



**S.A. ENGINEERING COLLEGE**  
Accredited by NBA, NAAC with 'A' Grade & ISO 9001:2015 Certified  
Institution

Poonamallee –Avadi Road, Chennai – 600 077

**DEPARTMENT OF MANAGEMENT SCIENCE**

**SCINTILLATORS ISSUE I – JANUARY – JUNE 2021**

**ABOUT THE DEPARTMENT**

*The Department of Management Science aims at inspiring the budding professionals to scale up and build their requisite skill, knowledge, competence and exhibit positive attitude, professional acumen, confidence and being socially aligned through leading careers in organizations & entrepreneurial aspirations. The department has eminently qualified and experienced faculty representing all major streams of management disciplines. The programme is aimed at escalating the potential of the student and moulding them for success in the challenging business field. Well-designed academics combined with live projects, corporate interaction, affiliations to professional societies, industry aligned value added courses and soft skill training provides the fine edge to the aspirants to build a conquering career.*

**EDITORIAL BOARD**

**Dr. G.H. KERINAB BEENU**

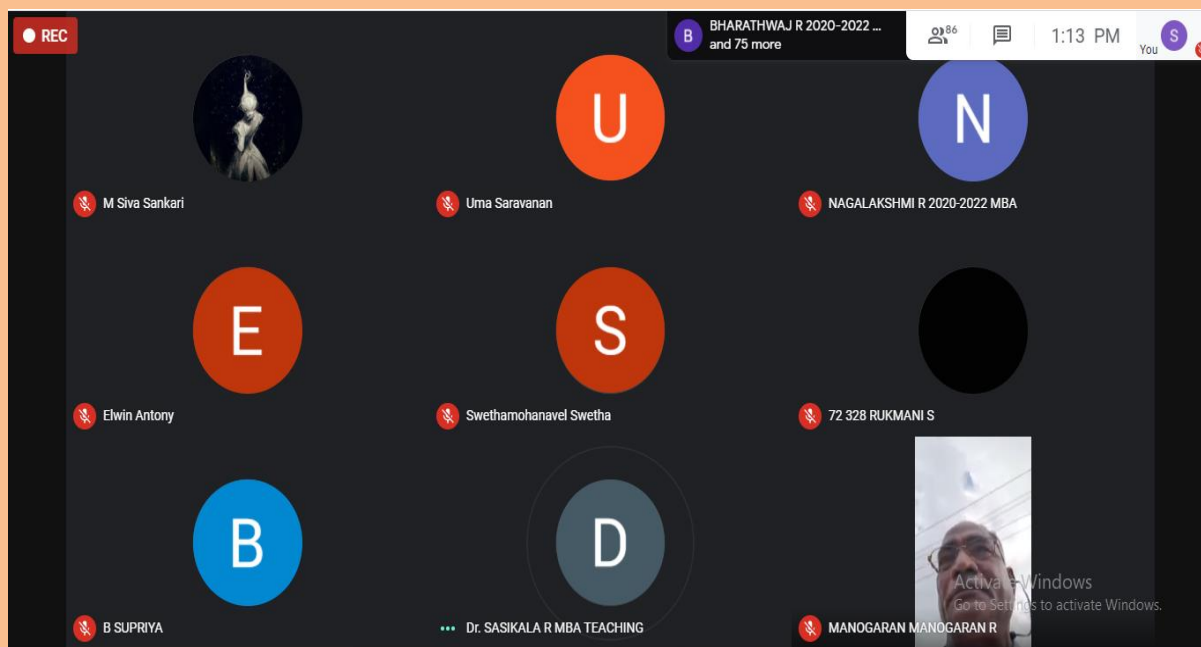
**PROFESSOR & HEAD**

**Mr.A.SARAVANAN**

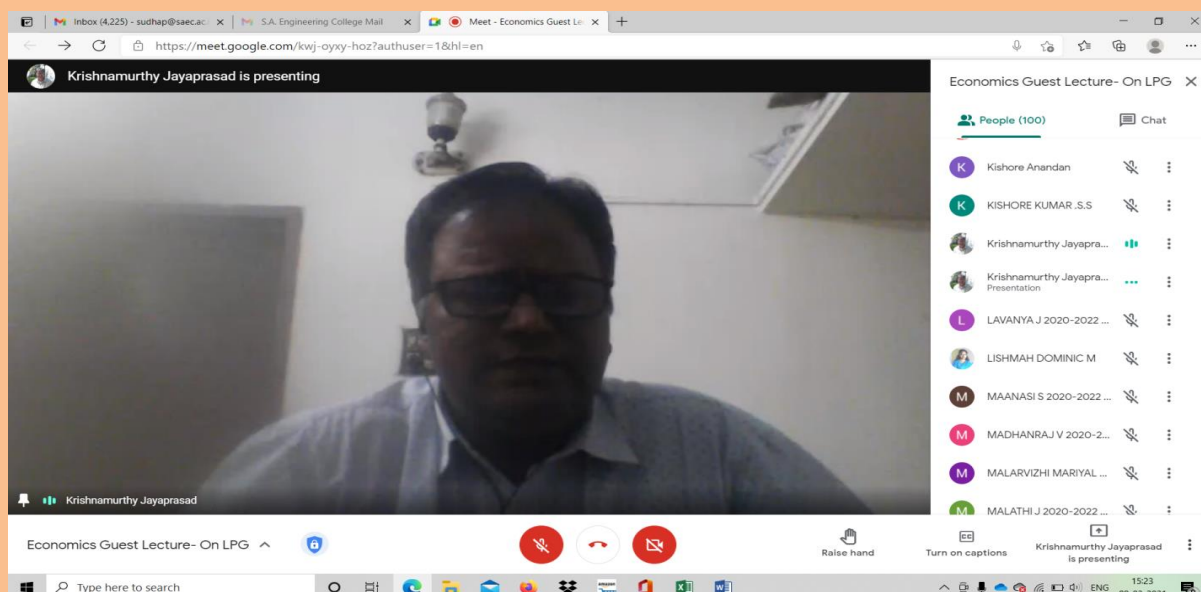
**ASSISTANT PROFESSOR**

**WORKSHOPS & GUEST LECTURES ORGANISED BY THE DEPARTMENT**

**DEPARTMENT OF MBA ORGANIZED VIRTUAL  
INTERNATIONAL INDUSTRIAL VISIT FOR OUR I YR MBA STUDENTS ON  
08TH JANUARY 2021 AT LOYAL SMALL SCALE INDUSTRIES LTD, JINJA UGANDA**



**WEBINAR IN "THE BLACK DROP OF 1991 REFORMS AND LPG" ON  
10.04.2021. CHIEF GUEST MR.K.JAYAPRASAD, SENIOR VICE PRESIDENT,  
ADDRESSED ALL THE MBA STUDENTS.**



ONLINE GUEST LECTURE ON 06.05.2021 ON THE TOPIC “DIGITAL MARKETING AND GLOBAL CERTIFICATION”. CHIEF GUEST **MS.K.SARANYA PROFESSOR AMITY GLOBAL BUSINESS SCHOOL CHENNAI** ADDRESSED ALL THE MBA STUDENTS

The screenshot shows a Google Meet interface. The main video window displays Ms. K. Saranya, a woman with dark hair, wearing a pink top, speaking. The top status bar indicates 'REC' and 'saranya kumanan is presenting'. The bottom status bar shows the title 'Guest Lecturer-Digital Marketing and Global ...' and various meeting controls like mute, video, and chat. On the right, a sidebar titled 'Guest Lecturer-Digital Marketing...' shows a list of participants in the call, including Dr.V.K. AJAY (You), AISHWARYA G 2020-20..., AJITH KUMAR.M 2020-..., Allen Kennedy, ARAVIND R 2020-2022 ..., BARATH R 2020-2022 ..., BHARATHI K 2020-2022..., BHARATHWAJ R 2020-..., and BHUANESH G R 2020-2...

This screenshot shows the same Google Meet interface, but with a screen share of a PowerPoint presentation. The presentation slide is titled 'Technology' and lists the following topics:

- Global Internet Services
- Mobile Revolution
- Technology Vs You

The slide also features two images: one showing a futuristic cityscape with the word 'Technology' overlaid, and another showing a hand holding a glowing lightbulb. The top status bar remains 'REC' and 'saranya kumanan is presenting'. The bottom status bar shows the title 'Guest Lecturer-Digital Marketing and Global ...' and meeting controls. The right sidebar is identical to the one in the previous screenshot, showing the list of participants.



**DR.G.H KERINAB BEENU, PROF AND HEAD OF THE DEPARTMENT AND  
M.LISHMAH DOMINIC/ ASSISTANT PROFESSOR PARTICIPATED IN MMA  
- CONCLAVE – “FREE TRADE POST – PANDEMIC – RATIONALE VS  
NATIONAL” SCHEDULED AT THE HOTEL LEELA PALACE ON SATURDAY, 17<sup>TH</sup>  
APRIL,2021 FROM 5.30 P.M TO 8.30 PM. AT MMA MANAGEMENT CENTER**



**PLACEMENT TRAINING TO IMPROVE EMPLOYABILITY SKILLS WAS  
CONDUCTED ON 09.06.2021 -12.06.2021 BY CONNECT TRAINING SOLUTIONS  
LIMITED. ALL THE FIRST YEAR STUDENTS PARTICIPATED IN IT.**



