

# Department of Business Management

## St. Joseph's Degree & PG College

DATE: 10.09.2013

### August Month Activities

| SL.No | Date                         | Details                                                                                                                                                                                                       | Remarks                                                              |
|-------|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| 1     | 1 <sup>st</sup> August 2013  | General Staff meeting                                                                                                                                                                                         | Short report enclosed                                                |
| 2     | 7 <sup>th</sup> August 2013  | Meeting with HoDs regarding Bishops Visit                                                                                                                                                                     | Short report enclosed                                                |
| 3     | 12 <sup>th</sup> August 2013 | HoD Meeting with Principal regarding the events of the department discussion                                                                                                                                  | Short report                                                         |
| 4     | 14 <sup>th</sup> August 2013 | Bishops visit to the department & General staff meeting                                                                                                                                                       | Short report enclosed                                                |
| 5     | 14 <sup>th</sup> August 2013 | Guest Lecture by Ganta Ramesh Professor in Education in Kakatiya University on "Educational Trends in 21 <sup>st</sup> Century"                                                                               | BBA I,II,III years                                                   |
| 6     | 14 <sup>th</sup> August 2013 | Mr.Srinivas Attended NASSCOM seminar Attended a workshop on "New Paradigm in talent acquisition and transformation" Capacity building through foundations and specializations programs, Gachibowli, Hyderabad |                                                                      |
| 7     | 15 <sup>th</sup> August 2013 | Independence day celebrations - Attended by All faculty                                                                                                                                                       | Short report enclosed                                                |
| 8     | 15 <sup>th</sup> August 2013 | HoDs meeting with the Principal regarding Alumni Day celebrations                                                                                                                                             | Short report enclosed                                                |
| 9     | 16 <sup>th</sup> August 2013 | Guest lecture on Moodle by St. Francis Faculty attended by Mrs.R Anita                                                                                                                                        | Short report enclosed                                                |
| 10    | 17 <sup>th</sup> August 2013 | Alumni Day conducted for MBA Alumni                                                                                                                                                                           | Short report enclosed                                                |
| 11    | 17 <sup>th</sup> August 2013 | Management Club by group 4 :- Crisintia                                                                                                                                                                       |                                                                      |
| 12    | 19 <sup>th</sup> August 2013 | Guest Lecture on Campus to corporate by Mr.G. Scott Smith for BBA I year students                                                                                                                             | Short report enclosed                                                |
| 13    | 19 <sup>th</sup> August 2013 | Internship interview by Amazon.com                                                                                                                                                                            | 5 students - 2 from BBA II year and 3 from BBA III year got selected |
| 14    | 20 <sup>th</sup> August 2013 | MBA 2013 Pass out results announced by OU                                                                                                                                                                     | Short report enclosed                                                |
| 15    | 24 <sup>th</sup> August 2013 | Guest Lecture on Preparation for NAAC by Sr. Alphonsa, Principal, St. Francis                                                                                                                                 | Short report                                                         |

|    |                                                        |                                                                                                                                                                                                              |                                                                                                |
|----|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|    |                                                        | College For Women, Begumpet, Hyderabad                                                                                                                                                                       |                                                                                                |
| 16 | 24 <sup>th</sup> August 2013 & 31 <sup>st</sup> August | Management club activity                                                                                                                                                                                     | Mohit Chawda & group<br>Details enclosed                                                       |
| 17 | 28 <sup>th</sup> August 2013                           | Neilson research agency Mr.Kiran – meeting with Principal on Internships with pay                                                                                                                            | Short report enclosed                                                                          |
| 18 | 31 <sup>st</sup> August 2013                           | Parent teacher meeting for BBA I year                                                                                                                                                                        | Short report enclosed                                                                          |
| 19 |                                                        | TRANS Asian Journal of Marketing & Management Research<br>Vol.2 Issue 8, August 2013, ISSN 2279-0667 on<br>Women Consumer's Preferences On Grocery Items –<br>A Study With Reference To Hyderabad City In AP | Mr. Nagunuri Srinivas*<br>*Associate Professor                                                 |
| 20 |                                                        | Impact Of Brand Celebrity On Consumer Purchase Intentions: A Study With Reference To Selected Mobile Service Provides In Hyderabad City In International Journal In Commerce & Management                    | Mr. Nagunuri Srinivas*<br>*Associate Professor<br>Volume – IV<br>(2013), Issue - VIII (August) |

## **DETAILS**

### **1<sup>st</sup> August 2013: General Staff meeting**

- **Chairperson: Rev.Fr.Vincent Arokiadas, Principal.**
- It was attended by Director, HoD and Business management staff (other staff members of the college).

The following points were discussed:

1. Examination rules: Mr. Ganesh and Mr. Manoj were asked to go the extended block for invigilation and Ms. Preethi, Mrs. Rachel, Mrs. Francina and Mrs.

Molly were given invigilation in this block. [As M.Com classes were going on they have not included other staff for invigilation]

2. Departments to support department reports by 3<sup>rd</sup> August 2013
3. Alumni Day: HoDs were asked to submit the list of students for 17<sup>th</sup> August
4. Mr. Praveen Kumar was given the incharge to prepare the schedule for Alumni Meet
5. Bishop's visit was also discussed: To keep ready Registers, unit planners, teaching diaries, Academic records
6. Parent – Teachers Meet – one day for BBA, B.Sc and B.A (17<sup>th</sup> August ) and one more day for B.Com (24<sup>th</sup> August)
7. College timings were discussed – regarding having college at 9.00 and 5 day week (next year it will be considered)
8. NAAC Self study report – suggestions given by Rev.Fr.Dr.V.K.Swamy were presented to all the staff members
9. submission of answer papers of Internal I by 12<sup>th</sup> August  
Congratulated Placement cell and asked to motivate science and BBA to enrol for placement

### 7<sup>th</sup> August 2013: HoDs meeting with Principal and Director:

- Agenda: Bishop visit
- 14<sup>th</sup> August visit of Chairman

### General schedule was discussed:

- **9.00 am:** Welcome by HoDs and students (BBA, B.Com (Hons) & B.Com(Prof.)

Inauguration of the extended campus rooms(3 nos)

- **9.15 am :** Bouquet and Shawl  
Introduction of all Heads of all departments
- **9.30 am – 10.30 am:** visit to MBA lib and MCA Library, MBA , M.Com , MCJ, BBA, B.A records and MBADepartments. MCA Library is the meeting for the above departments' display of records ( registers, unit planners, teaching diary, academic record, last years for MBA, M.Com)

- **10.30 am – 10.40 am** : Tea and Snacks by Hospitality team
- **10.40 am – 11.35 am** : PG and UG Office
- **11.35 am – 1.00 pm** : Common programme: GUEST LECTURE by Ganta. Ramesh (Professor from Kakatiya University on “ Educational trends in 21<sup>st</sup> century”.Students: 10 from each class ( 7 girls and 3 boys) – expected crowd 300 nos. Bishop address to the students, guest lecture and Felicitation of the professor.
- **12.30 – 1.00** : bishop visit to examination branch
- **1.00 – 2.00** Lunch
- **2.00- 2.30** : B.Com – commerce department visit and records in Seminar Hall II
- **2.30 – 2.45pm** : Languages and Mass Comm studio visit
- **2.45 – 3.00**: B.Sc – Sciences
- **3.00 – 3.30** : General Staff meeting
- **3.30 – 4.00** : Non – Teaching staff meeting
- **4.00 – 6.00 pm** : Bishop is available for one – one meeting

### **12th August – HoDs meeting:**

One to one discussion with the principal regarding:

- The Monthly planner activities and regarding the events to be organised in the month of August.
- Any problems in the department and workload of the faculty

### 14th August 2013 - Bishop Visit:

#### **8.45 am - 9.15 am:**

Archbishop inaugurated the extended campus 3 additional rooms built along with the Principal and HoDs.

#### **9.15 am - 9.30 am:**

Welcomed by Principal , Vice Principals, Director, students and Management faculty with flowers .

#### **9.30 - 10.00 am:**

**Visit to MBA, M.Com, MCA library & management department** --Archbishop signed register of Library and checked the stock rooms and journals. Management – MBA, BBA and M.Com records were displayed and were checked by Bishop. Teaching Diaries, Academic records, Attendance registers, Unit planners, Event registers, Annual reports were checked. Bishop visited the departmental cabins and HoD's room. The management faculty thanked Bishop for his visit.

#### **12.00 - 1.30 : Welcoming of the Bishop and Guest lecture by Ganta Ramesh**

Professor in Education from Kakatiya University spoke on Quality of education and parameters that are to be taken into consideration for quality. He stressed on innovation and creativity apart from student involvement in the activities to enhance their soft skills.

**3.30 - 5.20 pm:** General staff meeting on Faculty Greivances

#### Friday 16th August 2013 (2 - 3.30 pm) in MCA Lab: MOODLE meeting -

- **addressed by Mrs. Nirupama, Faculty St. Francis.**
- All the coordinators and HoDs were requested to attend the Lecture
- **Objective :** To understand about the MOODLE software and its usage for teaching and learning Activities

The Guest lecture highlighted the following:

- ❖ Modular object oriented Dynamic Learning environment (MOODLE)/LMS (learning management system)

- ❖ It is the software for administration, documentation tracking, reporting and delivery of course
- ❖ It is an Open source online learning system, web based software package that enables instructors, trainers and educators
- ❖ Benefits are: Self – study, easy to use, robust, Centralised and automate, User self – service , assemble and deliver learning content rapidly, consolidate , personalise the content
- ❖ Used for preparing course material: a ext page, web page, a link, course directory
- ❖ Interactive – quiz, survey
- ❖ Activities – chat, forum, glossary , workshops are also available
- ❖ Two types : Open source (free of cost) and proprietary (charged)
- ❖ Open source: we have MOODLE, .LRN, .efront, .Sakai, .Atutor
- ❖ Depending in the usage MOODLE is called LMS, CMS, VLE, LCMS
- ❖ Requirement: IP Address, server,can be hosted in intranet and internet
- ❖ <http://172.16.0.251/moodle> - to enter into moodle, Username: anitamba, Password given: anitaMba1!
- ❖ We were also trained practical usage of attaching course material prepared so that students can view and download it and also to prepare quiz.

Overall the lecture was good one to create awareness and its usage for teaching – learning .

### **15th August 2013 (9.00 – 10.00am): Independence Day celebrations**

The national flag was hoisted by the Chief Guest and the Principal of the college. The Chief Guest Mr. Gandhiji spoke about Swami Vivekananda and motivated the students and faculty by speaking the contribution of Indians for the global development. BBA student Vinneela performed an excellent Dance depicting the greatness of India. Students performed skit, sang songs and there were speeches too. All the management faculty attended the same. Snacks were distributed to all faculty and students

### **15th August (10.30 – 12.30 pm): HoDs meeting regarding Alumni Day:**

- Chairperson: Rev.Fr.Vincent Arokiadas
- Attended by : Vice Principals and all the HoDs.

The following points were discussed:

- ❖ Timings : 3- 5pm
- ❖ Calling Alumni: Whether the information was sent by all departments: Placed in website, sent mails, sent sms, Vice –President Alumni was informed by Mr. Praveen
- ❖ IDs were suggested.
- ❖ Plan of action was discussed and the following points were finalised: Enclosed the plan of action sheet.
- ❖ Mrs. Vinaya Sheela, Mrs. R.Anita, Mr. Raj Kumar and Dr. Brinda to speak on plan of action
- ❖ Mr. Praveen to anchor the programme
- ❖ To read the previous minutes and elect new leaders
- ❖ Cultural programme – Mrs. Angela and Mrs. Geethanjali
- ❖ Snacks in MCA Library after the programme

### 17th August 2013 (3 – 6 pm):Alumni Day

18 MBA students and 5 M.Com students Alumni attended. Alumni registered is maintained. Alumni were welcomed by Welcome dance. Director addressed the Alumni. Principal Rev.Fr.Vincent Arokiadas addressed the Alumni about the college. Mr. Brij Raj of Ist Batch of MCA read the last Alumni Minutes. Plan of Action was distributed to the Alumni.Mrs. Vinaya Sheela, HoD commerce and Mrs. R.Anita HoD Business Management spoke what the college expects from the Alumni. Later Principal elected Alumni Leaders from B.Com, B.Sc, MBA, M.Com, MCA Alumni. He said he will also invite them for a meeting shortly. Cultural Programme was arranged to entertain them. MBA Alumni comprised for 2007 passed out, 2008, 2009, 2011, 2013 passed out batches. And M.Com 2011 passed out batch.

### 19th August 2013 (10 am – 11.30 am): Guest Lecture on “ Campus to corporate

- **An orientation” by Mr. Scott Smith, Director Tax, Deloitte LLP- Dallas, Texas, USA on.**
- **Objective:** To create awareness in students about the corporate world expectations and mould themselves accordingly in their three years of study

- The lecture was addressed to BBA, B.Com(professional & Honours) I year students. BBA III year students (10 nos) also attended the lecture.
- Mr. Scott Smith spoke about the problem solving skills, technical skills, multitasking skills and Attitude are required for corporate world. He spoke about his career and mentioned that he did a course in broadcasting. He said to use the opportunities fruitfully and with the given opportunities we need to excel in that. He also said about the managerial skills and leadership skills and emphasized about the trust factor which the top management should have on their employees in day to day activities. The Principal thanked Mr. Scott Smith for his presence, input and contribution and the maintenance of relationship with the college. He felicitated him with a memento and Shawl.

### 20th August 2013: IV SEMESTER RESULT ANALYSIS

- Announced by OU on 19<sup>th</sup> in website. Informed Principal the pass percentage.  
99% pass percentage. 1 failure /108 students in Strategic Management subject. 87 Roll no. Suman failed.
- Another student Priscila Failed in Project Viva though she attended the same. She need to represent to OU that she has attended the same in OU .
- BBA management club activities conducted:

|   |           |                                                         |
|---|-----------|---------------------------------------------------------|
| 1 | 17/8/2013 | Picture Visulations<br>Audio Recognition<br>Cross Words |
| 2 | 24/8/2013 | Paper Presentation<br>Story Telling                     |
| 3 | 31/8/2013 | Business News<br>Paper Presentations                    |

### 26th August 2013: Neilson DA Academy

The **DA Academy** aims to introduce students who are currently pursuing their graduation to a career in information and insights by enrolling them into our program.

Nielsen is a leading global information and measurement company. They deliver critical media and marketing information, analytics and industry expertise about what consumers watch (consumer interaction with media) and what consumers buy on a global and local basis to their clients.

Nielsen being one of the biggest players in this industry has world class processes and sophisticated technology that helps us in quality maintenance. By enrolling into the DA Academy, students will get an opportunity to learn the art of data collection and market research from some of the best professionals in the industry.

Over the course of the program enrolled students would be imparted classroom training as well as given an exposure to live projects on field. Moreover, it provides the young students an opportunity to earn even while they are learning.

Mr. Alexander Kiran of NEILSON, Hyderabad branch and their manager met Principal so that they get an opportunity to interact with third year students of your college and impart more details about the course to them.

**4th September 1 pm was fixed to speak to final year students of B.Com computers, Honours and BBA**

### **31st August 2013: PARENT TEACHER MEETING of BBA**

Program started with a prayer in the morning at 9:30 followed by talk by Prof Dr.K.Malla Reddy, Director PG Studies of the College , regarding the culture and discipline of the college. One of the BBA student Grand Parent shared his happiness about joining his grand son in St. Joseph's and appreciated the faculty for their teaching and care. Rev. Fr.Vincent Arokiadas, Principal spoke about the History of the college and addressed the Parents and Students. Program ended with Vote of thanks by Hod R.Anita of Business Management at 10:30 am.From 10:30 to 1:30 Interaction with parents with HOD Mrs.R.Anita BBA ,Coordinator Mr. P. Ganesh Anand and Mrs.Molly Faculty Department of Business Management. Total 41 Parents Interacted with Coordinators and HOD and they have checked the students attendance ,performance in Internals and in Class room.The overall program was appreciated and parents filled in the parents' feedback from and gave to the BBA Coordinator.

# St. Joseph's Degree & Pg College

## MONTHLY REPORT OF AUGUST

### IQAC

Date: 10.09.2013

| SL.No | Date                         | Details                                                                                                             | Remarks               |
|-------|------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------|
| 1     | 1 <sup>st</sup> August 2013  | NAAC - HoDs & coordinators meeting regarding list of documents                                                      | short report enclosed |
| 2     | 3 <sup>rd</sup> August 2013  | Attended Seminar at St. Mary's College by Mrs.R.Anita, Mrs.Srilatha & Mrs. Sunitha                                  | Short Report enclosed |
| 5     | 8 <sup>th</sup> August 2013  | IQAC Coordinators meeting                                                                                           | Short report enclosed |
| 10    | 24 <sup>th</sup> August 2013 | Guest Lecture on Preparation for NAAC by Sr.Alphonsa, Principal, St. Francis College For Women, Begumpet, Hyderabad | Short report enclosed |

**R. Anita**  
**IQAC COORDINATOR**

## **DETAILS**

**1<sup>st</sup> August 2013: (3.30 – 5pm)**

Chairperson: Rev.Fr.Vincent Arokiadas

Members present: HoDs and All IQAC Coordinators,

List of Documents discussion of all CRITERIONS and a hard copy was given for collection of documents department wise by the coordinators.

**3<sup>rd</sup> August 2013: Attended Seminar On Quality Initiatives In Higher Education**

**One Day National Seminar On “Quality Initiatives In Higher Education – Exploring New Frontiers” Organised By IQAC – St. Mary’s College, Yousufguda**

Date: 03.08.2013

The objective of attending the seminar is to have knowledge of the current quality initiatives that have to be taken in higher education so that that knowledge will be useful for preparing our NAAC reaccreditation process. They received 54 papers and 30 papers were scheduled for the seminar. They received papers from Karnataka, Maharashtra, Tamil Nadu, Oman and United States. Mr. Mahender Reddy, Director declared open the seminar.

**10.30 am: Key note address was by Mr. B.S Ponmudiraj, Asst. Advisor NAAC, Bangalore.**

The Resource Person spoke Higher Education scenario and different government initiatives in Education. He also explained about the 7 NAAC criteria and focused more on Teaching – Learning and Research. The seven criteria are divided into two categories – Teaching Learning and evaluation and Management. He mentioned that teacher need to be innovative and use creative pedagogy, to have out-of-box thinking and have application of research. He also mentioned about benchmarking and improving the quality.

**The Second Resource Person: Rev.Fr.Dr.V.K.Swamy, Eminent Educationist**

He spoke on Role of Management for quality Enhancement and Best Practices in HEIs:

- Enhancing academic & administrative quality
- HR Management & Retention
- Faculty Development & Research, Innovative Initiatives of the staff
- Good Governance and Leadership, Student Support programs
- Cluster colleges towards College Development & in pursuit of Excellence
- Eco-friendly Infrastructure & Healthy environment.
- He spoke practical application of the practices in St. Joseph's College.

### **The Third resource Person: Dr. Usha Raman, Head, Department of Communication, S.N.School of Arts & Communication UoH**

She spoke on "PATH TO QUALITY" and on the following themes: Teachers/education providers, Dimensions of quality – UNICEF 2000, Culture, Context, Employability concerns, Renewal assessment, Changing equation, Technology in and beyond the classroom.

We had parallel paper presentation sessions too. The seminar ended with Valedictory session and the Chairman of the college was the chief Guest.

**CONCLUSION:** The seminar was organized well and the input sessions were really very good. We had interaction with Mr. B.S Ponmudiraj regarding some clarification of NAAC. We thank the management for sending us to the seminar.

### **8<sup>th</sup> August - IQAC meeting**

- **Chairperson: Rev.Fr.Vincent Arokiadas, Principal** Director, IQAC Chief coordinators and Departmental coordinators were present
- **Agenda:** SSR Review discussion
  - ✓ List of documents collection progress (none of the departmental coordinators started the process – they were asked to start the process of collection)
  - ✓ To meet regarding the progress of the document collection – **20<sup>th</sup> August 2013**

- ✓ Evaluative reports **updated ones to be submitted by 12<sup>th</sup> August 2013**
- ✓ Mrs. Tapswini to do the evaluative report and submit for Mass Comm and Psychology
- ✓ Preface : to reflect strengths and include teaching and non- teaching staff details
- ✓ Executive summary was discussed in detail:
  - ❖ It is too general – need to update it
  - ❖ Before autonomy details to add in the criterion and executive summary
  - ❖ Academic audit details to include
  - ❖ Profiles of guest lectures need to be collected year wise in departments
  - ❖ MoUs with organisations, ISB need to be worked for
  - ❖ Need assessment to be included – based upon the feedback
  - ❖ Examination manual preparation by examination branch
  - ❖ To focus on research and consultancy
  - ❖ Infrastructure enhancement - library
  - ❖ Mass Comm studio to be reflected in enhancement – CCTVs
  - ❖ Student support programmes need to be highlighted
  - ❖ Vertical mobility to be focused
  - ❖ Governance – proactive, consultative and academic decision making
  - ❖ **Criterion I** (Ms. Sunitha) – supporting document regarding the board of studies members
  - ❖ Non-credited need to be reflected
  - ❖ To highlight inter-disciplinary courses properly – valued added course – digital marketing that is beyond the curriculum courses and certificate course which are non-domain need to focussed
  - ❖ Evidence of feedback to be analysed and used
  - ❖ **Criterion II (Mrs. Srilatha & Mrs. Francina)** – 2008 B.Com(Hons.) admission process to be highlighted, Counselling process need to be explained indetail,
  - ❖ orientation programme – the way it is conducted and the purpose of conducting, Guest Lectures (we need to write 2% of the spl. Fee is spent on guest lectures),
  - ❖ Counsellor and Medical practitioner availability, slow learner – interest taken,

- ❖ UG both autonomous and non autonomous details need to be highlighted(skilled based test the unique method need to be highlighted and PG semester system), Course wise outcomes including graduate attributes need to be highlighted.
- ❖ **Criterion III( Dr. Brinda)** : Research Culture to be highlighted (year of research ), 2% is allotted to research, student presentations need to be highlighted
- ❖ **Criterion IV(Mrs. Kiran Jyothi)** : Research Cell, ICT Lab, Research software, Budget, SPSS LAB, every year enhancement need to be highlighted
- ❖ **Criterion V (Mrs. Angela)** : Need to improve and update and lot....support of Mrs. Sunitha was requested.
- ❖ **Criterion VI (Principal supported by Mrs. Anita and Mr. Praveen)** : Need to highlight the seminars, new courses, physical facilities, quality .....
- ❖ **Criterion VII (Mrs. Danam):** Was not presented well.....need to work on that.

**24.08.2013**

**Guest Lecture on Preparation for NAAC by Sr.Alphonsa, Principal, St. Francis College For Women, Begumpet, Hyderabad**

Sr.Alphonsa was introduced by Mrs. Sunitha. She spoke on various aspects of SSR and focussed on specific issues like New courses introduction, Student quality assurance cell, recording of Minutes, Importance of IQAC cell and writing of SSR, UGC grants, autonomy and curriculum design and development, Research encouragement, Governance and leadership, Faculty welfare measures and Inclusion and exclusion of languages in Special courses like B.Com (professional). It was a good motivational and input session to write SSR.