



# **MES COLLEGE ERUMELY**

**BACHELOR OF BUSINESS ADMINISTRATION**

**APRIL 2021 | ISSUE 1**

## **ESPRIT VOICE**



**" The Department of Business Administration was established in the year 1995 with the aim of providing value based education to the students and to discover the entrepreneurial traits inherent within each of the students. The department continues to strive to work towards academic excellence by developing a student globally compatible. The department offers a regular three year full time undergraduate programme in Bachelor of Business Administration. "**

**ESPRIT Voice presents an yearly newsletter which serves as a communication method to disseminate information to all concerned about important events, happenings and achievements of the Department of Business Administration for the year 2020-2021. It plays an important effective role in creating a sense of belongingness amongst faculty team and students. We are sure it would bring the desired results sooner than expected and pave way for new ideas.**





ALUMNI MEET "2011-2014" BATCH

## ALUMNI MEET - "ORU VATTOM KOODI"

*The alumni meet is conducted every year in order to reconnect with the Alumni and celebrate their success and various achievements.*

Virtual Alumni meet of BBA 1996-1999 batch was held on 02-08-2020 through Zoom. 58 Alumnis of 1996-1999 BBA Batches were present.

The Alumni Meeting for BBA Batch 2007-2010 was held on 7th August 2020 through zoom.

On march 14 2021 BBA 2011-2014 batch gathered at the MES College Open Auditorium. The students payed tribute to the late Mr.Abhishek P of their batch. Alumni shared their experiences during and after their campus life. 30 alumnis and teachers participated in this function

## NEW VISTAS OF LEARNING

Four students of BBA(III Semester)- Muhammed Afsal,Shilpa Das,Parvathy Babu and Shamlu Shaji attended the workshop on "CHALLENGES IN PLASTIC MOULD MANUFACTURING OPERATIONS" by MSME Technology Centre,Biwali on 28 - 29 August 2020

## CERTIFICATION COURSE

Product and brand management course was inaugurated by Mr.Salim M.K(Managing Partner,Cream N Rich Diary Products and Grand Petra Associates Ernakulam) on 4th November 2020. 3 students joined the course



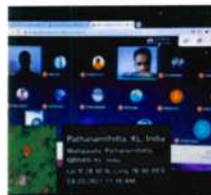
## WEBINAR



A webinar on minor project -Import organisation study was held on 21/08 via Zoom for 3 semester BBAs students. Mr.Raghul Krishnan delivered the session on the data collection methods and how to write the project effectively..



A webinar on education and career management was held on 19/08 through zoom platform.Dr Soham Mohammed delivered the session on how to choose the right career after completion of the graduation.



A webinar was organised for BBA students on "HOW TO BE A SUCCESSFUL ENTREPRENEUR"on 20 March 2021. Mr.Anish Manual(Asst.Dist. Industries officer,Taluk Industries) explained the scope of entrepreneurship in this session. Mr. Shihab .P.Nazim(Alumni -BBA) shared his experience on the journey of starting a business. .

## STUDENT DEVELOPMENT PROGRAM



A Student Development Program "CAMPUS TO CORPORATE" was organised by ESPRIT association on 12-2020.Mrs Simmy Peter,Director of HR,Crum And Froster,Bangalore conducted the session on the skills required for the corporate world

## ONLINE CAKE MAKING WORKSHOP



Department organised an online cake making workshop in association with EDC on 18th December 2020 for students from MES and other colleges.Mrs Ayshu Niyas(Vice-Chairman-Entrepreneur-Ayshu's Patisserie Former Faculty Of Department Of Business Administration) conducted the session on the basics of baking a cake





## ARRIVAL OF NEW BUDS - BATCH 2020

The Dept. of Business Administration welcomed its new batch of students on 16 October 2020 with a five day orientation programme from 16/10/2020-20/10/2020 through Virtual Platform. Mrs. Anumol Josephi (HOD- Business Administration) apprised the students by briefing the session on course structure, Internal exams, Grading System required throughout the assessment year. Mr. Jithesh K.S explained the university regulations regarding attendance policy, examination system, discipline and anti ragging systems followed by MES College Erumely. The Head of the Department introduced the faculties of the Department of Business Administration. Trial classes were conducted for the new batch on 22/10/2020 via webex at 3 pm. The regular classes started on 23rd October 2020 onwards.



## PTA MEETING

Parents teachers Association was held at 27/07/2020 & 28/07/2020 for BBA - III Semester & V Semester students via Google Meet. The aim of this meeting was to inform parents about the academic progress of their wards and to understand the issues faced by students while attending online classes.

Teacher is like a candle-it consumes itself to light the way for others"

## TALENT SEEKING PROGRAMME

A talent seeking programme was organised for BBA students (I Semester) on 5th January 2021 via google meet. The aim of this program was to identify different talents of each student. The students showcased their talents in form of dance, singing and by displaying different art works.



## MY DAY

Recognition of army RIT Association celebrated army day on 21st January 2021 in the school. Final year BBA students organised a competition and were awarded.



## SELLING CAMPAIGN MASK

EDC organised a selling campaign for distribution of masks on 21 January 2021. The third year BBA students sold the masks to students, teachers and staff in the MES College Erumely. The aim of this campaign is to develop the business skills in students. This event was inaugurated by Principal Mr. Maheen.



## ECO-FRIENDLY CAMPUS

In order to make the campus environment eco friendly, the final year BBA students planted a different variety of plants around the surrounding areas of Golden Jubilee Block as a part of campus beautification on 16 February 2021, under the guidance of Mrs. Anumol Josephi. They were appreciated by their teachers and students.



## SELF DEFENCE CLASS

Kerala Fire & Rescue Services organized a SELF DEFENCE CLASS on 16/03/2021 TO 20/03/2021. 6 students of BBA (IV semester) Ajmiya K.M, Alfiya Shajahan, Asha Rajan, Sadia Sainu, Shamlu Shaji, Sreejamol Kunjumon, were attended the class.

## NATIONAL WEBINAR'S

A national webinar was organised by the Department of BBA & IQAC on the "Role of Education during Covid-19" for faculties, scholars & students on 16th June 2020 via a virtual platform. Prof. Brijesh Associate Professor of Department of Management Centre in SJBIT, BANGALORE provided useful insights on the current era of education during the pandemic period.



A national webinar on NAAC CRITERION II-"TEACHING, LEARNING & EVALUATION" was conducted for the faculties of different educational institutions, on 12/12/2020 by the Department of Business Administration in association with IQAC.



## LAURELS OF BBA



The fourteen students of BBA participated for management fest "EMPERIO2021" at Girideepam Institute of Advanced Learning College on 5th march 2021. Aswathy P.M, Rani Mohanan, Salih Sanaph & Shilpa Das. (BBA 2nd Year) won 1st Prize in "MARKETING GAME"



Aleena Thomas, 2nd year student won 1st Prize in "QUIZ COMPETITION" conducted by Marian International Institute of Management, Kuttikkanam on 2nd October 2020.



Shine Sunny, 3rd year won 2nd Prize "PHOTOGRAPHY CONTEST" conducted by Bharat Matha Co on 24 September 2020.

## Distribution of masks to Sabarimala pilgrims



Clothbag kit containing face masks and sanitizer were distributed to Pilgrims travelling to Sabarimala on 12/01/2021 at MES college entrance in the presence of Mr. Shibu M.S (Sub Inspector of Police, Kanjirappally and Project Co-ordinator of Panyam Poonkavanam) and Mr. Maheen M.N (Principal, MES College Erumely). The BBA students also volunteered the ED Club in stitching the face masks. An awareness class were given to pilgrims in order to reduce the use of plastic bags, wear face masks & use hand sanitizers as a covid protocol.

## INTER COLLEGIATE

Yuvashethra Institute of Management conducted a fest "GESTION" on 4 Feb for BBA students. 21 students participated for the event. Saint George's College organised a fest "GITSBLITZ" on 15 March. 16 students of BBA attended the fest.

## ONLINE COURSES



10 students of BBA (III semester) enrolled for the SWAYAM course- Marketing Management-1 and 61 students of BBA(V semester) enrolled for Organisation Behaviour course. BBA students also completed 82 courses of Coursera during this academic year.

## BBA TOPPER'S MARCH 2020 A PLUS GRADE



BISMI SHANAVAS  
CGPA-8.56

### A GRADE



KARTHIKA B. NAIR  
CGPA-8.03



MUMDAS BEGAM  
CGPA-7.89



ASIFA ASSIS  
CGPA-7.66



ASWATHY SAJEEV  
CGPA-7.66



JEENA P. AZIZZ  
CGPA-7.5

## "OUR THIRSTY WORLD"



The Department of Administration organised "PHOTOGRAPHY CONTEST" on 2021 on the occasion of Water Day. Each participant had to take a photo based on the theme "Our Thirsty World". Brittonic Ebenzer (1st Prize, BCA) & Adithya S. (2nd Prize, BCA) 1st year.

## ECO-FRIENDLY CARRY BAGS

The students of final year BBA made an eco friendly carry bags which were made out of the used A4 sheet covers and magazine Papers. The activity was carried out under the guidance of Mrs. Daryl A. G., Associate Professor, Dept. of Business Administration.



## OUT GOING BATCH 2019-2021

### BEST COMPLIMENTS

- Attoram Restaurant, Manimala
- Trendzz Footwears & Bags, Kanjirappally
- Seathu Soman (BBA 3rd Year)
- K.B Niranjana.R.Nair (BBA 1st Year)

## EACH ONE PLANT ONE



Department has conducted a programme "EACH ONE PLANT ONE" on the remark on "International day of Forests the Tree" on 21 March 2021. As a part of the programme teachers & students planted saplings on their courtyard.