



AMRITA

College of Engineering & Technology

DEPARTMENT OF MANAGEMENT STUDIES



“THE BUSINESS KINGS”

NEWSLETTER

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ABOUT THE COLLEGE

Amrita College of Engineering and Technology (ACET) is a co-educational, self-financing Engineering College (formerly Sun College of Engineering and Technology, established in the year 1999) run by Mata Amritanandamayi Math (MAM), Kollam from the academic year 2018-19. MAM is an International charitable organization aimed at the spiritual and material upliftment of humankind. MAM was founded in 1981 by the spiritual leader and humanitarian Mata Amritanandamayi Devi, with its headquarters in Paryakadavu, Alappad Panchayat, Kollam district, Kerala.

The College has been approved by the All India Council for Technical Education, New Delhi, and is affiliated to the Anna University, Chennai. The College is located inside Amrita Institutions Campus, Nagercoil, in a sprawling area of a 100-acre lush green campus, which is situated about 5 Kilometres north of Nagercoil, the headquarter of Kanyakumari District.

Amrita Institutions is known for its value-based quality education through continuously improving its infrastructure, human resources, and teaching-learning process and we are committed to imparting high-quality skill-based education in Engineering & Technology to the youth in order to meet the

ABOUT THE DEPARTMENT

The Department of Management Studies at Amrita College of Engineering & Technology offers a two-year full-time M.B.A program as per the regulations and curriculum of Anna University, Chennai. The department is committed to imparting quality education to students through various professional deeds. This program assists students in developing skills to meet the challenges of a competitive environment through academic and industrial lectures, personality development programs, presentations, case studies, and guest lectures.

The department also inculcates confidence in the minds of students and works to develop them as entrepreneurs. It builds up expertise for counselling activities by providing opportunities for industry-institute interaction. The students are expected to have the necessary managerial skills to fit into any of the above options, for which AMRITA provides opportunities to aspiring managers through group discussions, internships in industries, and doing individual semester-end business projects that are implemented in practice.

The faculty team is well-trained to assist aspiring managers with a variety of soft- skills such as communication, motivation, negotiation and so on.

Message from HOD's Desk

The department endeavours to produce confident professionals tuned to real time working environment. The department offers excellent academic environment with a team highly qualified faculty members to inspire the students to develop their technical skills and inculcate the spirit of team work. This issue explores the hidden talents, commitment, involvement, and achievements of the Department students and Faculty. Also, I invite the readers of "THE BUSINESS KINGS" for their contributions and suggestions for further issues

Message from Editor's Desk

It brings me immense pleasure to introduce the 2nd issue of the departmental newsletter "THE BUSINESS KINGS". The current newsletter highlights our students' activities and faculty achievements during the past six months. I am thankful to the faculty and students of the Department of Management Studies for their valuable input.

I hope this Newsletter will motivate many students to come forward and express their talent and creativity. I would like to thank our Principal and HOD for the continuous motivation, and time-to-time feedback for the final draft.

Editorial Board

Chief Editor:

- Dr. R.Dhaneesh, Head, Department of Management Studies

Editor:

- Mrs. Akshera R.V, Assistant Professor, Department of Management Studies

Student Members

- Mrs. Saroj Krishna Priya, II Year MBA
- Mr. Harish J, II Year MBA
- Mr. Sonu S.K, II Year MBA
- Mr. Anand V. M, II Year MBA
- Mr.Prakash K, I Year MBA
- Ms.Lekshmi H.V, I Year MBA

"I never dreamed about success- I worked for it."

– Estee Lauder

What's Inside?

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Vision of the Department

- To be recognized as a provider of a learning environment that nurtures the infinite potential of individuals to be future professional managers who are rooted in ethics and driven by environmental and social consciousness.

Mission of the Department

1. Imparting and nurturing managerial and entrepreneurial skills in the students.
2. Building intellectual capabilities based on the twin pillars of theory and practice.
3. Creating a healthy competitive for students in which they can enhance their knowledge and sharpen their skills.
4. Encouraging the faculty and students to undertake research and consultancy assignments.
5. Promoting self-employment through entrepreneurship.

Programme Educational Objectives (PEOs)

1. To have a thorough understanding of the core aspects of the business.
2. To learn and use various management tools to identify, analyse and solve business problems and create business opportunities as well.
3. To prepare them to have a holistic approach towards management functions.
4. To encourage them for continuous learning.
5. To inspire and make them practice ethical standards in business.

Programme Specific Outcomes (PSOs)

PSO-01- To imbibe the students with requisite domain knowledge, skills & right attitude necessary to provide effective leadership in a global environment.

PSO-02 - To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society.

PSO-03- To inculcate proactive thinking to ensure effective performance in the dynamic socioeconomic and business ecosystem.

PSO-04- To harness entrepreneurial approach and skillsets aligned with the national priorities.

***“You have to dream before
Your dreams can come true.”***

- Dr. A. P. J. Abdul Kalam.

Technical Symposium

On May 27, 2012, a national-level technical symposium called "TECHNOVA 22" was held. Dr. R.Dhaneesh, Head of the Department of Management Studies, opened the technical sessions. Various technical events such as "Best Manager," "Business Quiz," "Best Management Team," and "Business Plan" were conducted.



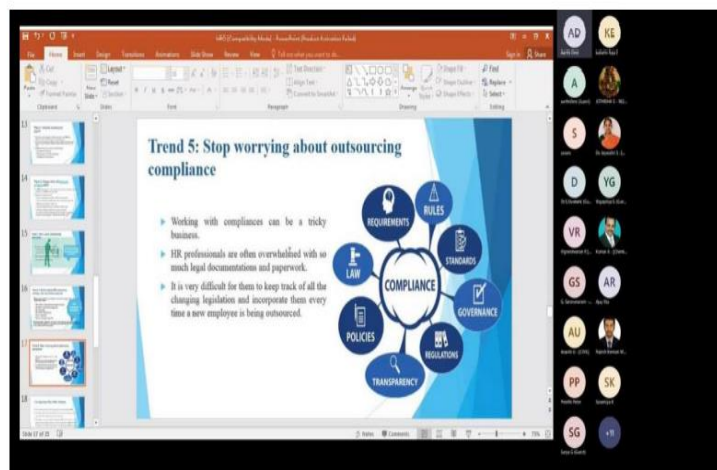
Lighting of Kuthuvilaku



First Prize Winner of Best Manager

Conference Organized

The Department of Management Studies, Civil and Mechanical jointly organised a one-day national level conference on "Recent Advancements in Management Studies, Civil and Mechanical" on July 7, 2022, via virtual mode. Dr. R. S. Padmavahi, Associate Professor, Sri Krishna School of Management, Coimbatore, was the resource person.



Snap Shot of the Conference

Management Fest

Dr.R.Dhaneesh, HOD/Department of Management Studies, organised the Management Fest on June 3, 2012. Fifteen colleges participated in the program. The events conducted at the management festival are

- Advertx
- Management Mavericks
- Brain Box
- Funny Fliers
- Rise to Fame
- Eureka



Prize Distribution for Winners

Guest Lectures

- Dr.Sivakami.S., AP/MBA, has organized a Guest Lecture, "Attitude Building: Personal and Corporate," by Mr. Febin Ramesh.K, Assistant Consultant, Tata Consultancy Services, and Elect President, JCI Kaliyakkavilai Legends, on 30.09.2022.
- Dr. Sivakami.S has delivered a Guest Lecture, "Business Model Canvas," for the Department of Computer Science, Noida, through virtual mode on 11.06.2022.



Guest Lecture Program

Faculty Development Program/ Conferences/ Workshops- Attended by the Faculty

Sl. No.	Faculty Name	Date	Topic	Workshop/ Conference/Seminar/ Summer or Winter School	Organizer Name and Address
1.	Dr.R.Dhaneesh	30/09/2022	Intellectual Property Rights (IPR) & Patents and Design filing	Workshop	Dr. Pankaj P Borkar
2.	Ms.S.M.Saranya	30/09/2022	Intellectual Property Rights (IPR) & Patents and Design filing	Workshop	Dr. Pankaj P Borkar
3	Mrs.Akshera.RV	30/09/2022	Intellectual Property Rights (IPR) & Patents and Design filing	Workshop	Dr. Pankaj P Borkar

4	Mrs. Iswarya V S	30/09/2022	Intellectual Property Rights (IPR) & Patents and Design filing	Workshop	Dr. Pankaj P Borkar
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Publications by the Faculty members in Conferences/Journal

Sl. No.	Faculty Name	Conference/ Journal Name	Title of the Paper	Vol. & Issue No.	ISSN/ISBN & Page No.
1.	Dr.R.Dhaneesh	Journal of Management and Entrepreneurship (UGC CARE LIST – I)	Occupational Stress: Causes, Symptoms, and Coping Mechanisms	Volume No. 16, Issue No. 1S(X)	ISSN: 2229-5348. Page No. 140-148.
		Journal of Algebraic Statistics (WOS)	"Occupational Stress and Ill Health for Staff in Private Universities, Tamil Nadu"	Volume No. 20, Issue No. 7	ISSN: 1303-5150. Page No. 2889-2900.
		International Conference on Multidisciplinary Research and Innovation	Study on Work Stress of Employees in Software Companies with Special Reference to HCL Bangalore, India	Volume No: 16, Issue No: 1S(X)	ISBN: 978-93-95196-15-4. Page No: 19-20
		National Conference on Recent Advancements in Civil, Mechanical, and Management Studies.	"A study on employee absenteeism with special reference to Annam Education, Thoothukudi,"	Paper No. 22BA07	Page No. 181
		National Conference on Recent Advancements in Civil, Mechanical, and Management	"A study on the impact of reward systems on employee performance with special reference to Angel Motors, Thoothukudi,"	Paper No. 22BA08	Page No. 182

		Studies.			
2.	Dr. S. Sivakami	Journal Neuro Quantology: An Interdisciplinary Journal	"Predicting Behavioral and Psychological Imbalance among Software Professionals: Due to Personal, Work-Related, and Organizational Stressors"	Volume No. 20, Issue No. 7	ISSN: 1303-5150. Page No. 2889-2900,
3.	Dr. S. Jayaselvi	Journal Neuro Quantology: An Interdisciplinary Journal	"Predicting Behavioral and Psychological Imbalance among Software Professionals: Due to Personal, Work-Related, and Organizational Stressors"	Volume No. 20, Issue No. 7	ISSN: 1303-5150. Page No. 2889-2900,
4.	Mrs. Iswarya V S	International Conference on Multidisciplinary Research and Innovation	Study on Work Stress of Employees in Software Companies with Special Reference to HCL Bangalore, India	Volume No: 16, Issue No: 1S(X)	ISBN: 978-93-95196-15-4. Page No: 19-20
5.	Ms.S.M.Saranya	International Conference on Multidisciplinary Research and Innovation	"Branding and Lead Generation Via Digital Marketing for B2B Service Companies,"	Paper No. 22BA12	Page No. 186

Placement Training

The soft skill development and aptitude training was conducted by the trainers of Innate Talent, Chennai, for second year students from 05.09.2022 to 13.09.2022. It was a one-week session that focused on building interpersonal skills, decision-making skills, and career enhancement. Mr. Vijay focused on building aptitude skills, while Mr. Arunachalam trained students on teamwork and personality development. The session ended with a mock interview for the students.

The various areas under which the trainers provided training are

1. Career opportunities for fresh MBA graduates

2. Self-Awareness Exercises
3. Career skills for fresh MBA graduates
4. Resume Preparation Tips for MBA Graduates
5. Group Discussion
6. Mock Interview
7. Business Communication
8. Time and Stress Management



Placement Training

ONAM CELEBERATION-2022

On September 7, 2022, the second-year students and faculty members of the Management Studies department celebrated the Onam function. As a part of the celebration, pookalam, sadhya, fun games, and cultural events were conducted by students with the direction of the faculty members.



Onam Festival

POOJA CELEBERATION:

On September 1, 2022, the second-year students and faculty members of the Management Studies department celebrated the Saraswathy Pooja. On this special day, sweets were served for all the students and faculty members in the department. On the auspicious day of Saraswati Pooja, the students and faculty came together to seek the blessings of the goddess of knowledge.



Pooja Celebration

Student's corner

Mr. Harish J., a second-year student in the Department of Management Studies, developed entrepreneurial skills and established a licenced event management company at Kanyakumari. His business focuses on providing quality services like photography, make-up artistry, DJ & Sounds, and venue décor. The business aims at customer satisfaction and building long-term relationships. It is a customer-centric business.



Ms. Suvetha., a second-year student in the Department of Management Studies, started a manufacturing and service business named "SA TRADERS" (GSTIN: 33DSLPA2913Q1ZK & fssai-22422428000082) that provides high-quality and healthy sweets and savoury foods. She also has an agency for soft drinks and tea powder.



Student's / Staff Achievements

Sl. No.	Name of student	Class	Date	Name of the Event	Organizer Name	Prize
1.	Dr. R.Dhaneesh	-	28.10.22	-	Amrita College of Engineering and Technology, Nagercoil	Best Faculty Award
2.	Dr. Sivakami.S	-				Best Mentor Award
3.	Ms. S.Shivani	II Year MBA				Academic Topper Award
4.	Ms. S.S.Kanagamani	II Year MBA				Best Student Award

Performance in NPTEL

Sl. No.	Name of the Faculty/Students	Date	Name of the course	Organizer Name	Prize
1.	Mr.Nivesh R	February to April 2022 (12-week course)	NPTEL online certification Examination "Operation Management"	AICTE	Elite + Silver

Placement Details

So.No.	Students Name	Company Name
1	S. K. Sonu	Home First Finance Pvt. Ltd., Mumbai
2	Hari Sankar P	
3	Nageswari M. K	Nettyfish Networks Solution Pvt. Ltd, Chennai.
4	Neelambika K.R	
5	Pavithran R	
6	Priya Dharshini M	
7	Saroj Krishna Priya M	
8	Sharmi K.L	
9	Shivani S	
10	Subbu Lekshmi J	
11	Suvetha A	
12	Abinaya P.L	
13	Bharath H.M	
14	Bino Sam Raver T	
15	Christina Mano Rani L	
16	Gayathri Devi F.K	
17	Harish J	
18	Kanaga Mani S.S	
19	Kowsalya R	
20	Krishma Mol M.L	

Prepared by
Mrs. R.V. Akshera - Assistant Professor, MBA

HoD