



2019-2020

Master of Business Administration



NEWS LETTER

Volume 2

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.

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.



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

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 imbibing 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.



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

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

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.

RESEARCH AND DEVELOPMENT LIST OF PUBLICATIONS IN JOURNALS AND CONFERENCES

- ❖ Mrs. C. R. Surekha "Effectiveness of Information and Communication Technology: Study with reference to selected Deemed Universities in Tamilnadu." The Online Journal of Distance Education and e-earning, ISSN 2147-6454 Vol.5, Issue 2
- ❖ Dr. P. Mohanraj "The factors of quality of work life influencing the socio-psychological aspects of workers: An empirical study at weaving mills International Journal of Applied Engineering Research Research gate
- ❖ Dr. R. Antony Prakash "A study on LPG in Human Resource Management" International Journal of Management Studies ISSN 2232-1608
- ❖ Dr. R. Antony Prakash "A Study on Reforms in Indian Banking Industries" International Journal of Commerce ISSN 2319-1953, Vol.7, Issue 5
- ❖ Dr. S. Viji "A Study on Perception of Share Market investment amongst Working Women with reference to Coimbatore City" International Journal of Applied Financial Management Perspective Vol.6, No.2,

- ❖ Dr. S. Viji A Study on Enhancement of Training Methods among Select Private School Teachers in Tiruchirappalli City International Journal of Applied Services Marketing Perspectives Vol.6
- ❖ Dr .S. Viji A Study on Investors Opinion towards Technical Analysis in Stock Market Trading with Reference to Tiruchirappalli City Shanlax International Journal of Commerce Volume5, Special Issue1, Impact factor 3.01
- ❖ Dr. S. Nagarajan A Study on patients' satisfaction towards MSH with special reference out-patient department International Journal of Research and Analytical Review (IJRAR) Volume 6, Issue2 ISSN 2348-1269
- ❖ Dr. R. Sugirtha Testing the Efficiency of Bullion Market National Conference on Emerging Paradigm in management Government Arts College, Paramakudi
- ❖ 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
- ❖ Dr. R. Sugirtha Volatility Spill Overon Indian Stock Market: An Empirical Study National Conference on Depth and Expanse of online Marketing Mettle, Alagappa Institute of Management Alagappa University, Karaikudi

CONSULTANCY BY FACULTY

- ❖ C. R. Surekha has conducted classes for IT Service at Ventura Securities.
 - ❖ C. R. Surekha has conducted classes for Service at Ventura Securities.
 - ❖ Dr. P. Mohan Raj has conducted classes for at Service V Care Pvt. Ltd. Pvt Ltd
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STUDENTS PLACEMENT DETAILS

- ❖ Mr. Abdul Wahith. S has selected as HR Executive in V-Dart, Trichy
- ❖ Mr. Ajayrathna. S has selected as HR Executive in Omega Health Care, Chennai
- ❖ Ms. Anusha Banu. A has selected as HR Executive in V-Dart, Trichy
- ❖ Mr. Aravinth. K has selected as HR Executive in ICICI Bank, Chennai
- ❖ Ms. Dhivya Bharathi. G has selected as HR Executive in Omega Health Care, Chennai
- ❖ Mr. Immanuel Roy. R has selected as HR Executive in Omega Health Care, Chennai
- ❖ Mr. James Jeya Prakash. A has selected as HR Executive in V - Dart, Trichy
- ❖ Mr. Jawad Al Fawaz. J has selected as HR Executive in V-Dart, Trichy
- ❖ Mr. Jayaprakash. V has selected as HR Executive in VCARE Health Private Ltd., Chennai
- ❖ Ms. Joy Jenifer. L has selected as HR Executive in Ventura Capital, Trichy
- ❖ Ms. Kavitha. R has selected as HR Executive in V CARE Health Private Ltd., Chennai
- ❖ Ms. Kiruthika Priyadharshini. R has selected as HR Executive in Ventura Capital, Trichy
- ❖ Ms. Madhumitha. G has selected as HR Executive in VCARE Health Private Ltd., Chennai
- ❖ Ms. Merlin Angel. L has selected as HR Executive in Ventura Capital, Trichy
- ❖ Mr. Mohamed Asik. S has selected as HR Executive in V-Dart, Trichy
- ❖ Mr. Mohamed Harish. S has selected as HR Executive in V - Dart, Trichy
- ❖ Mr. Mohamed Nadeem. S has selected as HR Executive in Capgemini, Trichy
- ❖ Mr. Mugeshkumar. S has selected as HR Executive in Omega Health Care, Chennai
- ❖ Ms. Padmajaa. M. O has selected as HR Executive in V CARE Health Private Ltd. Chennai

- ❖ Mr. Pagalavan. has selected as HR Executive in Capgemini, Trichy
- ❖ Mr.Pradeep. S has selected as HR Executive in V CARE Health Private Ltd. Chennai
- ❖ Mr. Praveen Raj. R has selected as HR Executive in Omega Health Care ,Chennai
- ❖ Ms. Priyadharshini. K..S has selected as HR Executive in ICICI Bank, Chennai
- ❖ Ms. Priyadharshini. K..S has selected as HR Executive in V CARE Health Private Ltd. Chennai.
- ❖ Ms. Rajarajeshwari. V has selected as Sales Executive in Ventura Capital, Trichy
- ❖ Mr. Sheik Ibrahim. S has selected as Sales Executive in Ventura Capital, Trichy
- ❖ Ms. Srimadhura. G has selected as HR Executive in Omega Health Care, Chennai
- ❖ Ms. Subhashini. S has selected as HR Executive in Capgemini, Trichy
- ❖ Ms. Vetharasi. R has selected as HR Executive in Omega Health Care, Chennai
- ❖ Ms. Vijayalakshmi. A has selected as HR Executive in Omega Health Care, Chennai
- ❖ Ms. Vijayalakshmi. A has selected as HR Executive in Omega Health Care, Chennai
- ❖ Ms. Vithya. R has selected as HR Executive in Capgemini, Trichy
- ❖ Mr. Walies Mathew. J has selected as HR Executive in Capgemini, Trichy

VALUE ADDED COURSES

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



Inauguration Of Prentice Bazaar



Seminar on “Green Marketing” by Mr.Saravanan,PlantHead,ITCLimited,Trichy.



Value added courses



DEPARTMENT OF MBA

Chief Editor : Dr.S.Shanmuga Priya
Faculty Editor : Dr.P.Mohanraj
Student members : R.Swetha
V.Jayaprakash