

DEMPO CHARITIES TRUST'S
**S. S. DEMPO COLLEGE OF
COMMERCE & ECONOMICS**

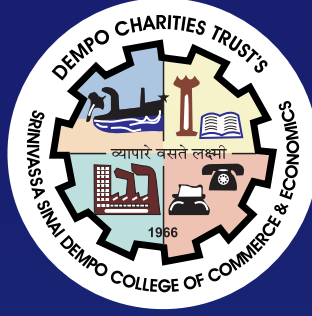
Reaccredited by NAAC at the 'A' grade (with a CGPA of 3.3/4)

Integrated Education Complex, Opp. GMC (Bambolim), Cujira, St. Cruz, Ilhas - Goa



PLACEMENT BROCHURE 2020

**BACHELOR OF BUSINESS
ADMINISTRATION (B.B.A)**



**DEMPO CHARITIES TRUST'S
S. S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS**

Pandit Deen Dayal Upadhyaya Vidya Sankul, Cujira, Bambolim - Goa 403202

Bachelor of Business Administration (BBA)
(A Self-Financed Program Affiliated to Goa University)

GOVERNING BOARD

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PRINCIPAL MESSAGE



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 working 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 academic 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. CO-ORDINATOR'S MESSAGE



The BBA 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.

The institution strives to provide students an ambience of learning, creativity, entrepreneurial ability and exposure to newer concepts and technologies. India is poised to be the world leader and we have a challenge of carving out industry ready young executives who can operate efficiently across various spectrums.

I am confident that our students have the necessary competencies, both functional as well as behavioral to excel in the best placed business environment.

With an overwhelming sense of pride, I introduce you to our BBA Programme students and look forward to yet another achievement and satisfaction led placement experience.

Dr. Sonya K. Angle
BBA Programme Coordinator



S. S. Dempo College of Commerce and Economics, established in 1966 by the Goa Education Society under the Chairmanship of Shri. Vasant Rao 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, Ms 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 Masters in Tourism and Travel Management (MTTM) Programme.

The college lays equal emphasis on the all around 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 organised 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. programme at S.S. Dempo College of Commerce and Economics is a 3 years full-time programme that is designed to mould future Managers rather than produce mere “Degree Holders”. S.S. Dempo College-B.B.A. believes in providing opportunity to students through modernized teaching and learning methods to convert their dividend into advantage.

B.B.A. provides competitive advantage to students opting for post-management courses like MBA. After completing the B.B.A. programme, the students have the option of joining as Management Trainee/ Entry Level Executive in reputed companies or working in family businesses or setting up their own business ventures.

At S.S. Dempo College-B.B.A., the academic results are always outstanding and the college perennially excels in inter-collegiate festivals, sports and social activities.

In this knowledge millennium, the programme is designed to develop critical skills in the students combined with ethics. The support system used for achieving the objectives of the institution includes a well-equipped computer laboratory, IT enabled classrooms and activity centers for students. The Unique Selling Proposition (USP) of the Programme remains the quality of the teaching and the excellence of the faculty.

B.B.A. at S.S.Dempo College follows a student centric approach of learning. It sharpens managerial skills through presentations, case studies, industrial visits, guest lectures by professionals, participation in and organisation of management events etc. to train students in dealing with real life situations better.

‘WE LOOK FORWARD TO NURTURE THE LEADERS OF TOMORROW’

B.B.A. FORUM – 'HORIZON'

2019 – 2020 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 organization of various activities.

This is the tenth such year of the existence of the forum. The elected members consist 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 for the juniors of BBA department of Dempo College. In this academic year, there were various talks and events organized by the Marketing, Human Resource, Finance and Entrepreneurship clubs respectively.

Marketing Club

The Marketing Club of BBA department of the college organized two events namely "Battle of the Brands" on 8th January 2020 and "The Inside Track" on 25th February 2020 for the first and second year students of BBA of the college.

The event helped inculcate key values of teamwork and creativity in the participants and helped them grasp business related concepts in a fun and encouraging environment. The rounds that kept them on their feet for "Battle of the Brands" were "Brandlance", "Brand-Zap", "Sell it off" and "Antithesis". The students had to use their marketing knowledge and skills and come up with innovative strategies to tackle the various challenges imposed by these rounds. For "The Inside Track", students were given 2 cases namely, "Revival of the Outlandish" and "Think Fit" and the participants came up with excellent and out-of-the-box measures to solve the cases. The club also invited a guest speaker to impart knowledge to the students on the importance of various kinds of advertising and why advertising is essential for the firms in today's business world to survive in the competitive market.

Human Resource Club

The Human Resource Club of the BBA department invited two guest speakers one of which spoke about Digitalization in Talent Acquisition and how it is changing the traditional way of conducting HR activities while the other spoke about the various HR laws and its importance.



Finance Club

The Finance Club of BBA invited a guest speaker from Kotak Mahindra Bank who told the students about why they should invest in SIP's and Mutual Funds and how to grow their saved money and not just save it.

Entrepreneurship Club

The Entrepreneurship Club of BBA Forum "Horizon" invited a guest speaker to tell students about how she decided to leave her well-paid engineering job to help the poor in the smallest parts of the country and organize tours for common people to understand their problems and help these poor people. She also spoke about how she wanted to give up the idea because things weren't going her way but at the same time how she gathered the courage to face those situations and overcome her challenges to emerge successful and take her business forward.

PLACEMENTS 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 acts as a bridge between 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 also prints a brochure that is circulated among reputed companies in Goa.

The activities of this 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-placement talks.
- 5) Scheduling interviews both, on and off campus.



EXCURSION COMMITTEE

This committee organizes all the outings for the B.B.A. department. In February 2020, students went on an International Study Tour to Dubai to learn how big companies operate and how are they different from the local ones. They visited 3 organizations namely, Apple Store, Cutin University and Financial Hub of Dubai. In March 2020, the students of 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 organization. They visited 4 organizations that is, The National Stock Exchange (NSE), The Times of India (TOI), Famous Studio and Perfect Relations, a PR agency. The students visited companies in Goa in 2019, namely Bosch Ltd, Monginis Cake Shop and 3-D Infinity Printing Company all situated in Verna.

INDUSTRY INTERFACE COMMITTEE

This committee is actively involved in fostering and strengthening existing ties with the Industry. This committee conducted various talks for our students, the aim of which was to give them 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.

Speaker	Designation	Topic of Interaction
Ms Rukhma Prabhudessai	Marketing Consultant	Advertising
Mr Mandar Acharya	State Head, Kotak Mahindra Asset Management Co. Ltd	Mutual Funds
Ms Ashwini Krishna	Entrepreneur, Native Folks	Insights into Entrepreneurship
Ms Nila Nayak	HR Consultant	Digitalization in Talent Acquisition
Mr Pravin Karmali	HR, Taj SATS	Different Human Resource Laws
Mr Jervis Pereira		Do's and Don'ts during Interviews

CAMPUS PLACEMENTS

2019 - 2020



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

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

GLIMPSES OF ACTIVITIES EVENTS



The team behind the success of “Battle of the Brands” with Ms Renita Almeida and Ms Sharmila Swami leading the Marketing Club of BBA department.



Brainstorming session of the Marketing Club during “The Inside Track” lead by Mr Ravi Carvalho and Ms Renita Almeida.

EXCURSIONS STATE LEVEL INDUSTRIAL VISIT



Bosch Packaging Technology, Verna Industrial Estate.



3-D Infinity Printing Company, Verna Industrial Estate.

EXCURSIONS NATIONAL LEVEL INDUSTRIAL VISIT



National Stock Exchange (NSE), Bandra Kurla Complex – Mumbai.



Visit to Famous Studio, Worli – Mumbai.



Perfect Relations Pvt Ltd, PR Agency, Worli – Mumbai.

EXCURSIONS NATIONAL LEVEL INDUSTRIAL VISIT



The Times of India (TOI), Kandivali - Mumbai.

INTERNATIONAL LEVEL INDUSTRIAL VISIT



Visit to Apple Store, Dubai.

INDUSTRY INTERFACE

GUEST SPEAKERS INVITED FOR INTERACTION WITH THE BBA STUDENTS.



Ms Rukhma Prabhudessai, Marketing Consultant, Talk on Advertising.



Mr Mandar Acharya, Kotak Mahindra Asset Management Co. Ltd, Talk on Mutual Funds.



Ms Nila Nayak, HR Consultant, Talk on Digitalization in Talent Acquisition.

INDUSTRY INTERFACE

GUEST SPEAKERS INVITED FOR INTERACTION WITH THE BBA STUDENTS.



Ms Ashwini Krishna, Entrepreneur - Native Folks, Talk on Entrepreneurship.



Mr Jervis Pereira, Talk on Do's and Don'ts during Interviews as a part of the course "Interview Facing Skills".



Ms Natasha Parekh, Talk on how "Pop It Up" operates as a part of the course "Retail Management".

PRACTICAL METHODS OF LEARNING



Visit to Anagha Wachasundar Pratishtan, Porvorim. Visit for the Social Issue as a part of the course "Individual and Society".



Learning Etiquette through Dance, as a part of the course "Etiquette".

PRACTICAL METHODS OF LEARNING



Visit to Kala Academy as a part of D. D. Kosambi Festival of Ideas.



BBA student's volunteering for Vibrant Goa (Global Expo and Summit) at Dr Shyama Prasad Mukherjee Stadium.

INDUSTRY INTERFACE

GUEST SPEAKERS INVITED FOR INTERACTION WITH THE BBA STUDENTS.



Runners up of "Impressions 2019" A National Level Management Event Organized by Rosary College, Navelim.



Runners up at "Cosmocrat 2019", A State Level Management Event organized by Don Bosco College, Panjim.



Runners up of "Odessey 2019" A National Level Management Event Organized by Saraswat College, Mapusa.



Runners Up of "X'plorateur 2019", a Management Event organized by St Xaviers College, Mapusa.

BATCH OF 2017 – 2020



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BATCH OF 2017 – 2020



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BATCH OF 2017 – 2020



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BATCH OF 2017 – 2020



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