

# M.I.E.T. ENGINEERING COLLEGE

Trichy-Pudukkottai Road, Trichy-7

## MAGAZINE

**Masters of Business Administration**  
**2022-2023**

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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**

- ❖ The Department of Management studies organized a programme on ‘Discover the Diamond in You’ for first year MBA students on September 07 2023. Mrs. B. Sentahmil selvi Talent Head, HCL Technologies Madurai was the Resource person.
- ❖ Dr. B. Senthil Arasu conducted a Personality Development Programme on ‘Innovation and Creativity for Managers’ on 5th October 2022
- ❖ Mr. S. Sakthivel, Project Officer, Pupa Ltd. Karur, delivered a lecture on “Enhancing Intra – Inter Personal Skills to achieve Life Excellence” to MBA Students on 3rd January, 2023.
- ❖ The Department of Management Studies (MBA) has organized and conducted a “Student Development Training Programme” for the First Year MBA Students (Phase – II) on 8th February 2023, Dr. M. Shanmugasundaram, Chief Trainer and his Team, Phoenix Training Academy, erode provided soft skill training.
- ❖ The Department of Management Studies (MBA) has organized “Personality Development Programme” for the MBA Students on 16th February 2023.
- ❖ Guest lecture on the topic Challenges and opportunities by Ms. R. Swarnalatha Recruiter Capegemini, Trichy
- ❖ Seminar on Face the Future by R. Balaji HR Manager Five Star Industries
- ❖ The Department of Management Studies organized a Seminar on the topic Challenges and opportunities by Mrs. R. Swetha lakshmi HR Manager Scientific publishing services Trichy.

### **ORIENTATION DAY PROGRAMME**

- ❖ The Department of Management Studies has organized an Orientation Day programme for First year MBA students Dr. R. Tamilmaran Director Department of Management Studies Tamilnadu Open University was the Chief Guest on 04-09-2023.
- ❖ The Department of Management Studies has organized an Orientation Day programme for First year MBA students Dr. N. Rajapriya Executive Director Smarty Kids Preschool & Smart Guru Academy was the Resource person on 07-09-2023.



- ❖ The Department of Management Studies has organized an Orientation Day programme for First year MBA students Mr. V. Arunkumar Founder & MD M/s White & Black Pvt. Ltd. and Box & Brand Pvt Ltd Trichy was the Resource person on 08-09-2023

### **HR MEET**

- ❖ The Department of Management Studies has organized an HR Meet by Mrs. R. Geetha Balaji Lead HR CTS Chennai

### **FACULTY ACHIEVEMENTS**

- ❖ Mr. G. Sathishkumar, Assistant Professor/ MBA, has delivered a guest lecture on “Recent On-line marketing trends” to the MBA students of Adaikalamatha Institute of Management and Research, Vallam, Thanjavur on 14th September 2022.
- ❖ Mr. G. Sathish Kumar Asst. Prof. Department of Management acted as a Resource person for ADZAP event at Annai Velankanni Arts & Science College, Thanjavur

### **INDUSTRIAL VISIT TO EASTERN SPICES MASALA COCHIN**

- ❖ The main objectives behind the visit were to provide industrial exposure and also to know about various activities related to marketing, Finance, Logistics, Operations, Production and Human Resource management carried out in a manufacturing sector.

## Gallery



One day Guest Lecture was conducted by Mrs. R. Swetha lakshmi HR Manager Scientific publishing services Trichy



Mr. G. Sathish Kumar Asst. Prof. Department of Management acted as a Resource person for ADZAP event at Annai Velankanni Arts & Science College, Thanjavur.



HR meet by Mrs. R. Geetha Balaji Lead HR CTS Chennai

“Make sure you understand which segment of the community you’re looking to target. Once you do, you can tailor your approach to that group. Understand how you’re building that community from a marketing standpoint, because more than anything else, it can create stickiness for life.” – Shahil Patel, MBA ’19

I realized I wanted to be part of a team that always focused on solving a problem—and that I did better when I was really clear and passionate about what problems my team was trying to solve. Along the way, someone called us ‘entrepreneurs’ and that’s when I realized what entrepreneurship and innovation were all about.” – Donna Levin, EMBA ’16





Seminar on Face the Future by R. Balaji HR Manager Five Star Industries. Trichy



Out bound training to MBA students by Mr. G. Sudaraja Soft skills Trainer Eagles Eye Academy





Mr. G. Sathish Kumar Asst. Prof. Department of Management acted as a Resource person for ADZAP event at Annai Velankanni Arts & Science College, Thanjavur



Guest lecture by Ms. R. Swarnalatha Recruiter Capegemini, Trichy on the topic Challenges and opportunities

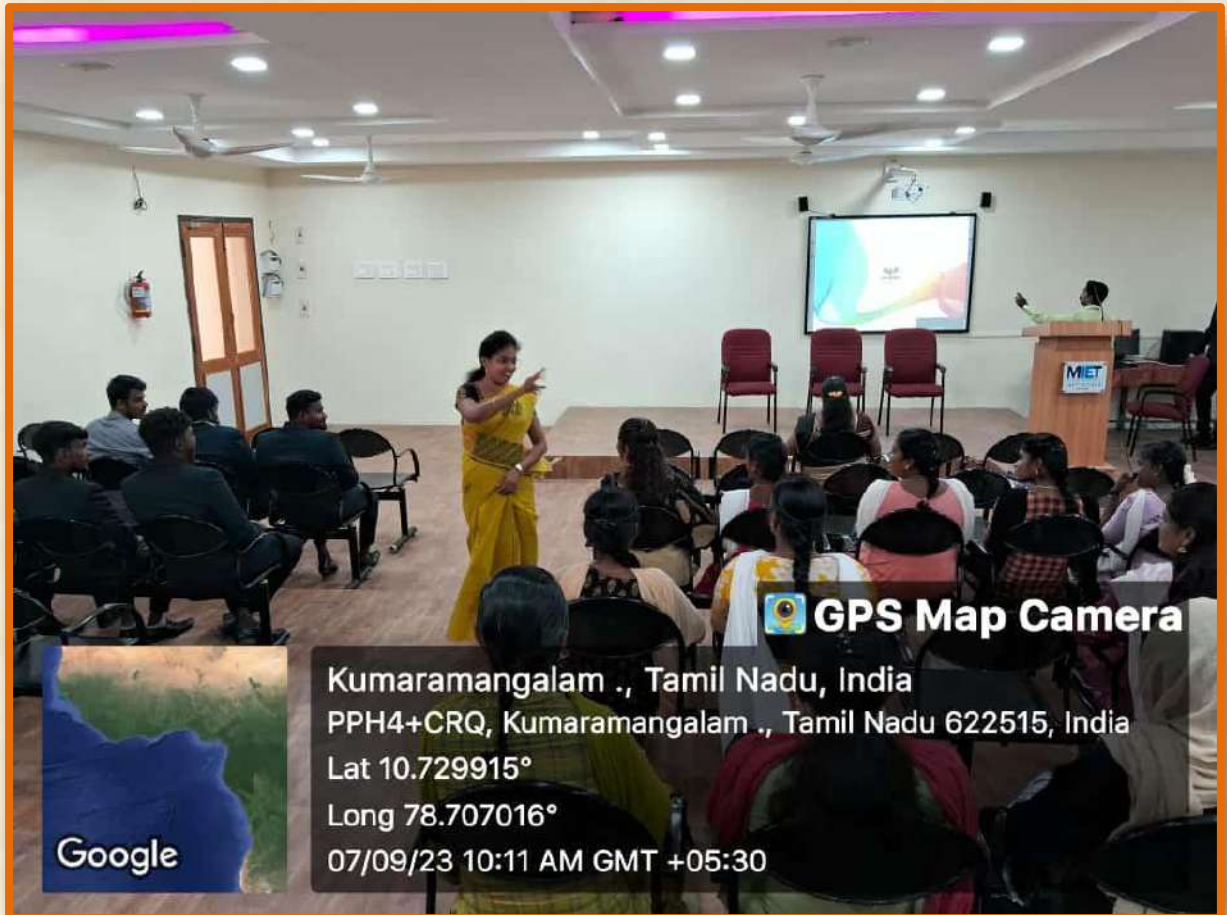


Orientation day programme for First year MBA students by Dr. R. Tamilmaran Director Management Studies Tamilnadu Open University addressing the gathering

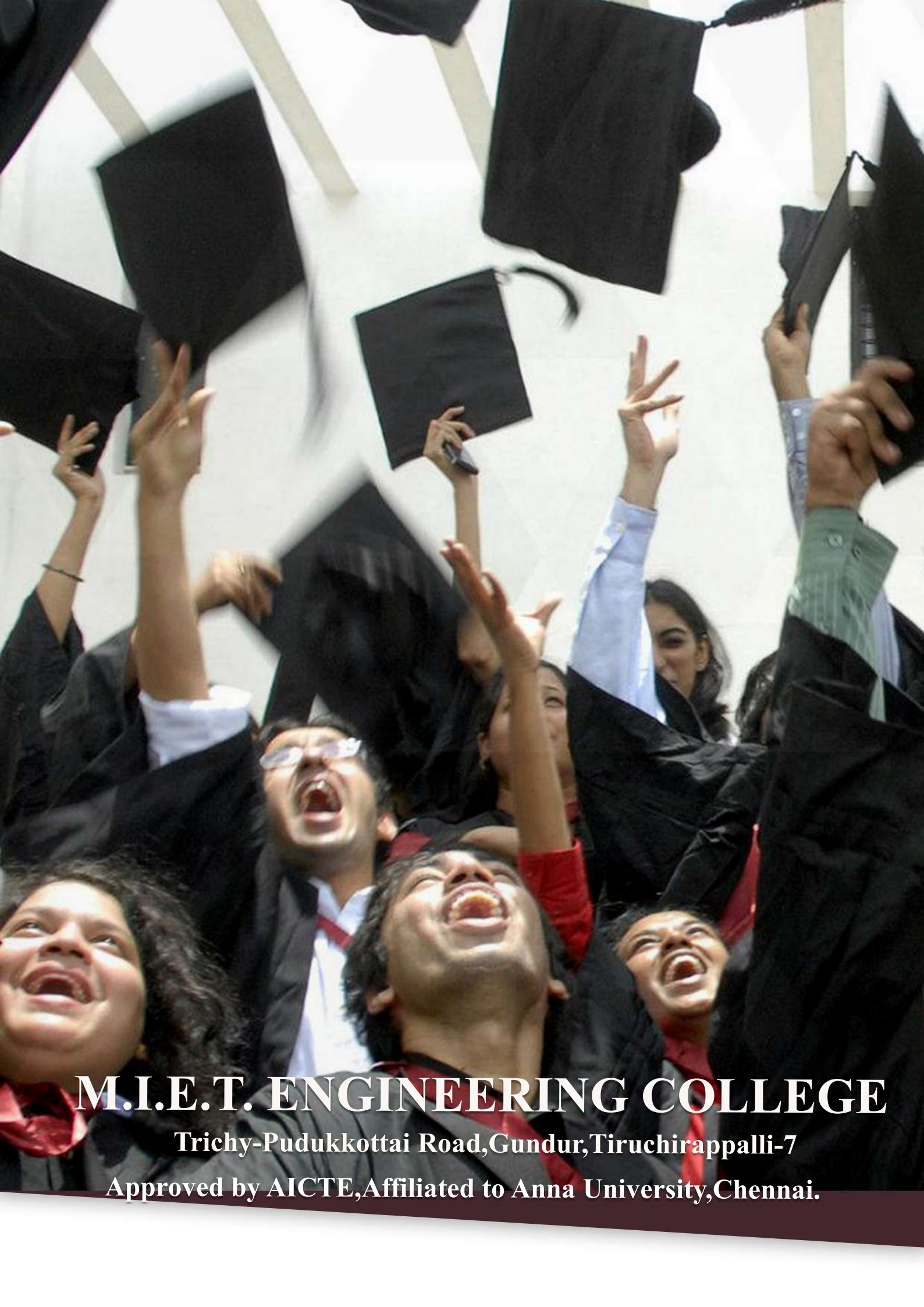
Collaboration is important not just because it's a better way to learn. The spirit of collaboration is penetrating every institution and all of our lives. So, learning to collaborate is part of equipping yourself for effectiveness, problem solving, innovation and life-long learning in an ever-changing networked economy.

Imagination is not only the uniquely human capacity to envision that which is not, and therefore the fount of all invention and innovation. In its arguably most transformative and revelatory capacity, it is the power to that enables us to empathize with humans whose experiences we have never shared.





The Department of Management Studies has organized an Orientation Day programme for First year MBA students Dr. N. Rajapriya Executive Director Smarty Kids Preschool & Smart Guru Academy was the Resource person on 07-09-2023.



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

**Trichy-Pudukkottai Road, Gundur, Tiruchirappalli-7**

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