



**S.A. ENGINEERING COLLEGE**  
**(AN AUTONOMOUS INSTITUTION)**  
(Accredited by NBA, NAAC with 'A' Grade & ISO 9001:2015 Certified)  
**Poonamallee –Avadi Road, Chennai – 600 077**

**DEPARTMENT OF MANAGEMENT SCIENCE**

**SCINTILLATORS ISSUE I – JANUARY 2021 – JUNE 2021**

*The Department of Management Studies 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**

**Mr.A.SARAVANAN**

**ASSISTANT PROFESSOR**

## ***VISION***

***To Transform the Department into high quality center imparting world class management education along with value based professional excellence.***

## ***MISSION***

***To impart quality education in creation of an intellectual capital of competent management professionals and focus on nurturing innovation, entrepreneurship, research, ethics and professional expertise.***

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

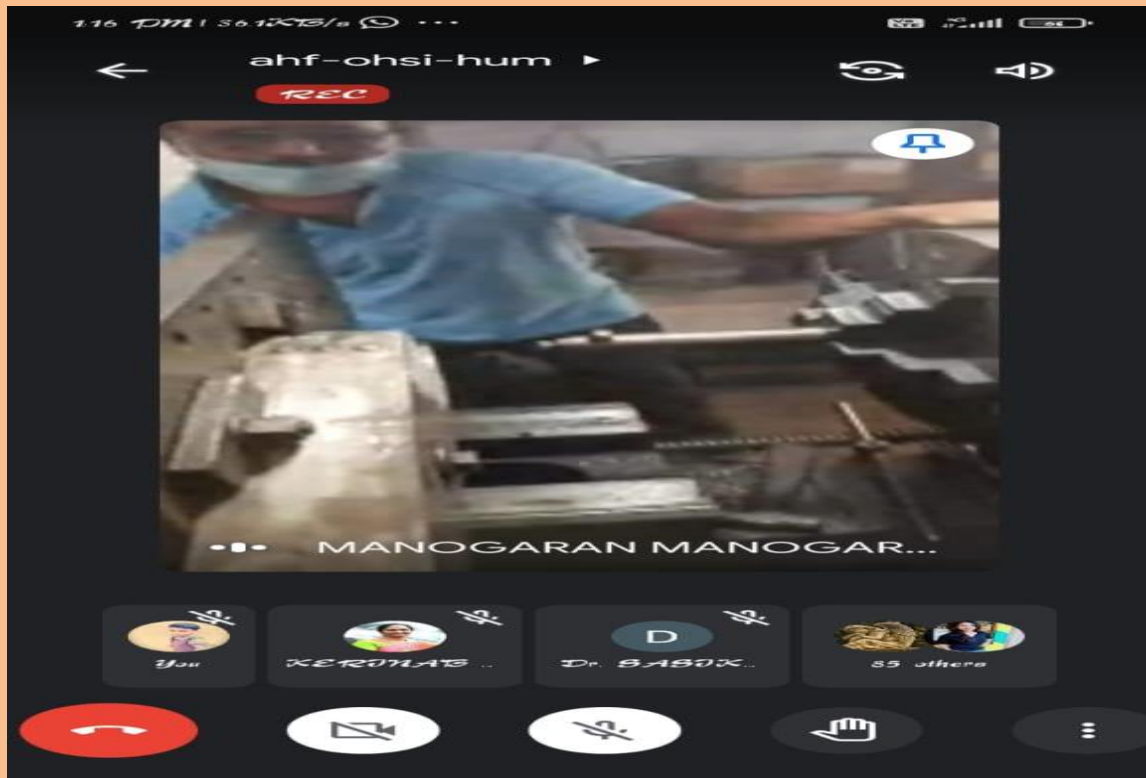
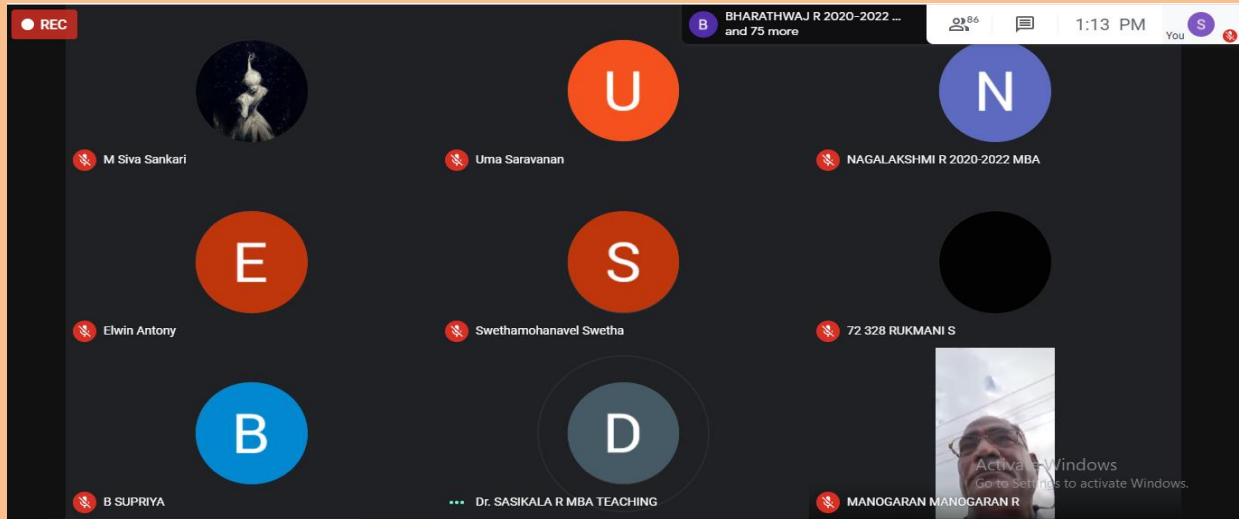
***To develop leaders of competence, conscience, creativity and compassion***

## **PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

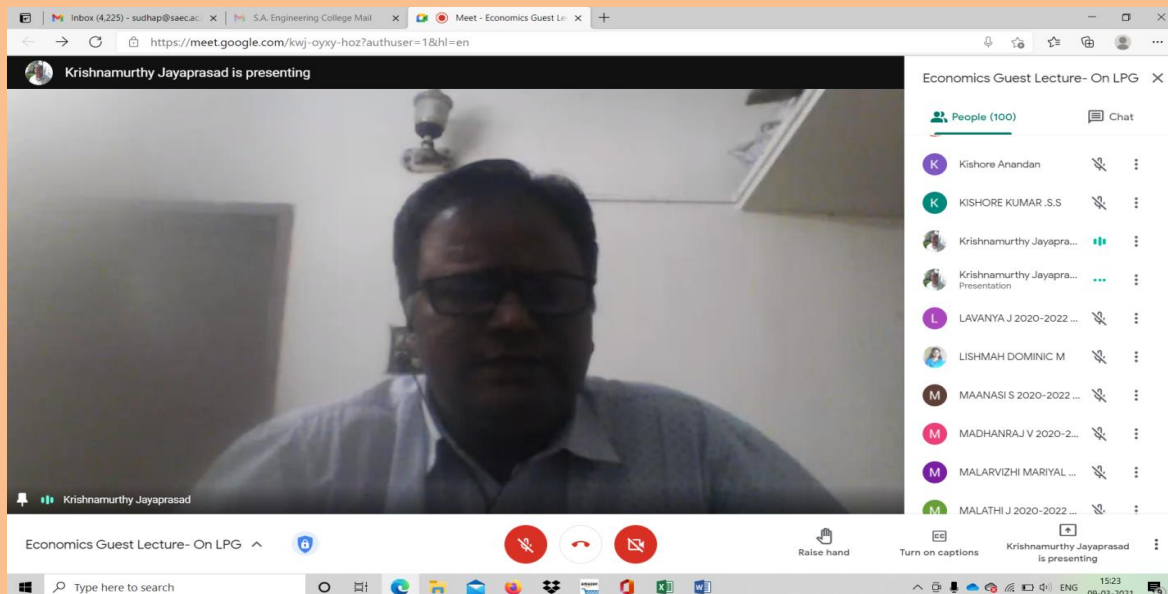
- PEO I: To provide the students with adequate skill, knowledge and confidence to seek positions (as well as growth) in organizations and excels in nurturing the spirit of entrepreneurship.
- PEO II: To inculcate the students with a positive attitude towards work and life there by resulting in personal and professional growth.
- PEO III: To interface with Industry through their professional managers specialized in Marketing, Manufacturing, Finance, Human resources and System thereby inculcating professional expertise in the students in their area of specialization and awareness of business environment.
- PEO IV: To broaden the mind of the students to ensure that their contributions to the society are ethical, value based and environment friendly.

**TO DEVELOP LEADERS OF COMPETENCE, CONSCIENCE AND COMPASSION**  
**INDUSTRIAL VISITS, GUEST LECTURES AND WORKSHOPS ORGANISED DURING**  
**JANUARY TO DECEMBER '2021**

DEPARTMENT OF MBA ORGANIZED VIRTUAL INTERNATIONAL INDUSTRIAL VISIT FOR I YR MBA STUDENTS ON 08TH JANUARY 2021 TO LOYAL SMALL SCALE INDUSTRIES LTD, JINJA UGANDA . IT IS A LEATHER TANNERY & SHOE MANUFACTURING UNIT. Mr. MANOGARAN , FOUNDER OF THE COMPANY ADDRESSED THE STUDENTS.



- **WEBINAR ON “BACK DROP OF 1991 ECONOMIC REFORMS ” ON 10.04.2021. MR.K.JAYAPRASAD, SENIOR ASST. PROFESSOR, GURU NANAK COLLEGE, CHENNAI ADDRESSED ALL THE MBA STUDENTS.**

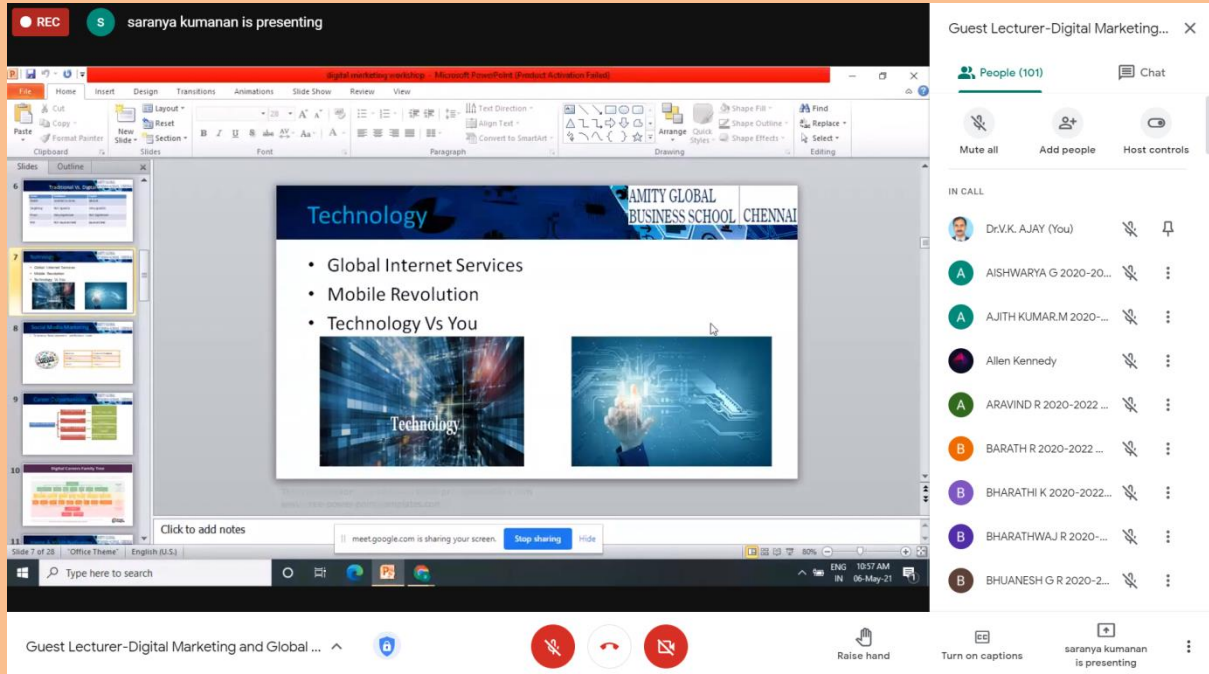
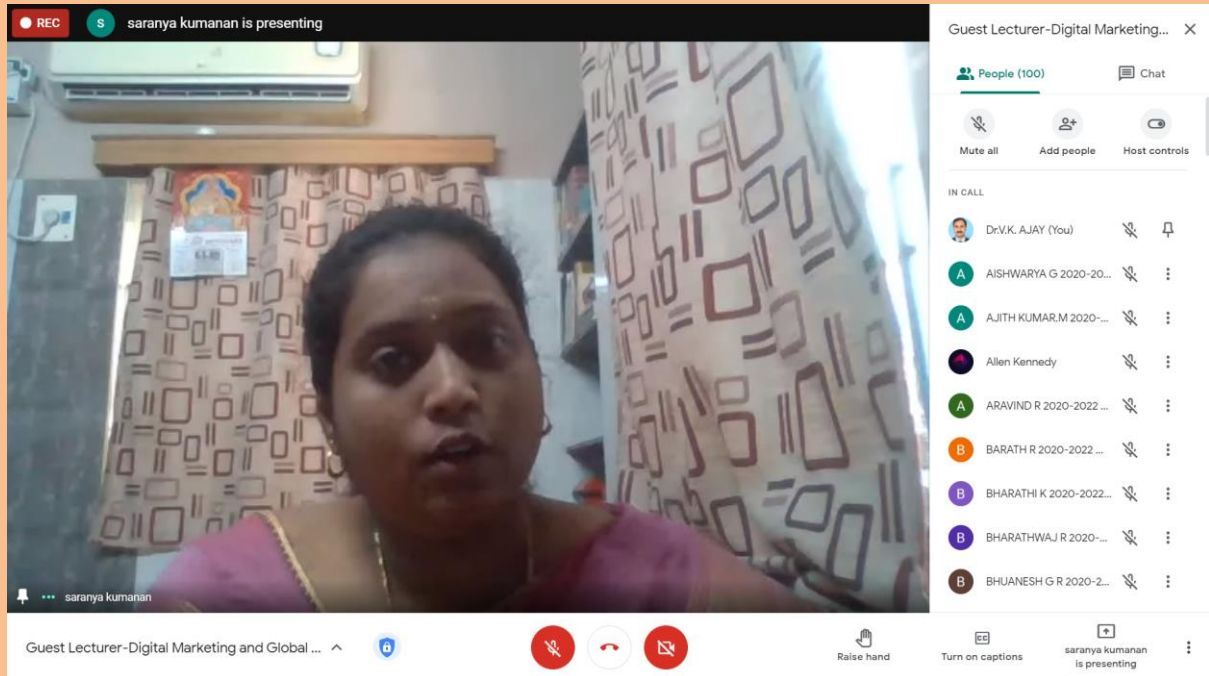


## PROFESSIONAL BODY ACTIVITIES –FACULTY PARTICIPATION

- **DR.G.H KERINAB BEENU, PROF AND HEAD OF THE DEPARTMENT AND M.LISHMAH DOMINIC/ ASSISTANT PROFESSOR PARTICIPATED IN MMA - CONCLAVE – “FREE TRADE POST – PANDAMIC – RATIONALE VS NATIONAL” SCHEDULED AT THE HOTEL LEELA PALACE ON SATURDAY, 17<sup>TH</sup> APRIL,2021 FROM 5.30 P.M TO 8.30 PM. AT MMA MANAGEMENT CENTER**



- **WEBINAR ON 06.05.2021 ON “DIGITAL MARKETING AND GLOBAL CERTIFICATION”. MS.K.SARANYA, PROFESSOR, AMITY GLOBAL BUSINESS SCHOOL, CHENNAI ADDRESSED THE STUDENTS.**





***PLACEMENT TRAINING TO IMPROVE EMPLOYABILITY SKILLS WAS CONDUCTED ON 09.06.2021 -12.06.2021 BY CONNECT TRAINING SOLUTIONSLIMITED. ALL THE FIRST YEAR STUDENTS PARTICIPATED IN IT.***

