



S.A. ENGINEERING COLLEGE
(AN AUTONOMOUS INSTITUTION)
(Accredited by NBA, NAAC with 'A' Grade & ISO 9001:2015 Certified)
Poonamallee –Avadi Road, Chennai – 600 077

DEPARTMENT OF MBA

SCINTILLATORS ISSUE III– JAN 2024– JUNE 2024

The Department of MBA aims at inspiring the budding professionals to scale up and build their requisite skill, knowledge, competence and exhibit positive attitude, professional acumen, confidence and being socially aligned through leading careers in organizations & entrepreneurial aspirations. The department has eminently qualified and experienced faculty representing all major streams of management disciplines. The programme is aimed at escalating the potential of the student and moulding them for success in the challenging business field. Well-designed academics combined with live projects, corporate interaction, affiliations to professional societies, industry aligned value added courses and soft skill training provides the fine edge to the aspirants to build a conquering career. So far 16 Batches have Passed-out.

EDITORIAL BOARD

Dr. K.SELVI

PROFESSOR & HEAD

Dr.R.SASIKALA

PROFESSOR

VISION

To Transform the Department into high quality center imparting world class management education along with value based professional excellence.

MISSION

To impart quality education in creation of an intellectual capital of competent management professionals and focus on nurturing innovation, entrepreneurship, research, ethics and professional expertise.

To create an excellent teaching and learning environment for our faculty and students

To develop leaders of competence, conscience, creativity and compassion.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO I: To provide the students with adequate skill, knowledge and confidence to seek positions (as well as growth) in organizations and excels in nurturing the spirit of entrepreneurship.

PEO II : To inculcate the students with a positive attitude towards work and life there by resulting in personal and professional growth.

PEO III : To interface with Industry through their professional managers specialized in Marketing, Manufacturing, Finance, Human resources and System thereby inculcating professional expertise in the students in their area of specialization and awareness of business environment.

PEO IV: To broaden the mind of the students to ensure that their contributions to the society are ethical, value based and environment friendly.

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Guest Lecture on Entrepreneurship Awareness Program (Strat up eco system for students) in association with EDII on 02.02.2024 by Er. Shanmuga Mariappan (District Coordinator) EDII – TN District Collecterate, Thiruvallur. All the II year MBA students participated & got an awareness about Strat up eco system.



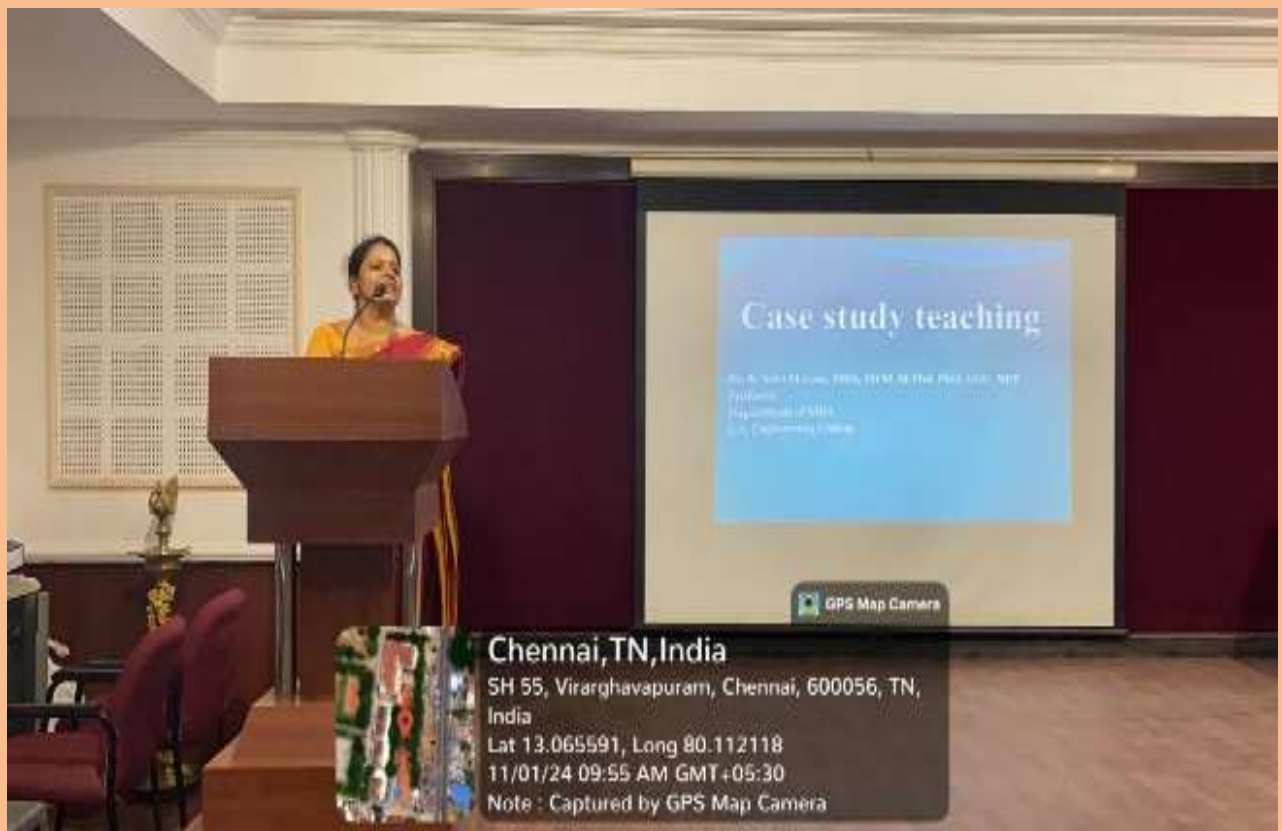
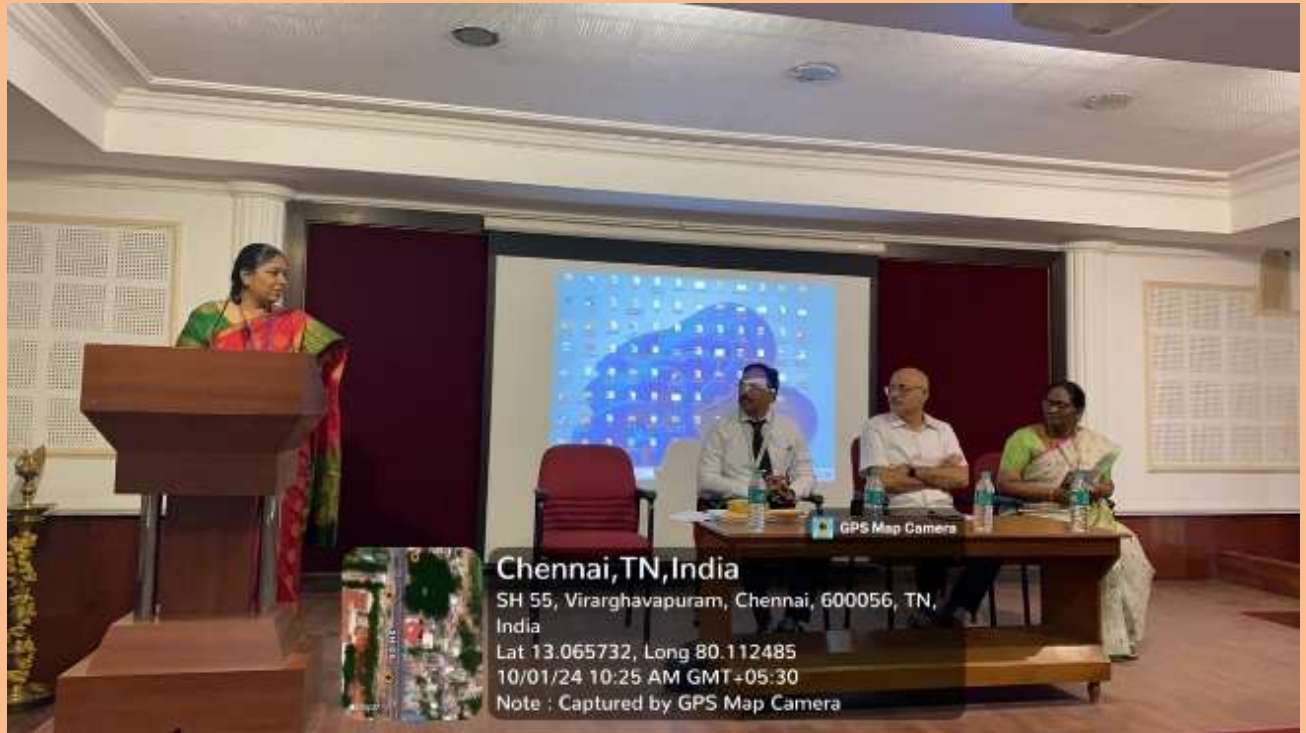
DEPARTMENT OF MBA – SCINTILLATORS ISSUE III – JAN to JUNE 2024

Guest Lecture on Challenges of HR in 21st Century was organized on 02.04.2024 by Ms. Priyadharshini, Professor & HOD ,Tagore Engineering College. Students participated and understood the challenges of HR.



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Workshop on Case Study Writing and Teaching on 10.01.2024 & 11.01.2024 by Dr. S. Meenakumari, Assistant Professor, Anna University, Dr. K. Selvi Suresh, Professor, SAEC and Dr. Padmaja Priyadharshini, Managing Director, M/s. Homeplan guru Civil Consultants Pvt. Ltd.. All faculty and students participated and understood about case study writing.



DEPARTMENT OF MBA – SCINTILLATORS ISSUE III – JAN to JUNE 2024

Workshop on Inauguration of Student Chapter was inaugurated on 20.01.2024 with eminent guest's from ISTD chennai chapter. Mr.J. Vijayakumar, Vice President – HR, Brakes India Ltd & Chairman – ISTD, Mr. T. Ashok Kumar, General Manager – HR, Michelin Tyres and Ms. Rajalakshmi Subramanian, Regional Vice President South – ISTD. Faculty and students of MBA attended and student co-ordinators for ISTD were introduced.



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Workshop on Entrepreneurial Skills for Students was conducted on 23.01.2024 & 24.01.2024 by Dr. Kavitha Anand-Cosmetics Formulator-Creepys Natural Care, Ms. Induja -KVIC Trainer-MSME, Ms. Vishali-KVIC Trainer-MSME. All faculty and students of MBA participated and enjoyed the real time session by trainers.



Workshop on Research writing skills and Scopus Publication was conducted on 16.03.2024 by Dr. Shah Ahmad Khan. All faculty and students of MBA participated and gained knowledge on research writing.



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Industrial Visit was arranged to IInd yr MBA students on 15.03.2024 to Dell Computers YCH Logistics (Warehouse). Organisational study was given by Mr. Babu AGM – Operations YCH logistics.



DEPARTMENT OF MBA – SCINTILLATORS ISSUE III – JAN to JUNE 2024

Inauguration of EVENTIA' 24 was on 26 .03 2024 at 09.30 am in our college premises. Guests of Honour was Mr. Thangavel Puhai, Business Growth Specialist CEO @ DigiNadu.com, Founder-DreamCalls,CBO-axNadu.com and delivered the inaugural address and Mr.Prabhakaran Subramanian,Program Manager-ASIA,VSHIPS delivered the valedictory address.Students and faculty participated in the Insight out session.



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Value Added Course was conducted to IIInd yr MBA students from 06.03.2024 to 12.03.2024 on Supply chain Management and Logistics by Mr. Deepak , Dr. Madanagopal and by Mr. Divakaran - EXIM Academy.



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International Management Development Programme (MDP) on Management Analytics was organized from 03.06.2024 to 10.06.2024 with eminent speakers Mr.V.V.Eashwar Prasad,Head-Solutioning and Service Readiness,Ericsson India Global Services on Bigdata Analytics, by Mr.T.A.B.Barathi,Sr.Vice President,Wheels India Ltd on Supply Chain Analytics, Marketing Analytics by Mr.S.Amarnaath, Director, Shri Aswini Brick Industries, Block Chain Analytics by Dr.Shad Ahmad Khan,Professor,University of Buraimai,Sultanate of Oman, Business Analytics by Mr.Sudheer Nandi,Relationship Manager, Australia, by Mr. Vijayakumar,VP HR,TVS Brakes India on HR Analytics and Dr.S.Meenakumari,Prof,MBA,Anna University on Challenges in Analytics respectively.Participants from various institutions participated.

Motivation vs Discipline

Motivation vs Discipline

Motivation :
➤ Self
➤ Superior
➤ Leadership
➤ Qualitative

These are person dependent

Discipline (Systems) :
➤ A way of life
➤ Predictable
➤ Issues / risks would have been faced
➤ Contingency plan in place
➤ Measurement easier

These are person in-dependent

Discipline Motivation

supply Chain Analytics

T.A.B.Barathi, Sr. Vice President (SCM)
Wheels India Ltd -TVS
Director Edu & Tq
National council member – IIMM

Marketing Analytics

Is used in collection, managing, accessing and analysing marketing data to predict trends, investigate customer preferences and launch campaigns.

Healthcare:

- Data Integrity and Security:** Patient data stored on a blockchain is encrypted and distributed across a decentralized network, reducing the risk of data breaches and unauthorized access. This ensures the integrity and confidentiality of sensitive medical information.
- Interoperability:** Blockchain facilitates the seamless exchange of medical records and information between healthcare providers, improving collaboration and continuity of care. Patients can securely access their medical history and share it with relevant parties as needed.
- Clinical Trials and Research:** Blockchain enables the secure and transparent recording of clinical trial data, ensuring the integrity of research findings and accelerating the development of new treatments and therapies.

Business Analytics

SUDHEER NANDI
ICT Specialty Specialist & RM



Managing vast amounts of data

- Collecting meaningful data
- Using Right analytical tool
- Data from multiple sources

Turn off noise suppression (Alt + A)