

# ERODE SENGUNTHAR ENGINEERING COLLEGE,

(AUTONOMOUS)

PERUNDURAI, ERODE 638 057. TAMILNADU

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SMART MANAGEMENT STUDIES ASSOCIATION

NEWS LETTER 2022-2023

VOLUME -II



**PATRON - IN - CHIEF**

*Thiru. G. Kamalamurugan*  
Correspondent

**PATRON**

*Dr. V. Venkatachalam*  
Principal

**EDITOR - IN**

*Dr. A. Ravisankar*  
Head



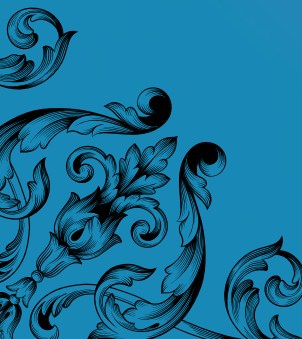

# VISSION AND MISSION

## 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.*
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**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

# MASTER OF BUSINESS ADMINISTRATION

## Organizing Management Events



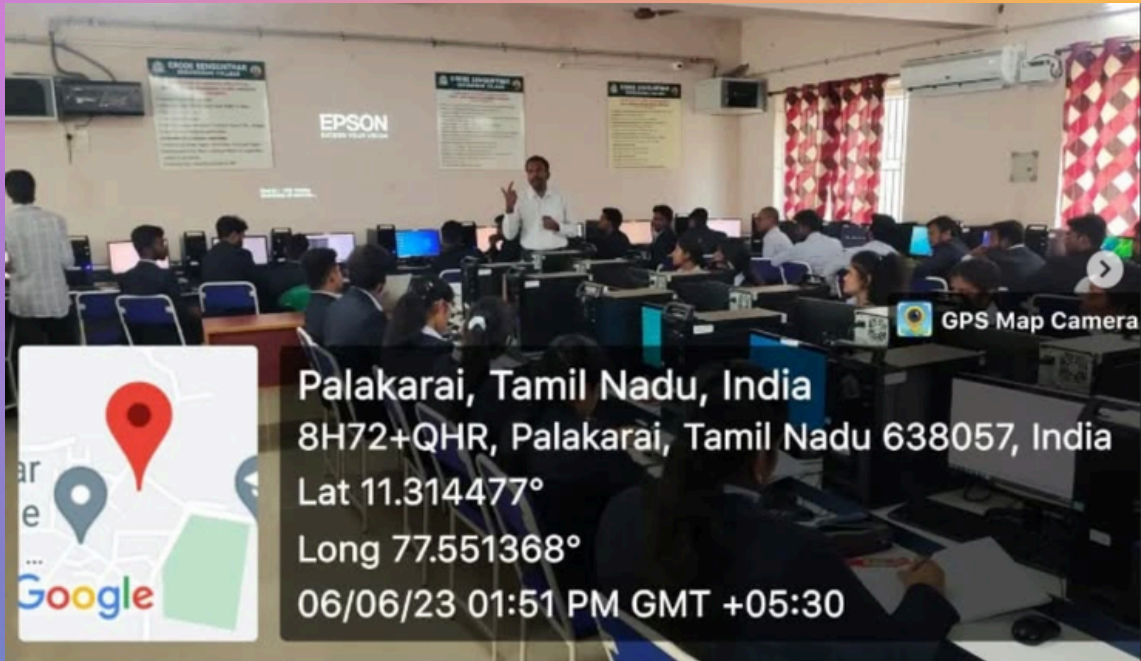
successfully organized a Seminar on "Sensitivity in Capital Market" on 18.05.2023 (Thursday) for 1 MBA Students

1 MBA students on market survey under real-time practice with direct buyers and sellers at various sectors that synchronize with research methodology

Trend analysis at Seconds Market where Buyer and Sellers across and throughout Tamil Nadu gathers at Tirupur



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*successfully organized the workshop " Research tools for budding managers" on  
06/06/2023 .*



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**Students' Participation**

- *JencyGolda.K Kaaviya.T Abigail.J Karthikeyan.S RameshBabu.P Sudharsan.M has participated in Best Management Team at GRG School of Management studies on 07-01-2023*
- *Divakar,M Kavinraj.P Naveenkumar.R.K has participated in DidiPeddle at GRG School of Management studies on 07-01-2023*
- *Abimanyu.P Mohammed Ansari.A. Selvamani.G has participated in think HR at GRS school of management studies on 07-01-2023*

## MASTER OF BUSINESS ADMINISTRATION

LIST OF PLACED STUDENTS			
S.No.	Name of the Student Placed	Enrollment No.	Name of the Employer
1	Deepalakshmi.D	ES21MBA09	Infosys
2	Shilpa Christina Y	ES21MBA47	Sri Kalyan Exports Pvt. Ltd.,
3	Roussel Kennedy J	ES21MBA39	
4	Sathiskumar.S`	ES21MBA45	Lido Quality Tutorials pvt.Ltd.,
5	Sujitha.S	ES21MBA52	
6	Sukirtha.S	ES21MBA53	
7	Anandhkrishnan B	ES21MBA02	CISCO Systems
8	MownikaSree.S	ES21MBA27	Mobiveil Technologies India Pvt. Ltd
9	Manju Priya.C	ES21MBA23	Tech Mahindra
10	Pratyay Amrit	ES21MBA35	Aspire Systems
11	Prabhadevi C.P	ES21MBA33	Byjus
12	Megala.B	ES21MBA25	
13	Suganiya.M	ES21MBA51	NCR Corporation Pvt. Ltd.,
14	Sabarigiri.G	ES21MBA40	

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15	Arul Raj.S	ES21MBA04	Job World
16	Buvanesan	ES21MBA06	
17	Dinesh Kumar.P	ES21MBA15	
18	KrisnnaKumar.M	ES21MBA19	
19	Ajith A	ES21MBA01	Neeeyamo works
20	Anisha	ES21MBA03	
21	Dinesh Kumar T.P	ES21MBA12	
22	Mohan Prasath.P	ES21MBA26	
23	Hemalatha	ES21MBA17	SRM Technology
24	Louis	ES21MBA22	
25	Naveen S	ES21MBA30	NUMS Techno fashions Pvt. Ltd.,
26	Santhosh.R	ES21MBA46	
27	Deepak.R	ES21MBA08	Cyliwin Knit fashions
28	Jasmine Mary J	ES21MBA18	

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29	Nagaraj.M	ES21MBA29	Voltech Engineers Pvt. Ltd.,
30	Prem E	ES21MBA36	
31	Tharanitharan	ES21MBA63	
32	Sneha.D	ES21MBA49	
33	Loganathan	ES21MBA21	Ramraj Cottons Pvt. Ltd.,
34	Mukesh M	ES21MBA28	
35	Sanjeev.K	ES21MBA42	
36	Shivkumar S	ES21MBA48	Texmo Pumps
37	Srinath.L	ES21MBA50	
38	Zubairahamed.A	ES21MBA61	
39	Guruprasad	ES21MBA16	L.G. Balakrishnan & Bros Ltd,
40	Cibiraj	ES21MBA07	

## MASTER OF BUSINESS ADMINISTRATION

### Programmes Attended by the faculty on 2022-2023

Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
<b>Dr. A. Ravisankar, Professor &amp; Head</b>		
AICTE Sponsored One-Week STTP on 'Innovative Approaches in Teaching Pedagogy'	31.05.2022 to 05.06.2022	Srinivasa Institute of Engineering and Technology
ICSSR Sponsored - Three Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era"	23.02.2023 to 25.02.2023	Jai Shriram Engineering College
<b>Dr. S. M. Uvaneswaran, Professor</b>		
ICSSR Sponsored - Three Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era"	23.02.2023 to 25.02.2023	Jai Shri Ram Engineering College
Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
ICSSR Sponsored - Three Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era"	23.02.2023 to 25.02.2023	Jai shriram Engineering College

## MASTER OF BUSINESS ADMINISTRATION

**Dr. S. Raj Kumar, Associate Professor**

Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
AICTE Sponsored One-Week STTP on 'Innovative Approaches in Teaching Pedagogy'	31.05.2022 to 05.06.2022	srinivasa institute of engineering and technology
ICSSR Sponsored - Three Days National Seminar on "Innovation Start-ups for young Entrepreneurs in Digitalized Era"	23.02.2023 to 25.02.2023	Jai shriram Engineering College

**Dr. V. Gayathri, Assistant Professor**

AICTE Sponsored One-Week STTP on 'Innovative Approaches in Teaching Pedagogy'	31.05.2022 to 05.06.2022	Srinivasa institute of engineering and technology
Impact of Packaging on Retailers and Consumers	17.04.2023 to 21.04.2023	Simats School Of Engineering
Name of the Seminar / Workshop / FDP Attended	2022 - 23	Venue
Impact of Packaging on Retailers and Consumers	17.04.2023 to 21.04.2023	Simats School Of Engineering

## MASTER OF BUSINESS ADMINISTRATION

### Ms. M. Sathya, Assistant Professor

Decision-making Tools  
and Techniques

12.02.2023 to  
17.02.2023

SRM TRP Engineering  
College

### Mr. Somnath Bhattacharjee, Assistant Professor

Decision-making Tools  
and Techniques

12.02.2023 to  
17.02.2023

SRM TRP engineering  
college

### Mr. V. Malaravan, Assistant Professor

Name of the Seminar /  
Workshop / FDP  
Attended

2022 - 23

Venue

Decision-making Tools  
and Techniques

12.02.2023 to  
17.02.2023

SRM TRP Engineering  
College

### Mr. M. Nandhakumar, Assistant Professor

Decision-making Tools  
and Techniques

12.02.2023 to  
17.02.2023

SRM TRP Engineering  
College