

HIGHLIGHTS OF THE MBA DEPARTMENT

The Department of Business Administration was started in the year 2008 to impart Management Education and motivate young budding managers. The department develops curriculum to meet the Industry needs. With an objective of motivating and fascinating budding managers, the department has been involved in developing student centric course curriculum and industry based learning methodologies. Master of Business Administration (MBA) is one of the popular two years Master degree program for students who wish to make their career in the field of business management that involves functional areas such as Finance, Sales & Marketing, Human Resource Management and Information technology. MBA course offers knowledge and training in management and impart leadership skills to prepare them for managerial roles and to become future entrepreneurs.

VISION

Our vision is to be a management school of excellence in shaping leaders and decision makers for global work places with a clear focus on scientific approach in managerial decision making and ethical business practices.

MISSION

- ❖ **Awareness of employment opportunities:** Impart management education with a wide exposure to global business scenario and best practices.
- ❖ **Innovative ideas and positive attitude:** Nurture the innovative mindset of students with right skills, attitude and knowledge to make a positive change in the society
- ❖ **Industry-academia partnership:** Build industry academia research partnership to equip students to gain expertise in application of modern managerial tool for decision making.
- ❖ **Team work and Leadership:** Work in teams and assume leadership roles during the career.
- ❖ **Ethical practices:** To promote social responsibility among the students with a strong commitment towards business ethics, environmental protection and social inclusiveness.

PATRON - IN - CHIEF

Thiru. G. Kamalamurugan
Correspondent

PATRON

Dr. V. Venkatachalam
Principal

EDITOR - IN CHIEF

Dr. D. Nidhyananth
Head

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Professor.

Mr. V. Prakash
Asst. Prof.

Dr. S. Kalaivani
Asst. Prof.



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SMART Management Studies Association Activities 2019

PEOs statements (5)

PEO 1: Employability: To prepare students for successful career in managerial roles that meet the needs of Indian and multinational companies.

PEO 2: Entrepreneurship: To equip students to demonstrate their entrepreneurial capabilities to start innovative business ventures.

PEO 3: Scientific decision making: To develop analytical thinking and quantitative approach among students to enable them to work with modern managerial decision making tools.

PEO 4: Collegiality and Captaincy: To foster leadership qualities and team spirit.

PEO 5: Professional Moral values: To embed social values and inspire them to commit to high ethical standards in their career.



Market study in Weekly Market with special reference to Tuesday

Market II MBA students have undergone the market study in weekly market with special reference to Tuesday market, erode on 09.07.2019 to get practical exposure about the problem, faced by the wholesalers and their future opportunities in the market



II MBA students have undergone the environmental issues of K.Kulam people's health issues caused by leather tanning industrial waste, K.Kulam on 09.07.2019 to get knowledge about the environmental issues & they found time different types chemicals are also used which trigger the process of making leather from animal skin but it pollute environment . As a result various types of diseases are taking place not only in industrial area but also in nearby residents.

“Talk to yourself once in a day, otherwise you may miss meeting an intelligent person in this world. – Swami Vivekananda

SMART Management Studies Association Activities 2019



Practical Exposure

II MBA students visited Tex Valley, Erode on 09.07.2019 to get practical exposure about the problems faced by the wholesalers

9 students of I MBA have participated in intercollegiate competition conducted at velalar college of Engineering & Technology on 24.10.2019, in this event students participated in various events like Best Manager, Paper Presentation, Business Quiz & Add Zap, among that students won 2 prizes in Addszap.



I MBA students sales the various products within our college to learn the marketing strategy & also learned the practical exposure of Multiplier effect concept in Economics on 22.11.2019.



“[Planning] means both to assess the future and make provision for it.”
-Henri Fayol

- **Dr.K.T.Kalaiselvi** And **Dr. A. Jafersadhiq** attended **STTP** on “ **PEDAGOGY ON EMOTIONAL INTELLIGENCE SKILLS FOR CAREER GROWTH AND SUCCESS**” at **VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE** from 01.07.2019-06.07.2019
- **DR.A.RAVISANKAR** visited “**Vellore Institute of Technology**” on 30.08.2019 and observed the teaching methodology and Research collaboration activities.



- **Dr.K.T.Kalaiselvi** And **Dr. S.Kalaivani** applied a research proposal in **IMPRESS** with the title “**Digital Transformation of learning process on Higher Secondary School students in western TAMILNADU**” which was shortlisted and **Dr.K.T.Kalaiselvi** presented a proposal in front of the committee at New Delhi on 19.12.2018

Industrial Visits 1:

- Our II year MBA students visited **AGNI STEELS, INGUR** - Sipcot Road, Perundurai, Erode, on 24.07.2019. Our students observed the Process of the TMT Steel Bar manufacture.



- Our II & I MBA students visited **FUN MALL & BROOKE FIELDS** - Coimbatore on 2.08.2019. Our students observed the Retail Management Concepts like Category Management, Visual Merchandising, Product Line & depth etc.



Time management is really personal management, life management, and management of yourself. - Brian Tracy

- *II MBA and I MBA students visited **District Information Centre, Erode** on 20.08.2019 and MR. S.Shankar, Deputy Manager of DIC shared about Government Funded System and Create awareness about the loan facility offered by the Government under Various Schemes like NEEDS for Startup Entrenreneur's.*



- *II MBA and I MBA students visited **Chennai Harbour** on 24.09.2019 and gained a practical exposure about regarding Documentation & Procedure of Import & export of goods.*



- *II MBA and I MBA students visited **IIT Research Park at Chennai** on 25.09.2019 and gained a practical exposure about Project Proposals and various awareness regarding research.*



- *I year MBA students visited **ROOTS INDUSTRIES, COIMBATORE** on 14.10.2019. Our students observed the Process of the HORN manufacture & learned various concepts of Total Quality Management.*



Guest Lecture

- Mr. S. Mohammed sirajuddin trainer, IQRA Online Currency Trading Training & Research Academy, gave special lecture on the topic FOREX to students on 14.08.2019.



- Mr. Arun Ashok, Manager, ICICI Assets Management, Mr.L.Sridharan, Research Analyst And Mr.A.S.Krishnaraj , Portfolio Manager, Angel Broking LTD, gave special lecture on the topic Mutual Funds & Portfolio Management In Stock Managements to II MBA and I MBA students on 22.08.2019



- Mrs. P. Nalini, Assistant Professor, Kumaraguru College of technology, Coimbatore, gave special lecture on the topic organizational environment analysis for business growth to students on 06.11.2019.



- Mr. Anand, Chatered Accountant And LLB gave a special lecture on the topic Banking Regulation Act, DRT Act & GST to I MBA students on 15.11.2019



- Mr.Prasanth MD & Ms. M . Sneha centre head of Excel R Solutions, coimbatore gave a **special lecture on the topic Digital Marketing to I MBA students on 21.11.2019**



- Dr. D. Nandha kumar , Managing partner of mayabazar, kids world , Erode gave a **special lecture on the topic Managerial excellence to I MBA students on 22.11.2019**



Students' publications

PaperPublishedDetails						
S. No.	Nameofthe Student	Year / Semester	Nameofthe Symposium /Conference	Titleofthe paper	Nameofthe Institution organized	
1.	Brindha.S	II/III	National Conferenceon “Statistical tools and techniquesfor social science research”	Statistical tools and techniquesfor social science research	PKRARTS&Science College for women	
2.	Kavinkumar.C	II/III				
3.	Priyadharshini.R .M	II/III				
TechnicalPaperPublishedDetails						
S. No.	Nameofthe Student	Year / Semester	Nameofthe Technical Event attended	Name of the Institution organized	Date	Duration
1.	Divya.S	II/III	AllTamilnadu MARIA Philip Memorial Debate Competition	PSG Arts &Science College, Coimbatore	18.10. 2019	1day
2.	Gausalyadevi	II/III				

It's not about money. It's about the people you have, and how you're led.
-Steve Jobs

RESEARCH AND DEVELOPMENT ACTIVITIES 9.8.2019 - 18.12.2019

<i>Proposal Title</i>	<i>Agency Detail</i>	<i>Amount Requested (Rs.)</i>	<i>Principal Investigators/ Co-Ordinators</i>
<i>Three days Workshop on “Rural Upliftment and Environmental sustainability through Green Synthesis of Environment friendly Paper and Cloth Bags”</i>	<i>TNSCST DIT</i>	<i>54,000</i>	<i>Dr. K.T. Kalaiselvi & Mr.D. Nidhyananth</i>
<i>Creating Awareness on Predicting Breast Cancer by NIRAMAI on Tribal Women’s at Erode</i>	<i>TNSCST DIT</i>	<i>50,000</i>	<i>Dr.A.Jafersadhiq & Dr.A.Ravisankar</i>
<i>Creating Awareness on No water No Waste Toilets- New Revolution in Rural area at Erode</i>	<i>TNSCST DIT</i>	<i>50,000</i>	<i>Dr.A.Jafersadhiq & Dr. K. T. Kalaiselvi</i>

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<i>Creating Awareness on Predicting Breast Cancer by NIRAMAI on Tribal Women’s at Erode</i>	<i>ICMR</i>	<i>50,000</i>	<i>Dr.A.Jafersadhiq & Dr.A.Ravisankar</i>
<i>Digital Transformation of learning process on Higher Secondary School students in Erode District</i>	<i>IMPRESS</i>	<i>94,000</i>	<i>Dr. K.T. Kalaiselvi & Dr. S.Kalaivani</i>

LIST OF PLACED STUDENTS 2019-2020

S.No.	Name of the Student Placed	Enrollment No.	Name of the Employer
1.	ARUNKUMAR G	ES18MBA04	BYJUS
2.	DIVYA S	ES18MBA09	
3.	GOMATHI A	ES18MBA12	
4.	ADHITHYA R	ES18MBA02	
5.	KIRUTHIKKA V	ES18MBA20	Sterling Software
6.	DHANA RAJ S	ES18MBA08	Calibrant Technologies
7.	BHUVANESWARI S	ES18MBA05	
8.	NANDHAKUMAR M	ES18MBA27	Axis Global Automation
9.	NAVEENKUMAR P	ES18MBA28	
10.	MOHANRAJ T	ES18MBA25	
11.	RANJITHKUMAR S	ES18MBA36	
12.	VINAYAGAMOORTHY A	ES18MBA50	
13.	PREETHI U	ES18MBA33	UST Global
14.	PRIYADHARSHINI R M	ES18MBA35	
15.	PAVITHRA S	ES18MBA30	Buzzworks India
16.	KARTHIKEYAN T	ES18MBA16	
17.	KUMAR L	ES18MBA21	
18.	MANIKANDAN T	ES18MBA23	
19.	SANTHOSHKUMAR P	ES18MBA39	Amazon India Pvt. Ltd.,
20.	NAGALAKSHMI S	ES18MBA26	

21.	MOHAN A K	ES18MBA24	
22.	MAHALAKSHMI J	ES18MBA22	
23.	GURUNATHASAMY P	ES18MBA13	
24.	BRINDHA S	ES18MBA07	Uniq Technologies
25.	GAUSALYA DEVI S	ES18MBA11	
26.	ELANGO VAN P	ES18MBA10	
27.	SUTHISH S	ES18MBA48	Saint Gobain India Pvt. Ltd.
28.	SATHYAMOORTHY	ES18MBA42	