



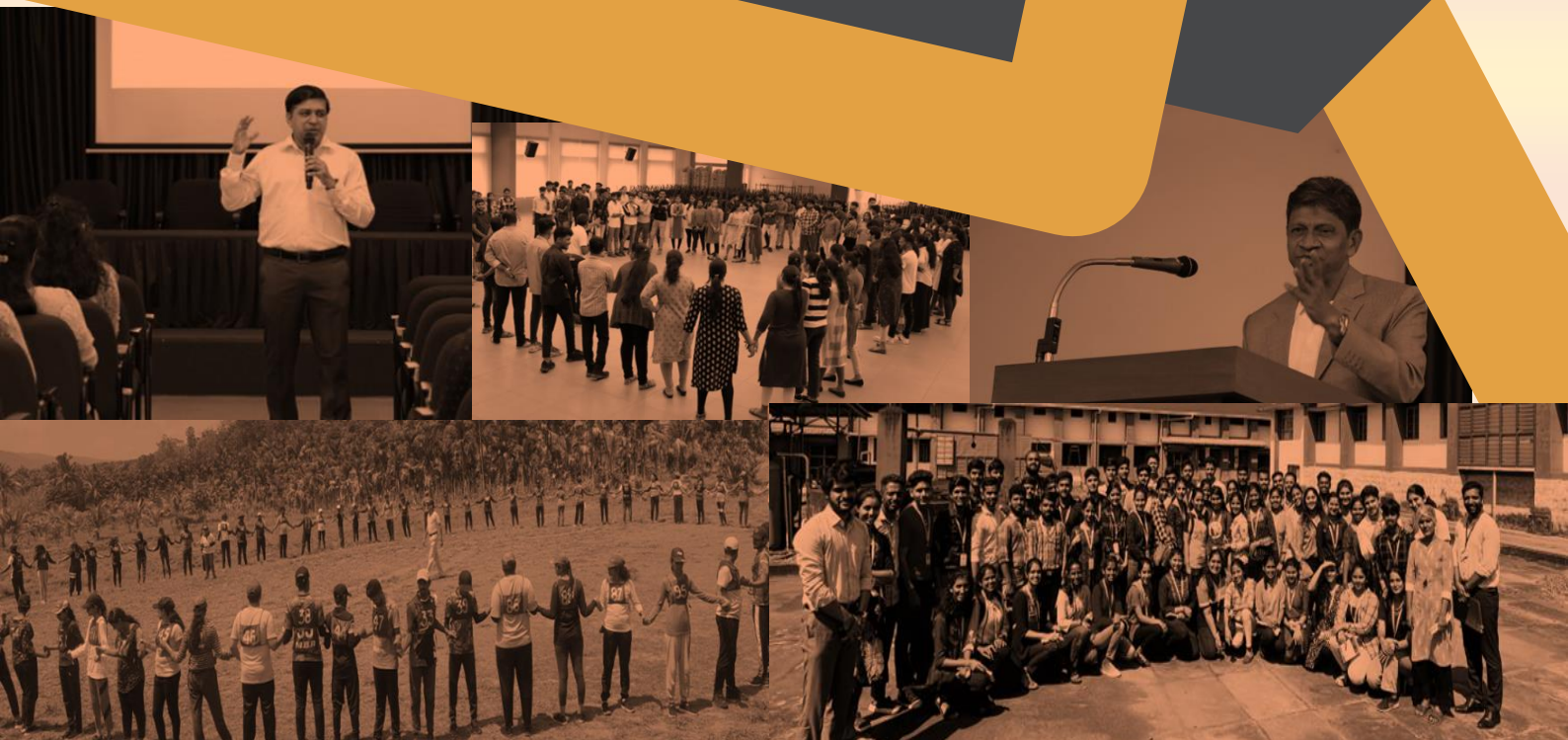
ST JOSEPH ENGINEERING COLLEGE

DEPARTMENT OF BUSINESS ADMINISTRATION

Vamanjoor, Mangaluru – 575028, Karnataka, India

YUKTHA 2022

“ESPIRIT DE CORPS”



Orientation Program 2021-23 Batch

The Department of Business Administration, SJEC had organized One Week Orientation Program for 2021-23 Batch of MBA from 31st January 2022 to 5th February 2022. The main objective of the orientation was to assist the students to develop an understanding of Management Education, its teaching-learning processes, and to familiarize them with facilities available in the campus, action plans, skill sets expected from them etc. About 200 students attended the program. The orientation program covered varied topics which were taken up by internal faculty members and external experts.



The Orientation Program began with welcome by Dr Shakila B, Coordinator of MBA orientation program. She briefed the participants significance of organising the Orientation Program. The Dean MBA, Dr Prakash Pinto in his talk introduced the Department of MBA to the new batch of students. Dr Rio D'Souza, Principal, SJEC delivered a lecture on Professional Approach to Life.



During the one-week orientation program the external guest speakers spoke on topics like Professional Use of Social Media, Corporate Career/Expectations from MBA, Competitive Exam & Career Planning and Entrepreneurship as a Career. Further, internal faculty members covered topics like MBA Curriculum

Structure under Autonomy, Self Confidence as a key to Success, Outcome Based Education at SJEC, Placement Preparedness at SJEC, MOOCS & Certification Courses, Skills, Innovation & Entrepreneurship Initiatives at SJEC, Usage of Library @ SJEC and there was interaction with the Alumna. Various skill building activities were conducted during the orientation program. The students exhibited active participation and expressed their contentment over the orientation program.

MBA: One-Day Entrepreneurship Awareness Programme

Department of Business Administration, St Joseph Engineering College in Association with the Branch MSME, Mangalore organized a One Day Entrepreneurship Awareness Programme on 23rd February, 2022 to the students of the Institution. The chief guest Mrs. Komal Prabhu addressed the gathering by stating that the "Twinkling eyes of students are the motivation for her to achieve more in life" and concluded with the note that the young minds have great potentiality in achieving their goal if guided in the right direction. The keynote speaker Mrs. Shruthi GK in her keynote speech gave an insight on the schemes provided by the MSME to the young minds who want to venture into the world of entrepreneurship. She highlighted the various avenues available for the young entrepreneurs to kick-start their dreams of entrepreneurship.



Session 1 began at 10.30 A. M and the speaker of the session was Smt. Komal Prabhu, COO Maharaja Group of Restaurants, Mangalore. She motivated the students on the tips of entrepreneurship and the challenges faced by the entrepreneurs in the present business context. Second Session began at 11.45 AM with the presentation of State Govt Schemes for MSME by Shri. Vivekanada Rao, Deputy Director, DIC, Mangalore. He stated that the Government of India has been proactive to ensure that all the benefit of these MSME schemes reaches to the MSMEs in time. Third Session started at 2.00 pm on Financial Assistance for MSME by Shri. Ravi Kumar, Senior Manager, Canara Bank. He gave insights regarding the various loans and OD facilities that can be availed of by MSMEs. He also stated the challenges faced by the banks in lending advances to MSMEs. The session was concluded with question answers around 3.30 P.M. Vote of Thanks was delivered by Dr Anjali Ganesh.

Gamification Workshop for Management Students



The Department of Business Administration Organised Two Days Gamification Workshop for Management Students on 22nd and 23rd April, 2022. The inaugural program was conducted at Spoorthi Hall, III Block, SJEC. Mr.Ramani Venkat from Cool Guru LLP graced the occasion as Chief Guest of the Inaugural program. Dr Rio D'Souza, Principal-SJEC and Rev.Fr Alywn D'Souza, Assistant Director-SJEC, where the Guests of Honour, Rev. Fr Wilfred

Prakash D'Souza, Director-SJEC presided over the function. Dr Prakash Pinto, Dean-MBA was also present among the dignitaries on the stage. Ms K.Manjula, Assistant Professor-MBA coordinated the program.

Gamification is Specially Designed for management students to understand various Business Concepts like Talent Management, Succession Planning, Market Segmentation, Financial Management Concepts, Risk Management, Intelligent Speculation etc. through games.



The workshop was conducted at Kalam Auditorium, II Block, SJEC. The Resource persons were Mr.Ramani Venkat, Mr.Manoj Kumar, Mr.Satish Nayak and Ms. Vidyathmica from Cool Guru LLP. First year MBA & MBA-IEV students participated in the workshop. This program was sponsored by AICTE-Scheme for Promoting Interests, Creativity and Ethics among Students (SPICES)

“Pitch it”: A Business Pitching Presentation Competition

A competition on business pitching "Pitch It" was organized by the Department of Business Administration, SJEC on 11-5-2022 in Spoothi hall. 10 teams of 2 members each have taken part in the competition. The judges were Dr. Purushottam Chippar, HOD, Mechanical Engineering and Mr. Yatheesh, Assistant



Professor, Mechanical Engineering. All the teams have presented various business ideas related to innovative products and services. The team Donald Nilesh Crasta and Joel Ronald Rodrigues secured first place and the team Alison Moira Fernandes and Marsiya Preema Dsouza secured second place in competition. Harshitha Bhat from I MBA 'A' section was the master of the ceremony and Faculty co-ordinator Ms. Chitralakha J Acharya proposed vote of thanks. Keerthi N. Rai and Adithya Rao have given us the technical support

Talk on Entrepreneurial Journey-Struggle to Succeed”



The Entrepreneurship Development Cell, Department of Business Administration, organised a talk on the topic "Entrepreneurial Journey-Struggle to Succeed” for MBA students on 10 June 2022. The resource person was Mr Harikrishna Thodinnaya, Entrepreneur,

Ecchanna Dairy Services, Mangalore. The session began with a welcome speech by Ms Ashleen Mascarenhas student of II MBA. Mr Harikrishna in his talk gave several examples with stories how a problem-solving product became successful entrepreneurship. He encouraged the students to take up entrepreneurship. He also shared his entrepreneurial venture Ecchanna daily services which he started in the year 2017 to cater the need for supplying fresh milk and milk products in and around Mangalore. At the end of his talk Mr Harkrishna shared his project details where he provides internship to the students who would conduct marketing drives for his products. Dr Prakash Pinto, Dean-MBA, Dr Shakila B , the faculty co-ordinator and Faculty MBA were present on the occasion. Ms Rashmi Bekal student of II MBA proposed the vote of thanks.

Outbound Training at Nature Bound Sahyadri, Ankola

The 4th Semester MBA students, numbering 97, accompanied by the faculty members, Mr Roopesh, Dr Babitha Rohit, Ms Manjula K and Mr Nandan B K attended the outbound training at Nature Bound Sahyadri located at Ankola for four days from 26th May 2022 to 29th May 2022.

The Training Centre is located in a beautiful and Pristine Natural Habitat of Sahyadri Mountain Ranges of Uttar Kannada District in Karnataka. The sole idea of the outbound training is to bring the students out of their Comfort Zone and away from digital influence, dependency of habits or stimulants. Nature Bound Sahyadri Organization supports educational institutions in providing dedicated outdoor experiential learning opportunities beyond their conventional Comfort Zone. The Institute has exhibited high degree of hospitality, which was very welcoming and made the stay pleasant for all. The objective of the visit was to develop skills necessary for corporate life and prepare oneself to be job ready. The training composed of activities based on Self-awareness, team building, multi-tasking, time & stress management, strategic thinking & leadership.



The training was coordinated by the trained professionals of NBS. The trainers were backed by support staff, who which were very courteous and helpful during the stay. Each training session comprised of activities and discussions on management lessons. The students were actively involved throughout the training session and displayed professionalism and team spirit. The training was concluded with a short valedictory function, where the students were made aware of their pros and cons. The journey concluded on 29th of May, 2022.

Alumni Meet

St Joseph Engineering College organized "Reminiscia-22"- An Alumni meet, to facilitate, consolidate and coordinate Alumni Activities at St Joseph Engineering College at Kalam Hall on 18th June 2022. The alumni meet is to reconnect with the Alumni and celebrate their success and various achievements.

Taking the opportunity of the Event "Reminiscia-22", the Department of Business Administration organised interaction session of the Alumni with the second year MBA students at 2.00pm to 4.00 pm in the MBA classroom. During the interaction session,



the alumni, stressed on the issues like importance of developing soft skills, knowledge in excel, as it is relevant in every specialization of management, select the specialisation based on aptitude of the student. Alumni also interacted with the students and gave motivational talk regarding preparing for higher studies and placements. Students interacted many questions with regard to placements. The following is the list of Alumni of Department of Business Administration who visited the department on 18th June, 2022



Business Plan Workshop



The Department of Business Administration organized a workshop on Business Plan on 28 June 2022 in Spoothi Hall, Academic Block III from 2.30 to 4.00 pm.

Mr. Vikram Jude Saldanha who is a chartered accountant was the resource person. He completed his BCom from St. Aloysius College in 2012 & in 2016 he completed his CA. Later he worked in Dubai as an audit associate for 3 years. He gave many seminars & he is a facilitator for CA students. Since 2020 he is the partner at DSouza & Lobo Chartered Accountants.

The MBA students, faculties & participants of Ingenious-2022 event were there along with faculty coordinator Ms. Chitrlekha Acharya, Assistant Professor, MBA.



The main objective of this workshop was to gain insight into various elements of the Business Plan. The resource person educated the gathering about the business plan. He interacted with the students during the session & also explained 10 elements to be added in the business report. He explained about business plan, and steps like executive summary, business description, operations plan, organization and management, legal structure, product and services, marketing and sales, competitive analysis, unique selling proposition and financial plan. The workshop ended at 4pm. Keerthi N Rai thanked the gathering in the end.

INGENIOUS-2022

A Business Plan contest was conducted by the Department of Business Administration, SJEC on 15th of July in Spoothi Hall, Academic Block III. The event started at 2:00 pm with a warm welcome by Harshitha Bhat followed by MC by Ms. Harshini, Student Coordinators, Ingenious-2022.



An incredible business plan contest held under the guidance of Faculty Coordinator Ms Acharya Chitralkha J. The judges for the event were Mr. Gaurav Kamath & Mr. Rakesh Kotari. Mr. Gaurav Kamath is a successful CEO and co-founder of MicroDegree. He completed his BE in Biotechnology from NMAMIT Nitte, previously worked at renowned organizations like Infosys and Accenture. The second judge was Mr. Rakesh Kotari, co-founder and head of technology at MicroDegree. He is a graduate from BMS College of Engineering and also a certified Java programmer. He worked at various capacities at TCS, Bank of America, Highmark Inc. etc.



A total of 6 teams having 2 members each participated in this competition from Engineering and MBA department of our college. The judges questioned their pitching and gave fruitful suggestions for improvement. The program ended around 4:30 pm with the vote of thanks by Ms. Keerthi N Rai, Student coordinator, Ingenious-2022. Winners of the event were Ms. A Spoothi Rai & Ms. Ishika from the

Department of Electronics and Communications and Runner's up were Mr. Donald Nilesh Crasta & Mr. Joel Ronald Rodrigues from the Department of Business Administration.

Zephyr-22 A National Level UG & PG Management Fest

Zephyr-22, A National PG & UG Management Fest organized by the Department of Business Administration, St Joseph Engineering College (SJEC), Mangaluru was inaugurated on 04th August 2022 at the A.P.J. Kalam Hall, Academic Block II, SJEC.



The function was inaugurated by the Chief Guest Mr Anil Lobo, Chairman of MCC Bank Ltd. Mangaluru. In his inaugural address, he opined that Management Fests provide great platform to showcase student's leadership and organizational skills.

He mentioned the old saying that everything is in fair love and war but asserted that is not applicable to a business which should be based on ethics and values. He congratulated the Department for hosting the programme in grandeur. Dr Vincent Crasta, In charge Principal-SJEC, in his guest of honor address remarked that students are required to improve their communication, interpersonal and entrepreneurial skills, and the learning without any experience is not beneficial. By referring a quote by John F Kennedy "leadership and learning are indispensable", he emphasized the students must redefine themselves and try to conceptualize, understand and innovate. He ended his speech with a beautiful quote "success without a positive attitude is luck; success with a positive attitude is achievement" .

Rev. Fr, Wilfred Prakash D'Souza Director – SJEC, in his presidential remarked that the Zephyr is a flagship event of the Department of Business Administration. He conveyed the message saying that "student should be eager to work hard and convert challenges into opportunities". He appreciated Department of Business Administration for organising the mega event after 2 years with great vigor.



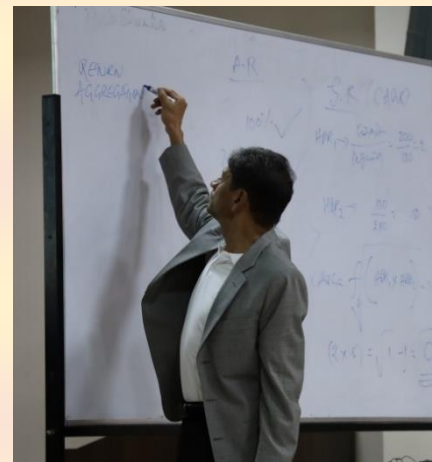
Invocation was rendered by SJEC-MBA choir. Mr Prasad Patrao, Zephyr Student Co-ordinator welcomed the eminent gathering. Mr. Melston Noronha, Zephyr Student Co-ordinator proposed the vote of thanks. Assistant Director Rev Fr Alwyn D'Souza, Dr. Prakash Pinto, Dean-MBA and Mr. Roopesh-Faculty Convener, were present on the occasion

Half Day Student Development Programme (SDP) on 'Capital Markets & Investment Analysis' for I MBA students



The Department of Business Administration organised half day Student Development Programme (SDP) on 'Capital Markets & Investment Analysis' for I MBA students on 25 August 2022 in Spoothi Hall.. The resource person was Dr M. S. Belgami, Director - Risk & Compliance at Corporate Finance International, Bahrain. The program began Ms Rashmi I MBA welcoming and introducing the resource person. The SDP covered 2 sessions from 9.30 am to 12.30 pm.

The sessions covered topics like Organization and Functioning of Securities Markets, Characteristics of a Good Market and Dr Belgami gave a brief lecture on working of stock exchanges across the globe. He also delivered a talk on Investment Analysis and discussed risk and return of the investments with practical examples. 120 students of I MBA actively interacted during the session. Dr Shakila B, Associate Prof coordinated the program. Dr Prakash Pinto Dean-MBA and Faculty from the Department of Business Administration attended the sessions.



Despedida'22 – Farewell



The formal function of Despedida'22- Farewell for the batch of 2020-22 was organised by the Department of Business Administration, SJEC on 16th September 2022 in Kalam Auditorium. The farewell function commenced at 9.30am. The function was graced by Rev. Fr. Wilfred Prakash Dsouza- Director, Rev.Fr. Alwyn Richard Dsouza-Assistant Director, Dr Vincent Crasta-In-charge Principal, Dr Prakash Pinto-Professor & Dean of MBA, Ms Acharya Chitrlekha J & Ms Savitha K-faculty Convener were present in the occasion.

Dr Vincent Crasta addressed the gathering with his inspirational talk. He narrated about the five components of authentic happiness. In his speech, he also mentioned about corporate life environment and what a person wants in his life. He completed his talk with a phrase-“if you are not willing to learn, no one can help you; if you are determined to learn; no one can stop you”. Then, Rev Fr Wilfred Prakash Dsouza wished all the outgoing students for their future. He enriched the students by George Bernard Shaw's writing in which his life is compared to a torch that can brighten the future if it is used wisely. He also mentioned to take failure alongside when you move forward and learn from it. He further added to enhance life with values like friendship, passion, punctuality. At the end he thanked all the students and faculty for collaborating and learning enthusiastically. The student coordinators of the function were Mr Santhosh Dsouza-I MBA'B', Ms Anusha Ganiga-I MBA'IEV' & Ms Harshini-I MBA'A'. The function commenced with master of ceremony by Ms Reshmi H-I MBA 'B', welcome by Ms Harshini, Prayer team of I MBA and Vote of thanks by Ms Anusha Ganiga.



Industrial Visit 2022

The Department of Business Administration of St Joseph Engineering College organized an Industry Visit to the students of II-Semester MBA (Autonomous Batch 2021-23) on the 7th and 8th of October 2022. The visit was scheduled with the intention to provide exposure to the working of organizations. The main objective of the visit was to expose the students to an industrial arena and help them gain insight into the practices and policies of the organization.



The students visited Toyeez a toy manufacturing unit and Achal Industries, a Cashew exporting company in Baikampady. The industry visit was an attempt to

build the industry institute interface to provide the students with practical knowledge of the corporate world.



Achal Industries: Achal Industries, is one of the leading cashew suppliers in the region established in the year 1981 in Mangalore. Achal industry is known to export 95% of its products to markets abroad. The students were shown the entire process involving procurement to packaging. The entire journey of raw cashews to the finished products was explained by Mr. Rohith and team associates of Achal Industries. Students

were explained about the potential abroad for organic cashews and the subsidiary products. Students had a great interaction with the representatives regarding the various opportunities and threats in the area of cashew products and how the industry is coping with an ever-changing environment.

Toyeez: The second industry was Toyeez established in the year 1992 with the intention to capture the toy market in the country. The firm is currently manufacturing over 50 varieties of toys in unique colours. The students were given a demonstration of the production procedures of the toys. The process was explained to the students by Mr. Henry Britto the owner of Toyeez. Students had an active interaction with Mr. Britto, who explained the whole supply chain process of the products produced in their facility.



Mr. Roopesh Assistant Professor and Coordinator of Industry Visit and Mr. Ananth Alias Rohith Bhat P Assistant Professor, Department of Business Administration, SJEC accompanied the students. The overall experience of the industry visit provided a macro view of the working of the organization and its products.