



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 – JULY 2021 – DECEMBER 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.

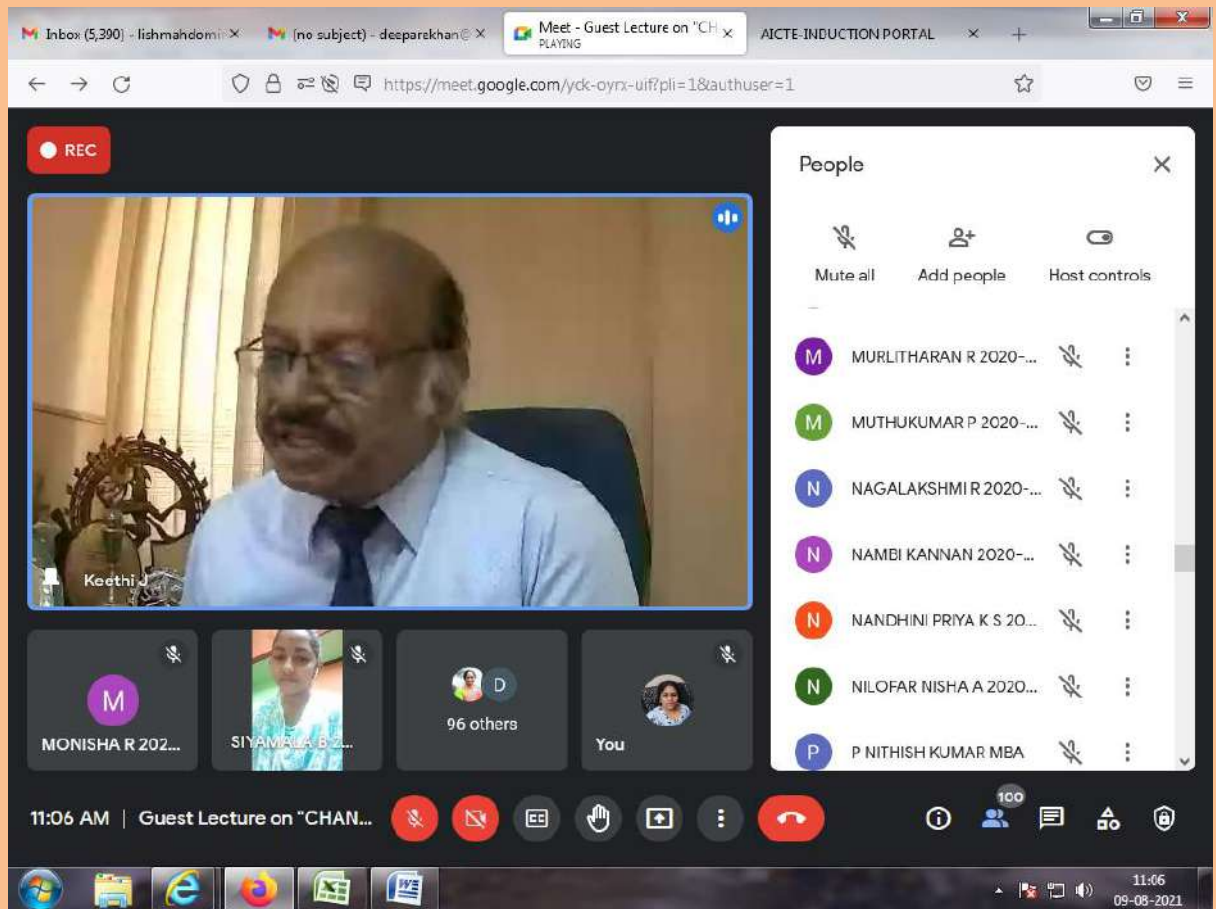
To create an excellent teaching and learning environment for our faculty and students

To develop leaders of competence, conscience, creativity and compassion

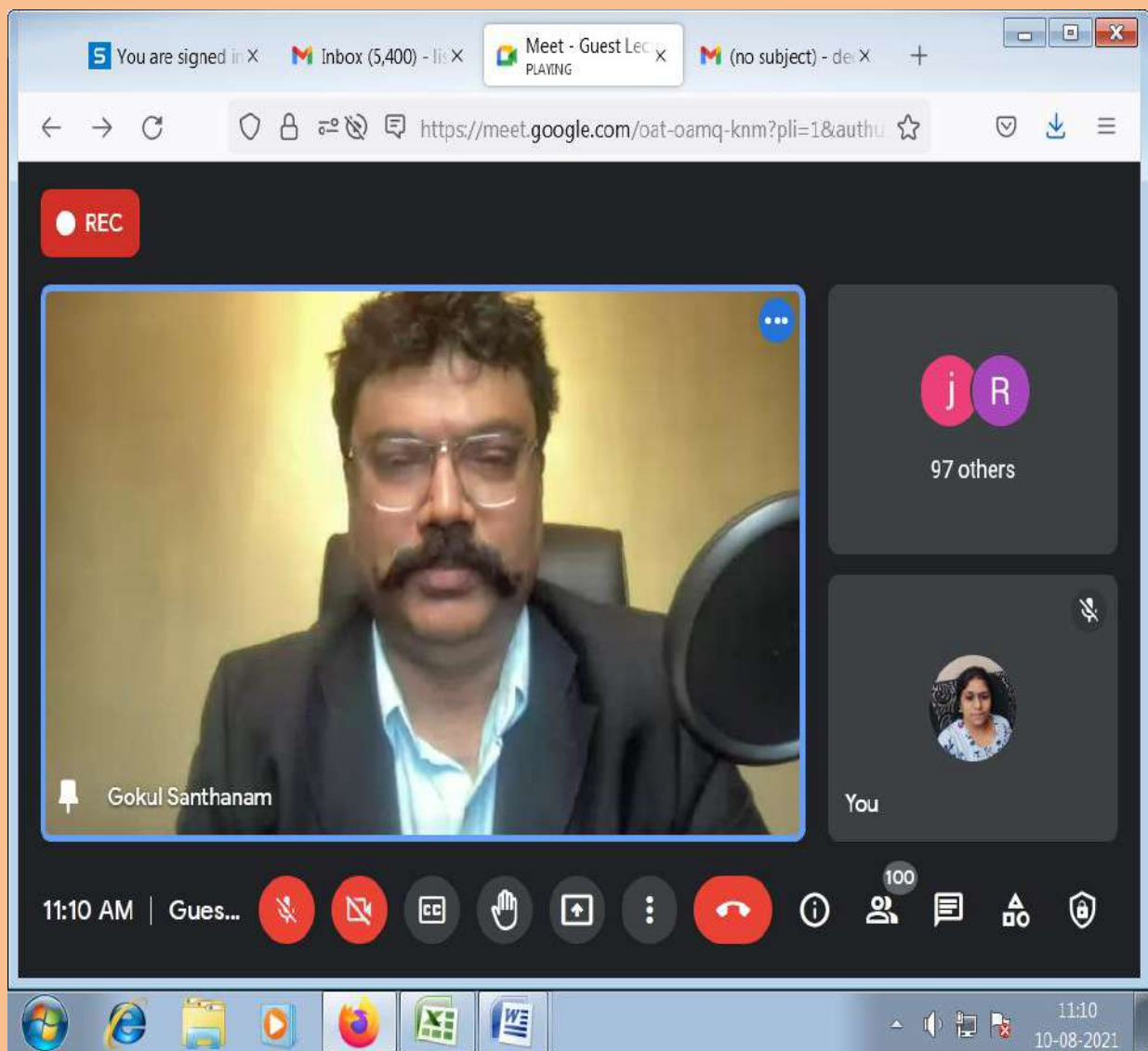
PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- 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.

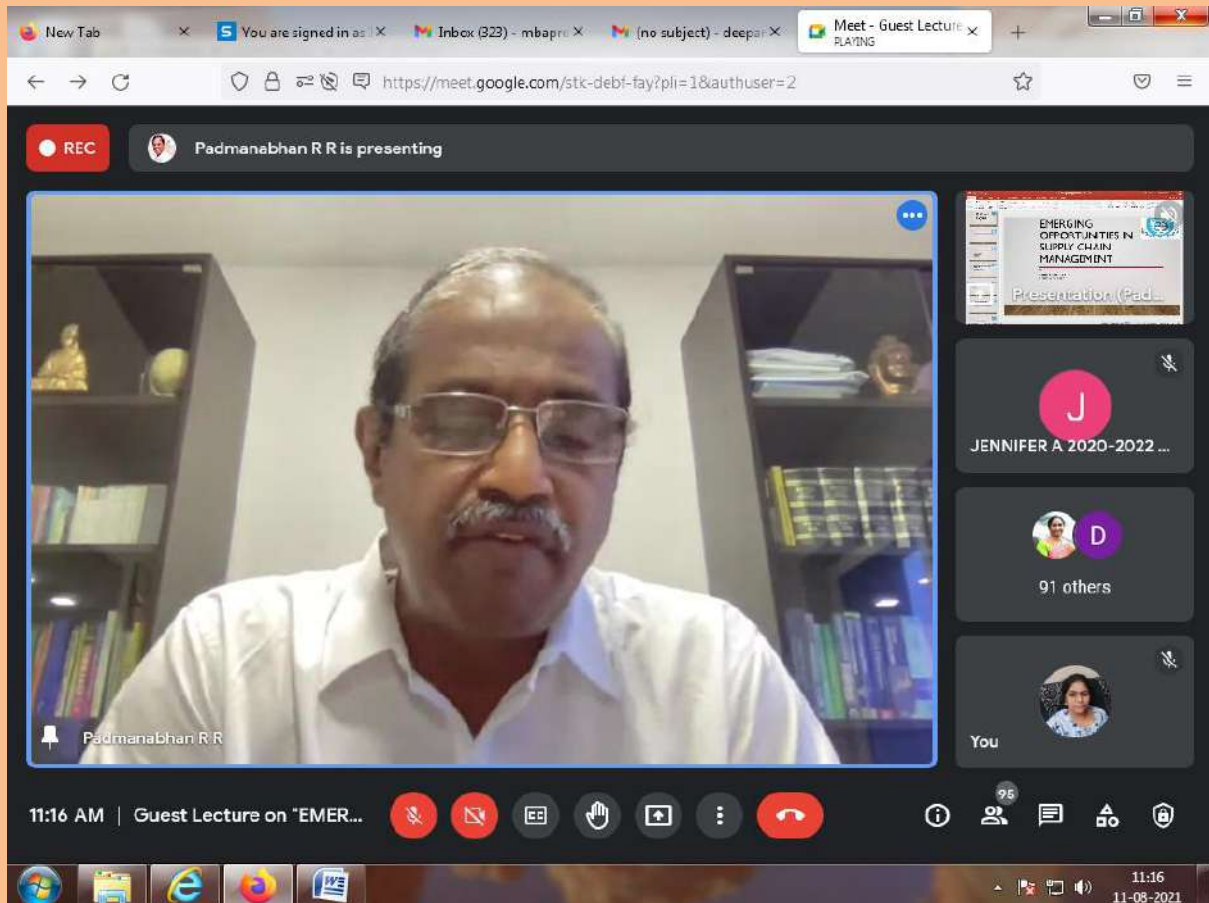
WEBINAR(GUEST LECTURE) ON 09/8/2021 TITLED "VENTURE CAPITAL FUNDING FOR START UPS" FROM 11.00AM TO 12.00 AM FOR II YEAR MBA STUDENTS, RESOURCE PERSON Mr.S.SIVAKUMAR, CEO, CMS, CHENNAI



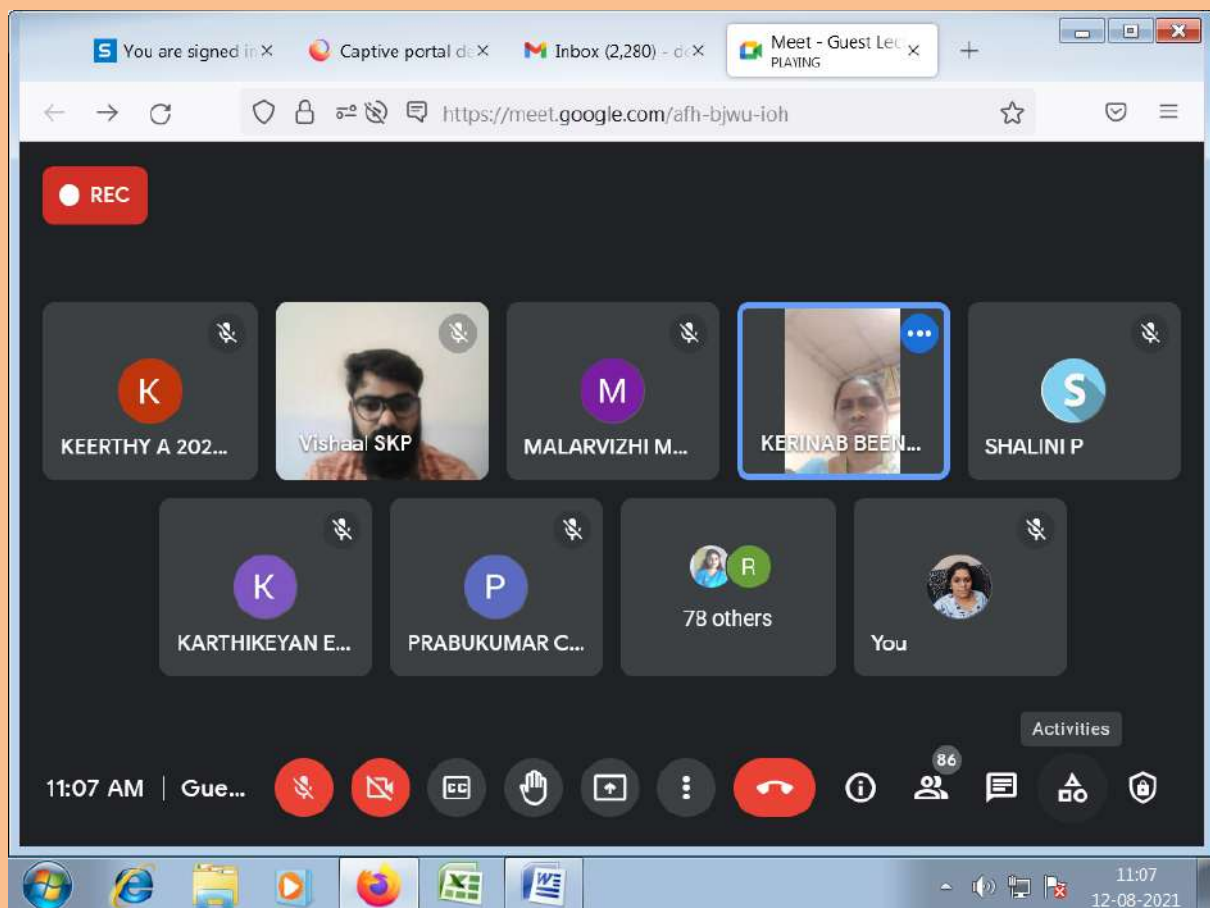
- WEBINAR(GUEST LECTURE) ON 10/8/2021 TITLED "PROFILE BUILDING AND JOB SEEKING FOR INDUSTRY 4.0"" FROM 11.00AM TO 12.00 AM FOR II YEAR MBA STUDENTS, RESOURCE PERSON GOKUL SANTHANAM, HR MANAGER ,ACCENTURE



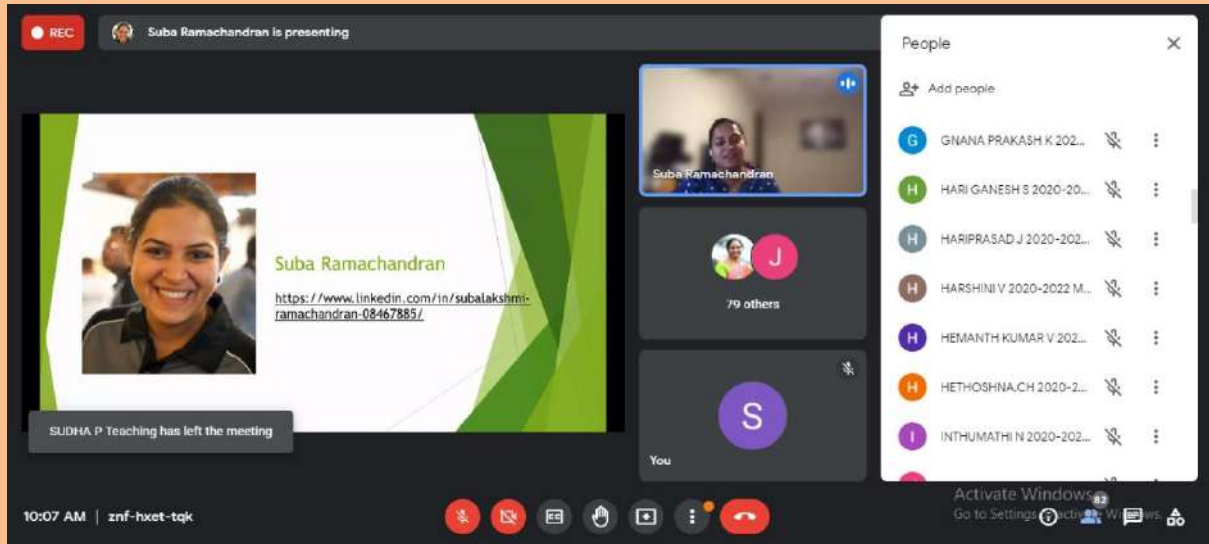
ONLINE GUEST LECTURE ON 11.08.2021 TOPIC “EMERGING BUSINESS OPPORTUNITIES IN LOGISTICS INDUSTRY MR.R.R.PADMANABHAN, CEONDT LOGISTICS ADRESSED ALL THE MANAGEMENT STUDENTS



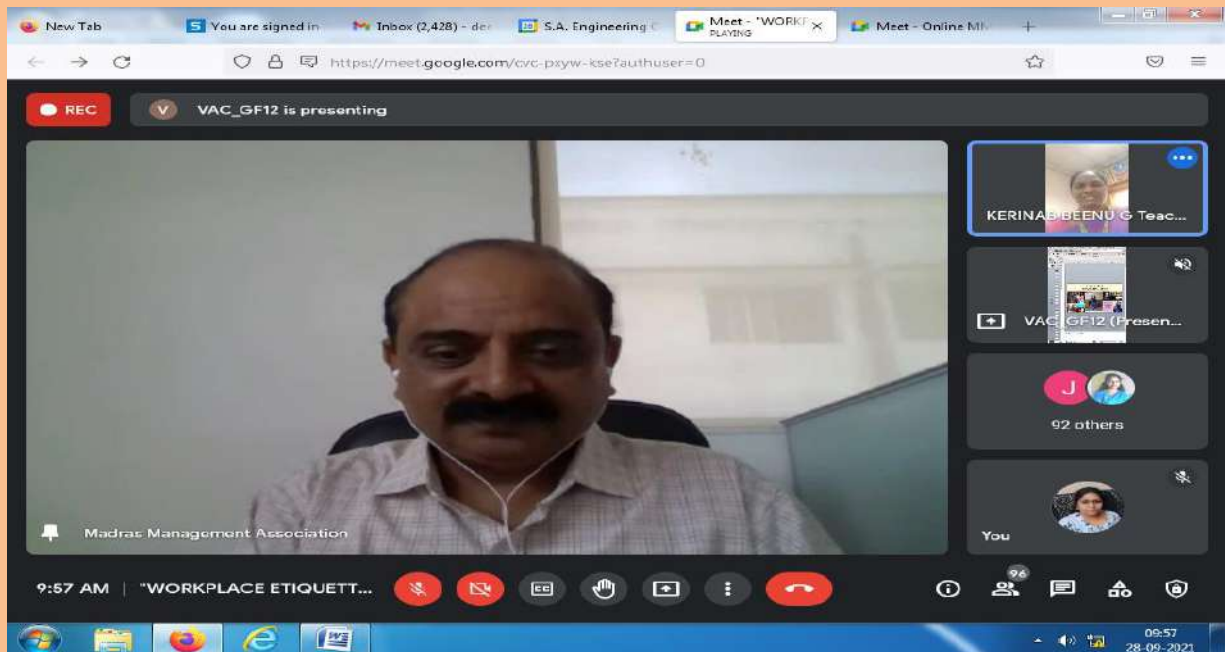
ONLINE GUEST LECTURE & ALUMNI TALK ON 12.08.2021 ON THE TOPIC “RECENT TRENDS AND JOB OPPORTUNITIES IN DIGITAL MARKETING”, ALUMNI MR. VISHAAL P, BATCH(2018 -2020),SEO ACCOUNT EXECUTIVE, ALM CORP., CANADA ADRESSED ALL THE MANAGEMENT SCIENCE STUDENTS

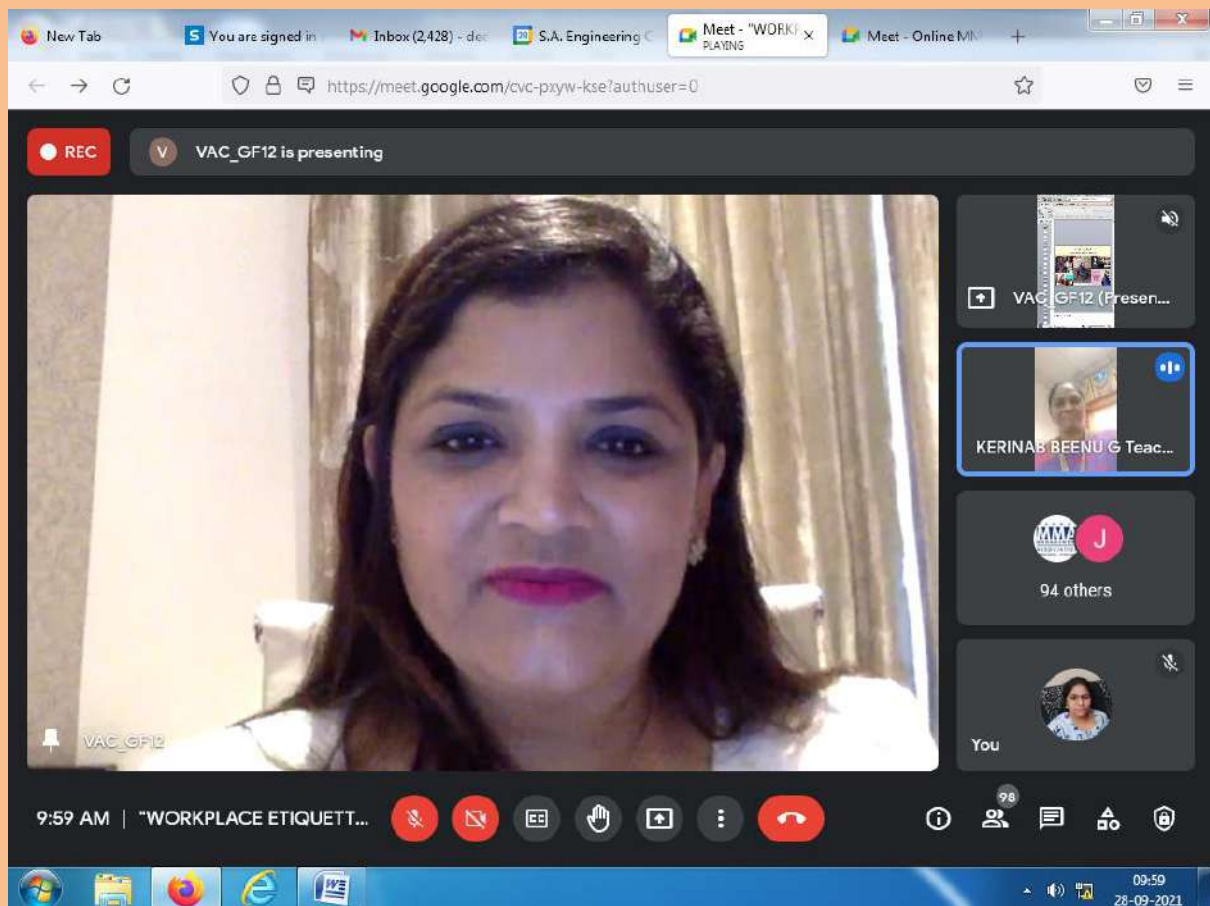


ONLINE INTERNATIONAL GUEST LECTURE ON “BUSINESS ANALYTICS – SKILL SET NEEDED FOR JOB OPPORTUNITIES”. ON 02.09.2021 RESORCE PERSON MRS. SUBALAKSHMI RAMACHANDRAN, RIPPLE, SENIOR MANAGEMENT, SAN FRANCISCO, CALIFORNIA, ADRESSED ALL THE MANAGEMENT STUDENTS



ONLINE WORKSHOP IN ASSOCIATION WITH MMA WAS ORGANISED ON 28/09/2021 ON “WORKPLACE ETIQUETTE”.CHIEF GUEST MS. KAJAL LALWANI, DIRECTOR OF K3 BUSINESS, CONSULTING INSTITUTE, ADRESSED ALL THE MANAGEMENT STUDENTS





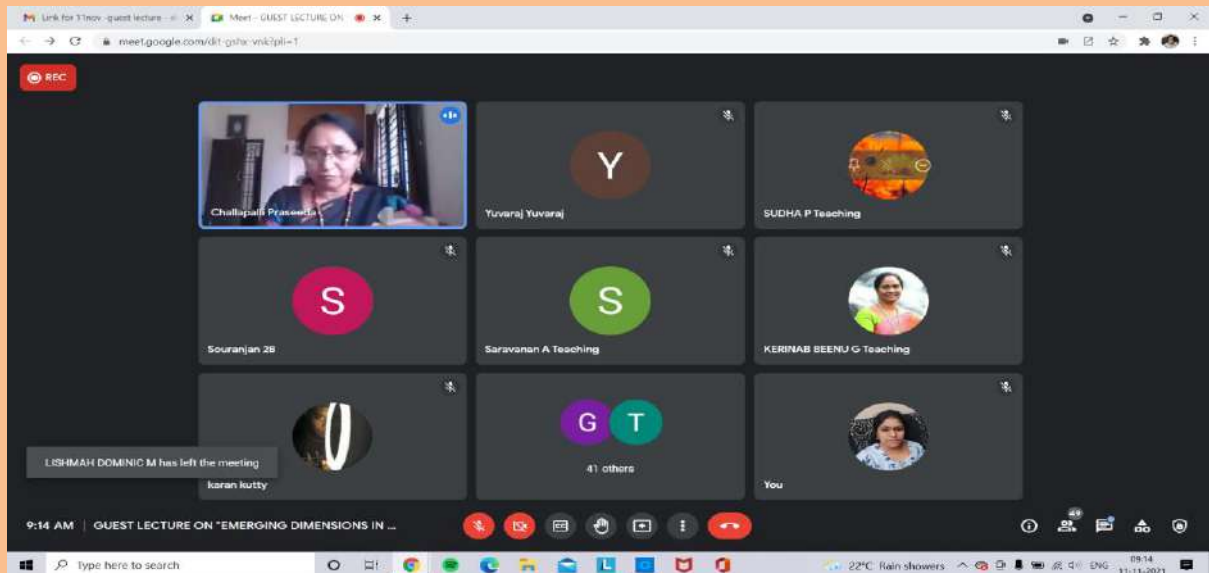
***GUEST LECTURE ON 01.10.2021 ON THE TOPIC “MASTERING TELE – SALES”.
BY MR. J. RAJENDRAN, DGM – SOUTH CHENNAI, MALAYALAM MANORAMA***



GUEST LECTURE ON 11.10.2021 ON “ PAINT AND COATING INDUSTRY IN THE AGE OF DIGITALIZATION”.CHIEF GUEST MR. SHANKARA NARAYANAN G, REGIONAL MANAGER – BUSINESS DEVELOPMENT, NIPPON PAINT INDIA, ADRESSED ALL THE MANAGEMENT SCIENCE STUDENTS



“EDUCATION – KEY TO YOUTH EMPOWERMENT” – A WEBINAR TO COMMEMORATE NATIONAL EDUCATION DAY - 2021. WAS ORGANISED ON 11.11.2021, __DR. C.PRASEEDA,PROFESSOR & HEAD, DEPARTMENT OF MANAGEMENT STUDIES, SRM UNIVERSITY, CHENNAI ADRESSED ALL THE MANAGEMENT SCIENCE STUDENTS



INAUGURATION OF NIPM, INDUCTION PROGRAM - IMPORTANCE OF MEMBER IN PROFESSIONAL SOCIETY FOR CAREER GROWTH ON 28/12/2021 BY CHIEF GUEST,MR.RAJENDRAN ,NIPM PRESIDENT,, CHENNAI FACILATED THE EVENT



THE DEPARTMENT OF MANAGEMENT SCIENCE ORGANIZED A ENTREPRENEURIAL SKILL DEVELOPMENT PROGRAM ON 30/12/2021 ONLY FOR OUR MBA STUDENTS IN ASSOCIATION WITH ED CELL.





NIPPON PAINT INTERNSHIP CERTIFICATION PROGRAMME

INTERNSHIP CERTIFICATE DISTRIBUTION PROGRAMME FOR THE 10 STUDENTS WHO COMPLETED THEIR INTERNSHIP IN NIPPON PAINT WAS ORGANISED ON 11.10.21. GUESTS OF HONOUR WERE MR. JAYARAAM S (MARKETING HEAD, BUSINESS STANDARD), MR SHANKARAN NARAYAN (REGIONAL DIRECTOR NIPPON PAINTS) AND MR. AKSHAY KUMAR(*REGIONAL MANAGER – BUSINESS DEVELOPMENT*).



MALAYALA MANORAMA INTERNSHIP CERTIFICATION PROGRAMME

INTERNSHIP CERTIFICATE DISTRIBUTION PROGRAMME FOR THE 10 STUDENTS WHO COMPLETED THEIR INTERNSHIP IN MALAYALA MANORAMA WAS ORGANISED ON 01.10.21. THE GUESTS OF HONOUR WERE MR.L.AROKIJARAJ (DGM-CIRCULATION MALAYALA MANORAMA) AND MR.MURALISANKAR (SALES EXECUTIVE)

