

# DESALITE NEWSLETTER



## RENASTEREA

Newsletter by the Department of Business Administration

September 2018

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### DESMA

Desalite  
Management  
Association

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

### MANAGEMENT QUOTE

"Management is,  
above all, a practice  
where art, science,  
and craft meet"

(Henry Mintzberg)

### Message from the Principal



Fr. Dr. Roy P K  
Principal

#### Dear Desalites

I feel very much delighted to share my thoughts with **RENASTEREA**, the Newsletter of the Department of Business Administration of our college. The very

name "*Renasterea*" itself suggests '*to begin anew*'; that means, to change from the present state of affairs to something new-fangled or different. Change will undoubtedly happen, as the change itself is inexorable.

*Renasterea* will bring out the positive changes that happen in our Manage-

ment Department. I wish that everyone in the department with his or her own talents and skills and uniqueness contribute to this positive changes that occur for the good of the Department and the society at large.

As we welcome positive changes, let us also keep in mind what Mahatma Gandhi said, "Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain things, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity and skill to do it even if I may not have it at the beginning."

*Happy Reading!*

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### Bridge Course - Initiation to the First Years

The Bridge Course was conducted for two days (Jun 28-29) with three hours allotted per day. During the bridge course the students were given the basic idea of their curriculum that would be followed in the coming three years.

This initiation helped the students to acquire new knowledge about the subject and also to recollect the concepts what they had studied at the PU level. Bridge course was conducted for English and second language also.

Apart from these regular subjects there were also other sessions on counseling,

NCC, NSS, and sports, which gave an idea about



the various student enhancement and social service activities that would take place in the college.

By the end of the bridge course, students were familiarized with all the faculty members of the department. They were well introduced to the subjects and the various extracurricular activities that which would help them in their overall development.

## Activities of the Department

### Mock Interview Session

An interview session was conducted for the III sem B.BA students by Prof. S. Devichandrika on "Human Resource Management".

Students were divided into different groups and each group was assigned with different departments of an organization and based on that they prepared the interview questions and they interviewed the candidates.



### Research-cum-Presentation

A presentation cum survey research was made by students of V sem BBA students on different types of industries like small scale industries, medium scale-industries, cottage industries and ancillary industries.

The students got real life exposure by making the survey to the employees of these industries. Five groups were made from the whole class and guidelines were provided by Prof. S. Devichandrika on "Entrepreneurial Management".

This venture has helped the students to gain real-time experience and exposure to the corporate world.



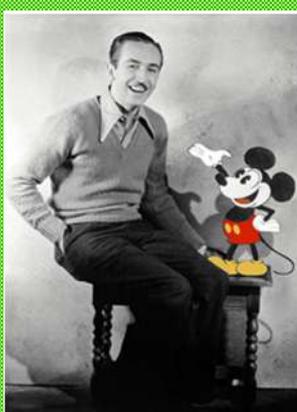
### Business Start-Up

A group activity for I Sem BBA students was given based on the business start up and its plan. Students created their own business explained the product name of the business the finance required to start the business and its financial plan and source and its SWOT analysis has been prepared and presented.

Students were made into 5 groups and each group drew the model of their product in the chart and they explained the specific features with the price quoted.



## Know an Entrepreneur - Walt Disney



**Walt Disney** started off as a farm boy drawing cartoon pictures of his neighbor's horses for fun.

When he was older, he tried to get a job as a newspaper cartoonist, but was unable to find one and ended up working in an art studio where he created ads for newspapers and magazines.

company, but he wasn't satisfied. Despite the many struggles and the failures he had to face, Walt Disney was determined to make the biggest and greatest theme park ever seen, saying to a colleague, "I want it to look like nothing else in the world." That's how Mickey Mouse came into being!

One of the biggest entertainment moguls of all-time, with an unrelenting spirit and commitment to his vision, Disney is undoubtedly an entrepreneurial all-star.

Walt Disney says: *"First Think; Second Dream; Third Believe; then Dare!"*

Disney was wildly successful with his animation

## Infinity 2018 - Guest Lecture Week



The Department of Business Administration organized *Infinity 2018 - the Guest Lecture Week* for all the students from Aug 6th to Aug 11th, 2018.

On Aug 6, Dr. Brijesh Singh from the Dayanand Sagar Institution addressed the students and gave his valuable insights on the “Recent Trends In Investment Management.” This enterprising talk helped the students to understand the various facets of this branch of management.

On Aug 7, Dr. Eti Khatri from Acharya Institute gave a talk on the “Impact of Industrial reforms”. Prof Karthik from T-John college shared the knowledge about “Recent trends in Corporate Accounting” on Aug 10.

Students were given a detailed explanation of the Contract Law and the various acts related to that, by Advocate Vinay on the 11th of August. This session enlightened the students on the various legal implications of the law.



## Fresher's Day

**“May all who come as guests leave as friends”**

27th of August 2018 was marked as a memorable day in the life of every fresher of the 2018 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.

## Prayan 2018 – DESMA Inauguration

**“The secret of getting ahead is getting started”**

“Prayan 2018” on August 27th, saw the Inauguration of Associations of more than 10 Departments of the College, including DESMA - the Desalite Management Association.

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

Prayan 2018 was specially a memorable one for the Department as the creative work of the BBA

students under the guidance and support of Mr. Mickey Thomas, the Placement Officer was on display. There was much appreciation for this



### Student's Creative Corner



Shiva Balan - I BBA



Naveen Arokiyaswamy - III BBA



Kavitha T - III BBA

#### HR QUOTE

Nothing we do is more important than hiring people. At the end of the day, you bet on people, not strategies."

- Lawrence Bossidy

### Riddles

1. Light or dark, hot or cold, the world would be in chaos without this.

Ans: Coffee

2. Failure to submit this would result in an unwanted permanence to your recent expenditures.

Ans: Expense Report

3. If you have to use it, it costs less than if you didn't have it. If you never use it, it costs more than if you didn't have it.

Ans: Insurance

**RENASTEREA** is a Newsletter published from the **Department of Business Administration - 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 suggestions and feedback to [sfsnewsletters@gmail.com](mailto:sfsnewsletters@gmail.com).



**Editorial Board:** Fr Jijo Manjackal, Prof. Tison, Prof. Vinshy, Prof Devichandrika  
**Design and Layout:** Mr Richie Raju

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