



THE BIZ PLUS (JUNE & JULY 2K18)

BBA DEPARTMENT MONTHLY NEWSLETTER

A QUICK RECAP OF THE MONTH

The college re-opened after a short vacation on 1st June and since then, a lot of buzz has been happening! The department has been organizing guest lectures, curricular, co-curricular and extra-curricular activities.

The purpose of the BBA department is to inculcate a spirit of leadership and entrepreneurship in our students and rigorously have been encouraging the students to take the initiative to take part in various activities. We are glad to see our students take up responsibilities and involve in the activities of the college with the great zeal.

FACTS BUZZ

#1 India continues to be the best place to start a business, says a global services location index by AT Kearney.

#2 Did you know everything you say to Siri is sent to Apple, analyzed, and stored?

#3 Speaking of competition?

Apple's iPad retina display is actually manufactured by Samsung.

#4 Starbucks spends more on health care insurance for its employees (\$300 million) than on coffee beans.

ABOUT

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.

PICK N SPEAK



The Entrepreneurship Development Cell organized and conducted an event Pick 'n Speak on 11th July in room number 303 at St. Joseph's Evening College, Bangalore. The judges for the event were Prof. Ranganathan and Prof. Vidhya and over 20 students participated in the competition. The rules

MARKETING MIX



On 25th of June, Department of Business Administration organized a guest lecture for the students of 2nd BBA on the topic MARKETING MIX. The guest lecturer for the day was Ms. Megha who is an alumna of St. Joseph's Evening College; she has completed her M.COM & MBA, and currently working at Moodys Analytics.

Initially, she introduced the topic of Marketing Mix and explained how it is helpful in every company. She explained widely on marketing mix which includes 4 P's of marketing and theories and concepts of marketing.

The speaker had a very interactive session with the students on various topics. She enlightened the students on the different methods that companies use for marketing of their products & services.

The session was very beneficial, informative and helped everyone gain knowledge on various aspects of marketing. The session concluded with a vote of thanks delivered by Shifali of 2nd BBA.

and regulations were briefed to the students, the event commenced at 4:15 PM.

All the participants were given 1 minute to talk on the topic they picked from the bowl. The topics for the Pick 'n Speak were in general, a few topics were "women as entrepreneurs", "entrepreneurial spirit", "what does it take to be a successful entrepreneur", and "startup strategies".

The event ended with a Vote of Thanks delivered by Nausheen of 2nd BBA.

Prizewinners:

1st Place -1st place- Syed A M Mekhri (3rd BBA)

2nd place- Subhadeep and Rithikesh(2nd BBA)

3rd place- Brien(1st BBA) and Sourav(1st B.Com)

MARKETING: THEN-NOW-NEXT



On 26th June 2018, Department of Business Administration organized Guest Lecture for the students of 2nd year BBA by Mr. Kumail Kirmani who is the co-founder and the vice president of Sreshta Global.

He started the session by sharing his experiences in the corporate, he interacted with the students to make them comfortable. His topic for the session was Marketing – Then: Now: Next. He explained 'Evolution of Mankind' and how Marketing has evolved from Stone Age till date. While explaining the history of marketing he enlightened us with the first ever marketing manuscript which dated back to 960 AD.

He spoke about Father of Marketing – Philip Kotler and few of his principles and theories. To make it even more interactive he gave us examples of those companies which everyone was familiar

HEALTH IS WEALTH



A guest lecture was organized by the Department of Business Administration for the first year students on the topic “Health is Wealth” by Dr. Somyajeeth Chateerji. He took three very important sessions which helped everyone to lead a healthy life.

The first session was regarding the physical health where he emphasized on the importance of exercise and balance diet. He advised us to avoid junk food and insisted to consume home cooked food to maintain healthy lifestyle.

Second session was regarding mental health where he stressed upon how to balance study and work by managing time efficiently and effectively. He also discussed about how to de-stress our body by avoiding smoking, consumption of alcohol and drugs. He also spoke on the adverse effect it has on our body physically and mentally.

Third session was regarding personal hygiene and sexual complications. He briefed us about importance of using condoms to prevent sexually transmitted diseases. The sessions concluded with a round of Q&A.

All the students were enlightened on how to maintain a healthy diet, health and lifestyle.

with such as ID, Paytm, Axis Bank and KBC. He spoke on various topics such as Influential Marketing, Interactive Marketing and the most important Artificial Intelligence

The session concluded with a round of Q&A. The session was very helpful and we got insights on various aspects of marketing.

INAUGURAL OF BBA ASSOCIATIONS



On 4th July 2018, we had an Inaugural of BBA Association from 8PM-9PM at AV room.

The occasion was graced by an invocation prayer and dance by the students of BBA. This auspicious occasion was continued by lighting of the lamp by the dignitaries. The welcome speech was delivered by Dr. Kanishka, HOD, Department of Business Administration. Our chief guest, Global head transformation at Wipro and he is of an international repute in the HR of L&D space.

He spoke about a few key point such as Importance of having a vision for young budding Entrepreneurs and CEO's.

To aim higher and bigger and work towards it with perseverance and to be consistent.

What differentiates successful people from leaders and why everyone can't be good administrators?

Most importantly it's about making the difference in the society not merely for money, power and wealth. To look at a problem as an opportunity and to resolve the same.

Later on we had Mr. Leo Gladwin administering the oath to all the BBA association members following which we had badging ceremony for the office bearers of ED-Cell and Vision Association.

The function was concluded by a Vote of Thanks by Mr. Azeem.

TALENTIA



Talentia is an initiative taken by the college to showcase all the hidden talent and provide a stage to all the students. On 14th June 2018 students of BBA department showcased their unique talents. Various kinds of talent was presented such as Beatboxing, singing and flash mob. Everyone actively participated and entertained the crowd.

TIME MANAGEMENT



On 30th June 2018, a guest lecture was organized by the Department of Business Administration on the topic Time Management. The lecture was delivered by one of the well renowned Training and Development lead from Ernst and Young, Mr. Varun Ramachandra. He focused a lot on how to productively and judiciously use time so as to work effectively and efficiently. It was a very enriching program and the students could relate and connect to the talk.

THE MODERN GREEN THEORY



"I know your company has a vigorous green agenda and strict environmental policy, so I'd like to point out that I am 100% biodegradable."

GOAL SETTING



On 22nd June 2018, a guest lecture was organized by the Department of Business Administration for the second and final year students on the topic Goal Setting. Managing Director of GS-Events an event management company, Mr. Saloon Edwards enlightened everyone and said how important it is to set your goals and work towards the same. He guided all the students by saying how to set up smart goals and have valid reasons and motives for the same. He gave the students a clear outline on what Vision, Mission and Goal is. It was a thought provoking session which made everyone think towards setting goals.

TEJAS 2018-19

The students of BBA department participated in various events in Tejas 2018, an Intra-Collegiate fest conducted by St Joseph's Evening College. Many students won in various competitions that were conducted.

Final year BBA secured the overall runner up trophy.

Following are the list of students who have won in Tejas events:

First Year

- Jayesh and Vishal secured 1st place in collage.
- Sara secured 3rd place in Character costume.
- Subhadeep, Ashwin, Hissham, Kevin, Gayatri, Rakshandha, Shreya, Deepa secured 2nd place in Samskruti.
- Subhadeep and Brien secured 1st place in Debate.
- Amil Roy and Uma Shankar secured 3rd place in Battle of bands
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Second Year:

- Nausheen secured 1st place in Twist a tale English.
- Chandrashekar secured 3rd place in Twist a tale Kannada.
- Amar secured 1st place Mobile gaming.
- Chandrasekhar secured 2nd place in Poetry recitation Kannada.
- Affan, Akhil & Siddhant secured 2nd place in Dumb charades.
- Fahad, Akhil & Siddhant secured 2nd place in Quiz competition.
- Amar secured 3rd place in Beatboxing
- Chandrasekhar, Kevin, Shashikumar, Sachin, Affan, Preetha, Pavithra, Nausheen, Edwindimalo secured 2nd place in Street play.
- Akhil & Siddhant secured 3rd place in Treasure hunt.
- Pavithra secured 3rd place in Photography.



Final Year:

- Tabassum secured 3rd place in Hindi poetry, Hindi Twist a Tale and Pot painting. Jaycynta secured 2nd place in Extempore.
- Shoaib secured 1st place and Jaycynta secured 2nd place in Poetry Recitation.
- Kavyashree and Tabassum secured 1st place in Nail art. Sister Deena, Kumudha and Kamal secured 1st place in Flower arrangement.
- Afroze, Aashish and Tabassum secured the 2nd place in Vegetable carving.
- Lumin secured 1st place in Solo dance.
- Shodhan secured 3rd place in display of collection. Maria Lee secured 2nd place in Character costume.
- Lumin Secured 1st place and Jaycynta secured 3rd place in On spot acting.
- Akhil secured 1st place in Beat Boxing.
- Kamal, Samuel, Lumin, Praveen, Stalin, Ghouse, Asif Ansari, Hussaini secured 1st place in Ice breakers.
- Sister Deena, Sister Anita, Kumudha, Meenakshi, Kiran, Satish, Shodhan, Guru Deepak, Azeem and Pradesh secured 2nd place in Mime. Maria Lee, Sahana, jaycynta, Guru Deepak, Azeem, Praveen, Priyanka, Neelesh, Meenakshi, Shoaib, Joy and Kavyashree secured 1st place in Samskruthi.
- Maria Lee, Sahana, Shoaib, Praveen, Sister Deena, Joy, Azeem, Guru Deepak, Kiran, Jaycynta and Kewal secured 3rd place in street play. Sister Deena, Sister Anita, Kumudsha and Meenakshi secured 3rd place in Rangoli.