



ST ALOYSIUS COLLEGE (AUTONOMOUS) MANGALURU-575003

Re-Accredited by NACC with 'A' Grade with CGPA 3.62/4
Ranked 95 in College Category - 2021 under NIRF, Ministry of Education, Government of India
Recognised as Centre for Research Capacity Building under UGC - STRIDE Scheme
Recognised under DBT - BUILDER Scheme, Government of India
College with "STAR STATUS" Conferred by DBT, Government of India
Recognised by UGC as "College with Potential for Excellence"




DEPARTMENT OF BUSINESS ADMINISTRATION Presents

QUEST - 2022



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EDITORIAL

The expedition of finding our way through the pandemic and the expectation of changing these dreams into reality We are extremely pleased to place before you “Quest” the annual BBA department newsletter 2022. Freshly coming out of the Covid pandemic and the new normal, the department has given out its full efforts to bring back students to the campus culture through countless activities, programmes & fests. The constant encouragement from the faculty members along with the corporation of all students the year has brought together the entire department of business administration by bringing out the best out of every student and giving them the opportunity to face different challenges, learn something new, make endless memories and helping them build their personalities and giving them an idea of the modern world and carving them to be better individuals. It is our extreme privilege to present all these experiences and memories through these pages which showcase the talent and creativity of our department and motivating the reader to face such challenges with a smile. As we adieu this academic year may we all remain to keep the hope of being better by always having the eagerness for a quest.



MS BINNI CHAN



MS MAINA DSOUZA



NIRIKSHA TB



SHIVARAMA



SIMRAN VASANTH



SAMUEL CORDA



NIHARA



ANANIA



AMITH FERNANDES

PRINCIPAL'S MESSAGE



REV. DR PRAVEEN MARTS SJ
PRINCIPAL

"Education is not just the acquisition of knowledge but also developing the mind's ability to think" rightly quoted by Albert Einstein, At St. Aloysius College we aim to provide quality education while ensuring the student's overall greatness and excellence. Our mission is to create 'Men and Women for and with others'.

Every aspect of our teaching discipline is intended to instill in our students a strong desire to achieve excellence in everything they do. The department of BBA perpetually seeks to provide an ample number of opportunities so that students can continue to grow both as learners and leaders.

After recovering from a global pandemic and returning to normal operations, the BBA department has showcased a wonderful execution of all the departmental activities and events planned for this academic year. I also appreciate their efforts to effectively blend online and offline modes of teaching and executing them successfully. I congratulate the editorial team for their diligent efforts in putting together this issue of QUEST in such a precise yet unique manner. May the upcoming academic year bring each of us prosperity and well-being.

DIRECTOR'S MESSAGE



DR DENNIS FERNANDES
DIRECTOR OF ARRUPE

I am happy to state that the department of BBA is bringing out its 2022 issue of the departmental newsletter 'Quest'. A newsletter is a testimony of all the activities conducted by the staff and students in the faculty.

The year 2021-22 was not a pleasant academic year. The Pandemic forced us to shut the doors of the institution quite often. Even though the Odd Semester began in September 2021, the offline classes started only in November 2021 for a short span of two months. Only the Even Semester had full physical classes making our students to attend offline lectures as well as to participate in all activities in the campus. The year also witnessed major changes in curriculum redesigning under National Education Policy 2020. The department has organised a good number of webinars as well as guest lectures to keep the students as well as staff members updated with the current trends in the subject. The department has initiated Peer group learning for the slow learners under the Remedial Coaching Programme.

The final year students along with the faculty of the department have organised various competitions and activities like Underdog, Barandomania, Spinout and so on to bring out the management skills of the students of the department as well as the students of other colleges. Our students have participated in various competitions organised by other institutions and brought laurels to the department. At this juncture I wish goodluck for the outgoing 2019-22 BBA batch in their future journey of opportunities and career establishments. May success be always with you.

FROM DEAN'S DESK



MS. ARATI SHANBHAG
ASSISTANT PROFESSOR & DEAN

This year has witnessed an overall transformation in the stream of undergraduate and post graduate education pattern with the launch of New Education Policy 2020.

It is indeed gratifying to identify the budding talents of our under-grads who never fail to surprise us by getting the laurels to our esteemed institution by winning overalls and runners up trophy in varied fests- management, cultural and sports. The events such as BRANDOMANIA 2022 and SPIN-OUT themed 'ASTROVIA' have totally sited a new benchmark. The student internship programmes, projects, assignments, book-pitching as a part of marketing for St Aloysius Prakashana, walk at MIYAWAKI, participation at IMPETUS 2022 and SHOOTING STARS have synergistic approach to imparting holistic way of education.

The collaboration with TIME Institute for conducting the aptitude tests and event Mock Interview, awareness talks on 'investing', 'green initiatives' and 'supply chain management' have attempted to groom the technical skills and soft skills of the students. Our alumni/alumnae have always been our well-wishers and timely connected with their support and encouragement.

Our unwavering and truly inspirational management and faculty of the department have created a great educational experience and formed an incredible resilience at the student front.

I thank our editorial team of QUEST 2022 for their unflinching efforts for bringing out yet another edition.

Warm Regards,
Mrs Arati Shanbhag

FROM HOD'S DESK



MS CLARET VINAYA PEREIRA
ASSISTANT PROFESSOR, HOD

Greetings! We have come to the end of a fruitful academic year and it's time to come out with yet another issue of the QUEST magazine. It is indeed a pleasure to know that the BBA department is bringing out a newsletter highlighting the academic and cocurricular activities of the students and the faculty. At the outset I take this opportunity to congratulate the team behind this activity for the meticulous work they have undertaken. I would also like to wish all the students and staff for making this year a memorable one with so many varieties of activities and showcasing their inner strength. The department endeavours to produce confident professionals tuned to real time working environment. The department offers excellent academic environment with a team of highly qualified faculty members to inspire the students towards all round developments and inculcate the spirit of team work in them.

DEPARTMENT OF BUSINESS ADMINISTRATION



TRIBUTE



MR T RAMESH KAMATH
FORMER DEAN

It's hard to forget someone who gave you so much to remember. We acknowledge the loss of professor T Ramesh Kamath, former dean department of BBA who served the department from 1998 to 2012. It is the outcome of his efforts that we witness a well-structured BBA department, student enriching spinout, values and BBA culture. He will always be loved and respected and being an epitome of inspiration, unconventional teacher and a true karma yogi.

STAFF ACHIEVEMENTS - 2022

Ms. Arati Shanbhag, Assistant Professor & Dean.

Completed 12 weeks marketing Research and Analytics- II - IIT Roorkee (NPTEL PLATFORM). ARPIT Course of 16 weeks in Financial Markets and Emerging Business Models, University of Kerala (SWAYAM Platform). Participated in the “International Conference on Global Issues in Multidisciplinary Academic Research” organized by Indian Academicians and Researchers Association in association with Rajabhat Maha Sarakham University, Thailand. Participated in Multi-disciplinary International Conference on “Emerging New World Order in the Post-pandemic Scenario” organised by St. Xavier’s College, Jaipur. Presented Paper on, “Need Assessment for respite care: Perspective From Family Care Givers” at an International Conference on “Global Issues in Multidisciplinary Academic Research” organized by Indian Academicians and Researchers Association in association with Rajabhat Maha Sarakham University, Thailand. Paper presentation on “Embracing digital transformation in higher education institutions: A receptive strategy at Multi-disciplinary International Conference on Emerging New World Order in the Post-pandemic Scenario” organised by St Xavier’s College, Jaipur. Published a paper about “Need Assessment for respite care: PERSPECTIVES FROM FAMILY CARE GIVERS” on Turkish Journal of Physiotherapy and Rehabilitation 32(3), ISSN 2651-4451, SCOPUS QUARTER. Minor Research on “Diffusing innovation in e-learning platforms and learning outcomes at higher education institutions”. Became Member of Government of Karnataka Bio incubator Cell, Manipal, Counsellor for IGNOU Programme, Executive member of St. Aloysius College Alumni, Secretary of ST Aloysius College Staff Association. Instructor for ‘Certificate Programme in Entrepreneurship’. incubator Cell, Manipal, Counsellor for IGNOU Programme, Executive member of St. Aloysius College Alumni, Secretary of ST Aloysius College Staff Association. Instructor for ‘Certificate Programme in Entrepreneurship’.

Dr Mamatha, Assistant Professor & Dean (Entrepreneurship & Consultancy).

Participated in 2 days international conference Varthana 2021 on “Innovation an engine for inclusive growth and sustainable development” at Department of commerce St Claret college in association with the Department of studies and research in commerce Tumkur University. Attended Faculty Development Programme on Reimagining Internationalization organised by All India Education for Christian Higher Education And IQAC, St Aloysius College (Autonomous) Mangalore. Research methodology in Commerce and Management using R Studio. Attended Teachers Conference “Empowering educators” organised by Institute of Company Secretaries of India. Attended Investor Awareness Program organised by Sradha Academy for Financial Education. Presented paper on Digital Entrepreneurship: “Opportunities and Challenges With A Special Reference on Jaalasanthe”, A Virtual Business Platform at 2 days International conference Varthana 2021 on Innovation an engine for inclusive growth and sustainable development at Department of commerce St Claret college in association with the Department of studies and research in commerce Tumkur University. Published “Digital Entrepreneurship: Opportunities and Challenges With A Special Reference on Jaalasanthe”, A Virtual Business Platform in Vidyabharati International Interdisciplinary Research Journal (Special Issue) Indexed By Web Of Science and UGC Care List, ISSN 2319-4979, impact factor: 1.6, Special Issue of "VARTANA 2021" International Conference: IEIGSD, pp212-220. Judge at national level online paper presentation held at department of MBA, St. Josephs Engineering College. Completed PhD in the area of retail marketing.

STAFF ACHIEVEMENTS - 2022

Mr Chetan Shettigar, Assistant Professor, Dean (B. Voc.)

Cleared NET in commerce.

Ms Claret Vinaya Pereira, Assistant Professor, HOD.

Pursuing PhD. Attended various workshops 2022.

Mr Sonal Lobo, Assistant professor & IQAC co-ordinator.

Cleared NET, Pursuing Ph.D. Attended Faculty Development Programme on Reimagining Internationalization organised by All India Education for Christian Higher Education And IQAC, St Aloysius College (Autonomous) Mangalore on 21st January 2022. Successfully Completed Industry Academia Collaboration Coordinator (IACC) Online Orientation Program. Attended Innovative Approaches in Teaching Pedagogy-AICTE sponsored one-week online short-term training programme (STTP). Attended webinar on “How to write effective manuscript to a Scopus Indexed Journal” (in Domain of social science research) at St Aloysius College (Autonomous) Mangalore. Attended Webinar on “Crypto Taxation” at Milagres College. Co-ordinated an event "Investors Tank" - An activity on the preparation of Business Plan. Co-ordinated an event "Make in Aloy" - An Entrepreneurial activity to encourage the students to exhibit their handmade products. Co-ordinated CIMA programme. Organizing various FDP and training sessions for both teachers and students. Webinar on Investors awareness Programme - An initiative of SEBI. Organized a FDP on Re imagining Internalization. Organized Webinar on Reimagining Internalization; Explore, Dream and Discover for the Students across Karnataka. Consultancy & Entrepreneurship actions in, “Impetus - A Symposium cum Start-up Expo”, “Visit to Incubation cell Centre for Entrepreneurship

Opportunities & Learning, CEOL”, Branding Support with BOSCH: Industry academia Collaboration & was Coordinator for the same. Co-ordinated and facilitated An Online certificate course on "Social Gracing"; Duration of the programme :30 hours. Co-ordinated and facilitated An Online certificate course on "Social Gracing" (Paid Version); Duration of the programme :30 hours.

Ms Vinola S D'silva, Assistant Professor.

Participated in National level Faculty Development Programme on “Transformation in Indian Education through New Education Policy –Challenges and Opportunities” Organized by Government First Grade College for Women, Balmatta, Mangaluru in association with St Aloysius College (Autonomous), Mangalore.

Published a Research paper entitled “Health Status of Women and Children in India –An overview” in NOVYI MIR RESEARCH JOURNAL AN UGC-CARE Approved Group –II Journal Volume 7, Issue 5, ISSN NO :0130-7673 Impact Factor.

Published a Research paper entitled “A study on Women and Child Health care services in India” in International Multi-Disciplinary half yearly research Journal- GENIUS, Volume- X;ISSUE-1 -22;ISSN-2279-0489.

Mr Manoj Dyson Fernandes, Lecturer.

Resource person for teachers training program at Manipal school, Attavar.

Resource person for staff enrichment program at Mount Carmel school, Yeyyadi .

STAFF ACHIEVEMENTS - 2022

Ms Ashitha Jane Pinto, Assistant Professor

Participated in the Research workshop organized by IQAC, St. Aloysius College (Autonomous) in February 2022. Attended FDP on Underlying Threads of OBE organised by IQAC cell, St Aloysius College (Autonomous).

Attended Faculty Developing Programme on “Reimagining Internationalization” organised by All India Education for Christian Higher Education And IQAC, St Aloysius College (Autonomous). Research methodology in Commerce and Management using R Studio at St Aloysius College Autonomous.

Attended Webinar on “NEP 2020 – Implementation in Karnataka, Opportunities and Challenges” organised by Mangalore University and Private College Management Association. Webinar on “Investor Awareness Programme” organised by Department of Business Administration and Commerce in association with IQAC, St. Aloysius College. Webinar on Intellectual Property rights organised by St. Francis Institute of Management and Research, Mumbai. Participated in The webinar Titled "How to write effective manuscript to a scopus indexed journal" organised by department of Business administration in association with research and innovation cell.

Ms Preema Victorin Tauro, Lecturer.

Attended AICTE Sponsored Short-Term Training Programme (STTP) on “Innovative Approaches in Teaching Pedagogy” organised by Sahyadri College of Engineering & Management, Mangalore. Attended AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Productivity Enhancement through Empowered Youth". Attended One day Virtual Training Programme on “Effective communication” organised by Marudhar Kesari Jain College for Women, Vaniyambadi.

. Attended Online One Week National Faculty Development Programme on "Innovation and Intellectual Property Rights" organised by Chevalier T. Thomas Elizabeth College for Women in association with CSIR – Institute of Minerals and Materials Technology, Innovative Technology Enabling Center – InTEC. Attended “One Week Life Skills Training Workshop”, organised by National Institute of Mental Health & Neuro Sciences, Bengaluru, India - Department of Epidemiology Centre for Public Health. Attended 8 Days International Professional Development Programme on “Effective and Quality Research Writing” organised by Department of Commerce in association with IQAC, Patrician College of Arts and Science, Chennai. Attended National level webinar on “COVID-Human Brain Challenges”, organised by Mizoram University and INDICASAT-AIP, Republic of Panama. Attended National level webinar on Identifying Intellectual Property Component at the early stage of Innovation” organised by PG & Research Department of Zoology, Arulmigu Palaniandavar College of Arts & Culture, Palani. Attended National level webinar on “Game Plan For Enthralling Employees”, organised by Department of Management Studies, Saradha Gangadharan College, Puducherry. Attended National level webinar on Social and Economic Implications of the Digital Divide, organised by PG Department of Economics in collaboration with IQAC, Dimoria College. Attended National webinar on Intellectual Property Rights and Procedure of filing Patent, organised by IQAC. Attended National level Symposium on “HR Conclave 2021”, organised by A.T.S.S.’s College of Business Studies and Computer Applications Chinchwad, Pune. Attended International webinar on Management of Forex, organised by Department of Economics, Rosary College of Commerce & Arts, Goa. Attended 4 days International Level Virtual conference on Changing nature of Innovation, organised by Ahmedabad University and Centre of technology, Innovation and Economic Research. Attended National level workshop on Make your tax journey simpler & easier with e-filing, organised by Department of Commerce in association with IQAC,

STAFF ACHIEVEMENTS - 2022

Patrician College of Arts and Science, Chennai. Attended National level webinar on “COVID-Human Brain Challenges”, organised by Mizoram University and INDICASAT-AIP, Republic of Panama. Attended National level webinar on Identifying Intellectual Property Component at the early stage of Innovation” organised by PG & Research Department of Zoology, Arulmigu Palaniandavar College of Arts & Culture, Palani. Attended National level webinar on “Game Plan For Enthralling Employees”, organised by Department of Management Studies, Saradha Gangadharan College, Puducherry. Attended National level webinar on Social and Economic Implications of the Digital Divide, organised by PG Department of Economics in collaboration with IQAC, Dimoria College. Attended National webinar on Intellectual Property Rights and Procedure of filing Patent, organised by IQAC. Attended National level Symposium on “HR Conclave 2021”, organised by A.T.S.S.’s College of Business Studies and Computer Applications Chinchwad, Pune. Attended International webinar on Management of Forex, organised by Department of Economics, Rosary College of Commerce & Arts, Goa. Attended 4 days International Level Virtual conference on Changing nature of Innovation, organised by Ahmedabad University and Centre of technology, Innovation and Economic Research. Attended National level workshop on Make your tax journey simpler & easier with e-filing, organised by Department of Commerce in association with IQAC, Patrician College of Arts & Science, Chennai. Attended National level University Distinguished Lecture titled “Higher Education in India in the Post COVID-19”, organised by SRM University-AP, in association with India's national newspaper, "The Hindu". Attended International level Entrepreneurship Summit ‘AVLOKAN 2.0’ 2022 titled “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures, organised by Faculty Research Cell – Gyanidhi & SRDC- Vidhyanidhi, CMS, Jain (Deemed-to-be University). Presented a paper in an International Conference, International Conference on Multi-disciplinary Academic Research, organized by Indian

Academicians and Reserach Association. Published an article on “Need Assessment for Respite Care: Perspectives from Family Care Givers” Under Turkish Journal of Physiotherapy and Rehabilitation, 32(3), ISSN 2651-4451 32664-32671 In Scopus Quarter.

Mr Olwin M Dsouza, Assistant Professor

Completed 15 days SPSS Statistical tool for research analysis. Attended Faculty Development Programme on the underlying threads of OBE at St Aloysius College (Autonomous). Participated in the webinar Titled "How to write effective manuscript to a scopus indexed journal" organised by department of Business administration in association with research and innovation cell. National level webinar titled “Role of SPSS in data analysis” organized by the Department of Statistics St Aloysius College (Autonomous). Participated in one-week national level faculty development programme on “Transformation in Indian education through new education policy- challenges and opportunities”, organised by Government First grade college for women and St. Aloysius College (Autonomous). Attended Investors awareness program conducted by sraddha academy for financial education. Received Membership in Academic Bodies/ BOS/University Bodies/Subject related associations etc. Member of Board of studies in St Aloysius College, Department of Business Administration.

Ms Felicia Roza Martis, Lecturer

Attended Faculty development program on Outcome Based Education organized by St Aloysius College. Attended a national level webinar titled “Anybody can draw valid statistical conclusions”, organized by Department of Statistics, St Aloysius College (Autonomous). Attended a national level webinar titled “Role of SPSS in data analytics” organized by department of Statistics, St Aloysius College (Autonomous). Staff co-ordinator for Career drive with BBA & Campus tour for BBA.

STAFF ACHIEVEMENTS - 2022

Fr Felix Victor SJ, Assistant Professor & Campus Minister

Resource person for various schools, Pre-University & colleges. pursuing his PhD.

Conducted programs for youth of Karnataka (MAGIS).

Conducted training for staff of St. Aloysius College.

Taught in multiple Post Graduation departments.

Ms Binni Chan, Assistant Director- Student Council, Lecturer.

A Publications with ISBN/ISSN/Conference Volumes etc- Published a research paper in Vidhyabharathi International Interdisciplinary Research Journal- web of science (WOS) ISSN: 2319- 4979 titled “Promoting sustainable Ghost Marketing Strategies Concerning Small Businesses of self-help group in India”

Minor Research(ongoing) on Performance Prism of undergraduate students: Stakeholders’ perspective funded by MJES. Resource Person- Resource Person in MSNM Besant Institute of Management on the title “Social Gracing Faux Pas”. Attended training on Research Methodology-

St Aloysius College. Attended 3 days Faculty Development Programme on Art of writing a research article and indexing and publication – Kurnool. Attended International e-conference on “New trends and challenges in Businesses and Management Innovation”- School of Management, Nehru Arts and science College- Tamil Nādu. Participated in ICSSR Sponsored Multidisciplinary International Conference on "Emerging New World Order in the Post-pandemic Scenario" on 18-19 February 2022 - St. Xavier’s College, Jaipur. Presented Paper titled

“Performance Prism of Undergraduate Students: Employers' Perspective.” - St. Xavier’s College, Jaipur, Paper titled “Impact of Covid 19 on the Academic Performance of Undergraduate Students using Performance Prism Model” - Nehru Arts and science College- Tamil Nādu.

Judged a Stress Interview round for ANALYST 2022 – St Aloysius College (Autonomous). Staff coordinator for Aloysius Got Talent 2022. Asst. Staff Coordinator for IMPETUS 2022– Innovation Day. Attended Faculty development Training Programme of 30 hours organised by St Aloysius College (Autonomous).

Ms Grace Mary Jose, Assistant Professor.

Resource person for a guest talk on Personality development and communication mastery at KTM College of advanced studies, Calicut.

Resource person for a guest talk on “Express to impress- How to ace an interview!” at Vivekananda College of Engineering Puttur. Participated in a 3-day work shop on “Pedagogical innovations and student outcome” organized by KTM College of advanced studies, Calicut.

Participated in a two-day online workshop on ‘Bibliometrics, Synthesis and review’ organized by KTM College of advanced studies, Calicut.

Attended a webinar on “Best practices in paper submissions and ethics in publications” organized by research forum, PG and Research department of Commerce, Government Arts College, Thiruvananthapuram.

Ms Ann Varghese, Assistant Professor.

Pursuing PhD on the area of work-life balance. Enhancement of additional Qualification through KSET. Attended 7 days short term training program “Innovative Approaches in Teaching Pedagogy” at Sahyadri College of Engineering & Management, Mangaluru, facilitated by AICTE. Attended orientation programme for fresher staffs. Attended Certificate Course in Teaching Excellence at St. Aloysius College.

Worked as staff

co-ordinator for TEDxSAC (PR). Was a judge for various events like Underdog 2022 & Spinout 2022. Was staff co-ordinator for a guest talk on “Modern Logistics Infrastructure”.

STAFF ACHIEVEMENTS - 2022

Ms Maina Melaniya D'Souza, Lecturer

Attended Level 1- Certificate course in Teaching Excellence & Teacher's conference on empowering educators. Attended Investor Awareness program. Attended 5 days Faculty Development Programme on Soft Skills for Capacity building. Membership in other social/community based professional organizations/ NGOs etc. – Committee Member of Link integrated rehabilitation centre for addicts. Mentor for ADL Team Synergy. Staff Co-ordinator for “Make in Aloy”.

Ms. Ashritha Crasta, Lecturer

Attended Research methodology in Commerce and Management using R Studio organised in association with international skill development corporation & Institute of Analytics (IOA), UK
Attended Teachers Conference - Empowering educators. Attended Investor Awareness program organised by the Institute of Company Secretaries of India. Participated in a Workshop on First semester NEP courses by MUCTA Participated in a Research workshop organized by IQAC
Participated in a Workshop on First semester NEP courses by FOBMAT at St Philomena's college, Puttur. Bagged 1st place in staff running race on sports day. Judged tech it out final round- Stress interview, ADL 1st round and finals, 2 rounds of Best manager (Astrovia Fest). Was Coordinator for Guest talk on green living. Mentor for a student (Hamdan) one of the winners on Innovation Day.
Attended Faculty development training program.

Mr Ayush G Kottary, Assistant Professor.

Attended Webinar on “Crypto Taxation” organized by Milagres College & MUCTA. Attended International Conference on “Digital Business Innovation in Global Outlook – 2022”, organized by Bengaluru North University, & Ebenezer Management College. Attended National Webinar on “Investment During the Present Time”, organized by Canara College and MUCTA. Attended Webinar on “Accounting – Yesterday and Tomorrow”, organized by Padua College of Commerce and Management and MUCTA. Attended National Webinar on “Futures & Options”, organized by St. Aloysius College (Autonomous), MUCTA. Attended National Webinar on “Behavioural Finance and the Psychology of Investing” organized by Government Arts College, Thiruvananthapuram. Attended National Webinar on “Introduction to Option Trading” organized by Government Arts College, Thiruvananthapuram. Attended National Webinar on “The Art of Publishing in Scopus and Web of Science Journals”, organized by Government Arts College, Thiruvananthapuram. Attended National Webinar on “Basics of Econometrics”, organized by Government Arts College, Thiruvananthapuram. Attended National Webinar on “Best Practices in Paper Submissions and Ethics in Publications”, organized by Government Arts College, Thiruvananthapuram. Presented a paper on the topic “A Study on Awareness, Acceptance and Perception of Investors Towards Cryptocurrencies as an Investment Instrument with Special Reference to Mangalore City of Karnataka” (International Conference on New Trends and Challenges in Business Management and Innovation – School of Management, Nehru Arts and Science College, Tamil Nadu) on 10th February 2022. Membership in Academic Bodies/ BOS/University Bodies/Subject related associations etc. Completed Certificate on “Introduction to Influencer Marketing” by Great Learning, “Operation Management” by Great Learning, “Digital 101 Journey” by AICTE, NASSCOM ITES SSC and Future skills Prime.

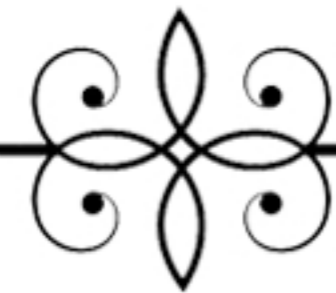
STUDENTS ACHIEVEMENTS - 2022

Students from Department of BBA took part in the national level fest "Sambhram" organised by Sri Devi Institute of Technology and Management (SDIT).

The Department bagged overall championship in the Management fest "Echelon" in Sambhram.



Lleyton Mark Crasta, Deon Sam Fernandes and Samiksha Haldipur formed the Best management team and secured first place. Smruthi Shetty and Vikyath won first place in the Human Resources. Shivarama Bharadwaja won the Best Manager Event. Santhoshi shetty and Hamdan Rafique together backed runners up in the Marketing event. Surabhi M and Mohammad Fadi together won first place in Finance .



9 students from BBA took part in Commercia-2022. Gavin Alvares & Calvin Leo Anchan took part in the quiz competition and secured 1st place. Shraddha Adyar participated in the human resources event and won 2nd place. The team won overall 1st runners up.

Rickson Tauro of 1st BBA C batch backed runners up in the Eastern Group Singing competition at the Akaar fest held at AJ Engineering College.

Rishi R Keni of 2nd BBA A batch won the First Place in Aloysius Badminton Premier League an intercollegiate event conducted in St Aloysius College, Mangalore.

Mohammed Faiz Farook of 1st BBA A batch won the First Place in Taekwondo in a District level competition held at St Aloysius College, Mangalore.

Pratham Kamath of 1st BBA A batch won the First Place in the Dance Competition held at Rotary Club, Puttur as a part of Rotaract Sambharam 2022.

Nigel Rodrigues of 2nd BBA C batch won the 1st place in Battle of bands at Aakriti 2022 an intercollegiate fest held at Canara Engineering College



UNDERDOG

Underdog 2021 is an intradepartmental event organized by the Department of Business Administration. It was held in two phases, Phase 1 being from 3rd to 13th October for the second year students and Phase 2 from 18th to 24th November for the first year students. The event was carried out in a blended mode of both Offline and Online events, keeping in mind restrictions due to the pandemic. The main goal of UNDERDOG - 2021 was to nurture the talents of first and second year students by providing them with a platform to put their best foot forward and also evaluate the raw skills and knowledge that they possess when subjected to situations similar to the current corporate world. This would also help the department identify each student's potential and provide them with appropriate training to tap into and refine it before facilitating their participation in larger platforms such as intercollegiate fests and similar competitions.

The events conducted were Best Manager, Human Resources, Marketing, Finance, Public Relations, Entrepreneurship Development Program and Quiz.

The inclusion of several issues as key themes in the round framework of each event category was one of the highlights of UNDERDOG – 2021. These themes revolved around the concept of socio-sensitivity and the 17 SDGs of the UN.



TIME APTITUDE TEST



DEPARTMENTAL ACTIVITIES

BRANDOMANIA

Brandomania is a plethora of events conducted by the Management Association along with the Department of Business Administration for the Students of BBA. This year Brandomania had 5 events which are Brand Poster Making, Brand Quiz, Brand Rangoli, Brand Wars and Brand Boss.

The very first event that marked the beginning of Brandomania, Brand Poster Making, was conducted for the 1st and 2nd year students on 31st March 2022 and for the 3rd year students on 6th April 2022.

On 5th April 2022 Brand Rangoli was conducted and along with it the commencement of Brand wars. This year Brand wars featured a total of 7 Brands competing with each other for the top spot, the Brand MOJO being the one who made its way to victory.

For the very first time in Brandomania history a new event was announced, called Brand Boss. It was conducted in 2 rounds, the prelims was conducted 7th April 2022 and the finals was conducted on 9th April 2022.

Brand Quiz was the finale of Brandomania 2022, it was conducted in 2 rounds with the prelims on 11th April and Finals on 12th April.



SPINOUT 2022 – ASTROVIA

ASTROVIA – SPINOUT 2022 is a national level fest organized by the Department of Business Administration which was inaugurated on 6th May 2022. With the tagline “Together, from one world to another” Astrovia is a multidimensional event, designed to test the participants ability to collaborate various aspects of the business domain into the real time corporate world. 10 colleges had participated in the fest.

The events conducted were HELIOS (Best Manager), ARES (Human Resource), HERMES (Marketing), KRONOS (Finance) and GAIA (Business Quiz).

The Staff Co-Ordinator of the Fest was Mrs Vinola Sequeira along with assistant co-ordinator Mr Ayush Kottary. The Student Convenors were Ms Vanshika Shetty and Ms Paloma Rodrigues. The Overall Winners of Astrovia were SDM College of Business Management Mangalore and Runners up was backed by Canara College Mangalore.



OUTGOING STUDENTS - 2022



DEPARTMENTAL ACTIVITIES

INDUSTRIAL VISIT



MAKE IN ALOY

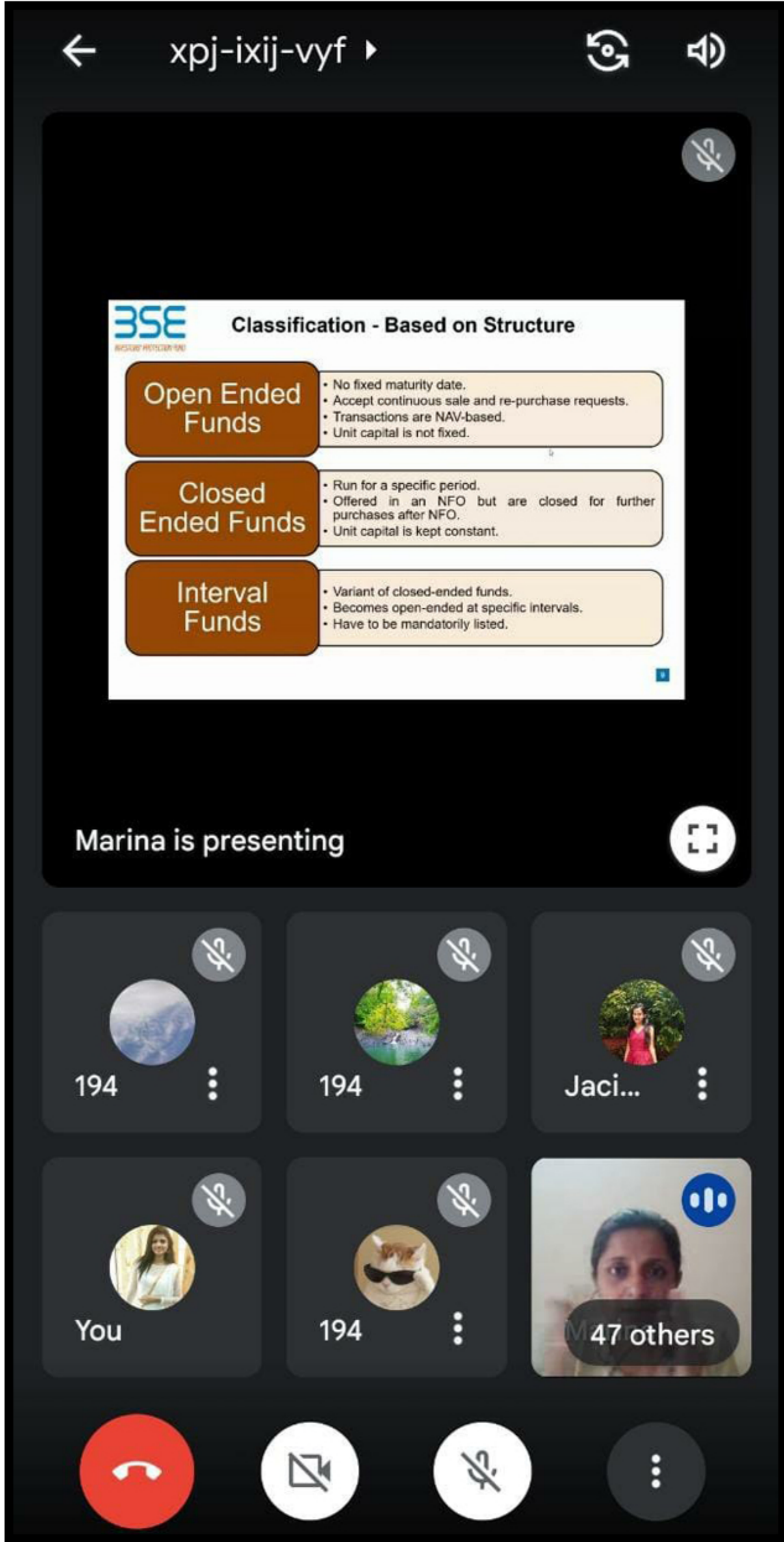


DEPARTMENTAL ACTIVITIES

GUEST TALK ON GREEN LIVING



WEBINAR ON INVESTOR AWARENESS



DEPARTMENTAL ACTIVITIES

WEBINAR ON MODERN LOGISTICS MANAGEMENT

The guest talk on “MODERN LOGISTICS INFRASTRUCTURE” was conducted by Department of Business Administration on 18th December 2021. The speaker of the session Ms Annika introduced the basic concepts of modern logistics infrastructure with special reference to Amazon to the participants. The objective of the guest talk was achieved. This programme was arranged with the motive of sharing the knowledge and practical experience of guest speaker. The overall organization and deliverance of the guest talk was helpful and satisfied the participants. This guest talk would help the participants to add value and understand the modern logistics infrastructure.