



MTM COLLEGE OF
ARTS, SCIENCE & COMMERCE
PAZHANJI, VELIANCODE, MALAPPURAM AFFILIATED TO UNIVERSITY OF CALICUT
☎0494 2675400/9020845400/9048044159 ✉mtmcolleges@gmail.com 🌐www.mtmcasc.ac.in

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

ANNUAL REPORT OF THE YEAR 2023-2024

The academic year 2023–24 was exceptional for our department. We organized a diverse range of programs aimed at developing various skills among students and offering platforms for them to showcase their talents. The department excelled not only in the quantity of these programs but also in their quality and the high level of student participation. We take great pride in successfully conducting such a significant number of programs, even amid a demanding schedule of back-to-back examinations and other academic commitments.

UG Admission

| Programme | No of Seats including Marginal Increase | No of students admitted |
|----------------------------|--|--------------------------------|
| B.com Finance | 73 | 56 |
| B.com Computer Application | 73 | 51 |
| B.com Cooperation | 73 | 43 |

CERTIFICATE COURSE:

- 1.Digital marketing
- 2.Front office Management
- 3.GST
- 4.Stock Market Analysis

BRIDGE COURSE

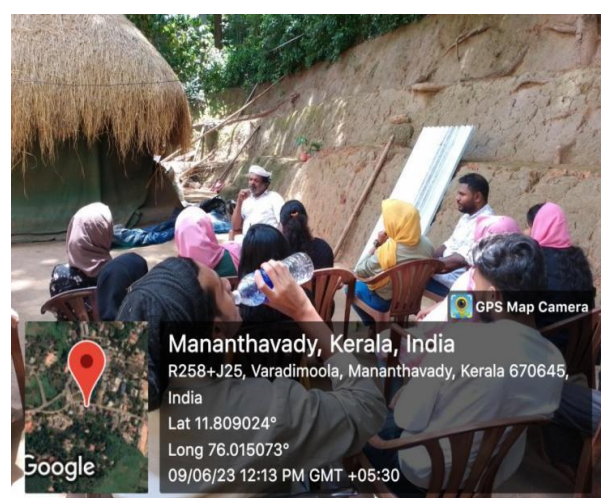
The Department of Commerce and Management Studies conducted the bridge course, "THE COM LADDER," to impart essential knowledge to new commerce students. This course focused on developing practical accounting skills, including bookkeeping, journal entries, ledger maintenance, and financial statement preparation.



DEPARTMENT ACTIVITIES

Tribal Visit

The tribal visit and the meeting with Padmashree Cheruvayal Raman proved to be an eye-opening and enriching experience for the students from MTM College. They gained a deep appreciation for the cultural diversity and heritage of the Kurichyar tribe and the importance of preserving tribal traditions.



PTA Meeting

The Department of Commerce conducted a Parent-Teacher Association (PTA) meeting on June 15, 2023, in the College Seminar Hall. The primary agenda of the meeting was to discuss and address key issues such as attendance shortages, disciplinary matters, exam preparation, and result analysis.



Media Visit -Asianet Studio

The students and teachers of MTM College of Arts and Sciences, Veliyancode, had an unforgettable experience as the audience for "Star Singer Season 9" at the Asianet studios in Palarivattom, Ernakulam. The day was filled with music, talent, and memorable moments, leaving a lasting impression on everyone who participated. This adventure highlights that some of the most valuable lessons come from real-world experiences beyond the classroom.



The 'Iniziare 2k23 Student Induction Programme

The 'Iniziare 2k23' orientation programme at MTM College of Arts, Science, and Commerce, Veliyancode, successfully introduced and welcomed the freshers to the college community. The various sessions and activities provided a holistic understanding of the college, its academic curriculum, and personal development skills. The collaboration between existing students, faculty members, and the management ensured a warm and inclusive induction experience for the new students, fostering a sense of belonging to the MTM Family



INVENIRE-Orientation Programme on Accounting Courses

The orientation program on accounting courses held on September 11, 2023, at the G4 Classroom was a highly informative and insightful event organized by the Department of Commerce and Management Studies in association with the Placement Cell and IQAC (Internal Quality Assurance Cell). The program aimed to provide students with valuable insights into the world of accounting and the career opportunities it offers.



INAUGURATION OF ADD ON COURSES - TALLY AND DCA

The Department of Commerce at MTM College of Arts, Science, and Commerce, in collaboration with KELTRON Knowledge Centre Edappal, launched new add-on courses in Tally and Diploma in Computer Applications (DCA). The inauguration took place on September 25, 2023, from 2:00 PM to 4:00 PM. Vineeth Govindan, North Region Incharge of KELTRON, officiated the event, followed by a keynote address from Biju Mon, KELTRON Branch Manager in Edappal, highlighting the courses' technical and industry relevance.



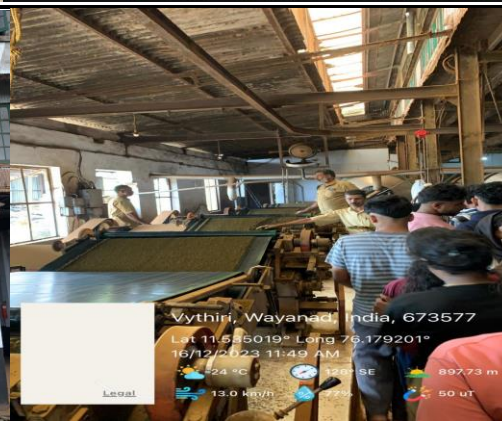
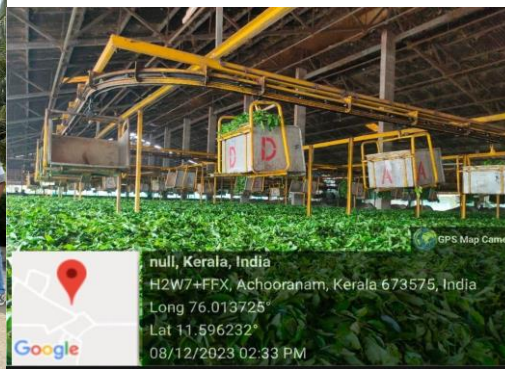
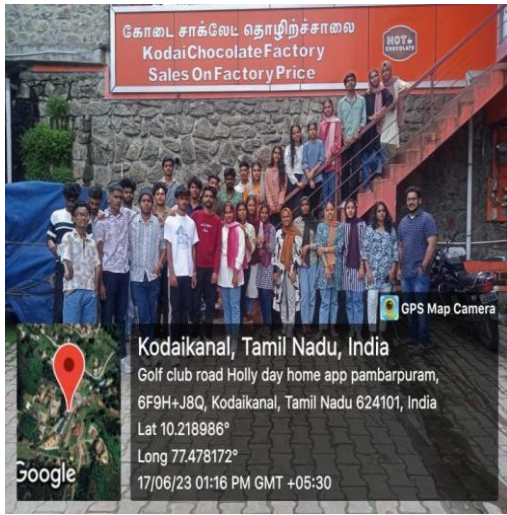
The Accounting Practical Aptitude Test (APAT)

The Accounting Practical Aptitude Test (APAT) was conducted to evaluate the practical knowledge and skills of final-year B.Com and BBA students. Mr. Khaleel Rahman, an experienced trainer and life coach, led the session. He shared his extensive expertise in accounting, offering valuable insights and guidance to help participants excel in the field.



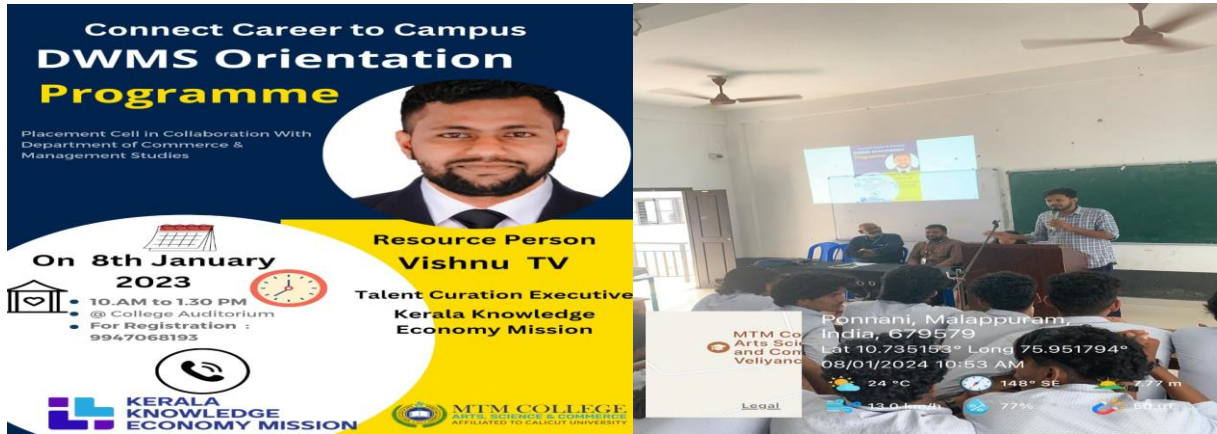
INDUSTRIAL VISIT

Industrial visits are crucial for students as they provide practical application of knowledge, industry exposure, career , understanding of industry processes, networking opportunities, exposure to new technologies, soft skills development, and motivation. Department of Commerce & Management Studies conducted an Industrial Visit to Kodai Chocolate Factory in Kodaikanal, Tamil Nadu on Friday, 16/06/2023 for B.Com Finance (2021-2024)



Workshop on DWMS Portal

The Kerala Knowledge Economy Mission (KKEM), a pioneering initiative of the Kerala government, aims to empower college students with vocational training and employment opportunities in industrial and commercial sectors. Talent Curation Executive from the Kerala Knowledge Economy Mission, Vishnu. TV, served as the resource person for the workshop. He provided insights into the functionalities of the DWMS portal and guided students through the process of creating and updating their profiles.



The Best Student Teacher

The "Best Students Teacher Programme" at MTM College of Arts, Science, and Commerce in Veliyancode, conducted on January 11, 2024, was a commendable initiative aimed at nurturing teaching skills among final-year BCom students.



JOSH - National Youth Day Celebration

On January 12, 2024, the Department of Commerce and Management Studies and the Placement Cell, in collaboration with JCI Ponnani, organized a training program to celebrate National Youth Day. The event featured Dr. Fawaz Musthafa in the college Mini Auditorium, discussing decision-making strategies, while Sreejith Chirakkal provided insights on interview skills in Room No. G4.

The image shows two promotional posters for an event. The left poster is for 'NATIONAL YOUTH DAY CELEBRATION' at MTM College of Arts, Science and Commerce. It features the 'JOBH FUTURE' logo and lists speakers: John Joseph P (Principal), JFD Sreejith Chirakkal (Motivational Speaker), and a panel of six JCI members including PPF Chithra KS, JS ADV JK, JEM DR. HISHAM HYDER, JCI Sen. MATHY MONOR, JC HGF KHALIL RAHMAN, and JC MOHAMED FASIL. The topic is 'INTERVIEW SKILLS' on January 12, 2024, at 10:00 AM, hosted by JCI Ponnani. The right poster is for 'DECISION MAKING' training, featuring JCI Sen. Dr. Fawaz Musthafa as the JCI India Zone Trainer. It includes the JCI Ponnani logo and the slogan 'Let's make a DIFFERENCE'.



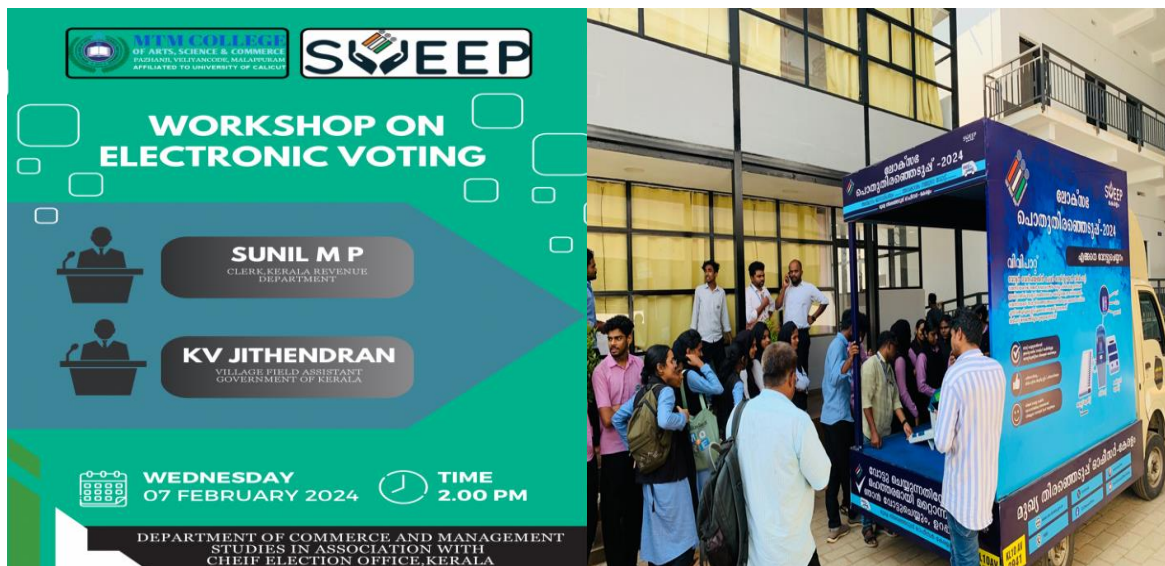
Orientation Programme on CA,CMA, CS and ACCA

On February 7, 2024, the Department of Commerce hosted a orientation program for final year BCom students in collaboration with AADHYA School of Commerce. The event highlighted career paths in CA, CMA, CS, and ACCA.



Workshop on Voting procedure to the Voters

The Department of Commerce and Management Studies at MTM College of Arts, Science, and Commerce organized a workshop on voter awareness, focusing on the SVEEP campaign in collaboration with the Chief Election Office of Kerala. The session aimed to educate participants about voting procedures and ethical practices, facilitated by SUNIL. M P and K.V.Jithendran from the Government of Kerala.



Workshop on Stock Trading

The Department of Commerce & Management Studies, in collaboration with Milestone Trading Academy, organized a trading workshop at MTM College, Veliyancode on February 23, 2024, at 2:00 PM in N1 Classroom. The workshop aimed to provide students practical insights into stock trading. Mr. Adhil, a distinguished alumnus and Managing Partner at Milestone Trading Academy, shared valuable trading strategies and knowledge with the participants.



FACULTY DEVELOPMENT PROGRAMME ON GST SOFTWARE

On February 23, 2024, the Department of Commerce and Management Studies, in collaboration with 'Nergy,' held an online Faculty Development Program for MTM College teachers. The session, starting at 2:00 PM, covered "Introduction to GST and its Application," led by Rejin. P. Abraham, a finance expert and master trainer.



Audacious 2K24

The "Audacious 2k24" inaugural event of the Commerce & Management Studies Association at MTM College on February 26 featured a keynote address by Mr. Siva Prakash, JCI Zone Trainer and teacher. His insights into contemporary trends and challenges in commerce and management education offered a thought-provoking foundation for discussion.



“Run Baby Run-Treasure Hunt”

"Run Baby Run," an exciting treasure hunt competition, was a highlight of the Commerce & Management Studies Association's inaugural event, AUDACIOUS 2k24. The competition featured 42 teams, each with four enthusiastic members, filling the air with excitement and anticipation as they embraced the challenge.



“ALEESA ”- FOOD FEST

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College Tour

On March 8th, 2024, the S6 BCom Finance students from MTM College Veliyancode went on a special trip to Ooty. There were 36 students and 2 teachers who joined in. They started their journey from the college at midnight and reached Ooty at 7:00 in the morning. Ooty is famous for its beautiful scenery, so everyone was excited to explore.



FAREWELL

On Saturday, April 13, 2024, the Department of Commerce organized a heartfelt farewell for the final year students. Ms. Preeshma K.V. welcomed the audience, and the program was inaugurated by Ms. Maya C., Head of the Department of Commerce and Management Studies. The event created lasting memories as students shared their experiences.



STUDENT ACHIEVEMENTS



Jamsi, a second-year BCom Co-operation student, achieved a gold medal in the under 73 kg category at the Calicut University Inter-College Taekwondo Championship.

Jamsi, a second-year BCom Co-operation student, secured a bronze medal in the under 73 kg category at the Khelo India Asmitha Women's Senior Girls Taekwondo Championship.

Mohammed Sahal V.V., a first-year BCom Finance student, won the Gold Medal in the under 63 kg category at the Calicut University Inter-College Taekwondo Championship.

PRESENTATION AND PUBLICATIONS

Mr. Syam Prasad A.V and Mohammed Fazil P.P, assistant professors in our department, presented a paper titled "A Study on the Application of FINTECH in the Banking and Financial Services Industry and Its Impact on Financial Inclusion" at a national seminar organized by Assabah Arts and Science College, Valayamkulam.

Mr. Shihabudheen.K and Mr. Vivek.C.P, Assistant Professors in the Commerce Department, presented a paper titled "A Study on Digital Innovations in Marketing" at a national seminar organized by Assabah Arts and Science College, Valayamkulam.

Mr. Syam Prasad A.V. and Mr. Vivek C.P., Assistant Professors in our department, authored a paper titled "Consumer Awareness Towards Usage of Mobile Banking with Special Reference to Malappuram City" in the Journal of Strides in Education.

Mr. Shihabudheen.K, an Assistant Professor in the Commerce Department, actively participated in an international three-day interdisciplinary seminar at Govt. Arts and Science College, Thavanur. He delivered a presentation titled "Economic Implications of Student Migration in Kerala."

RESULT ANALYSIS:

| Programme | No. of students appeared | No.of students passed | Pass Percentage |
|----------------------------|---------------------------------|------------------------------|------------------------|
| B.com Finance | 57 | 57 | 100 |
| B.com Computer Application | 49 | 39 | 80 |
| B.com Cooperation | 47 | 44 | 94 |
| B.Com Professional | 29 | 22 | 75.86 |

Toppers :

| | |
|----------------------------|-----------------------|
| B.Com Finance | AHAMED AABID. T |
| B.Com Computer Application | FATHIMATHUL MUHZINA A |
| B.Com Co-operation | PRANAV BABU M |
| B.Com Professional | MOHAMMED ARAFATH P A |

Best Out-Going Student :

| | |
|---------------------|--------------------|
| ALJO EMMANUVEL JOBY | B.Com Professional |
|---------------------|--------------------|

