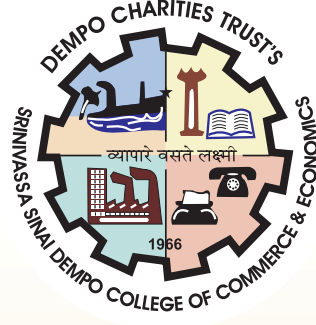


BACHELOR OF
BUSINESS ADMINISTRATION
**PLACEMENT
BROCHURE
2018**

**Dempo Charities Trust's
S. S. DEMPO COLLEGE OF
COMMERCE & ECONOMICS**

Reaccredited by NAAC at the 'A' grade (with a CGPA of 3.30 on a seven point scale)

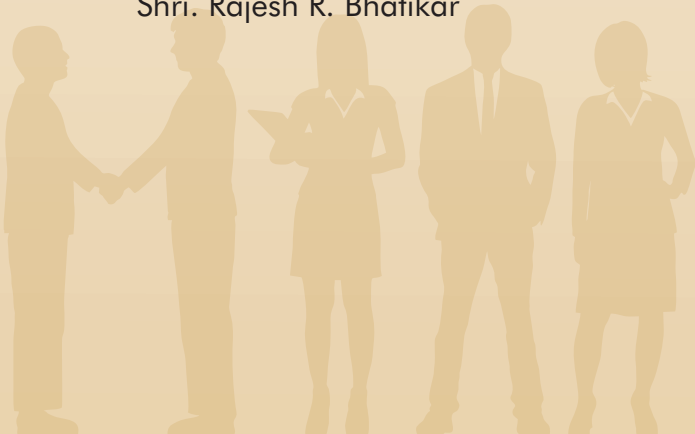


BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(A Self-Financed Program Affiliated to Goa University)

GOVERNING BOARD

Shri. Shrinivas V. Dempo	Chairman
Smt. Pallavi S. Dempo	Member
Dr. Damodar Bhonsule	Member
Shri. G. R. Sardesai	Member
Dr. M. M. Modassir	Member
Shri. G. Balasubramaniam	Member
Shri. Pandurang R. Nadkarni	Member
Dr. Vrinda Borkar	Member
Dr. Radhika Shrikant Nayak (Principal)	Member
Shri. Rajesh R. Bhatikar	Member/Secretary



FROM THE PRINCIPAL'S DESK



As does a craftsman admire his work of art when it is complete, so do we at DCT's S.S. Dempo College of Commerce and Economics, stand back and appreciate with pride the transformation of raw and impressionable minds into confident individuals raring to step out into the world of business and commerce.

It is with immense pleasure that the BBA department places the brochure of graduating students for placements in the industry. Each one of them is crafted to perfection with skills that shall make them assets for prospective employees. They have passed through rigorous training imparted to them by a team of dedicated, sincere and professional faculty led by a vivacious extremely committed

course coordinator.

Besides academics content, the students have been provided opportunities to sharpen their life-skills. They have also been benefitted by a host of platforms to build up their leadership and organisational acumen. All in all, they have been mentored and nurtured into wholesome individuals, capable of converting challenge into opportunity.

Dempo Charities Trust, the management of the institution, led by the dynamic scion of the Dempo family, Shri Shrinivas Dempo, leaves no stone unturned to provide the students with the advantages associated with the brand "Dempo".

As successive batches of graduates have proven, I am certain that the young individuals showcased in the brochure shall keep the flag of this institution flying high!

I wish our brand ambassadors success in their endeavours. May they realise their dreams and achieve their aspirations, but most of all may they be the healthy, creative and reliable citizens of this great nation!

Dr. Radhika Shrikant Nayak
Principal

B.B.A. COORDINATOR'S MESSAGE



The B.B.A. programme at the S. S. Dempo College of Commerce and Economics has become one of the most preferred programmes in the state as it is synonymous with quality education, rigorous industrial training and active industry interface.

Our academic vigor and intense industry engagement throughout the programme, transforms our student into excellent managers and future leaders.

Students of the earlier batches have carved a niche for themselves as assets to the organisation as well as established themselves as successful entrepreneurs.

This fact is reinforced by the enthusiastic response from their corporate world in the form of placement

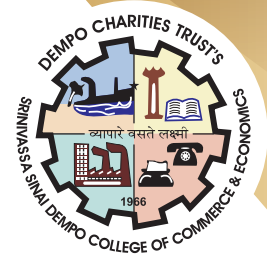
We are extremely proud of our alumni, our brand ambassadors, who give credibility to our claims of being a premier institution of excellence.

I am confident that this pool of management graduates will be yet another feather in the illustrious crown of our institution.

With an overwhelming sense of pride, I introduce you to the 9th batch of the B.B.A. Programme and look forward to yet another achievement and satisfaction filled placement experience .

Ms. Sonya K. Angle
Coordinator, BBA





ABOUT

S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS

S.S. Dempo College of Commerce and Economics, established in 1996 by the Goa Education Society under the Chairmanship of Shri. Vasantrao S. Dempo, a leading industrialist in Goa, is the oldest and the most highly reputed institution for undergraduate commerce education (B.Com). Presently managed by the Dempo Charities Trust, Panaji, led by the dynamic scion of the Dempo family, Mr. Shrinivas Dempo and trustees, Mrs. Pallavi Dempo and Mr. Yatish Dempo, the college is attaining new frontiers with exciting career oriented educational programs.

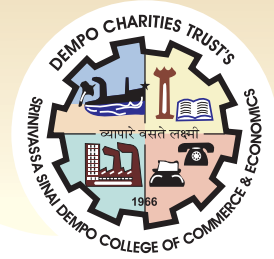
The fundamental objective of the college is to produce educated men and women possessing domain knowledge, professional competence and above all, moral character, to work in the sphere of trade, commerce, finance and industry. Having scrupulously lived up to the objective, the college that is affiliated to the Goa University, has produced commerce graduates who make up the who's-who of the business and commercial firmament of Goa. The rich alumni resource testifies to the fulfilment of the vision and mission of the institution.

In keeping with the changing demands of education, the college has now diversified its foundation through the industry linked undergraduate program in Business Administration (B.B.A), the Post Graduate Diploma in Management –Event Management Program and the MA- Tourism and Heritage Management program under the innovative program scheme of UGC.

The college lays equal emphasis on the all-round development of the personality of the students who enter its portals. The achievements of the students in sports have been laudable. The students have earned laurels in the competitions for co- curricular activities organized within and outside the state. To win with dignity and lose sportingly is a lesson that alumni carry with them as they face life's challenges, having benefited from training imparted to them in the varied activity clubs that function under the guidance of the faculty.

The college also takes pride in inculcating a spirit of service, discipline and patriotism through activities of the NSS and NCC units. The active participation of staff advisors enthuse the students to give their time, energy and money and impress on them the lasting values of caring for and sharing with the underprivileged.

The aim of the institution is to enable students to step out into the competitive professional world with competence and confidence and towards this end, no effort is spared by the management and staff of S.S. Dempo College of Commerce and Economics.



BACHELOR OF BUSINESS ADMINISTRATION

AT S.S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS

The B.B.A. program at S.S. Dempo College of Commerce and Economics is a three year full time course that is designed to mould future managers and entrepreneurs. S.S. Dempo College- B.B.A. believes in providing a fundamental education in business and management principles. This program typically allows students to specialize in one of multiple concentration areas, including Human Resource, Marketing and Finance. Our B.B.A. program offers practical management training that can prepare students to successfully work within an organisation through modernized teaching and updated learning techniques.

The B.B.A. program provides a competitive advantage to students opting for post management courses like M.B.A. Here, students acquire business education and learn skills that will help them pursue various management and administrative roles within a company. Employers may seek business administration graduates for a broad range of positions in different areas.

The B.B.A program emphasizes the development of communication skills, quantitative reasoning and business analysis skills combined with ethics and soft skills. The support system used for achieving objectives of the institution includes a well-equipped computer laboratory, IT enabled classrooms and activity centres for students. The Unique Selling Proposition (UPS) of the program remains the quality of teaching and excellence of the faculty.

B.B.A. at S.S. Dempo College of Commerce and Economics goes beyond just bookish knowledge. It sharpens managerial skills through presentations, case studies, guest lectures by professionals, and also creates a sense of confidence in our students through industrial visits, organisation of and participation in various management events.

“We just don't create job seekers, We create job creators”.



1. Business Courses

- Management Process
- Marketing Management-I & II
- Human Resource Management-I & II
- Financial Statement Analysis-I & II
- Managerial Economics-I & II
- Production Operations Management I & II
- Organisational Behavior - I & II
- Business Research Methods
- Financial Management- I & II
- IT Skills-I
- Case Analysis-I
- Entrepreneurship
- Strategic Management
- Business Maths
- Legal Aspects of Business
- Management Accounting-I & II
- Environmental Studies- I & II

2. Soft Skills Courses

- Oral Communication Skills
- Presentation Skills
- Etiquettes
- Interview Facing Skills
- Time Management
- Written Communication Skills
- Mock Interviews
- Group Discussion Skills
- Negotiation Skills

3. Non Business Courses

- Culture and Heritage -I & II
- Current Affairs
- Psychology
- Critical Thinking
- Film Appreciation
- International Relations
- Theater and Drama
- Health & Nutrition
- Value Education
- Creative Writing
- First Aid
- Sports & Fitness

4. Business Electives

- Finance
- Capital Markets
- Insurance
- Human Resource Management
- Manpower Planning
- Training & Development
- Labor Laws
- Marketing
- Consumer Behavior
- Retail Management
- Sales Management
- Banking Services & Operations
- Investment Planning
- Recruitment & Selection
- Performance Management
- Product & Services Management
- Digital Marketing
- Advertising

5. Summer Internship

There will be a summer internship programme of 6 weeks at the end of first as well as second year and 4 weeks during the third year BBA which will be undertaken by the student in an established organization.

B.B.A. FORUM – 'HORIZON' 2017-2018 ACTIVITIES

B.B.A. Forum 'Horizon' is a thriving elected student forum and members of this body are involved in numerous academic and co-curricular activities. Elections are held annually, are competitive and create a natural sense of excitement on campus. The Students Forum oversees the operations of all student committees and organisation of various activities.

This is the eighth such year of existence of the forum. The elected members consists of a President, a Vice-President and heads of various committees. The members then involve various students, and together they drive various activities by involving the entire student body. The forum has driven some very ambitious and creative ideas and events through its well formulated committees, which are shared below.

EVENTS COMMITTEE

This committee conceptualizes and coordinates the conduct of, and participation in various management and cultural activities. The committee unveiled 'Head Start', an intra Departmental Management Competition to introduce the concept of a management event to the B.B.A. students and groom them for participation. The committee is also responsible for organizing 'Inspirit', Goa's first Junior Management Fest and 'Rannbhoomi', a National Management Event.

Head Start

The B.B.A. Forum organised an impressive interclass business management event for the students of the first and second year. The main objective of this event was to give the students a platform to understand how Management events are conducted, and to encourage them to give in their best and discover their potential. It also encourages students to participate actively, lead and learn. The rounds included Best Manager, Marketing, Human Resource and Finance. The event was a fruitful success.

Inspirit

The B.B.A. department of S.S. Dempo College of Commerce & Economics organized the 5th edition of 'Inspirit-Igniting Young Minds' on 7th December 2017, at Institute Menezes Braganza Hall, Panaji. 10 H.S.S.C. schools from across the state participated in the event. Inspirit, organized for the Higher Secondary School students in the state, offered participants an insightful introduction to the world of business administration. The event helps inculcate key values of teamwork and creativity in the participants and helps them grasp business related concepts in a fun and encouraging environment. Students of B.B.A. forum "Horizon" were involved in designing the varied and challenging competitive rounds for the H.S.S.C. students. The rounds that kept the participants on their feet were the icebreaker round "Re-vamp" (Innovative ideas in the form of a skit), "Sell it off" (Sell quirky and unconventional products), "Impersonate"

(Uphold the experience of the given personality), "Build-a-thon" (Invent unique and creative products with the limited material given), and "Ad mania" (Think out of the box). The participants managed to find magic in the unconventional and brought life to the stage.

Rannbhoomi 7.0

B.B.A. Forum 'Horizon' organised the most anticipated college event, "Rannbhoomi 7.0" at the Entertainment Society of Goa (ESG), Panaji-Goa in march 2017. The theme of the 7th edition of Rannbhoomi was 'Equation of Change', which had varied elements of business coming together to make it a whole. 11 colleges from Goa and neighboring states participated in the event and battled out for the overall championship title. The students of Dempo B.B.A. indeed set up challenging tasks to the participants, which covered various aspects of business, namely, Human Resource, Finance, Marketing, Corporate Strategy, Team Work and Best Manager. "Rannbhoomi, in these seven consecutive years, has grown to be the best amongst the competition. Along with providing creative and fun events to participate in, it also showcases the key aspects of the world of management to the young minds of today. Rannbhoomi is now attracting participating colleges from outside the state, which in fact testifies to the caliber of the organisation and conduct of the event", said Dr. Radhika Nayak, Principal of S.S. Dempo College of Commerce and Economics.

PLACEMENT COMMITTEE

B.B.A. forum 'Horizon' works actively on developing close linkages with the industry and has incorporated a placement cell for successful placements of students pursuing their final year (B.B.A.). The placement cell created its official email ID: bbaplacement15@gmail.com, through which it can act as a bridge between both, the students and prospective employers.

The core initiatives of this committee has been the creation of the students CV database, database of HR managers across Goa and a database creation of key recruitment agencies across Goa. The placement cell has also prints a brochure that is circulated among reputed companies in Goa.

The activities of this cell are as follows:

- 1) Tracking job vacancies through newspaper reading and posting relevant job cut outs on the notice boards.
- 2) Tie-ups with placement companies.
- 3) Direct contact with HR personnel of Goan companies.
- 4) Coordinating pre-placements talks.
- 5) Scheduling interviews both, on and off campus.
- 6) LinkedIn Workshop
- 7) Placements Fair

EXCURSION COMMITTEE

This committee organizes all the outings for the B.B.A. department. The excursion committee organized a fun tour to Rajasthan, in November 2017, a culture and heritage tour of Goa, as well as an environmental study tour for the B.B.A. students. In February 2018, the students of the T.Y. B.B.A. went on an industrial tour to Mumbai, to get an insight and practical understanding of the various processes that exist in an organisation. They visited four organisations, that is, The National Stock Exchange (NSE), The Reserve Bank of India, Mullen Lowe Lintas and Mahindra & Mahindra Pvt. Ltd. The students visited companies in Goa in October 2017, namely Bosch Ltd, New Millennium Bakers, Cipla Ltd. and IFB Industries Ltd.

INDUSTRY INTERFACE COMMITTEE

This committee is actively involved in fostering and strengthening existing ties with the Industry. The activities conducted by the committee are as follows:-

Walk the Talk Series:

the aim of this initiative is to give our students a glimpse of industrial practices and norms. Eminent personalities and experts with varied industry exposure are invited to address the students about their experiences and share their insights.

This year was very insightful, as a host of guest speakers from across various industries interacted with the BBA students on a variety of topics as a part of the 'Walk the Talk Series'.

Industry Representatives	Designation
Ms. Philu Martins	Fashion Designer, Goa
Mr. G. P. Garg	Registrar, National Institute of Securities Markets, Mumbai
Mr. Snaden Shawn	Proprietor, Snaden Shawn Dance Academy, Panaji- Goa
Mr. Aneesh Gera	Record Label Owner, UK
Mr. Kushal Bhagi	Co-founder, Tortuga Investment Company, Mumbai
Ms. Tanya Viegas	Associate Director of Sales, Le Meridian Hotels Pvt. Ltd, Goa
Mr. Chintan Shet	Senior Marketing Executive, Deltin Group, Goa
Mr. Vilesh Sarawate	CEO, Academia Educational Trust, Mumbai
Ms. Nila Nayak	Human Resource Consultant and Proprietor, Sapna Tech Consultancy, Panjim

CAMPUS PLACEMENTS

2016- 2017

Organisations that were approached for placements and offered opportunities to our students were:

Sr. No.	Organisation
1	HDFC Bank Ltd., Goa
2	Crompton Greaves PP India Ltd., Goa
3	Alcon Real Estate Pvt. Ltd., Goa
4	Maxxcell Institute, Goa
5	Mangal Advisory Services, Goa
6	Edelweiss Financial Advisory Pvt. Ltd., Goa
7	ICICI Prudential Life Insurance Company, Goa
8	IDBI Federal Life Insurance Company Ltd, Goa
9	Caculo Group, Corporate Office, Goa
10	Reliance Life Insurance Company Ltd., Goa
11	Group Priority, Goa
12	Magnun Adverts Pvt. Ltd., Goa
13	Shaikh Muktar Group- Muktar Automobiles, Goa
14	CMM Group, Goa
15	Hotel Fidalgo, Goa
16	Crosscraft Events Pvt. Ltd, Goa

GLIMPSES OF ACTIVITIES

EVENTS

"INSPIRIT" 2017, GOA'S FIRST STATE LEVEL JUNIOR MANAGEMENT FEST



Winners of Inspirit 2017, being felicitated at the hands of the Chief Guest Mr. Durguesh Pai Angle, HR and CSR Head at Unichem Laboratories Limited, Goa; Mr. Rajesh Bhatikar, Administrator, Dempo Charities Trust, Principal Dr. Radhika S. Nayak, Vice Principal Dr. Harip R. Khanapuri, Ms. Sonya Angle, B.B.A. Co-ordinator



The release of the Rannbhoomi 7.0 Souvenir at the hands of Shri. Shrinivas V. S. Dempo, Chairman, Dempo Group; Mr. Yatish Dempo, Trustee Dempo Charities Trust; Dr. Radhika S. Nayak, Principal, Dr. Harip Khanapuri, Vice Principal, Ms. Sonya Angle, B.B.A. Co-ordinator

"RANNBHOOMI 7.0"

NATIONAL LEVEL MANAGEMENT EVENT



Winners of Rannbhoomi 7.0, being felicitated at the hands of the Chief Guest Ms. Nila Mohanan, North Goa District Collector; Mr. Yatish Dempo, Trustee, Dempo Charities Trust; Dr. Radhika S. Nayak, Principal and Ms. Sonya K. Angle, BBA Co-ordinator.



A talk on the Historic Opinion Poll moderated by Mr. Sanjeev Sardesai, renowned historian. Keynote speakers were Mr. Uday Bhemre, Advocate and Ms. Nirmala Sawant, former MLA, Cumbarjua Constituency.

GLIMPSES OF ACTIVITIES

EXCURSIONS



New Millennium Bakers (Monginis) Pvt. Ltd., Verna Industrial Estate

STATE LEVEL INDUSTRIAL VISIT



IFB Industries Ltd, Verna Industrial Estate



Cipla Ltd, Verna Industrial Estate



Bosch Packaging Technology, Verna Industrial Estate



GLIMPSES OF ACTIVITIES

EXCURSIONS



Mahindra and Mahindra Ltd., Kandivali Plant, Mumbai

NATIONAL LEVEL INDUSTRIAL VISIT



National Stock Exchange, Bandra- Kurla Complex, Mumbai



Mullen Lowe Lintas, Lower Parel, Mumbai



Reserve Bank of India, Fort, Mumbai

GLIMPSE OF ACTIVITIES- INDUSTRY INTERFACE

WALK THE TALK SERIES

Guest Speakers invited for Interaction with the BBA students.



Ms. Philu Martins
Fashion Designer, Goa



Mr. Aneesh Gera
Record Label Owner, UK



Mr. G.P. Garg
Registrar, National Institute of Securities
Markets, Mumbai



Mr. Snaden Shawn
Proprietor, Snaden Shawn Dance Academy, Panaji- Goa



Ms. Nila Nayak
Human Resource Consultant and Proprietor, Sapna Tech Consultancy, Panjim



Mr. Kushal Bhagi
Co-founder, Tortuga Investment Company, Mumbai

GLIMPSES OF ACTIVITIES – PRACTICAL METHODS OF LEARNING



Visit to the Salim Ali Bird Sanctuary, Ribandar- Goa, to study the ecosystem of mangroves



Visit to Tambdi Surla Waterfalls, to study the natural habitat and water resources



Visit to All India Radio, Panjim-Goa, as a part of the course 'Mass Media and Communication'



GLIMPSES OF ACTIVITIES – PRACTICAL METHODS OF LEARNING



Visit to the Hindustan Waste Treatment Pvt. Ltd., Saligao- Goa, to study the concept of garbage disposal and waste management



Visit to Painsamol for a study on the Culture and Heritage of Goa.



Visit to the Goa Museum at Patto, Panjim- Goa.

AWARDS AND ACCOLADES



Winners of Cavalcade 2016, A National Level Management Event organised by Jain College, Hubli



Winners of Cavalcade 2017, A National Level Management Event organised by Jain College, Hubli.



Winners of Lakshya 2017, A National Level Management Event organised by MES College, Vasco



Winners of Sarthaan 2017, A National Level Management Event organised by People Tree Education Society, Belgaum



Winners of Odessey 2017, A National Level Management Event organised by Saraswat College, Mapusa



Winners of 'Impressions 2017', A National Level Management Event organised by Rosary College, Navelim.

BATCH 2015-18



Name : Akash
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OUR VISION:

Commerce in the service of society

OUR MISSION

To nurture healthy, reliable and creative citizens whose social awareness will vitalize the community, both locally and globally.

OUR OBJECTIVES

1. **To be the premier institution** for commerce & business education in the region.
2. **To instill values for life** that could be applied as ethical business practices.
3. **To encourage social responsibility** through active citizenship.
4. **To ensure wholesome personality development** by offering varied programmes for the youth.



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