

# M.I.E.T. ENGINEERING COLLEGE

Trichy-Pudukkottai Road, Trichy-7

MAGAZINE

**Masters of Business Administration  
2019-2020**

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## M.I.E.T. ENGINEERING COLLEGE, TRICHY -7

### DEPARTMENT OF MBA

#### Chairman's Message



**Er. A. Mohamed Yunus B.E., M.Sc.(ENGG.)**  
**Chairman – M.I.E.T. Institutions**

Being the current world 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 molding, shaping and preparing youngsters to face the challenges of the future world. We at M.I.E.T. motivate and empower our students to be enduring learners, critical thinkers and prolific members of

an ever-changing global society. Also, the students are encouraged to channelize their potential in the pursuit of fineness in a holistic and student-centered environment. 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. I am confident that M.I.E.T will always be a bonfire of light guiding the fate of its students, while blistering kindness and compassion as it ascends high in its pursuit of academic excellence and accomplishment of our motto “Humanize, Equalize, Spiritualize”. To ensure the same, we have an excellent portfolio of industry professionals and academicians on our faculty, who provide a holistic view of the shades of engineering and managerial operations to our students. The students are prepared to enrich their careers by endowing them with the necessary talent and critical thinking to become self-directed learners and prolific citizens contributing positively to the society.



**Dr. A. Naveen Sait, M.E., Ph.D.**  
**Principal - M. I. E. T. Engineering College**

### **Principal's Message**

MIET Strives to make a better world through education, research and innovation. The institution functions with a motto of accelerating this great Nation's industrial development with its highly skilled and qualified technocrats. I extend a warm welcome to all the students and scholars who choose MIET as a preferred destination for their higher education and research.

Certainly, the institution serves as a territory of happy learning with great fun and joy. It provides a peaceful and creative learning environment with ample opportunities to develop their curricular, co-curricular and extra-curricular activities. The college has modern infrastructure, state of art laboratories, well qualified trained and dedicated faculty members to cater the needs of its stakeholders. We at MIET ensure that the student community is completely satisfied with the facilities available and the management is committed to fulfill the needs, when and where required. The institute has been deeply committed to develop and motivate the young talents to take up the challenge they face after graduation. The institute will definitely continue to contribute for development and growth of young minds.

## ABOUT THE DEPARTMENT

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. To enrich and 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.

## **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.

## DEPARTMENT ACTIVITIES

### WORKSHOP/SEMINAR/GUEST LECTURE ORGANIZED

Sl. No	Title	Name of the Event	Date	Name of the Resource Person with Designation
1	Green Marketing	Seminar	06-02-2019	Mr. Saravanan, Plant Head, ITC Limited, Trichy.
2	Investors Portfolio Management	Guest Lecture	10-10-2019	Mr. Sharlet Jacob, Manager, Apex Academy, Kochi.
3	Current HR Practices In the industry	Workshop	20-11-2019	Ms. Swarnalatha Mouli, Head HR & Location Lead- People Connect, HCL Technologies, Madurai.

### LIST OF PUBLICATIONS IN REFERRED JOURNALS

Sl. No	Title of the Paper	Name of the authors	Name of the Journal	ISSN Number Vol no. Issue no, Page no, year	Category
1	Attitude of People towards online Behavioral Advertising	Dr. R. Antony Prakash	International Journal of Social Science and Humanities Research	ISSN 2348-3164 Vol.7, Issue 3, pp: (315-318), Sept 2019	UGC Approved
2	An Empirical Study on Employees Knowledge Management in Learning with Special Reference to Self-Finance(Sf) College, Thanjavur.	Dr. R. Antony Prakash	Journal of the Gujarat research Society	ISSN: 0374-8588, Vol.21 Issue 16, December 2019	UGC Approved

3	Co-Integration Approach Study of Crude Oil Prices and USD/INR	Dr. R. Sugirtha	Restaurant Business	Issue-7 Vol - 8, June19 , ISSN: 2277-3878.	Scopus
4	Job Satisfaction after Privatization of Higher Education: Study with reference to selected Arts and Science College Affiliated to Bharathidasan University, Trichy, Tamiladu, India.	Mrs. C. R. Surekha	Journal of Inter Disciplinary Cycle Research	Vol.11 issue7, July-2019	UGC Approved
5	Risk behavior of Gold and Silver Prices in India with Respect to GST Announcement: An Empirical Study”	Dr. R. Sugirtha	International Journal of Advance and Innovative Research	Vol. 5 ISSN: 2394-7780	UGC Approved
6	A study on impact of pro-social behavior over organizational climate in MR hospital, Thanjavur.	Dr. R. Antony Prakash	International Journal of Scientific Research in Computer Science Applications	ISSN 2319-1953, Vol.7, Issue 5	UGC Approved
7	Effectiveness of Information and Communication Technology: A Study with reference to selected Deemed Universities in Tamilnadu.	Mrs. C. R. Surekha	The Online Journal of Distance Education and e-learning,	ISSN 2147-6454 Vol.5, Issue 2	UGC Approved
8	The factors of quality of work-life influencing the socio-psychological aspects of workers:Anempirical study at weaving mills	Dr. P. Mohanraj	International Journal of Applied Engineering Research	Research gate	Scopus Indexed



9	A study on the balancing of the work and family life of workers with reference to magnetite industry in TamilNadu.	Dr. P. Mohanraj	International Journal of Applied Engineering Research	ISSN 0973-4562	Scopus Indexed
10	A study on LPG in Human Resource Management	Dr. R. Antony Prakash	International Journal of Management Studies	ISSN 2232-1608	UGC Approved
11	A Study on Reforms in Indian Banking Industries	Dr. R. Antony Prakash	International Journal of Commerce	ISSN 2319-1953, Vol.7, Issue 5	UGC Approved
12	A Study on Perception of Share Market investment amongst Working Women with reference to Coimbatore City	Dr. S. Viji	International Journal of Applied Financial Management Perspective	Vol.6, No.2,	UGC Approved
13	A Study on Enhancement of Training Methods among Select Private School Teachers in Tiruchirappalli City	Dr. S. Viji	International Journal of Applied Services Marketing Perspectives	Vol.6	UGC Approved
14	A Study on Investors Opinion towards Technical Analysis in Stock Market Trading with Reference to Tiruchirappalli City	Dr. S. Viji	Shanlax International Journal of Commerce	Volume5, Special Issue 1, Impact factor 3.01	UGC Approved
15	A Study on patients' satisfaction towards MSH with special reference out-patient department	Dr. S. Nagarajan	International Journal of Research and Analytical Review (IJRAR)	Volume 6, Issue 2 ISSN 2348-1269	UGC Approved

## LIST OF PUBLICATIONS IN CONFERENCES

Sl. No	Faculty Name	Title of the paper	Name of the Conference	College	Date of the Event
1	Dr. R. Antony Prakash	Recent Innovative Trends & Challenges in Career Management	National Conference Recent Innovative Trends & Challenges	Thanthai Hands Roever college (Autonomous)	Oct-2019
2	Dr. R. Antony Prakash	Emerging Trends in marketing	National Conference on Emerging trends	Nehru Memorial Arts & Science College	Sep-2019
3	Dr. R. Sugirtha	Perception on Health Insurance Policies: A Comparative Study on Public and Private Health Insurance Firms	International Conference on Healthcare Technology and Management (ICHTM-2K19)	A. vinashilingam Institute for Home Science & Higher Education for Women, Coimbatore	04,05-02-19.
4	Dr. R. Sugirtha	Testing the Efficiency of Bullion Market	National Conference on Emerging Paradigm in management	Government Arts College, Paramakudi	14-03-20
5	Dr. R. Sugirtha	Co-Integration Approach Study of Crude Oil Prices and USD/INR	National Conference on Depth and Expanse of online Marketing Mettle, Alagappa Institute of Management	Alagappa University Karaikudi	1&2-08-2019
6	Dr. R. Sugirtha	Volatility Spill Over on Indian Stock Market: An Empirical Study	National Conference on Depth and Expanse of online Marketing Mettle, Alagappa Institute of Management	Alagappa University, Karaikudi	1&2-08-2019

### LIST OF PUBLICATIONS IN BOOKS

Sl. No	Title of the Book	Name of the authors	Name of the Publisher
1	Legal Aspects of Business	Dr. P. Mohanraj	SKRGC Publication, Madurai 978-93-91077-52-5, VolNo.-1
2	Industrial Relations and Labour Welfare	Dr. P. Mohanraj	Thakur Publication, Chennai
3	Fundamental Concepts of Human Resource Management	Dr. R. Antony Prakash	AR Scientific International Publishing House 978-93-5625-602-6

### CONSULTANCY BY FACULTY

Sl. No	Faculty Name as consultant	Company Name	Type of Industry	Status of report
1	G. Sathish Kumar	SQP Academy	Education	completed
2	Dr. P. MohanRaj	Barakath Engineering Industries Private Ltd.,	Fabrication	completed
3	C. R. Surekha	Ventura Securities	IT Service	completed
4	C. R. Surekha	Sriram Publications	Services	completed
5	Dr. P. MohanRaj	V Care Pvt. Ltd. Pvt Ltd	Services	completed

### STUDENTS PUBLICATION DETAILS

Sl. No	Name of the Student author	Name of the Conference/Publishers
1	Mr. S. Ajayrathna	Innovative practices in Management, Hindusthan College, Coimbatore.
2	Mr. K. Aravinth	Innovative practices in Management, Hindusthan College, Coimbatore.
3	Mr. R. Immanuel Roy	Innovative practices in Management, Hindusthan College, Coimbatore.
4	Mr. V. Jeyaprakash	Innovative practices in Management, Hindusthan College, Coimbatore.

5	Mr. R. Praveenraj	Innovative practices in Management, Hindusthan College, Coimbatore.
6	Ms. R. Swetha	Emerging Challenges of Global Business Scenario, Sengamala Thaayar Educational Trust Women's College, Mannargudi.

### **VALUE ADDED COURSES**

Department of Management Studies, M.I.E.T. Engineering College, Trichy has organized value added courses on “Strategic Management of Innovation and Digital Marketing in ‘C’ Block – Seminar Hall for our MBA Students.

### **ONE DAY WORKSHOP ON TALLY**

On 22nd, 23rd, and 24th January 2019, one day workshop on Tally was organized by Department of Management studies, M.I.E.T. Engineering College, Trichy at the ‘C’ Block Seminar Hall. Er. A. Mohamed Yunus, Chairman, M.I.E.T. Educational Institutions presided over the function.

### **PRENTICE BAZAR ‘19**

Department of Management Studies, M.I.E.T. Engineering College, Trichy, organized “Prentice Bazar ‘19” for the Students of M.I.E.T. Arts and Science College, M.I.E.T. Polytechnic College and M.I.E.T. Engineering College, Trichy on 19.02.2019 (Tuesday) at 9.30 A.M in the ‘C’ Block Amphitheatre to get an entrepreneurial experience for the MBA Students. Er. A. Mohamed Yunus, Chairman, M.I.E.T. Educational Institutions preside over the function and inaugurated the bazaar. Will deliver the inaugural address. Dr. T. Karthikeyan, Director (Planning and Development) and Dr. X. Susan Christina, Principal, M.I.E.T. Engineering College felicitated the gathering. Dr. P. Mohanraj, HOD, Department of Management Studies, delivered the welcome address and Ms. C. Subha, Assistant Professor and Coordinator of this program delivered the vote of thanks. MBA Students made a bazaar with more than 20 stalls / shops like, Flower, fruits, Bakery, Sweets, cosmetics, juice, fancy items, chute bags, jewels, toys, fast food, traditional food restaurants, Etc. More than 2500 students enjoyed and purchased goods from the bazaar.

## TRIUMFAS'19

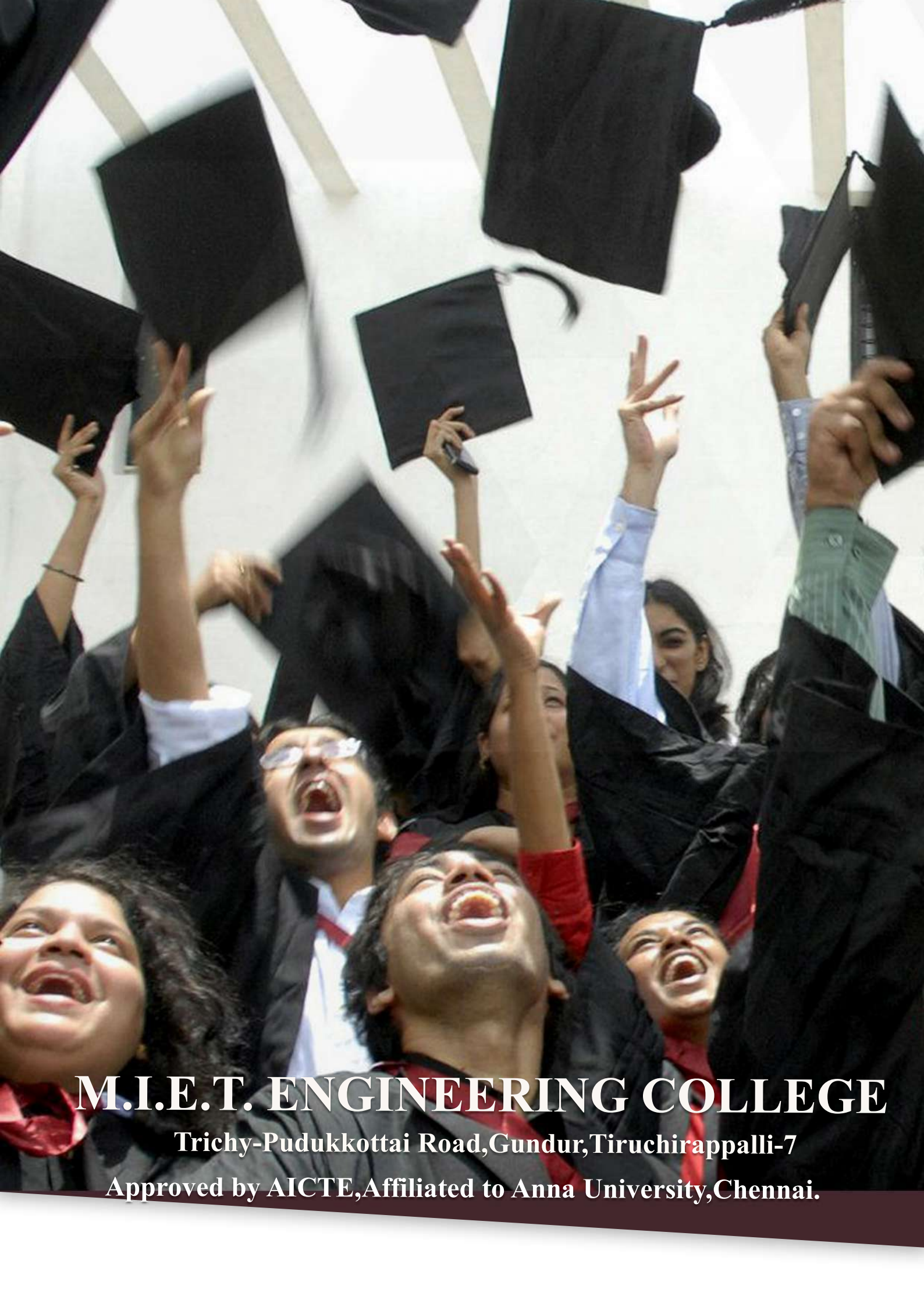
Department of Management Studies (MBA) of M.I.E.T. Engineering College, Trichy has organized TRIUMFAS'19 “ A STATE LEVEL MANAGEMENT MEET” on 05.03.2019 (Tuesday) at 10.30 A.M. in M.I.E.T. Engineering College campus for the UG students of Arts and Science Colleges. Er. A. Mohamed Yunus, Chairman, M.I.E.T. Engineering College presided over the function. In his speech he insisted to utilize these opportunities to explore their skills and inherent talents. Dr. R. Amul Praveena, Center Head, Exim Academy, Chennai was the Chief Guest and delivered the keynote address. In her speech she explained the necessity of teamwork, leadership quality and delegation to upgrade our self to face the recent changing scenario. Dr. T. Karthikeyan, Director (Planning & Development), M.I.E.T. Engineering College felicitated the gathering. He explained about the facilities, infrastructure of the college and achievements of the students in the Anna University examinations. Dr. X. Susan Christina, Principal, M.I.E.T. Engineering College delivered the inaugural address. In her speech, she requested the students to eliminate the fear of failure, to change the approach for the different methods and acknowledge of self-refining. Mr. R. Manoharan, Founder of Banana Leaf Group of Restaurant, Trichy, has consent the Chief Guest for the valedictory function and delivered the valedictory address and distributed the prizes and certificates to the winners. In his valedictory address he explained the positive approach needed for skills developments. Dr. P. Mohanraj, HOD, Department of Management Studies, delivered the welcome address and Mr. G. Sathiskumar, Assistant Professor and program coordinator, delivered the vote of thanks. Students of MBA and more than 400 students from various Arts and Science colleges in Tamilnadu were participated and exhibited their talents in nine different competitions.



## STUDENTS PLACEMENT DETAILS

Sl. No	Student Name	Designation	Employer Name	Pay Package Per Annum
1	Mr. Abdul Wahith. S	HR Executive	V-Dart, Trichy	2,87,652
2	Mr. Ajayrathna. S	HR Executive	Omega Health Care, Chennai	3,82,000
3	Ms. AnushaBanu. A	HR Executive	V-Dart, Trichy	2,87,652
4	Mr. Aravinth. K	HR Executive	ICICI Bank, Chennai	3,14,196
5	Ms. Dhivya Bharathi. G	HR Executive	Omega Health Care, Chennai	3,82,000
6	Mr. Immanuel Roy. R	HR Executive	Omega Health Care, Chennai	3,82,000
7	Mr. James Jeya Prakash. A	HR Executive	V-Dart, Trichy	2,87,652
8	Mr. Jawad Al Fawaz. J	HR Executive	V-Dart, Trichy	2,87,652
9	Mr. Jayaprakash. V	HR Executive	V CARE Health Private Ltd., Chennai	3,88,000
10	Ms. Joy Jenifer. L	HR Executive	Ventura Capital, Trichy	2,68,258
11	Ms. Kavitha. R	HR Executive	V CARE Health Private Ltd., Chennai	3,88,000
12	Ms. Kiruthika Priyadharshini. R	HR Executive	Ventura Capital, Trichy	2,68,258
13	Ms. Madhumitha. G	HR Executive	V CARE Health Private Ltd., Chennai	3,88,000
14	Ms. Merlin Angel. L	HR Executive	Ventura Capital, Trichy	2,68,258
15	Mr. Mohamed Asik. S	HR Executive	V-Dart, Trichy	2,87,652
16	Mr. Mohamed Harish. S	HR Executive	V-Dart, Trichy	2,87,652
17	Mr. Mohamed Nadeem. S	HR Executive	Capgemini, Trichy	3,45,245
18	Mr. Mugesh kumar. S	HR Executive	Omega Health Care, Chennai	3,82,000
19	Ms. Padmajaa. M. O	HR Executive	V CARE Health Private Ltd. Chennai	3,88,000
20	Mr. Pagalavan. V	HR Executive	Capgemini, Trichy	3,45,245
21	Mr. Pradeep. S	HR Executive	V CARE Health Private Ltd., Chennai	3,88,000

22	Ms. Pradeepa. S	HR Executive	Omega Health Care, Chennai	3,82,000
23	Mr. Praveen Raj. R	HR Executive	ICICI Bank, Chennai	3,14,196
24	Ms. Priyadharshini. K..S	HR Executive	V CARE Health Private Ltd. Chennai.	3,88,000
25	Ms. Rajarajeshwari. V	Sales Executive	Ventura Capital, Trichy	2,68,258
26	Mr. Sheik Ibrahim. S	Sales Executive	Ventura Capital, Trichy	2,68,258
27	Ms. Srimadhura. G	HR Executive	Omega Health Care, Chennai	3,82,000
28	Ms. Subhashini. S	HR Executive	Capgemini, Trichy	3,45,245
29	Ms. Vetharasi. R	HR Executive	Omega Health Care, Chennai	3,82,000
30	Ms. Vijayalakshmi. A	HR Executive	Omega Health Care, Chennai	3,82,000
31	Ms. Vithya. R	HR Executive	Capgemini, Trichy	3,45,245
32	Mr. Walies Mathew. J	HR Executive	Capgemini, Trichy	3,45,245



# **M.I.E.T. ENGINEERING COLLEGE**

**Trichy-Pudukkottai Road, Gundur, Tiruchirappalli-7**

**Approved by AICTE, Affiliated to Anna University, Chennai.**