



DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

# PLACEMENT BROCHURE 2024-25



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# ABOUT THE UNIVERSITY

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## University of Calicut

Thenhipalam, Kerala

Established in 1968, the University of Calicut (UoC) is the largest university in Kerala in terms of expanse, affiliated colleges, and the number of degrees awarded. It is the second university to be started in Kerala and caters to the educational requirements and aspirations of the youth in the Malabar region.

With the motto "*Nirmaya Karmana Sree*" UoC strives to generate prosperity through pure actions. Over the years, the University has surmounted all challenges and has emerged as the largest residential cum affiliating university in Kerala, with 35 postgraduate departments and 406 affiliated colleges. It is governed by the Calicut University Act 1975, passed by the Legislative Assembly of Kerala.

UoC is committed to providing opportunities to the most underprivileged and marginalized in society. As one of the oldest universities in Kerala, we have played a significant role in the economic growth of the region. The University has a strong track record of producing scholars and professionals who have made significant contributions to various fields. The University has established partnerships with universities and research institutions worldwide, facilitating student and faculty exchange programs, joint research projects, and international conferences.

UoC boasts a distinguished alumni network, including successful professionals in various fields. The University has achieved numerous accolades and recognitions, demonstrating its commitment to excellence. UoC offers state-of-the-art facilities, including libraries, laboratories, sports grounds, hostels, and other amenities. The University provides a vibrant student life with clubs, societies, cultural events, and extracurricular activities. UoC is actively involved in community outreach programs and social initiatives and is committed to sustainable practices and environmental conservation.



## VISION

To pursue excellence in teaching, learning, research, and outreach and to become the best among the Universities in India.



## MISSION

To develop an ecosystem for advanced teaching, learning, research and enterprise, providing state of the art infrastructure and communication network, ambience for enhanced collaboration, and upholding social inclusiveness and gender equality. The University is committed to attract and retain the best talent.

## University of Calicut

Thenhipalam, Kerala



# ABOUT THE DEPARTMENT

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## Department of Commerce and Management Studies(DCMS)

### University of Calicut

The Department of Commerce, established in 1972, has a rich history of academic excellence. In 1973, the department launched its M. Com, Diploma in Office Management & Secretarial Practice (DOMSP), and PhD programs. A year later, in 1974, the Diploma in Business administration (DBA) was introduced. The MPhil program was added in 1981, further expanding the department's academic offerings.

The Department of Management Studies was established in 1982, initially functioning as a combined department with the Department of Commerce. This Department was one of the first University Departments in Kerala to offer Management courses. The same year marked the beginning of the full-time MBA program, which received accreditation from All India Council for Technical Education (AICTE).

Until the Indian Institute of Management Kozhikode (IIMK) was established in 1997, this department remained the only management institute in this region. In response to changing needs and demands, the Department of Management studies began offering part-time MBA programs at three centers in 1993 and launched a part-time PGDCA in 1995 at IHRD Calicut with their technical assistance. By 2002, self-financing centers were established to provide full-time MBA programs in Palakkad, Thrissur, Calicut, Vadakara and later in Kuttipuram, Aranattukara and Peramangalam. These centers were subsequently renamed as the School of Management Studies(SMS). Under the School of Distance Education, the Master of Hospital Administration (MHA) was introduced, which was later moved to John Mathai Campus(JMC) in Thrissur and renamed MBA in Healthcare. Additionally, a new MBA with a specialization in International Finance was launched at JMC campus in collaboration with the Association of Chartered Certified Accountants (ACCA). This specialization is also available to M. Com students at DCMS with support from the international Skill Development Corporation (ISDC). The department engages permanent faculty members and industrial experts as guest faculty who participate in various research activities. The department also has an active PhD program and have produced over 120 doctoral thesis.

## **Department of Commerce and Management Studies**

University of Calicut



### **VISION**

DCMS shall be a Business School of National eminence where everyone understands excellence and pursues it in every activity with vigorous perseverance and righteousness.



### **MISSION**

DCMS shall be a premier B-school where a committed community of students and faculty constantly engage in creative intellectual pursuit of high-quality knowledge and skills necessary for active participation and leadership in business and social domains.



# MESSAGE FROM VICE CHANCELLOR



Dr. P.Raveendran

Dear Esteemed Recruiters,

It is my pleasure to present you with the placement brochure for the 2023-25 batch of the Department of Commerce and Management Studies (DCMS), University of Calicut.

DCMS is one of the region's premier institutions for management education, with a solid reputation for producing graduates equipped with the skills to excel in diverse industries. Continuing the legacy of success by our accomplished alumni, our students are poised to bring fresh perspectives and innovation to your organization.

This brochure not only highlights capabilities of our students but also serves as an invitation to establish a mutually beneficial relationship with DCMS. We are confident that our students can contribute significantly to your business objectives.

We eagerly anticipate the opportunity to collaborate with you and welcome you to our campus.

A handwritten signature in black ink, appearing to read "Dr. P. Raveendran".

Dr. P.Raveendran  
Vice Chancellor  
University of Calicut

# MESSAGE FROM REGISTRAR

Dear Recruiters,

It gives me immense pleasure to extend my heartfelt congratulations to the Department of Commerce and Management Studies on the successful launch of your placement brochure for the year 2024-25. This accomplishment is a testimony to the hard work, dedication, and collaborative efforts of the students and faculty within the department.

The placement brochure serves as a bridge between our talented students and the industry, showcasing the skills, knowledge, and capabilities that our department has nurtured over a period of time. It reflects not only the academic excellence of our students but also their commitment to professional growth and readiness to take on real-world challenges.

I am confident that this brochure will play a significant role in connecting our students with prospective employers, thereby opening doors to promising career opportunities. Your efforts in meticulously curating and presenting the information in the brochure are commendable, and I am certain that it will make a lasting impression on all who come across it.

Once again, congratulations on this remarkable achievement. I wish you all the best in your future endeavors and look forward to witnessing the continued success of our students in their professional journeys.



Prof. (Dr.) Satheesh E.K

With warm regards,

A handwritten signature in black ink.

11/09/2024.  
Prof. (Dr.) Satheesh E.K.  
REGISTRAR  
UNIVERSITY OF CALICUT

# MESSAGE FROM HEAD OF THE DEPARTMENT



Dr. Sreesha C.H

Dear Recruiters,

Warm Greetings from DCMS, University of Calicut. Please accept our profound gratitude for your continuous faith in us for placing young talents of DCMS in distinguished positions. Your relentless encouragement has been instrumental in aligning our courses and pedagogy with dynamic industry needs. The time has come again for us to present a group of vibrant, young and dynamic minds to the outer world for occupying key positions in industry.

We are proud to present to you the 42nd batch of MBA and 51st batch of M.Com of the Department of Commerce and Management Studies, one of the largest departments having rich legacy in University of Calicut. These wonderfully gender diverse, young, and vibrant cohorts are equipped to deliver maximum value to their future employers. Here at DCMS, University of Calicut, our students undergo a rigorous academic exercise supported by highly qualified faculty. Our integrative approach exposes them to the industry through various live projects, skill development programs, Placement training, lectures from prominent visiting faculties from industry etc. This ensures that our students are abreast with cutting-edge business practices. Over the past 42 years, our MBA program has been producing top-quality business graduates, well-placed alumni in significant companies across the globe and has rightly earned the confidence of various recruiters. In addition to the existing recruiters, the overwhelming interest of new recruiters from domains such as consulting, strategy, finance, marketing, sales, operations, human resources, data science etc., in hiring our graduates has been gratifying. It's my privilege to invite you for the 2024-25 placement season. It will be a great honour and pleasure to host you for recruitment in the campus of DCMS, University of Calicut.

Best Wishes,

Dr. Sreesha C. H  
Associate Professor and Head  
DCMS

# MESSAGE FROM UNIVERSITY PLACEMENT CELL

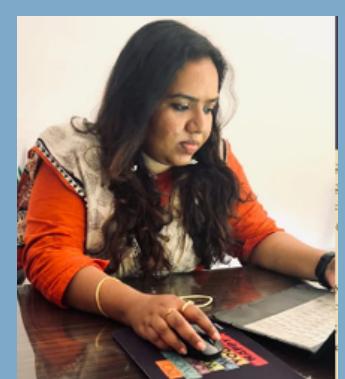
Dear Recruiters,

With utmost gratitude and happiness, I take this opportunity to extend our heartfelt thankfulness to you. Your continued support and constant interactions with our students in the past years have helped us foster and nurture many proactive citizens and professionals.

With great pride, I present the class of 2023-25 Master of Business Administration and Master of Commerce from the Department of Commerce and Management Studies (DCMS) at the University of Calicut. This class has achieved many remarkable milestones by organizing and participating in management meets, demonstrating their managerial and practical skills.

It takes a village to raise a child. It takes knowledge and experience to hoist a professional. The department, with its unwavering commitment, is a beacon of inspiration, nurturing leadership and problem-solving skills, and encouraging students to identify and explore their potential. Events like ASCEND (our national-level management meet), idea-fests, and other club activities are designed to help students evolve and hone their managerial skills.

I take this opportunity to eagerly welcome recruiters to our department yet again for the placement season of 2024-25. We are excited to witness the fruitful collaborations and the bright future that awaits our students. Best wishes to students and recruiters.



Dr. Aparna Sajeev

Dr. Aparna Sajeev  
Coordinator, Placement Cell  
University of Calicut



# CURRICULUM AND INDUSTRY INTERFACE

## M.Com Program Structure

### Semester 1

Business Environment  
Quantitative Techniques For Business Decision  
Advanced Management Accounting  
Advanced Financial Reporting  
Organizational Behaviour

### Semester 2

International Business  
Cost Management  
Project Finance  
Security Analysis and Portfolio Management  
Corporate Governance and Business Ethics  
Live Project and Statistical Packages

### Semester 3

Financial Markets  
Strategic Management  
Research Methodology  
Financial Strategy  
Corporate Accounting and Disclosures

### Semester 4

Operations Research  
Forensic Accounting  
Risk Management and Derivatives  
Tax Planning and Management  
Project Report  
Viva Voice

## M.Com Electives

### International Finance

Financial Strategy  
Security Analysis and Portfolio Management  
Risk Management and Derivatives  
Tax Planning and Management

# MBA Program Structure

## Semester 1

Business Communication  
Management Theory and Business Ethics  
Business Laws  
Organizational Behaviour  
Managerial Economics  
Environment and Business  
Quantitative Techniques  
Accounting For Managers

## Semester 2

Soft Skill Development  
Marketing Management  
Financial Management  
Operations Management  
Human Resource Management  
Management Science  
Management Information System  
Business Research Methods For Management

## Semester 3

Advanced Strategic Management  
Strategic Cost Management  
Entrepreneurship Development and Project Management  
Supply Chain Management  
Investment Management

## Semester 4

Corporate Governance  
International Business  
Management Control System  
Major Project  
Comprehensive Viva Voice

# MBA Electives

## Marketing Management

Consumer Behavior and Marketing Research  
Global Marketing Management  
Marketing Communication Management  
Brand Management  
Sales Management  
Retail Management  
Service Marketing

## Financial Management

International Finance  
Corporate Taxation  
Strategic Financial Management  
Financial System  
Forex Management  
Risk Management  
Financial Derivatives

## Human Resource Management

Managing Self and Others  
Performance Management  
Human Resource Planning and Development  
Global Human Resource Management  
Management of Training and Development

## Industrial Visit

Our MBA students at DCMS, in collaboration with ULCCS Calicut, embarked on a heartwarming journey to Sargasheshi, an organization dedicated to supporting individuals with Down Syndrome. This industry visit was more than just a field trip; it was a transformative experience that fostered empathy, understanding, and social responsibility.

As we interacted with the talented individuals at Sargasheshi, we were amazed by their incredible abilities and passion. From their intricate handicrafts to their vibrant artwork, we witnessed firsthand the beauty and potential that lies within every individual, regardless of their challenges.

During our visit, we had the opportunity to delve deeper into the operations of Sargasheshi. We learned about their marketing strategies, including social media promotion, exhibitions, and sales outlets. Through interactive sessions and presentations, we gained valuable insights into their challenges, achievements, and the dedication of their staff.



Sargasheshi UL Care Nayanar Sadanam Visit 2024

## **Internships**

At the Department of Commerce and Management Studies (DCMS), University of Calicut, we believe in nurturing well-rounded professionals who are not only academically sound but also possess practical experience. To complement our rigorous curriculum, we have implemented a comprehensive internship program that provides our students with invaluable opportunities to apply their theoretical knowledge in real-world settings.

Internships of 4-6 weeks during semester breaks are an integral part of our MBA program and are also highly encouraged for our M.Com students. By engaging in internships, our students gain firsthand experience in various roles, such as HR intern, marketing-sales intern, finance intern, and more. This exposure to different functional areas helps them understand the complexities of the corporate world and develop a broader perspective. Through internships, our students have the chance to apply their classroom learning to real-world scenarios, develop essential skills such as problem-solving, decision-making, teamwork, communication, and adaptability, enhance their employability, and build professional networks. Further, our students engage in part-time/flexible internships and projects throughout academic year.

## **Major Project**

Students of the Department of Commerce and Management Studies (DCMS), University of Calicut, are engaged in various projects that apply theoretical concepts to practical scenarios. These projects encompass a range of topics, including market research, financial analysis, human resource management, entrepreneurship, social media marketing and sustainability. By working on these projects, students develop essential skills in critical thinking, research, and problem-solving and scientific writing.

The projects also focus on social and environmental issues, such as community development and sustainability initiatives. This approach helps students understand the impact of business on society and the environment, preparing them to be responsible and ethical professionals. Through these projects, students gain hands-on experience, enhancing their academic learning and preparing them for future careers in management, commerce, and related fields. The value addition and skill enhancement workshops organized by the department enhances the analytical capabilities of our students.

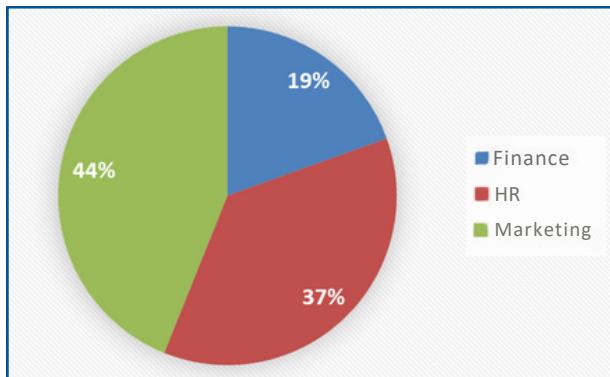
Our students have undertaken various projects like market research for National Bank for Agriculture and Rural Development (NABARD), these projects help them demonstrate their ability to think creatively, work collaboratively, and develop innovative solutions to real-world problems. The projects serve as a platform for students to showcase their skills, knowledge, and commitment to making a positive impact in the world.



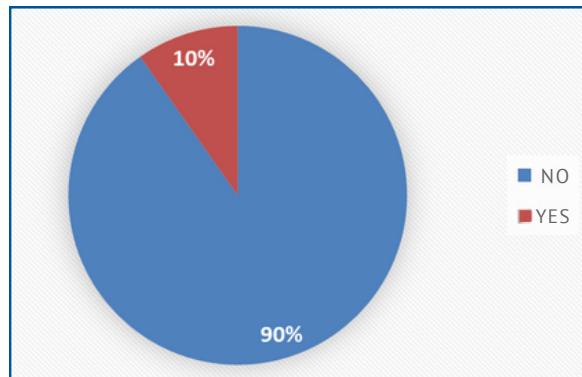
# OUR STUDENTS THE FUTURE LEADERS

## MBA STUDENT PROFILES

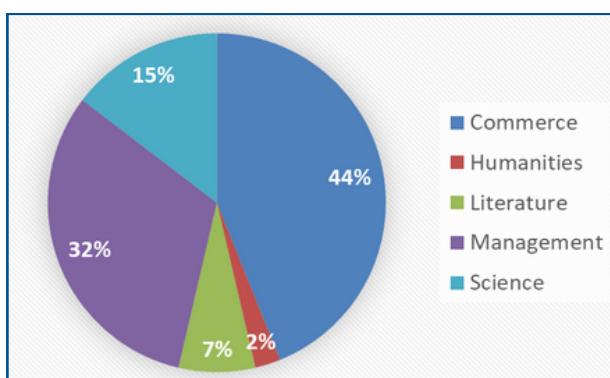
AREA OF INTEREST



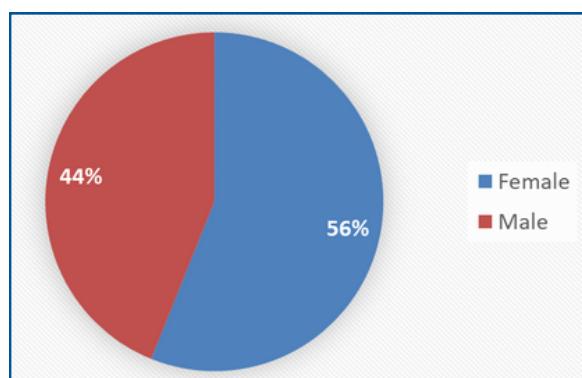
WORK EXPERIENCE



BACKGROUND



GENDER



## Abhirami M



Internship	Digital Marvel - Marketing Intern
Specialization	Marketing and HR
Certification	MS Excel, Python, Business Analysis and Process Management
Graduation	B.Tech

## Adwaith E P



Internship	MAK Hospitals - Finance Intern
Specialization	Marketing and Finance
Certification	Digital HR, Investment Management, Business Analysis and Process Management, Investment Risk Manangement
Graduation	B.Com Cooperation

## Akhil N Skariya



Internship	Aizar pipes and fittings - HR Intern
Specialization	HR and Finance
Certification	Digital HR, G Accountant Tally, Business analysis and process management
Graduation	BBA (HRM)

## Ameera Abbas



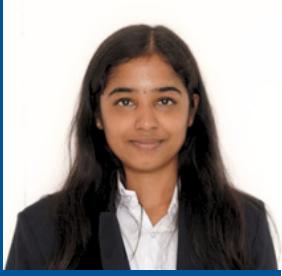
Internship	Royal Drive - HR Intern
Specialization	HR and Marketing
Certification	-
Graduation	BSc Psychology

## Anisha N M



Internship	Mathrubumi - HR intern
Specialization	HR and Marketing
Certification	Digital HR Training program Human Resource Analytics , Business Analysis and Process management, MS Office
Graduation	BA Economics

## Anjali V A



Internship	Minar Castings - HR Intern
Specialization	HR and Finance
Certification	Business Analytics and Process Management
Graduation	B.Com

**Anurag R**

Internship	Steel Industries Kerala Ltd - Finance Intern
Specialization	Finance and Marketing
Certification	Tally
Graduation	B.Com Finance

**Anvar Sadiq K M**

Internship	Perlman Partners - Market Research Intern
Specialization	Finance and Marketing
Certification	Digital Marketing, Email Marketing, Investment Banking, Google Ads for Beginners
Graduation	BA Economics

**Archana P Muraleedharan**

Internship	Analystor Technologies - HR Intern
Specialization	Marketing and HR
Certification	Human Resource Management, Project Management, Business Analytics Beginner: Excel, Digital HR
Graduation	BSc Physics

**Athul Krishna N K**

Internship	BOCHE Bhumiputra - HR Intern
Specialization	HR and Marketing
Certification	-
Graduation	B.Com

**Bhavana A B**

Internship	Best Plast PVC Company - HR Intern
Specialization	HR and Marketing
Certification	-
Graduation	BBA Finance

**Chaithra S**

Internship	Royal Drive - HR Intern
Specialization	HR and Marketing
Certification	-
Graduation	BTTM



## Christy Jolly



Internship	Digital Marveled - Marketing Intern Mane Kancor Ltd. - HR Intern
Specialization	Marketing and Finance
Certification	Data Analysis using Excel, Technology Entrepreneurship, Facebook marketing and advertising, Innovation with Google Cloud AI
Graduation	B.Com Finance and Taxation

## Devika K



Internship	Analystor Technologies - HR Intern
Specialization	HR and Finance
Certification	Data privacy Fundamentals, Business Analytics with Excel, Digital HR, HR Analytics, Project Management
Graduation	BBA

## Devika K V



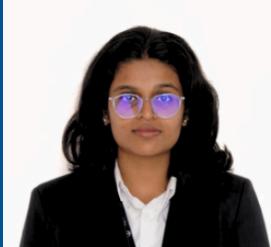
Internship	ESAF - Finance Intern
Specialization	HR and Finance
Certification	Tally Prime, MS Excel, BUSY, Quick books, SAP, Digital HR
Graduation	B.Com Computer Application

## Fathima Nazrin N



Internship	Sangamam Credit Society - Finance Intern
Specialization	Finance and Marketing
Certification	PDCFA
Graduation	BBA

## Gopika Menon



Internship	Silvan Tiles Gallery - Marketing Coordinator
Specialization	Marketing and HR
Certification	Data privacy Fundamentals, Digital HR
Graduation	B.Com Computer Application

## H Nithyadas



Internship	Festo India PVT Ltd - Finance Intern
Specialization	HR and Finance
Certification	Digital HR
Graduation	B.Com Finance



### Hrithwik Krishna P R

Internship	ESAF - HR Intern
Specialization	HR and Marketing
Certification	Investment risk management, Business analysis and process management, Digital HR, Financial statement using Excel
Graduation	B.Com



### I Krishnendu Anil

Internship	Perlman Partners - Market Researcher
Specialization	Marketing and Finance
Certification	MS Excel, Tally, GST
Graduation	B.Com Finance



### Jithina N R

Internship	GTECH - Finance Intern
Specialization	HR and Finance
Certification	Advanced Excel, Tally, Business Analysis and Process Management, Investment risk Management, Digital HR
Graduation	BA Economics



### Mohamed Nissam

Internship	ESAF - Finance and Marketing Intern
Specialization	Marketing and Finance
Certification	Investment banking, Practical Accounting, Excel automation using ChatGPT, MS Excel
Graduation	B.Com Islamic Finance



### Mohammed Shaanil

Internship	MAK Hospitals - Finance Intern
Specialization	Marketing and Finance
Certification	Digital HR , Tally
Graduation	B.Com Cooperation



### Muhammed Bilal C B

Internship	Perlman Partners - Market Research Intern Sargasheshi - Marketing Intern
Specialization	Marketing and Finance
Certification	-
Graduation	BCA





### Muhammed Safvan K



Internship	O2 Advertising - Finance Intern
Specialization	Finance and Marketing
Certification	Digital HR
Graduation	B.Com Cooperation



### Muhammed Mahir K V



Internship	ARPS & CO (CA) - Finance Intern
Specialization	Finance and Marketing
Certification	Social media marketing, Social media management , MS Excel, Google ads campaign, Private financing for infrastructure and sustainable growth ADBI
Graduation	B.Com Finance



### Nabeeh Farooque Anamangaden



Internship	NHIMS Hospital - Finance Intern
Specialization	Finance and Marketing
Certification	Data Analysis using Excel, Project Management, Commercial Banking simulation, Digital HR
Graduation	BBA



### Nabeel Nazar



Internship	Surekha Exports - Project Management Trainee
Specialization	Marketing and Finance
Certification	Advanced Excel, Google Project Management, Corporate Strategy, Digital HR
Graduation	BSc Biotechnology



### Nayanika Shyam Sundar



Work Experience	CSA Bangalore Chapter - Digital Marketing Intern
Specialization	Marketing and HR
Certification	Digital Marketing, Digital HR
Graduation	BA English



### Nellipudi Maharshi



Internship	KNR Constructions Ltd - HR Intern
Specialization	Marketing and Finance
Certification	Digital HR, NPTEL, Tally
Graduation	B.Com Computer applications



### Nikhila T P

Internship	TVS jupiter Automobiles - Finance Intern
Specialization	HR and Finance
Certification	Digital HR
Graduation	BBA



### Nikitha Sreekumar

Internship	DVR Technologies - HR and Marketing Intern
Specialization	Marketing and Finance
Certification	Content Marketing, HR Analytics, MS Excel, SEO with squarespace, Digital HR
Graduation	BA English Language and Literature



### Sarath K

Internship	ESAF BANK - Finance and Marketing Intern
Specialization	Marketing and Finance
Certification	Digital HR, Investment Banking, Generative AI studio
Graduation	BBA Finance



### Shajil M V

Internship	Planer Insight Constructions - Finance Intern
Specialization	Finance and Marketing
Certification	-
Graduation	BBA Finance



### Snehitha K B

Internship	Sargasheshi - Marketing Intern Perlman Partners - Market Research Intern Vadavannur service Cooperative bank
Specialization	Marketing and Finance
Certification	Digital HR
Graduation	B.Com cooperation



### Sreerag K

Internship	Orion - Finance Intern
Specialization	Marketing and Finance
Certification	-
Graduation	BBA





### Sunaina Sheereen Ibrahim



Internship	Royal Drive - HR Intern
Specialization	HR and Marketing
Certification	Data Analytics, MS Excel, Power BI, Digital HR
Graduation	BA English Language and Literature



### Surayya V M



Internship	Royal Drive - Marketing Intern
Specialization	Marketing and HR
Certification	Microsoft office Specialist: EXCEL Associate, Digital HR
Graduation	BBA



### Suryanarayanan K S



Internship	KPPL - Marketing Intern
Specialization	Marketing and Finance
Certification	-
Graduation	BSc zoology



### Varsha G S



Internship	Urban Bank - Finance Intern
Specialization	HR and Finance
Certification	Digital HR
Graduation	BBA Finance



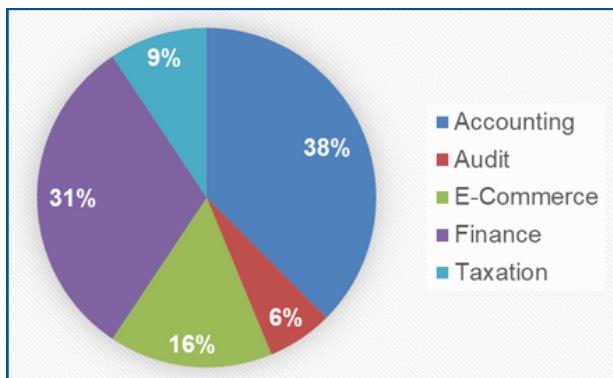
### Vyshnavi P R



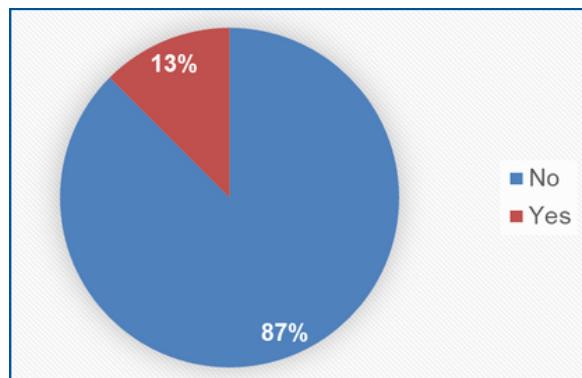
Internship	zielhoch - Finance and Marketing Intern
Specialization	Finance and Marketing
Certification	Research Methodology, Project Management Assessment, Digital HR
Graduation	BBA Finance

# M.COM STUDENT PROFILES

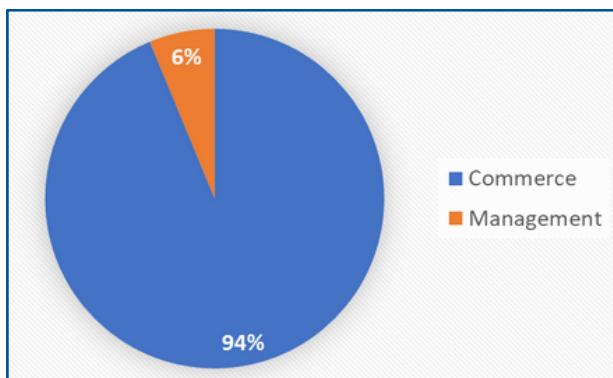
## AREA OF INTEREST



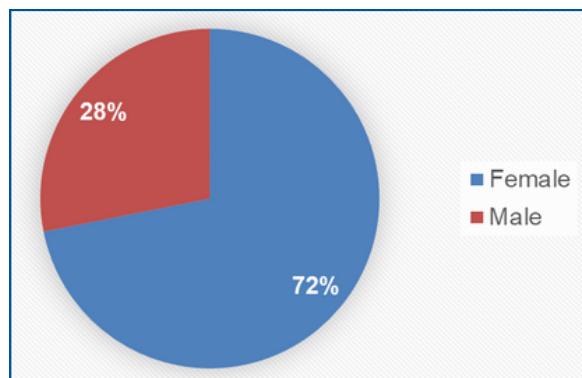
## WORK EXPERIENCE



## BACKGROUND



## GENDER



<a href="#">Internship</a>	DKJ Management Services private Ltd. - Accountant
<a href="#">Area of Interest</a>	Finance, Accounting
<a href="#">Certification</a>	-
<a href="#">Graduation</a>	B.Com

**Albin K Biju**



<a href="#">Internship</a>	Royal Traders - Assistant
<a href="#">Area of Interest</a>	Finance, Marketing
<a href="#">Certification</a>	Tally, Excel, E-filing of Income Tax, Power BI
<a href="#">Graduation</a>	B.Com

**Alida Royal**





### Amal Krishnan K D



Internship	-
Area of Interest	Finance
Certification	-
Graduation	B.Com



### Anitta Thomas



Internship	East Eranad Service Co-operative Bank Edakkara - Office assistant
Area of Interest	Finance, Accounting
Certification	-
Graduation	B.Com



### Asna M



Internship	Greens insurance hub - Office Assistant
Area of Interest	Accounting, Ecommerce
Certification	-
Graduation	BBA



### Aswini Das P



Internship	Mahindra Eram Motors - Finance Interns
Area of Interest	Accounting, E-commerce, Finance
Certification	Diploma in MS Office and Tally
Graduation	B.Com



### Aswathi K M



Internship	SBI customer service point - data entry operator
Area of Interest	finance
Certification	DCA
Graduation	B.Com



### Bhavya P



Internship	Kuttipuram service Co-operative Bank - Office Assistant
Area of Interest	Accounting
Certification	-
Graduation	B.Com

**Chandhana P**

Internship	Minar Alloys & Forgings Pvt Ltd - Finance Intern
Area of Interest	Accounting
Certification	-
Graduation	B.Com

**Deepesh K**

Internship	Kiya Supermarket - Accounts Intern
Area of Interest	Accounting
Certification	-
Graduation	B.Com

**Divya P P**

Internship	Ayisha Luqman & CO LLP - Accounts
Area of Interest	Accounting
Certification	-
Graduation	B.Com

**Fayas Ahmed K C**

Internship	Texsim Trading International WLL - Accounts
Area of Interest	Accounting, Finance
Certification	Introduction to Environment Economics
Graduation	B.Com

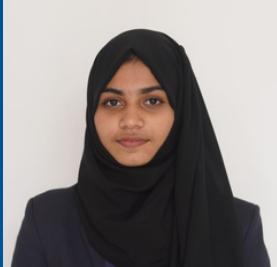
**Febha Manoj**

Internship	Vaniyamkulam service cooperative bank - SB section assistant
Area of Interest	Accounting
Certification	-
Graduation	B.Com

**Fida Fathima V**

Internship	MyCaptain - Campus Ambassador
Area of Interest	E commerce, Accounting
Certification	Basics of Inventory Management
Graduation	B.Com





### Finu Jasmin E N



Internship	msi communications - finance intern
Area of Interest	Accounting, Finance
Certification	consumer psychology, non violence communication
Graduation	B.Com



### Hijas Ahammed M



Internship	Mazio Helmets - Sales head
Area of Interest	E commerce, Taxation
Certification	-
Graduation	BBA



### Maariya Haroon



Internship	Top Trove Foundation - HR Intern
Area of Interest	Taxation, Audit
Certification	-
Graduation	B.Com



### Mishab K T



Internship	Rivershore Hospital poonoor - Accounts Intern
Area of Interest	Accounting, Finance
Certification	Tally, Institute of accountants and bookkeepers
Graduation	B.Com



### Mohammed Nibras



Extra-Curricular	Sports
Area of Interest	Accounting, Finance
Certification	-
Graduation	B.Com



### Nafla P K



Internship	Agile capital services, Delhi - Finance and HR, Perlman Partners - Market research intern
Area of Interest	Finance, Audit
Certification	Professional Accountancy and Auditing
Graduation	B.Com

**Nandana K**

Internship	Pookkottukavu service co-operative bank - SB section assistant
Area of Interest	Accounting
Certification	-
Graduation	B.Com

**Nidhin C S**

Internship	Kalpetta Co-operative Urban society ltd - Accounts intern
Area of Interest	Accounting
Certification	Tally
Graduation	B.Com

**Rehma R**

Internship	IHRD Ayallur - Assistant Accountant
Area of Interest	Audit, Accounting
Certification	-
Graduation	B.Com

**Safna K K**

Internship	Perlman Partners - Market Researcher
Area of Interest	PDIFAS ,digital marketing ,data analytics
Certification	-
Graduation	B.Com

**Salini P S**

Internship	Rajesh C & Co - Accounts/Audit trainee
Area of Interest	Finance
Certification	CGA (Certified GST accountant)
Graduation	B.Com

**Shahana Mumthas**

Internship	Perlman Partners - Market researcher
Area of Interest	Taxation, Accounting
Certification	-
Graduation	B.Com





### Shathiya Sona T



Internship	Perlman Partners - Market research intern
Area of Interest	Finance
Certification	-
Graduation	B.Com



### Smija P



Internship	PERLMAN PARTNERS - Market research and Data Analyst
Area of Interest	Accounting, AI analytical Tools
Certification	-
Graduation	B.Com



### Sreekutty K



Internship	Suresh Vaidyanath & Associates - Accounts
Area of Interest	Acccounting
Certification	-
Graduation	B.Com



### Suma K



Internship	Govt Tribal Speciality Hospital - Accounts Intern
Area of Interest	Accounting, Ecommerce
Certification	CRM( customer Relationship Management
Graduation	B.Com



### Vivek A P



Internship	Facade Solutions CLT - Accounts Intern
Area of Interest	Accounting, Taxation
Certification	Diploma in Indian and Foreign Accounting, Business English
Graduation	B.Com



### Vyshna Shanod V P



Internship	Chemmanur Gold Palace International Ltd - Finance & Accounts Intern
Area of Interest	Finance
Certification	-
Graduation	B.Com



## PLACEMENT CELL

# ABOUT PLACEMENT CELL

The Placement Cell serves as a vital link between students and their future careers, helping bridge the gap between academic life and the professional world. Its primary goal is to ensure that students are well-prepared and confident when they step into the job market. Through various initiatives, the Placement Cell helps students develop the necessary skills, provides opportunities for industry interaction, and creates platforms for career growth. It plays a crucial role in facilitating job placements, connecting students with potential employers, and offering support throughout the recruitment process, ensuring a smooth transition from education to employment.

The Cell plays a key role in grooming students for professional environments, offering career counseling, resume building, and interview preparation. It fosters industry interaction through internships, alumni networking, and campus recruitment drives, ensuring students are well-connected with potential employers. Additionally, the cell emphasizes skill development, collaborates with academic departments to align the curriculum with industry needs, and provides post-placement support to help students transition smoothly into the workplace. The entire placement process is well-structured, with pre-placement preparation, recruitment drives, and post-placement feedback to continuously improve outcomes.

The Placement Cell DCMS takes immense pride in its accomplishments, having successfully placed numerous students in reputable organizations across various industries. Our dedicated team has established strong relationships with over hundreds of employers, ensuring a wide range of job opportunities for our students. We have also organized numerous career development programs, including workshops, seminars, and training sessions, which have significantly enhanced the employability skills of our students. Furthermore, our cell has achieved a remarkable placement record, with our students securing jobs within 2 months of graduation. We continue to strive for excellence, constantly innovating and improving our strategies to meet the evolving needs of the industry and our students.

# OUR CREW

## Placement Coordinators (2024 Batch)

Our Placement Cell is dedicated to guiding the students towards a fulfilling career. With their expertise and passion, our team is committed to helping the students achieve their professional goals.



Placement Cell (2024)

Faculty Coordinator	: Dr. Aparna Sajeev
Chief Student Coordinator	: Nabeel Nazar
Associate Coordinator	: Finu Jasmin E N
Student Coordinators	: Jithina N R Muhammed Bilal C B Abhirami M Nayanika Shyam Sundar Snehitha K B Chaithra S Fida Fathima v

Meet the dedicated heads of our student clubs - Marketing, Finance, Consultancy, and HR. Their passion and expertise are driving innovative initiatives to enhance the students' learning and develop essential skills for a thriving career.



Club heads (2024)

Anisha N M  
Nikitha Sreekumar  
Smija P  
Deepesh K

# STUDENTS TRAINING AND DEVELOPMENT

Skill Enrichment Programs are designed to provide students with practical experiences that extend beyond the classroom, fostering critical thinking, communication, and strategic problem-solving skills essential for tomorrow's business leaders.

## Daily Tutorial Hours: Continuous Skill Development

Our program offers daily tutorial hours post-class, dedicated to skill enhancement in areas like communication, problem-solving, and more. These sessions ensure that students are well-equipped to meet the demands of the business world, emerging as well-rounded professionals.

## Bridging the Skill Gap: Engaging Activities

Our program features a range of activities designed to bridge the skill gap, including Debates on various topics, Presentation Rounds, Quizzes, Roleplays, Case Studies, and more. These activities help students dive deep into subjects, develop ideas, understand different perspectives, and improve their communication skills, ensuring they are prepared to excel in their future careers.

## Weekly Club Activities: Tailored Skill Development

Recognizing that every student's needs and interests are unique, we offer four specialized clubs—HR, Marketing, Consultancy, and Finance. Each club's activities are carefully curated to cater to the diverse aspirations of our students, ensuring they receive targeted skill development in their chosen fields.

*Chat with Alumni : Placement Cell in collaboration with Alumni, DCMS organizes occasional student interactions*



*Frontier Lecture : Prof (Dr.) Hiranya Nath (San Huston State University) Addressed students on "technology and Jobs: Navigating the global trends*

# CLUB ACTIVITIES

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## **Marketing Club Activities:**

Activities to bridge the gap between academic knowledge and real-world application has been the main aim of the club. The activities that have been conducted here are Workshop on Pricing Strategies, Workshop on Branding, debate on emotional marketing and rational marketing.

## **HR Club Activities:**

A hub for students to deepen their understanding of human resource management, with activities such as Mock Interviews, Role Plays on topics like Company Restructuring, Handling Workplace Conflict, Addressing Employee Grievances, and Conducting Exit Interviews have been some of them .

## **Finance Club Activities:**

Recognizing finance as the lifeblood of any organization, the club conducts regular yet interactive activities to help students have deeper understanding and practical knowledge on various financial statements. Some of the activities are theoretical Sessions on Financial Statements and Panel Discussions on the Union Budget, Finance football and more.

## **Consultancy Club Activities:**

Focused on preparing students for careers in management consulting, this club provides a platform to develop essential consulting skills such as problem-solving, analytical thinking, and effective communication. Activities include Case Study Workshops and Mock Interviews, giving members practical experience and insights into the consulting industry, and opportunities to build a professional network.



*Weekly Club Activities*

# WOMEN CELL

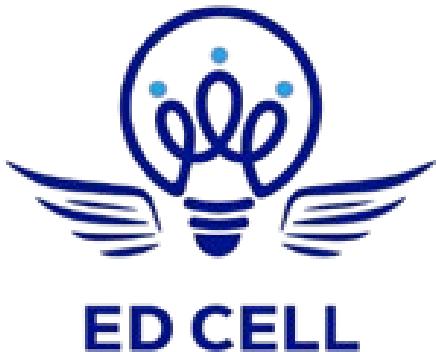
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The Women cell has been a cornerstone of DCMS fostering a supportive environment for women. Organizing workshops , Conducting campaigns, Exhibitions Etc. The primary purpose of this cell is to empower women, spread gender sensitization and awareness, representation of women in the workforce . The ultimate goal is to create a more equitable and inclusive environment for women to thrive and the cell and its activity help the students in recognizing the challenges, biases and stereotypes that limit us from creating a world where everyone can thrive, regardless of their gender identity or expression.

The Cell recently hosted a comprehensive self-defense workshop for our students. The program was designed to empower individuals, particularly women, with the skills and strategies to protect themselves from potential threats. Participants learned techniques such as situational awareness, verbal de-escalation, physical defense tactics, boundary setting, and emergency response planning. This workshop is part of our ongoing commitment to fostering a safe and inclusive learning environment for all our students.



*Self Defense Class conducted in collaboration with Kerala Police, on International Women's Day, 2024*



The Entrepreneurship Development Cell (ED Cell) at DCMS plays a pivotal role in fostering a culture of innovation and entrepreneurship among students. It is dedicated to nurturing entrepreneurial mindsets and equipping future business leaders with the necessary skills to excel in today's dynamic marketplace. By organizing workshops, seminars, and mentorship sessions, the ED Cell provides a platform for students to explore entrepreneurial avenues, engage with industry leaders, and gain hands-on experience in turning their ideas into viable ventures.

Through its wide range of activities, including idea fests, business quizzes, and startup incubation programs, the ED Cell aims to cultivate creativity and problem-solving skills. Students are encouraged to think beyond conventional boundaries and develop innovative solutions to real-world challenges. The Cell collaborates closely with successful entrepreneurs and professionals from various industries to offer insights and guidance, thereby ensuring that participants are well-prepared to navigate the complexities of the business world.

In addition to promoting entrepreneurship, the ED Cell also supports students in honing leadership and teamwork capabilities. By taking part in various events and initiatives, students can build a strong professional network and enhance their confidence in managing projects and leading teams. The Cell's activities are designed to complement the academic curriculum, providing a holistic learning experience that empowers students to become successful entrepreneurs and industry leaders.



*Innovista - Idea fest conducted for the students of DCMS*

# ENVIRONMENT

## CELL

The Environment Cell at DCMS is a dedicated initiative aimed at fostering environmental awareness and promoting sustainable practices among students and faculty. As an integral part of the department, the cell serves as a platform for disseminating social and environmental values, contributing to a more sustainable future.

One of the key activities undertaken by the Environment Cell was an open discussion on sustainability and the environment, held on World Environment Day. This gathering provided a valuable opportunity for students and faculty to share their ideas, thoughts, and knowledge on the topic. By engaging in open dialogue, participants gained a deeper understanding of environmental issues and explored potential solutions.

In addition to the open discussion, the Environment Cell also took significant strides in environmental conservation. The cell successfully planted over 10 trees within the department premises, contributing to the greening of the campus and enhancing the local ecosystem. This initiative not only beautified the environment but also served as a tangible demonstration of the cell's commitment to sustainability.

Through its various activities, the Environment Cell at DCMS has played a vital role in promoting environmental consciousness and inspiring students to become active participants in sustainable development. By fostering a culture of environmental stewardship, the cell is empowering students to make a positive impact on their communities and the planet.



World Environment Day 2024



# ASCEND 2024

TOGETHER WE RISE

**ASCEND** is the premier National Level Management Fest organized by the Department of Commerce and Management Studies, School of Business Studies, University of Calicut. For the past 24 years, ASCEND has been a beacon of excellence, bringing together bright minds, innovative thinkers, and future leaders from across the states.

This year, as we mark our 25th edition, ASCEND embraces the theme of "Agility and Resilience." In a rapidly evolving world, these qualities are essential for navigating challenges and seizing opportunities. The fest is designed to reflect this theme, encouraging participants to demonstrate adaptability, innovative thinking, and perseverance. Our motto, "Together We Rise," embodies the spirit of collaboration and collective success. ASCEND provides a platform for students to showcase their skills, engage in stimulating competitions, and interact with industry leaders, all while fostering a sense of community and shared achievement.

In recent years, the world has faced an unprecedented array of challenges, from devastating natural disasters to a global pandemic that disrupted every aspect of our lives. Looking ahead, it is evident that these types of adversities are becoming a routine part of our lives. The students of today will inevitably face similar challenges in their future careers. Therefore, it is crucial that we, as the next generation of leaders, learn to handle, control, and adapt to these circumstances with agility and resilience.

This is why we have chosen 'Agility and Resilience' as the theme for Ascend 2024. In alignment with our theme, we are introducing a new event this year: the 'Disaster Management Events.' This initiative is designed to engage participants in practical exercises and discussions about managing and responding to disasters. Additionally, we are dedicating the profits from this event to a relief fund to support communities in need. This commitment not only reinforces the values of agility and resilience but also contributes directly to those who are affected by adversities.



Ascend 2k23 Team

# CONFERENCES AND WORKSHOPS

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The Department of Commerce and Management Studies at the University of Calicut organizes International/National conferences yearly. Recently the successful National Conference, organized brought leading experts, scholars, and industry professionals from across India. The event focused on a diverse range of themes related to sustainable business practices, encompassing topics such as green finance, ethical marketing, and sustainable development.

The National Conference 2024 'finance and sustainable practices' provided a unique platform for participants to share their research findings, discuss emerging trends, and explore potential collaborations. Renowned academics presented insightful keynote speeches, setting the tone for thought-provoking discussions. Attendees had the opportunity to engage in interactive panel sessions and workshops, where they delved deeper into specific areas of interest and exchanged ideas with their peers. One of the key highlights of the conference was the impressive quality of the research papers submitted by students and faculty members. The papers covered a wide range of topics, from the impact of climate change on corporate sustainability to the ethical implications of artificial intelligence in business. The best papers were recognized with prestigious awards, encouraging further academic excellence and innovation.

Beyond the academic presentations, the conference also offered valuable networking opportunities. Participants had the chance to connect with like-minded individuals, explore

potential partnerships, and build lasting relationships. The event fostered a collaborative and supportive atmosphere, where attendees felt empowered to contribute to the advancement of sustainable business practices.

The conference was a resounding success. It provided a valuable platform for academicians, researchers, and industry professionals to come together, share knowledge, and contribute to the development of sustainable business practices. The event's impact is expected to be far-reaching, as it inspired participants to pursue further research, implement innovative solutions, and drive positive change in the business world.

Every year the department organizes conferences and workshops to provide platforms for research discussion and enhancement of research capabilities of our students and scholars.

# OUR RECRUITERS



**EY** Building a better working world

**HDFC BANK**

We understand your world



**Allianz**

**ASTER**  
Med City



**BYJU'S**

**max**

**SUREKHA**  
EXPORTS

**analystor**  
TECHNOLOGIES

**FESTO**

**MEITRA**  
HOSPITAL

**ESAF**

**Deloitte.**

**asianpaints**

**TATA**  
CONSULTANCY  
SERVICES

**SBI Life**  
Apne liye. Apno ke liye.

**ICICI Bank**

**Zooria**

**JPMORGAN CHASE & Co.**

**cuvette**

**Hi  
LITE**

**MatterLab**  
Where Quality Matters

**Simpolo®**  
Tiles & Bathware

**MRC** Logistics

**REBIT** ઇજર્વ વેક  
સૂરના પ્રોયોગિકી પ્રાફરેટ લિમિટેડ  
Reserve Bank  
Information Technology Pvt. Ltd.

**Dalmia**  
cement  
FUTURE TODAY



# DEPARTMENT OF COMMERCIAL AND MANAGEMENT STUDIES

UNIVERSITY OF CALICUT

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