

M.I.E.T. ENGINEERING COLLEGE

Trichy - Pudukkottai Road, Trichy-7

NEWS LETTER



Master of Business Administration

Volume 01

2023-2024

DEPARTMENT OF MBA

The Department of Management Studies was started during the Academic year 2009- 2010. The Department offers a two-year Postgraduate programme; Master of Business Administration (MBA) and the course is approved by AICTE New Delhi. The Programme is conducted by following the syllabus prescribed by Anna University, Chennai. The current sanctioned intake is 60. The Major core subjects taught in this programme are: Principles of Management, Organizational Behavior, Economic Analysis for Business, Financial Management, Marketing Management and Human Resource Management. The Department is under the constant care of a team of highly qualified and experienced teachers. The regular classes are conducted in fully equipped smart classes and a language lab serves the students to improve their communication skills. The MBA programme offers five elective subjects for the students to choose two out of them. They are Human Resource, Marketing, Finance, Logistics, Operations and Systems. Besides the general library, the Department has also a reference library stocked with recently published books in various fields of Management. This could benefit the students for instant reference to any topic of their interest. A bridge course is conducted for the first-year students to make them understand the basic principles of Management studies. The Department organizes several co-curricular activities such as Seminars, Workshops, Conferences and several competitions in order to enrich the knowledge and skills of the students. The Department encourages the students to organize Annual Symposium-TRIUMFAS, inviting students from other Institutions as participants and experts from Corporate, Industrial and Institutional sectors for delivering special lectures.

motivate the entrepreneurial skills among the students in Department to organizes PRENTICE Bazaar in which students arrange stalls, food courts, selfie spots etc., to gain exposure as a business person. Institution Industry interaction is established through signing of Memorandum of Association (MOU) with Synergy Trichy. This kind of industrial association helps to bridge the gap between academics and the industry. Industrial visits are regularly organized. The students are exposed to industrial environment and acquire practical knowledge on the various processes of the industry, such as Production, Transportation, Logistic and Marketing etc. “HR Meet” is regularly conducted by inviting HR personnel from corporate sectors to address the current challenges faced in the recruitment processes and students are allowed to clarify the type of expertise and skills required for increasing their employability. The MIET Association for Management Studies (MIETAMS) is a student forum guided by the teachers. Several Academic and co-curricular activities are conducted and special lectures by experts are organized through this association. The students are regularly placed in reputed companies such as Apollo, Wipro, Accenture, Cap Gemini, Karur Vysya Bank, Bajaj Finance and etc. through online or offline recruitments. The quality of the programme offered by the Department is also evidenced by winning several University Ranks by our students.



Er. A. MOHAMED YUNUS, B.E., M. Sc., Engg.
Chairman
M.I.E.T. Institutions

CHAIRMAN's MESSAGE

Being in the current world is not a hasty track, the responsibility of creating a high-quality educational institution is challenging and embellished with a host of initiatives which validate them over an extended time span. Moreover, in a world where time and space are compacted, there is a massive defy for success which necessitates knowledge, which is current, pertinent and based on real experience. In this situation, the education plays a paramount role in moulding, shaping and preparing youngsters to face the challenges of the future world. The Faculty with an outstanding academic background and sound conceptual knowledge of contemporary engineering studies and practices ably complete the process of converting the budding students into employable technocrats. Moreover, M.I.E.T strives hard to sensitize its students to the needs of the community and inculcate values like truthfulness, fortitude and acceptance of individual differences. That this whole process is completed keeping in mind the College Vision, Mission and Quality policy is an achievement that the Faculty takes pride.



Dr. A. NAVEEN SAIT, M. E, Ph. D
Principal
M.I.E.T. Engineering College

PRINCIPAL's MESSAGE

As the Principal of our esteemed college, I am immensely proud of all of you. You all have been inspiring us with your hard work and dedication, and have made us proud with your many achievements over the years. As we look ahead to the future, I urge you to continue to strive for excellence and to never give up on your dreams. I am very happy with the progress the college has made by imbining in its student's value-based education synergized with modern teaching-learning methods to produce a generation of well informed and emotionally sound generation. I am positive that in times to come we will continue this journey with elevated enthusiasm and persistently provide a platform of holistic learning to the young generation of learners. Our students graduate with the skills, mind sets and qualities that will best equip them for success Come on let's give our best and make this institution a modern temple of learning through our diligence, devotion and dedication. Wishing you all the best...! In the world of the future. They are the future leaders and role models of society.

VISION AND MISSION OF THE INSTITUTION AND DEPARTMENT

VISION OF THE INSTITUTION

- ❖ To be a center of excellence in Technical Education through Technical, Ethical and Professional skills for meeting the diverse needs of the Society, in particular Muslim minority community and the Nation.

MISSION OF THE INSTITUTION

- ❖ To impart Quality Education, Training and Research in the fields of Engineering and Technology.
- ❖ To provide a conducive learning environment that enables the students to achieve professional and personal growth.
- ❖ To expose the contemporary issues of society, ethical practices and to create environmental awareness.
- ❖ To provide the required infrastructural facilities for developing the professional and innovative skills.

VISION OF THE DEPARTMENT

- ❖ To be a centre for transformation and motivation for the students to learn the modern business skills to serve our society.

MISSION OF THE DEPARTMENT

- ❖ Be a center of excellence in management education and recent technologies in accordance with industrial trends.
 - ❖ Develop industry ready and effective managers by imparting insightful knowledge and necessary skills.
 - ❖ Promote self-employment through entrepreneurship.
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MBA DEPARTMENT ACTIVITIES- 2023

EVENTS ORGANIZED

- The Department of Management Studies conducted the **“Inaugural Function”** for the Academic year (2023-2024) on September 4th, 2023. The Chief Guest, Dr.R.Tamilmaran, Director-School of Management Studies, Centre for Internal Quality Assurance, Tamil Nadu Open University, Chennai has deliver the Inaugural Address on the topic of **“Management is the most noble of Professions”**



- On September 7th, 2023, the Department of Management Studies continued the second day Orientation Program with the theme **"Career Guidance."** The lecture was delivered by Dr. N. Rajapriya, who holds positions as an Administration Officer and Professor at the B.S.A. Crescent Institute of Science and Technology in Madurai, in addition to being the Executive Director of Kids Preschool, Smart Guru Academy, and PTR & Co.



- The Department of Management Studies organized an Orientation session for First-year students on September 6th, 2023, with the theme **"Entrepreneurship Development."** The lecture was given by Mr. V. Arunkumar, the Founder and Managing Director of M/s. White & Black and M/s. Box & Branding Pvt.Ltd, Trichy.

- On October 9th, 2023 the Department of Management Studies organised a One-Day Guest Lecture with the theme “**Emerging Trends in HR & Marketing**”. Mr. V. Guna, Regional HR & Admin - Aswin Sweets & Snacks/Bakery, Veg. Restaurants, Outdoor Catering, delivered the lecture.



- On January 06th, 2024 the Department of Management Studies organized the webinar program on “**Investor Awareness in Stock Market**” was hosted by Mr. Soundar Rajan, Manager of MKE-NSDL Technology, Trust & Reach IPFT through Zoom App.



STUDENT ACHIEVEMENTS

- Ms.P.Poojitha, II-MBA has won the Second Prize in Table Tennis event in the Anna University Zonal Tournament 2023-2024 held at Indra Ganesan College of Engineering-Trichy.



- Ms.P.Poojitha, II-MBA has grabbed First Prize in Table Tennis and Ball-Badminton event in Intra College Annual Sports Meet held at MIET Engineering College-Trichy.



- Our MBA Student got the Runner up in Cricket Match which was held at Anna University- Trichy on October-2023.



- Our Students got the Two Prize in Business Quiz Event held at Periyar Maniammai University- Thanjavur October-2023.



- Our II-MBA students won the Third Prize in Volley Ball Match held at Jammal Mohamed College- Trichy on November-2023.



Business Quiz Event



- Our MBA students won the Cash Award in Budget Plan in Management Event-“TIECOONS” held at Jammal Mohamed College- Trichy on October-2023.



Anna Aluminium Company Private Limited – Kerala.

- On the second day students visited ‘Kanan Devan Hills Plantations Company, Munnar’ where they gain additional knowledge about marketing and production process

FACULTY ACHIEVEMENTS

- Prof. Dr. R. Antony Prakash has presented a paper in Topic of “A Voyage of Knowledge Management Practices in Thanjavur’s Private colleges” at Periyar Maniammai University- Thanjavur on October-2023.

TWO DAYS INDUSTRIAL VISIT

- The Department of Management Studies organized a Two-Day Industry Excursion on October 19th and 20th, 2023. On the first day students visited ‘Anna Aluminium Company Pvt. Ltd. in Kerala’ to learn about operations and logistics..



Kana Devan Hills Plantations Company (Pvt) Limited-Munnar, Kerala

THINK PAIR SHARE

- Our MBA Department hosts every Friday Assembly where students will share their thoughts and opinions about the current scenario of business and Emerging Trends in advanced management.

OCTOBER ASSEMBLY

FIRST WEEK



SECOND WEEK



THIRD WEEK



FOURTH WEEK

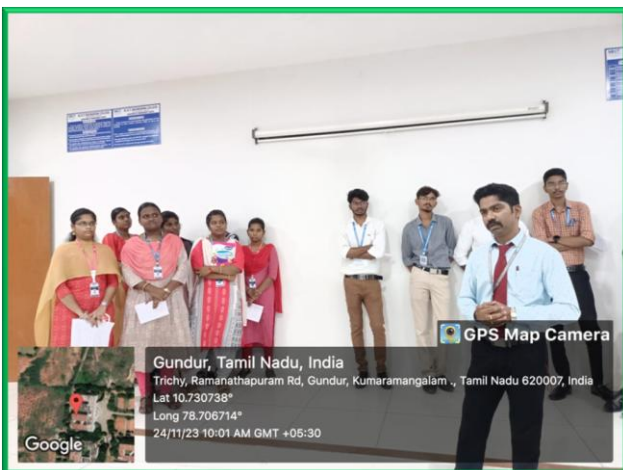


NOVEMBER ASSEMBLY

THIRD WEEK



FOURTH WEEK





DEPARTMENT OF MBA

Chief Editor : **Dr.R.Antony Prakash.**
Faculty Editor : **Ms.R.Shantha Sheela.**
Student members : **A.Roshan Ali &R.Sowmiya**
