



2019

BACHELOR OF
BUSINESS ADMINISTRATION
**PLACEMENT
BROCHURE
2019**

**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)

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PRINCIPAL'S MESSAGE



It is with pleasure that we present a profile of our students due to graduate from our BBA Program.

Our graduates are our brand ambassadors!

They reflect the rigorous training that they undergo, the guidance that they receive and the mentoring that moulds them into the ideal employees.

It is the advantage of the “Dempo” Brand coupled with the dedicated and relentless efforts of the faculty that makes the BBA program the most acclaimed in the state. Little wonder then that the products of this programme are indeed industry ready, to take on the responsibilities and challenges that come their way. I am certain that like their predecessors, this batch graduates shall also do the institution proud!

I wish each of our students success as they build their futures, May they realize their dreams while living true to the values imbibed by them as they learnt and laughed in the portals of this institution.

Dr. Radhika Shrikant Nayak
Principal



B.B.A. COORDINATOR'S MESSAGE



Greetings from the BBA programme at S.S. Dempo College of Commerce and Economics. We have established ourselves as an institution, which is the first choice of aspiring young managers. Our objective has always been to nurture business leaders with personal integrity, social responsibility and a global outlook.

Our students are groomed keeping in mind the current needs and challenges of the corporate work environment. Our well designed syllabus, experienced faculty and academic inputs enable building a solid foundation for a successful corporate career. They have been well appreciated by the industry and organisations in which they have been placed.

Apart from the academic rigor, we constantly emphasise on adherence to ethics and values both in professional as well as in personal life.

Our priority is to inculcate in our students a sense of dedication as aspiring managers, and to expand their knowledge and their intellectual horizons so they emerge transformed and prepared to have an impact on the world of business and society at large.

I urge you to browse through our placement brochure and participate in the process of selecting these bright, exciting and enthusiastic minds. I assure you that you will have an excellent recruiting experience.

I look forward to a long lasting and mutually beneficial relationship with you

Regards,
Dr. Sonya Kapil Angle
B.B.A. Coordinator



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”



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 ninth 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

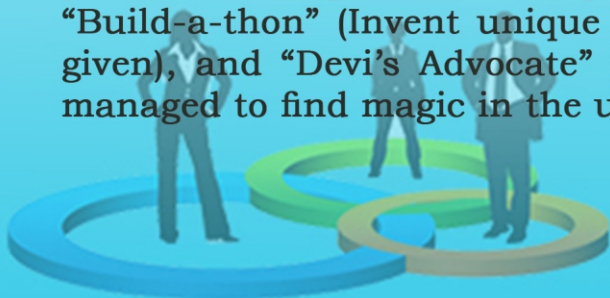
EVENTS COMMITTEE

This committee conceptualizes and coordinates the conduct of, and participation in various management and cultural activities across the state and country. The committee unveiled 'Inspirit', Goa's first Junior Management Fest to introduce the higher secondary students to the world of management. The committee is also responsible for organizing the National level management event of Goa "Rannbhoomi"

Inspirit

The B.B.A. department of S.S. Dempo College of Commerce & Economics organized the 6th edition of 'Inspirit-Igniting Young Minds' on 14th December 2018, at S S Dempo College of Commerce and Economics. 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, and 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. The theme for this year was Prism of Possibilities.

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 "The Vortex" (Innovative ideas in the form of a skit), "Pitch it or Ditch it" (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 "Devi's Advocate" (Thinking from both the side). The participants managed to find magic in the unconventional and brought life to the stage.



Rannbhoomi 9.0

B.B.A. Forum 'Horizon' organised the most anticipated college event, "Rannbhoomi 9.0" at the Entertainment Society of Goa (ESG), Panaji-Goa on 28th Feb and 1st March 2019. The theme of the 8th edition of Rannbhoomi was 'Point of Inflection', which had varied elements of business coming together to make it a whole. 12 colleges from Goa and neighbouring 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, Sociopreneur, Team Work and Best Manager

Rannbhoomi, in these nine 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 calibre of the organisation and conduct of the event.

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.



EXCURSION COMMITTEE

This committee organizes all the outings for the B.B.A. department. The excursion committee organized a fun tour to Shimla, in November 2018. 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, Vinson World an Advertising Agency and Whistling Woods International. The students visited companies in Goa in 2018, namely Bosch Ltd, New Millennium Bakers, Hindustan Coca Cola Beverages Pvt. 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 Experts	Designation
Mr. Manish Gupta	CEO of VCGB Pvt Ltd
Mr.Ashutosh Kharangate	Managing Director at MARC
Mr.Chinten Shet	Senior Marketing Executive, Deltin Group,
Mr.Kaustubh Kulkarni	Journalist
Mr.Dean McCallum	Marketing manager at Pacific International
Mr.Omkar Raikar	Entrepreneur, – Business Toys Pvt Ltd. Talk on Retail Analysis
Ms.Pooja Mitra	Entrepreneur
Mr.Satyaprakash Kamath	Chartered Accountant, Panjim, Goa
Miss. Rukma Prabhu Desai	Freelance Writer

CAMPUS PLACEMENTS 2018- 2019

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

Sr. No	Organisation
1	ICICI Prudential Life Insurance Co Ltd.
2	Life Insurance Corporation of India
3	Alcon Motors Pvt Ltd.
4	Pluskar Services Pvt Ltd.
5	Leigia Solutions
6	Sai Service
7	Just Dail
8	Open Destination
9	IEIBS Academia
10	Manipal Hospitals
11	Imperail Wealth Services
12	Unichem Laboratories
13	Siddhivinayak Events
14	Crosscraft Events
15	Purple Tree Events
16	Jai Bhuvan Builders
17	Persistence Systems Ltd.



GLIMPSES OF ACTIVITIES EVENTS



Winners of Inspirit 2017, being felicitated at the hands of the Chief Guest Milind Prabhu, CEO at Genora Infotech, Goa; Mr. Yatish Dempo, Trustee Dempo Charities Trust; Mr. Rajesh Bhatikar, Administrator, Dempo Charities Trust, Vice Principal Gauri Tmaba.



The release of the Rannbhoomi 9.0 Souvenir at the hands of Mr. Yatish Dempo, Trustee Dempo Charities Trust; Dr. Radhika S. Nayak, Principal, Mr. Rajesh Bhatikar, Administrator, Ms. Gauri Tamba, Vice Principal, Ms. Sonya Angle, B.B.A. Co-ordinator

GLIMPSES OF ACTIVITIES EVENTS



Winners of Rannbhoomi 9.0, being felicitated at the hands of the Chief Guest Mr.Swayamdiptya Pal Chowdhary ,CEO of Smart City Panjim, Goa; Dr. Radhika S . Nayak, Principal ; Ms. Sonya K. Angle, BBA Coordinator.



The BBA department organized a session along with the Traffic Cell on 'Traffic Culture'

GLIMPSES OF ACTIVITIES EXCURSIONS



Bosch Packaging Technology, Verna Industrial Estate

STATE LEVEL INDUSTRIAL VISIT



Hindustan Coca Cola Beverages Pvt, Verna Industrial Estate



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



GLIMPSES OF ACTIVITIES EXCURSIONS



National Stock Exchange, Bandra- Kurla Complex, Mumbai

NATIONAL LEVEL INDUSTRIAL VISIT



Visit to Whistling Woods International, Goregaon, Mumbai.



Reserve Bank of India, Fort, Mumbai



GLIMPSES OF ACTIVITIES

INDUSTRY INTERFACE

WALK THE TALK SERIES

Guest Speakers invited for Interaction with the BBA students.



Chintan Shet, Senior Marketing Executive, Delta Corp Ltd – Talk on Advertisement



Omkar Raikar, Entrepreneur – Business Toys Pvt Ltd. Talk on Retail Analysis

GLIMPSES OF ACTIVITIES

INDUSTRY INTERFACE



Kaustubh Kulkarni, Journalist; Talk on Investor Awareness Programme.



CA Satyaprakash Kamath – Talk On GST.

GLIMPSES OF ACTIVITIES

PRACTICAL METHODS OF LEARNING



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



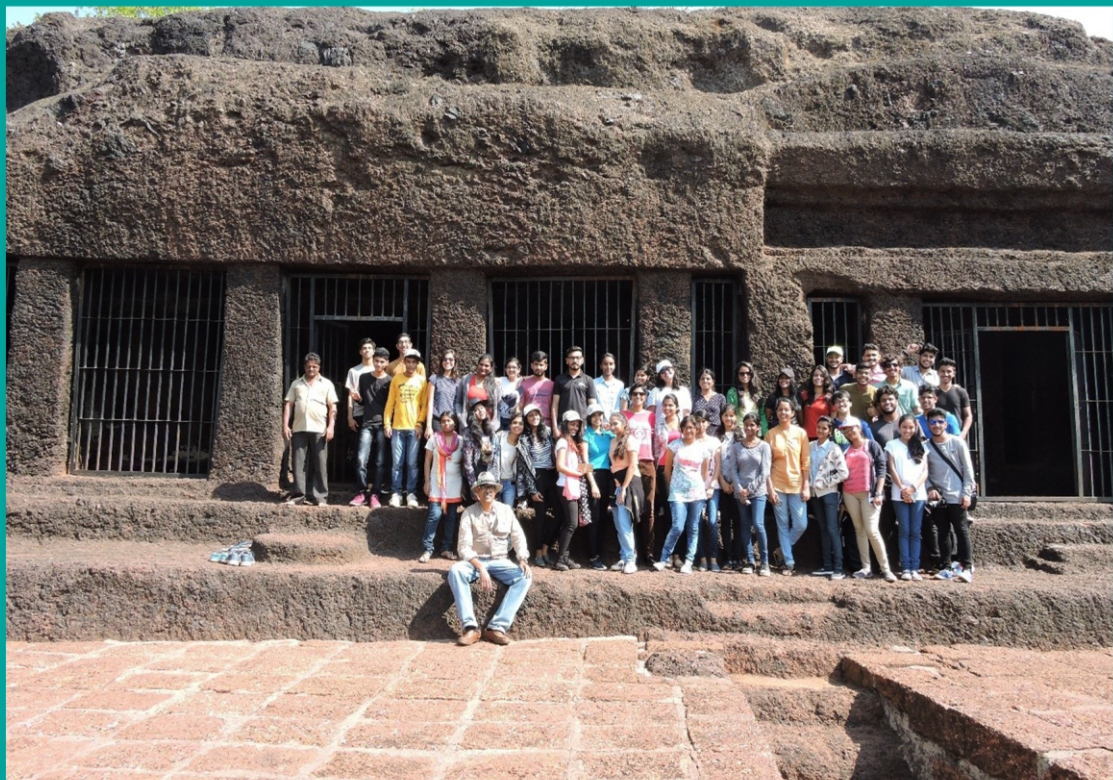
Visit to Angha Wachasudar Pratishthan, Porvorim; Vist for the Social Issue.

GLIMPSES OF ACTIVITIES

PRACTICAL METHODS OF LEARNING



Visit to Mandrem Beach to cover the international Kite Festival for the Purpose of Digital Marketing



Visit to Arvalem Caves to study the culture and heritage of Goa.

GLIMPSES OF ACTIVITIES

PRACTICAL METHODS OF LEARNING



BBA Students volunteering for Vibrant Goa (Global Expo and Summit), Panjim.



Visit to Goa State Museum to study the culture and heritage of Goa.

AWARDS AND ACCOLADES



Runner's Up of Odyssey 2017, A National Level Management Event organised by Saraswat College, Mapusa.



Winners of Enigma 2017 management fest organised by St. Xavier College Mapusa.

AWARDS AND ACCOLADES



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



Runnersup of "Magnify", a Management event organised by Travel & Tourism department of Don Bosco BBA, Panjim.

BATCH 2016-2019



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BATCH 2016-2019



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BATCH 2016-2019



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BATCH 2016-2019



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BATCH 2016-2019



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BATCH 2016-2019



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BATCH 2016-2019



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BATCH 2016-2019



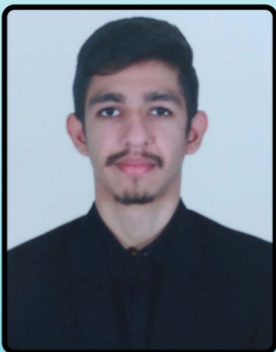
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BATCH 2016-2019



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BATCH 2016-2019



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OUR VISION

**To be premier institution for commerce Education,
transforming individuals for better Society**

OUR MISSION

- 1) To foster a Culture of Academic Excellence**
- 2) To institutionalize research,innovation and entrepreneurship**
- 3) To collaborate with the industry to strengthen education,
content & research**
- 4) To equip students with life skills & hollistic developement**
- 5) To nurture healthy and compassionate citizens**
- 6) To promote inclusiveness among all**
- 7) To engineer social change through outreach & Social Activities**

VALUES

- 1) Passion for excellence**
- 2) Integrity(behaviour)**
- 3) Humility(self)**
- 4) Respect and Compassion(relations)**
- 5) Social Consciousness(Society)**



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