



Saraswat Education Society's
Sridora Caculo College
of Commerce and Management Studies

SARASWAT BBA

Goa's No. 1 BBA Programme

PROSPECTUS (2023-24)

Telang Nagar, Khorlim, Mapusa, Goa, 403 507

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ABOUT US

Sridora Caculo College of Commerce & Management Studies, one of the pioneering private institutions of higher education in commerce and management education, was established in 1991, by Saraswat Education Society. The Society has singularly contributed to the development of education and empowerment of young minds in Bardez and North Goa since 1911. Its first institution –Saraswat Vidyalaya, was established under the challenging circumstances of colonial rule, a decade after the beginning of the previous century on 2nd March, 1911, and is proudly one of the oldest educational institutions in Goa. The society which initially imparted its education in Marathi, when education was not allowed freely to all, has recently celebrated the centenary of its foundation.

Among the group of institutions founded by Saraswat Education Society are the High school which now has classes from Kindergarten to Class X, a musical school " Swar Shrungar "at Altinho, Mapusa, the Junior College of Arts, Science & Commerce started in June 1988, the Smt. Sitabai S. Kamat Institute of Management and Human Resource Development, other schools such as Shri. Vasant Vidyalaya at Siolim and Progress High School, Panaji and to meet the needs of aspiring students of higher education the Society established Saraswat Vidyalaya College of Commerce and Management Studies College in 1991, which was renamed as Sridora Caculo College of Commerce & Management Studies in the year 2005.

Sridora Caculo College of Commerce & Management Studies was founded under the leadership of Shri. V.B.Prabhu Verlekar, a noted Chartered Accountant, with the stated objective of meeting the needs and demands of higher education, by providing quality education and excellent infrastructure, to all, but more so the disadvantaged sections of the community. The management realized that due to lack of adequate educational facilities many good students had to drop out of the higher educational system and decided to incorporate them into the educational system.

VISION

To be a model institution, providing for a holistic development of individuals with an aim of promoting a healthy and progressive society.

MISSION

To impart value added education, to nurture the creative abilities of our youth, to develop professional competence with a focus on opportunities for individual excellence and the collective well being of the community.

OBJECTIVES

- To help students in developing their creative abilities to become a productive members of the society.
- To inculcate values, ethics and principles among the students for their holistic development.
- To emphasize on the professional and personality development of students in order to prepare the students to adapt to a rapidly changing environment.
- To build confidence level and to develop competency through the use of modern technology.
- To help students in career guidance and placements to seek employability so that they turn out responsible citizens of our nation.

MANAGEMENT OFFICE BEARERS

GENERAL ASSEMBLY:

Chairman : Shri. Vithal G. Prabhu Parrikar

Secretary : Shri. Vivek G. Kerkar

EXECUTIVE COMMITTEE

President : Shri. Ramnath N. Burye

Vice-President : Shri. Rajesh R. Mahambrey

Secretary: Shri. Rupesh R. Kamat

Joint Secretary: Shri. Kaustabh V. Sawkar

Treasurer: Shri. Anup A. Prabhu Verlekar

Joint Treasurer : Shri. Balkrishna V. Parulekar

Co-opted Members: Shri. Akhil S. Prabhu Parrikar

Shri. Sachin S. Pai Bir

INSTITUTES MANAGED

Saraswat Vidyalaya Pre-primary, Mapusa

Saraswat Vidyalaya Primary School, Mapusa

Saraswat Vidyalaya High School, Mapusa

SV's Swar Shrungar Musical School, Mapusa

**SV's Purushottam Walawalkar Higher Secondary School of Arts Science & Commerce,
Mapusa**

**SV's Smt. Sitabai Shambhu Kamat Institute of Management & Human Resource
Development, Mapusa**

SV's Sridora Caculo College of Commerce & Management Studies, Mapusa

Shri Vasant Vidyalaya, Siolim

Progress High School, Panjim

Computer Academy, Mapusa

Accredited Institution of National Open School, New Delhi

PRINCIPAL'S MESSAGE



Sridora Caculo College of Commerce and Management Studies is one of the pioneers in starting the BBA course in Goa. Since then the college has made tremendous progress in various fields and today we are rated as the best BBA college in the state of Goa. Our greatest strength is our faculty- full time, visiting and contributory. We realize that a course like BBA, besides good infrastructure, requires excellent faculty. We are in the forefront in getting and retaining talented and experienced teacher. We have continuously upgrade our infrastructure and our effort is now to move to the next level of providing better infrastructure – computers, internet, networking books and LCD's. Our BBA student have excelled in their chosen areas. They have made a mark in national level business events and competitions in and outside Goa. We are the only college in which the students organize a mega business event (named "Odyssey") every year. Besides exposing our students to some very high intensity competitions, our basic aim is to develop their all round personality and sharpen management skills.

We strive for continuous improvement and focus on quality education to make our students responsible citizens and better leaders of our country. From being one of the best in Goa, we look forward to emerge as one of the best Management Institutes in India.

Prof. Santosh B. Patkar,
Principal

VICE-PRINCIPAL'S FOREWORD



I am happy to welcome you to one of the most sought after BBA programs in the state of Goa, and I can say that over the years our college has provided the best infrastructure and faculty to its BBA students. In infrastructure we can boast of well-equipped air-conditioned classrooms with multimedia systems, excellent computer labs with state of the art computers and fast internet facilities, and a library stacked with the latest books, journals and periodicals.

Our faculty are the best in the state and are dedicated and competent. We believe in an interactive approach to management studies with constant interaction with the industry to fine tune the syllabus to keep abreast of the latest developments and needs of the industry. We constantly have eminent personalities from various industries visiting us and delivering guest lectures and interactive sessions.

The students are given an opportunity to visit the leading industries and interact with experts in the field. In addition they are expected to hold events and other programs which will enhance their hands on skills.

The students any educational institution produces are its strength and its brand ambassadors. Our students have always excelled in the vocation of their choice. Many have joined further studies in premier institutions across the country, others have become entrepreneurs after completion of the course, or have taken up employment in leading firms and companies in the state.

I accord a warm welcome to you all and I am confident that your journey with us will be a fruitful one.

Ms. Smruti P. Borkar,
Vice-Principal.

COURSE DIRECTOR'S FOREWORD



The Business environment was always in a dynamic state. But in the recent past, we have been seeing it shifting to a hyper state of dynamism as technological, environmental, social, and political factors affect the globalized world. This hyper dynamism has brought in new terminology, i.e., the VUCA world (volatility, uncertainty, complexity, and ambiguity). Business is all about taking calculated risks and managing uncertainties. These disruptions no doubt are chaotic but they lead to a wonderful evolution.

Business management students face a combination of challenges and thus, need to be updated on a real-time basis in these times of uncertainty. The interaction between Industry and Academia is an important parameter to overcome these challenges which has been an important component of business education in our institute. The varied pedagogy methods like assignments, case studies, article analysis, experiential learning, etc. have been the highlight of Saraswat BBA learning.

Our performers do take laurels from their employers for the reason that during their BBA pursuit they not only learn to become good managers and leaders but also responsible human beings. Value-based education, state of art teaching practices, student-centred learning process, contemporary facilities and cordial learning and working environment that encourages individuals into progressive thought and expression are some of the basic features at Saraswat BBA.

The implementation of NEP (new education policy) from the current academic year heralds a new era in the education arena of our country and we at Saraswat BBA are fully geared to contribute and be part of this nation-building exercise.

The BBA program has been bridging the gap between the industry and academia thus providing ready manpower for the various industries in Goa, across our nation and the world at large. The program makes our students independent to chart their course as they progress academically and eventually evolve as good human beings. This multi-dimensional experience awaits you to utilize your full potential and thus allows us to contribute to our country and the world, competent and able leaders who are sensitive to human values, business ethics, and sustainable development.

Dr. Rajeev H. Narvekar,
Course Director

ABOUT BBA

OBJECTIVE:

The Bachelor of Business Administration (BBA) Programme at SCCCMS is a 3 – year full time professional course affiliated to Goa University, Goa. The objective of the course is to impart management education through creating opportunities for the students to upgrade themselves with contemporary business practices and at the same time to gain hands on corporate work experience. The result of such endeavour is to develop a strong conceptual base that can serve as a forerunner for MBA aspirants at the same time provide a strong foothold for individuals who seek to enter their careers immediately after their BBA programme.

WHY BBA?

Contemporary liberalized India is an epitome of opportunities. With these ever dynamic market conditions Leadership is no more an option but a necessity of the hour. Survival and success of the industry is purely an entrepreneurial intervention determined by the core competencies to perceive, envisage, and predetermine opportunity and translate it into profitable ventures or economic pursuits. Modern day corporate cultures operate within objective based environments. Sustenance is function of time and ability to achieve the objectives within the time. Where there are Transnational & Multinational Companies bringing down their goodies into the country, there is Indigenous counterpart which is assimilating the international benchmarks to compete and globalise Indian business. In such desperately positive economic circumstances the economy's future entirely rests on individuals who take up the reins of Indian business for the future. This calls for true Leaders. Leaders who have not only the poise and grace to understand, act, react, withstand positively, the challenges of the Indian Business Environment but also have the ability to inspire, lead and make emulate the same by others with their personality.

We, at Sridora Caculo College of Commerce & Management Studies, aim to emit such human resource into the corporate world, which at one hand possess the ability and skill of management personnel and at the same time represent the wholesome personality of being value based human force.

THE SARASWAT EDGE

SCCCMS believes that pure classroom instructions are inadequate to complete management education. The institute's relentless endeavour to bridge the gap between industry and classroom to bring the experience of the corporate into regular classroom sessions makes the BBA Program unique. Towards this end the institute has multi-dimensional teaching orientation. At one end, the faculty is given freedom to design syllabus embedding contemporary management issues so that the students are exposed to a blend of proven successful practices and potential concepts that might guide futuristic industry intervention. On the other end the curriculum embeds regular invitation to personnel from varied fields of the industry to lecture or share their experiences to build practical perspectives within the students. Summer Internships and projects help the student to gain hands on work experience which gives him/her a pragmatic of the environment and work which the individual will pursue in future.

Another feature that complements the uniqueness of the BBA Program at SCCCMS is its system of wholesome training of an individual. As a part of the curriculum, the institute introduces every year, perspective building subjects that enable students to gain perspectives on various issues like life, ethics, morals, human & social behaviour, etc. The students are also made to do projects on various social issues to help realize and enhance their responsibility towards society. The overall concern of the institute is not just to make our students good management personnel but also responsible human beings. It would be inappropriate to say that BBA at SCCCMS is curriculum driven because it is 100% student driven. Participative decision making process is encouraged in the institute where students are involved into each and every academic and co-academic activity. It would be apt to say that almost all activities are planned, organized and handled by the students. All the major activities such as industry interaction, placement, alumna and so on are totally handled by the students. The faculty play a supporting role in providing them direction and guidelines. This provides the students hands on experience of an organizational functioning. The website itself is an illustration of such an orientation. Apart from this the students also organize an annual management meet and other cultural activities through the year. Although still in the nascent stage the institute intends to propel this orientation to an exemplary training process where it forms a symbiotic relation between learning and teaching amongst the students.

ADMISSION

ELIGIBILITY

- 1) Students who have passed/completed/awaiting results of Intermediate/ 10+2/ equivalent courses in any stream can apply.
- 2) Students who have appeared and qualified in the Internal Aptitude Test conducted by College or Undergraduate Aptitude Test (UGAT) conducted by AIMA.

ADMISSION PROCESS:

- 1) All Aspirants will have to register and apply for the BBA programme of our College through DHE portal (<https://dhe.goa.gov.in/>) .
- 2) Candidates who applied for our BBA programme will be notified for their Internal Aptitude Test and Interview .
- 3) Candidates will be shortlisted for admissions based on the following criteria:
 - * 50% weightage to the Aptitude Test
 - * 30% weightage to the Personal Interview
 - * 20% weightage to score in 12th standard
- 4) Admission will be given purely based on the merit.

NRI AND FOREIGN STUDENTS' ADMISSION

The BBA programme also reserves 15% of its seats to NRI and foreign students, where 10% is reserved for foreign students and the remaining for NRI students.

Eligibility:

*Passed 10+2, intermediate or equivalent examination.

The interested students will have to apply through DHE portal mentioned in the admission process and submit their relevant certificates.

FEE STRUCTURE

	F.Y.B.B.A	S.Y.B.B.A	T.Y.B.B.A
<i>Tuition Fees</i>	57720	57791	57816
<i>Library Fees</i>	3000	3000	3000
<i>Development Fees</i>	1000	1000	1000
<i>Computer Lab</i>	3000	3000	3000
<i>Student Activity Fees</i>	174	174	174
<i>Gymkhana Fees</i>	420	420	420
<i>Student Aid Fees</i>	130	130	130
<i>Examination Fees</i>			500
<i>Miscellaneous Fees</i>	500	500	500
<i>University Registration Fees /Administrative</i>	1680	1000	1000
<i>DHE Academic Registration</i>	1500	1500	1500
<i>IAMS Fees</i>	225	225	225
Total	69349	68740	69265

Note:

Fees for (2023-24) may be subject to change in accordance with Goa University guidelines.

DD payable in favour of "SV'S SRIDORA CACULO COLLEGE OF COMMERCE AND MANAGEMENT STUDIES". Alternatively, students can click the following link and make the payment online:

<https://pages.razorpay.com/Sridora-bba>

PTA amount of Rs. 1000/- shall be paid separately by cash to BBA office.

REFUND OF FEES:

In case the student withdraws from the programme of study he/she is enrolled in, refund of his/her fees will be done as per Goa University guidelines.

DOCUMENTS REQUIRED FOR ADMISSION

- Leaving Certificate (Original + 1 attested copy)
- 3 attested copies of XII std. marksheet
- 2 passport-sized photographs in addition to above documents, foreign/NRI students will also have to submit Provisional Eligibility Certificate from Goa University (Original)

FACULTY MEMBERS



Dr. Rajeev Narvekar

Course Director

PhD, MMS (Marketing), PGDHE, DTTM, NET

12 years in Industry (Durables, Services, Industrial Products)

16 years in Teaching



Dr. Harsha Talaulikar

Faculty and Placement Coordinator

PhD, MBA (Finance), NET

5 years in Industry (Brokerage Houses, Industrial Research, Educational Consultancy)

16 years in Teaching



Dr. Sushant G. Chari

Faculty and IT Consultant

PhD, MSc (Electronics), PGDBM (Systems & Finance), NET

2 years in the Industry (Entrepreneurship)

23 years in Teaching.



Ms. Pooja Lawande Karmali

Faculty

MBA (Human Resource and Marketing), NET

1 year in Industry

15 years in Teaching

NON-TEACHING STAFF



Mr. Vivek Borkar
Administrative Officer



Ms. Suchita Joshi
Administrative Assistant

VISITING FACULTY

Mr. Sushant Figueiredo

Ms. Danushka D'Gama

Mr. Ramchandra Salgaonkar

Mr. Jonathan Sequeira

Adv. Kirti Panvelkar

Ms. Paloma Quadros

Mr. Shankar Nadkarni

Dr. Rohan Fonseca

Mr. Sameer Kapdi

Mr. Nilesh Desai

Ms. Namita Fatarpekar

COURSE COMBINATIONS (2023-24)

SEMESTER - I

Type of Course	Course Code	Name of the Course	Credits
MAJOR - I	MAG- 100	Management Process & Organizational Behaviour	4
MINOR - I	MAG - 101	Human Resource Management	4
MULTIDISCIPLINARY	CSC -111	Computer System Fundamentals	3
ABILITY ENHANCEMENT COURSES	AEC – I ENG - 151	Communicative English: Spoken and Written	2
SKILL ENHANCEMENT COURSES	MAG-143	Digital Image Processing OR	3
	MAG - 141	Photography	
VALUE ADDED COURSES	VAC – 101	Environmental Studies – I	2
	VAC - 110	Indian Economic Thought	2

Total Credits = 20

Semester - II

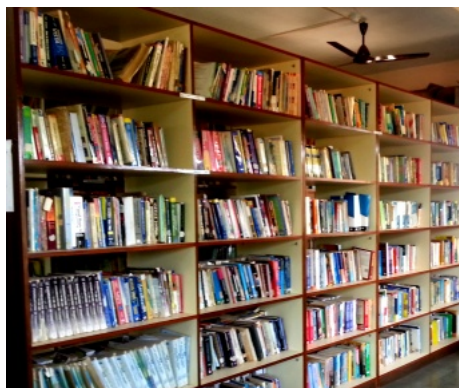
Type of Course	Course Code	Name of the Course	Credits
MAJOR – 2	MAG- 102	Marketing Management	4
MINOR - 2	MAG - 112	Financial Statement Analysis	4
MULTIDISCIPLINARY	COM -137	Tourism and Hospitality Management	3
ABILITY ENHANCEMENT COURSES	AEC – II ENG - 152	Digital Content Creation in English	2
SKILL ENHANCEMENT COURSES	MAG - 147	Critical Thinking	3
VALUE ADDED COURSES	VAC – 111	Awareness of Cyber Crimes and Security	2
	VAC - 115	Health and Wellness	2

Total Credits = 20

INFRASTRUCTURE

LIBRARY:

At one end where internet provides all the necessary current information and reviews, the institute's library on the other end provides for all the references that the students will need in their three years of BBA. The library consists of a very wide book bank with hundreds of Indian and Foreign references that get revised every year. References and other reading material get updated regularly and new editions and names are added to the collection as per contemporary academic needs of the Program. The library also consists of magazines and journals of all the functional areas of the management discipline.



CLASSROOM:

Unlike regular academic sessions where lecturing is the major tool for imparting education, training at SaraswatBBA is purely interaction oriented. Group discussion, presentation, deliberations and debates form the major methodology for training at SaraswatBBA. Almost all disciplines engage in research based assignments and presentations. To enable smooth functioning of every day academics the classrooms are equipped with air conditioning and all the state of art facilities like LAN based information sourcing, projection systems and so on.



COMPUTER LAB:

Project & research based education always requires a constant inflow of information. Contemporary markets, industry, economies and education are linked to one such source – Internet. SCCCMS' education systems demands that students elicit information to corroborate their assignments. Towards this end the computer lab is equipped with broadband to facilitate easy and fast access for the students to suffice their information requirement needs and Wi-Fi is provided for using laptops in the campus.



CAREER SUPPORT

PLACEMENT:

The institute takes pride in the fact that our students are placed with one of the finest corporate in the country. It is also mention worthy that they are commended as one of the better human resources by their employers not just in terms of ability to learn and improvise but also in terms of their attitude and commitment towards work.

EMPLOYERS:

The following is just a sample of such employers although the actual list is quite exhaustive:

E P INDUSTRIES DSP BLACKROCK MUTUAL FUND ACRON INDIA LTD CLARKS EXOTICA AGUADA ANCHORAGE BERGER BECKER INDIA LTD FOMENTO TRAVELS, PANAJI VIVAJAY BRUSHES, PILERN ANANT INFOMEDIA, PANAJI HIGHLAND CONSTRUCTION COMPANY PVT LTD NEBULLA INDUSTRIES PVT LTD, PILERNE PAI KANE GROUP ADWALPARKERS CONSTRUCTION HDFC MUTUAL FUND SHIVRANJINI SECURITIES PVT LTD GKB OPHTHALMICS PYRAMID FINANCE, PANAJI AIRTEL BAJAJ ALLIANZE MAXXCELL INSTITUTE MOBOBEAT ALPHAMINDZ RYEL PROJECTS PVT LTD, MAPUSA	FUTURISTIC HABITAT ROYAL ASSAGAO, ASSAGAO IRA HOSPITALITIES PVT LTD, PANAJI THE CROWN, GOA SHUBAN BUSINESS SOLUTIONS PVT LTD HELIX TECHIN INFO SYSTEM PVT LTD INDOCO RMEDIES LTD PARK REGIS ALCON HYUNDAI PORVORIM BROWNTAPE TECHNOLOGIES ETHERNET XPRESS PRIVATE LIMITED PUTZMEISTER, VERNA WEBLOZEE NAVELKAR ENTERPRISES RYEL PROJECTS PVT LTD, MAPUSA BOI STAR UNION DAICHI HERITAGE PRINCES REAL ESTATE DEVELOPERS MARUTI UDHYOGS NEXA GKB HITECH LENSES HIREAVILLA HOSPITALITY PVT LTD ADITYA BIRLA GROUP MANGAL ANALYTICS AND RESEARCH CONSULTING PRIVATE LIMITED (MARC)
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LIFE AT SARASWAT BBA



SALIENT FEATURES

UGC NET Qualified Faculty with Industry Experience

Air Conditioned Classrooms with Multimedia Facility

Computer Lab with wifi Internet facility

Specialization in Marketing, HR and Finance

Case Study teaching methodology

Book Bank facility for all Students

Proven track record for Job Placements

Industry Tours

Strong Student - Industry Interface

Various Fun Activities

Practical exposure to Event Management

Event Participations

Disclaimer: The rules and regulations pertaining to admission, examination, disciplinary procedures, code of conduct, etc. stated in Prospectus are not exhaustive, but may be altered or modified by the institutions or Goa University as the case may be from time to time and shall be binding on all students.