



S.A. ENGINEERING COLLEGE

Accredited by NBA, NAAC with 'A' Grade & ISO 9001:2015 Certified Institution
Poonamallee –Avadi Road, Chennai – 600 077

DEPARTMENT OF MBA

SCINTILLATORS ISSUE II – JAN - JUN 2019

ABOUT THE DEPARTMENT

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. 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

Mrs.DE.VIJAYA DEEPIKA

ASSISTANT 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

PROGRAMME 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.*

DEPARTMENT OF MBA HAS CONDUCTED A GUEST LECTURE IN “IMPORTANCE OF MARKET RESEARCH IN SALES AND SERVICES” ON 29/01/2019. MR PASUPATHY, CORPORATE TRAINER, MMA ADDRESSED ALL THE SECOND YEAR STUDENTS.



“EVENTIA” WAS CONDUCTED ON 19TH FEBRUARY 2019 . CHIEF GUEST MS.MINA MAKAM, LIFE SKILL & CORPORATE TRAINER MMA,ADDRESSED TO ALL THE SECONDYEAR MBA STUDENTS.



VALUE ADDED COURSE ON THE TOPIC “AN ORIENTATION IN HUMAN RESOURCE MANAGEMENT” WAS CONDUCTED ON 01.04.2019. MR.J.VIJAY KUMAR, AVP – HR, PFIZER, DELIVERED INSPIRING SESSION TO ALL THE FINAL YEAR STUDENTS OF THE DEPARTMENT OF MBA.



GUEST LECTURE IN IMPORTANCE OF MARKET RESEARCH IN SALES AND SERVICES ON 29/01/2019. MR.PASUPATHY,CORPORATE TRAINER, MMA, ADDRESSED ALL THE FINAL YEAR STUDENTS OF MBA DEPARTMENT



WORKSHOP IN ANALYTICS & BUSINESS PERFORMANCE METRICS WAS CONDUCTED ON 31/01/2019. MR. RANA ROY, REGIONAL BUSINESS HEAD, GAIN INSIGHTS SOLUTIONS PVT. LTD. ADDRESSED ALL THE FINAL YEAR STUDENTS OF MBA DEPARTMENT.



GUEST LECTURE ON “INTRODUCTION TO FINANCIAL MARKET” WAS CONDUCTED ON 04/02/2019. MR.K.S.KISHORE KUMAR,CEO,TRADE ACHIEVERS TRAINING ACADEMY, ADDRESSED AN INSPIRATIONAL SESSION TO FIRST YEAR STUDENTS.



INTERNATIONAL CONFERENCE WAS CONDUCTED BY DEPARTMENT OF MBA.Mr.SURESH RADHAKRISHNAN, CRO, MR.C.ASWIN, FOUNDER, JUCO, INITIATED THE CONFERENCE FOR ENTREPRENEURIAL ACTIVITIES ON 25/02/2019 FOR SECOND YEAR STUDENTS.



GUEST LECTURE ON “LEADERSHIP ESSENTIALS FOR SUCCESSFUL CAREER” WAS CONDUCTED ON 12/03/2019. MR.SURESH VIJENDRAN,CORPORATE TRAINER, MMA GAVE AN INSPIRING ADDRESS TO ALL SECOND YEAR STUDENTS



