



**ST JOESPH ENGINEERING COLLEGE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

Vamanjoor, Mangaluru – 575028, Karnataka, India

# **YUKTHA**

**2020-21**

***“ESPIRIT DECORPS”***



### **Vision:**

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

### **Mission:**

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

### **PEOs**

- PEO 1: Graduates will be able to apply the theoretical concepts in real-life situations
- PEO 2: Graduates will be able to communicate effectively think critically and be able to manage interpersonal relationships.
- PEO 3: Graduates will be capable of starting entrepreneurial ventures.
- PEO 4: Graduates will be able to exhibit effective decision-making skills.
- PEO 5: Graduates will be able to adapt to a constantly changing environment.

### **POs**

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

## **BEST PRACTICES OF THE DEPARTMENT**

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

## Two Day Faculty Development Program (FDP) on "Legal Issues in Business"



Two Day Faculty Development Program (FDP) on "Legal Issues in Business" has been organized by the Department of Business Administration of St Joseph Engineering College, Vamanjoor on 9 & 10 January 2020.

The FDP was inaugurated on 9 January 2020. Prof Lionel Aranha Governing Board and Council Member, SJEC and

Chief Advisor of the FDP presided over the program. Dr Sudheer M, Principal In

charge and the Guest of Honour of the inaugural program expressed the relevance of having legal knowledge in carrying out business in India. Knowledge legal aspects is essential for ease of doing business, he added. He congratulated the Department of Business

Administration for organising the FDP. Lionel Aranha in his presidential remarks stated the significance of holding FDP on Legal Issues in Business for college

teachers and post graduate students. He said the FDP of this kind enriches the knowledge of teachers and make the students employable. Dr Prakash Pinto, Dean-MBA and FDP-Chairman welcomed the gathering and Dr Shakila B, FDP-Convener proposed vote of thanks. Ms Slima Pinto, Research Scholar, MBA Department compered the program.



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Over 40 participants including Faculty Members, Research Scholars and PG students from the colleges in and around Mangalore attended the program. The Resource Persons for the Two Day FDP were Prof Lionel Aranha, CA Naveen and Mr Ulhas Bhat and the topics covered were

Contract Act, the Insolvency and Bankruptcy Code, Arbitration and Conciliation and Amendments to Indian Companies Act, 2013.



## Alumni Interaction



The Department of Business Administration has organized an Alumni Interaction by Mr Austin Noronha, Assistant Manager- Sales, Cinepolis India Pvt. Ltd., Mangaluru, and alumni of 2018 on 13th March 2020 at 3.00 pm in Spoorthi Hall, Academic Block III. Mr Vinish P, Assistant Professor, MBA introduced Mr Austin

Noronha and welcomed the gathering of 1st and 2nd year MBA students. Mr Austin spoke about Cinepolis India Pvt Ltd and the

business profile. He discussed the modus operandi of business and spoke about Onscreen and Off-screen advertisement at Cinepolis, Mangalore. As a sales executive, he explained the challenges and skills required to convert a potential lead to sales. He also narrated sales experience with clients and the importance of pre-sales approach.

Mr Austin also explained the career opportunities in Cinepolis and growth opportunities. He has advised the students to approach every available opportunity with a positive outlook rather than specific demands about the job itself. He has promised to communicate to the students as and when a vacancy arises. He suggested the students connect with professionals through LinkedIn and pursue job listings posted regularly.

The talk was concluded with the queries by the students and clarifications. Mr Vinish P thanked Mr Austin for the time spent with the ongoing batch of students and his support to the Department in organizing flash mob at City Centre Mall.



## Special Lecture Series on "Economic Development of India"

A special lecture series was organized by the Department of Business Administration on the topic "Economic Development of India" on 10<sup>th</sup> April 2021 at Spoorthi Hall.

The resource person for the session was Mr Shreyas K M, IRS-Deputy Commissioner of Customs, Mangaluru. Ms. Rashmi Bekal and Ms. Ashlin Rasquinha, 1<sup>st</sup> year students of MBA welcomed the resource person to the gathering and introduced him respectively. Dr Prakash Pinto-Dean and faculty members of the Department of Business Administration were present for the session.



Mr Shreyas K M started the session by talking about the economy of India from the Historical Perspective. He spoke about the challenges faced by the Indian Economy since its Independence in 1947 and the path India has chosen for its economic development. He gave a comparative analysis of India's performance with respect to other developing countries and painted a picture of the different phases in the growth story of the

country since independence. He also explained the concepts of GDP, National Income, Per capita income, Balance of Payments etc in context to his lecture and also gave the facts and figures comparing the Present and the past. He spoke about the different Industrial Policies of India and their significance in the economic development of the country. In his talk he also spoke about the primary, secondary and tertiary sectors and stressed the importance of the growth of the secondary sector in order to generate employment for a larger population.

His message to the students was to develop good personality along with the skills. He highlighted that India being a young country trying to en-cash its demographic dividend, with the average age of the population being 27- 28 years of age, has a lot of potential to grow and develop and a lot depends on the students who are part of the audience.

The session ended up with question and answer. Vote of thanks was rendered by Ms. Rashmi Bekal.

## Poster Exhibition MBA - "The Indian Corporate Spectacles"

As India is celebrating its 75<sup>th</sup> glorious year of Independence the Department of Business Administration organised an Exhibition "The Indian Corporate Spectacles" highlighting the colourful Indian corporate world. The exhibition displayed 75 posters with vivid sub-themes like unrecognised entrepreneurs of India, famous scams committed by the entrepreneurs in India, List of entrepreneurs who carved their way and made themselves an examples for the title of 'Rags to riches' and the state wise representation of the businesses.



The main motto of this entire exhibition was to motivate the students to explore the business world and to spread the knowledge. The goal was to highlight the hard work and efforts of the entrepreneurs and to motivate the future entrepreneurs. The exhibition was well appreciated by the stakeholders of the college. The visitors were greeted and given the insights on the topic and the concept behind the exhibition by the students. The event was also a platform for our students to

showcase their communication skills, team management and to manage an event. The event marked a good response from the visitors.

Rev. Fr Wilfred Prakash D'Souza, Director SJEC, Rev. Fr Alwyn Richard D'Souza, Assistant Director of SJEC, Dr Rio D'Souza, Principal of SJEC and Dr Vincent Crasta, Dean Academics visited the exhibition and appreciated the same. The end note by the principal "On the occasion of the 100<sup>th</sup> year Independence, we will show case our students name in the posters" indeed ignited a spark in the minds of future entrepreneurs of the department.

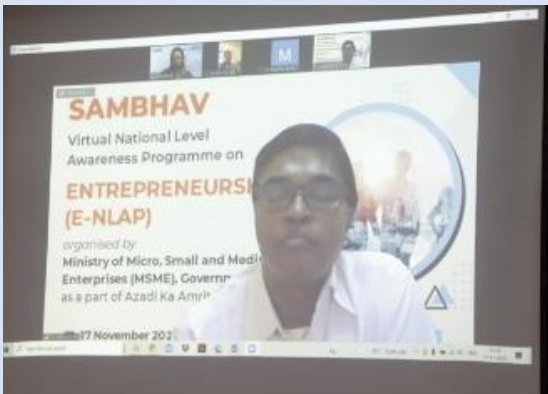


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## **MBA: Sambhav' – Virtual National Level Awareness Programme on Entrepreneurship (e-NLAP)**



On 17 November 2021, the Department of Business Administration, St Joseph Engineering College hosted Sambhav' - Virtual National Level Awareness Programme on Entrepreneurship (e-NLAP) organised by Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, as a part of Azadi Ka Amrit Mahotsav, Mr Devaraj K IEDS, Joint Director, MSME, Mangalore Branch welcomed the participants and gave insight into the Ministry of MSME. He described the initiatives of MSME in creating awareness on entrepreneurship among the youth in India. He also

explained the various schemes provided by the MDME to assist the micro, small and medium enterprises in India. Ms Sruthi G K, Asst, Director, MSME, Mangalore Branch also spoke about the success stories created by the field office. Successful entrepreneur in Mangalore Mr Annapa Pai, Director-Ace Foods Pvt Lid Mangalore spoke on his journey on entrepreneurship. Three videos relating entrepreneurship were played during the session. The session was live streamed through Zoom App in Sporthi Hall and attended by 180 students from the department of Business Administration and Computer Application. The programme was coordinated by Dr Shakila B, Associate Professor, Department of Business Administration.

## **MBA: One-Day Workshop on Branding**



The Department of Business Administration organised oneday workshop on Branding for III Semester MBA students on 17 December 2021 in Spoorthi Hall. The resource person was Mr Manosh R Sengupta, Brand & Marketing Strategist, Bengaluru. The program began with Dr Shakila B, Faculty Coordinator welcoming and introducing the resource person. The workshop covered 3 sessions in the morning and 1 session in the afternoon. The sessions covered topics like Labor Pains... the art of Brand-parenting - Building a Brand in times of VUCA - a conceptual view of an enterprise's most valuable asset, designed for presentation to a large cross-sectional audience. Mr Manosh Sengupta described stages branding evolution with examples. In addition, he explained the difference between positioning and proposition with examples. During one day lecture he

covered various issues relating to branding like Culture egg, evolving nature of brands, brand wars, phygital, the various forms transition etc. 118 MBA students, Dean-MBA and the faculty members were present during the programme.