



QUEST 2021

LEAPING INTO THE VIRTUAL REALM

ST. ALOYSIUS COLLEGE (AUTONOMOUS)

MANGALURU - 575003

A NEWSLETTER BY
THE DEPARTMENT OF
BUSINESS ADMINISTRATION

RE-ACCREDITED BY NAAC WITH A GRADE CGPA 3.62
RECOGNISED AS CENTRE FOR RESEARCH CAPACITY UNDER UGC-STRIDE
RECOGNISED BY UGC AS 'COLLEGE WITH POTENTIAL FOR EXCELLENCE'
COLLEGE WITH STAR STATUS CONFERRED BY DBT, GOVT OF INDIA

FROM THE PRINCIPALS DESK



Education is not just the acquisition of knowledge but also the development of the mind's ability to think sensibly." This is the kind of education we impart at St Aloysius College.

We endeavor to provide quality education while ensuring the overall excellence of the students. Striving persistently to form men and women for and with others.

Our entire approach is designed at fostering our students a deep desire to achieve excellence in everything they do. The department of BBA perpetually seeks to provide an ample number of opportunities for the students so that they constantly keep learning as well as grow vigorously as individuals. Amidst a global pandemic, the BBA department has organized business webinars with real-time learning. The webinars conducted by them also covered environmental issues as well as health and hygiene. I appreciate the department's 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.

FROM THE DIRECTOR'S DESK



It gives me immense pleasure to note that the faculty of BBA is tirelessly working for creating a benchmark in the academic circle in our country. As a result, again BBA department has secured 39th Rank in all India Survey conducted by the India today in association with MDRA. This shows that the department is live and bubbling with energy to do 'more' in a true Jesuit spirit in spite of the hurdles it faced due to pandemic in the past one year. A good number of online guest lectures, webinars and e-workshops were organised in divergent topics of national interest which also had international participants. The online certificate courses organised by the department have received good feedback. The staff have also prepared e-content and uploaded the video recorded classes in addition to the online classes during the pandemic. The students of the department have shown lots of enthusiasm in academic as well as non-academic activities during the year. They have overcome the constraints posed by the pandemic and have participated in number of new ideas and activities generated in the department. The students have organised 'virtual teachers day celebration', 'Brandomania' in virtual platform and many more programmes. Both the staff and students of BBA department bring out their annual news letter, 'Quest' and publish it during send off programme for the final year students. A News Letter is like a mirror which reflects the clear picture of all sorts of activities undertaken by a Department. It also encourages students to come out with their creative ideas every year. This year the theme is 'Leaping into the virtual realm'. I congratulate the editorial board of the 'Quest' who have completed the work of editing it within a short span of time. I am hopeful that this small master piece of the department shall not only help to create awareness on the good work done by the department but also remain as a treasure preserved for the future generation as well.

FROM THE DEAN & HOD



Mrs. Arati Shanbagh

DEAN
M.Com , MPhil , KSET

The unprecedented times have introduced us to the new normal. The Department of Business Administration has transformed by adapting the innovative pedagogies and student engagement programmes. Mobility from offline classes to zoom meet, Microsoft teams and Google classrooms, Virtual SpinOut, E-Brandomania, Seminars to Webinars, E-Conferences, E-Workshop, Alohomora for exhibiting student's talents, virtual internships and yet exploring real-time experiences. The hallmark of this academic year was the support from students, faculties, parents and all the stakeholders along with the management to ensure that the students are engaged at their comfort zones. Navigating the pandemic crisis, we have all experienced reinforcing the self effacement and managing uncertainty.

Remember, WHEN THE GOING GETS TOUGH, THE TOUGH GETS GOING.

I appreciate the editorial board for coming up with another edition of QUEST and their untiring efforts to make it towards success.

All the best !!

Mrs. Claret Vinaya Pereira

HEAD OF THE DEPARTMENT (HOD)
M.Com , MPhil , KSET



Change is the basic law of nature. But the changes brought by the passage of time, affects individuals and institution in different ways. It gives me immense pleasure to pen a few lines on the occasion of the release of the Department Newsletter. This newsletter is an attempt to highlight the achievements of the staff and students of the department of BBA. I appreciate the efforts of team Quest for their creativity in sharing the news and updates on the many activities in which we are involved.

EDITORIAL COMMITTEE



MS BINNI CHAN



MS PREEMA TAURO



GISELLE MEGAN ARANHA



SRIHARI BHASKAR



DEON SAM FERNANDES



FABIOLA CLARISSA D'SOUZA



RUTH MICHAEL D'SOUZA

EDITORIAL

ACKNOWLEDGEMENTS

Rev. Dr. Praveen Martis S.J.
Principal

EDITORIAL TEAM

GISELLE MEGAN ARANHA
SHRIHARI BHASKAR
DEON SAM FERNANDES
FABIOLA CLARISSA D'SOUZA
RUTH MICHAEL D'SOUZA

Wherever there is a change, and wherever there is uncertainty, there is opportunity! Considering the ongoing dilemma, without any ambiguity, we can all agree to a dramatic change. A change that shifted our reality, a change that ushered in new possibilities and opportunities. Regardless of this change, many have resorted to it and the opportunities that come along. With their minds and hearts focused on the silver lining of the present reality, they have seized every opportunity that has come their way and their perseverance and commitment has enabled them to attain something remarkable.

With immense pleasure, we present the next dynamic piece of creativity, self-expression and ambition. We believe that their stories will not fail to enkindle a spark in you, inspiring you to reach extraordinary heights and, one day, serving as an inspiration to many others.

Lastly, as we near the end of this academic year, despite all the challenges and obstacles that we have encountered, congratulations on making this year a success in the face of a global pandemic.

- Ms.Preema Tauro, Ms.Binni Chan

STAFF ACHIEVEMENTS

Ms. Arati Shanbhag, Assistant Professor AND Dean

Webinar/Workshop Attended:

Attended a national level workshop on "Teaching Learning and Evaluation using TALENT LMS" organized by Xavier Board of Higher Education In India in collaboration with Ediyer's Global SolutionsLLP, India and EPIGNOSIS LLC from 30th April to 1st May 2020.

Attended an online national level workshop on "Structural Equation Modelling" held on 4th and 5th May 2020 organize by Institute of Management Technology, Hyderabad.

Attended a national level webinar on "Data Analysis and Statistical Computing" on 27th May 2020, organized by Institute of Social Sciences, Dr Bhimrao Ambedkar University, Agra.

Attended an international level webinar on "Coping with COVID 19 with perfect and balanced mind" held on 3rd July 2020, organized by Department of Secretarial Practice and Computer Science Department, Besant Women's College, Mangaluru.

Attended a national level webinar on "Insights into Research" on 4th July 2020, organized by Yenepoya Institute of Arts, Science, Commerce and management, Mangaluru.

Dr Mamatha, Assistant Professor AND Dean (Entrepreneurship and Consultancy cell)

Completed thesis on "A Study on Customer Perception, Expectation and Satisfaction towards Shopping Malls in Karnataka" under the guidance of Dr. Abbokar Siddiq, Associate Professor, Department of Commerce, University College, Mangalore and received an award on 31st March 2021.

Resource Person:

Resource person for an International Conference on "Emerging Issues and Trends in Intellectual Capital and Innovative Management Practices in the Global Economy" on January 13th and 14th 2020, at Govinda Dasa College, Surathkal.

Moderator for a webinar on "Enhancing professional competencies by Louis Publication Mangaluru" on 22nd August 2020.

ge of Banking and Financial Studies, Muscat, Sultanate of Oman.

STAFF ACHIEVEMENTS

Mr. Chethan Shettigar, Assistant Professor

Workshops attended:

Attended a five Days workshop on "Outcome Based Education" by St Aloysius College Autonomous Mangaluru in association with IPRS Solutions Limited.

Resource Person:

Resource person for a webinar on "Time Management" held on 7th October 2020.

FDP:

FDP on "Information and Communication Technology Usage in Teaching" by Govt. First Grade College Siddakatte. One month FDP on "teaching learning methodology" by SWAYAM Ramanujam College, New Delhi.

Other Courses:

Completed a course on coursera "Mind Control: Managing Your Mental Health during COVID-19" by University of Toronto.

Completed a course on COURSERA "Accounting- Principles of Financial Accounting" by IESE Business School, university of Navarra.

Completed a course on "Successful Negotiation- Essential Strategies and Skills" by University of Michigan.

Ms. Claret Vinaya Pereira, Assistant Professor and HOD

Webinar/Workshop Attended:

Attended a state level workshop on "Information and Communication Technology Usage in Teaching" from 30th May to 12th June 2020, organized by GFGC, Siddakatte.

Attended a national level workshop on "Google Apps for Education and Moodle" on 2nd and 3rd July 2020, by Rajaram College, Kholapur.

Attended a national level webinar on "Data Analysis & Statistical Computing" on 27th May 2020, by Dr. Bhimrao Ambedkar University, Agra.

STAFF ACHIEVEMENTS

Ms. Vinola Sandra Sequeira, Assistant Professor

Webinar/Workshop Attended:

Attended a Webinar on "Research Methodology in Commerce and Management using R - Studio" from 17 May to 20th May 2021, by organized by St Aloysius College (Autonomous) Mangalore.

FDP:

FDP on "Innovative Approaches in teaching pedagogy" by Sahyadri college and sponsored by AICTE. Programme Attended:

Completed an eight days "International Professional Development Programme on "Effective and Quality Research Writing" organized by Patrician college of Arts and Science.

Other Courses:

Completed a course on coursera - "Introduction to economic theories" by Erasmus University Rotterdam.

Completed a course on Coursera - "International business I" by the University of New Mexico.

Completed a course on Coursera - "Firm level economics: markets and allocations by university of Illinois.

Completed a course on Coursera - "Research proposal: initiating research" by UCDAVIS.

Ms. Ashitha Jane Pinto, Assistant Professor

Webinar/Workshop Attended:

Attended a State level webinar on "Connecting to the youth in the New Normal" on 28th May 2020, by St Agnes College (Autonomous), Mangalore.

Attended an international level webinar on "Working towards being the best version of ourselves" on 6th July 2020, organized by St Aloysius College (Autonomous) Mangaluru.

Attended a national level webinar on "Connecting to the youth in the New Normal" on 16th June 2020, St Aloysius College (Autonomous) Mangaluru.

Attended an international level webinar on "Digital Marketing: Trends to Look In 2021" on 23rd April 2021, by Nehru Arts and Science College, in association with College of Business & Economics,

STAFF ACHIEVEMENTS

Mr. Joel Melrick Fernandes, Lecturer

Courses Completed:

Completed a course on "Social media advertising" by University of Colorado.

Completed a course on "Advertising and society" by Duke University.

Completed a course on "Introduction to financial markets."

Ms. Preema Tauro, Lecturer

Webinar/Workshop Attended:

Attended on a national level webinar on "NEP 2020 (POLICY VISION & HIGHER EDUCATION)" on 25th August 2020, organized by SAC IN ASSOCIATION WITH CENTRE FOR EDUCATIONAL & SOCIAL STUDIES BENGALURU.

Attended an international level webinar on "Emerald Publishing's workshop "Accessing indexed journals for quality research" on 12th August 2020, by Annamalai University, Tamil Nadu in association with Emerald Publishing, India.

Attended an international level workshop on "WEBINAR ON E- LEARNING - DOOR TO THE FUTURE" from 18th August to 20th August 2020, by KATWA COLLEGE IQAC, WEST BENGAL.

Mr. Olwin M Dsouza, Assistant Professor

Programmes Attended:

Completed a 21 days Virtual Course on 'Research Methodology' by K.S. Rangasamy College of Technology (Autonomous).

Attended a program on "Five day online FDP on 'Evolution from Offline to Online Teaching' by Satish Pradhan Dnyanasadhana College, Thane.

Other Courses:

Completed a course on coursera "Excel Skills for Business Essentials" by MACQUARIE UNIVERSITY.

Completed a course on coursera "Learning How to Learn" by McMaster University UC San Diego.

STAFF ACHIEVEMENTS

Ms. Binni Chan, Lecturer

Webinar/Workshop Attended:

Attended a webinar on "National Education Policy" on 26th August 2020, by St Aloysius College (Autonomous), Mangalore.

Attended a national level webinar on "Policy vision and higher Education" on 25th August 2020, organized by St Aloysius College (Autonomous), Mangalore.

Attended an international level webinar on "The Pandemic and future of capitalism" on 13th August 2020, by St Aloysius College (Autonomous), Mangalore.

Attended an international level webinar on "Dwindling Folk Performing Arts" on 12th August 2020, by St Aloysius College (Autonomous), Mangalore.

Paper Presented:

Presented a paper on "A study on the Blended Learning Model in Higher Education and the impact of its inclusion on learning and teaching" in an international conference held on 5th January 2021, organized by Besant evening college, Mangalore.

Mr. Ananth Alias Rohith Bhat P, Assistant Professor

Webinar/Workshop Attended:

Attended a national level webinar on "Managing Finances and Investment during Covid 19" on 13th June 2020, organized by Commerce Dept, St Aloysius College, Mangalore.

Attended an international level webinar on "Hackathon" held on 17th June 2020, by BCA Dept. St Aloysius College.

Attended an international level webinar on "Preparedness and Challenges of College teachers during Post covid Era" on 17th June 2020, by GFGC BALMATTA.

Attended a national level webinar on "MSME & IT sector in India: Challenges and Prospects" on 18th June 2020, by Economics Dept. SAC.

STAFF ACHIEVEMENTS

Ms. Revathi Radhakrishnan, Lecturer

Courses completed:

Completed a course on "Mind Control: Managing Your Mental Health during COVID-19" by University of Toronto.

Completed a course on "Supply Chain Logistics" by Rutgers University.

Ms. Grace Mary Jose, Assistant Professor

Webinar/Workshop Attended:

Attended a national level webinar on "Let's dream to innovate" held on 28th November 2020, organized by St. Aloysius College, Mangaluru.

Ms. Ann Varghese, Lecturer

Webinar/Workshop Attended:

Attended a national level workshop on "Academic enhancement in digital teaching and learning" on 11th and 12th June 2020, by St. Peter's college of engineering and technology, Chennai.

Attended a national level webinar on "Post covid scenario- role of teachers in building future generation" on 1st June 2020, by Mahatma Gandhi College, Udupi.

Attended an international level webinar on "All that matters in entrepreneurship that you get it right once" on 26th September 2020, by Sacred Heart college, Thevara.

Attended a national level webinar on "Technology Development and Entrepreneurship" on 26th May 2021, by Srinivas University, Mangalore.

Attended a national level webinar on "Tips for Writing an Effective Research Paper" on 20th May 2021, by Srinivas University, Mangalore.