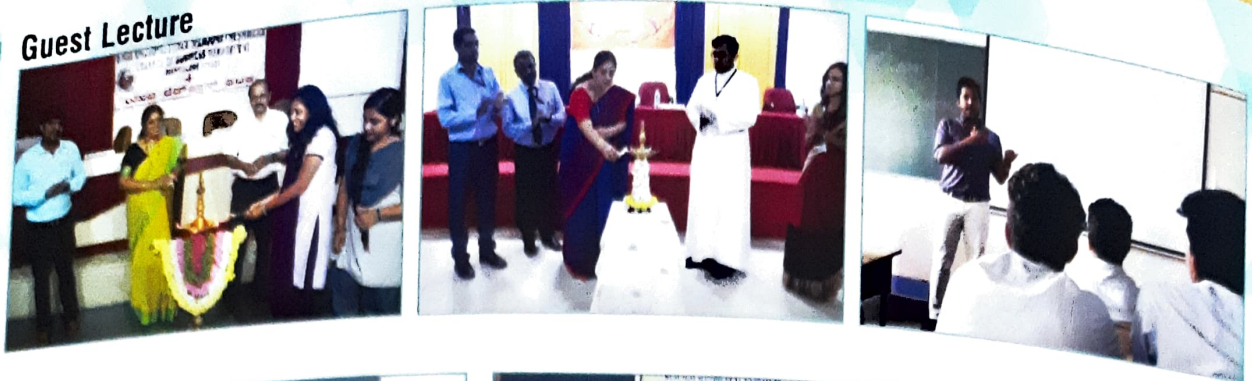


Guest Lecture



Parents Teachers Association



Teachers Day



NSS Camp



Variety



Editorial

NAAC peer team visit kept everyone on toes and the outcome in terms of 'A' Grade with CGPA 3.30, brought about a jubilant atmosphere. As congratulations from various quarters started pouring in, we thank Lord Manjunatha Swamy, our ever supportive management, parents, alumni, University, staff, students and all other stakeholders for their guidance and support. We are aware that our achievement has raised the expectations and we continue to strive more inspired by the success through initiation of multivariuous activities.

NAAC Accreditation

The College secured A Grade with CGPA 3.30 in the III Cycle of NAAC Accreditation. NAAC Peer team consisting of Dr. M. C. Dileep Kumar, Former Vice Chancellor, Shree Sankaracharya University of Sanskrit, Kerala; Prof. S M K Quadri, Professor, Department of Computer Science, Jamia Millia Islamia (Central University), New Delhi and Dr. Lily Bhushan, Principal, Kandivli Education Society's B.K. Shroff College of Arts & M.H. Shroff College of Commerce, Kandivli (W), Mumbai visited the institution. They made an observation of the facilities available in the college, interacted with management, principal, faculty, administrative staff, students, parents and alumni. The team commended the progress made by the institution and offered a few suggestions for further improvement. The President of SDME Society Dr. D. Veerendra Heggade, Prof. S. Prabhakar, Vice President, Dr. Yashovarma, Secretary, Prof. A. Rajendra Shetty, Member, SDME Society, Prof. K. Byrappa, Vice Chancellor, Mangalore University, Dr. T. Mallikarjunappa, Dean of Dept. of MBA, Mangalore University, Prof. Jayaraj Amin, Director, CDC, Mrs. Aruna P. Kamath, Principal, NAAC Co-ordinators Dr. Muralidhar Rao K. S. & Mr. Arun F. Sequeira, were present on the occasion.

Intercollegiate Badminton Tournament

Mangalore University intercollegiate Badminton Tournament was organized the college at Srinivas Mallya Stadium from 30th August to 1st September 2017. Mr. Ashok Poovaiah, Senior officer NMPT, Mangalore also a state badminton champion was

the inaugurator, Mr. Haridas Kulur, Asst. Director of Physical Education, Mangalore University and Mr. Guru M. Rao, Partner, ACE Builders and Developers also alumnus were the chief guests. In his address the inaugurator opined that badminton is as important as football and cricket at national level. 32 men teams and 24 women team participated in the tournament. The valedictory ceremony was held on 1 September 2017. Mrs. Adhithi Harish, a national Volleyball player and an athlete, Mr. Yogish Kumar and Mr. Kishore Kumar C.K, Director of Physical Education, Mangalore University honored the winners of the tournament. Principal, Mrs. Aruna P. Kamath presided over the function, Mr. Bharath Kumar Jain coordinated the programme.

GENESIS 2017

Genesis a University level management fest was organized on 23rd August 2017 exclusively for first year management students with the objective of providing them an exposure to the management practical environment. The fest was inaugurated by Mr. Pushparaj Jain, Vice President, CREDAI, Karnataka & MD, Abish Builders, Mangaluru. Mr. Adish Jain, Proprietor, Nagagri Resort, Kalasa also an alumnus was the guest of honour. Mr. Pusharaj Jain, in his inaugural address, said that massive revolutions happening in all the sectors in the country have created a conducive environment for developing business ideas. The future is bright for the young people who want to get into business and fests like genesis encourage students by giving practical exposure. Mr. Adish Jain in his address narrated how his involvement in college activities helped him to gain confidence while



facing interviews. As festivals and extra-curricular activities help the students to build up their personality, he urged the students to make use of opportunities. The Principal, Mrs. Aruna P. Kamath, in her presidential address said that entrepreneurs are not born but made and fest like genesis provides a platform to motivate and build up much needed confidence among the students.

The theme chosen for Genesis 2017 was, "Corporatum", which aimed at creating awareness about corporate culture and to familiarize the youth about the protocols and demands of the corporate world. The inauguration was followed by day long events like best manager, marketing, human resource, finance, public relations, quiz and general events for which the professionals were invited as judges. Large numbers of students from various colleges participated in the fest. The valedictory programme was held at 4.00 p.m. in the college auditorium. Mr. Siddharath Raj, Partner, Sri Laxmi Cloth Stores, Mangaluru also an alumnus was the chief guest. The participants gave their positive feedback and participation certificates were distributed by the guest. The overall trophy was bagged by Manipal University and Canara College were the runners up. Mrs. Anasuya and Mrs. Parinita were the staff coordinators and Mr. Abu Hysum Damudi was the student coordinator.

Inspire 2017

SCAN Association organized Inspire 2017 on 23rd August 2017 to train second years of BCA to teach how to organize the fest and first years of BCA to take part in the fest as a competent. Ms. Namrutha K., Single Window Operator, Corporation Bank, Padmanoor, Mangalore, inaugurated the programme at the Conference Hall. The programme began by invoking God's blessings through prayer by Ms. Aishwarya and Ms. Arpitha. Mr. Abhilash P. Shenoy, Mr. P.L Nishanth Bhat, student coordinators of Scan association gave an introduction of Inspire 2017. The chief guest in her inaugural address shared her experience in the college and explained how it helped her to root her career. She advised the students to grab opportunities and actively participate in all the fests that are organized which will boost their confidence. She also specified the various opportunities available in different fields other than IT. Ms. Rasha Rafeeq welcomed the

gathering. Ms. Shwetha M. compeered the programme. Mr. Dhanush K. T. proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

Independence Day Celebrations

On 15th August 2017, the college celebrated the 71st Independence Day with great enthusiasm and respect. The chief guest was Captain Brijesh Chowta, Ex-serviceman of the Indian army. Dr. Tharanath, Principal, SDM Law College, Dr. Devaraj K., Director, SDM PG Centre for Management Studies and Research and Prof. Aruna P. Kamath, Principal, SDMCBM were also present. The celebration began with the students marching together in the spirit of freedom. This was followed by evoking blessings of almighty led by Rajath of III BCA'A'. A bouquet of flowers was given by Dr. Tharanath and a memento as a token of our appreciation was given by Dr. Devaraj K. to the chief guest. To commemorate the sovereignty of our nation the National Flag was hoisted by Captain Brijesh Chowta. The chief guest expressed that the Independence Day celebrations should not be confined only to ceremonies. Students should be aware of the present conditions of the country and contribute to development of the same in their own capacity. He also pointed out about the present India China tension at the border and explained as how strategically, militarily and economically we can strengthen the position of our country. Sweets were distributed to all the students present on this auspicious day. Ms. Nishmitha K. of III BCA 'B' introduced the chief guest. Ms. Chrismita D'Costa of III BBM'C' welcomed the gathering. The programme was compeered by Mr. Roshin Alex John of II BBA 'B'. Ms. Rashmi Ramesh Achari of II BBM'C' proposed the vote of thanks.

Sthavana Dina Celebration

College anthem singing competition was held on 12th August 2017 in the college auditorium at 9 AM. to mark the founders' day celebration. Students from all the classes sang the college anthem in groups. Reputed artists Mrs. Archana, Asst. Professor, Canara College, Mangaluru, Ms. Megha Kamath, Asst. Professor, Canara College and Mr. Sumesh, Faculty were the judges for the event. Before the commencement of the programme, Mrs. Jeevitha D., spoke about the

importance of college anthem singing competition, said that the college anthem singing competition has been held for the last 14 years. The aim of the competition is to get the students learn and master the college anthem which embodies the vision and mission of the college. As the institution was established in the year 1978 and the BBM course was formally inaugurated in the month of August, it is more appropriate to hold the competition on the founders day. As Sthavana means praise in Kannada, praising the almighty Manjunatha Swamy whose divine spirit guides the institution through college anthem is the best way to show respect to the alma mater.

Inter class variety competition

Fine arts association organized the most awaited event of the year interclass variety competition on 15th August 2017. The theme of the competition was "Patriotism in day-to-day life" for the first year students, "Role of Youth in nation Building" for the second year students and "India in 2050" for the third year students. The objective of the activity was to create positive attitude towards our nation, hard work and honesty in public life. All the classes were given 15 minutes for the performance and 3 minutes for stage setting. They presented this through various skills, mime shows and dance. Tulunada Kala Brahma G. A. Bloor, Drama Artist, Producer, Director, Mr. Hariprasad Padmashali, Dept. of Community Medicine, KMC and Mr. Yathish Kumar, Theatre artist, Professor, Dept. of Mechanical Engineering, St. Joseph Engineering College, were the judges. The staff coordinators were Dr. Jyothi and Mrs. Shalini.

Professional Course Orientation Programme

Commerce department organized a Professional Course Orientation programme for the first year students on 18th July 2017. The programme was conducted by Mr. Narasimha Pai, CS, The Institute of Company secretaries of India. The objective of the programme was to give orientation on professional courses like CA and CS and make the students aware about the importance of such courses in the present scenario. The programme was coordinated by Mrs. Manju H.

Teacher's Day Celebrations

Teacher's Day was celebrated on 5th September 2017 to mark the birthday of a great teacher Dr. Sarvapalli Radhakrishnan, who was a staunch

believer of education, and was the well-known diplomat, scholar, President of India and above all a Teacher. The day is also dedicated to honour the teachers of institution who play a prominent role in the life of their students and enrich their personality by imparting ethical and academic knowledge. The chief guest for the day was Prof. Udaya Kumar, SDM Law College, Mangaluru. Director, Dr. Devaraj K, principal, Prof. Aruna P. Kamath, staff coordinators Mrs. Gayathri K. and Mrs. Renuthakshi K. were present on the dais. The day's celebration began with a prayer by Mr. Rajath. Ms. Vaishali Kudva formally welcomed the gathering on this august occasion. The significance of celebrating Teachers' day was rightly put forward by Ms. Sandra. She highlighted the various cases where teachers played vital role in shaping the society. Mr. Dhanush K. T. introduced the chief guest of the program. The chief guest was honoured by Dr. Devaraj K. & Prof. Aruna P. Kamath.

Thereafter, Prof. Udaya Kumar captured the attention of audience through his excellent speech. He emphasized that a teacher should always give importance to students, institution, and at the same time should never lose their dignity. From his work experience he provided valuable information to motivate the gathering. Dr. Devaraj K., in his presidential address, emphasized that students should be encouraged for their innovative ideas. Following the presidential address, the teaching and the non-teaching staff were honoured by chief guest, Prof. Udaya Kumar by presenting mementos as a token of love and appreciation for being the pillars of strength and support of the institution. The programme was compeered by Ms. Chrismita D'Costa. Ms. Bhavisha proposed vote of thanks

PTA Annual General Meeting

The PTA Annual General Meeting was held on 7th September 2017 at 3.00 pm at conference hall. The PTA President Mrs. H.K. Geetha was the chief guest for the programme. The programme commenced by evoking God's blessing by Miss. Prashobitha and group. 273 students of present II and III BBM, BCA, B.Com & BA(HRD) were felicitated by giving cash prizes for securing 85% and above in theory subjects and 95% and above in practical or Project work. 33 students of BBM 58 students of BCA, 31 students of B.Com and 4 students of BA(HRD) who secured distinction in the Mangalore University Examinations held in

April/May 2017 were awarded merit certificates. The distinction holders gave their feedback. 3 faculties were also felicitated for their achievements during the academic year 2016-17. New office bearers were elected. Mrs. Asha was elected as the president and Mrs. Shobhalatha G. Alva as joint secretary. Parents also gave their valuable suggestion and feedback. Principal welcomed the gathering. Mrs. Renuthakshi proposed vote of thanks. The programme was compeered by Mr. Thilakraj. Mrs. Renuthakshi coordinated the programme.

Dry Run Inspection

Dry Run Inspection was held on 7th October 2017 to verify the important records and documents maintained by the faculties. All the faculties submitted documents/report to the IQAC members. Later the documents were kept in an orderly manner, and members of the committee submitted the report to IQAC which was presented in the meeting.

FACULTY DEVELOPMENT PROGRAMME

Research Publication in International Journals
 IQAC in association with the department of Business Management organized a faculty development programme on "Research Publication in International Journals" on 16th July 2017 in the conference hall. Dr. Amithab Anand, Assistant Professor, Skema Business School, Sophia Antopolis, France was the resource person. The objective of this programme was to create awareness about the international research publications among the faculties. Mr. Amithab, in his address, spoke about the opportunities available for research publication in international journals. He mentioned the list of journals to be considered for publication. He briefed about the structure and content of a good research article. He also enlightened the faculty members about the software to generate bibliography automatically. Stating that international publications provide good monetary incentives, he said getting published in international journals would open up opportunities for researchers to go on funded visit to foreign universities. He also displayed useful sites for researchers. The session was very interesting and interactive, and helped

the faculties to get their doubts in the field of research publication clarified. It motivated the faculties to make an attempt in this regard. Mrs. Smitha coordinated the programme and welcomed the gathering. Mrs. Manju H. proposed vote of thanks

Role of Research Publication in Teaching and Learning

Faculty Development Programme on "Role of Research Publications in Teaching and Learning" was organized by BCA department on 22nd August 2017 at the conference hall at 3 PM. The resource person was Dr. Iqbal Thonse Hawaldar, Assistant to the president for AQA, Kingdom University, Bahrain. Dr. Iqbal spoke about the various opportunities available in publishing articles in academic field. He opined that research is very essential at college level and there are huge opportunities for a researcher. He in his talk spoke on the advantages of publishing articles in good journals and shared his experience of publishing in a wrong journal and how it had affected his career. He inspired the faculties to register on research gate as various good journals are available in it and knowledge is always required for teaching. He gave several tips and advice about publishing research article and marketing it. He also shared his experience of being a researcher.

FACTORY VISIT

Factory visit was organized to give practical exposure to the students. The visit was coordinated by Mrs. Manju, Mr. Thirishanth Kumar and Mrs. Deepa D. Hegde. The students visited the following industries.

Date	Class	Name of the Industry
29-8-2017	I BBA, BCA, B.Com, BA(HRD)	Camara Springs, Mangalore
29-8-2017	II BBA, BCA, B.Com, BA(HRD)	K.M.F., Mangalore
6-9-2017	III BCA	Manjunath Food Products, Mulki
7 & 8-9-2017	III BBM, III BA(HRD)	
18-9-2017	III B.Com	

GUEST LECTURES

An Entrepreneurial Journey

EDP cell conducted a guest lecture on the topic "An entrepreneurial journey" by Prof. V. Balasubramanian, Marketing Professional, Mangaluru on 18th July 2017 for II BBA 'A'. He focused on critical areas of professional journey. The session was more interactive. The objective

of the guest lecture was to inspire the students to start their own venture and inculcate the entrepreneurial qualities in them. The students actively participated in the interactive session.

GST- Impact on public

On 18th July 2017, Finance department organized a guest lecture on the topic "GST- Impact on public" at Conference hall for II BBA 'A' and III B.Com with the objective to give awareness about GST. Mr. Ashish Agarwal AGM, JBF chemicals, Mangaluru, was the resource person. Mr. Agarwal, in his address, spoke about the impact of GST on common people and their lives. He said that goods and services will be subject to a uniform tax rate and both will be treated at par. With examples he clearly explained about how goods are charged within the state and outside the state. He also emphasized on interaction with groups in a positive manner. Ms. Sowmya Hegde coordinated the programme.

Human Resource Department

HR-Role in Organization Building

HR department organized a guest lecture on the topic "HR-Role in Organisation Building" on 26th July 2017. The resource person was Mrs. Nihal Rao, Customer Relationship Manager, Veenu Motors, Royal Enfield service Center, Mangaluru. The objective of this programme was to make the students aware about role of HR in organisation building. She spoke about organisation culture and organisation strategy for organizational culture. Ms. Meghana proposed the vote of thanks. The programme was coordinated by Mrs. Anasuya.

Retention Strategies in the Organization

HR department organized a guest lecture on the topic "Retention Strategies in the organisation" on 9th September 2017 for I BA(HRD). The resource person was Mr. Mohamed Safwan, Catalog Associate, Amazon. The objective of this programme was to make students aware about various retention strategies adopted by the organisation. Ms. Theseen introduced the resource person and proposed the vote of thanks. The programme was coordinated by Mrs. Anasuya.

Monitoring loan accounts and NPA's

Commerce Department conducted a guest lecture on 28th July 2017 on the topic "Monitoring loan

accounts and NPA's". Mr. Kishorechandra Hegde, Retired AGM, Vijaya Bank and Present Chairman of Lokayukth, Mangaluru was the resource person. He explained the loans available in banks and managing those accounts. He highlighted on education loans and modes of repayment and action taken by bank for non-payment of loans. He further explained the benefits, procedure and requirement of application for educational loans. It was an interactive session. Mrs. Veena D. Kotian coordinated the programme.

Customer Relationship Management

Commerce department organized a guest lecture on the topic "Customer Relationship Management" by Mr. Jean-Marie Mascarenhas, President, Interlog Services, France on 29th July 2017 for final year students. The objective of the programme was to create awareness on the importance of identifying client's expectations and maintaining good customer relations by the companies. The programme was coordinated by Mrs. Manju H.

Kannada Department

Folk & Folk Culture

On 31st July 2017, Kannada Department organized a guest lecture for I BBA and I BA (HRD) on the topic "Folk & Folk Culture". The resource person was Mr. Keshava Bangera, Lecturer, Narayan Guru Pre University College, Kudroli, Mangaluru. Mr. Keshava Bangera, in his address, explained about the folks and their life style to the students in a very easy and interesting way. The session was interactive. He also suggested the students to read and write Kannada articles and poems. The programme was coordinated by Mrs. Jeevitha D. and Mrs. Renuthakshi.

Yakshagana Literature

On 18th August 2017, Kannada department organized a guest lecture for I BA(HRD) and II B.Com on the topic "Yakshagana Literature". The resource person was Mr.Tharnath Varkady, Editor, Ballirenayya kannada paper and Yakshagana artist. Mr.Tharnath Varkady explained about Yakshagana literature with good examples. He also gave some suggestions and encouraged the students to learn Yakshagana. Mrs.Jeevitha D. and Mrs. Renuthakshi K. coordinated the programme.

English Department

Positive Attitude

The English department conducted a guest lecture on the topic "Positive Attitude" on 18th August 2017 for I BBA 'C'. The resource person was Ms. Dhirti Divakar, Technical Recruiter, People Gamut HR Solutions, Mangaluru. In her talk, she said that the key to success is positive thinking and action. She highlighted that positive thinking is contagious. People around us pick our mental moods and are affected accordingly and so it is very essential to think about happiness, good health and success. She stressed upon the use of positive words such as, 'I can', 'I am able', 'it is possible', 'it can be done', while thinking and talking. She gave few live examples of how people changed their lives with positive attitude and she concluded by advising the students to fill their mind with light, hope and feelings of strength. Mrs. Madhumathi J. Raja coordinated the programme.

Importance of Aim in Life

The English department organized a guest lecture on the topic "Importance of Aim in Life" on 23rd September 2017 for the I BBA 'C'. The resource person was Psychiatrist, Mrs. Rani Mangala, Director, Wake-up Counseling Centre. She highlighted that human beings are blessed with several benevolent instincts, to name a few - love, compassion, respect, generosity, most importantly - unique mind power which can distinguish between the right and the wrong. Therefore we should exercise our mind power to such a level that our mind should guide us to take only righteous steps and decisions in life. Mrs. Madhumathi J. Raja coordinated the programme.

Importance of Time

The English department organized a guest lecture on the topic "Importance of Time" on 25th September 2017 for the I BBA 'C'. The resource person was Mrs. Shwetha, Clinical Psychologist. She stressed out the importance of time management. She also emphasized that time management is essential in achieving success. She conducted some games showing them the importance of time and students took part enthusiastically. Mrs. Madhumathi J. Raja coordinated the programme.

Women's Cell

Invisible Influence of Women in the Society

Women's cell organized a guest lecture on the topic "Invisible Influence of Women in the Society" on 11th August 2017 in the conference hall for first years. Dr. Malini Hebbar, HOD, English Department, St. Agnes College, Mangalore was the resource person. She spoke about how women do most of the work in the home and they are never given credit. She mentioned some instances where women's are ill-treated in the families. As most women also take up jobs now, the household work should be equally shared between husband and wife, she said. Principal Prof. Aruna P. Kamath, Mrs. Jeevitha and Mrs. Shalini were present on the occasion.

Self-Defense Training for Women

The women's cell organised a training programme for first and second years on 18th August 2017 in the college auditorium. Karthik S. Kateel, a martial arts expert, was the trainer. He demonstrated self-defense techniques and made few students perform those techniques. He also spoke about the dangers of social networking and asked the students to be cautious while revealing personal information on such sites. He gave useful tips to be cautious while travelling alone in public transport. Principal, Prof. Aruna P. Kamath, Mrs. Smitha and Mrs. Shalini were present on the occasion.

BCA Department

Web Domains and Web Hosting

A guest lecture was organized by BCA department on 21st August 2017 for III BCA 'A' on the topic "Web Domains and Web Hosting". The objective of this session was to imbibe the knowledge of purchasing domain and hosting websites. The resource person was Mr. Sudhir Kumar, Asst. Training Manager, Diya Systems Pvt. Ltd, Maryhill, Mangalore. The resource person explained various aspects such as web hosting, web server, types of servers, types of hosting, web hosting services, WHOIS tools etc. Ms. Shreya D. S. welcomed and introduced the resource person to the gathering. Mr. Venkatesh Bhat proposed vote of thanks. Mr. Arun F. Sequeira coordinated the session.

Big Data

A guest lecture on the topic "Big Data" was organised on 31st August 2017 for the I BCA 'A'. The resource person was Mrs. Anushree Raj, Research scholar, N.I.T.K., Surathkal. The main objective of the programme was to get the students enlightened as to how every data is very important in the field of technology which later becomes information. She said that the term "Big Data" refers to a deluge of information that is generated every second through myriad digital devices that record and practically dictate the patterns of one's personal and professional lives. The amount of data generated each day is so huge that an exact quantification is quite improbable. The real challenge lies not in the availability of data, but in deriving useful information from them. She then explained the three V's of Big Data that was introduced more than a decade ago i.e. volume, velocity and variety. The programme was coordinated by Mrs. Divya Uchil.

Social Intelligence

A guest lecture on "Social Intelligence" was held on 6th September 2017 at conference hall for III BCA. Dr. B.M. Hegde, Former Vice Chancellor, Manipal University, Manipal was the resource person. The objective of the lecture was to sensitize the students to effectively negotiate complex social relationships and environments. The resource person stated that social intelligence is an aggregated measure of self and social awareness, and an appetite to manage complex social change. He explained the difference between the terms 'Intelligence' and 'Knowledge'. He then said social intelligence comes from trying to understand oneself. They also became aware of the responsibility they have towards the society they live in. Ms. Prakriti Bhandary coordinated the programme.

Career Guidance and Placement cell

Higher Education in abroad

Career Guidance and Placement cell organized a guest lecture on "Higher Education in abroad" on 11th August 2017. The resource person was Mrs. Priya Kotian, Planet Education, Mangalore. The objective of this programme was to make students aware about education and working opportunities

in abroad. She spoke about different courses available and internship provided by plant education organisation to the student in abroad. Ms. Chrismitha D'Costa introduced the resource person and Nidhi proposed vote of thanks. The programme was coordinated by Mrs. Anasuya, Mrs. Sowmya and Mr. Prasanna Kumar.

Hadoop Managing Big Data

Career Guidance and Placement cell organized a guest lecture on "Hadoop Managing Big Data" for III BCA on 19th August, 2017 at the conference hall. Mr. Rathinaraja, Research scholar, NITK, Surathkal was the resource person. The objectives of the session were to discuss BIG DATA, the most talked about trend in the all markets and to convey the relationship of Data Mining with respect to BIG DATA. The session started with the brief introduction to BIG DATA and the significance of BIG DATA. The Speaker explained how big companies like Google, Twitter and Facebook use Big data in marketing and how it is being used in modern world to study user activities where security & privacy are affected. He also described about evolution of Hadoop File system and Map reduces technique when compared to Google File system (GFS). Mrs. Sowmya Jyothi coordinated the programme.

Corporate Training

Career Guidance and Placement cell organized a guest lecture on the topic "Corporate Training" on 3rd September 2017. The resource person was Mr. Deepak N. Raghava, Corporate Trainer, Bangalore. The objective of this programme was to make students aware of challenges in corporate culture. He provided valuable tips on personality development. Ms. Prashobitha introduced the resource person and proposed vote of thanks. The programme was coordinated by Mrs. Anasuya.

Digital India

On 26th August 2017, Economics Department organized a guest lecture on the topic "Digital India" for I BBA 'C'. Mr. Mohammed Masood, Marketing Head, Digital India, Mangaluru was the resource person. The main objective of the programme was to impart knowledge on the ambitious concept originated by the Prime Minister "Digital India". The speaker in his session said

that the launch of Digital India programme, the government is taking a big advancement to convert the nation into a digitally motivated knowledge economic system. He stressed that Digital India will assist in making the tasks online such as payment of taxes, e-billing, mobile billing, shopping, education, medical facilities and it will be available both in rural and urban areas. He told how this technology is bound to benefit all the people. He interacted with the students and motivated them to express their opinions on this move. The session was coordinated by Mrs. Shashikala K.G.

World entrepreneurship day

EDP cell observed World entrepreneurship day on 21st August 2017 by organizing a guest lecture for III BBM 'A'. Mr. Kumble Narasimha Prabhu, Managing Director, Solar Trade was the resource person. He spoke about his entrepreneurial journey, innovative ideas on new startups and also on financial assistance available from banks and government available to start up new unit. The objective of this guest lecture was to encourage students to become an entrepreneur with all available facilities. Mrs. Supriya coordinated the programme.

Hindi Department

Apvaad

Hindi department organized a guest lecture on the topic "Apvaad-Upanyaas May Naarivishleshan" on 6th September 2017 for II B.Com. Dr. Kalpana Prabhu, Associate professor, H.O.D, Hindi Department, Canara College, Mangaluru was the resource person. The objective of this guest lecture was to make students familiar with the novel characters. The resource person stressed that it is very important for the parents to give sufficient time for their children and teach them the importance of life skills.

Importance of Hindi language in Banking Sector

The Hindi Department celebrated Hindi Day by organizing a guest lecture on the topic "Importance of Hindi Language in Banking Sector" on 27th September 2017 at conference hall. The chief guest was Dr. Sujaya, Assistant Professor, HOD Hindi Dept., Poorna Prajna College Udupi. Mrs.

Madhumathi J. Raja, presided over. Ms. Sangeetha of I B.Com briefed about the importance of Hindi day. The programme was compeered by Ms. Pragathi Choudhary. Ms. Rakshitha of II B.Com introduced the guest. Vote of thanks was proposed by Ms. Mansi. The programme was organized by Dr. Jyothi & Mrs. Shalini.

Expert Witness and Patent Litigation

The department of business law organised a guest lecture on the topic "Expert witness and Patent Litigation" for II B.Com on 6th September 2017. The resource person was Mr. Nikilesh K., Asst. Professor, MAPS College, Mangaluru. The objective of the lecture was to accustom the students with the emerging concept of Expert Witnesses and Patent Litigation and it's importance to corporate world. The resource person highlighted that litigation due to patent infringement is an ongoing problem, and it tends to rise during certain periods over time. Since 2012, the amount of lawsuits over these issues has been the highest in several decades due to various individuals seeking either the same patents or attempting to reproduce the items of a currently patented creation. Ms. Priya Kamath coordinated the programme.

STUDENT FACULTY PROGRAMMES

Employment Laws

Student faculty programme was held on 15th July 2017, by the Business Law Department on the topic "Employment Laws" with an objective of acquainting the students with the knowledge of various legislations on employment and labour. Ms. Krithi Shetty and Ms. Shriprada of III BBM 'C' conducted this programme for II BBA 'A'. Ms. Deepashree Shenoy coordinated the programme.

Economics and Business Environment

The Economics department organized a student faculty programme for I B.Com on 17th July 2017 on the topic "Economics and Business environment" by Mr. Dilan Pereira of III BA (HRD). He stressed that environment of business is an extremely complex and dynamic phenomenon as the environmental factors varies from country to country. Students actively participated in the session. Mrs. Shashikala K. G. coordinated the programme.

Recruitment and its sources

Commerce department organized a student faculty programme on the topic "Recruitment and its sources" by Ms. Chrismitha D'Costa from III BBM C on 18th July 2017 for II BA(HRD). The objective of the programme was to create a scope for advanced learners to improve their knowledge sharing. The programme was coordinated by Mrs. Manju H.

Arithmetic Progression

A student faculty programme was organized by the Marketing department on 31st July 2017, for II BBA 'A' by Ms. Sandra of III BBM B on the topic "Arithmetic Progression" under the guidance of Mrs. Rashmi T. The objective of the programme was to inculcate leadership qualities among students. Ms. Sandra in her presentation explained about techniques which can be used in solving progression problems. Students were engaged in creative activities throughout the session.

Situational Leadership

HR association organized a student faculty programme on the topic "Situational Leadership" for II BA (HRD) by Ms. Sushmitha K. and Ms. Neha Shetty of III BBM 'C' on 9th August 2017. The objective was to enhance their communication and presentation skills. Ms. Sushmitha K. explained the situational leadership models, its development and maturity levels. Ms. Neha Shetty highlighted the impact of situational leadership on performance and motivation. Ms. Parinita coordinated the programme.

How to prepare for paper presentation

The English department organized a student faculty programme for II BA (HRD) on the topic "How to prepare for paper presentation" on 30th August 2017 by Samantha of III BA (HRD). The objective of this programme was to enrich and encourage the students with presentations skills as well as give them a platform to showcase their creativity and give them confidence in orating skills. Mrs. Madhumathi J. Raja coordinated the programme.

Campus Opportunities

The English Department organized a student faculty programme on 26th September 2017 by Manjushree

Kamath and Shijith of III B.Com for I BBA'C'. The objective of this programme was to make the students aware of the opportunities available in the college campus. The students were made to realize the importance of grabbing the opportunities and moving in the right direction to become successful and enhance their overall personality.

Role of Entrepreneurs

EDP cell organized student faculty programme for I BA (HRD) on the topic "Role of Entrepreneurs" on 30th August 2017 by Ms. Nisha S. of III B.Com. She explained the different types of an entrepreneur and the role of entrepreneur in achieving the objectives of business organisation.

Consumer Behaviour and Factor Influencing the Purchase Behaviour

Student faculty programme was conducted for II B.Com by Commerce department on the topic "Consumer Behaviour and Factor Influencing the Purchase Behaviour" by Ms. Melissa of III BBM 'C' on 14th September 2017. The objective of the programme was to share the knowledge of advanced learners with the peer group. The programme was coordinated by Mrs. Manju.

Dah gaya

Hindi department organized a student faculty programme on 22nd September 2017 by Navya Jake of III BA(HRD) for I BA(HRD) on the topic 'Dah gaya'. Author Lanchenaba Mithai. The objective of the programme was in inculcate leadership qualities among students. In her presentation she explained about social ethics and responsibilities Dr. Jyothi coordinated the Programme.

Consumer Behaviour

A Student Faculty programme was organized by Marketing department for II BBA 'A' by Ms. Rumulla of III BBM 'B' on the topic "Consumer behaviour" on 26th September 2017. The objective of the programme was to inculcate leadership qualities among the students. Ms. Rumulla explained about various consumer behaviour patterns. Mrs. Deepashree Shenoy coordinated the programme.

NSS

Vanamahotsava & Cleaning Programme

NSS units of the college organized Vanamahotsava and cleaning programme on 5th August 2017 at Girls Hostel run by Social Welfare Department of Government of Karnataka, Urva, Mangaluru. The chief guest of the programme, Mrs. Amitha Tharnath, Ex-Deputy Mayor, inaugurated the programme by planting a sapling. About 30 saplings of plants such rose, hibiscus, mango, jackfruit and medicinal plants were planted by NSS volunteers in the surroundings of the hostel. Large number of NSS volunteers took part in the tree plantation drive and took a pledge to save trees. The volunteers also cleaned the surroundings of hostel by pulling out the weeds and grass, pruning the plants and trees and clearing the litter and garbage. NSS officers Mrs. Renuthakshi and Mrs. Shalini M. coordinated the programme.

Campus Cleaning

NSS units of the college organized campus cleaning on 11th August 2017. Volunteers were asked to assemble in the college basement at 3.00p.m. Students were then divided into groups and assigned places around campus, college entrance, parking place, college ground and basement path was cleaned by the students. Students participated in this event with enthusiasm. Mrs. Renuthakshi and Mrs. Shalini M. coordinated the programme.

One Day camp at JTS.

On 20th August 2017, NSS unit organized a one-day camp at JTS, KPT Mangalore. Mrs. Renuthakshi and Mrs. Shalini M., NSS programme officers accompanied the students. 150 students participated in the shramadhan. All the NSS volunteers along with the NSS officers reached the site at 8.30 am. Volunteers were divided into different groups. Each of the groups had a leader from final and second years. After the shramadhan, evaluation of the work was done, the first and second year students shared their experience of the activity. After the evaluation, the NSS officers gave the feedback.

Campus Cleaning

NSS units of the college organized Campus Cleaning on 19th July 2017. Volunteers were asked

to assemble in the college basement at 3 PM. Students were then divided into groups and assigned places around campus, college entrance, parking place, college ground and basement path was cleaned by the students. Students participated in this event with enthusiasm. Mrs. Renuthakshi and Mrs. Shalini M., NSS programme officers organized the event.

One day camp at Thumbe Grampanchayat

NSS unit organised a one day camp in association with Thumbe Grampanchayat and various organisation from Thumbe Kadegoli to Ramalkatte on 3rd September 2017. The NSS officers, Mrs. Renuthakshi and Mrs. Shalini M. accompanied the students. All the NSS volunteers along with the NSS officers reached the site at 9.00 am. Volunteers were divided into different groups and various responsibilities were assigned. Both sides of the National Highway were cleaned by the NSS students. NSS volunteers conducted street play to make public aware about cleanliness. Evaluation of the day's work was done after shramadhan. The volunteers shared their experiences of the activity. After the evaluation the NSS officers gave the feedback. The Thumbe Grampanchayat President Mrs. Hemalatha G. Poojarí, Vice President Mr. Praveen B. Thumbe called upon the NSS volunteers to serve the society without any expectation and appreciated the work done by the NSS volunteers.

BCA Department

Technical quiz was conducted by Dataqueue Systems, Mangalore for III BCA on 20th September 2017. The objective of the quiz was to judge and enhance the understanding level of C and C++ Programming concepts. The quiz provided the students a platform to assess their knowledge level in the field of programming. Mrs. Sowmya Jyothi and Mr. Arun F. Sequeira coordinated this event.

EXTENSION ACTIVITIES

Visit to Kannada Medium Govt. Primary School

Fine arts association conducted an extension activity at Balmatta Kannada Medium Govt. Primary School, Mangaluru, on 5th August 2017. The members of the association conducted a quiz for the students and also taught them to draw

and sing. This activity helped to create team spirit & self-confidence among the students. The student coordinators were Shraavan Shetty and Deeksha. Dr. Jyothi coordinated the programme.

Visit to Government Higher Primary School

The members of the Kannada department visited Government Higher Primary School Gandhinagar, Urwa, Mangaluru on 5th August 2017. The main objective of this activity was to help the students develop self-confidence and enhance their leadership qualities. Various competitions like monoacting, quiz etc. were conducted to encourage the students to gain self-confidence and imbibe the spirit of team work in them. The winners were awarded. Large number of students participated enthusiastically. The activities conducted helped the students to mingle with others and it also helped to showcase their talent. Mrs. Jeevitha D. and Mrs. Renuthakshi K. coordinated the programme.

Visit to Lady Hill Higher Primary School

On 5th August 2017, the members of the English department visited Lady Hill Higher Primary School for conducting leadership Training for the high school students. The main objective of this activity was to develop self- confidence and enhance leadership qualities. Various competitions like memory test, pick and speak etc were conducted to encourage the students to gain self- confidence and team work. The winners were awarded. The students participated enthusiastically. The activity was successful and it also enriched the students with team work and confidence. Ms. Manjushree Kamath was the student coordinator. Mrs. Madhumathi J. Raja coordinated the programme.

Visit to Plama Plastics

On 5th August 2017, Marketing department (VENTA) organized a factory visit to "Plama Plastics" and "Deccan Plastics" industries Baikampady, Mangaluru. The objective of this visit was to have an industry- institution interaction and to know how the processing and marketing takes place in the industry. Mr. Suresh Karkera, Managing Director of Plama Plastics and Mr. Asgar, Managing Director of Deccan Plastics guided the students. Mrs. Shwetha Y. coordinated the programme.

Visit to Canara higher primary School, Urva

On 5th August, 2017, the members of the Business Law department visited Canara Higher Primary School, Urva, as a part of extension activity. The objective of this activity was to create awareness about consumer protection, childline 1098, and child harassment laws among the students. Various skill enhancement activities like pick and speak, quiz, debate and games were conducted. The winners were awarded prizes. Ms. Priya Kamath and Mrs. Deepashree Shenoy coordinated the programme.

Visit to Government Primary School

The HR association conducted an extension activity in Government Primary school, Attavar, Mangalore on 5th August 2017. Activities like pick and speak and quiz etc. were organised to develop self confidence among the students. The headmistress distributed the prizes to the winners and showed gratitude to HR secretaries and the lecturers for conducting extension activity in school. Ms. Rashmi was the student coordinator. Mrs. Anasuya coordinated the programme.

Visit to DSAJ Precisions Private Limited

HR association members visited DSAJ Precisions Private Limited, Nayak Complex, Jeppu, Mangaluru as a part of their extension activity on 5th August 2017. The objective was to sensitize the students to the practical challenges that organizations face in the business world and to provide the information to the employees about the various welfare measures. This visit helped the employee to enrich their knowledge about welfare measures. Ms. Parinita coordinated the programme.

Visit to Attavara Government School

Commerce department conducted an extension activity at Attavara Government School, Mangaluru, on 5th August 2017. The members provided training & information regarding the modern banking concept - ATM. They also organized quiz and other activities in order to brush up the latest on goings in the country. Ms. Bhavishya and Ms. Tripthi were the student coordinators. Mrs. Veena Kotian coordinated the programme.

Visit to Kittle Memorial High School

The SCAN association organized an extension activity on 5th August 2017 at Kittle Memorial High School (Aided), Gorigudde, Mangalore. The objective of the extension activity was to make the students aware about technology. The student volunteers of final year BCA taught the basics of computers and uses of internet. They also conducted various activities like guess the part, memory test, quiz etc. Winners were awarded prizes. The school students gained an insight on the advantages of computer and technology. The staff coordinators Mrs. Deepa D. Hegde along with the student coordinators P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran, Dhanush K. T. and Shreya D. S. of III BCA were present.

Visit to Rosario High School

Career Guidance and Placement cell conducted an extension activity on 5th August 2017 for the high school students of Rosario High School, Pandeshwar, Mangalore. Talk was presented by Shrijith and Akash Raj of III BCA on "Career Planning". The objective of the programme was to increase students' knowledge of career options. As a student in high school, it can be challenging to make plans and take the steps necessary to follow the right path for a career. Large number of high school students took the benefit of this programme. Mrs. Sowmya Jyothi, coordinated the programme.

Visit to Government School

EDP Cell members visited Government school, Mannagudda on 5th August 2017 as a part of extension activity. The members conducted various activities; focused on importance of becoming an entrepreneur and highlighted developing entrepreneurial skills among students. Prizes were distributed on various activities conducted.

Visit to Software Exhibition

The students of final year BCA visited a software exhibition organized by the MCA department of Shree Devi Institute of Technology (SDIT), Kenjar, Mangaluru on 30th August 2017. The objective of the visit was to gain awareness and exposure about latest advances in technology and data

security. The students from MCA department then gave a brief description about the software's developed by them. Projects on online registration portal, Firebase Chat, Group Chat, Weather App, Notification Manager, Blue Eye Tech, WB Count, Project Loon etc. motivated the students. The new inventions and creative ideas applied on some existing technologies truly inspired the students and enriched their knowledge. The exhibition enabled the students to come up with innovative ideas which will be a great contribution to the technical field. Mr. Arun F. Sequeira and Mrs. Sowmya Jyothi escorted the students.

Visit to Dhanalakshmi Rubber Industry, Ujire

On 23rd September 2017, the Economics association organized a visit to Dhanalakshmi Rubber Industry labourers at Ujire, Belthangady Taluk as a part of an extension activity. The main objective of this programme was to know about the Dhanalakshmi Rubber Industry, to guide them about saving schemes, banking rules and regulations, to know about the financial status. Mr. Prasanna Kumar coordinated the programme.

Seminar on GST

The members of EDP Cell Nisha S. of III BCOM and Sowparnika of III BBM participated in a seminar on GST at Moti Mahal, Mangaluru on 25th June 2017. The seminar was organised by Relyon Softec Ltd., Bengaluru in association with Silicon Software inc., Mangaluru. Mr. Prasanna Shenoy, Chartered Accountant, was the resource person for the first technical session who focused on the topic "GST" and Mr. CA Colin Rodrigues focused on schedules and rules under GST. The seminar highlighted on the background of taxation and imbibed the knowledge on GST.

SKILL ENHANCEMENT ACTIVITIES

Literary Association

English Department

Pictionary Competition

The department organized Pictionary competition on 26th July 2017. Two pictures were shown to the participants and they had to write a story, poem or an article combining both the images. The

objective was to encourage their critical and analytical thinking and also enhance their writing skills. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

Book Review

The department conducted a book review on 10th July 2017, which provided descriptive, critical and evaluative account of the book. Ms. Manjushree Kamath reviewed the book "Attitude is Everything." The objective of the review was to enhance their reading skills by identifying the author's perspective. The student opined that the author gives readers a step by step plan for taking control of their lives and unleashing their incredible potentials. The book consists of 12 Lessons: Your Attitude is Your Window to the World; You're A Human Magnet; Picture Your Way to Success; Make a Commitment and You'll Move Mountains; Turn Your Problems into Opportunities; Your Words Blaze A Trail; How Are You?; Stop Complaining; Associate with Positive People; Confront Your Fears and Grow; Get Out There and Fail; Networking That Gets Results. It's a "Success Manual" and if the readers used these principles they too can make positive changes in every area of their lives. The book helps to develop positive attitude.

Group Discussion

The department conducted a group discussion on 3rd July 2017 on the topic "Should girls have dress code restrictions at work place." On 13th July 2017, on the topic "Wats up killing Minds" and on 28th July 2017, on the topic "Business and Ethics don't go together." The objective of this activity was to enhance their communication skill and also to inculcate team spirit in them. It also helped them to express their views and ideas on the given topics.

Wrong People at Wrong Job

The department conducted a competition on "Wrong Person at Wrong Job " on 10th August 2017. The objective of this competition was to examine the participant's perception, reasoning and rationality. This competition helped the students to comprehend the situation successfully. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

Book Review

A book review was conducted by Fathima Mishcuath of III BA (HRD) on the book "The Naked Face" by Sydney Sheldon on 10th August 2017. This book has the ability of keeping the readers hooked to it from the first two chapters and keep the reader on his/her toes throughout the book. "The Naked Face" as the title says is all about stripping away the fake face (innocent face) or the face or mask that people put on to hide their true emotions or their true self.

Word Puzzle

The department conducted a word puzzle competition on 18th August 2017. The puzzle was based on general words. The competition helped the students in enriching their vocabulary skills. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

Elocution

On 21st August 2017, the department conducted elocution competition on the topic "Importance of library and technology" and "The impact of cinemas in today's world". The topic was chosen to make the student aware about the importance of E-library and to know the effect of cinemas on the life of people. The main objective of this competition was to enhance their communication skill and to build their confidence. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

Story writing

The association conducted a story writing competition on 31st August 2017 on the topic "Tolerance". The objective of this activity was to provide students with an opportunity to learn by doing and also giving them a platform for their creativity. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

Poem Recitation

On 31st August 2017, the department conducted poem recitation competition on the topic "Nature and its beauty". The students recited their own written poems. This competition gave the student a platform to bring out their innovative and

creative ideas, views and their own perceptions. It also helped them to overcome the stage fear. It also improved their language skills. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

Book Review

The department conducted a book review on 1st September 2017. Pratheeksha of II B.Com reviewed "Life is what you make it" authored by Preethi Shenoy. The student opined that the book teaches to have a balance between determination, faith, love and career. It attempts to enlighten people about the mental illness and the cure. The book endeavours to remove the stigma attach with mental illness.

Book Review

The department conducted a book review on 25th September 2017. Ms. Deeksha P. of II B.Com reviewed "The God of Small Things" authored by Arundhati Roy. The objective of the review was to develop reading skills by identifying the author's perception and overview of one person's highly subjective reading experience. The story sheds light on the deep rooted prejudices about caste nurtured by people. It shows the extent to which people swear on their beliefs and punish those violating the norms laid by society.

Kannada Department

Book Review

The department conducted a book review on 17th August 2017. Ms. Chaya Bhat of III BCA 'A' reviewed the book "Betta salu male". The objective of the review was to develop and enhance their reading skills by identifying the author's perspective. The reviewed book was related to the problems faced after the independence. It contains topics like poverty, problems of uneducated people etc. The book inspires to develop positive attitude in life.

Elocution

The department conducted an elocution competition on 22nd August 2017 on the topic "Granthalayagalu Vicharadaregala Utpatti Hagu Belavanigeya Tana". The topic was chosen to make the students aware about the library management system. The objective was to develop public

speaking skills. Mrs. Jeevitha D. and Mrs. Renuthakshi K. coordinated the programme.

Debate

The department conducted a debate competition on 18th August 2017 on the topic "Vidyartigala Srajanasheelateyannu Jalatanagalu Kuntitha golisuttave. The objective was to enhance their communication skills and confidence. Mrs. Jeevitha D. and Mrs. Renuthakshi K. coordinated the programme.

Story and Poem Writing

The department conducted a story and poem writing competition on 27th August 2017. The objective of this activity was to use their imagination to think out of the box, draft unique and exciting stories. It enhances their writing and reading skills and also gives them an opportunity to exhibit their imaginative and creative talents. Large number of students participated. Mrs. Jeevitha D. and Mrs. Renuthakshi K. coordinated the programme.

Hindi Department

Story writing competition

The department conducted a story writing competition on 31st August 2017. The students were asked to write a story based on the pictures shown. The pictures shown were related to Mother and child relationship, Nature, Village etc. Objective of this competition was to enhance the students' writing and reading skills and to give them an opportunity to exhibit their imaginative and creative talents. Mrs. Shalini M. coordinated the programme.

SCAN Association

Power Point

The association organized a power point competition on the topic "Promotion on Eco-Friendly Campus" on 26th July 2017. The objective of the event was to develop the presentation and communication skill. Mrs. Smitha and Mrs. Kavitha Prabhu were the judges. The participants were judged on the basis of design, creativity and content. The student coordinators were Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Bhavith Puthran and Mr. Prajwal of III BCA. Mrs. Divya Uchil coordinated the programme.

Tagger

The association organized an event 'Tagger' on 10th August 2017. The objective of this event was to test the participants' creativity and innovativeness. The participants were given the product "Mobile", for which they had to devise their own creative taglines in a time limit of 5 minutes. The event was judged on the basis of their uniqueness, relevance, and creativity. The judges were Mrs. Supritha A. and Mr. Prasanna Kumar. The student coordinators were P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran of III BCA. Ms. Prakrithi Bhandary coordinated the programme.

Captcha cracker

The association organized an event 'Captcha Cracker' on 18th September 2017. The objective of this event was to test the participant's ability to decipher "Captcha's". The participants were given ten Captcha's which they had to crack in a time limit of 5 mins. Event was judged based on the number of Captcha's cracked. The student coordinators were P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran of III BCA. Ms. Deepthi coordinated the programme.

IT Debate

IT Debate was conducted by the association on 28th September 2017 on the topic "Technology today: a Scourge or blessing". The students were given 5 minutes to prepare on the topic. In a team there were 2 participants and they had to speak for and against the topic with their teammate. The time given for debating was 3+1 minutes. The event was judged on the basis of the participants' language, communication skills, relevancy to the topic and knowledge. Mr. Arun F. Sequeira and Ms. Prakrithi Bhandary were the judges. The student coordinators were P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran of III BCA. Mrs. Divya Naveen coordinated the programme.

IT Quiz

The association organized 'IT Quiz' on 8th September 2017. The objective of this event was to test the participants' knowledge about technology. Large number of students actively participated. The participants were given 20 minutes to answer 40 questions. The student

coordinators were Mr. P.L. Nishanth Bhat, Mr. Abhilash P. Shenoy and Mr. Bhavith Puthran of III BCA. Mr. Arun F. Sequeira coordinated the event.

Marketing Association- Venta

Brand Wars

The association conducted brand wars competition on 14th July 2017. The Contestants were given brand names and had to perform in a team of two. The event was judged by Mr. Sumesh. Competition was judged on the basis of the participants' convincing ability, content and communication skills.

Logo Quiz

The association had conducted logo quiz on 28th July 2017. The criteria for judging was based on the accuracy of the answers given by the participants. Large number of students participated in the event.

Book Review

The association organized a book review on "The Trusted Executive" by John Blakey on 18th July 2017. The book was reviewed by Ms. Aisha Maimoona of II BBM B. The objective of the review was to develop critical reading skills by identifying the author's perspective. Mrs. Kavitha Prabhu coordinated the programme.

Student Paper presentation

The association organized paper presentation for III B.Com on 4th July 2017 on the topic "Comparative study of Motivational Theory". Ms. Ashwini Rai and Shivani of III B.Com presented paper in the class. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students.

Student Paper presentation

The association organized a paper presentation for I BA(HRD) on 22nd August 2017. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students. Following students presented the paper on the below mentioned topics.

Consumer Awareness by Mr. Ananth Valke, Consumer behaviour by Mr. Aman Rao, Online Marketing by Mr. Akshay Kotian. Mrs. Shwetha coordinated the programme.

Group discussion

Group discussion was organized by the association for III B.Com on 27th September 2017. This activity was organized in order to improve the communication and analytical skills of the students. Students were divided into three groups. Each group was given 15 minute for discussion on different topics, 5 minutes for presentation and 2 minutes for question and answer. Mrs. Kavitha Prabhu coordinated the programme.

HR Association- Resource Hub

Just a minute

The association conducted just a minute competition on 18th July 2017. It was an individual event. The participants were given a topic related to HR and were asked to speak for a minute continuously without any break. Students showed a creative blend of mind and spoke on various HR topics. The participants were judged by Ms. Hardhik Chauhan on the basis of presentation and communication skills. Mrs. Anasuya coordinated the programme.

Book review

The association organised a book review on 26th July 2017. Ms. Shripradha Bhat of III BBM C reviewed the book "Personality Development and Communication Skills" authored by Pushpa Ranganath. The book unfolded the different aspects of personality and also the ways to improve communication skills. This exercise was undertaken to brief the students about the books available in the field of management and to enhance their reading skills.

Paper Presentation

The association organized paper presentation for III BBM on 22nd September 2017. The objective of this programme was to enlighten the student about current topic of HR. Following are the details of topics presented by students. Ms. Nidhi and Melissa III B.B.M 'C' presented on E- Recruitment. They highlighted different E-recruitment methods with the various examples. Ms. Susmitha and Neha Shetty of III BBM 'C' presented on Workforce Diversity. They spoke about how to deal with diversified workforce in the organisation.

Quiz

The association conducted quiz competition on 27th September 2017. It was an group event. The objective was to develop competencies and also make the students aware of the recent trends in human resource in corporate sectors. Mrs. Anasuya coordinated the programme.

Fine Arts Association-Kala Vaibhav

Nail Art competition

The association conducted nail art competition on 18th July 2017. Large number of participants participated in this event and the judgment was based on their creativity, design and color combination. Judges were Ms. Deepthi and Ms. Prakruthi Bhandary.

Traditional Day

Traditional Day was celebrated on 9th September 2017. All the Students were attired in traditional dresses. The objective of the programme was to keep our tradition of wearing native clothes alive.

Commerce Association- Commercio

Business Quiz

On 28th July 2017, the commerce association conducted a skill based activity "Business quiz" on current issues, GK, business world and modern developments in commerce. Large number of students participated in the quiz. The competition helped students to improve their knowledge. The programme was coordinated by Mrs. Veena.

Economics Department

Book Review

A book review on "From Population Control to Reproductive Health" by Mohan Rao was conducted on 26th July 2017. The review was done by Ms. Meghana Prabhu of III BBM 'A'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyze, evaluate and judge the content of the book. The book mentions that the health sector in India is influenced by ideas of eugenics and of Malthus. It also explains how these ideas have molded the discipline of demography and helped to construct the family planning programme. Mrs. Shashikala K. G. coordinated the programme.

Debate Competition

The department conducted a debate competition on 28th August 2017 on the topic "Digital Payments". The objective was to enlighten the students about advantages and disadvantages of digital payments. Students actively participated and the programme helped them to gain knowledge on digital payments.

Student Seminar on World literacy Day

The department observed the World literacy Day by organizing a student seminar on 8th September 2017. Nidhi J. of I BBA 'C' presented a seminar on the topic of "Literacy and Sustainable Development". The seminar highlighted the importance of celebrating the day to promote the public consciousness about current literacy rate in the society. The active interaction took place during the session. The programme was coordinated by Mrs. Shashikala K.G.

Paper presentation competition

The department conducted paper presentation competition on the topic "Advantages and challenges of NITI Aayog" on 22nd August 2017. It was an individual event. The objective was to inculcate research culture amongst students and to provide a great platform for their intellectual stimulation and to develop competencies of students. It was conducted with an intension to explain National Institution for Transforming India. Aayog is a policy think-tank of Government of India that replaces Planning Commission and aims to involve the states in economic policy-making in India.

EDP Cell

Case analysis competition

The cell conducted case analysis competition on 11th July 2017 on the topic "Employer responsibility to provide harassment free workplace". The objective of the competition was to enhance the problem solving skill of the students. Deepashree G. Shenoy and Deviprasad were the judges.

Essay Writing

The cell conducted essay writing competition on the topic "Role of Management Education in Developing Entrepreneurship" on 18th August 2017. The objective of this competition was to

specify the role of management education in developing entrepreneurship and inculcate managerial skills among budding entrepreneurs. Large number of students actively participated.

Finance Department

Inauguration and Orientation

The Inauguration and Orientation of Finance association was conducted on 11th July 2017 in conference hall. The resource person was Mr. Raif Zakaria, Managing Director, Auto Motive Agencies. This orientation was mainly conducted for the first year students to familiarise them about various skill enhancement activities, extension activities, guest lectures and also about the fest which will be conducted in our college as well as other colleges. The resource person encouraged the students to join the association by emphasizing its various benefits. Mr. Gururaj. G. coordinated the programme

Group Discussion

On 29th September 2017 the department organised a group discussion on the topic "FDI is Boon or Bane to India". The objective of this activity was to improve the communication skill, leadership skill and interpersonal skill of the students and to inculcate knowledge among students about FDI. Ms. Sowmya Hegde coordinated the programme.

Business Law Department

Pick and speak

Pick and speak competition was conducted by the department on 18th August 2017. The activity was conducted to examine the knowledge of the students with regard to the current issues in the field of business law. The competition was judged by Mr. Sumesh Matada.

Debate competition

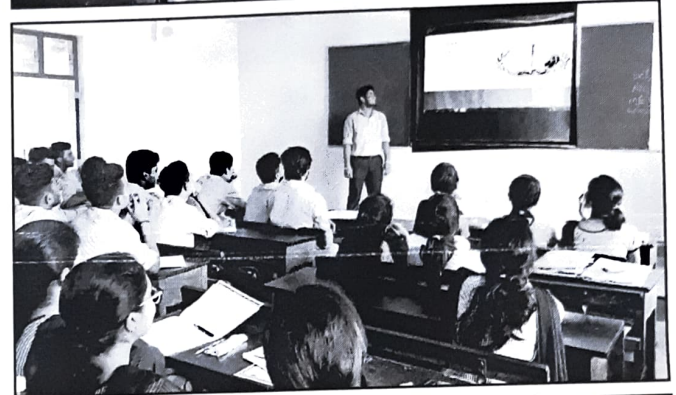
The department conducted a debate competition on 31st August 2017 on the topic "Access to drugs that are not FDA approved". The objective of the competition was to examine the students' ability to analyse, select and evaluate evidence, construct and refute arguments. It helped the students to develop their critical thinking capacity and communication skills. The competition was judged by Mr. Praveen.

Book review

A book review on "Indomitable spirit" by Dr. A.P.J. Abdul Kalam was done by Ms. Kirthi Shetty of III BBM 'C' on 27th September 2017. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyse, evaluate and judge the content of the book. This book motivates one to become a better citizen and a better human being at every point of life.

Library Department

On 21st August 2017, Library department conducted elocution competition on the topic "The Importance of Library and Technology". The objective of this activity was to make the students aware about the importance of library and the latest technology. Large number of students participated actively.



STAFF ACHIEVEMENT

Mrs. Aruna P Kamath

- Attended a workshop on "GST Awareness Programme - Demonstration of Uploading Returns and Other issues" organised by Kanara Chamber of Commerce and Industry, Mangalore on 3rd August 2017 at their Meeting Hall.
- Attended Principals' Meeting organized by Mangalore University at Milagres College, Mangalore on 25th September, 2017.
- Was the chief guest for the inauguration programme of MBA Club at St. Joseph Engineering College on 27th September 2017.
- Attended Principal's Meet 2017 on the topic "Effective Learning through Facilitation : Role of Academic Leaders" at ICFAI Business School, Bengaluru Campus on 7th October 2017.
- Participated in the UGC sponsored University level one day conference on "Changing Paradigms in Administration of Higher Education Institutions" at Crossland College, Brahmavar on 11th October 2017.
- Attended a meeting of Dept. Advisory Board of Computer Science Department, St. Joseph Engineering College on 13th October 2017.

Mr. Bharath Kumar Jain

- Participated in Mangalore University Physical Director's Meeting on 12th July 2017.

Dr. Muralidhar Rao K S

- Published a paper titled "Promotional Mix strategy in Banks for bancassurance products" in UGC approved journal Double Blind Referred & Reviewed International Journal - SAARJ Journal on Banking & Insurance Research with ISSN: 2319-1422 Vol.6, Issue 4th July 2017 Impact Factor SJIF 2013=2.380

Mr. Arun F. Sequeira

- Attended BOS meeting of PGDCA, St. Aloysius College(Autonomous), Beeri, Mangaluru on 28th July 2017

Mr. Thilakraj G

- Presented and Published a research paper titled "Financial Inclusion and Integration through Mobile Banking in Indian banking system" in an International conference on "Emerging trends in Finance, Accounting and Banking" organized by SDM Institute for Management Development (SDMIMD) on 18th & 19th August 2017 with ISBN: 978-93-83302-24-6

- Attended 8 days National level Faculty development Program for "Global Business Foundation Skills" conducted by Infosys BPO Ltd. at Mangaluru from 1st to 9th August 2017

Mrs. Sowmya Jyothi

- Attended one day state level workshop on "Python Programming" held at St.Aloysius College, Mangalore on 5th August 2017.
- Attended a one day training programme on "Stress Management and Meditation" on 23rd September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangalore.

Mrs. Deepa D. Hegde

- Attended a one day training programme on "Stress Management and Meditation" on 23rd September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangalore.

Mrs. Renuthakshi

- Participated in a workshop on "Active-Citizen Facilitator Development Programme" held at DR. Shivarama Karantha Bhavana , University College, Mangaluru from 10th to 14th October 2017 organized by British Council , Rajiv Gandhi National Institute for youth development , Sriperambadur, Tamil Nadu and NSS, Mangalore university

Mrs. Shashiprabha

- Attended a one day training programme on "Stress Management and Meditation" on 23rd September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangalore.

Mrs. Supritha A.

- Presented a paper titled "A study on impact of GST on Hospitality Sector with reference to Mangaluru City" in the National level seminar on the topic "GST-A Reform in Indian Economy" at Mangalore Academy of Professional Studies on 10th October 2017

Mrs. Reshmi B.R.

- Attended a one day training programme on "Stress Management and Meditation" on 23rd September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangalore.

Extension Activity



GENESIS



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Skill Enhancement



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Redcross



Factory Visit



