

## S.A. ENGINEERING COLLEGE, CHENNAI-77 DEPARTMENT OF MBA



### SCINTILLATORS ISSUE V- FEB & MAR'18

*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.*



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## **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.*

*The Department of MBA was awarded a cash prize of Rs.100000 on 20<sup>th</sup> Annual Day Celebrations for achieving 100% Graduation for the Batch 2015-17.*



*The Best outgoing Student Award – PG was awarded to Miss. V. Gokulavani of II year MBA on 20<sup>th</sup> Annual Day Celebrations for overall performance.*



*The Department of MBA organized “Eventia-’18 Management Conclave” on 16<sup>th</sup> February 2018. Eventia’ 18 organised four events - Red Chair, Mad-Ad, Stock war and Business plan with around 80 Students participating from various colleges in and around Chennai. The winners were awarded with cash prize and certificates. Finally the program ended with the valedictory ceremony in which the prizes were distributed by the Thiru. P.Venketesh Raja, Director, S.A. Engineering College.*

### **NATIONAL CONFERENCE & EVENTIA 2018**

*The Department of MBA organized a “National Conference on Business Transformation and Operational Excellence 2018” on 16<sup>th</sup> February 2018. The program started in the presence of the Thiru. D.Dhasarathan, Secretary, Thiru. P.Venketesh Raja, Director and Chief Guest, Mr. Ramesh Srinivasan, Head-HR, UCAL Fuel System Ltd, Chennai . The National Conference witnessed a total of 149 Research papers registered by faculty members, Research scholars and PG students from various colleges. Finally the national conference was concluded by awarding the best paper with cash prize and certificates.*



### **MANAGEMENT DAY 2018**

*The Department of MBA organized “Management Day 2018” on 27<sup>th</sup> February 2018. The chief guest for the event was Dr.R.Venkataraman (RETD), Ph.D, General Manager, Madras Management Association. The chief guest shared his views about “Insight of Management for Engineers”\_Events like Red Chair, Mad-Ad, Stock war and Business plan were organized for engineering students of S.A. Engineering College.*



*The Department of MBA, had organized the Inauguration of NIPM Student Chapter in association with NIPM for MBA students on 29<sup>th</sup> January 2018.. The guests of honour were Mr.Rajappan - Chairman NIPM Madras Chapter, Mr.N.H.Raja - Secretary NIPM, Mr.Ramesh Srinivasan - Head HR UCAL Systems , Mr. Sathish Kumar- Convener Students Chapter NIPM Madras Chapter, Mr.N.C.Balachandran - Executive Committee Member NIPM Madras Chapter, Mr.G.D.Sharma - Executive Committee Member NIPM Madras Chapter, Mr.Bhanu Kumar - Executive Committee Member NIPM Madras Chapter. The speakers of the inauguration highlighted the industry expectations and spoke on how to prepare to become industry ready.*

### IDEATION 2018

*The Department of MBA organized Ideation Day 2k18 on 14<sup>th</sup> march 2018. The guest for the inaugural function was Mr.Sastharam Ravendran, Chief Operations, Sarash group. The chief guest gave a motivational speech to the students which inspired them. Then, the guest inaugurated the stalls which were organized by the students of MBA department. The students has put down many stalls like food stall, textile stall, sapling stall, handmade items, accessories stall and so on.*



*The Department of MBA organized a guest lecture on “Imperatives of Cyber Security in the Corporate World for I year students of MBA on 5<sup>th</sup> February 2018. The guest was Mr.M.R. Jambunathan, Corporate Trainer, Madras Management Association. The speaker highlighted the need and importance of cyber security in the corporate field during his lecture and also spoke about the importance of Internet of Things, Artificial Intelligence.*



*The Department of MBA organized a guest lecture*

*The Department of MBA organized a guest lecture on Crypto Currencies Mr. Krishna Kumar MMA – Trainer Madras Management Association on 6<sup>th</sup>*

on Introduction to capital market by Mr. Glenn Roger Carr Trainer, Finmark Leaders in Financial Market Education on 24<sup>th</sup> February 2018. The guest explained the importance of capital market with real time examples. He also explained the opportunities available in capital market in current scenario.

April 2018 for I year MBA students. The guest shared the history, development and uses of crypto currencies in recent years.



The Department of MBA organized workshop on the topic "Campus to Corporate". The guest for the workshop was Mr. S.Saravanan, IAS Trainer, MMA. The Guest conducted many activities to motivate the students. He made the students to work as a group and made them understand the importance of team work.



The Department of MBA organized Mentoring Session for II year MBA - HR Students in association with HR Sangam by Mr. Pandi Alagu Raja, Manager- HR, Flatirons Jouve and Mr. Swaminathan Lakshmanan, Manager- Talent Acquisition, Williams Lea. The session was very interactive and knowledge sharing by the guests from HR field was very useful for the students.



### YOUNG MANAGERS.....STUDENT PARTICIPATIONS!! STUDENTS PARTICIPATION IN WORKSHOPS & CONFERENCES

- Student from Iyr MBA Department Dharaneshwaran.S has presented a Paper titled "The Challenges Faced by HR Manager Today" in AAVISHKAAR, National Conference, Project Expo, Cultural Fest conducted by Vel Tech High Tech, Dr. Rangarajan, Dr. Sakunthala Engineering College held on 2<sup>nd</sup> April 2018 and won 1st Place for Paper Presentation.
- Students from Iyr MBA Department Syed Muhammed Arshad, K. Parameshwari, Shalini.R, Priya. K, Imran.J, Nandhini.K,
- Ms. Gokulavani of II MBA Published paper A Study on customer satisfaction at Technet soft systems in the International Journal of Advanced

*Research in Management. Architecture, Technology on Feb 2018.*

- *,Ms.Tessy Ann varghese of II MBA Published paper on “Process change management of implementing ERP Through SAP R/3 Model Management Perspective International Journal of Advanced Research in Management. Architecture, Technology on Feb 2018.*
- *Ms.Rajitha.R of II MBA Published paper on A comparative study on cash flow statements on FMCG Industry with special reference to Britannia industries and nestle India International Journal of Advanced Research in Management. Architecture, Technology on Feb 2018.*
- *Ms.Kavitha.B of II MBA Published paper on A Study on impact of demonetisation on Gold market in International Journal of Advanced Research in Management. Architecture, Technology on Feb 2018.*
- *Students from Iyr MBA Department Nimitha Periyanaagi.S, Akshaya.S has presented a Paper titled “Stress Management” in the International Conference held at Loyola Institute of Technology, Palanchur on 22<sup>nd</sup> March 2018.*
- *Students from Iyr MBA Department Sneha.P, Parameshwari.K, Pavithra. R participated in National Seminar on “Role of Women in unpaid care Work” sponsored by National Commission for Women at Jeppiaar Engineering College held on 21<sup>st</sup> March 2018.*
- *Students from Iyr MBA Department Muruganathan.D, Kavi Priya.S, Bharathy.D, Sangeetha Priya.G, Sindhu.G, Sharmila.D participated in Management Events – Treasure Hunt in “PRABANDHAK UTSAV – 2K18” held at J.N.N Institute Engineering on 23<sup>rd</sup> February 2018.*
- *Students from Iyr MBA Department Ananda Sundaresan.S, Gopikrishnan.S, Manikandan.R, Rajkumar.J, Adithyan.r, Dinesh .S, Thivakar.P, Sathish.D participated in ROTO OLYMPICS, the Inter Club Sports meet conducted by Rotary International District 3232 along with District Rotaract Council 17 – 18 held on 18<sup>th</sup> March 2018 at SDAT Grounds Egmore, and placed as Winner and Runner in Badminton, Kabaddi.*

*Parameshwari, Ramya. M, Vinodhini P, Rubika, Santhana Lakshmi M, Udhayavani M, and Madhan - students of I Year MBA*

*Nandhini.C, Naveen.G participated in “ENANTRA VERSION 2.0 -Stock Market Workshop” held at Anna University on 9<sup>th</sup> February 2018.*



- *Students from Iyr MBA Department Syed Muhammed Arshad, Imran.J, Saravanan.E, Syed Ibrahim participated in “The Start – Up League Aspiring Students Entrepreneurs” held at Anna University on 2<sup>nd</sup> February 2018.*



- *Students from Iyr MBA Department Rubika .G, Ramya.M, Teena.B, Rajalakshmi.R, Santhanalakshmi.M, Nivetha.S participated in “Step it Up” – Group dance competition in the PRIDE 2K18 - Mega Management & Cultural Fest held at Saveetha School of Management on 7<sup>th</sup> March 2018.*

- *Students from Iyr MBA Department participated in ELAN –SA’ 18 held on February 2018 at S.A Engineering College Saravanan. E,*

*participated in NIPM Foundation Day & NIPM Monthly Member Meet on 15<sup>th</sup> March 2018 at Hotel Savera on the topic Women of Millennium – Challenges – Career, Family and Identity*



*Saravanan.P, Manimaran, Naveen.G, Rajkumar.H, Vivek.S won 1st Skit, Rubika .G won 1st Place in Solo Dance and Ramya.M, Teena.B, Rajalakshmi.R, Santhanalakshmi.M, Nivetha.S participated in “Step it Up” – Group dance competition.*

- *The Students and staff members of the Department of MBA participated on workshop organised by NIPM & MMA on the topic “Skills of Assertiveness” on 21<sup>st</sup> March 2018.*



### STUDENTS ACTIVITIES & ACVHIEVEMENTS

- *Students from Iyr and Ilyr MBA Department participated in 20<sup>th</sup> Annual Sports Meet held on 9<sup>th</sup> March 2018 at S.A Engineering College. S. Gopikrishnan won second place in 400mts and 1500 mts, P.Parthiban, S.Gopikrishnan,V.Manikandan, R. Adithyan, S.Dinesh, D.Sathish won Runner in Kabaddi(Men).*



- *Students from I year MBA - C. Nandhini , P. Selvam, P. Sneha, R. Pavithra, Rahul Tiwari attended MMA Power talk on “Marketing Everywhere & for Everybody” on 20<sup>th</sup> February 2018. The facilitator or the event was Dr. H.K. Lakshman Rao, Corporate Trainer.*



### INSPIRING MINDS – FACULTY PARTICIPATION IN WORKSHOPS/ CONFERENCES

- *Students from Iyr MBA Department S.Divya, B.Suvedha, K. Keerthika, F. Fenogin Saju, V. Manikandan, P.Saranya, Swarna, Saraswathi.S, Nithyavathi, Ramya.G participated in Management Events – Business Quiz, Big Boss, IPL Bidding in “GESTION ECSTASY” held at Vel Tech Rangarajan Dr. Sagunthala R & D Institute of Science and Technology on 9<sup>th</sup> March 2018.*

- *Dr.L. Vijay Mrs..B.Jayachitra & MR.V.K.Ajay published paper on “OPPORTUNITIES FOR OPERATIONAL RESEARCH IN MEDICAL DECISION MAKING“ in the SCOPUS INDEX Journal on 01<sup>st</sup> Fe bruary 2018.*

### FACULTY ACCOMPLISHMENTS

- *Ms.P.Shalini, Presented paper on Dr. Viji Rajesh, Professor & Head, Department of “ECONOMIC EMPOWERMENT OF MBA conducted a workshop on Business*

**WOMEN THROUGH SHG :AN EMPIRICAL STUDY** in the International Communication in IC&SR, IIT Madras on 21<sup>st</sup> January 2018.  
Conference on held at Loyola Institute of Technology, Palanchur on 22<sup>nd</sup> March 2018.

- Mrs.Deepa Rekha Suresh, and Ms.Lishmah Dominic paper on “ in the International Conference held at Loyola Institute of Technology,Palanchur on 22<sup>nd</sup> March 2018.
- Mr.Prasanth Kumar , Presented paper on “STRESS MANAGEMENT in the International Conference on held at Loyola Institute of Technology,Palanchur on 22<sup>nd</sup> March 2018.
- Dr. Vii Rajesh, Professor & Head, Department of MBA participated on NIPM Monthly Member Meet held at Hotel Savera on 18<sup>th</sup> January 2018 . The special guest was Mr. K. Ganesh, VP- HR, Tata Consultancy Srvices and the topic for discussion was “Business 4.0 Impact on HR”.



Dr.L.Vijay, Professor & COE was invited for the NEET Awarness Programme on 21<sup>st</sup> January 2018.



Mrs.P.Sudha, Assistant Professor was invited as chief guest in Chandra Prabhu Jain College, Minjur for TYCOONS held on 23<sup>rd</sup> February 2018.

- Mrs.Deepa Rekha Suresh and Ms.P.Shalini Presented paper on “GREEN MARKETING” in the International Conference held at Rajalakshmi Engineering College on 30<sup>th</sup> January 2018.
- Ms.Lishmah Dominic Presented paper on “IMPLEMENTATION OF RACI IN HR DEPARTMENT” in the International Conference held at Rajalakshmi Engineering College on 30<sup>th</sup> January 2018.
- All Staff Members of Department of MBA published paper in the International Journal IJARMATE.



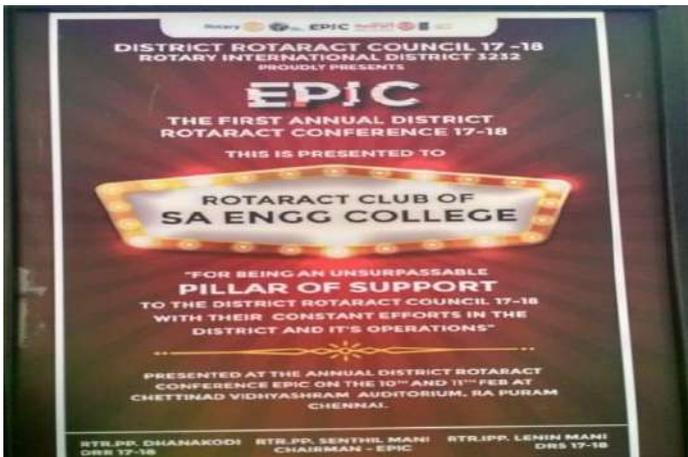
### PROJECT & CONSULTANCY

Dr. Viji Rajesh, Professor & Head, Department of MBA & Ms. K. Saranya, Assistant Professor

received a Grant of (Rs.10,000/-)from Rotary club of Madras Golden city "PROJECT FOR ENHANCING ENTREPRENEURSHIP AMONG YOUTH WITH SPECIAL FOCUS ON ENVIRONMENTAL FRIENDLY PROJECTS".

### ROTARACT CLUB ACTIVITIES

Our Rotaract Club of S.A. Engineering college was awarded with "Pillar Of Support" award by District Rotaract Council 17-18 and Rotary International District 3232 in EPIC – The First Annual District Rotaract Conference 17-18 which was held on 10<sup>th</sup> and 11<sup>th</sup> February 2018 for our constant efforts in the District and its Operations".



Our Rotaract Club president Mr.B.Vijayan , MBA II year student as received " Best Branding" award for Group Rotaract Meet for heading the branding team.



### INDUSTRIAL VISITS

The I year MBA students went for an Industrial Visit on 24<sup>th</sup> February 2018 to two companies which



We the Rotaract Club Of S.A.Engineering College in association with our parent club Rotary Club of Madras Golden City adopted Mamadur village in Thiruvallur district and conducted a Medical camp on 11/03/2018 which included dental camp, eye camp and general consultation which benefited around 250 peoples. Treatment was given by well know SRM hospital and MURUGAN hospital doctors and lunch was provided to all villagers after the session.



We the Rotaract Club of S.A. Engineering College in association with Rotaract Club of Blue Whales as participated in Turtle Walk at Neelankarai.



Our students were participated in the Rotaract 50<sup>th</sup> year Celebration at NGM College , Pollachi organized by Rotary International District 3202.

*helped the students to gain practical exposure about the Manufacturing as well as Corporate aspects of real world situation. The companies were:*

*1. Turbo Energy Private Limited, Kancheepuram.*



*2. Prabha Auto Products Pvt Ltd, Chennai*



### **STUDENTS PLACEMENT AND INCUBATION**

*The I Year MBA students are undergoing incubation at NIPM. Incubation began with Students Mentoring session on 31<sup>st</sup> March 2018.*



*The placement cell organized Placement training for the first year MBA students to make them employable by enhancing their communication and analytical skills.*



*The placement cell officials and volunteers provide all possible assistance to recruiters in arranging pre placement discussions, conducting tests, interviews etc. Arrangements are made in auditorium and lecture halls fully equipped with all the latest multimedia and Wi-Fi facilities for pre placement talks etc. The cell was able place MBA II year (2016-18 Batch) students in following prestigious companies like Mr.Cooper, Sundaram Finance, Catholic Syrian Bank, Carvel logistics, Croyez Immigration, SUN Network and Deloitte from Januray 2018 till march 2018.*

### **CARVEL LOGISTICS**



**MONISHA R**



**RAMYA S**



*LIBIN MATHEW*



*DEEPIKA D*



*SHEKINAH BEULAH A*

*SUNDARAM FINANCE*

*DELOITTE*

*SUN NETWORK*



*LALITH KISHORE N K*

*CATHOLIC SYRIAN BANK*



*MONITA C J*



*VINEETH KUMAR M*



*MADESWARAN.S*



*MOHAMMID MOUSIF*



*JOHNSON I*



*MONIKA V*

*Mr. COOPER*



*SHEKINAH BEULAH A*



*LEOJANI BOSE*



*SURESH S*



*SANTHANA LAKSHMI T*



*RADHISHA R*



*VIJAYAN B*



*WINSTON BENJAMIN P*



**DINESH S**



**MAGESH ANAND D**



**GILBART KUMAR K**



**REVANTH KRISHNA V**



**LALITH KISHORE N K**



**GOIKRISHNAN S**



**HEM KUMAR S**



**MANIKANDAN R**



**HEMANTH M**



**SANTHOSH KUMAR M**



**GOKUL RAJ M**

**OTHER MEMORABILIA OF DEPARTMENT**

*The 14<sup>th</sup> Alumni Meet was organized by S.A. Engineering college at College premises on 26<sup>th</sup> January 2018. Passed out students from various departments participated and the alumni students of the MBA department participated with great enthusiasm and made the event a memorable one.*



The Women Empowerment Cell of S.A. Engineering college headed by Dr. Viji Rajesh, Professor & Head, Department of MBA organized International Women's Day Celebrations. Chief guests were Mrs. Sridevi Muppala, Manager-HR, Systech Solutions, Chennai and Ms. Sneha Mohandas, Founder, Food Bank, Chennai. All the faculty members and girls students from various departments took part in the event.



புத்தமல்லி எஸ்.ஏ. இன்ஜினியரிங் கல்லூரியில் மேலாண்மை துறை சார்பில் நடைபெற்ற கருத்தரங்கில் சிறப்பு படைப்புகளை சமர்ப்பித்த மாணவர்களுக்கு கல்லூரி இயக்குனர் வெங்கடேஷ்ராஜா பரிசு வழங்கினார். அருகில் யுசிஏஎல் பிபிள் சிஸ்டம் மனிதவள மேம்பாட்டு அறையின் ரமேஷ் சீனிவாசன், கல்லூரி முதல்வர் பிகே.நாகராஜன் உள்ளனர்.

**MEDIA COVERAGE AT BUSINESS STANDARD NEWSPAPER- CAMPUS TALK & TAMIL MURASU**



புத்தமல்லி எஸ்.ஏ. பொறியியல் கல்லூரியில், கல்லூரி இயக்குனர் வெங்கடேஷ்ராஜா தலைமையில் நடந்த உலக மகளிர் தினவிழாவில், சிஸ்டெக் சொல்யூஷன்ஸ் மனிதவள மேலாளர் ஸ்ரீதேவி முப்பலா 'சக்தி-18' என்ற இ-பத்திரிகையை வெளியிட்டார். அருகில், உணவு வங்கி நிறுவனர் ஸ்ரீநேகா மோகன் தாஸ், முதல்வர் நாகராஜன், பேராசிரியை விஜி ராஜேஷ் உள்ளனர்.

முரசு Fri, 16 March 2018  
tm.dinakaran.com/c/27080181

**CAMPUS TALK** BS PROMOTIONS

**REC: Panel discussion on Impact of GST and Demonetisation on Indian Economy**

In addition to technical sessions, the international conference had an interesting panel discussion on "Impact of GST & Demonetization on the Indian economy". The speakers were Mr. S. Sundar Ramon - Chartered Accountant, Lokeshwaran S- Young Entrepreneur & founder, Receptacle Enterprises Private Limited, and Mr. S. Gaurishan, Academician REC. The discussion was moderated by M. Sathya Kumar, Chartered accountant and Founder & CEO, Tycoon + Advisors.

**S.A. Engineering College: Inauguration of NIPM- Students Chapter**

The Department of Management Science, S.A. Engineering College inaugurated the NIPM- Students Chapter. Dr. Viji Rajesh, HOD welcomed the gathering. Dr. P.K. Nagarajan, Principal offered felicitations. The guests for the inauguration were Mr. Rajagan - Chairman NIPM Madras Chapter, Mr. NH-Raja - Secretary NIPM, Mr. Ramesh srinivasan - Head HR, UCAL systems, Mr. Sathish Kumar - Convener Students Chapter, NIPM Madras Chapter, Mr.N.C.Balachandran, Mr. G.D.Sharma and Mr. Bharu Kumar- Executive Committee Members of NIPM Madras Chapter.

**EVENTIA '18- Management Conclave at S.A. Engineering College**

The Department of Management Science, S.A. Engineering College had organized "Eventia- Management Conclave" and the inauguration was held in the presence of the Thiru. D.Dhasarathan, Secretary, Thiru.P.Venkatesh Raja, Director and Chief Guest, Ramesh Srinivasan, Head-HR, UCAL Fuel System. Dr.Viji Rajesh, Head of MBA Department welcomed the gathering. Dr.P.K.Nagarajan, Principal, delivered the felicitation address and Dr.L.Vijay, Controller of examination introduced the guest to the gathering. Four events - Chair, Mad-Ad, Stock war and Business plan with students participating from various colleges was organised.

- R Aksha

எஸ்.ஏ. பொறியியல் கல்லூரி

**மேலாண்மை துறை கருத்தரங்கம்**

திருவள்ளூர், மார்ச் 24: புத்தமல்லி எஸ்.ஏ. பொறியியல் கல்லூரியில் மேலாண்மை துறை சார்பில் ஒருநாள் கருத்தரங்கம் நேற்று நடைபெற்றது.

கருத்தரங்கிற்கு கல்வாசி செயலாளர் யு.தசரதன் தலைமை வழித்தார். கல்லூரி முதல்வர் பிகே.நாகராஜன் முன்னிலை வழித்தார். பேராசிரியர் விஜி ராஜேஷ் வரவேற்றார். கல்லூரி இயக்குனர் வெங்கடேஷ்ராஜா தலைமை உரை ஆற்றினார்.

சிறப்பு அழைப்பாளராக சென்னை மேலாண்மை கழக பணி தியானர் ஏஸ்.சரவணன் கலந்துகொண்டு மாணவர்களிடம் பேசுகையில், திட்டத்தை மேம்படுத்துவதும், வணிக உறவுகளை விரிவுபடுத்துவதும் வணிக நெறிமுறைகளின் கருப்பிடித்தக்கது. பெரு திறவன் ஆறில் சவாலாக இருப்பது இலக்கு அமைத்தல். தோல், மேலாண்மை, வணிக பண்பாடு, தொடர்பு திறவுகூட்டங்களில் கலந்துகொள்வது, முடிவுகளை எடுப்பது போன்றவை உள்ளன.





