



NANDHA ENGINEERING COLLEGE

(Autonomous)

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

Pitchandampalayam (PO), Vaikkalmedu, Erode, Perundurai Road, ERODE –638 052.

DEPARTMENT OF MANAGEMENT STUDIES

PROGRAMME: SYNECTICS -2024

DATE: 25.03.2024 – 26.03.2024

SESSION DETAILS:

DATE	TIME	TOPIC
25.3.2024	11.00 AM – 02.00PM	BUSINESS AUCTION

PARTICIPANT DETAILS:

Participants from various colleges	36
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Session Objective:

1. Gaining financial literacy.
2. Foster strategic thinking and enhance negotiation skills.
3. Improve decision making under pressure.

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DEPARTMENT OF MANAGEMENT STUDIES

EVENTS
BUSINESS AUCTION
AD ZAP
TREASURE HUNT
STOCK WAR

MARCH 25 & 26

REGISTRATION FEE 200
(PER HEAD FOR ALL EVENTS FOR ONE DAY)

ATTRACTION CASH PRIZES

STUDENT COORDINATORS
Shruthi.A- 9751710061
Karthi.S-9344006810
Gokul Krishnan.P-6383009138
Jeya shri.R-9597719175
Ashwin Raj-88 25775240
Srigan.V-9566726569

STAFF COORDINATORS
Ms.R.Prabha-9445417261
Ms.K.Arulini-9976655564

CONVENOR
Dr.V.Manimegalai/HOD/MBA

PRINCIPAL
Dr.U.S. Ragupathy

SYNECTICS '24
TECH FEST, As Unique as U



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DEPARTMENT OF MANAGEMENT STUDIES

Session Outcome:

At the end of this session, ”SYNECTICS ON BUSINESS AUCTION”

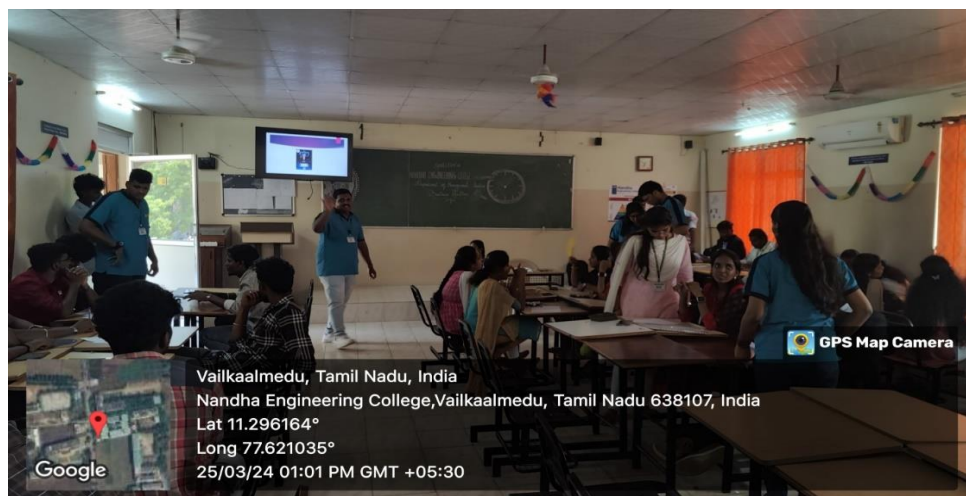
1. Participants enhanced financial and adaptive decision making skills under pressure.
2. Improved strategic analysis, planning and negotiation skills.
3. Participants engaged in practical exercises to apply their knowledge and skills in BUSINESS AUCTION, key concepts and techniques.

KEY TAKEAWAY FROM THE SESSION

Ability to effectively analyze and interpret data using the software, including understanding how to CHART CLEARANCE , Remaining credits and interpret the results to draw meaningful conclusions



Students gained knowledge in BUSINESS AUCTION and experience the same





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DEPARTMENT OF MANAGEMENT STUDIES

WINNER LIST

WINNERS	PARTICIPANTS NAMES	BRANCH/YEAR	COLLEGE NAME
I PRIZE	M.DINESH N.SIVANESAN M.ANANTH	I - MBA	CHETTINAD COLLEGE OF ENGINEERING AND TECHNOLOGY
II PRIZE	R.GOWTHAMAN M.PRIYA DHARSHINI D.SATHIYA PRIYA R.K.VEDA SRUTHI	I - MBA	ERODE SENGUTHAR ENGINEERING COLLEGE
III PRIZE	K.S.SNEKASH M DHARSHANA G.SHEELA D.JAISHREE	III-BBA	NANDHA ARTS AND SCIENCE COLLEGE

ADZAP-EVENT REPORT

SESSION DETAILS:

DATE	TIME	NAME OF THE EVENT	STAFF INCHARGE
26.03.2024	10.30 am	Adzap	Ms.K.AKILA Event Coordinator AP/MBA NEC

PARTICIPANT DETAILS:

NUMBER OF COLLEGES PARTICIPATED	6
TOTAL NUMBER OF TEAMS	14
TOTAL NUMBER OF PARTICIPANTS	46



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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM OBJECTIVE:

- To promote products, services, or events through creative and engaging advertisements.
- To engage the audience actively, encouraging participation and interaction.
- To provide participants with an opportunity to enhance their marketing .
- To facilitate networking opportunities among participants, sponsors, and attendees.
- To strengthen the brand image and reputation of the organizing entity or sponsor through effective advertising.

PROGRAM OUTCOME:

- To enhance creativity and innovation skills among participants.
- To improved communication and presentation abilities.
- To Increase understanding of marketing strategies and techniques.
- To strengthen teamwork and collaboration among participants.
- Aids in heighten awareness of branding and advertising principles.

Key takeaways from the programme:

- Understanding the importance of creativity in advertising.
- Learning various advertising techniques and strategies.
- Enhancing presentation and communication skills.



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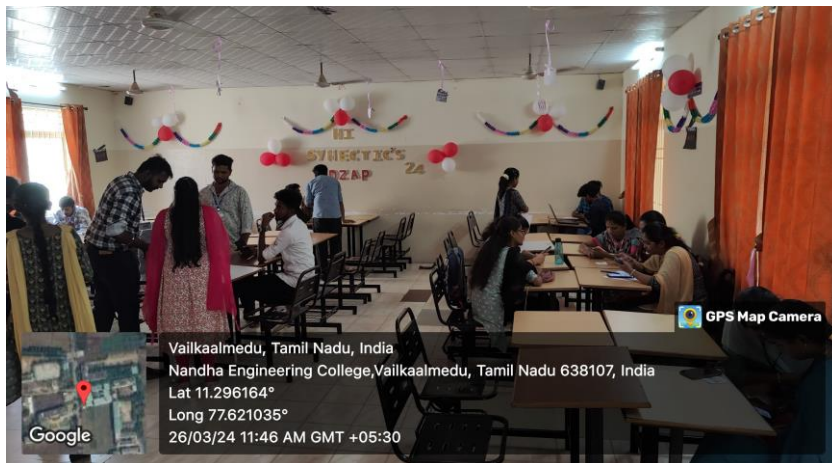
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DEPARTMENT OF MANAGEMENT STUDIES

Winners List

Winner Category	Name	Branch/Year	College Name
I -PRIZE	DINESH N	I -MBA	CHETTINAD COLLEGE OF ENGINEERING AND TECHNOLOGY
	DINESH M		
	ANANTH M		
II PRIZE	SANTHOSH KUMAR V	IV-CHEMICAL ENGINEERING	NANDHA ENGINEERING COLLEGE
	KISHORE A		
	PRAKADESH U		
III PRIZE	KAVIRAJAN S	I -MBA	PAAVAI COLLEGE OF ENGINEERING
	SIVA S		
	YOGARAJA S		



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DEPARTMENT OF MANAGEMENT STUDIES

STOCK WAR

DATE: 25.03.2024 – 26.03.2024

SESSION	TIME	NAME OF THE PROGRAMME	STAFF INCHARGE
I	10.30 AM	STOCK WAR	MR. L. JOTHIBASU
II	09.30 AM	STOCK WAR	MR. L. JOTHIBASU

PARTICIPANT DETAILS:

TOTAL NUMBER OF PARTICIPANTS DAY 1	34
TOTAL NUMBER OF PARTICIPANTS DAY 2	10

PROGRAM OBJECTIVE:

- To enhance participants' understanding of financial concepts such as investing, diversification, risk management, and market dynamics. By actively participating in simulated trading, players learn how the stock market works and how to make informed investment decisions.
- To develop and refine their investment strategies by analyzing market trends, researching companies, and making buy/sell decisions. They learn to consider factors such as risk tolerance, investment goals, and time horizon when constructing their portfolios.
- To learn that successful investing often requires patience, discipline, and the ability to weather short-term market fluctuations.
- To encourage participants to critically evaluate investment opportunities, analyze financial data, and make informed decisions based on their research and analysis. They develop skills in critical thinking, problem-solving, and decision-making that are applicable not only to investing but also to various aspects of life.
- To provide participants with a realistic and immersive experience of investing in the stock market. By simulating real-life market conditions and scenarios, participants gain practical knowledge and skills that they can apply to their personal finances and investment decisions in the future.



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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM OUTCOME:

- Participants typically gain a better understanding of financial concepts, such as investing, risk management, diversification, and market dynamics. They learn how to interpret financial data, analyze investment opportunities, and make informed decisions.
- Through active participation in simulated trading, participants develop and refine their investment strategies. They learn to research companies, analyze market trends, and construct portfolios that align with their investment goals and risk tolerance.
- Participants learn about risk management strategies, such as diversification, asset allocation, and setting stop-loss orders. They gain insight into how to manage risk effectively and protect their investment portfolios from significant losses.
- Participants gain a deeper appreciation for the importance of adopting a long-term perspective when investing. They learn that successful investing often requires patience, discipline, and the ability to withstand short-term market fluctuations.
- Participants gain practical knowledge and skills that they can apply to their personal finances and investment decisions in the real world. They become more confident and competent investors, capable of making sound financial decisions to achieve their long-term goals.

Key takeaways from the program:

- Understanding Market Dynamics
- Research and Analysis
- Long term Investment
- Emotional Control
- Learning from Mistake



Stock war initiated by the Head of the Department and the faculty of the Department of Management Studies.



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DEPARTMENT OF MANAGEMENT STUDIES

I Prize - YUVARANI R Ist MBA, NEC



II Prize – THOMAS RICHARD A IInd B.E Mech, NEC



III Prize – SHARATHI N IInd B.E Mech, NEC

