



ST JOSEPH ENGINEERING COLLEGE

DEPARTMENT OF BUSINESS ADMINISTRATION

VAMANJOOR, MANGALURU - 575 028



Yuktha - 2017

"Esprit De Corps"

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Message from the Director



Rev Fr Joseph J. Lobo

"Ups and downs in life are very important to keep us going, because a straight line even in an ECG means we are not alive". These are the very inspiring words from Ratan Tata. I am pleased to share with you **YUKTHA 2017** the MBA newsletter. You will be delighted to go through this newsletter that contains interesting events of our MBA Department that moulds the students to become the future managers, leaders and professionals who can face the ups and downs of organisational life with courage and confidence. I thank the Dean, the Faculty, Staff and all MBA Students for your tremendous enthusiasm, amazing involvement of academic interest that are summarized in this issue of YUKTHA. My profound thanks to the editor and team of YUKTHA for your initiative and interest in publishing this newsletter. I wish all the best to **YUKTHA – 2017**. May its future issues grow with further ideas through your appreciation and feedback.

Message from the Asst. Director



Rev. Fr Rohith D'Costa

I am very happy to note that the MBA Department is bringing out another edition of "YUKTA". My good wishes to all the readers of this newsletter "YUKTA" which contains the report of all the activities. It is a platform to exhibit the literary skills and innovative ideas of faculty and students. It showcases the great achievements of students and contributions of faculty members. It displays the growth and progress of the Department in various areas. My best wishes to the Dean, the editorial team, faculty and all the students

Message from the Principal



Dr Joseph Gonsalvis

Apt to its name Yuktha is doing its duty being thoughtful of others and reporting courteously on the happenings in the Department of Business Administration. It is the well acclaimed annual NEWS-letter of the department which has been updating the accomplishments of the year. The department conducts various programmes at the national level such as "Rendition", "Zephyr", "Yuvalakshya" etc. that have earned the brand value. These events have become popular and are attracting participants from various regions of our country. Our students of the department are second to none; they take part in many inter-college events held at other institutions and bring laurels to the college. Yes, a good deal of reporting has to happen and the task is handled with ease by our herald the "Yuktha". There are committed people behind this volume in the making; the Editor, the Dean, faculty of the department and the students who are working hard to bring out the best issue. I thank everyone who are involved in this good work and wish them all every success.

Message from the Vice Principal



Dr Rio D'Souza

It is indeed heartening to note that the Department of Business Administration is publishing Yukta as a newsletter of the department. While organizing and conducting a series of fests, talks and other activities for students of the department, it is also important to capture those activities in print, for posterity. The newsletter would thus serve to showcase what has-been, but more importantly, it serves as a guide for the future, by informing the new incoming students about what's on offer. Thus it creates an image and an expectation. Better the newsletter, more the excitement and interest that can be roused.

Here's wishing the newsletter, and the team behind it, all success! May your work raise the bar and bring in waves of fresh thinking and excitement!

With best wishes,

INAUGURATION OF YUVALAKSHYA



Yuvalakshya 2016 - a UG Level Fest is being organized by the Departments of Business Administration (MBA) and Computer Applications (MCA) of St Joseph Engineering College, Mangaluru. The fest is being organized for the students of BCA, BSc, BCom and BBM students from in and around Karnataka.

Yuvalakshya 2016 was inaugurated on Wednesday, 10th February 2016 with the lighting the lamp by the dignitaries which included Mr Brian Fernandes, Chief Officer-Operations, Spearhead Media [P] Ltd, who was the Chief Guest at the Inaugural Function. The other dignitaries present on the dais were Rev Fr Joseph Lobo, Director-SJEC who presided over the ceremony, Rev Fr Rohith D'Costa, Assistant Director-SJEC, Dr Joseph Gonsalvis, Principal-SJEC, Dr Rio D'Souza, Vice Principal/Dean-MCA-SJEC, Dr Prakash Pinto, Dean MBA/Convener Yuvalakshya and Ms Anushree Raj, HOD MCA/Co-Convener Yuvalakshya.

The function began by the invocation of the Divine. The gathering was welcomed by Ms Varsha Baliga - I MBA, who extended warm wishes to all the people present during the Inaugural and dignitaries were then felicitated by the students. This was followed by the Lighting of the Lamp which officially declared Yuvalakshya 2016 open.

The Chief Guest, Mr Brian Fernandes addressed the gathering wherein he stressed the importance of

excelling in the field of an individual's choice. He mentioned that every individual is unique and special in their own right. He also urged the participants to compete with themselves in order to get the best out of them. At the end, he wished that Yuvalakshya would become a grand success and appreciated the organizers for organizing an event of this stature. This was followed by the addressing of the gathering by the Principal and Director who motivated the participants with their words of wisdom.



The newsletters of MBA Department - Yuktha and MCA Department - Tantrakosha, were released by the dignitaries during the occasion.

The curtains were drawn on the Inauguration Ceremony with the Vote of Thanks delivered by Mr Johnson Mascarenhas, I MBA, thereby declaring the fest open to all. The MC's role for the inaugural ceremony was donned by Ms Diana Mathias from I year MBA. The Inaugural programme was followed by a video presentation which introduced SJEC to the participants from various UG Colleges.

The events are being conducted by the students of MBA and MCA with the judges being invited from in and out of the college. All in all 25 teams have registered for Yuvalakshya 2016 under BCom and BBM category and 27 teams under the category of BCA and BSc. Around 500 participants are being a part of the fest.



The fest is comprised of 9 events namely - Ashwamedha (Business Quiz), Padmavyuha (Mad Ad), Akriti (Painting) and Koshadhyaksh (Treasure Hunt) which are being conducted by the department of MBA for the students of BCom and BBM along with IT Quiz, IT Collage, IT Product Launch, IT Dumb Charades and Gaming which are being conducted by the department of MCA for the students of BCA and BSc. The events are designed to test the management and technical mettle of the participants.

GUEST LECTURE BY Ms. KOMAL PRABHU

Industry-academia guest lecture was organized on the "Challenges and opportunities in the Hospitality Industry" on 3rd March, 2016 at 3:00 pm. Ms Komal Prabhu, owner of Maharaja group of hotels, and a well known woman entrepreneur of Mangaluru, was the resource person for the session.

world. She emphasized on the fact that respect towards others and trust over your employees is necessary to survive in the hospitality industry.

She encouraged the budding post graduates to be entrepreneurs and pursue their dreams as there are a lot of opportunities in business and the ability to sustain



The resource person, being a humble person by nature, owes all credit to her husband for introducing her to the business industry. From Srinivas group of hotels to the famous Maharaja group, she mentioned the ups and downs she had to face, being new to business. Nevertheless, she conveyed what it meant to be an entrepreneur and stressed on dreams, confidence and achievement as the key principles of her success. No business is easy and hospitality too had its share of difficulties but her motherly love and understanding towards the needs of her staff and customers is what allowed her to emerge victorious in this competitive

oneself is what will let one touch the pinnacle of success. The ability to take proper decisions, proper guidance, patient listening and avoiding impulsive actions are the mantras to sustain oneself, as she believes it to be. And God, above all, is a vital support system for any individual.

She concluded with some amount of good advice on how should dreams be pursued and how it helped her to transform from a homemaker to an entrepreneur. The lecture wound up by 4 pm with the vote of thanks being delivered by Ms Pallavi Shetty, 2nd MBA.

INDUSTRIAL VISIT TO MCF

An industrial visit was organized for II Year MBA students to MCF, Panambur on 10th March, 2016. Mr Rajnikanth, L&D Trainer at MCF, addressed the gathering. He spoke about the safety procedures and the products developed at MCF. MCF produces products like Mangala Urea, Mangala DAP, Mangala 20:20:00:13, Mangala MOP,



Mangala 10:26:26, Mangala 17:17:17, Mangala Single Superphosphate, Ammonium Bi Carbonate, Sulphonated Naphthalene Formaldehyde Liquid, Sulphuric Acid etc. A film on public awareness was later shown. Mention was made of the Health and Safety Management System Certification. The company has obtained Occupational

Health and Safety Management System Certification OHSAS 18001 and ISO 14001 as a part of its commitment to continual improvement. MCF has also obtained ISO 22000 - Food safety management for their ABC food products which are supplied to the biscuit companies. Year 2014 onwards MCF also transfer their excess electricity power generated to the electricity supply board. MCF also conduct public awareness program about safety. The next session was conducted by senior HR manager Mr Suresh. Firstly, he explained about the main functions of Human Resource Management that is: decision making, problem solving, negotiation, time management, and explained those HR functions in brief. Secondly, he spoke on the pay structure that is: basic, conveyance, performance evaluation pay, gratuity, special allowance, ESI, medical allowance, HRA, etc. Thirdly, he explained how the MCF employees are evaluated by using ranks. The session concluded at 12.30 PM. The vote of thanks was delivered by Dr Anjali Ganesh, Professor from Department of Business Administration at SJEC.

INAUGURATION OF ZEPHYR 2016



Zephyr-2016, the annual National Level Management Fest was inaugurated on 6th April, 2016 at 9:30 am in Bishop Aloysius Paul Hall. The inaugural ceremony started with the video presentation reflecting the theme of the event. Ms Renita Menezes, Student Coordinator

welcomed the esteemed gathering. The fest was inaugurated by lighting of the lamp by the esteemed dignitaries. Mr. Gilbert D'Souza, President of Rachana Catholic Chamber of Commerce and Industry and a well-known personality of the region graced the occasion as Chief Guest.

In his address, Mr Gilbert D'Souza appreciated the video presentation and congratulated the students for their enthusiasm and hard work in organizing the event. He sailing ship depicted in the backdrop of the stage in conjunction with Vasco Da Gama was used as an analogy to explain the journey of success. He further added that one should have a desire in life and must grab the opportunities with determination that leads to



achievement of goals. He also asked the students to think in terms of development and should not underestimate oneself. Mr D'Souza also shared few of his life experiences in his role as a businessman. He encouraged students to take risks and advised to learn from failure. He referred to the parable of "Three Talents" from the Bible and advised the students to use their talents in an optimum way. He concluded his speech with a note that one must always think positively in order to move ahead in life.

Dr Joseph Gonsalvis, Principal SJEC, and the guest of honor for the event, addressed the gathering and asked the students to derive inspiration from the illustrious achievements of the Chief Guest Mr Gilbert D'Souza in his life journey. He concluded his speech by saying that

the health and wealth of the business should be balanced in order to reach the goal.

Rev. Fr Joseph lobo, Director - SJEC presided over the inaugural ceremony. In his presidential address, Rev. Fr interacted with the students in bringing out their views on entrepreneurship. He explained the importance of grabbing the opportunities of life. Finally, he wished good luck to the organizers and the participants of Zephyr-16.

The vote of thanks was proposed by Mr Gowtham M, Student Coordinator of Zephyr 2016. The Master of the ceremony was Ms Dafny D'Souza, II yr MBA.

INDUSTRY-ACADEMIA TRAINING PROGRAM ON REINVENT AND TRANSFORM

An industry-academia training program was organized on 22nd of April, 2016 on the topic "Reinvent and Transform". The resource person for the session was Mr. Ronald Mendonca, Principal Consultant and Coach at

Smart Solutions, Mangalore. He was introduced by Dr Felcy D'Souza, Chief Librarian, SJEC

In the year 2003 Mr. Ronald ventured into training and consulting activities under the name Smart Solutions.





He has experience of more than a decade and conducted training program for entrepreneurs, executives, professionals and students on People management, communication skills, customer service management and also on topic such as campus to corporate.

Mr. Ronald started his training session by telling about Smart Solutions and his works in different fields. He spoke about innovation in industries and skills that

companies require. He asked questions to test the knowledge of the students by some probing questions and gave many important tips which the students can apply in their day to day life. Through an activity he taught the students the importance of networking in day to day life. He also conducted small activity with 6 students in which he asked them about their future and tips which they can give to their friends.

He gave information regarding some of the bank examinations and also gave insight about how to reinvent ourselves and gave important tips regarding this. The students from I year and II year MBA and faculty members from the Department of Business Administration were present for this training program and vote of thanks was proposed by Diana Mathias, student of I year MBA.

ALVIDA 2016



Alvida 2016, the Farewell Programme for all the final year PG and UG students of our college was organized on Saturday, 7th May 2016, at 11:00 AM in Kalam Auditorium, 5th Floor, Academic Block-II.

The dignitaries present on the dais included Ms Shwetha Deep, IT Analyst, Tata Consultancy Services (TCS), Bengaluru, who was the Chief Guest at the Inaugural Function, Rev Fr Joseph Lobo, Director-SJEC who presided over the ceremony, Rev Fr Rohith D'Costa,



Assistant Director-SJEC, Dr Joseph Gonsalvis, Principal-SJEC, Dr Rio D'Souza, Vice Principal-SJEC and Mr Sathyendra Bhat J, Convener-Alvida 2016. It was a proud moment for SJEC as the Chief Guest, Ms Shwetha Deep, one of our alumni was coming back to her alma mater. The event was even more memorable as SJEC was bidding farewell to its first batch of students from the Department of Civil Engineering and the last batch of students from the Department of Information Science and Engineering.



The function began with the invocation of the Divine which was led by the College Choir. The gathering was welcomed by Dr Rio D’Souza, Vice Principal-SJEC, who introduced the Chief Guest and also extended warm wishes to all the people present. The Vice Principal also briefed on Transinn, an initiative taken up by a group of alumni’s of SJEC under the leadership of Ms Shewtha Deep and Mr Anil D’Souza to fund the projects carried out by the final year students of SJEC. The traditional raising of the toast was done by Dr Nalini Rebello, HOD-Civil Engineering. The replies to the toast were delivered by Mr Prajwal Lobo, II, MBA, representing all the PG departments and Ms Ann Varghese, IV CSE, on behalf of all the UG departments.

This was followed by the presentation of the Farewell Video and also the Inauguration of the newly created SJEC Alumni Portal. The Inauguration of the portal was anchored by Ms Sangeeta Ferrao, Placement Officer-SJEC

and the portal was demonstrated by Mr Shivbasava, the representative from Fourth Ambit, the firm which had designed the portal.

The Chief Guest, Ms Shwetha addressed the gathering wherein she stressed the importance of excelling in the field of an individual’s choice. She mentioned that every individual is unique and special in their own right. She also urged the outgoing students to compete with themselves in order to get the best out of them. This was followed by the addressing of the gathering by the Principal and Director who motivated the batch of 2012-16 with their words of wisdom.

The curtains were drawn on the programme with the Vote of Thanks delivered by Mr Sathyendra Bhat J, Convener-Alvida 2016. At the end of the event, the outgoing students were blessed by Rev Fr Rohith D’Costa, Assistant Director-SJEC. The MC’s role for the event was donned by Ms Pramila M, Assistant Professor-CSE.

FACULTY DEVELOPMENT PROGRAMME ON CASE METHOD OF TEACHING & CASE WRITING

A One day Faculty Development Programme on Case Method of Teaching & Case Writing was organized on Tuesday, 12th July 2016. The resource persons were Professor B.V. Raghunandan, Retired Professor of Commerce, SVS College, Bantwal and Dr K. Rajasekharan Pillai, Professor, School of Management, Manipal University.

The morning session was handled by Professor B.V.

Raghunandan on Case Method of Teaching, which is very necessary in class room teaching. The resource person enlightened the participants on various issues which can be brought up as a Case and can be discussed in the classrooms. He focused on related topics likes 'How to present a case study', 'How to form groups for analyzing a case', 'Problems to be tackled while analyzing a case', etc. His presentation was very extensive and informative to the audience.



The afternoon session was handled by Dr K. Rajasekharan Pillai, on Case Writing and demonstrated various cases from different journals including Harvard cases. The resource person spoke on the matters relating to the 'contents of a case study', 'teaching notes', writing skills and the perseverance required for the author while writing a case study. Participants had many queries to which he responded appropriately.

and Assistant Professor & organizing Secretary K. Manjula proposed the vote of thanks.

Faculty members from Dakshina Kannada, Udupi District and Bengaluru colleges participated in the programme. In total there were 45 faculty participants. Dr Prakash Pinto, Dean MBA & FDP-Chair welcomed the gathering



OUTBOUND TRAINING AT PEGASUS INSTITUTE OF EXCELLENCE



The III Semester MBA students, numbering 52, accompanied by the faculty members, Ms Babitha Rohith and Mr Vinish P visited the Pegasus Institute for Excellence Campus in Doddaballapura for three-days Outbound Training from 27-29 July, 2016.

for a comfortable stay. The Institute has exhibited high degree of hospitality, which was very welcoming and made the stay pleasant for all. The objective of the visit was to develop skills necessary for corporate life and prepare oneself to be job ready. The training composed of activities based on self development, team building, multi tasking, time & stress management, strategic thinking & leadership.

The lush green campus is located about 20 kms interior from Doddaballapura and has all the facilities required



The training was coordinated by the faculty members of the Institute. The trainers were backed by support staff, who which were very courteous and helpful during the stay. Each training session comprised of activities and discussions on management lessons to be learned. The students were actively involved throughout the training session and displayed professionalism and team spirit.

The training was concluded with a short valedictory function, where students expressed their gratitude to the trainers and the support staff.

SPECIAL LECTURE SERIES - INSURANCE SECTOR IN INDIA AND CAREER OPPORTUNITIES.



A special lecture on Insurance sector in India and Career opportunities was organised at SJEC for its 3rdSemester MBA students on 17th August 2016 at 3.30 pm in MBA lab. The speaker for the session was Mr Hilary Donald Souza who is working as Sr Training Manager at Birla Sunlife Insurance, M.G Road Mangaluru.

Dr Prakash Pinto, Dean of Department of Business Administration at SJEC, introduced the speaker to the gathering and briefed about special lecture series conducted by the Department from time to time to enrich the knowledge of the students.



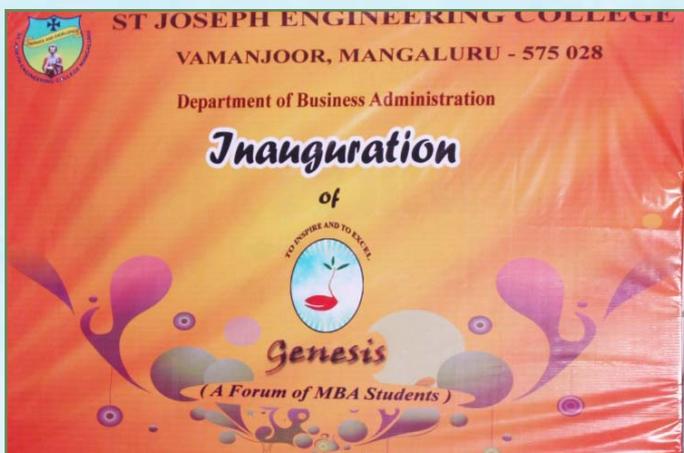
The first half of the talk was basically an outlook on Insurance Industry in India and IRDA regulations governing the insurance companies. He also highlighted the presence and growth of private players in Indian market and Government initiatives in ensuring social security.

The second half of the presentation concentrated on skill sets required for the job aspirants to join Insurance Industry wherein, he mentioned about various job opportunities and certifications required to apply for the suitable post. He also discussed the career opportunities in international markets and shared his experience as an insurance professional.

He has concluded his presentation by assuring all the students the necessary support needed to pursue the career in insurance sector. The presentation was fruitful and students had a good learning session.



INAUGURATION OF GENESIS 2016-17



The Department of Business Administration at St Joseph Engineering College - Vamanjoor, Mangaluru inaugurated the activities of its students' association - GENESIS for the academic year 2016-17 on Wednesday, September 14th, 2016, at 2.30 pm in the Bishop Aloysius Paul Hall in Academic Block III. Ms Vinitha Kottari, Assistant Manager at People Gamut H.R Solutions Mangaluru, graced the occasion as Chief Guest. The other dignitaries present on the dais were Rev. Fr Joseph Lobo, Director-SJEC, who presided over the ceremony, Dr Joseph Gonsalvis, Principal-SJEC was the Guest of Honour, Dr Prakash Pinto, Dean-MBA at SJEC, Ms Chitralkha J Acharya, Faculty Coordinator of GENESIS, and Mr Sachin Nayak, Student Coordinator of GENESIS.

The Inaugural function began by invoking God's blessings with a prayer song by MBA Choir. Ms Joyce Saldanha, II year MBA, welcomed the dignitaries and the gathering.

She also introduced the Chief Guest to the audience.

Lighting of the lamp by the dignitaries marked the inauguration of GENESIS. The Chief Guest, Ms Vinitha Kottari, Who is an alumna of MBA at SJEC, shared her experience as an MBA student, highlighted the importance of communication, taking up new responsibilities and how to have a proper work life balance.

Dr Joseph Gonsalves, Guest of Honor of the function, in his speech, motivated the students to participate in various activities under Genesis. Rev. Fr Joseph Lobo in his presidential address expressed the importance of communication, involvement and leadership among the students.

Vote of thanks was proposed by Mr Johnson Mascarenhas, II year MBA Student.

The Master of the ceremony was Ms Varsha Baliga, II yr MBA.

INAUGURAL OF CLASSES FOR PG COURSES 2016-2017

The Departments of MBA, MCA & M.Tech., (CSE, ECE, & EEE) of St Joseph Engineering College - Vamanjoor, Mangaluru jointly organized the Inaugural of Classes for PG Courses for

the academic year 2016-17, on 17th September, 2016 at 9:15 am in the Spoorthi Conference Hall, 7th Floor of Academic Block-III.



Communication, & M.Tech in Power Electronics were then inaugurated with the lighting of the lamp by the dignitaries.

The inaugural function also witnessed the felicitation of noteworthy performers at the UG level by the Chief Guest.



Ms Varsha Baliga B (II MBA) and Ms Namitha J (III MCA) were then called upon to share their experiences at SJEC.

The Chief Guest of the day, Prof Edmund Frank, spoke about the history of the institute and urged the students to make studies as their top priority in addition to all the extracurricular activities. He also called upon the students to be good managers and stressed on the management aspect of studies. He concluded by wishing all the students the very best in all their future endeavors.

The Principal Dr Joseph Gonsalvis addressed the gathering wherein, he spoke about the leadership qualities to be inculcated among the PG students and urged them to acquire knowledge beyond the curriculum. The Chief Guest was then honored by Rev Fr Joseph Lobo by handing over a memento as a token of gratitude.



The Chief Guest for the Inaugural was Prof Edmund Frank, Dean-PGDBM at St Aloysius College (Autonomous) - Mangaluru. The other dignitaries present on the dais were Rev. Fr Joseph Lobo, Director-SJEC, who presided over the ceremony, Rev. Fr Rohith D'Costa, Assistant Director-SJEC, Dr Joseph Gonsalvis, Principal-SJEC, Dr Rio D'Souza, Vice Principal-SJEC, Dr Prakash Pinto, Dean-MBA at SJEC, and Ms Anushree Raj, I/C HOD-MCA at SJEC.



The programme began with the invocation of the divine which was led by the II year MBA students. The gathering was then welcomed by Dr Prakash Pinto, who also introduced the Chief Guest. The PG Courses, namely: MBA, MCA, M.Tech in Computer Science and Engineering, M.Tech in Digital Electrical and

RENDITION 2016



Rendition 16, A National Level Paper Presentation Contest and Productive Dialogue Competition was organised at SJEC on 27th September 2016 on the theme Business Strategy in Digital India.

The inaugural ceremony began with the student choir of MBA-SJEC invoking god's blessings. The students of 2nd year MBA presented a video highlighting the various activities undertaken by the Department of Business Administration - SJEC.

Rendition 16 was then inaugurated by the Chief Guest - Mr Rammohan Pai Maroor, a successful entrepreneur and former President of Kanara Chamber of Commerce and Industry, Mangaluru. The president of the programme, Rev. Fr Joseph Lobo, Director-SJEC; the guests of honour, Dr Joseph Gonsalvis, Principal-SJEC, Rev. Fr Rohith D'Costa, Assistant Director-SJEC, Dr Rio D'Souza, Vice principal-SJEC, Dr Prakash Pinto, Dean-MBA, Ms Shakila B, Faculty Coordinator of Rendition 16, and Student Coordinator Mr Ashwath K, were present on the dais. Mr Allen Pereira, member of SJEC Governing Council was also present for the inauguration. The event was formally inaugurated by lighting the lamp.

Ms Shakila B welcomed the gathering. Mr Rammohan Pai Maroor, in his inaugural address congratulated the students for their enthusiasm and hard work in organizing the event. He remarked that the present young generation has ample opportunities in every sphere of life and they should make the best use of it.

He advised the present generation to develop the required skills to excel in their career.

Dr Joseph Gonsalvis motivated the students to participate in various activities under Genesis. Rev. Fr Joseph Lobo addressed the students to be enthusiastic and stressed the importance of attributes that an individual should possess - belief in oneself and belief in others. He wished all the participants the very best.

Mr Ashwath K proposed the vote of thanks. Ms Michelle Aranha of 2nd year MBA compeered the programme.

Rendition 16 concluded with the valedictory programme in the evening. Dr Rio D'Souza, Vice Principal - SJEC was the Chief Guest, Dr Joseph Gonsalvis, Principal SJEC was the president of the programme, and Rev. Fr Rohith D'Costa, Assistant Director - SJEC was the Guest of Honour for the programme.

Ms Divya Naik, student from II MBA welcomed the guests and audience. The Chief Guest Dr Rio D'Souza expressed the various perspectives of Rendition. He correlated the concepts of digital and analog by substantiating the vitality of atom in theory of discretion.

The winners of Rendition 16 were announced by Ms Varsha Baliga, student of II MBA. The Chief Guest distributed the prizes to the winners.

Finance Specialisation

I Place - Ms. Anusha K, Alva's Institute of Engineering & Technology, Mijar, Moodbidri. II Place - Ms. Renita Aranha, St. Aloysius College (Autonomous), Mangalore

Human Resource Specialisation

I Place - Ms. Amrutha Shanbhag, Vivekananda College, Puttur. II Place - Mr. Jijesh K S, Srinivas Institute of Management Studies, Pandeshwar, Mangalore

Marketing Specialisation

I Place - Ms. Smrithi K, St. Agnes centre for PG Studies & Research, Mangalore. II Place - Mr. AmrithaKrishna N, Vivekananda College, Puttur.

Productive Dialogue

I Place - Mr. Deekshith D'souza & Mr. Rakshith Pinto,AIMIT College, Mangalore.

II Place - Ms. Komal H S & Ms. Nidhitha Shetty, Sahyadri College, Mangalore.

The vote of thanks was proposed by Ms Diana Mathais, Student Coordinator of Rendition16. Mr Joel Periera compeered the valedictory program.

During the day over 40 papers were presented and 18 teams participated in the Productive Dialogue.

TALK ON HR PHILOSOPHIES AND PRACTICES IN IT SECTOR

Dr Subraya Pai, Senior Unit Manager, Infosys Ltd. - Bengaluru delivered a talk on HR Philosophies and Practices in IT Sector to the students of Department of Business Administration on 14 October, 2016 at Bethania Hall. The talk was organized by the Department as part of the Industry Academia Interface.

order to achieve the set goals. He explained the concept of Design thinking and its importance in delivering superior customer value. He also stressed the role of HR as a mediator between the Management and Employees and the challenges to be tackled in the organization.

He also advised the students to pursue MBA from a holistic view in order to confront various HR issues from



Dr Prakash Pinto, Dean of Department of Business Administration at SJEC introduced and welcomed the speaker to the gathering. Dr Subraya Pai began his talk

diverse perspectives and build a promising career. Dr Pai also gave an insight into the best retention practices in IT industry and opportunities available for the performing employees. He also insisted on work-life balance and its importance in performance management and employee motivational programs.

He concluded the talk by reminding the students to keep themselves updated with the latest business affairs and focus on strong communication skills. Students clarified their doubts regarding the career opportunities in IT industry which was followed by vote of thanks by Ms Pooja Bhat K. of final year MBA.



on the role of top management in envisioning the future of the organization and transforming the work culture in

TALK ON CAREER OPPORTUNITIES FOR MBA IN PROJECT MANAGEMENT



A session on Career opportunities for MBA students in the field of Project management was organised on 24th October 2016 at 3:45 pm. The session was handled by a team of executives, Mr Akash Shetty and Mr Bharath K from Synergy School of Business Skills, a division of CADD centre and authorised training partner of Primavera.

The focal point of the session was the role of project management and the use of Oracle Primavera software to manage various phases in Capital projects in asset intensive industries, Software and Systems development, Six Sigma and Lean process improvement, Sophisticated Manufacturing, and New product development. He also cited the role of Project management professionals in attaining operational excellence in projects implemented in India and abroad.

In addition, Mr Akash presented a case of major operational failure due to lack of sufficient planning, people management skills, and improper utilization of

resources and underlined the importance of project management.

Mr Akash highlighted the importance of Primavera training for MBA Graduates for better career prospects and opportunities for career advancement. He said industries are on the lookout for employing certified professionals to coordinate and monitor projects from initiation through delivery and closeout using Primavera.

The session witnessed active participation from all corners of the audience and concluded on a positive note.



Samrudhi
2nd year MBA

MOTIVATION VS DISCIPLINE

Every one of us come across remarkable sayings like, "when you want to succeed as much as you want to breathe, that's when you will be successful"

OR

"push yourself because, no one is going to do it for you" Be it positive or negative motivation: we all have to come out of our comfort zones to finish off our tasks at hand, the very instance someone motivates us. Motivation gets things done. Motivation is awesome. But for how long does this motivation stay?

There is something far greater than motivation. Something that one realizes he should've done earlier. Something most of us will unknowingly lack. A kick- ass trait that every winner, every achiever and every go- getter has followed - it is being disciplined.

I will also tell you why discipline is a far more superior trait than seeking motivation.

Motivation comes and goes whenever it wants. It may not last till the end of the week, end of the day or probably even till the end of this very article you are now reading. In other words it's temporary.

Motivation is situational. It is based on how one feels at a given point of time. If you don't feel like doing it, then you are off the hook. Well today if you didn't feel like hitting the gym you probably won't, then, at the end of the day you tend to feel frustrated for not having done the same.

Motivation is everywhere. You find people trying to get motivated to do a lot of things. They read quotes, watch movies and what not. True they do get motivated. But how often is their motivation converted into action? We have all attended such programs, watched movies and read books. But coming to think of it, how long did that motivation of yours last.

Discipline on the other hand is a whole different monster that motivation can never match

Discipline is being consistent. The consistency of discipline is what makes you disciplined. You tend to do

it consistently until it becomes a habit. Until it becomes a habit to do it EVERY SINGLE DAY. Discipline is a very rare trait to master. It becomes a monotonous as it gets. But once you master it, it's as good as finding 'Nirvana'. I'm sure all of us, at times, have wondered how our friends scored well in their exams. How they developed a well-toned physique or how they ended being versatile writers, musicians, dancers. If I were to answer this in a word, it would be "discipline". They worked hard every single day while we were sitting on the couch watching TV, gossiping on whatsapp, even playing Candy Crush and talking pride in possessing such expertise in multitasking. Kudos to us!!!

Sachin, our Master blaster played cricket every single day before being able to prevail over international cricket bowlers.

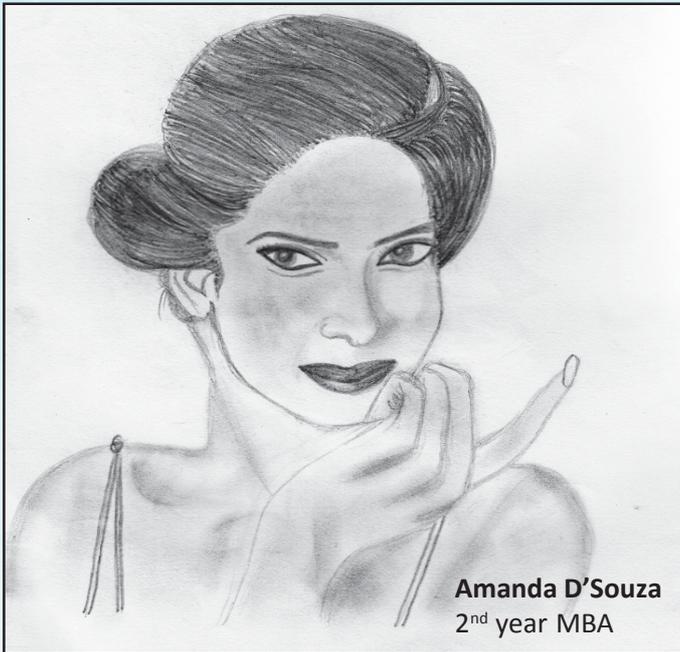
The Beatles, practised every single day before becoming the best band of 20th century.

Your friends probably must have done the same. Let's stop envying them. Please! They did this- day in and day out. Every single day, until it became a habit and they didn't have to actually force themselves to do it every day. It just happened. And we all know how well it ended for them.

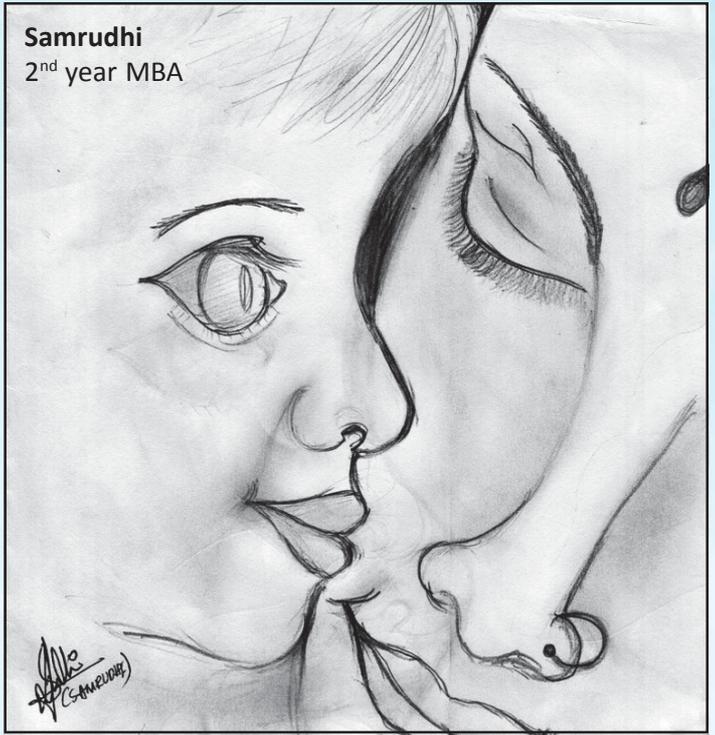
The point is- to achieve your goal, you need to start working towards it every day in a productive manner, which is nothing but being disciplined.

Motivation is what gets you started. But discipline is what keeps you going. Discipline bridges the gap between goals and accomplishment. If you want to score well in your exams, start studying every single day. If you want to lose those 20 lbs, start hitting the gym Every Single Day. If you want to do something that you always wanted to do, but you never did because you lacked motivation: well... what's stopping you? Get going. Do it every single day. 'stay disciplined'.

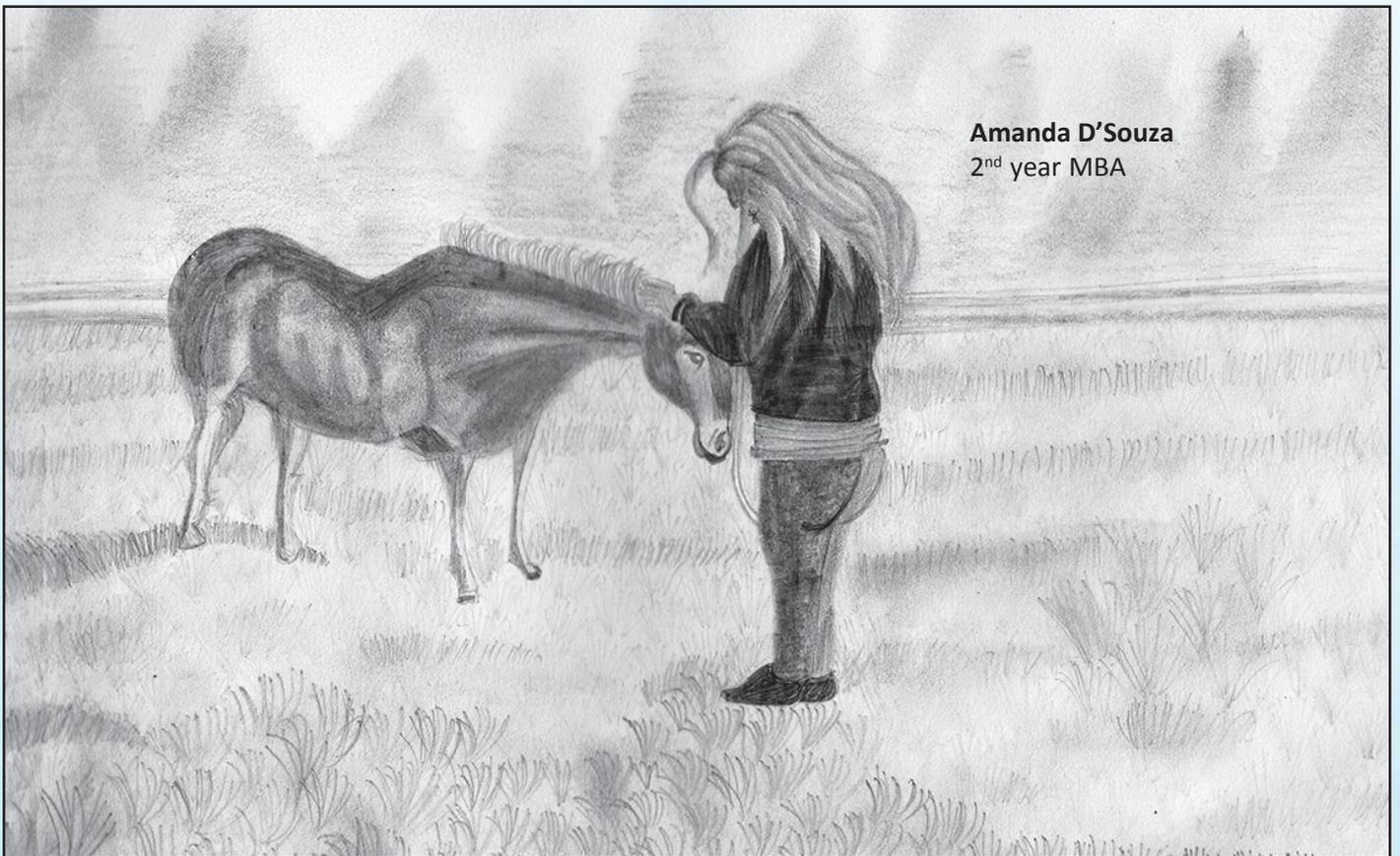
Shareen DSouza
1st year MBA



Amanda D'Souza
2nd year MBA



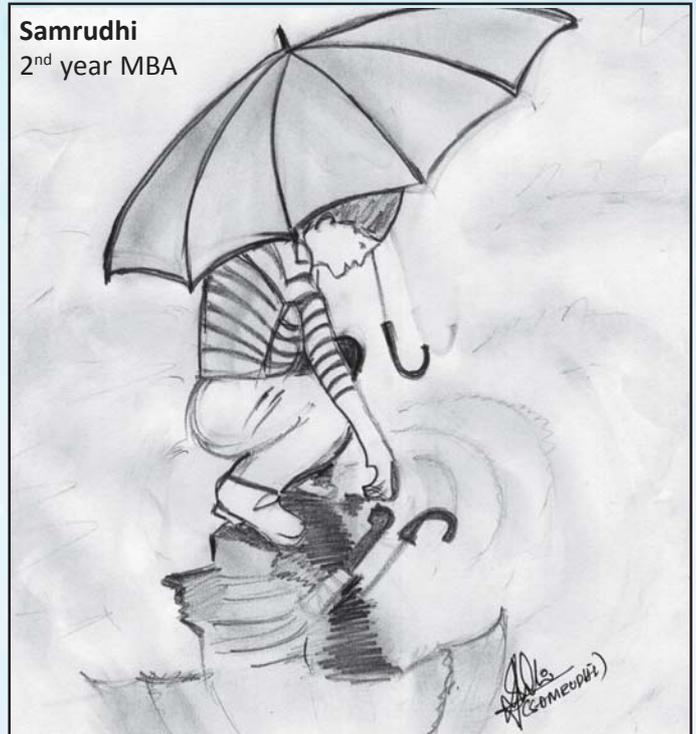
Samrudhi
2nd year MBA



Amanda D'Souza
2nd year MBA



Amanda D'Souza
2nd year MBA



Samrudhi
2nd year MBA

National level Management Fest "Agnite-2K17"
St Agnes College (Autonomous), Mangaluru on 9th Feb, 2017

Marketing Event – 1st Place



HR Event – 2nd Place



**St Joseph Engineering College,
Department of Business Administration
Secured Runners-up in Overall Championship**

Congratulations to Winners!!!

THE MASK WORLD

When I see the li'll kids playing
I remember, I remember those days
When I used to laugh my lungs out
And now I am captured in the picture on the wall.

I can smile only to the extent people expect me to
I can talk only to the extent I am supposed to
I miss my childhood
Where I used to laugh the whole day
And be happy with whatever I say

Tears go down my cheeks
When I miss my childhood
I hate these laughs and the formal talks
Which people expect me to

I am lost in this world of artificiality
The world where everyone's got a mask
Mask that smiles when people want you to smile
Mask that cries when they want you to cry
The real happiness, the happy smiles
The smiley faces, the real me
Everything is lost, forever
Just once more I wanna laugh the way I did
Those days.

Austin Noronha
1st year MBA



JUST ONE MORE DAY

Give me one more day to live again
And I'll promise you to live it to the fullest
Across the place I stand I see the sand starts blowing
People are rushing around me and I see them laughing
Why, oh, why, is this happening?
Why, oh, why, is my life shrinking?

I need one more day
Just one more
To live my life once again
My days are coming to an end
And I am frozen helpless to do anything

I don't know what to do
Memories are striking my head
Hard like the drum sticks
And I am only left with tears
All alone, all alone, forever.
In my dark room,
My pillow is wet with tears

The sword of pain is killing me
Not once but the number of seconds that are left with
me
I wish I could go back and change my life
I wish I could have made a better life
Now that my time has come to an end
I am all alone till everything ends!

Bhanu Prakash
1st year MBA



Message from the Dean



Dr Prakash Pinto
Professor and Dean
Department of Business
Administration

It is a matter of honour for our department to bring out this newsletter. Empowerment of students for their all round development through management education is our cherished objective. Education is not merely acquiring knowledge. It is acquisition of knowledge and skills, building character and improving employability of our young talent. MBA students should develop out of the box thinking and work towards holistic development. This newsletter is meant for churning out the latent writing talent which bears immense potentiality of sharpening the communication skill as part of overall personality development. It gives me immense pride to know that our students possess true potential.

Measures initiated by the College Management, the willing involvement of the faculty and over whelming response and enthusiastic participation of our students in outbound training, special lectures and workshops has made the department vibrant.

An excellent job has been done by the Editorial Board in planning this newsletter and publishing it. I extend my best wishes to the entire team.

Message from the Editor



Ms Chitralkha J Acharya
Editor & Asst Professor
Department of Business
Administration

The purpose of the department newsletter is to disseminate, in convenient form, news about the activities and developments of the department. The current newsletter highlights the activities of our students and the events held during the past one year. It also features visits by eminent scholars from industries through guest lectures and Industry Institute interaction. The issue also gives an insight on the events conducted by the Department of Business Administration such as Yuvalakshya, Zephyr and Rendition. I would like to thank the editorial board for their contribution. Thanks to the management of SJEC and Dean of the Department of Business Administration for the support and encouragement.

Editorial



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SJEC Department of Business Administration

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 the society.
- Inculcating diligence through extra-curricular activities.
- Encouraging entrepreneurial attitude through constant guidance.

St Joseph Engineering College

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To,

Stamp

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