



AMRITA

College of Engineering & Technology

DEPARTMENT OF MANAGEMENT STUDIES



“THE BUSINESS KINGS”

NEWSLETTER

Vol. 2 Issue 1

November 2022-April 2023

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 challenging requirements of the industries.

ABOUT THE DEPARTMENT

The Department of Management Studies at Amrita College of Engineering & Technology offers a two-year full-time M.B.A programme 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 programme 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 aims at providing excellent Management Education and focuses on students' Self-Development, Managerial Development and Leadership Development. Our academic team members are making efforts in transforming a student to a Professional Executive, who can lead business to great heights. This newsletter acts as a platform to showcase the academic and extra-curricular achievements of our MBA Students. We strive towards fulfilling our goal, harmonize with the vision and mission of the Department of Management Studies. To all our Students, We wish the best of luck in your future endeavors.

Message from Editor's Desk

It is my great pleasure to introduce and present you with the third edition of "The Business kings" department Newsletter. It captures the momentous moment of the MBA journey. Every Semester, we are upholding new dreams, hopes, aspiration, and events. It highlights the events, activities, academic progress and achievements of students and faculty members during the past six months. I am thankful to the faculty and students of the Department of Management Studies for their valuable contribution.

I hope this newsletter will inspire a lot of students to showcase their talent and creativity. I would like to express my gratitude to our principal and HOD for their ongoing encouragement and time to time feedback for final draft.

Editorial Board

Chief Editor:

✚ Mr. Dhanesekaran R, Head, Department of Management Studies.

Editor:

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

Student Members

- ✚ Ms. Akshaya R, I Year MBA
- ✚ Ms. Amrutha G.S, I Year MBA
- ✚ Ms. Maisija B.R, I Year MBA
- ✚ Mr. Prakash K, I Year MBA
- ✚ Mr. Sreekanth K.S, I Year MBA
- ✚ Mr.Sonu S.K, II Year MBA

“We should not give up and we should not allow the problem to defeat us.”

– Dr. APJ Abdul Kalam

What's Inside?

<i>Contents</i>	<i>Page No.</i>
<i>Vision, Mission, PEO's and PSO's of Department of Management Studies</i>	<i>4</i>
<i>National Seminar</i>	<i>5</i>
<i>Industrial Visit</i>	<i>6</i>
<i>Guest Lecture</i>	<i>6</i>
<i>Research Grant Received</i>	<i>7</i>
<i>Student's Achievements</i>	<i>7</i>
<i>Publications by the Faculty members in Conferences/ Journal</i>	<i>8</i>
<i>Placement Training</i>	<i>9</i>
<i>Performance in NPTEL</i>	<i>9</i>
<i>Pongal Celebration</i>	<i>10</i>
<i>Students Corner</i>	<i>10</i>
<i>Placement Details</i>	<i>10</i>

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

- ✚ Imparting and nurturing managerial and entrepreneurial skills in the students.
- ✚ Building intellectual capabilities based on the twin pillars of theory and practice.
- ✚ Encouraging the faculty and students to undertake research and consultancy assignments.
- ✚ Promoting self-employment through entrepreneurship.

Programme Educational Objectives (PEOs)

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

Programme Specific Outcomes (PSOs)

1. To imbibe the students with requisite domain knowledge, skills & right attitude necessary to provide effective leadership in a global environment.
2. To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society.
3. To inculcate proactive thinking to ensure effective performance in the dynamic socio-economic and business ecosystem.
4. To harness entrepreneurial approach and skill sets aligned with the national priorities.

“Do your action with great care and attention and without being consumed by anxiety regarding the results.”

- **Amma**

National Seminar

The Department of Management Studies of Amrita College of Engineering and Technology hosted a two-day ICSSR-sponsored National Seminar on “Atmanirbhar Bharat through Design Thinking” on March 1st and 2nd 2023. Ms. Akshera R V, Assistant Professor welcomed the gathering. Dr. S. Sivakami, convenor of the event gave an introductory speech about the importance of the seminar. The resource persons for the seminar were - Dr. Bala Ramadurai, Adjunct Professor, Symbiosis Institute of Business Management, Pune, Dr. S. Sivakami, Assistant Professor, Department of Management Studies, Amrita College of Engineering and Technology, Nagercoil, Dr. Komal Chopra, Associate Professor, the Symbiosis Institute of Business Management, Pune and Dr. Sharmila Selvaraju, Scientist, Eucare Pharmaceuticals Pvt. Ltd., Chennai.

More than 100 students including faculty from various institutions have participated. The session focused on the necessity of design thinking now and in the future. The use of design thinking in product planning and development session enabled the students to gain a deeper understanding of design thinking. It was indeed an enriching session where the students as well as faculties interacted with the expert freely and enhanced their knowledge on design thinking.



Lighting the Lamp



Gift to Guest



Guest Lecture Session

Industrial Visit

The Department of Management Studies organized an Industrial visit on 30th December 2022 to Kerala Automobiles Industry, Neyyattinkara, Kerala for the first-year students of MBA. The visit was organized by Ms. Saranya S. M., Ms. Akshera R. V and Mr. Dhanesekaran R, was the faculty coordinator of the Industrial Visit. The business experts demonstrated the value of flexibility in the quickly changing business environment. The students spent a solid hour in an industry led by their employees.



MBA first year students during a visit

Guest Lecture

✚ The Department of Management Studies conducted a Guest Lecture Session on 3rd March 2023 for the first-year MBA students. The resource person was Mr. K. Deepan, proprietor, of Kumari Shoppy an emerging e-commerce platform. He shared his thoughts and opinion on the topic of “Marketing Strategies” with the students. The Guest Lecture was organized by Ms. Akshera.R.V, Assistant Professor, Management Studies. The session lasted for the entire forenoon and the students benefited from the session.



Guest Lecture Session

- ✚ Dr.Sivakami. S, Assistant Professor, Department of Management Studies conducted a Training Session on the topic “Self Mastry” to the Non-teaching Staff of Amrita College of Engineering and Technology on 24th January 2023.
- ✚ Dr.Sivakami. S, Assistant Professor, Department of Management Studies conducted a Training Session on the topic “Born to Win” to the Teaching Staff of Amrita College of Engineering and Technology on, 20th January, 2023.
- ✚ Dr.Dhaneesh. R, Assistant Professor, Department of Management Studies delivered a speech on “National Startup Day” at Amrita College of Engineering and Technology, Nagercoil, on 23rd February 2023.
- ✚ Dr.Sivakami. S, Assistant Professor, Department of Management Studies delivered a speech on “Design Thinking, Critical Thinking, and Innovation Design” at Amrita College of Engineering and Technology, Nagercoil, on 21st February 2023.

Research Grant Received

- ✚ Dr. Dhaneesh. R, Assistant Professor, Mr. Harish. J and Mrs. Saroj Krishna Priya.M, second year MBA students received a fund of Rs.7,500 under students project scheme funded by Tamil Nadu State Council for Science & Technology on 3rd March 2023.
- ✚ Dr.Sivakami.S, Assistant Professor, Department of Management Studies has received a grant of Rs.2,10,000 from ICSSR to conduct a National seminar on “Atmanirbhar Bharat through Design Thinking, on 17th January 2023.

Students Achievements

- ✚ Ms. Maisija B R., and Ms. Amrutha G S., the first year MBA students won second prize in the Idea Pitching competition, organized by the Department of Management Studies, Nesamony Memorial Christian College, Marthandam on 11th April 2023.



Prize winners for idea pitching competition

- ✚ Ms. Aswarnin shali A., and Ms. Keerthiga K., the first year MBA students won second prize in Paper Presentation in the Management Meet, organized by the Department of Management Studies, Vins Christian College of Engineering, Chunkankadai on 10th May 2023.



Prize winners for paper presentation

- ✚ Mr.Afinand K. J., Mr. Prakash K., Mr. Raghul Siva S., Mr. Sreekanth K. S. and Mr. Renjith S., the first year MBA students won first prize in Dance Competition in the Management Meet, organized by the Department of Management Studies, Vins Christian College of Engineering, Chunkankadai on 10th May 2023.



Prize winners for dance competition

- ✚ Mr. Prakash.K., Mr. Sai Krishna.S. S., Mr. Anijith.V. S., Mr. Raghul Shiva.S, Mr.Rahul.R, the first year students of MBA had won runner up in Anna university hand ball match conducted by Annai Velankani College, Kanyakumari on 30th November 2022.



Prize winners for hand ball match

Publications by the Faculty members in Conferences/Journal

- ✚ Dhaneesh R., (2022). Occupational Stress and Ill Health for Staff in Private Universities, Tamil Nadu. *Journal of Algebraic Statistics*, 13(3), 2597 – 2603.
- ✚ Dhaneesh R., (2022). Role of Emotional Intelligence and Work Life Balance in Job Stress (IPR INDIA. Patent No. 202241062669).
- ✚ Sivakami S., Abisha C., & Kanagamani S.S. (2023). Impact of technical training on Job Stress of employees at IBS Software Services Pvt. Ltd, Thiruvananthapuram. *The Journal of Oriental Research, Madras*, 92(1), 1-9.
- ✚ Sivakami S., Aswarin Shali A., Adithya S.J. (2023, March 15). *Growth Prospects of MSME sector based on the Awareness of Consumers towards E Shopping in Rural Area.* International Conference on Start-UPS and MSMEs: Growth Engines of Indian Economy, Nagercoil, Tamilnadu, India.
- ✚ Iswarya V.S., (2022). Occupational Stress and Ill Health for Staff in Private Universities, Tamil Nadu. *Journal of Algebraic Statistics*, 13(3), 2597 – 2603.
- ✚ Iswarya V.S. (2022). Role of Emotional Intelligence and Work Life Balance in Job Stress (IPR INDIA. Patent No. 202241062669).

Placement Training

1. Squared Tutoring

The soft skill development and aptitude training was conducted by the trainers of Innate Talent, Chennai for first-year students from 06.03.2023 to 10.03.2023. It was a five days training that focused on building leadership skills, decision-making skills, and career enhancement. The trainers focused on building aptitude skills, and also stressed importance on teamwork and personality development. The session ended with an aptitude session for the students.

The various areas under which the trainers provided training are

- ✚ Business Communication
- ✚ Leadership Development games
- ✚ Career skills for fresh MBA graduates
- ✚ Easy way to solve aptitude question
- ✚ Importance of team building
- ✚ Problem-Solving Games

2. Leadership Training

The department of management studies organized a skill development session on 26th may 2023 for first year MBA aspirants of the department .The session was shouldered by Mr. Prathab Sethu, Founder & Managing director of Win Win consultancy, Madurai. He has been a leading Executive coach and skill

trainer. He gave insights about various aspects of hidden agendas that can be nourished even further in the students and tricks and tips to crack the interview. The session was fruitful and vigorous. In the session the trainer worked on together with the students which made this day a memorable one.

The programmes are

- ✚ Analyzing the students thinking pattern
- ✚ Interesting ways to introduce yourself
- ✚ Out of box thinking
- ✚ Body language



Training Session

Performance in NPTEL

Sl. No.	Name of the Faculty	Date	Name of the course	Organizer Name	Prize
1	Dr. Sivakami S	July to October 2022 (12-week course)	NPTEL online certification Examination “Soft skills for business negotiation and marketing strategies”.	IIT Kharagpur	Elite
		August to September 2022 (4-week course)	NPTEL online certification Examination “Design Thinking-A premier.”	IIT Madras	Completed
2	Dr. Dhaneesh R	July to October 2022 (12-week course)	NPTEL online certification examination “Organizational behavior.”	IIT Madras	Elite
3	Mrs.Iswarya V.S	July to October 2022 (12-week course)	NPTEL online certification Examination “Organizational behavior.”	IIT Madras	Elite

Pongal Celebration

On January 12, 2023, the MBA students and faculty members of the Management Studies department celebrated the Pongal Celebration. As a part of the celebration, rangoli, fun games, were conducted by students with the direction of the faculty members. It was an ambiance filled with music, dance and the joyful faces reverberated with big smiles. The students arrived in traditional dresses and celebrated with the supervision of the staff members in our department and left home with memories.



Pongal celebration

Student's Corner

Mr. Rahul T.K, First year student in Department of Management Studies, developed entrepreneurial skills and established Snappy Times Photography. His business focuses on Photography and Videography of events and also designs event record books as per the desire of the clients. Also he is engaged in designing items like Frames, Cup printing etc. He is found as the prominent candidate in his field. The business aims at customer satisfaction and building long-term relationships. It is a customer-centric business.



Placement Details

Sl.No.	Name of the student	Company
1	Ms. Snekhya M P	M/s. Banibro IT Solutions, Chennai
2	Ms. Thanushiya I M	
3	Mr. Bino Sam Raver T	
4	Ms. Priya Dharshini M	
5	Ms. Abinaya P L	
6	Ms. Shivani S	
7	Mr. Hari Sankar P	M/s. Home First Finance, Nagercoil
8	Mr. Sonu S K	
9	Mr. Bharath H M	
10	Ms. Christina Mano Rani L	
11	Ms. Gayathri Devi F K	

12	Mr. Harish J	M/s. Nettyfish Networks, Chennai
13	Ms. Kanaga Mani S S	
14	Ms. Kowsalya R	
15	Ms. Nageswari M K	
16	Ms. Neelambika K R	
17	Ms. Pavithran R	
18	Ms. Sharmi K L	
19	Ms. Subbu Lekshmi J	
20	Ms. Suvetha A	
21	Mr. Abish S	
22	Mr. Abishek R	
23	Mr. Adarsh S Kumar	
24	Mr. Anandh V M	
25	Mr. Aswini A	
26	Mr. Cleetus P S	
27	Mr. Jebin X	
28	Mr. Jenish K	
29	Ms. Jothi C	
30	Ms. Meena S	
31	Ms. Nayanthara J S	
32	Mr. Nivesh R	
33	Ms. Pratheesha A	
34	Ms. Priya Tharshini S V	
35	Ms. Sreevidhya S	
36	Mr. Vinoth Rajan V	
37	Ms. Vismaya A P	
38	Ms. Krishma Mol M L	
39	Ms. Saroj Krishna Priya M	M/s. Renault Nissan Technology Chennai