



**ST JOSEPH ENGINEERING COLLEGE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
Vamanjoor, Mangaluru - 575 028, Karnataka, India



GENESIS  
A FORUM OF MBA STUDENTS

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# *YUKTHA-2019*

“ESPRIT DE CORPS”

## VISION

To impart quality management education to bring out competent, socially responsible and conscientious professionals.

## MISSION

- Imparting contemporary curriculum and its application to business situations
- Developing proficiency through continuous industry-academia interface and research
- Sensitizing students towards the needs of society
- Inculcating diligence through extra-curricular activities
- Encouraging entrepreneurial attitude through constant guidance



## PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

**PEO 1:** Graduates will be able to apply the theoretical concepts in real-life situations

**PEO 2:** Graduates will be able to communicate effectively think critically and be able to manage interpersonal relationships.

**PEO 3:** Graduates will be capable of starting entrepreneurial ventures.

**PEO 4:** Graduates will be able to exhibit effective decision-making skills.

**PEO 5:** Graduates will be able to adapt to a constantly changing environment.

## PROGRAM OUTCOMES (POS)

**At graduation, SJEC MBA Graduates will have the following outcomes**

- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop value-based leadership ability.
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of the business.
- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- Foster Soft Skills to support industry requirements.

## BEST PRACTICES OF THE DEPARTMENT

- Industry Certifications on Data science and Digital marketing by KPMG and Google.
- 100% placement support through our industry partners- Cocubes and JV Global.
- Certification programs on IT for business conducted by domain experts from the engineering department.
- Enhancing employability and life skills through V-ACT and 'Feel Employable' training sessions by In-house experts and CLHRD professionals.
- Bridging Industry-Academia skill gap through organizing Expert talks by Industry persons on a wide range of Management issues.
- Continuous alumni student interaction to appraise the latest trends in the industry.
- Organising Management Development Programs on the emerging areas in business for improving productivity at the workplace.
- Bettering managerial and intellectual skills of students through organising Management fest, Student Conference and Business plan contest.
- Initiating Mini research projects for MBA students to equip them with research and analytical skills.
- Nurturing social, ethical and moral values of MBA students through community engagement, outreach programme and volunteering.



## Message from the Director

As William James famously said, "Act as if what you do make a difference. It does".

The Department of Business Administration has been constantly doing a lot of good work and coming up with new initiatives quite often. One such initiative is this department newsletter 'YUKTHA 2019' and I am very happy to be a part of it.

The Department of Business Administration has seen a substantial amount of changes in the recent past which is a testimony to the kind of dedication to shown by the staff and the students alike. Under the leadership of the Dean & the members of the faculty, the department has grown in stature which could be seen in the enthusiasm in organizing so many events, conferences and fests. The readers of this newsletter will certainly see this agility and passion reflecting in the articles of 'YUKTHA 2019'.

I congratulate the Dean, the staff and the students of the department for this remarkable feat. I also congratulate the editorial team on the job well done.

Wishing you the very best!

**Rev. Fr Wilfred P. D'Souza**  
Director – SJEC



## Message from the Principal

It is a matter of great joy and pride for St Joseph Engineering College to bring out the Newsletter 'YUKTHA 2019' released from the Department of Business Administration. It is our endeavour to put forward the best practices and activities of the institute to all the stakeholders with the help of this e-newsletter. I firmly believe that this issue of department newsletter will kindle the imagination of the staff, students and readers who are interested in the contemporary management education and practise. Publishing a newsletter of this sort containing the accomplishments of the SJEC MBA family will be a recognition to all the achievers. Further, it would be an inspiration and motivation for other students and staff to scale newer heights.

The department has been passionate about nurturing the student community to be industry ready. I am confident that the department will continue to achieve new milestones in the days to come and contribute mostly to the academic success of the students. I congratulate the Dean and the Editorial Board for their sincere effort in bringing out this newsletter.

Best Wishes,

**Dr Rio Douza**  
Principal – SJEC



## *Message from the Assistant Director*

*I am happy to know that the MBA Department is bringing out its Department newsletter "YUKTHA". "Learning is a continuous process from the minute we are born until we die." A newsletter is like a mirror that reflects the clear picture of all sorts of activities undertaken by the Department and develops skills among students. Our students' creative capabilities and talents will be revealed through this newsletter and well recognized by all.*

*It is a great way to showcase the activities of the department to the world outside, and also create credibility and build awareness in you and the services you provide. I am sure that this newsletter will provide a platform for the students to sharpen their creativity and will strengthen the academic activities of the Department.*

*I congratulate the Dean, staff, and students of the department and wish you all the best in your ventures, efforts, and careers.*

**Rev. Fr Rohith D'Costa**  
Asst Director - SJEC



## *Message from the Assistant Director*

*I am delighted to convey my good wishes and to pen a few words to the news letter of MBA department, 'Yuktha 2019'.*

*"Believe you can and you are halfway there" says Theodore Roosevelt. MBA department of St Joseph Engineering College working tirelessly in forming professional young minds to the future. We are living in a society where everything is becoming very professional, new ideas are peeping in every moment. New innovations become outdated within a short time. In this fast moving world we too need to be very fast in adapting in to the changes and become proficient people. Those who remain unmoved amidst these changes will lose the battle and they cannot achieve success. To be successful we need to trust ourselves, only those who trust in oneself and work hard, their efforts reap good fruits. Let your journey towards success may be smooth sailing.*

**Rev. Fr Alwyn R D'Souza**  
Asst Director - SJEC

## MDP on “Leadership Skills for Women Entrepreneurs”

One day Management Development Programme on “Leadership Skills for Women Entrepreneurs” was organized by the Department of Business Administration, St Joseph Engineering College, Vamanjoor, Mangaluru as on 18th January 2019 at Spoorthi Conference Hall. The programme commenced at 9.30 am and was inaugurated by Ms. Shipra Rai, Entrepreneur of Spindrifit and Thymes Restaurant and also HR Manager at Mphasis, Mangaluru.



The dignitaries on the dais were Ms. Shipra Rai-Chief Guest, Rev. Fr Wilfred Prakash D’Souza-President, Fr. Glenn Kohrman, Pastor, Indiana, Dr Sudheer M- Incharge Principal and Rev Fr Rohith D’Costa-Assistant Director as the guests of honour, Dr Prakash Pinto, Dean-MBA, Ms K.Manjula Faculty Convener-MDP were present in the inaugural ceremony.



The Resource person for the first session was Ms. Shipra Rai who spoke on her life’s journey as a women entrepreneur. The topic covered under the second session was “various schemes available for women entrepreneurs” and the speaker was Mr. A.R. Nagesh, Senior Manager (Technical), KSFC, Mangaluru.

After the lunch break, the third session commenced at 2.00 pm. The Resource Person Ms. Renu Jayaram, Entrepreneur-Jayadev Motors, Manipal spoke on “Key Skills for Successful Women Entrepreneurs”. The last session was on the topic “Challenges and problems faced by women entrepreneurs” and the speaker was Ms.Vathika Pai, Entrepreneur of Nirmala Travels and IPP of KCCI, Mangaluru.



## Session on Professional E-mail Writing

Department of Business Administration conducted a session on Professional E-mail Writing on 21st February 2019 for the second year MBA students of the college. Ms Flona Soans, Training Officer, SJEC was the resource person. Ms Flona began the session by asking the students to write a business e-mail. Then, she identified the errors committed by the students in drafting professional e-mail. She explained the guidelines to be followed while drafting a business e-mail. The students enthusiastically participated in the session. The session was conducted in the computer lab of the MBA department.

## Ingenious 2019 Workshop on Business Plan

The Department of Business Administration conducted a workshop on the business plan as a prerequisite for the event “Ingenious 2019” on 9 March 2019 at Bishop Aloysius Paul Hall.



Ms Chitralekha J Acharya, Assistant Professor welcomed the gathering. The Resource person for the session was Dr. Anjali Ganesh, Professor from the Department of Business Administration.

Dr Anjali Ganesh has vast experience of 25 years in teaching and 6 years in Industry. She is a proficient researcher and published several papers in national and international journals. She is also an accomplished soft skill trainer and conducts training program regularly for various banks such as Karnataka Bank, NABARD and many more to list.

Students can use the concept of preparing a business plan as a method of exploring new ideas for starting a business. A business plan is a series of questions that helps a person think about the requirements and the possibilities of any kind of business. The workshop aimed at helping the audience identify the key areas to be considered while framing a business plan.

Dr Anjali Ganesh explained the purpose of the business plan and all the aspect that form the basis for a beginner. Dr Anjali highlighted the three core areas of a business plan which were, product plan, marketing plan and financial plan. A detailed explanation of various components of a business plan was provided to the students. By quoting examples of the business plan of various companies such as Infosys, TCS, ID fresh foods & JIO to understand the strategies followed by them, she motivated the participants to actively take part in the competition to be conducted on 25 March 2019. The session was very informative and interactive and ended with a series of queries from the students, which were answered by Dr Anjali Ganesh. Ms Chitralekha Acharya conveyed the vote of thanks.

## Capacity Building Program(CBP) on ‘Technology-Enabled Classroom’

The Department of Business Administration, St Joseph Engineering College organised one-day Capacity Building Program(CBP) on ‘Technology-Enabled Classroom’ on 16th March 2019 for faculty members of Post Graduate & Under Graduate colleges of all disciplines. Mr. Ragesh Raju, Asst Professor, Department of Computer Applications, SJEC was the Resource Person for all the sessions. The session began at 9.30 am in the MBA Computer Lab. Dr Prakash Pinto- Dean MBA welcomed the resource person and the participants to the program.

The morning session was on Personal Website-E-Portfolio using Google Sites. Mr Ragesh Raju began the morning session on ‘Writing Statement of Teaching Philosophy’. Later he provided a detailed hands-on explanation on creating a personal website using google sites. The participants actively involved in the creation of a personal website and at the end of the morning session, most of the participants were able to create their webpage.

Post lunch session began with the Principal, SJEC Dr Rio D’Souza addressing the participants. He emphasised the need for technology-enabled classrooms. He said that the millennials of this generation are tech-savvy and they expect quick results. Hence, to meet their expectations, the teachers today should adopt modern technical tools in



classroom teachings. He congratulated the MBA department for organizing such a thoughtful program and thanked the participants for their active participation. Later, during the session, the participants had hands-on experience on Google Class Room and designing course webpage.

At the end of the program, on behalf of the participants, Prof. Chethan, Asst Professor, A J Institute of Management and Prof. Ajaya, Asst Professor, GFGC, Mudipu expressed their gratitude to the organizers for allowing participation in the program which is the need of the hour. Dr Prakash Pinto thanked the Resource Person Mr Ragesh Raju for his selfless service to the Department of MBA in organizing the program and expressed a deep sense of gratitude to all the participants for their overwhelming response to the program. A total of 39 postgraduate and undergraduate faculty members in and around Mangalore city attended the one-day Capacity Building Program.

## Workshop on Anti-plagiarism for MBA students

The Department of Business Administration organized a workshop on 'Anti-plagiarism' on Monday, 18 March 2019 for second-year MBA students. The talk was delivered by Dr Babitha Rohit, Assistant Professor, Department of Business Administration. She gave an overview of the importance of plagiarism, how to avoid plagiarism and the consequences of plagiarism check. The students posed queries regarding plagiarism at the end of the workshop.



## Ingenious-2k19



A half-day event on Business Plan "Ingenious-2k19" was organized by the Department of Business Administration on 25 March 2019 at Spoorthi Hall. A business plan is a document that describes a new business, its products or services, how it will earn money, leadership and staffing, financing, operations model, and other details that are essential to both operation and success. The event began at 10.45 am and Ms Nikitha, Student, I year MBA welcomed the gathering and introduced the judges. Ms Poojashree, Student, I year MBA was the MC for the event.

The Judges were Mr Dhruvin Jasani and Mr. Yathish Kumar K. Mr Dhruvin Jasani is a partner at Pushdeep NX, Hampankatta Mangalore and Mr Yathish Kumar working as Assistant Professor, Department of Mechanical Engineering, SJEC.

Winners for the event were Mr Nihaad Mohammed Irshad, IV year and Mr Akash, III year students from the Department of Mechanical Engineering and Runners up for the event were Mr Lester Menezes and Mr Aditya S Rao IV yr students from the Department of Mechanical Engineering. The event ended at 12.30 pm by a vote of thanks by Adline, Student, I year MBA. The event was organized under the guidance of Faculty coordinator Ms Chitrlekha J Acharya, Assistant Professor-MBA and Student coordinators from I year MBA were Hanston, Prakash, Nikitha, Poojashree and Adline.

## Webinar on Seven Emerging Trends Reshaping Leadership Development

The Department of Business Administration organized a webinar on 'Seven Emerging Trends Reshaping Leadership Development' on Tuesday, 26 March 2019 for second-year MBA students. The webinar focused on accidental leaders, change endurance, digital fluency, embracing disruption, kicking glass, reimagined reviews and culture reboot as the emerging trends reshaping leadership development. A short quiz was given to the students at the end of the webinar to assess their comprehension of the webinar.



Zephyr-2019

Zephyr-2019, 'INFINITO'- 'Rise to Eternity', a National Level PG Management Fest organized by the Department of Business Administration of St Joseph Engineering College (SJEC) was inaugurated on 4th April 2019. Mr Dheeraj Shetty, GM-HR, IR and Admin at JBF Petro Chemicals Ltd, Mangaluru, was the Chief Guest at the inaugural ceremony.



Mr Dheeraj Shetty addressed the gathering and in his inaugural speech opined that Management Fests provide a great platform to showcase student's leadership and organizational skills. He went onto to say that the various events conducted during the fest help the students to equip with necessary skills to face the challenges in the real world. He quoted the success stories of OYO, ID Fresh Food and other entrepreneurial ventures.

Dr Sudheer M, Incharge Principal and HOD of Mechanical Engineering Department

of SJEC, in his presidential speech narrated benefits of organizing Management Fests which include educational skills, technical skills, social interaction and soft skills. He congratulated the Department of Business Administration for organizing the twelfth edition of Zephyr.

During the inaugural, the newsletter of the MBA Department 'YUKTHA' was released. The dignitaries also unveiled the Winner's Trophies and Zephyr Mascot.

Dr Prakash Pinto, Dean of MBA at SJEC, Mr Jeevan Lawrence, Faculty Convener of Zephyr-2019 and Mr Sudarshan Bhat, Student Coordinator of Zephyr 2019, were present on the occasion. The invocation was rendered by SJEC-MBA choir. Ms Naina Pinto of II year MBA welcomed the gathering. Mr Rhys Rego, Student Coordinator of Zephyr 2019 proposed the vote of thanks. Ms Poojashree and Mr Ismail from I year MBA compered the inaugural session.

Special Lecture on "Consumer Disputes & Redressal"

As part of the SJEC MBA special lecture series Advocate Eugine D'Cunha, a renowned advocate from Mangaluru delivered a special lecture on "Consumer Disputes & Redressal" on 26th April 2019 in the Spoorthi Hall, Academic Block 3.

The resource person started with the discussion on Consumerism and rights of the consumer. Several examples from the corporate sector were cited on consumer disputes. He differentiated between customer and consumer. The important features of the Consumer Protection Act, the Indian Contract Act, and Sale of Goods Act were highlighted with the help of several examples. The legal aspects of buying goods and services, negligence of the service provider, the legal course of action for the consumer were discussed.



The presentation included a discussion on unfair trade practices and misleading advertisements. Advocate Eugine D'Cunha also explained the procedure of filing a case in consumer court. He ended his lecture stating that consumer should wake up, should be determined and show activism.

Dr. Prakash Pinto, Dean MBA introduced the resource person and welcomed the gathering. First and second-year MBA students and faculty members of the department attended the lecture.

## Workshop on Work Engagement and Motivation for the administrative staff of Father Muller Medical College



Dr Prakash Pinto-Dean, MBA, Dr Babitha Rohit and Dr Shakila B, Faculty members from the Department of Business Administration, SJEC along with select students of I MBA conducted a workshop on 'Work Engagement and Motivation' for the administrative staff of Father Muller Medical College. The workshop was conducted in 3 batches on 8th, 15th and 22nd May 2019 for a total number of 82 non-teaching staff. The sessions were scheduled between 2:15 pm and 5:00 pm. The first session was on 'Work Engagement, in this session the participants were made aware of health care data error, and ways to prevent errors. Activities

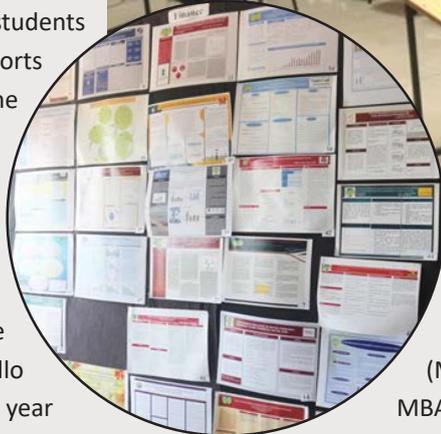
on work engagement, identifying problems and solutions, role-play and teamwork were conducted. Short videos on the role of secretaries in the workplace, greeting customers and phone etiquettes were presented to the participants.

During the second session on 'Motivation at Work Place', the participants were taken through different aspects of Motivation at the workplace. Exercises on 'My Qualities', 'My Success', 'My Pictures' were administered to the participants which helped them to build self-confidence and self-esteem. Topics like positive attitude and stress management were explained to the participants with the help of anecdotes. Short videos on self-motivation were played during the session. The participants actively participated in all the activities and provided good feedback about the workshop.

## Project Poster Competition

As part of the Technova-2019, Department of Business Administration organized one day Project Poster Competition for the students of MBA on 20th May 2019 in Spoorthi Hall, Academic Block III.

Recently the Final year MBA students had submitted their project reports to VTU in partial fulfilment of the requirements for the award of their degree. To showcase their efforts put forth for the preparation of project reports, First-year students also presented In total 53 project posters were (Finance), Ms.Joshna Telisha Rebello (Human Resource) of final year respective specialization. Dr Vincent Crasta, of Government First Grade College, Mudipu judged the competition. Ms.K. Manjula, Assistant Professor-MBA coordinated the event.



Technova-2019 served the perfect platform. seven mini-project posters (group projects). displayed. Ms. Poornima Gajanan Pai (Marketing) and Ms.Glinish Carol Fernandes MBA won the best project poster award in their Professor and HOD - Physics, SJEC and Professor Ajaya

### Webinar on Three Ways to Improve Communication



The Department of Business Administration organized a webinar on ‘**Three Ways to Improve Communication**’ on Tuesday, 04 June 2019 for first-year MBA students. Pamela A. Scott, executive coach to CEOs and business owners, the resource person presented ways to improve communication. She highlighted the number of channels of communication, types of unseen filters and forms of communication styles. She gave an insight into the sharpening of active listening skills and questioning skills. A short quiz was given to the students at the end of the webinar to assess their comprehension level of the webinar.

### Capacity Building Programme on CANVAS-LMS

Department of Business Administration, St Joseph Engineering College, Vamanjoor (SJEC) Mangaluru organized a one-day Capacity Building Programme (CBP) on “Introduction to CANVAS-LMS” on Friday 12th July 2019. Canvas is a virtual platform for efficiently managing teaching-learning practices. Canvas simplifies teaching, elevates learning, encourages collaborative learning among students and eliminates the headache of supporting and growing traditional learning methodologies. It assists the faculty in sharing the course plan, PPTs, lecture notes, creating assignments, conducting timed assessments through tests, quizzes, cases etc. Further, it helps in recording and monitoring the attendance of the entire class and generating individual/consolidated reports in haste.



Dr Prakash Pinto, Dean and CBP Chair welcomed the gathering and introduced the resource person Mr Ragesh Raju, Assistant Professor, Department of Computer Applications, SJEC. Mr Ragesh Raju demonstrated all the aspects of LMS and how it could be used for effective teaching through practical sessions.

Dr Vincent Crasta, Principal Incharge interacted with the participants and highlighted the importance of the use of technology in the classroom for effective delivery of the lectures and appreciated the efforts of the Department of Business Administration in organizing the programme. 29 faculty members from UG and PG colleges of Dakshina Kannada and Udupi Districts attended the programme.

## Alumni Interaction- Ms. Zeeba Naaz

The Department of Business Administration has organized an Alumni Interaction session by Ms. Zeeba Naaz, Lead-Talent Acquisition at Phoenix Global DMCC, Hyderabad, the batch of 2010-12, for 2nd year MBA Students on 14th August 2019 at 2.30 pm in Room no 3701, 7th Floor, Academic Block III.

Ms Chitralkha J Acharya, Assistant Professor, MBA introduced Ms Zeeba Naaz and welcomed the gathering.

Ms Zeeba started her address by showing her gratitude towards the college and the faculty. She stated that MBA students should network with their seniors through various sources like LinkedIn which will help them to identify various avenues for finding suitable jobs. She advised them to get registered for online courses that are available in plenty and also free of cost. These additional certification courses will add value to their profiles. She also gave some tips on grooming oneself to be professional and presentable during the interview. She mentioned that theoretical knowledge is of no value until the students apply it for practical use. Education provides a foundation but practical exposure is very important. In the end, she welcomed the queries of the students and answered them.

Mr. Vinish P, Assistant Professor, MBA, proposed the vote of thanks.



## MDP on Managing an Institution for Clergy and Religious



The Department of Business Administration of St Joseph Engineering College (SJEC), Mangaluru, conducted a Management Development Programme (MDP) on Managing an Institution for Clergy and Religious on 29th and 30th August 2019.

The growing complexity of the modern world necessitates the development of managerial skills of

people who are specifically engaged in leadership roles in different walks of life such as spiritual, pastoral, educational and religious. Hence, there is a growing concern about the application of managerial skills in the field of pastoral ministry. The MDP was intended to provide a platform for priests to gain deeper insights into the area of their work.

The MDP was inaugurated on 29th August 2019 in the august presence of Most Rev. Dr Peter Paul Saldanha, Bishop of Mangalore, who presided over the program and Fr Ravi Sagar SJ, Advocate, Supreme Court & Delhi High Court, who was the Chief Guest on the occasion.

Dr Rio D'Souza, Principal of SJEC welcomed the gathering.

Fr Ravi Sagar SJ, in his inaugural address, expressed the need for training the clergy and religious as there are legal complexities in managing institutions in the current scenario. He opined that although the management of an institution

keeps changing, they should work within the orbit of the legal framework failing which it will be hard for it to survive.

The Bishop in his presidential remarks stated that any differences that arise in the society should be resolved harmoniously. He added that managing an institution in the present day requires a deep understanding of its structure, the law affecting it and the management of the properties



it owns. He stressed on the fact that conflicts or misunderstandings between persons in an institution are very common, but it should be resolved internally. He congratulated St Joseph Engineering College for organising such a unique programme.

Rev. Fr Wilfred P D'Souza, Director of SJEC, wished the delegates fruitful learning during the MDP.

Dr Prakash Pinto, Dean of MBA, proposed the vote of thanks.

Rev. Msgr. Maxim L Noronha, Vicar General, Diocese of Mangalore, Rev. Fr Rohith D'Costa & Rev. Fr Alwyn Richard D'Souza, Assistant Directors of SJEC, Dr Shakila B, Convenor of MDP, Mr Rakesh Lobo, HR Manager at SJEC, were also present on the occasion. Dr Babitha Rohit compered the program.

Over 130 Clergy and Religious attended the MDP. Fr Ravi Sagar SJ, Advocate, Supreme Court & Delhi High Court, was the resource person on the first day. Fr Konrad Noronha SJ, Director and Coordinator of the Pastoral Management Program at Jnana Deepa Vidyapeeth, Pune and Prof Lionel Aranha, Consulting Practitioner in the Finance & Legal Area, were the resource persons on the second day.

### Alumni Interaction- Ms. Sharon Ancita Lobo



The Department of Business Administration organised an alumni interaction on 11th September 2019 in Spoorthi Hall. Ms. Sharon Ancita Lobo, Audit Associate, KPMG Global Delivery Center, Bangalore, and alumna of 2018 addressed the 2nd year MBA Students.

Mr Vinish P, Alumni Coordinator, welcomed the gathering and introduced Ms Sharon to the students.

Ms Sharon, in her interaction, spoke about her experience in KPMG and job role. She highlighted the importance of oral communication, e-mail writing skills in work life. She advised the current batch of students not to learn for the sake of learning and concentrate on understanding the concepts. She also shared the preparations required for attending an interview, and KPMG in specific.

## Rendition-19 A National Level Paper Presentation Contest and Productive Dialogue Competition

Rendition-19, A National Level Paper Presentation Contest and Productive Dialogue Competition was organized by the Department of Business Administration of St Joseph Engineering College (SJEC), Mangaluru, on 25th September 2019 on the theme, Business and Sustainable Development.

The programme was inaugurated by the Chief Guest Dr Arun A B, Professor & Deputy Director (QAC) at Yenepoya Research Centre, Mangaluru. In his inaugural address, Dr Arun emphasized the significance of Innovation & Incubation in an



educational institution that is imparting higher education. He said the institution should thrive to build the necessary ecosystem in the campus to facilitate innovation & incubation. He also elucidated the importance of innovation and entrepreneurship to all the stakeholders of the institute.



Dr Rio D'Souza, Principal of SJEC, who was the Guest of Honour gave a brief description of the initiatives of SJEC towards providing innovation and incubation facilities to the students. He said that an alumni team of SJEC has established a start-up on campus which has received international accolades. He went onto say that the students should collaboratively work to come up with interdisciplinary projects.

Rev. Fr Wilfred Prakash D'Souza, Director of SJEC, in his presidential remarks, spoke about the role to be played

by business administrators in acting as a vital cog between the technologists and the laymen to achieve sustainable development. He called upon the students to develop novel ideas, present them and excel in their respective fields. He wished the paper presenters success and hoped that they would enrich knowledge and be open to learning.

Fr Rohith D'Costa, Assistant Director of SJEC, Mr Rakesh Lobo, HR Manager of SJEC, Dr Prakash Pinto, Dean of MBA were the other dignitaries present.

Ms Acharya Chitralekha J, Faculty Coordinator of the event welcomed the gathering and introduced the Chief Guest. The Student Coordinator, Ms Poojashree proposed the vote of thanks. Ms Naik Jyothi Janardhan from II-year MBA compered the program.

During the day over 40 papers in different streams, both UG & PG will be presented by the participants from various institutions around Mangaluru region and 11 teams are participating in the Productive Dialogue.

### Special Lecture Series on “Critical Vs Creative Thinking”

A special lecture series was organized by the Department of Business Administration on the topic “Critical Vs Creative thinking” on 27th September 2019.

The resource person for the session was Dr Juby Thomas, Assistant Professor, Department of Journalism, Kristu Jayanti College, Bengaluru. Ms. Acharya Chitralkha J, Assistant Professor, MBA introduced the resource person. Dr Juby gave some insight on critical thinking and its impact on enhancing the skills of individuals. She conducted some activity, which involved students and made the session very interactive.

She inspired students to improve their communication skill and knowledge. She motivated students to go back to their childhood days and be bold and active by using your critical thinking skills. She encouraged everyone to question each and everything as you did it in your childhood days.

The session followed by queries by students and was answered by the resource person. Vote of thanks was rendered by Ms Acharya Chitralkha J.



### Flash Mob and Thematic Mime at City Centre Mall, Mangaluru

Flash Mob and a Thematic Mime show were organised by the MBA students, St Joseph Engineering College, Vamanjoor on 18 October 2019 at City Centre Mall, K S Rao Road, Mangaluru.

The event was organised to spread awareness about benefits of waste segregation and impact of climate change among citizens of Mangalore, The students clad in white and blue danced to the tunes of Bollywood, which was followed by Mime Show.

The students highlighted the need for a balanced ecosystem and waste treatment for ensuring a safe and sustainable environment for future generations. The mall witnessed a huge gathering of people watching the event from the balconies and also came forward eagerly to join the students in the celebration. The Management, SJEC and MBA faculty members were present on the occasion.

The department organised a similar event earlier too highlighting the road safety and traffic awareness in the city of Mangaluru.



## Inauguration of PG Courses at SJEC

St Joseph Engineering College (SJEC), Mangaluru inaugurated its PG Courses for the year 2019-20 on 30th September 2019 at Spoorthi Conference Hall of the college.

The program began with the prayer song lead by the MCA choir followed by lighting of the lamp.

Dr K Sankaran, Director of Justice K S Hegde Institute of Management (JKSHIM) was the Chief Guest for the program. Dr Prakash Pinto, Dean of MBA at SJEC welcomed the gathering and introduced the Chief Guest.



A compendium of research publications of SJEC faculty members was released by Rev Fr. Wilfred Prakash D'Souza, Director of SJEC. Dr Felcy D'Souza, Chief Librarian of the college briefed about the research papers published in the national and international journals by the faculty members of SJEC.

Dr Rio D'Souza, Principal of SJEC, spoke about various training programs conducted by the departments of MBA as well as MCA to improve the student's leadership skills and various fests conducted to get students to inculcate organizing skills. He

also mentioned the sessions on data analytics for MBA students who were conducted to improve their technical skills.

The rank holders from MBA and MCA through PG CET who have joined SJEC this academic year were felicitated by the Chief Guest.

Dr K Sankaran in his inaugural speech mentioned few important points which included having great respect for teachers, to unlearn the learning so as improve oneself, ask questions to clarify doubts, open multiple fronts for learning and to always have positive thought.

Rev Fr. Wilfred Prakash D'Souza welcomed all the new students to the college and encouraged them to try their level best to excel in their academics. He also thanked the team for organizing the event.

Ms Acharya Chitralkha J, Convener of the program rendered the vote of thanks. Ms Donita D'Souza, from final year MCA compeered the event.



## Soft Skills Development Training Program for the Employees of Codialbail Press, Mangaluru



Dr Babitha Rohit and Dr Shakila B, Faculty members from the Department of Business Administration, SJC conducted Soft Skills Development Training Program for the Employees of Codialbail Press, Mangaluru on 23



October 2019. The sessions were scheduled between 2.30 pm and 5.30 pm. The session covered various aspects of soft skills like positive attitude, interpersonal skills, emotional intelligence, communication, work ethics, teamwork and stress management. Activities on communication, teamwork and inter-personal skills were conducted. Short videos on positive attitude, emotional intelligence and usage of mobile phones at the workplace were presented to the participants. The participants actively participated in all the activities and provided good feedback about the workshop. Fr Ronald D'Souza, Director and Fr Nilesh Donald D'Souza, Assistant Director, Codialbail Press were present on the occasion.

## Special Lecture Series by Ms Shilpa Hallimane

A special lecture series was organized by the Department of Business Administration in association with "Industry and Innovation Group" of SJC on 24th October 2019.

The Resource person



for the session was Ms Shilpa, Proprietor of Hallimane Rotti, Mangaluru. Dr Anjali Ganesh, Professor MBA introduced the resource person and welcomed her to the gathering.

Ms Shilpa started her session recollecting her past and connecting it to the necessity for her to start a small mobile canteen for her survival. This canteen business flourished over the period and she got a good amount of recognition through social media and print media. Having read about her single-handed fight to lead a decent life on social media, Mr. Mahindra tweeted expressing his desire to partner with the single mother and said: "Delighted to help Shilpa expand her business". She received a Mahindra Bolero pick-up vehicle as an 'investment' in her venture by Mahindra Group chairman Anand Mahindra. Shilpa is a recipient of the Mahindra Transport Excellence Award 2017 for her achievements.

Her message to the students is to never give up in life and always be independent. She has set an example to be an entrepreneur with an innovative idea and minimum investment and she encouraged students to be an employment creator rather than employment seeker.

The session ended with question-answer session and a thanking note by Dr Anjali Ganesh.

## Outbound Training 2019 at Talacauvery, Madikeri

The Department of Business Administration organized outbound training program at Talacauvery, year MBA students on 30th & 31st of October person, Mr.Venkat Ramani from Cool Guru LLP, to apply strategic methods to solve business a successful entrepreneur. Customized for MBA students with games on HR, Finance conducted. Pedagogy based on experiential sharing helps students not only to understand the concepts but also helps in applying them. The goal of this program is to make students aware of global concepts through the fun learning process.

The students were delighted and gave positive feedback towards the end of the day. Faculty coordinator for outbound training, Ms K. Manjula, Assistant professor-MBA, accompanied the students throughout the training program.



organized two-day Madikeri for second-2019. The Resource trained the students problems to become activities specific and Marketing was

## “Genesis” Association Inauguration



The Genesis, a forum of MBA students, was inaugurated on 23rd November 2019 in Spoothi Hall at 2.15 pm. Mr Rabeez Yusuf, Young Entrepreneur and Managing Director, Cleaners HomeMaid, a top player in the category House Servicing in Mangalore was the chief guest.



The programme was inaugurated by lighting the lamp by the dignitaries. Mr Rabeez spoke about his entrepreneurial innovative startup. He also respect and concern for the on the role of digital marketing the speech by narrating a few

journey and shared the struggle behind his highlighted the importance of values like cleaning staff in his business. Further, he stressed and service process in Business. He concluded incidents of winning the customers’ trust.

Dr Rio D’Souza, Principal and Guest of Honour appreciated spoke about the need for technology-enabled MBA manage the modern business successfully.

Mr Rabeez on his achievements and

Rev. Fr Wilfred Prakash D’Souza, the Director, commented on the confidence of Mr Rabeez in risk-taking, and business management as a young entrepreneur. He also spoke about the importance of Genesis in moulding professionalism among students.

Mr Rishi, a student of 2nd year MBA, proposed the vote of thanks.

Rev Fr Rohith D’costa, Assistant Director, Rev. Fr Alwyn Richard D’Souza, Assistant Director, Dr Prakash Pinto, Dean, MBA, Mr Vinish P, Faculty Coordinator were the other dignitaries present in the function.

Mr Mahesh Shetty, the student of 2nd year MBA, was the MC for the event.

## Special Lecture Series on “Entrepreneurial Opportunities and Challenges”

A special lecture series was organized by the Department of Business Administration on the topic “Entrepreneurial Opportunities and Challenges” on 6th December 2019.

The resource person for the session was Mr Vincent Cutinha, Managing Partner of Anupama Feeds & Farms, Kulshekar, Mangalore. Ms Acharya Chitralkha, Assistant Professor, MBA introduced the resource person and welcomed him to the gathering. Dr Prakash Pinto-Dean and faculty members of the Department of Business Administration were present for the session.

Mr Vincent Cutinha started the session by acknowledging the college and the department for giving this opportunity to interact with the students on the topic of entrepreneurship. He gave a brief overview of entrepreneurship and the qualities that are required to start an enterprise. He recollected his past and mentioned his aspiration to start a business. After many unsuccessful attempts, he was able to set up Anupama Farms and Feeds, Karnataka’s leading poultry producers today. Mr Vincent identified the potential of poultry sales in the market and initiated the company’s retail business by establishing the first Ideal chicken outlet at Kulshekar, Kaikamba. The company soon established itself with the chain of retail outlets in the last few years. The company now owns 12 retail outlets in the brand name IDEAL CHICKEN. The company aims to produce and supply good quality, hygienically processed chicken and deliver it to every kitchen.

His message to the students is to be a risk-taker and not to give up with initial failures. Challenges are part of any business and one has to identify opportunities in all the challenges that one faces in his life.

The session was ended with a video presentation and question-answer session. Vote of thanks was rendered by faculty coordinator Ms Acharya Chitralkha.



## Outreach Programme - Christmas Celebrations at ‘Bhagini Samaj’, Mangaluru

The I year MBA students accompanied by the Faculty Coordinator Dr Shakila B, Dr Prakash Pinto, Dean-MBA, Ms Acharya Chitralkha and Ms Slima Pinto visited Children’s Home ‘Bagini Samaj near Morgan’s Gate Mangaluru’ on 14th December 2019. The visit was planned as a part of the Outreach Programme of the Department.

The students and faculty reached there around 2.00 p.m. The students had planned for Christmas Celebrations with the children. The students entertained the children with dance, humorous skit, carols and action songs. Few games were conducted for the children.

To celebrate the joy of giving the students and faculty pooled money and distributed sweets, stationery items and gifts for the children.

The team spent a little over three hours with the children of ‘Bala Yesu Nilaya’ before saying goodbye to them. It was indeed a very satisfying experience for the students as they could bring smiles on children’s faces however for a short period. They realized that one must contribute to and understand his/her social responsibilities towards society, were also present.



## Special Lecture Series on “Certification Courses in Finance and Opportunities in Financial Services Sector”

A special lecture series was organized by the Department of Business Administration on the topic “Certification Courses in Finance and Opportunities in Financial Services Sector” on 17th December 2019.

The resource person for the session was Mr Hilary D’Souza, Senior Training Manager, Aditya Birla Capital. Ms Acharya Chitralkha, Assistant Professor, MBA introduced the resource person and welcomed him to the gathering. Dr Prakash Pinto-Dean MBA was present for the session.

The main aim of this guest lecture was to provide information about the various opportunities available in the financial service and insurance sector. The resource person explained about the various financial service areas like insurance, banking and also how to get into these fields. He mentioned certification courses offered by Insurance Institute of India (III) which promotes Insurance Education & Training in the country. He also mentioned about courses offered by NSE Academy which helps students to build a career in the financial market. Such courses add value to the career of the students in the future. He advised the students regarding how to become a successful entrepreneur in the field of the insurance sector. Overall, the session was informative, insightful and motivated the students to take up a career in the financial services sector.

The session concluded with question-answer session followed by the vote of thanks by MBA Dean Dr. Prakash Pinto.



## Message from the Editorial Team

The editorial team is glad to release the volume 4 of our very own department newsletter “YUKTHA”. The newsletter provides a perfect platform to highlight the contribution and dedication of faculty members and MBA students of SJEC family. The purpose of this newsletter is to enlighten the readers about the latest developments and ongoing initiatives in the department, also inspire management students in specific to contribute more to society at large.

This issue includes various activities organised by the department for industry professionals, teaching fraternity, society, students and underprivileged children during the year 2019. We hope you enjoy reading this issue as much as we have enjoyed making it. We extend our sincere thanks to the dean and members of the editorial team for their support to make this newsletter stand out.



**Dr Prakash Pinto**  
Professor and Dean



**Mr Vinish P**  
Assistant Professor



# ST JOSEPH ENGINEERING COLLEGE

(Affiliated to VTU, Belagavi and recognised by the AICTE, New Delhi.  
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