

## NANDHA ENGINEERING COLLEGE (AUTONOMOUS), ERODE – 52

Affiliated to Anna University, Chennai ★ Approved by AICTE★Accredited by NAAC & NBA - New Delhi

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### DEPARTMENT OF MANAGEMENT STUDIES

#### Newsletter (2020-2021)



#### About the College

Nandha Engineering College is in the 18<sup>th</sup> year of service to the students' community with foresight and far-reaching vision. It remains the flagship brand of Nandha Educational Institutions and is recognized as one of the best Engineering Colleges in the State of TamilNadu.

Nandha Engineering College has been enriching the lives of its students; their families and society through dedication to the principles of LEARN, SERVE and SUCCEED.

#### Department of Management Studies

The Department of Management Studies was started in the year 2005. The Department owes to the emphasis on greater interface with industry, increased focus on research and improvement in infrastructure. One way out is to promote Entrepreneurship and to inculcate a mind-set among students in creating their own business ventures. The main focus has been on Integrated Learning, Consulting and Career Settlement records over the years and the department is fittingly equipped to inspire students to achieve new heights in career and life.

#### Chief Patrons

**Thiru. V. Shanmugan**  
Chairman, Sri Nandha Educational Trust

**Thiru.S. NandhaKumar Pradeep**  
Secretary, Sri Nandha Educational Trust

**Thiru.S. Thirumoorthi**  
Secretary, Nandha Educational Institutions

#### Patrons

**Dr.S. Arumugam**  
CEO, Nandha Educational Institutions

**Dr.N. Rengarajan**  
Principal, Nandha Engineering College(Autonomous)

#### Editors

**Dr.V. Manimegalai**  
Head /MBA

**Ms.K.Nandhini**  
Assistant Professor/MBA

*“We try to work on things which billions of people will use every day.” – Sundar Pichai*

## VISION OF THE DEPARTMENT

To become top ranking knowledge center for management education.

## MISSION OF THE DEPARTMENT

To strive to achieve Academic excellence and to produce value based business leaders through

- Quality Teaching.
- Research and application of knowledge.
- Innovative courses and Pedagogy of learning.

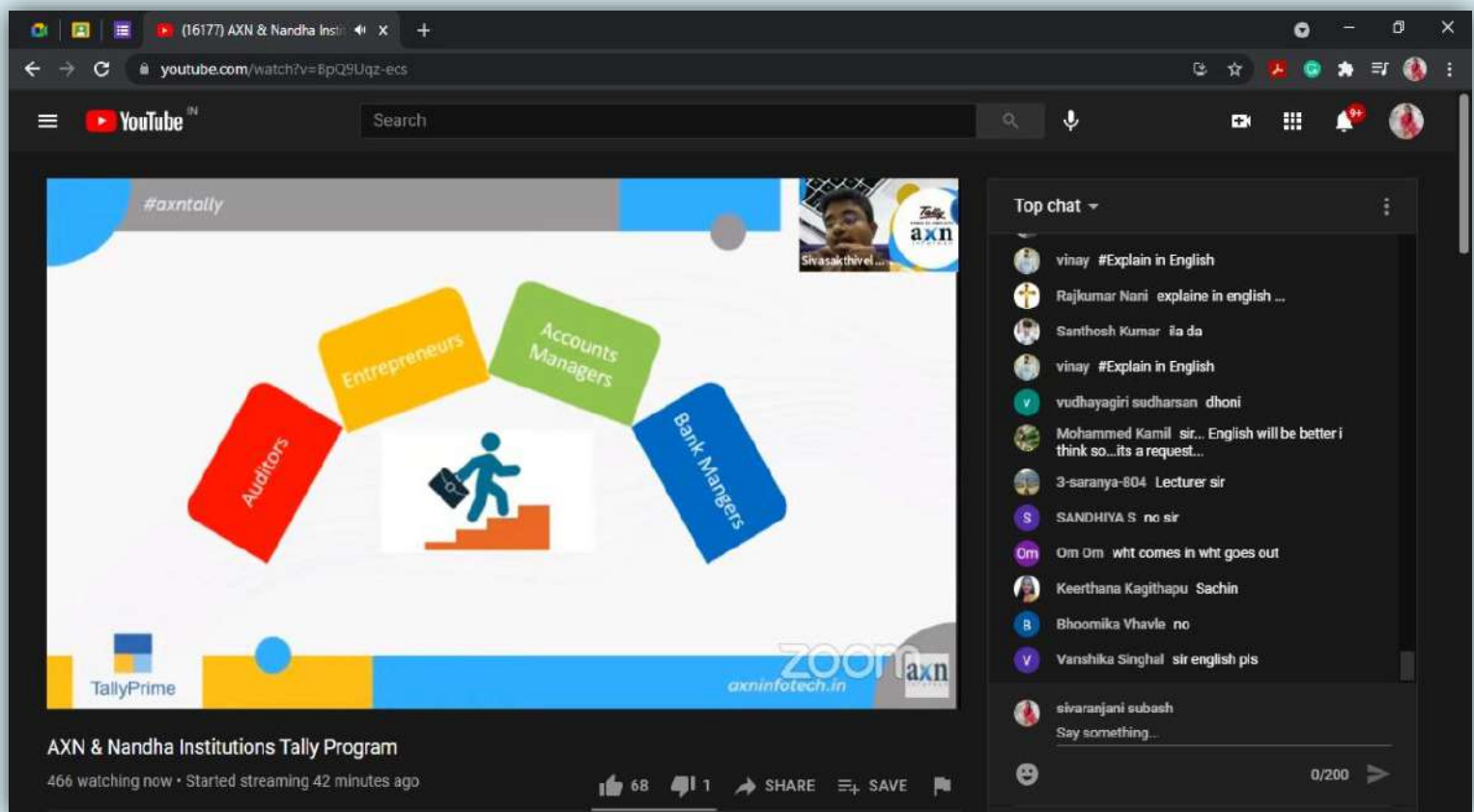
## PEO STATEMENTS

<b>PEO 1:</b>	<b>Employability:</b> Management graduates should be well prepared for successful employment and be engaged in learning, understanding and holistic application of management theory and practice for real life problem solving in an increasingly global, technology oriented, diverse and changing business environment.
<b>PEO 2:</b>	<b>Entrepreneurship:</b> Management graduates desirous of self-employment should be able to start their own business ventures or demonstrate their entrepreneurial capabilities.
<b>PEO 3:</b>	<b>Research, Consultancy and Higher Studies:</b> Management graduates with academic interest and aptitude should be actively pursuing advanced studies and engaged in research, teaching-learning or consultancy assignments.
<b>PEO 4:</b>	<b>Well informed, Ethical and Committed Professional:</b> Management graduates will become well informed, ethical and committed corporate citizens contributing to the management profession and the community in an effective manner.
<b>PEO 5:</b>	<b>Environmental Concerns and Social Responsibility:</b> Enhance students' appreciation of challenges facing businesses in today's complex world in the context of achieving efficiency while considering social responsibility, legal and ethical principles, and corporate governance fundamentals.



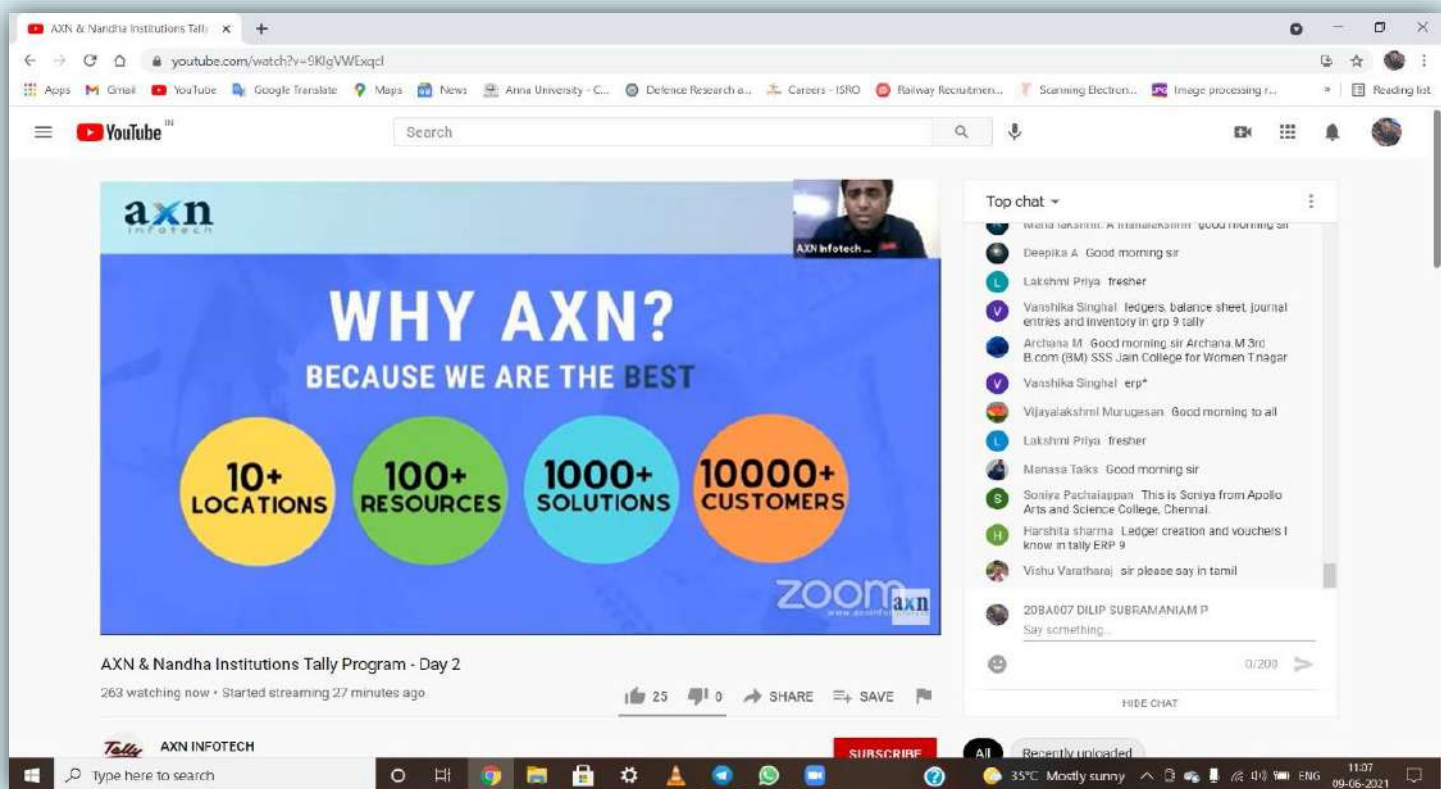
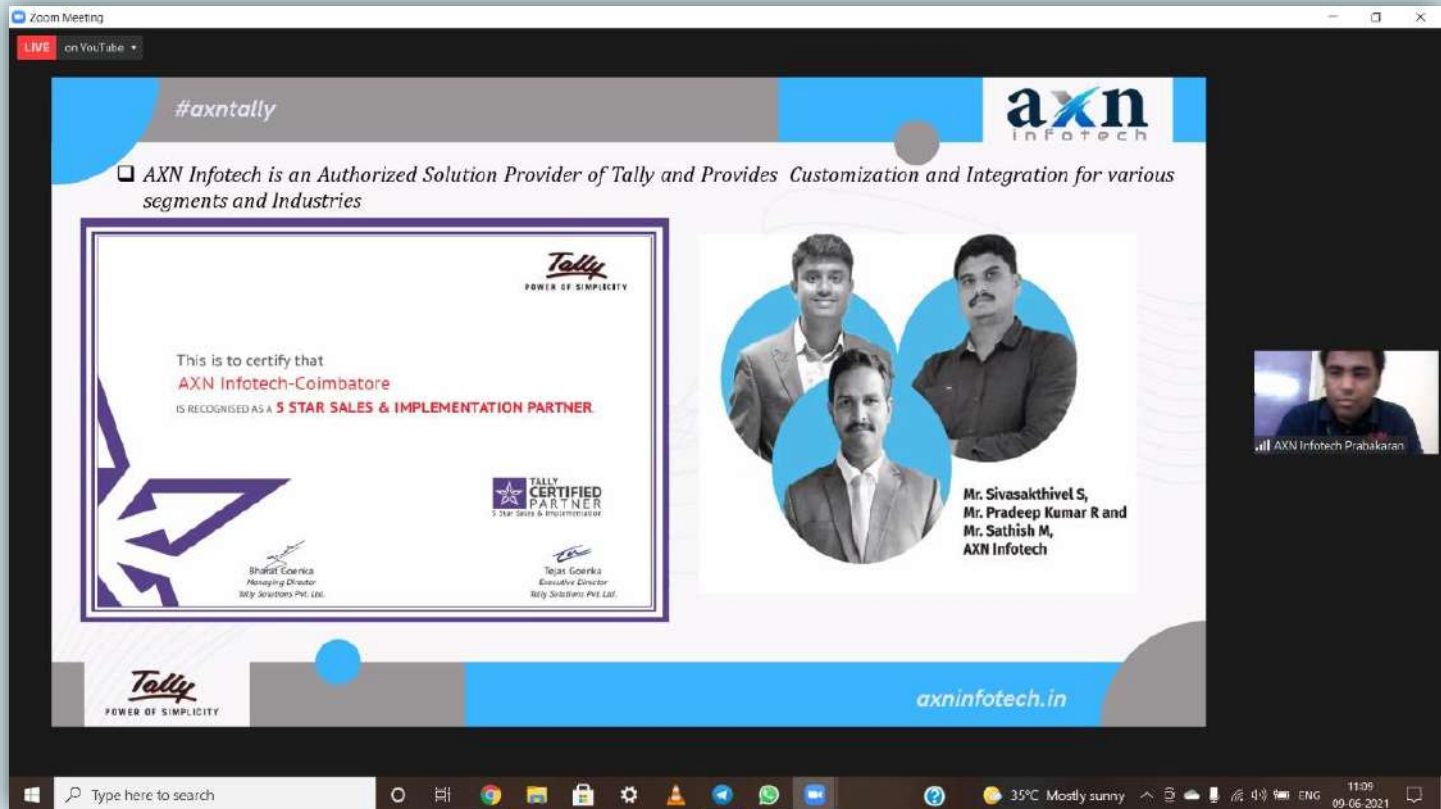
*“It’s not about money. It’s about the people you have, and how you’re led” - SteveJobs*

S. Sivasakthivel  
Founder AXN Infotech



*Leadership is the art of getting someone else to do something you want done because he wants to do it. -Dwight D. Eisenhower*

D. Prabakaran  
Co - Partner,  
AXN Infotech,



*A successful man is one who can lay a firm foundation with the bricks others have thrown at him.”  
– David Brinkley*

The screenshot shows a YouTube video player displaying a Tally software interface. The video title is "DAY-3 AXN & Nandha Institutions Tally Program" and it has 250 watching now. The software screen shows the "GST Registration Details" window with the following information:

Section	Field	Value
GST Registration Details	State	Tamil Nadu
	Registration type	Regular
	Assessee of Other Territory	No
	GST applicable from	1-Apr-21
	GSTIN/UN	33AAJFA722/Q1Z0
Periodicity of GSTRI	Monthly	
	Additional Features	
Supplier GST rate details		Yes
Enable tax liability on advance receipts		No
Enable tax liability on reverse charge (Purchase from unregistered dealer)		No
Enable GST Classifications		No
Provide LUT/Bond details		No
Invoice Features	e-Invoicing applicable	Yes
	Applicable from	1-Apr-21
	Threshold limit includes	Invoice value
	Threshold limit	50,000
	Applicable for intrastate	Yes
Threshold limit	50,000	
e-Invoicing applicable		No

The screenshot shows a YouTube video player displaying a Tally software interface. The video title is "DAY-3 AXN & Nandha Institutions Tally Program" and it has 222 watching now. The software screen shows the "Purchase Invoice Creation" window with the following information:

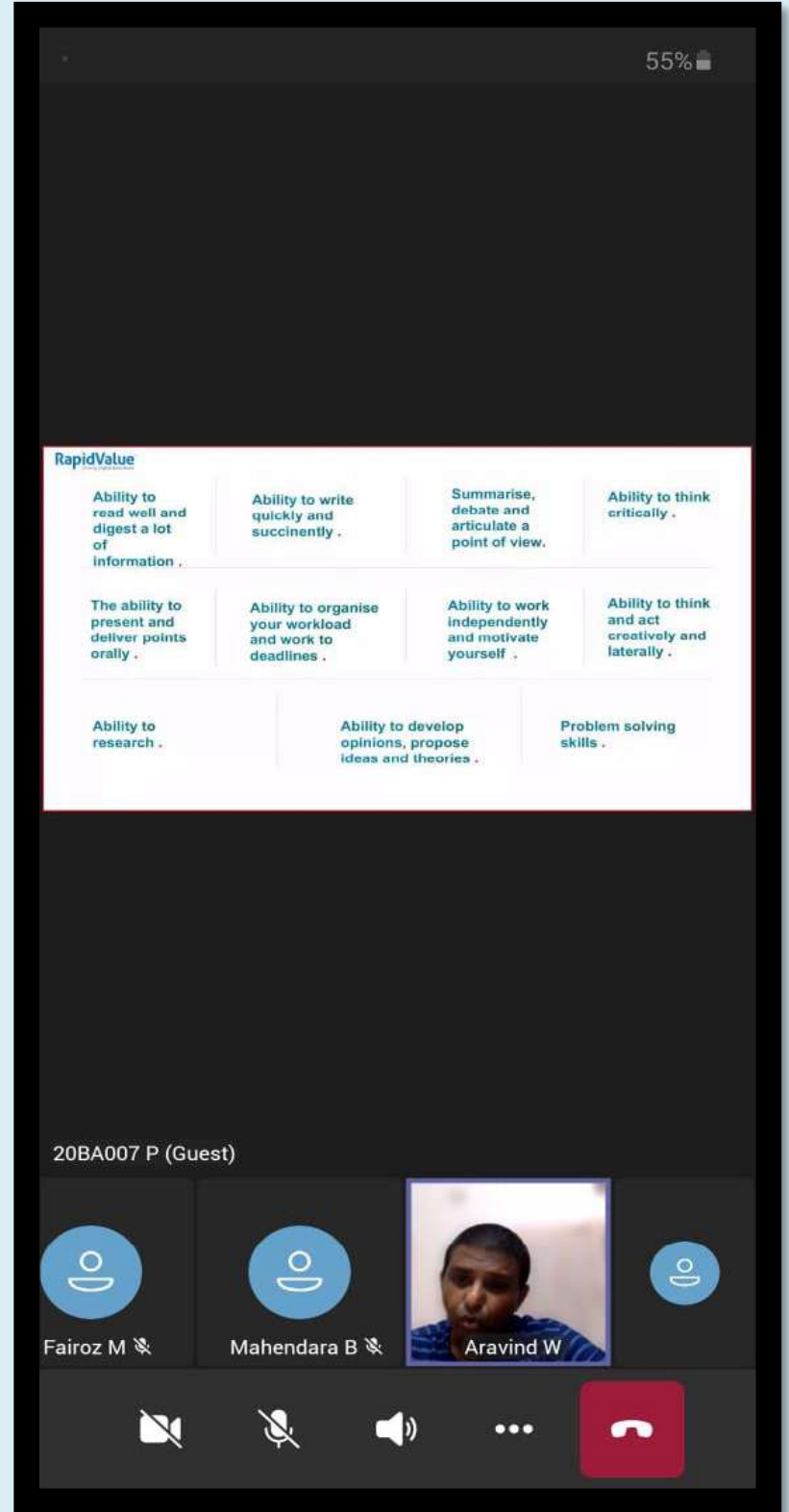
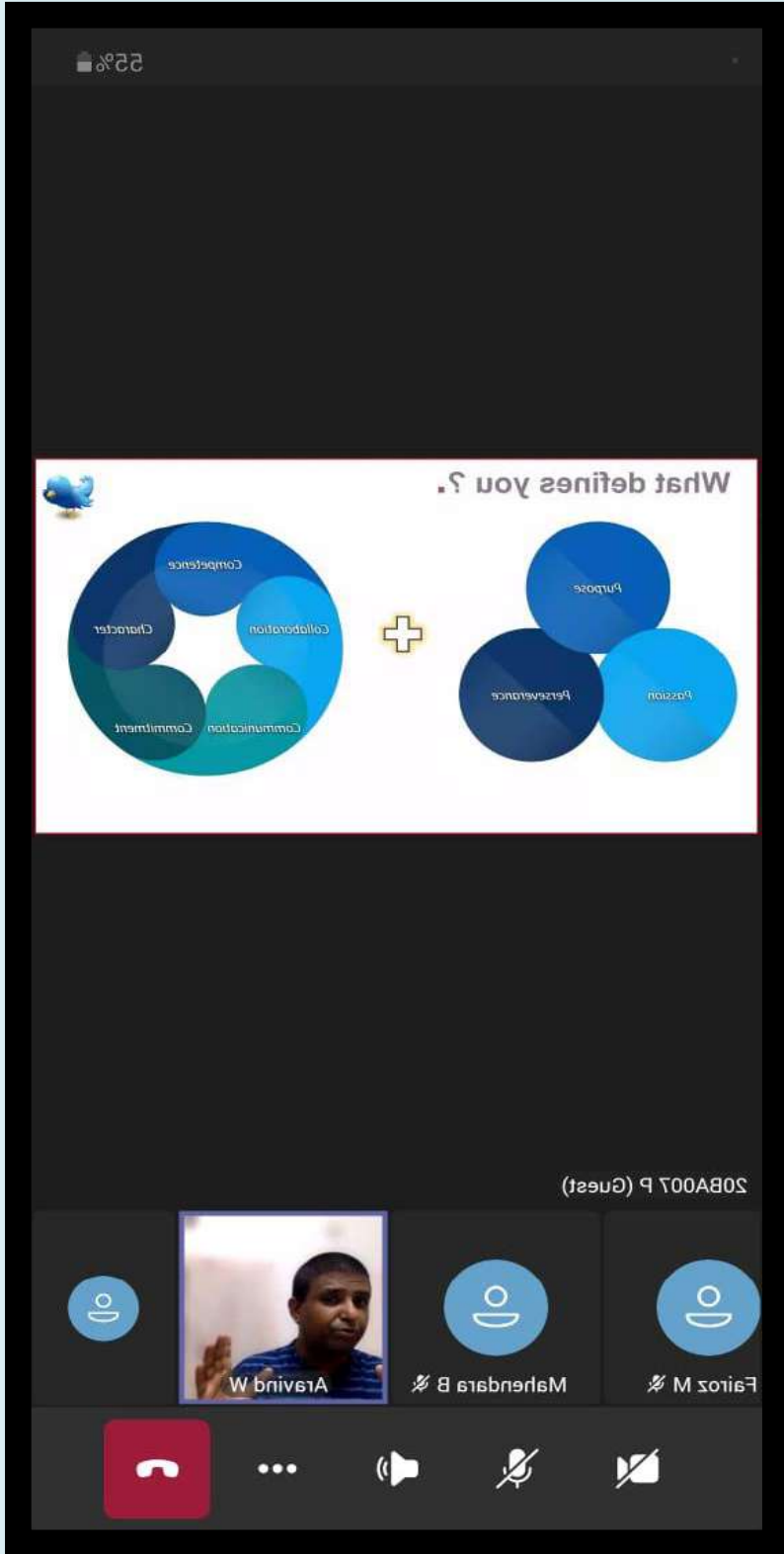
Field	Value
Purchase No.	1
Supplier Invoice No.	
Party A/c name	
Current balance	
Purchase ledger	
Current balance	
Name of Item	

The window also includes a table with columns for Quantity, Rate per, and Amount, and a "Narration" field at the bottom.

*The true measure of the value of any business leader and manager is performance. -Brian Tracy*

“KNOW UR’ CAREER”

Mr. Aravind Warriier,  
HR – Director,  
Rapid Value Solution,  
Bangalore.

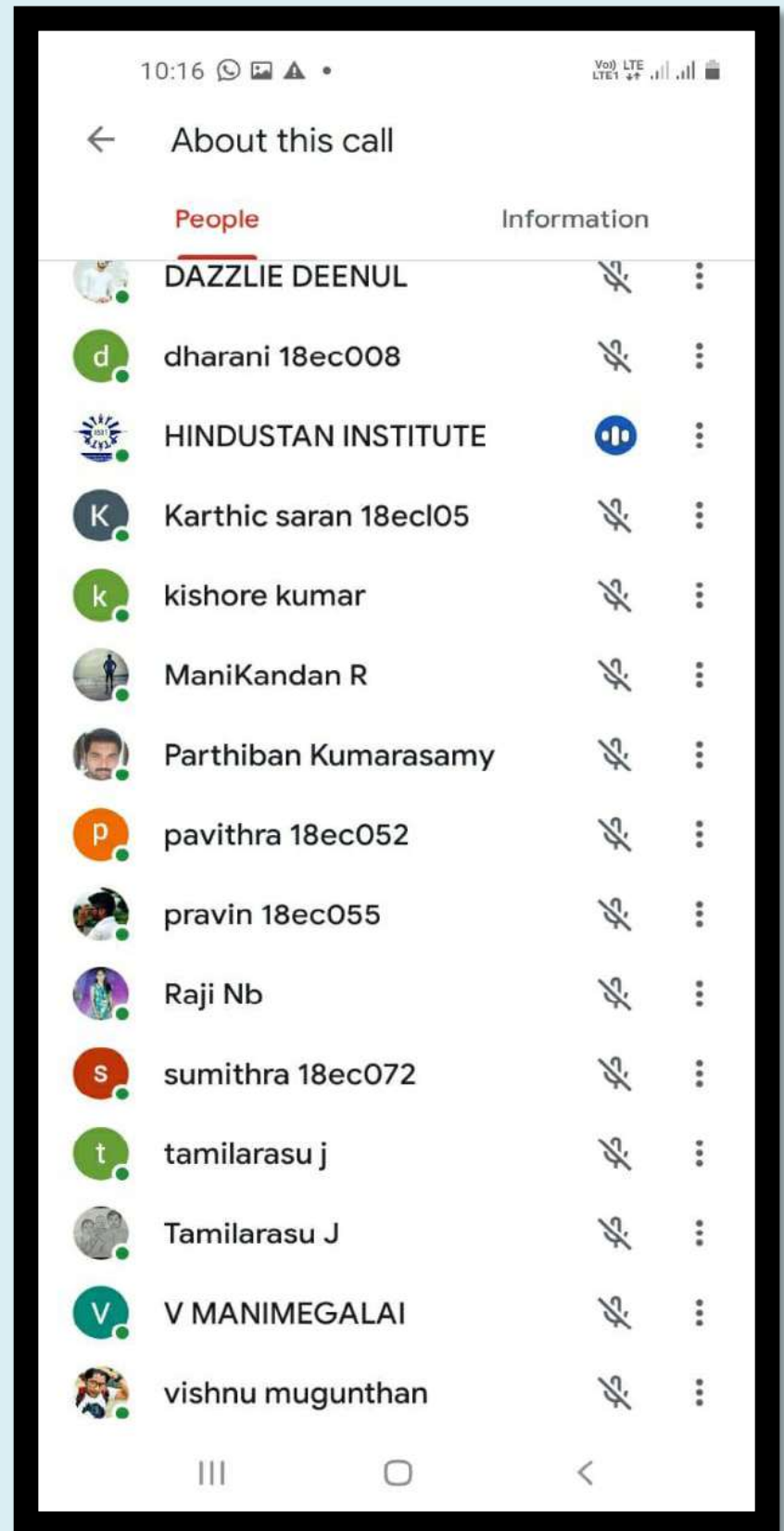
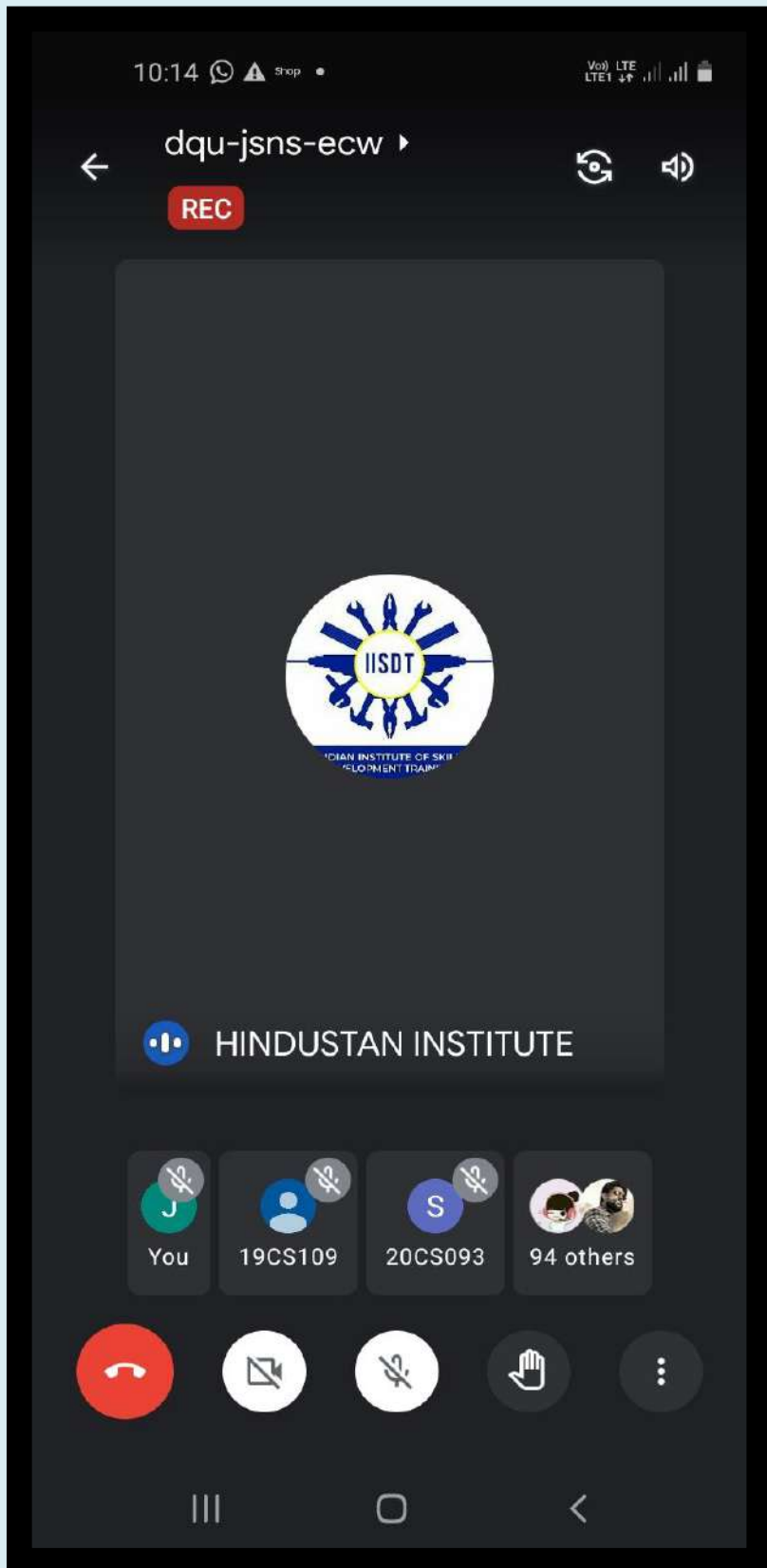


*Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall. -Stephen Covey*

**SELF BUSINESS OPPORTUNITIES IN EXPORT**

**Er. S. Kaviarasu,**

Tamilnadu State Director – Indian institute of Skill Development,  
Managing Director – Hindustan Exports,  
Perundurai, Erode.



*Motivation is what gets you Started. Habit is what keeps you Going – Jim Ryun*

### Placement Highlights

1. ANSHIYA .A – SHCIL
2. DHARUNKUMAR.S - Beerana Consultancy Services
3. PREENA.E - BRIGHT DIGI WORLD
4. VIGNESH.K.S - L&T Infotech Bangalore

### Alumni feedback



A place where I gained knowledge,best needed for the survival in outer world and confidecne. Right from day one energy and enthusium is what I experienced, it continues for me and ever.

**VIGNESH.K.S**

**Batch (2019-21)**

**HR coordinator L&T Infotech Bangalore**

*Diversification and globalization are the keys to the future. – Fujio Mitarai, CEO of*

*Canon*