

# ERODE SENGUNTHAR ENGINEERING COLLEGE,

(AUTONOMOUS)

PERUNDURAI, ERODE 638 057. TAMILNADU

Website: <https://erode-sengunthar.ac.in/>

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**SMART MANAGEMENT STUDIES ASSOCIATION**

**NEWS LETTER 2022-2023**

**VOLUME -I**



**PATRON - IN - CHIEF**

*Thiru. G. Kamalamurugan*  
Correspondent

**PATRON**

*Dr. V. Venkatachalam*  
Principal

**EDITOR - IN**

*Dr. A. Ravisankar*  
Head



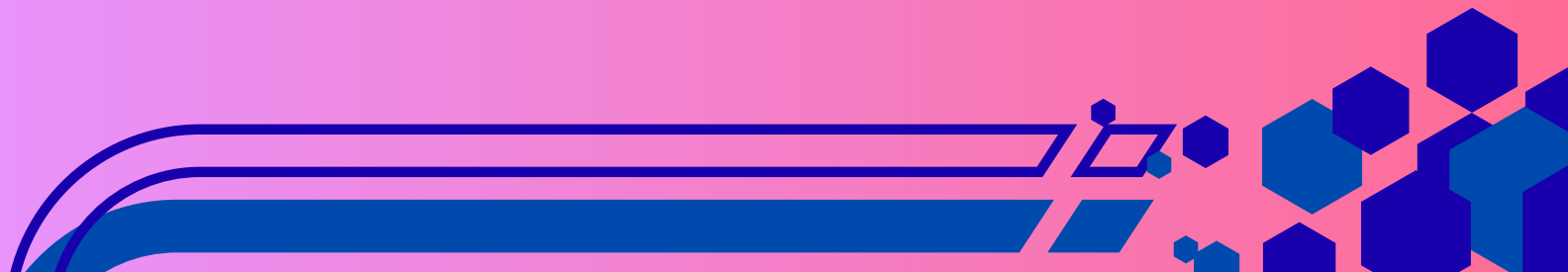
# VISION AND MISSION

## 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.*
- 



## MASTER OF BUSINESS ADMINISTRATION

## DEPARTMENT OF MANAGEMENT STUDIES (MBA)

### 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

- *DM 1: Awareness of employment opportunities: Impart management education with a wide exposure to global business scenario and best practices.*
- *DM 2: 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.*
- *DM 3: Industry-academia partnership: Build industry academia research partnership to equip students to gain expertise in application of modern managerial tool for decision making.*
- *DM 4: Team work and Leadership: Work in teams and assume leadership roles during the career.*
- *DM 5: Ethical practices: To promote social responsibility among the students with a strong commitment towards business ethics, environmental protection and social inclusiveness.*



## MASTER OF BUSINESS ADMINISTRATION

### PROGRAMME OUTCOMES (POs)

- **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.*



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- *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.*

MASTER OF BUSINESS ADMINISTRATION

# Editors desk

*Faculty editor*



*Mr. M. Nandhakumar*

*Student Editors*



*Abigail J*



*Arul raj s*



*Aarthi s*



*Deepalakshmi D*

NEWSLETTER

2022-2023

VOLUME I

## MASTER OF BUSINESS ADMINISTRATION

### Organizing Management Events

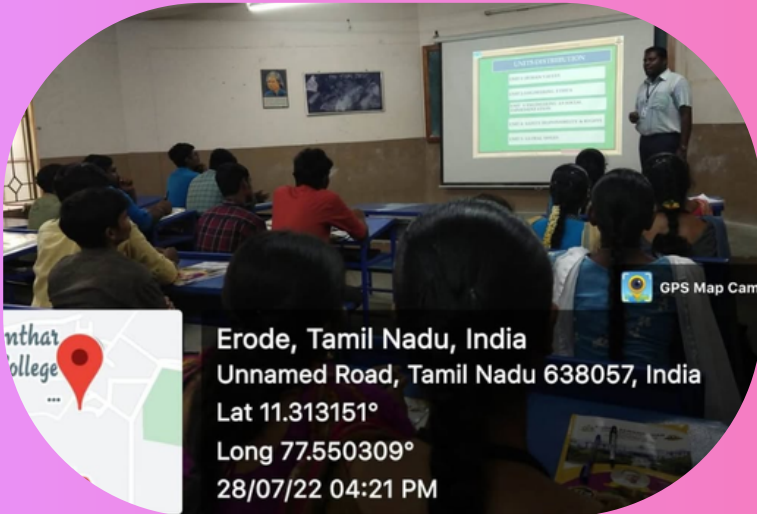


*Inception of First Year M.B.A  
& M.C.A Programme  
Conducted on 26.09.2022*

*Alumni Interaction on Future  
HR trends: what's next by Mr.  
C. Saravanan (Batch 2020 -  
22) HR, Job World, Bangalore.*

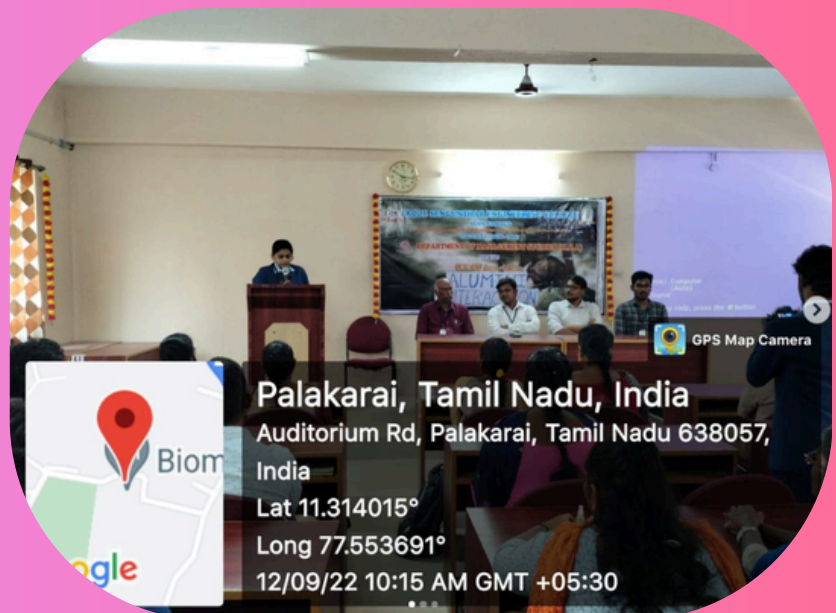


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*Dr. S. Raj Kumar, Assistant Professor,  
Dept. of Management Studies  
(M.B.A), Erode Sengunthar  
Engineering College, Perundurai  
delivered the course orientation  
program for the course "Professional  
Ethics in Engineering" for B.E-Final  
Year CSE Engg. Students held on  
27.07.2022*

*Mr. G. K. Prem Balaji, Properitor  
of Balaji Construction, Erode  
addressing I & II M.B.A students  
on "Start-up Floor After M.B.A"  
held on 12.09.2022*

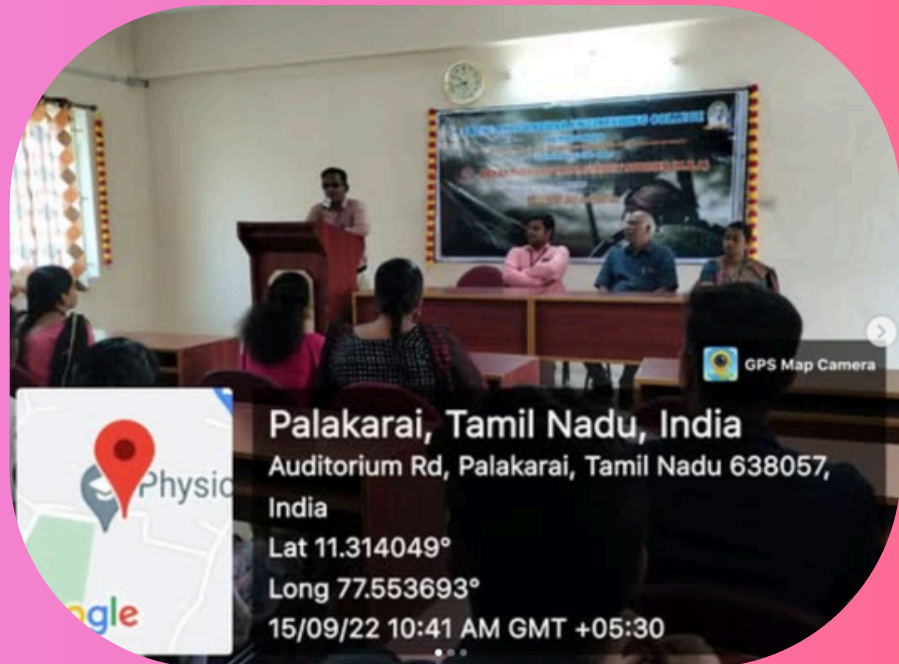


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*Mr. L. Kumar, Executive,  
IST Private Ltd, Tiruppur,  
has delivered a "Direct and  
Indirect Selling in  
Marketing" for M.B.A -  
Final Year Students held  
on 23.08.2022*

*Guest lecture on  
"Entrepreneurship-Need of the  
day " by Mr.A.S.Kumar,  
Proprietor, TRENS Garments,  
Tirupur for our MBA Students  
today @ 10.30 a.m. (15.092022).*



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### Students' Participation

- Divakar.M Kavinraj.P Karthi.V NaveenKumar.R.K Ramya,RSaron.S.K Vinothini.S Had participated in Tamil Pattimandram on 09-11-2022 at Erode Sengunthar Engineering College (Autonomous) Thudupathi
- Divakar.M Kavin raj.P Meganathan.V NaveenKumar.R.K Saron.S.K had participated in Connection on 10-11-2022 at Muthayammal college of Arts and Science (Autonomous)
- ArunPrasath.PBalaSubramanian.V Marimuthu.M Mouneesh.G.S Raushan Kumar Rajnish Kumar Jha Santosh Kumar Mukhiya Vikramkumar Mukhiya Saran Sri.R Mohanakrishnanan.S Santhosh.S had participated in Bestmanager on 19-10-2022 at Sengunthar Engineering College (Autonomous) Tiruchengode
- Abimanyu.P ArunPrasath.P Divakar.M Kavin rajp Karthikeyan.S Mohammed Ansari.A Mohanakrishnanan.S Naveen Kumar.R.K Ramesh Baabu.P Saron.S.K Selvamani.G Soundarraj.N Sudharsan.M Vinoth.T had participated in Business Quiz on 19-10-2022 at Sona school of management
- Divakar.M Kavin raj.P Karthikeyan.S NaveenKumar.R.K Ramesh Baabu.P Saron.S.K Selvamani.G Sudharsan.M had participated in AD-MAD on 23-11-2022 at Nandha Engineering College (Autonomous) Perundurai
- Divakar.M Kavin raj.P Karthikeyan.S NaveenKumar.R.K Ramesh Baabu.P Saron.S.K Selvamani.G Sudharsan.M had participated in Business Quiz on 25-11-2022 at Chettinad College of Engineering & Technology

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**An Industrial Visit AT Kochin**



## **Through Summer Internship Project**

The trend has changed, now a higher percentage of graduates join in MBA for their PG program. They do have their ambition and goal to achieve through MBA. The project done in MBA is really giving upper edge to students while going to face interviews. It is advisable to work with passion and learning attitude in a project. It is being observed that students take casually the project and later faces problem in the company. A summer internship will always tell you about the company working style, strategies, culture, and attitude at work place and many more related to organizational behavior. Let's take an example of MBA Marketing Project work. During the program student have lots of opportunity to learn from the market. While doing project marketing student can learn about Product, Price, Place, Promotion Strategies and Marketing Research Techniques. If the project work is done sincerely than it would be beneficial for company, college and student as well. The final report submitted by the student can be used by the company in doing market analysis, college can use it in clearing the concept to students as they have current data and students can use it while doing job. It is important to do the project with utmost care. It is necessary for the college to help their students in their projects and make sure that they are going to learn something from the project while undergoing the project. Students themselves understand the importance of project and do properly.

## MASTER OF BUSINESS ADMINISTRATION

### PROGRAMMES ATTENDED BY THE FACULTY ON 2022-2023

Name of the Seminar / Workshop / FDP	2022 - 23	Venue
<b>Dr. A. Ravisankar, Professor &amp; Head</b>		
Assest-Liability Management Training	21.08.2022 to 26.08.2022	VET institute of arts & science college
One Week Virtual FDP on “Innovative Approaches in	11.07.2022 to 17.07.2022	Sree Saraswathi Thyagaraja College, Pollachi.
Challenges in Financial Management in Next	02.10.2022 to 06.10.2022	Jagannatha institute of technology
<b>Dr. S. M. Uvaneswaran, Professor</b>		
Assest-Liability Management Training	21.08.2022 to 26.08.2022	VET institute of arts & science college
Online FDP Course on Training of Trainers	July 2022 to Oct 2022	NPTEL Swayam
Virtual FDP on “Qualitative Research &	08.08.2022 to 12.08.2022	Paavai Engineering College
FDP on “Training of Trainers”	July 2022 to Oct 2022	NPTEL Swayam

## MASTER OF BUSINESS ADMINISTRATION

Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
Challenges in Financial Management in Next Generation	02.10.2022 to 06.10.2022	Jagannatha institute of technology
International Online Workshop on “SEM & CFA using AMOS”	16.10.2022 to 18.10.2022	national engineering college
rural Investor Awareness toward capital market	02.12.22 to 06.12.22	velammal engineering college
Merchant Banking India: Management Topics For Presentation	11.10.2022 to 15.10.2022	Sri krishna College Of Technology
One Week Virtual FDP on “Innovative Approaches in Management Teaching for Excellence”	11.07.2022 to 17.07.2022	Sree Saraswathi Thyagaraja College, Pollachi
Challenges in Financial Management in Next Generation	02.10.2022 to 06.10.2022	Jagannatha institute of technology



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Dr. S. Raj Kumar, Associate Professor

Assest-Liability Management Training	21.08.2022 to 26.08.2022	VET institute of arts & science college
Online FDP Course on Training of Trainers	July 2022 to Oct 2022	NPTEL Swayam
Online FDP Course on Managerial Skills for Interpersonal Dynamics	July 2022 to Oct 2022	NPTEL Swayam
One Week Virtual FDP on “Innovative Approaches in Management Teaching for Excellence”	11.07.2022 to 17.07.2022	Sree Saraswathi Thyagaraja College, Pollachi.
FDP on “Managerial Skills for Interpersonal Dynamics”	July 2022 to Oct 2022	NPTEL Swayam

**MASTER OF BUSINESS ADMINISTRATION**

Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
FDP on “Training of Trainers”	July 2022 to Oct 2022	NPTEL Swayam
Challenges in Financial Management in Next Generation	02.10.2022 to 06.10.2022	Jagannatha institute of technology
<b>Dr. V. Gayathri, Assistant Professor</b>		
Assest-Liability Management Training	21.08.2022 to 26.08.2022	VET institute of arts & science college
Online FDP Course on Training of Trainers	July 2022 to Oct 2022	NPTEL Swayam
One Week Virtul FDP on “Innovative Approaches in	11.07.2022 to 17.07.2022	Sree Saraswathi Thyagaraja College, Pollachi.
FDP on “Training of Trainers”	July 2022 to Oct 2022	NPTEL Swayam
Performance Outcome - Efficiency and	11.10.2022 to 15.10.2022	Muthayammal engineering college
The implication of Economic Environment	18.09.2022 to 22.09.2022	Jai Shriram Engineering College

## MASTER OF BUSINESS ADMINISTRATION

Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
Performance Outcome - Efficiency and Effectiveness	11.10.2022 to 15.10.2022	Muthayammal engineering college
Ms. M. Sathya, Assistant Professor		
The implication of Economic Environment and Business	18.09.2022 to 22.09.2022	Jai Shriram Engineering College
Performance Outcome - Efficiency and Effectiveness	11.10.2022 to 15.10.2022	Muthayammal Engineering College
Mr. Somnath Bhattacharjee, Assistant Professor		
virtual fdp on “Qualitative Research & Innovative Teaching with NVIVO Software”	08.08.2022 to 12.08.2022	Paavai Engineering College
The implication of Economic Environment and Business	18.09.2022 to 22.09.2022	Jai Shriram Engineering College
Rural Investor Awareness toward capital market	02.12.2022 to 06.12.2022	Department of Management Studies, K.S.R College Of Arts And Science, Tiruchengode

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Mr. V. Malaravan, Assistant Professor		
Virtual FDP on “Qualitative Research & Innovative Teaching	08.08.2022 to 12.08.2022	Paavai Engineering College
Name of the Seminar / Workshop / FDP	2022 - 23	Venue
Merchant Banking India: Management Topics For Retailers	11.10.2023 to 15.10.2023	Sri Krishna College of Technology
Rural Investor Awareness toward capital market	02.12.2022 to 06.12.2022	Department of Management Studies, K.S.R College of Arts And Science, Tiruchengode
Mr. M. Nandhakumar, Assistant Professor		
Virtual FDP on “Qualitative Research & Innovative Teaching	08.08.2022 to 12.08.2022	Paavai Engineering College
Online FDP Course on Training of Trainers	July 2022 to Oct 2022	Nptel Swayam
FDP on “Training of Trainers”	July 2022 to Oct 2022	Nptel Swayam
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