



SARANATHAN COLLEGE OF ENGINEERING

VENKATESWARA NAGAR, PANJAPPUR, TIRUCHIRAPPALLI - 620012

MBA

2018 - 2020



OUTREACH'20

Placement Brochure

Whats in ...

- 01 The foundser
- 02 Key Persons of the Institution
- 03 From the desk of the Principal
- 04 Message form the HOD
- 05 About the Institution
- 06 Vision and Mission
- 07 Uniquenes of the Campus
- 08 College BiDecennial Celebration
- 10 MBA in Saranathan
- 11 Pedagogy of MBA
- 12 Subjects Offered
- 13 Electives Offered
- 14 Faculty Profiles
- 18 Special Lectures
- 20 Special Moments
- 23 Profile of the Batch
- 25 Students Profile





THE FOUNDER

VIDYASEVA RATNAM Sri. K. SANTHANAM

A Leading Chartered Accountant of the town, a great Educationist, a Doyen among Educational Administrators, Member of the Executive Boards of Several Educational Institutions, President of the Dhakshina Bharat Hindi Prachar Sabha, Tamil Nadu, and Samskrita Sahitya Parishad, Trichy, a Sishya of the Kanchi Mutt, an upholder of Sanathana Dharma, a staunch Nationalist and a Congress-man of the old school, a Philanthropist and a Gentleman to the core, that is our Founder, Auditor Sri. K.Sanathanam. With an experience of two decades as Part – Time Professor of Accountancy in his own Alma Mater, namely the National College, Trichy, he became Secretary of the now 123 year old National College Council and the Educational Institutions under its care in 1975 and had his Silver Jubilee of Secretaryship, celebrated in December 2000. Having dedicated himself to the cause of Education and of Women’s Education in particular, he was for ever founding Institutions new. He founded a CBSE school called Mahatma Gandhi Centenary Vidyalaya in 1969. Shrimati Indira Gandhi College for Women in 1984, Sri Jayendra Matriculation Higher Secondary School for Girls in 1990, and the Saranathan College of Engineering, so named after the greatest – ever Principal of National College and his own Guru, in 1998. He has been deservingly conferred the Title of ‘Vidya Seva Ratnam’ by the Maha-Swami and Paramacharya of the Kanchi Mutt.





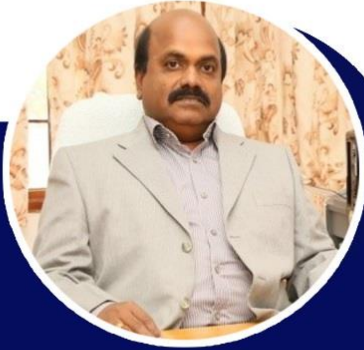
Sri. S Ravindran
Secretary



Dr. D. Valavan, M.Tech., Ph.D
Principal



Dr. Y. Venkataramani, M.Tech., Ph.D
Dean (R&D)



Dr.D.Valavan,M.Tech Ph.D
Principal

Dear Hiring Manager,
Greetings from Saranathan College of Engineering.

Being Distinctive in delivering Management Education for more than a decade, Department of Management Studies, Saranathan College of Engineering is perpetually imparting knowledge to students who aspire to meet new challenges in the corporate arena. I am very happy that the Department of Management studies is bringing out a Placement Brochure for the batch 2018-2020 which gives an insight about the MBA in a single booklet. Curriculum and way of management teaching in Saranathan is always blended with student's activities and case learning. Management students clubs enhanced the management graduates to grab many prizes in symposiums and Management Meets. I wish the students all the best and hope that they achieve greater heights by associating themselves with renowned companies. I welcome the hiring partners and hiring managers to our institution for placement process.

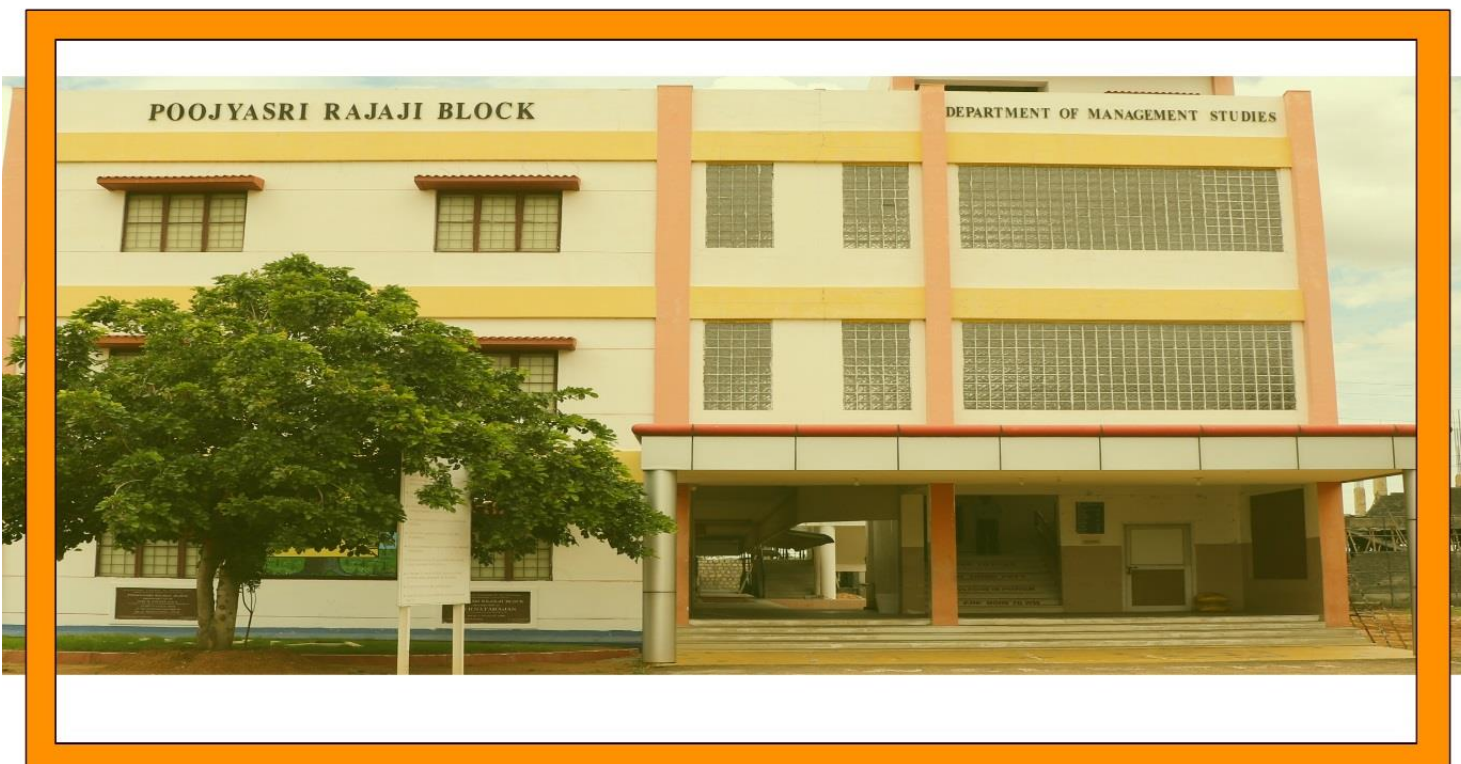




Dr. K. Karthikeyan
Head - Department of Management studies

Dear Recruiter,

I take massive pleasure in bringing out the Placement Brochure of MBA class 2020. Department of Management Studies is stepping into its 17th year which is a cause for jubilation to the institution. This Achievement would have been possible only because of the tireless efforts of the faculty members associated with the institution. Our Distinguished Faculty Members are delivering knowledge along with our traditional value systems and culture. This keeps the future Management professionals to be good in academics and also be ethical in their workplace, the only way for sustaining themselves in corporate governance. I wish the students all the best in their efforts to be a part of a reputed company shortly.



About the Institution

The college offers seven undergraduate courses and four postgraduate courses in Engineering and one postgraduate course in Management Studies (MBA). Six eligible courses in engineering were accredited by National Board of Accreditation, New Delhi. The faculty with an outstanding academic background and sound conceptual knowledge of contemporary engineering studies and practices ably complete the process of converting the budding students into employable technocrats and Management Professionals. Thus the faculty is research oriented is evident from the fact that quite a few of them already hold Ph.D. degrees and many more are pursuing their Ph.D. studies. A well maintained playground for various outdoor games and excellent facilities for indoor games ensure that our students deliver consistent good performances in Extra-curricular activities and thus bring justified laurels to the institutions in various District, State and University level competitions. Its twenty years since Saranathan took its first little step in the field of technical and Management education. With Ultimate pride of ongoing successful journey, the college celebrated Bi-Decennial year on 3rd September 2018.



Vision

“To Mould the college in to a top class National / International centre of advanced learning, technology & research and enhance national human resource and its Power.”

Mission

“To achieve excellence in business education, by adapting to the needs and challenges of dynamic and globally competitive environment.”





Unique Features of the Campus

Wi-fi Enabled Campus
Separate Hostel for Boys & Girls
Spacious Classrooms
State of Art Computer Laboraory
Language laboratory

Fully filled & Air conditioned Seminar Halls
State of Art Computer Laboratory
Well Stocked Library with National & Internation Journal
ATM Centre

College Transport Network Streched in and around Tiruchirappalli



College Bi-Decennial Celebrations

MBA in SARANATHAN



MBA Curriculum Board Provides an outline

- **To Build Professionalism among MBA Students.**
- **To Excel in Finance, Operations, Marketing and Human Resource Specializations.**
- **To Synchronize with Modern Management concepts.**
- **To transform theoretical orientations into successful Management Models.**
- **To Impart Knowledge and Skills to the budding Managers.**

Pedagogy of MBA

- MBA in Saranathan is 2 years full time programme, which follows the semester pattern of Anna University, Chennai.
- The first year consist of core courses with a summer project scheduled in the end of the year.
- The Second year consist of few core courses with elective courses.
- The programme offers dual specializations in the Second year.
- Also a main project work scheduled during IV Semester.



Subjects offered

Semester I

- Principles of Management
- Accounting For Management
- Economic Analysis for Business
- Legal Aspects of Business
- Organizational Behaviour
- Statistics for Management
- Total Quality Management
- Spoken & Written Communication

Semester II

- Applied Operations Research
- Business Research Methodology
- Financial Management
- Human Resource Management
- Information Management
- Operations Management
- Marketing Management
- Data analysis and Business Modeling



II Year Core Subjects

Semester III

- International Business Management
- Strategic Management

Semester IV

- Project work



Electives offered

Human Resource Management

Industrial Relation and Labour Welfare

Entrepreneurship Development

Labour Legislations

Finance

Security Analysis and Portfolio Management

Banking and Financial Services Management

Corporate Finance

Marketing

Integrated Marketing Communication

Retail Management

Service Marketing

Operations

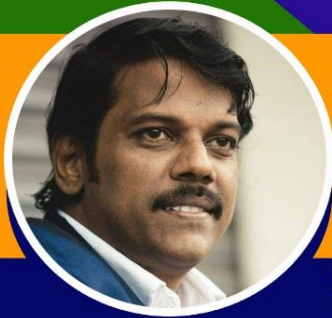
Logistics Management

Supply Chain Management

Services Operations Management



Faculty Profile



Dr. K. Karthikeyan, MBA, Ph.D. (UGC-NET)

HEAD - DEPARTMENT OF MANAGEMENT STUDIES

Dr. K. Karthikeyan is the Head of the management studies Saranathan College of Engineering, Trichy. His areas of interest encompasses of Consumer Behaviour, Strategic Human Resource management, Organization Behaviour. He is having 17 years of experience and received his Doctorate from Bharadhidasan university, Trichy. He has guided eight Ph.D research scholars in the areas of Human Resource & Marketing. His Research papers got published in various international journals. Also he authored two personality development books in Tamil entitled “Kaiyarugey Vetri” & “Manasuku oru Check post”. He participated in a range of forums on International and National Management Seminars.



Prof. B. S. Chandra Mouli, M.Com., MBA (SET)

Professor Chandra Mouli has a post graduate degree in Commerce as well as Master of Business Administration. He has 35 years of experience in Management Education. He has specialized in Finance and has a good understanding in Financial markets, financial instruments and services. He is serving as a Chairman of the Board of Anna University, Chennai. He has presented various research papers in National and International conferences on Foreign Direct Investment, Dividend Policy and Security Market..

Faculty Profile



Dr. V. Mahalakshmi, MBA., M. Phil., Ph.D.

Dr. V. Mahalakshmi is an Assistant Professor in the Department of Management Studies, Saranathan college of Engineering, Trichy. She completed her Ph.D. from Anna University Chennai. Her area of interest includes Financial Management, Accounting for Management and Merchant Banking. As a distinguished Academician, she has 16 Years of teaching experience in the field of Management and Finance. she received “BEST FACULTY AWARD” from INDIAN ACADEMIC RESEARCH ASSOCIATION at Bharadhidasan University, Trichy.



Mr. K. Arun Prasad, MBA., (UGC-NET)

He holds MBA degree from Pondichery Central University. He has 2 years of Industrial Experience in preparing “Business News” Articles Global Market research. He has 10 years of teaching experience in handling Finance, Strategic management, International Business Management and also he is handling Operations Management & Logistics Management. He is currently pursuing Ph.D in Management from Anna University, Chennai.

Faculty Profile



Dr. J. Rajesh, MBA., Ph.D (UGC-NET & SET)

Dr. J. Rajesh holds MBA degree from Sastra University and completed Ph.D. from Bharathiar University, Coimbatore. He has 10 years of academic experience and his subject interest include Service marketing, International Business Management and Organisational Behaviour.

Dr. R. Murali, MBA., Ph.D (SET)

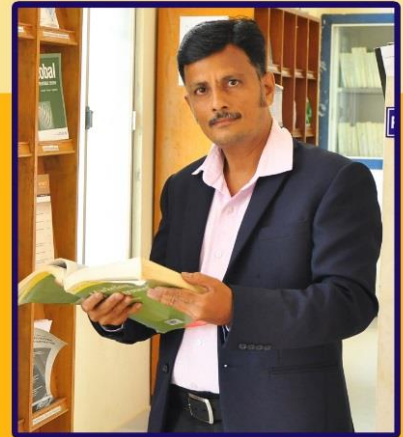
Dr. R. Murali designated as an Assistant professor in Department of Management Studies, Saranathan College of Engineering, Trichy. He is having 7+ years of experience in the academic field. His education comprises of Bachelor's Degree in Tourism Management and Master in Business Administration with Human Resource Management and Marketing. His areas of Interest include Research Methodology, Retail management, Organizational Behaviour and Data Analysis & Business Modelling.



Faculty Profile

Mr. S. Syed Muthaliff, MBA., M. Phil.,

Mr. S. Syed Muthaliff is an Assistant Professor in the Department of Management Studies, Saranathan College of Engineering, Trichy. He is Pursuing Ph.D. from Alagappa University. He is having 15+ Years of Experience in Academics. He is specialized in the broad field of Marketing. His area of interest includes Retail Management, Brand Management, Advertising and Sales Promotion and Consumer Behaviour. His research Paper got published in National and International Journals.



Special Lectures





**Special
Lectures...**

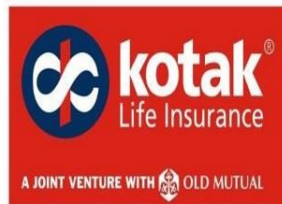
Special Moments



Special Moments

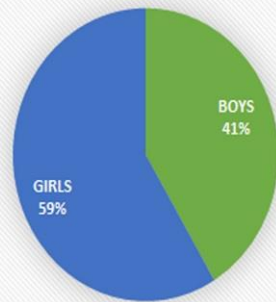


Our Alumni are placed in TOP MNC's

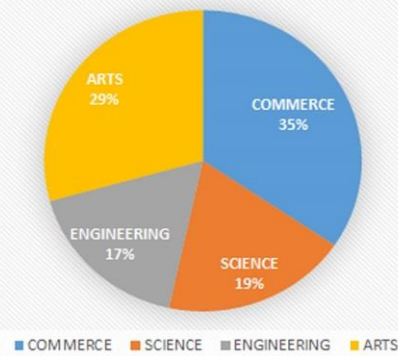


Profile of Batch 2018 - 2020

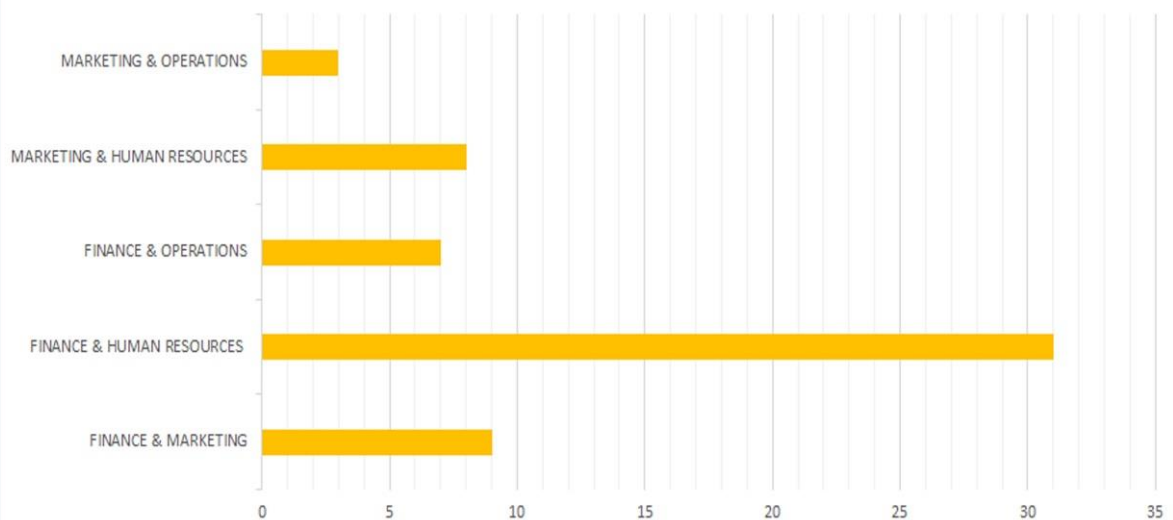
CLASSIFICATION OF BATCH 2018-2020



STREAM WISE CLASSIFICATION OF STUDENTS BASED ON UNDERGRADUATION



CLASSIFICATION OF DUAL SPECIALIZATION OPTED BY STUDENTS



MBA

(2018-2020)



LEADERSHIP IS NOT ABOUT
TITLES, POSITIONS OR FLOWCHARTS
ITS ABOUT ONE LIFE

INFLUENCE ANOTHER...

Students Profile



AARTHI.T

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Specialization: Finance and HR



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“Power Comes
not from
Knowledge kept
but from
Knowledge shared”
-Bill Gates

for more info



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