

DEPARTMENTAL REPORT
of
Department of Business Administration
(BBA & BBA – Shipping & Logistics Programme)
for the
Academic Year 2021-22



1st September 2021 to 25th June, 2022

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1. RESULTS OF BATCH 2018-21

COURSE	APPEARED	PASSED	CLASS OBTAINED
BBA	43	35	7 Distinction, 15 First class, 12 Second class, 1 Pass class
BBA (SHIPPING & LOGISTICS)	16	16	2 Distinction, 8 First class, 6 Second class

2. ADMISSIONS FOR 2021-22

BBA	First Year	40
	Second Year	43
	Third Year	32 (6 ICCR, 1 Outside Goa)
BBA (S&L)	First Year	10
	Second Year	10
	Third Year	12 (1 outside Goa)

3. EVENTS OF THE DEPARTMENT

3.1 Inauguration of academic year for FYBBA and FYBBA (Shipping & Logistics) batch 2021-22 was held on 6th September, 2021. The Guest of Honor was Mrs. Lalita Joshi, Treasurer of Murgao Education Society. The Chief Guest for the event was Mr. Shrijit Nair, Senior Employee and Government Relations Officer, Schneider Electric, Dubai, UAE Office.



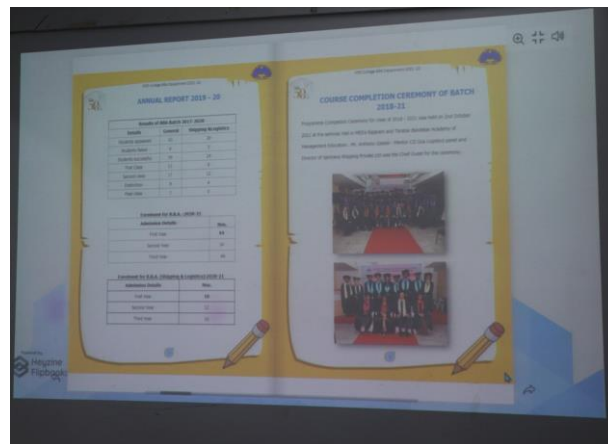
3.2 BBA and BBA (Shipping and Logistics) Programme Completion Ceremony for Class 2017-20 was held on 2nd October, 2021 at the Seminar Hall of MES's Rajaram and Tarabai Bandekar Academy of Management Education. Mr. Atul Jadhav, Chairman CII, Goa was the chief guest.



3.3 Programme Completion Ceremony for class of 2018 - 2021 of BBA and BBA (Shipping & Logistics) was held on 2nd October, 2021 at the Seminar Hall in MES's Rajaram and Tarabai Bandekar Academy of Management Education. Mr. Anthony Gaskel - Mentor CII Goa Logistics panel and Director of Santrans Shipping Private Ltd. was the Chief Guest for the ceremony.



3.4 On 4th March, 2022 B GURUKUL 2021-22, BBA Department Magazine (digital) was released by Ms. Lalita P. Joshi, Treasurer of MES. <https://heyzine.com/flip-book/accb0194b2.html>



3.5 15th edition of “Lakshya”, a National Level Management Event was organized by the second year students of Bachelor of Business Administration (BBA) on 4th and 5th March, 2022 in online mode. The first edition of Lakshya took place in the year 2004. Lakshya invites management colleges from India to test the knowledge and skills of the participants in the fields of Marketing Management, Human Resource Management, Financial Management, Crisis Management, and Teamwork. Every year we have been following a trend of framing “Lakshya” around a theme and this year our theme was “REJUVENATE” wherein the participants had to deal with the various challenges as faced by the business world at present. Just like the “MARVEL SUPERHEROES” came up with appropriate strategies to save the world from the enemies and get the best results, students came up with strategies to save their business.



3.6 On 26th March, 2022 Management Day was organized by TYBBA students in BBA Seminar Hall. The theme was Thriving on Uncertainty: Managing Change. The Chief Guest was Mr. Nilesh Desai, Chief Manufacturing Officer, Zuari Agro Chemicals. Ms. Lalita Joshi was the Speaker for the function.



3.7 National Maritime Day, 2022 was celebrated on 5th April, 2022 in the BBA Seminar Hall from 9:30 to 11:30 am. The theme was 'New Technologies in Green Shipping'. The Chief Guest of the function was Mr. Lalit Saraswat, CEO of Sancoale Technologies. The President of the function was, Mr. Bhaskar Naik, Vice Chairman of MES, and former Director of DHE, Ms. Lalita Joshi, Director Planning & Development, MES was the special guest. BBA Coordinator, Dr. Semele Sardesai was also present for the function.



- 3.8** BBA (Shipping & Logistics) students interacted with the GCCI Logistics Committee on 14th April, 2022.



- 3.9** On 4th May, 2022 the SYBBA students of Batch 2020 organised a seminar on the topic "Unnoticed lives of Stray Animals".

The Guest Speaker for the function was Ms. Laxmi Gonsalves, Secretary, People for Animals, Director/Administrator of MMC, PFA, Vasco.

This was for the subject Seminar on Contemporary and Non Contemporary Issues 2.



- 3.10** On 5th May, 2022 the SYBBA students of Batch 2020 organised a seminar on the topic "Social Media-effects on Mental Health".

The guest speaker for the function was Ms. Zina Varugis, Counsellor and Mental Health Coach.

This was for the subject Seminar on Contemporary and Non contemporary Issues 2.



- 3.11** On 6th May, 2022 the SYBBA students of Batch 2020 organised a seminar on the topic "Body Positivity".

The guest speaker for the function was Ms. Tanushri Sharma, Psychologist and Counsellor.

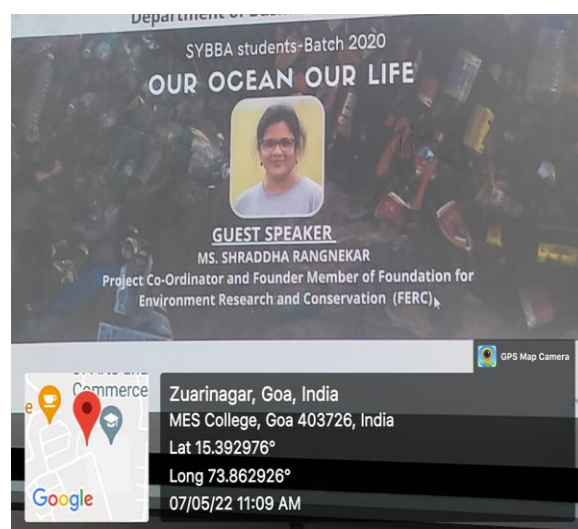
This was for the subject Seminar on Contemporary and Non contemporary Issues 2.



- 3.12** On 7th May, 2022 SYBBA students of batch 2020 organised a seminar on the topic "Our Ocean-Our life".

The guest speaker for the function was Ms. Shraddha Rangnekar, Project Coordinator and Founder Member of Foundation for Environment Research and Conservation (FERC)

This was for the subject Seminar on Contemporary and Non contemporary Issues 2.



- 3.13** MoU was signed between GMA and MES college of Arts and Commerce, Zuarinagar, Goa on 12th May, 2022.



4. STUDENTS ACHIEVEMENTS

4.1 BBA student from Batch 2018-21, Ribhav Sardesai featured in Madmagz (Goa's Youth Magazine) in the Sep-Oct 2021 issue.

<https://madmagz.com/magazine/1933293>.



4.2 Youvan Gawda of TYBBA secured 2nd place at all Goa Public Speaking Competition hosted by JCI Zone 11 on 1st Nov, 2021.



4.3 Ms. Yashu Sharma from 2004 batch of BBA featured on the cover page of Women Entrepreneur India Magazine. She is currently a visiting faculty at the department.

4.4 Lata Naidu of FYBBA(Shipping & Logistics) for securing third place in Wreath Making Competition, organized by Women's Cell 'Jyoti' of MES College on 23rd Dec, 2021.



4.5 Ms. Nikita Lakhani from FYBBA secured first place in Rangoli Competition organised by Rotaract Club of Vasco-Da-Gama in association with The Village Panchayat of Chicalim on 5th Nov, 2021.



4.6 TYBBA students secured third place in Presentation Competition at Management Day event organized by Dempo College of Commerce & Economics in association with Goa Management Association on 22nd March, 2022. The theme was Thriving on Uncertainty: Managing Change. 8 colleges had participated. TYBBA students who participated were Sabaa Shaik, Neha Halwai, Zareef Khan, and Youvan Gawade.



4.7 Ms. Nikita Lakhani, from FYBBA secured third place in Poster Competition on the topic, Reduce, Reuse, & Recycle organized by Nature Club & Resource Management Cell of MES College on 4th Jan, 2022.

4.8 SYBBA students, Delight Pereira and Gabreilla Almeida secured 2nd place in Marketing for the International Management Fest, PRODIGY organized by Department of Management, Kristu Jayanti College, Bengaluru on 24th March, 2022. The theme was Ascendence – The adversity that made us indomitable. Overall 18 colleges participated in the online event. Other students who participated were Manav Dasila, Adarsh Maurya, Iram Banu, Aisha Kattimani, and Sanchita Bhagat.



4.9 Neha Halwai from TYBBA won the first place in HR round.

Adarsh Maurya, Neha Rao, Sanchita Bhagat and Delight Pereira from FYBBA won the first place in Team work and won the overall runners up trophy at Impressions 2022 organised by the BBA Department of Rosary College on 28th and 29th March, 2022.



4.10 Youvan Gawade from TYBBA won Mr. MES Title at the Funweek organized by MES College on 31st March, 2022.



14.11 Asnain Bhatti and Rajesh Karnati from TYBBA (Shipping & Logistics) secured first place in Face Painting Competition held on 31st March, 2022 at Fun Festival organized by MES College.



14.12 Mr. Ribhav Sardesai (BBA Batch 2018- 2021) was awarded the 'BEST SPORTSMAN' trophy for the year 2020-21, at the hands of Shri Mauvin Godhino, Chief Guest - Annual Prize Distribution Ceremony of MES College on 25th May 2022.

5. GUEST LECTURES

5.1 TYBBA and TYBBA (Shipping & Logistics) students attended an Awareness Meet of MSME in Goa organised by The Reserve Bank of India in collaboration with Goa Chamber of Commerce & Industry on 22nd Oct, 2021. The primary aim was to make the students and aspiring MSME entrepreneurs aware of the MSME movement in India, the various incentives, schemes, support mechanism & future plans.



Eminent Speakers were

- a) Mr. Ralph De Sousa - President GCCI
- b) Mr. Mangurish Raikar - Chairman Assocham National Council
- c) Mr. Namboodri - General Manager RBI
- d) Mr. Rajkumar Kamat - President BNI & Vibrant Goa
- e) There sessions were by RBI Experts, Small Industries Development Bank, Some Success Stories.

5.2 Mr. Gajanan Gawas, HR Manager from Pfizer interacted with TYBBA students for interview facing skills on 23rd Oct, 2021.

5.3 Guest Lectures for TYBBA (Shipping & Logistics) students as part of the course -

Occupational Health and Safety Management:

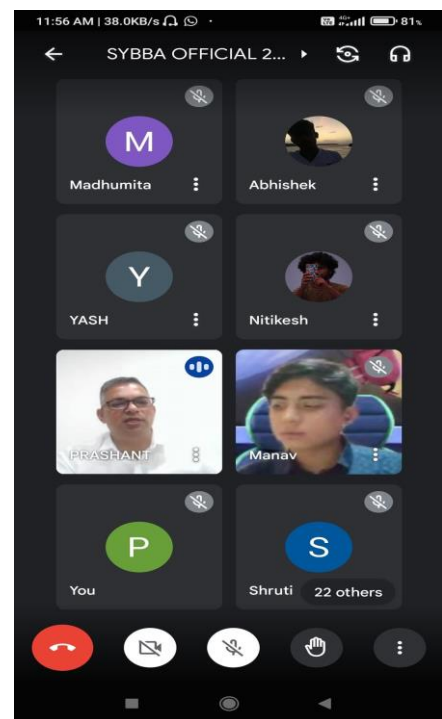
5.3.1 Mr. Shantaram Gaitonde, Manager – EHS from CommScope, conducted sessions on the topic Protection from Fire and Explosion on 30th October, 2021. On 13th November, 2021 he conducted sessions on the topics Safety measures required in industry, and Assessment and Control Techniques, PHA.

5.3.2 Mr. Dattatray Thakur, Manager – EHS from Siemens conducted sessions on 22nd October, 2021 on the topics Behaviour based safety, Role of ergonomics in employee safety & health, Electrical safety.

5.3.3 Dr. AG Vaidya, from Zuari Industries Limited conducted a session on the topic Basic First Aid and CPR on 11th October, 2021. He also conducted session on 11th November, 2021 on the topic Occupational Health Hazards: Classification, permissible exposure limits, threshold limit value, occupational diseases due to metal dust, fumes and chemical compounds.

5.4 Industry Executive – VP HR – Mr. Prashant Nayak of Smartlink Solutions was invited to interact with students of SYBBA for the course Product Management on 27th Jan, 2022. The interactive session was conducted in two parts –

- a) Elaborate study on the PLC. This was followed by an interactive question answer session with students.
- b) Second session started with a video screening of the organization and its activities. This was continued by an explanation of the competitor analysis that the company followed. Strategies followed during the pandemic were also shared.



5.5 Mr. Peferd Da Costa, Assistant Manager Sales & Customer Service, Aspinwall and Co. Ltd. conducted sessions for TYBBA (Shipping & Logistics) students on 28th Feb, 2022 as part of their course Global Logistics Management.



5.6 Mr. Prajal Sakhardande - Historian and Heritage activist delivered a guest lecture on Heritage of Goa on 27th April, 2022 for SYBBA students as part of their course Cultural Heritage of Goa.



6. FIELD TRIPS

6.1 SYBBA students had their final evaluation for the subject 'Etiquette' at TajSats, Dabolim on 6th Dec, 2021.



6.2 Students of TYBBA(Shipping & Logistics) Visited 'Hindustan Coca-Cola Beverages Pvt. Ltd.', Verna as part of their course 'Occupational Health and Safety Management' on 14th Dec 2021.



6.3 TYBBA students visited McDonalds at the Mall de Goa for the course Retail Management on 9th April, 2022.



6.4 9th April, 2022 Field trip -BBA students visited the Reis Magos and Aguada forts as part of the subject Cultural Heritage of Goa and then visited Mall de Goa for an assignment in Marketing and Brand Management.



6.5 FY & SYBBA (Shipping & Logistics) students visited Ratna Engineering and Captain Dock, Zari, Sancoale on 5th May, 2022 as part of their course Psychology and Port Management.



7.7.

7. TEACHERS' ACTIVITIES & ACHIEVEMENTS

7.1 Assistant Professor, Motilal Pednekar released his book of Marathi poems on 4th Dec, 2021.



7.2 Assistant Professor Dr. Semele Sardesai, and Mr. Motilal Pednekar participated in the National Level Lecture Series on 'Basics of Research" organised by the Research and Consultancy Cell Of S.V.'s Sridora Caculo College of Commerce and Management Studies, Mapusa, in collaboration with IQAC from 10th to 13th Jan 2022.



7.3 Our faculty members Dr. Kirti Tyagi and Mr. Motilal Pednekar were resource persons for Mock Interview competition organised by Commerce department of MES College on 16th March, 2022.



7.4 Faculty of BBA attended Faculty Enrichment Programme: NAAC Assessment organised by IQAC of MES College on 6th April, 2022 on NAAC preparations. The resource person was Dr. Shami Pai, IQAC Coordinator, Shree Damodar College of Commerce & Economics, Margao.



7.5 Dr. Semele Sardesai was an examiner for the Dissertation of TYB.Sc. students of V. M. Salgaocar Institute of International Hospitality Education, Manora, Raia, Goa. On 21st April, 2022.



7.6 Dr. Semele Sardesai was resource person for a Faculty Development Program on "Research Methodology and Data Analysis" at V. M. Salgaocar Institute of International Hospitality Education, Manora, Raia, Goa April- May 2022.



7.7 Dr. Kirti Tyagi, Assistant Professor – BBA (S&L), was the judge for ‘Rationalize Your Thinking’ at Sansodhan, an inter-collegiate commerce event organized by the M.Com. programme of MES College on 9th May, 2022.



7.8 Dr. Semele Sardesai presented a paper in online mode, at the 8th International Hybrid Conference on Management Studies (ICMS-2022) held in Istanbul, Turkey on 11th June 2022. The title of the paper was *"An Empirical study of the predictors of Green Purchase Behavior"*.



8th ICMS-2022

An Empirical Study of the Predictors of Green Purchase Behavior

Dr. Semele Jatin Sardesai

Department of Business Administration, MES College of Arts and Commerce, Zuarinagar, Goa, India

Ms. Supriyanka Govekar*

Department of General Management, V. M. Salgaocar Institute of International Hospitality Education, Manora-Raia, Goa, India

The world has progressed economically in leaps and bounds but sadly at the cost of our environment. Green Consumer Behavior has become the need of the hour in recent years with the rapid degradation of the environment. This study focuses on green appraisals and aims to examine if there is a relationship between i) Personal Norm and Green Purchase Behavior, ii) Peer Influence and Green Purchase Behavior iii) Perceived Benefits and Green Purchase Behavior and iv) to examine if attitude mediates the relationship between Personal Norm and Green Purchase Behavior. Value-attitude-behavior hierarchy theory (VABH) has been used. The method used for analyses is the Structural Equation Modelling (SEM) technique using AMOS 22 software. A sample of 146 consumers was used and the convenience sampling technique was followed. The study results show that there is a positive and significant relationship between i) Personal Norm and Green Purchase Behavior, ii) Peer Influence and Green Purchase Behavior, iii) Perceived Benefits and Green Purchase Behavior and iv) attitude mediates the relationship between Personal Norm and Green Purchase behavior. The findings are valuable to green apparel product manufacturers, policy makers, parents, school managements and to the community at large.

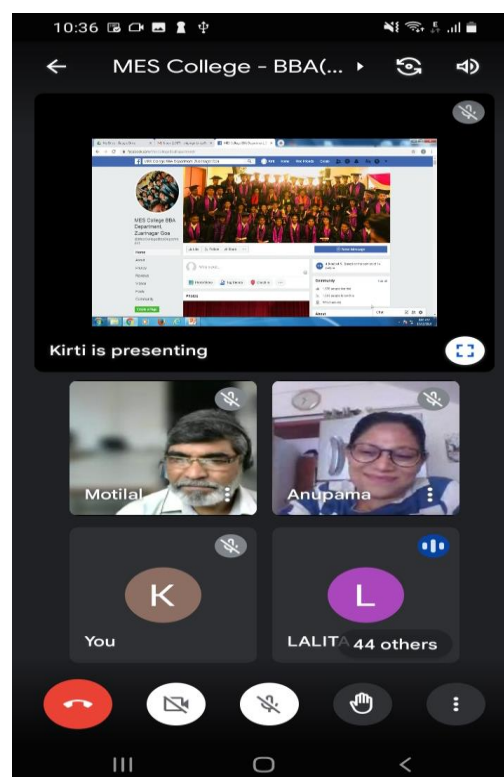
Keywords: Green Purchase behavior, Personal Norm, Peer Influence, Perceived Benefits, Green Products

8. COURSE PROMOTION ACTIVITIES

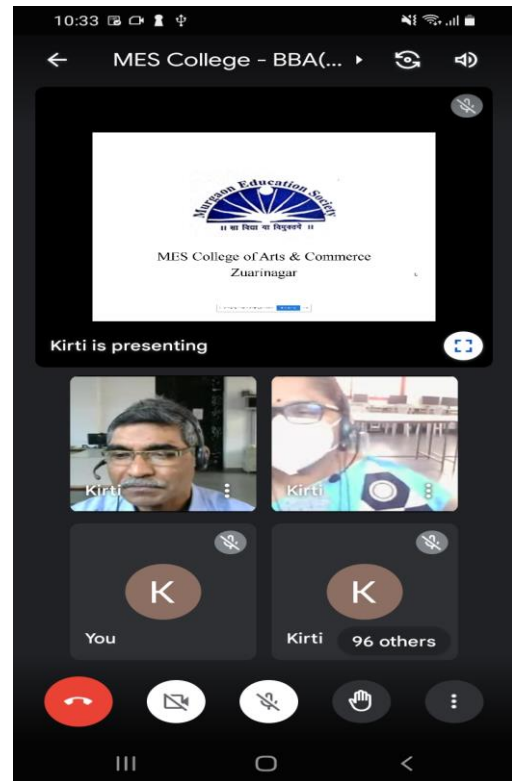
8.1 Career Guidance Session conducted for MES Higher Secondary Students of all streams (Science, Arts, Commerce, and Vocational) about BBA (Shipping & Logistics) Programme on 12th Nov, 2021.



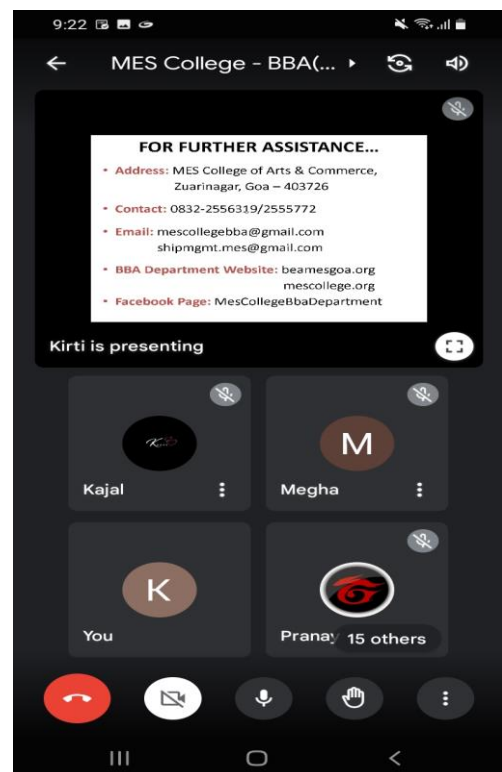
8.2 Session on ‘Career Prospects in Shipping and Logistics Industry’ was conducted for students from all streams of Navy Children School in online mode on 8th Jan, 2022.



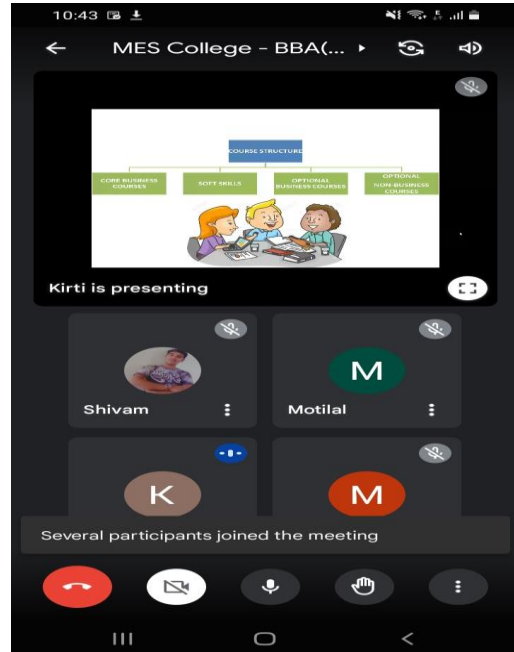
8.3 Session on ‘Career Prospects in Shipping and Logistics Industry’ was conducted for students from all streams of Fr. Agnel Multipurpose Higher Secondary School in online mode on 13th Jan, 2022.



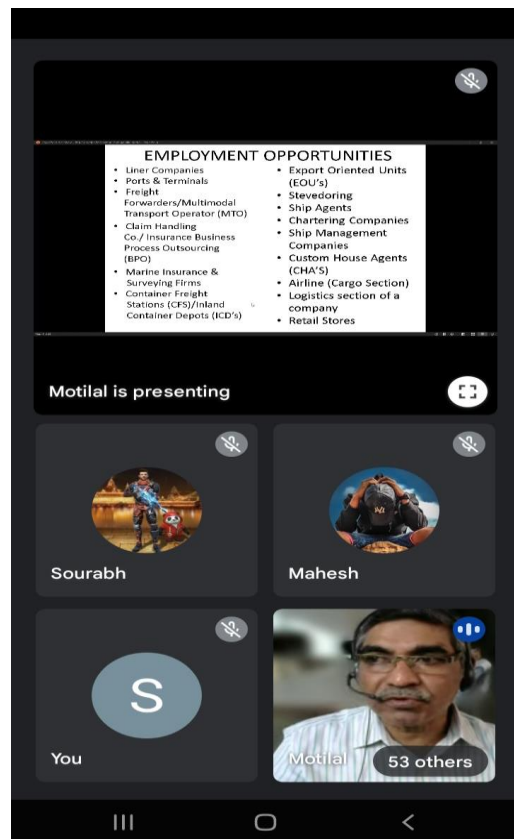
8.4 Session on ‘Career Prospects in Shipping and Logistics Industry’ was conducted for students from all streams of Shantadurga Higher Secondary School in online mode on 17th Jan, 2022.



8.5 Session on ‘Career Prospects in Shipping and Logistics Industry’ was conducted for students from all streams of Government Higher Secondary School in online mode on 25th Jan, 2022.



8.6 Session on ‘Career Prospects in Shipping and Logistics Industry’ was conducted for students from Science Stream of Deepvihar Higher Secondary School in online mode on 27th Jan, 2022.



8.7 Session on ‘Career Prospects in Shipping and Logistics Industry’ was conducted for students from Commerce Stream of Deepvihar Higher Secondary School in online mode on 29th Jan, 2022.

