA-29TH MAY 2024

On 29th May 2024, an Outreach Programme was conducted at the Government Lower Primary School in Jahagirpura, organized by the Department of Management. The program aimed to foster community engagement and contribute to the educational development of the local school. A total of 13 students from the Department of Management participated in this initiative, all from the II BBA IV Sem and III BBA VI Sem. The attendees included Manoj V, Sharavan Kumar N, Megha Singh, Dhruthi M, Kiran S Y, Gokul Raj R, Preethi R, Likitha T, Usha B, Nithya Shree, Kushalendra B, Nandan V, and Lavanth Kumar M. The students actively participated in various activities aimed at assisting the schoolchildren, sharing educational resources, and contributing to the school's learning environment. This initiative was part of the department's ongoing efforts to encourage social responsibility and community service among students. The outreach activity not only provided a platform for students to engage with the community but also helped them gain valuable experience in managing social initiatives. The participants demonstrated enthusiasm and commitment to contributing positively to the local educational system, and their involvement reflected the department's commitment to holistic student development and community engagement.

INTERNATIONAL E-QUIZ ON ENVIRONMENT DAY-AMBIENTE 2K24-4th- 12th June 2024

The Department of Management, in association with IQAC, successfully organized the International E-Quiz on Environment Day, as part of Ambiente 2K24, from 4th to 12th June 2024. The event aimed to raise awareness about the importance of environmental conservation and sustainable practices. The quiz featured 25 questions related to

Environment Day, Bicycle Day, and Ocean Day. The event attracted a diverse group of participants from across India and various countries, including the UAE, Bangladesh, Pakistan, Philippines, Tanzania, Peru, Sri Lanka, Saudi Arabia, Malaysia, Qatar, Thailand, Uzbekistan, Nigeria, and Morocco. Over 842 participants took part in the quiz, with more than 250 internal participants from the institution. E-certificates were awarded to all participants, reflecting their engagement and contribution to the event. The quiz proved to be an effective tool in spreading awareness about environmental issues, encouraging participants to learn more about the environment and the measures required for its protection. Through this initiative, the Department of Management not only promoted environmental awareness but also successfully engaged a global audience, making a significant impact on environmental education. The event stands as a testament to the department's commitment to fostering knowledge and responsibility regarding sustainability and environmental conservation.



FOOD CRAFT 2024 -As part of Sports Day-15th June 2024

The Food Craft event, organized as part of the Sports Day on 15th June 2024, was a successful initiative by the Christ Management Association in collaboration with the Department of Management. The event aimed to cultivate entrepreneurial, event management, and customer service skills among BBA students. Students from various semesters actively participated in the event, which focused on applying the 4Ps of marketing—product, price, place, and promotion. The stalls were set up with a variety of items, ensuring cleanliness, hygiene, and reasonable pricing. The participants gained practical experience in strategic planning, marketing, and customer service, learning how to effectively sell and promote products. The event also provided students with an opportunity to apply business concepts in a real-world setting, focusing on managerial effectiveness and customer management. With 14 participants, the event was an excellent platform for students to enhance their marketing, strategic, and customer service skills, ultimately preparing them for entrepreneurial endeavors. The Food Craft event not only facilitated experiential learning but also allowed students to plan, execute, and control the activities within a stipulated time, fostering a practical understanding of business dynamics and event management.



CRICQUIZ 2K24-Interdepartmental Cricket Quiz-26th June 2024

The interdepartmental Cricket Quiz, *CricQuiz 2K24*, was successfully conducted by the Department of Management in association with IQAC on 26th June 2024. The event aimed to encourage teamwork and collaboration among students from various departments, including Arts, Commerce, Computer Science, and Science, through a team-based quiz format. A total of fifteen teams participated in the preliminary round, which consisted of 25 multiple-choice questions to be solved within 25 minutes. Four teams advanced to the final round, which was held in the auditorium, attracting enthusiastic participation from both students and faculty. The quiz promoted an understanding and appreciation of cricket traditions worldwide. The winners, Lavanya G and Raghu S from the Computer Science Department, received the first prize of Rs. 1000, while Pavan Kalyan and Rishikesh Kumar R from the Commerce Department secured the second prize and Rs. 500. The event fostered a spirit of cooperation and mutual support among participants and enhanced their knowledge of cricket's global significance. The quiz was conducted by Mr. Jobin Scaria, with student coordinators from I BBA Aviation. The successful organization of this quiz reflected the students' effective collaboration and the Department's commitment to fostering a deeper understanding of cricket and teamwork.



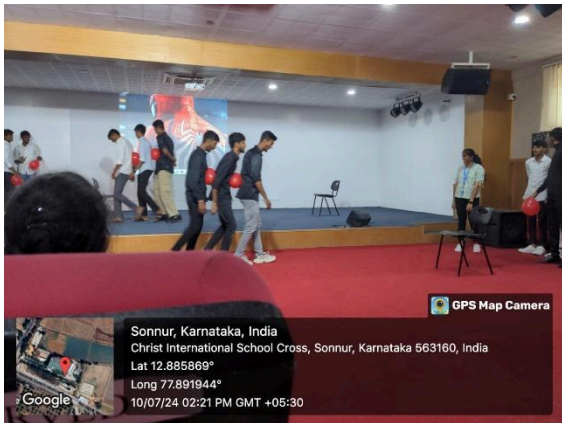
DOCTOR TALK on Lifestyle Modification and Basic Life Support- 2nd July 2024

The "Doctor Talk on Lifestyle Modification and Basic Life Support" event, organized by Narayana Health in collaboration with the Department of Management and NSS in association with IQAC on 2nd July 2024, aimed to educate students on the importance of lifestyle changes for improving health and demonstrate life-saving techniques. The session featured resource persons Dr. Yashwanth Lakshmaiah and Dr. Bharat Kiran from RLJ-Narayana Heart Centre, Kolar, along with Mr. Abdul Rehman, the Nursing Coordinator from the center. It was attended by BBA, BBA Aviation, and II BCom students, with 169 internal participants and 20 external students. The event covered topics on the impact of lifestyle habits on health and provided practical guidance on managing heart-related issues. Additionally, CPR techniques were demonstrated, allowing students to practice these life-saving skills. This session offered valuable insights into health management and basic life support, contributing to the students' overall well-being and safety awareness.



HASTA LA VISTA 2K24-10/07/2024

The Department of Management successfully conducted "Hasta La Vista 2K24" on 10th July 2024, a farewell program for the graduating BBA 2021-24 batch. Organized in association with CMA, this event was meticulously planned and executed by second-year BBA students, showcasing their event management and leadership skills. The program featured a diverse range of activities, including games, audiovisual presentations, and thoughtful gifts for the graduating class. The event fostered a sense of camaraderie and created lasting memories for both the outgoing and current students. The enthusiastic participation of all BBA students contributed to the success of "Hasta La Vista 2K24," making it a memorable occasion for the entire department.



STUDY TOUR 2K24-16th -18th July 2024

Hasta La Vista 2K24, a farewell programme for the BBA 2021-24 batch, was organized by the Department of Management in association with CMA on July 10, 2024. The event, meticulously planned and executed by the second-year BBA students with support from first-year students, was a celebration filled with joy, entertainment, and cherished memories. Faculty coordinator Ms. Bindu C, along with student coordinators Ms. Sirisha M, Mr. Jones Nirmal V (II BBA Aviation), and Mr. Narendra R (II BBA General), led the efforts to make the event a success. The half-day programme included a variety of activities, games, audiovisual presentations, and gifts for the outgoing batch, fostering an environment of camaraderie and fun. A total of 169 participants, including students and staff, attended the offline event, which aimed to enhance organizing and leadership skills among the students while creating lasting impressions and memories for the graduating batch.



FREUNDSCHAFTSTAG 2K24-Online Essay Writing Competition-29th July- 9th August 2024

As part of Friendship Day celebrations, the Department of Management, in collaboration with the Department of Library and Information Center and IQAC, organized an Online Essay Writing Competition on the theme *What Friendship Means to Me* from July 29 to August 9, 2024. The event aimed to explore the essence of friendship through personal reflections and critical analysis.

The competition attracted 19 participants, with 17 external entries and 2 internal participants. The essays were submitted via email and evaluated by Ms. Kiran Jose, Assistant Professor, Department of Arts. The winners were declared and notified via email, with certificates of appreciation distributed. Ms. Krisha Pandya from Navrachana University, Gujarat, secured the first prize, while Mr. Razi Omer from Calicut University received the second prize. Christ College participants also received certificates from the NDLI Club.

The competition provided a platform for students to delve into the qualities that define meaningful friendships, encouraging them to articulate their insights through well-structured essays. The event fostered creative and critical thinking, personal reflection, and participative learning on a national level through an online mode.



E-QUIZ ON VOICES OF FREEDOM-12TH – 20TH AUGUST 2024

As part of the Independence Day 2024 celebrations, the Department of Management, in collaboration with IQAC, organized an E-Quiz on Voices of Freedom from August 12 to August 20, 2024. This online event, open to participants of all age groups, featured thirty questions focusing on freedom fighters, their contributions, pivotal speeches, and literature associated with India's independence.

The E-Quiz witnessed enthusiastic participation from 810 individuals, including 71 internal participants and 739 external participants representing over 250 institutions across India and eight other countries. The event provided a valuable platform to enhance awareness of the sacrifices and leadership of freedom fighters and to deepen participants' knowledge of India's struggle for independence.

Participation certificates, reflecting individual scores, were distributed to all participants. The E-Quiz successfully promoted participative learning on an international level, fostering a sense of patriotism and respect for historical contributions.



CHRIST COLLEGE
OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi, affiliated to Bangalore University, Bangalore, Karnataka
Hosur Main Road, Alamkote, Hosur, Karnataka - 563160

This is to certify that

Immanuel Wicaksono, S.Kom.

*has participated in the E-Quiz on "Voices of Freedom" organised
by the **Department of Management in association with**
IQAC, Christ College of Science and Management from
12th- 20th August 2024 with a score of 145 / 150.*


Event Coordinator


Head, Department of Management


Principal