



ST JOSEPH ENGINEERING COLLEGE

VAMANJOOR, MANGALURU- 575 028



Yuktha - 2015

"Esprit De Corps"

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Department of Business Administration

Message from the Director



Rev Fr Joseph J. Lobo
Director

I am pleased to share with you YUKTHA 2015 the MBA newsletter. You will be delighted to go through this news letter.

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 – 2015. May its future issues grow with further ideas through your appreciation and feedback.

Message from the Director In-Charge



Rev. Fr Ajith Menezes
Director In-Charge

Dear Friends,

“Yuktha” has been bringing to birth, waves of change, inviting the readers for a paradigm shift in their thinking and mode of operating. Over the years, certainly it has served as an agent of developing a broader vision for global business coupled with a refined understanding of business ethics. The Editorial Team has taken the responsibility of doing this task efficiently and I wish to applaud them for the calibre with which they are striving to surface the treasures buried within the MBA family at St Joseph.

At this juncture, it gives me immense joy to congratulate the Dean, the staff and students of MBA faculty for their qualitative presence in the campus and their unparallel contribution in creating a business world with a difference! On one hand the staff is in its stride to equip the students with new insights into theory and practice with a global perspective on business management and on the other, the students make earnest efforts to absorb the essence of what is offered. Congratulations to all of them who take MBA stream of SJEC to greater heights.

Before I conclude, I wish well to everyone who belongs to family of MBA at SJEC. You are a powerful force; let nothing hold you back from doing what is right; let nothing prevent you from uprooting the evil power that annihilates the beauty of our society; let nothing deviate you from your goal - to build a humane society.

God bless everyone!

*Message
from the
Asst. Director*



Rev. Fr Rohith D'Costa
Asst. Director

Greetings from Rev. Fr Rohith D'Costa,

I appreciate the Department of Business Administration for taking the initiative in organizing different Activities, Seminars, Workshops, Industry Visits, Guest Lectures etc. for the growth of the students. This will help the students to get well equipped with the required skills to face the modern World Challenges.

Today we all look for newness, Creativity, so we need to work towards preparing our students to think and act creatively.

I wish you all the best in this great task of moulding and forming youth.

*Message
from the Principal*



Dr Joseph Gonsalvis
Principal

The Department of MBA is preparing to bring out the News letter, the harbinger of happenings of the department updating information on academic, research, performance of students, participation in cultural activities, placements and so on. There is a lot to tell about the achievements of the department and such reporting will put in the picture about the department's wellbeing. I am quite convinced about the strength of the department, which has always taken the lead in conducting various events of the department as well as of the college. The Dean is motivating the faculty members and the students of the department in shouldering the responsibilities in keeping the activities of the department in good stead. I am confident that by their continued hard work the volumes of the News letter shall be reaching the hands of the discerning readers in the years to come.

Wishing everyone in the department of Business Administration a successful publication of the Newsletter.

Message from the Vice Principal



Dr Rio D'Souza
Vice Principal

The Department of Business Administration at SJEC is always abuzz with activities throughout the year. Hence there certainly is plenty to report and celebrate. A Departmental Newsletter provides the ideal platform for doing this. Over the years, the departmental newsletter can remain as an archive of events conducted, as well as the herald of events to be held.

It is heartening to note that this initiative has been taken up with gusto by the Newsletter Editorial Team of the department. Here's wishing them success in this worthy Endeavour!

Message from the Dean



Dr Prakash Pinto
Dean

Management education worldwide is going through a transformation as opportunities become global. Business schools compete to provide their students with relevant education and skills in order to make them future industry leaders. New ideas, new products and new economies demand new insights, tools and responses. Students of SJEC MBA are constantly exposed to multiple and varied perspectives on management through classroom lectures, industrial visits, special lectures and co curricular activities. As an academic institute, the Department of Business Administration devotes considerable energy in creating conscientious professionals who can make significant contribution to the development of the industry.

This newsletter is a reflection of managerial skills exhibited by the students in organizing the various activities. I congratulate the Editorial Board for bringing out this publication.

Business Finance

Business finance refers to money and credit employed in business. It involves procurement and utilization of funds so that business firms may be able to carry out their operations effectively and efficiently. This article will help to understand the different types of finance available; the different sources from which it can be acquired; and also the mix of finance required in a business.

Formation and initial growth

Many businesses begin with finance contributed by their owners and owners' families. If they start as unincorporated businesses, the distinction between owners' capital and owners' loans is almost irrelevant. If it starts as an incorporated business, or turns into one, then there are important differences between share capital and loans. Share capital is more or less permanent and can give suppliers and lenders some confidence that the owners are being serious and are willing to risk significant resources. If the owners' friends and families do not themselves want to invest (perhaps they have no money to invest) then the owners will have to look for outside sources of capital. The main sources are:

1. Bank loans and overdrafts:

To provide loans and overdrafts to business with no track records, banks usually require:

- A business plan, including cash flow forecasts.
- Personal guarantees and charges on personal assets.

The personal guarantees and charges on personal assets get round the company's limited liability, and so the bank can ask the guarantors to pay back the loans personally, or can seize the charged assets if the company failed. Note that overdrafts are repayable on demand and many a times banks pre-emptively withdraw overdraft facilities, not when a business is in trouble, but when the bank fears more difficult times ahead. On a more positive note, where it is known that the need for finance is temporary, an overdraft might be very suitable because it can be repaid by the borrower at any time.

2. Leasing/hire purchase:

In financial terms, leasing is similar to a bank loan. Instead of receiving cash from the loan, spending it on buying an asset and then repaying the loan, the leasing company buys the asset, makes it available to the lessee and charges the lessee a monthly amount.

Leasing can often be cheaper than borrowing because:

- 1) Large leasing companies have great bargaining power with suppliers so the asset costs them less than it would cost the lessee. This can be partially passed on to the lessee.
- 2) Leasing companies have effective ways of disposing of old assets, but lessees normally do not.
- 3) The cost of finance to a large, established leasing company is

likely to be lower than the cost to a start-up company.

3. Trade credit:

This simply means taking credit from suppliers – typically 30 days. That is obviously a very short period, but it can be very helpful to new businesses. Typically, credit suppliers to new businesses will want some sort of reference, either from a bank or from other suppliers (trade references). However, some will be prepared to offer modest credit initially without references, and as trust grows this can be increased.

4. Government grants, loans and guarantees:

Governments often encourage the formation of new businesses and, from time to time and from region to region, help is offered. Government grants are usually very small, and direct loans are rare because governments see loan provision as the job of financial institutions.

5. Venture capitalists and business angels:

These are either companies (known as venture capitalists) or wealthy individuals (business angels) who are prepared to invest in new or young businesses. They provide equity (private equity), not loans. The equity is not normally secured on any assets and the private equity firm faces the risk of losses just like the other shareholders. Because of the involvement of high risk, suppliers typically look for high returns on the investment. The overall return takes into account capital redemptions (example-

preference shares being redeemed at a premium), possible capital gains on exiting their investment (example- through sale of shares to a private buyer or after listing the company on a stock exchange), and income through fees and dividends. Typically, venture capitalists will require 25%–49% of the equity and a seat on the board so that their investment can be monitored and advice given. However, the investors do not seek to take over management of their investment.

6. Invoice discounting and factoring:

In this method, amounts due from customers, as evidenced by invoices, are advanced to the company. Typically 80% of an invoice will be paid within 24 hours. In addition to this service, factors also look after the administration of the company's receivables ledger. Fees are charged on advancing the cash (roughly at overdraft interest rates), and also factors will charge about 1% of turnover for running the receivables ledger (the amount depends on how many invoices and customers there are). Credit insurance can be taken out for an additional fee. Unless that is taken out the invoicing company remains liable for any bad debts.

7. Retained profits:

Retained profits are no good for start-ups, and often no good for the first few years of a business life when only losses or very modest profits are made. However, assuming the business is successful, profits should be made and retaining those in the business can allow the company to repay debt capital and to invest in expansion.

How much capital is needed?

Capital is needed:

- for investment in non-current assets
- to sustain the company through initial loss-making periods
- for investment in current assets.

Cash-flow forecasts are an essential tool in planning capital needs. Typically, suppliers of capital will want forecasts for three to five years. One of the biggest dangers facing new successful businesses is overtrading, where they try to do too much with too little capital. Most businesses know that capital will be needed to finance non-current assets, but many overlook that finance is also needed for current assets.

When capital is raised, the company has to decide what to do with it, and there are two main uses:

- invest in non-current assets.
- invest in current assets, including leaving it as cash.

The more capital invested in non-current assets, the greater should be the profit earning potential of the business. However, too little cash in current assets increases the risk that the company will have liquidity problems. On the other hand, too much capital in current assets is wasteful: cash will earn modest interest (but investors want higher returns), and cash tied up in inventory often causes costs (storage, obsolescence). So, the company has to decide on its working capital policy.

1)Aggressive Policy: Company maintains low working capital compared to other companies.

2)Conservative Policy: Company maintains high working capital compared to other companies.

Which policy is appropriate partly depends on the nature of the business.

Long, medium and short-term capital

Capital can be short, medium or long-term. Definitions vary somewhat, but the following are often seen:

- **Short term** – up to two years. For example, overdrafts, trade credit, factoring and invoice discounting
- **Medium term** – two to five or six years. For example, term loans, lease finance.
- **Long term** – over five years, or so, to permanent.

In general, it makes sense to match the length of the finance to the life of the asset (the matching principle) and, again, we often apply this in our own lives, where we would use a 25-year mortgage to buy an apartment, a 3–5-year loan to buy a car, and a credit card to pay for a holiday.

Note that long-term capital (equity and bonds) can be used to fund all classes of asset. Although each piece of inventory and each receivable are very short-life assets, in total there will normally be fairly stable amounts of each that have to be permanently funded. Therefore, it makes sense to fund most of those assets by long-term capital and to use short-term capital to fund seasonal peaks. One of the problems with short-term finance is that it comes to an end quickly and if finance is still needed then more has to be renegotiated. Long-term capital is either

permanent or comes up for renewal relatively rarely.

Mature companies

Once a company has existed profitably for some time and grown in size, additional sources of finance can become available, the main sources are:

1. Public Equity:

An initial public offering is the first occasion on which shares are offered to the public. A company seeking a listing has to issue a prospectus, which is a legal document describing the shares being offered for sale, and including matters such as a description of the company's business, recent financial statements, details of the directors and their remuneration.

Shares can be listed via:

- **An offer for sale at fixed price:** a company offers shares for sale at a fixed price directly to the public, for example in newspaper advertisements. In fact, the shares are usually first sold to an issuing house which sells them on to the public.

- **An offer for sale by tender:** investors are asked to bid, and all who bid more than the minimum price that all shares can be sold at, will be sold shares at that minimum price.

- **A placing:** shares are offered to a selection of institutional investors. Because less publicity is needed, these are cheaper than offers for sale and are therefore suited to smaller IPOs.

- **An introduction:** this is rare and only happens when shares are

already widely held publically. No money is raised.

Subsequent issues of equity will be rights issues where existing shareholders are offered new shares in proportion to existing holdings. The shares are offered at below their current market value to make the offer look attractive.

2. Public debt:

This refers to quoted bonds or loan notes: instruments paying a coupon rate of interest and whose market value can fluctuate. Usually the bonds will be secured either by fixed or floating charges and can be redeemable or irredeemable. Well secured bonds in companies that are not too highly geared are low risk investments and bond holders will therefore require relatively low returns. The cost of the bonds to the borrower falls even more after tax relief on interest is taken into account.

3. Convertible bonds:

Convertibles start life as loan capital and can later be converted, at the lenders' option, into shares. They

are a clever and useful device, particularly for younger companies, because:

- In the very early days of the company's life, investors might not want to risk investing in equity, but might be prepared to invest in the less risky debentures. However, debentures never hold out the promise of massive capital gains.

- If the company does not do so well, the investors can stick with their safe convertible loan stock.

- If the company does well, the investors can opt to convert and to take part in the capital growth of the shares.

Convertible bonds therefore offer a 'wait and see' approach. Because they allow later entry to what might turn out to be a growth stock, the initial interest rate they have to offer is lower than with pure bonds – and that's good for the company that is borrowing.

- Alzin Menezes
II Year MBA, Finance

10 Tips for Effective Conflict Resolution

- 1) Don't react.
- 2) Respond from a place of sadness, rather than anger.
- 3) Do not triangulate.
- 4) Understand conflict is neither bad, wrong nor a sign of failure.
- 5) Before speaking, ask yourself, "Is it kind? Is it necessary? Is it true?"
- 6) Be specific about what you need.
- 7) Be willing to let go and "reboot."
- 8) Be grateful for the wisdom the conflict brought you.
- 9) Enjoy the intimacy in making up and reconnecting.
- 10) Understand nobody is perfect and learning effective conflict resolution is a life-long process.

- Violet D'Souza
II Year MBA, Human Resource

Paper Presentation Contest & Productive Dialogue - Rendition 2014

A National Level Paper Presentation Contest & Productive Dialogue titled "Competitive Strategies in Management for a Sustainable World" was organized by GENESIS, the Association of the Department of Business Administration on 1 October 2014.

The inaugural program was conducted at 9:30 am in the Seminar Hall, Academic Block III. Capt. John Prasad Menezes, Former President, Kanara Chamber of Commerce & Industry, Mangaluru, was the Chief Guest for the program. Rev. Fr Ajith Menezes, Director In-charge, presided at the program and Guests of Honour included Dr Joseph Gonsalvis, Principal; Rev. Fr Rohith D'Costa, Assistant Director; and Dr Rio D'Souza, Vice Principal. Dr Prakash Pinto, Dean MBA; Ms Babitha Rohith, Faculty Coordinator; and Ms Sonia Pinto, Student Coordinator, Rendition 2014, were also present on the dais. Rev Fr Alphonso Cardoza, Campus Counsellor and Mr Allen C A Pereira, Member, Governing Council, were also present for the inaugural function Ms Babitha Rohit, welcomed the august gathering and introduced the Chief Guest, Capt. John Prasad



Menezes as a Fellow of the Institute of Chartered Ship BROKERS, London, and Member, Society of Consulting Marine Engineers & Ship Surveyors, London, who has had a distinguished career.

Addressing the gathering, Capt. Menezes remarked that if there was no shipping in the world, half the people in the world would starve and the other half would freeze to death. He also emphasized climatic change as an important aspect of a sustainable world. He considered three important factors for the happiness index i.e. world peace, health economy and energy levels. He encouraged the participants to become good leaders and serve the society and also mentioned that as humans we belong to nature and not the other way round therefore it is our duty to protect and conserve nature for long term sustainability.

In his speech, Dr Joseph Gonsalvis, persuaded the students to grow up and be a resource to this country, and to prepare themselves to handle situations like shortage in

the energy sector, nutrition loss and food scarcity. Rev. Fr Ajith Menezes, in his Presidential remarks, motivated the participants to look for innovative insights and ideas. He considered Rendition 2014 as a forum where minds meet and successful leaders are evolved.

Ms Sonia Pinto, proposed the vote of thanks and Ms Giselle D'Almeida, III Semester, compered the programme.

Rendition 2014 concluded with a Valedictory program on 1 October 2014, at 3:30 pm in the Seminar Hall, Academic Block III.

Dr Rio D'Souza, Vice Principal was the Chief Guest. Dr Joseph Gonsalvis, Principal, presided over the program. Other Guests of



Honour were Rev. Fr Ajith Menezes, Director In-charge and Rev. Fr Rohith D'Costa, Assistant Director. Dr Prakash Pinto, Dean MBA; Ms Babitha Rohit, Faculty Coordinator; and Ms Renita Huns, Student Coordinator Rendition 2014, were also present on the dais. Ms Delisha Monteiro, III Semester, welcomed the guests.

Addressing the gathering, the Chief Guest remarked that proper presentation in today's world is very essential. He believed that to be an



independent person one has to do better, review one's work and trust one's own ability.

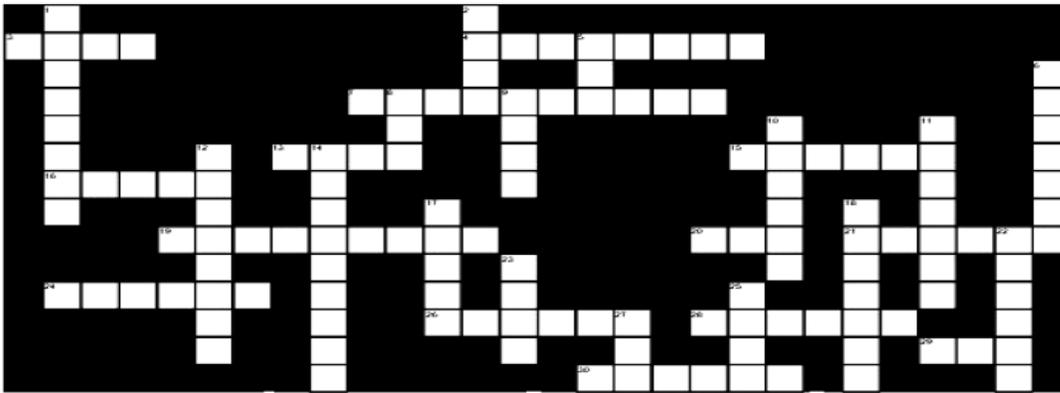
Rev. Fr Rohith D'Costa said that the need of the generation is to convert minds with negativity into positive, creative and productive ones. He also persuaded the students to let their ideas bring about a change to this nation.

Dr Joseph Gonsalvis, expressed the importance of looking towards the future. He also believed that it is essential to bring about a change to be sustainable.

Ms Renita Huns, proposed the vote of thanks and Ms Audrey Lobo, I Semester, compered the programme. Rendition 2014 had 40 paper presentations from M.Com. and

MBA students of Colleges from Bangalore, Kodagu, Udupi and Dakshina Kannada districts in the specializations of Finance, Marketing and Human Resource. Around 25 students participated in the Productive Dialogue and deliberated on the theme, "Competitive Strategies in Management for a Sustainable World".

HR Crossword Puzzle



ACROSS

- 3 Working together
- 4 Written expectations
- 7 Doesn't require psychological injury
- 13 Safety regulators
- 15 Wrote Scientific Management
- 16 Applies to companies with 30 or more employees.
- 19 The greatest form of leverage
- 20 Sick days and vacation pay combined
- 21 No overtime pay required
- 24 A driving force in going from Good to Great
- 26 ?????? + character = trustworthiness

- 28 Japanese word for continuous improvement
- 29 Helps with employee problems
- 30 Father of Total Quality Management

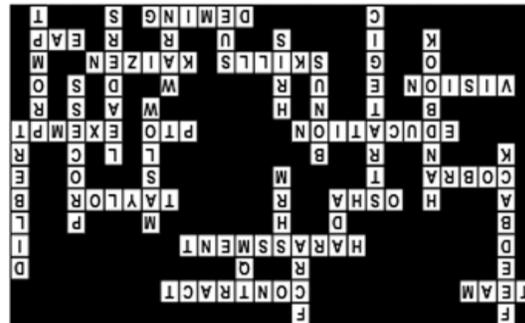
DOWN

- 1 What employees crave on a regular basis
- 2 Regulation governing background checks
- 5 Revolutionized manufacturing
- 6 America's #1 workplace whiner
- 8 The most confusing law
- 9 HR Association

- 10 Authored the Hierarchy of Needs
- 11 Management is not an event, it is a ????????
- 12 Where personnel policies are found
- 14 HR's new role - ??????????
- 17 Extra pay

- 18 Not micro-managers
- 22 A ?????? and through investigation
- 23 Technology interface for HR
- 25 Layoff compliance: ????? Act
- 27 What disgruntled employees do

- Divya, II Year MBA



Placement Talk

Placement cell of SJEC led by Ms Sangeetha Ferrao, Placement Officer and Mr Sathyendra Bhat conducted Placement and Training orientation programme for the final year students of MBA on 4th August, 2014 at 3.00 pm in Academic Block III Room no.3202.

The programme commenced with the welcome address given by the Vice Principal Dr Rio D'Souza. He inspired the students by telling about the various opportunities the college provides in relation to placement. The programme was graced by the

presence of Asst Director, Rev.Fr Rohith D'Costa. The session was carried forward by the Placement Officer Ms Sangeetha Ferrao and Mr Sathyendra Bhat. Ms Sangeetha Ferrao spoke about the registration process, rules and policies regarding placement. She also explained about various companies visiting the campus, AMCAT exam and the training given for the aptitude test.

Mr Sathyendra shared his experience regarding the previous year's recruitment. The students found the session to be highly informative and useful.

Inaugural of First Year MBA & MCA Classes



The new batch of MBA and MCA for the academic year 2014-15 was inaugurated on August 18th 2014, at 10 am in the Seminar Hall, Academic Block-III, SJEC.

The function was inaugurated by Dr Jayaprakash Alva, Dean and Professor of Medicine, Father Muller Medical College, Mangalore. Asst Director Rev. Fr Rohith D'Costa, Principal Dr Joseph Gonsalvis and Vice Principal Dr Rio D'Souza as Guests of Honour and Rev. Fr Ajith Menezes Director In-charge presiding over. Dr Prakash Pinto Dean

MBA. Ms Anushree Raj, HOD In-charge and Ms Shakila B Convener were also on the dais.

Dr Jayaprakash Alva in his inaugural address, remarked that the present young generation has ample opportunities in every sphere of life. They should make

best use of it. He emphasized the importance of the art of communication in all disciplines. He advised the young students to undertake research in their area of specialization and also make effective use of the available resources. Dr Alva asserted that character is important for a person and above all other virtues.

Dr Joseph Gonsalvis, Principal SJEC greeted the new entrants and wished them a great success in pursuing the masters programme at SJEC.

Rev. Fr Ajith Menezes, Director In-charge appreciated the students for having chosen SJEC for their higher studies. He advised them to work in a win win situation and achieve their goals.

The SJEC MBA team choir presented an invocation. Ms Shakila B, Asst Professor, MBA welcomed the gathering.

Ms Sowjanya Kamath Asst Professor, MCA proposed the vote of thanks. Ms Lorraine Rosario, Asst Professor, MBA compered the inaugural session.



Orientation programme for First year MBA



Date- 18/08/2014 Time: 2.00 pm – 3.30 pm

Individual and Group Dynamics by Ms Sukanya Rao

Session 1: "I can't" funeral Time: 20 minutes

During the afternoon session, the first 20 minutes were utilized performing the "I can't" funeral activity (adapted from 'Chicken Soup for the Soul' authored by Jack Canfield and Mark Victor Hansen). The students wrote all the activities that they can't do on a sheet of paper. Later they were asked to tear the paper into tiny bits and dispose them in the dustbin. Further they were asked to repeat the names of the surviving siblings of "I can't" i.e. "I can" and "I will".

Session 2: Pictorial communication

Time: 30 minutes

The second session consisted of a group activity. The students were divided into groups and each group was given a set of seven words. Every member of the group had to pick a word and communicate this word to the other three members by pictorially representing it. The receivers were required to guess the word and write it without verbalizing it. All the members took turns to draw and communicate the word.

Session 3: Goal setting exercise

Time 40 minutes

Getting admitted to an MBA programme would signify that students come with certain goals. Hence they were asked to write their long term goals, intermediate goals and short term goals. They were also required to write down the strategies that they would use to reach their goals. In addition they were encouraged to develop a personal development plan with personal vision, mission and priorities.

Date- 18/08/2014

Time-3.30 pm – 4.30 pm

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 criteria for theory examination, award of class in the results were discussed in this session.



Date-19/08/2014 Time-9.30am-1.00pm

Motivational and Leadership Dynamics by Fr Pradeep Sequeira

The session started with an ice-breaking activity for the first year students. He then explained the importance of interpersonal relationship with the help of Johari window. Some case studies were presented in order to understand the importance of ethical and unethical behaviour. Using Wilfredo Pareto's 80:20 principle; he explained the ways to achieve success in life. He also explained the concept of 'important and urgent tasks' to be accomplished.



Date-19/08/2014 Time- 2.00pm-3.00pm

Positive Attitude by Dr Anjali Ganesh

This session was taken by Dr Anjali Ganesh who deliberated the important aspects of positive thinking and perseverance. She also demonstrated the importance of sharing knowledge as well as learning from each other. She displayed a video on 'commitment to a cause' and students were asked to identify the core learning concepts from the video presentation.



Date-19/08/2014 Time-3.00pm-4.00pm

Revised MBA Curriculum of VTU and Introduction of Dual Specialization by Ms Shakila B.

The session began with the introduction to revised MBA curriculum for the academic year 2014-15. The students were enlightened on the importance of dual specialization and were briefed about the guidelines relating to dual specialization.



Date-20/08/2014 Time-9.00am-11.00am

Session by Dr Prakash Pinto

Dr Prakash Pinto began the session with Vision, Mission and Motto of SJEC. He gave an introduction about the members of the management of the college. The Mission, Vision, Programme educational objectives (PEO's), Programme outcomes (PO's) and Graduate

attributes of the Department of Business Administration were explained.

The faculty profile and their respective areas of specialization were highlighted. VTU research facilities provided by the college and the various activities of the department were displayed.

Date-20/08/2014 Time-11.15am-12.30pm

Report on Library Orientation by Dr Felcy D'Souza

Dr Felcy D'Souza provided demonstration cum orientation on various library resources (print+ online) such as e-journals, e-books, online databases: Emerald, Pro-quest, Del-net, online library catalogue, e-question papers, NPTEL programmes and so on. She also provided information about institutional library access with NITK Suratkal library, information on library membership, working hours, borrowing facilities through borrower cards, bookbanks, library awareness quiz and overnight issue of library books were provided.

Session by Management of SJEC

As a part of the orientation programme, Director In-charge Fr Ajith Menezes, Principal Dr Joseph Gonsalves, Vice Principal Dr Rio D'Souza interacted with the first year MBA students.



Fresher's Day

The Student Association of the MBA department – GENESIS - organized a welcome program for the new entrants of academic session 2014-2016, on 28 August 2014, at 2:30 pm, in the Conference Hall, Civil Engineering Block. Fresher's Day was conducted by the second year students in coordination with Mr Chaco P J, Faculty Convener.



Rev. Fr Ajith Menezes, Director in-charge, was the Chief Guest and Dr Joseph Gonsalvis, Principal, presided over the function. Also present were Rev. Fr Rohith D'Costa, Assistant Director; Dr Prakash Pinto, Dean MBA; and Mr Chaco P J. The program commenced with a welcome address by Ms Delisha Monteiro.



The Chief Guest welcomed the students and wished them good luck for their coming days in the college. In his presidential address, the Principal said that all students must make use of the opportunities given to them and come forward to exhibit their talents. He motivated

them to do well in their exams and introduced them to the newly introduced Dual Specialization system for the forthcoming academic year.

The formal function concluded at 3:15pm, and was followed by refreshments. The informal function



began at 3:30pm and included a welcome dance and various other programs by first and second year students. The function concluded at 5:00pm with games conducted by the second year students. The program was compered by Alzin Menezes and Giselle D'Almedia



Demo Gavel Club Session

The final Year students of the Department of Business Administration conducted the Gavel Club session on August 28, 2014 at 3 p.m for the First year MBA students. The toastmaster for the session Ms Violet D'Souza began the session, first and foremost by welcoming the gathering followed by introduction of the theme for the session which was "Dedication". All the functionaries were asked to explain their roles to the fresher's. After the explanation, the session continued with the grammarian giving the word for the day, which was "adherence" (meaning: steady devotion, or faithful support for



some cause). Followed by the speakers for the day namely Giselle, Naveen and Thansif who presented their ice breaker speeches. The table topic session was conducted by Ms Priyanka KVR. The table topic speakers came forward willingly

and expressed their views on the topics given to them. The ice breaker speeches were then evaluated by the individual evaluators for the speakers. The general evaluator then evaluated the entire session followed by the grammarian who evaluated the grammatical errors of the functionaries. The time keeper for the session Ms Bhargavi read out the time taken by the speakers and the Ah' master Ms Melisha read out the ah's committed by the speakers. The session ended on a positive note by Ms Violet, the Toast master, followed by a vote of thanks by Ms Zulfa Zulaika. The session concluded at 4:15 pm.

Visit to Karnataka Milk Federation (KMF)

Practical wisdom is only to be learnt in schools of experience. Precepts and instruction are useful so far as they go, but, without the discipline of real life, they remain of the nature of theory only- Samuel smiles.

Till date we were learning simply theories in class. We did not know the practical application of the subjects and their use in the actual world. But here comes the day of practical experience in our life. It was the first industrial visit organised by the Department of Business Administration, SJEC, Vamanjoor in 2014-2015 for the second year MBA students to KMF, Kulshekar which is just 4 km away from the campus. On September 16, 2014, at 2pm 43 students along with the Faculty Coordinator Mr Chaco P.J and Ms Chitralkha, started our journey towards KMF in the college bus. It was a very enjoyable journey of 10 minutes from our college campus.

We reached the KMF campus exactly at 2.15pm. Mr Nagaraj, a very active and enthusiastic person, working for KMF was our guide. It was really a practical moment which we spent with Mr Nagaraj for an hour. He was very much interested to explain the working of KMF right from the beginning. Right from the place where raw milk enters into the factory, how it is tested, pasteurised, differentiated, packed, stored and ultimately distributed to the end users. Mr Nagaraj



explained each and every step in the process of milk production very briefly and clearly, Visit to the KMF was an eye-opener. The journey unfolded various aspects of the production of milk. Starting from the raw milk entering the factory, testing, pasteurizing, storing and packaging, then final distribution; each and every step is a challenging one. We learnt some of the strategies adopted by them, waste management, quality management and the measures taken by industries to preserve the quality of product and their distribution. As MBA aspirant one should know the basic knowledge about the working of the industry. Hence Mr Nagaraj made us aware of the necessities of the organisation. We thank the Management for their continuous support and encouragement in all our academic endeavours.

Anushree Raj
II Year MBA

Visit to United King of Good Times

On September 18, 2014, 43 MBA students of our prestigious St Joseph Engineering College gathered in the college premises to take part in an amazing industrial visit to the United Breweries Group, Mangaluru. The journey began with a short and crisp drive to the venue in our own humble college bus. The atmosphere resonated with fun and frolic throughout the journey.

On reaching our destination, we were all made aware of the security and other rules we were to follow throughout the visit. For the actual plant visit we were divided into 2 groups of 20 people, each group assisted by a guide who led us through the plant. Then we were led to a Conference hall where Mr Sinha, General Manager of UB explained the process of making beer through a power point presentation. This was followed by the visit to the shop floor where Mr Joseph, Production Manager showed the entire



process of beer manufacturing. We were then taken to the lab where the testing was done and he displayed the raw materials used. Some of the raw materials used in the manufacture of beer were imported from Germany and Australia. There are nearly 250 employees who work on a shift basis and work is carried on 24 hours a day. Beer is transported to Pondicherry, Andaman and Nicobar and many other places. Visit to

UBG Mangalore was a much awaited enthralling experience as we came to know how management functions in real life situations and how the management concepts studied in class are practiced

in reality. In short the journey culminated in the same tempo and mood in which it had started - one of fun and frolic.

Roshal D'Almeida
II Year MBA

Visit to Achal Industries

The delicious aroma of cashews greeted the students as they reached the Achal industry. Achal industries, a unit engaged in the manufacture and export of cashew kernels and cashew nut shell liquid was established in the year 1981. It started commercial production of cashew kernels on 1st December, 1981. With small beginning, it has grown to its present status of being most modern, integrated cashew kernel manufacturing plant in India.

At 4.00 pm, we reached Achal industry. The supervisor took us into the factory and showed us the process of manufacturing cashew kernels. It goes through roasting to make outer shells brittle enough to break open without damaging the kernel inside. The next process is shelling where the outer shell is separated from the kernel, after that it goes into a hot chamber to eliminate the moisture of kernel, then cooling to bring the temperature back to room temperature for easy removal of outer skin, followed by peeling, then grading which is done to separate different kinds of cashew kernels into



uniform grades depending upon colour, size and characteristics and finally packing.

Achal Industries is equipped to process 8 MT of raw cashew nuts per day. It has now in its possession 18000 sq. meters of land at 3 locations in the industrial area of Baikampady. At present it has about 7000 sq. meter area of manufacturing and common facilities and 4815 sq. meter area of drying yards. The unit employs about 500 workers, 95% of which are women from local areas. Over all it was a good learning experience.

Anushree Raj
II Year MBA

An Industrial Hub in the Heart of God's Own Country- Cochin



The most awaited day, October 22nd 2014, was here. We the students of second year MBA were filled with lot of excitement as we would journey to Cochin as a part of our industrial tour. This journey of ours began at 5pm at the Mangalore Central Railway station. The train was scheduled at 6.30pm; We were accompanied by Mr Chaco and Ms Manjula, the Faculty

Coordinators. Our beloved dean Dr Prakash Pinto was at the railway station to wish us goodluck and safe journey to Cochin.

As the train, Malabar Express arrived, all of us got into it and settled down in 15 minutes. The train journey was a pleasant and a comfortable one. It was a fun filled journey as none of us slept that night, but engaged ourselves in chatting, playing games, anthakshari and so on.

We reached Cochin the next morning at 3.30am. Mr Sibi, an employee at Muthoot Finance Cochin, was there to welcome us and said that he would be accompanying us throughout our industrial tour. We travelled by bus to Muthoot Management Academy where we were accomodated. All of us were very happy and satisfied with the accomodation and facilities provided. We freshened ourselves and reached the dinning hall at 8am for breakfast. After a tasty breakfast



of puri channa and upma, we left by bus to our first industrial visit to Fertilizers And Chemicals Travancore Ltd (FACT) which was a chemical manufacturing industry. We visited three plants of this industry and learnt about its manufacturing process. We then headed towards a restaurant called as Mother's Kitchen where we had our lunch. Then we proceeded to Anna Aluminium which was our second industrial visit. Here we witnessed how aluminium vessels, plates, spoons and other utensils were made. It was a magical sight to see how these vessels were getting into a perfect shape. All the students were given a very tiny vessel as a compliment by Anna Aluminium. Our next destination was Hill Palace, which was built in 1865, which is the largest archaeological museum in Kerala. We were very excited to see the historical throne, crockery, ornaments, statues and paintings in this palace. We then visited Lulu Mall, which is South India's largest mall, where most of us had good time playing games, having various kinds of eateries and shopping. We reached Muthoot house by 7.30pm and had our dinner. All of us were happy as we enjoyed the first day of our industrial tour.

On the second day, after having a lavish breakfast of Kerala special 'Puttu' and 'Appam', we left to visit St Francis CSI Church, in Fort Cochin. Originally built in 1503, It is one of the oldest European church in India and has great historical significance. The Portuguese explorer, Vasco da Gama, died in Cochin in 1524, when he was on his third visit to India. His body was originally buried in this church, but after fourteen years his remains were moved to Lisbon. We later moved to Marine Drive which is a picturesque promenade in Cochin, Kerala. It is built facing the backwaters, and is a popular hangout for the local

populace. Ironic to its name, no vehicles are allowed on the walkway. Marine Drive is also an economically thriving part of the city of Cochin. With several shopping malls it is as an important centre of shopping activity in Cochin. Major fast food joints, including Marrybrown, DiMark, Coffee Bar are present along the walkway. The view of the setting and rising sun over the sea mouth, and the gentle breeze from the Vembanad Lake has made Marine Drive an important tourist destination. Most of us had mouth watering tender coconuts, mangoes and pineapples. We then had a wonderful one hour ride in the river in a double decker boat, which increased the fun and excitement in all of us. We had our lunch in the boat and headed towards Athirappilly falls. The way to the Athirappilly Falls; passes through a landscape of winding roads, small villages and lush green trees. We got to witness a number of monkeys around us as we walked down towards the falls. The falls was a beauty to watch and a treat to our eyes. By then it was 6.30pm, we returned to Muthoot house, freshened ourselves after dinner and had a sound sleep since all of us were very tired.



On the third day of our industrial tour, after a lip smacking breakfast of vada and chapatis, we left to visit the third industry which was Hindustan Machine Tools (HMT). They manufacture light and heavy tools including die casting, grinding, gear cutting, pressers and press brakes, precision ballscrews etc. We then came back to Muthoot house and had lunch. Muthoot Management Academy had arranged a training programme for us, the session commenced with an activity conducted by Mr Denny Ghosh and Ms Padma Bhat, trainees which was very interesting. Mr Vijay took over the session and covered topics like Marginal advantage, Rational optimism, Unemployment,

Resurgence, Energy availability, Beneficial action : Preya (short term pleasure) & Shreya (long term benefit) Murshmellow test etc. Mr Vijay ended his talk by giving certain advices i.e. "If you don't want to slip don't go where it is slippery", "Don't wait for good mood to do good work, so without liking the work do it", "Try out new things". He showed a video which was humorous as well as knowledge gaining. The second session was on Presentation skills conducted by Mr Kuriyan. He spoke about how a presenter has to appear and what are the major aspects to be borne in mind. Firstly, he spoke about Glosophobia which means fear of facing the public. Then he moved on to the concept of body language to be followed by the presenter. He showed different postures which are appropriate for men and women. The presenter has to maintain a balanced eye contact with the audience. He continued the session by covering few more aspects like real smile, power posing, hands in the pocket, hunched up, defensive, and delivery. He ended the session with the beautiful video which conveyed us about all the topics covered by him. The training programme ended at 4pm by the vote of thanks given by Ms Violet D'Souza.

After the training programme, we left to MG road by bus to Kalyan Silks, which is one of the renowned shop



for clothing and apparels. Most of us shopped a lot here since we could avail the Diwali discount offer. By then it was 7.30pm and we returned to Muthoot house, freshened ourselves and had dinner. After the dinner, Mr Sibi addressed all of us and thanked us for our co-operation with him. Ms Giselle and Ms Alzin proposed the vote of thanks and handed a gift to Mr Sibi as a token of Gratitude on behalf of all the students. With a heavy heart we had to leave Muthoot House as our train to Mangalore was scheduled at 11.30pm. We reached Mangalore on 26th October at 8am. Our journey came to an end, but all of us were happy since we were taking home so many wonderful and cherished memories with us with a lot of learning experience.

We thank the Management, Principal, Vice Principal, Dean of Department of Business Administration and all the faculty members for giving us this valuable opportunity and help us experience the best through this industrial tour, which turned out to be a great success.

Giselle D'Almeida
II Year MBA



Counselling Session for Ist Year MBA

The counselling session for the Ist year MBA was taken up by the Campus Counsellor of SJEC, Rev. Fr Alphonsus Cardoza.

The talk was held on October 10, 2014 at 9.55 am in Academic Block III.

Rev. Fr Cardoza was introduced by the Dean of the Department of Business Administration, Dr. Prakash Pinto.

Fr. Cardoza started the session by asking the students to relax and

reflect on themselves. He stressed on the importance of being connected to one's own identity. Fr Cardoza went on to lay importance on various aspects relating to the MBA level of education. He made the students aware of the struggles & challenges ahead, and encouraged them to work hard & overcome the challenges.

He also briefed about knowing oneself, physically, mentally & spiritually.



He concluded the session by motivating the students to be genuine & real in every aspect of their life.

Guest Lecture on Opportunities in Insurance Sector

The Department of Business Administration, SJEC,organised a guest lecture for the second year MBA students on 23rd September 2014 in 3203,in Academic Block 2,at 3pm. Dr Prakash Pinto, Dean, Department of Business Administration, commenced the session by introducing the Guest Speaker, Mr Hillary D'Souza,a specialist in fellowship insurance with 10 years of experience in the insurance sector. He later handed over the session to Mr Hillary D'Souza.

Mr Hillary D'Souza commenced the session by introducing the students to the meaning of life insurance and how much of life insurance a person must have.To make the students understand the concept more better he played a video titled as 'Life in Insurance'.He briefed the students about financial planning and its three categories namely protection, saving,and investment and explained the term 'Insurance Contracts'.



He provided information on types of insurance such as life insurance which is calculated on the basis of human value,general insurance and health insurance. Practical examples on awareness before buying the policy,term plan of insurances, reasons and motives of people behind buying an insurance policy etc were discussed.Mr Hillary also briefed about the different insurance plans like term plan, endowment plan, ULIP plan and pension plan. The risk and return involved in government securities,

postal deposits, bank deposits, company debt instruments, mutual funds, equity shares,derivative trading were being explained.

The students were later given an idea about the career opportunities in insurance involving opportunities in departments like actuarial, marketing, financial, accounts, public relations, operation, underwriting, personnel, investment and legal. He also encouraged the students to pursue NCFM certificate courses and explained to them the 12 different certifications,he provided information on various levels of undertaking the professional and associate examinations in insurance.

The students were later given an opportunity to raise their queries and Mr Hillary clarified them. Dr Prakash Pinto, Dr Anjali Ganesh and Ms Chitralkha were present for the session. Ms Alzin Menezes proposed the vote of thanks. The session ended up at 4.30 pm.

- Violet D'Souza
II Year MBA, Human Resource

Counselling Session for Second Year MBA

Rev. Fr Alphonsus Cardoza, Campus Counsellor, took up a session on The Significance of Counselling for II year MBA students on Thursday 30th October 2014, in the Department of Business Administration.

Rev. Fr Alphonsus Cardoza highlighted the importance of counselling and stated that counselling in education is a process which functions for the purpose of bringing about changes in behaviour of learners in a

desirable direction. These changes are reflected in the acquisition of new knowledge or modification of existing skills, and development of attitude, feelings and values to enhance the healthy growth and development of the individual. He also stated that counselling helps individuals to make important choices and can prevent emotional health problems. He highlighted the following few points-

- Importance of sharing knowledge
- Respecting others
- Knowing ourselves
- 4 A's that contribute to a person's success (attentive, active, awareness, ability)
- 5 major dimensions of personality
- Importance of desire in achieving success.

- Violet D'Souza
II Year MBA, Human Resource



Editorial Message



Ms Lorraine Joan Rosario
Asst Professor and Editor

With great pleasure, I invite you to explore the second issue of “Yuktha”. This issue spotlights the multifaceted activities and events like paper presentation contest, guest lectures, industrial tours and articles.

I congratulate the enthusiastic first year and second year students for their initiative and collaboration in producing this issue of “Yuktha”.

I thank the Management, Principal, Vice Principal for their support and I am also grateful to the Dean, Faculty and students of the Department of Business Administration. Special thanks to the contributors and the entire Editorial Board.

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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
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