

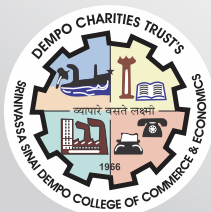
# PROSPECTUS

## 2023-24

**BACHELOR OF BUSINESS  
ADMINISTRATION (B.B.A.)**  
Affiliated to Goa University



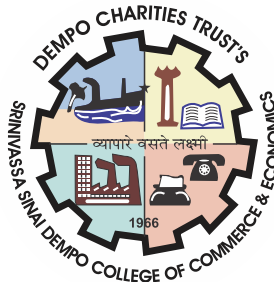
**RESHAPED  
FOR THE  
CORPORATE  
WORLD**



DEMPO CHARITIES TRUST'S

**SRINIVASSA SINAI DEMPO COLLEGE OF  
COMMERCE & ECONOMICS**

Deena Dayal Integrated Education Complex, Cujira, Bambolim - Goa



**DEMPO CHARITIES TRUST'S  
SRINIVASSA SINAI DEMPO COLLEGE OF  
COMMERCE AND ECONOMICS**

Deena Dayal Integrated Education Complex, Cujira, Bambolim - Goa

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

**GOVERNING BOARD**

Shri. Shrinivas V. Dempo	Chairman
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Prof. (Dr.) Manoj S. Kamat	Principal
Dr. Vrinda Borkar	Member
Shri. Rajesh R. Bhatikar	Member/Secretary

## FROM THE PRINCIPAL'S DESK



Dear Prospective Student,

I am delighted to welcome and introduce the BBA program DCT's Srinivassa Sinai Dempo College of Commerce & Economics, one of the most sought-after BBA in the State.

Our college has a long-standing tradition of excellence in education. We have a legacy of being a pioneering institution in the State and for long have established itself as among the best in the Higher Education sector in Goa.

At Srinivassa Sinai Dempo College, the BBA program believes in providing students with a well-rounded education that emphasizes both theoretical knowledge and teachings applicable to real life. The BBA program at Srinivassa Sinai Dempo College is designed in such a way as to provide students with practical and comprehensive knowledge to thrive in the business ecosystem, be it a corporate entity, family business, or Start-up.

We at Dempo's are committed to providing society with quality education, for starters, our faculty members are experts in their respective fields and bring with them bountiful experience and specialized knowledge that they impart to our students. Additionally, we have established excellent collaborative arrangements with leading companies and organizations, providing our students with opportunities for placements, internships, industry visits, and guest lectures.

This prospectus provides an overview of the BBA program at Srinivassa Sinai, including details on the curriculum, faculty, facilities, fees, and placement opportunities. Whether you are interested in pursuing a career in finance, marketing, human resources, or entrepreneurship, our program will provide you with the foundation and skills to achieve your goals and dreams and more importantly, shape you into a well-rounded and socially responsible individual

We believe in providing our students with an exceptional education that will serve as the foundation for their future successes in their professional and personal lives. I invite you to explore this prospectus, learn more about the BBA program at Srinivassa Sinai Dempo College, and be a part of #TeamDempo forever in your lives.

Sincerely,

**Prof. Manoj S. Kamat**

Post Doc Fellow, Ph.D. Finance (IIT Bombay), FDP (IIM Indore)

# DEMPO CHARITIES TRUST

*"Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family."*  
-Kofi Annan

Goa, a culturally diverse and ecologically gifted state is now visualized as a hot-spot for intellectual and artistic exercise. The state has also made its presence felt in the arena of sports. The house of 'Dempo' has had a pivotal role in this transformation in perception; offering Goans an opportunity at higher education as well as sports within the state; thereby bringing to them the key to progress.

The foundation Dempo Charities Trust established four educational institutions in Goa-

1. Dhempe College of Arts & Science – established in 1962 and located at Miramar has been Re-Accredited by NAAC with CGPA of 3.20 on four-point scale at "A" grade in the third cycle of Accreditation. In 2016, the institution was recognized as a "College with potential for Excellence". The college has also received ISO 9001: 2008 Certification by URS and Green Certification.
2. Srinivasa Sinai Dempo College of Commerce & Economics – established in 1966 and located at the New Cujira Integrated Education Complex, Santa Cruz.
3. Vasantrao Dempo Higher Secondary School of Arts, Science & Commerce established in 1975 and located at New Cujira Integrated Education Complex, Santa Cruz.
4. Dempo Higher Secondary School of Science Trust – established in 2012 and located at Miramar.

The total enrollment in these institutions is over 4000. The Trust strives to provide state-of-the-art infrastructure in all these institutions. As a result, the students have performed very well in public examinations and have frequently appeared in the merit lists of educational Boards and Universities and are well-placed in society at large.

The students have also excelled in extracurricular activities, sports and athletics at the inter-collegiate, inter-university and national level. The N.S.S. units have rendered commendable services to the community. The N.C.C wing does the institutions proud with cadets representing the college at state and national levels.

The institutions of Dempo Charities Trust are affiliated to Goa Board of Secondary and Higher Secondary Examinations and Goa University. They are also associated with other educational and professional bodies. Dhempe College of Arts and Science hosts the North Goa Study Centre of Indira Gandhi National Open University and is a center for online exams of various institutions. In 2015, the College became Goa's first institute of higher learning to receive Green Certification, GSCP-01-2010 of the Green Standard Certification Programme, for promoting and maintaining ecologically friendly practices. The institution has also signed MoUs with leading academic and research institutes.

The Trust also provides annual scholarships and financial assistance to deserving students from the institutions under its management as well as to students from different parts of Goa as well as outside Goa.

In order to fill in the gap that exists in the field of research in Goa in subjects related to Goa's culture, arts, society, biodiversity etc., the Dempo Charities Trust has established a fellowship. The financial grant of rupees 5 lakhs is bestowed on the basis of merit for the completion of research in a scientific manner. This fellowship also aims at strengthening and consolidating the intellectual foundations of Goa.

The Trust has recently instituted 50 scholarships in memory of founder trustee Late Padmashri Vasantrao Sinai Dempo for students from Santa Cruz for pursuing higher education.

The Trust also supports and promotes cultural activities like music, theatre and festivals promoting Goan traditions. Seminars, Workshops, Conferences, Training camps conducted by Goa University and other professional bodies find support of the Trust as well.

To commemorate the tremendous contribution of the late Shri Vasudeva V. Sinai Dempo in the field of education; as well as his socio-cultural efforts, the Trust has started an Annual Memorial lecture series presenting to Goans a platform to interact with eminent personalities of international repute from different walks of life.

The Dempo legacy of innovation and service continues through its institutions and other social endeavours.





# ABOUT SRINIVASSA SINAI DEMPO COLLEGE OF COMMERCE & ECONOMICS

Srinivassa Sinai Dempo College of Commerce and Economics, established in 1966 by the Goa Education Society under the Chairmanship of Shri. Vasantrao 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 Srinivassa Sinai Dempo College of Commerce and Economics.

# **BACHELOR OF BUSINESS ADMINISTRATION**

**AT SRINIVASSA SINAI DEMPO COLLEGE OF COMMERCE AND ECONOMICS**

The B.B.A. programme at Srinivassa Sinai 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”. Srinivassa Sinai Dempo College-B.B.A. believes in providing opportunity to students through modernized teaching and learning methods to convert their dividend into advantage.

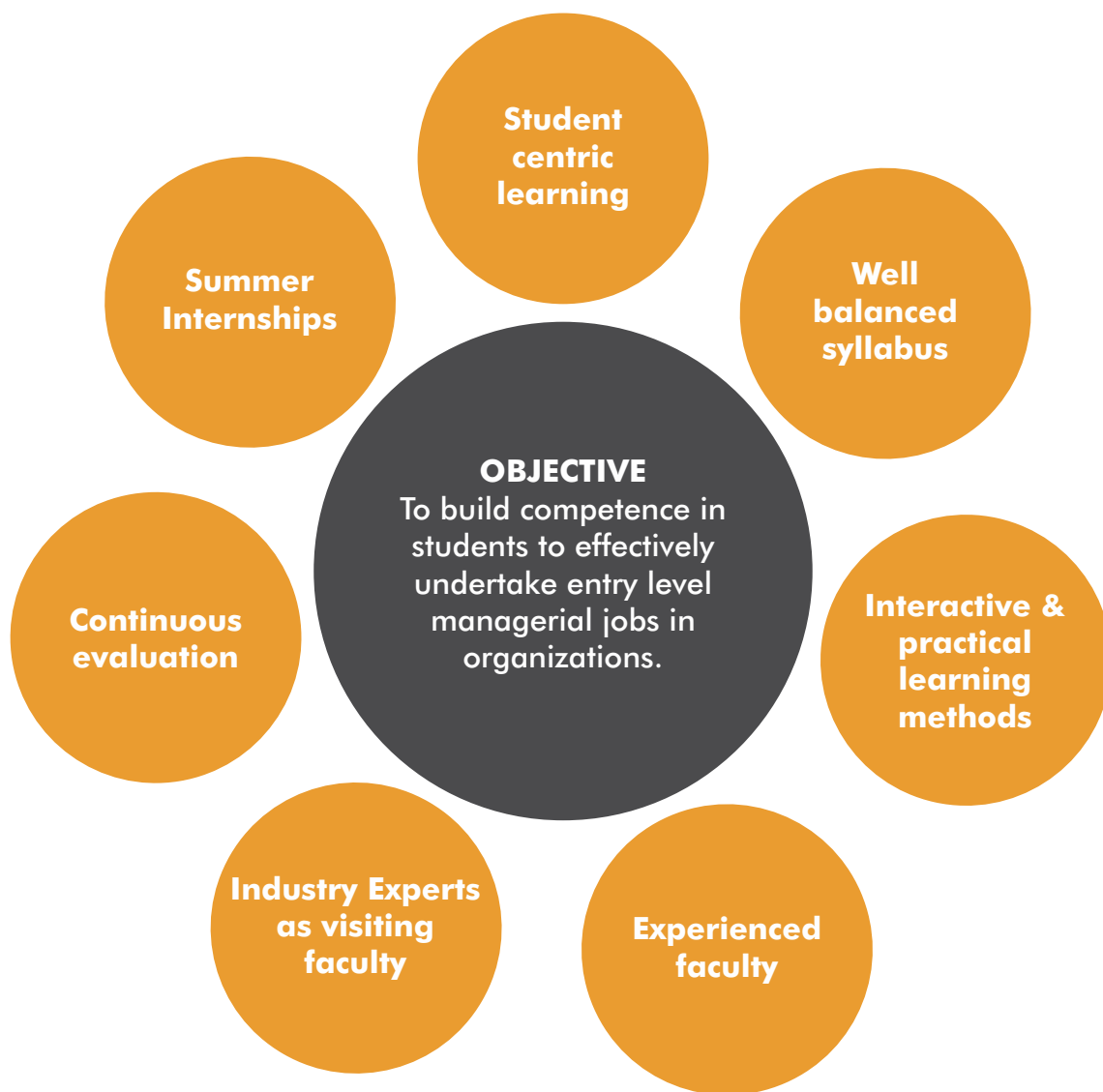
B.B.A. provides competitive advantage to students opting for post-management courses like MBA. After completing the B.B.A. programme, the students have the option of joining as Management Trainee/ Entry Level Executive in reputed companies or working in family businesses or setting up their own business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

At Srinivassa Sinai 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 Srinivassa Sinai 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’**



## COURSE STRUCTURE

\*1 credit = 15 contact hours

Particulars	Credits
Core Business Courses	52 credits
Optional Non Business Courses	24 credits
Optional Business Courses / Electives	30 credits
Soft Skill	12 credits
Summer Internships	22 credits
Total minimum credits	140

**Note: This structure and courses are subject to change as per the notification from the Goa University, under the New Education Policy**



# CURRICULUM

## 1. Business Courses

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| -Management Process                 | -IT Skills-I                         |
| -Marketing Management-I             | -Marketing management-II             |
| -Human Resource Management-I        | -Human Resource Management-II        |
| -Case Analysis-I                    | -Business Maths                      |
| -Financial Statement Analysis-I     | -Financial Statement Analysis-II     |
| -Managerial Economics-I             | -Managerial Economics-II             |
| -Production Operations Management I | -Production Operations Management II |
| -Organisational Behavior - I        | -Organisational Behavior - II        |
| -Legal Aspects of Business          | -Strategic Management                |
| -Management Accounting-I            | -Management Accounting-II            |
| -Business Research Methods - I      | -Business Research Methods - II      |
| -Financial Management- I            | -Financial Management- II            |
| -Environmental Studies- I           | -Environmental Studies- II           |

## 2. Soft Skills Courses

- |                            |                               |
|----------------------------|-------------------------------|
| -Oral Communication Skills | -Written Communication Skills |
| -Presentation Skills       | - Mock Interviews             |
| -Etiquette                 | -Group Discussion Skills      |
| -Interview Facing Skills   | -Negotiation Skills           |
| -Time Management           |                               |

## 3. Non Business Courses

- |                          |                           |
|--------------------------|---------------------------|
| -Culture and Heritage -I | -Culture and Heritage -II |
| -Current Affairs         | -Health & Nutrition       |
| -Psychology              | -Value Education          |
| -Critical Thinking       | -Creative Writing         |
| -Film Appreciation       | -First Aid                |
| -International Relations | -Sports & Fitness         |
| -Theater and Drama       |                           |

#### 4. Optional Business Courses

##### **Finance**

Stock Market Operations  
Insurance  
Taxation

Banking Operations  
Investment Planning  
Working Capital Management

##### **Human Resource Management**

Talent Acquisition  
Learning & Development  
Labor Laws  
Employee Engagement

Compensation Management  
Performance Management  
Competency Mapping  
Industrial Relations

##### **Marketing**

Consumer Behavior  
Retail Management  
Sales Management  
Services Marketing  
International Marketing

Product Management  
Digital Marketing  
Advertising Management  
Brand Management

#### 5. Summer Internship

There will be a summer internship programme of 6 weeks at the end of first as well as second year and 4 weeks during the third year BBA which will be undertaken by the student in an established organization.

#### **Scheme of Examination**

The assessment of all courses shall comprise of continuous Intra-Trimester and End-Trimester (ITA & TEA) and shall be fully internal.

The End-Trimester shall be of 50% weightage of total evaluation and shall cover the entire course. Each credit carries 25 marks.

#### **Scheme of Evaluation**

Common Grading System of the University as stated in OA-16.4 shall be applicable.

A student shall be considered to have completed the program when the student fulfills both the minimum credit and minimum duration requirements of the program.

•Marks awarded in each course shall be represented in the form of Grades and Grade Points. The result of each semester shall be declared as Semester Grade Point Average (SGPA) and final result shall be declared as Cumulative Grade Point Average (CGPA).

•The percentage of marks secured in both ITA and TEA shall be added for awarding the grade and grade points for each Course, as indicated in the table below:

Range of % Scored	Grades	Grade Points
85 - 100	O (Outstanding)	10
75 - <85	A+ (Excellent)	9
65 - <75	A (Very Good)	8
55 - <65	B+ (Good)	7
50 - <55	B (Above Average)	6
45 - <50	C (Average)	5
40 - <45	P (Pass)	4
0 - <40	F (Fail)	0
	Ab (Absent)	

•Every student shall be required to secure a minimum of 'P' grade to pass the course

## ELIGIBILITY FOR ADMISSION:

A candidate who has passed Std. 12th or equivalent examination from any recognized Board, from any faculty, is eligible to apply for B.B.A. programme.

## ADMISSION TO THE B.B.A. DEGREE PROGRAMME:

There will be 50% weightage to the entrance test (DCET), 30% weightage to the Personal Interview and 20% to the 12th standard percentage.

## NO. OF SEATS:

\*100 seats allocated into 2 divisions of 50 each.

\*May be increased subject to approval from DHE

NRI-10% of the seats will be for foreign /NRI students.

The College applies Reservation Policy for admission as per rules and notifications by Government of Goa from time to time.

SC - 2%

ST - 12%

OBC - 27%

Physical Handicapped - Not less than 5%

EWS- 10%

## FEE STRUCTURE

SR. NO.	PARTICULARS	FYBBA	SYBBA	TYBBA
1	Tuition Fees	Rs. 52,000	Rs.52,000	Rs.52,000
2	Development Fees	Rs. 1,000	Rs.1,000	Rs.1,000
3	Library Fees	Rs. 3,000	Rs.3,000	Rs.3,000
4	Computer Lab Fees	Rs. 3,000	Rs.3,000	Rs.3,000
5	Gymkhana Fees	Rs. 174	Rs.174	Rs.174
6	Student Activity Fees	Rs.174	Rs.174	Rs.174
7	Student Aid Fees	Rs. 58	Rs.58	Rs.58
8	University Registration Fees	Rs. 660	-	-
9	Result Processing Fees	Rs. 600	Rs. 600	Rs. 600
10	Mark Sheet Issuance	Rs. 360	Rs. 360	Rs. 360
11	Application fees	Rs. 200	Rs. 200	Rs. 200
11	Caution Deposit (refundable)	Rs.1,000	-	-
12	Library Deposit (refundable)	Rs.1,000	-	-
13	Seminars/Internships/ Events/Placements	Rs.2,000	Rs.2,000	Rs.2,000
14	Student Connectivity	Rs.500	Rs. 500	Rs. 500
15	Parents Connectivity	Rs.660	Rs.660	Rs.660
16	Alumni Association Fees			Rs. 200
17	University Administration Fees	Rs.1000	Rs.1000	Rs.1000
18	University Exam Fees	-	-	Rs.500
	<b>Total</b>	<b>Rs. 67,386</b>	<b>Rs. 64,726</b>	<b>Rs. 65,426</b>

\*Fee structure is subject to change as per the notification of Goa University.

\* An amount of Rs. 3500 will be charged towards a blazer and pant suit for the FYBBA

- For NRI and foreign students the tuition fees for 1st, 2nd and 3rd year will be double of that mentioned at Serial No 1. Particulars of other components will be informed to the students while taking admission.
- Students applying for the BBA programme, are eligible to pay the above fees in installment.
- RULES FOR REFUND OF FEES: As per Goa University circular

## SCHEMES

The following schemes of the Government of Goa are available:

### **Fee Waiver Scheme for SC/ST students pursuing Higher Education.**

[For further details regarding eligibility and other conditions, kindly contact the Administrative Office of the college].

### **Dayanand Bandodkar Scheme for Higher Education for Orphans.**

[For further details regarding eligibility and other conditions, kindly contact the Administrative Office of the college].

### **Bursary Scheme**

The Government of Goa with the sole objective of making Higher and Technical Education accessible and affordable to all, has initiated a scheme known as the Bursary scheme. This scheme aims at granting financial assistance towards the fees paid for various courses under higher and technical education. Students pursuing college (Higher and Professional) Education in the state of Goa including post graduation shall be eligible to receive the benefits under this Bursary Scheme, provided they meet the eligibility criteria laid down in the scheme. [For further details regarding eligibility and other condition, kindly contact the Administrative office of the college].

### **Interest Free Education Loan Scheme (DHE)**

This scheme envisages grant of interest free loans to younger population of Goa to assist them in their pursuits of higher and technical education. The scheme aims at ensuring that economic condition and financial difficulties do not act as barriers in pursuit of higher education. Through this scheme, eligible candidate are assisted by way of interest free loans to undertake approved degree and diploma courses at undergraduate and post graduate levels in India and abroad. [For further details regarding eligibility and other condition of this scheme, kindly contact the Administrative Office of the college].

## FACULTY



**PRINCIPAL: Prof. Manoj S. Kamat**

**Post Doc Fellow, Ph.D. Finance (IIT Bombay),  
FDP (IIM Indore)**

He is an academic Scholar, an alumnus of IIT and the IIMs, a literary author, orator and popular columnist and has established himself as a result-oriented administrator. Prof. Kamat is a Post-Doctoral Fellow in Economic Analysis from the Osmania University, Hyderabad, a collaboration program with the University of Texas at Austin, US, besides having a PhD. from IIT Bombay (Powai-Mumbai) in the area of Empirical Finance. A University Gold Medalist at the Post Graduate level from Goa University, he has a PG in Business Administration from Central University Pondicherry and has obtained Teacher Fellowships from IIM Indore and IIIM Kozhikode. Prof. Kamat is the youngest Professor, youngest Principal and the youngest assessor at the NAAC Peer teams and has assessed around ten colleges in the country to date. Prof. Kamat has guided 03 PhDs in Finance and examined over a dozen PhDs from different Universities. Having authored 12 books in Accounting & Commerce, completed 02 industry-sanctioned projects and 02 UGC projects, he has also authored 90 academic publications with H-index: of 7 and an i-10 index: of 6 with 149 citations. Prof. Kamat is on the subject's editorial board of over 6 International Journals. Prof. Kamat contributes weekly columns to the print media every month. He earlier served as Professor at Damodar College for 18 years and has been an expert faculty at reputed management institutions like Narsee Monjee, S.P. Jain Institute, and T.A. Pai Management Institute at Manipal, the BSE and NSE Training Institute in Mumbai, besides Goa Institute of Management and Goa University in Investment Research and Economic Policy.



**Dr. Sonya Angle** Ph.D., MBA (HR)

She has a work experience of over 20 years, with 8 years in the industry at a managerial position and 13 years in the academic field. She has been awarded PhD

degree in Human Resource management at the Goa University, Department of Management Studies.

She is a visiting faculty for the MBA and E-MBA programmes at the Goa University.

Is a active member of the Executive Committee of the Goa Management Association and the National Institute of Personnel Management.



**VICE - PRINCIPAL: Dr. Aruna Mesquita**  
**M.Com, NET (UGC)**

Dr. Noronha ranked first at the Post-Graduate Programme in Commerce (M.Com-Business Studies), at Goa University. During her 26 years of teaching experience, she has taught various subjects including General Management, Advertising, Services Marketing, Strategic Management, Rural Marketing, Retail Management, Brand Management and Event Management. She was awarded a PhD in the area of Business Management and has been appointed by Goa University for examining the research work of candidates pursuing MPhil and PhD in Management. Dr. Noronha has presented research papers in Switzerland and Portugal and has also published research papers in Scopus indexed journals. She has headed a committee of the college that has prepared the 'Draft Retail Policy for the State of Goa', in collaboration with the Goa Chamber of Commerce and Industry (GCCCI)



**Dr. Mamata S. Kane** Ph.D., M.B.A

Has an industry experience of 3 years in the Banking industry and has been in academics since July 2012.

She has been awarded PhD. degree in Finance at the Goa University, Department of Management Studies. Has published and presented research papers at National and International conferences in the field of Finance.



**Sharmila Swami** B.E, MBA, NET

She has been teaching for 13 years at the BBA Programme. She has interest in the areas of Production Operations and Research Methodology. She has

been a visiting faculty for the MBA Programme at Sikkim Manipal Institute, Goa.





**Tania Shirodkar** MBA

Teaching experience of over 10 years in tourism and management studies. Has also completed a Post Graduate Diploma in Guidance and Counseling and has an interest in psychology and organisation behaviour.



**Vishwa Naik Raikar** M.COM, MBA, NET

Has an industry experience of about 2.5 year in the area of Audit, Business Risk and Advisory and strategy consultancy. Has been in academics for past one year. Also pursuing Ph.D in the subject of Management.



**Krupa M. Pednekar** MBA, NET

Has been in academics since 2013 . Has an interest in the area of OB and HRM. she has been a visiting faculty for the I-MBA programme at the Goa University. She has also presented papers at National conference .



**Gilbert Anthony Mendes** B.E (Info. Tech.), M.B.A

Has an academic experience of over 4 years. Worked as a Software Developer for a year before starting his own business. Co- Founder, Kartalyzer Ventures and Founder & Owner, Electro Curve Marketing Solutions. Software Developer. Interest areas are Marketing and Entrepreneurship



**Judith Marques** MPM, PGHRM, MA (Clinical Psychology), Diploma Training (ISTD-Delhi)

Has 12 years corporate experience in Human Resources functions as well as Founder of Career Destinationz – Recruitment & Training HR consultancy, 5 years as a Wellness Counsellor. Has been a visiting faculty at BBA colleges in Goa for 6 years. Her key interest areas are Soft Skills Training, Psychology and Human Resources.



**Sangeeta Pednekar** MBA

Has over 10 years experience in Investment & Retail Banking, handled leadership role in operations, compliance, training and sales at National and International level. Visiting faculty for IMSC - Goa University. Certified Emotional Intelligence Life Coach. Worked as a research assistant on IMPRESS Research project on 'Green HRM' at the Goa Business School. Has keen interest in HR, Digital transformation and Stock Markets.



**Neema Shetgaonkar** MBA

Has an industry experience of over 7 years in Sales and Marketing. Has been a visiting faculty with St Xaviers College, Mapusa. Her areas of interest are Consumer Behaviour, Sales Management and Advertising.

## VISITING FACULTY & ADMINISTRATIVE STAFF

**Mr. Jonathan Sequeira**

Certified executive life coach and co-founder,  
Yomorebi Hospitality Consulting LLP

**Mr. Ravi Carvalho**

Marketing Consultant

**Dr. Dattesh Parulekar**

Assistant Professor, Goa University, UGC  
centre for Latin American Studies,

**Mr. Allan Pinto**

Corporate Trainer

**Ms. Shilpa Tripathi**

Assistant Professor, S. S. Dempo College of  
Commerce and Economics

**Mr. Michael Dias**

Director Physical Education, S. S. Dempo  
College of Commerce and Economics

**Ms. Manali Sinari**

Assistant Professor, S. S. Dempo College of  
Commerce and Economics

**Ms. Runa Menezes**

Assistant Professor, Goa University

**Ms. Maria Fernandes**

Editorial Team, Navhind Times Publications

**Ms. Niti Kenny**

Faculty Food Production & Food Microbiology  
at Gesto Culinary and Hospitality Academy

**Mr. Anand Panvelkar**

Associate Professor, S. S. Dempo College of  
Commerce and Economics

**Mr. Alfwold Silveira**

Radio Jockey & Theater Artist

**Dr. Pradeep Salgaonkar**

Management Consultant

**Ms. Madhumita Mahatme**

Assistant Professor

**Mr. Amrish A Ghode**

Managing Director of Swage Systems Pvt Ltd.

**Ms. Sawani Shetye**

Founder and curator of Exclamationsgoa.  
Co-founder of Dr Malik's Agro Farm & Gir  
Gaushala.

**Ms. Selma Viegas**

Environmentalist

**Mr. Manish Karapurkar**

CEO, Spearhead Solutions

**Ms. Paloma Quadros**

Co-founder, Yomorebi Hospitality Consulting  
LLP

**Mr. Nickton Augustus Dias**

Director, Strategy and creative, WildHeart  
Concepts

**Ms. Divyashree Desai**

Lawyer

**Ms. Veerani Naik**

Assistant Professor, S. S. Dempo college of  
Commerce and Economics

**Ms. Soniya Chodankar**

Assistant Professor, S. S. Dempo college of  
Commerce and Economics

**Ms. Sarita Chetan Parker**

Assistant Professor, S. S. Dempo College of  
Commerce and Economics

**Mr. Yashu Sharma**

Founder NeoWise Business Solutions. Goa

**Ms. Seema Mhambre**

Trainer for Certificate Programme in Banking  
Finance and Insurance for Bajaj Finserv

**Mr. Sanjay Maulvi**

Head Incubation and Seed Fund, CIBA

**Ms. Sharika Periera**

Practising Psychiatrist

## **PHYSICAL EDUCATION**

Mr. Michael Dias  
(College Physical Education Director)  
Mr. Bala Bacho Naik  
(Instructor in Physical Education)

## **LIBRARIAN**

Ms. Anjali M. Bhide  
Mr. Vibhav V. Vernekar (Library Grade I)

## **ADMINISTRATIVE STAFF**

Mr. Uday N. Kamat (Superintendent)  
Mrs. Gautami P. S. Karapurkar (Head Clerk)  
Mr. Ignacio C. S. Zuzarte (Accountant)  
Ms. Lina S. Kamat (Jr. Stenographer)  
Mr. Sandesh N. Adwalpalkar (U.D.C)  
Mrs. Ameeta V. Bhende (U.D.C)  
Mr. Shriram Naik (L.D.C)  
Ms. Varsha P. Joshi (L.D.C.)  
Ms. Ashu S. Mochemadkar (L.D.C)  
Ms. Geeta P. Sirsat (L.D.C)  
Mr. Mithun N. Gawas (Laboratory Assistant IT)

## **ON CONTRACT**

Ms. Sujal S. Parab (Library Assistant)  
Ms. Pritam Naik (I.T. Assistant)  
Ms. Babita Bahadur (Office Assistant)  
Ms. Winria Viegas (Office Assistant)  
Ms. Nirmala Kumari (Office Assistant)  
Mr. Heramb Chari (L.D.C)  
Mr. Pratik Ved (Office Assistant)  
Ms. Anishka Shirodkar (Office Assistant)

## **SUB STAFF**

Mr. Sharad Mochemadkar  
Mr. Sameer N. Pokhre  
Mr. Dharmendra Satardekar  
Mr. Niranjan Hegde  
Mr. Rupesh Malsekar  
Mr. Sharanappa Byali  
Mr. Sarvesh Bhamaikar

## **ON CONTRACT**

Mr. Kashinath Akerkar  
Mr. Sunil Ghadi Gaonkar  
Mr. Santosh Sutar

## FACILITIES OFFERED



### Information and Communications Technology

The students have an access to a well equipped computer laboratory with internet facility to facilitate practical and enhanced learning.

Laptops are provided for student usage while on the campus to facilitate working on group assignments. The students can avail off the WiFi facility throughout the campus.

All classrooms have LCD projection facility enabling an interactive style of learning. There are smartboards installed in the seminar room which enables innovation and creativity in learning and teaching.



### Recreation

The students have access to a spacious indoor recreation facility having games like chess, carom, TT and a well equipped gym. An outdoor facility offering a variety of sporting facilities is on the anvil.



### Canteen

All students have an access to a bright and well designed canteen facility which serves sumptuous and a variety of food items. The quality and hygiene is closely monitored by an in-house committee. The canteen serves as a place for informal interactions and bonding for the students and gives added meaning to the time they spend in the institution.

### Book Bank

The College has a state of the art 'Knowledge Centre' in a conducive ambience where by they can access a large collection of books, journals, periodicals and newspapers. There is an e-learning centre with browsing stations to access the various e-resources. As a part of the book bank facility, every student is provided with a copy of a textbook for the various courses offered as a part of the course.



## OTHER INFRASTRUCTURE



Auditorium



Audio Visual Room



Counsellor's Room



Health Centre

# LIBRARY

The college library is the centre of academic and non-academic information resources for students and staff of the college. Its collection is a blend of more than 45,000 books on varied subjects. It has special collection of books on career guidance, competitive exams, general knowledge and also books on Goa. Besides books, the college library maintains several other resources namely, CDs, journals, magazines, newspapers, e-books, and e-journals.

## E - Resources:

- N-LIST : INFLIBNET service for accessing online books and journals.
- J-GATE: Social and Management Sciences, an electronic gateway to global e-journal literature
- CMIE Prowess: A database of the financial performance of companies.
- CMIE IQ Prowess: Interactive Querying, is a powerful internet-based application for querying CMIE's database on the performances of listed and unlisted companies.
- Knimbus: e-Library with Remote Access and Mobile App functionality for Sheth Publisher E-Books, Open Access Journals, Multimedia Videos, Magazine, Project Reports, etc.

The library has automated its functioning using Library ILMs software. All library books are barcoded and a computerized 'check-in and check-out' system is in place to capture data on daily visitors of the library. The browsing Station in the reading room with internet connectivity provides browsing and downloading facilities.

On the college website, the library webpage is available at <http://180.233.149.134:8081/newgenlibtxt/Home?Id=1&theme=3>. It provides a one-stop access to library resources like book catalogue, question papers, new arrivals, faculty Ph.D. theses, open access journals and newspapers. A QR code is also created to access past question papers. 'My Library' dropdown menu provides details of the patron's library account which is password protected.

## Library facilities & Services

- Open Access System and INFLIBNET Services.
- Browsing Station with internet connectivity.
- In-house/remote access to e-resources.
- OPAC (Online Public Access Catalogue).
- Library app 'NGL HELIUM'.
- Book Bank facility.
- Newspaper clipping service.
- Inter-Library Loan Service.
- Reference and Referral Service.
- Reprography.
- Reading list/ Bibliography compilation.
- Guidance on UGC – CARE List.





# PHYSICAL EDUCATION

*"Intelligence and skill can only function at the peak of their capacity when the body is healthy and strong." John F. Kennedy*

Physical Education is an important part of the education system and aims at the development of physically, mentally, socially and emotionally fit citizens, through the medium of physical activities. The Intra-Mural Competitions held within the campus give an ideal opportunity for first timers to participate in competitive sports and experience the joy of winning or to learn to take defeat in their stride.

S. S. Dempo College participates in numerous intercollegiate events like Table Tennis, Badminton, Chess, Cross-Country Race, Cycling, Judo, Swimming, Football, Basketball, Volleyball, Handball, Kho-Kho, Kabaddi, Athletics, Tennis, Cricket, Weightlifting, Powerlifting, Baseball and Best Physique for both men and women. A number of students are selected annually to represent Goa University and Goa State Teams at the National level receiving a number of individual and team medals.



## LINKAGES (MOU)

### **Untraced Paths Travellers LLP**

Untraced Paths Travellers LLP provides opportunities for skill development, outcome-based trainings, placements, R&D services and related services to our college students.

### **Pinkishe Foundation, New Delhi**

Pinkishe Foundation has collaborated with our college as an NGO to provide interning opportunities to students of our college as a part of their school for life program to support the projects of Pinkishe which ensures to bring social awareness to the students.

### **CSRBOX (Renalysis Consultants Pvt. Ltd.), Gujarat**

CSRBOX complements the efforts of our college to curate opportunities, sharing of knowledge resources and jointly working on building capacities of the users through the IBM SkillsBuild Platform.

### **Confederation of Indian Industry (CII-Yi - Goa Chapter)**

CII-Yi attempts to create a bridge, a platform for our students to work in cross functional teams with a broad objective of enhancing their leadership skills and giving back to the nation. In the process, the students work in leadership roles while operationalizing projects that are based on self-development, skill building, community service and nation building.

### **Bajaj Finserv Limited, Pune.**

Bajaj Finserv through their official Training Partners, conduct, for the eligible students and alumni of our college, a Certificate Programme in Banking, Finance and Insurance, viz., CPBFI, covering industry overview and product knowledge relevant for roles in banks, NBFCs, life insurance and general insurance companies, communication and other workplace skills.

### **Goa Management Association (GMA), Porvorim.**

GMA conducts various management development programmes, workshops, seminars, lectures on various topics related to development of professional management and provides guidance to students of management institutions while also organizes programmes for the benefit of the industries from time to time.

### **Itappzglobal Technologies LLP, Goa.**

Our college has partnered with Itappzglobal Technologies who shall conduct Digital Marketing Certificate Course Classes in college campus for our students.

### **One Point Six Technologies Pvt. Ltd. (PENCIL INSIGHT), Mumbai**

One Point Six Technologies provide free subscription access to the pencil insight app to our college students.

### **Make It Happen, Panaji, Goa and B:Live**

Both organizations shall collaborate with our college to improve upon the MTTM programme syllabus and provide Internship opportunities for MTTM/IATA Students for six weeks as per their subject specification. They have also proposed to collaborate on placement week and provide a venue to conduct recruitment drive in partnership with SSDC Placement Cell.

# OVERVIEW OF ACADEMIC PROGRAMMES OFFERED BY SRINIVASSA SINAI DEMPO COLLEGE

## DEMPO CENTRE FOR SKILL DEVELOPMENT (DCSD)

The Centre is aligned to the Skill India National Mission which emphasizes the need to skill young people such that they can find employment or create employment through entrepreneurship.

### Certificate courses offered:

#### Financial Analyst

This course aims at providing learning inputs to students to gain insights in understanding, designing and building various types of financial models for business decision making.

#### Accounting for Small Business

This is a specialized course that offers opportunity to acquire skills in managing medium, small and micro enterprises. The overall objective of this certificate course is to prepare students for career in accounting especially with small and medium enterprises by building competencies and skills to independently manage preparation of books of accounts and financial statements for these entities.

#### Goods and Service Tax (GST)

This course provides theoretical knowledge of GST law as applicable to the industry and also offers opportunity to learn the practical aspects of GST from viewpoint of business enterprises. Procedures under the GST law, computations and refunds, clarity on exemptions, and filings procedure, are the major deliverables of this course.

#### Digital Marketing

This course would help learners to formulate, plan, and execute effective digital marketing strategies with the right channel mix in digital marketing strategy module and to gain real-life experience by completing projects using Google Analytics, Google Ads, Facebook Marketing, and YouTube Marketing.

#### Microsoft Excel PowerPoint

This course prepares participants for advanced use of MS Excel with specific focus on business and professional usage.

#### Business Analyst

This course intends to deliver key concepts and skills in business analysis with cutting edge technology platforms in terms of application of analytical tools in Business decision making.

#### Professional Photography

This course provides training in professional photography so as to prepare the participants for career as professional photographer either independently or with media houses and other relevant organizations.

#### Graphic Designing

This course develops skills in graphic designing covering a gamut of applications of graphic designing including logo design, cover pages, books, product packaging, and promotional material.

#### Career Development

The certificate course offers opportunity to participants to acquire skills to make a beginning of an exciting corporate career. The course prepares the learners to build skills in answering interviews, drafting convincing resume for different job profiles, group discussion skills that can be exploited when candidates work in teams, making convincing presentations.

#### IBM SkillBuild

(Free Online courses offered by IBM India. Learn Essentials, Professional and Job Readiness Skills Online for free).

#### Certificate Course in Event Management

(Six months Certificate Course in Event Management affiliated to Human Resource Development Foundation Society (HRDF), Govt. of Goa.

Eligibility: 12<sup>th</sup> standard.

### For enrollment and information contact:

**Asst. Prof. Vishal Rane**

**+91 9822299952**

**[vishal.rane@dempocollege.edu.in](mailto:vishal.rane@dempocollege.edu.in)**

# **BBA FORUM-' HORIZON'**

## **2022 - 2023 ACTIVITIES**

BBA 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 organisation of various activities. The elected members consist of the President and Vice President who drive various activities of the Forum through the designated clubs, namely The Maquee Club (Marketing Club), The Alchemist Club (Human Resource Club), The Financetory Club (Finance Club) and Aspiro Nova (Entrepreneurship Club). The Forum is also actively involved in driving Placements and Industrial visits. We provide you a glimpse of the Forum activities.

### **Walk The Talk Series**

The Forum clubs organise focussed talks of guest speakers from varied walks of life, namely in the domain areas of HR, Finance, Marketing and Entrepreneurship. These help students to get an insight into a spectrum of areas of their choice. It also helps the students to strengthen their existing ties with the industry.

### **Events**

The Forum organises management events which encourage participation from within the college as well as across the state. Event such as 'Conquest', a concept management meet, are organised at the college campus. Such events are woven around business and help showcase key management skills through the creative and fun rounds. These also expose the students to core concepts and aspects of the world of Management. The Second year students also organise an event for the First Year BBA students titled 'Spectrum' which serves as training ground to enable them to compete at state and national level management events. There is a plethora of activities organised by the various Clubs including Team Building Activities, B-Plan Competitions, Visits to industries and Incubation Centres, Workshop on Trading, 'The Dalal Street Champions' Competition, Retail Mela etc.

### **Placement Activities**

BBA 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 (BBA). The core initiatives of this committee has been the creation of students CV database and Placement Brochure and Database of HR managers across Goa.

The annual activities of this cell are as follows:- 1. Tracking job vacancies through various sources and sharing on student groups 2. Profiling of students 3. Organising a Campus Placement Drive



## Excursions

**State Level Industry Visits:** The SYBBA as well as the Club Members of the TYBBA visit certain organizations within Goa namely Bosch Packaging technologies Ltd, Infinity 3D Printing and IFB Industries, Goa Marriott, MARC Consultancy, Smartlink Network Systems Ltd to name a few. They are provided with the opportunity to witness the processes within the organisations and interact with the representatives of these organisations to derive maximum benefits.

**National level Industrial tour:** The TYBBA students experience a national level industrial tour to Mumbai and visit prestigious organizations such as Times of India, Mahindra and Mahindra, representing the manufacturing sector, The Reserve Bank of India, The National Stock Exchange Limited (NSE) from the Financial services sector, Famous Studios representing the media sector and Dentsu Aegis Networks India from the networking and PR sector. The purpose of this tour is to enable the students to observe the processes, interact with the organisational representatives of these organisations and relate the concepts learnt in class to the real corporate situations. The tour also allows them to soaking in the local culture, try some local delicacies and visiting prominent sites such as Gateway of India and places of leisure.

## Global Immersion Programme

The BBA department organized a certified Global Immersion Programme to Dubai. The objective of this Programmewas to provide students with the opportunity to experience an international business environment.

During the span of this Programme, students visited the Curtin University Dubai campus at the Dubai International Academic City, the Apple Store at The Dubai Mall, The Global Village and Nasdaq Floor, at The Dubai International Financial Centre.

Learnings at The Apple Store included a rich experience of using latest techniques and technology by Apple Certified Trainers, provided by Apple like the “Jump – Cut” and “Flip” applications on the latest iPhones.

The visit to the university incorporated the learnings wherein students were engaged in conducting research with regards to “Brand Promotion” and “Marketing Strategies” used by Dubai in portraying itself as an attractive Business, International Investment, Travel and Leisure destination. A detailed Presentation was given by the students at a session with the Professor Dr Noela Michael of The Curtin University, Dubai campus. This was followed by a detailed talk on “Dubai Best Practices for Branding & Marketing” by Dr Noela Michael.

On the Nasdaq Floor, Dubai International Financial Centre (DIFC), the students were enlightened on the concept of “International Investments and Stock Markets”

Apart from this, the students visited the Global Village, the Burj Khalifa, the Dubai Heritage Village, Dubai Frame, The Dubai Creek, The Spice Souk and The Gold Souq thereby witnessing the architectural and cultural excellence of Dubai. They experienced the Desert Safari, a detailed tour around the city of Dubai in addition to the academic quotient of the field trip.

# PARTICIPATION IN EVENTS



Ms. Muktaa Telang won Runner's up for Best Manager round at Parousia-Envisage'22, a National level management event organised by Jain College, Belgavi on 17th & 18th of August 2022



Overall Winners at Event Impressions, organised by BBA department of Rosary College on 4th October 2022



2nd place Winners in the Business to Brand round at Avinya, organised by The Don Bosco College of Engineering on 2nd of December 2022



Winners of Quiz Competition at Event Explorateur 2022. Organised by BBA department of St. Xavier's College on 27th September 2022



Overall Winners at Event Magnify, organised by BBA (T&T) department of Don Bosco College on 26th September 2022



Overall Runners Up at Event Lakshya, organised by BBA department of MES College on 10th March 2023



Overall Winner at Event Management Day Celebrations by BBA department of Rosary College, on 21st February 2023



## EVENTS ORGANISED



Spectrum 2022- An Intraclass Management Event



Glimpses Of Conquest 2.0, a state level management event

# PRACTICAL METHODS OF LEARNING



The TYBBA students of Learning and Development attended an outbound training session at the Bambolim Beach Resort in Goa. The trainer/faculty for this session was Mr. Jonathan Sequeira, Co-Founder of Yomorebi Hospitality Consulting.



FY BBA Visit to the Salim Ali Bird Sanctuary at Chorao to understand the importance of Mangroves to our ecosystem and understand the various types of birds that visit our state.



FY BBA visit to the AYYA Recycling Centre and Miramar Beach to understand the Beach Ecosystem and the methods of recycling



FY BBA visit to the Big Foot Museum and Rivona Natural Caves to understand the different occupations and traditions of Goan Culture and heritage values of Rivona Rock Carvings.



BBA students accompanied by faculty participated in a simulation exercise at the Manohar International Airport.



BBA students at Shaping Young Minds. With personalities like Mr. Sanjay Kirloskar, Director, Kirloskar Brothers, Ms. Ritu Beri, Fashion Designer, Mr. Suresh Prabhu, Former Union Minister, Mr. Gurjit Singh, Former Indian Ambassador to Germany, Indonesia and ASEAN countries



FY BBA visit to an agricultural field located in Taleigao. The field primarily used for growing chillies, brinjals and other vegetables.



FY BBA visit to the Immaculate Conception Church, Panjim and the Fonte Phoenix Spring in Mala, Fontainhas, Panjim to understand their relevance in Culture and of Goa.



## A. ASPIRO NOVA (THE ENTREPRENEURSHIP CLUB)



The students of Aspiro Nova Entrepreneurship Club of Srinivassa Sinai Dempo College visited the premises of Goas premier incubation centre, Forum for Incubation Innovation Research and Entrepreneurship (FiIRE).



Aspiro Nova Entrepreneurship Club of Srinivassa Sinai Dempo College in association with the Institution Innovation Council (IIC) of the college hosted an interactive session with Ms. Nyeree Viegas, Founder of NV Creative Co and a Social Media Influencer on 16th November 2020.



The Entrepreneurship Club of the BBA Department held Dempo Pitch-It, an intense Business Plan Event for SY and TY students. The judges for this event were Mr. Sairaj Dhond, founder of Wakao Foods & Mr. Kiraan Mehta, founder of Bezado Ecom India Pvt. Ltd. and CEO of Sridham Enterprise.

## B. FINANCETORY (THE FINANCE CLUB)



The Financetory Club of the BBA Dept. organised its first club activity, a visit to MARC (Mangal Analytics and Research Consulting). The session was conducted by three speakers Mr. Ashutosh Kharangate, Mr. Avdhut Padwalkar and Miss Sherry Fernandes provided an example of a feasibility.

The Financetory Club of the BBA Dept. organised THE DALAL STREET CHAMPIONS An event on stock market. Mr. Sanjay N. Mulvi Manager Seed Fund and Incubation CIBA, Goa was judge for the final presentations.



The Financetory Club of the BBA Dept. organised a workshop on Basics of Trading on 25th November 2022. Resource person for the same was Mr. Mahadev Gadekar- Proprietor at Aarna Financial Services.



## C. ALCHEMIST (THE HUMAN RESOURCE CLUB)



The Alchemist Club (Human Resource Club) of the BBA Department of Srinivassa Sinai Dempo College Of Commerce Economics organised a talk on the topic Emerging Trends in Human Resources (Shaping and Enhancing Professional Careers) The speaker was Ms. Anisha Mhadeshri Human Resources Manager at Counto Motors Mercedes Benz

The Alchemist Club (Human Resource Club) organised a talk on the topic The Role of HR in Pandemic, Contingencies the Future on 16th January 2023. The speaker for this executive interaction was Mr. Sachin Naik Corporate HR Manager for Geno Pharmaceuticals Pvt. Ltd.



The Alchemist Club (Human Resource Club) of the BBA Department of Srinivassa Sinai Dempo College of Commerce Economics organised a Team Building Activity for their club members on 9th January 2023. The talk was organized by BBA faculty Ms. Krupa Kudalkar and Ms. Judith Marques.



## D. THE MARQUEE CLUB (THE MARKETING CLUB)



The Marquee Club of the BBA Department organised an Executive Interaction Session for the Club members on 7th January 2023. Mr. Anish Juwarkar, co-founder of Gubblebumps Marketing Agency was invited as the Guest Speaker for the session.



Marquee' the Marketing club of the BBA department organized a retail mela on 6th March 2023. The mela was held as part of the experiential learning process for students of the sales management subject.



# EXCURSIONS

## State Level Industrial Visit- SYBBA



## National Level Industrial Tour- Mumbai



# GLOBAL IMMERSION PROGRAMME



Session at Curtin University, Dubai Campus



Nasdaq Floor, DIFC, Dubai



A Technology Session at the Apple Store,  
Dubai Mall



Dubai Frame



Desert Safari



## EXTRA CURRICULUM ACTIVITIES

### DEMPO STUDENTS' FEST 2023

A Students' Fest was organised for the students of all programmes of the college on 9th, 10th and 11th March 2023. Each day brought a new theme and with that theme came students expressing their creativity through their attire. During this three-day programme, seven teams competed for the coveted *Students' Fest Award* by participating in various events such as Cosplay, Ad-Mad, Hunger Games, J.A.M., Control Cricket, Treasure Hunt, Fashion Show, Face Painting, Group Dance and many more.

The aim of the fest is to provide a platform for students to showcase their talents, develop problem solving, coordination and communication skills, build confidence and socialise by creating a network with others from different courses and programmes. The students also set up food and art work stalls which helped them build on their entrepreneurial skills of innovation, risk taking, pricing of products and leadership.





## K – OSS INTERCOLLEGIATE EVENT

Students of the college organize “K-OSS”- an inter-collegiate cultural event which is highly appreciated and looked forward to by colleges across Goa. This event attracts a large section of the student community and is known as Goa's Biggest College Event! K-OSS has an estimated target of over 4,000+ zestful college crowd from all over Goa along with the presence of renowned personalities related to youth welfare, entertainment and business. Unique ideas and efforts are applied in terms of creativity & production, to offer an advanced level of entertainment to our valuable viewers and to create a platform for the youth of Goa to showcase their talent. This year K-OSS 2023 was held on the theme 'Skill India!' and brought a lot of attractive events with it, including the star attraction International Artist DJ Gian Nobilee.





## COLLEGE LEVEL COMMITTEES / CLUBS

### Student Council

The Institution enables student representation through academic and administrative bodies. The Students' Council is one such representation and contributes by organising and participating in sports and cultural activities such as the Students' Fest, "DEMPOTES K-ONNECT", a platform for interaction between the esteemed alumni of the institution and the students, Garba Raas 2k22 and many more.



### Gymkhana

To encourage and develop student-athletes and provide sufficient opportunities for students to develop their physical and mental well-being, the college provides Gymkhana facilities under the dedicated and qualified sports trainer Mr. Bala Naik, instructor in Physical Education.



### Cultural Events Committee

The cultural committee of the college organizes various events in the campus for the students to come forward and show their talent in fields like acting, dancing and singing. Apart from this, the college also participates in intercollegiate events and have been the overall winners of Plexus 2022, Equinox 2022 and various Ghumat Aarti Competitions in the last academic year.



## Career Guidance and Placement Cell

The Career Guidance and Placement cell of the college functions with the objective of providing guidance and assistance for the students to achieve their career goals. Besides collaborating with leading organisations in setting up training programmes, the cell also provides the infrastructural facilities to conduct pre-placement training, on-line test/ written aptitude tests and interviews.

Some of the activities conducted by this cell during the academic year 2022-2023 are:

- A session on Preparation for Competitive Exams and availing Government Jobs.
- A talk on "Higher Education in U.S." by Ms. Aditi Lele, the Educationist US advisor coordinating various programs for EducationUSA in Mumbai.
- A session on "Careers After Graduation" by Mr. Nilesh Sarawate, Faculty SP Jain, Ex-CEO IMS.
- A session on "Career and Course Options after B.Com. and Baro Interest Test" by Ms. Mishkova Mendes, Senior Career Counsellor, Confederation of Indian Industry (CII), Model Career Centre, Goa.
- The National Institute of Securities Market (NISM), an Educational Initiative of SEBI organised a workshop on KONA KONA SHIKSHA, a programme focused on knowledge in personal finance and investment basics to guide students for career opportunities in this field.
- A placement drive for the final year students of the college.



## Consumer Welfare, Legal Aid and IPR Cell

The cell conducts various activities for awareness on consumer rights. Under the Intellectual Property Rights (IPR) segment of the cell, seminars, talks, quizzes and competitions on areas in IPR are held. To give practical exposure of how court hearings happen, the cell also organises visits to courts.



## Institution's Innovation Council (IIC)

Ministry of Human Resource Development (MHRD), Govt. of India has established 'MHRD's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are in their formative years. IIC focuses on creating an entrepreneurship ecosystem for fostering entrepreneurial spirit among the students by organising and conducting various seminars, workshops, field trips, interactions with entrepreneurs, Idea generation competitions, business quiz, visits to incubation centres etc. which will help the students to transform their business ideas into successful start-ups.





## Unnat Bharat Abhiyan

Unnat Bharat Abhiyan (UBA) is inspired by the vision of transformational change in rural development processes by leveraging institutions to help build the architecture of an Inclusive India. The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying development challenges and finding appropriate solutions for accelerating sustainable growth. It also aims to create a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professions.



## Grievance Redressal Committee

The College has in place the Collegiate Student Grievance Redressal Committee (CSGRC) under the chairmanship of the Principal, student representative and teacher representatives from Commerce and Economics faculties. This Student Grievance Committee is established as per Section 5(A) of the UGC's Redressal of Grievances of Students Regulations, 2019 dated 6/5/2019 and is functioning as directed by the above notification. The College also has online Student Grievance link on its website.

## Alumni Association

The Alumni Association of the college provides a platform for the alumni to stay connected to the college by conducting various activities like lectures and interactive sessions by alumni, blood donation camp, organising sports events, cultural activities and extension activities. The current students also get exposure to the real business world through various activities conducted by the Alumni Association.



## Parents Teachers Association

The Parent - Teacher Association of Srinivassa Sinai Dempo College of Commerce & Economics was formally registered on 18<sup>th</sup> December, 2002. This association provides a platform to the parents to interact with the teachers on a regular basis in the interest of their wards. It also provides the forum to build strong rapport in order to bring about the overall development of the students both academically and non-academically. Regular meetings of PTA are held. The PTA members attend various functions organised by the college and also take keen interest in the affairs of the college and the prospects of their wards.

## Centre for Equal Opportunity

The Centre for Equal Opportunity (CEO) Cell addresses issues relating to marginalisation and exclusion of minority groups, including those based on caste, religion, ethnicity, sexuality and gender. The Cell also proactively works on sensitization programmes ensuring equity and equal opportunity to the community at large in the college and creating healthy interpersonal relationships among the students coming from various social backgrounds.





## Student Counselling and Value Education Cell

Mental health & well-being is a crucial part of college education wherein the young minds are trained to develop their skills & potentials. The college student counselling and value education cell recognizes the fact that students' mental health can influence their learning as well as achievements. Considering these aspects, the cell aims to flourish students' overall wellbeing, by helping them develop resilience against adversity & resolve their concerns. The cell recognises students who may require counselling services and referrals and also conducts regular life skills sessions and activities with students to sensitise them about various issues pertaining to mental wellbeing.



## Dempo Wizards

An initiative of the Department of Economics, 'Dempo Wizards' provides students with a forum for developing their planning, organisational and communication skills; as well as a platform for healthy discussion on various socio-economic and political issues.

During the last academic year, the Club organised a two-day leadership Program- "Learn to Lead", Poster Competitions on "Preventive Vigilance and Role of Citizens" and "Is Cryptocurrency the Future of Finance". Several members of the club actively participate in numerous inter-collegiate events winning prizes in Quiz and Business Plan competitions. Our students emerged as the overall winners in Money Matters 5.O event organised by VVM'S Shree Damodar College of Commerce and Economics, Margao.



## Commerce Club

Commerce Club provides a platform for the students to exhibit their talents in various commerce related events and also help them develop their analytical and decision-making skills. The club nurtures the students by organizing activities, such as, Commerce Quiz, Guest Lectures on Emerging Areas in the field of Commerce and so on.



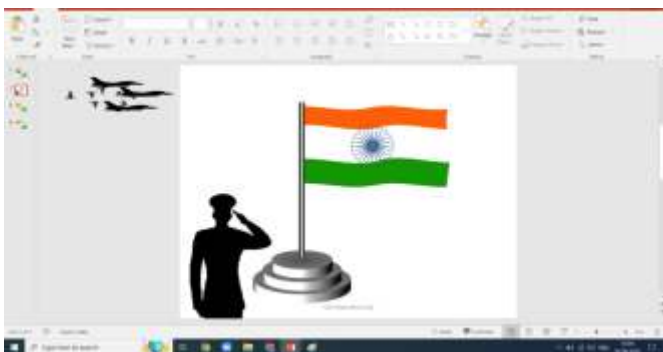


### Internal Complaints Committee

This is a statutory committee constituted as per the UGC (Prevention, Prohibition and Redressal of Sexual harassment of women employees and students in Higher Educational Institutions) Regulations, 2015 read with Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. This committee spreads awareness about gender-related issues and looks after the grievances of female students as well as female staff working in the college with regards to sexual harassment.

### IT Club

The IT Club encourages its members to learn more about Computers/Information Technology through fun-learning methods. Digital Flag Making Competition, computer awareness drive through an Inter-School IT Quiz, an E-waste collection drive of discarded electronic devices were some of the activities conducted by the Club during this academic year.



### Nature Art and Photography Club

This Club provides a platform for students to enjoy nature and express themselves through their art and photography. Competitions, talks and demonstrations, bird watching trips and other excursions are organised under the Club. This Club taps the hidden artistic talents of the students and creates an interest for photography and creativity. The Club is also registered with the World Wide Fund for Nature.



### Dempo Literati Club

The Literati Club of the college aims to revive interest in reading and literature amongst the generation next. The club membership is limited to 30 students and only the reading enthusiasts are encouraged to be part of it. The young members are the ambassadors of the club and their aim is to grow their tribe by initiating various literary activities. The club has its presence on Social media through Instagram, Facebook and vibrant contributions are made by its members on these platforms. Stand-up Comedy and Tedlit talks, are just some of the activities carried out by the Club.



### Movie Club

In order to encourage movie appreciation among students, different types of movies are screened & critically evaluated. The club screens movies in the auditorium with the Dolby Surround sound and a Full HD viewing experience for students and staff members. These movies are based on different aspects/issues of life with the objectives, such as, sensitizing students and imparting knowledge with the entertainment.



### Dempo Explorers Yuva Tourism Club

Tourism is a vital part of a country's economy. The Hon'ble Prime Minister always looked at tourism as a medium that fosters national integration and unity amongst youngsters. Yuva Tourism Clubs in educational institutes help mould young minds into ambassadors working towards promotion of India's diverse natural and cultural heritage through tourism initiatives.

The Dempo Explores Yuva Tourism Club is an initiative to facilitate development of soft skills like teamwork and management, while also encouraging adoption of a responsible and sustainable tourism culture among the students of the college.



### Theatre Club

The club was initiated to promote performance arts, help students overcome stage fright, improve their spoken language skills and facilitate all-round development of students through such engaging co-curricular activities. Students were encouraged and supported by the Theatre Club to participate in the 'All Goa 2nd Inter-Collegiate Tiatr Competition' organized by the Tiatr Academy of Goa and once again bagged the 1st place for Best Performance while also winning 10 individual awards, including Best Director, Best Script, and Best Singer (Male).



# CAMPUS PLACEMENTS 2022

## List of Companies visited

Sr no.	Name of the Organisation	Location
1	Axis Bank Ltd	Goa
2	Deltin Group	Goa
3	Mangal Analytics and Research Consultancy	Goa
4	Imperial Wealth Services	Goa
5	Micro Labs Limited	Goa
6	Dranding Consultancy	Goa
7	Webware.io	Goa
8	Max Life Insurance Company Ltd	Goa
9	Latambarcem Brewers Pvt Ltd	Goa
10	Inner Living Ayurveda and Yoga Retreat	Goa
11	Aarush Kitchens	Goa
12	B Live	Goa
13	Reckrute	Goa
14	Softtech Solutions	Goa
15	Sarvam Enterprises	Goa
16	Upgrade Enterprises	Goa





# PLACEMENT DRIVE 2022



Placement Drive – Interview in process by  
Mr. Anish Albuquerque, MD, Imperial Wealth Services  
(IWS FINSERV)



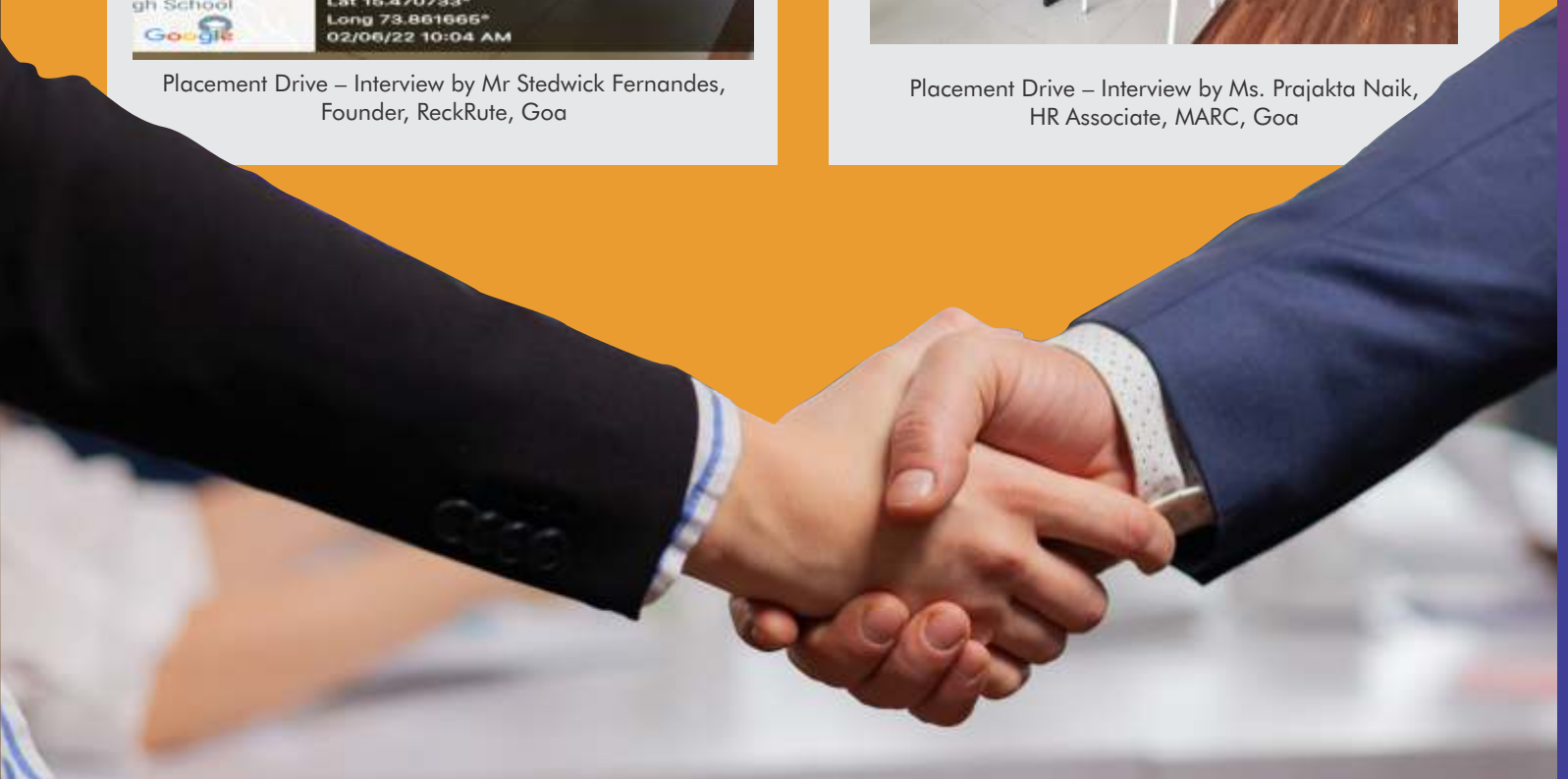
Placement Drive Participant- B-Live, Panaji  
HR Manager Mr. Darren D'silva



Placement Drive – Interview by Mr Stedwick Fernandes,  
Founder, ReckRute, Goa



Placement Drive – Interview by Ms. Prajakta Naik,  
HR Associate, MARC, Goa



# RULES OF CONDUCT AND DISCIPLINE

The college attaches great importance to good discipline. Disobedience, misconduct or misbehavior or failure to comply with any of the rules stated below will be severely dealt with:

1. Every student of the college is responsible to the Principal.
2. Every student is expected to come to the college neatly and decently dressed.
3. Students should compulsorily wear their ID cards while on campus and not keep them in their pockets or bags.
5. No student is allowed to smoke, consume liquor, drugs or other intoxicants in the college. The students are expected to keep up the good name of the college, even outside the college campus.
6. If any student is absent for more than 6 class hours for the given subject, the student will have to produce a note from his parents justifying his/her absenteeism. In case of medical illness a doctor's certificate would have to be submitted to the respective class coordinator immediately on joining for reevaluation.
7. Silence must be strictly maintained not only in the classrooms but also in the IT Laboratory, reading rooms and corridors of the college.
8. Mobile phone is strictly prohibited in class room, library, computer laboratory please ensure you have your mobile phone switched off when attending any session. If found in use, the phone shall be confiscated for the entire day. Mobile phones cannot be used as calculators for tests.
10. Any student who comes late to the college or is not permitted to attend the lecture by the concerned faculty member should go to the library or reading room and is not to loiter about in the corridors or disturb the classes and office.
12. No student shall collect / spend any money within the college campus or outside, using the college name in any form without the prior permission of the Principal.
13. Students are strictly prohibited from disfiguring walls, tables, benches, desks etc.  
Any deliberate damage done to the property of college will be severely dealt with.
14. Prior permission of the Principal must be obtained for the conduct of any student activity, picnic, tour, study tour etc.
15. Ragging is banned in the college. Any student found indulging in ragging will be severely dealt with, as per UGC regulations.
16. Students are not permitted to form any society or association without the prior permission of the Principal. The Principal is the ex-officio President of all these associations and her decision in all matters is final.
17. No person shall be invited to address a college meeting or society without the prior permission of the Principal.
18. Any additional rule as and when it is introduced / notified by the institution will be binding on the student.
19. The Principal's decision in respect of general discipline is final.  
Note: In addition to the above rules, students shall be bound by "The College Students Discipline and Conduct Rules - 2019" of Goa University.



## UNDERTAKING BY THE STUDENT (ANTI-RAGGING)

I, \_\_\_\_\_ s/o /d/o

Mr./Mrs./Ms \_\_\_\_\_

having been admitted to S.S. Dempo College of Commerce & Economics, Panaji, have been made aware of the UGC regulation on curbing the menace of ragging in higher educational institutions, 2009, (hereinafter called the "Regulation") carefully read and fully understood the provisions contained in the said regulation.

- 1) I have, in particular, perused clause 3 of the regulation and am aware as to what constitutes ragging.
- 2) I have also, in particular, perused clause 7 and clause 9.1 of the regulation and am fully aware of the penal and administrative action that is liable to be taken against me in case I am found guilty of or abetting ragging, actively or passively, or being part of a conspiracy to promote ragging.
- 3) I hereby solemnly aver and undertake that.
  - a. I will not indulge in any behavior or act that may be constituted as ragging under clause 3 of regulations.
  - b. I will not participate in or abet or propagate through any act of commission or omission that may be constituted as ragging under clause 3 of regulation.
- 4) I hereby affirm that, if found guilty of ragging, I am liable for a punishment according to clause 9.1 of regulations, without prejudice to any other criminal action that might be taken against me under any penal law or any law for the time being in force.
- 5) I hereby declare that I have not been expelled or debarred from admission in any institution in the country on account of being found guilty of, abetting or being part of a conspiracy to promote, ragging; and further affirm that, in case the declaration is found to be untrue, I am aware that my admission is liable to be cancelled.

Declared on this \_\_\_\_\_ day of \_\_\_\_\_ month of \_\_\_\_\_ year.

Signature of student

Signature of Parent / Guardian

Name:

Name:



**TYBBA - DIVISION A**



**TYBBA - DIVISION B**



**TYBBA - DIVISION C**

## OUR VISION

***To be the premier institution for commerce education,  
transforming individuals for a better society***



## OUR MISSION

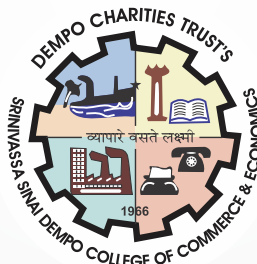
***To foster a culture of academic excellence  
To institutionalise research, innovation and entrepreneurship  
To collaborate with industry to strengthen education, content and research  
To equip students with life-skills for holistic development  
To nurture healthy and compassionate citizens  
To promote inclusiveness among all  
To engineer social change through outreach and extension activities***



## OUR VALUES

***Passion for Excellence  
Integrity  
Humility  
Respect and Compassion  
Social Consciousness***





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

(A Self-Financed Program Affiliated to Goa University)

DEMPO CHARITIES TRUST'S

**SRINIVASSA SINAI DEMPO COLLEGE OF  
COMMERCE & ECONOMICS**

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