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CONCRETE NEWS

The News bulletin from Nandha Engineering College
DEPARTMENT OF MANAGEMENT STUDIES

Volume:15, Issue:01, June-Dec-22

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Dr N. RENGARAJAN

The truly educated individuals can do new things: they have the ability to generate ideas & turn them into the reality. Today's values-based education is an approach to prepare them for the practice at the professional level & sure the Department of Management studies offers the value in all aspect. And sure, this would be in high aspiration to showcase their work. I wish all of them the very best.

It is a matter of great pride and satisfaction for Nandha Engineering College to bring out the Concrete News Bulletin for the academic year 2022-23 (Odd Semester) by the Department of Management studies. The side spectrum of articles in different reactions gives me a sense of delight that our students and professors possess creative potential and innovative thinking in ample measures. A news bulletin is like a mirror which reflects the clear picture of all sorts of activities undertaken by the department. My heartfelt congratulations to the team who took responsibility for completing this herculean



**Dr J SENTHIL
DIRECTOR**

The Department of Management Studies owes to the emphasis on greater interface with industry, increased focus on research and improvement in infrastructure. 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. The program is intended specifically to inculcate appropriate ethical values and attitudes among students to function effectively in the work environment. It also provides a right blend of managerial and business exposure to function effectively in various domains of management.



Dr.V. MANIMEGALAI

Academic Year 2022-23 (Odd Semester) was a year of great achievements and carried on the momentous journey of the department vision and mission. The curriculum is aimed at providing graduates with the skills and competencies to fulfil management positions in the field of business administration, both in the public and private sector.

As always, this academic year also saw our students' bringing laurels to the institute by organising various events, winning prestigious awards, prizes in various competitions and placed in reputed companies.

INSTITUTE VISION AND MISSION

VISION

To be an Institute of excellence providing quality Engineering, Technology and Management education to meet the ever-changing needs of the society.

MISSION

- To provide quality education to produce ethical and competent professionals with social Responsibility.
- To excel in the thrust areas of Engineering, Technology and Entrepreneurship by solving real-world problems.
- To create a learner centric environment and improve continually to meet the changing global needs.

MBA - MASTER OF BUSINESS ADMINISTRATION

VISION

To be recognized as a centre of excellence in Management to produce competent business professionals to meet the changing needs of the society.

MISSION

- To provide quality management education through managerial activities to meet the global needs.
- To impart business knowledge to enhance Employability. Entrepreneurship and Research with ethical and social responsibility.
- To be a learner centric environment to cater the changing business needs of the society.



EVENT NUMBER: AY 2022-23/01



REFRESHER PROGRAMME

- Association of Intellectual Managers has organized the Refresher programme on **30th September 2022** for both First year and Second Year MBA students. **Mr. Bhuvaneshkumar, Marketing Head, Zeon International, Tirupur**, was the resource Person. Resource Person delivered his address in challenging trends in marketing field. The session proved to be an eye-opening platform for the graduates from various educational streams to look over the management field in an optimistic manner as well as he has shared his real time experience in the field of marketing.

EVENT NUMBER: AY 2022-23/03



FIELD VISIT

- Association of Intellectual Managers has organized a one-day Field visit on **07th October 2022** for both First year and Second Year MBA students have taken to Texvalley and trekking to Kannimar hills Chittode. This trip reinforces experiential, contextual learning and enriches the quality of education and social relation. Trekking inculcates a spirit of adventure, exploration, inquisitiveness, and practical investigation among students.

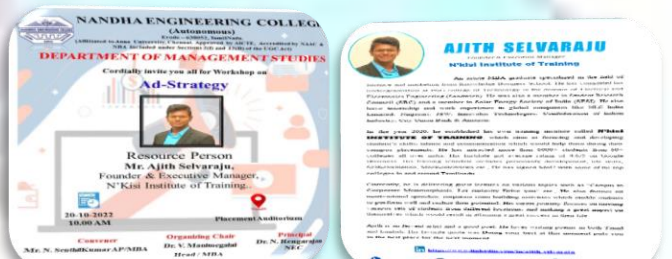
EVENT NUMBER: AY 2022-23/02



FRESHER'S ORIENTATION

- Association of Intellectual Managers has organized the fresher's orientation programme on **06th October 2022** for the First year MBA students. **Mr. J. Thangavel Raj, Training Consultant, Corporate Trainer**, was the resource Person. Trainer has given training on the ability to understand people around them and also for handling problems effectively and also he delivered the speech in the topic of **"Corporate Etiquette"** from this session students have learnt the professional behaviour and to cast the respectful environment.

EVENT NUMBER: AY 2022-23/04



WORKSHOP

- Association of Intellectual Managers has organized the one-day workshop on **20th October 2022** in the topic of **"Ad-Strategy"** for First year and Second Year MBA students. **Mr. Ajith Selvaraju, Founder and Executive Manager, N'Kisi Institute of Training, Salem**. Resource Person gives hands on training on advertisement and its impact in real world. As well as he has shown real frame about advertisement strategy among competitive worlds and how to attract the attention of customers on various brand, products, or services.

EVENT NUMBER: AY 2022-23/05



OUTBOUND TRAINING

- ✓ Association of Intellectual Managers has organized a one-day Outbound Training Programme on **21st October 2022** for both First year and Second Year MBA students. Students have management training and meditation session at Arivuthirukovil Aliyar.

EVENT NUMBER: AY 2022-23/07



SYNECTICS'22

- ✓ Association of Intellectual Managers has organized the National Level Technical Symposium on 23, 24 & 25 **Novemehr 2022.MBA** Technical event has been organized by our office bearers of **Association of Intellectual Managers (AIMs)**. In association with our ED Cell Stalls were arranged to enhance the student's event management skills.

Event Number: AY 2022-23/06



INTRA DEPARTMENT MEET

- ✓ Association of Intellectual Managers has organized the Intra Department Meet on **16th Novemehr 2022** for both First- and Second-year MBA students. This meet helps students to associate with more people, develop team coordination. They have shown active participation in all the events such as Ad-Mad, Business Team Build, Business Quiz and Synectics Boss.

EVENT NUMBER: AY 2022-23/08



GUESTLECTURE

- ✓ Association of Intellectual Managers has organized the Guest Lecture on **Operations Management** on 14th February 2023.
- ✓ Resource Person has delivered his lecturing in operations management.

EVENT NUMBER: AY 2022-23/09



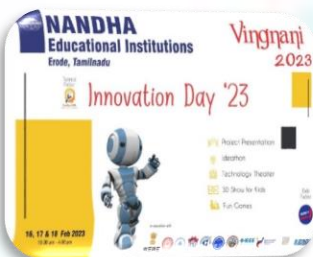
HALLOWEEN 23

- ✓ Association of Intellectual Managers has organized the National Level Technical Fest Halloween 23rd February 2023.

THE FOLLOWING EVENTS HAS BEEN CONDUCTED:

- ❖ Cooking without Fire
- ❖ Business Team Building
- ❖ Talent Expo
- ❖ Treasure Hunt
- ❖ Junior Journalist

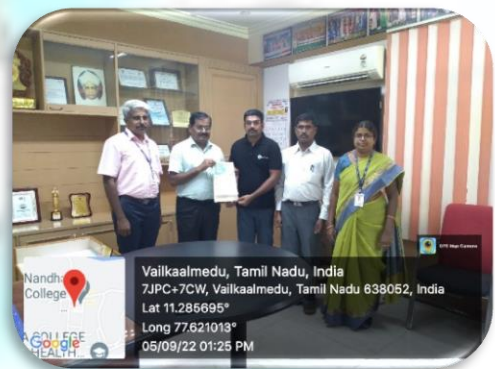
CONTRIBUTION IN INNOVATION DAY '23



RHYTHM'23

- ✓ Our Institution has organized three-days event on Innovation Day to exhibit student's innovative projects and product. In addition, with that our MBA students has been engaged in Stall arrangements to sell different items like Food stall, Fresh Juice, Ice Cream, Toy shop, etc.,
- ✓ Totally 15 stalls have been booked and sale the products for three days.
- ✓ Our Institution has organized Rhythm '23 in part of the event our MBA students has been engaged in Stall arrangements for selling different items like Foods, Fresh Juice, Ice Cream, Toy shop, etc.,
- ✓ Totally 10 stalls have been booked and sale the products for three days.

MOU WITH LIGHT SHARE



AWARENESS PROGRAM ON AGRICULTURE AMONG SCHOOL STUDENTS



BOS



MBA BOS Vaikkaalmedu, Tamil Nadu, India
MBA Block, Vaikkaalmedu, Tamil Nadu 638052, India
Lat 11.28487°
Long 77.621456°
12/08/22 11:05 AM

MBA department Board of Studies meeting has been held on 12.08.22. We have University nominee, members from various institutions, Industrialist, Alumni and they have given suggestions on curriculum and syllabi.



Alumni Meet has been arranged on 26.02.2023 and the alumni Students has asked to give an interaction session among the students to gain insights into the recent requirements in corporate as well as business world.

PARENTS MEETING



Vaikkaalmedu, Tamil Nadu, India
7JMC+QJR, Vaikkaalmedu, Tamil Nadu 638052, India
Lat 11.284833°
Long 77.621214°
20/05/23 11:08 AM GMT +05:30

Parents meeting has been scheduled on 20.5.2023 for I MBA students. Parents have attended the meeting and facilities discussed about department activities, student progress and performance.

ALUMNI INTERACTION GLIMPSE



Mr.UdayaKumar Advocate, Erode is the alumni of Nandha Engineering College Department of management studies batch (2017-2019) has addressed the students and shared his knowledge on various legal practices followed in the organization.



Ms.S.R.Luvershini MD-Hayman International and **Ms.K.Karthika** Propeitor Sungu Textiles (Gobi) interacted with students about Future challenges in industrial sector and Career growth and internship opportunities for students.



Alumni Awards has been given at the time of alumni meet which was held on 26.02.2023 to honour a highly distinguished alumnus or alumna for their outstanding volunteerism in various aspects.

ALUMINI FEEDBACK



**Ms. SOWMIYA
MAHENDRAN (2017-19)**
**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 endeavour (currently virtusa) And was into 6digit package lucky to graduate in Nandha.”



**LUVERSHNI S. R
)2017 – 2019(**
**Hayman International
Engineering and
Private Limited, Erode.**

“Studying at NEC has been an amazing experience for me. It was a fun filled journey, one that I will cherish forever. NEC has an elaborated Business Administrations Program that focuses not only on professional skills but gives ample of opportunity for self and personality development. The faculty is very supportive and well-equipped infrastructure is provided to the students. For me, this institute is the epitome of learning, developing, and enhancing skills and capabilities of an individual. I feel proud being associated with Nandha Engineering College.”



GOWTHAM. R (2012-2014)
**Tata Consultancy Services,
Chennai.**

“The experience here turned me to a more curious and achieving person. The support of the faculty members not only helped me to score good marks, but also helped me to overcome the flaws for being a good human being. Multi-dimensional learning by providing the apt mix of academics, industry exposure, attitude, and leadership. I am glad to be a part of NEC MBA.”



VIGNESH.K. S (2019-21),
**L&T Infotech,
Chennai.**

“A Place where I gained knowledge, best needed for the survival in outer world and confidence. Right from day one energy and enthusiasm is what I experienced, it continues for me and ever.”



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

ARULINI K

for successfully completing the course



Organizational Design Change and Transformation

with a consolidated score of **82** %

Online Assignments	24.69/25	Proctored Exam	57/75
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Total number of candidates certified in this course: **223**

Jan-Apr 2023

(12 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG57S63541198

To validate the certificate



No. of credits recommended: 3 or 4



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

N SENTHILKUMAR

for successfully completing the course



Organizational Design Change and Transformation

with a consolidated score of **77** %

Online Assignments	24.38/25	Proctored Exam	52.5/75
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Total number of candidates certified in this course: **223**

Jan-Apr 2023

(12 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG57S53541094

To validate the certificate



No. of credits recommended: 3 or 4

NPTEL online certification course has been completed by Dr.V.Manimegalai, Ms.K.Arulini, Ms.K.Nandhini, Mr.N.Senthil kumar during Jan-Mar 2023 session.



NANDHA ENGINEERING COLLEGE – (Autonomous), Erode -52

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai. Accredited by NAAC A+ Grade

Department of Management Studies

Academic Year: 2022 – 2023

Batch: 2022 – 2024

Program: Online Placement Drive

Date: 17.02.2023

Congratulations

We are proud to be wish the following Students of our **MBA Department** have been placed in **gboxz** with highest package ever in Nandha Institutions.

Internship
Stipend
₹ 30 K
For 2 months



Salary
₹ 25
LPA



Ms. V. Vishnupriya
Batch: 2022-2024



Mr. R. Nandhakumar
Batch: 2022-2024



Ms. M. Sabarna
Batch: 2022-2024



Mr. T. Nandhakumar
Batch: 2022-2024



Ms. M. Pradeepa
Batch: 2022-2024



Ms. P. Sangavi
Batch: 2022-2024



Ms. R. Jeya shri
Batch: 2022-2024



Mr. T. Dhanesh
Batch: 2021-2023

The Management, Principal & Staff Members are cordially wishing them for their endeavors.

Placement Coordinator

HoD

Principal