

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 (2021-2022)



About the College

Nandha Engineering College is in the 18th 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

PEO 1:	Employability: 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.
PEO 2:	Entrepreneurship: Management graduates desirous of self-employment should be able to start their own business ventures or demonstrate their entrepreneurial capabilities.
PEO 3:	Research, Consultancy and Higher Studies: Management graduates with academic interest and aptitude should be actively pursuing advanced studies and engaged in research, teaching-learning or consultancy assignments.
PEO 4:	Well informed, Ethical and Committed Professional: Management graduates will become well informed, ethical and committed corporate citizens contributing to the management profession and the community in an effective manner.
PEO 5:	Environmental Concerns and Social Responsibility: 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

Dr.S.Kumaresan
Director- PG
Department of Commerce,
KSR College for Women,
Tiruchengode



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

Dr. G.Venkatesan
Assistant Professor,
Department of Business Administration,
Sona College of Arts and Science,
Salem



Industrial Interaction

22.10.2021

G.Shanmugasekar
HR Trainer,
Genzee Training & Consulting,
Erode.



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

Dr. M. Mythili, Professor,
Department of English,
Nandha Engineering College (Autonomous),
Erode



Alumini Interaction



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Research work

DR.V. MANIMEGALAI, HOD/MBA	AN EMPIRICAL STUDY ON JOB SATISFACTION OF EMPLOYEES WITH SPECIAL REFERENCE TO PONMANI INDUSTRY, ERODE
M. AANANDHI	
DR.K. PARTHIBAN, ASP	A STUDY ON STRESS MANAGEMENT FOR EMPLOYEES IN L&T INFOTECH AT CHENNAI
AARTHI.B	
K. ARULINI, AP	A STUDY OF FINANCIAL PERFORMANCE ANALYSIS WITH REFERENCE TO NEPTUNE AUTOMATION AND SOLUTION, ERODE
M.S.ABHARNA	
J. TAMILARASU, AP	A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFER NECE TO ST ROADWAYS, TIRUPPUR
E. AKASH	
L. JOTHIBASU, AP	A STUDY ON EMPLOYEE TRAINING AND DEVELOPMENT WITH SPECIAL REFERENCE TO PHOENIX FASHION PRIVATE LIMITED COMPANY, TIRUPUR
S. MANJUBASINI	
M. LAKSHMI PRIYA, AP	A STUDY OF WORKING CAPITAL MANAGEMENT AT NEPTUNE AUTOMATION CORPORATE OFFICE, ERODE
V.KISHOREKUMAR	
K. NANDHINI, AP	A STUDY ON CONSUMER SATISFICATION TOWARDS KITCHENWARE PRODUCTS OF SAIL (SSP)
NARENDRAKUMAR.K	

Placement highlights

1. B.Aarthi – L&T Infotech, Bangalore
2. P.Dilip Subramaniam - Bannari Amman Institute of Technology
3. S.Sivaranjani - L&T Infotech, Bangalore
4. K.Soundar rajan - Bannari Amman Institute of Technology
5. R.Suriyaranjani - L&T Infotech, Bangalore

Alumni feedback



Priya Maheshwari (2017-19), Consultant, Virtusa Polaris, Bangalore

Being an engineered graduate moving into cross platform it's perplexed still finger crossed I started business administration in nandha and my staff started to believe me they know I will be in good place and they supported finally I got my job at my third semester in Ndvor (currently virtusa) And was into 6 digit package lucky to graduate in nandha

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