



# ST JOSEPH ENGINEERING COLLEGE

Department of Business Administration  
Vamanjoor, Mangalore 575028



GENESIS  
A FORUM OF MBA STUDENTS

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# Yukttha -2018

## “Esprit De Corps”



*Message from  
Director*



*Fr Wilfred P. D'Souza*

In the words of Colin Powell, "Success is the result of perfection, hard work, learning from failure, loyalty and persistence." It is a matter of great honor for me to write down a few words on the occasion of the release of the newsletter "YUKTA" of the Department of Business Administration. Over the last few years, we have seen a significant change in the Department of Business Administration. Under the leadership of Dean & Faculty, we have seen the department growing to be one of the strongest, deeply motivated and enthusiastic in organizing and conducting so many events, conferences and fests. The readers of this newsletter will certainly see this agility and passion reflecting in the articles of the newsletter "Yukta". I congratulate the Dean, the staff and the students of the department for this remarkable feat. I also congratulate the editorial team on the job well done. Wishing you the very best!

*Message from  
Asst. Director*



*Rev Fr Rohith Dcosta*

A year filled with lot of activities and learning has come to an end. As we look back through this magazine, it's been an enriching experience to the students as well as to the faculty. The Department is very active in its approach to the learning aspect of the students through various exposure, management activities, competitions, team work, guest lectures, industrial visits etc. It has molded its student as aspiring management professionals. I appreciate the hard work of the Dean and the faculty for their constant guidance and dedicated service. I wish all the students a fruitful learning.

*Message from  
Principal*



*Dr Rio D'Souza*

It gives me immense pleasure to pen a few words as foreword to Yukta-A Department Newsletter of MBA, exclusively meant for showcasing the activities of the department and guiding the upcoming managers for future activities. The department is organizing and conducting a series of MDP's, fests, talks and other activities for students which are conveniently made available to the stakeholders through Yukta. A newsletter, if presented well, can arouse interest among the readers and can lead to better outcome.

I congratulate all the contributors and the editorial board for bringing out such a resourceful newsletter. Here's wishing the newsletter, and the team behind it, all success!



## Outreach Programme Visit to Arogya Matha Kendra



First Year students from the Department of Business Administration at SJEC accompanied by the Dean and Faculty visited the old age home Arogya Matha Kendra on 11<sup>th</sup> March 2017. The old age home visit was planned as part of the Department Outreach Programme Activities.

Arogya Matha Kendra is a charitable organization managed by sisters of Fathima and situated near Neermarga. It inhabits 30 inmates hailing from different parts of Mangaluru. The students and faculty reached the place at 9.20 am. The inmates were very hospitable and friendly as they welcomed us with their beautiful smiles. To break the monotony of their lives, the students entertained them with songs and dances. In order to bring laughter on their faces, the students performed a small humorous skit. This brought cheer on their wrinkled faces. The students also performed action songs and made elderly people dance along with them. This was followed by a cake cutting ceremony and all the elderly people came forward to cut the cake. Refreshments were served to all. To celebrate the joy of giving, the students and faculty pooled money and donated fruits, eatables and different items of provisions which are used on a daily basis. The Sr. Superior who is the caretaker of the old age home thanked all for sparing time with the old souls. She also acknowledged



the generosity of the college in conducting such programmes.

Later, the students interacted with elderly people there. Each one of them had their own reasons to be in that place. Before leaving, the students clicked photos with them. It is sure that one cannot bring a big change in their life or assure them a better life but a smile was something one could surely give them. Though the time spent there was short but it

created lasting impression in the minds of all. Truly it was a learning experience for the students to connect with society.

## Workshop on Business Plan



The Department of Business Administration at SJEC organized a workshop on 20<sup>th</sup> March 2017 on Business Plan. The workshop was conducted prior to the event Ingenious-2017 to provide a deeper understanding about the latter. Students from 1<sup>st</sup> and 2<sup>nd</sup> Year MBA and Engineering students from various Departments participated in this workshop. The program started at 3:00 pm with a welcome speech by Ms Acharya Chitralkha J, Assistant Professor at SJEC. The resource person was Mr Rakshith Bhandary, Assistant Professor at SJEC. This program aims at providing insight on how to start a business with a vision in mind. It also dealt with identifying the key factors to be considered while framing a business plan. It enabled the students to understand the concept of entrepreneurship and contribute more. Mr Rakshith Bhandary started the session by interacting with the students to know their

level of understanding. He briefed on what is a business plan and what are its elements. He provided live examples on screen about various start-ups, covered all aspects of fund generation relating to business plan and briefed us about how innovative a business plan should be. The session followed by queries from students. Mr Rakshith Bhandary provided various ideas on marketing strategies. He also briefed about marketing research data that can be used for this purpose. The session was interactive and he shared a couple of examples to make it more simple. The session concluded at 4.15 pm. The concluding part of the workshop, i.e. vote of thanks was proposed by Likitha G, Student of I Sem MBA.



## INGENIOUS-2K17 – BUSINESS PLAN EVENT



"Ingenious", A Business Plan Contest, was organized by the Department of Business Administration on 27th March 2017. The inaugural ceremony began at 9:30 with the student Choir of MBA-SJEC invoking blessings from the god.

Ingenious 2017 was then inaugurated by the Chief Guest – Mr.Mithun Bhat Kakunje, CEO of Kakunje Groups. The President of the Program Rev Fr. Joseph J. Lobo -Director SJEC; Guest of Honor- Rev. Fr Rohith D'Costa, Dr Prakash Pinto, Dean –MBA, Ms. Chitralekha J Acharya- Faculty coordinator of Ingenious 2017,were present on the dais. Ms.Suraksha – student coordinator was the Master of the ceremony. The event was formally inaugurated by lighting the lamp.

Ms. Apoorva Baliga – student coordinator welcomed the gathering. Mr.Mithun Bhat Kakunje in his inaugural address persuaded the students on how everything begins with an idea and change cannot happen without the idea. He remarked that an idea that is developed and put into action is more important than an idea that exists only as an idea.

Rev Fr Joseph Lobo encouraged by saying that only those who are passionate about pursuing their vision will bring the change and sail in the world of corporates. He advised and motivated the students to develop the skills of entrepreneurship.

Ms Likitha G proposed the vote of thanks. At 10:30 the event of business plan was commenced. The judge for the event was Mr Mithun Bhat Kakunje and Prof. Clinton H Lobo. There was cut throat competition among the team. At the end of the event Dean –MBA Dr Prakash Pinto accoladed the judges. Judge Prof. Clinton H Lobo motivated the teams to work hard and achieve excellence. Ms Suraksha- student coordinator announced the winner. The runners up for the event were Mr Vinay Prasad and Ms VanessaNazareth- I year students of MBA and the first place was bagged by Mr Daniel and Mr Jaison from the department of Electrical & Electronics Engineering. The event was concluded at 1:00 p.m. Ingenious serves as a platform for the students to show their intellectual talent and act as a driving force for the students to think uniquely and efficiently to strive for success.



## Workshop on Public Speaking Skills in collaboration with the Port Town Advanced Toastmasters



A half-day workshop on Public Speaking, organised by the Department of Business Administration at SJEC, in collaboration with the Port Town Advanced Toastmasters was held on 21<sup>st</sup> and 28<sup>th</sup> March 2017 in Bishop Aloysius Paul Conference Hall. The purpose of the

workshop was to hone and enhance the communication and Public Speaking skills of the students and develop innovative ideas, and enable them to speak confidently in front of live audience consisting of their own peer group.

The workshop began sharp at 9:20 am and Dr Anjali Ganesh welcomed the gathering and introduced the guests of Port Town Advanced Toastmasters in the presence of Dr Prakash Pinto, Dean of the Department of Business Administration. The resource persons were, Mr Brian Fernandes, President of Port Town Advanced Toastmasters and CEO of NewsKarnataka, Dr Malini Hebbar, Distinguished Toastmaster and Co-ordinator of Port Town Advanced Toastmasters, and Ms Bharathi Shevgur, Distinguished Toastmaster.



Dr Malini Hebbar conducted the first session. She asked seven students to come forward voluntarily. She told us that the 'best way of learning is through participation'. The following students of 1st year MBA volunteered: Bhanu Prakash, Arwin, Vinay, Swetha, Likitha, Shareen and Supriya. Each one of the students had to choose a numbered cardboard, which held names of animals on the other side. Next, she asked for two more volunteers, a boy and a girl. Rahul and Suraksha came forward. The activity was to arrange the animals in the order

of their usefulness i.e. from the most useful animal to the least useful one. Rahul and Suraksha acted as the mediators and the boys and girls instructed the right order to them separately.

The learning outcomes of this activity were:

- Try to make a good judgement
- Taking the first step i.e. going forward voluntarily as the saying goes, "Make hay while the sun shines"
- Teamwork and co-ordination
- To be perpetual learners

This marked the end of first session.

Ms Bharathi Shevcur conducted the second session at 9:50 am. She signified the importance of various behavioural aspects of group discussion. There were three different group activities conducted. The first activity was an unguided group discussion. The second phase was Mock Press She also gave us some tips on how to refuse a question, in a professional way.

Mr Brian Fernandes conducted the 3rd session of Public Speaking Workshop. He is the CEO of NewsKarnataka, a news publishing company in Mangaluru. This session was all about storytelling. This marked the end of third session. Arwin, Shareen and Likitha expressed their views and gave their feedback on the workshop. Suraksha of 1st year MBA delivered the vote of thanks and settled the program.

The next workshop was on 28th March 2017 in Bishop Aloysius Paul Conference Hall. Dr Anjali Ganesh welcomed the toastmasters. The resource persons were, Dr Malini Hebbar, Distinguished Toastmaster and Co-ordinator of Port Town Advanced Toastmasters. Ms Vidya Shenoy, Toastmaster of Port Town Advanced Toastmasters. Ms Preetham Kamath, Toastmaster of Port Town Advanced Toastmasters. Dr Malini Hebbar conducted the first session. Later, Dr Malini Hebbar gave a presentation on Murphy's Law of Communication and Johari Window. Ms Vidya Shenoy conducted the second session. She presented about the three V's of Communication (Visual, Voice and Verbal). She also showed videos of great speakers like



Kiran Bedi and Barack Obama. Ms Preetam Kamath conducted the third session on listening skills. The toastmasters congratulated the students on their active participation and mentioned their good points as well as the areas requiring improvement. Ms Priyanka B. Rao proposed the vote of thanks and with this, the session ended.



## ZEPHYR-2K17



The inaugural function for zephyr 2k17 - Two-day national level P.G. management fest was organized by the Department. of Business administration, SJEC on 11<sup>th</sup> April 2017. The inaugural function commenced at 9:30am. The function was graced by Rev Fr. Praveen Martis as the chief guest while Rev Fr Joseph J Lobo-the Director, Rev Fr Rohit D'costa-Asst. Director, Dr. Joseph Gonsalvis - Principal, Dr. Prakash Pinto –Dean MBA , Ms. Chitralekha J Acharya- the faculty convener were present on the occasion

The chief guest Rev Fr Praveen Martis addressed the gathering with his inspirational talk. He narrated about the four C's - competence, commitment, compassionate and conscience. In his talk, he also mentioned about three H's- heart, head and hand; when heart and head work together the hands will reach to achieve the vision. He also said how attitude matters in life.

Then, Rev Fr Joseph Lobo thanked the chief guest for being the part of the event. He encouraged all the participants to actively take part in the event. He wished all good luck. Principal Dr. Joseph Gonsalvis also threw lights on startups. He also said exposure and experience are two requisites for budding entrepreneurs to be successful. 18 teams from various colleges had attended the function. The wide coverage of the function was given by V4 news, Daiji World. Ms. Joyce Saldanha extended the vote of thanks.





## MEMORANDUM OF UNDERSTANDING WITH KSIA



A Memorandum of Understanding (MOU) was signed between SJEC and Kanara Small Industries Association (KSIA) Mangaluru on 31st March 2017. The MOU was initiated by the Department of Business Administration at SJEC. Signing the agreement, Rev. Fr Joseph Lobo, Director – SJEC, expressed the need for MOUs that will benefit the students of Business Administration. He also opined that industry-institute interaction bridges the gap between the industry and academia. Mr Henry Britto, President of KSIA was present on this occasion and stated that the students need to understand the practicalities of the industry. He also mentioned that the majority of entrepreneurs in India began their business from scratch and became successful. Dr Joseph Gonsalvis Principal - SJEC congratulated the Department of Business Administration for the initiative taken and expressed that the MOU with KSIA would enhance the quality of management education in SJEC. Rev. Fr Rohith D'Costa, Assistant Director - SJEC, Dr Rio D'Souza, Vice Principal - SJEC, Mr B. A. Nazeer, Office Bearer - KSIA, Dr Prakash Pinto, Dean of MBA at SJEC, along with Faculty from the Department of Business Administration were present on the occasion.

## INDUSTRIAL VISIT TO NEW MANGALORE PORT

The Department of Business administration of SJEC organised an industry visit to the New Mangalore Port on 25th April, 2017. The final year students of MBA along with Prof. K. Manjula and Prof. Babitha Rohit visited the New Mangalore Port Trust.

A guide arranged by the CISF authority escorted the students on a short tour inside the port. The guide explained about the various berth, the various cargo shipments that were used for



import and export of goods from the port. The students got an opportunity to have a view of the liquid terminals, cruise ship and the unloading of the iron ore. After the visit inside the Warf, a talk was arranged at the Port auditorium. The speaker was Mr Navneeth Kumar, Senior Deputy Traffic Officer and Mr Suresh Babu Rtd Traffic Officer NMPT, who addressed the students and gave an in-depth lecture about the working and the achievements of the port. He provided detailed information about the 17 berths which are active in the port and listed out the items of exports and imports and he said that port is the most critical area of operation where every detail of work is to be seen, further continuing his talk he told that there are less human work and most of the work is automated leading to increased profits. He also explained about the cost incurred in every deals and how the edible oil standards are met and the time taken for it.

Continuing his lecture he told about how the management student will gain knowledge by exploring the wide world and wished the students all success. Prof K. Manjula thanked Mr Navneeth Kumar and Mr Suresh Babu for organising a very informative session on Port Management. Overall, the visit was a good experience for the students and provided them an opportunity to interact with experts in the field and received words of advice.

## **INDUSTRIAL VISIT TO LAMINA SUSPENSION PRODUCTS LTD, DECCAN PLAST INDUSTRIES**

The Department of Business Administration at SJEC organized an Industrial Visit to Industrial Area, Baikampady - Mangaluru on 10th May 2017 for the II Semester MBA students. The planning and execution of the industrial visit was done with the help of Mr Henry Britto, President Kanara Small Industries Association (KSIA) - Mangaluru. The team of 48 students from II Semester MBA accompanied by two faculty members, Ms Shakila B & Mr Rakshith Bhandary visited three industries viz. Deccan Plast Industries, Gurucharan Industries, and Lamina Suspension Products Ltd. The visit was scheduled between 9:30 AM to 1:00 PM.



**Deccan Plast Industries** offer Molded Solutions of plastic molded furniture, like Premium Relax chairs, Premium Arm chairs, Premium Dining Chairs, Mid back arm chairs, Dining chairs, Armless chairs, Chairs for children, Rocker Toy for children and many more. They also manufacture Material Handling solutions which have diverse applications in fishery, food processing, Agro industry, retail shops, and many other storing and transporting applications. The team was divided into 2 groups and two officials from the company were in charge of each group and they were taken around the whole factory and shown the different plants of the entire factory. Thus the students gained practical exposure to the manufacturing process of furniture.

**Gurucharan Industry** was established in the year 1966 by Mr Jayakar Shettigar to manufacture Plastic Processing Machineries, Allied Machineries, and Spare Parts and Components of Plastic Processing & Allied Machineries. The students were given a close look at some of the important operations that go into the fabrication of massive and complex machine units. The manufacture of machine spare parts was demonstrated.



**Lamina Suspension Products Ltd** is a manufacturer of leaf springs, automobile leaf springs, grey iron castings, SG iron castings and suspension spares & parts. The students were initially taken to the mechanical testing lab where they were shown the various samples that are tested as well as the testing methods followed. Later they were taken to the actual production area where they witnessed the working of gas furnaces, mechanical and hydraulic punches, rolling, curling and flattening machines etc. that are inevitably a part of most metal forming processes. The last parts of the visit were the assembly and painting areas. The students also got the opportunity to see fully automated functions.

The industrial visit to these three industries was an enriching experience for students in getting live exposure of manufacturing which can help them in their studies and further career enhancements.

## FACULTY DEVELOPMENT PROGRAMME ON GST



The MBA department has organized Two days Faculty Development Programme on Goods and Services tax for PG/UG faculty on 10 & 11th August, 2017. Chief Guest of the function, Capt. Shambhu Bhat, Deputy Commissioner, Commercial Taxes, Mangaluru in his inaugural address remarked about the paradigm shift in taxation system in India and the complexities associated with it. Guest of Honour, Mr. B N Rame Gowda, Deputy Commissioner, Commercial Taxes highlighted the mental diversity among taxpayers in India and other developed countries. He also stressed the importance of paying taxes for growth of economy.

## **OUTBOUND TRAINING AT PEGASUS INSTITUTE OF EXCELLENCE**



**The III Sem MBA students attended an Outbound Training at Pegasus, Bengaluru from 29th August, 2017 to 31st August, 2017.**



## MANAGEMENT ASSOCIATION ACTIVITIES



Genesis, the Management Association of the Department of Business Administration, SJEC organised the first activity on 06-09-2017 for the II year MBA students. Blind Train and Passing the Rope were the activities conducted by the team comprising of Prasanna Pejathya, Yogeesh K, Remson Michael Fernandes and Saurav J.Karanad. The participants displayed Planning, Leadership, Coordination, Team work and Time Management abilities during the activities. The winners of Blind Train activity were Vinay Prasad and Team and Passing the rope was Bhanu Prakash and team.



## FIELD VISIT TO DEEPA COMFORTS



The III Sem MBA students attended a Lunch on Meeting at Deepa Comforts on 21st September, 2017 a part of field visit.

## INAUGURATION OF GENESIS 2017-2018



The inaugural ceremony of Genesis, the students' association of Department of Business Administration - SJEC for the academic year 2017-18 was held on 27th September 2017 at 2:30 pm in Bishop Aloysius Paul Conference Hall. The function was graced by Mrs. Aruna P. Kamath, Principal, SDM College of Business Management, Mangaluru, as the Chief Guest. Rev. Fr. Wilfred Prakash D'Souza, Director - SJEC presided over the function; Dr Joseph Gonsalvis, Principal - SJEC was the Guest of Honour. Dr Prakash Pinto, Dean, Department of Business Administration, SJEC, Ms Babitha Rohit, Faculty Coordinator of Genesis and Mr Bhanu Prakash, Student Coordinator of Genesis, were also present on the dais. The invocation to the Divine was led by the MBA Choir. The gathering was welcomed by Ms Vanessa Nazareth of II year MBA.

The dignitaries officially inaugurated "Genesis 2017" with the lighting of the lamp. Mrs Aruna P. Kamath addressed the gathering. She emphasized the importance of skill upgradation in enhancing one's career prospects. Extracurricular activities can empower students to make their own decisions and help them gain vital experience and skills to lead them on the path to their future. She also highlighted that combining positive action with positive thinking will result in success and help the students gain confidence to face the challenges that come their way. Rev. Fr. Wilfred Prakash D'Souza made his presidential remarks about utilizing the opportunities available to the students and focusing on improving themselves. Dr. Joseph Gonsalvis addressed the gathering by stressing on the importance of effective communication skills that MBA students as future managers must possess. He also advised the students to improve their soft skills and communication. Dr Joseph Gonsalvis handed over the memento to Mrs. Aruna P. Kamath as a token of gratitude. Mr Rahul Amin of II year MBA proposed the vote of thanks.. Ms Likitha G. of II year MBA was the master of the ceremony of the event.



## RENDITION-2017



Rendition-17, A National Level Paper Presentation Contest and Productive Dialogue Competition was organised by the Department of Business Administration, St Joseph Engineering College on the theme 'EMERGING TRENDS IN SERVICE SECTOR' on 12th October 2017, in the Spoorthi Conference Hall. The inaugural programme of Rendition-17 commenced by invoking God's blessings through a hymn which was led by the MBA student choir. A video highlighting the various activities undertaken by the Department of Business Administration was then displayed. The programme was inaugurated by lighting of the lamp by the dignitaries which included the esteemed Chief Guest- Dr Devaraj K, Director SDM-PG Centre for Management Studies and Research, Mangaluru, President of the programme Rev. Fr Wilfred Prakash D'Souza, Director SJEC, Guest of Honour Dr Joseph Gonsalvis, Principal SJEC, Dr Rio D'Souza, Vice Principal SJEC, Dr Prakash Pinto, Dean MBA, Ms. Chitralkha J Acharya Faculty Coordinator, Rendition-17, Ms. Jessica Mascarenhas, Student Coordinator, Rendition-17. Ms Chitralkha J Acharya, Faculty Coordinator, Rendition-17 welcomed the gathering and introduced the chief guest. Addressing the gathering Dr Devaraj K congratulated the department for organising the programme. He remarked that managing knowledge is most important and encouraged students to face challenges which would make a difference in their life. He concluded by saying "The desire to succeed should be stronger than the fear of failure". Dr Joseph Gonsalvis, Principal SJEC, in his guest of honour address stressed on the importance of reading business journals and newspapers and being updated on the day to day happenings. He also encouraged the students to develop interest in learning and acquiring knowledge. Rev. Fr Wilfred Prakash D'Souza in his presidential remark highlighted the growth of the Service Sector in India. He emphasized on the word 'Service' and conveyed the message to 'place service first before attitude'. The inaugural programme concluded with the vote of thanks which was proposed by Ms. Jessica Mascarenhas, Student Coordinator of Rendition-17. Over the course of the day 33 teams from various parts of the region took part in the events organized.



The valedictory programme for Rendition-17 was conducted in the evening. Dr Joseph Gonsalvis, Principal SJEC presided over the event and Rev. Fr Rohith D'Costa, Assistant Director SJEC was the Chief Guest. Dr Prakash Pinto, Dean MBA SJEC and Ms. Chitrlekha J Acharya, Faculty Coordinator Rendition-17 were also present. Rev. Fr Rohith D'Costa expressed the various perspectives of Rendition in his address. He congratulated the participants for their effort and confidence to come forward and be a part of this national level event. Dr Joseph Gonsalvis in his presidential remarks appreciated the management committee for their hard work in putting up this successful event for the 8th consecutive year. The winners of Rendition-17 were announced by Mr Austin Noronha, second year MBA student. The prizes were distributed to the winners by the dignitaries.

## INDUSTRIAL VISIT TO MCF



The Department of Business Administration organized an industrial visit to Mangalore Chemicals and Fertilizers Limited (MCF) for second year MBA students on the 17th October 2017. The main objective of the visit was to expose the students to an industrial arena and help them gain insight on the HR practices and policies of the organization. MCF is the largest manufacturer of fertilizers in Karnataka. Its industrial plants are designed to conform to international standards. MCF is credited to have successfully implemented the Japanese 5S technique for workplace organization. Dr. Anjali

Ganesh, Professor, Department of Business Administration, SJEC accompanied the students to MCF. Mr. Rajnikanth, Head, Learning and Development Center at MCF, addressed the students and enquired about the purpose and the expectations of the students from the visit.

A short film titled 'Suraksha' which depicted the working of the fertilizer plant and the products produced was displayed to the students. Information about the safety measures followed within the organization and the guidelines to deal with emergencies was imparted.

The organization's CSR activities, such as development of neighboring villages by organizing health camps and public awareness programs that serve as a guide during emergency situations was also highlighted. 'Mangala - An Initiative for Change', which is an employee based program undertaken for





improving employee relationship and increasing their contribution at home, work and the world around them was also briefed to the students. Mr. P. Suresh, Chief HR Manager, also addressed the students and gave them insights on various HR related aspects. He elaborated on the various functions of the HR department such as recruitment and selection, performance appraisal, compensation, industrial relations, time management, employee welfare and grievance handling. Mr. Suresh spoke about the need to give one's best while working in any organization and work hard to improve skills and acquire knowledge. Mr. Rajnikanth concluded the half-day session by answering the queries of the students. He expressed his gratitude towards the Department of Business Administration for organizing a visit that benefits the students. Dr. Anjali Ganesh appreciated the efforts taken by MCF team to show the ropes of the organization to the students. She especially thanked Mr Rajnikanth for providing this learning opportunity and asked for his cooperation in the future.

## WORKSHOP ON ENTREPRENEURIAL OPPORTUNITIES



A special lecture on "entrepreneur Opportunities" was organized for MBA students on 27th October 2017 at Bishop Aloysius Paul Conference Hall at 2:15 pm by a team from Pranava Souharda Sahakari Ltd. The resource persons included Mr.G R Prasad, President, Pranava Soharda Sahakari Ltd., Mr.Vivekananda, Asst Director, Dept of Industry and Commerce, Govt of Karnataka, Mr N Ravikumar, Sr Manager, Canara Bank, Mr Girish, Head, Entrepreneurship Development Cell, Sahyadri Engineering College,Adyar.



### QUIZ 2K17



A Interdepartmental General Quiz 'Quiz 2k17' was organized for MBA, MCA, M.Tech and B.E Students on 3rd November 2017.

### ACTIVITIES OF DEPARTMENT



The department of MBA under the banner of "Genesis" had organized activities for the MBA students on 07th November, 2017.

### FLASH MOB



The MBA Department has organized Flash mob, Mime in the City Center in order to create brand for our department as well as for SJEC on 14th November, 2017.

# The Lost Friendship

I remember the times not long ago  
When we laughed and shared it all  
When we teased, pulled each others leg,  
And what not!

We were the best of friends  
Or at least that's what I thought  
I always wondered those days why friendships end,  
And today I wonder, why did our friendship end?

What went wrong?  
How can someone once so close  
Just wave you off with a goodbye  
And sometimes went away without even a goodbye.

I thought we were the buddies,  
That people were jealous of.  
I thought it was all true  
But something went wrong.

Now there's nothing left  
A friendship lost,

So does my trust towards friendship.  
A very sad thing,  
The angels are weeping, Instead of singing...

**-Naina Viola Pinto.**  
|| year MBA

## LIZZIE VELASQUEZ THE WORLD'S UGLIEST WOMAN



When she was in high school, Lizzie Velasquez was dubbed, "The World's Ugliest Woman" in an 8 second long YouTube video. Born with a medical condition so rare that just two other people in the world are thought to have it, Velasquez has no adipose tissue and cannot create muscle, store energy or gain weight. She has zero percent body fat and weighs just 60 pounds (approximately 27kg).

In the comments on YouTube, viewers called her "IT" and "Monster" and encouraged her to kill herself. Instead, Velasquez set four goals: to become a motivational speaker, to publish a book, to graduate college and to build a family and a career for herself.

Now 28 years old, she's been a motivational speaker for more than 7 years and has given more than 200 workshops on embracing uniqueness, dealing with bullies and overcoming obstacles. Her first book, "Lizzie Beautiful", came out in 2010 and her second book "Be Beautiful, Be You".

Velasquez was born in San Antonio, Texas; she was four weeks premature and weighed just 2 pounds 10 ounces (1.19kg). "They told us they had no idea how she could have survived," her mother Rita told the Daily Mail. "We had to buy doll's clothes from the toy store because baby clothes were too big", doctors warned Rita and her husband Lupe, that their oldest child would never be able to walk or talk, let alone live a normal life. Her two younger siblings were not affected by the syndrome.

Instead she thrived. Her internal organs, brain and bones developed normally, though her body is tiny. Since she has no fatty tissue in which to store nutrients, she has to eat every 15 to 20 minutes to have enough energy to get through the day. One brown eye started clouding over when she was 4 years old and now she is blind in that eye and has only limited sight in the other.

She notes her triumphs and posts inspirational messages on Tumblr and says that she's learned to embrace the things that make her unique. Instead of trying to retaliate against people who have made her feel badly, she sets goals for herself and pushes herself to succeed in spite of the haters. She's even reclaimed YouTube, video blogging about everything from bullying to hair styling tips to staying positive.

"I'm human and of course these things are going to hurt," she said. "Their judgements on me isn't who I am, and I'm not going to let these things define me".

"I didn't sink down to their level," she said in a follow up video on YouTube last year. "Instead, I got my revenge through my accomplishments and determination. In the battle between the 'World's Ugliest Woman' video v/s Me, I think I Won".

**-Naina Viola Pinto.**

2nd year MBA



**Swathi M S**  
II year MBA



**Swathi M S**  
II year MBA



**Satyajit Kadam**  
II year MBA



**Swathi M S**  
II year MBA



## **SJEC DISTINGUISHED LECTURE SERIES**



The second SJEC Distinguished Lecture Series was held on 25th November, 2017 at Spoorthi Hall located in Academic Block III. Mr. Praveen Kamath, General Manager & Head of HR for Technology Practice Units, Wipro Limited addressed the students of Business Administration and Computer Applications.

## **SPECIAL LECTURE ON** **"INSURANCE SECTOR IN INDIA AND CAREER OPPORTUNITIES"**



Mr. Hilary Donald D'Souza Training Manager, Birla Sun Life Insurance delivered a special lecture on "Insurance Sector in India and Career Opportunities" for I MBA students on 29th November, 2017.

## SPECIAL LECTURE SERIES -CAREER OPPORTUNITIES



A special lecture on "Career Opportunities" was organized for I Year MBA students on 04th December 2017. The resource persons included Mr Rajinikanth U Head, Learning & Development MCF.

## WORKSHOP ON "MOOCS



Mr Keith Fernandes, Assistant Professor- E&C conducted a workshop on "MOOCs in India" on 05th December 2017 for First year MBA students.

## WORKSHOP ON PUBLIC SPEAKING



A half-day workshop on public speaking was organized by the Department of Business Administration in collaboration with the Port Town Advanced Toastmasters, on December 5th, 2017. The purpose of the workshop was to hone and enhance the communication and public speaking skills of the students. It aimed to help the students develop innovative ideas and enable them to speak confidently in front of a live audience.

The workshop began at 9:20am with a welcome address and introduction to the guests from Port Town Advanced Toastmasters by Dr Anjali Ganesh. The resource persons included Dr Malini Hebbar, Distinguished Toastmaster and Coordinator of Port Town Advanced Toastmasters, Dr Ms. Bharathi Shevcur, Distinguished Toastmaster of Port Town Advanced Toastmasters. Dr Malini Hebbar conducted the first session for the day, which consisted of two activities. Stressing on the idea that the best way to learn is through participation. Dr Hebbar conducted the second activity where she requested for nine student volunteers. Dr Anjali Ganesh thanked Dr Hebbar at the end of first the session.



Ms. Bharathi Shevcur conducted the second session at 11:20am. Addressing the significance of various behavioral aspects of group discussion, two different group activities were conducted. The first activity was an unguided group discussion where the students were divided into eleven groups of five to six members each. The second group activity was conducted in two phases. The first was called 'Face It', where each individual in the group had to face a question asked by the group. The second phase was 'Mock

Press' where group members could ask any question to an individual, mimicking a press conference. The learning outcome of this activity was to be proactive and speak confidently. Ms Shevcur informed the students that while facing a discussion or an audience, one should always have a suitable posture. Tips on how to refuse a question in a professional way were also communicated. Dr Anjali Ganesh expressed her feedback on the session and delivered the vote of thanks which concluded the program.

## **AWARENESS PROGRAMME ON CONSUMER EDUCATION FOR SHG'S**

The students of MBA organised a half day session on "Awareness Programme on Consumer Education for SHGs" on 10 th December 2017, Sunday at Govinda Dasa College Auditorium, Surathkal at 3:30pm. This programme was conducted in association with District Consumer Federation, Mangaluru and Shri Kshetra Dharmasthala Rural Development Project (SKDRDP). The chief guest of the program was Mr M.J.Salian, President of District Consumer Federation Mangalore. Guests of Honour were Mr Gajendra.V, Assistant Controller Legal Metrology, Dr Prakash Pinto, Dean, MBA Department of SJEC, Mr Umarabba, Project Officer (SKDRDP) and Ms Chandra Mohini, JVK (SKDRDP)





## SAMVEDANA

Outreach Programme - Christmas Celebrations at 'Samvedana' Children's Home on 16th December 2017, the first year students from the Department of Business Administration accompanied by the Dean Dr Prakash Pinto and faculty visited the children's home 'Samvedana' situated near Pumpwell, Mangaluru. The visit was planned as a part of the departments Outreach Programme. The students and faculty reached Samvedana at around 2.45 p.m. The students entertained the children with a dance, humorous skit, christmas carols and action songs. Few games were also conducted for the merriment of the children. To celebrate the joy of giving, the students and faculty distributed sweets, indoor game sets and gifts.



The team spent a little over three hours with the children of 'Samvedana' before saying goodbye to them. It was indeed very satisfying experience for the students as they could bring smiles on the children's faces. They realized that one must understand his/her social responsibilities towards society.

## WORKSHOP ON "NEW AGE SKILLS FOR EXCELLENCE IN TEACHING"



A Workshop on "New Age Skills for Excellence in Teaching" was organized by the Department of Business Administration on 3rd March, 2018 at Bethania Hall, SJEC. Mr. Praveen Kamath, General Manager & Head of HR for Technology Practice Units, Wipro Limited was the resource person who addressed the faculty members of SJEC. Rev. Fr Wilfred Prakash D'Souza, Director, Rev. Fr Rohith D'Costa, Assistant Director, Dr Rio D'Souza, Vice Principal, Dr Prakash Pinto,

Dean, Department of Business Administration, Ms Sangeeta Ferrao, Convener of the workshop were the dignitaries who were present for the inaugural programme.

Mr. Praveen Kamath spoke on the practices of effective teachers. He informed the audience that a teacher should be shameless and extraordinarily selfish to learn everything there is to learn on a subject. He stressed on the fact that each and every teacher should go on to create their own 'Rock Star Brand' being well equipped with knowledge on the subject along with skills like storytelling, innovation, enthusiasm to use technology in classrooms, openness for dialogue etc. In addition



to verbal communication, he also asked the audience to pay attention to non-verbal signals like eye contact and body language in the classroom. Mr Kamath encouraged the audience to network and strengthen connections with industry personnel such that students benefit from industry knowledge on the subjects being taught. The audience were also motivated with video clippings of creative educators like Sir Ken Robinson, Dr Pravin Bhatia and Bill Gates. With his enthusiasm and infectious love for teaching Mr Kamath inspired the audience and left them introspecting on their current methods of teaching so as to improve and take classroom teaching to the next level. At the end of the workshop certificates were distributed to the participants and Rev. Fr Wilfred Prakash D'Souza, Director, SJEC, felicitated Mr Kamath with a memento.

## INGENIOUS-2K18 WORKSHOP ON BUSINESS PLAN



The Department of Business Administration, SJEC organized a Workshop on Business Plan Writing on 10th March 2018 at Bishop Aloysius Paul Hall. The workshop was conducted prior to the event Ingenious-2k18 to enhance the knowledge of students on various areas of business plan writing. Students from 1<sup>st</sup> year MBA and various engineering departments participated in this workshop. The program started at 11.00 AM with a welcome speech by Acharya Chitralkha J, Faculty Coordinator, Ingenious-2k18. Dr Anjali Ganesh, Professor, Department of Business Administration, SJEC was the resource person for the workshop.

Students can use the concept of preparing a business plan as a method of exploring new ideas for starting a business. A business plan is a series of questions that helps a person think about the requirements and the possibilities of any kind of business. The workshop aimed at helping the audience identify the key areas to be considered while framing a business plan. Dr Anjali Ganesh started the session by interacting with the students to know their level of understanding on the subject. The quote "If you fail to plan, you are planning to fail" was used by Dr Anjali to explain the importance of the workshop. Dr Anjali highlighted the three core areas of a business plan which were, product plan, marketing plan and financial plan. A detailed explanation on various components of a business plan was provided to the students. Live examples of various business enterprises like Airtel, Infosys, Paytm, Tata Motors and Flipkart were discussed to understand the strategies followed by them. The session was very informative and interactive and ended with a series of queries from the students, which were answered by Dr Anjali Ganesh.

Ms Delita Denia Roche from 1<sup>st</sup> year MBA proposed the vote of thanks and Dr Prakash Pinto, Dean MBA in his concluding remarks motivated the participants to take active part in business plan development and also assured to provide them with all the necessary support.

## ORIENTATION PROGRAM FOR ASPIRANTS OF CIVIL SERVICE EXAMINATIONS



The Department of Business Administration organized an orientation program for the aspirants of Civil Service Examinations on 21st March 2018 in Bishop Aloysius Paul Conference Hall. The program was conducted by Mr Shahid Hashmi and Mr Nazeer Ahmed from Ace IAS Academy, Mangaluru. Mr Shahid Hashmi in his address said to crack country's toughest examination one need not be intelligent and studious. Throughout the examination process of UPSC, the aspirants prepare in the areas like general knowledge, common sense, aptitude, ethics and communication skill. Mr Hashmi said before starting the preparations for civil service examinations one has to prepare mentally and physically for the

examination. Set the goals and devote time effectively. There are many services in UPSC civil services. One has to choose their career accordingly. The different position has different roles. He advised the aspirants on various aspects of preparations for civil service examinations like the strategies for the exams, time management, suggested reading, mental balance etc. The students attended the programme across the engineering branches and from MBA. Ms Shakila B, Asst Professor, MBA Dept. concluded the programme.

## INGENIOUS-2K18 (BUSINESS PLAN CONTEST)



A half-day event on Business Plan was organized by the Department of Business Administration on 23 March 2018 at Bishop Aloysius Paul Hall. A well-designed plan lays out a vision of growth. A business plan is a guide, a roadmap for our business that outlines goals and details, as to how we plan to achieve these goals. The event began at 9:30 am and Ms Noelin D'souza, Student, 1 yr MBA welcomed the gathering and introduced the judges. The Judges were Mr Sandesh Shenoy who is currently running wholesale family business in Mangalore and Mr Keith Raymond Fernandes, working as Assistant Professor, Department of Electronics and Communication, SJEC. There were 8 teams participated in the event. Winners for the event were Deeksha N and Navya Naik from the Department

of Business Administration and Runners up for the event were Crystal D'Souza and Saniah Nasil from Computer Science and Engineering. The event ended at 1.00 pm by a vote of thanks by Naina Viola Pinto, Student, 1 yr MBA. The event was organized under the guidance of Faculty coordinator Ms Chitralkha J Acharya and Student coordinators Rohan Pai, Satyajit, Vinayashree, Delita Denia Roche and Supreetha Madonna K.

## MDP ON TOURISM AND HOSPITALITY - MARKETING AND GROWTH PROSPECTS WITH REFERENCE TO DAKSHINA KANNADA



A day long Management Development Programme (MDP) on Tourism and Hospitality: Marketing and Growth Prospects with reference to Dakshina Kannada, was organized by the Department of Business Administration at St Joseph Engineering College – Vamanjoor, Mangaluru on March 24. The Programme commenced at 9:30 am and was inaugurated by Ms Eulalia D'Souza, Proprietor of Lia Travels - Mangalru. She spoke about tourism in Dakshina Kannada and about tourism added revenue to different businesses and facilitation of the growth in local, regional and national economy. Rev. Fr Wilfred Prakash D'Souza, Director - SJEC, presided over the inaugural Ceremony and Dr Joseph Gonsalvis, Principal – SJEC was the Guest of Honour. Dr Prakash Pinto, Dean - MBA at SJEC welcomed the gathering and Dr Anjali Ganesh, Professor in the Department of Business Administration - SJEC delivered the vote of thanks. The other resource persons who spoke in the Programme were Mr Allen C A Pereira, Former CMD of Bank of Maharashtra; Mr Nownith Kumar, Traffic Manager - NMPT, and Mr Peter Nirmal, General Manager of Taj Gateway. Each of these resource persons highlighted the role played by hospitality and tourism in the economy and in generating employment, both directly and indirectly. They stressed upon the fact that tourism and hospitality being an important service sector, is an ever-growing sector that contributes to the growth of GDP of our nation. Around 43 participants from different travel agencies, hotels and colleges participated and deliberated intensely on the challenges and opportunities in Tourism and Hospitality.

## WORKSHOP ON LEADERSHIP AND COMMUNICATION



workshop on student empowerment through leadership and communication training was organised at Government First Grade College (G.F.G.C), Mudipu for the final year students of B. Com and B.A program by the students of 1st year MBA of SJEC, Mr Rohan Pai, Ms Reena Sequeira, and Ms Nisha Dias, under the guidance of Dr Prakash Pinto, Dean of MBA at SJEC, Mr Vinish P, Assistant Profesor, Department of Business Administration on 28th March 2018 at G.F.G.C Campus.

The Workshop was organised as a part of the institution's mission for strengthening the Educational Social Responsibility. Multiple activities on Analytical thinking, Observation skills, Team Management, and Situation handling were conducted by the students followed by a short discussion on learnings out of each activity and skills to focus on the overall improvement of oneself.

The platform enabled the MBA students to switch their role as a trainer and gain experience of training and development under facility constraints. The participants appreciated the distinctiveness of the activities and execution methods.

## IGNITE 2018- An Exhibition of 300 Indian Entrepreneurs



The students of First Year MBA have organized IGNITE 2018, an exhibition of 300 entrepreneurs at Fr Fred Memorial Hall on 2 April 2018. Dr Prakash Pinto, Dean of Business Administration, received the dignitaries. Rev. Fr Wilfred Prakash D'Souza, Director - SJEC inaugurated the event by cutting the ribbon and addressed the gathering on building entrepreneurial thoughts among younger generation and inspiration from the well-known Indian entrepreneurs. Rev. Fr Rohith D'Costa, Assistant Director - SJEC and Dr Joseph Gonsalvis, Principal-SJEC graced the occasion. Faculty and students from various Departments were present for the inaugural function. The inaugural address was followed by Brand Rangoli competition for students of engineering disciplines. Four teams took part in the competition and Ms Nishmitha A and Ms Keerti from 2nd year Computer Science Engineering were declared winners by the judges, Dr Anjali Ganesh and Ms Shakila B, faculty members, Department of Business Administration. The exhibition was kept open to visitors till 4th April 2018.

## MBA: VISIT TO BANKERS INSTITUTE OF RURAL DEVELOPMENT

The Department of Business Administration at SJEC organized a visit to Bankers Institute of Rural Development, Mangaluru for second year MBA students on 3 April 2018. The main purpose of the visit was to help the students gain insights on the significance of banking in India and learn about the career opportunities available in the banking field. Dr Anjali Ganesh Professor facilitated the visit and accompanied the students. Ms K Manjula and Mr Jeevan Lawrence, Assistant Professors also accompanied the students.



Bankers Institute of Rural Development (BIRD) is a training establishment of National Bank for Agriculture and Rural Development (NABARD) involved in capacity building of its client institutions and other stakeholders, to make them financially strong, managerially efficient and organizationally vibrant on a sustainable basis for deepening the rural credit. It has trained nearly 50,000 officers of various client institutions in the last 30 years. Mr. P Selvaraj, DGM and Training Manager at NABARD addressed the students. He emphasized on the significance of banking and gave information about the various types of banks in India. He made the session interesting by sharing his life experiences and motivated the students to take up a career in banking. He encouraged the students to build up their confidence level and concentrate on what they want to become in the future. He also shared the stories of Swami Vivekananda and Muhammad Yunus and inspired the students to remain focused and committed to achieve things in life and to be trustworthy and respect their words. There was also a discussion on Self-Help Groups (SHGs). Overall, the session was very informative and good-humoured. Ms Kamakshi S Pai, Joint Director, Bankers Institute of Rural Development, NABARD also interacted with the students. She gave insights on the various credit and development functions of NABARD. Mr. P Selvaraj concluded the two-hour session by answering the queries of the students. He expressed his gratitude towards the Department of Business Administration for organizing a visit that benefits the students. Dr. Anjali Ganesh, Professor appreciated the efforts taken by the NABARD team for providing this learning opportunity to the students. She especially thanked Mr. P Selvaraj and Ms. Kamakshi S Pai for spending their valuable time with the students and for their hospitality.

## MBA: ZEPHYR-2018



Zephyr-2018, the Two-Day National Level P.G. Management Fest, organized by the Department of Business Administration at SJEC, was held on 12 and 13 April 2018. Mr P B Abdul Hameed, Vice President, Kanara Chamber of Commerce & Industry, Mangaluru was the Chief Guest at the Inaugural Ceremony held on 12 April 2018. He addressed the gathering and narrated about his journey as an entrepreneur and advised the youth to be job providers and not job seekers. He also stated determination, consistency, and marketing as guiding principles for a start-up. Dr Joseph Gonsalvis said, the beginning is always humble and one needs to be firm throughout the journey. Rev Fr Wilfred Prakash D'Souza encouraged all the participants to actively take part in the event. He conveyed his best wishes to all the participants. 16 teams participated in various events of Zephyr-2018. The valedictory function was held on 13 April 2018. Addressing the gathering, Dr Rio D'Souza said that meeting new people during these events adds value to one's life and helps in developing skills. The overall championship was bagged by the team from SDM P.G Centre and the runners-up were A.J Institute of Management. Rev Fr Wilfred Prakash D'Souza, Director SJEC, Rev. Fr Rohith D'Costa, Assistant Director SJEC, Dr Joseph Gonsalvis, Principal and Dr Rio D'Souza, Vice Principal presided over the valedictory ceremony and gave away the prizes, followed by the vote of thanks by Dr Babitha Rohit, Faculty Convener, Zephyr-2018.

## Second Workshop on Leadership and Communication

The second workshop on student empowerment through leadership and communication training was organised at Government First Grade College (G.F.G.C), Kaup for the M.Com students by the students of 1st year MBA, Mr Rohan Pai, Ms Reena Sequeira and Ms Nisha Dias, under the guidance of Dr Prakash Pinto, Dean, Department of Business Administration and Mr Vinish P, Assistant Professor, Department of Business Administration on 24th April 2018 at G.F.G.C Campus.





The workshop was organised as a part of the institution's commitment towards strengthening the Educational Social Responsibility. Multiple activities on analytical thinking, observation skills, team management and situation handling were conducted by the students followed by a short discussion on real time applications and skills to focus on for overall development of oneself. The session was ideal for peer\_to\_peer learning (P2P) and confidence building. The participants appreciated the training skills of MBA Students and expressed the inspiration from the workshop to acquire similar skills displayed by their peers.

### Career Opportunities for MBA students in Banking - Ms Swathi K



The Department of Business Administration at SJEC organised a session on Career opportunities for MBA students in Banking on 28th April 2018 at 3:00 pm at Spoorthi Hall. Ms Swathi K, Manager, Canara Bank – Padubidri, handled the session. The Department as part of the Industry Academia Interface organized the talk. Ms Shakila B, Asst Professor, Department of Business Administration at SJEC introduced and welcomed the speaker to the gathering.

Ms Swathi began her talk by sharing her experience as a banker. She enlightened the students on various opportunities banking sector provides for their career. She stated that banking sector jobs are full opportunities for growth. Candidates get opportunities for high pay scale, growth, going abroad etc. There is a higher scope of getting early growth in this career. Ms Swathi also mentioned that banking has traditionally been one of the best options for commerce graduates. Of late, many Engineering and Medical students are showing great interest in this stream. In addition, Ms Swathi also presented the strategies required to crack IBPS examination. Which is an entrance exam for career in banking. The session witnessed active participation from all corners of the audience and concluded on a positive note. The session concluded with the vote of thanks by Ms Shareen D'Souza of final year MBA.

## Management Development Programme (MDP) on Agile Leadership in the Changing Business Environment.

The Department of Business Administration, St. Joseph Engineering College (SJEC), Mangaluru organised a Three-Day Management Development Programme (MDP) on Agile Leadership in the Changing Business Environment from 26 to 28 July 2018. The event was inaugurated by Dr Rio D'Souza, Principal, SJEC. Addressing the gathering, he said Agile Leader is someone who invites, nurtures, and grows agility in his organization. He also mentioned that change is a need but changing too many things would lead to instability. Dr Rio D'Souza appreciated the MBA dept for holding the MDP and thanked the participants for their positive response. Rev. Fr Wilfred Prakash D'Souza, Director - SJEC, presided over the inaugural Ceremony and said in his presidential address that the changing business environment needs agile leaders and an agile leader should have the ability to inspire, innovate, adapt to the changing situations. The ability to accept changes and overcome any challenges helps improve our employees. Fr. Rohith D'Costa, Assistant Director, SJEC was the guest of honour.



The MDP convener Dr Shakila B. gave an overview of the three MDP, Dr Prakash Pinto, Dean - MBA and MDP Chairman welcomed the gathering and Prof Satyendra Bhat organising committee member proposed the vote of thanks. Ms Sangeetha Ferrao, Placement Officer, SJEC completed the programme.

The MDP was attended by the participants from the industry as well as academia. The brief details of three day MDP are as below.

On Day 1, i.e, on 26-07-2018 in the forenoon, the session on Need for Agile approach & Increasing Employee Engagement and Market Factors was conducted by Mr Praveen Kalbhavi ,Managing Director & CEO, at Novigo Solutions Pvt Ltd.

In the afternoon, session on Building Effective Teams & Personal Effectiveness and Empowerment was held by Prof. Anila former Principal and Consultant Director at CLHRD (College for Leadership and HRD) and currently serving as Consultant at CLHRD, Mangalore. On Day 2, i,e on 27-07-2018 in the morning, Ms Ivy Linet Saldanha, GM & Head Human Resources, Tata Power delivered a talk on Organizational challenges faced when undertaking Agile more broadly. Then, in the afternoon Mr. M N Pai, Director, Achal group of Industries spoke on Helping leaders broaden and deepen agile principles, practices and behaviors at an organizational level.

On Day 3, i.e the entire day session was taken up by Mr Praveen Kamath, GM & Head of HR for Global Delivery Enablement, Wipro Ltd. He spoke on Coaching, Mentoring and Life Skills. Competencies to be learned in the competitive world. The participants actively participated in the various activities and group discussions conducted by the resource persons during the three days of the MDP on Agile Leadership in the Changing Business Environment.

*Message from  
Dean*



*Dr Prakash Pinto*

I warmly welcome you to this issue of Yukta-A Department Newsletter of MBA. Yukta displays latest news about the department, its exceptional programs, faculty, and alumni interactions. The department aims to create an atmosphere of learning through conducting events like MDPs, fests, paper presentation, guest lectures, alumni interactions and many more. These events are captured and showcased to the prospective audience through this newsletter. I congratulate the editorial board and the contributors for their wonderful work in bringing out this edition of Yukta. I extend my best wishes to the entire team.

*Message from  
the editor*



*Ms Chitrlekha J  
Acharya*

**Editorial**

An effective newsletter can be a magical tool that engages students and faculty, improves internal communication and encourages a collaborative environment. The rationale of Yukta- Department newsletter is to publish news about the activities and developments of the department. We are pleased to present this edition of Yukta-MBA Department Newsletter which marks our growth, unfolds our imaginations, and gives life to our thoughts and aspirations.

I would like to thank the editorial board for the support extended in this endeavor. Thanks to the management of SJEC and Dean of the Department of Business Administration for the support and encouragement.



**EDITORIAL BOARD**

**PATRONS :** Rev.Fr Wilfred Prakash D'Souza, Director  
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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.

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