



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 – JULY - DECEMBER 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.*

THE WELCOME FOR FRESHERS- MBA BATCH 2019-2021!!

THE DEPARTMENT OF MBA CONDUCTED THE INDUCTION FOR THE MBA FRESHER'S ON 4TH SEPTEMBER 2019. CHIEF GUEST DR. R. GAYATHRI ASSISTANT MANAGER- TALENT MANAGEMENT, KONE PVT. LTD., CHENNAI, DELIVERED AN INFORMATIONAL SPEECH IN WHICH SHE EDUCATED THE STUDENTS ON EXPERIENCING HAPPINESS AT WORKPLACE WITH FOCUS ON CORPORATE CULTURE.



WORKSHOPS & GUEST LECTURES ORGANISED BY THE DEPARTMENT

WORKSHOP ON 17TH JULY 2019 ON THE TOPIC “PRESENTATION SKILLS”. CHIEF GUEST MR. PARTHASARATHY, CORPORATE TRAINER, MADRAS MANAGEMENT ASSOCIATION, CHENNAI TO ALL THE SECOND YEAR MBA STUDENTS.



WORKSHOP ON 10TH SEPTEMBER 2019 ON THE TOPIC “GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT”. CHIEF GUEST MR. ANIL KUMAR, CORPORATE TRAINER, MADRAS MANAGEMENT ASSOCIATION, CHENNAI TO ALL THE SECOND YEAR MBA STUDENTS.



GUEST LECTURE ON THE TOPIC “HOW TO ACE AN INTERVIEW” ON 29.8.2019. MR. RAMESH SRINIVASAN, CORPORATE TRAINER, MADRAS MANAGEMENT ASSOCIATION, CHENNAI, DELIVERED INSPIRING SPEECH TO ALL THE FINAL YEAR STUDENTS OF THE DEPARTMENT OF MBA.



GUEST LECTURE ON "CUSTOMER FOCUSED SELLING" FOR FIRST AND SECOND YEAR MBA STUDENTS ON 21.8.2019. THE CHIEF GUEST WAS MR. SATHAPPAN, CORPORATE TRAINER , MMA & CEO, JOY AT WIN TRAINING & CONSULTING, CHENNAI.



GUEST LECTURE ON BLOCK CHAIN TECHNOLOGY AND CRYPTO CURRENCY FOR FIRST YEAR MBA STUDENTS BY Mr. GLENN ROGER CARR, DIRECTOR, FINMARK TRAINERS INDIA LTD., CHENNAI.





THE DEPARTMENT OF MBA ORGANIZED A VALUE ADDED COURSE ON 2ND OCTOBER 2019 ON THE TOPIC “CERTIFICATION ON ADVANCED EXCEL AND MACROS ” TO ALL THE SECOND YEAR MBA STUDENTS. MR. DEEPAK, TRAINER, MS OFFICE, MMA, CHENNAI DELIVERED INSPIRING SPEECH AND OFFERED TRAINING.



THE DEPARTMENT OF MBA ORGANIZED A FINANCE VALUE ADDED COURSE ON 3RD & 4TH SEPTEMBER 2019 ON THE TOPIC “MUTUAL FUND DISTRIBUTORS MODULE ” TO ALL THE SECOND YEAR MBA STUDENTS. MR. GLENN ROGER CARR, CO- FOUNDER & DIRECTOR, FINMARK TRAINERS INDIA PVT. LTD., CHENNAI, DELIVERED INSPIRING SPEECH AND OFFERED TRAINING.



THE DEPARTMENT OF MBA ORGANIZED A HR VALUE ADDED COURSE FROM 23RD AND 24TH SEPTEMBER 2019 ON THE TOPIC “HR PRACTICES ” IN ASSOCIATION WITH NIPM TO ALL THE SECOND YEAR MBA STUDENTS.



INDUSTRIAL VISITS

THE SECOND YEAR STUDENTS OF DEPARTMENT OF MBA WENT FOR AN INDUSTRIAL VISIT ON 22ND AUGUST 2019 TO PRABHAS AUTO PRODUCTS PVT LTD, CHENNAI.



THE FIRST YEAR STUDENTS OF DEPARTMENT OF MBA WENT FOR AN INDUSTRIAL VISIT ON 11TH & 12TH NOVEMBER 2019 TO HATSUN AGRO PRODUCTS PVT LTD, KANCHIPURAM.





INSPIRING MINDS – FACULTY ACCOMPLISHMENTS

DR.G.H.KERINAB BEENU RECEIVED SENIOR EDUCATOR AND SCHOLAR AWARD IN 10TH NATIONAL TEACHERS DAY FROM (NFED) NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT ON 5TH SEPTEMBER 2019.



MS. N. DEEPA REKHA SURESH, ASSISTANT PROFESSOR DELIVERED MOTIVATIONAL TALK ON “GOOD TOUCH AND BAD TOUCH” FOR STUDENTS IN VELLAMMAL MATRICULATION SCHOOL, CHENNAI ON 26TH AUGUST 2019.



DR.G. KERINAB BEENU, PROFESSOR & HEAD, DELIVERED MOTIVATIONAL TALK ON “GOOD TOUCH AND BAD TOUCH” FOR SCHOOL STUDENTS IN HOLY ANGELS SCHOOL, CHENNAI ON 26TH JULY 2019



JOURNAL PUBLICATION

- ***Ms.P.SHALINI & MRS DEEPA REKHA SURESH PUBLISHED A PAPER IN INTERNATIONAL JOURNAL ON ANALYTICAL REVIEWS IN THE TITLE “WOMEN EMPOWERMENT THORUGH SELF HELP GROUPS IN THIRUVALLUR DISTRICT “ON JULY 2019.***

CHAPTER PUBLICATION

- ***Dr.G.H.KERINAB BEENU – CHAPTER PUBLICATION IN HOLISTIC RESEARCH PERSPECTIVE IN TITLE “BEAUTY & BRAINS” ON AUGUST 2019.***

BOOK PUBLICATION

- ***MS.P.SHALINI PUBLISHED A BOOK ON “ INTERNATIONAL BUSINESS MANAGEMENT” IN JULY 2019.***
- ***MRS DEEPA REKHA SURESH PUBLISHED A BOOK ON “ STRATEGIC MANAGEMENT” IN JULY 2019.***

PROJECT & CONSULTANCY

- ***CONSULTANCY PROJECTS DONE FOR SUDHARSHANAM HOSPITALS IN MARKET SURVEY ON HOSPITAL DEVELOPMENT.***
- ***THE DEPARTMENT OF MBA RECEIVED 12000/- ON COMPLETION OF CONSULTANCY PROJECT FROM MALAYALA MANORAMA ON STUDY ON SALES AND MARKETING PERCEPTION AMONG THE CUSTOMERS.***



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

MR.V.K.AJAY, MR.V.SRINIVASAN, MS.P.SHALINI & MRS. LISHMAH DOMINIC, ASSISTANT PROFESSORS ALONG WITH ALL 111 FINAL YEAR MBA STUDENTS ATTENDED MMA STUDENT CONVENTION ON DIGITAL TRANSFORMATION-A REALITY AT KAMARAJAR RANGAM ON 30TH SEPT 2019.



FIRST YEAR MBA STUDENTS PARTICIPATED IN MMA- IIT SANGAM AT HOTEL LEELA PALACE HELD ON 14TH SEPTEMBER 2019.



FINAL YEAR MBA STUDENTS PARTICIPATED PARTICIPATED IN MMA- KAS TALK ON “DIGITAL TRANSFORMATION – STORY OF L&T” AT MMA MANAGEMENT CENTRE, CHENNAI ON 24TH SEPTEMBER 2019.



FIRST YEAR MBA STUDENTS PARTICIPATED IN MMA- GRAND FINALE ON “BOARD ROOM CHALLENGE” AT MMA MANAGEMENT CENTRE, CHENNAI ON 14TH OCTOBER 2019.



FINAL YEAR MBA STUDENTS PARTICIPATED IN MMA- KAS TALK ON “EMPOWERING YOUTH THROUGH MIND” AT MMA MANAGEMENT CENTRE, CHENNAI ON 18TH OCTOBER 2019.



STUDENTS PLACEMENT AND INTERNSHIPS (BATCH 2017-19)!!

THE FOLLOWING FIVE FINAL YEAR MBA STUDENTS GOT PLACED THROUGH CAMPUS PLACEMENT AT KOTAK INSURANCE – Ms. SANGEETHA.U, Ms. PAVITHRA M.A, Ms. SUBETA. B, Ms. SAMUNDESWARI.S, Mr. VAKEESH. U



**INSPIRING MINDS - FACULTY PARTICIPATION IN WORKSHOPS/
CONFERENCES**

MS. P. SUDHA AND MS. DE. VIJAYA DEEPIKA, ASSISTANT PROFESSORS ATTENDED IWN SESSION ON FINANCE FOR NON-FINANCE PROFESSIONALS ON 31 JULY 2019 IN ASSOCIATION WITH CII AND MAFOI EDUCATION, CHENNAI.



DR.G.H.KERINAB BEENU, PROFESSOR & HEAD & MRS. DE.VIJAYA DEEPIK, ASSISTANT PROFESSOR ATTENDED ONE DAY BASIC TRAINING PROGRAMME ON HUMAN RIGHTS OF WOMEN ON 3RD SEPTEMBER 2019 AT VIT, CHENNAI.



DR.G.H.KERINAB BEENU, PROFESSOR & HEAD, MR.V.SRINIVASAN, ASSOCIATE PROFESSOR AND AND MS.P.SUDHA, ASSISTANT PROFESSOR PARTICIPATED IN CONCLAVE ON DIGITAL TRANSFORMATION- A REALITY AT MMA MANGEMENT CENTRE ON 2ND NOVEMBER 2019.



Mr. V. SRINIVASAN, ASSOCIATE PROFESSOR & MR. A, SARAVANAN ASSISTANTPROFESSOR ATTENDED MMA AWARD GIVING CEREMONY 2019 AT TAJ CORAMENDAL, CHENNAI ON 21ST NOVEMBER 2019.



MS. DEEPA REKHA SURESH, MS.P.SHALINI & MRS. LISHMAH DOMINIC, ASSISTANT PROFESSORS ATTENDED WORKSHOP ORGANISED BY NIPM - MADRAS CHAPTER AND MMA ON “ BUILDING HIGH PERFORMING TEAMS” ON 22ND NOVEMBER 2019.



MS.N.DEEPA REKHA SURESH & MRS DE.VIJAYA DEEPIKA, ASSISTANT PROFESSORS ATTENDED 3 DAYS FACULTY DEVELOPMENT PROGRAM ON “EMPOWER ENHANCE AND EXCEL” AT JBAS COLLEGE FOR WOMEN ON 29TH OCTOBER 2019-31ST OCTOBER 2019.

