

RENASTEREA

Newsletter by the Department of BBA

August 2017

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DESMA
Desalite
Management
Association

*Building
a community
of leaders at all
levels of society*

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Message from the Principal

Dear Desalites,

We have begun the Academic Year and the calendar of events places you in an academic pursuit. With all the extracurricular activities, your days of learning becomes more meaningful and useful. Make every effort to avail every opportunity to equip yourself for a challenging tomorrow. The administration designs the calendar to suit the demands of the future. Wish you all the best for all the Departmental undertakings.

Hail Desalite



Fr. Dr. Herold Christopher
PRINCIPAL

Management Thought of the Month

A Frog decided to climb to the top of a tree.
All other frogs shouted, "It's impossible, Its impossible..."
Still the frog reached the top...
How?
Because....
He was DEAF....And he thought,,
Everyone was encouraging him to reach the top....
" BE DEAF TO NEGATIVE THOUGHTS "



Let's Meet: Entrepreneur



Meet Indu Jain.

She is the current chairperson of India's largest media group, Bennett, Coleman & Co. Ltd., which owns the Times of India and other large newspapers. She is widowed with two sons. The Times Foundation, which she founded and carefully guides runs community Services, Research Foundation and Times relief fund.

Ms. Indu Jain was awarded the Padma Bhushan by the Government of India in 2016. According to Forbes 2015 ranking she was ranked as 57th richest in India and 549th richest person in the world.

Activity of the Month - Presentation by V Sem Students

A Presentation was organized by Prof. Maria Priya P for the V Sem BBA students on "Entrepreneurial Management". The whole class of 35 students were divided into groups of 8-9 members. Each group was asked to select an entrepreneur of their choice and study in depth about the early life, education, career and current status of their organization and were asked to prepare PowerPoint presentation on the same.



The groups presented in detail the life history of each entrepreneur and gave their views in detail. The presentations were made interesting and interactive by visualizing documentaries made on these famous entrepreneurs.

GROUP 1- BILL GATES

GROUP 2- DHIRUBHAI AMBANI

GROUP 3- KIRAN MAZUMDAR

GROUP 4 - KP NATARAJAN



Student's Corner

Motivational Quote

Be a chaser of your own score,
Be the sailor of your dreamboat!

Your brain is not a nervous tissue
It is sharper than a bronze age
sword.



- Nithin Nair (V SEM BBA)



Art by
Anthony Balraj (V SEM BBA)

Prayan –DESMA inauguration



“ The secret of getting ahead is getting started ”

“Prayan 2017” on August 10th, saw the Inauguration of Associations of more than 10 Departments of the College, including DESMA - the Desalite Management Association. Mr. Ashley Crasto, from BOSCH and a Governing Council Member of the College was the Chief Guest of the event.



DESMA works with the aim of building a community of leaders at all levels of society. The association organizes Intra and Inter departmental activities to nurture the spirit of leadership and teamwork .

The Finance and the Human Resource Club of the department fosters the need of students in their respective specialization during their final year.

Fresher’s Day

“May all who come as guests leave as friends”

10th of August 2017 was marked as a memorable day in the life of every fresher of the 2017 batch at St. Francis de Sales College, with the celebration of the Fresher’s Day.

The Fresher’s Day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The celebration started at 11:30 am in the College Auditorium with a Prayer Song and Welcome Address by the seniors.

The DESMA council members were introduced to the juniors . The seniors put up various performances like dancing, singing and skit to entertain their juniors. Some of juniors also performed on the stage enthusiastically.

The program concluded with the vote of thanks and all the students being offered snacks.

The staff appreciated the DESMA Council for organizing the event well and making it memorable.



An hour with the Principal

An “Hour with the Principal” is an initiative taken at St. Francis de Sales College with the aim of keeping the students informed about the various undertakings by the management in view of betterment of the students and staff of SFS college.

The “Hour with the Principal” was conducted on 17th August 2017 at for all the BBA Students and Staff in the Auditorium .

The Following points were discussed by the Principal

- Principal insisted the importance of Prayer before we start any work.
- Principal stressed upon the usage of ink pens as a responsible change in saving the environment by eradicating plastic.
- He also congratulated the Department for meticulous planning and execution of activities.



Industrial Visit



The V Sem BBA students were taken to an Industrial Visit to Garuda Polyex Foods Pvt. Ltd. and then to Barachukki , Gaganachukki falls and Sivanasamudura accompanied by Prof. Maria Priya P and Fr. Jijo Manjackal, the Vice Principal on 21st August 2017. 35 students were part of the trip.

Garuda Polyex Foods Pvt. Ltd. is a joint venture established in the year 2011 between Garuda Food of Indonesia and the Polyflex group of India.



The students were split in two groups and explained the process of making the chocolate stick named - “Gone Mad”.

The students were then taken on a fun trip to Barachukki and Gaganachukki falls - the waterfalls forming a cascade, which was a sight to behold. The students greatly benefited from the Industrial Visit with the combination of learning and fun.

Renasterea is a Newsletter published from the **Department of BBA- St Francis de Sales College, Electronics City, Bengaluru - 560100**. It highlights the activities of the Department and serves as a link between the Department as well as other colleges. You are welcome to send your feedback to resonance.bba@gmail.com.

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