



# M.I.E.T. ENGINEERING COLLEGE

Trichy-Pudukkottai Road, Trichy-7

## MAGAZINE



**Masters of Business Administration**  
**2020-2021**

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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. M. Y. Abdul Jaleel, B.E., M.Tech., Ph.D**  
**Vice Chairman - M.I.E.T. Institutions**

### **Vice Chairman's Message**

I beckon every prospective student to become liable engineers and make their parents, institute and the nation proud. While scientists study the world as it is, engineers make the world that has never been. of course, engineering is the key driver of human development in this world. The M.I.E.T. today has metamorphosed into an unsurpassed institution with significant visibility. It was only natural to give M.I.E.T, the look and feel of a more complete academic environment and we have ensured that with the development of the Engineering and Technological studies in recent

years. Today, it is well known that the corporate seeks a generation of young people who are not only enlightened, but also trained and developed to think innovatively. They are expected to meet tough challenges and create opportunities in uncharted areas with unprecedented success as risk takers. They soon settle in an advanced academic ecosystem which abets an innovative approach to the evolving challenges of the academic world. They will be required to acquire diverse skills and competencies understand the parameters of foremost a dignified quality of life to achieve the same through intellectual self-propelled pursuits. I am sure that with our collective vision, we will accomplish the enshrined goals through dynamic, participative and scholarly academic inputs duly complemented by collaborative deployment of professionals of high repute and caliber. The M.I.E.T. will unquestionably serve as a cradle of innovation and research to facilitate this.



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

### **Principal's Message**

M.I.E.T. 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 M.I.E.T. 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 M.I.E.T. 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, CapGemini, 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	Gap	Action Taken	Date	Name of the Resource Person with Designation	% of Student	Relevance to POs	Action
1	Digital Transformation	Guest Lecture	23-09-20	Dr. K. Mohamed Jasim Professor VIT, Chennai	95	PO1, PO5	Gathered Information on E-Commerce
2	Career Guidance	Workshop	01-12-20	Mr. Mohamed Imran, CEO, Synergy School of Business Skills, Trichy	97	PO2, PO3 & PO5	Awareness Created for current Requirement of recruiters.
3	Group Dynamics	Seminar	20-09-20	Dr. M. Shanmuga Sundaram, CEO, Phoenix Academy, Erode	100	PO1, PO3	Skills developed to work with the Team
4	Leadership Skills	Guest Lecture	06-10-20	DR. K. Alex, Professor, St Joseph's College, Trichy	94	PO3, PO5	Ability to develop Value based Leadership ability.



**LIST OF PH.D./FELLOWSHIP TITLES (FPM) AWARDED**

Sl. No	Name of the faculty	Date of Viva-Voce
1	Dr. S. Nagarajan	10.05.2021
2	Dr. R. Sugirtha	08.01.2021

**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	Price Movement of Gold Commodity: An Application of ARIMA Model	Dr. R. Sugirtha	Solid State Technology	0038 – 111X, Pp. 1455-1462. ISSN: 0038 – 111X, Volume – 63 Issue-2s, October-2020	Scopus Indexed
2	Service Quality and its dimensions of Digital Banking	Dr. R. Sugirtha	International Journal of Management	Vol.11, Issue.12, Dec 2020. ISSN: 0976-6502	Scopus Indexed

**LIST OF PUBLICATIONS IN CONFERENCES**

Sl. No	Faculty Name	Title of the paper	Name of the Conference	College	Date of the Event
1	Mr. G. Sathish Kumar	Technology Organization Climate and its Impact on Employee Behavior,	2 <sup>nd</sup> International E-Conference on Recent Trends in Commerce, Management & Information	J.H.A. Agarsen College, Chennai-60,	19 <sup>th</sup> March 2021

### CONSULTANCY BY FACULTY

Sl. No	Year	FacultyName as consultant	CompanyName	Type of Industry	Status of report
1	2020 - 2021	Dr.S.Viji	GlaxoSmith KlinePharmaceuticalsLtd	Services	completed
2	2020 - 2021	G.SathishKumar	SQP Academy	Services	completed
3	2020 - 2021	C.R.Surekha	Ventura Securities	IT Service	completed
4	2020 - 2021	Dr.P.MohanRaj	Barakath Engineering Industries PrivateLtd.,	Services	Completed
5	2020 - 2021	G.SathishKumar	SQP Academy	Services	Completed
6	2020 - 2021	Dr.P.MohanRaj	Apollo Hospital	Services	completed

### STUDENT'S PUBLICATION DETAILS

Sl. No.	Name of the Student author	Name of the Conference/Publishers
1	Ms.K.Anjuka	National Virtual Conference on innovative practices in management-2021, Er. Perumal Manimekalai College of Engineering, Hosur.
2	Ms.P.Kulamika	Innovation & New Paradigms in Education, Amity University, Chennai.
3	Ms.A.Merin Rishika	Industry 5.0 Opportunities & Challenges, Rajalakshmi Engineering College, Chennai.
4	Ms.V.Nisha	Emerging Trends in HR Practices, Rajah Serfoji Government College, Thanjavur.
5	Ms.S.Preetha	Investor Education in India: Its Relevance and Roadmap, Er.Perumal Manimekalai College of Engineering, Hosur.

6	Ms.M.I.Varshika	NationalVirtualConferenceoninnovativepractices in management-2021, Er.Perumal Manimekalai College of Engineering, Hosur.
7	Mr.J.Kathirvelu	Technology- Organization Climate and its Impact on Employee Behavior, J.H.A.Agarsen College, Chennai
8	Mr.N.Aakash	Emerging Challenges of Global Business Scenario, STET Women's College, Tiruvarur.
9	Mr.M.Mohamed Salmaan	Transforming Technology Innovation & New Paradigms, Srimad Andavan Arts and Science College (Autonomous), Trichy.
10	Mr.R.Raashid	Sensitivity of Investors towards the constancy of Brokerage Firms – A Study on Stock Market with reference to Trichy City.
11	Mr.M.Sanjay	Products Made in India with reference to Eco-friendly Products– An Empirical Study.
12	Ms.R.Shruthi	SWOT Factors - A Probe on Brokerage Firms of Stock Market in Trichy City.
13	Ms.A.Suganya	Current Exigency for Trading a Quality Service by the Brokerage Firms with reference to Stock Market Technology, Organization Climate and its Impact.
14	Ms.A.Brijith	Impact of Tourism in Economic Development, State level Conference, Aadhavan College of Arts and Science, Trichy.
15	Ms.B.Karthika	A Study on Opinion of working People towards Share Market Investment with reference to Trichy District.
16	Ms.V.Nisha	NewBusinessDevelopment-Issue, Challengesand Opportunities, National Conference, Bishop Heber College, Tiruchirappalli.
17	Ms.S.Priyadharshini	Human Resources Planning, Adaikalamatha Institute of Management, Thanjavur.
18	Ms.R.Shanmuga Priya	StressManagementSystematicProblemsapproachesofEmployees, RKKR School of Management Studies, Trichy
19	Ms.M.Reshma	Emerging trends in marketing National Conference on Emerging trends, Nehru Memorial Arts & Science College, Trichy.
20	Ms.C.Sumithra	Price Volatility of Indian Commodity Market, International Conference on Financial Markets, Bharathidasan University, Trichy.

21	Ms.R.Swetha	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, Karaikudi.
22	Mr.S.Vijay Sankar	Impact of GST on Indian Agricultural Commodities: An Empirical Study:A Future Perspective.
23	Ms.V.Vinitha	HR Positioning in Current Disruptive Business Environment, 36th NIPM- NATCON AICTE, Chennai.

### INDUSTRIAL VISIT

Sl.No	Industrial Activity	Name of Industry	Date	Students
1	In-plant visit	Anna Aluminum Co Pvt Ltd	25.09.2020	II year

### VALUE ADDED COURSE

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

### STUDENTS PLACEMENT LIST

Sl. No	Student Name	Designation	Employer Name	Pay Package Per Annum
1	Ms.Ananthi.C	HR Executive	Hasmec Technologies Pvt Ltd.,Karur.	2,87,652
2	Ms.Anjuka.K	HR Executive	VCARE Health Private Ltd.,Chennai	3,82,000
3	Mr.Aravinth.S	HR Executive	Capgemini,Trichy	3,65,654
4	Mr.ArockiaSuresh.A	HR Trainee	Omega Healthcare, Trichy	3,88,000
5	Ms.Arutselvi.P	HR Executive	Hasmec Technologies PvtLtd.,Karur.	2,87,652
6	Ms.Abarna.R	HR Trainee	VCAREHealthPrivate Ltd.,Chennai	3,82,000
7	Ms.Bhuvaneshwari.A	HR Executive	V-Dart, Trichy	3,82,000

8	Ms.Brijith.A	HR Executive	Capgemini,Trichy	3,65,654
9	Mr.Damodharan.C	HR Executive	VCAREHealthPrivate Ltd.,Chennai	3,82,000
10	Mr.Deepak.S	HR Executive	Capgemini,Trichy	3,65,654
11	Ms.Devadharshini.K	HR Executive	V-Dart,Trichy	3,82,000
12	Ms.Dharanya.U	HR Executive	VCAREHealthPrivate Ltd.,Chennai	3,82,000
13	Ms.FathimaFarvee.S	HR Executive	OmegaHealthcare, Trichy	3,88,000
14	Mr.Felix Raja.A	HR Executive	OmegaHealthcare, Trichy	3,88,000
15	Ms.FreedaAsmitha.S	HR Executive	Capgemini,Trichy	3,65,654
16	Ms.Gokila.E	HR Executive	V-Dart, Trichy	3,82,000
17	Ms.Gowsalya.S	HR Executive	OmegaHealthcare, Trichy	3,88,000
18	Ms.Karthika.B	HR Executive	VCAREHealthPrivate Ltd.,Chennai	3,82,000
19	Mr.Kaviyarasan.K	HR Executive	OmegaHealthcare, Trichy	3,88,000
20	Ms.Kousalya.N	HR Executive	V-Dart, Trichy	3,82,000
21	Ms.Kulamika.P	HR Executive	OmegaHealthcare, Trichy	3,88,000
22	Ms.LakshmiDevi.N	HR Executive	Capgemini,Trichy	3,65,654
23	Ms.Madhubala.D	HR Executive	V-Dart, Trichy	3,82,000
24	Ms.MerinRishika.A	HR Executive	Capgemini,Trichy	3,65,654
25	Mr.Navas.M	HR Executive	Hasmec Technologies PvtLtd.,Karur.	2,87,652
26	Ms.Nisha.V	HR Executive	VCARE Health Private Ltd.,Chennai	3,82,000
27	Ms.Nithya.K	HR Executive	V-Dart, Trichy	3,82,000
28	Mr.Pasupathy.K	HR Executive	Hasmec Technologies PvtLtd.,Karur.	2,87,652
29	Ms.Ponmuru geshwari.G	HR Executive	NewPropeller Technologies,Trichy	3,00,000
30	Mr.Prakash.S	HR Executive	HasmecTechnologiesPvtLtd.,Karur.	2,87,652

31	Ms.Praveena.K	HR Executive	NewPropeller Technologies,Trichy	3,00,000
32	Ms.Preetha.S	HR Executive	Sutherland,Chennai.	2,50,000
33	Mr.Premadhass.V	HR Executive	SkyAppz Software India PvtLtd.,Coimbatore	2,68,258
34	Ms.Rajeshwari.S	HR Executive	Foxconn,Chennai	3,65,654
35	Ms.Reshma.M	HR Executive	Foxconn,Chennai	3,65,654
36	Ms.Rubashree.A	HR Executive	SkyAppz Software India PvtLtd.,Coimbatore	2,68,258
37	Ms.Sangeetha.C	HR Executive	Sutherland,Chennai.	2,50,000
38	Ms.ShanmugaPriya.R	HR Executive	Capgemini,Trichy	3,65,654
39	Ms.Sowmiya.R	HR Executive	SkyAppz Software India PvtLtd.,Coimbatore	2,68,258
40	Ms.Sumithra.C	HR Executive	Foxconn,Chennai	3,65,654
41	Ms.Suvitha.P	HR Executive	Foxconn,Chennai	3,65,654
42	Ms.Swathi.A	HR Executive	Foxconn,Chennai	3,65,654
43	Ms.Sweety.B	HR Executive	SkyAppz Software India PvtLtd.,Coimbatore	2,68,258
44	Ms.Swetha.R	Sales Executive	VenturaCapital, Trichy	3,00,000
45	Ms.Vinitha.V	HR Executive	OneStep Enterprise, Coimbatore	3,88,000

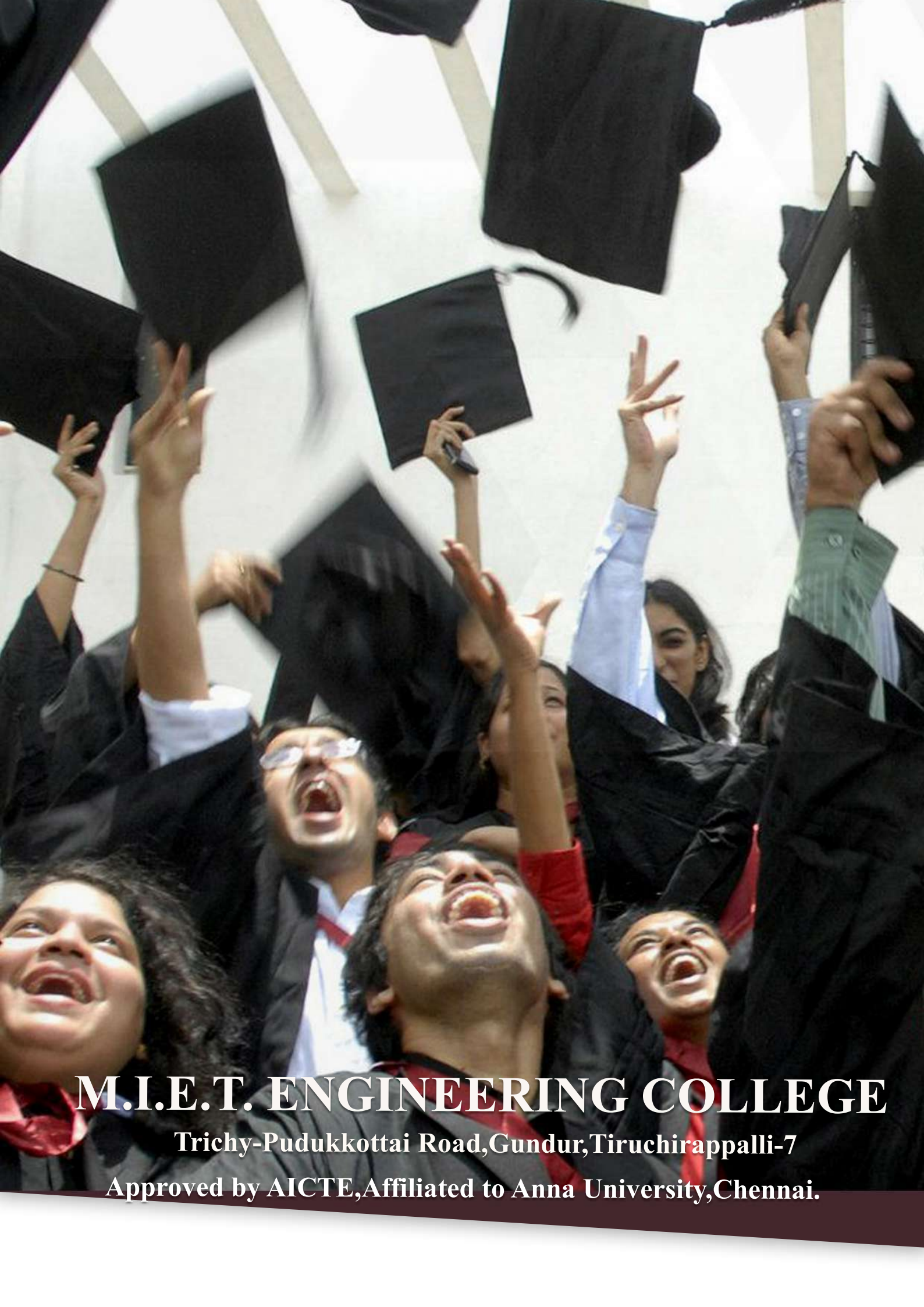
## GALLERY



*Digital Transformation by Dr. K. Mohamed Jasim Professor VIT,  
Chennai*



*Group Dynamics Dr. M. Shanmuga Sundaram, CEO, Phoenix Academy, Erode*



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

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