

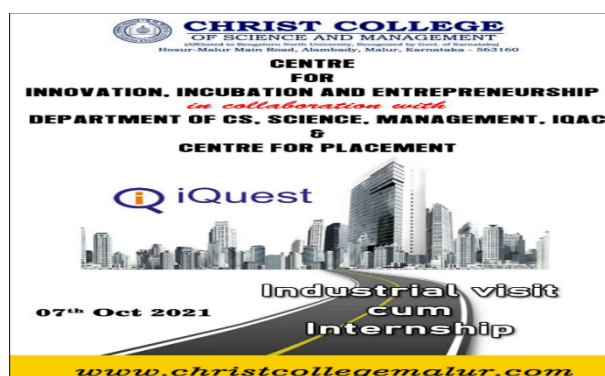
Annual Report: Swachh Bharat Abhiyan

The Department of Management, in collaboration with the Centre for Social Action (CSA) and NSS, organized the Swachh Bharat Abhiyan on 2nd October 2021. This initiative commemorated Gandhi Jayanti by engaging students from first- and second-year BBA in activities aimed at fostering societal responsibility and environmental consciousness. Approximately 30 students actively participated in the event, which began with a rally from Malur Stadium to Malur Police Station. The rally emphasized the importance of cleanliness and community welfare. Following the rally, the students cleaned the premises of the police station and planted trees, contributing to the Swachh Bharat movement. The event received appreciation from the police head at Malur Station, highlighting the students' dedication and efforts in promoting the values advocated by Mahatma Gandhi. This experiential learning activity not only developed a sense of social responsibility among the students but also provided them with an opportunity to engage meaningfully with the community. The program successfully achieved its objectives by fostering awareness of Gandhi's principles and encouraging active participation in nation-building initiatives.



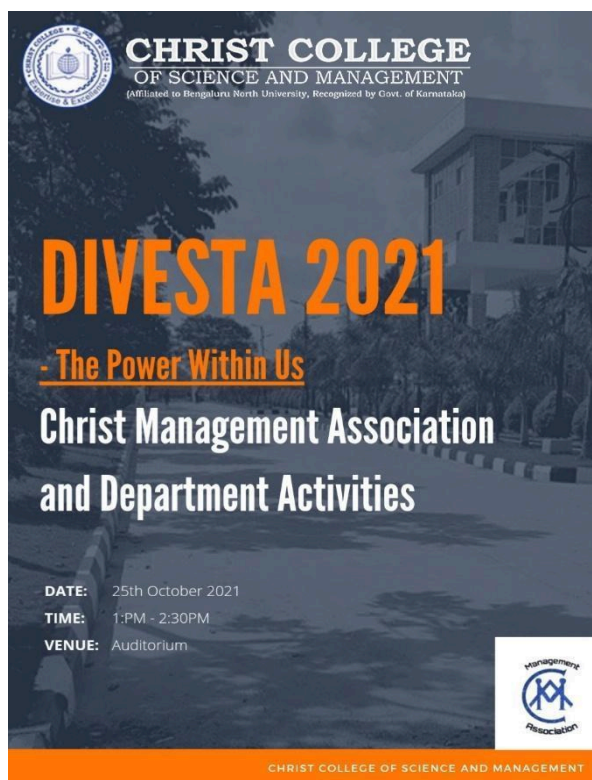
INDUSTRIAL VISIT AND INTERNSHIP

The Industrial Visit and Internship was organized by the Department of Management in association with the Centre for Innovation, Incubation and Entrepreneurship, Centre for Placement, and IQAC on 7th October 2021. A total of 5 students from II BBA participated in the visit, which served as a platform to provide industrial exposure and hands-on experience. Following the visit, the students were selected for internships starting from 8th October 2021. The initiative aimed to encourage students to apply their theoretical knowledge in real-world settings, helping them gain practical insights and develop key skills essential for their academic and career growth.



Divesta 2021

On October 25, 2021, the Department of Management hosted "Divesta 2021," an event designed to review the Christ Management Association (CMA) activities from the 2020-21 academic year and introduce the newly elected CMA members. The program aimed to foster camaraderie among BBA students and encourage active participation in departmental events, thereby alleviating stage apprehension. Ms. Bindu C, Assistant Professor in the Department of Management, announced the CMA election results, while Ms. Amulya Kurian, Head of the Department, outlined upcoming events for the 2021-22 academic year. This presentation provided newcomers with valuable insights into the department's and CMA's initiatives. The event featured a PowerPoint presentation and a two-minute video highlighting major past events. Additionally, second- and third-year students performed a group dance and song, serving as an engaging introduction for first-year students. "Divesta 2021" successfully created an affable environment among BBA students, motivating them to engage in extracurricular activities and enhancing their organizational and public speaking skills.



Annual Report: Orientation Programme (22nd - 27th October 2021)

The Orientation Programme for the academic year 2021-22 was conducted by the Department of Management from 22nd to 27th October 2021, under the coordination of Ms. Amulya Kurian. The objective of the program was to help students adapt to the new academic environment, familiarize them with the curriculum, department activities, and assessment methods, and provide exposure to the professional world. The sessions included a variety of lectures and interactive activities designed to ease the students into college life. The program

commenced with an ice-breaking session on 22nd October, allowing first-year students to interact and overcome initial apprehensions. This was followed by a session on the Scope of BBA and discussions on campus rules, regulations, and library services. On 26th October, Mr. Abdul Kareem, Lead Software Engineer at JP Morgan, conducted a motivational session titled "Baby Steps for Big Things." This was followed by a session on Assessment and Evaluation by Mr. Joseph K Mathew. The final day featured a Motivational Session by Mr. Chethan M from Jain University and a Business Ideas Presentation by first-year BBA students.

The event saw active participation from 155 students and helped in building strong connections and preparing them for their academic journey.



CMA Elections 2021-2022

On October 25, 2021, the Department of Management conducted the Christ Management Association (CMA) elections for the 2021-2022 academic year. The process commenced with a "Meet the Candidate" session at 9:00 AM, where nominees for positions including President, Vice President, Treasurer, and Secretary presented their platforms to second- and third-year students. This session provided candidates an opportunity to articulate their visions and strategies for advancing the association. Following the introductions, elections were held at 9:45 AM, with second- and third-year students casting their votes to select the leadership team. Additionally, departmental staff appointed two executive members from the first-year cohort and one from the third-year cohort, ensuring representation across different academic levels. The election results were announced at 1:30 PM and formally introduced during the "Divesta 2021" event. This event not only celebrated the newly elected CMA office bearers but also provided a comprehensive overview of the association's activities from the previous academic year. The seamless integration of the election process with "Divesta 2021" offered a cohesive platform to transition leadership and set the stage for forthcoming initiatives.

The CMA elections were coordinated by Mr. Joseph K. Mathew and Ms. Bindu C., who ensured a transparent and engaging process. The active participation of students in both the electoral process and subsequent events reflects a robust commitment to collaborative leadership and the continuous enhancement of the department's extracurricular landscape.



The Guest Talk on “Aspire, Inspire and Perspire”

The Guest Talk on “Aspire, Inspire and Perspire” was organized by the Department of Management in association with the Department of Arts and IQAC on 27th October 2021. The session featured Mr. Chethan M, Assistant Professor and motivational speaker from Jain (Deemed to be University), and was attended by all BBA and BA students. The two-hour session focused on key aspects such as staying motivated, aligning with industry requirements, and planning career goals in the evolving professional landscape. Mr. Chethan provided valuable insights, emphasizing the importance of perseverance, dedication, and adaptability. The session particularly benefited the first-year students, who were encouraged to remain inquisitive and proactive in their academic and career pursuits. The engaging talk was highly appreciated by all students and played a significant role in motivating them toward professional excellence.



Bridge Courses Initiative

To address the varying academic backgrounds of first-year students and ensure a solid foundation for core subjects, the Department of Management implemented a series of bridge courses commencing on October 28, 2021. These courses aimed to reinforce essential concepts in Accounting, Mathematics, English, Business Communication, and Management,

thereby bridging the gap between students' existing knowledge and the proficiency required for their academic pursuits.

Course Details and Instructors:

- Basic Accounts: Mr. Joseph K. Mathew
- Basic Communication: Ms. Bindu C.
- Management Concepts: Mr. Muniyappa M. Sandesh
- Basic Mathematics: Ms. Amulya Kurian
- Basic English: Mr. Mathew M. George

The bridge courses commenced on October 28, 2021, with dedicated sessions scheduled for each subject area. Instructors provided an overview of the syllabus and clarified course requirements, ensuring students understood the foundational concepts necessary for their academic progression. Based on student feedback and assessments, instructors reinforced these concepts in subsequent classes to solidify understanding. The initiative successfully equipped first-year students with the requisite knowledge and confidence to engage with their core subjects effectively. By addressing individual learning needs, the bridge courses facilitated a smoother transition into higher education, promoting academic success and reducing potential learning disparities. This proactive approach underscores the department's commitment to providing comprehensive support to its students, fostering an inclusive and conducive learning environment.

I BBA BRIDGE COURSE- BASIC ACCOUNTS- 28-10-21 TIME: 9:00-11:10 AM		
SI NO	NAME	SIGNATURE
1	AJAY	Ajay S
2	AMBIKA P	Ambika P
3	ANUJA R	Anuja R
4	ARAVIND N	Aravind N
5	ARBIN A	Arbin A
6	BOGESH KUMAR V	Bogesh Kumar
7	DHANUSH N	Dhanush N
8	DHANUSH S	S. Dhanush
9	GOWTHAM KUMAR G	Gowtham Kumar G
10	HARSHITHA G	Harshitha G
11	JEBA CHANDRAN TS	Jeba Chandran TS
12	KAVANA V	Kavana V
13	KISHORE V	Kishore V
14	KUSHMI K S	Kushmi K S
15	M LAVANTHKUMAR	M. Lavanth Kumar
16	MANASA	Manasa S
17	MANJUNATH K	Manjunath K
18	MANOJ KUMAR M	Manoj Kumar M
19	MOHITHA P M	Absent
20	PAVAN M	Pavan M
21	PRAJWAL V	Prajwal V
22	RAHUL C	Prasad
23	RAKSHITHA M	Rakshitha
24	ROHIT	Prasad
25	ROHITH REDDY K	Rohith Reddy K
26	S AYESHA SIDDIQUA	S. Ayesha Siddiqua

Annual Report: Talanton 21 (Talent Show for First Year Students)

On 18th November 2021, the II BBA students organized Talanton '21, a talent show for the I BBA students from 1:00 PM to 3:30 PM. This event, coordinated by Ms. Bindu C and Ms. Thamburu Sunny, aimed to foster a healthy, friendly environment between the first and second-year BBA students. The event was designed to encourage students to overcome their stage fear and showcase their hidden talents.

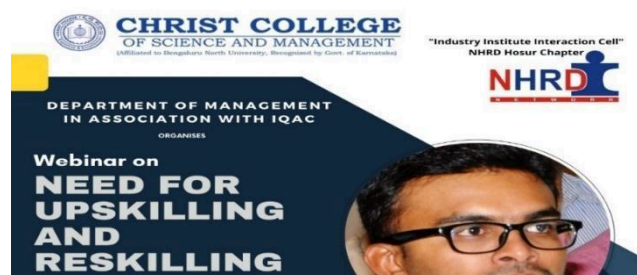
The event included various games and activities to promote interaction between the two batches. Through ice-breaking games and management-specific challenges, students were able to engage with each other and build strong connections. The I BBA students enthusiastically participated in the event, displaying their talents in various performances, while the II BBA students managed the planning, organization, and execution of the event.

Talanton '21 successfully served as a platform for the students to express themselves, enhance their confidence, and create a bond between the two batches. The event was a success, with full participation from the first-year students, and it contributed to creating a lively and cohesive atmosphere in the department.



Annual Report for Webinar on "Need for Upskilling and Reskilling"

A webinar on "Need for Upskilling and Reskilling" was organized by the Department of Management on 4th December 2021, in collaboration with the Industry Institute Interaction Cell, NHRD Hosur Chapter, and IQAC. The session aimed to equip students with the essential skills to stay industry-ready by emphasizing the importance of learning, relearning, and unlearning. The event began with a welcome speech by Ms. Saania Afrah and was followed by the presidential address from Rev. Fr. Jince George, Principal of CCSM. Mr. Buvanesh Kumar, Senior Associate Manager-HR at Eli Lilly & Co, was the key speaker, providing insightful knowledge on the significance of upskilling and reskilling in today's competitive business environment. Mr. Palanikumar P, President of NHRD Hosur Chapter, also shared his valuable thoughts, encouraging students to engage in industry associations for better career prospects. A total of 133 students participated in this online session, which offered a platform to learn about the latest HR practices. The webinar not only enriched the students' understanding of industry trends but also inspired them to be proactive in enhancing their skills to meet future challenges.



Infinito 2021

Infinito 2021 was conducted by III BBA students from the Department of Management, held from 8th to 10th December 2021, under various categories such as Finance, Marketing, Entrepreneurship, Human Resource, Event Management, Crazy Acts, and Best Manager, themed around “Peaky Blinders.” The three-day event featured elimination rounds, with participation from all second- and first-year students of the department. A flash mob was organized to mark the commencement of the valedictory ceremony. Winners were announced during the valedictory ceremony held on 10th December 2021 from 1 PM onwards. The initial rounds took place on 8th and 9th December, while the final rounds for Best Manager and Crazy Acts were held on 10th December, culminating in the prize distribution ceremony.

The first- and second-year students were divided into 7 groups of 12 members each, participating in three rounds under various heads such as Finance, Marketing, Entrepreneurship, Human Resource, and Event Management. Each team was required to compete in the elimination rounds, with the top performers advancing to the final round. The Crazy Acts segment included activities like a treasure hunt and creative challenges centered around the assigned product. The third-year students meticulously planned and executed every aspect of the event, ensuring smooth operations. Judges from other departments were invited to ensure fair and transparent evaluations, contributing to the overall success of Infinito 2021.



Awareness About NDLI

The Department of Management, in association with the Department of Library and Information Center, organized an NDLI Awareness Programme to familiarize BBA students with the National Digital Library of India (NDLI) and Inlibnet platforms. Separate offline sessions were conducted for all three batches of BBA students on 13th and 14th December

2021. The sessions aimed to prepare students to log in, enroll for events, and effectively utilize various e-resources available through NDLI and Inflibnet.

On 13th December, the II BBA batch attended the session from 1:45 PM to 2:40 PM, followed by III BBA from 2:45 PM to 3:40 PM. The I BBA session was conducted on 14th December from 1:45 PM to 2:40 PM. Around 130 students actively participated, gaining hands-on guidance to download, log in, and access e-resources using mobile devices. Students were also assisted in registering for the webinar titled “Awareness Programme on National Digital Library of India and NDLI Club,” scheduled for 17th December 2021.

The initiative successfully enhanced students' understanding and usage of digital platforms for academic purposes, ensuring seamless access to NDLI and Inflibnet resources. The program adopted a participative learning approach and was coordinated by Mr. Shon George, Librarian.



Free Health Check-Up and Blood Donation Camp

The Free Health Check-Up and Blood Donation Camp was organized by the Department of Management in collaboration with MVJ Medical College and Research Hospital, NSS, and IQAC on 20th December 2021. The event was coordinated by II and III BBA students, emphasizing a commitment to societal welfare and the promotion of noble causes.

A total of 63 medical professionals, including doctors, nursing staff, and paramedicals from MVJ Medical College and Research Hospital, contributed their services. The camp began with an inauguration in the III BCA classroom, during which the Principal acknowledged and appreciated the efforts of the MVJ Medical Team.

Students, along with staff from Christ College of Science and Management and Christ PU College, availed themselves of the health check-up facilities. A total of 53 individuals, including both students and staff, voluntarily donated blood. Additionally, parents and relatives of Christ College staff, as well as NSS coordinators and NCC cadets, actively contributed to the successful organization and smooth conduct of the event.



Annual Report: Webinar on Rejuvenate with New Possibilities (12th January 2022)

The Webinar on "Rejuvenate with New Possibilities" was conducted on 12th January 2022 by the Department of Management and the Center for Innovation, Incubation, and Entrepreneurship in association with IQAC, as part of the National Youth Day celebrations. The session was designed to motivate students and provide them with insights into personal and professional development. The webinar featured esteemed speakers Mr. Dhiraj Baadkar and Mrs. Nutan Baadkar from ND Life Coaching, Pune, who are renowned success coaches. With a combined experience of over 30 years, the speakers emphasized the importance of self-care, motivation, and maintaining focus to achieve personal and professional goals. Their engaging session was attended by 222 participants and received positive feedback for its practical approach to goal-setting and life skills. The event was inaugurated by Rev. Fr. Jince George, Principal of Christ College of Science and Management, who extended his support and appreciation for the initiative. The session was interactive and motivating, offering valuable takeaways for students looking to realize their dreams. The webinar successfully met its objectives of inspiring students to remain focused and goal-oriented in their endeavors.

CHRIST COLLEGE
OF SCIENCE AND MANAGEMENT
(Affiliated to Bangalore South University, Bangalore-560075)
Hosur-Malur Main Road, Alambady, Malur, Karnataka - 563160

CENTRE FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP & DEPARTMENT OF MANAGEMENT IN ASSOCIATION WITH IQAC
Proudly Presents

Motivational Talks on
REJUVENATE WITH NEW POSSIBILITIES
(INNER TECHNOLOGY - PHYSICALLY & MENTALLY)

EXPERTS

Dhiraj Baadkar
Business Coach

Nutan Baadkar
Career Coach

ND LIFE COACHING
Pune, Maharashtra

National Youth Day
Swami Vivekananda's Birth Anniversary
12th Jan 2022 @ 06:00PM

zoom YouTube
www.christcollegemalur.com

Annual Report: JOSH 2022 - National Youth Day Celebrations

On 12th January 2022, the Department of Management at Christ College organized JOSH 2022, a celebration of National Youth Day in the Christ Quadrangle. The event aimed to honor the profound contributions of two influential leaders, Swami Vivekananda and Dr. A P J Abdul Kalam, whose legacies have significantly shaped the youth of India. The event was coordinated by Mr. Muniyappa M Sandesh and Mr. Joseph K Mathew, along with student coordinators Manjunath K, Prema M, and Saania Afrah. The event featured speeches by Saania Afrah (I BBA) on Swami Vivekananda's teachings in English, Prema M (III BBA) on the same leader in Kannada, and Manjunath K (I BBA), who shared insights on Dr. A P J Abdul Kalam's contributions. The program was conducted bilingually to ensure it reached a wide audience. Additionally, students from II & III BBA created and displayed posters featuring quotes from Swami Vivekananda along the pathway from the college gate, further promoting the event's message. A significant part of the event was the production of a video by Abuthahir S E, Meghana T, and Rakshitha M, which was posted on the college's social media to engage the wider student community. Short reels for National Youth Day were also made by Praveen Kumar M to increase visibility on platforms like Instagram and Facebook. These efforts encouraged students to reflect on the leaders' teachings and engage with the event beyond the campus. The event successfully achieved its primary objectives: raising awareness about the impact of Swami Vivekananda and Dr. A P J Abdul Kalam on youth and encouraging students to overcome stage fear and develop their confidence through active participation. A total of 133 students from II BBA and III BBA participated, making it a truly engaging and inclusive experience. Overall, JOSH 2022 was a platform for students to develop their public speaking, creativity, and leadership skills while learning about the values of these great leaders.



Lithophane 3D Printing Workshop

From January 17th to 19th, 2022, the Departments of Management, Arts, and Science, in collaboration with the Centre for Innovation, Incubation, and Entrepreneurship (CIIE) and the Internal Quality Assurance Cell (IQAC), conducted a three-day hybrid workshop titled "Lithophane 3D Printing, Keychains, and 3D Models." The primary objective was to provide students with practical exposure to the burgeoning field of 3D printing, enhancing their entrepreneurial skills and aligning with current industry trends.

The inaugural session on January 17th featured Rev. Fr. Jince George, Principal of CCSM, who lauded the collaborative efforts of CIIE and the associated departments in equipping

students with practical, up-to-date skills pertinent to various sectors, including prosthetics, blueprinting, and design.

Throughout the workshop, participants engaged in both theoretical and hands-on sessions, delving into the practical aspects and expansive scope of 3D printing. Demonstrations showcased the creation of diverse 3D models, with a particular focus on lithophanes—intricate artworks that reveal detailed images when backlit. This technique has gained popularity for producing personalized and artistic 3D-printed items.

Due to unforeseen COVID-19 precautions, the final day's session transitioned to an online format via Google Meet, conducted from 10:30 AM to 1:30 PM on January 19th. Despite this shift, the workshop maintained its interactive and participatory nature, ensuring continuity in learning.

In recognition of their active involvement and innovative contributions during the sessions, students were awarded internship certificates from the organizing company. The workshop was coordinated by Er. Raghul Shivakumar Mudaliar.

This initiative successfully bridged theoretical knowledge with practical application, fostering an environment conducive to skill development in emerging technologies.

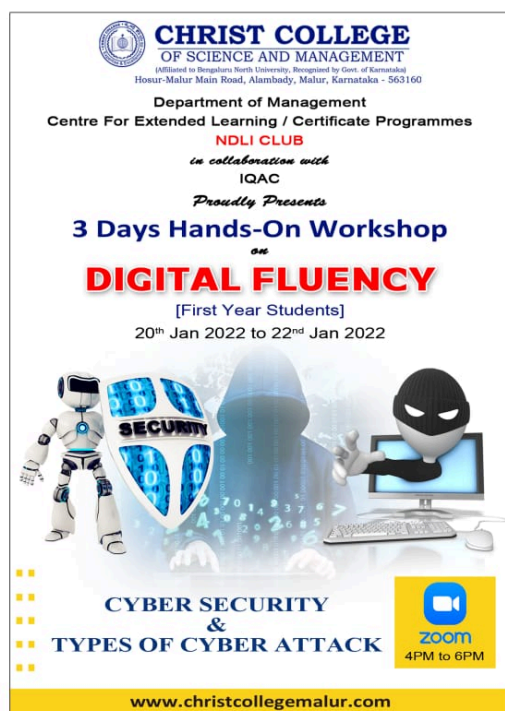


Annual Report: Workshop on Digital Fluency - Cyber Security and Types of Cyber Attacks

The three-day workshop on “Digital Fluency - Cyber Security and Types of Cyber Attacks” was organized by the NDLI, Department of Management, and Centre for Extended Learning in association with the IQAC. Held online from January 20th to 22nd, 2022, this workshop aimed to enhance students' understanding of cyber security concepts and provide practical knowledge on combating cyber crimes. The workshop commenced with an inaugural address by Rev. Fr. Jince George, Principal, CCSM, who emphasized the importance of staying updated with emerging trends in cyber security.

The workshop was open to all students, primarily targeting first-year students, and covered key topics such as cyber security fundamentals, types of cyber attacks, and methods to prevent cyber crimes. Resource person Mr. Abhishek R, a Software Developer at Rats Technologies, conducted the sessions, offering valuable insights into system security and

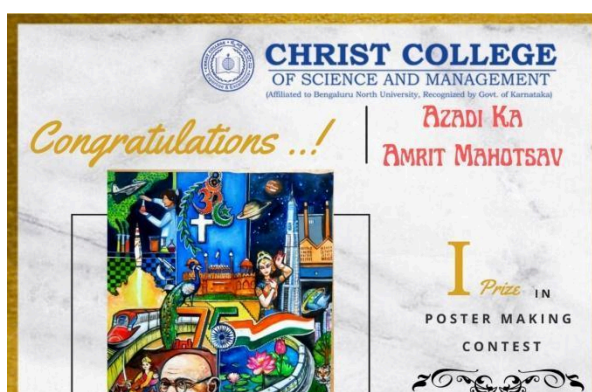
cyber safety. The sessions included interactive discussions and practical tips on cyber protection, reaching a total of 314 participants over three days. The workshop concluded with a vote of thanks by Ms. Rakshitha M. Participation certificates were awarded, and recorded sessions and resources were shared with students for further reference. The event successfully achieved its objective of providing a comprehensive understanding of cyber security.



Azadi ka Amrit Mahotsav

The Department of Management and NSS, in association with IQAC, organized Azadi ka Amrit Mahotsav - Voices of Freedom to commemorate 75 years of Independence. The intercollegiate event, held from 23rd to 31st January 2022, featured competitions in Slogan Writing, Poster Making, and Photography. The programme provided a platform for students who had completed their 10th grade and were under 25 years of age to creatively express their thoughts on 75 years of Indian independence. The event received an enthusiastic response with 397 registrations from 20 states, and 135 participants competed across the three categories.

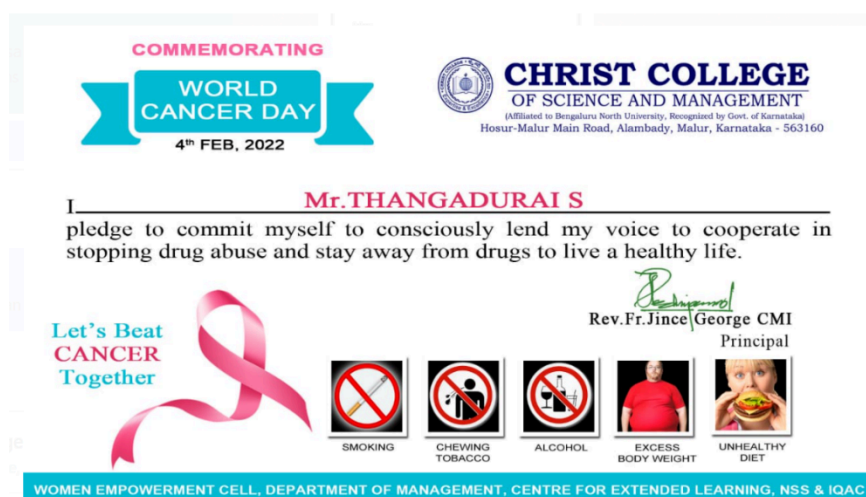
Two winners were selected from each event and awarded Certificates of Appreciation along with cash prizes, while all other participants received Certificates of Participation. The event aimed to foster creativity and evaluate participants' interpretations of India's journey through ideation and artistic expression.



Cancer Awareness

On 4th February 2022, in observance of Cancer Day, the Department of Management, Women Empowerment Cell, Centre for Extended Learning, and NSS, in association with IQAC, organized a Cancer Awareness initiative. The programme aimed to educate school and college students about the causes, early detection, and preventive measures for cancer. The information was disseminated through a Google Form that provided comprehensive details about the disease and emphasized actionable prevention methods.

Staff and students from Christ Group Institutions participated in the event and received certificates along with a pledge to avoid drug usage as a preventive step against cancer. The initiative served as a significant step toward creating awareness and empowering individuals with knowledge to combat this deadly disease.



Rendezvous 2022

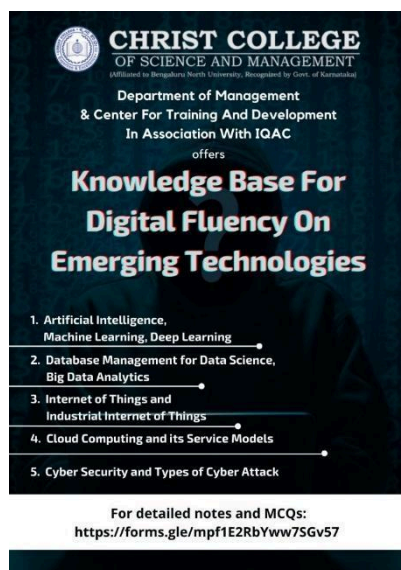
The event was organized by the Department of Management to appreciate and recognize talented students—Ms. Chandana B S, Mr. Seenu R, and Mr. Sandeep M. The online event, titled Rendezvous 2022, was conducted by the Christ Management Association and the Department of Management on 5th February 2022 from 3 to 4:15 PM. Rendezvous 2022 aimed to honor students who had excelled in their areas of interest. Mr. Sandeep and Mr. Seenu R were recognized for their selection in the Indo Nepal Cricket Series and the Under 23 Asian Team, while Ms. Chandana B S received the AIWA 2021 award for her

contributions in the Handicraft and Art category. The event provided a platform for these students to share their hard work and continuous efforts, which had led to their success. Both the students and the head of the department appreciated and acknowledged the recognition bestowed upon them for their dedication and achievements.



Annual Report: Knowledge Base for Digital Fluency on Emerging Technologies (5th February 2022)

The Knowledge Base for Digital Fluency on Emerging Technologies was conducted on 5th February 2022 by the Department of Management, in collaboration with the Centre for Training and Development and IQAC, to enhance the digital fluency of first-year students. Coordinated by Ms. Amulya Kurian, and student coordinators Prajwal V, Kushmi K S, Manjunath K, and Ajay S, the program aimed to familiarize students with the latest trends in emerging technologies and life. The event was conducted on digital fluency were BBA students through a notes, accompanied by (MCQs) compiled by the in reinforcing their The MCQs were carefully contributing to a set of 100 program successfully participants, providing them technologies while learning and knowledge only aimed at building fostered an inquisitive mindset among students, helping them explore and apply emerging technologies in real-world scenarios.



their applications in daily online, where detailed notes shared with the first-year Google Drive link. These multiple-choice questions students themselves, helped understanding of the topics. curated, with each student questions per topic. The engaged 88+ internal with insights into digital encouraging collaborative dissemination. The event not digital fluency but also

Annual Report for UMANG 2022 – Women's Day Celebrations

UMANG 2022, a Women's Day celebration, was organized by the Department of Management on 8th March 2022 at 12:30 pm in the Christ Quadrangle. The event aimed to honor and appreciate the invaluable contributions of women to society while promoting gender equality and women empowerment. The program began with a speech by Deeksha Reddy from III BBA, highlighting the significance of Women's Day and the changing roles of women in society. A group dance performance by BBA girl students depicted the trials and triumphs of women, receiving appreciation from students of Christ College of Science and Management and Christ PU College. The event concluded with a message from Fr. Jince George, Principal, emphasizing the need for respect and care for women, who shape the future. As a gesture of appreciation, token gifts were presented to the teaching and non-teaching female staff of CCSM. The event saw active participation from students across all three years of BBA. The day's activities also encouraged students to overcome stage fears and enhanced their organizational and leadership skills. UMANG 2022 successfully provided a platform for students to celebrate womanhood and contributed to fostering an environment of respect and equality.



Annual Report: Workshop on Goal and Motivation (23rd March 2022)

The Workshop on "Goal and Motivation" was conducted on 23rd March 2022 by the Department of Management in association with the IQAC for the BBA, BCom, and MCom students of Christ College of Science and Management. The session aimed to equip students

with the skills to set SMART goals and remain motivated throughout the process of achieving them. The workshop was led by Mr. Sellamuthu M, General Manager of HR and Administration at Ashok Leyland, who brought over 25 years of experience in people management and strategic organizational goals. During the one-and-a-half-hour interactive session, Mr. Sellamuthu emphasized the importance of goal-setting and staying motivated, using engaging visuals and real-life examples to illustrate his points. The session helped students understand how motivation plays a crucial role in achieving success, and how setting clear and measurable goals can drive personal and professional growth. The Principal of the college delivered a presidential address, expressing gratitude to the resource person and appreciating the efforts of the organizing team. The event was well-received, fostering valuable insights among students and encouraging them to pursue their goals with focus and determination.



Annual Report: Seed Distribution Initiative

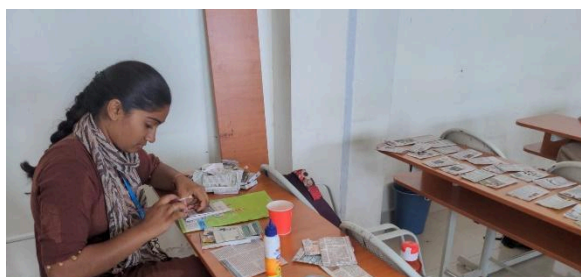
On March 30, 2022, at 12:30 PM, the Department of Management, in collaboration with the Internal Quality Assurance Cell (IQAC), organized a seed distribution event at the Christ Quadrangle. This initiative aimed to raise awareness about global warming and promote eco-friendly practices among the students and staff of Christ College of Science and Management.

During the event, Bachelor of Business Administration (BBA) students distributed seeds to all attendees, encouraging them to participate in creating a greener environment. The program objectives were to foster sustainable practices and motivate students to organize cost-effective, eco-friendly events.

This initiative reflects the college's commitment to environmental sustainability and the active involvement of its students in promoting green practices. By distributing seeds, the event encouraged the college community to contribute to a healthier planet, aligning with global efforts to combat climate change.

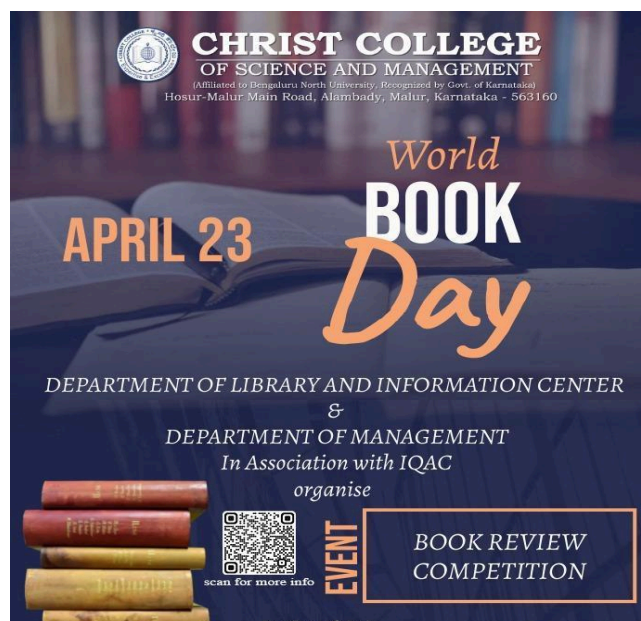
APRIL COOL

On 30th March 2022, the Department of Management, in association with IQAC, organized APRIL COOL, an initiative to raise awareness about global warming and promote eco-friendly practices. The event was held at 12:30 PM in the Christ Quadrangle. As part of this initiative, BBA students distributed coriander and spinach seeds to all students and staff of Christ College of Science and Management. The seeds were thoughtfully packed into eco-friendly pouches made from newspapers, prepared by third-year students, while second-year students assisted in completing the work efficiently. A creative poster for the event was designed by Bogesh Kumar from I BBA. The programme aimed to encourage sustainable practices and inspire students to organize cost-effective, environmentally conscious events. This initiative was a small yet meaningful step toward a greener future, emphasizing community participation and environmental responsibility.



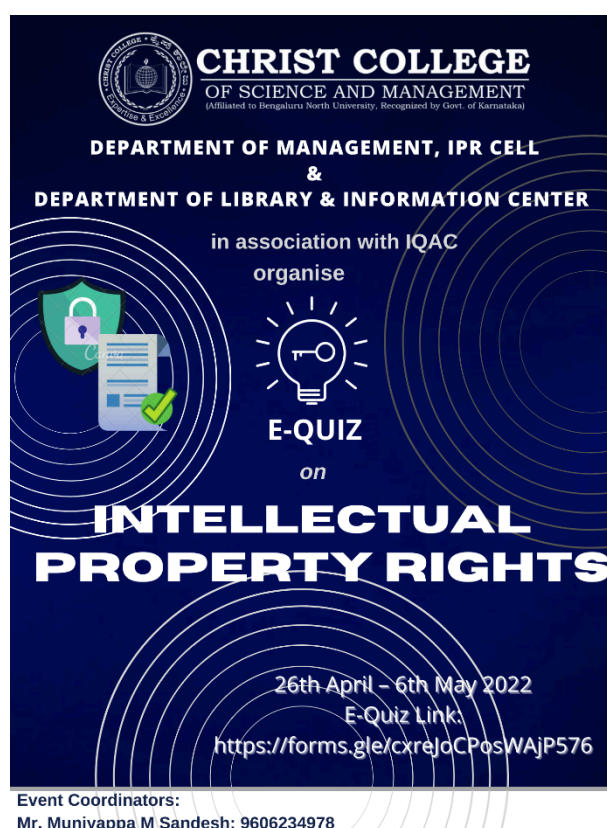
Annual Report: Book Review Competition

The "Book Review Competition" was organized by the Department of Management and the Department of Library and Information Center in association with IQAC to celebrate World Book Day. Held from 23rd to 30th April 2022, the competition aimed to foster a habit of reading and develop critical appreciation among participants. Submissions were accepted online from across India, with 20 shortlisted entries evaluated by Ms. Arya Mohandas, Assistant Professor, and Mr. Shon George, Librarian. The first prize was awarded to Ms. Deiva Geetha S from Stella Maris College, Chennai, for her insightful review. A consolation prize was given to the youngest participant, Ms. Rithika Shinoj, a fourth-grade student from Vimalagiri Public School, Kothamangalam. Prizes worth ₹5,000 and certificates were distributed to the winners. This participative learning event encouraged literary engagement and critical analysis, promoting English proficiency and a deeper understanding of literary themes. The event successfully achieved its objectives by inspiring readers to explore diverse perspectives through books and share their insights effectively.



Annual Report on E-Quiz on Intellectual Property Rights

The Department of Management, IPR Cell, and Department of Library and Information Center, in collaboration with IQAC, successfully organized an E-Quiz on "Intellectual Property Rights" from 26th April to 6th May 2022. The event was held to commemorate World Intellectual Property Day and aimed to promote awareness about the importance of IPR in fostering innovation and creativity. The online quiz consisted of 20 questions related to intellectual property rights and saw enthusiastic participation from 614 individuals across 24 Indian states and 8 international locations, including the UAE, Bahrain, Sri Lanka, Estonia, Iraq, Malaysia, Philippines, and Myanmar. A total of 529 external participants and 84 internal participants took part, representing colleges from diverse regions, thus making the event a significant national initiative. The quiz served as an engaging and participatory learning experience, highlighting the need for understanding IPR in academia and beyond. The successful execution of the event reflects the commitment of faculty coordinators Mr. Muniyappa M. Sandesh and Mr. Shon George, as well as student coordinator Mr. Bogesh Kumar. This initiative not only enhanced knowledge dissemination but also emphasized the vital role of intellectual property in fostering innovation globally. Links to the participant list and quiz details were also made available for transparency and accessibility.



Industrial Tour 2022

Industrial Tour 2022 was organized by the Department of Management from 25th – 29th May 2022 for the final-year BBA (2019-22) batch. A total of 32 students from III BBA, along with 4 faculty members, participated in the tour to Munnar and Cherai, Kerala. Due to rain and distance constraints, the itinerary was adjusted accordingly. The students contributed Rs. 5000/- towards the cost of the tour. The tour provided valuable exposure to the tourism sector, destination management, and the operations of both small-scale and large-scale industries. It enhanced their understanding of concepts such as production operations management, service management, cost management, marketing, time management, ethics in business, entrepreneurship, and hospitality industry practices. The industrial tour also aimed to foster leadership, teamwork, and social skills, helping students navigate constraints and develop problem-solving abilities.

The carefully chosen destinations of Munnar and Cherai allowed students to gain both professional knowledge and personal growth in a serene and developmental environment. The experience was both enriching and rejuvenating for the students and faculty.



ARBOL 2022

As part of Ambiente 2022 - Only One Earth, the Department of Management and NSS, in association with IQAC, organized ARBOL 2022 to promote greener surroundings and environmental sustainability. The event was held on 4th June 2022 and focused on the theme of "Five Elements." Around 150 tree saplings were procured from the forest department and planted in the college grounds and along the road towards Christ International School. The event was inaugurated by Mr. Vasanth, Circle Inspector, Masthi, and attended by dignitaries including Mr. Kumar C, Vice President, Chikkathirupathi Gramapanchayath, and Mr. Harish, Press. In his presidential address, Fr. Jose Kariamadam, Manager of Christ Group of Institutions, lauded the initiative undertaken by the Department of Management and NSS. The chief guest was felicitated by Fr. Jince George, Principal, and Mr. Lokesh N, NSS Coordinator and Physical Education Director.

Students from second and third-year BBA and BCom, along with interested first-year BBA students and college staff, actively participated in planting around 100 saplings. The participants ensured that the plants were given ample care to thrive. This initiative aimed to cultivate environmentally friendly practices for sustainability while enhancing students' organizational and event management skills.



E-Quiz on “Facts about Environment Day”

As part of World Environment Day celebrations, the Department of Management, NDLI Club, Department of Library and Information Centre, and IQAC jointly organized an E-Quiz on “Facts about Environment Day” from 5th June to 10th June 2022. The primary objective of the quiz was to raise awareness about the significance of Environment Day, emphasize the need to maintain a sustainable environment for the future, and highlight major environmental threats.

Hosted on the NDLI platform with pre-registrations beginning on 1st June 2022, the E-Quiz featured twenty questions focused on the importance of Environment Day and key facts. A total of 198 participants from Christ College of Science and Management took part in the quiz, demonstrating strong engagement and a commitment to environmental awareness.



TIERRA 2022 - Save Soil Workshop Report

TIERRA 2022, part of Ambiente 2022- Only One Earth, was organized by the Department of Management and NSS in collaboration with IQAC to celebrate Environment Week. This event, held on June 6, 2022, focused on the theme "Save Soil" and was conducted with the purpose of raising awareness about the critical importance of soil preservation. The event was coordinated by Ms. Thamburu Sunny and Ms. Bindu C as faculty coordinators, with Rakshitha M and Reemo Varghese serving as the student coordinators. The event began with a workshop on soil conservation, led by Mr. Naveen Kumar S, a volunteer from the Isha Foundation and Earth Buddy.

The workshop aimed to inform students about the crucial role soil plays in environmental sustainability. It was attended by students from II and III year BBA, BCom, I and II MCom, and II BCA. In his opening address, the Principal highlighted the significance of the "Save Soil" movement and encouraged students to actively engage in such initiatives in the future. Mr. Naveen Kumar explained how extensive and improper land use is depleting the organic content in soil, leading to soil degradation, which in turn contributes to food shortages, water scarcity, biodiversity loss, climate change, and migration. He called for a collective effort to advocate for governmental intervention to restore soil quality.

The event was conducted offline at the college auditorium, and its objectives were to raise awareness about the Save Soil movement, educate students on environmental conservation, and promote activities that foster environmental responsibility. It was an experiential learning program that aimed to foster an active student participation approach in addressing global environmental issues, particularly soil preservation.



CIELO 2022

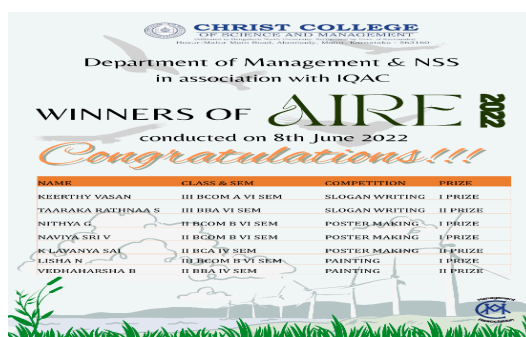
As part of Ambiente 2022 - Only One Earth, the Department of Management and NSS, in association with IQAC, organized CIELO 2022, a group song performance, on 7th June 2022 at 12:20 PM in the college quadrangle. The event was based on the theme of "Five Elements" and featured Tamil, Kannada, Telugu, and Malayalam songs, delivering a powerful message of equality and solidarity under one sky. Students from second and third-year BBA actively participated, energizing the college with their vibrant performances.

Each song was introduced with inspiring quotes in regional languages about the sky, reinforcing the theme of interconnectedness. The programme aimed to foster a sense of oneness among students and remind them of their intrinsic connection to the environment and the universe. The performances were enjoyed and appreciated by students and staff alike, leaving a lasting impact.



AIRE 2022

As part of Ambiente 2022 - Only One Earth, the Department of Management and NSS, in association with IQAC, organized AIRE 2022, a series of college-level competitions to celebrate Environment Week. The competitions, based on the theme of "Five Elements," were held on 8th June 2022 from 1:30 PM onwards. Events included poster making, painting, and slogan writing on environment-related topics. Students from various departments enthusiastically participated, showcasing their creativity and environmental awareness. The entries were carefully evaluated by staff members from different departments, and two winners were shortlisted for each event. The programme aimed to inspire students to develop their skills for social concern and moral rectitude while fostering strong environmental awareness and creativity. Certificates for the winners were scheduled to be distributed at the next departmental event, further encouraging active student involvement and recognition.



AGUA 2022

As part of Ambiente 2022 - Only One Earth, the Department of Management and NSS, in association with IQAC, organized a series of events to celebrate Environment Week. The highlight of the program was AGUA 2022, a skit performed by BBA students on the theme of "Five Elements." The event took place on 9th June 2022, at 12:20 PM in the college quadrangle. The skit, creatively conceptualized, directed, and executed by the students under the guidance of Ms. Bindu C., focused on the delicate balance of nature and its role in sustaining humanity. It highlighted how human activities disrupt this balance and emphasized the urgent need to protect the environment. The performance delivered a powerful and thought-provoking message, earning appreciation from staff and students alike. The event aimed to showcase students' talents and foster solidarity and oneness through music and creative expression. It was a memorable effort that successfully blended creativity with environmental awareness.



FUEGO 2022

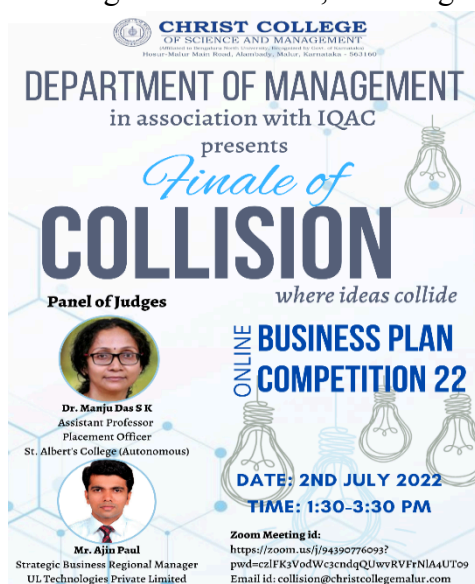
The FUEGO 2022 dance event, hosted by BBA students, was organized as part of Ambiente 2022 – Only One Earth, in association with the Department of Management, NSS, and IQAC, to celebrate Environment Week. The event, centered around the theme of the “FIVE ELEMENTS,” took place on 10th June 2022 in the college quadrangle from 12:20 PM. The BBA students creatively blended songs from various languages with different dance styles, showcasing their talents and promoting unity through artistic expression. The rhythmic and synchronized performances were well-received by both students and staff, fostering a sense of oneness and solidarity. The students’ confidence in performing before the audience was evident, and their efforts contributed to the overall success of the event.



Collision 22

The Department of Management, in association with IQAC, organized Collision 22, an Intercollegiate Business Plan Competition, from 21st June to 2nd July 2022. The event aimed to provide students with hands-on experience in developing business plans and foster competitive learning through idea exchange with students from other esteemed institutions. Invitations were sent to colleges across India, resulting in 41 team registrations from 48 colleges. The

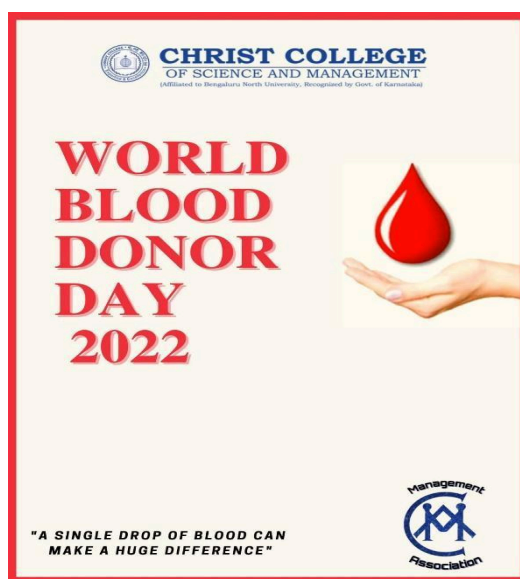
rounds: the Business Round, and the teams presented their total of 11 teams viable business plans were shortlisted for culminated with the cash prizes of Rs. and Second Prizes, provided a platform entrepreneurial skills national level.



competition consisted of three Idea Round, the Business Plan Finale, where five finalist business plans to the judges. A submitted innovative and plans, and the best submissions the finale. The event top two teams being awarded 3000 and Rs. 2000 as the First respectively. This initiative for students to develop and compete with peers on a

Digital Poster Campaign

As part of an initiative to showcase talent and raise awareness about the importance of blood donation, the CMA organized a Digital Poster Campaign. This activity encouraged students to creatively express their emotions and views through digital mediums, aligned with the 2022 slogan: "Donating blood is an act of solidarity. Join the effort and save lives." A total of 12 students from various BBA classes participated, creating meaningful and impactful posters. The programme aimed to inspire students to utilize their artistic talents for a noble cause and build confidence in using creative tools to communicate important messages. The students' efforts were commendable, as their posters effectively highlighted the importance of blood donation and solidarity in saving lives.



**Annual
Trade Fair**

Report:


MERCADO 2022 -

The Department of Management successfully organized MERCADO 2022, an inter-departmental trade fair, on 27th and 28th June 2022. The event aimed to enhance entrepreneurial, marketing, and event management skills among BBA students through practical exposure. Held at the Open Auditorium, the fair featured 15 diverse stalls offering food, beverages, games, accessories, paintings, and more. The event was inaugurated by Fr. Jose Kariamadam, Manager of Christ Group of Institutions, in the presence of Fr. Ebin V Francis, Vice Principal, Fr. Jince George, Principal, and other distinguished staff members. Students from Christ College of Science and Management, Christ PU College, and their families enthusiastically participated. Teams showcased creativity and professionalism in product presentation, marketing strategies, customer engagement, and time and resource management. Each team contributed INR 500 for stall space and was evaluated on performance by faculty members. Certificates and trophies were awarded to the best-performing teams. The fair provided students with hands-on experience in business operations, teamwork, and decision-making. The event's precise planning and execution were widely appreciated, fostering essential skills and creating a platform for future business leaders. Overall, MERCADO 2022 was a resounding success, achieving its objectives and setting a benchmark for similar initiatives.



Emerging Trends in Marketing

The first Guest Talk on “Emerging Trends in Marketing” by Mr. Arun Kumar R, Assistant Professor at SSMRV College, Jayanagar, was organized by the Department of Management in association with IQAC on 11th July 2022. The session was attended by all BBA students. The guest talk focused on the evolution of sales and marketing, highlighting recent trends such as telemarketing, conversational marketing, E-business, green marketing, relationship marketing, virtual marketing, agile marketing, and affiliate marketing. Each marketing trend was explained with relevant examples, ensuring active participation from the students. The session was well-appreciated by all, and it commenced with a silent prayer song, followed by the introduction of the Chief Guest.



CHRIST COLLEGE
OF SCIENCE AND MANAGEMENT
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Hosur-Mahur Main Road, Atambudi, Mahur, Karnataka - 563160

DEPARTMENT OF MANAGEMENT
in association with IQAC
presents

Infotalk Series
2022

Knowledge Exchange on Recent Management Topics

Topic: Emerging Trends in Marketing

Guest Speaker:
Mr. Arun Kumar A
Assistant Professor
SSMRV College
Jayanagar, Bengaluru



Zoom ID:
<https://zoom.us/j/799636846158?pwd=VTIzWWVVOEZFUZNCshWRhaNGsFUtoQ>

Date: 11th July 2022
Time: 6:00- 7:00 PM

Emerging Trends in E-Commerce

The first Guest Talk on “Emerging Trends in E-Commerce” by Ms. Amulya Kurian, Head & Assistant Professor at Christ College of Science and Management, was organized by the Department of Management in association with IQAC on 12th July 2022. The session was attended by all BBA students. The talk focused on the evolution of E-commerce and explored twenty emerging trends in the field, including Social Media Marketing, AI, Augmented Reality, the ROPO concept, Virtual Reality, Chatbots, Virtual Assistants, Voice Recognition, Minimalistic Design, and Influential Marketing, among others. Each trend was explained

with relevant examples, ensuring active participation from the students. The session was well-appreciated by all and began with a silent prayer song, followed by the introduction of the Chief Guest.



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Infotalk Series
2022

Knowledge Exchange on Recent Management Topics

Topic: Emerging Trends in E-Commerce

Speaker:
Ms. Amulya Kurian
Head, Department of Management
Christ College of Science and Management

Zoom ID:
<https://zoom.us/j/9943519874?pwd=c3RlZWdWb3hFYkRFRVNmMwEzZU09>

Date: 12th July 2022
Time: 6:30- 7:30 PM

Recent Trends in Service Industry

The first Guest Talk on “Recent Trends in Service Industry” by Ms. Monisha M, HR Executive and Welfare Officer at First Steps Baby Wear, was organized by the Department of Management in association with IQAC on 13th July 2022. All BBA students attended the session. The talk focused on the different aspects of service management, with a particular emphasis on the tourism and hospitality industry. Ms. Monisha detailed the 7Ps of service management, explaining their application in various service sectors. The session encouraged active student participation, which was well-appreciated by all attendees. The programme began with a silent prayer song, followed by the introduction of the Chief Guest, and concluded with positive feedback from the students.



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Topic: Recent Trends in Service Industry

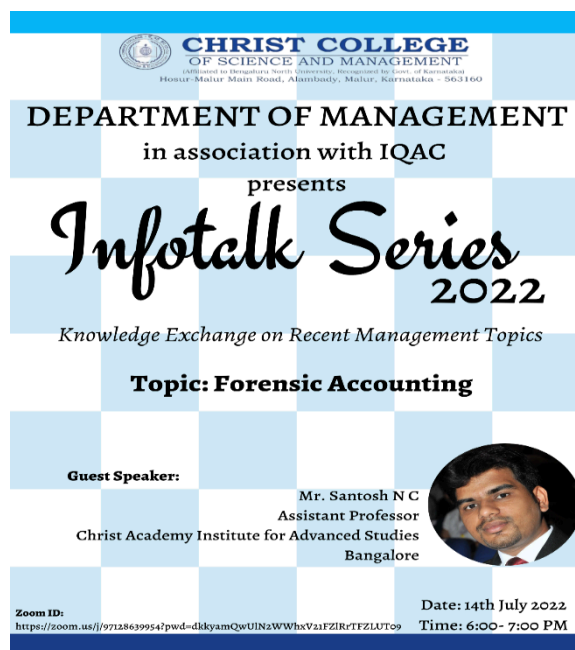
Guest Speaker:
Ms. Monisha M
HR Executive & Welfare Officer
First Steps Baby Wear

Zoom ID:
<https://zoom.us/j/9967998822?pwd=NkQ7a3hQJmYxXlVlbnRNdE9>

Date: 13th July 2022
Time: 6:00- 7:00 PM

Annual Report on Forensic Accounting

The Guest Talk on “Forensic Accounting” by Mr. Santosh N C, Assistant Professor, Christ Academy Institute for Advanced Studies, Bangalore was organised by Department of Management in association with IQAC on 14th July 2022. The session was attended by all BBA students. The session in detail covered on the different aspects of forensic accounting. The speaker of the session in detail explained concept and overview of forensic accounting, audit vs forensic accounting, skill sets and opportunities in the field of forensic accounting, major financial frauds. The speaker ensured that there is ample participation from the students. The session was well appreciated by all. The programme started with a silent prayer song followed by the introduction of Chief Guest. The talk was well appreciated by the students.



Guest Talk on “Consumer Behaviour”

The Guest Talk on “Consumer Behaviour” by Ms. Annmi Mary George, Project In-Charge – Mining, Digitalatto, Kochi, was organized by the Department of Management in association with IQAC on 15th July 2022. BBA students from all different batches attended the session. The talk focused on the importance of studying consumer behavior, the purchasing process, and the factors influencing consumer behavior. Ms. Annmi Mary George provided impactful and relevant examples that helped students understand the concepts more effectively. Active student participation was encouraged throughout the session, which was highly appreciated by all attendees. The programme commenced with a silent prayer song, followed by the introduction of the Chief Guest, leaving a lasting impression on the students.



Industrial visit to Ashok Leyland

The industrial visit was organized by the Department of Management in association with IQAC on 22nd July 2022. The students from II BBA (Batch 2020-23) were taken to Ashok Leyland Unit II, Hosur. The visit aimed to enhance students' understanding of production processes and allow them to apply theoretical concepts related to quality, planning, and control in large-scale production units. During the visit, the students received detailed insights into axel, frame, and chassis assembly, as well as road testing conducted by Ashok Leyland, the second-largest manufacturer of commercial vehicles. The students were divided into two groups of 20-25 and accompanied by both staff members and company personnel, who provided comprehensive explanations of the working processes involved. Following the visit, all students were required to submit detailed reports based on the visit, adhering to the prescribed format.



Outreach Programme

The outreach programme was organized by the Department of Management in association with IQAC on 4th August 2022. I BBA students (Batch 2021-25) were taken to PUM School, Chennasandiram. The objective of the programme was to interact with students and teach various subjects through engaging activities and interactive sessions. The students handled classes from I to VII, covering subjects such as Geography, English, and Science. The BBA students were well-prepared, and their sessions were found to be both informative and engaging. The headmaster of the school expressed his gratitude, appreciating the efforts made by the students to encourage the school students to utilize available resources and foster

knowledge growth. During the valedictory ceremony, Fr. Jince George, Principal of Christ College of Science and Management, handed over stationery, chocolates, and maps collected by the BBA students to the headmaster.



Annual Report: Scherzo 2022

Scherzo 2K22, a National-level business quiz competition, was successfully organized by the Department of Management in association with IQAC on 3rd September 2022. Coordinated by faculty members Mr. Muniyappa M. Sandesh and Ms. Ankitha Theres, and student leaders Reemo Varghese and Dineshababu M., the event featured three competitive rounds—Prelims, Semifinals, and Finals—that tested participants' business acumen, aptitude, and general knowledge. The first prize was awarded to Shishiya School, with Krupanidhi College and Advaith International School securing second and third positions, respectively.

The event preparation commenced in early August with meetings to review prior editions and designate responsibilities for decoration, technical support, hospitality, and registrations. Students personally visited institutions for invitations, followed by phone confirmations to ensure maximum participation. A meticulous plan for quiz day logistics was devised during a briefing session with final-year students on 24th August, covering round-specific instructions and event management protocols.

The competition, held offline, saw enthusiastic participation from 37 teams. Scherzo 2K22 provided a valuable platform for students to hone their event management, time management, and organizational skills while fostering knowledge sharing. It was an enriching experience for all, blending learning with teamwork and practical exposure.



Guruvandanam 2K22

The Guruvandanam 2K22 event, organized by the Department of Management in association with CMA, was held on 5th September 2022 as a tribute to the teaching fraternity. The

programme, entirely managed by first-year BBA students, featured a wide range of meticulously planned activities, including dance performances, games, audiovisual presentations, gifts, and snacks, to show gratitude and appreciation for the department staff. Each staff member was presented with a plant along with a personalized message as a token of appreciation. The event was successfully coordinated and executed, helping to foster a spirit of respect and recognition for the teaching community while also enhancing students' organizational and leadership skills.



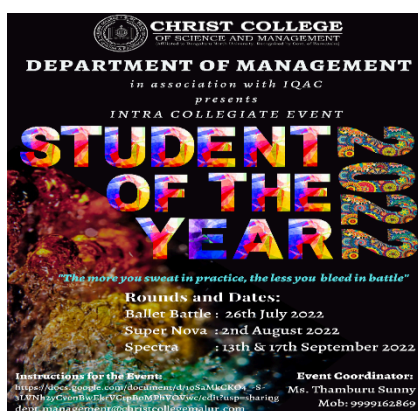
Hasta La Vista 2K22

Hasta La Vista 2K22 was organized by the Department of Management in association with CMA as a farewell programme for the BBA 2019-22 batch, held on 12th and 13th September 2022. The event was meticulously planned and executed by the second-year BBA students. On 12th September 2022, a series of programs, including dance, games, audiovisual presentations, and snacks, were organized to create lasting memories and honor the departing batch. On 13th September 2022, second-year students hosted a farewell lunch and presented mementos as tokens of appreciation. The initiative aimed to enhance leadership and organizational skills among the students, while creating a warm and memorable farewell for the outgoing batch. The programme was attended by all BBA students, except the freshers, making it a well-participated and cherished event for all involved.



Annual Report: Student of the Year 2022

Student of the Year 2022 was successfully organized by the Department of Management at Christ College of Science and Management on 13th September 2022. Coordinated by Ms. Thamburu Sunny along with student leaders Kavya R and Manoj N, the event aimed to recognize, encourage, and appreciate the diverse skills of final-year students through a series of engaging rounds. The competition began on 26th July with Round 1, where students submitted their CVs. Round 2, Super Nova, required participants to submit self-introduction videos by 2nd August. The final round, Spectra, held on 13th September, involved a personal interview, conducted in both online and offline modes to accommodate participant availability. Faculty members meticulously evaluated the students' performances, assessing their interpersonal skills, problem-solving abilities, and adaptability under stress. After a rigorous evaluation process, Reemo Varghese of III BBA was awarded the title "Student of the Year 2022," with Felix John of III BA emerging as the first runner-up. This hybrid-mode event provided a valuable platform for participants to demonstrate their capabilities, preparing them to face real-world challenges with confidence and competence. The event successfully met its objectives of fostering personal growth and professional readiness among the students.



Workshop on “Mushroom Cultivation”

A one-day hands-on workshop on “Mushroom Cultivation” was organized by the Department of Management in association with the Centre for Innovation, Incubation and Entrepreneurship (CIIE) and IQAC on 12th October 2022. The workshop aimed to create awareness among participants about the benefits and methods of mushroom cultivation, emphasizing its potential as an entrepreneurial opportunity. Around 71 participants, including BBA and BSc students, attended the session, which was led by Dr. Murugan. The workshop provided practical training and detailed demonstrations on various stages of mushroom cultivation, encouraging students to explore agro-based business avenues. In his presidential address, the Principal acknowledged the value of such workshops for developing entrepreneurial skills and generating additional income opportunities, particularly in rural economies.

