



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 2022 – JUNE 2022

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. So far 16 Batches have Passed-out.

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.

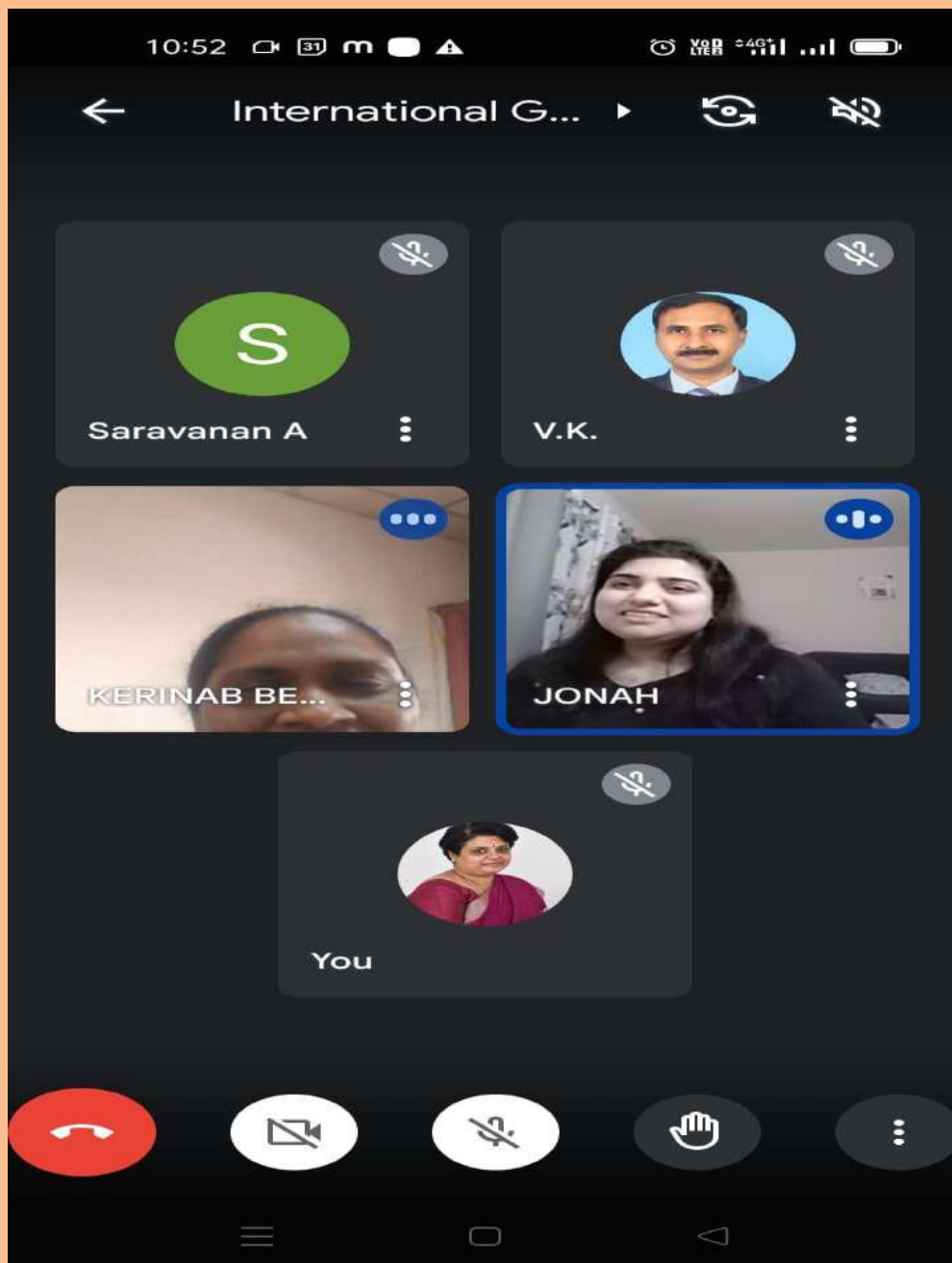
To create an excellent teaching and learning environment for our faculty and students

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.

INTERNATIONAL (GUEST LECTURE) ON “INTERNATIONAL HR PERSPECTIVES ” FOR I YEAR MBA STUDENTS WAS CONDUCTED ON 08/04/2022. RESOURCE PERSON: MRS.SMITHA MATHEW, CEO,BUSINESS TECHNOLOGIES.



***VIRTUAL INDUSTRIAL VISIT IN ASSOCIATION WITH AERO PACKAGES,
VANIYAMBADI ON 29.03.2022.RESOURCE PERSON : MR.N.BOOPATHY,MD,AERO
PACKAGES***



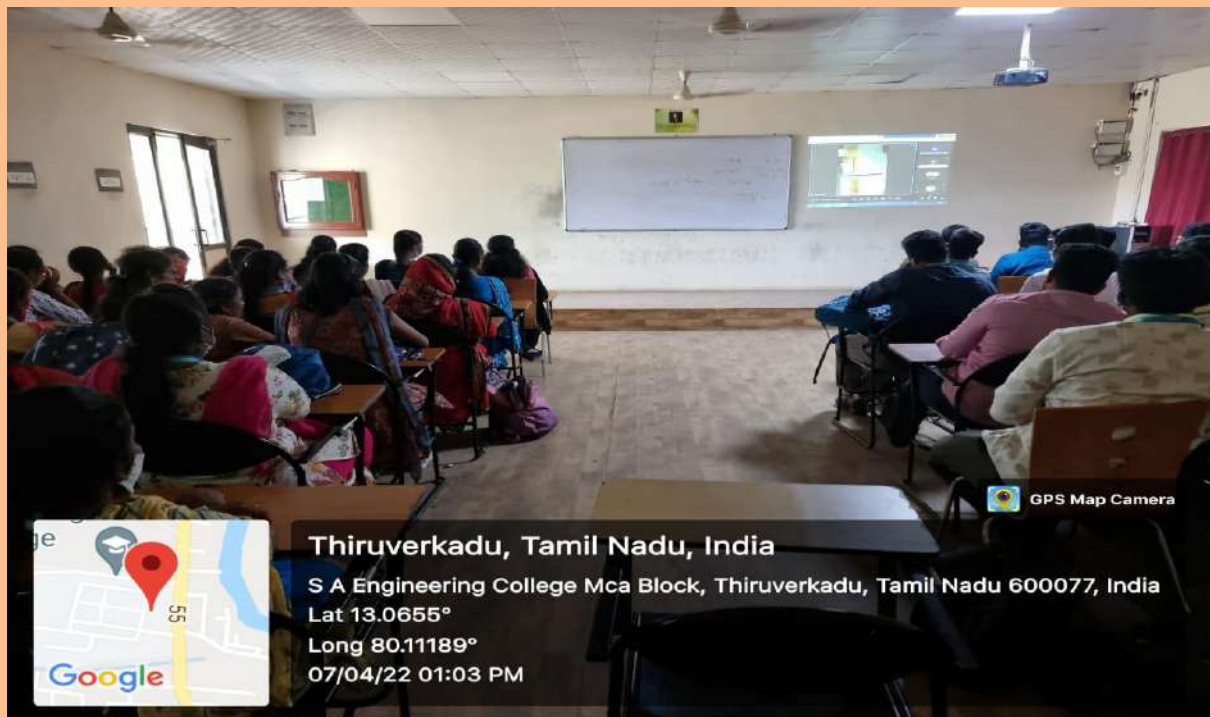
24
YEARS OF
EXCELLENCE

INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

S.A. ENGINEERING COLLEGE
(An Autonomous Institution, Affiliated to Anna University, Chennai)
Accredited by NBA & NAAC 'A' Grade Certified Institution
Poonamallee-Avadi Road, Veeraraghavapuram, Thiruverkadu, Chennai – 600 077.

DEPARTMENT OF MBA & INSTITUTION'S INNOVATION COUNCIL
Organizes
VIRTUAL INDUSTRIAL VISIT
Rtn.N.Boopathy
Managing Director
AERO PACKAGES,
MFRS OF Plant Boards & Corrugated Boxes,
Vaniyambadi, Tirupattur District

Date of Visit : 29.03.2022 (12.45PM ONWARDS)



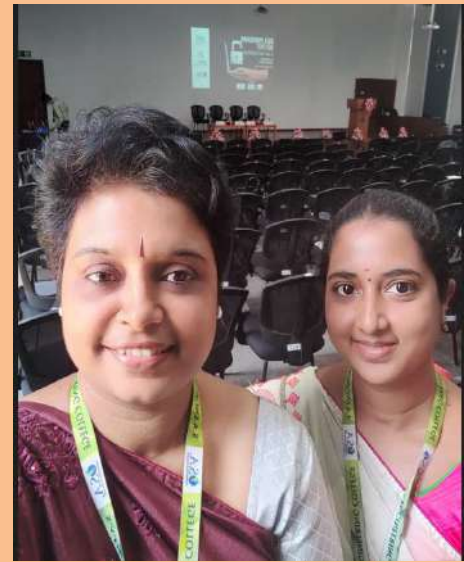
VALUE ADDED COURSE ON “DIGITAL MARKETING” FOR 1 YEAR MBA STUDENTS WAS CONDUCTED ON 20.04.2022 . RESOURCE PERSON : Mr.MR.SRIRAM,CEO - RIPE ACADEMY FROM RIPE TRAINING SERVICES .



FIRST YEAR MBA STUDENTS PARTICIPATED IN A PROFESSIONAL BODY SOCIETY ACTIVITY CONDUCTED BY MMA ON THE TOPIC “READ & GROW” ON 22.04.2022



MRS.C.SANDHYA & MRS.SUGANYA BHARATHI PARTICIPATED IN A PROFESSIONAL BODY SOCIETY ACTIVITY CONDUCTED BY MMA ON THE TOPIC “DATA PROTECTION ACT 2021” ON 23.04.2022



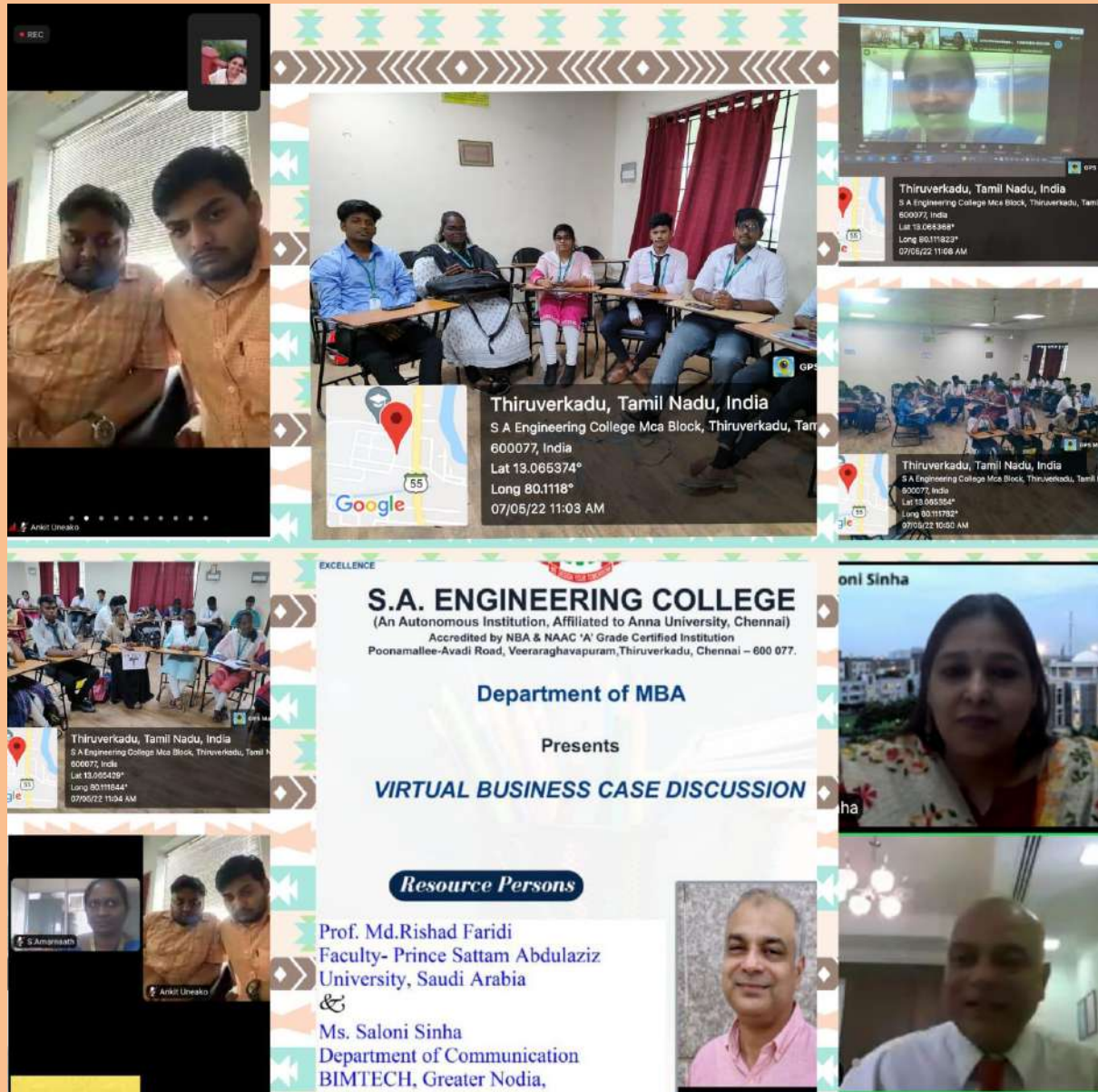
**INTERNATIONAL GUEST LECTURE ON THE TOPIC “GLOBAL MARKETING STRATEGIES” FOR 1 YEAR MBA STUDENTS WAS CONDUCTED ON 20.04.2022 .
RESOURCE PERSON: MR.ROB PECK,DIRECTOR OF 03M DIRECTIONAL MARKETING .**



**DEPARTMENT OF MBA & IIC ORGANISES
INTERNATIONAL GUEST LECTURE ON GLOBAL
MARKETING STRATEGIES IN CHANGING ERA
RESOURCE PERSON : MR.ROB PECK , DIRECTOR OF
03M DIRECTIONAL MARKETING**



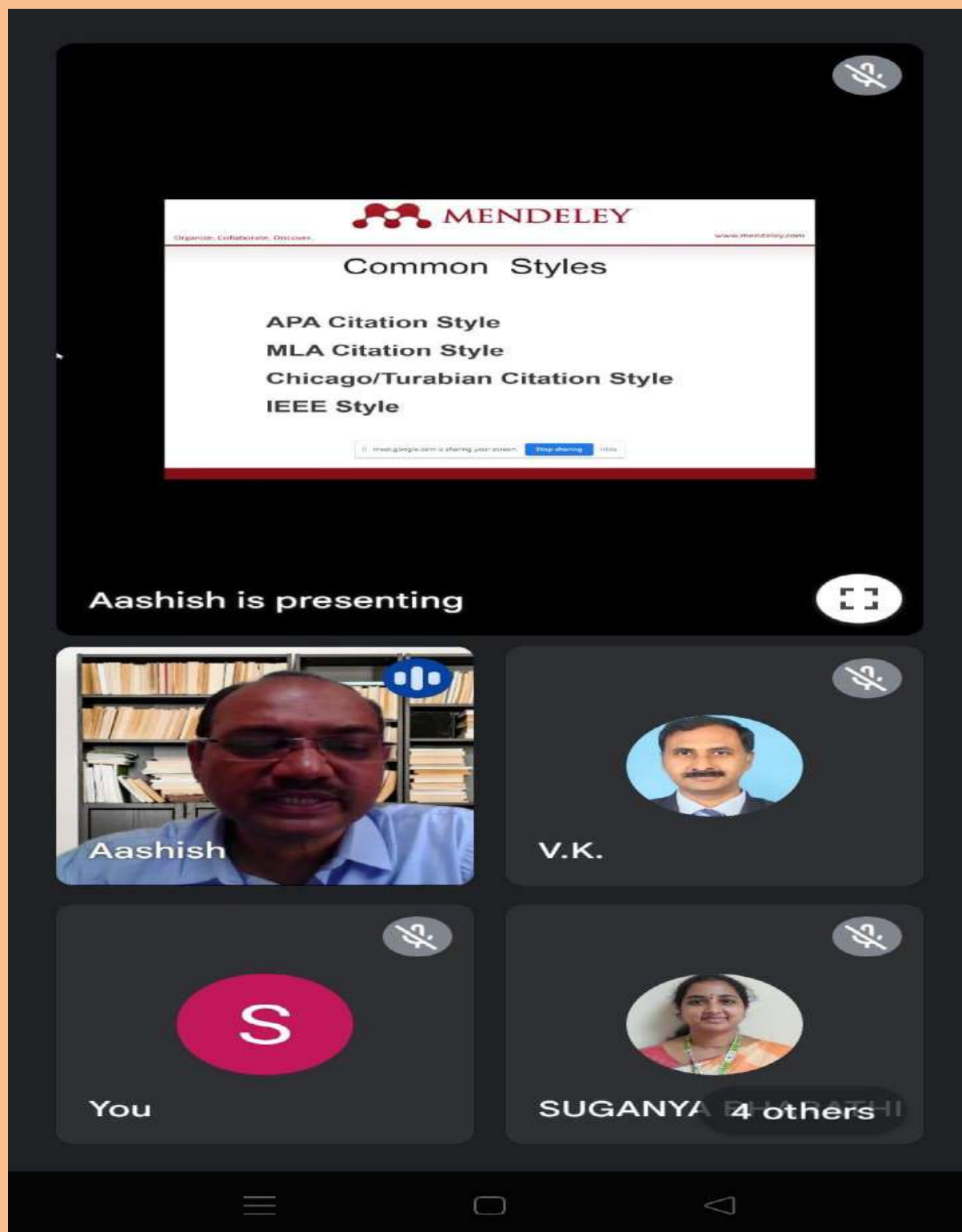
**VIRTUAL CASE STUDY WAS CONDUCTED IN ASSOCIATION WITH DEPARTMENT OF COMMUNICATION ,GREATER NOIDA ON 07/05/22 .
RESOURCE PERSON: MR.RISHAD FARIDI & MS..SALONI SINHA**



PLACEMENT TRAINING ON “ SOFTSKILL TRAINING” WAS CONDUCTED ON 18.05.22.PLACEMENT TRAINER : MR. SIMON, REGIONAL MANAGER,FREEWILL HUMAN EMPOWERMENT SERVICES.



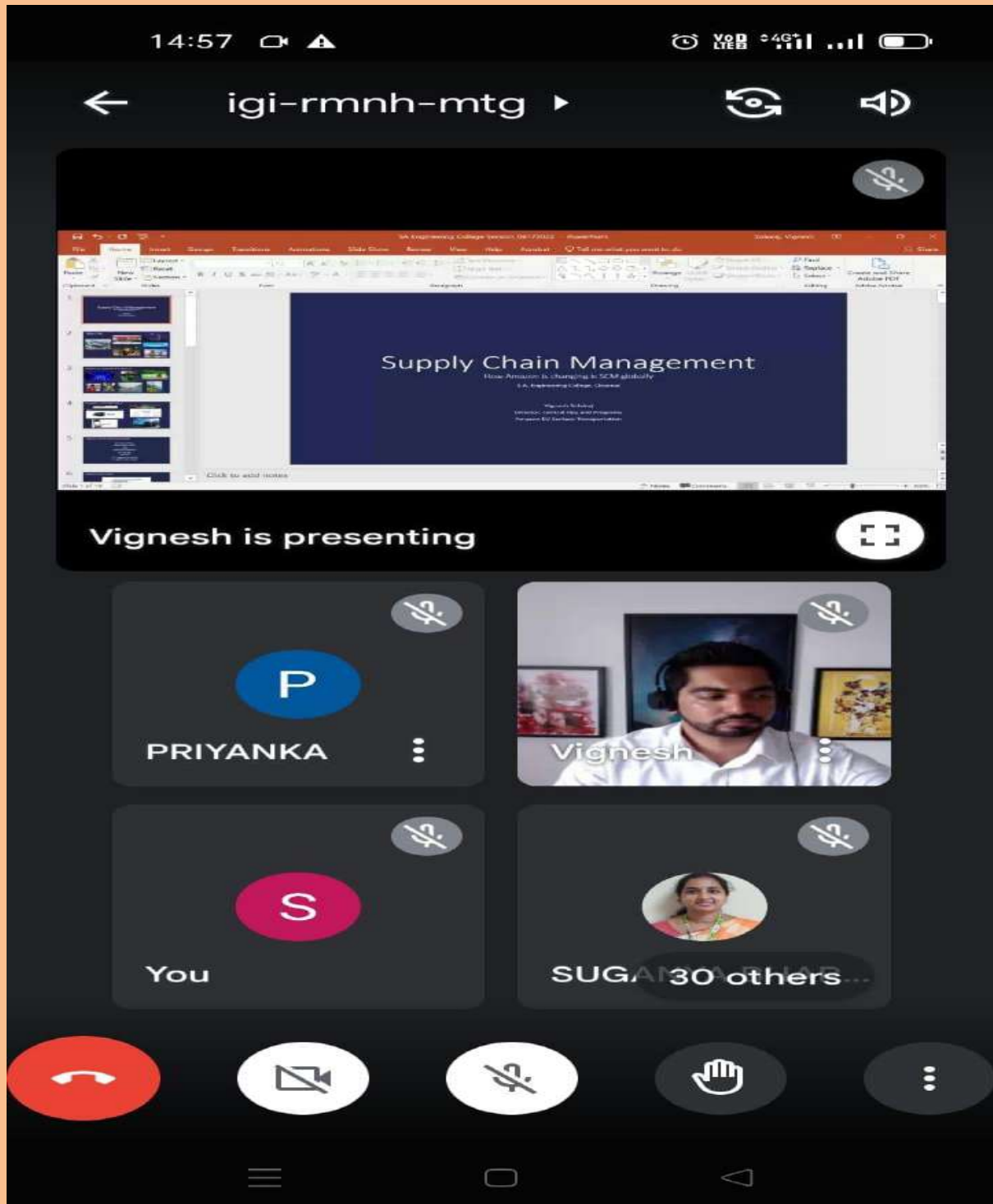
GUEST LECTURE ON THE TOPIC “CITATION AND REFERENCE MANAGEMENT USING MENDLEY” FOR 1 YEAR MBA STUDENTS WAS CONDUCTED ON 17.06.2022. RESOURCE PERSON : DR. ASHISH RASTOGI , UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES,SULTANATE OF OMAN.



THE DEPARTMENT OF MBA ORGANIZED A HEALTH CAMP AT THE END OF THE SEMESTER FOR OUR MBA STUDENTS IN ASSOCIATION WITH HEALTHCARE CENTER.



WEBINAR(GUEST LECTURE) TITLED " HOW AMAZON IS CHANGING ITS SCM GLOBALLY" WAS CONDUCTED FOR I YEAR MBA STUDENTS ON 18/06/2022. RESOURCE PERSON: MR.VIGNESH SOLAIRAJ, DIRECTOR, CENTRAL OPS, AMAZON.



FACULTY TRAINING ON “ STRESS MANAGEMENT” WAS CONDUCTED FOR ALL MBA FACULTIES ON 06.07.2022 .TRAINER:MR.SIMON, REGIONAL MANAGER,FREEWILL HUMAN EMPOWERMENT SERVICES.

