

# ERODE SENGUNTHAR ENGINEERING COLLEGE,

(Autonomous)

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SMART MANAGEMENT STUDIES ASSOCIATION

**NEWS LETTER 2023-2024**

**VOLUME -II**



**PATRON - IN - CHIEF**

*Thiru. G. Kamalamurugan  
Correspondent*

**PATRON**

*Dr. V. Venkatachalam  
Principal*

**EDITOR - IN**

*Dr. A. Ravisankar  
Head*

## **ABOUT THE DEPARTMENT**

*The Department of Management Studies, established in 2008 and permanently affiliated to Anna University, Chennai, continues to deliver excellence in management education. With a well-established infrastructure and a team of experienced and committed faculty members, the department offers a robust MBA program with an annual intake of 60 students. The curriculum is thoughtfully designed with dual specialization options, allowing students to gain expertise in two areas of their interest. The first year focuses on core management subjects, providing a strong foundation across all functional domains. In the second year, students can choose electives aligned with their specializations to deepen their knowledge and skills.*



*To enhance industry exposure and real-time learning, the department regularly organizes guest lectures, industrial visits, conferences, workshops, and industry–institute interaction programs. These initiatives enable students to understand emerging business trends and prepare them for the dynamic corporate environment. The department offers a wide range of specialization areas, including Human Resource Management, Finance, Marketing, Systems, Entrepreneurship Development, Operations, Logistics and Shipping Management, Tourism and Hotel Management, and Hospital Management. With a commitment to academic excellence and holistic development, the Department of Management Studies continues to shape future managers and leaders with competence, confidence, and a strong ethical foundation.*



## DEPARTMENT OF MBA

### *Program Educational Objectives (PEOs):*

- ***Employability:*** To prepare students for successful career in managerial roles that meet the needs of Indian and multinational companies.
- ***Entrepreneurship:*** To equip students to demonstrate their entrepreneurial capabilities to start innovative business ventures.
- ***Scientific Decision Making:*** To develop analytical thinking and quantitative approach among students to enable them to work with modern managerial decision-making tools.
- ***Collegiality and Captaincy:*** To foster leadership qualities and team spirit.
- ***Professional Moral values:*** To embed social values and inspire them to commit to high ethical standards in their career.



## DEPARTMENT OF MBA

### **PROGRAM OUTCOMES (Pos):**

- *Apply Knowledge of Management theories and practices to solve business problems*
- *Foster Analytical and critical thinking abilities for data based decision making*
- *Ability to develop value based leadership ability*
- *Ability to understand , analyze and communicate global, economic , legal and ethical aspects of business*
- *Ability to lead themselves and others in the achievement of organizational goals , contributing effectively to team environment*
- *Identify contemporary social issues and apply ethical standards in organizational decision-making*

DEPARTMENT OF MBA

**Editors desk**  
*Faculty editor*



*Mr.M.Nandhakumar*  
***Student Editors***



*Abigail J*



*Arul raj s*



*Aarthi s*



*Deepalakshmi D*

DEPARTMENT OF MBA  
EVENTS ORGANIZED



*MBA Alumni Meet  
2K24 - Batch 2020 -  
22 on 17.02.2024*

*Organized the  
Workshop on "Business  
Analytics in Managerial  
Decisions" held on  
27.05.2024*



## DEPARTMENT OF MBA



*Organized the Leader's Talk on "Unstoppable"*

*Guest Lecture on "From idea to impact: Navigating through Entrepreneurial journey"\* organized by Department of Management Studies on 30.05.2024.*



## DEPARTMENT OF MBA



*International Seminar  
on Data Visualisation  
using Power BI  
organized by  
Department of  
Management Studies  
(MBA) on 19.06.2024.  
(Online Mode)*



## DEPARTMENT OF MBA

### **Academic Outreach: Faculty Act as a Resource Person**

- *Dr.A.Ravisankar, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Conference Chair Member for Fourth International Conference on Advancements in Research & Development (ICARD 2024) & Jointly Organized by Department of Commerce, Indira Priyadarshini Govt. Degree College for Women, Autonomous, Nampally, Hyderabad, Telangana, India & RSP.Conference Hub,Coimbatore, TamilNadu, India on 31.01.2024.*
- *Dr. Ravisankar, Professor and Head, Department of Management Studies, as a chairperson for the session Commerce, Business and its Applications in the National Conference on Mathematics, Computer Science, Business, Commerce, Management, Engineering & Technology (NCMCBCMET 2023) on 30th December 2023.*

## DEPARTMENT OF MBA

### **Academic Outreach: Faculty Act as a Resource Person**

- *Dr.R.Shanthi, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Resource person for DST sponsored (ONLINE) "Technology based Entrepreneurship Development Program on IoT" - Topic: Cash Flow and Production Planning, organized by the KG College of Arts and Science on 29.01.2024*
- *Dr.R.Shanthi, Professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode, has act as a Resource person for DST sponsored (ONLINE) "Technology based Entrepreneurship Development Program on IoT" - Topic: Crafting detailed Business Plans with focus on Production and Purchasing Strategies organized by the KG College of Arts and Science on 24.01.2024*

DEPARTMENT OF MBA

**FACULTY PARTICIPATION – SEMINAR / WORKSHOP / FDP**

- *Dr.A.Ravisankar, Professor, Department of Management Studies has participated on the topic, "Teaching Strategies - A Pedagogy", One Week Online National Level Faculty Development Program on Teaching Strategies - A Pedagogy held from 16.02.2024 to 22.02.2024.*
- *Dr. R. Shanthi, Professor, Department of Management Studies,has participated in the Faculty Development Program "Research Problem: Identification and Formulation" organized by the Jansons School of Business (Autonomous), Coimbatore on 24.02.2024.*
- *Dr. R. Shanthi, Professor, Department of Management Studies,has participated in the Online Faculty Development Program "Theory Building, Theory Testing and Theorizing in Management Research" organized by the School of Management Studies, University of Hyderabad on 16 & 17.02.2024.*

*DEPARTMENT OF MBA*  
**STUDENTS PLACED IN COMPANIES AY 2023 – 24**

S.NO.	NAME OF THE STUDENT	NAME OF THE EMPLOYER	Salary Package (LPA)
1	AARTHI .S (01.04.2002)	NUMS Techno Fashion, Tiruour	320000 P.A
2	ABIGAIL. J	Dhyan Networks and Technologies	300000 P.A
3	ABIMANYU.P	NUMS Techno Fashion, Tiruour	320000 P.A
4	ANANDHARAMAN .K	Arrow Rebar Services	400000 P.A
5	ANAND KUMAR.C	KPR Mill Ltd., Processing Sipcot,	330000 P.A
6	BALASUBRAMANI AN.V	Ambal Autos, Erode	250000 P.A
7	DIVAKAR.M	L.G.Balakrishnan & Bros Ltd., Annur	300000 P.A
8	GOKUL.S	NUMS Techno Fashion, Tiruour	320000 P.A
9	MANIKANDAN.M	Tata Consultancy Service Ltd.,	400000 P.A
10	MARI MUTHU M	AMD Overseas Impex India	350000 P.A
11	KARTHIKEYAN.S	Saint Gobain India Pvt	400000 P.A
12	SATHISH.K	Ambal Autos, Erode	250000 P.A
13	SELVAMANI.G	Ramraj Cotton, Erode	260000 P.A
14	VIGNESH K S	Tech Mahindra	300000 P.A