



St. Joseph's Evening College
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DEPARTMENT OF BUSINESS ADMINISTRATION
THE BIZ PLUS
JUNE-JULY 2019

BBA DEPARTMENT MONTHLY NEWSLETTER

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STUDENT EDITOR'S NOTE

The great author Napoleon Hill once said "Strength and growth come only through consistency, continuous efforts and hard work." The Newsletter Committee of the Department of Business Administration encourages students to build up various skill sets such as content writing, photography, editing skills etc in order to intensify internal organization details. The committee gives opportunities to students in order to come up with creative and logical thinking and ensuring each individual is a part of the committee in some or the other way and he/she can also participate in other activities to be conducted in the academic year 19-20 with utmost dedication and efficiency.

-Deepak Punjabi ,Final year

ABOUT DEPARTMENT

The Department of Business Administration started in the year 2009 with the objective of providing opportunity and exposure to young men and women especially from the marginalized by striving holistic development and necessitating vital industry skills and specialized knowledge. Our vision is to empower the marginalized youth to become dynamic and professional business leaders. Our mission is to foster managerial capabilities and entrepreneurship by inculcating quality and professional management education.

INVESTITURE CEREM- -ONY OF ALL BBA ASSOCIATIONS



Department of Business Administration organized the Investiture Ceremony and Inauguration of Entrepreneurship Development Cell, Vision Association & Newsletter Committee on 12th of July 2019 from 7pm onwards at AV ROOM. The Dignitaries of the event included Head of the Department Dr. Kanishka, Assistant Prof. Leo, Prof. Ebenezer, Prof Thara, Prof. Dayalan & the Chief Guest for the event was Ms. Candida Louis [Brand Ambassador of Bajaj Domiar]. The Emcee's for the event were Komal Sharma & Prashanth P. of Final Year BBA, the program commenced with Invocation song and Prayer by the Michelle and Team, Prof Ebenezer welcomed the gathering. As a token of growth and development of various association watering of saplings was done as a small contribution towards the environment as a symbol of care and nourishment. Chief Guest Ms. Candida Louis then addressed the gathering and briefed everyone about her passion towards bike riding and how she travelled all the way from Bangalore to Sydney covering 34,000+ kms and visiting 10+ countries. She motivated students how once passion can give life to be an entrepreneur and can bring change to society and their career growth. Her word of motivation inspired students to turn their passion into business. She concluded her speech by leaving a strong note "pursue your

GUEST LECTURE ON BUSINESS EXECUTIVES

On Thursday, 6 June, 2019 a guest lecture was organized in room no 301 for first year BBA students, Prof. Umair gave a talk on "Managerial Skills", the importance of education is not just getting a degree but also to develop additional skills that will help them in various ways, when they get employed in various firms.



GUEST LECTURE ON DEVELOPMENT MANAGERIAL SKILLS



Mr. Mark John an expert in field of marketing delivered a talk on "Role of Business Executive" on Wednesday, 10 July, 2019 for first year students. Mark spoke on how a business executive can restructure the marketing strategy

passion and create business arena within". Prof Leo administered the Oath Taking Ceremony, all the members of ED CELL, Vision Association & Newsletter Committee took the Oath to work sincerely and selflessly towards the growth and development of the students and the department, after which the chief guest Ms. Candida Louis was asked to pin the badges to the newly appointed Secretaries and Joint Secretaries of ED CELL & Vision Association for the academic year 2019-20. Introduction and Action Plan of ED CELL & Vision Association was presented to the gathering by the respected secretaries, Deepak Punjabi of final year BBA introduced the Newsletter Committee and Dignitaries on the dice were invited to launch the Newsletter for the academic year 2018-19 titled Z-PARTICLE. Head of the department Dr. Kanishka addressed the gathering and encouraged everyone to take up the leadership role and concentrate on academics as well as co-curricular and extra-curricular activities of the department and college.

Prof. Thara proposed vote of thanks, as she thanked the Chief Guest, Management, Collaborators 'of the department, members of all the associations and all the students. Chief Guest was presented with a memento as a token of respect. Occasion concluded with group photograph.



and reclassify the production of companies by applying right strategies at a right time. He gave the most famous case study of Ms. **Indra Krishnamurthy Nooyi, CEO of PepsiCo** when Pepsi co was facing issues. The session in the end did give a lot of exposure to students to understand importance of Business Executives and their style of managing the crisis in the business world.

GUEST LECTURE ON COMMUNICATION SKILLS

On Wednesday, 10 July 2019, a guest lecture was organised in room no. 301 for first year BBA students, **Mr. Peter** an expert in the field of soft skills also an alumnus of St. Joseph's Evening College delivered a talk on the "**Opportunities offered by the Institution**" which helped him to reach current position in his career. Opportunities changed his life from an introvert to an extrovert person. He threw light on the support systems provided in SJEC for marginalized students. Also expressed how SJEC teaching fraternity helped him in improving his communication skills and to overcome other communication barriers. He created the environment in such a way where every student was a part of GD in the session and he concluded the session with key values of communication in today's business world.



GUEST LECTURE ON DIGITAL MARKETING

Mr. Samuel Sudhakar, a versatile Business Management Leader delivered a guest lecture on the topic **Digital Marketing** on Monday, 22 June, 2019 in room no 302 for second year, the detailed information about digital marketing with few case studies helped students to analyse the importance of D-Marketing in present business world. As digital platforms are increasingly incorporated into marketing plans and in everyday life, people use digital devices instead of visiting physical shops. Campaigns are becoming more prevalent and efficient in exploring the products and services at door step. Insurance for its employees (\$300 million) than on coffee beans.



BUSINESS FACTS



Australia, New Zealand, and Singapore are top-three countries in the world that offer best startup visas.

HEARTILY WELCOME TO OUR NEW BATCH 2019 -22

At the outset we the collaborators of Department of Business Administration would like to welcome our new students of Business Administration team (batch 2019-22). We are really happy that you have a passion to pursue administration course to build your future career. We wish you all the very best for your stay in SJEC.

CRAZY FACTS

1. Google was originally named BackRub.
2. Google is a play on the word "googol."
3. Google's first office was a rented garage.



POPULAR WORK SPACES

EXECUTIVE SUITES VS COWORKING

THE PLAYERS

<p>BUSINESS PEOPLE TRYING TO MAXIMIZE PROFIT WHILE CLOCKING OUT AT 5-00 EACH DAY</p>	<p>PEOPLE DOING WHAT THEY ARE PASSIONATE ABOUT WHILE HELPING THE COMMUNITY AND THEIR BUSINESS</p>
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WHERE THE MONEY GOES

<p>TENANTS PAY FEES TO THE LANDLORD FOR USE OF THE SPACE</p>	<p>PEOPLE INVEST IN THEIR PASSIONS AND SEE RETURN IN IMPROVING THE COMMUNITY AND THEIR BUSINESS</p>
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THE BENEFITS

<p>PRIVACY AND SERVICES OF AN OFFICE WITHOUT HAVING TO LEASE AN OFFICE OF THEIR OWN</p>	<p>NETWORKING AND COLLABORATION OPPORTUNITIES WITH AN INFLUENCE ON THE LOCAL COMMUNITY</p>
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