



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 II – AUGUST - NOVEMBER 2018

ABOUT THE DEVELOPMENT

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. VIJI RAJESH

PROFESSOR & HEAD

Mrs.DE.VIJAYA DEEPIKA

ASSISTANT PROFESSOR

**GRAND SLAM- CELEBRATING
SUCCESS!!**

The Department of Management Science produced 9 Anna University Rank Holders from the Batch 2016-18.



TESSY ANN VARGHESE
RANK – 9



APASARA DEVI. B
RANK - 11



PADMAJA .N
RANK – 13



GOKULAVANI. V
RANK – 13



PRIYANKA. A
RANK – 22



REESHMA. C.V
RANK – 27



ALAKIYA. S
RANK – 32



CLINDA .J
RANK - 33



LIBIN MATHEW
RANK - 50

**INAUGURATION
OF MBA BATCH 2018-2020!!**

The Department of Management Science conducted the Inauguration for the MBA fresher's on 23.8.2017. Chief Guest Mrs. Amudha Harisekar, Head – HR, Go Frugal Technologies Pvt. Ltd., Chennai, delivered an informational speech in which she educated the students on experiencing happiness at workplace with focus on corporate culture and its dynamic role in market to satisfy the demand of the nation.



THE WELCOME WEEK FOR FRESHERS-ORIENTATION!!

Orientation programme was organized in S.A.Engineering College for the first year Management Science students by Department of Management Science for a period of three days from 27th to 29th of Aug 2018.



*The Orientation Programme was a Knowledge sharing sessions handled by **11 Industry Professionals** on various aspects of Management. The programme was initiated by **Gp Capt R. Venkatraman**, General Manager, Madras Management Association, Chennai, followed by various sessions by **Mr. N.C. Balachandran**, Motivational Speaker and Executive Committee Member, NIPM, Chennai, **Ms. Queeni Charles Mallaprabhu**, Director, Seyal Smart Solutions Pvt, Ltd., **Mr. Sundaresan**, Managing Director, Tamil Nadu Technical Training Institute, Chennai, **Mr. Pandian**, Managing Director, KadhirnSudhir Automation Pvt. Ltd., Chennai. **Mr. Siva Kumar**, Chief Consultant, Capital Market Services, Chennai, **Mr. Krishnan Ravishankar**, Principal Architect, **Mr. Ramesh Srinivasan**, Architect - Behavior And*

*Performance Optimization, Aim & Succeed, **Mr. S. SaravanaIyappan**, AP Vehicle Programmer, Ford Motor Pvt. Ltd., Chennai, **Mr. Sashikanth Jayaraman**, Director- HR, DISYS India (P) Ltd., Chennai and **Mr. Jelani Mohammed**, Senior Manager-HR, Industrial Consultancy & Sponsored Research, IIT-M, Chennai.*

WORKSHOPS & GUEST LECTURES ORGANISED BY THE DEPARTMENT

*The Department of Management Science organized a Workshop on 16th July 2018 on the Topic “Marketing Current Scenario”. Chief Guests **Mr. V. Bala Subramani**, Manager-Business Development, Datalogics India Private Limited, Chennai, and **Mr. V. Krishna Kumar**, Manager- Corporate Sales, Datalogics India Private Limited, Chennai, delivered inspiring speech to all the final year Management Science Student on The future development of business firm in the background of these environmental factors largely depends on the importance and seriousness attached to the marketing functions.*



*The Department of Management Science organized a Workshop on 20th November 2018 on the Topic” Resume Building”. **Mr. S. Saravanan** , Corporate Trainer, Madras Management Association, Chennai, delivered inspiring speech and explained the Basics of Resume building to all the first year Management Science Students.*



The Department of Management Science organized a Guest Lecture on 24th September 2018 on the Topic” Basic of GST”. Chief Guest Ms. S. Pushpalatha, Business Unit Head, Powertech Innovation Pvt. Ltd., Chennai, delivered inspiring speech and explained the Basics of GST to all the second year Management Science Students.



The Department of Management Science organized an Alumni Guest Lecture on 3rd October 2018 on the Topic” Campus to Corporate” by Mr. Manikandan, Senior Finance Executive, Congruent Solutions Pvt. Ltd., Chennai, for second year Management Science Students.. He explained that technical skills, personal skills, soft skills, strategic skills form the road to success to any professional. He further added that Employability requires three

key ingredients of competency -- knowledge, skills and attitude to be successful in Corporate.



The Department of Management Science organized a Guest Lecture on 29th October 2018 on the Topic “Motivational Talk for Future Managers” by Mr. Jayaprakash Gandhi, Career Consultant and Analyst, Chennai to all the first year Management Science Students. In his speech, he said that motivating and engaging managers begins with understanding and addressing the wide range of motives influencing them.



The Department of Management Science organized a Guest Lecture on 31st October 2018 on the Topic “Motivational Talk for Future Managers” by Mr. Rajendran Damodharan, Regional Manager- Sales, CME (AVP), Tech Mahindra, Chennai to all the first

year Management Science Students. He highlighted that the Manager's challenge is to figure out the factors that require to accomplish work goals.



The Department of Management Science organized **MMA STUDENT CHAPTER INAUGURATION (2018-19)** on 24th October 2018 for first year Management Science students. The Chief guests for the session were **Mr. R. Athesh Ravi, Founder & Principal Consultant, Arrow Point Market Research and Insights Solutions, & Member of Managing Committee - Madras Management Association, Chennai,** and **Mr. Sriram Saravanan, Digital Marketing Strategist, Madras Management Association, Chennai.** Mr. Sriram Saravanan delivered the inaugural address. **Mr. R. Athesh Ravi** gave inputs on the importance and advantages of marketing as a career option for the students.



The Finance club of Department of Management Science, S.A. Engineering College conducted a guest lecture for second year MBA students on the topic “**Career in Finance- Equip yourself with right skills**” on 10th August 2018 . The speaker of the lecture was **Mr. Deepak Kumar, Chartered Accountant.** He outlined the importance of being flexible and adoptive in the working environment. He also shared his real time experience and ideas motivated the final-year students to have an idea for their career in finance field.



MEMORANDUM OF UNDERSTANDING

The Department of Management Science, signed a Memorandum of Understanding (MoU) with **FINMARK Trainers India Pvt. Ltd.** On 18th July 2018 signed by **Mr. P. Venkatesh Raja, Director,** in the presence **Mr. K. Naresh, Consultant, FINMARK Trainers India Pvt. Ltd.,** The Department of Management Science will provide Certificate programs for MBA Finance students in association with FINMARK as their knowledge and training partner.



**PRACTICAL LEARNING IN REAL TIME-
VALUE ADDITION TO MBA STUDENTS!**

The Department of Management Science organized a Knowledge sharing session on the Topic “No Path Game- Success Story Of An Entrepreneur” on 26th July 2018. Chief Guest Mr. Pandian (Entrepreneur) Kadir Sudir Automation, Chennai delivered inspiring speech to all the second year Management Science Students. He motivated the students to become an entrepreneur, and he also insisted the opportunities and guidance available in today’s environment to become an entrepreneur.



The Department of Management Science organized a Finance Value added Course on “An Introduction to Capital Market-Fundamental and Technical Analysis” on 26th

and 27th July 2018 to all the second year Management Science Students. Mr. Glenn Roger Carr, Co- Founder & Director, Finmark Trainers India Pvt. Ltd., Chennai, delivered inspiring speech and on Introduction to Capital Market and Investor’s decision making with fundamental analysis and technical analysis.



The Department of Management Science organized a Finance Value added Course on 14th and 15th September 2018 on the topic “NISM- Mutual Fund Distributors Module ” to all the second year Management Science Students. Mr. Glenn Roger Carr, Co- Founder & Director, Finmark Trainers India Pvt. Ltd., Chennai, delivered inspiring speech and offered training. He gave an introduction to Mutual Funds along with the types and various risks associated with mutual funds.



The Department of Management Science organized a HR Value added Course from 14th and 17th September 2018 on the topic “**HR Practices**” to all the second year Management Science Students. Chief Guests were **Mr. Mohammed Nasser Kamal, Strategy Consultant**, **Mr. Daniel Dawson, Senior HR Consultant**, **Ms. Banu, Management Consultant** and **Mr. Nandakumar Manavalan, Vice President from Ma Foi Strategic Consultants Pvt Ltd, Chennai**. In the three days course they added more information on HR practices to the students. They also explained the various activities performed by human resources teams which directly correlate with HR practices which were a great value addition for HR students.



The Department of Management Science organized a Value Added Seminar on the Topic “**Career Based SWOT Analysis**” on 10th November 2018 by **Dr. R. Venkat, Mentor-Study’s Professional Foundations Trust, Chennai**. He guided the students to construct their own SWOT analysis to set a course for career planning and examine current situation. All students were individually counselled by the expert team which would help students’ growth and development.



ROTARACT CLUB ACTIVITIES

World Food Day Celebration together with Food Bank – Chennai

The Department of Management Science, along with Rotaract Club of S.A.Engineering College organized the World Food Day Celebration and Awareness Campaign & Rally in association with Food Bank – Chennai on 16th October 2018. **Mrs. Sneha Mohandoss, Founder of Food Bank – Chennai** addressed the gathering by sharing her experience in starting the NGO and insisted the importance of creating awareness among the youngsters and to educate the people to know the value of the food.



INDUSTRIAL VISITS

The first year students of Department of Management Science went for an Industrial Visit on 1st and 2nd November 2018 to Coco Cola Beverage Pvt Ltd, Chennai which helped the students to gain practical exposure about the Manufacturing as well as Corporate aspects of real world situation.



The first year students of Department of Management Science went for an Industrial Visit for Barclay's Bank, DLF IT Park, Chennai on 26th October 2018 to have an insight about the banking industry which was a great eye opener for the students.



INSPIRING MINDS - FACULTY PARTICIPATION IN WORKSHOPS/ CONFERENCES

- *Dr. Viji Rajesh, Professor & Head, Mr. V.K.Ajay, Assistant Professor, Mr. V. Srinivasan, Assistant Professor, Ms. Babitha Lucin Rani, Assistant Professor Ms. K.B. Priya, Assistant Professor and Ms. Lishmah Dominic, Assistant Professor attended 2 days MMA All India Student Convention on 25th and 26th September 2018.*



- *Dr. L. Vijay, Professor & COE , Mr. V. Srinivasan, Associate Professor and Mr. Prasanth Kumar, Assistant Professor participated in National Conclave on functional Governance for a New India: Politics of Economics organised by MMA on 12th November 2018 at Hotel Hyatt Regency, Teynampet, Chennai*



- **Dr. Viji Rajesh**, Professor & Head **Mrs. DE. Vijaya Deepika**, Assistant Professor and **Ms. P. Shalini**, Assistant Professor participated in MMA - CIMA Seminar – “Future of Finance” on 13th November 2018 at MMA Management Centre, Chennai.



- **Dr. Viji Rajesh**, Professor & Head attended NIPM Endowment Lecture on “Leading without position” at Hotel Savera on 13th November 2018.



- **Dr. L. Vijay**, Professor & COE attended the CII CONNECT on 9th October 2018.
- **Dr. L. Vijay**, Professor & COE Organized women entrepreneurs awareness program at SAEC on 27.09.2018
- **Dr. L. Vijay**, Professor & COE Lectured on talent acquisition at HR summit at DG Vaishnav on 12.10.2018
- **Dr. L. Vijay**, Professor & COE was invited for mock audit autonomous mock visit@ new college Chennai on 22.10.2018
- **Dr. L. Vijay**, Professor & COE was the Valedictory guest for international conference 5th international conference at SRM university on 10-10-2018



- **Dr. L. Vijay**, Professor & COE was invited as a valedictory guest for DST sponsored EDP on 13th August 2018.
- **Dr. L. Vijay**, Professor & COE handled session for Women entrepreneurship network on 14th August 2018.
- **Dr. L. Vijay**, Professor & COE handled project discussion for Techno Organic Farming on 03rd September 2018.
- **Dr. L. Vijay**, Professor & COE was invited for Inauguration at Sri Chaitanya Techno School Maths and science club on 15th September 2018.

- *Mr. V. Srinivasan, Associate Professor . Ms. P. Sudha, Assistant Professor and Mr. A. Saravanan, Assistant Professor attended program on “Employee Involvement and Retention” organized by NIQR at Hotel Radha Regent on 16th November 2018.*



INSPIRING MINDS – FACULTY ACCOMPLISHMENTS

- *Dr. Viji Rajesh, Professor & Head handled ISTE AWARENESS PROGRAMME on” IMPORTANCE OF PROFESSIONAL SOCIETY” for first year engineering students at S.A. Engineering College on 30th October 2018.*



- *Mr. V.K.Ajay, Assistant Professor and Ms. P. Sudha, Assistant Professor attended Faculty Development program on Moocs- Digital Learning at IIM- Bangalore on 11th August 2018.*



- *Dr. L. Vijay, Professor & COE was awarded “BEST MOTIVATOR ”award on IDEA 2018 AWARDS powered by Dr. APJ Abdul Kalam Students Federation of India on 15th October 2018.*



- *Ms. Babitha Lucin Rani, Assistant Professor attended AICTE sponsored Faculty Development Program for student Induction Program at SRM Eswari Engineering College on 15th to 17th November 2018.*



- **Ms. B. Jayachitra**, Associate Professor handled BYST mentoring session at CII-BYST on 7th August 2018
- **Ms. B. Jayachitra**, Associate Professor was invited as Mentor for CII-BYST and as Resource person at MSME on varied dates in 2018
- **Ms. P. Sudha**, Assistant Professor was invited as Resource Person For Guest Lecture On “ Career Development and Grooming “ at CSI College Of Engineering, Ooty On 12th October 2018

YOUNG MANAGERS.....STUDENT PARTICIPATIONS!! STUDENTS PARTICIPATION IN WORKSHOPS

- The following final year Management Science students participated at NIPM Chapter level competition held at Loyola College on 27th July 2018:
 1. **Rajalakshmi. R**
 2. **Priya. K**
 3. **Preethi. R**
 4. **Rubika. G**
- **Mr. Pratap Sign**, first year Management Science student participated at Inter Collegiate oratorical contest – 2018 held at YMCA Royapethah on 15th September 2018.

- The following final year Management Science students participated at Paper presentation – in MMA All India Management Student’s Convention 2018 held at MMA Management Centre on 19th September 2018.

1. **Janani N**
2. **Akshaya R**
3. **Naveen S**
4. **Suvedha B**

- The following final year Management Science students participated in MMA-KAS talk on Keys to Wealth – Wealth Management for Businesses & Entrepreneurs held at MMA, Chennai on 4th September 2018:

1. **Parameswari K**
2. **Sneha P**

- The following final year Management Science students participated in MMA – Campus Board Room Challenge at Hotel Radisson Blu on 9th September 2018:

1. **Dhivya M**
2. **Janani P**
3. **Saraswathi S**
4. **Fenogin Saju F**
5. **Manikandan V**
6. **Jeslin Sugirtha**
7. **Nandhinee V**
8. **Saranya P**
9. **Thirumal S**
10. **Perumal B**



- The following first year Management Science student participated in MMA - CIMA Seminar – “Future of Finance” on 13th November 2018 at MMA Management Centre, Chennai.

1. Abirami R
2. Jeevitha V
3. Deepika subedi
4. Somesh Kumar Sharma
5. Shabana A
6. Ravichandra Aravindh
7. Praveen Kumar P

- The following first year Management Science student participated in NIPM Endowment Lecture on “Leading without position” at Hotel Savera on 13th November 2018.

1. Dinesh Kumar. B
2. Manoj Kumar. P
3. Mohammed Jubaer Ahmed
4. Dharun Sundar. G
5. Udaya Kumar
6. Vishal. S
7. Vishaal. P
8. Satish. M

- All final year Management Science students attended 2 days MMA All India Student Convention on 25th and 26th September 2018.

SPORTS ACHIEVEMENTS!!

VIGNESH. G and VISHAAL. P , first year students of Department of Management Science participated and won 3rd place in Anna University Hockey Zonals.



VIGNESH. G and VISHAAL.P participated various Hockey Tournaments at various levels and won prizes at state and national levels.



**STUDENTS PLACEMENT AND
INTERSHIPS (BATCH 2017-19)!!**

The final year students of Department of Management Science with Marketing specialization attended an Off campus placement drive for “**GROVALUE**” on 5th September 2018. The following students got selected Ms. S.Pooja, Ms. B.Pooja, Ms. Hemamalini, Mr.Imithaz.K



Miss. POOJA. S



Miss. POOJA. B



Miss. HEMAMALINI



Mr. IMITHAZ. K

All final and first year students of Department of Management Science took up **Wheebox Employability Skill Test (WEST)** on 11th & 12th September 2018.



**MEDIA COVERAGE OF EVENTS!!
BUSINESS STANDARD NEWSPAPER**



TAMIL MURASU NEWSPAPER

