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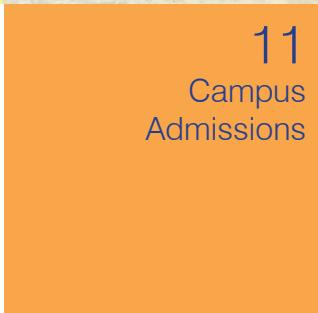
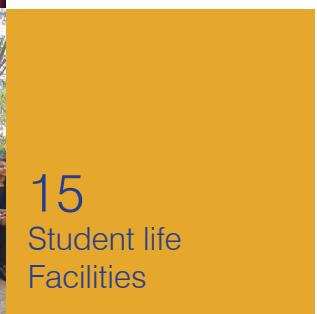
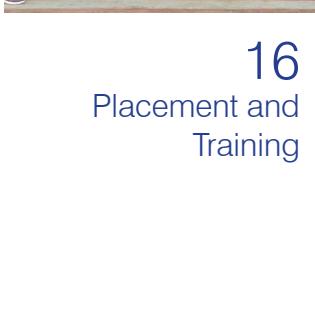
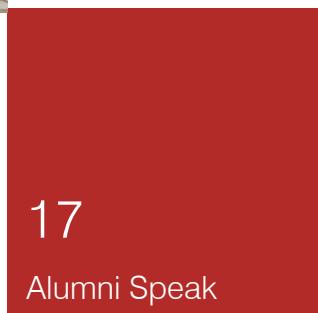
## MASTER OF BUSINESS ADMINISTRATION

### Finance, Marketing & HR - Dual Specialisation



**ST JOSEPH**  
ENGINEERING COLLEGE  
**MANGALURU**

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## *Director's Message*

Welcome to St Joseph Engineering College (SJEC).

I take great delight to introduce you to our college. I hope this brochure will help you to explore the life changing opportunity that SJEC can offer you to shape your future as a prospective student of MBA program and a person who dreams of a successful career. I know you have a very important choice to make at this point of time. This brochure will assist you to reflect more deeply in making that choice. SJEC is affiliated to Visvesvaraya Technological University, Belagavi, and recognized by the All India Council for Technical Education (AICTE), New Delhi, India established in 2002. Four of our B.E. programmes are accredited by National Board of Accreditation (NBA). The College offers top class education in Engineering, Business Administration and Computer Applications at UG, PG and Research levels.

We are ranked as one of the best performing colleges based on our student projects, quality education, discipline, values and professionalism. These factors have been highly appreciated by our recruiters at the job placements which have contributed towards the outstanding performance of our students in the industries and organisations where they are placed. The College provides great opportunities beyond curriculum in developing our students their potential, transforming our students, shaping their personality and imparting skills of decision-making and leadership.

"Service and Excellence" that is the motto of St Joseph Engineering College. The goal of SJEC MBA Program is to develop you as an innovative, efficient, effective leader and teach you fundamental business concepts to serve and to excel. We define effective leadership as the ability to create value by putting new ideas into action in the organization you will serve. We deeply believe building your competence, confidence, knowledge and skills will make you a successful manager, a leader or an entrepreneur.

I wish all success in your education endeavours and hope that SJEC will be a great place to enhance your knowledge and skills to become a successful manager and a leader.

I look forward seeing you at St Joseph Engineering College. For more details please visit our website [www.sjec.ac.in](http://www.sjec.ac.in)

**Fr Wilfred Prakash D'Souza**

*Director – SJEC*

“ Quality is the result of a carefully constructed cultural environment. It has to be the fabric of the organization and not part of the fabric.”

**Philip B.Crosby**  
*Businessman, Author and  
Quality Guru*





## *Principal's Message*

The Indian economy is soaring at a robust pace generating huge opportunities especially in the field of IT, retail, healthcare, manufacturing to mention a few. It is important to acknowledge that, the healthy economic growth of these sectors can happen only via amply trained managers who are competent to deliver quality from day one. This rekindled the management education in India and the booming market for the MBA program.

At the business forefront, change is swamping us in an unprecedented way. Product life-cycles are progressively becoming shorter, technologies are thriving in a flat world, innovations disrupting existing businesses and a lot more. The corporate world is staring at survival of the most adaptable over the fittest.

We at St Joseph Engineering College is committed to curtailing the industry-academia skill gap by nurturing professionals who have strong domain expertise, technically sound and ably vibrant through rigorous OBE practices. Our achievements are strongly backed by a team of highly experienced, resourceful faculty members who represent various academic boards across multiple universities in Karnataka and are invited, corporate trainers. With a very congenial environment and research culture, the faculty makes significant contributions to academia by fostering experiential learning, publications in journals of international repute, conferences and curriculum design.

The institute places constant efforts to connect with industry for maximising the practical exposure through Management Development Programs, industrial visits and certifications, workshops, alumni interaction, guest talks and internships. The diverse exposure ensures student readiness for placement and boosts their employability.

The department vigorously pursues academic, alumni and industry mentoring to empower the students to face the corporate and assist in career planning. The institution cultivates mutual respect and a sense of accomplishment with the right blend of knowledge, skills and attitude. As a prospective student, you are most welcome to discover the range of opportunities and facilities in our lush green campus promising an exciting student life and promising career.

**Dr Rio D'Souza**

*Principal – SJEC*



## *Dean's Message*

The present business environment is characterized by continuous changes demanding dynamic leadership. With global competition and changing technology life long learning has become the order of the day. Result oriented leaders need to constantly upgrade their knowledge and skills to succeed. The Department of Business Administration is committed to developing leaders to excel in today's rapidly changing corporate world.

The MBA Programme at St Joseph Engineering College (SJEC) follows the curriculum of Visvesvaraya Technological University (VTU), Belagavi, Karnataka State. The MBA program has been structured such that at first, it builds a strong foundation in the major domains of business education, allowing the graduates to further on, to develop expertise in the area of their choice. Dual specialization is offered with a view to widen the scope of learning. Outcome-based approach of learning is followed with a focus on ethics. The 4 weeks of compulsory internship and 10 weeks of project work that every MBA student goes through aligns him /her with the practices of the corporate world.

Our faculty members have a rich blend of research and corporate experience and use outcome based learning which helps you visualize the business concept for application in corporate world. The mentoring process adopted by the faculty mentors helps you introspect for your strengths and area of interest to further build your confidence.

We at SJEC – MBA create industry ready leaders with a global mindset. If you feel that you deserve to be one, join us. I am sure that your two years journey at SJEC for a professional course in management studies would provide a competitive edge. Welcome to the Department of Business Administration, SJEC.

**Dr Prakash Pinto**  
*Professor and Dean*  
*Department of Business Administration*



## ST JOSEPH ENGINEERING COLLEGE

St Joseph Engineering College(SJEC), one of the prominent educational institutions situated at Vamanjoor, Mangaluru, known for offering undergraduate and postgraduate programs in the field of Engineering and Management. The institution is affiliated to Visvesvaraya Technological University, Belagavi, Karnataka State, and is recognized by the All India Council for Technical Education (AICTE), New Delhi. Also to its credit, the institution has four of its Engineering Programmes accredited by National Board of Accreditation(NBA).The institution has high repute for providing quality education at its picturesquely beautiful campus with all contemporary infrastructure facilities for teaching and research. SJEC is distinguished for its academic excellence with consistent university ranks and takes lead in placing the students in reputed corporates in the south canara region.

## DEPARTMENT OF BUSINESS ADMINISTRATION

Being the founding P.G Department of SJEC, the Department of Business Administration sailed through glorious 13 years since its inception in 2007. The Department of Business Administration offers a Two Year full time MBA programme approved by AICTE, Ministry of HRD, Government of India and is affiliated to Visvesvaraya Technological University (VTU), Belagavi, Karnataka with an intake of 120 students. The Department has achieved many milestones in its endeavour to offer curriculum beyond syllabus and was fortunate in moulding the students to management professionals. Most of the Alumni are well placed in leading MNCs in India and abroad.

## VISION

To impart quality management education to bring out competent, socially responsible and conscientious professionals



## MISSION

- Imparting contemporary curriculum and its application to business situations
- Developing proficiency through continuous industry-academia interface and research
- Sensitizing students towards the needs of the society
- Inculcating diligence through extra-curricular activities
- Encouraging entrepreneurial attitude through constant guidance





## ABOUT THE COURSE

In the world of business, the more resourceful one is, the better the opportunities he or she likely to get. The department provides this benefit to every student by offering dual specialisation. These specialisation combinations are of two courses viz. Marketing, Human Resources and Finance that complement each other well, allowing the students to become well-rounded professionals who know more than one domain. Moreover, MBA in dual specialisation is a good opportunity for students who want a comprehensive education model.

A focused course structure equips the students with the skill set needed to understand, interpret and apply concepts in live corporate scenarios. The students learn the practical applications through case studies, seminars, workshops, guest lectures and mini-research projects. The quantitative and analytic skills of the students are enhanced in the process.

In addition to the curriculum offered by the University, the department offers content beyond the curriculum focusing on industry applications and skill advancement.

## ADDITIONAL CERTIFICATIONS

The current demand for qualified data professionals and the number of job postings related to analytics in portals are increasing substantially. The department is committed to constantly enriching the curriculum through various industry partnered certification programs in Data Science by KPMG and Digital Marketing by Google. The dynamic curriculum helps the participant to understand and apply analytics in the business context.

KPMG offers instructor-led and hands-on sessions training in business analytics and deep learning using tools like R, Python, Tableau is specially designed for management students. The course is in-depth covering various aspects of data analytics with practical modules, case studies and the application of these concepts in industry scenarios.

Google offers the basics of digital marketing with its free interactive advertising bureau-accredited course. The 40-hour course, all created by Google trainers, is packed full of practical exercises and real-world examples to help students turn knowledge into action. The course features a clear understanding of the core concepts of digital marketing with video tutorials and certification by Google. The course will enhance analytics and data insights, content marketing, display advertising, e-commerce and email marketing.



## CAMPUS

The lush green campus is spread over 40 acres of land and has one of the finest ambience for academic pursuit. With a student population over 2000 the campus is vibrant with wide range of curricular, co-curricular and extracurricular activities. SJEC has a luxurious computer centre facilitating 24/7 uninterrupted Internet connectivity throughout campus and bringing smarter class rooms to the student community through technology enabled learning.



## ADMISSIONS

Admission to MBA programme is through PGCET for Govt Quota( 60 only) seats( Through centralized counselling by Karnataka Examination Authority/ Govt. of Karnataka) and CMAT/KMAT/PGCET for Management Quota( 60 only) seats.

Admission is open, to the MBA programme, to all the candidates who possess a Bachelor's Degree of minimum three years duration recognized by Visvesvaraya Technological University, Belagavi.

The candidates shall have passed the prescribed qualifying examinations with not less than 50% of the marks in the aggregate of all the years of the degree examinations. However, candidates belonging to SC/ST and any other groups classified by the Govt. of Karnataka for such purpose from time to time the aggregate percentage of marks in the qualifying examinations shall not be less than 45%.



## FACULTY



The Department consist of highly qualified, experienced and dedicated faculty team led by **Dr Prakash Pinto**, Professor and Dean, a renowned academician and an active researcher in the field of Finance, Capital Markets and Accounting theory for the last 23 years. Dr. Prakash Pinto,to his credit has number of publications in international and national journals and conferences of repute.He is an Expert Panel member in Boards of various Universities, Colleges and Editorial Board of Leading Journals.



**Dr Anjali Ganesh**, Professor with more than 26 years of experience and is specialised Human resources. She is an ambitious researcher in the field of training and development, talent management, performance management and learning styles. She has significant research publications in national and international Journals and presented many papers in national and international conferences. She has also authored several management books in the field of Human Resources. She is an active trainer and has conducted several training workshops for Industry and Academic staff. She is also invited as a keynote speaker for various corporate events conducted in and around Mangaluru region.



**Dr Babitha Rohit**, Associate Professor with 21 years of academic experience at Undergraduate and Postgraduate levels. She hold a masters degree in Business administration and specialised in Finance. She is an active researcher in the area of efficient markets and development studies. Her area of interest includes Business Analytics, Corporate Restructuring and Foreign Exchange Market. Her doctoral research was in the field of event studies in capital markets. She has published many research papers in the reputed national and international journals and presented in the international conferences.



**Dr Shakila B**, Associate Professor with more than 26 years of teaching experience at undergraduate and Postgraduate levels. She holds Masters and MPhil in Commerce. She is a passionate teacher in the field of Direct Taxes, Financial Accounting and Banking Theory. Her research interest includes stock market and market anomalies. Her doctoral research was in the field of calendar anomalies. She has been the resource person on different occasion at various institutions and has organised several Faculty Development Programmes. She has published multiple research articles in reputed national and international journals.



**Ms Manjula K**, Assistant Professor with more than 19 years of teaching experience. She holds Masters in MBA and is specialized in Marketing and Finance. She has vast experience in educating students of diverse programmes like Hotel Management, Commerce and Business Management. She is a sought after trainer and resource person in the field of finance by industries and Academic Institutions. Her area of interest includes Banking and Financial Services and Credit Management. She has organized several workshops on Entrepreneurial Development and creative thinking at Undergraduate and Postgraduate levels.



**Ms Chitralekha J Acharya**, Assistant Professor with more than 13 years of teaching experience at Postgraduate level. She holds Masters in MBA and is specialised in Human Resource Management. She has presented multiple papers in the field of Personal Growth and Talent Management in national and international conferences. She has conducted several workshops on soft skill for Management Students in Mangaluru region. She is also the academic coordinator for Management Club and adviser for Management Association Programmes. She is the member of editorial board for various student publications, Department Magazines and Newsletters.



**Mr Vinish P**, Assistant Professor with more than 13 years of teaching experience and is specialised in Marketing. He is currently pursuing Doctoral studies from Visvesvaraya Technological University in the field of retailing. Prior to teaching he had a short stint in Banking industry in the liability sales division. He has presented multiple papers in the national and international conferences. His areas of interest includes modern retailing, cloud computing and creative startups. He is actively involved in industry-institute interactions and consultancy projects.



**Mr Roopesh**, Assistant Professor with more than 3 years of teaching experience and 1 year of Industry experience in the field of logistics. He holds Masters degree in Business Administration, specialized in the field of Marketing and Finance. He has presented multiple papers in the area of online marketing and Entrepreneurship. He has published articles in National/ International journals and books. He has participated as a resource person in various workshops and guest lectures. His areas of interest include Social media marketing, Entrepreneurship and Services Marketing.



**Mr Anuj Kulkarni**, Assistant Professor, holds a Master's degree in Business Administration and specialised in Human Resources from JSS Science and Technological University, Myore. He also holds a Bachelors degree in Mechanical Engineering from Visvesvaraya Technological University. He has one year of working experience with startups. He has been a freelance public speaker and trainer before joining SJEC, Mangaluru. His area of interest include Startups, People & Culture, Emotional Intelligence, Psychology & Behavioural sciences, Training and Development, and Startup Consulting.

## RESEARCH

The Department of Business Administration is a recognised Research Centre for pursuing Doctoral Research programmes under Visvesvaraya Technological University. The Institute and the Department in specific encourages research to be conducted at Faculty and student levels. Faculty members and Research Scholars of the Department's research centre have published several articles in the Peer reviewed National and International journals. Most of the faculty members are pursuing PhD from VTU in the field of Management.

## CENTRAL LIBRARY

The SJEC library is a member of VTU consortium, DELNET and NITK. The central library standout among the other technical libraries in the region for pioneering innovative technology in library management. The library has an exclusive section for the MBA students and holds extensive collection of knowledge resources in the field of Management. The rich collection includes Textbooks, Journals and Magazines present in both Print and Digital format. The library also provides online access of diverse study resources through online library catalogue, E-question papers and Digital library. The Institute offers best study support through extended hours of library usage. The library also serves as a primary source for research scholars pursuing their doctoral programmes from reputed universities in India.





## STUDENT LIFE

The students of MBA Programme are invariably involved in academic and industry connected activities conducted by the Department and the Institute. The students have an exclusive 60 seater Lab for browsing, training and organising workshops. The lab is equipped with latest software packages like SPSS for data analysis. The Management students' forum 'Genesis' organises various national level management fests and paper presentation contests. The Newsletter published by the Department highlights various programmes conducted during the Academic Year and highlights Faculty and Student Achievements. On safety grounds, the college has 24 hours full time campus security and CCTVs are installed at key areas for additional safety.

## FACILITIES

The campus is located conveniently to the city and is connected with frequent public transport facility in addition to the transport services provided by the college. Comfort living is ensured to 800+ Students through separate hostel facilities in the campus with all amenities like Wifi, Gymnasium etc. The students have easy access to convenient banking and ATM services within the Campus. The spiritual needs are met through the services at the Chapel. The College has an exclusive counselling centre to reach the needy students and to give them strength and support to face life with confidence. The Canteen and Cafeteria serves delicious food till late evening and ensures quality food at affordable prices through continuous monitoring by SJEC Management. The Stationary shop in the campus attends to Photocopying, stationery requirements and is a pickup centre for Professional courier. The dispensary in the campus attends to basic medical needs of all students and staff. The College has a spacious Playground for Cricket, Football, Basketball, Shuttle, Table Tennis and Volleyball.



# TRAINING AND PLACEMENT

From the past decade, there is an indisputable rise in Management industry. The demand for MBA graduates has increased. Job opportunities and the pay scale of an MBA graduate is comparatively more than a graduate. This fact has encouraged students to continue their Masters for better opportunities. MBAs are also expected to be more than problem solvers with great interpersonal skills. The Five Most Important Skills Employers look for in MBA Grads.

- The ability to work with a wide variety of people
- Time management and ability to prioritize
- Understanding the digital impact on businesses
- Ability to build, sustain and expand a network of people
- Ability to solve complex problems

Digital technologies are bringing about significant gaps in the workplace and organizations are desperate to find talented professionals to fulfil the demand.

The department of Training and Placements of St Joseph Engineering College helps the students in aligning to these corporate needs, to be a competent employable graduate by imparting various training sessions on Aptitude skills which sharpens the Critical Thinking, Quantitative & Data Analysis and Analytical Reasoning. The department also focuses on training the students on various soft skills like Group Discussion, Presentation skills. The MBA students of SJEC also undergo various Value-based and Outbound training that teaches them the essence of teamwork, prioritization, networking etc. which are the most sought-after skills in the industry today. The students are also trained on different industry requirements like HR Analytics, Business Analytics with R-Tool & MOS Certification. The department of MBA has also signed up with KPMG for Data Science Certification Program.

SJEC students have been preferred choice of many of the esteemed organizations like Federal Bank, HFDC AMC, Axis Bank, HDFC Bank, KPMG, E&Y, Finsatra, Apollo Munich, Oracle KPO, Harsha Retail, Arnold Consulting, AGIES, Karvy Stock Broking, etc. year on year.

SJEC's Dual Specialization helps the students increase their bandwidth of knowledge thereby gaining the ability to interlink and relate to various industries core functions like HR & Finance, Finance and Marketing etc. The average package of students being placed in the various organization has been on a rise and will continue to grow. We are Proud of our Students and wish them success in their endeavours.

## Our recruiters:



## ALUMNI SPEAK



I had a wonderful academic life at SJEC.

**Ashish Kamath**  
Area Manager, Parle Agro Pvt Ltd, Bengaluru



At SJEC, I have had a strong foundation for building my career.

My network of fellow students and faculty have continued to be an asset in my professional life.

**Anupama Rao**  
Lead- Talent Sourcing Specialist, KellyOCG, Bengaluru



The right foundation at the right phase will help students succeed in their careers & SJEC is doing - The Best.

**Akilesh B C**  
Project Manager  
Moody's Investor Services



Life at SJEC has given me the confidence and skills to face the corporate world.

**Mohammed Azharudheen**  
Asst. Sales Manager  
Brothers Gas Bottling & Distribution Co. LLC., Dubai – UAE



SJEC is always home away from home.

**Meckvil Joy Lobo**  
Asst. Director of Finance  
The Indian Hotels Company Ltd.  
(subsidiary of the Tata Group conglomerate), Bangalore



SJEC has been a very inspiring platform for raw talent and capabilities to be nurtured into most diligent and skillful resources.

**Saritha Lobo**  
Engagement Financial Advisor  
Deloitte India Private Ltd

## Premier Events



### GRADUATION DAY

A Day of realisation of efforts put forward by each passing student at SJEC!!! The institute acknowledges the best academic performers and honour graduates on their successful completion of their course. The event is graced by leading Industry Executives, Vice- Chancellors of State Universities and other prominent personalities across Public and Private sectors in India.

### COLLEGE DAY

The flagship event of the institute!!!. Celebrated every year, it is a platform for recognising excellence in the field of academics , co-curricular and sporting activities by students and staff.

Students of SJEC exhibits the cultural extravaganza on the annual college day celebrations and consider it as a hard-fought achievement since only the top-notch are able to make it to the final rounds after a series of elimination.



### ZEPHYR – NATIONAL LEVEL MANAGEMENT FEST

Zephyr, a National Level Management Fest is the flagship event of the department and is conducted for the MBA and M.Com students every year. The two-day fiesta will be filled with a plethora of events that encompass various domains of management education. Zephyr aims to encourage talent from different institutions and provide a platform to promote healthy competitions among the budding managers.



### RENDITION- NATIONAL LEVEL PAPER PRESENTATION CONTEST

Rendition is a great opportunity for ingraining professionals to think firmly and present their strategies and views over contemporary issues prevailing in the world of competitiveness and globalization. The deliberation will provide a chance for networking and collaboration among participants, which will boost the knowledge and be a channel for success.

## **The Department of Business Administration follows the Best Practices in Management Education such as:**

- Industry Certifications on Data science and Digital marketing by KPMG and Google
- 100% placement support through our industry partners- Cocubes and JV Global
- Certification programs on IT for business conducted by domain experts from the engineering department
- Enhancing employability and life skills through V-ACT and 'Feel Employable' training sessions by In-house experts and CLHRD professionals
- Bridging Industry-Academia skill gap through organizing Expert talks by Industry persons on a wide range of Management issues
- Continuous alumni student interaction to appraise the latest trends in the industry
- Organising Management Development Programs on the emerging areas in business for improving productivity at the workplace
- Bettering managerial and intellectual skills of students through organising Management fest, Student Conference and Business plan contest
- Initiating Mini research projects for MBA students to equip them with research and analytical skills
- Nurturing social, ethical and moral values of MBA students through community engagement, outreach programme and volunteering



## **ST JOSEPH ENGINEERING COLLEGE**

(Affiliated to VTU, Belagavi and recognised by the AICTE, New Delhi. B.E. - CSE, ECE, EEE, ME Accredited by NBA, New Delhi)

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