



ST JOSEPH ENGINEERING COLLEGE

VAMANJOOR, MANGALURU- 575 028



Yuktha - 2016

"Esprit De Corps"

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*Message
from the Director*



Rev Fr Joseph J. Lobo

"Innovation distinguishes between a leader and a follower" - Golden words by Steve Jobs.

Yuktha the Annual departmental newsletter from MBA department contains the stories, ideas, events and reflections of our future Managers, followers and leaders.

I thank the Dean, the Faculty, Staff and all MBA students for your creativity, interest demonstrated in sharing your energy in bringing out Yuktha - 2016. My profound thanks and appreciations to the editor and team of YUKTHA. Wishing every success to the Department of MBA - SJEC in all its endeavours.

*Message from the
Asst. Director*



Rev. Fr Rohith D'Costa

Greetings to all.

'Management education is all about freeing the mind and unleashing the analytical capability regardless of the situation. This analysis leads to clarity of thought which in turn leads to better decision making. After all, managers are expected to take key decisions and lead a company/firm to greater heights. SJEC always supports students in this direction where students are created with opportunities to learn and unlearn and equip themselves to take good decisions.

*Message from the
Principal*



Dr Joseph Gonsalvis

Happy to note that the Department of Business Administration is bringing out its annual Newsletter Yuktha-2015 to update the accomplishments of the year in the department. Yes indeed, there were many activities held in the department, of particular mention is "Rendition", "Zephyr", "Yuvalakshya" etc., and the students of the department took part in many inter-college events held at other institutions bringing laurels to the college. It is quite pleasing to note that the Dean and the faculty are putting their best in guiding the students and department as a whole in achieving the best from year to year. Trust that for the community of readers of Yuktha the wait is over and wish you all happy reading. I thank everyone who worked hard in bringing this issue fruitfully.

*Message from the
Vice Principal*



Dr Rio D'Souza

In its quest for excellence, the Department of Business Administration has scaled new heights during the last year. There have been many new initiatives and the annual newsletter is sure to carry a snapshot of all that has been. But it is not the "has-been" that evokes more excitement for an observer like me; it is the promise of what "could-be"! And there is plenty that could be... Yuktha should not only be a kaleidoscope of what has been, but also a telescope to what could be...

Yuvalakshya 2015; A Confluence of Excellence

The inaugural ceremony of Yuvalakshya 2015: an UG Level Fest organized by the Departments of Business Administration (MBA) and Computer Applications (MCA) of SJEC was held at 9:30 am on 25th February, 2015. The fest was organized for the students of BCA, B.Sc., B.Com., and BBM Students from in and around Mangaluru.

The inaugural ceremony commenced with a prayer and was followed by lighting of the lamp by dignitaries. Mr Subodh Shetty, Managing Director, Prasanna Technologies Pvt. Ltd, Mangaluru was the Chief Guest of the ceremony. The other dignitaries present on the dais were Rev. Fr Ajith Menezes - Director In-charge 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, and Ms Anushree Raj - HOD-MCA.

The Chief Guest, Mr Subodh Shetty, in his address, stressed the importance of excelling in the field of an individual's choice. He gave several examples to prove that the people who chose their career path had ended up being successful. He also voiced his opinion on the concept of "Make in India", which is the dream venture of the Prime Minister of our country. At the end, he wished that Yuvalakshya 2015 would become a grand success and appreciated the organizers for organizing an event of this nature.

The inaugural ceremony culminated with a vote of thanks delivered by Ms Crystal Mathias, I MBA, thereby declaring the fest open to all. The MC's role



for the inaugural ceremony was donned by Ms Audrey Lobo from I year MBA.

The Inaugural programme was followed by a talk from Dr Rio D'Souza, Vice Principal - SJEC, who presented a brief overview of SJEC. Dr Prakash Pinto - Dean MBA and Ms Anushree Raj - HOD-MCA, also gave a short description of their respective Departments.

The events in Yuvalakshya were conducted by the students of MBA and MCA with the judges being invited from in and out of the college. 30 teams from 21 Colleges registered for the events.

The Fest includes 8 events: Ashwamedha (Business Quiz), Padmavyuh (Mad Ad), Akriti (Painting) and Koshadhyaksh (Treasure Hunt), were conducted by the Department of MBA for the students of B.Com. and BBM, along with Smritizastra (Coding), Jaalakara (Web Designing), Kalakumbh (IT Dumb Charades) and Dyuta (Gaming) were conducted by the Department of MCA for the students of BCA and BSc. The events were designed to test the management and technical mettle of the participants.

Tech Fest Tiara - 2015

As part of Tiara-2015, Department of Business Administration conducted various management events on 18 and 19th March, 2015. The events are as follows:

Innovator (B-Plan)

Ten teams registered for the event. Five teams qualified for the final. The judges for the final round were- Dr. Vincent Crasta, HOD Dept of Physics, SJEC and Ms. Babitha Rohit, Asst Professor Department of Business Administration, SJEC.

I prize winners – MIT, Manipal

Mr Rakesh N.R, Mr Ashwin J Baliga

II prize winners – SDIT, Kenjaru, Mr Jobin K Jose
Mr Rahul K. P.

Creative Heads (Mad Ad)

Seven teams registered for the event. Six teams qualified for the final. The judges for the final round were- Mr.Sathyendra Bhat J and Mr Ragesh Raju, Asst Professor MCA, SJEC

I prize winners – SDIT, Kenjaru

Mr Siji Joseph, Mr Mauprathap K., Ms Abin Shaju

II prize winners – MBA, SJEC

Mr Adarsh Bhagvath, Mr Damodar Baliga, Mr Shreenidhi, Mr Shrikar

Innowiz (corporate Strategy)

Ten teams registered for the event. Six teams qualified for the final. The judges for the final round were Ms Chitralkha Acharya, Asst Professor Department of Business Administration, SJEC. Ms Lorraine Rosario, Asst Professor Department of Business Administration, SJEC.

I prize winners – SJEC

Ms Audrey Lobo, Ms Shelma D'souza

II prize winners – SJEC

Ms Swapna, Ms Priyanka K V R

Guest Lecture on Family Business and Entrepreneurship

A special lecture on Family Business and Entrepreneurship was organised by the Department of Business Administration on 11th April, 2015 at 11:00 am in Bishop Aloysius Paul Conference Hall. The lecture was delivered by Mr Walter D'Souza noted exporter and the Chairman of Federation of Indian Export Organizations - Southern Region, Ministry of Commerce, Government of India.

Mr Walter D'Souza was introduced to the gathering by the Dean of the Department of Business Administration, Dr Prakash Pinto. Mr D'Souza, in his lecture, highlighted the essentials of family business, problems encountered by family businesses, importance of succession planning and the tips to succeed in a family business. He urged the need for discipline, hard work, sincerity, and systems in managing family businesses and to



succeed as a family entrepreneur. He requested the budding MBAs to take up entrepreneurship and create employment.

He alerted the students on the struggles & challenges ahead and encouraged the gathering to work hard & overcome the challenges. He motivated the MBAs to enter the field of business with a positive attitude. The lecture was followed by question answer session. Ms Bhargavi of IV Semester MBA proposed the vote of thanks.

Zephyr 2015

"Zephyr 2015- A Fusion of the Best" a National Level Management PG Fest that was conducted by the Department of Business Administration of SJEC on the 16th & 17th of April, 2015.

The inaugural ceremony of the fest commenced at 9:30 am with a prayer song invoking God's blessings. A video giving the jest of Zephyr over the years was shown. Ms Jacinta Vijay Alfred, Mayor of Mangaluru

City Cooperation was the Chief Guest for the ceremony. Rev. Fr Ajith Menezes, Director-in charge SJEC, Rev. Fr Rohith D'Costa, Assistant Director SJEC, Dr Joseph Gonsalvis, Principal SJEC, and Dr Rio D'Souza, Vice-principal SJEC were the other dignitaries present during the ceremony. Faculty Coordinator Mr Chaco P.J along with Student Coordinators Ms Alzin Menezes, Mr Ashwin Palankar & Mr Anish Correa conducted the proceedings.

The trophies for the fest were unveiled by the dignitaries. Ms Alzin Menezes welcomed the gathering to the inaugural ceremony. A brief description on Zephyr 2015 was presented by Ms Giselle D'Almeida.

The Chief Guest Ms Jacintha Alfred, in her address focused on ethics & hard work. She also encouraged all participants and students to successfully face all challenges coming in one's way.



Dr. Rio D'Souza, too, encouraged the students by highlighting the word "zeal". He also symbolized the significance of heat to harmony. Rev. Fr Ajith Menezes in his Presidential address advised all participants and MBA students to equip to manage self before managing a business. The vote of thanks was proposed by Mr Ashwin Palankar. The media made its presence felt immensely. The inauguration was compeered by Ms Roshel D'Almeida. The inaugural function concluded at 10:45 am

Guest Lecture on Winning Attitude

A session on "Winning Attitude" was organized for the MBA Students on 24th April, 2015 at 3:00 pm in Bishop Aloysius Paul Conference Hall. The session was handled by Mr Rajinikanth U, Head of Learning and Development, Mangalore Chemicals and Fertilizers, Mangaluru.

Mr Rajinikanth U was introduced to the gathering by Dr Anjali Ganesh, Professor in the Department of Business Administration.

Mr Rajinikanth, in his addressed, introduced the concept of learning, training and how to learn from one's own development.



He demonstrated the winning attitude through a management game based on logistics. He highlighted that in the globalised world companies have to collaborate to compete, citing the examples from electronics industry. He requested the future leaders to inculcate win-win attitude.

The session concluded with the vote of thanks by Ms Audrey Lobo student of First Year MBA.

Guest lecture on 'Fragile to Agile'



A talk on 'Fragile to Agile' was held on 5th May, 2015 at Bishop Aloysius Paul Conference hall for MBA students. The talk was delivered by Mr Shashank G.K, Partner at EZ Technology, Mangaluru. Dr Anjali Ganesh, Professor, Department of Business Administration, introduced the Guest Speaker and handed over the session to him.

Mr Shashank started the session by questioning the audience on the functioning of an IT industry from a management perspective. The students responded by offering their views. Mr Shashank then gave a

glimpse of his own professional career as to how he rendered services in organizations as a software engineer, team leader, project manager etc, and his zeal to take up challenging tasks and successfully completing them.

Mr Shashank gave a brief description of the software industry in the current scenario and the need for client satisfaction in software industry. He elucidated the functions of a project manager in the software industry and explained the term fragile as doing things in haphazard manner and agile means doing things simultaneously.

The various phases of change management were demonstrated by him. He justified that agile is good only if the company implements a proper change management. The session was followed by students asking questions with the guest speaker. The session concluded with the vote of thanks by Mr Prajwal Lobo student of First Year MBA.

ALVIDA 2015: Farewell Program for Final Year PG and UG Students

A farewell program ALVIDA-2015 was organized for final year Undergraduate and Postgraduate students for the academic year 2014-15 on 14th May, 2015 at 12:00 pm in the College Auditorium. Dr Prakash Pinto, Dean MBA welcomed the gathering and conveyed the farewell message of Rev. Fr Joseph Lobo, Director SJEC.

Dr Vincent Crasta, Dean Student Welfare and Alumni Affairs raised the toast and Mr Voilet D'Souza and Mr Glen D'Souza replied to the toast. Rev. Fr Ajith Menezes, Director In-Charge, was the Chief Guest of the function. Rev. Fr Rohith D'Costa, Assistant Director, Rev. Fr Alphonsus Cardoza, Campus Minister/Counsellor and Dr Rio D'Souza, Vice Principal, were the Guests of Honour. Dr Joseph Gonsalvis, Principal-SJEC, presided over the function.



The guests blessed the students and wished them a successful life and career. Mr Shreeranga Bhat, the Convener of the function expressed gratitude and proposed the vote of thanks.

At the end of the program, Rev. Fr Alphonsus Cardoza, Campus Minister/Counsellor blessed the students with special prayers as they embarked on their new stage of life as Professionals.

Ms Ramya M, Assistant Professor from the Department of Mechanical Engineering, compered the ceremony.

Guest Lecture on: How to Prepare for Bank Exams?

A special lecture on “How to prepare for Bank Exams?” was delivered by Mr Steevan Tellis, Assistant Professor at Srinivas Institute of Technology, Valachil, Mangalore, for the 2nd year students of the Department of Business Administration, SJEC, on 7th August 2015 at 3 p.m. in the MBA Lecture Hall, Academic Block III.

The session began with the introduction of the resource person by Ms Acharya Chitrakleha, Assistant Professor, Department of Business Administration, SJEC. The session emphasized the importance of a career in the banking sector for the youth of today. Queries regarding the banking exams to be attempted, the eligibility criteria of the candidates, the preparation required, the benefits arising out of a profession in the banking sector and the development of interest in the area of current affairs were discussed. The students were encouraged to challenge their quantitative aptitude,



data interpretation, logical, visual and critical reasoning skills as well. The significance of Basic English language, general awareness and computer knowledge was stressed upon.

The students were also motivated to join bank exam coaching and attempt making a career in the banking sector which will benefit them in the future. The session concluded with the vote of thanks delivered by Ms Pallavi Shetty, student, II yr MBA, SJEC.

Workshop on Employability Skills



The One Day workshop on ‘Employability Skills’ for the 2nd year students of the Department of Business Administration, SJEC, was held on 13th, August 2015 at Bishop Aloysius Paul Conference Hall. The main objective of this workshop was to enhance the employability skills of the students and encourage them to become reflective learners and present themselves effectively to the potential employers. The resource person for the morning session was Prof. (Major) Radhakrishna, Corporate Trainer, Manipal.



The session began with the introduction of the resource person by Ms Shakila B., Assistant Professor, Department of Business Administration, SJEC. Prof. Radhakrishna emphasized on “PERSONIFY POWERFUL PERSONA”. Prof. Radhakrishna advised the students in their career choices, discover opportunities and to lead an organized life. He showed videos on career challenges, self discovery, new horizon, life skills and self belief, which were well appreciated by

the students. The session ended at 1:20 pm, with the vote of thanks delivered by Ms Larissa Rodrigues, Student, II year MBA, SJEC.

The afternoon session began at 2:00 pm. The resource person for the afternoon session was Prof Anila Kamath, Director - CE, CLHRD, Mangaluru. Prof. Anila began her session by elucidating the skills, namely, mind skills, social skills and language skills, an individual should possess to succeed in life. She conducted an activity to test the mind skills of participants. Later, Prof. Anila discussed the four

stages of recruitment. She gave a clear idea as to how to prepare a CV and how to write an application for a job. She conducted a group discussion by dividing the students into groups and gave her observations. Mock interview was conducted where a participant was interviewed by her. She gave effective tips to the students regarding how they should appear for the interview. The session concluded at 4.30 pm with the vote of thanks delivered by Ms Shelma D'Souza, Student, II year MBA, SJEC.

Guest Lecture on Travel and Tourism: Opportunities and Challenges



The session on "Travel and Tourism: Opportunities and Challenges" by Mr Nayan Survarna and Mr Preetham, Partners, The Travel Terminal, for the IInd year MBA organized by dept of Business Administration as part of SJEC-MBA special lecture series. The talk was held on August 27th, 2015 at 3:00 pm in MBA classroom.

The session began with the welcome speech by Navya V.S, Student, II yr MBA. Mr. Nayan Suvarna

started the session by encouraging the students to venture into new business. He also emphasized on developing social contacts and network for business. Mr. Preetham spoke about competitions from online business and strategies to overcome it. He continued the session by giving various examples about technology and how students can set up their own business in a new place without spending much and promoting business through Whatsapp and Facebook.

Mr. Nayan and Mr. Preetham answered the queries by the faculty and students regarding the scope of the business and grooming the students for job market. The session was concluded with a video on educational tours organized by them for students of various institutions. Vote of thanks for the session was given by Ms Prathiksha Shetty, Student, II yr MBA. The session concluded at 4:15 PM

Guest Lecture on "A Day in the Shoes of Budding Entrepreneur"

As part of MBA Special Lecture Series, a talk was delivered by the Alumni of the Department of Business Administration, Mr Kailas Bhat, from the Class of 2011 on 10th September at 3:00 pm. Mr Bhat is an entrepreneur and founder of Technozest. Mr Kailas Bhat was introduced by Ms Lorraine

Rosario, Assistant Professor, Department of Business Administration.

Mr Kailas Bhat started the session by sharing his own experiences. According to him MBA gave him the platform to improvise and develop the qualities and has made him a successful entrepreneur.

According to him MBA should not be considered as only an additional degree but it is the platform which will help the students to fine tune their skills and be ready to face the challenges outside.

An entrepreneur is the one who thinks innovatively and comes up with creative solutions. They are the problem solvers. The prime focus should be on finding the problems in society and trying to get solutions for it. That is how ideas come up to become an entrepreneur. The easiest way to be entrepreneur is just seeing things around and grabbing the opportunities available. Self interest and hunger for more is the essence for anyone to grow.

According to him one should be like a child, curious and always be ready with questions which will turn oneself into a successful person. A good entrepreneur should have good communication skills and be able to explain exactly what customers need. Communication doesn't need good vocabulary and language but it is the way you express with convincing ability. The 'little extra' is something very



important for an entrepreneur. One more aspect which is important is networking and to be updated with current affairs and social issues.

Three important points that he emphasized is "Decide, Commit and Success". Once you decide, start working towards it with full commitment and the success follows. According to him, the right time to execute things is when your plan is 60% ready.

The session concluded by queries with the speaker. The vote of thanks for the session was given by Ms Shelma D'Souza, Student, II year MBA. The session concluded at 4:30 pm.

Orientation Programme for First Year MBA Students

The Orientation Sessions for the First Year MBA Students were held on 16th, 18th and 23rd September 2015. The details of various sessions are provided below.

Session by Dr Prakash Pinto

Dr Prakash Pinto started the session by presenting the Vision, Mission and Motto of SJEC. He spoke about the members of the Management of the College. Mission, Vision, Programme educational objectives (PEO's), Programme outcomes (POs) and Graduate attributes of the Department were explained.

The faculty profile and area of specialization of each faculty were highlighted. VTU research facilities provided by the College and the various activities of the Department were displayed.



Session by Ms Shakila B on MBA curriculum of VTU and Introduction of Dual Specialization

The session began with the introduction to the MBA curriculum for the academic year 2015-16. The students were explained the importance of dual specialization and were briefed about the guidelines relating to dual specialization.

Session by Ms K Manjula on “Art of Convincing”

Art of Convincing” stressed on how to develop the powers of persuasion and help you to get ahead in business and personal relationships.

Activity: The students were given a situation of a village where each student was a member of the panchayat and one student assumed the role of a sarpanch. Each member student was given a problem of the village and he was asked to convince the sarpanch to look into his problem first. The student who is able to convince the sarpanch is the winner.

The session provided the students the essential guidelines to enhance the power of persuasion, negotiate successfully and have a Win situation.



Session by Ms Chitralkha J. Acharya on “Personality Development”

The focus of the session was to make the students aware of their personality and how can they make it more effective. It also gave an insight on healthy food habits to keep them energetic throughout. The session concluded with some guidelines for students to make them look professional.

Campus Tour by Ms Lorraine Rosario

Students were taken for a tour around the campus where they were shown the different Departments and the various facilities provided by the college.



Session on Regulations Governing MBA programme by Ms Babitha Rohit



The session was conducted to inform students about the regulations governing MBA programme under VTU. Regulations regarding attendance requirement, internal assessment components and marks, eligibility for passing, internship, evaluation of theory, award of class and Examination Management System (EMS) were covered in this session.

Orientation Session on Library facilities by Dr Felcy D’Souza

Dr Felvy provided demonstration cum orientation on various library resources (print+ online) such as e-journals, e-books, online databases: Ebscohost – Business Source Elite, Del-net, online library catalogue, e-question papers, NPTEL programmes etc. Information on library membership, working hours, borrowing facilities such as through borrow cards, bookbanks, library awareness quiz and overnight issue of library books.



Session on Positive Attitude and Team Building by Dr Anjali Ganesh



The session by Dr Anjali Ganesh covered the important aspects of positive thinking and perseverance. She also demonstrated the importance of sharing the knowledge as well as learning from each other. She displayed the video on positive thinking and students were asked to identify the core learning concepts from the presentation.

Session by Management of SJEC

As a part of the orientation program, Rev Fr Joseph Lobo, Director, Dr Joseph Gonsalvis, Principal and Dr Rio D’Souza, Vice Principal interacted with the first year MBA students.



Guest Lecture on: A talk on “Consumer Behaviour & Marketing Strategies in Retail food market”

The talk was delivered by Mr Mithun Bhat Kakunje, for the MBA students. The talk was held on 21st September 2015 at 3:00 PM in Bishop Aloysius Paul Conference Hall. Mr Mithun Bhat Kakunje, CEO of Kakunje group, was introduced by Dr Anjali Ganesh, Professor, Department of Business Administration. Mr Mithun Bhat Kakunje started the session by sharing his experiences on Marketing Strategies and Consumer behaviour and how to apply them. He made us realise the timings at which we consume products and how it affects the suppliers. He conducted a live study by involving a two-way communication with the audience. Post questioning he came to know the taste and preferences of the audience and how much percentage of different food was consumed by them. He thus made an analysis of the students’ behaviour pertaining to food and its taste. He stated that consumer behaviour is complex because, when youngsters are with the family, their eating habits differ than when they are with people of their same age group. He also spoke about the 4 P’s of marketing which are Product, Price, Place and Promotion. Product is nothing but the food stuffs he supplies. Price comprises the cost of labour, material and administration.



Mr Mithun signified the essence of economies of scale. Place is the location where the products are sold and where the consumers reach out for their consumption. Place should be accessible and convenient. Promotion is publicity of the products to attract consumers through channels of communication like television, radios, pamphlets and word of mouth which is very important. He emphasized a lot on consumer delight which is much higher than the consumer satisfaction. The session was concluded by the queries from the audience which was well explained by the speaker. The vote of thanks for the session was given by Ms Priyanka, Student, II yr MBA. The session concluded at 4:30 p.m.

Outbound Training at Pegasus - Bengaluru

The III Semester MBA students accompanied by the Dean-MBA, Dr Prakash Pinto and Faculty Coordinator Ms Shakila B visited the Pegasus Institute for Excellence Campus in Bengaluru for a three-day Outbound Training from 23-25 September 2015. The main objectives of the training programme was preparing job aspirants to face interviews thereby increasing their chances of employment and also to experience methods and practices that enable constructive interactions.

The three-day training included sessions and physical activities on Employability skills which included self



discovery, resume writing, interview skills and activities to boost the confidence levels of

participants. With respect to Interpersonal skills the students were given different tasks to interact on the basis of disclosure and feedback. They were made to recognize the impact of perceptions during interactions. There were

activities on team building, trust building and handling conflict maturely.

The MBA students gained rich experience by attending the outbound training.

Inaugural of PG Courses: 2015-2016



The Departments of MBA, MCA & M.Tech (CSE, ECE & EEE) of St Joseph Engineering College, Mangaluru, jointly organized the Inaugural of PG Courses for the year 2015 at 9:30 am in the Spoorthi Conference Hall on the 7th Floor of Academic Block-III of the college. The Chief Guest for the Inaugural was Shri M R Vasudeva, Former Director of Mangalore International Airport. 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, SJEC and Ms Anushree Raj, I/C HOD-MCA, SJEC. The programme began with the invocation of the divine which was led by the College Choir. The gathering was welcomed by Dr Prakash Pinto, Dean-MBA, who introduced the Chief Guest to the gathering and the dignitaries were welcomed florally. The PG Courses namely MBA, MCA, M.Tech in Computer Science and Engineering, M.Tech in Digital Electrical and Communication & M.Tech in Power Electronics were then inaugurated with the lighting of the lamp by the dignitaries.



A brief introduction to the PG Courses at SJEC was given by Dr Rio D'Souza, Vice Principal, wherein he touched upon the salient features of the MBA, MCA and M.Tech courses offered in the college. The inaugural function also witnessed the felicitation of noteworthy performers at the UG level by the Chief Guest. Ms Crystal Mathias (II MBA) and Ms Nisha K (III MCA) were then called upon to share their experiences at SJEC. The speeches by the senior students were received with great applause and gave the junior students a feeling of being at home.

The Chief Guest of the day, Shri M R Vasudeva, spoke about the social responsibilities of each and every student by quoting his vast experiences in all aspects of life. He 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, Director-SJEC, by handing over a memento as a token of gratitude. The President of the function Rev Fr Joseph Lobo welcomed the PG students to the college and requested the students to

be brand ambassadors of the institute. He wished all the students a pleasant stay in SJEC campus.

The curtains on the Inaugural were drawn with the Vote of Thanks proposed by Ms Anushree Raj, I/C HOD-MCA. The programmed concluded with the College Anthem sung by the College Choir.

Inauguration of Rendition-15

Rendition-15, A National Level Paper Presentation Contest and Productive Dialogue was organised by the Department of Business Administration at SJEC on 7th October, 2015, on the theme "Make in India". The Inaugural Ceremony of the event was held at 9:30 am in Spoorthi Conference Hall, 7th Floor – Academic Block III.

The ceremony commenced with an invocation by the College Choir, followed by a video presentation highlighting the various activities undertaken by the Department of Business Administration at SJEC. The event was inaugurated by the Chief Guest for the function, Dr P.G. Aquinas, Associate Professor & Coordinator-M.S.W. at Mangalore University by lighting the lamp. Rev. Fr Joseph Lobo, Director-SJEC presided over the ceremony. Guests of Honour, Dr Joseph Gonsalvis, Principal-SJEC, Rev. Fr Rohith D'Costa, Assistant Director-SJEC, and Dr Rio D'Souza, Vice Principal-SJEC, along with Dr Prakash Pinto, Dean-MBA, Ms Babitha Rohith Faculty Coordinator, Rendition 15 and Student Coordinator Ms Lisa D'Souza, were present on the dais. Mr Allen Pereira, Member of Governing Council - SJEC was also present for the inauguration ceremony.

Ms Babitha Rohith, Faculty Coordinator, Rendition-15 welcomed the gathering. Dr P.G. Aquinas is a well sought after Consultant and Trainer. A prolific



writer, he has published over 12 books on Management and Economics. His material is used by over 21 Universities in India. He has researched and published several articles in the areas of Organisation Behaviour and Management of Human Resources. He has served several universities and Autonomous Institutes as Member of Board of Studies (BOS) and Examiners (BOE) for MBA and M.Com Courses.

Addressing the gathering, Dr P.G. Aquinas congratulated the Faculty and the Students for conducting the programme. He remarked that activities are important to students, because today's economy is knowledge economy and information is available at a click of mouse anywhere and everywhere. He enticed the students to be sincere in their work. He also said that knowledge comes to us freely and we need to give it freely. He further added that sincerity, zeal for learning, understanding and enthusiasm will help to create the best entrepreneurs. Dr Joseph Gonsalvis, Principal-SJEC, in his address, persuaded the students to be hard working, by illustrating the model of China. He advised the students to focus on manpower as awareness and



additional knowledge is required to build a good number of people to manage business.

Rev. Fr Joseph Lobo motivated the students to be enthusiastic and encouraged them to practice ethical principles in business and also welcomed all the participants to Rendition-15.

Ms Lisa D'Souza, Student Coordinator of Rendition-15 proposed the vote of thanks.

Over 45 papers in areas of Finance, Human resource and Marketing were presented during Rendition-15. Ms Prathiksha Shetty of 2nd MBA compered the programme.

Guest Lecture on Key Account Management

As a part of the MBA Special Lecture Series, a Guest Lecture by Mr Chandrakanth Inna Rao on **Key Account Management** was organized by the Department of Business Administration on 9th October, 2015.

The session was started by a short welcome address from Dr Anjali Ganesh, Professor-Department of Business Administration at SJEC.

Mr Chandrakanth, Ex-CEO Jindal Poly Films Ltd and Chairman of Inna Heritage Home Trust began the session with an overview of Key Account Management and the emphasis was more on application of this concept in the area of Marketing. Further, Mr Rao explained the importance of market share of a particular product, its future growth potential, strategic issues relating to low cost of production and high profit, building and sustaining relationships with customers which gave meaning to Key Account Management.

Later, the Resource Person also narrated that **KNOWING YOUR CUSTOMER WELL** is the key factor in business wherein the likes of customers should be taken into account as the main base for future strategic plan of the business according to the changes in marketing conditions. One should also understand the flexibility, profitability, market share and their position in the market before introducing a product where, more than a salesman a product needs to speak for itself.



In addition to the above discussion, Mr Rao also emphasized on the different choices we have in life such as choice to give, choice to listen, choice to be different from others, choice of choosing what is right and so on, where it finally reaches with the choice to connect with high power (GOD) which has direct impact on giving a shape to our career and life.

In his second session, Mr Rao, emphasized on the Ten Commandments like investment of time, focus on long perspective plan, avoidance of assumptions, courage to accept mistakes which helps in maintaining a healthy competition and good relationship with the customer in the market by keeping in mind the needs and wants of the customers.

Mr Chandrakanth Rao Inna concluded the session by stating that in reality whichever job is taken, all revolves around the concept **Buy ideas and sell ideas**.

Guest Lecture On Corporate Strategy

A Guest Lecture on Corporate Strategy by Mr Inna Chandrakanth Rao was organized by GENESIS, the student association, on 10th October, 2014 from 11:00 am to 1:00 pm in Bethania Hall.

The session began with a welcome speech by Ms Violet, III Sem. She also presented a brief introduction about the Guest Speaker. Mr I C Rao has 29 years of experience in the field of corporate strategy, operational management, industrial marketing and manufacturing and trading verticals in MNC's and Indian companies. He is the Ex-CEO and Whole Time Director of Jindal Poly Film Ltd. He has worked with Indian Aluminium Company and the Aditya Birla Group. He is the Chairman of Inna Heritage Home Trust

Mr. I Chandrakanth Rao presented a theoretical background of Corporate Strategy interspersed with practical inputs from his experience as a corporate strategist. He elaborated on the meaning of strategy and the people involved in making the strategy of the company. He also explained Michael E Porter's model. He emphasized on "integrated set of choice" which positions a firm in an industry so as to generate superior financial returns over the long-run. He mentioned that a company has many choices but



they should carefully select the best strategy. Also the strategy should be tested in various dimensions such as compelling, distinct, achievable and sustainable. A good strategy is a strategy which has all these dimensions. He concluded with some essential guidelines to be kept in mind:

1. Operational effectiveness is not a strategy
2. Strategy rests on unique activities
3. Trade-offs are essential to strategy
4. Integration is a key to sustainability to lockout competition
5. Strategy is dynamic

The lecture was followed by a Q & A session with the students. The session ended with a vote of thanks by Mr Thansif, III Sem.

Counseling session



Rev. Fr Alphonsus Cardoza, Campus Counselor – SJEC, delivered a session on **Significance of Counseling and Self Awareness**, for I Year MBA students of SJEC on Wednesday, 14th October, 2015.

The Dean of Business Administration at SJEC, Dr Prakash Pinto, introduced and welcomed the Counselor. The Counselor highlighted the importance of Self Awareness for PG Students. He stated that the 5As- Awareness, Alertness, Active, Alive and Attentiveness, were needed in everyone's life to achieve their goals.

He questioned the students about the difference between animals and human beings and informed that humans are rational and animals are irrational. He also spoke about the three things that make a difference, namely, Image of oneself, Identity, and Uniqueness. He went on saying that when we believe in ourselves we can believe others.

The session concluded with a prayer.

MBA: Presentation on Outbound Training at Pegasus, Bengaluru

Oct 28, 2015: The III Semester MBA students accompanied by the Dean-MBA, Dr Prakash Pinto and Faculty Coordinator Ms Shakila B, had visited the Pegasus Institute for Excellence Campus in Bengaluru for a three-day Outbound Training from 23-25 September 2015. In this regard the students made presentations on their experience of Outbound Training at Pegasus on 28th October, 2015. Ms Crystal Mathias, Mr Jaison Baretto, Ms Lisa D'souza, Ms Prathikasha Shetty, Ms Dafny D'souza, and Mr. Prajwal Lobo, all from III Sem MBA, shared each days' experiences at Pegasus.

The Focus areas of the training programme are as below.

1. Know more about self
2. Interact on the basis of disclosure and feedback
3. Recognize the impact of perceptions during interactions
4. Understand the different industry job requirements for employment
5. Resume writing
6. Handle objections and answer questions (Interview Skills)
7. Increase our confidence levels (through self- efficacy model)
8. Handle conflict maturely
9. Understand organization, roles and business processes

As per the facilitators' observations, the following strengths were perceived

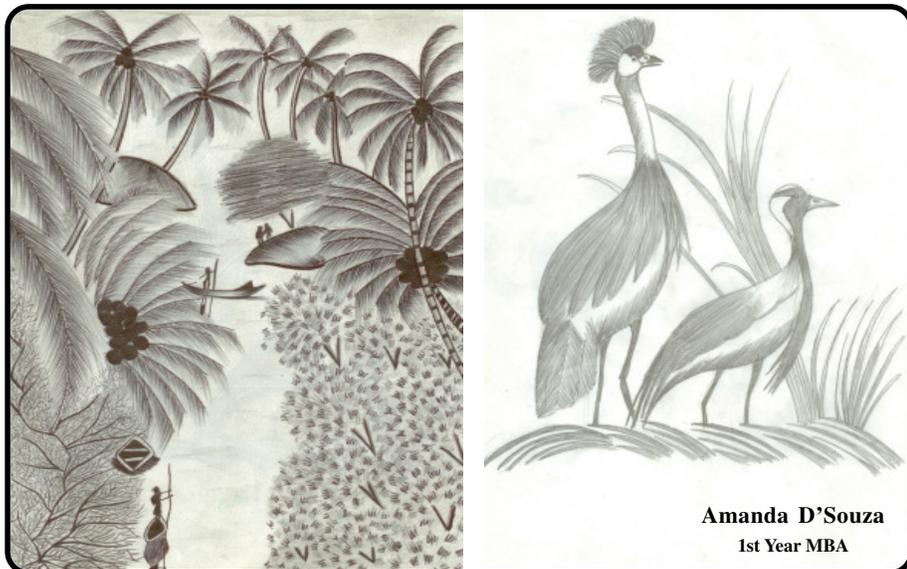
among the participants.

1. Willingness to work in team
2. Willingness to learn
3. Willingness to apply the learning (even in difficult/ stressful situations)
4. Work as team: providing support to each other
5. Acknowledging others realities and accepting diversity
6. Obedient and respectful

Rev. Fr Joseph Lobo, Director-SJEC, Dr Joseph Gonsalvis, Principal-SJEC, Rev. Fr Rohith D'Costa, Assistant Director-SJEC, and Dr Rio D'Souza, Vice Principal-SJEC graced the occasion and appreciated the efforts of the students.

Dr. Vincent Crasta – Dean-Student Welfare and Alumni Affairs, Dr Prakash Pinto, Dean-MBA, Ms Anushree Raj- HOD, MCA, the faculty members from MBA and MCA Department, and I Semester and II Semester students from the Department of Business Administration were also present.

Ms Shelma D'souza of III MBA compered the programme.



Amanda D'Souza
1st Year MBA

Life Lessons from a Baby Giraffe

Experience is a hard teacher .She gives the test first and the lessons afterwards.And in the end, it's not the years in your life that count.

It's the life in your years.

Baby giraffes never go to school. But they learn a very important lesson very early in life from its mother. A lesson that all of us would do well to remember.

The birth of a baby giraffe is literally an earth-shaking event. The baby falls from its mother's womb, some eight feet above the ground. It shrivels up and lies still, too weak to move.

The mother giraffe lovingly lowers its neck to kiss the baby giraffe. And then something incredible happens. It lifts one long leg and kicks the baby giraffe, sending it flying up in the air and tumbling down on the ground. As the baby lies curled up, the mother kicks the baby again. And again. Until the baby giraffe, still trembling and tired, pushes its limbs and, for the first time, learns to stand on its feet.

Happy to see the baby standing on its own feet, the mother giraffe comes over and gives it yet another kick. The baby giraffe falls one more time, but now, quickly recovers and stands up. Mama Giraffe is delighted. It knows that its baby has learned an important lesson: no matter how hard you fall, always remember to pick yourself up and get back on your feet.

Why does the mother giraffe do this? It knows that lions and leopards love giraffe meat. So unless the baby giraffe quickly learns to stand and run with the pack, it has no chance of survival. It also knows that the lessons we learn early on become part of our habit, our instinct, and stand us in good stead all through our lives.

Most of us, though, are not quite as lucky as baby giraffes. No one teaches us to stand up every time we fall. When we fail, when we are down, we just give up. No one kicks us out of our comfort zone to remind us that to survive and succeed, we need to learn to get back on our feet. And often, we live such protected, cocooned; low-risk lives in our early years that we are not quite prepared for the big, bad world when we enter it.

If you study the lives of successful people, you will see a recurring pattern. Are they always successful in all they do? No. Did they achieve success in the blink of an eye? No again. You will find that the common streak running through their lives is their ability to stand up they fall. The ability that the baby giraffe acquires.

The road to success is never an easy one. There are several obstacles, and you are bound to fall sooner or later. You will hit a roadblock, you will taste failure. But success lies in being able to get up every time you fall. That is a critical life skill that all successful people have internalized.

Learning to win in life is quite like learning to ride a bicycle. When you start to ride, you might fall and get bruised. It doesn't matter. You need to get up and continue to ride. Fall one more time? Get back up again. That's all it takes. Learn to get up every time you fall.

So the next time you find a supervisor or a parent kicking you, don't get upset with them. Like the mother giraffe, they may only be trying to teach you one of life's most important lessons. It doesn't matter how many times you fall. What matters is your ability to stand tall on your own feet.

Pooja Bhat
1st Year MBA

HOW GREAT IS OUR CULTURE



The culture of India is the way of life of the people of India. India's languages, religions, dance, music, architecture, food and customs differ from place to place within the country. Indian culture often labelled as a mixture of several cultures, spans across the Indian sub continent and has been influenced by a history that is several million years old. India's diversity has inspired many writers to write their feelings of the country's culture. These writings paint a complex, often conflicting picture of the culture of India. The culture of India is actually an outcome of continuous synthesis and has absorbed many external influences in the course of the long journey of history. The first stirring of civilization occurred amongst the people of India some 4000 years (before the birth of Christ) and from that particular time till recent past we were exposed not to break the sequence of civilization... Today when we observe our culture we feel very proud to say that our country not only displays it's culture for name sake but also culture of India has become a source of income to the country which will help the country's development and will be interesting to visitors.

At present if we turn our eyesight toward the historical places, airports, railway station of India we see a lot of foreign citizens who spend a lot of money and come to India just with a purpose of seeing the greenery and the culture of this country, but the sad thing is the culture of India is like good crop and the people of India had given a chance for the thorns to grow among these crops. This has happened because India has given a chance for the growth of Modern social evils like robbery, corruption, rape, kidnapping etc., and this behaviour of the people of India has painted a black mark on the culture of India. This type of incident has given chance to create doubt in the minds of the people of Foreign countries. After analyzing all these kinds of black marks in the culture of India we may get a question in our mind "what shall I do?" and the answer for this question is very simple..! If we think we are the responsible citizens of India let us respect our culture and the tradition of our country and not enter into those activities which force me and you to paint a black dot on our country's culture. So let's stand united to protect our culture so that we can see our country colourful in its culture.

Joel Pereira
1st Year MBA

PUT THE GLASS DOWN

A professor began his class by holding up a glass with some water in it. He held it up for all to see & asked the students, "How much do you think this glass weighs?" "50 gms, 100 gms, 125gms" the students answered .

"I really don't know unless I weigh it," but my question is: What would happen if I held it up like this for a few minutes ?

"Nothing" the students said.

"Ok, what would happen if I held it up like this for an hour '?' the professor asked. "Your arm would begin to ache "said one of the students.

"You're right, now what would happen if I held it for a day?"

Your arm could go numb, you might have severe muscle stress and paralysis and have to be hospitalized for sure !" ventured another student and all the students laughed.

Very good. But during all this, did the weight of the glass change?" asked the Professor. "No""Then what caused the arm ache & the muscle stress, and how can I get rid of it ?

Now the students were puzzled.

"Put the glass down!" said one of the students.

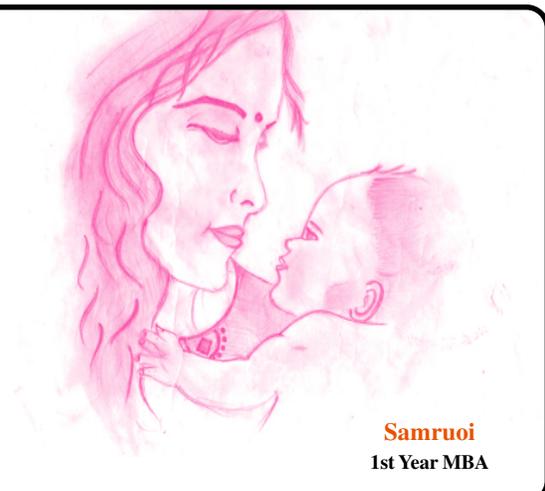
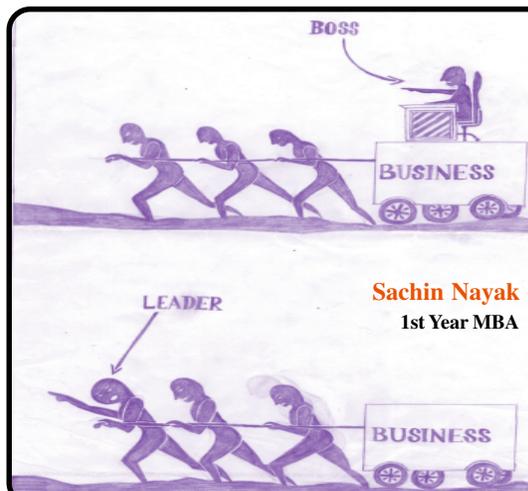
"Exactly!" said the professor.

"Life's problems are something like this. Hold it for few minutes in our head and they seem Ok. Think of them for a long time & they begin to ache. Hold it even longer & they begin to paralyze you. You will not be able to do anything.

Its important to think of the challenges (problems) in your life, but EVEN MORE IMPORTANT to 'put them down' at the end of every day before you go to sleep. That way you are not stressed, you wake up every day fresh & strong & can handle any issue, challenge that comes your way!"

Remember friends: "YOU MUST PUT THE GLASS DOWN TODAY"" Happiness keeps you sweet, Trials keep you strong, Sorrow keeps you Human, Failure Keeps you humble.

VarshaBaliga
I Year MBA



Message from the Dean



Dr Prakash Pinto
Professor and Dean
Department of Business
Administration

In the changing economic scenario at global level the important issue is to create executives with management and leadership capabilities on a world wide scale. Industries across the world are required to have the manpower with multi-skills rather than simply knowledge oriented. Management education is going through changes. The changing scenario offers students more openings, greater self-confidence and out of the box ways to better hone their skills. Quality business education must focus on bringing growth, wealth and development in society at large by encouraging entrepreneurship, creating jobs, nurturing innovations and improving quality of life for all. A management student should not only be aware of the events happening in the world but also try to make sense of these events through some process of logical reasoning. Students of SJEC MBA are exposed to multiple and varied perspectives on management through classroom lectures and presentations, live projects, outbound training, industrial visits, special lectures and co curricular activities.

This newsletter is a reflection of exposure provided to the students. I congratulate the editorial board for bringing out this newsletter.

Editorial

The year 2015 has been a glorious year for the Department of Business Administration. Unity is strength gets manifested through Yuktha where the students have exhibited their team work and crafted this masterpiece with full zeal. As you glance through the pages, you will be enthralled by the varied programmes conducted by the department like Guest lectures on current issues, Outbound training, Management fest, Paper presentation contest, Yuvalakshya and the articles presented by the students. Kudos to the contributors and the editorial board. Thanks to the Management of SJEC and Dean of Business Administration for the tremendous support provided.

Ms Lorraine Joan Rosario
Asst Professor and Editor



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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

Vamanjoor, Mangaluru 575028, Karnataka, India
Tel: +91 824 2263753 / 54 / 55 / 56, Fax: +91 824 2263751
Website: www.sjec.ac.in Email: sjec@sjec.ac.in

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