

St. Joseph's College of Commerce (Autonomous)

163, Brigade Road, Bengaluru, 560025

THE OFFICIAL BBA BULLETIN 2016-2017



BBA
HERALD
VOL. III





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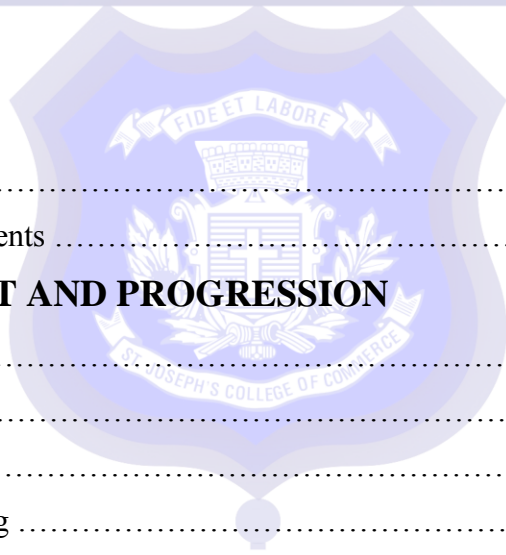
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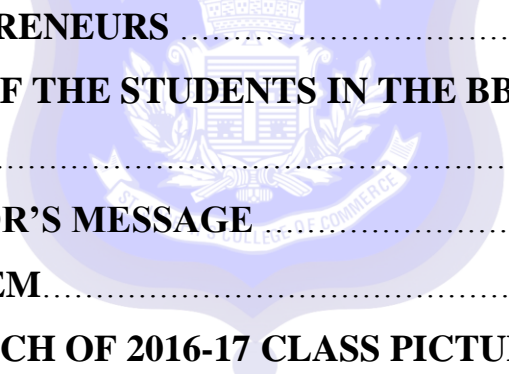
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Principal's Message



Rev. Dr. Daniel Fernandes, SJ

Housing the youngest population of the world, along with its advantages, brings with it added responsibility. Educating and skilling this young population is no doubt, a prerequisite to economic development. However, the single most prerogative of education is to empower individuals to make choices. If education could adequately address this one expense of empowering our youth to make the right choices, then we would be well poised to realise the benefits of our demographic dividend.

Education at St. Joseph's, characterized by the objectives of academic excellence, social concern and character formation strives to not only educate the students but also to form them to shine in their life and to pass

on that light to others, by enkindling in them a love for learning, discovery & invention, to improve the quality of life especially for-the least, the lost and the marginalized of our Society.

A wide variety of activities are devised and implemented to help students advance towards the objectives of the institution. Students lead from the forefront in implementing novel activities each year, and this year has been no exception. As you browse through the pages of this newsletter, you are about to witness the right choices that our students have made and the right guidance that our faculty have provided.

With all the hard work and countless hours put in we have been ranked the No.1 college in Karnataka, No.29 nationwide by the NIRF. This newsletter is an attempt to compile all the efforts and hard work of students and staff who have strived to practice the vision and mission of the college in the best way possible While I wish the BBA department my good wishes on this newsletter, I wish the readers happy reading.

Vice Principal's Message



Dr. Nirmala Joseph

Education as we know, is more than just academics. The BBA department has found that perfect balance between academics and extra-curriculars with multitudes of students indulging in activities organized by the college outside of the classroom.

St. Joseph's College of Commerce follows a curriculum and practices that are consistently reviewed to ensure that we are following the most updated best pedagogy, meeting all regulations, and addressing the future needs of our students. Our staff consistently follows current trends and in collaboration with administration, creates a plan of action to incorporate those trends that are most

appropriate into the classrooms.

A wide variety of activities are devised and implemented to help students advance towards the objectives of the institution. Students lead from the forefront in implementing novel activities each year, and this year has been no exception.

As you browse through the pages of this newsletter, you will witness the commitment, zeal and the right choices that our students have made and the right guidance that our faculty members have provided.

This newsletter brings together a year of hard work and dedication of the BBA department. I wish my students good luck and Godspeed.

HOD's Message



Mr. Raj Sadhwani

The BBA department aims to inculcate skills in students which would motivate the students to pursue their higher education in the field of Management, facilitating them to become successful in any field they wish to explore and pursue. Much lays on the shoulders of educational institutions and academic leaders to lead from the forefront, to create an environment and a culture of excellence in education by guiding them to discern and make the right choices.

The department believes in the holistic development of the students and hence, conducts numerous social outreach programs and activities. It also encourages the students to be innovative and keep up with the fast-changing atmosphere of the corporate world by conducting fests within the college as well as at an international level. The BBA Department in the college

also boasts several associations, which caters to the many talents of the BBA students and focuses on skill development and instilling leadership qualities amongst the students.

The department is proud to have hosted many major events such as the international seminar, its very own fest- Virtuoso 2.0, international industrial visits and guest lectures among many others. Thus, the BBA department emphasizes on academic excellence, social concern and character formation and strives to enkindle in them a love for learning, discovery & invention, to improve the quality of life.

This newsletter acts as a great channel for sharing the accomplishments, milestones, and activities of the department. 'BBA Herald', does not simply serve as a newsletter, it is a eulogy to the spirit of the department and its stakeholders, and the levels of commitment and ardour displayed in every quest undertaken. I also take this opportunity to sincerely thank the Principal, Vice-Principal, Father Roshan our campus minister, all the staff and students for being the backbone of our success. Lastly I would like to thank Chitra Suvarna, Kevin Mathews, Mohamed Owais and Jordan Shires for putting in all the hard work, hours to make this newsletter a reality

From the desk of the Editor



Chitra Suvarna

It has indeed been a privilege to be given the opportunity to head 'Fountainhead', the editorial association of the BBA department, which has been an extremely enriching experience, to say the least.

One of the distinct characteristics of the BBA department at St. Joseph's College of Commerce, is the broad diversity of intellectual prowess with its vibrant mix of multi-talented students. There are students excelling in sports on one side to actors and dramatists, to academic scholars on the other. With this issue, we aim to highlight and encourage this span of expertise and to that end, have documented each and every milestone achieved by the students of the department. I would like to thank the editorial team consisting of writers, editors, designers and photographers, who have generated creative

content and worked extensively to report on the various events and happenings of the BBA department.

With the onset of the academic year 2016-2017, the BBA Editorial team

'Fountainhead', has evolved into an independent association and its primary objective has been geared at covering the varied range of fests and notable achievements of the department, as well as publishing blogs and curating content for the department Facebook page and the website. This newsletter marks the end of an eventful year for the BBA Department and holds testament to the excellence, tenacity and dedication of both the staff and the students.

From the academic year 2016-17, the BBA Newsletter 'The Invoice' has been revamped and renamed 'BBA Herald: The Official BBA Bulletin' to commemorate an eventful year.

This magazine is the culmination of a year's worth of toil, and I would like to extend my sincere gratitude to the Head of the Department- Mr. Raj Sadhwani— for entrusting me with this responsibility, from which I've gained immensely. I would like to especially thank Md. Owais Adam for his unwavering support and guidance, Kevin Mathews and Jordan Shires for editing, proofreading and formatting the newsletter. Lastly, I would like to thank all the students and teachers of the department for their endless faith, support in me.

Fountainhead
(Editorial Committee)



Sitting left to right: Chitra Suvarna (Editor in Chief), Dr. Nirmala Joseph (Vice Principal), Dr. Daniel Fernandes SJ (Principal), Fr. Roshan Pereira (Campus Minister), Mr. Raj Sadhwani (Head of Department - BBA), Md. Owais Adam (Managing Editor)

Standing left to right: Alex Paul, Alyssa Merchant, Aisha Syed, Ankita Chatterjee, Anjana Menon, Tanya Paul, Anoushka Fernandes, Kevin Stanley

Standing left to right: Nishanth Chakkere, Kevin Mathews (Deputy Editor), Sharan Shyamsundar, Rajat Prabhu, Taaha Syed, Md. Anas Adam, Brighton Lewis



GOVERNANCE AND LEADERSHIP

ABOUT THE DEPARTMENT

With the world of business constantly changing and a strong base created for technology in the country, it is of utmost importance to augment management talent and resources at all levels. Strategies and goals of any educational institution have to be constantly redefined to keep pace with the external environment. All this lead to the birth of the BBA department of St Joseph's College of Commerce in the year 2004-2005. Within a short period of time, the department has emerged as a promising institute in the field of management studies at the undergraduate level. This department aims at motivating students to take up higher studies in management so that they may blossom into effective entrepreneurs who would not be afraid of taking the risk or teachers and researchers who would contribute positively towards the betterment of the society or take up a consultation to help business units leverage on management knowledge.

OBJECTIVES OF THE DEPARTMENT:

- To impart knowledge in functional areas of business so that the students may pursue careers in management and excel in different fields of management
- To incorporate extensively along with theoretical knowledge sharing-various skills (viz. presentations, rapid reading, geopolitical awareness, time management) needed for managerial effectiveness
- To promote knowledge through research- both conceptual and applied relevant to management
- To enhance decision-making skills and administrative competence of students
- To motivate students to apply management techniques to new and innovative areas of management

CLASS MENTORS

The concept of mentoring has found application in virtually every forum of learning. At SJCC, the term mentor is often used synonymously with a faculty adviser.

Every class of the BBA department has its own mentor to guide the students not only academically and professionally but also on a personal level.


<u>Class</u>	<u>Name</u>
1 BBA A	Ms. Tina Singh Ms. Rathi Thresa David
1 BBA B	Ms. Nancy Christina Ms. Asang
2 BBA A	Dr. Himachalapathy
2 BBA B	Ms. Komal A. Dave
3 BBM A	Ms. Preemal Maria Dsouza
3 BBM B	Ms. Gayatri Sasi Tampi

BBA STUDENTS IN THE COLLEGE**STUDENT COUNCIL**


<u>Title</u>	<u>Name</u>
President	Utkarsh Choraria
Vice President	Selvin Jones
Treasurer	Reshwin Noel Washington
BBM Coordinator	Ankita Chatterjee
CSA President	Jobin Samson
ECell Vice-President	Chaitanya Ganatra
Rotaract President	Vaibhav Shah
Serenata Chorale President	Grace Kinimo

BBA ASSOCIATION HEADS:

	Leadership Development Cell (LDC)
Designation	Name of bearer
Director	Bhavesh Kr Mintri
Secretary	Hazel Denzilina Deena

	Fountainhead
Designation	Name of bearer
Editor in Chief	Chitra Suvarna
Managing Editor	Mohamed Owais Adam
Deputy Editor	Kevin Mathews

	Josephite Business Club (JBC)
Designation	Name of Bearer
President	Royina Bakshi
Vice President	Aman Parekh
Secretary	Crystal Clement
Treasurer	Sreerag Nair
Program Coordinator	Chaitanya Ganatra
Start-up Program Director	Dean Micheal Castelino
The Legacy Program Director	Sanchit Bahri

	Conexus
Designation	Name of bearer
Director	Mohamed Aqib
Director	Razi Abbas

CLASS REPRESENTATIVES:

Class	Academic Rep	Cultural Rep	Sports Rep	Ladies Rep
I BBA A	Nikhil Motwani	Siddhant Sheth	Raghav Lal	Aishwarya Chengappa
I BBA B	Athreya V Prahalad	Troydon Coalco	Kashmira HV	Thanya Wells
II BBA A	Sam Surgeon	Yamuna Krishna	Bevan D'Souza	Ann Koshy
II BBA B	Walter Shaun Rydquist	Alexis Phoenix	Andrew Baptist	Shreya Rakhra
III BBA A	Shreyansh Shah	Alex Abraham Paul	Mark Murray	Lynette Malvika
III BBA B	Adarsh TP	Rahul Rodriguez	Achiah I.K	Karishma Ahuja

ACADEMICS AND PARTNERSHIP

1. The BBA Program:



ABOUT THE PROGRAM:

The BBA program of St. Joseph's College of Commerce is an intellectually enriching program. It has been designed to prepare the

change-makers of tomorrow and also to acquaint them with the necessities of the corporate world. The Jesuit tradition is about educating the whole person mind, body and soul and consciously, every year, the department devices all its programs around this rich tradition. Students, besides a challenging curriculum, are exposed to a mandatory social internship, a corporate internship at the end of the second year, a variety of value add-on courses, interdisciplinary choice in subjects, international industrial visits and a choice of seven electives in their final year.

OBJECTIVES:

- To impart knowledge in functional areas of business so that the students may pursue careers in management and excel in different fields of management.
- To incorporate extensively along with theoretical knowledge sharing various skills.
- To promote knowledge through research both conceptual and applied relevant to management.
- To enhance decision-making skills and administrative competence of students
- To motivate students to apply management techniques to new and innovative areas of management.

2. The BBA (Twinning) Program:**ABOUT THE PROGRAM:**

St Joseph's College of Commerce provides

an opportunity for the students of BBA to study abroad by offering an International Twinning program at the Swansea University, UK / Eastern Institute of Technology, New Zealand.

Students enrolled in these programs will complete their first year of Bachelors in Business Administration (BBA) at SJCC and will resume their remaining two years in the respective universities abroad.

Swansea University, UK:

St Joseph's College of Commerce provides an opportunity for the students of BBA to study abroad by offering an International Twinning program at the Swansea University, UK since 2010 – 2011.

Swansea University, UK, is a traditional and research oriented university established in 1920 that shares similar values with SJCC. It has been rated as one of the best universities in the UK for Best Student Experience and is particularly known for its excellence in Accounting, Finance, Business and Management, Economics and Law.

**Eastern Institute of Technology, Napier
New Zealand:**

St. Joseph's College of Commerce also provides an opportunity for the students to

study at the Eastern Institute of Technology (EIT), New Zealand from the academic year 2017-18. EIT boasts of 10,000 students on their three campuses at Napier, Auckland and Gisborne which includes 620 international students from 40 different countries. The institution is committed to offering work ready program's which cater to high-level satisfaction and professional body recognition. EIT was ranked as one of New Zealand's top rated institutes of technology for Research in the performance based research fund and is assessed as a Category I institution by the New Zealand Qualification Authority.

OBJECTIVES:

- To widen the scope of global educational opportunities to the students.
- To provide international quality education and to develop employability skills to prepare the students for the global market.
- To create an awareness about the various concepts in Management subjects and their application in Commerce and Industry.
- To enhance their knowledge in management and to enable them to keep abreast with new and innovative ideas at the international level.

- To promote knowledge through research both applied and conceptual, relevant to management.
- To enhance the decision- making skills and administrative competency of the students.
- To motivate students to apply management techniques to new and innovative areas of management.

3. The BBA (Entrepreneurship) Program:



ABOUT THE PROGRAM:

The BBA Entrepreneurship Program of St. Joseph's College of Commerce has been designed with a vision to infuse experiential and high-quality education with a global focus. The entrepreneurial skills learnt by the students ensure not only the fundamental understanding of management but also the confidence to set up businesses and projects with deep industry interaction and social

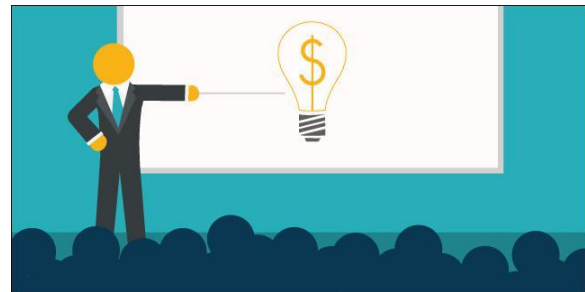
interfacing.

This Program involves a unique and dynamic combination of creativity, innovation, critical thinking and organisation, provided on an interactive platform, by faculty with proven research and academic credentials, which hones the students into becoming competent future entrepreneurs.

OBJECTIVES:

- To inculcate critical thinking among students so that they are capable of identifying business opportunities by using cutting edge analytical tools and problem-solving skills to start new businesses and implement processes to successfully operate these businesses.
- To create entrepreneurial managers for corporate.
- To Effectively understand and implement a business report for a new venture.
- To Develop family business successors as enterprising and knowledgeable owners of the business of their predecessors.
- To understand ethical issues related to owning a business, and the responsibility to both investors and employees.
- To incorporate extensively – along with theoretical knowledge sharing – various skills needed for managerial effectiveness.

- To promote knowledge through research – both applied and conceptual relevant to management.
- To enhance the decision – making skills and administrative competence of students
- To motivate students to apply management techniques to new and innovative areas of management.



4. The BBA (Professional Finance and Accountancy) Program:

ABOUT THE PROGRAM:

Rapid changes grip the world today and the context in which business firms operate has undergone an enormous change. St. Joseph's College of Commerce in keeping pace with these changes has designed the BBA (Professional) program in collaboration with the Certified Institute of Management Accountants (CIMA).

CIMA is the world's leading, and largest, professional body of management

accountants. The unique blend of management accounting, financial accounting and business focused subjects offered by the competent staff of St. Joseph's College of Commerce and acclaimed professionals produces competent and confident CGMAs who can lead their organisations to sustainable success.

BBA (CIMA integrated) program not only offers an exemption from nine regular CIMA papers but also gives an opportunity to students to gain qualifications like Certificate in Business Accounting, Diploma in Management Accounting and Advanced Diploma in Management Accounting as they pursue this program.

OBJECTIVES:

- To train and produce competent and qualified management accounting professionals who can guide and lead their organisations to sustainable success and growth.
- To impart knowledge to students in functional areas of business so that they may pursue careers in management and excel in different fields of management.
- To offer a blend of Management Accounting, Financial Accounting and Business focused subjects ensuring the right mix of skills and knowledge to bridge the

gap between industry and academics.

- To deliver a strong understanding of all aspects of the business to the students so that they can contribute in all the areas of the organisation.
- To promote knowledge through research both applied and conceptual relevant to management.



ADMISSION PROCEDURE AND APPLICATIONS RECEIVED

The BBA program has been designed to prepare the changemakers of tomorrow and also to acquaint them with the necessities of the corporate world. The BBA department has seen a consistent growth in the demand for seats in the same. This is attributed to the cutting-edge curriculum and excellent placement record.

Mode of Admission: Entrance Test, Group Discussion & Interview.

fourth semesters for the course. A wide number of Allied Options are available for selection.

Allied Options for 2016-2017

Course	No of Applications	No of Admissions
BBA Regular	1024	150
BBA Twinning	97	6

Choice Based Credit System: Higher education in India has undergone a tremendous evolution over the years. The autonomous status held by the Institution has bestowed it with a freedom that helps create an academic environment that is flexible and innovative. The Institution has successfully implemented the Choice Based Credit System (CBCS) from the academic year 2015-16. The CBCS offers students a choice of courses tailored to their interests and career goals. It offers flexibility in terms of choosing papers and designing the curriculum and syllabus. The Institution, offers several professional certificate programs, falling within the CBCS framework for students to learn beyond their classrooms.

Allied Options: The students are offered a wide array of allied options to choose from and are oriented about the same. The students pick their Allied Options in the third and

SL. No	Title of the Paper
1.	Accounting and Finance for Non-Profit Organisations
2.	Corporate Governance and Ethics
3.	Essentials of Public Relations
4.	Event Management
5.	Financial Service and Markets
6.	Gender Leadership
7.	International and Financial Reporting Standards
8.	Mergers, Acquisitions and Restructuring
9.	Operations Research
10.	Perspectives of Microfinance
11.	Real Estate Management
12.	Service Management

13.	Strategic Brand Management
14.	Travel Agency and Tour Operations

Electives: 3rd-year students are required to select an elective to specialise in. There are 4 available electives each comprising of 2 papers.

Sl.no	Elective	Papers
1.	Accounts	a. Accounting & Information System b. Advanced Financial Accounting c. Auditing d. Accounts and Other Companies
2.	Finance	a. Advanced Financial Management

		b. International Finance c. Security Analysis and Portfolio Management d. Tax Planning for Business Decisions
3.	Marketing Management	a. Retail Analytics b. Retail and Logistics Management c. International Marketing d. Consumer Behaviour e. Creative Advertising and Media Management

4.	Human Resource Management	<p>a. Employee Relations Management</p> <p>b. Human Resource Development</p> <p>c. Industrial Psychology and Industrial Relations</p> <p>d. International Human Resource Management</p>
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3	Spanish
4	French
5	Entrepreneurship Program
6	Stock Market & Investment Analysis
7	E-Commerce for Business Managers
8	Industry Integrated Training And Management
9	Business Analytics Course
10	Finance Model Course
11	IFRS
12	Excel Data Analysis And Management System
13	Retail and Analytics
14	HR Analytics
15	Tally ERP 9
16	Digital Marketing

Professional Certificate Courses: Students enrolled in the Certificate Program for Undergraduates receive training and education that put them at a distinct advantage over their peers who are interested in business careers.

Students benefit from a broad and well-rounded education, coupled with in-depth exposure to specific academic disciplines. The courses offered this year were as follows

Sl. No	Certificate Course
1	Caught in the Net
2	Theatre Art

Enterprise Operations Certificate: All first-year BBA students were enrolled in a Professional Certificate Course, Enterprise Operations Certificate (EOC). The course deals with the various internal and external elements that are involved in the functioning of an enterprise. Some of the topics covered in the course include stakeholder management, ethics, corporate governance structures etcetera.

Skill Development: The BBA Department, strives to develop industrial skills along with imparting conceptual based knowledge to students. The department recognises the need of skill development in today's especially competitive work place and to this effect holds various skill development programs for the benefit of the students. Microsoft Excel is an important and widely used technological software in the corporate world. To familiarise the students with its functions, Excel classes are held for the second-year students twice a week. Students are taught the basic excel operations, shortcut keys, formulas, data presentation and formatting.

EXCEL: Excel is a very important tool in the modern day corporate setting in order to give the students a hands-on approach of the same an "Introduction to Excel" course was held for the second-year students in order to ensure that the students not only have the

theoretical knowledge of subjects but also have a practical understanding of various programs which can enhance their career opportunities. The course was held with the goal of orienting the student towards all-round development.

International Academic Partners: St. Joseph's College of Commerce has paved the way for International exchange programmes through its International twinning initiatives, Cultural Exchange and Summer School Programs abroad. The BBA department has further strengthened these ties with our partners by being hands on about the student exchanges to make the transition and exchange itself fruitful. The department has also collaborated with several of these universities. These programmes are an enriching and refining experience at many levels. They steer personal and professional development among students by kindling creative ideas, strengthening relationships and instilling cultural sensitivity. In recognition of the said objectives, the department has collaborated with Swansea University, UK, Kobe College Japan, Eastern Institute of Technology, New Zealand and University of St. Andrews.

a) Swansea University, UK: Swansea University is a research driven institute that thrives on exploration and discovery. It shares a profusion of values with St. Joseph's College of Commerce, such as its emphatic drive to provide top-notch education to its students. Over the past few years, the college has established a strong relationship with Swansea in terms of academic twinning and cultural exchange programmes. The BBA department sends an entourage of students every year to Swansea University, UK thereby further strengthening ties with this esteemed institution. This initiative seeks to explore the possibility of developing collaborative and mutually beneficial activities.

b) Kobe College, Japan: Kobe College is an Institution of higher learning for women in the field of liberal arts and sciences. As an initiative to establish the educational tie up, Kobe College has signed up to a cultural exchange programme with St. Joseph's College of Commerce for five years now. Every year both the Institutions host a 10-day cultural exchange programme which includes lectures on the global economy, social conditions, communicative language classes, workshop on traditional crafts and, visit historical places and industries.

c) Eastern Institute of Technology, New Zealand: The Eastern Institute of Technology (EIT) offers a wide array

over 130 qualifications from certificate and diploma to degree and postgraduate level. A Twinning Programme proposal with EIT and St. Joseph's College of Commerce has been initiated.

d) University of St. Andrews, Scotland: The University of St Andrews is a British public research university in St Andrews, Fife, Scotland. It has a rich heritage of excelling in academic learning and a strong link with local communities. The university has a wide range of courses and has excelled in research diverse subjects. St. Joseph's

College of Commerce has signed a MoU with University of St. Andrews for student exchange programmes and to collaborate on research work among the faculty of both the institutions. The BBA department hopes to use this strategic tie-up for the utmost benefit of its students.

Partnership with Professional Institutions:

The BBA Department takes pride in its curriculum which incorporates industry-based requirements and offers students an opportunity to pursue professional courses along with their BBA course. The college has signed a Memorandum of Understanding (MoU) with the following associations and Institutions to facilitate the same.

1) **The Entrepreneurship Development Institute of India (EDII).**

The Entrepreneurship Development Institute of India (EDII), an autonomous body and not-for-profit institution, set up in 1983, is sponsored by apex financial institutions, namely the IDBI Bank Ltd, IFCI Ltd. ICICI Ltd and State Bank of India (SBI). The Institute is registered under the Societies Registration Act 1860 and the Public Trust Act 1950. The department has worked closely with the EDII to develop its Entrepreneurship programme. In order to strengthen ties Miss Tina Singh a member of the BBA department has attended a two- week workshop with the same.

2) Chartered Institute of Management Accountants (CIMA): There is a Memorandum of Understanding (MoU) signed by the Institution with CIMA to enable the students to pursue a CIMA professional course along with their undergraduate or postgraduate programmes. The course is delivered by highly accomplished faculty who possess competence in the use of interactive pedagogical tools and techniques.

3) National Entrepreneurship Network (NEN): There is a Memorandum of Understanding (MoU) signed by the Institution with NEN to enable students of to pursue their NEN

certification course along with their undergraduate or postgraduate programs. The department has also closely worked with NEN for the various courses in its proposed BBA (Entrepreneurship) program.

Partnerships with Industry

The BBA department of SJCC has entered into a significant collaboration with Industry partners to not only provide an exposure to the industry for students and staff but also to enhance the curriculum and syllabus creation so that students can develop skills and acquire knowledge as required by the industry.

1) Federation of Karnataka Chambers of Commerce & Industry: The BBA Department of St. Joseph's College of Commerce (Autonomous), Bangalore, in association with FKCCI, conducted an International Seminar on the topic: "India – An Incredible Business and Investment Destination- A Myth or Reality" on Friday, 19th August, 2016.

2) Thomas Cook: Thomas Cook is a leading Travel and Tourism company with global presence. The BBA Department of St. Joseph's College of Commerce has an on-going collaboration with Thomas Cook to assist the institution in organising international study tours. The study tours include a visit to various universities, educational institutions and organisations of

international repute which enable students to bring about an international perspective into their learning. This year the BBA department organised an international trip in collaboration with Thomas Cook which saw the students travel to Russia, Sweden and Finland. The trip was a resounding success and was very well received.

3) iSTAR: iSTAR Skill Development is an accredited partner of the National Skill Development Corporation, affiliated to the IT/ITES Sector Skill Council run by NASSCOM. The Institution in association with iSTAR runs several skill-based professional certification programs which were offered to the BBA students.

4) IMS Proschool: IMS Proschool conducts training programmes for CFP, CFA, Financial Modelling, CPA, CIMA and IFRS was offered to all students.

5) National Stock Exchange of India (NSE)

The National Stock Exchange (NSE) is India's leading stock exchange covering various cities and towns across the country. The Institution in collaboration with NSE conducted an NCCMP - NSE Certified Capital Market Professional short-term course for the students. The programme aims to enable the students to get first-hand knowledge of the dynamics of securities markets as well as to qualify for a career in the securities market. Many guest lectures

were conducted to educate the students about the same.

6) Ernst & Young (EY)

Ernst & Young (EY) The Institution has a Memorandum of Understanding (MoU) with (EY). EY offers a scholarship programme for the students of the college in which the students need to present a business plan and the selected business plans are encouraged to be realised through a grant of Rs. 1,00,000 as scholarship and are also offered a two-month internship at EY. This year Sakshi Gupta of II BBA A was the grant fellow. Aishwarya Kamal and Sharon were the finalists of the same.

7) International Skill Development Course (ISDC): ISDC offered a certificate programme titled "Enterprise Operations Certificate" designed exclusively for the BBA students to bridge the skill gaps of business graduate professional worldwide, thereby meeting the employability needs of both business and people. This course was offered for the first year BBA students for a period of 60 hours.

International Academic and Cultural

Exchange Programs: Cultural exchange programmes have always been an integral part of the holistic education provided in the BBA department of SJCC.

LSE Summer School Report:

Karan Mulky, Aashna Gandotra, Vaibhav Belliappa and Sagarika Sawhney of 2nd year, BBA took the Strategic Management course: Session 1, which was conducted from June 20th to July 8th.

Their course served as an introduction to the field of strategic management and covered the key concepts and theories in the field, and how they could be applied to real business situations. Assessments were on the basis of a written examination and a group project on strategy identification.

Their classes were diverse, with around 180 students; all from different backgrounds, nationalities and ages. The majority of students were undergraduates, but a surprising number of them were graduates who even had a few years of work experience.

In the mornings, the lecturers would introduce concepts and theories and discuss them in detail. These lectures were insightful and encouraged student participation through group activities, discussions and interactive media. In the afternoons, the smaller classes were used to discuss a case study, which showcased the application of concepts introduced earlier in the day.

Vaibhav Shah of 3rd year, BBA took a level 200 course called Competitive Strategy and Game Theory: Session 3 which ranged from 1st August to 19th August. The timeline for the course was three weeks, and which included two exams, a midterm and a set of finals.

“Personally I feel LSE SS is a life time experience as you get to study a totally different course and get to meet a lot of people and get to know the culture of a completely different country. London is a beautiful city and every day is a new day to explore.”

Vaibhav Shah

LSE Summer School for Vaibhav was a new and a different experience as he got to meet a lot of people from around the world, network with them and interact with one of the finest faculty.



LSE Summer School consisted of two components, lectures, which taught one all

the material and then there were classes, which were mandatory to attend and included practical application of the material taught at lectures, a completely different system than the one in India.

LSE Summer School even organised a lot of social programs for students to interact and to gel well with each other. LSE SS even took the students to Oxford and Cambridge to explore the universities and the city so it was truly an experience to remember.

International Youth Convocation 2016 held in Taipei, Taiwan.

Anaqua Fathima of II BBA A attended the two-week convocation and interacted with young men, women from all over the world. It was proud moment for the department to be represented on such a prestigious world forum.

Swansea Exchange- Buddy Program

Student exchange programs provide an excellent platform to learn about different cultures and make new friends. Fifteen students from the BBA department were

chosen to be buddies of students from Swansea University, UK during their 21-day visit to Bangalore in the month of August. Each student was given a particular responsibility, such as making arrangements for various things like shopping, sightseeing (Bangalore Exploration), food and snacks, etc.



A welcome ceremony that included musical performances by the college choir and a spectacular Indian dance was organised by the BBA students. Students were amazed by their openness and acceptance to Indian tradition and customs. A brilliant day was spent at Narayana Institute of Neurosciences and an excellent Art Therapy Session was organised by Brother Mani.



They were also accompanied by the BBA students to Mysore, Solur and Mundgod. They enjoyed the delicious and sumptuous

Indian Cuisine. It was fantastic spending time with the exchange students and a wonderful experience that left the students with delightful memories to cherish.



INNOVATIVE TEACHING PRACTICES

Internal assessments in the BBA department may take the form of research projects, online certification courses, role-plays, exhibitions, marketing campaigns and entrepreneurial drives. These internal assessments are aimed at enhancing the students' skills, increasing practical experience and expanding their knowledge outside of the classroom.

The students of 3 BBM presented the **National Budget, 2017** to every class in the department as a part of their CIA. The first-year students, as a part of their Marketing CIA, displayed their social media marketing skills and set up stalls selling various items on 14th February 2017. On 28th of February, 2017 3 BBM as a part of their Strategic Brand Management CIA, created and exhibited new products launched under the brand name of an existing company. The entrepreneurship lab (**EDP lab**) was an initiative by the students to creatively demonstrate different aspects and concepts of entrepreneurship and start-ups in general. The event was implemented and executed by Ms. Rency Alex on 3rd and 4th March.

The lab showcased not only the stages of

entrepreneurship, it also focused on the journey of an entrepreneur, risk factors, various decisions he has to take in his course of action, licenses and certificates and varying abstract ideas. The motive was to inculcate and create enthusiasm and a spirit of entrepreneurship and serve as outside the classroom learning experience for the students. Apart from demonstrations, there were also video representations on various topics like patent and trademarks, human resource management, successful and inspiring entrepreneurs etc.



RESEARCH AND DEVELOPMENT

RESEARCH

Research is of pivotal importance for the sustenance of any academic institution. The BBA department at St. Joseph's College of Commerce gives great importance to research, so as to encourage students and faculty alike to contribute to the vast field of management education. The research department of St. Joseph's College of Commerce guides the students in contributing towards research.

Varied forms of research and its allied activities have been completed by the department, under the auspices of the college. Numerous international, national and city-level seminars have been organised by the BBA department, which has contributed immensely to the expertise of the students and faculty of the department. It is a continuing wish of the department that students, faculty and visiting scholars alike utilise the resources of the college and contribute to research in an optimum manner.

Objectives:

- To encourage the development of autonomy among students, so that they are able to solve various

business challenges.

- To improve the research output of St. Joseph's College of Commerce and the BBA department.
- To contribute to the scholarly atmosphere of the city by collaborating with students and faculty of other institutions.
- To contribute to the growing field of business research by publishing scholarly articles and providing a plethora of forums to engage in discussions.

Research Committee:

A research committee was constituted by the BBA department to provide for the planning and execution of the objectives of the department in collaboration with the research department of the college.

The Research Committee of the BBA Department is ably headed by Dr. Himachalpathy who has over 27 years of academic experience in the field of management education. Dr. Himachalpathy has published a varied collection of research papers and has attended numerous state-level and national-level seminars. He was

assisted by Ms. Komal Dave for the same.

The coordinator of the committee, Dr. Himachalpathy is assisted by student members in assessing the feasibility of conducting research seminars, publishing research books and sustaining the level of research in the department.

The student members of the research committee for the academic year 2016-2017 are:

1. Brandon
2. Jenup
3. Neha
4. Nagarjun
5. Hazel

The committee has been exceptional in promoting the cause for research in the BBA department of St. Joseph's College of Commerce.

Initiatives to promote research in

The BBA department: The following are some of the numerous initiatives taken by the BBA department to promote research for the year 2016-17:

1. Organising and conducting workshops of various respected resource persons which helped students understand the topics of researching, writing papers and

presenting research papers in seminars.

2. Organising seminars with an intention of bringing the scholars of the city, state and country together under one roof, so as to encourage positive research results.
3. Encouraging students to attend various research seminars within Bangalore city and out-of-station, so as to give them exposure to the research being carried out in the field of business.
4. Research Methodology has been a subject for the students of 2nd year BBA. The aim of this initiative is to inculcate the basic concepts of research which will help students in pursuing higher studies in business research.
5. Compilation of the research papers of students and faculty in a research journal.



SEMINARS

<i>Name</i>	<i>Date</i>	<i>Topic/ Theme</i>
International Seminar in association with FKCCI	19 th August 2016	“India, An Incredible Business and Investment Destination” A Myth or a Reality
City Level Seminar for 1 st -year students ITHIKOS	10 th January 2017	Value Conflicts & Contemporary Business
City Level Seminar for 3 rd -year students MOXIE	31 st January 2017	Leadership - Inspire, Grow and Create.
State Level Seminar for 2 nd -year students NIRMANA	28 th February 2017	Research Methodology for Management

BBA International Seminar

Seminar Convener-Mr. Raj Sadhwani



St. Joseph's College of Commerce (Autonomous), Bangalore, in association with the Federation of Karnataka Chambers of Commerce and Industry (FKCCI), conducted an International Seminar on the topic: "INDIA- AN INCREDIBLE BUSINESS AND INVESTMENT DESTINATION"- A MYTH OR REALITY on Friday, 19th August 2016. The Inauguration was graced by various eminent personalities and renowned people from the field of commerce like Mr. Shashidhar, Chairman, Industry Committee, Federation of Karnataka Chambers of Commerce and Industry. The Keynote speaker was Mr. N Parthasarathy, the Secretary General of FKCCI. We were also graced by the presence of Her Excellency-Foreign Consular General of Israel to India, Ms. Yael Hashavit who spoke about how a strong partnership can be forged between the start-up capital of the world, Israel and India.

The other dignitaries present were, Rev. Fr. Anthony Joseph, SJ, Rector and Vice President of Bangalore Jesuit Educational Society and Rev. Dr Daniel Fernandes, SJ, the principal of SJCC.

Rev. Fr. Anthony Joseph, SJ and Her Excellency, Ms. Yael Hashavit released the Compendium consisting of 18 Research Papers written by various individuals and experts from the industry. The Seminar saw the participation of more than 180 students,

academicians, corporate delegates and research scholars, including, international participants from UK, Afghanistan, South Korea, Uganda, Nepal and Ivory Coast. Mr. N Parthasarathy delivered the key note address in the presence of the Principal and Rector. The inauguration session was concluded with the vote of thanks by Mr. Raj Sadhwani, HOD of the BBA Department of SJCC, who thanked the dignitaries for sharing their findings, and everyone else who contributed towards making the seminar a success.



The first session was a panel discussion based on start-up India, moderated by Mrs. Uma Reddy, Chairperson, Technology & Innovative Committee, FKCCI and the Founder and President of eMERG. The session began with Mrs. Uma addressing the audience and introducing the panelists. The panelists included Mr. Sandeep Singh, Software Developer for Samsung Technologies, Mr. Jacob Crasta, the founder of 'Enviro system Pvt. Ltd' and Mr. Ankur Bhasin, the founder of 'Bhasinsoft India'.

Each Panelist spoke about their experience as an entrepreneur and the start-up culture followed in India. It was followed by a Q&A session where participants got a chance to interact with the panelists.

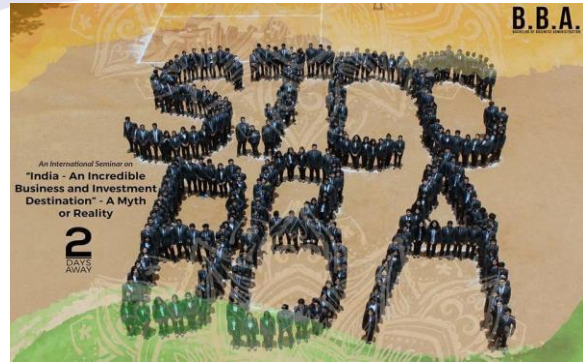
The paper presentation session, post lunch, was moderated by Dr. Lily David, Dr. Mohan Philip, Dr. Himachalapathy and Dr Raja Jebasingh and saw close to 40 research papers presented out of which 18 were published. The participants through their presentations gave their insights on the topic of the seminar. The main topics covered were Rural Marketing, Public policies for growth, Business tourism, Human Resource Management, Indian Start-ups, Behavioral Finance, etc. It threw light on the problems faced by our country and the various policies of the government.

The next technical session mainly revolved around the theme 'India as an Investment Destination- 2020, Challenges, Opportunities and Possible Scenarios'. It was presided by Dr Rajaram, Head of the English Department with over two decades of teaching experience. Participants were divided into 12 groups and had a round-table discussion with one or two members from each group speaking about their research.

The Valedictory Ceremony included presenting the delegates with certificates and

mementoes and a presentation of a summarised report of the day's proceedings.

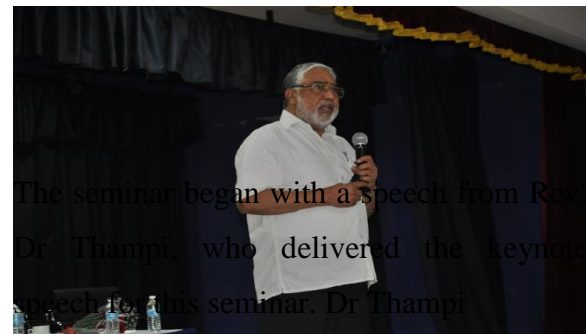
Mr. K. Ravi, the Senior Vice President of FKCCI addressed the gathering and the seminar was concluded with a vote of thanks by Ankita Chatterjee, the BBA Co-coordinator of SJCC.



Ithikos

Seminar convener – Ms. Rather David, Ms. Nancy Christina

In the current scenario of modern society, we see a multiplicity of words and terms being thrown around like success, power, wealth and money. We see exploitation and use of loopholes to for personal gain without a sense of remorse or guilt. This is where ethics and principles come into the picture. Thus, on 10th of January 2017, a seminar for the 1st year students from various colleges in the city was conducted to highlight the importance of good personal and business ethics.



The seminar began with a speech from Rev. Dr. Thampi, who delivered the keynote speech to this seminar. Dr Thampi

highlighted the meaning of what ethics are and how they play an important role in the development of an individual into a fine human being. Following the inauguration was the first technical session on the agenda lead by Ms Stella Veigas. The second technical session began with two alumni, Mr. Zubair Pradhan and Mr. Shashank, addressing the gathering. As young entrepreneurs, both of them connected with the audience. The final session of the day, a panel discussion on the topic, "Is success compatible with a firm commitment to success?" was conducted.



At the end, each one had a different but somewhat similar stance on ethics. They felt that success is as important as ethics and finding that crucial balance is what can either make or break a business. The seminar saw over 60 external participants from colleges all over the city.

Moxie

*Seminar Conveners – Mrs Gayathri,
Ms. Preemal*

“Every individual has the capacity to lead, inspire and set an example for others if they know how to harness their innate qualities.”

Keeping this in mind, the seminar conducted for 3rd-year students of the BBA department on 31st January 2017, focused on understanding the characteristics of a good leader, the tools for effective problem solving, decision making, leadership development and comprehending the importance of continuous learning.

The inauguration ceremony began by acknowledging the presence of God, by having a hymn performed by Serenata Chorale, the college choir. The masters of ceremony, Rachael and Dean Castelino, highlighted the objectives of the seminar.

The seminar conveners, Ms. Gayatri Thampi and Ms. Preemal welcomed the gathering and shed light on the concept of the seminar. The seminar consisted of three sessions. The first session conducted by Dr Geetha Hegde, Dean of Research and International Affairs Business School and holder of distinguished positions in various professional bodies

Dr. Geetha enlightened the crowd on the topic,

‘Leading in a Dynamic Environment’. She illustrated how a leader should learn leverage a dynamic environment to his advantage. She also highlighted the importance of mentorship for the students.

The second technical session titled, ‘Leadership- Who, What, Why and How?’ was conducted by Ms. Veena Sethuraman, a learning and development specialist and a renowned TEDx speaker. She focused on speaking about her personal experience working at Infosys, which demanded her to think on her feet and be completely aware of her surroundings. She used a visual aid to drive home her narrative and interacted with the students.

The third and final session was a workshop on leadership and skill development,

Nirmana

*Seminar Conveners- Ms. Komal Dave,
Dr Himachalopathy*

Nirmana’, a State Level Seminar on ‘Research Methodology for Management’ was conducted for the 2nd year students of the BBA department on 28th February 2017. The seminar aimed at elucidating the conducted by ex-Josephites, Mr. Sushant Ruia and Mr. Zubair Pradhan. They

enlightened the crowd about the types of leaders and leadership, using examples that the students could relate to. They spoke about the leadership continuum and conducted an activity which involved the students tapping into their leadership skills.

This session proved to be an extremely interactive and fun session, with the students understanding the practical aspects of leadership as well as the conceptual ones.

The seminar saw a number of students from St. Josephs Evening College, St. Clarets, Jyothi Nivas College and Bishop Cotton Women’s College. The seminar proved to be extremely informative for the students and gave the students a lot to ponder upon.

importance of research in the field of academics and business and focused on inculcating the spirit of research among the students as practicing research encourages people to explore possibilities and to understand existing issues.

The speaker was, Dr Samuel Johnson. K, who graduated with an MBA from Karunya

School of Management, Coimbatore. He is a passionate facilitator and trainer. He currently teaches Human Resource and Organisational Behaviour subjects at VIT University, Chennai.

The seminar consisted of three technical sessions. The first session revolved around

the necessity, impact and importance of Research in business and academics.

Technical session two got the audience involved in a case study discussion on Research Process and Methodology. An extremely interactive session this taught the students a lot about how to initiate and conduct their own research.

The third and final technical session involved research publication presentations by various teams and a discussion on technology tools involved in research.

Therefore, through this seminar, the students were able to familiarise themselves with the process and the steps involved in Research Methodology. Without research, technological advancement and other developments would have remained a dream. Reading, writing, observing, analysing and interacting with others facilitate an inquisitive mind's quest for knowledge and efficient learning. Research serves as an instrument to achieve that goal. Nirmana saw over 35 external participants from Christ University, Jyothi Nivas College, St. Josephs College, Bishop Cotton Women's College.

PUBLICATIONS

The BBA department of St. Joseph's College of Commerce has taken a great leap forward in the field of business research. In the auspices of the department, two compendiums of business research have been published, which includes contributions of the students and faculty of the department and guest scholars.

1. BBA Department Compendium:

The compendium was released during the 'Nirmana' seminar, highlighting the importance of documentation of the research conducted by the department.

The 'Nirmana' seminar aimed at elucidating the importance of research in the field of academics and business and focused on inculcating the spirit of research among the students as practicing research encourages people to explore possibilities and to understand existing issues. The second-year students had to each develop and write their own research paper which was then compiled and published in the form of a compendium at the seminar. 150 students worked on various research articles out of which 54 were selected for publication in the two volumes of the Research Journal of the department.



The research compendium (ISBN: 978-9380751672) was released by The Principal, Dr Daniel Fernandes SJ and the Guest Speaker, Dr Samuel Johnson. The speaker, Dr Samuel Johnson K, graduated with an MBA from Karunya School of Management, Coimbatore. He is a passionate facilitator and trainer. He currently teaches Human Resource and Organisational Behaviour subjects at VIT University, Chennai.

2. BBA International Seminar Compendium:

St. Joseph's College of Commerce (Autonomous), Bangalore, in association with the Federation of Karnataka Chambers of Commerce and Industry (FKCCI) conducted an International Seminar on the topic: *"INDIA- AN INCREDIBLE BUSINESS AND INVESTMENT DESTINATION"- A MYTH OR REALITY"* on Friday, 19th August 2016.

A compendium was released by the dignitaries to commemorate the seminar. The compendium seeks to discuss the attractiveness of India as a business destination.



Seminars attended by students:

The BBA department encourages the students to attend various seminars in different colleges so as to provide greater exposure to the students.

Students of St. Joseph's College of Commerce, BBA department, were invited to attend a national level seminar organised by Mount Carmel College, Bangalore, regarding commerce education and development in December 2016.

Alumni of Mount Carmel College discussed various opportunities that are available to commerce and business graduates in the job market today. The alumni occupied a varied position in corporate leadership, who inspired students to work hard and dream big.

The students of the BBA department attended a seminar on NLP held at SJAS. The students were greatly benefitted by the same and were able to apply their acquired knowledge in their everyday life. The students who represented the department at this seminar are as follows.

- a) Amulya Mathews (I BBA B)
- b) Andritha Rebello (I BBA B)
- c) Kevin Thomas (I BBA A)
- d) Natasha (I BBA A)

It was indeed an honour and pleasure for 3 students from the BBA department along with senior faculty member Ms. Komal to attend the talk by Nobel Laureate prof Mohammed Yunus on 9th Feb 2017. He is the founder of the Grameen Bank in Bangladesh whose model of micro finance is implemented countries around the world revolutionising the economic front. The students who attended the talk were- Brandon, Jenup and Owais from II BBA A.



STUDENT SUPPORT AND PROGRESSION

Student support and progression is one of the core criteria that the institution strives to attain through its educational pursuits and extracurricular activities. Through the diversified programs of the BBA Department, it aims to drive a student's passion and intellectual curiosity towards their subjects of interests. To meet the demand for holistic educational pedagogy, the institution has framed mentorship programs, workshops, pre – placement support and guidance aid among others.

A. BBA Results

The department is committed to producing dynamic individuals whose academic excellence rivals their community involvement and leadership qualities. Examinations and grades are a humble measure of the efforts in this endeavour. The department has also introduced the facility of online payment for fees.

The Examination Department under the leadership of Ms. Sneha Rai has been constantly striving to reform the examination system. The following practices were initiated in this academic year:

- Online examination for foundation subjects such as Indian Constitution and Environmental Studies using Moodle platform.
- Facility of examination fee payment was introduced.
- A total of 10 marks is allotted to Continuous Internal Assessment. Students are tested on 20 marks for the Mid Semester Examinations. 70 marks are allotted for the End Semester Examination.
- The subjects of General English and Languages were exempted from the Mid-Term Examination. The students are evaluated on innovative projects such as journals and plays, and are marked in relation to their performance.
- 2561 kgs of old answer sheets were recycled and converted to books which were distributed to poor students studying in government schools through outreach programs

The performance of the students of the BBA Department and reflective of the department's efforts to deliver academic excellence.


END SEMESTER RESULTS BBA– APRIL 2016

Semester	Enrolled	Absent	Ap- peared	Out- stand- ing	I Class	II Class	Pass Class	To Re- appear	Pass % Excl. Ab
II Sem B.B.A.	151	8	143	23	89	9	3	19	86.71
IV Sem B.B.A.	78	3	75	23	42	3	-	7	90.67
VISem B.B.M.	144	16	128	15	100	11	1	1	99.22

END SEMESTER RESULTS BBA– OCTOBER 2016

Semester	Enrolled	Absent	Ap- peared	Out- stand- ing	I Class	II Class	Pass Class	To Re- appear	Pass % Excl. Ab
I Sem B.B.A.	149	11	138	58	69	2	1	8	94.20
V Sem B.B.M.	151	27	124	25	70	05	-	24	80.64
III Sem B.B.A.	78	3	75	23	42	3	-	7	90.67

B. Orientation Programs

The Orientation Program for the first-year BBA students took place on the 3rd of June 2016. All the candidates who passed the common Entrance Exam and the following Group Discussion were asked to make their way to the Loyola Hall of the prestigious St. Joseph's College of Commerce.

The Principal Rev Dr Daniel Fernandes, SJ, accompanied by the Vice Principal Dr. Nirmala Josephs, Campus Minister Rev. Fr. Roshan Pereira, SJ, the Head of Department for BBA Mr. Raj Sadhwani, Controller of Examinations Ms. Sneha Rai and IQAC

Coordinator Ms. Muktha took their seats in front of the stage. Rev.Dr. Daniel Fernandes and Rev.Fr. Roshan Pereira, SJ addressed the new admits with their wise words on how Jesuit Education has made St. Joseph's one of the nation's most sort after institute, with some of the best faculty in India. All round development of each student was a criterion consistent with being a Josephite.

Students were formally introduced to the various faculty members, programs, courses, events, competitions and outreach programs of the college through a digital presentation by Dr Nirmala Joseph. The course

requirement and its detailed credit system, scoring method and evaluation were greatly elaborated. Not only were the goals and mission of the college mentioned but also the various Intra and intercollegiate feasts and international events were brought to light.

The elaborate detail was included in the various presentation to ensure that every student was informed of the potential they could offer. Associations such as AICUF, CSA etcetera made presentations on the various activities they hoped to pursue in the year. Membership for these associations are limited and the students were reminded that they would be given on a first come first serve basis.

After a quick recess, BBA students were addressed by the Department Head Mr. Raj Sadhwani, he ensured that our time in St.

Joseph's was intended to enrich our knowledge in the field of not only management studies but rather, to allow students to develop holistically. Information on the rules and regulations, including class timings etc., were also given to the new entrants. Sections A and B were both introduced to their respective Class Mentors, Class Teachers and Counsellors.

The second and third year students were oriented in the second week of June to prepare them for the challenges that lay ahead in the academic year.



C. Workshops

A Session with Br. Mani

Workshop convener- Ms. Tina Singh

“Alone we can do so little. Together we can do so much”. – Helen Keller

A special workshop was organised for I BBA A to help with Team Building and Goal Setting by the HOD, Mr. Raj Sadhwani and Ms. Tina Singh. The presiding authority was Brother Mani a well-known counsellor of the Josephite family.

The workshop began with an activity known as “Ice Breaker”, as the name suggests this activity was meant to facilitate intraclass interactions and help the students familiarise and get to know their peers and strength their

interpersonal relationships. It also allowed the students of the class to get into a collaborative mindset as it broke the stereotypical peer groups that were starting to form. The next activity from the age and time-tested arsenal of Brother Mani was to have the students form groups and discuss their favourite food, movies and actors. This helped them to learn the likes, dislikes and tastes of classmates across a very wide spectrum.



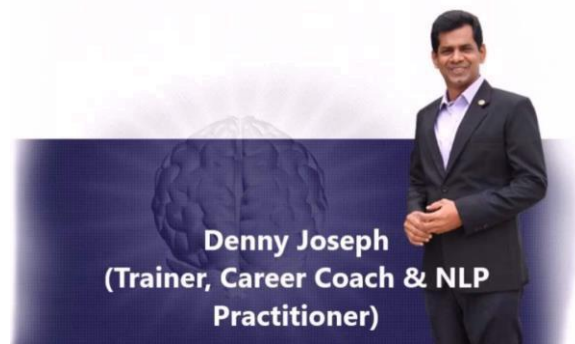
Brother Mani then had the students participate in a tug of war which helped us learn the importance of team building and the effective application of strategy. Brother Mani continued with the screening of the movie “Billy Elliot” where the main protagonist of the movie follows his dream of becoming a ballet dancer despite the parental opposition and other obstacles. The movie conveyed a strong message of pursuing your dreams no matter the circumstances. The students were then asked to write their Epitaph, which helped them introspect and scrutinise how they’d like to be remembered,

this helped them take stock of their life and focus on their goals and reminded them to live life without any regrets.

The workshop was very informative and educational. Each activity carried very important message which taught the students a lot.

Mr. Denny Joseph: Design Your Destiny

Workshop Convenor - Ms. Tina Singh



The BBA Department of St Joseph’s College of Commerce organised a seminar by motivational speaker, Denny Joseph for the first and second-year students on the 8th of February. The program commenced with the host Crystal Clement introducing the topic of the seminar, ‘Design Your Destiny’.

Miss Tina Singh then addressed the gathering and enlightened the students about the speakers, Mr. Denny Joseph and Mr. Jose Vettikal.

Mr. Denny Joseph began his career with the Indian Navy in 1987 and retired in 2002 as an Anti- Submarine Welfare Instructor.

Currently a motivational speaker, he works with professional institutions, colleges, schools, hospitals, clubs and other organisations across India and overseas. His mission is to provide a holistic and empowering learning experience to his clients.

Mr. Joseph had organised several activities for the students to help them explore the myriad ways to achieve their true potential.

The first activity called 'Business Deal' set off the proceedings. A Rs.100 note was offered to students in exchange for a Rs.50 note. After initial hesitation, one student promptly availed the offer. This activity taught students the importance of being enthusiastic and making the best use of opportunities that come your way.

Next students were asked to list down their strengths and weaknesses, five people they admire and five things they want to achieve before they die. This enabled the students to introspect and helped them get a clearer picture of their goals.

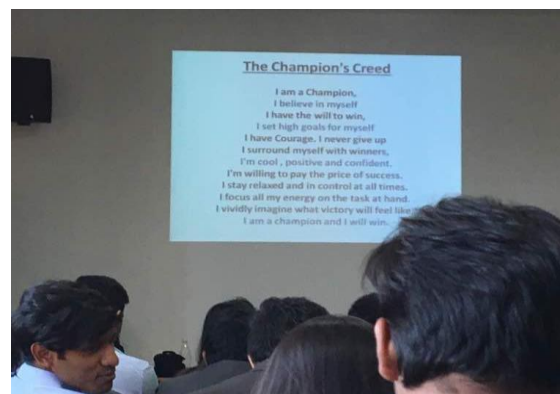
Mr. Joseph introduced students to a 'Champions Creed'. He asked them to recite this creed daily as it would remind them of who they are and keep them motivated as they work on achieving their goals. Students were then asked to wear a rubber band on their wrist and release it. The reflex action

served as a rude wake-up call for them to be alert of their goals at all times. Students were shown a clipping from the movie

'Rocky IV', it was an inspirational scene which highlighted the most powerful lesson of all – persistence. The ability to just keep moving always.

The last session of the seminar taught students strategies that would empower them to achieve success. They were: “dream big, believe in yourself, develop high self-esteem, be positive, surround yourself with like-minded people, grab the opportunity, manage time and money, find a role model, take risks, never give up, visualise success and take action”.

All in all, it was an enlightening session with the speaker's use of wit, stories, creativity and examples that brought his ideas to life. A fun, enjoyable learning experience that touched the hearts of students.



The seminar concluded with a vote of thanks by Crystal Crasta and the speakers being felicitated by Ms. Tina Singh.

Poetry Workshop



“Poetry is when an emotion has found its thought and the thought has found words.” – Robert Frost

Airplane Poetry Movement conducted a poetry workshop at St Joseph’s College of Commerce on 22nd July 2016. It is a project undertaken to give ‘spoken word’ poets a platform to showcase their work and get discovered.

The workshop began with Shantanu from the Airplane Poetry Movement telling the students of the BBA Department about the true meaning of poetry and its significance. He enlightened them about the various basic terminologies of poetry. He introduced us to the ‘National Youth Poetry Slam’ (NYPS), India’s largest inter-college poetry slam. NYPS is an opportunity for student poets

from across the country to represent their college and compete on a national level. The winning team also gets to perform at CUPSI, USA- world’s largest international slam. The workshop was held in association with ALMA and Kevin Mathews from I BBA B won the slam poetry competition held thereafter.

D. Counselling and Mentoring

The college has a set of four counsellors who are available to the students to address any of the grievance and difficulties they face including an exclusive counsellor for the department. In order to orient the first years about the whole counselling process, they are all called for a compulsory session with their respective counsellors. In addition, every BBA class a class mentor besides the class teacher. The assigned counsellors for the first years also conduct HRD classes which help in a holistic development of the student.

E. Bridge Course

Bridge Course is a week-long teaching program organised by St. Joseph’s College of Commerce to acquaint students with new subjects that they have not studied before like accountancy and business mathematics and statistics. The classes are presided over

by the senior students of the college who helped the fresher's in teaching them the basic concepts. The Bridge Course program is coordinated by Ms. Komal Dave and the respective Heads of the Departments, Mr. Raj Sadhwani of BBA.

The accountancy bridge course classes include the introduction to accounts, its uses and its importance. Classes progress to teach journals, ledger and trial balance and the basics. Business mathematics and statistics classes include the fundamentals of mathematics required in business and statistical tools like correlation and regression.

F. Newspaper Drive

The BBA Department of St Joseph's College of Commerce provides students with every opportunity to increase their knowledge. All

Students had subscribed to the- The Hindu Business Line Newspaper every day, to stay updated with the latest happenings in the business World. The faculty are known for using the newspaper as a teaching tool.

G. Enact

The annual drama fest of SJCC saw students shine in the various roles. The students who were part of Hashmi Theatre Forum were as follows

I BBA	II BBA	III BBA
Taaha	Ashrith	Ankita
	Manmeet Singh	Sreerag Nair
	Shreya Rakhra	Vaibhav Shah
	Anjana Menon	

THE HINDU
BusinessLine

H.

Guest Lectures for the year 2016-17

<u>No.</u>	<u>Date</u>	<u>Class</u>	<u>Guest Speaker</u>	<u>Topic</u>
1.	15/06/2016 and 23/06/2016	3 BBM A and 3 BBM B	Ms. Marina Jose	BSE and Capital Markets
2.	27/08/2016	2 BBA	Mr. Shankar	Fire Safety and Awareness Programme
3.	19/09/2016	1 BBA 'B' and 2 BBA 'B'	Mr. Gianasso Guido	Human Resources
4.	14/12/2016	2 BBA and 3 BBM	Dr. Madhu T Rao	Business Analytics
5.	21/11/2016	3 BBM	Mr. Parag Shah	Entrepreneurship
6.	20/12/2016	3 BBM	Mr. Ashwin Kumar	Technical Analysis of Stock Market
7.	21/12/2016	2 BBA	BYJU's	MBA and Master of International Management
8.	25/12/2016	2 BBA 'A' and 'B'	Mr. Jimmy Anklesaria	Cost Management
9.	05/01/2017	1 BBA	Mr. Parimal Merchant	Family Business
10.	07/01/2017	1 BBA 2 BBA	Mr. Mario D'Vaz	Briefing on Demonetization
11.	10/01/2017	2 BBA 'B'	Rev. Dr. Tony Thampi	Ethics and Values
12.	17/01/2017	1 BBA	Mr. Ariya Das	Introduction to Model United Nations

13.	25/01/2017	1 BBA 2 BBA 3BBA	AICUF	Emotional and Moral Conflicts among Teenagers Seminar
14.	03/02/2017	2 BBA A and 3 BBM B	Dr. Samuel (St John's Medical College)	Cancer Awareness
15.	07/02/2017	3 BBM	Dr. Samuel Johnson	Role of ICT in Commerce and Management Research
16.	08/02/2017	1 BBA and 2 BBA	AIIESEC	International Social Internships
17.	11/02/17	3 BBM A	Mr. Mahesh Babu (Career Launcher)	Competitive Exams
18.	11/02/2017	2 BBA	Mr. Zubair	Event Management
19.	14/02/2017	1 BBA B, 1 BBA A and 2 BBA A	Ms. Brinda Adige	Gender Sensitization
20.	14/02/2017	2 BBA	Ms. Brinda Adige	Domestic Violence
21.	15/02/2017	2 BBA A	Mr. Shantanu Guha Ray	Investigative Journalism.
22.	16/02/2017	1 BBA A	Mr. Shantanu Guha Ray	Investigative Journalism
23.	16/02/2017	2 BBA A	Mr. Varun Joshi	Sustainable Energy
24.	17/02/2017	2 BBA	Mr. SrikarMiddai	Briefing on Sharing Economies
25.	18/02/2017	1 BBA, 2 BBA, 3 BBA	Corporate Professionals	Networking Session

26.	21/02/2017	2 BBA A and 2 BBA B	Mr. Anto Philip	Under25 Summit and Entrepreneurship
27.	21/02/2017	3 BBM B	Mr. Ivar Moller Mr. Vir Singh Anand	Management Program at University of St. Andrews, Scotland
28.	22/02/2017	2 BBA and 3 BBM	Venture Capitalist- Mr. Dinesh Talera	The Pitch

“Wall Street an overview”

The words “wall street” and “stock market” have often created an image in our minds of rich men in expensive suits driving their luxury cars down the gold-laden paths of Wall Street. However, Mr. Rahul Dhawan was able to shed light on the working of the shares markets, portraying a much more practical side to the topic. The students of 2BBA ‘A’ and 1 BBA ‘A’ assembled in the

AV hall on the 19th of September, a ninety-minute lecture, for a much-detailed explanation of the functioning of financial markets.

Mr. Dhawan presented his topics solely based on the knowledge he has gained over twenty years. With an MBA in Finance and work experience across leading financial services

and IT solutions companies, he has a domain expertise in Equity Research and

Financial Planning. By debunking many of the myths that surround the stock markets, the students all left with a clear understanding of its working and a drive to become a part of a world where “money never sleeps.”

“HRM across borders”



A guest lecture convened by Mr. Gianasso Guido on 19th of September, 2016. Mr.

Guido's expertise and resourcefulness were communicated to students over a Skype session. Mr. Guido works under the division of strategy which is present in the Nanyang Technological University located in Singapore. He was able to give the students a detailed insight on Human Resources and its cultural impact on various countries giving students a fair idea of the subject and its contents. Being an expert in the areas of cultural intelligence and global leadership, Mr. Guido conveyed the advantages and benefits beautifully.

“Supply Chain Management – The next big thing”

On the 25th of November, 2016 the students of the BBA department attended a lecture by Mr. Jimmy Anklesaria, F.C.A., LL.B., the founder of Anklesaria Group, Inc. He is a Fellow Member of the Institute of Chartered Accountants and holds a law degree and an MBA. An ex- Josephite, he is one of the world's most sought-after speakers on Cost Management and has positively influenced the procurement transformation process at numerous Fortune 500 companies.

He spoke of how Supply Chain Management would be the next big thing in the Indian industrial scenario and how there would be a lot of scope for supply chain management (SCM) in India due to increasing uncertainty of supply networks, globalisation of

businesses, the proliferation of product variety and shortening of product life cycles. An amazingly engaging and interactive speaker the students were inspired by his story and gained immensely from the lecture.

“Business Analytics a stepping stone”

On the 14th of December, 2016 the students of the BBA department attended a lecture by Dr. Madhu T Rao, the Assistant Dean of the Albers School. He was accompanied by a colleague Dr. Joe Orlando, both professors at the Albers School of Business and Economics at Seattle University.

Dr. Madhu's lecture mostly revolved around giving the students an insight into the fairly new and exciting field of Business Analytics. He enlightened the students on how analytics, as an industry is set for exponential growth and how with more and more data being available in digital form, the need for smarter, faster, data-based decisions is only going to increase. Therefore, this lecture gave the students a broader perspective of the course at Seattle University that specifically focuses on Business Analytics and at the same time gave the students the scope of Business Analytics in the Indian as well as the global economy.



He serves as a resource person for conducting seminars and retreats in India and abroad and takes regular classes at the Family Welfare Centre and many other groups. He has also been a professor at SJBA for over thirteen years.

“CSR and You”

St. Joseph’s College of Commerce had organised a talk for the BBA students on 5th January 2017, under the supervision of Ms. Tina Singh. Mr. Parimal Merchant, from SP Jain School of Global Management, was the guest speaker who sought to share anecdotes and inspire students.

Mr. Merchant is a specialist in family business related subjects and the main theme of his speech was how business is the greatest social service.



”Ethics and Values”

The students of 2 BBA ‘B’ attended a guest lecture by Reverend Doctor Tony on 10th January 2017.

Apart from one’s professional life, he stressed on the essence of being grounded and the reflection of being down to earth in the way people conduct themselves.

“Gender Sensitisation”

On 14th February 2017, the BBA department of St Joseph's college of commerce invited Ms. Brinda Adige for a guest lecture on the topic, "You, Me and GBV - understanding gender, power and

violence". Ms. Brinda first began with the concept of gender and the various categories that come under gender.

She threw light on the fact that gender stems from sexuality and also explained the concept of transgenderism. Her areas of discussion ranged from gender-based discrimination, cyber-crime and also workplace violence. She posed questions to the students and entertained a discussion from a few who chose to agree or disagree with the question she had posed. Ms. Brinda questioned prejudices and stereotypes in a very satirical sense which further enlightened the students to think deeper into these issues. She

concluded her talk by saying that education was the primary solution to all of these issues and keeping in mind the dignity and respect of every individual must be everyone's priority.

I. Staff Performance Evaluation

The department believes that the staff feedback is an important measure to assess the degree of excellence performed by the faculty members. The standard evaluation criteria are based on certain important parameters like planning and preparation for class, classroom environment and the methodology of teaching among many others. Every BBA class participates in the assessment process for their respective teachers. The evaluation is centralised and recorded online. This academic year the feedback facility has been introduced into the student login of the ERP systems which makes it easier for students to give their feedback on the various parameters of the Staff Performance Evaluation system.

J. Corporate Internships

Corporate Internships are a compulsory part of the BBA course because it is believed that internships facilitate the integration of theoretical learning with its application and practice in the workplace. It enables the students to experience the changing cultures

of a fast-paced work environment and their impact on the global economy.

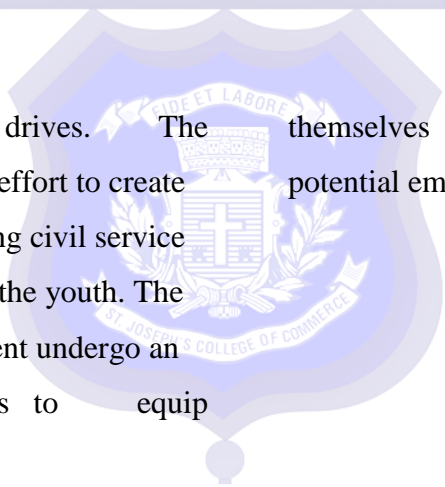
K. Training and placements

This academic year the training and placement cell divided its work into three phases. Phase one includes a briefing on the college placement policy or the code of conduct of students, pre – placement workshop, series of guest lectures and career mapping sessions. Phase two includes registration by students interested in campus placements and the final phase is when the companies visit the institution to conduct

”My time at Goldman Sachs gave me the opportunity to make an impact. Working at Goldman Sachs & Co for eight weeks has taught me quite a lot about the corporate world. My perceptions about the corporate world have been affected at the root due to my exposure to the GS Culture and its principles that highlight and embed key values such as Team-Work, Prioritization, and Team Dynamism in their employees. I have learnt and absorbed skills such as Global

Networking, Communication and Professionalism. I drew strength from a highly collaborative and intellectually stimulating environment, and was part of a team that helped me succeed.” - Dean Michael Castelino, Goldman Sachs, Capital Management Division Summer Analyst (III BBM‘B’)

on-campus recruitment drives. The placement cell also makes an effort to create awareness of various promising job opportunities available to the youth. The students of the BBA department undergo an array of training sessions to



L. Industrial Visits

<i>Class</i>	<i>Date</i>	<i>Place</i>
1 BBA A	27 th August 2016	<ul style="list-style-type: none"> • Nestle, Nanjangud
1 BBA B	23 rd February 2017	<ul style="list-style-type: none"> • Dev Kiran Paper Mills
2 BBA A	6 th September 2016	<ul style="list-style-type: none"> • TVS Factory, Hosur
2 BBA B	September 2016	<ul style="list-style-type: none"> • Ramsons • Karnataka Milk Federation • Tanflora • Indian Railways • ACE Designers • Borderline Farmers • KFC • Lakshmi Mudranalaya
2 BBA B	December 2016	<ul style="list-style-type: none"> • Paramount Nutrition, Bidadi
BBA Department	October 2016	<ul style="list-style-type: none"> • Ikea Furniture, Stockholm, Sweden • Crystal Spirits, Russia

3 BBM A	23 rd January 2017	<ul style="list-style-type: none"> • Lazza Ice Cream Factory
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National Industrial Visit 2016-17

1 BBA 'A'

1 BBA A went for its first industrial visit to Nestle, Nanjangud on 27th August 2016. It was facilitated and coordinated by the class teacher Ms. Tina Singh. Nestle's manufacturing plant set up in Nanjangud with an initial investment of Rs. 360 crores, manufactures a range of culinary products like ketchup, pasta, instant noodles, mixed condiments and seasonings. Mr. Victor the Production Manager gave the students interesting details about the company, with great emphasis on the Nestle brand of instant noodles 'Maggi', an immensely popular brand in our country. This was followed by an interactive Q&A session where students clarified their queries about the company and workings of the plant.

They next proceeded to the plant and were thrilled to get a first hand experience of the steps involved in the manufacture of Maggi. Mr. Naveen Kumar the Nestle

Representative took the students on a tour of the manufacturing set up and explained to them the product from its inception to packaging. This industrial trip proved to be an extremely educative and memorable experience.



1 BBA 'B'

Theory and Practice must go hand in hand to make sure that a student is a perfect blend of both, thus the students of 1 BBA B had an opportunity to visit two industries accompanied by their class teacher Ms. Nancy Christina and Ms. Asang, as a part of their industrial visit on the 23rd of February 2017. Dev Kiran Paper Mills, located in Kengeri, Bangalore was one of the two production units that the students visited.

The students were welcomed to the sight of a large warehouse and the warm welcome of the owner when they reached the area. The students were put under one of the managers and they began their tour around the production unit. Primarily a cardboard paper manufacturing unit, the students were shown that the production unit recycles the discarded cardboard and other paper wastes to produce their cardboard paper. The paper mill runs production for the entire day and produces approximately 170m of paper a minute.

The students were given a detailed explanation of how the paper is produced and how the entire process itself is done to get the water content in the paper to the necessary level of 5%. Learning about technical processes like fibre suppression gave us an in-depth understanding of how the success of an industry depends on not only its management but also its skilled labour and machinery.



2 BBA 'A'

The Students of Class 2 BBA 'A', went for an Industrial Trip on 6th September 2016 and visited the TVS Factory located in Hosur. The students saw the entire manufacturing process of scooters right from product design and planning to assembling and painting and also understood the different types of plant layouts and Production Systems.



TVS was established by T. V. Sundaram Iyengar. The company set up a plant at Hosur in 1978, to manufacture mopeds as part of their new division. The students were acquainted with a lot of information and learnt first-hand facts about the plant- like labour arrangements, uninterrupted power supply, various buildings and facilities on the 300-acre property. It was amazing to

watch some impressive machines at work. It was indeed a wonderful experience that left delightful memories to cherish.

2 BBA 'B'

The students of 2 BBA 'B' were given the pleasure of choosing an industry of their choice to visit to understand the functions of productions operations management in a factory. There were various groups and each group went to different industries producing various products which were either on a small scale or on a large-scale basis. Regardless of the size of the industry, the importance of various aspects of productions operations management was seen in each holding.



One group went to Ramsons, a laundry solution delivering company. This 60-year-old company provides laundry solutions to various clients with the help of machines designed to be safe and user-friendly like the

personalised stain removing workstation etc.

Another group visited Karnataka Milk Federation in order to understand the processes undertaken to manufacture milk and other dairy products. The specialised machines like chillers, cream separators etc. Were studied along with the plant layout. Tanflora is another company whose operations were studied by a group in class. This company cultivates 30 varieties of roses and has regular facilities like cold storage, irrigation and fertigation and at the same time, has operations like bunching, bundling and length grading. Industries vital to the development of the country include railways and therefore one group visited the Indian Railways where they witnessed how the wheels and axles function. These are used in railroad waggons, coaches and locomotives in the trains both locally and abroad. ACE Designers is India's largest manufacturer of CNC lathe machines. The production of these machines requires a floor shop plant layout and the plant location also needs to meet certain specifications.

The students of 2 BBA 'B' also went for an Industrial visit on 2nd December 2016 to Paramount Nutritions in Bidadi. The main objective of the visit was to enable the students to witness the practical application

of various managerial concepts taught in college. Paramount Nutrition's is foods processing units that primarily manufactures biscuits and currently, manufacture the premier line of biscuits for Britannia.



3 BBM 'A'

On 23 January 2017, the students of 3 BBM A visited the Lazza Ice Cream Factory, Kumbalgotu, on an industrial trip. They were shown the process by which ice creams are manufactured, right through the stages of blending ingredients, pasteurisation, homogenization, and freezing and packing. It was an eventful trip that enabled the students to visualise aspects of the “Production & Operations Management” subject that was covered in their 2nd year.

After the tour of the factory, the students headed to the Shilhaandra Resort as part of

their class trip, for team-building activities such as cave trekking, tug of war etc.

International Industrial Visit 2016-17

“The world is a book, and those who do not travel read only a page.” - St. Augustine of Hippo

The BBA Department, with the objective of exposing it students to the industry, education systems, infrastructure and cultures of foreign lands, drawing special reference to the subject “International Business”, organises an International

Industrial Tour every year during the autumn break. This year, 44 students from the 1st, 2nd and 3rd years' toured Russia and Scandinavian countries – Finland, Estonia and Stockholm, accompanied by Ms.

Preemal D'Souza, and Mrs Gayathri Thampi. The tour, arranged by Thomas Cook Ltd., commenced on 25 October 2016 and concluded on 3 November 2016.

25 October – The students assembled at the Kempegowda International Airport, met the tour manager - Mr. Binoy Limos, and departed for Moscow via Doha. Upon arrival at Moscow, they were given an introduction to Russia and its culture, and an outlook of the industries and infrastructure

of Moscow by the local guide. They were shown various important sights from within the bus during transfer to the hotel.

26 October – The students visited an important UNESCO World Heritage site – the Kremlin, where they got to view a few state buildings – such as the President’s working residence, the Grand Kremlin Palace, the Tsar Cannon, the Tsar Bell, the Ivan the Great Bell Tower, and five cathedrals at the Cathedral Square.

At the Red Square, the students got an evanescent view of St Basil’s Cathedral and Lenin’s Mausoleum.

Post lunch, the students got an exhaustive tour of the Crystal Vodka Museum – set in a 1901 distillery. The tour provided students with an in-depth understanding of the evolution of Vodka, the process of distilling the drink, the various hurdles faced by the industry, the business dynamics of the trade and the various marketing strategies employed over the past century.

The day ended at the famed Moscow State Circus, popularly referred to as the “Russian Circus”.

27 October – The students were given time to shop, and then left for St. Petersburg via train.

28 October – At St. Petersburg, the students got a brief tour of the famed State Hermitage

museum and viewed several famed pieces of art. After a visit to the Church of the Saviour on the Spilled Blood, they were shown several important sights such as that of the Peter and Paul Fortress, St. Isaac’s Cathedral etc. during their transfer to the University Higher School of Economics by bus.

At the University Higher School of Economics, the students attended a lecture by Prof Vazvaza on Russia’s financial system. The brief, yet insightful lecture described the formation and subsequent evolution of Russia’s financial system post the Soviet era, and brought the dynamics of the system and supporting statistics to the fore.

29 October – The students took a boat ride on the iconic River Neva, after which they left for Helsinki, Finland, by train. They were transferred to their hotel by bus upon arrival at Helsinki.

30 October – The students travelled to the historical city of Talinn, Estonia, and back, via a ferry. They were given a tour of the old city of Talinn, which left them enthralled, given its gothic architecture, cobblestoned roads, and beautifully preserved 13th century Townhall and 15th-century defensive towers



31 October – The students travelled to the nearby medieval town of Porvoo, which they were allowed to explore by themselves. Once back at Helsinki, they got to see the Temppeliaukio Church, Sibelius Monument, and several other prominent monuments and buildings such as the Senate Square from the comfort of their bus. Towards nightfall, they set on their cruise to Stockholm.

1 November – At Stockholm, the students were really fortunate to visit the Stockholm City Hall, where the Nobel Prize Banquet is held every year, and stand in the same quadrangle where those who find their place in the annals of history revel in their success.

They then visited the Vasa Museum, where a 17th-century ship recovered intact after 333 years of submersion was on display.

The tour ended with a visit to an Ikea outlet.

2 November – With memories abound and a few key learning takeaways, the students departed for Bangalore via Doha.

3 November – The students arrived at Bangalore, and the tour concluded.

M. Fests

PRE-VIRTUOSO PROMOTIONS



Promotions for Virtuosos were carried out in college in the most creative ways, garnering a whole lot of attention and interest from the various other departments. The promotions started within the department with small tasks such as displaying the logo for the event in every class.

A massive **mannequin challenge** was carried

out by all the students of the BBA department, which turned out to be great success and an amazing source of recognition. The video has thousands of views.

The Facebook page dedicated to Virtuosos provided all the information that was necessary for the other participating colleges. Contests and quizzes were held on social media platforms like Facebook in order to attract students to the Facebook page.

A **huge flash mob** consisting of 400 students of the BBA Department was also organised on sports day, gathering attention from the rest of the college. Trailers of Virtuosos were shown in all classes and a treasure hunt with a theme of virtuosos was organised so as to attract students of the college.



VIRTUOSO 2.0



Virtuoso 2.0 ‘decipher the enciphered’, is the annual business fest conducted by the BBA Department of St. Joseph’s College of Commerce. It took place on 16th and 17th December 2016 and this time it was bigger, better and more intense. Virtuoso, as the name suggests is a combination of both virtual and physical rounds where participants get a chance to showcase their talents.

Over 25 colleges from all across Bangalore

and internationally participated in this business fest, some sending two or three contingents. Virtuoso, being a one-of-a-kind fest, had three different aspects- Physical Rounds for local colleges, online rounds for international colleges and rounds in the regional language for Government Colleges. It was unique because there were no separate events, but the best of everything amalgamated into separate rounds. A contingent consisting of 4 students had to use combined efforts and teamwork and prove to be an all-rounder by remaining undaunted. The event tested their intellectual capabilities- through riddles, PR, ED, Finance, Marketing, Negotiations, HR and Quiz rounds.

As an international level fest, Virtuoso is one of Bangalore’s most exciting business

festivals as it tests the acumen and resilience of the participants while also giving them an opportunity to understand the intricacies of the business world. The fest is very popular because of the versatility of the events organised by the college. These events require physical and mental stamina.



The participants had to persevere through gruelling and challenging rounds, which tested their various business skills and intellectual capacity, over the two days. The rounds covered all bases from testing the participants marketing skills to their finance and decision-making skills to finally emerge as successful winners at the end of the second day.

The closing ceremony was conducted in the Xavier Hall, almost immediately after the final round was completed. The MCs for the event were Aisha Sayed and Mohammed Owais Adam. The MCs delivered a short brief on the theme of Virtuoso and the fest as a whole. The dignitaries present were the HoD of the BBA department, Mr. Raj

Sadhvani, members of the BBA staff, Ms. Preemal and Ms. Tina Singh and the BBA coordinator, Ms. Ankita Chatterjee.

Sai Tharun gave an emphatic speech on how Virtuoso was a massive success and how it was the best possible way to leave the festing circuit.

Finally, a picture of everyone who made Virtuoso 2.0 what it was, was taken to end the two extremely exciting and taxing days.



College Fests

Cipher, Kalotsav, Dhvani, Chanakya, Pinnacle are the other fests that students of the department are encouraged to participate in order to exercise their artistic and oratory abilities.

N. Faith Formation Classes

Weekly classes of one hour each are held for first, second and third year BBA students to

develop their spiritual charisma. The curriculum of these classes is decided after numerous deliberations by all the concerned teachers under the guidance of the campus minister. Fr. Roshan Pereira SJ. Students are given knowledge of the bible, the prophets and on the life and various manifestation of Jesus.

Holy mass is celebrated in the college auditorium on the first Friday of every month. Guest priests are invited for the meaningful Eucharistic celebration. Special masses are celebrated on festive occasions like the Fest of ST. Ignatius of Loyola etc.

Annual Retreats are organised by the Ignitors headed by Fr. Brian Pereira. The topics discussed during the retreat include finding one's true self, acceptance and spirituality.

O. Scholarships

The BBA Department believes in inclusive education and equal opportunities for all. In order to realise its objectives, the department has a number of scholarship schemes for students who require financial assistance. These scholarships are provided for students who excel in academics, curricular activities and sports. In addition to scholarships. The institution also provides mid-day meals for

sports and other deserving students

P. Student Support Committees

The BBA Department ensure that no student faces any kind of discrimination in the college and encourages students to approach various committees under the guidelines of the UGC for prevention and redressal of any kind of discrimination.

i) Anti- Ragging Cell

Any student engaged in the act of ragging shall be suspended from college and handed over to the law. Students are warned and discouraged to engage in any such activities and efforts are taken to develop an atmosphere of friendliness and mutual respect.

ii) Sexual Harassment (Prevention and Redressal) Cell

The institution has constituted this cell to ensure that the students, teachers and non-teaching staff work together in an environment free of gender violence, sexual harassment and discrimination on the basis of sex and gender.

iii) Equal Opportunities Cell

This cell is constituted with the view to create equal opportunities for all in education and employment.

iv) Grievance Cell

The institution has a grievance redressal cell where any type of grievance that a student might face may be brought to the notice of this committee and cell.

Q. Parent Teacher Association

The Parent and Teacher Association work hand in hand to ensure the holistic development of students. The department has experienced an unending support from the parent collaborators over the years in nurturing and grooming the students. Meeting are held after even and odd semester midterm examinations. These meetings are an opportunity for the parents

to understand the academic, behavioural and social wellbeing of their wards. The PTA meeting for the first years was held on 20th

August 2016 and saw attendance in record numbers, the meetings took place on a first come first served basis with a token system in place. The meeting for the second and third years with an attendance shortage and backlogs in the End semester examinations was held on 29th and 30th August 2016. This helped the parents keep a close track on the performance and improvement of their wards.



COMMUNITY OUTREACH AND EXTENSION

COMMUNITY OUTREACH

Social Internships

The college believes that a student should be exposed to experiences in the corporate world as well as sensitising the students to issues of the modern world. To this effect, the students of the 1st year are expected to complete a mandatory 30-hour social internship with a cause of their liking.

All the students of the BBA department take up social internships in the summer before their third semester in order to help make a change in society. It helps build sensitivity towards the existing problems in society and equips students with ideas to overcome these challenges. The idea of social internship endorses the Josephite motto of building men and women for others. By undertaking such social programmes, students are responsive and committed to providing services to benefit society.

“I volunteered at Little Sisters of the Poor, an old age home, for almost a month. I helped the elderly clean their rooms, in serving them lunch and in washing up after their meals. It was one of the most humbling and loving experiences and I got to spend time with some of the most caring people. This experience has made me realise the true value of family and how importance it is to be grateful for everything that I have.”

Reba Hannah Samuel (II BBA A)

Social Outreach

1 BBA

An age-old adage says that our character is defined not by how much we have, but by how much we give. The social outreach program forms an integral part of the social awareness that St. Joseph’s College of Commerce seeks to inculcate in every

student of the college. Students from the first-year BBA department were formally inducted into this program with the assistance of mentors and faculty of SJCC. The Outreach programs include a cumulative 60 hours of service from each student of our college. The outreach program is formally named – ‘Bembala’ a Kannada word translated to mean support and encouragement. The students set out on a mission to contribute to their community, which was accompanied by fun and adventure.

After the students were grouped, each group was assigned the task of regulating and monitoring a traffic signal within 2 Kilometres radius of the college. Brigade Road, M.G. Road, Mayo Hall, St.

Philomena’s Hospital Junction, Sacred Hearts Church junction, Vellara signal and Johnson Market were the junctions that were assigned to groups for the commencement of their outreach assignment. Donned in bright fluorescent vests, with placards and a whistle, students began a tedious task of streamlining Bangalore traffic movement.

Motorists and pedestrians were surprised at seeing college students taking up the initiative to spread awareness about traffic rules and regulations. Students were advised

to tell motorists not to cross over the pedestrian crossing and to give general instructions regarding the usage of helmets. Students took up the initiative to be vocal about important yet common traffic violations that might affect safety in public roads. These suggestions received mixed reactions. While some motorists were appreciative of the cause others simply thought that it was not the business of college students to perform the job of the traffic police.



Another important façade that this program revealed was the work of the traffic policemen and women. The general public tends to have a skewed perception of this police force as being corrupt and inefficient. Although these adjectives may be ascribed to the traffic police force, it should not become a stereotype. Students encountered many policemen and women struggling to control reckless and nonchalant motorists who

violate rules at every step they take. The sheer toll the polluted environment has on the health is another sad reality that they have to face. This contemplation taught the students empathy and a sense of duty.

As the four-day outreach program neared its end, students had a different outlook towards the violation of traffic rules.



Some had witnessed an ambulance struggling to reach a hospital and some had seen mothers manoeuvring through frenzy, with children and bags to carry. At the end of the outreach, if there was one thing that students pledged to do was to respect traffic rules themselves.

At the end of this fruitful and educational program, students could relate to this saying of Dr Martin Luther King, Jr., “Life’s most persistent and urgent question is- what are you doing for others?” Josephites surely had another testimony to relate to the college motto – Fide et Labore (Faith and Toil).

2 BBA

“Not all of us can do great things. But we can do small things with great love.”

At St. Joseph’s College of Commerce, we believe learning outside the classroom has just as much importance as inside a classroom and that extracurricular involvement is a key tool in personal development. These extra-curricular activities exist to complement the college’s academic curriculum and to augment the student’s educational experience. A part of the said extracurricular activities is a compulsory 60 hours’ worth of social service. As a part of the same, a social outreach was organised wherein, the students of 2 BBA ‘A’ worked towards making Bengaluru a cleaner and more beautiful city and therefore, conducted a clean-up drive of Lalbagh for three days and a one-day clean-up of Cubbon Park.

The students firstly oriented by the head coordinator on the purpose of the activity and the various benefits of the program. This

social extension activity involved the students picking up plastic and paper waste in and around the two centrally located parks.

This extremely organised event started with the students being provided with neon jackets and gloves, ensuring that the clean-up was carried out in the most hygienic manner. The class was divided into groups of six each and supplied with gunny bags, which they had to fill up with garbage from around the park and then assemble at an assigned spot after an hour. Each group was given the freedom to work independently, ensuring that large areas of the parks were covered and made garbage-free. At the end of each clean-up, the students would be provided with sanitizer, which ensured cleanliness amongst the students.

Along with cleaning up the parks, the students hope to have brought about social awareness amongst the citizens who were at the parks and hope to have instilled in them a sense of responsibility towards the environment so that there is better upkeep of public parks and property in the future.

Involvement in such activities helps students mature socially by providing a setting for student interaction and establishing a sense of social consciousness and awareness. Along with benefitting the environment and improving the aesthetics of the city, the students were filled with a feeling of self-satisfaction at having accomplished something that would contribute towards the

betterment of the society, therefore making the entire experience an extremely enriching and fulfilling one.



Social Visits

1 BBA 'A' “The best way to cheer yourself up is to try to cheer somebody else up” – Mark Twain

Christmas is the season of giving, spreading joy and smiles. On the 23rd Of December, students accompanied by Mrs Rathi David visited Nirmala Sishu Bhavan, Missionaries of Charity, Lingarajapuram. It was started in Calcutta by Mother Teresa and has two branches in Bangalore which takes care of the destitute and abandoned. It survives on the Love of God, and by donations given by persons of all Faiths. They reach out to the poor, and take the aged and children into their premises and care for them.

The home has over 150 under-privileged, specially-abled and sick children. The place is made up of a large hall for the children to play. Another room with beds wherein, the ill

children are given medical care. The students had conversations with the sisters and enquired about various things. They also spoke to the children, sang some songs gave them some chocolates and books, made them laugh and left seeing them happy.

extremely happy to have them around.

The students sat in groups of 4-5 with each member and talked to them, some telling stories and some singing songs.

It was a wonderful afternoon of sharing happiness.

1 BBA 'B' In the month of December, the students of 1 BBA 'B', accompanied by their class teacher Ms. Nancy visited the old age home that's located on the school grounds of The Good Shepherd Convent. The social visit aimed to sensitise the students towards helping the old and to spread some Christmas cheer.

The social visit was organised by Tanya Paul, a former student of the school. The class contributed together and bought various items from biscuits and cakes to soaps and combs to gift to the ladies living at the old-age home. The women there were truly touched by the students and were

3 BBM 'A' On 21 December 2016, the students of 3 BBM A visited the Little Sisters of the Poor Home for the Aged, where the elderly people above the age of 65 is given a shelter irrespective of their caste, creed or religion. The students carried food items such as rice, milk products, bread and pulses, as well as personal care items and sanitation kits, to donate to the residents of the home. They socialised with the residents for two good hours with the residents, singing Christmas Carols and exchanging stories.

<u>Class</u>	<u>Date</u>	<u>Place</u>
3 BBM A	21 st December 2016	Little Sisters of The Poor Old Age Home
1 BBA A	23 rd December 2016	Nirmala Sishu Bhavan Missionaries of Charity
1 BBA B	23 rd December 2016	Good shepherd Convent

2 BBA 'B' raised funds and donated it towards Charity.

EXTENSION

BBA Associations

The department brainchild ensures students go beyond and be more than the people they are.

1. Conexus

CONEXUS

‘Conexus’: The word itself implies creating a connection, and that is what this association intends to do by integrating the entire BBA Department into one united unit, Conexus was formed under the guidance of Mr. Raj Sadhwani, Head of the BBA Department. The goal with the formation of

an association that would promote the various activities of the department through the use of electronic media and public relations. The main aim of Conexus is to promote participative management among the association and avoid any autocratic rule so as to motivate members to come forward with ideas and suggestions for the betterment of the department.

3D Room is a new Conexus initiative that involves a panel of students discussing topics that are currently in the news or socially relevant. It is the culmination of talented and determined minds coming together to create something that is the first of its kind. 3D room episodes are already online and have been well received.



(Select members of team Conexus)

2. Leadership Development Cell (LDC)



Leadership Development Cell or LDC is an initiative by the BBA department of St. Joseph's College of Commerce with the motto "Take initiative, Take action." It and focuses on providing a platform for students to display their administrative and leadership skills. It endeavours to form "responsible citizens" and "committed leaders" who become "agents of social

change" in a fragmented world. The process of social change, which LDC envisages for its members as they progress in leadership formation, is geared towards the building up of a better person, a better society and a better world. In accordance with the objective of St. Joseph's College of Commerce, the Leadership Development Cell aims at the holistic formation of individuals in helping them to become men and women imbued with a spirit of excellence and an abiding concern for others. The institution believes that along with Academic Excellence, Character Formation and Social Concern also play an important role in shaping individuals to become "men and women" for the larger society.

Activities planned and coordinated by LDC (2016-2017):

Date	Events
14 th July 2016	Social activity- "Awareness on Potholes and Traffic safety"
21 st July 2016	Teacher's Training program on "Nuances of Academic writing"
22-23 rd July 2016	National Level Research Workshop for the SJCC Research Center

13 th Aug 2016	Swarashree- "Singing star of Bengaluru" auditions
19 th Aug 2016	International BBA Seminar
27 th Aug 2016	FSAI- Fire safety programme
6 th Sep, 2016	Paper Presentation on "Fire Safety in College"
5 th Nov 2016	JHEASA Jesuit Conference
14 th Dec 2016	"National Integrity Programme" by Hindi Parishad
16 th -17 th Dec 2016	Virtuoso by JBC
20 th Dec 2016	National Level Faculty Dev. Program by SJCC Research Center
10 th Jan 2017	Ithikos- City Level 1st year BBA seminar
31 st Jan 2017	Moxie- City Level Final Year BBA Seminar

LDC Core-Team for the academic year 2016-17:



Josephite Business Club (JBC)



The Josephite Business Club (JBC) is a student club that is oriented towards providing students with the required knowledge and skills to become more industry competent. It tries to convert theoretical knowledge into practical application and works towards broadening the horizons of the BBA students. It achieves the same through a variety of

sessions with people from the industry, skill training programs, networking events etc.

There are two programs under JBC- the “Start-up Program” which focuses on the first-year students; and the “Legacy Program” which focuses on the second-year students.

The following are the objectives of JBC:

- Confidence building
- Communication skills
- Presentation skills
- Teamwork building
- Idea generation and attitude building
- Technical and functional skills
- Interview training
- Stress Management
- Corporate world exposure
- Time management
- Fest training



(Team JBC)

Josephite Business Club – Icebreaker Session

An orientation session of the Josephite Business Club (JBC), Fountainhead and Conexus of the BBA Department was conducted on 27th June 2016. As first-year students entered the hall, as a pretext to an icebreaker activity, each one was provided with a letter and a number by members of the JBC.



On conclusion of the induction ceremony, the first session of the JBC began by a formal introduction by Royina Bakshi, president of the club. As per the number and alphabet given to each student, groups and houses respectively were formed. As interactions between these groups commenced, students were given a list of tasks, and had to interact with each other in order to find someone who could accomplish the given tasks. These tasks included a person who could eat a packet of Lays in 40 seconds and someone who was an avid follower of popular television shows and movies such as, Game of Thrones and Harry Potter.

After much discussion, the lists were collected

and people that fit the given criteria were called out at random. They were asked to perform the task on stage as students watched in excitement. People did push-ups and beat-boxed, they played football on stage and almost managed to finish a packet of chips in less than 40 seconds. Laughter filled the auditorium as students who, out of good sport, performed the task they signed up for. As the session came to a conclusion, everyone was served with a can of REDBULL, much to their delight.

The first session could not have been better, proving that the Josephite Business Club endeavours to unite its members into one integrated body.

HIGHLIGHTED EVENTS

1. Mock Interviews

An interview plays an integral role in one's chance to get recruited in a company. The fourth session conducted by the JBC on the 26th of August focused on training students to face an interview confidently. This session conducted by the third years provided the students with some helpful tips on how to tackle an interview so that students could take one step closer to getting their dream job. In the first half of the session, the class was given a brief about the interview process and were asked to keep their resume at hand and were later interviewed. The interviewers were third years that had previously worked in successful Multi-National Companies.

The students were marked by the interviewers on various criteria. After all the interviews were conducted, certificates were awarded to 20 students who had scored the highest in their interviews.



The session ended with the third years sharing their experiences and challenges they faced while they interned at various companies, and provided the students with some tricks to successfully face an interview. This was one of the most useful JBC sessions conducted as several students who later sat for placements for internships said that they had learnt how to deal with the entire process, how to answer, and how to sell themselves well to the interviewer because of the JBC session.

2. Spotlight 1

The BBA Department of St Joseph's College of Commerce is always making an effort to introduce new activities that will benefit the students. Spotlight Discussion curated by the

Josephite Business Club is a concept wherein students have a mild debate that is recorded for the public audience around the world on the internet. A Spotlight Discussion on Demonetisation was held on 7th January in the basketball court. Former student Mario D' Vaz hosted the show. Renowned alumni namely, Ariya Das, Syed Taher and Rahul Nixon also participated in it along with BBA students of 1st, 2nd as well as 3rd years. A wonderful platform to voice out our opinion and gain better insights into a current trending topic related to the business world, it began with an introduction and immediate reactions on the Government's decision to ban 500 and 1000 Rupee notes overnight and soon diverged into a more serious discussion of the problems people faced, the impact of Demonetisation and the possibility of a cashless economy in India. The discussion culminated with a few closing statements and common consensus leaving delightful memories to cherish. The Video was uploaded on YouTube under SJCC channel and got thousands of views within few days.



3. Spotlight 2

Following the format of the previous session, a second debate was held on the topic “Sharing Economies: The Future?” This session revolved around the emerging concept of shared economies which work on a business to peer basis. Several companies such as Ola, Uber, and Air BnB etc. have successfully capitalised on this concept, making millions. Yet, when it comes to the legality aspect, this structure falls in a grey area and a large portion of this segment is unsupervised. Due to this, there have been several protests against such business models stating various reasons such as- grey areas of working, poor wages are given to employees, overworking of employees, harm to business to customer type businesses etc. The host for this session was Joseph’s alumni- Srikar. The participants in this debate were predominantly second year BBA students. Everyone put across extremely intelligent points and the students discussed as to whether this was the direction most traditional businesses would move towards. The whole session was recorded and a video will be uploaded to YouTube soon.

4. Networking Session

As business students, it is imperative that we build a professional network, consisting of people from various backgrounds so that we may learn and grow through our interactions with them. Recognising the importance of the

same, the BBA department’s Josephite Business Club organised a networking session which was open to students from the whole college. Various individuals from the industry were called and people from

Deutsche Bank, Edvance Preschools, and Oyo rooms were present from corporates. Several entrepreneurs whose businesses varied from adventure sports related team training, to laundry and logistics, and to landscaping. There was a huge turnout of students who were dressed in business casuals. After an introduction of the guests, the students approached each of them and had an opportunity to have a one-on-one interaction with some of the biggest people from the industry. The session was a huge success with students getting the contacts of the people they interacted with and laying the foundation for their soon to grow the professional network.



5. Quidditch

The Josephite Business Club organised an inter-class “Quidditch” match for the first and second-year students. “Quidditch” is a popular sport played in the famous book and movie franchise

“Harry Potter”. It has since developed into a sport of its own. US rules were followed for the game and each class was named after a house from Harry Potter- Gryffindor (2 BBA B), Hufflepuff (1 BBA A), Slytherin (1 BBA B) and Ravenclaw (2 BBA A). The students were extremely enthusiastic and the matches garnered a lot of watchers. Hufflepuff and Gryffindor went to the finals, with Hufflepuff winning.



This session helped the students learn teamwork skills, quick adaptability and strategy planning.

6. The Pitch

Convener- Ms.Rency

The Pitch is a first of its kind event, which requires the students to design a B-plan and presents it to Venture Capitalists. The JBC took the initiative to organise such an event.

7. EDP lab

Convener- Ms.Rency

The EDP lab is a BBA initiative to give the students a forum to present the classroom comprehension of the subject in the form of various models.

JBC REPORTS

1st Year Reports

JBC SESSION 1



In this session, the first years were shown a presentation and were asked to find the faults in the presentation. There were several answers and the students were appreciated for their creativity. The directors advised the students on how they could make presentations more attractive and win more points at fests or do well at any conference or meeting in the future.

JBC SESSION 2

The Josephite Business Club session comprising of first-year students proposed to inculcate the habit of visualising future plans so that they are clear and cognizant.

On 18th July 2016, the students were asked to identify and write down on colourful Post-Its a goal that they wish to have achieved by the end of the academic year. These were later put on a board.

The different hues, with equally different ideas and aspirations, made the board look as vibrant as the thoughts that it carried.

JBC SESSION 3

On 5th August 2016, students assembled in the field to brace themselves for an energy enthused afternoon. The activities planned by the JBC committee were a combination of physical and mental participation. Teams were given hand-outs which consisted of trick questions. Questions from potpourri and taglines of famous brands tickled the brains of candidates. As students cleverly solved the puzzles, other team-mates simultaneously participated in obstacle courses.

JBC SESSION 4

On 12th August, 2016, a session on entrepreneurship was organized by JBC. The speakers included alumni of SJCC, Brandon who briefed the students on starting their own business and Razi Abbas a student of SJCC.

JBC SESSION 5

The session conducted on 17th August 2016 was inspired by the popular American TV show 'Shark Tank', wherein aspiring entrepreneurs from around the world pitch their business models to a panel of investors and persuade them to invest money in their

idea. Students were divided into groups and were given 20 minutes to develop a business plan or improve an ongoing business. Each group had to figure out the amount of investment needed, finance, marketing strategy and functioning.



JBC SESSION 6

The JBC session conducted on 25th August 2016, focused mainly on teamwork. Both first-year classes were divided into teams so as to build rapport. The teams were given a series of clues to identify various spots across the college campus. The first team to decipher all clues and locate all the spots would be crowned the winner. The activity bolstered a sense of team spirit among the participants.



JBC SESSION 7

With the commencement of the semester, the JBC held its first meeting on the 11th of November for 1 BBA „A“. The session was centred on a video presentation of an interview with Sir Richard Charles Nicholas Branson, an English business magnate, investor and philanthropist. Sir Richard speaks not only of his business but also the difficulties he faced as a child, being dyslexic.

JBC SESSION 8

The Josephite Business Club conducted a debate as part of its scheduled activity on 29th November, 2016. Students from BBA department were encouraged to give an impromptu speech on demonetization and its effects on the Indian economy. Speakers spoke for and against the motion of demonetization being advantageous to the Indian economy.

JBC SESSION 9

The Josephite Business Club organised a moot court session on 3rd January 2016, for the first-year students of the BBA Department. Moot court is an activity in which participants take part in simulated court proceedings involving oral arguments.

The session helped students learn the ability of functioning under pressure, the importance of self-confidence and the need for

intellectual flexibility. Ryan and Andritha were the winners of this activity.

JBC SESSION 10



The Josephite Business Club conducted a fun filled game for the first years of the BBA Department on 24th January 2017. Tic-Tac-Toe also known as Noughts & Crosses is a game in which two teams or players take turns and try to succeed in placing their marks in a horizontal, vertical or diagonal row to win the game. Each team came up with their own strategies and game plans to win the activity.

2nd Year Reports

JBC SESSION 1

The Josephite Business Club conducted their second session for 2 BBA ‘A’ on 20th July 2016.

Aptly named ‘The Improv’, the main objective of this session was to get the students to put themselves out there and improvise on random situations given to them. Each situation was accompanied by a set of characters that the students had to choose and accordingly portray through play.



JBC SESSION 2

The JBC conducted its second session for the second years on the 27th of July, 2016. The main aim of this session was to familiarize the students with the format of a fest, the dos and don'ts and the importance of teamwork.

JBC SESSION 3

JBC conducted its third session for the second years on the 4th of August. The main objective of this session was to familiarise students with the importance of a resume and how to create one, highlighting their strengths and qualifications. The students were also taught the importance of formatting the resume and how to prioritise their skills and qualifications so that they can present themselves as a valuable asset to a company.

JBC SESSION 4

An interview plays an integral role in one's chance to get recruited in a company. The fourth session conducted by the JBC on the 26th of August focused on training students to face an interview confidently. This session conducted by the third years provided the students with some helpful tips on how to

tackle an interview so that students could take one step closer to getting their dream job.

JBC SESSION 5

The Josephite Business Club conducted their first session of the new semester for 2 BBA 'A' and 'B' on 23rd November, 2016. As a part of this session the 2nd year students watched two Ted Talks. The first video titled 'Stop searching for your passion' was delivered by Terri Trespicio.

The second talk titled 'The Secret of Becoming Mentally Strong' was delivered by Amy Morin.

JBC SESSION 6

The Josephite Business Club conducted a session for the second years on 30th November 2016 which involved the students participating in a debate on two very diverse topics.

The students first debated on the topic, 'Tinder Vs. Shaadi.com in relevance to India'. The second debate was on the topic 'Should Capital Punishment Exist?'. The students had a wide range of views.



The debates got the students thinking along many different lines and brought out many different perspectives. It truly tested the students' intellectual capacities.

JBC SESSION 7

The Josephite Business Club organised a mock stock session for the second years in order to help them grasp the basic concept of how a market works and how one must plan in order to maximise their funds. The aim was to have the maximum net worth at the end of the session.

This session helped give the students a conceptual understanding of how a stock market works and a small taste of what investing feels like.

JBC SESSION 8

The Josephite Business Club organised an inter-class "Quidditch" match for the first and second-year students. "Quidditch" is a popular sport played in the famous book and movie franchise "Harry Potter". Each class was named after a house from Harry Potter- Gryffindor (2 BBA B), Hufflepuff (1 BBA A), Slytherin (1 BBA B) and Ravenclaw (2 BBA A).

This session helped the students learn teamwork skills, quick adaptability and strategic planning.

JBC SESSION 9



The Josephite Business Club organized a talk by Anto Philip for the BBA students. Anto is the founder of the "Under 25 Club" which is an initiative to engage with entrepreneurs, innovators, artists and other doers of Bangalore who are under the age of 25.

Fountainhead



Fountainhead is the name of the BBA Editorial committee. It provides a platform for the students of the department to express themselves. Fountainhead also keeps track of

the various activities in the department and publishes the biannual BBA newsletter 'Invoice'. The team consists of 15 students who work as a cohesive unit to report, proofread and publish various articles and reports and coordinate the other initiatives under Fountainhead.

Initiatives-

Reporting and Documenting:

'Fountainhead' has been responsible for writing and documenting all reports on all events organised by the BBA department in the year 2016-17. It has also provided write ups that are to be published in the annual BBA newsletter

'The Invoice'.

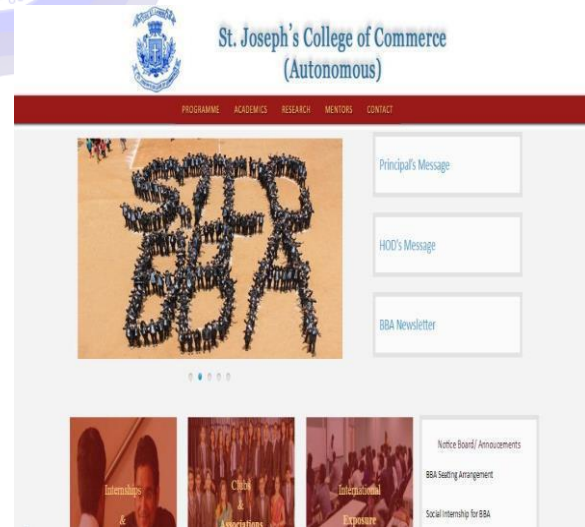
Humans of BBA:



This initiative aims to introduce the BBA students on a more personal level and bring about unity amongst the students of the

department. This concept allows students to create a network within which their talents can be explored, encouraged and efficiently utilised.

BBA Department Website:



The newly approved department website would act as the perfect tracker for all events, activities and notices associated with the BBA department. Allowing students to showcase their writings would further the cause of bringing the student community closer and keep them continuously updated.

The Write House:

The department blog 'The Write House' aims to provide information on all the events being conducted by and in the BBA department. It also publishes articles written by the BBA students and therefore, encourages the students to express themselves. A separate weekly section

‘View and Counter-View’, intends to keep the students updated about current affairs and will cover on-goings of the corporate world as well as general issues prevalent in society



Sports

Sports and games are essential for many reasons. They not only help maintain good health but also foster friendship and good behavior. The institution emphasises the development of physical prowess along with intellectual growth in its endeavour to provide quality education. Students are encouraged to participate in inter-class and inter-collegiate tournaments.

Sports Quota Admission

The selection trials of BBA were conducted in the month of April/May 2016 for each of the seven games for the students who are likely to get admitted into the college. The following students have brought accolades to the BBA Department in the realm of sports

Student's Name	Class	Sport	Level
Rishi Bopanna	I BBA A	Cricket	State
Jayesh. N	I BBA B	Cricket	State
Aditya Reddy	I BBA B	Cricket	State
Rahul Pinto	I BBA B	Cricket	State
Siddarth Reddy	II BBA B	Basketball	University
Mercy Wilson	II BBA A	Basketball	University
Sneha. K	II BBA B	Basketball	University

INNOVATION & BEST PRACTICES:

To enhance the quality of education, it is important to innovate the existing academic and administrative practices. It involves identifying innovative ideas and putting them into practice. Innovation in higher education would mean identifying and adopting newer teaching-learning methods and further creating an environment where the continuous growth of students is possible. In this direction, St. Joseph's

College of Commerce has the below discussed innovative practices which have been implemented by the BBA department:

A. Choice Based Credit System (CBCS)

St. Joseph's College of Commerce, with a firm focus on overall education strives to continually adopt a student-centric approach to education. The BBA department has ensured the timely and efficient implementation of the CBCS which has greatly benefited the students.

B. Social Inclusion in Education

Social exclusion is a predicament in most developing countries. It usually manifests in a pattern, where a small minority of the population enjoys considerable economic and social opportunities, compared to the

majority who are left neglected and deprived. To bridge this gap, we at the BBA department of St. Joseph's College of Commerce, have been continually taking special initiatives to support the students coming from the weaker and underprivileged sections of the community. Outreach programs are organized on a regular basis to ensure that the students have a holistic development. Social Visits are also organized by each BBA class to old age homes, orphanages etc. to promote the idea of 'Joy of Giving'.

C. Sports Inclusive Services

Following the college lead, the BBA Department believes that Sports is an integral part of holistic education. Sports education develops the overall personality of the students.

D. Student Participation in Quality Enhancement

SJCC firmly believes that quality higher education is inevitable for sustainable economic development of a society. To this end, the participation of all stakeholders including the involvement of BBA students' participation in the Institutional quality enhancement processes is crucial and invaluable.

E. Comprehensive & Continuous

Student Feedback System

At SJCC, we believe that quality higher education is possible only where there is greater and enhanced teacher-learner interaction. Also, continuous student feedback enables active student participation in the implementation of quality enhancement strategies and in ensuring that the most modern and efficient approaches are adopted.

F. Comprehensive Evaluation System:

SJCC keeping in line with its progressive higher education standards has been practicing a very Comprehensive Evaluation System for students. We, in the BBA department, understand that students come with diversity and a multitude of talents, therefore the need for a system that recognizes individual abilities among students is important.

G. Faith Formation Sessions:

SJCC's institutional ethos has a deep rooting in the holistic development of students.

This is possible only when students' academic growth is combined with spiritual growth as well. Students of the BBA department are encouraged to take up Faith Formation sessions which are conducted on a regular basis for Catholic students.

H. Examination and Evaluation

St. Joseph's College of Commerce runs with an objective of the examination system to expose students to continuous evaluation rather than focus only on term end exams.

The system also focuses on the students to perform consistently and not study in a sporadic manner.

The BBA department encourages the use of innovative assignments to inculcate the spirit of self-learning in the students besides developing the ability to solve practical problems. CIA assignments include activities that encourage entrepreneurship, management and organizing skills, ensuring students grow not only academically but also on a personal and professional level.

I. Bridge Courses

Learning is a lifelong natural process and hence, it cannot be restricted otherwise. The department, with the same firm belief emphasis on supporting all its learners and conducts Math and Accounts classes prior to the commencement of the academic year.

J. Mentored based Andragogical programme for Research Methodology

As a part of approach constructivist approach, along with the idea of nurturing a spirit of enquiry and initiating a higher order of thinking i.e., analysis, evaluation and creativity in the minds of students; The BBA

Department has initiated a culture of research in the campus with the approach of Mentored based Andragogy programme for Research Methodology. All second-year students of the BBA Department are required to compulsorily publish a research paper under the guidance of the faculty members.

K. Case Studies

The department continuously encourages the students to use case studies to further their practical knowledge and these are used for the development of a world view.

L. Library and Information Services

A well-stocked library encourages research and an all-round knowledge of the subjects taught by the department.

M. Extension activities

The department engages in various activities to ensure students get exposure to skills that can be learnt only outside of the classroom. These associations include the Josephite Business Club, Conexus, Leadership Development Cell and Fountainhead

N. Mentorship Programme

The Josephite Business Club, on multiple occasions invites eminent alumni and established business titans to mentor the budding first and second year students of the BBA department.

O. Advanced teaching and pedagogy

The faculty makes use of OHP's, LCD Projectors, films, etc. to make the learning process more interesting, vibrant and meaningful.



STUDENT ENTREPRENEURS:

- Dinesh Dorai (2 BBA 'B') is the owner of Dinesh Dorai Signatures, holding 8 sister companies.
- Razi Abbas (3 BBM) is the owner of Inertia Cart Apparel.
- Brighton Lewis (1 BBA A) has launched an app called ClubHopp. It is an application that connects people to the events around Bangalore making it easy to socialise, getting one's name on the guest list and keeping oneself updated with the events happening around the city.
- Ankita Gupta (2 BBA 'A') is the founder of Miss Confectioner which deals with desserts.
- Utkarsh Choraria (3 BBM)- is a social entrepreneur who runs an NGO- Allevation, a platform for college and school children to participate in social events.

ACHIEVEMENTS OF THE STUDENTS IN THE BBA DEPARTMENT:

- Chaitanya Ganatra (3 BBM 'A') and Sakshi Gupta (2 BBA 'A') as a part of E-Cell, were invited by Stella Maris College, Chennai to conduct Entrepreneurial, Design Thinking and Marketing Workshop on 28th and 29th of August.
- Dean Michael Castelino (3 BBM 'B') won the OSA Business Quiz conducted by the OBA.
- Vishnu Abhishek (3 BBM 'B') was endorsed by 'Soul Tone Cymbals', making him one of the four people in India to be endorsed.
- Shirin Dhar and Reshwin Washington (3 BBM 'B') performed in a musical "Young Frankenstein" all over India under the C.A.U.S.E Foundation headed by Leila Alvarez.
- Pratik Bhandari (2 BBA 'A') secured the position of 2nd Runner Up at the Oppo Bangalore Times Fresh Face 2016.
- Mercy Wilson (2 BBA 'A') represented Karnataka as a national player in Madhya Pradesh and also the college at the Bangalore University level, for basketball.
- Crystal Crasta (2 BBA 'A') was the 2nd Runner up in Miss Awesome Bangalore 2016 and won the Miss Catwalk title. She also does frequent photo shoots with reputed brands and newspapers like Deccan Herald.
- Anaqua Fatima (2 BBA 'A') attended the Y's Men's International Youth Convocation 2016 held in Taipei, Taiwan.

- Under the guidance of Ms. Tina Singh, the students of 2 BBA 'A' cleared the Google AdWords online exam and are certified in Digital Marketing.
- Siddhi Mahajankatti (1 BBA 'B') acted in a Malayalam movie, Aanandam.
- Vaibhav Shah (3 BBM 'A') is the Rylite of the year 2016.
- Yamuna Krishna (2 BBA A) has won multiple prizes for dance in intercollege fests as well as a district level competition called Cut-Meet in which she placed first.
- Samyukta Kamat, Mohamed Owais, Vaibhav Shah, Sakshi Gupta, Chaitanya Ganatra, Sheethal Reddy and Radhika Kedia participated in the (Google Online Marketing Challenge) GOMC where over 1 lakh students and professors from almost 100 countries participated.
- Dinesh Dorai (2 BBA 'B') is the owner of Dinesh Dorai Signatures, holding 8 sister companies.
- Razi Abbas (3 BBM) is the owner of Inertia Cart Apparel.
- Brighton Lewis (1 BBA A) has launched an app called ClubHopp. It is an application that connects people to the events around Bangalore making it easy to socialise, getting one's name on the guest list and keeping oneself updated with the events happening around the city.
- Kevin Stanley (1 BBA A) founded 2 startups.
- Yamuna Krishna (2 BBA A) is a blogger who has been featured in Deccan Herald, Open Sky and Better India.
- Mohamed Owais (2 BBA A) has a blog called The Food Adventure that is ranked as one of the top 10 in Bangalore by Zomato and was recently featured in the Deccan Herald Newspaper.
- Kevin Mathews (1 BBA B) participated in the SJIM Symposium and placed first among 1110 students in the UG category and was awarded a cash prize.
- Taaha Syed (1 BBA B) has directed several music videos and is in a band.
- Suraj Bagewadi (1 BBA B) is in a band, is a songwriter and has won multiple competitions.

- Crystal Clement (2 BBA A) is a Red Bull Campus Ambassador. She has been featured in various fashion articles in newspapers.
- Reba Hannah Samuel performed as a solo artist at the Under 25 Summit, 2017.
- The following first year BBA students organised “The Walk For Water” campaign and have been awarded certificates and letters of recommendation from the Government of India and the Ministry of Youth Affairs.

Name	Class
Amulya Mathews	1 BBA B
Harishtha	1 BBA B
Naveen	1 BBA B
Md. Zaid	1 BBA B
Jason	1 BBA A
Kritin	1 BBA A
Sudhan	1 BBA A
Nishanth	1 BBA A
Nishitha	1 BBA B

BBA Coordinator's Message

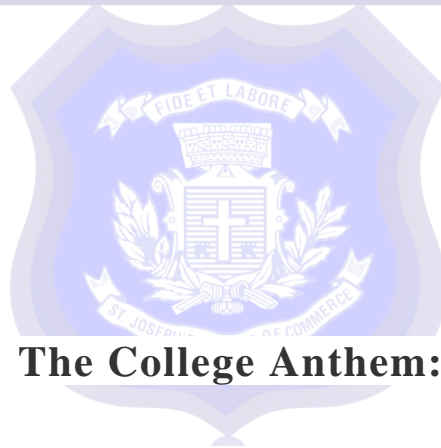


Ankita Chatterjee

It is indeed a privilege to be given an opportunity to coordinate the activities of the BBA department as well see it advance in impeccable ways. The Department has witnessed various changes this academic year as new clubs and programmes were initiated, innovation was introduced in every sphere of learning and new lives were touched. The moment one gets selected to be a part of the BBA programme at St. Joseph's College of Commerce, they invariably become a part of the rich legacy that has been carried forward for years now. As an outgoing student, I can talk at length about the myriads of skills that the BBA department is equipped to inculcate, however, according to me what really does make this department special is its ability to mould a holistic personality. The abundance of talent and potential in the department would all go unrecognised and new spheres of channelizing talent would go unexplored if not for our Head of the Department - Mr. Raj Sadhwani. An excellent task manager, a

true leader, an exceptional guide and above all, an extraordinary human being, Raj Sir always believes in his students and would go to any extent to ensure that deserving talent is given its due recognition.

This academic year we have had a plethora of activities and new initiatives. We have managed to get venture capitalists to come over and review business plans of the students, we got top corporate professionals to engage in a networking session with the students and at the same time we have also managed to get to know each other better through our Humans of BBA initiative which enabled every student's story to be showcased on social media so that the other students understand them better. However, for me, till date, the most precious moment of this journey will always date back to Virtuoso 2.0 when, for the first time ever, we were able to give the Government colleges an opportunity to showcase their talents. Looking back at the last three years, the steadfastness that this department has inculcated in me gives me an air of absolute conviction about the fact that the ones that get to be a part of this course are nothing but abundantly blessed and during their sojourn they are shaped to perfection to become individuals that are agents of change.



The College Anthem:

*Ring out the battle call of the Duty!
Unfurl the flag of FAITH AND TOIL!
We deem our soul's eternal beauty
A life-long Victor's worthy spoil.*

*A thousand such are proudly gone before us
To win and spread our College renown;
'tis ours to swell with our voices the chorus
And with our deeds enrich her crown.*

Chorus:

FAITH AND TOIL,

*conquer less alliance wherein we clasp human hands unto God's
In His control find we true self-reliance,
My hand and God's - Whate'er the odds
My hand and God's - Whate'er the odds
My hand and God's Evil's onset hold in defiance!*

GRADUATING BATCH 2016- 17

3 BBM 'A'



3 BBM 'B'





THE BBA DEPARTMENT
St. Joseph's College of Commerce
(Autonomous)

163, Brigade Road, Bengaluru – 560025

off:- 25360644/46 Fax: 25540378

E – Mail: bba@sjcc.edu.in Website: www.sjcc.edu.in