



2019-2020

Master of Business Administration



NEWS LETTER

Volume 1

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

EVENTS ORGANIZED

- Seminar on Green Marketing delivered by R. Saravanan, Plant Head, ITC Limited, Trichy on 06-02-2019
- Guest Lecture on “Investors Portfolio Management” delivered by Mr. Sharlet Jacob, Manager, Apex Academy, Kochi. on 10-10-2019.
- Workshop on “Current HR Practices In the industry” delivered Ms. Swarnalatha Mouli, Head HR & Location Lead-People Connect, HCL Technologies, Madurai on 20-11-2019

VALUE ADDED COURSES

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

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.

RESEARCH AND DEVELOPMENT

FACULTY PUBLICATIONS IN BOOKS

- Dr. P. Mohanraj, Published “Legal Aspects of Business” in SKRGC Publication, Madurai 978-93-91077-52-5, VolNo.-1
- Dr. P. Mohanraj, Published “Industrial Relations and Labour Welfare” in Thakur Publication, Chennai.
- Dr. R. Antony Prakash, Published “Fundamental Concepts of Human Resource Management” in AR Scientific International Publishing House 978-93-5625-602-6

CONSULTANCY BY FACULTY

- G. Sathish Kumar has conducted classes for education-based industries at SQP Academy.
- Dr. P. MohanRaj has conducted classes for fabrication-based industries at Barakath Engineering Industries Private Ltd.`

LIST OF PUBLICATIONS IN JOURNALS AND CONFERENCES

- Dr. R. Antony Prakash “Attitude of People towards online Behavioral Advertising” International Journal of Social Science and Humanities Research, ISSN 2348-3164 Vol.7, Issue3, pp :(315-318), Sept 2019.
- Dr. R. Antony Prakash “An Empirical Study on Employees Knowledge Management in Learning with Special Reference to Self-Finance (Sf) College, Thanjavur.” Journal of the Gujarat research Society, ISSN: 0374-8588, Vol.21 Issue 16, December 2019.
- Dr. P. Mohanraj, “A study on the balancing of the work and family life of workers with reference to magnetite industry in Tamil Nadu” International Journal of Applied Engineering Research, ISSN 0973-4562
- Dr. R. Sugirtha Co Integration Approach Study of Crude Oil Prices and USD/INR Restaurant Business Issue-7 Vol- 8, June19, ISSN: 2277-3878.
- Mrs. C. R. Surekha “Job Satisfaction after Privatization of Higher Education: Study with reference to selected Arts and Science College Affiliated to Bharathidasan University, Trichy, Tamiladu, India.
- Dr. R. Sugirtha “Risk behavior of Gold and Silver Prices in India with Respect to GST Announcement: An Empirical Study” International Journal of Advance and Innovative Research Vol. 5 ISSN: 2394-7780
- Dr. R. Antony Prakash A study on impact of pro-social behavior over organizational climate in MR hospital, Thanjavur. International Journal of Scientific Research in Computer Science Applications ISSN2319-1953, Vol.7, Issue 5

LIST OF PUBLICATIONS IN CONFERENCES

- Dr. R. Antony Prakash Recent Innovative Trends & Challenges in Career Management National Conference Recent Innovative Trends & Challenges Thanthai Hands Roever (Autonomous) Oct-2019
- Dr. R. Antony Prakash Emerging Trends in marketing National Conference on Emerging trends IN Nehru Memorial Arts & Science College on Sep-2019
- 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.

STUDENTS PARTICIPATION

- Mr. S. Ajayrathna participated in the National conference -Innovative practices in Management Hindusthan College Coimbatore.
 - Mr. K. Aravind participated in the National conference -Innovative practices in Management Hindusthan College Coimbatore.
 - Mr. R. Immanuel Roy participated in the National conference- Innovative practices in Management Hindusthan College Coimbatore.
 - Mr. V. Jeyaprakash participated in the National conference -Innovative practices in Management Hindusthan College Coimbatore.
 - Mr. R. Praveenraj participated in the National conference -Innovative practices in Management Hindusthan College Coimbatore.
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DEPARTMENT OF MBA

Chief Editor : Dr.P.Mohanraj

Faculty Editor : C.R.Surekha

**Student members : S.Rajeswari
A.Anusha Banu**