

ANNUAL REPORT

BBA ASSOCIATION
(DEPARTMENT OF BUSINESS ADMINISTRATION)
2023-24



ESTD 1964

A Quality Assurance Venture of the IQAC

BASELIUS COLLEGE, KOTTAYAM

CERTIFICATE

This is to certify that the following is a Bonafide record of activities and achievements of BBA Association for the academic year 2023-24. Necessary supporting documents have been attached wherever possible.

Teacher-in-charge

Verified
IQAC Co-Ordinator
Countersigned by

Principal

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PART – A

1.1 Details of the Association

Association Logo:



Name of the Association : BBA Association
E-mail Address : management@basilius.ac.in
Social media details : bba_basilius (Instagram)
Name of Teacher-in-charge : Dr Mishel Elizabeth Jacob
Name of Secretary : Anujith Madhu

Contact No.

Teacher-in-charge: +91 9446053869

Secretary: +91 9645256404

1.2 Office Bearers and Executive Committee

Name of the Student	Designation	Class
Anujith Madhu	Secretary, Executive Committee Media & Editing	D3 BBA
Shilpa Yesodharan	Joint Secretary, Executive	D3 BBA
Diya K Sunil	Committee Executive Member	D3 BBA
Anand H Nair	Fest Convener	D3 BBA
M S Sivanath	Coordinator	D3 BBA
Nimisha Elsa Shaju	Coordinator	D2 BBA
Sreerag Biju	Coordinator	D2 BBA
Pavithra Manoj	Coordinator	D1 BBA

No. of Committee Meeting Held

Sl. No.	Date of Meeting	No. of Participation
1	14-07-2023	11
2	16-08-2023	6

1.3 Plan of Action

Month	Programs
June	--
July	<ul style="list-style-type: none">• Paper Bag Making• Students interactive session
August	<ul style="list-style-type: none">• Poster design workshop• Association and Cultural Day• Onam Celebrations
September	<ul style="list-style-type: none">• Teachers' day• Alumni Interaction series• Debate
October	<ul style="list-style-type: none">• Powerpoint presentation workshop• Business talk• Peer learning session•
November	<ul style="list-style-type: none">• Stock market guidance• Cyber security awareness class
December	<ul style="list-style-type: none">• Baselian expo activity• Christmas celebrations
January	<ul style="list-style-type: none">• Career guidance for D2 & D3• Skill development workshop
February	<ul style="list-style-type: none">• Business talk• Essay writing competition•
March	<ul style="list-style-type: none">• Group discussion• Farewell

PART – B

2.1 Talks/Lectures/Workshops organized/ Conducted

Summary

SI No	Title of the program	Name of the resource person	No of participants	Links available if any
1	Paper Bag Day	Classroom Activity	45	
2	Breaking Your Comfort Zone-Orientation Program	Mr. Sanju P Cherian	25	
3	Poster designing workshop	Anujith Madhu	25	
4	KHOJ, session 1- Chandrayaan Mission	Hanan Zainab & Pavithra Manoj (D1 BBA)	50	
5	Alumni Interaction	Mr. Alex William Panicker	38	
6	Webmasters – Web designing workshop	Mr. Mohammed Nawas Vengoli	34	
7	Christmas Wreath Making	Fr. Jiby K Paul	26	
8	KHOJ – Tackling Fake news in Digital era	Anantha Mary Hanna Susan and Alena Mary of D2 BBA	69	
9	Let's Talk Business	Ms. Anju Rose Martin	70	
10	Entrepreneurs Conclave		113	

SUMMARY OF REPORTS OF EACH ACTIVITY

1. PAPER BAG DAY



Overview

The BBA Association organised a classroom activity of making Paper bags with old newspapers as part of World Paper Bag Day. The aim of this activity was to promote the use of eco-friendly paper bags instead of plastic carry bags and to reuse old newspapers to make carry bags for daily use. Students of D2 and D3 BBA were engaged in the activity. Rooms 307 and 317 were used to conduct the activity.



2. BREAKING YOUR COMFORT ZONE – ORIENTATION PROGRAM



Overview

On 1st August 2023, an orientation class on ‘Breaking Your Comfort Zone’ was conducted by Mr. Sanju P Cherian. The purpose of this class was to encourage students to step out of their comfort zones, embrace new challenges and foster personal growth. The class aimed to equip students with the necessary skills and mindset to face new experiences and opportunities with confidence. The commencement of the class was initiated by Mr. Sanju, who warmly welcomed the students and furnished an overview of the session’s objectives. He then shared his own experiences of stepping out of his comfort zone and the positive impact it had on his life. Students were encouraged to explore new opportunities within the college and beyond. A series of ice-breaking games were also conducted. These games allowed students to interact and get to know each other. Sanju sir provided examples of how trying new things can lead to personal and professional development. Students had the opportunity to ask questions and share their thoughts and concerns.

Overall, the class conducted by Sanju Sir was successful in motivating students to step out of their comfort zones and embrace new challenges and we look forward to more such sessions to empower students.



3. POSTER DESIGNING WORKSHOP – CANVA SOFTWARE



Overview

The BBA Association organized the Poster-Designing Workshop using Canva on 10 August 2023. Anujith Madhu, a student of D3 BBA, took the section to D1 BBA students, with the assistance of Anand H and Sreevignesh, also from D3 BBA. The workshop aimed to introduce the art of poster design to D1 BBA class students. This initiative was not only a learning experience but also a peer learning opportunity, highlighting the collaborative spirit within the department.

Anujith began the session with an introduction to the importance of poster design in various contexts, such as marketing, events, and information dissemination. He emphasized the role of visual elements in creating effective posters. The participants were then guided through a step-by-step tutorial on how to use Canva for designing posters. Anand and Sreevigneeh assisted every participant in downloading the app and registering it so that they could follow along comfortably.

All the students had hands-on designing experience.



4. KHOJ – CHANDRAYAAN MISSION



Overview

On August 23, 2023, the inaugural episode of "*KHOJ—the search for knowledge*" organised by the BBA Association and was held at Room No. 307 of Baselius College Kottayam. This monthly program is designed to provide BBA students with insights into topics beyond the realm of management. This program aims to broaden their horizons and encourage them to explore diverse areas of knowledge. In our inaugural episode, we delved into the fascinating subject of the Chandrayaan Mission.

The presentation was conducted by Hanan Zainab and Pavithra Manoj, both D1 BBA students. They commenced the session with an engaging introduction to the Chandrayaan Mission, setting the stage for a captivating exploration of India's lunar endeavors. They provided historical context, highlighting India's long-standing interest in space exploration. The audience was introduced to various phases of the Chandrayaan Mission starting from 2008 to plans till 2035. Following the presentation, there was an engaging question-and-answer session. Students from all three BBA divisions actively participated, demonstrating their interest and curiosity in the topic.



5. ALUMNI INTERACTION SERIES


BASELIUS COLLEGE, KOTTAYAM
 (NAAC RE-ACCREDITED AT A++ WITH CGPA 3.51)
BBA ASSOCIATION 2023-24

ALUMNI

Interaction Series

ALEX WILLIAM PANICKER
 (2014-17 BBA BATCH)

Senior Shipping Officer
 At MAJ Logistics express
 Subsidiary of Majesco
 At James Group of companies
 Sharjah UAE



12TH SEPTEMBER 2023
 TIME : 2:00 PM | VENUE : ROOM NO 305

Overview

On September 12, 2023, the inaugural episode of the “Alumni Interaction Series” was organised by the BBA Association and was held in Room No. 305 of Baselius College Kottayam. This program is designed to provide BBA students with an opportunity to interact with alumni to learn about their real-life experiences as a baseline as well as a citizen. In our inaugural episode, Mr Alex William Panicker, a student from the 2014-17 BBA batch, was the resource person.

Alex William Panicker commenced the session with his experience in Baselius College as a BBA student followed by the path he had gone in his career so far. He is now working as the Senior Shipping Officer at NAJ Logistics Express in Sharjah, UAE. Therefore, he spoke about the advantages, challenges, scope, etc, of the industry in which he is working. The audience interacted actively throughout the session and cleared their doubts regarding a career in the shipping and logistics industry. Students from the D2 and D3 BBA divisions actively participated, demonstrating their interest and curiosity in the interaction series.



6. WEB MASTERS – WEB DESIGNING WORKSHOP



Overview

On 5th December 2023, the association jointly organized a Web design Workshop named Webmasters—Navigating the art of page design' along with the IEDC, IIC, and ED clubs of the college. Mr. Mohammed Nawas Vengoli, research fellow at the Department of Physics, was the resource person. The session was held at Room No 307 from 2:00 PM onwards.

The 1-hour session successfully covered the basics of web design using Elementor plugin within the WordPress framework, hosted on the Bluehost server. The session aimed to cover key features, customization options, and best practices for creating visually appealing and responsive websites. Elementor is a popular and user-friendly page builder plugin for WordPress, enabling users to design and customize websites without coding. With an a drag-and-drop interface, it simplifies the process of creating visually appealing and responsive pages. Its extensive widget library and real-time editing capabilities make it a preferred choice for both beginners and experienced developers. Elementor significantly enhances the flexibility and efficiency of website design within the WordPress platform.



7. CHRISTMAS WREATH MAKING WORKSHOP



Overview

A one-day wreath-making workshop for first-year BBA students aimed to foster creativity, teamwork, and enhancing their practical skills. The preparatory work for the workshop was done by the resource person and the students by assembling the materials required for making the wreath. These included:

- Cardboard to act as the base
- Green and Red plastic garlands
- Christmas balls, bells, ribbons, etc
- Scissors, staplers, gum, cutters, etc

On the day of the workshop, the resource person, Fr Jiby, demonstrated the basic techniques of making the wreath. The students then actively participated in a hands-on practical session. After the session, the resource person received a small memento.

Later, the students were divided into procurement and production, marketing, finance and HR teams, each assigned a specific task to make and market the wreath. This team-building activity not only encouraged communication but also sparked creativity.

The outcomes were notable, with students showcasing enhanced creativity, teamwork, and the acquisition of practical skills. The team-building aspect contributed to a sense of unity among the participants.



8. KHOJ EPISODE 02 – TACKLING FAKE NEWS IN DIGITAL ERA



Overview

On December 15, 2023, episode 02 of "*KHOJ—the search for knowledge*" was organised by the BBA Association and was held in Room No. 307 of Baselius College Kottayam.

The presentation was conducted by Anantha Mary, Hanna Susan, and Alena Mary of D2 BBA. They began the session with an engaging introduction to the topic, emphasizing the importance of tackling fake news in the digital era. The scope of the session extended to the discussion of the pros and cons of the digital era in spreading news. Following the presentation, there was an engaging question-and-answer session. Students from all three BBA divisions actively participated, demonstrating their interest and curiosity in the topic.

9. LET'S TALK BUSINESS SERIES



Overview

BBA Association 2023-24 have conducted another session of Let's Talk Business Series on 19-01-2024 from 2 pm onwards which was held at the Mrs Mammen Mapilai Education Technology Centre. Ms. Anju Rose Martin, Assistant Manager, R&D Electronics, Vguard Industries was the keynote speaker and resource person of the day. Students of D1, D2, D3 BBA were present for the session.

Hanan Zainab of D1 BBA and Lakshmi Unni of D2 BBA anchored the session in which Anjaly KS of D3 BBA led the prayer, Lakshmi Biju of D2 BBA delivered the welcome address followed by the session by the resource person. Anju Maam shared her career life experiences and taught the students about the importance of soft skills in corporate landscape. The session took around 2 hours to be completed and came to an end by 4 pm. Anujith Madhu, D3 BBA student and BBA Association secretary proposed the vote of thanks.



2.2a. COMPETITIONS ORGANISED WITHIN THE COLLEGE

SUMMARY

Sl No	Title of the program	Nature of the programme	No of participants
1	Essay writing competition	Literary competition	05

1. ESSAY WRITING COMPETITION



Overview

An essay writing competition was conducted for the BBA students by the BBA association on 14th March 2024 at the Malayalam Department Library. 5 students from D2 and D3 participated in the competition. The topic 'Will artificial intelligence replace human workforce in the business world' was given on the spot, and the maximum permitted writing time was about 1 hour. Evaluating the writing skills of students and their views and knowledge about emerging AI technology and its relation to the business world were the objectives of this activity.

All the winners according to their position are listed below:

- First - Alena Mary – D2 BBA
- Second - Diya Johney – D3 BBA
- Third - Lakshmi Unni – D2 BBA

Certificates were distributed to the winners.

Participants Details

- Diya Johney – D3 BBA
- Hanna Susan – D2 BBA
- Lakshmi Unni – D2 BBA
- Alena Mary - D2 BBA
- Diya K Sunil – D3 BBA



2.2b INTER-COLLEGIATE COMPETITIONS ORGANISED: Nil

2.3 CULTURAL PROGRAM ORGANISED

Sl No	Title of the program	Nature of the programme	No of participants
1	Neo-Carnival 2023	Association and Cultural Day	70
2	Onam 2023	Onam Celebration 2023	50
3	Grand Gala 2k24	Farewell and Valedictory program	70

1. NEO-CARNIVAL 2023 : ASSOCIATION AND CULTURAL DAY



Overview

The BBA Association 2023-24 have organised ‘Neo-Carnival 2023’ – Association and Cultural Day on 19th August 2023 Saturday. D1, D2 and D3 students were present for the program. Nimisha Elsa Shaju of D2 BBA and Anjaly KS of D3 BBA anchored the event. The program began by welcoming all D1 students to the association, followed by talks from all the teachers of the department. All D1 students introduced themselves to the department followed by the beginning of various cultural events. D1 and D2 students performed group dances, and Arun and Anjaly of the D3 class sang a duet song on the day. Arathy and

Lakshmi of D2 BBA also sang a Malayalam melody song. Prof. Dr. Manoj Narayanan K.S, Head of the department, sang a melodious onam song on the day with which the cultural activities came to an end.

The program was enriched with entertainment by different fun games, such as communication games, solo and group tasks, and a few property games. Fun tasks arranged as part of the game session made the day an entertaining experience. Anujith Madhu of D3 BBA proposed the vote of thanks, and the program ended by 1:00 PM.

Lunch was arranged in Room No 307 (D3 BBA Classroom) after the program.



2. ONAM 2023 : ONAM CELEBRATION 2023



Overview

The BBA Association 2023-24 organized a department-level Onam celebration on 24 August 2023 at Room No 307. The association distributed paayasam to all the students and teachers of the BBA department as part of celebrating Kerala culture.





3. GRAND GALA 2K24 : FAREWELL AND VALEDICTORY PROGRAMME



Overview

The BBA Association 2023-24 organized 'Grand Gala 2k24' – a valedictory ceremony and farewell program on Monday, March 18th, 2024, from 12 Noon onwards, at the BCom SF Seminar Hall. The program was divided into two sessions, with the valedictory ceremony being one session and the farewell program the next. D1, D2, and D3 students were present for the program. Nimisha Elsa Shaju of D2 BBA anchored the event.

As part of the valedictory ceremony, the present BBA Association secretary, Anujith Madhu of D3 BBA, presented the association report for the year.

As part of the farewell programme, all senior students were welcomed to the event. D3 students shared their experience in Baselius College and teachers shared their memories with the outgoing batch. A short video containing some memorable moments and campus life of the outgoing batch was presented through a projector. Different games were conducted and spot tasks and gifts were given to outgoing senior students. Various students from D1 and D2 BBA exhibited their love for seniors through vibrant dance performances. A batch photo of D3 BBA was taken in the middle of the programme. Group photo of the outgoing batch was given to each outgoing student as a token of memory and love.

Snacks were served after the program.





2.4 EXTENSION AND OUTREACH PROGRAMME ORGANISED: Nil

2.5 SKILL DEVELOPMENT PROGRAMME/ COURSES ORGANISED: Nil

2.6 CERTIFICATE COURSE CONDUCTED, IF ANY: Nil

2.7 STUDENT PARTICIPATION AND ACHIEVEMENTS OUTSIDE

SL No	Name of the student	Class	Programme organised by with title of the program	Date of program	Nature of Achievement	Whether certificate received (Yes/No)
1	Krishnendu Prasad	D1 BBA	MG University competition- Individual Kumite competition- 3 rd prize		Individual achievement	
			First prize- Kottayam District Karate Championship (Under 21 years- 61 Kg Category)		Individual	
2	Jerin Joseph	D1 BBA	KAPA- Mr Kottayam 2024 – Sub Junior Category- 3 rd position.		Individual competition	Yes

3	Nimisha Elsa Shaju	D2 BBA	Spot Dance participation – Inflore 23- Management fest by Rajagiri Business school	14/10/23	Participation	Yes
			First prize – Mirror Dance (Senior) – Emperio 2023 – Girideepam College	27/10/23	First position	Yes
			Dancing Dynamite- participation- by Dept of Commerce, SH College Thevara	15/12/23	Participation	Yes
4	Anantha Mary Alena Mary Lakshmi Unni Bince K	D2 BBA D2 BBA D2 BBA D1 BBA	Third prize – Auriga – Best Management Team - GITZBLITZ – Saintgits College of applied sciences	20/01/24	Third Prize	Yes

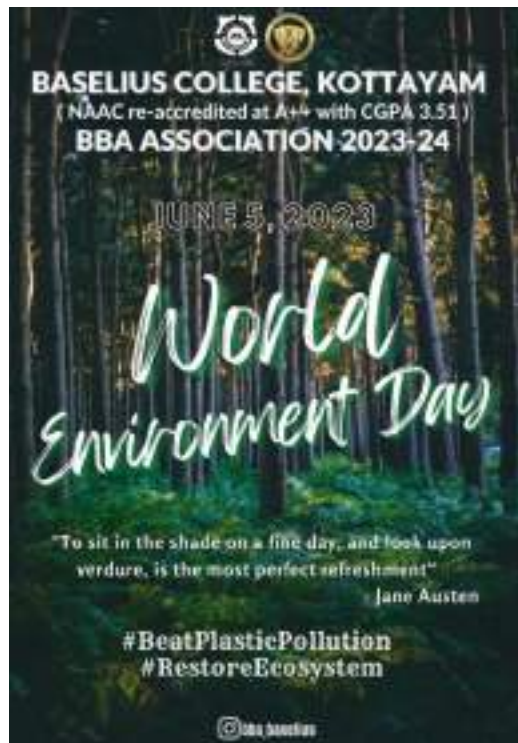
2.8 ANY OTHER ACTIVITY / POINT WORTH MENTIONING

1. WORLD ENVIRONMENT DAY

Date: 05 JUNE 2023

Overview

World Environment Day is the United Nations Day for encouraging worldwide awareness and action to protect our environment. We made a poster as part of awareness.



2. INDEPENDENCE DAY

Date: 15 August 2023

Overview

The Independence Day of India is celebrated throughout the nation on 15th August 2023. It reminds every Indian about the dawn of a new beginning, the beginning of an era of deliverance from the clutches of British colonialism. We made a poster as part of sharing the celebrations and wishes.



3. PARTICIPATED IN PATRIOTIC SONG COMPETITION

Date: 18 August 2023

Overview

A team from the BBA Association have participated in the Patriotic song competition organised by the Genex Association of Bcom SF Department as part of Independence Day on 18th august 2023.

Participants List

1. Hanan Zainab – D1 BBA
2. Nimisha Elsa Shaju – D2 BBA
3. Josna Nixon – D2 BBA
4. Arathy KG – D2 BBA
5. Anjaly KS – D3 BBA
6. Arun Kumar – D3 BBA
7. Anujith Madhu – D3 BBA

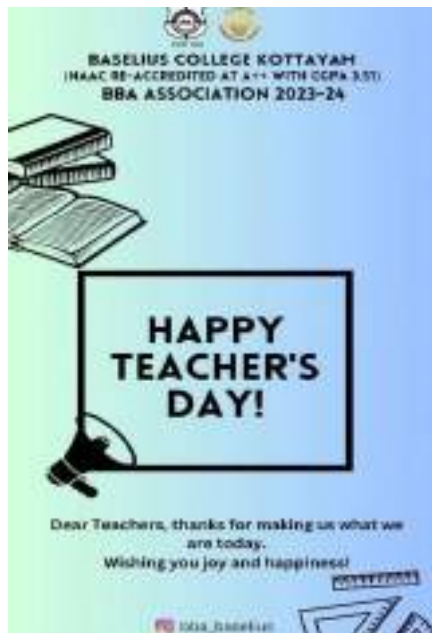
4. TEACHERS DAY

Date: 5 September 2023

Overview

India has been celebrating Teachers' Day on 5th September. Teacher's Day in India

commemorates the birth anniversary of Dr. Sarvepalli Radhakrishnan. We made a poster.

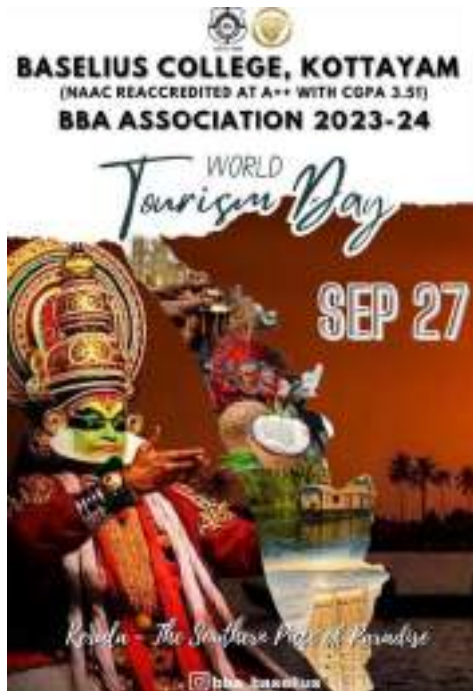


5. WORLD TOURISM DAY

Date: 27 September 2023

World Tourism Day is celebrated every September 27 to promote tourism worldwide. It was established by the UN World Tourism Organization (UNWTO) to celebrate the power of the tourism sector to help bridge cultures.

The poster was shared through the social media handles of the BBA Association.



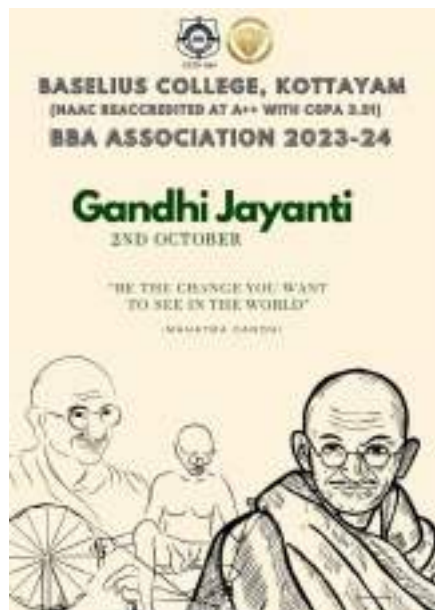
6. MAHATMA GANDHI JAYANTHI

Date: 02 October 2023

Overview

Gandhi Jayanti is an event celebrated in India to mark Mahatma Gandhi's birthday. It is celebrated annually on 2 October and is one of the three national holidays in India. The United Nations celebrates the day as the International Day of Non-Violence.

We made a poster.



7. FOODSTALL AT JOYFIESTA – BASELIAN EXPO

Date: 18 December 2023

Overview

The BBA Association organized a food stall at the Baselian Expo 'JoyFiesta' on 18th December 2023, offering a wide variety of snacks, juices, and salads. The food stall was a highlight of the day and marked success. The students of the BBA department created an interesting ambience at the expo with different tastes and music.

All the students and staff of the college visited the stall and had refreshments



8. CHRISTMAS WREATH STALL AT 'JOYFIESTA' – BASELIAN EXPO

Date: 18 December 2023

Overview:

The BBA Association organized a stall at *JoyFiesta 2023*, a Baselian Expo conducted at the college. The stall was arranged to sell varieties of handmade Christmas wreaths made by the students of the BBA Department as an association activity. The wreaths were sold out quickly, as they were in high demand. Attractive wreaths and various other decorative items were sold at very reasonable prices.



9. CHRISTMAS 2023

Date: 25 December 2023

Overview

Christmas is an annual festival commemorating the birth of Jesus Christ, observed primarily on December 25 as a religious and cultural celebration among billions of people around the world. We made a poster.



10. NEW YEAR 2024

Date: 01 January 2024

Overview

In the Gregorian calendar, New Year's Day is 1 January, the first day of the calendar year. The poster was shared through the social media handles of the BBA Association.



Dr Mishel Elizabeth Jacob
Association Teacher-in-charge

Mr Anujith Madhu
Association Secretary