



CRITERION	II	Teaching-Learning and Evaluation
KEY INDICATOR	2.3	Teaching - Learning Process
METRIC	2.3.1	Student-centric methods such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences:

## DEPARTMENT OF COMMERCE (AIDED)

### (ACADEMIC YEAR 2022-2023)

#### Introduction:

A student-centered approach in education focuses on shifting the emphasis away from traditional teacher-centered methods towards methods that actively engage students in the learning process. It promotes critical thinking, engagement, and deep learning. This approach recognizes that students have their own goals and interests and aims to meet those while also supporting faculty and university interests. Student-centered approaches can be operationalized through project-based learning, problem-based learning, argument-based curriculum, and the use of technology for research, interactions, gamification, simulations, and feedback. In a student-centered classroom, turn-taking structures are used to facilitate active learning activities such as small group discussions and presentations. The implementation of a student-centered approach has been found to have positive impacts on improving students' speaking skills.

Participative learning	Experiential learning	Problem solving learning
Assignments & Presentations	Exhibition- Emporio Expo	Research Projects
Presentation Contest	Ad Making – Video Submission	
Quiz	Resume Making	



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## *PARTICIPATIVE LEARNING*

### Participative Learning – 1

**Programme Name:** Assignments & Presentations

**Programme Objectives:**

- Develop a spirit of team work
- Encourage group discussions among the mentees

**Programme Report:** Assignments were given to the slow learners on their course related topics. The learners were informed of the topic beforehand and were to present the assignment on the scheduled date.

**Programme Outcome:**

- Students were able to present their ideas in a confident manner

**Geotagged photos:**



Students participating in the assignment/presentation preparation



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## Participative Learning – 2

**Programme Name:** Quiz

**Programme Objectives:**

- Develop analytical and reasoning skills in students

**Programme Report:** An intra quiz competition was conducted in 2nd year M.com on 30th day of august 2022 in the presence of Renson John. The quiz was conducted by quiz club of commerce department including Ajay, Mili, Kailasnath, Nandana, Sagar, Sangeeth, Hiba, Vimal and Aswin. The quiz was of only 1 round. The quiz started at 12:15 PM with 9 teams. The quiz was conducted through a software named KAHOOT. There were 50 multiple choice questions each having a time limit of 20 seconds. Team AD became the winner by scoring 19634 points. Dr Josheena Jose, head of commerce department distributed the prize to the winning team.

**Programme Outcome:**

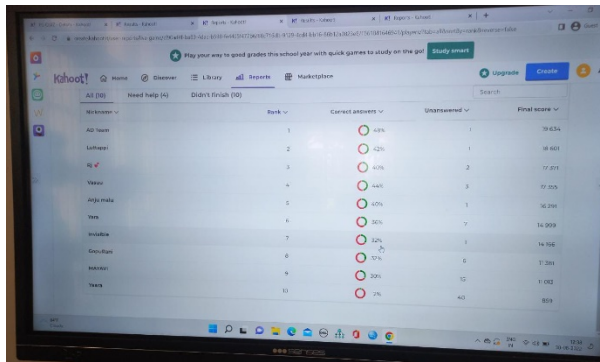
- Students showcased teamwork

**Geotagged photos:**





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Score sheet of the quiz



Students participating in the quiz

**EXPERIENTIAL LEARNING**

**Experiential Learning – 1**

**Programme Name:** Exhibition- Emporio Expo

**Programme Report:** The event was organized by the advanced learners of First year B.Com aided under the guidance of Asst. Professor Dr. Arun Balakrishnan as a part of the experiential learning programme of their 1st semester subject Business Management. Emporio Expo included various foreign currencies of different nations, old coins & notes and commutative currencies of India. It also included various models displaying the different aspects of commerce such as stock market, evolution of money, marketing process etc. The advanced learners divided the whole class into groups and committees. Their coordination and hard work paved way for the successful completion of the event. The programmed was organized in order to inculcate a team spirit among the students, to integrate and coordinate the activities. Albin and Lisna lead the whole class and controlled the expo.



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### Programme Outcomes:

- Students got an idea about the mode of organizing a programme.
- Students got a hands-on experience organizing process.
- The Exhibition enhanced the skills of students to coordinate an event by their own.
- The students were able educate the audience on commerce and its various aspects.

### Brochure



### Geotagged Photos:



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**Attendance:**

CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA  
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EMPORIO EXPO on 2<sup>nd</sup> November 2022  
Class- First Year B. Com Aided (2022 Admn)

ATTENDANCE SHEET- 2022-23

Sl. No	Roll No	Name	Signature
1	381	ABIGEL P DAVID	<i>[Signature]</i>
2	381A	ADHIL KRISHNA K P	<i>[Signature]</i>
3	382	AHSANA T M	<i>[Signature]</i>
4	383	AJAL VARGHESE	<i>[Signature]</i>
5	384	AJO JOHNSON	<i>[Signature]</i>
6	385	AKHILA N L	<i>[Signature]</i>
7	386	ALBIN VARGHESE	<i>[Signature]</i>
8	387	ALEENA BARU	<i>[Signature]</i>
9	388	ALEESHA MARIA CA	<i>[Signature]</i>
10	389	AMRITHA HARI	<i>[Signature]</i>
11	390	ANAGHA M BAJU	<i>[Signature]</i>
12	391	ANAMIKA AJITHKUMAR	<i>[Signature]</i>
13	392	ANANDHAKRISHNAN T N	<i>[Signature]</i>
14	393	ANLY THOMAS	<i>[Signature]</i>
15	394	ANN MARIA V A	<i>[Signature]</i>
16	395	ANN ROSE K S	<i>[Signature]</i>
17	396	ANNA AYONA ELIZABETH	<i>[Signature]</i>
18	397	ANNA FRANCIS	<i>[Signature]</i>
19	398	ARATHI K VIJAYAN	<i>[Signature]</i>
20	399	ARCHANA C G	<i>[Signature]</i>
21	400	ARUN KRISHNA C P	<i>[Signature]</i>
22	401	ARYA MANOJ	<i>[Signature]</i>
23	402	ASWANA AYYAPPAN	<i>[Signature]</i>
24	403	ATHUL KRISHNA C P	<i>[Signature]</i>

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25	404	ATHIL P S	
26	405	AVISHI K J	<i>[Signature]</i>
27	406	DEVALAKSHMI K S	<i>[Signature]</i>
28	407	DEVIKA PPRATHAPAN	<i>[Signature]</i>
29	408	FARIANA T F	<i>[Signature]</i>
30	409	FEDRIC PAUL	<i>[Signature]</i>
31	410	FEMILIN FRANCIS	<i>[Signature]</i>
32	411	FERNANDO JOHNSON	<i>[Signature]</i>
33	412	GAYATHRY K	<i>[Signature]</i>
34	414	HANNA DAVIS	<i>[Signature]</i>
35	415	HASNA BARU K	<i>[Signature]</i>
36	416	ISABEL ROSE PRINSON	<i>[Signature]</i>
37	417	JESWIN JAISON	<i>[Signature]</i>
38	418	JOJO SOJAN	<i>[Signature]</i>
39	419	JOSHWA JOJO	<i>[Signature]</i>
40	420	JOYS SINTO	<i>[Signature]</i>
41	421	CHIRAKESARAN KEERTHANA T K	<i>[Signature]</i>
42	422	KRISHNA N S	<i>[Signature]</i>
43	423	KRISHNANANDA N N	<i>[Signature]</i>
44	424	LISNA ROSE LISTER	<i>[Signature]</i>
45	425	MANASI MADHUMOHAN	<i>[Signature]</i>
46	426	MARIYA VARGHESE	<i>[Signature]</i>
47	428	NEHA PRINSON	<i>[Signature]</i>
48	429	NILA BAJU	<i>[Signature]</i>
49	430	P V SUBRAHMANIAN NAMBOODIRI	<i>[Signature]</i>
50	431	SANDRA MARIYAM M J	<i>[Signature]</i>
51	432	SANIYA AUGUSTINE	<i>[Signature]</i>
52	433	SHAIMA SHAJI	<i>[Signature]</i>

**Experiential Learning – 2**

**Programme Name: Ad Making – Video Submission**



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### Programme Objective:

**Programme Report:** The first-year B. Com class students have been divided into their Peer Learning Groups and assigned the task of creating an advertisement. This activity requires them to engage in extensive communication and collaboration within their teams. They must write a script, choose a product or service to promote, assign roles to each team member, and shoot a video advertisement that does not exceed three minutes in length. Once the video is filmed, they are required to upload it on YouTube. I will provide them with a specific deadline for submission, and upon reviewing the video, it should have a minimum of 100 views. The students have demonstrated exceptional performance by submitting their ads and effectively marketing them, resulting in a significant number of views on YouTube. This project serves as a valuable opportunity for the students to learn the process of creating an ad video, including role allocation and on-screen acting. Additionally, it allows them to gain insights into the challenges and difficulties associated with television advertisements.

### Programme outcome:

#### Video Links:

<https://www.youtube.com/watch?v=vZN2UUPxD6M>

<https://www.youtube.com/watch?v=7r-oVBnYuE4>

<https://www.youtube.com/watch?v=rG8ULSevSFI>

<https://www.youtube.com/watch?v=oemGqMPvtj0>

<https://www.youtube.com/watch?v=CCh4MbrvMKc>

[https://www.youtube.com/watch?v=pSxXAIi\\_Id8](https://www.youtube.com/watch?v=pSxXAIi_Id8)

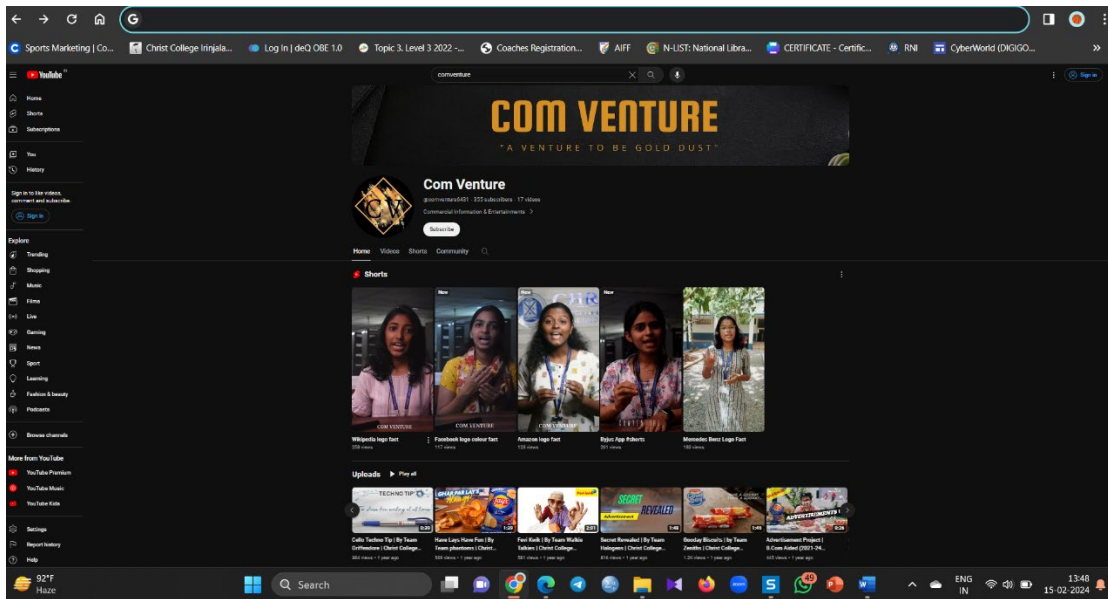
<https://www.youtube.com/watch?v=h58INKT-8jQ>



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<https://www.youtube.com/watch?v=VAOpts3t6So>

Geotagged photo:



Ads made by the students are uploaded on Youtube

### Experiential Learning – 3

**Programme Name:** Resume Making

**Programme Objective:**

- To acquire knowledge about AI tools for resume building

**Programme Report:** As students study Human Resource Management Course in their 3rd Semester and as they start studying about the Recruitment and Selection they are given a classroom assignment to prepare their own resume using their phone and an app. The students

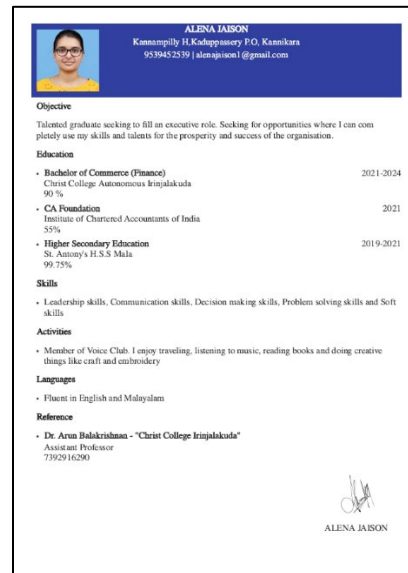
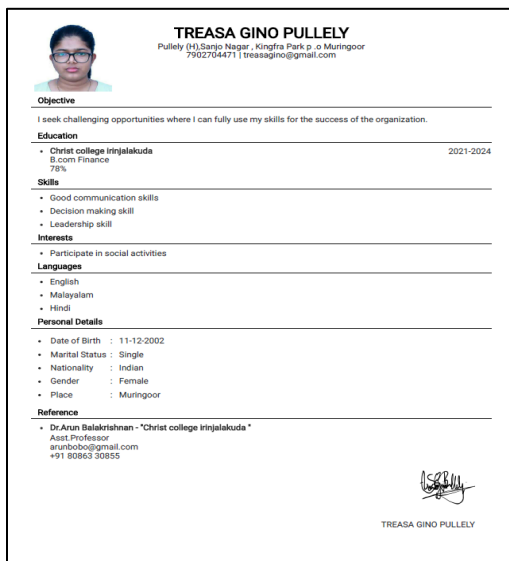




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are taught how to use modern technology for their academics and in a fruitful way. There is an app in the google play store called as CV MAKER. The students are supposed to download the app or a similar app from their browser and use that app to make a resume which will portray themselves as capable and efficient for the job market. They can make is as presentable as possible which will help them to earn a job. By this activity the students gain information a=on how to make a Resume or they used to go to an internet café or a computer centre to make a resume and pay a fee. By this activity the students are able to make a resume. What are the necessary information they need to showcase on the resume so that they are eligible and efficient to be acquired into the organisation.

**Resume Samples:**





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### **PROBLEM SOLVING METHODS**

#### **Problem Solving Methods – 1**

**Programme Name:** Research Projects



# CHRIST

COLLEGE (AUTONOMOUS)  
IRINJALAKUDA, KERALA

P.O. Irinjalakuda North, 680125

Office : 0480 2825258

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http://christcollegeijk.edu.in

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CHRIST COLLEGE (AUTONOMOUS) IRINJALAKUDA					
BCOM PROJECT & VIVA VOCE INTERNAL MARKS 2022-2023					
Sl.No.	Roll No	Reg. No	Students	TITLE	Guide
1	351	CCAUBCM019	AADIT K MENON	Preference of students using public transport	Muvish K M
2	352	CCAUBCM020	ABHAI JOSH Y	Food tourism and its preferences among college students	Arun Balakrishnan
3	353	CCAUBCM021	ABHIRAMI P A	A study on customer satisfaction towards patanjali products among college students with special references to christ college irinjalakuda	Renson John
4	354	CCAUBCM001	AISWARYA V S	Entrepreneurial marketing a case study on bandidos	Arun Balakrishnan
5	355	CCAUBCM002	AJAY M	Relationship between FDI and export in malaysia	Tom Jacob
6	356	CCAUBCM022	AMIRTHA NAYANA	Study on corporate social responsibility with special reference to ITC ltd	Varghese
7	357	CCAUBCM003	AMURTHA T S	A study on waste management among households in Vellangaloor panchayat	Shine Paul
8	358	CCAUBCM063	ANJALIKRISHNA U	A study on worklife balance of school teachers in aided, unaided and government sectors with special references to Chalakudy area	Josheena Jose
9	359	CCAUBCM064	ANJALY DAVIS	A study on customer perception towards Mobile Number Portability with special reference to Meloor gramapanchayath.	Renson John
10	360	CCAUBCM004	ANN MARIA ANTO	Impact of social media marketing on the purchase intension of youth	Josheena Jose
11	361	CCAUBCM023	ANN MARIYA PAUL	Influence of E-testimonials on Consumer Purchase Intention (WSR: Online Reviews)	Arun sir
12	362	CCAUBCM005	ANN ROSE MARSON	A study on consumer perception towards OTT platforms	Arun Balakrishnan
13	363	CCAUBCM065	APARNA PAULOSE	A study on customer satisfaction on meesho app with special reference to college students	Renson John
14	364	CCAUBCM006	ARATHI SANKAR	Impact of FDI on Economic Growth of Japan	Tom Jacob
15	365	CCAUBCM025	ASHNA ANTONY	A study on the effectiveness of financial inclusion among daily wage workers	Jebin
16	366	CCAUBCM026	ASWIN MM	A study on consumer attitude towards sustainable transportation in Kerala	Shine Paul
17	367	CCAUBCM072	ASWIN MS	A study on impact of crude oil price and sensex points on consumer price index	Varghese
18	368	CCAUBCM066	AVANY KP	A study on waste management among households in Edathiruthy grama panchayat	Shine Paul
19	369	CCAUBCM027	BENSEN BENNY	A study on Working Capital Management of Dr.Reddy Laboratory Company Ltd.	josheena jose
20	370	CCAUBCM028	BINIYA DAVIS	A study on cashew production and export from kerala for past ten years	Varghese
21	371	CCAUBCM029	BISNA BENNY	Impact on FDI on economic growth in pakistan	Tom Jacob
22	372	CCAUBCM007	CELIN MARIA K S	Consumer perception towards street food	Shine Paul
23	373	CCAUBCM030	CHRISTY JOLLY	Fish production in Kerala Past 10 Years	Varghese
24	374	CCAUBCM031	CHRISTY SHAJU		Arun Balakrishnan
25	375	CCAUBCM032	DEEPA PRADEEP	Financial performance analysis of Edamuttam service corporate bank ltd.305,HO CUM MAIN Br.	Muvish K M
26	376	CCAUBCM033	DEVAKISHOR A R	The study of consumer perception on electric scooter	Shine Paul
27	377	CCAUBCM034	DHANYA P S	A study on customer perception of online food ordering	Muvish K M
28	378	CCAUBCM035	EASANAHD M A	A study on the financial performance of federal bank	Muvish K M
29	379	CCAUBCM036	ELSA MANOJ	Electricity consumption among households of college students	Shine Miss
30	380	CCAUBCM008	FATHMA MARIYAM TM	Job Satisfaction of Nurses	shine paul
31	381	CCAUBCM067	GOPIKA CHANDRAM	Buying behaviour of consumers towards instant food products	Renson
32	382	CCAUBCM037	HIBA HABEEB K H	A study on youth fashion preference towards branded apparels with reference to college students, Thrissur	josheena jose
33	383	CCAUBCM038	IRINE ROSE	A study on effectiveness of training and development of employees in new malayalam steel pvt.ltd	Muvish K M
34	384	CCAUBCM009	IJSNA V J	WORK LIFE BALANCE AMONG IT EMPLOYEES	Josheena miss
35	385	CCAUBCM039	JOSNA JAISON	A Study on the Paddy Cultivation Trend in Kerala	Varghese
36	386	CCAUBCM040	KAILASNATH K R	Consumer preference towards DTH services	Renson John
37	387	CCAUBCM010	KARTHIK JAYASANKAR	A STUDY ON IMPACT OF CAB SERVICE	Jebin K Davis
38	388	CCAUBCM041	MAHADEV T RAVINDRAN	Topic young consumers preference of mobile wallets gateway for cashless payment	Renson John
39	389	CCAUBCM011	MANEESHA RAJEEV	A study on implementation of online marketing strategies for increasing sales in myntra with reference to student of christ college irinjalakuda	Jebin K Davis
40	390	CCAUBCM042	MANJIMA NAIR M	A study on customer satisfaction of decathlon products	Muvish KM
41	391	CCAUBCM068	MEERA SHIBU	A study on customer attitude towards OTT during COVID pandemic	Tom Jacob
42	392	CCAUBCM043	MEGHA C S	Comparative study on NPA of public sector bank and private sector bank	Jebin K Davis
43	393	CCAUBCM012	MERIN GEORGE	Impact of export on economic growth in chile	Tom Jacob
44	394	CCAUBCM044	MILI DAVIS	Special Reference to 8th ward of Alor Panchayath	Renson John
45	395	CCAUBCM045	MILNA DAVIS	Chalakyady municipality	PA Varghese
46	397	CCAUBCM046	NANDANA SUDEESH	Study on the impact of inflation on market indices sensex, nifty	PA Varghese
47	398	CCAUBCM047	NANDHANA V S	Thrissur district	Muvish K M
48	399	CCAUBCM013	NAVYA RAJ	A study on college students entrepreneurial aspirations	Tom Jacob
49	400	CCAUBCM048	NEHA NIJU	Analysis of GDP and other constituents of Kerala and AndhraPradesh	PA Varghese
50	401	CCAUBCM049	NIKHITHA WILSON	Influence of color in product selection with specific reference to college students	Arun Balakrishnan
51	402	CCAUBCM050	NIKHITHA SARATH	A study on impact of cartoon characters in advertisement among children	Muvish K M
52	403	CCAUBCM051	NIXON DAVIS	Status of digital educational literacy in kerala: challenges and opportunities	Renson John
53	404	CCAUBCM052	P SANGEETH RAMESH	Working capital management of ITC	Josheena Jose
54	405	CCAUBCM014	RIYA ELIZABETH SEBASTIAN	Financial performance analysis of Hindustan Unilever Limited	Josheena Jose
55	406	CCAUBCM015	ROSE MARIA PAUL	The part national service scheme plays in helping college students improve their leadership skills	Arun Balakrishnan
56	407	CCAUBCM016	SAGAR JOY	A study on corporate social responsibility of Tata group	Muvish K M
57	408	CCAUBCM053	SANJAY KIRAN	A STUDY ON STUDENTS ONLINE BUYING BEHAVIOR INFLUENCED BY INSTAGRAM ADVER	Jebin K Davis
58	409	CCAUBCM054	SAYOOJ NARAYANAN	Working and living condition of migrant labour at construction site in thrissur	Jebin K Davis
59	410	CCAUBCM055	SHARON T BABU	A study on working capital management of apollo tyres	Josheena JOSE
60	411	CCAUBCM056	SREELAKSHMI AA	Health and wellness among working women	Shine Paul
61	412	CCAUBCM017	SURYA VS	Saving and spending habit of college students	Renson John
62	413	CCAUBCM018	SWAPNA N V	Patients satisfaction in government hospital chalakyady	Tom Jacob
63	414	CCAUBCM057	THERES TOJO	Effect of influencer marketing on buying decisions among college ongoing students	Arun Balakrishnan
64	415	CCAUBCM058	THOMAS DAVIS	Study on impact of crude oil and repo rate on stock market index	P A Varghese
65	416	CCAUBCM059	VIMAL K VINOY	Private label fashion brands:Through the perspective of masstige marketing	Jebin
66	417	CCAUBCM060	VISHNU K	kondoty taluk	Jebin K Davis
67	418	CCAUBCM061	YADHUL GOVIND	Impact of FDI on economic growth in Thailand	Tom Jacob



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PRINCIPAL

**Fr. Dr. Jolly Andrews**  
Associate Professor -  
In-Charge of Principal  
Christ College (Autonomous)  
Irinjalakuda