PG DEPARTMENT OF COMMERCE
GOVT.COLLEGE MOKERI
REPORT OF THE ACTIVITIES DURING 2023-2024

SL NO	Activities Conducted
1.	National Seminar on AI
2	M.Com Project Orientation
4	Commerce Association Day Celebration
5	Add on Course/Value Added Course
6	NET Coaching
7	Career Orientation Programmes
8	Farewell programmes
9	PTA meeting

The Head Department of Commerce
Govt College Mokeri
Calicut Dt. Kerala

GOVERNMENT COLLEGE MOKERI
P.G DEPARTMENT OF COMMERCE
Mokeri (P.O), Kakkattil (Via) Kozhikode, Kerala, Pin 673 507.
(NAAC Accredited with 'B' Grade)

ADD-ON COURSE 2023-2024

Course Title: Exploring Social Science: A Comprehensive Approach to Research Methodology

Course Code: MCMADC

Duration of the Course: 30 Hrs. (5 Weeks)

Objectives of the Course

This course serves as an add-on to enhance the research skills of students pursuing academic or professional programs. It provides an in-depth understanding of research methodology, equipping students with the necessary tools and techniques to conduct high-quality research. The course emphasizes critical thinking, data analysis, and effective research communication.

Learning Objectives:

By the end of this course, students will be able to:
1. Understand the fundamental concepts and principles of research methodology.
2. Formulate research questions and hypotheses.
3. Design appropriate research methodologies for different research scenarios.
4. Develop effective data collection techniques.
5. Analyze and interpret research data using appropriate statistical methods.
6. Critically evaluate research findings and draw valid conclusions.
7. Demonstrate proficiency in academic writing and research communication.
8. Apply ethical principles in research design and data collection.

Learning Outcomes:

By the end of this course, students will be in a position to:
1. To writeup the fundamental aspects of principles of research methodology.
2. To formulate research questions and hypotheses for their current study.
3. To prepare appropriate research methodologies for different researches.
4. To develop effective data collection techniques for current study.
5. To use statistical tools and techniques for data analysis.
6. To analyse the findings and draw-up valid conclusions.
7. To uplift the efficiency in academic writing and research communication.
8. To encourage ethical principles in research design and data collection.

OUT-LINE OF THE COURSE

Week 1 (5 Hours): - *Introduction to Research Methodology and Formulating Research Questions and Hypotheses*

Key areas covered
- ➢ Definition and scope of research
- ➢ Importance of research methodology
- ➢ Types of research
- ➢ Research process and steps
- ➢ Identifying research gaps
- ➢ Developing research questions
- ➢ Formulating testable hypotheses
- ➢ The significance of research objectives

Week 2 (5 Hours): - *Research Design and Data Collection Methods*

Key areas covered
- ➢ Experimental and non-experimental designs
- ➢ Cross-sectional and longitudinal studies
- ➢ Quantitative, qualitative, and mixed-methods research designs
- ➢ Sampling techniques and sample size determination
- ➢ Primary and secondary data sources
- ➢ Surveys, interviews, observations, and case studies
- ➢ Questionnaire design and validation
- ➢ Data collection tools and techniques

Week 3 (5 Hours): - *Data Analysis and Interpretation and Qualitative Research Methods*

Key areas covered
- ➢ Descriptive statistics and inferential statistics
- ➢ Statistical tests for hypothesis testing
- ➢ Data visualization techniques
- ➢ Interpretation of research findings
- ➢ Introduction to qualitative research
- ➢ Data collection techniques: interviews, focus groups, and observations
- ➢ Coding and thematic analysis
- ➢ Qualitative data interpretation and reporting

Week 4 (5 Hours): - *Quantitative Research Methods and Research Ethics*

Key areas covered
- ➢ Introduction to quantitative research
- ➢ Data collection techniques: surveys and experiments
- ➢ Statistical analysis using software (e.g., SPSS, Excel)
- ➢ Interpreting quantitative data and presenting results
- ➢ Ethical considerations in research
- ➢ Informed consent and confidentiality
- ➢ Data protection and privacy

➤ Ethical guidelines and institutional review boards

Week 5 (5 Hours): - *Research Communication and Critical Appraisal of Research*
Key areas covered
➤ Academic writing conventions
➤ Research report structure and organization
➤ Citations and referencing styles (e.g., APA, MLA)
➤ Effective oral presentations and poster design
➤ Evaluating research articles and sources
➤ Identifying biases and limitations
➤ Assessing research validity and reliability
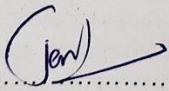➤ Synthesizing and integrating research findings

Week 6 (5 Hours): - *Advanced Research Techniques and preparation of Research projects*
➤ Advanced statistical analysis (e.g., regression, factor analysis)
➤ Qualitative data analysis software (e.g., NVivo, ATLAS.ti)
➤ Systematic literature reviews and meta-analyses
➤ Mixed-methods research approaches
➤ Planning and executing a small-scale research project
➤ Data collection, analysis, and interpretation
➤ Report writing and presentation of research findings
➤ Peer feedback and discussion

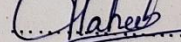**Assessment Methods of the learning outcome:**
✓ Assignments and quizzes
✓ Research project proposal design
✓ Data analysis exercises and interpretation
✓ Research report preparation
✓ Oral and Multi Media presentation

Targeted Participants: *1st Year* and *2nd Year* Post Graduate Students of Commerce and Management Stream

Signature :...................
Name   :JAYESH V K
Course Coordinator

Signature. ....
Name   :MAHESH P B
Head of the Department

Principal

PRINCIPAL
GOVT. COLLEGE MOKERI

ADD-ON COURSE 2023-2024
Course Title: Exploring Social Science: A Comprehensive Approach to Research Methodology
Course Code: MCMADC Duration of the Course: 30 Hrs. (5 Weeks)

DETAILED BREAKUP OF THE COURSE

Week 1 (5 Hours): *Introduction to Research Methodology and Formulating Research Questions and Hypotheses*

Hour	Topic	Details of the Topic	Method of Teaching
1st Hour	Research	Meaning, Definition, Scope, Features and Importance of research	Lecture, Power point Presentation
2nd Hour	Types of Research	Types of research, Research process and steps	Lecture, Power point Presentation, Preparation of charts
3rd Hour	Research Gap	Meaning and Identifying research gaps, Developing research questions	Lecture, Power point Presentation and Discussion
4th Hour	Hypotheses	Formulating testable hypotheses, significance of research objectives	Lecture, Power point Presentation, Peer Discussion to formulate imaginary hypotheses
5th Hour	Over view of week 1	Discussion about the overall topic of the week, clearing queries	Assignment & Objective Testing

Week 2 (5 Hours): - *Research Design and Data Collection Methods*

Hour	Topic	Details of the Topic	Method of Teaching
1st Hour	Research Design	Experimental and non-experimental designs, Cross-sectional and longitudinal studies	Lecture method, Showing present examples with digital media
2nd Hour	Research design and selection	Quantitative, qualitative, and mixed-methods research designs, Sampling techniques and sample size determination and selection	Lecture Method and Power point presentation
3rd Hour	Data collection	Primary and secondary data sources Surveys, interviews, observations, and case studies	Lecture method, practical of collection of secondary date from the library
4th Hour	Questionnaire Design	Questionnaire design and validation, Data collection tools and techniques	On time preparation of questionnaire in the class
5th Hour	Over view of week 2	Questionnaire preparation using digital tools like smart phones & Lap tops (Preparation of google form)	Practical for preparing google form and collection of data (Simple google form)

Week 3 (5 Hours): - *Data Analysis and Interpretation and Qualitative Research Methods*

Hour	Topic	Details of the Topic	Method of Teaching
1st Hour	Statistics	Descriptive statistics and inferential statistics, Statistical tests for hypothesis testing	Lecturing and Power point presentation
2nd Hour	Data presentation	Data visualization techniques, Interpretation of research findings	Lecturing, Introduction to excel and power point
3rd Hour	Qualitative research and Data collection	Introduction to qualitative research, Data collection techniques: interviews, focus groups, and observations	Lecturing, peer group discussion, practical for data collection by peer group interview
4th Hour	Coding	Coding and thematic analysis, Qualitative data interpretation and reporting	Lecturing, Introduction to excel and any coding software (SPSS)
5th Hour	Over view of week 3	Over all discussion, clearing queries	Assignment & Objective Testing

Week 4 (5 Hours): - *Quantitative Research Methods and Research Ethics*

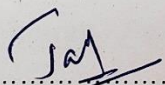| Hour	Topic	Details of the Topic	Method of Teaching
1st Hour	Quantitative research	Introduction to quantitative research, Data collection techniques: surveys and experiments	Lecturing, Introduction to excel and any coding software (SPSS)
2nd Hour	Statistical Analysis	Statistical analysis using software (e.g., SPSS, Excel), Interpreting quantitative data and presenting results	Practical Session for Excel and SPSS
3rd Hour	Ethical Research	Ethical considerations in research, Informed consent and confidentiality	Lecturing and Power point presentation
4th Hour	Privacy and Protection	Data protection, privacy and ethical guidelines and institutional review boards	Lecturing and Power point presentation
5th Hour	Over view of week 4	Assistance for practical	Practical Session for Excel and SPSS

Week 5 (5 Hours): - *Research Communication and Critical Appraisal*

Hour	Topic	Details of the Topic	Method of Teaching
1st Hour	Academic Writing and Report preparation	Academic writing conventions, Research report structure and organization, Citations and referencing styles (e.g., APA, MLA)	Lecturing and Power point presentation, Discussion
2nd Hour	Presentation	Effective oral presentations and poster design, evaluating research articles and sources, Identifying biases and limitations	Practical for preparing slides using power point

3rd Hour	Assessing validity of the research	Assessing research validity and reliability, Synthesizing and integrating research findings	Lecturing and Power point presentation, Discussion
4th Hour	Presentation	Instruction for Practical for power point	Practical for preparing slides using power point
5th Hour	Over view of week 5	Over all discussion, clearing queries	Assignment & Objective Testing

Week 6 (5 Hours): - *Advanced Research Techniques and preparation of Research projects*

Hour	Topic	Details of the Topic	Method of Teaching
1st Hour	Advanced analysis	Advanced statistical analysis (e.g., regression, factor analysis), Qualitative data analysis software (e.g., NVivo, ATLAS.ti), Systematic literature reviews and meta-analyses	Lecturing and Power point presentation, Discussion
2nd Hour	Plan for small research project	Mixed-methods research approaches, Planning and executing a small-scale research project, Data collection, analysis, and interpretation	Lecturing and Power point presentation, Discussion, Sharing of Study materials
3rd Hour	Report writing and overview of the entire course	Report writing and presentation of research findings, Peer feedback and discussion	Lecturing and Power point presentation, Discussion, Sharing of Study materials
4th Hour	Testing of Course Outcome	Practical Examination (1 hour) (on line or off line mode)	
5th Hour	Testing of Course Outcome	Theoretical Examination (1 hour) (both objective & Descriptive questions)	

Signature : ....

Name   :JAYESH V K

Course Coordinator

Signature. ....

Name   :MAHESH P B

Head of the Department

Principal

PRINCIPAL
GOVT. COLLEGE MOKERI

Government College Mokeri

P G DEPARTMENT OF COMMERCE

"AMBITIO"-

Mapping your future

CAREER ORIENTATION

Program

Ambitio- mapping your future is the extension activity of PG Department of Commerce started during the year 2022 which emphasis to provide extensive career development of students by means of arranging career orientation programmes. The primary goal of a career orientation program is to empower individuals to make informed career decisions, develop necessary skills, and successfully navigate their professional journey.

The major objectives of a career orientation program is detailed below:

1. Help students explore different career options and understand various industries and professions.

2. Assist students in identifying their strengths, interests, values, and skills to align with potential career paths.

3. Support students in setting realistic career goals and creating actionable plans to achieve them.

4. Provide access to information about job market trends, educational requirements, and skills needed for different careers.

5. Offer resources and guidance to enhance essential skills such as resume writing, interview techniques, networking, and professional etiquette.

7. Help students develop a long-term career plan that includes short-term goals and steps for career advancement.

8. Familiarize individuals with career resources, including job search websites, career fairs, workshops, and counseling services.

GOVT COLLEGE MOKERI

CARRIER INDUCTION PROGRAM For UG & PG

Organised by

PG Dept Of Commerce in Association with IQAC

On Sept 11 2023

Conducted by TIME Institute, Calicut

The Head Department of Commerce
Govt College Mokeri
Calicut Dt. Kerala

P.G DEPARTMENT OF COMMERCE
GOVERNMENT COLLEGE MOKERI
Mokeri (P.O), Kakkattil (Via) Kozhikode, Kerala, Pin 673 507.
(NAAC Accredited with 'B' Grade)

REPORT ON
TWO-DAY NATIONAL SEMINAR
ON

"APPLICATION OF ARTIFICIAL INTELLIGENCE IN COMMERCE & FINANCE"
7th & 8th December 2023

Academic Year 2023-24
Funded by Department of Collegiate Education

(Supported by IQAC)

About the College

The Govt. College Mokeri has started in the year 1981 with the noble mission to 'Social Justice through Education. The College is situated in a calm greenery atmosphere in Mokeri, near Kuttyady which is on the majestic Western Ghats. The College is about 4.km away from Kuttyady town. The place is free from noise pollution and other disturbances and is most conducive for work and study. The institution offers 6 Degree courses and 4 PG Courses

About the Seminar

The two-day seminar is designed to explore the opportunities of Artificial Intelligence in commerce and finance. The seminar is intended to cover the key areas such as application of AI in teaching in commerce, banking and financial services, accounting and finance. The number of participants were limited to 40.

Brochure of the National Seminar

Resource Persons

Mr. Shiju Sadan	Researcher and Educator in AI Editor in Chief AI.reporter.in Former media manager@ the Confederation Indian Textiles Industry, New Delhi and news video editor at TV9 Bangalore
Research Guide and Assistant Professor of Commerce Government College Mananthavady	**Dr. Ratheesh K Nair**
Dr. Ajay Joseph	Research Guide and Assistant Professor of Commerce IQAC Co-ordinator, School of Commerce and Management Studies Bharata Mata College, Thrikkakkara
Research Guide and Assistant Professor of Commerce Government College Thrissur	**Dr. Anand K**

ORGANISING COMMITTEE

Prof. Ashraf Koyilothan Kandiyil (Principal)
Mr. Mahesh P B (HOD P.G. Department of Commerce)
Mr. Jayesh V K (Co-ordinator - Mob: 8281258518)
Mr. Anilkumar R
Mr. Rajesh K
Mrs. Savina P
Mr. Vivek P
Mr. Nikhil OT

GOVERNMENT COLLEGE MOKERI
Re-Accredited with 'B+' Grade by NAAC
(Affiliated to University of Calicut)
Mokeri (P.O), Kakkattil (Via), Kozhikode, Kerala, Pin-673 507

Two Days National Seminar on:

APPLICATION OF ARTIFICIAL INTELLIGENCE IN COMMERCE & FINANCE
7th & 8th December 2023
Venue: Seminar Hall, Govt. College Mokeri

Organised by
P.G DEPARTMENT OF COMMERCE
in Association with IQAC

Sponsored by:
Directorate of Collegiate Education, Govt. of Kerala

Dear Sir/Madam

The Post Graduate Department of Commerce, Govt. College Mokeri, Kozhikode is glad to invite you to the Two-Day National Seminar on "Application of Artificial Intelligence in Commerce & Finance" to be held on 07th and 08th December 2023 at the college Seminar Hall. We cordially invite you and other faculty members and students of your esteemed institution to participate actively in the seminar to make it a grand success.

Mahesh P B   Jayesh V K   Prof. Ashraf Koyilothan Kandiyil
H.O.D Commerce   Co-ordinator   Principal

About the College
The Govt. College Mokeri has started in the year 1981 with the noble mission to 'Social Justice through Education. The College is situated in a calm greenery atmosphere in Mokeri, near Kuttiady which is on the majestic Western Ghats. The College is about 4.km away from Kuttiady town. The place is free from noise pollution and other disturbances and is most conducive for work and study. The institution offers 6 Degree courses and 3 PG Courses.

The Department of Commerce started functioning since 1981 and designated as Post Graduate Department in the year 2018. The Department currently offers BBA and Mcom courses in finance stream.

About the Seminar
The two-day seminar is designed to explore the applications and opportunities of Artificial Intelligence in commerce and finance. The seminar is intended to cover the key areas such as application of AI in commerce, banking and financial services, research and accounting.

Time Schedule

07-12-2023(Thursday)

09.00 am to 9.30 am: **Registration & Inauguration**

Welcome address : **Sri. Mahesh PB**
(HOD PG Department of Commerce)

Presidential Address: **Prof. Ashraf Koyilothan Kandiyil** (Principal)

Inauguration and keynote address : **Mr. Sunil Kumar E**
(Manager-Punjab National Bank,
Former Manager@PNB IT Department
Head Office Delhi

Felicitation : **Dr. Arunlal K** (IQAC Co-ordinator)
: **Devanand DS** (Chairman College Union)

Vote of thanks : **Mr.Jayesh VK** (Co-ordinator)

Session I
09.30 am to 12.30 pm : **Introduction to AI, AI and Business applications**
Resource Person : **Mr.Shiju Sadan**

Session II
01.30 am to 4.30 pm : **Research through AI and Prowess**
Resource Person : **Dr.Ratheesh K Nair**

08-12-2023(Friday)

Session I
09.30 am to 12.30 pm : **Exploring AI in business and acadamics**
Resource Person : **Dr.Ajay Joseph**

Session II
01.30 am to 4.30 pm : **AI applications in banking**
Resource Person : **Dr.Anand K**

Banner of the National Seminar

Registration to the National Seminar

Inaugural Session -Prayer

Welcome Speech by Mr. Mahesh P B (HOD

Presidential Address by Prof (Dr) Sunitha Srinivas C

Inauguration and Key Note Address: Mr. Sunil Kumar E (Manager Panjab National Bank.

Felicitation by Various HODs , IQAC Coordinator, Union Chaiman & Commerce Association Secretary

Vote of thanks: Mr. Jayesh V K (Co-ordinator)

Targeted Learners with Faculties & RPs

Technical Session 1: Shiju Sadan- "Introduction to AI, AI & Business Application"

Technical Session2:Dr.Ratheesh K Nair –"Research through AI and Prowess"

Technical Session3:Dr.Ajay Joseph –"Exploring AI in Business and Academics"

Technical Session4:Dr.Aanad K –"AI Application in Banking"

Certificate Distribution by Principal, Sri.Ashraf K K

TWO DAY NATIONAL SEMINAR
on
APPLICATION OF
Artificial **i**nteligence

DAY -2

PG DEPARTMENT OF COMMERCE   Govt College MOKERI

PRINCIPAL
GOVT. COLLEGE MOKERI

The Head Department of Commerce
Govt College Mokeri
Calicut Dt. Kerala

NET Coaching

NET Coaching sessions were conducted for M.Com first and second year students. The Classes were arranged during evening hours from 3.30 pm to 4.30 pm. The classes were handled by eminent experts from various disciplines of this college as well as faculties from outside the college.

PTA Meetings

PTA meetings were held for UG final-year on January 1, 2024 and online meeting for PG students. 2022 for discussing students' progress, attendance report, industrial visit and internal marks system. Incidentally a ten member Class PTA Committee has been constituted by nominating class tutors as convener.

M.Com Project Orientation

In order to provide orientation for M.Com Project, a detailed session was arranged on 25/01/2024 to MC.om Final Year students. Sri. Nidhin Kumar Research Scholar PG department of Commerce Government College Madappally, has conducted the session.

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