

# DESALITE NEWSLETTER



## Renasterea

NEWSLETTER BY THE DEPARTMENT OF BBA

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### INSIDE THIS ISSUE:

Editor's message	1
Budding Achievers – A best practice by the Dept of BBA	1
Finance Club Activity - Stock Market Trading	2
Social Outreach Program	2
Creative Logo Competition	2
Topic Recognition Activity	2
BBA Intra - Departmental Activity	3
Finance Club Activity - Quiz	3
Students corner	3
Human Resource Management (HRM) - Definition and Concept	4

### Editor's message

We live in the society where students' primary duty is to transfer the unity that they learn in the school/college/university to form a productive environment. There is no influence superior than youth. As per predictions, India is to have the largest number of young adults in the world by 2020, and that in itself is indeed boundless. The social setup and norms are changing and so is the way of how people live. It is a growing nation at the peak of its magnificent youth who have to shoulder the responsibility in building it

up. Dream big, work hard and stick to principles. The ride is sure going to be uncomfortable, but if all of us get hell bent on taking this nation to the number one position on the world stage; we will undeniably have our children breathing in a healthier country that boasts of being the best in the world someday in the future. Wishing all the best to the imminent leaders!

**Prof. Maria Priya P**  
Department of Business administration  
SFS College

### Budding Achievers – A best practice by the Dept of BBA



The Department of Business Administration (DESMA) organized a unique best practice with the banner of "Budding Achievers." This venture

is a platform for young start up entrepreneurs to share their practical experiences in starting the business.

The first of such a guest lecture was conducted by Mr Raghavendra, an alumnus of the College, who shared his valuable experiences on his startup "My Plant, My Taste" on Jan 17, 2019.

Along with his team, he delivered inputs on his motivating factors and how he was able to generate and identify proper sources of funds. This motivational session was attended by nearly 150 students of the department.

### QUOTES

"If you want to achieve excellence, you can get there today. As of this second, quit doing less-than-excellent work."  
—Thomas J. Watson

"Small daily improvements over time lead to stunning results."  
- Robin Sharma

- *There are no secrets to success. It is the result of preparation, hard work, and learning from failure.* - Colin Powell
- *The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.* - Bill Gates
- *A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.* - Jeff Bezos
- *The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant.* - Max de Pree

## Finance Club Activity - Stock Market Trading



As part of the activity-based learning initiatives, a Stock Market Trading activity was conducted by the Finance Club of the Dept of BBA on Jan 21, 2019. The activity was organized for the Finance students of VI Sem BBA. Students were asked to invest Rs 10,000 each. Each of them had chosen different sectors shares in their portfolio based on the risk & returns of the company. Their portfolio

should have a minimum of 4 company with no restriction on the maximum limit. Accordingly, the students have done their investment. As the trading was done for one day, the selling price would be the closing price of that day. In such a way the profit was calculated and the highest profit earned by them was declared as the winner of this activity. It was a good learning and an experiential endeavour.



## Social Outreach Program



The Department of Business Administration under DESMA organized a social outreach program to Assisi Home on Jan 31, 2019. This home cares for the blind, deaf and dumb students who are associ-

ated with the V-Guard company for assembling, quality check and packing of final products for delivery. Around 40 students with 2 faculty members were part of this outreach. The program was a real motivation for the students to understand the value and deeper realities of life. An interaction session was arranged with the engineer of the V-Guard department. The Department is thankful to Sr Shiji, the coordinator of the Assisi Home for her generosity and service and mentoring to help the children to live their life independently.

## Creative Logo Competition

The Department of Business Administration organized an HR activity for the specialization students on Jan 25, 2019. The activity was conducted under the topic "Creative Logo". Groups were divided, and logos were designed and created with the help of available materials. The judge for the event was Prof. Mickey J Thomas and the event was conducted under the guidance of Prof. Mangayarkarasi, HOD.



## Topic Recognition Activity



The Department of Business Administration organized an HR Activity on Jan 16, 2019, for Final Year HR specialization students under the topic "Topic Recognition."

Each group comprising of a students was given a topic and they had to present the same through their drawings on chart.

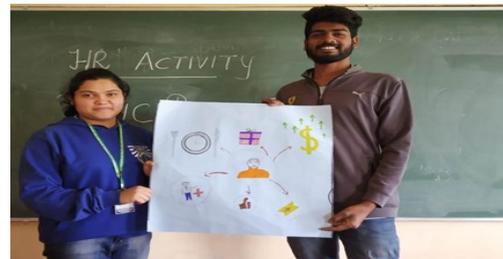
The second round of projection of topic was done through a mime.

Points were awarded as per the criteria that was set. Prof. Maya Mathew from the Department of Science was the judge for the Activity.

The following were the winners of the activity:

1st: Aniya Shaman  
2nd: Shivashankar and Shivani, Deva kumar, Raj Kumar, Shivraj

3rd: Supriya, Pramod, Nirmala Mary



## FACTS

**Top Stock Exchanges** :The three largest stock exchanges in the world are the New York Stock Exchange, NASDAQ and BATS Global Markets. U.S. stock exchanges trade more than \$250 billion daily, and electronic orders take only 200 microseconds before they are filled or recognized.

## BBA Intra-Departmental Activity



“Education is not merely a learning process, but it is necessarily a process of transforming humans into better and efficient individuals.”

The Department of Business Administration organized the Intra Departmental Activity on 29th January 2019. The department activities conducted are focused on creating practical involvement for overall development of students.



In view of this three Events were organised EXTEMPORE - An extempore speech is an impromptu speech which the student is required to make on a topic given there and then. No prior preparation is permissible.

MAD -ADS - Participants have to come prepared and present an advertisement for a product/service of their choice. It can be made

in a fun -filled and exciting way.

BUSINESS QUIZ - It is a three round competition which covered questions related to identification of brands, personalities and logos of companies.

The students of the department actively and enthusiastically participated in all the events.

After two hours of fantabulous quizzing, ad- mads and extempore the evolving curious minds that emerged victorious were

EXTEMPORE (Judges: Dr. Tharini and Prof. Vinshy)

IST: Ramya M.V (VI SEM BBA)

2ND: Jagadish (IV SEM BBA)

MAD ADS (Judges: Prof Tison and Prof Nayana)

IST: Devkumar and Group (VI SEM BBA)

2ND: Prashanth Kumar and Group IISEM BBA A)

BUSINESS QUIZ (Judges: Mr Xavier Stalin and Mr Mickey Thomas)

IST: Edwin and Group (IV SEMM BBA)

2ND: Karan Godwin and Group (IV SEM BBA)

The Event Organisers were Prof. Maria Priya P & Prof. Swati Pahwa from the Department of Business Administration.

## Finance Club Activity - Quiz



The Department of Business Administration under DESMA has organized finance Activity-Finance Quiz for final year Finance Specialization students on 5th February 2019.

This was conducted by Prof. Ramesh Babu.N. Students

were made into 4 groups each with 4 students. There were three rounds. First round was related to finance. Second round was related to financial management. Third round was related to International finance. The students actively participated in all rounds which helped them to enrich their knowledge as well as in team building, they also updated with their recent changes and tools and technique through this activity.

First Place: Gayathri, Ramya, Praveen Kumar, Rakesh

Second Place: Girija, Jenisha, KiranSallapuri, Varghees and Karthik

Third Place: Vinutha , Anusha , Robin



## Students corner

### Speak not

We keep our silence like the bitter truth  
Freedom being expensive to travel in life  
Dreams and passion are not true to me  
So should I stop them ?  
To beginning and death limited by time  
What's that I have to learn  
To live or to survive.  
And yet I live in this cycle.

### Worship fear

I don't wish of a glorious death  
But isn't its knowledge that  
best means of salvation  
Or we blame it of to the birth, Faith or the karma.  
My soul is not a charity to the God's or the devil

I have it for my body to live  
I don't worship fear of my death  
I live in love, you my death  
Black death I stand  
Don't keep me in the light of man

Subin  
II SEM BBA 'B'

You have nothing to fear

# Human Resource Management (HRM) - Definition and Concept

We often hear the term Human Resource Management, Employee Relations and Personnel Management used in the popular press as well as by Industry experts. Whenever we hear these terms, we conjure images of efficient managers busily going about their work in glitzy offices.

In this article, we look at the question “what is HRM ?” by giving a broad overview of the topic and introducing the readers to the practice of HRM in contemporary organizations. Though as with all popular perceptions, the above imagery has some validity, the fact remains that there is much more to the field of HRM and despite popular depictions of the same, the “art and science” of HRM is indeed complex. We have chosen the term “art and science” as HRM is both the art of managing people by recourse to creative and innovative approaches; it is a science as well because of the precision and rigorous application of theory that is required.

Human resource management in simple words means handling or managing the human force present in the organisation. HRM consist of satisfying the employee needs, wants so that the organisation can move smoothly.

Any organisation survives or operate's in the market due to a good support of there organisational employees or staff's without them operating in market is next to impossible so to take a proper care of employees in an organisation human resource management was started.

As outlined above, the process of defining HRM leads us to two different definitions. The first definition of HRM is that it is the process of managing people in organizations in a structured and thorough manner. This covers the fields of staffing (hiring people), retention of people, pay and perks setting and management, performance management, change management and taking care of exits from the company to round off the activities. This is the traditional definition of HRM which leads some experts to define it as a modern version of the Personnel Management function that was used earlier.

The second definition of HRM encompasses the management of people in organizations from a macro perspective i.e. managing people in the form of a collective relationship between management and employees. This approach focuses on the objectives and outcomes of the HRM function. What this means is that the HR function in contemporary organizations is concerned with the notions of people enabling, people development and a focus on making the “employment relationship” fulfilling for both the management and employees.

These definitions emphasize the difference between Personnel Management as defined in the second paragraph and human resource management as described in the third paragraph. To put it in one sentence, personnel management is essentially “workforce” centered whereas human resource management is “resource” centered. The key difference is HRM in recent times is about fulfilling management objectives of providing and deploying people and a greater emphasis on planning, monitoring and control.

Whatever the definition we use the answer to the question as to “what is HRM?” is that it is all about people in organizations. No wonder that some MNC’s (Multinationals) call the HR managers as People Managers, People Enablers and the practice as people management. In the 21st century organizations, the HR manager or the people manager is no longer seen as someone who takes care of the activities described in the traditional way. In fact, most organizations have different departments dealing with Staffing, Payroll, and Retention etc. Instead, the HR manager is responsible for managing employee expectations vis-à-vis the management objectives and reconciling both to ensure employee fulfillment and realization of management objectives.

This article state or give a proper idea about the topic which is human resource management in an organisation, importance of employees in an organisation, the need of employee in organisation etc.

## QUOTES

*“In order to build a rewarding employee experience, you need to understand what matters most to your people.” – Julie Bevacqua*

*“Train people well enough so they can leave. Treat them well enough so they don’t have to.” – Sir Richard Branson*

**Renasterea** is a Newsletter published from the **Department of Humanities - St. Francis de Sales College, Electronic City, Bengaluru - 560100**. It highlights the activities of the department and serves as a link between the department as well as other colleges.

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