



SMART - Management Studies Association

NEWS LETTER 2020-2021

PATRON - IN - CHIEF

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Professor

Ms.M.Sathya
Associate Professor

Mr. K. R. Vijayakumar
Assitant Professor

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.*

OUR VISION

Vision of Erode Sengunthar Engineering College is to become a World Class Technical Institution and Scientific Research Centre for the Benefit of the Society.

OUR MISSION

Erode Sengunthar Engineering College will strive continuously to

- **Create Positive difference to Society through Innovative Teaching – Learning Process.**
- **Impart Value Based Technical Education to the Students from across various Socio Economic backgrounds.**
- **Build State of art infrastructure for high quality Research and Development capabilities on par with the finest in the Globe and widen student's horizons beyond Class Room.**
- **Bring out Competent, Ethically Strong and Quality Professionals.**

PROGRAM OUTCOMES

P01 : Multidisciplinary Knowledge:

Apply the knowledge of functional areas of business management, economics, technology and law for integrative solutions to complex managerial problems.

P02 : Verbal and Written Communication:

Communicate effectively in different business contexts and situations so as to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations.

P03 : Individual and Team Work:

Function effectively as an individual and as a team member in diverse and multidisciplinary settings.

P04 : Managerial and Leadership Skills:

Apply a variety of organizing, planning, controlling and team building and communication skills for effective management and leadership of organizations.

P05 : Awareness of Business Environment:

Develop business awareness through continuous study of newspapers, periodicals, journals and media and develop the ability to assess and evaluate the competitive business environment.

P06 : Investigative and Analytical skills:

Apply modern tools for computation, simulation and analysis of business problems and use research based

methods including data collection, analysis, interpretation and synthesis of information leading to logical conclusions.

P07 : IT and Banking Proficiency:

Demonstrate IT and Banking knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage.

P08 : Entrepreneurial Skills:

Generate business ideas, develop business plans, understand regulatory requirements, and locate sources of finance and other resources to start a new business venture.

P09 : Profession Ethics, Environmental concerns and social responsibility:

Demonstrate ethical conduct in personal and professional decisions and appreciation of business ethics and social responsibility and environmental concerns in the decision making process.

P010 : Life-long Learning:

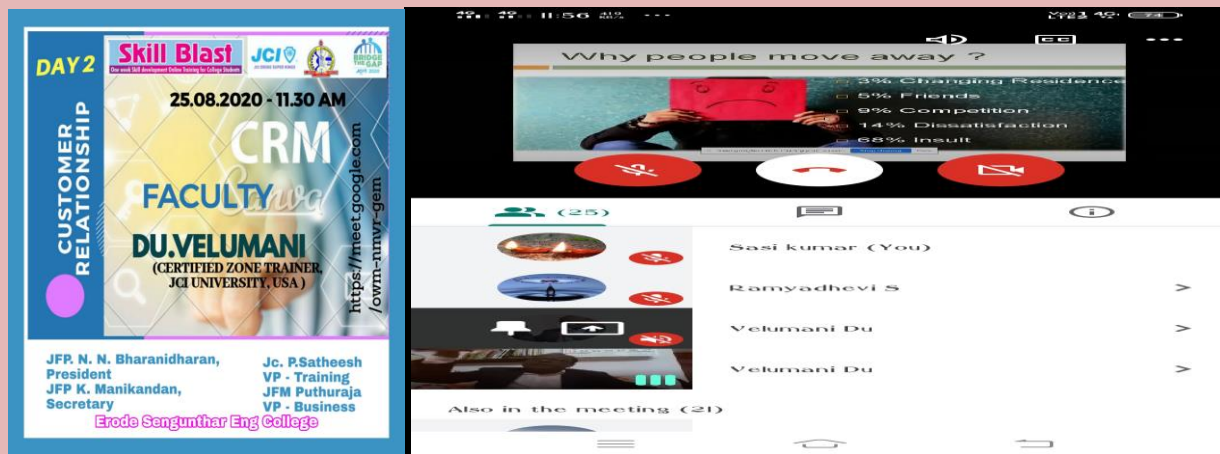
Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Guest Lecture/ Webinar:

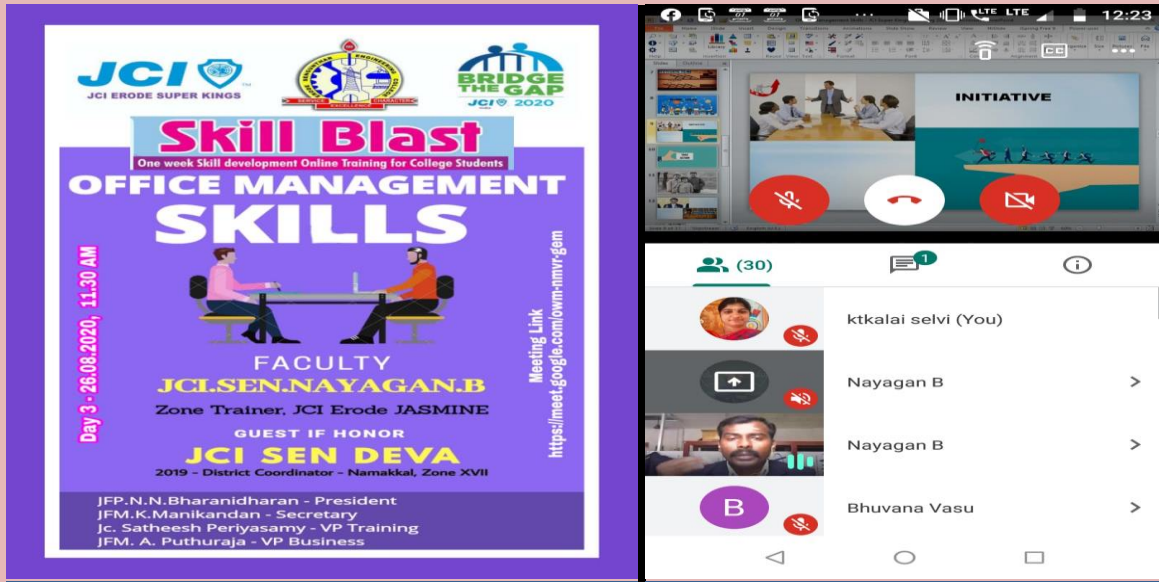
- Auditor, JC.HGF.T.S.Mohana Harish, Strategic Financial consultant / Zone trainer, gave special lecture on the topic “ALL ABOUT BANKING” to students on 24.08.2020.



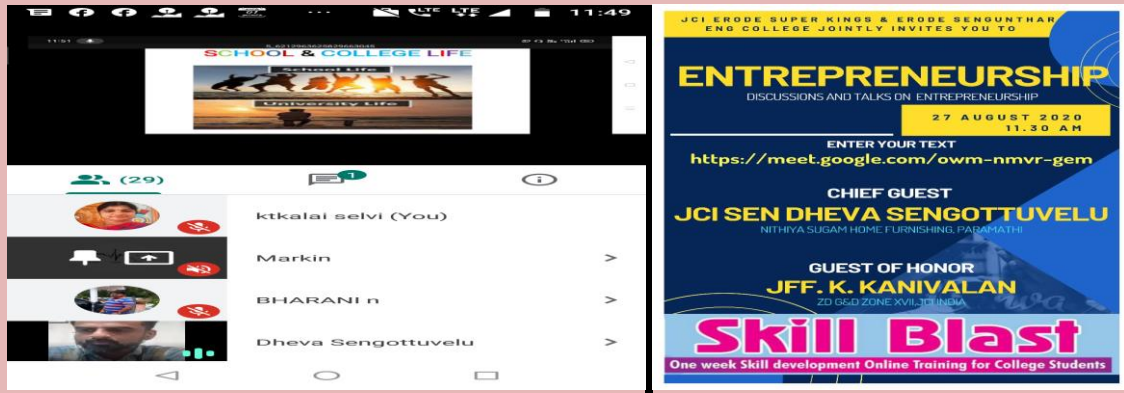
- DU. VELUMANI (Certified Zone Trainer, JCI, University, USA), gave special lecture on the topic “Customer Relationship” to students on 25.08.2020.



- JCI.SEN.B.Nayagan, Zone trainer, JCI Erode Jasmine, gave special lecture on the topic “Office Management Skills” to students on 26.08.2020.



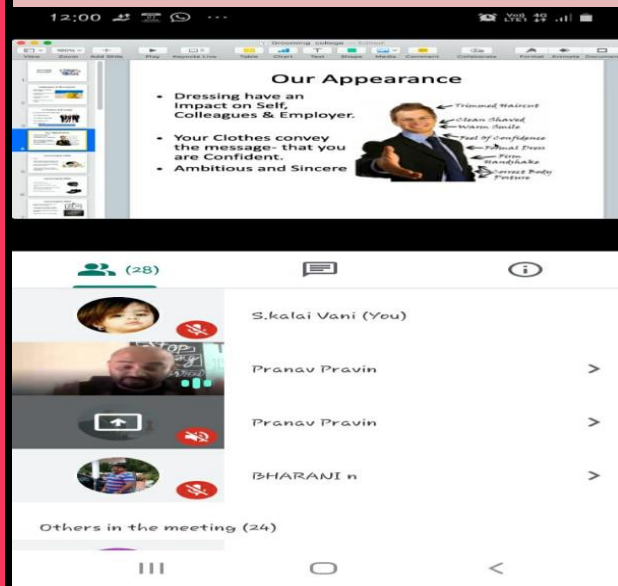
- *JCI.SEN.Dheva Sengottuvelu, Zone trainer, JCI Erode, CEO- Nithiya Sungam Home Furnishing, Paramathi, gave special lecture on the topic “Entrepreneurship” to students on 27.08.2020.*



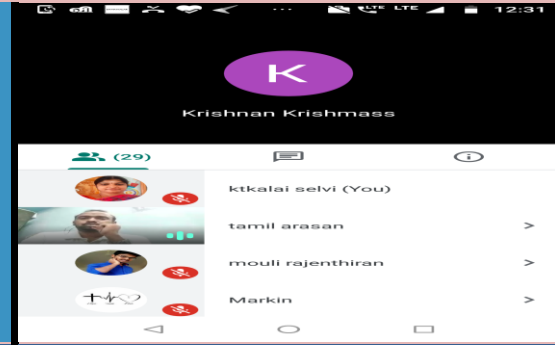
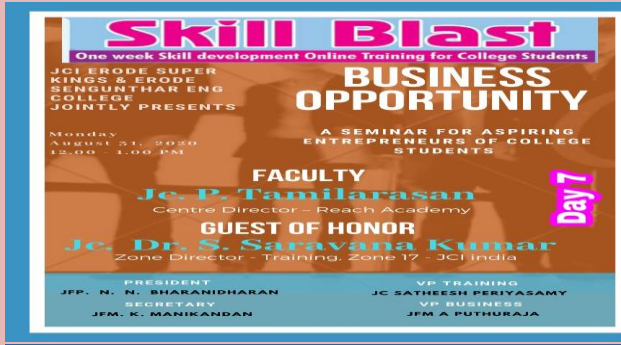
- *JFP.L.Jagadeesh, Erode District Co ordinator, Zone 17, JCI India, gave special lecture on the topic “Government Schemes” to students on 28.08.2020.*



➤ JC.HGF. Pranav Pravin, Zone vice president, Region E, zone 17, JCI India, gave special lecture on the topic “GROOMING & ETIQUETTES” to students on 29.08.2020.



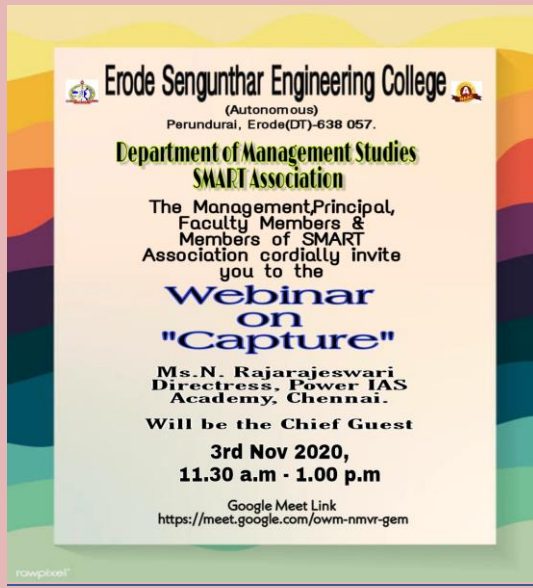
➤ JC.P.Tamilarasan, centre director, Reach Academy, gave special lecture on the topic “Business Opportunity” to students on 31.08.2020.



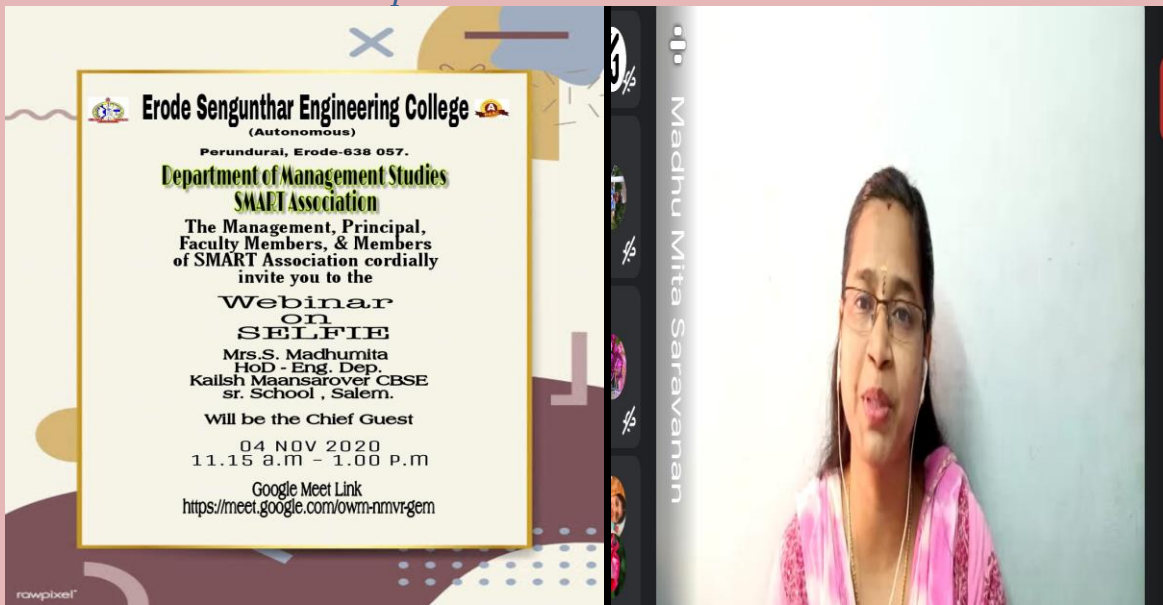
➤ *Mr.M.Srinivasan, Managing Director, Pantone Colourss, Tirupur gave special lecture on the topic “All time is a good time” to students on 02.11.2020.*



➤ *Mrs.N.Rajarajeswari, Directress, Power IAS Academy, Tirupur gave special lecture on the topic “capture” to students on 3.11.2020.*



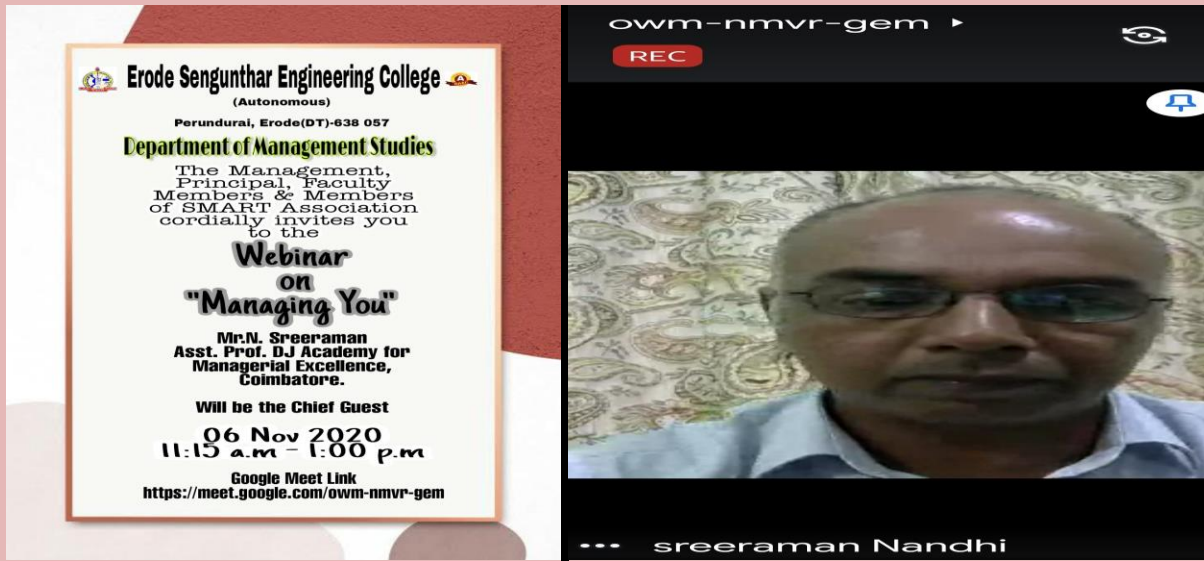
- *Mrs.S.Madhumita, HoD – Eng Dep, Kailsh Maansarover CBSE Sr. School, Salem gave Guest lecture on the topic “SELFIE” to students on 4.11.2020.*



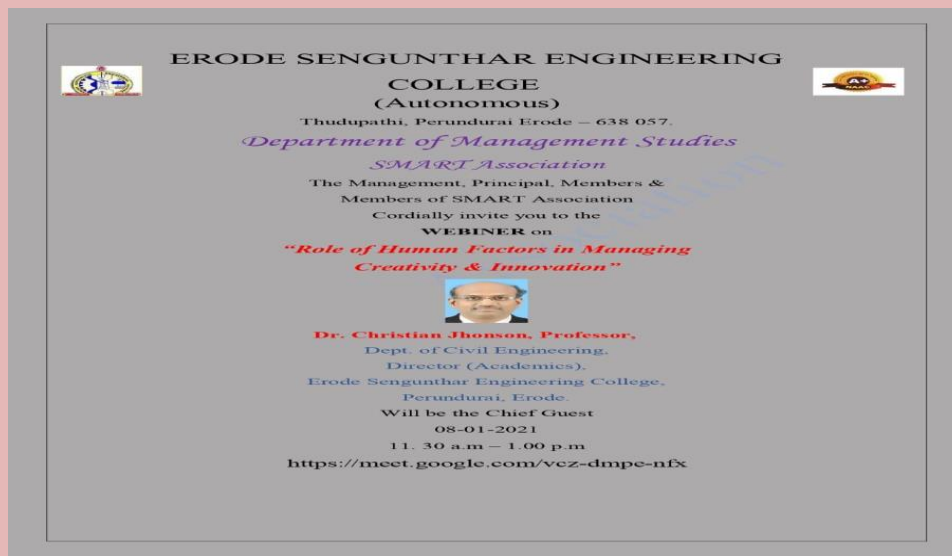
- *Dr.Maheswari Madnav, Assistant Professor, Department of Management, VET Institute of Arts & Science, Erode gave Special lecture on the topic “ASK” to students on 5.11.2020.*



- *Mr.N.Sreeraman, Assistant Professor, D J Academy for Managerial Excellence, Coimbatore gave Guest lecture on the topic “Managing you” to students on 6.11.2020.*



- *Dr. Christian jhonson, Professor, Dept. of civil engineering, Director(Academics), Erode sengunthar engineering college, perundhurai, Erode gave Webinar on “ Role of human factors in managing creativity&innovation” to students on 08 .1.2021.*



Conference/Seminar/Extra curricular activities attended by the students:

STUDENT PARTICIPATION IN INTER COLLEGE EVENT- 2020 TO 2021

S.NO	DATE	STUDENT NAME	EVENT	VENUE	REMARK
1	2.6.2020	R.Deepak	National Level Business Quiz on “ Entrepreneurship 2k20”	K.S.Rangasamy College of Arts & Science	Participated

2	2.6.2020	Mr.K.Mahendhiran	National Level Business Quiz on “ Entrepreneurship 2k20”	K.S.Rangasamy College of Arts & Science	Participated
3	10.6.2020	M.DHISHA	Tamil Grammar Literature Skills	Krishna Arts & Science college, krishnagiri	Participated
4	12.6.2020	M.DHISHA	National Level E- Quiz on Management	Madonna Arts & Science college, Madurai	Participated
5	19-6-2020	M.DHISHA	E- Quiz on ‘ Principles of Management’	Gobi Arts & Science college	Participated
6	19-6-2020	M.DHISHA	E- Quiz on ‘ Research Methodology’	Gobi Arts & Science college	Participated
7	25.6.2020	M.DHISHA	National Level online Faculty Development Program on Role of Teacher in Students Employability	TER’S Academy College of Arts and Science	Participated
8	1.7.2020-10.7.2020	M.DHISHA	Online JOT on Implementation of GST in Tally	Manonmaniam Sundaranar University	Participated
9	3.7.2020	M.DHISHA	National Level Webinar on “ Expansion of cyber crime during Covid -19 & its remedies”	Madonna Arts & Science college, Madurai	Participated
10	3.7.2020	M.DHISHA	National Level Webinar on “ Online Teaching Master class Program”	TER’S Academy College of Arts and Science	Participated
11	13.7.2020	Ramyadhevi.S	Masterclass on Statistics for Data Science	National Skill Development Corporation	Participated
12	13.7.2020	Priyadharshini.S	Masterclass on Statistics for Data Science	National Skill Development Corporation	Participated
13	25/07/2020	M.Arraviind	Investment Awareness and Related Topics	Adichunchanagiri Institute of Technology, Karnataka	Participated
14	25/07/2020	Naveen R	Investment Awareness and Related Topics	Adichunchanagiri Institute of	Participated

				<i>Technology, Karnataka</i>	
15	25/07/2020	<i>S. Priyadharshini</i>	<i>Investment Awareness and Related Topics</i>	<i>Adichunchanagiri Institute of Technology, Karnataka</i>	<i>Participated</i>
16	3/8/2020 – 11.8.2020	<i>S. Priyadharshini</i>	<i>International skill development Webinar on “ Innovation for Synthesis of skills Enhancement”</i>	<i>Nallamuthu Gounder Mahalingam College, Coimbatore</i>	<i>Participated</i>
17	18-08-2020	<i>S. Priyadharsini</i>	<i>National Level Webinar on “INCOME TAX & E-FILING”</i>	<i>ST. CLARET COLLEGE, Bengaluru, Karnataka.</i>	<i>Participated</i>
18	19.8.2020	<i>S. Priyadharshini</i>	<i>National Webniar on “ Investor Awarness Programme Including Mutual Funds During & After Covid-19 “</i>	<i>Government Degree College D.H.Pora, Kulgam</i>	<i>Participated</i>
19	19.8.2020 – 19.9.2020	<i>R. Mouli</i>	<i>Industry training on “Human Resources and Finance</i>	<i>Industry training at” Ladder Survey Institute of Technology”</i>	<i>From 19.8 2020 to 19.9.2020</i>
20	20.8.2020	<i>M. Arraviind</i>	<i>Shutter speed Photography</i>	<i>Intstagram contest- Storie Theatre studios</i>	<i>Participated</i>
21	22.8.2020	<i>S. Priyadharshini</i>	<i>National Webniar on “ Strategy for Managing Personal finance including mutual Funds During & After Covid-19 “</i>	<i>Govt. Degree College Uttersoo Kashmir,192201</i>	<i>Participated</i>
22	24.8.2020	<i>S. Priyadharshini</i>	<i>National Webniar on “ Investor Awarness Programme Including Mutual Funds During & After Covid-19 “</i>	<i>Govt. Degree College Tral Kashmir,192123</i>	<i>Participated</i>
23	3.10.2020	<i>P. sridhar</i>	<i>Webinar on “ Financial Planning for Young Investors”</i>	<i>Guruvayurappan Institute Of Management</i>	<i>Participated</i>
24	18.01.2021	<i>Ms.S.keerthana</i>	<i>Webinar on Re – imagining education in 21st century”</i>	<i>Atal Bihari Vajpayee Trust, Bilaspur CG</i>	<i>Participated</i>

25	18.01.2021	Ms.R.Monica	Webinar on Re – imagining education in 21 st century”	Atal Bihari Vajpayee Trust, Bilaspur CG	Participated
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Industry training attended by students:

- *Mr.Mouli has attended the Industry training at” Ladder Survey Institute of Technology” on “Human Resurces and Finance” from 19.8 2020 to 19.9.2020*

LIST OF PLACED STUDENTS			
S.No.	Name of the Student Placed	Enrollment No.	Name of the Employer
1.	Kubervignesh K	ES19MBA19	Wipro
2.	Hari Prasanth B	ES19MBA13	Sri Kalyan Exports Pvt. Ltd.,
3.	Sanjay Kumar A	ES19MBA39	Trini-Pi Software Solutions
4.	Sharmila V	ES19MBA42	
5.	Tamilarasan P	ES19MBA48	
6.	Naveen R	ES19MBA29	Maruti Suzuki
7.	Prasanth P	ES19MBA31	
8.	Manikandan R	ES19MBA22	Byjus
9.	Manikandan S	ES19MBA24	
10.	Priyadarsini S	ES19MBA33	
11.	Kamala Kannan B	ES19MBA16	Capgemini
12.	Arraviind M	ES19MBA03	
13.	Velkumar R	ES19MBA51	NCR Corporation Pvt. Ltd
14.	Sridhar P	ES19MBA45	
15.	Dhisha M	ES19MBA08	Neeeyamo Works
16.	Karthiga R S	ES19MBA17	

17.	Featherstone M	ES19MBA11	Ultramain Software India Private Limited
18.	Vijayadharan M	ES19MBA53	
19.	Krishnan G	ES19MBA18	
20.	Janani R	ES19MBA14	Cylwin Knit fashions
21.	Bhuvaneshwari A	ES19MBA05	
22.	Guna K	ES19MBA12	Saint Gobain India Pvt. Ltd.,
23.	Markin kingsly V	ES19MBA25	
24.	Mohammed Riyas J	ES19MBA27	Market simplified Pvt. Ltd.
25.	Abirami V	ES19MBA01	
26.	Mahendhiran K	ES19MBA21	Shri Ram Engineering Works
27.	Kumaran T	ES19MBA20	
28.	Ramyadhevi S	ES19MBA36	JJ Mills
29.	Rajeev M	ES19MBA35	Texmo Pumps
30.	Deepak R	ES19MBA07	L.G. Balakrishnan & Bros Ltd

Programmes Attended by the faculty on 2020-2021

Name of the Faculty	2020 -2021	Venue
Dr. A. Ravisankar, Professor & Head		
Global Value Chain	30.01.2021	Firebird Institute of Research in Management, Coimbatore
Financial well-being of Employees during Covid 19	09.01.2021	School of Management Studies, Chaitanya Bharathi Institute of Technology (A), Telangana
Economic Revitalization: Situation and Challenges in Key Sectors and Agricultural Reforms – The Road Ahead	27.12.2020 to 28.12.2020	Indian Economic Association
GST-Registration, Assessment and Filing of Returns – Phase III	02.11.2020 to 12.11.2020	Rashtriya Uchchar Shiksha Abhiyan (RUSA) Project titled “Financial Training, Tax Computation and Statutory Compliances for Indian Businesses” Organized by Department of Commerce, Bharathiyar University
Virtual conclave	24.11.2020	ELETS Techno Media and Digital Learning Magazine
Rural Entrepreneurship Development Cell (REDC) Action Plan	28.08.2020	Mahatma Gandhi National Council of Rural Education, Hyderabad
Structural Equation Modeling (SEM) Using AMOS	05.08.2020 to 08.08.2020	St. Joseph’s College (Autonomous)Bengaluru.
Practice Ur Business Grade (PUBG) to Digipreneur	19.06.2020	P.S.R Engineering College, Sivakasi
Pedagogy for (4E) Success 6S P E E E E S (Peace)	08.06.2020 to 14.06.2020	S.A. College OF Arts & Science, Chennai
Mr. D. Nidhyanth, Associate Professor		
National Zoominar Life After COVID-19 Pandemic and Rebooting Economy	13.06.2020	S.B. Patil Institute Of Management, Pune

Dr. K. T. Kalaiselvi, Professor		
National Zoominar Life After COVID-19 Pandemic and Rebooting Economy	13.06.2020	S.B. Patil Institute Of Management, Pune
Mr. V. Prakash, Assistant Professor		
National Zoominar Life After COVID-19 Pandemic and Rebooting Economy	13.06.2020	S.B. Patil Institute Of Management, Pune
Ms. M. Sathya, Assistant Professor		
National Zoominar Life After COVID-19 Pandemic and Rebooting Economy	13.06.2020	S.B. Patil Institute Of Management, Pune
Dr. S. Kalaivani, Assistant Professor		
National Zoominar	13.06.2020	S.B. Patil Institute Of Management, Pune
Mr. K. R Vijayakumar, Assistant Professor		
Virtual course on Research methodology	5.06.2020 to 21.06.2020	K.S.Rangasamy College Of Technology Namakkal, Tamilnadu
Mr. Somnath Bhattacharjee, Assistant Professor		
Virtual course on Research methodology	5.06.2020 to 21.06.2020	K.S.Rangasamy College Of Technology Namakkal, Tamilnadu
Dr. G. T. Sasetharan, Assistant Professor		
Virtual course on Research methodology	5.06.2020 to 21.06.2020	K.S.Rangasamy College Of Technology Namakkal, Tamilnadu

Research Activities:

Submitted project details of Ph.D. holders :

S.N o.	Name of the Faculty Member	Project Submitted	Funding agency	Status
1	Dr.K.T.Kalaiselvi	Covid-19 Outbreak And Its Impact On Socio Economic Status Of Retained Migrated Workers Of Garment Industries In Tirupur	ICSSR, New Delhi. Under the scheme COVID-19, Coronavirus Pandemic	Under Review

Sanctioned project proposal details of Ph.D. holders:

<i>S.No.</i>	<i>Name of the Faculty Member</i>	<i>Title of the project</i>	<i>Funding agency</i>	<i>Amount sanctioned (Rs.)</i>	<i>Status</i>
1.	<i>Dr. A. Ravisankar (PI) & Dr.A.Jafersadhiq</i>	<i>RPS: A Critical Analysis on Gender Based Violence In Rural Districts of Tamilnadu</i>	<i>ICSSR, New Delhi, IMPRESS 1 st call</i>	<i>5,25,000</i>	<i>On going</i>

1. BEST FIVE ACHIEVEMENTS OF THE DEPARTMENT

1. MBA student Ms.M.Dhisha have participated and won I Prize in JAVELIN THROW on “24th Annual Sports Day)” conducted at Erode SenguntharEngineering College, Erode, on 12.3.2020.
2. MBA Students Organized Trade Fair, Cultural & fun events for under graduate Arts & Science College in the college premises on 6.2.2020 and 7.2.2020 Er.M.Murugu Elan Thendral, Technical In charge for TamilNadu,ACC Ltd.,Coimbatore has inaugurated the function and delivered the chief guest address.
3. Mr.V.Viswasam Jagan Samraj, Mr.M.Arraviind & Mr.K. Guna have completed the certificate course on “Tally (version 9.0 & ERP 9) by Sri Venkateswara Computer Education Centre from May 2020 to July 2020 & secured First Class.
4. Mr.R.Deepak participated one week online short term course on “Global Strategies on Digital Marketing” at Annamalai University from 20.5.2020 to 26.5.2020.
5. Dr.A.Ravisankar, AP/DoMS received fund for Gender Based Violence projects.