



# M.I.E.T. ENGINEERING COLLEGE

Trichy-Pudukkottai Road, Trichy-7

## NEWSLETTER



### Master of Business Administration

**Volume 02**

**2020-2021**

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# DEPARTMENT OF MBA

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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**

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## DEPARTMENT ACTIVITIES EVENTS ORGANIZED:

### WORKSHOP/SEMINAR/GUEST LECTURE ORGANIZED

Seminar on Group Dynamics delivered by Dr. M. Shanmuga Sundaram, CEO, Phoenix Academy, Erode on 20-09-20.

**Guest Lecture on Leadership Skills** delivered by DR. K. Alex, Professor, St Joseph's College, Trichy 06-10-20.

**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 “Digital Marketing in ‘C’ Block – Seminar Hall for our MBA Students.

## RESEARCH AND DEVELOPMENT LIST OF PUBLICATIONS IN CONFERENCES

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

### STUDENTS PARTICIPATION

- ❖ Ms. S. Preetha participated in the conference Investor Education in India: Its Relevance and Roadmap, Er. Perumal Manimekalai College of Engineering, Hosur.
- ❖ Ms. M. I. Varshika participated in the conference National Virtual Conference on innovative practices in management-2021, Er. Perumal Manimekalai College of Engineering, Hosur.
- ❖ Mr. J. Kathirvelu participated in the conference Technology- Organization Climate and its Impact on Employee Behavior, J. H. A. Agarsen College , Chennai.
- ❖ Mr. N. Aakash Emerging Challenges of Global Business Scenario, STET Women's College, Tiruvarur.
- ❖ Mr. M. Mohamed Salmaan participated in the conference - Transforming Technology Innovation & New Paradigms, Srimad Andavan Arts and Science College (Autonomous), Trichy.
- ❖ Mr. R. Raashid participated in the conference Sensitivity of Investors towards the constancy of Brokerage Firms – A Study on Stock Market with reference to Trichy City.



## **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.



- ❖ Mr. M. Sanjay participated in the conference Products Made in India with reference to Eco-friendly Products – An Empirical Study.
- ❖ Ms. R. Shruthi participated in the conference SWOT Factors - A Probe on Brokerage Firms of Stock Market in Trichy City.
- ❖ Ms. A. Suganya participated in the conference Current Exigency for Trading a Quality Service by the Brokerage Firms with reference to Stock Market Technology, Organization Climate and its Impact.
- ❖ Ms. A. Brijith participated in the conference Impact of Tourism in Economic Development, State level Conference, Aadhavan College of Arts and Science, Trichy.
- ❖ Ms. B. Karthika participated in the conference A Study on Opinion of working People towards Share Market Investment with reference to Trichy District.
- ❖ Ms. V. Nisha participated in the conference New Business Development-Issue, Challenges and Opportunities, National Conference, Bishop Heber College, Trichy.
- ❖ Ms. S. Priyadharshini Human Resources Planning, Adaikalamatha Institute of Management, Thanjavur.
- ❖ Ms. R. Shanmuga Priya participated in the conference Stress Management systematic problem approaches of employees RKKR school of management studies Trichy.
- ❖ Ms. M. Reshma participated in the National conference on emerging trends in Marketing at Nehru Memorial Arts and Science College Trichy.
- ❖ Ms. C. Sumithra participated in the International conference on Financial Markets in Bharathidasan University Trichy.

- ❖ Ms. R. Swetha participated in the National conference on Depth and expansion of On-line Marketing mettle Alagappa Institute of Management Karaikudi.



#### **STUDENTS PLACEMENT LIST**

- ❖ Ms. Ananthi. C has selected as HR Executive in Hasmec Technologies Pvt Ltd., Karur.
- ❖ Ms. Anjuka. K has selected as HR Executive in VCARE Health Private Ltd., Chennai
- ❖ Mr. Aravinth. S has selected as HR Executive in Capgemini, Trichy
- ❖ Mr. Arockia Suresh. A has selected as HR Executive in Omega Healthcare, Trichy
- ❖ Ms. Arutselvi. P has selected as HR Executive in Hasmec Technologies Pvt Ltd., Karur.
- ❖ Ms. Abarna. R has selected as HR Executive in VCARE Health Private Ltd., Chennai
- ❖ Ms. Bhuvaneshwari. A has selected as HR Executive in V-Dart, Trichy
- ❖ Ms. Brijith. A has selected as HR Executive in Capgemini, Trichy
- ❖ Mr. Damodharan. C has selected as HR Executive in VCARE Health Private Ltd., Chennai

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- ❖ Mr. Deepak. S has selected as HR Executive in Capgemini, Trichy
  - ❖ Ms. Devadharshini. K has selected as HR Executive in V-Dart, Trichy
  - ❖ Ms. Dharanya. U has selected as HR Executive in VCARE Health Private Ltd., Chennai
  - ❖ Ms. Fathima Farvee. S has selected as HR Executive in Omega Healthcare, Trichy
  - ❖ Mr. Felix Raja. A has selected as HR Executive in Omega Healthcare, Trichy
  - ❖ Ms. Freeda Asmitha. S has selected as HR Executive in Capgemini, Trichy
  - ❖ Ms. Gokila. E has selected as HR Executive in V-Dart, Trichy
  - ❖ Ms. Gowsalya. S has selected as HR Executive in Omega Healthcare, Trichy
  - ❖ Ms. Karthika. B has selected as HR Executive in VCARE Health Private Ltd., Chennai
  - ❖ Mr. Kaviyarasan. K has selected as HR Executive in Omega Healthcare, Trichy
  - ❖ Ms. Kousalya. N has selected as HR Executive in V-Dart, Trichy
  - ❖ Ms. Kousalya. N has selected as HR Executive in V-Dart, Trichy
  - ❖ Ms. Kulamika. P has selected as HR Executive in Omega Healthcare, Trichy
  - ❖ Ms. Lakshmi Devi. N has selected as HR Executive in Capgemini, Trichy
  - ❖ Ms. Madhubala. D has selected as HR Executive in V-Dart, Trichy
  - ❖ Ms. Merin Rishika. A has selected as HR Executive in Capgemini, Trichy
  - ❖ Mr. Navas. M has selected as HR Executive in Hasmec Technologies Pvt Ltd., Karur.
  - ❖ Ms. Nisha. V has selected as HR Executive in VCARE Health Private Ltd., Chennai
  - ❖ Ms. Nithya. K has selected as HR Executive in V-Dart, Trichy
  - ❖ Mr. Pasupathy. K has selected as HR Executive in Hasmec Technologies Pvt Ltd., Karur
  - ❖ Ms. Ponnurugeswari. G has selected as HR Executive in New Propeller Technologies, Trichy
  - ❖ Mr. Prakash. S has selected as HR Executive in Hasmec Technologies Pvt Ltd., Karur.
  - ❖ Ms. Praveena. K has selected as HR Executive in New Propeller Technologies, Trichy
  - ❖ Ms. Preetha. S has selected as HR Executive in Sutherland, Chennai
  - ❖ Mr. Premadhass. V has selected as HR Executive in Sky Appz Software India Pvt Ltd., Coimbatore
  - ❖ Ms. Rajeshwari. S has selected as HR Executive in Foxconn, Chennai
  - ❖ Ms. Reshma. M has selected as HR Executive in Foxconn, Chennai
  - ❖ Ms. Rubashree. A has selected as HR Executive in Sky Appz Software India Pvt Ltd., Coimbatore
  - ❖ Ms. Sangeetha. C has selected as HR Executive in Sutherland, Chennai
  - ❖ Ms. Shanmuga Priya. R has selected as HR Executive in Capgemini, Trichy
  - ❖ Ms. Sowmiya. R has selected as HR Executive in Sky Appz Software India Pvt Ltd., Coimbatore
  - ❖ Ms. Sumithra. C has selected as HR Executive in Foxconn, Chennai
  - ❖ Ms. Suvitha. P has selected as HR Executive in Foxconn, Chennai
  - ❖ Ms. Swathi. A has selected as HR Executive in Foxconn, Chennai
  - ❖ Ms. Sweety. B has selected as HR Executive in Sky Appz Software India Pvt Ltd., Coimbatore
  - ❖ Ms. Swetha. R has selected as Sales Executive in Ventura Capital, Trichy
  - ❖ Ms. Vinitha. V has selected as HR Executive in One Step Enterprise, Coimbatore
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# DEPARTMENT OF MBA

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**Chief Editor : Dr.P.Mohanraj**  
**Faculty Editor : Dr.P.Mohanraj**  
**Student members : M.I.Varshika**  
**M.Navas**