

M.I.E.T. ENGINEERING COLLEGE

Trichy-Pudukkottai Road, Trichy-7

MAGAZINE

Masters of Business Administration
2021-2022

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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	Title	Name of the Event	Date	Name of the Resource Person With Designation
1	Capital Market	Guest lecture	17-05-2022	Mr.A.Dharmaraja Manager Ventura Capital,Trichy.
2	New tools In Data analysis and Business Modeling	Workshop	03-06-2022	Dr.C.Soundar Rajan,Nehru Institutions,Coimbatore
3	Prentice Bazaar	Entrepreneurial Skills	22-12-2021	Conducted by MBA Students
4	Recent trends in HR	Seminar	30-11-2021	Dr.P.Subburethina bharathi, DGM, Kauvery Hospitals Trichy.
5	Personality Development	Guest lecture	06-12-2021	Dr.L.J.Charlas, HR Consultant,Trichy.

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	Factors influencing Entrepreneurship among college going girls Students in Thanjavur Dist.	International Conference on Business Management in Emerging markets	OXFORD College of Engineering Bangalore	1&2 Nov 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	Psycho-sociological Impact of Learning from Home during Covid "19 Pandemic Out break on the Education of Primary School Children with special Reference to Rural Areas	Dr.P.Mohanraj	ChendurResearch Foundation – CICMMA	Accepted for publication	Scopus Indexed
2	Analyzing the Impact of Commercial Banks in regulating the Cash Flows in the Business Sector	Dr. S. Viji	Journal of pharmaceutical negative results	Vol.13, Special Issue 01, 2022	UGC Approved
3	CMOS Class C amplifier for motion detection	Dr. P. Mohanraj	Materials Today: Proceedings	Volume47, Part1,2021,	Scopus Indexed

CONSULTANCY BY FACULTY

Sl. No	Year	Faculty Nameas consultant	CompanyName	Type ofIndustry	Status ofreport
1	2021 - 2022	G.Sathish Kumar	SQP Academy	Services	completed
2	2021 - 2022	Dr.R.Sugirtha	SurajPublications	Services	completed
3	2021 - 2022	C.R.Surekha	VenturaSecurities	ITService	completed
4	2021 - 2022	Dr.R. AntonyPrakash	VCarePvt.Ltd.PvtLtd	Services	completed

STUDENTS PUBLICATION DETAILS

Sl. No	Name of the Student author	Name of the Conference/Publishers
1	Ms. K. Dhivya Bharathi	A Salvaging Tool for the Banks, Jamal Institute of Management, Trichy.
2	Mr. S. Mohamed Ashik	Discernment of Investors towards the Service of Brokerage Firms – A Study on Stock Market with reference to Coimbatore City, DJAME Journal of Management Research
3	Ms. J. Jaya Deepa	SWOT Factors - A Probe on Brokerage Firms of Stock Market in Coimbatore City, AIP Conference Proceedings.
4	Ms. R. Felshiya Jannet	Issue of Sri Lanka's – An Overview Trends in Banking, Accounting and Business.
5	Mr. M. Rifath Kamil	Products Made in India with reference to Eco-friendly Products – An Empirical Study on Environmental Science and Engineering.
6	Ms. R. Swetha	Emerging Challenges of Global Business Scenario, Sengamala Thayar Educational Trust Women's College, Mannargudi.

STUDENT'S INDUSTRIAL VISIT

Sl.No	Industrial Activity	Name of Industry	Date	Students
1	In-plant visit	Aavin – Trichy	06.09.2021	I Year
2	In-plant visit	Hatsunagro Salem	22.10.2021	I year

VALUE ADDED COURSES

Department of Management Studies, M.I.E.T. Engineering College, Trichy has organized value added courses on “Six Sigma, Logistic Management and Talent Management in ‘C’ Block – Seminar Hall for our MBA Students. Dr. R. Antony Prakash, HOD – Department of Management Studies welcomed and introduced about the Chief Guest. Mr. G. Sathish Kumar- Associate Professor and Coordinator of this program delivered the Vote of Thanks.

STUDENTS PLACEMENT DETAILS

Sl. No	Student Name	Designation	Employer Name	Pay Package Per Annum
1.	Ms.Deepika.B	HR Trainee	HasmecTechnologiesPvtLtd.,Karur.	3,88,000
2.	Ms.Geetha.J	HR Executive	Capgemini ,Trichy	2,87,652
3.	Mr.Kathirvelu.J	HR Executive	VCAREHealthPrivateLtd.,Chennai	3,45,245
4.	Ms.Keerthiga.S	Assistant Manager - Sales	ApolloMunich,Bangalore	3,60,325
5.	Ms.Ponvani.S	Sales Executive	VenturaCapital, Trichy	4,08267
6.	Mr.Raashid.R	HR Recruiter	SkyAppz Software India Pvt Ltd., Coimbatore	3,82,000
7.	Ms.SabihaParveen.M.A	Assistant Manager - Sales	CenturyPly, Kolkatta	3,15,325
8.	Mr.SathiyaSurya.V	HR Recruiter	OneStepEnterprise ,Coimbatore	3,65,654
9.	Ms.ShairaBanuK	HR Trainee	IVTLInfoviewTechnologiesLtd, Chennai	4,50,000
10	Ms.Shruthi.R	Sales Executive	VenturaCapital, Trichy	4,08267
11	Ms.SuganyaA	Sales Executive	SuxusRetailPvtLtdMadurai	3,20,352
12	Ms.ThahaseenNishaHeena.A	Admin Executive	NewPropeller Technologies,Trichy	2,68,258

GALLERY



Mr. A. Dharmaraja Manager, Ventura Capital, Trichy

Guest Lecture



Dr. C. Soundar Rajan, Nehru Institutions, Coimbatore.

Guest Lecture



Personality Development



Recent trends in HR



Prentice bazaar



Prentice bazaar



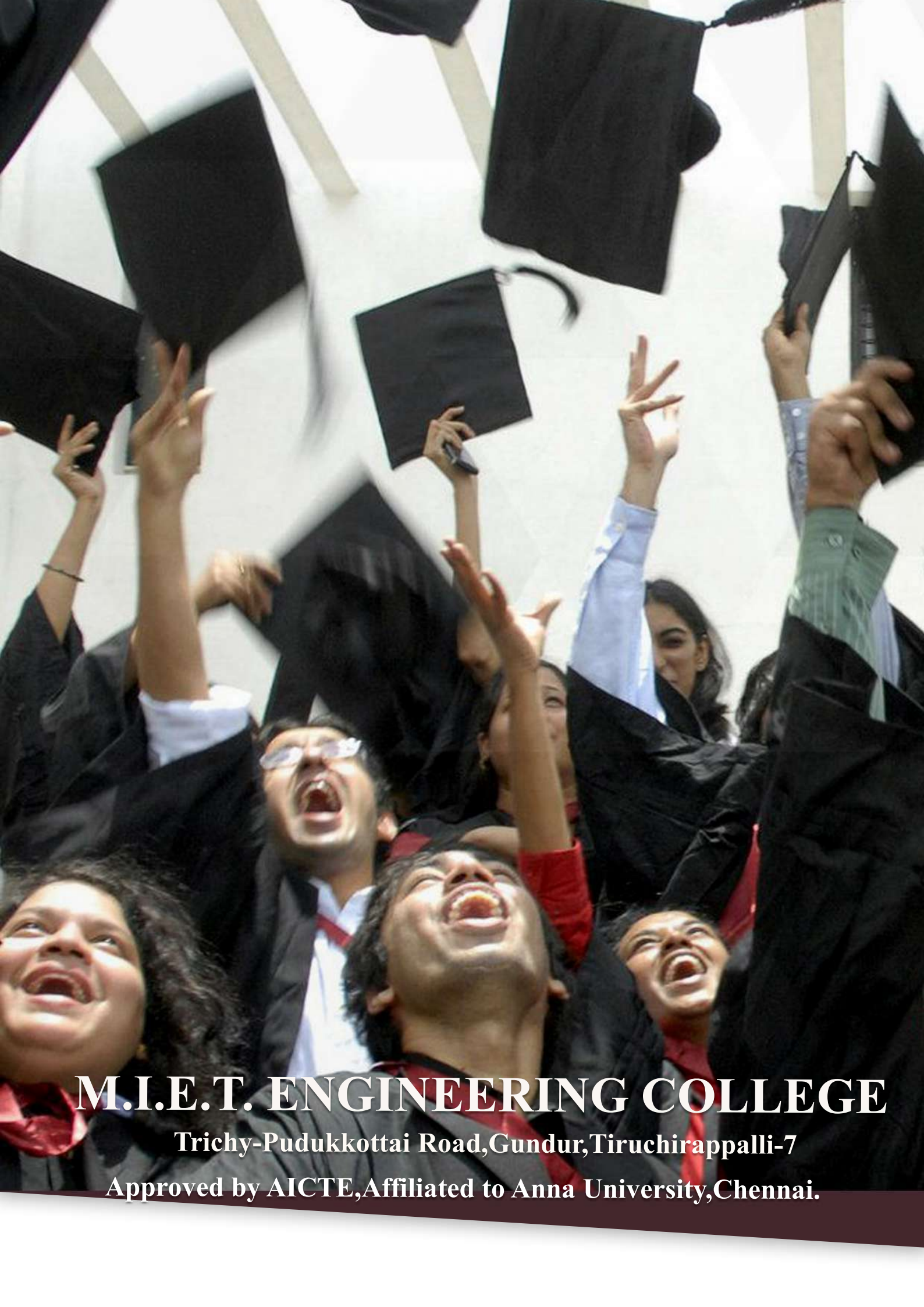
In-plant visit

Aavin – Trichy



In-plant visit

Hatsunagro products ltd– Trichy



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Approved by AICTE, Affiliated to Anna University, Chennai.