

SCINTILLATORS ISSUE III- OCTOBER
& NOVEMBER '17

The Department of MBA 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.



EDITORIAL BOARD

Dr. VIJI RAJESH PROFESSOR & HEAD

Mrs.DE.VIJAYA
DEEPIKA ASST PROFESSOR

Ms.SARANYA.K ASST PROFESSOR



VISION

To Transform the Department into quality centre imparting management education along with value based professional excellence.

MISSION

To impart quality education by focusing on nurturing innovation, entrepreneurship, research and ethics by enhancing their self-confidence, creative skills and professional expertise

To create an excellent teaching and learning environment for our faculty and students

To develop leaders of competence, conscience, and compassion

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- I. To have a thorough understanding of the core aspects of the business.*
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.*
- III. To prepare them to have a holistic approach towards management functions.*
- IV. To motivate them for continuous learning.*
- V. To inspire and make them practice ethical standards in business.*

GRAND SLAM..... CELEBRATING ACHIEVEMENTS

We would like to congratulate Ms.K.SARANYA Assistant Professor– Qualified for CBSE NATIONAL ELIGIBILITY TEST & STATE ELIGIBILITY TEST.

We would like to congratulate Mrs.K.B.Priya (ASSISTANT PROFESSOR) & Ms.AKSHAYA .R (I Yr MBA) for receiving best paper award in the INTERNATIONAL CONFERENCE CONFLUENCE 2K conducted on 25th October 2017 by DG VAISHNAV COLLEGE, Chennai.

GUEST LECTURES/WORKSHOPS/MDPs

The Department of MBA, had organized a guest lecture on **Digital Marketing**- for I year MBA students on 13th October 2017. The speaker was **Mr. Ranjith Kumar Panjabikesan**, IT Leadership @ UST Global, Chennai shared his views about traditional advertising and compared it with the today's advertising strategies spreading through gadgets, channels and specified that data is everywhere.



The Department of MBA, organized a guest lecture on **"The Importance of Data Analysis in Business Development and Career Prospects"** - for 1st year MBA students on 27th October 2017. The speaker of the lecture was **Dr. Senthamarai**, Trainer- Business Analytics, Data Science and Big Data Technologies, MMA, Chennai and **Dr. S. Vasudevan**, Director, Buisness Development, Institute of Anlaytics(USA) gave special address to students.



"START UPS: THE INSIDE STORY"IN ASSOCIATION WITH BUSINESS STANDARD

The Department of MBA, S.A. Engineering college organized a guest lecture on **"START UPS: THE INSIDE STORY"** – in association with Business Standard for first year MBA students on 17th November 2017. The guests were **Mr. Santhosh Muruganantham**- Founder of Kolapasi, **Mr.Makesh**- Founder of Crayon'D, **Mr.G.D. Dharaneetharan**- Director of Social Eagle.

All the three guests spoke about their journey as an Entrepreneur and also shared their experience with the students which were inspiring. . Finally the session ended up with a very interactive panel discussion with students gaining a lot of experience and knowledge from the guests.

The Department of MBA, organized a guest lecture on “Personality grooming” - for the students of MBA-I year on 21st November 2017. The guest was Ms. Hemalatha Swaminathan, Corporate Trainer and Creative Arts Therapist- MMA. In the workshop, Ms. Hemalatha Swaminathan stated the importance of personality in an organization and discussed some points regarding how to have a positive attitude. The workshop was very interactive.



YOUNG MANAGERS.....STUDENT PARTICIPATIONS!!

STUDENTS PARTICIPATION IN WORKSHOPS:

The following Final year MBA students participated on Intercollege competition- The Management Meet conducted at D.G. Vaishanav College, Chennai on 21.09.2017:

<i>Priyanka A</i>	<i>Sakthi Preethi</i>
<i>Radhisha</i>	<i>Aswini Suresh</i>
<i>Hari Priya V</i>	<i>Hari Priya D</i>
<i>Malathi</i>	<i>Gillbirt</i>
<i>Muthuraj</i>	<i>Udhaya Kumar</i>
<i>Sowmiya E</i>	

The following First year MBA students participated on Inter Collegiate oratorical contest – 2017 conducted at YMCA on 07.1.2017:

<i>S. Naveen</i>	<i>S. Abinandhan</i>
------------------	----------------------



The following First year MBA students participated on Intercollege competition- National Level Management Fest Conducted at SSN School of Management on 26.09.2017

<i>Akshaya R</i>	<i>Benitha</i>
<i>Janani N</i>	<i>Lalitha S</i>
<i>Kalaivani D</i>	<i>Santhalakshmi S</i>
<i>Udhayavani M</i>	<i>Saraswathy S</i>
<i>Vinodhini P</i>	

The following First year MBA participated In 18th Endowment Lecture, Make In India, Challenges For Manufacturing Sector, Organized By National Institute Of Personal Management Madras Chapter, On 27th October 2017 At Hotel Saveria. Muruganandan. D, Palani Velan. K, Sheik Mohamed Arif, Saravanan. E, Priya.K, Ramya.M, Udhayakumar.L, Udhayavani. M, Vinodhini.P,



STUDENTS ACTIVITIES & ACHIEVEMENTS:

Our students of **Rotract Club** have successfully completed their first project for this academic year titled **"Gift Services"**. They collected old reusable clothes from our staffs and students and distributed them to **Udavum Karangal, Thiruverkadu** a social service organisation for children and mentally challenged.



The following First year MBA students participated in **SYNERGY 2K17(Management Meet)**, Organised By **University Of Madras** On 30th October 2017 And Won 3rd Prize In IPL Bidding. **Ashwini.A, Deepak Thomas. T, Fenogin Saju.F, Johntitus. V.J, Kesavan. A, Manimaran. B Nivedha.S, Rajkumar. H, Ragavi, Vandhana Choudhary**



The following First year MBA participated in **AMITY Management Forum 17, "Talking a step Ahead"** at **Amity Global Busniess School, Chennai** on 17th November 2017. **Naveen .G, Gokul.G, Karthik.A , Sam Solomon.V.**

Dr. L.Vijay. Professor- MBA and first year students of MBA **Saravanan. E , Syed Mohammed Arshad** and **Syed Ibrahim A** participated on **National entrepreneurs Day** organised by **EDII- TN** on 9th November at Ramada Plaza



Mr. Srinivasan, and Mr. Saravanan, Assistant Professors and students of first year MBA **Nimitha Periyannayagi.S, Sangeetha Priya.G**, participated on **The Internet Of Daily Life - MMA Cognite Program** Organised By MMA held At EA Hotel On Nov 22, 2017



STUDENT ACHIEVEMENTS:

Ms. Jeslin Sugirtha and **Ms. Lalitha** of first year MBA won 1st & 2nd Prize in **"COMPETITION TO CREATE**

STUDENT INCUBATION:

❖ Around 14 students of first year MBA were selected for Incubation at **AKSHARA BUSINESS SOLUTIONS**. On the first week on incubation our student had seminar on the topic Direct marketing. Our students partially implemented the direct marketing skills by selling various product. On the second week of incubation at **Akshara Business Solutions** our student had a lecturer on the topic “Awareness on GST and Seven Levels of Management”.



AWARENESS ABOUT THE LEGAL RIGHTS OF WOMEN” in association with **National Commission for Women India** which was organized on 7th November 2017



❖ Around 12 students from first year MBA got selected for Incubation at **CAPTIAL MARKET SERVICES**. On the first week of incubation our student were educated on **basic of capital market**. On the second week students were given a lecturer various **financial services** available in capital market and services provided by Capital Market Services.



❖ Around 6 students from first year MBA got selected for Incubation at **BYST (Bharatiya Yuva Shakti Trust)**. On the first week of incubation our students were given **introduction about BYST and its various services**.

❖ 4 students from first year MBA successfully turned into members of **ED cell**

❖ 4 students from first year MBA got selected for Incubation at **Sai Media Works**.

VALUE ADDED COURSE:

Shri Sashikanth Jayaramam, CEO, HR-Sangam conducted value added course in the topic **Competency Mapping** for final year MBA students of HR Specialization on 25th September 2017.

CLUB ACTIVITIES- MARKETING CLUB:

The Marketing student members of **MARKETING CLUB ACTIVITY**, DOMS studied the technology based solutions – a feasibility study in Chennai region retail industry about the market conditions for a live project for Rico Solutions, Malaysia. Further the club members had a session on **AD- Creation** –on 3rd October 2017 for final year MBA students. The first year students of Marketing Club had a session on **AD Design Contest** on 26th October 2017. The product name is given to the teams before one hour; they teams designed advertisements for their products.



Ms. S. Karpagam Manager – strategy support **HR-Sangam** conducted value added course in the topic **Competency Mapping** for final year MBA students of HR Specialization on 26th September 2017.



SYSTEMS CLUB:

The MBA department organised Systems club first meet on 13.10.2017(Friday) with current 2017 batch. The event commenced with **Ms.K.Nandhini, Secretary-Systems Club** welcomed the gathering. **Mr.Rahul Kumar Tiwari, President- Systems Club** has released vision and mission statement and the responsibilities of the board members of the club. **Mr.P.Selvam Vice President - Systems Club** has announced the future plan of the club and club benefits to the students. Followed by **Mr.S.Madhan Course coordinator -Systems Club** delivered vote of thanks.



INSPIRING MINDS – FACULTY ACCOMPLISHMENTS

1. *The Women Empowerment Cell of S.A.Engineering College headed by DR. Viji Rajesh, Professor and Head, Department of MBA organized a program on “COMPETITION TO CREATE AWARENESS ABOUT THE LEGAL RIGHTS OF WOMEN” in association with National Commission for Women India Our college organized on 7th November 2017(Tuesday). Chief guest of the day Mrs.Adhilakshmi Logamurthy, Advocate-Bar Council of Tamilnadu & Secretary-Women Lawyer Association, gave vivid description about legal rights of women.*



2. *Dr. L. Vijay, Professor WAS Appointed as Anna University External Examiner for PhD VIVA VOCE in Nehru college on 13/10/17*

FACULTY PARTICIPATION IN WORKSHOPS/ CONFERENCES:

1. *Dr.Viji Rajesh, Professor and Head, MBA participated on CONFLUENCE 2K International Conference on Implementation strategies for Sustainable Innovations at D.G Vaishnav College on 25th October 2017*
2. *Mrs.K.B.Priya, Assistant Professor participated on CONFLUENCE 2K International Conference on Implementation strategies for Sustainable Innovations at D.G Vaishnav College on 25th October 2017*
3. *Ms.P.Shalini Assistant Professor participated on CONFLUENCE 2K International Conference on Implementation strategies for Sustainable Innovations at D.G Vaishnav College on 25th October 2017*



NSS Campaign:

The first year and final year Students of MBA along with Mr. Suresh G, Assistant Professor participated on event organized by NSS unit of S.A Engineering College for the Campaign “Cleanliness is Service”.



4. *Mrs.Vijaya Deepika DE, Assistant Professor participated on CONFLUENCE 2K International Conference on Implementation strategies for Sustainable Innovations at D.G Vaishnav College on 25th October 2017.*
5. *Mr.V.K Ajay, Assistant Professor participated on Workshop titled Case Study on Teaching and Writing at VIT University on 27th & 28th October 2017(2days).*
6. *Mrs.P.Sudha, Assistant Professor participated on Workshop titled Case Study on Teaching and Writing at VIT University on 27th & 28th October 2017(2days).*

13. **Mrs.K.B.Priya**, Assistant Professor participated on an Faculty Development Program titled **Business Strategy Simulation** conducted on **MNM Jain Engg college** organized by **ICTACT** on 30th & 31st October 2017(2days).

14. **Mrs.P.Sudha**, Assistant Professor participated on an Faculty Development Program titled **Business Strategy Simulation** conducted on **MNM Jain Engg college** organized by **ICTACT** on 30th & 31st October 2017(2days).

15. **Mrs.Babitha Lucin Rani**, Assistant Professor participated on an Faculty Development Program titled **Business Strategy Simulation** conducted on **MNM Jain Engg college** organized by **ICTACT** on 30th & 31st October 2017(2days).

FACULTY PUBLICATIONS

1. **Dr.Viji Rajesh**, Professor and Head, Published paper on the title **Sustainable Innovation in E Governance and HR on CONFLUENCE 2K Implementation strategies for Sustainable Innovations- UGC Indexed Journal**.
2. **Mrs.K.B.Priya**, Assistant Professor Published paper on the title **Sustainable Innovation in Hiring and learning CONFLUENCE 2K Implementation strategies for Sustainable Innovations -UGC Indexed Journal**.
3. **Ms.P.Shalini**, Assistant Professor Published paper on the title **A Study on Rural Women Empowerment through Self Help Group CONFLUENCE 2K Implementation strategies for Sustainable Innovations - UGC Indexed Journal**.
4. **Mrs.Vijaya Deepika DE**, Assistant Professor Published paper on the title **GST: A Game changer for the Indian Economy CONFLUENCE 2K Implementation strategies for Sustainable Innovations- UGC Indexed Journal**.

7. **Mrs.Babitha Lucin Rani** Assistant Professor participated on Workshop titled **Case Study on Teaching and Writing** at **VIT University** on 27th & 28th October 2017(2days)

8. **Dr. L. Vijay**, Professor Participated in **CRSI Workshop** organized by **Christ University**, Bangalore on 1st & 2nd October 2017.

9. **Dr. L. Vijay**, Professor Initiated **BYST Counselling** at **S.A Engineering College** on 3rd October 2017.

10. **Dr. L. Vijay**, Professor Participated and Handled the **ED Session** in **Thiruvallur Collectorate office** on 5th October 2017.

11. **Dr. L. Vijay**, Professor attended **NBA NIRF Conference** on 6th October 2017

12. **Dr. L. Vijay**, Professor attended the **NSIC –ED Sesion** on 7th October 2017.



ENTREPRENEURIAL DEVELOPMENT CELL

1. Around 24 students of first year MBA registered for online certification course titled “**orientation program in entrepreneurship WFEN 100**” conducted by **Wadhvani Foundation National Entrepreneurship Network (WFEN)**. The program was initiated by **Dr. L. Vijay, Professor**, **Mr. V.K. Ajay**, Assistant Professor and **Mrs. N. Deepa Rekha Sures**, Assistant Professor on 10th October 2017.

2. Two students from first year MBA- **Syed Ibrahim. A** and **Syed Muhammed Arshad.S**

attended the *“Entrepreneur Exhibition in CVRDE” (AVADI)* on 20th September 2017.

MEDIA COVERAGE AT BUSINESS STANDARD NEWSPAPER- CAMPUS TALK




S A Engg College - DOMS: Guest Lecture on Digital Marketing

The Department of Management Science, S A Engineering College, organized a guest lecture on Digital Marketing for 1st year MBA students. Mr. Ranjith Kumar Panjabikesan, IT Leadership at UST Global, Chennai was the speaker. Dr. Viji Rajesh, Head, Department of Management Science felicitated the guest and gave the welcome address. In his talk

Mr. Ranjith Kumar Panjabikesan discussed about digital marketing plans such as SOSTAC - Situation, Objective, Strategies, Tactics, Actions, Control; RACE- Reach, Act, Convert, Engage; PESTEL- Political, Economic, Social, Technological, Environmental, Legal; SWOT- Strengths, Weaknesses, Opportunities, Threats.




S A Engg College-inauguration of MBA batch 2017-19

The inauguration of the MBA batch for the academic year 2017-19 of S A Engg College, Chennai was held recently. CA. M Sathya Kumar, CEO & Founder, Tycoons+ Advisors and Chief Campaigner, Building Bharat was the Chief Guest. Dr. Viji Rajesh, HOD welcomed the gathering. In his inspiring talk, "Journey of Transforming India", CA Sathya Kumar highlighted the positive change happening in India and extolled the students to be more creative and be the change leaders of the future.





S.A. Engineering College - Value Added Course - Wealth Management

The Department of Management Science, S.A. Engineering College signed a MoU with STAR Skill Development Pvt. Ltd. to deliver transformational and hands on learning experience to the students. A value added course was offered to final year MBA students with financial specialization under the topic: Wealth Management.



MBA@SAEC