



# BUSINESS BEATS

NEWS LETTER - 2023

## SUCCESS WITH FLYING COLOURS STUDENT ACCOMPLISHMENTS

### OUR PRIDE

**MG University  
8<sup>th</sup> Rank Holder**



**Noopa Anna Justus**  
(BBA 2020 - 23)

### PRESTIGIOUS PLACEMENTS

Placed in Servsys



**Shakkeeba Faheem - BBA**

Placed in Sutherland



**Naivedhya - BBA**

Placed in Sutherland & EY



**Noopa Anna Justus - BBA**

Placed in Sutherland & Carestack



**Hashna - BBA**

Placed in Sutherland



**Idris Arfat - BBA**

Placed in Sutherland



**Sreelakshmi Murali - BBA**

Placed in Sutherland & Carestack



**Alvina Thomas - BBA**

Placed in Carestack



**Raina Ramesh Kumar - BBA**

Placed in HDFC Bank



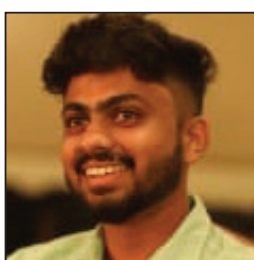
**Aldon Binu Mathew - BBA**

Placed in Sutherland



**Amulya Antony - BBA**

Placed in Upgrad



**Ashok G - BBA**

Placed in EY



**Rishabh Ratnam - BBA**

Placed in Servsys



**Nazrana Nazar - BBA**

Placed in ICICI Prudential



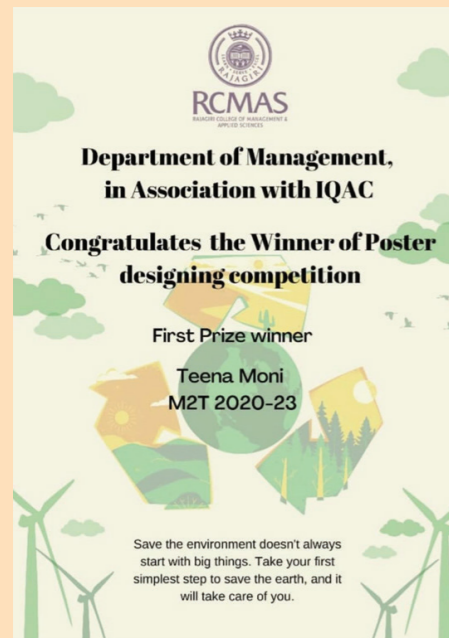
**Ferhenna Firos - BBA**

Placed in  
Walaps Technologies Pvt. Ltd



**Cathelin Pereira - BBA**

## ENVIRONMENT DAY POSTER DESIGNING COMPETITION



With the basic objective of evoking environment consciousness and to enrich the creative skills among the student community, an Environment Day Poster Designing Competition was conducted on June 5, 2022. The competition was meant to foster creative thoughts and ideas of protecting the environment among the student community.

The competition was open to all students of RCMAS except the students of Department of Management. The participants are required to create a poster based on the Environment Day and post it in their Instagram Profile by tagging the official page of the Department. The participants were permitted to upload the poster till 10 pm on June 5, 2022. The criteria mentioned for evaluating the posters were quality and creativity of the poster and the popularity of the poster measured on the basis of number of likes received for the poster.

Based on the quality and popularity of the poster, Ms TEENA MONI of M2T 2020-23 Batch won the first prize.

The participants came up with creative posters that projected their ideas to conserve the environment. The participants projected their environment consciousness and concern to protect the environment creatively through their posters. The Competition was successful in meeting its objectives of evoking environment consciousness and creativity among the students.

**Ms Anila Varghese**

Faculty Coordinator & Head of the Department

## THANAL- LEARNING AIDS DISTRIBUTION TO ALL KERALA WHEEL CHAIR RIGHTS FEDERATION



Department of Management gives utmost importance to instill the values of empathy and social responsibility among the student community. Thanal is a CSR initiative by the department to identify and offer help to the most needy strata of the society and conducts various programs every year to support the needy.

All Kerala WheelChair Rights Federation is an association of differently abled people. Inmates of this association are financially weak and their mobility is facilitated with the help of Wheelchairs.

Department started the CSR activities for the academic year 2022 - 23 by distributing learning aids consisting of School Bags, Note Books and Umbrellas worth Rs 29,700/- to 30 children of the members of All Kerala WheelChair Rights Federation on June 7th, 2022.

Members and representatives of All Kerala WheelChair Rights Federation visited RCMAS Campus and a formal function was organized in the Open Auditorium of

RCMAS in order to facilitate the mobility and active participation of the members. A formal function was graced by the Presence of respected Director Rev Dr Mathew Vattathara CMI, Principal Rev Fr Ajeesh Puthusseri CMI, members of All Kerala WheelChair Rights Federation, faculty members and students of the department.

Respected Director, Principal, Faculty members and student representatives handed over the Learning Kits to the members of All Kerala WheelChair Rights Federation.

Representative of All Kerala WheelChair Rights Federation Mr Rajeev Palluruthy thanked the Management, Staff and Students for the generous support.

The program helped the students to realize the challenges and problems faced by the financially weak and differently abled community and the program was successful with the enthusiastic involvement of the students throughout the program. The program helped the students to realize the importance of uplifting the weaker sections of the society by understanding their concerns and offering timely help.

**Ms Anila Varghese**

Faculty Coordinator & Head of the Department

## SVATANYA PATRIOTIC REEL & FLASH MOB



**Ms Ardra C Michael**

Faculty Coordinator

Department of Management planned to conduct Independence day celebrations to boost the patriotic spirit and to offer tribute to the glorified and unsung heroes who sacrificed their life in the freedom fights of the nation.

As a tribute to the 76th year of Indian Independence students of the department performed a Patriotic Dance SVATANYA and posted it as a reel in the official Instagram page on August 15, 2022.

The reel was a perfect example of the Patriotic Spirit and Nationalism of the Students. The Patriotic dance was performed after so many days of practice and was shot in the College Campus. The reel received widespread appreciation and popularity in college and social media.

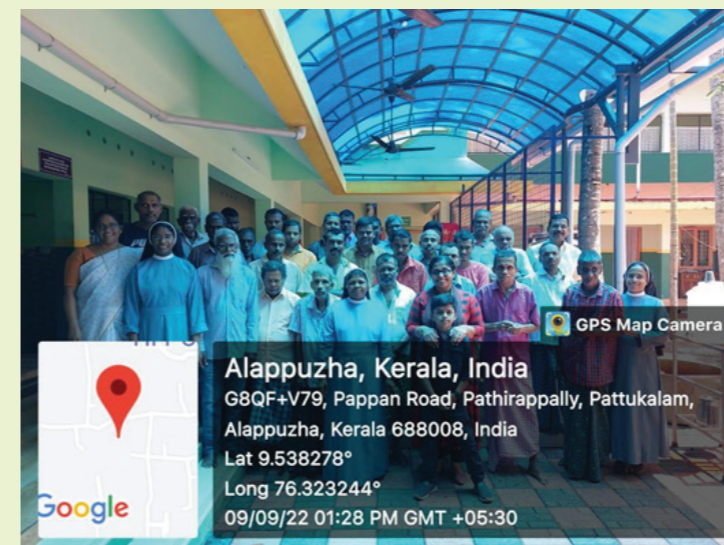
The students also organized a Flash Mob on August 16, 2022 in the Basketball Court of the college to invoke patriotic spirit among the student community. Flash Mob was organized during first break on August 16 and students from all departments appreciated and encouraged the performance with their vibrant presence. The program was successful in spreading the Patriotic spirit among the students. The faculty and student coordinators of the event were Ms Ardra C Michael and Ms Noopa Anna Justus respectively.

**Ms Megha Mohan**

Head of the Department

## THANAL ONASADHYA@KARUNYADEEPAM

(9th SEPTEMBER 2022)



The second phase of Thanal for the academic year 2022 - 23 was to offer Onasadhya to the inmates of Karunyadeepam, an old age home for differently abled and destitutes in Alappuzha district.

In order to share the joy of Onam, the Department provided Onasadhya to the inmates of Karunya Deepam, Alappuzha on September 9th, 2022.

Around 90 inmates reside in Karunyadeepam and the organization genuinely requires helping hands to meet their day-to-day requirements.

The idea of providing Onasadhya to a needy institution received much support from the students and students of the department contributed Rs 15,000/- for this purpose.

The Department members visited Karunyadeepam on September 9, 2022. Inmates of Karunyadeepam offered a warm welcome which was followed by an interactive session with the inmates. The officials of Karunyadeepam briefed

about the functioning of the organization to the department members. The inmates also exhibited their talents in an informal gathering. The members of the department served Onasadhya to the inmates and shared the joy of the festive season by having delicious Onasadya with them.

The program helped the students to realize the difficulties and problems faced by the destitutes, physically and mentally retarded people to a great extent and created a sense of supporting them.

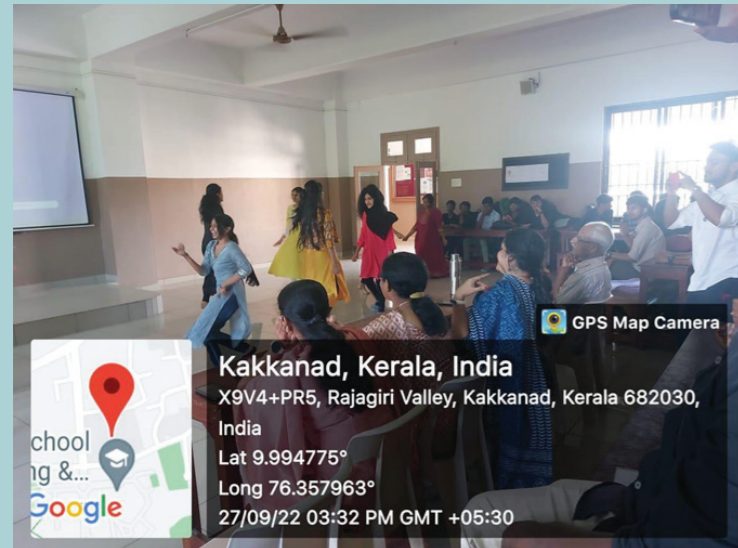
**Ms Megha Mohan**

Faculty Coordinator

**Ms Megha Mohan**

Head of the Department

## METAMORPHOSIS



The Department of Management always focuses on the Holistic Development of the students. Curricular and extra curricular development of the students are always given prime importance.

Metamorphosis was a platform for the first year students to showcase their diverse talents.

Metamorphosis was conducted on 27th September in Lecture hall 103 in the afternoon session. First year students exhibited their organizing skills through the well managed program. All programs were sequentially arranged and conducted flawlessly.

Students came up with splendid dance performance, melodious songs and thought provoking skits. Metamorphosis unveiled the innate and rich talents of the freshers and was indeed an ice breaking session for the faculty and the students.

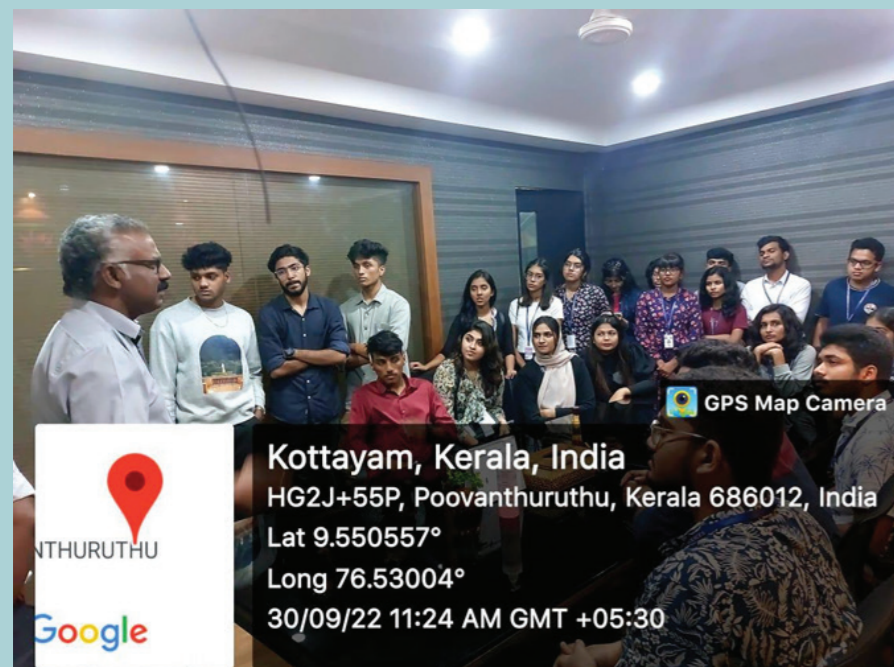
Metamorphosis revealed the diverse talent base of the

newcomers of the department. The program was efficiently coordinated under the guidance of the faculty coordinator Ms Sunitha Varghese. Metamorphosis was a huge success and it helped to identify the skills and talents of the first year students.

**Ms Sunitha Varghese**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## INDUSTRIAL VISITS (30th SEPTEMBER 2022)



As a part of the Academic Curriculum, BBA Students are required to visit a manufacturing firm, a Service sector firm and a Start up to get an insight about the Industrial working environment.

Department conducted 2 industrial visits for the students of BBA 2021 - 24 Batch

As a part of visiting a firm in Manufacturing sector, students visited Dolphin Rubber Industries, Kottayam on September 30 2022. The company officials explained the manufacturing and packaging process to the students and allowed them to visit the factory floor to get a practical exposure.

As a part of visiting a Service Sector firm, the students also visited RainForest Resort Kottayam on September 30 2022. Various Departments of the resort, and the Service Process were elaborated by the Manager. The visit gave a clear understanding about

the Guest receiving and relations procedure and unique services offered by the resort to the guests.

The Industrial visits gave a clear cut practical exposure to the students about the functioning of manufacturing and service sector firms.

**Ms Anila Varghese**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## SAND VOLLEY



With the aim of fostering the physical fitness and extra curricular talents of the students, the Department of Management in association with IQAC and Department of Physical Education, conducted SAND VOLLEY on 10,11,12 of October, 2022 for the second and third year students at the Volleyball court at 2 pm. The coordinators of the event were Ms Anila Varghese and Mr Bipin Das and student coordinator Mr Johann Noby.

Sand Volley was a simulated experience for the whole students of the college. All preparations were done to create a Beach Experience. Teams from various departments and batches participated in quarter Finals. The semi finals were conducted at 1:30 pm and finals were at 3 pm on 12th October, 2022.

Final Year students of B Com Model 1 Computer were the winners of Sand Volley and Principal Rev Fr Ajeesh Puthusseri CMI handed over the trophy to the winners. Sand Volley received immense support from the whole college. The semi finals and finals witnessed healthy competition among various teams.

Sand Volley was successful enough to sharpen the physical and extra curricular talents of the students. It was indeed a rejoicing experience to the audience as well as the players after the testing times of the pandemic situation.

**Ms Anila Varghese**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## BIZCORP



Bizcorp is the association of students of Department of Management. The inauguration of BIZCORP, the Department Association was done on October 18 2022 at 2 pm by guest of honor DR LAKSHMI NAIR. Director, Centre for Advanced Legal Studies and Research Kerala Law Academy and celebrity culinary expert

Dr Lakshmi Nair delivered a thought provoking speech in which she explained the prospects and challenges of travelling Ahead of time. She encouraged the students to think different and take calculated risks. Respected Principal Rev Fr Ajeesh Puthusseri CMI and Ms Megha Mohan also addressed the students.

Dr Lakshmi Nair also unveiled the theme for the academic year 2022 - 23 'Ahead of Time' on the same day. The department selected the theme Ahead of Time to honour the legends who took a different path ahead of time in their life journey and to

inspire the students to think and act ahead of time. The department also decided to conduct the activities of the Academic year 2022- 23 based on the theme 'Ahead of time'

The formal session was followed by an energetic cultural performance of the students. Students came up with rhythmic songs and dances both solo and group performances which literally added the grace of the program.

The official inauguration of the Department helped the students to get inspired by the real life journey of the guest of honour Dr Lakshmi Nair who took a very diverse path that too ahead of time. She inspired the students to follow their passion and work for it with great zeal. The cultural programs entertained the whole crowd and the cultural programs also helped to enhance the synergy of students.

**Mr W T Paul**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department



## INDUSTRIAL VISIT



As a part of the Academic Curriculum BBA Students are required to visit a manufacturing firm, a Service sector firm and a Start up to get an insight about the Industrial working environment

Department conducted 2 industrial visits for the students of BBA 2020 - 23 Batch

As a part of visiting a firm in the manufacturing sector, students visited Jeevan Milk Vaikom Kottayam. The company officials explained the manufacturing and packaging process to the students and allowed them to visit the factory floor to get a practical exposure on November 11 2022.

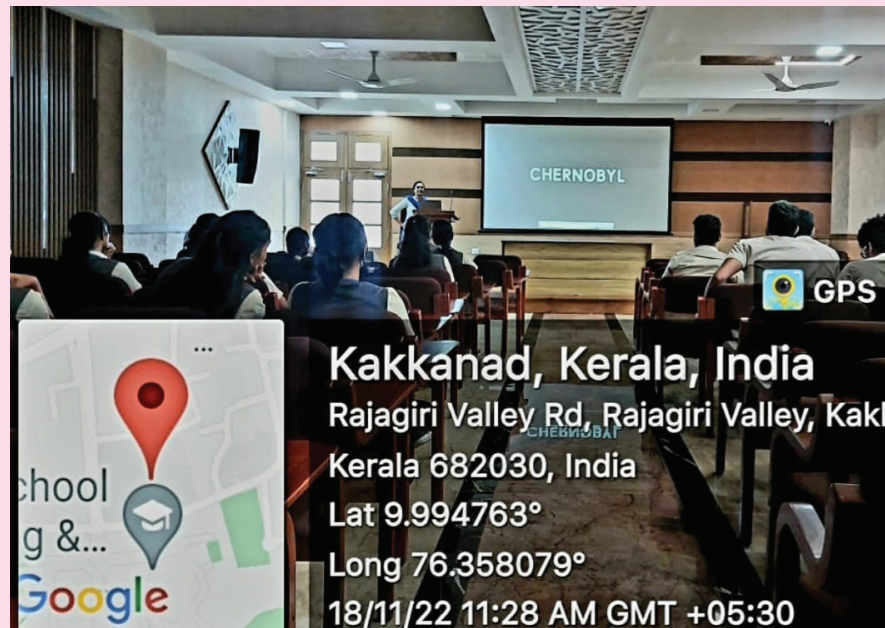
As a part of visiting a Service sector firm, students also visited Mango Meadows Kottayam on November 11 2022. Apart from getting a clear understanding about the departments, facilities and service process, Students also had a pleasure and relieving experience.

The Industrial visits gave a clear cut practical exposure to the students about the functioning of manufacturing and service sector firms.

**Ms Ardra C Michael**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## CHERNOBYL SERIES PRESENTATION



To make the students aware about the intensity of the impact of Nuclear Disaster on Environment, Chernobyl Series was displayed to the students of Final year BBA students in the third week of November 2022.

The Chernobyl series was projected in the Conference Hall and Auditorium. Final year students keenly attended the session with utmost attention and interest. The series presentation sessions were monitored by Dr Chithra V Menon, Faculty of the Department.

The students got a clear idea about the theme of the series and indeed successful in serving the purpose.

After the presentation of the series, Dr Chithra V Menon also moderated discussions based on the series in which

students expressed their view points on the consequences of Nuclear disasters and the role of international organizations on preventing such deadly explosions in the future and to ensure harmony between nations.

The sessions indeed benefited the students to get a better awareness about the causes and consequences of nuclear disasters and the importance of promoting sustainable development.

**Dr Chithra V Menon**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## AARAMBIKALAMA



In order to develop a strong sense of synergy among the newcomers and the senior batches, the department initiated a freshers day celebration. The freshers day "Aarambikalama" was held on 25th November, 2022 in the open auditorium from 2 pm onwards.

Second and final year students hosted the event and organized a wide range of cultural programs and games for the first year students. Solo and group songs, Dance performances and fun filled games contributed to the success of the program. First year students participated in all games and performances with great zeal and enthusiasm.

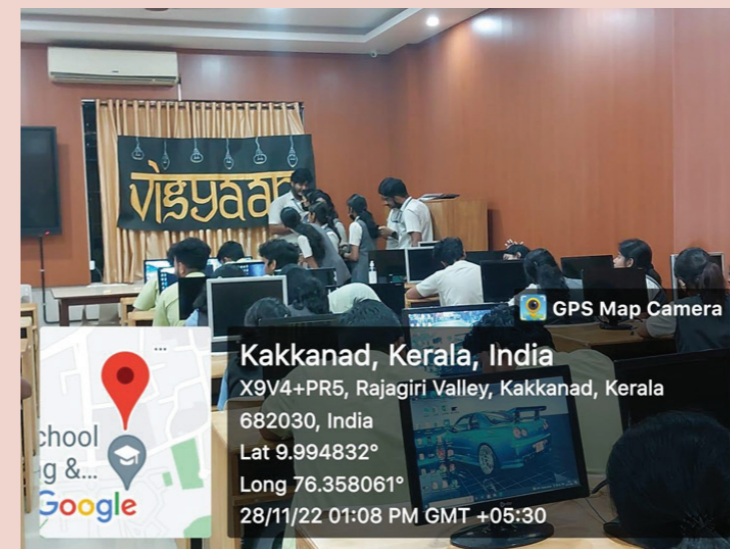
It was indeed an ice breaking session for the students and strengthened the bond between all batches of students. Fun filled games indeed added the excitement of the program.

The freshers day function indeed helped the students to perform their talents without any inhibitions and reluctance. All students actively interacted with each other and helped a lot in building a team spirit among the students.

Batch coordinators of three years coordinated the celebrations.

**Ms Megha Mohan**  
Head of the Department

## VIGYAAN



Vigyaan is an intra college quiz competition organized by the Department of Management. Vigyaan is conducted every year with the basic objective of updating and enhancing the knowledge base of students and to develop an interest among students towards Quiz programs.

Vigyaan is a quiz competition that involves 2 phases - Prelims and Finals. Questions from all spheres of life are included in Prelims so that students from different streams can participate with interest. Top scorers of Prelims will qualify to finals.

Prelims of the 7th edition of the prestigious annual quiz competition "VIGYAAN" was held on 28th November in Lecture Hall 501. Prelims was conducted as a pen and paper test consisting of 30 MCQ Questions including Asterix questions. 42 registered teams from various departments competed enthusiastically in the Preliminary round. Multiple choice questions from different spheres of life were included

to evoke the interest of the participants from different streams. The duration of the test was 30 minutes. After a thorough evaluation, the following teams qualified for the finals.

VARUN GOVIND AND AARON VARKEY (BAE SEM 1), GEORGE THOMAS (BAE SEM 3), AMAN S AND PRANAV (BCA SEM 5), TANISHA M MATHEW AND DEVIKA SHAJI (BAE SEM 3), JEREMY GEORGE AND KEERTHANA HARIKUMAR (BCA SEM 5)

The finals of Vigyaan was held on December 5 2022 in the Auditorium at 12.30 pm. Finals of Vigyaan consist of various interesting sub rounds including audio visual elements. Students had to pass through different rounds including Rapid Fire round which thoroughly tested their quizzing skills. From among the finalists Jeremy George and Keerthana Harikumar of BCA 5 secured the first prize in the 7th edition of Vigyaan. Ms Megha Mohan, Ms Noopa Anna Justus were the coordinators.

7th edition of Vigyaan could successfully instill an interest among students towards quiz programs. The program was successful enough to enlighten students with more knowledge and develop their awareness about the latest happenings in various spheres of life. Enthusiastic participation of students in Prelims and Finals made Vigyaan a grand success.

**Ms Megha Mohan**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## THANAL - CHRISTMAS GIFT DISTRIBUTION TO ALL KERALA WHEEL CHAIR RIGHTS FEDERATION



The third phase of Thanal for the Academic Year 2022 - 23 was held in the Christmas Season . As a part of the third phase of Thanal for the Academic year 2022 - 23 department contributed Christmas Kits to 25 needy families of All Kerala WheelChair Rights Federation on December 20 2022 .

All Kerala WheelChair Rights Federation representatives contacted the department and expressed their genuine requirement of sponsoring Christmas Kits of Stationery items and Christmas Cake to their much needy members

The formal function was organized in the Open Auditorium on December 20 2022 at 10.30 am . Respected Director Rev Dr Mathew Vattathara CMI graced the function with his thought provoking speech and handed over the Christmas gifts of the department to the needy members. Rev Dr

Mathew Vattathara CMI, Teachers and student representatives handed over the Christmas kits worth Rs 19 000/- to the members of All Kerala WheelChair Rights Federation. The officials and members of All Kerala Wheel Chair Rights Federation were present for the function. Representative of the association Mr Rajeev Palluruthy expressed his profound sense of gratitude to the college for the much needed help.

The students of the department took great effort in making the program successful. Students were actively involved in sorting and packing the Christmas Kits.

The program was highly successful in generating an empathetic concern among the students to support the needy. Students interacted actively with the members , which helped them to understand their problems and this helped a lot in generating an attitude of extending a helping hand for the deserving weaker sections of the society.

**Ms Megha Mohan**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## ICON 2K23



ICON 2K23 is the most prestigious Intercollegiate Entrepreneur competition to find out the best budding entrepreneur.

ICON is an intercollegiate competition aimed to find out best entrepreneurs with potential ideas. After qualifying the Preliminary rounds participants have to present a Business plan based on the assigned theme in various sectors. The novelty and viability of the business ideas will be judged and evaluated . Participants from different colleges compete in three sub rounds - EMBARK, CROSS ROADS AND PINNACLE to prove their mettle .

Second edition of Inter collegiate Entrepreneur Competition ICON 2K23 was conducted on 13 January 2023. The formal session was inaugurated by Rev Fr Ajeesh Puthusseri CMI. The function was organized in the Conference Hall in which respected Principal and the event coordinator Ms Raji T addressed the gathering.

The competition was held in the Auditorium and this time participants were asked to present a business plan based on the theme Ahead of Time. After qualifying Prelims Semi finals and Final round Mr John J Uken of FISAT won the Title prize from among 22 registered participants. The coordinators of the event were Ms Raji.T and Student Coordinator - Mr Antony Lawrence

ICON served its purpose of finding out the budding entrepreneurs with potential ideas. Business plans are judged on various angles. Viability and novelty are checked. Students are also benefited as they got a clear understanding of how a business plan is prepared and presented .

**Ms Raji T**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department



## MEET THE ENTREPRENEUR - SERIES I



Meet the Entrepreneur is a new series of programs initiated by the Department of Management to provide an open forum for the students to interact with successful entrepreneurs and to get acquainted with their Entrepreneurial journey.

In association with IEDC ,the Department launched 'MEET THE ENTREPRENEUR ' series in which students can freely interact with successful entrepreneurs from different sectors.

In the first session , organized on February 8 2023 Mr Robin Kannat Thomas, CEO and Co-Founder of Astrek Innovations shared his entrepreneurial journey with the students .The talk was organized in the Conference Hall in the afternoon session The students were benefited with an interactive session where the resource person explained his triggering points of thinking in a different way, Inspirations received and challenges faced. Active Q & A session enriched the session with interesting moments

Final Year students of the Department, IEDC Members and PG students attended the session . Students got an inspiration to take risk and start something new. The talk also benefited the students as they got tips and short cuts to face hurdles and attain success.

**Ms Ardra C Michael**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## MEET THE ENTREPRENEUR - SERIES II



Meet The Entrepreneur was conceptualized with the great vision of giving a practical exposure to the students about the Entrepreneurial journey of successful entrepreneurs

In the second session, organized on February 9 2023 alumnus of BBA Department ,Mr Rezwin Ali, Managing Director of Swapna Group and Founder of Thalisha group interacted with students . The session was organized in the Conference Hall at 12.30 pm

Current trends and pulse of Textile Industry in particular was a major area discussed by the speaker. He also explained about the prerequisites of being an entrepreneur and the traits required for being successful. He also encouraged the participants by explaining how his college days gave him the confidence to think and get moulded an Entrepreneur .The talk was followed by an active Q & A session in which the students raised their queries and concerns about Entrepreneurship

The session indeed benefited the students as it boosted their confidence to see their own alumnus as a successful entrepreneur. The session conveyed students the importance of staying updated about the market trends and the necessity of tracking the moves of competitors in modern business world

**Ms Sreeja Kumar & Ms Ardra C Michael**  
Faculty Coordinators

**Ms Megha Mohan**  
Head of the Department

## INDUSTRIAL VISITS



As a part of the Academic Curriculum, BBA Students are required to visit a manufacturing firm, a Service sector firm and a Start up to get an insight about the Industrial working environment.

Department conducted an industrial visits for the students of BBA. As a part of visiting a Start up firm, students visited Currese, Kalamassery on March 2023. The company officials explained the manufacturing and packaging process to the students and allowed them to visit the factory floor to get a practical exposure.

The Industrial visits gave a clear cut practical exposure to the students about the functioning of start up. The formalities of setting up a Start up firm is also familiarized.

**Ms Raji T**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department

## HORIZON



With the basic objective of identifying and enhancing the latent creative talents of the students, 6th edition of the Department Magazine HORIZON was released on 24.3.2023. Ms Alvina Thomas and Ms Uthara S were the student editors of the Magazine. Student contributions from three batches of students were invited based on the annual theme of the Department "Ahead of Time". Students came up with their articles exhibiting their creative writing skills and their viewpoints. Student Editors scrutinized the same with the help of Faculty Coordinator. Students wrote about the individuals and institutions who travelled ahead of time in diverse sectors of Life. The articles threw light on the out of the box ideas and who marked their pioneer

signature in unexplored and potential areas. The Magazine successfully portrayed the creative writing skills of the students

**Ms Megha Mohan**  
Faculty Coordinator

**Ms Megha Mohan**  
Head of the Department



Bachelor of Business Administration (BBA)  
2020-2023

## INTER COLLEGE CHAMPIONS OF BEST MANAGEMENT TEAM COMPETITION

Conducted by Sacred Hearts College, Calicut University, St. Joseph's College, Christ College, Bharata Mata Institute of Management, Sahrdaya Institute of Management etc



**Jethin Rozario**



**Allen Renson**



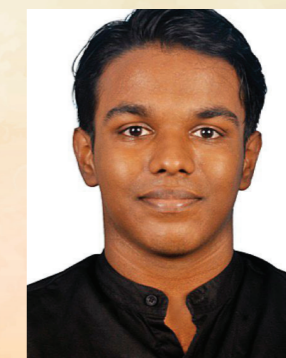
**Abhimanyu Shekhar**

## WINNERS OF IDEA PITCHING COMPETITION

Conducted by St Teresa's College, Ernakulam



**B Devapranath**



**Rinshad K R**



RAJAGIRI COLLEGE OF MANAGEMENT  
AND APPLIED SCIENCES