



DOMES TIMES

ADHIYAMAAN COLLEGE OF ENGINEERING (AUTONOMOUS)

**ANNUAL NEWS
LETTER
2021-2020**

**DEPARTMENT OF
MANAGEMENT
STUDIES**

MESSAGE FROM HOD DESK

I am happy to inform that our pride in the yearly newsletter which Highlights the academic and non-academic activities of both faculty and students of the department.



Dr.B.N.Sivakumar.,MBA.,PhD
Professor & Head

About Department

ABOUT US

The Department of Management Studies was incepted in the year 1992 with the state of the art infrastructure as per the norms and beyond. Ours is the first MBA Program affiliated to the University of Madras after the Department of Management Studies of the University. It is dedicated to impart need based and result oriented management education to develop talented managers to face the Global challenges and align them to today's societal needs.

The department offers two Post Graduate Programs namely two year MBA (Full time) and a three year MBA (Part time) under Permanent Affiliation to Anna University, Chennai. Both the programs are approved by AICTE. The department has been listed as one of the top 100 B-Schools in the country by Business India and Dalal Street. The department is headed by a full time director supported by eminent faculty members are MBA degree holders while senior faculty members are Ph.D. and M. Phil. degree holders. The department has all teaching-learning facilities for providing quality management education.

Silent Features

- Case based participative teaching pedagogy.
- Full Fledged Placement Cell assisting in overall personality development and job fetch able training.
- Regular industry visit and expert talks.
- Career opportunity seminars and symposium.
- Regular counselling / monitoring for students mentoring.
- Round the clocks state of the art computer lab with LAN networking with Internet and web-browsing facility.
- Satellite communication, ICT enabled and visualized class room facility.

Department Vision:

To create competent managers to the society with **value-based management education**.

Department Mission:

M1: To transform the students with enriched knowledge, skills and abilities to become competent employees.

M2: To enhance the creativity and confidence to become entrepreneurs.

M3: To involve in research and development activities with industry collaboration.

M4: To imbibe social consciousness and adoptability to the dynamic environment.

Programme Educational Objectives (PEOs)

PEO1: To handle diverse opportunities that arises due to changing environment.

PEO2: To develop professional competence to become successful managers and entrepreneurs.

PEO3: To become problem solvers by acquiring the knowledge and thinking skills necessary on lifelong learning.

PEO4: To work in teams and conquer leadership roles during the career.

PEO5: To be socially sensitive and ethically conscious citizens actively contributing to the society.

Programme Outcomes (POs)**PO-1 Business Environment and Domain Knowledge**

Economic, legal and social environment of Indian business. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society.

PO-2 Critical thinking, Business Analysis, Problem Solving and Innovative Solutions

Competencies in quantitative and qualitative techniques. Graduates are expected to develop Skills on analysing the business data, application of relevant analysis, and problem solving in Other functional areas such as marketing, business strategy and human resources.

PO-3 Global Exposure and Cross-Cultural Understanding (GECCU):

Demonstrate a global outlook with the ability to identify aspects of the global business and cross-cultural understanding.

PO-4 Social Responsiveness and Ethics (SRE):

Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in

organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

PO-5 Effective Communication (EC):

Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

PO-6 Modern tool usage:

Create, select and apply appropriate techniques, resources, and modern engineering and IT tools, including prediction and modeling to complex engineering activities, with an understanding of the limitations

PO-7 Leadership and Teamwork (LT):

Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

PO-8 Environment and sustainability:

Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.

PO-9 Ethics:

Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

P-10 Individual and team work:

Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.

PO-11 Project management and finance:

Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO-12 Life-long learning:

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Programme Specific Outcomes (PSOs)

PSO1: Ability to interpret the concepts and methodology of business administration and to enhance the knowledge and skills to synthesize management ideas for their academic and administrative skill development.

PSO2: Guide and channelize the transformation process of every management graduate by providing in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to make them to strive towards personal victory and value creation to society.

PSO3: Ignite a passion for multidisciplinary approach for problem solving, critical analysis and decision making by giving due importance for lateral thinking so that management graduates see things from a perspective which are not just simple but effective.

2020-21

S. No.	Topic	Date	No. of Candidates
1	Stress management	10.12.2020	15
2	Leadership challenges	18.01.2021	18
3	Effective communication	07.04.2021	17

2020-21

Title	Date	Guest Lectures
Trends and Technology	12.02.2020	Mr.M.K.R.Nair, GM, Ashok Leyland
Preventive Medicines	14.06.2019	Mr.Prasad, Founder, PCH
Communication development	18.11.2022	Dr. Kalyan, Communication Trainer
Psychometric profiling	08.10.2022	Mr. R. V. Rangarajan, Branch Head, Veranda Race learning Solution

Faculty Research Publications

Name	Title	Journal	Month & Year
Mr. R. Naveen Prakash	An Exploration of Employer's Involvement in Employee Empowerment among the Textile Industry Employees at Hosur.	Pramana Research Journal. (Vol.9 Issue 9, ISSN NO: 2249-2976).	September-2019
Dr. M. Dhanasekaran	Pyramid Supply Chain Model for Fruits and Vegetables in Krishnagiri District, Tamilnadu, India	Caribbean Journal of Science 53 (1), 956-962	January-2019

Dr. M. Dhanasekaran	Multi-labeling traceability techniques in floriculture industry with reference to krishnagiri district, Tamil nadu, India.	Caribbean Journal of Science 53 (1), 944-955	January-2019
Dr. B. N. Sivakumar	An Assessment of Assuring E-Learning Education Quality on MBA Program in Tamil Nadu, India.	Shanlax International Journal of Management, 7(2), 2019, 37-46.	January-2019
Mr. R. Naveen Prakash	An Exploration of Employer's Involvement in Employee Empowerment among the Textile Industry Employees at Hosur.	Pramana Research Journal. (Vol.9 Issue 9, ISSN NO: 2249-2976).	September-2019

Presentation in Conferences / Workshops

Name	Title	Conference / Workshop, Webinar	Organised by	Date
Mr. R. Naveen Prakash	Reference Management Tools and Online Citation Database	Workshop	Indian Academic Researcher Association	19-21.04.2020

Presentation in Conferences / Workshops

S. No.	Name	Title	Conference / Workshop, Webinar	Organised by	Date
1	Dr. B. N. Sivakumar	Research Paradigms	Workshop	Christ College, Pune	05 th Nov 2022
2	Dr. B. N. Sivakumar	Contemporary issues in Commerce and Management	Conference	Agur Chand Mannmull Jain College	04 & 05 Aug 2022
3	Mr. R. Naveen Prakash	Reference Management Tools and Online Citation Database	Workshop	Indian Academic Researcher Association	19-21.04.2020
4	Dr. B. N. Sivakumar	Employees Moonlight Intentions of MSME Manufacturing firms in Hosur, Tamil Nadu	International Conference	St. Joseph's College of Arts and Science for Women, Hosur	09.09.2019

Participation in FDP / Seminars, Webinars, Quiz etc.,

Name of the Faculty	Title	Category	Organised by	Date
Dr. M. Dhanasekaran	Awareness Program on Outcome based education	FDP	Bharat Institute of Engineering and Technology (BIET), Hyderabad,	18.06.2020
Mr. R. Naveen Prakash	An effective research paper writing skill	Webinar	Bhagwan Mahavir College of Commerce & Mgt. Studies	13-16.04.2020
Dr. M. Dhanasekaran	An effective research paper writing skill	Webinar	Bhagwan Mahavir College of Commerce & Mgt. Studies	13-16.04.2020
Dr. M. A. Sureshkumar	An effective research paper writing skill	Webinar	Bhagwan Mahavir College of Commerce & Mgt. Studies	13-16.04.2020
Mr. R. Naveen Prakash	Covid-19 General awareness	Quiz	SRM University, Ramapuram.	20.04.2020
Mr. R. Naveen Prakash	Building innovative thoughts for future leaders	PDP	Nehru Institute of Management Studies, Coimbatore	25.05.2020
Dr. M. Dhanasekaran	Building innovative thoughts for future leaders	PDP	Nehru Institute of Management Studies, Coimbatore	25.05.2020
Dr. M. A. Sureshkumar	Building innovative thoughts for future leaders	PDP	Nehru Institute of Management Studies, Coimbatore	25.05.2020

Dr. M. Dhanasekaran	Where Technology Meets Business: Industry 4.0	FDP	Nehru Institute of Management Studies, Coimbatore	17.05.2020
Dr. M. A. Sureshkumar	Where Technology Meets Business: Industry 4.0	FDP	Nehru Institute of Management Studies, Coimbatore	17.05.2020
Mr. R. Naveen Prakash	Where Technology Meets Business: Industry 4.0	FDP	Nehru Institute of Management Studies, Coimbatore	17.05.2020
Dr. M. Dhanasekaran	Watering your dream seed	SDP	Minerva Professional Training Centre, Coimbatore	15.05.2020
Dr. M. Dhanasekaran	Entrepreneurship-Seeing the market beyond borders	Webinar	Karpagam College of Engineering, Coimbatore	13.05.2020
Dr. M. Dhanasekaran	Now or Never	Digi talk	Nehru Institute of Management Studies, Coimbatore	12.05.2020
Dr. M. Dhanasekaran	Covid 19 Pandemic Awareness Quiz	Quiz	East West Institute of Technology	06.05.2020
Dr. M. Dhanasekaran	Banking and Insurance	Quiz	East West Institute of Technology	05.05.2020
Dr. M. Dhanasekaran	Intellectual Property Rights	Webinar	Karpagam College of Engineering, Coimbatore	02.05.2020
Dr. M. Dhanasekaran	How to write a paper and publish in SCI journals	Webinar	Karpagam College of Engineering, Coimbatore	26.04.2020
Dr. M. Dhanasekaran	Government Schemes for promoting entrepreneurship	Webinar	Karpagam College of Engineering, Coimbatore	25.04.2020

Dr. M. Dhanasekaran	Research into a successful publication – an insights on manuscript preparation and peer review process	Webinar	Karpagam College of Engineering, Coimbatore	27.04.2020
Dr. M. Dhanasekaran	Learn fundamentals of entrepreneurship	Webinar	Karpagam College of Engineering, Coimbatore	30.04.2020
Dr. M. Dhanasekaran	Examination Reforms	Online Course	AICTE	22-25.04.2020
Dr. M. Dhanasekaran	UGC – NAAC Accreditation strategies in Institutions	Webinar	IQAC, MES College, Kerala	16.06.2020
Dr. M. Dhanasekaran	Emotional connection with employees: during a crisis	Quiz	Nehru Institute of Management Studies, Coimbatore	03.06.2020
Dr. M. Dhanasekaran	Mental Wellbeing in Personal and Professional Life	FDP	Nehru Institute of Management Studies, Coimbatore	28.05.2020
Dr. M. Dhanasekaran	National level tech Smarta E-Quiz	Quiz	Nandha Arts & Science College	14.07.2020

2020-2021

S. No	Reg. No	Name of the Scholar	Title	Specialization	Session	University
1	11201332017	Pillai Anita Radhakrishnan	A Study on Information and Communication technology integration in Indian	Management Sciences	2020	Anna University

			Management Education.			
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