



SARANATHAN COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES



Newsletter

Vol. 4, Issue 1, 2018-2019



From the Secretary's Desk, Sri. S. Ravindran



I am glad to know that the Department of Management Studies of our institution is bringing out the newsletter for the year 2018-2019. In addition to being a compilation of the events that took place in the department, it would be good if the Newsletter provides a platform for knowledge transformation among the faculty and the students. I wish the venture all success.

From the Principal's Desk, Dr. D. Valavan



Being distinctive in delivering management education for more than a decade, Department of Management Studies, Saranathan College of Engineering is perpetually imparting knowledge to prospective managers and equipping them with skills to meeting challenges posed by industry. Our distinguished faculty members ensure that the campus provides a platform for students to hone their managerial skills through value based curriculum and experiential learning. Our students are encouraged to learn the nuances of managing a company through lectures, case studies, guest lectures and activities aimed at transforming knowledge seekers to job creators and problem solvers.

I wish the Department of Management Studies escalates to greater heights enlisting the utmost cooperation of the students and the faculty members.

From the Desk of Head – Management Studies, Dr. K. Karthikeyan

Respected Professional Colleagues



I take immense pleasure in launching the annals of our department, the newsletter of Department of Management Studies for the period 2018-2019. I am proud of our students, both boys and girls who are venturing into the corporate world and doing their job with élan. The success stories of our alumni and alumnae give every reason for us to feel proud and we cherish the occasions during times when they are modest enough to turn nostalgic and pay back the compliment to their alma mater. Our post-graduation (PG) programme attracts students who are highly self-motivated and passionate with a learning inclination and a positive attitude.

A Chennai based start-up, Antariksh Waste Ventures Pvt. Limited, incubated at IIT Madras has developed an Internet of Things based solution for solid waste management in cities where sensors fitted on a pole over a garbage bin will send alerts to conservancy workers and citizens on whether bins are full or not and by when they need to be cleared. The founder of the Start-up, Mahek M Shah had also developed a Swachh Bharat App before this venture .

From the Editorial Team



The ambience of our college facilitates truly **IDEAL – Inter-Disciplinary, Experiential and Actionable Learning**, the genesis of which was laid by our Founder Secretary Vidhya Seva Ratnam, Shri. K. Santhanam.

Our humble Pranams are due to our Founder Secretary. Our Founder Secretary was a great scholar, visionary and above all a great human being with abundance of knowledge, ingenuity, creativity, vision, foresight, wisdom, intellect, prudence and so on.

Saranathan College of Engineering had its humble beginning in 1998. The story of evolution and growth of this temple of learning is two decades of valuable time spent in educating the young minds and grooming engineers and managers, charting success stories of students, **equipping them with the three Rs, Reading, Writing and Arithmetic and also two other Rs, making them Resourceful and Ready to face** the life after college.

Our institution celebrated the bi-decennial year 2018, 20 years of academic journey. Also, the icing on the cake was the college got certified by National Board of Accreditation (NBA) for all six eligible UG programmes offered.

Our institution has just started offering one more B.E. programme in civil engineering. The institution has been named after a great educationist Shri. Saranathan, who was the shining jewel of National College, Trichy and National College, Trichy had the great opportunity of having Shri. Saranathan as its Principal for 26 years.

Our Founder Secretary Shri K. Santhanam who was an exemplary person was a chartered accountant by profession. He was a close associate of former President of India, Shri R. Venkataraman.

In recognition of his services to the cause of education, he was conferred the title ‘Vidya Seva Ratnam’ by Maha Periyava of Kanchi Kamakoti Peetam.

Department of Management Studies had its inception in the year 2002. An MBA programme of two years duration approved by AICTE and affiliated to Anna University, Chennai is offered. The specializations offered are Finance, Marketing, Human Resource Management and Operations Management. The student intake is 60 and there is a team of qualified faculty members dedicated to the cause of providing quality education in Management Sciences and developing conceptually sound professionals, empowered with managerial and decision-making skills.

We aspire to build a generation of leaders and entrepreneurs by offering an intellectually stimulating learning environment for our students. We are proud to be re-visiting the year gone by and the management education itself is becoming more dynamic and we strive to be different from the run-of-the mill B-schools in the pursuit of academic excellence and placements.

It Happened in India: the Story of Pantaloons, Big Bazaar, Central and the Great Indian Consumer is the autobiography of Kishore Biyani, the Chairman of Future Group and the founder of retail businesses such as Pantaloon Retail and Big Bazaar. He started his career selling stonewash fabric to small shops in Mumbai and became the Chairman of the US\$ 1 billion Future Group.

PayTM is the acronym for Pay Through Mobile. The first payment bank was set up by Bharti Airtel in March 2017.

GAF A (Gang of Four) is the term to denote Big Four US multi-national companies, Google, Facebook, Apple and Amazon.

zBliss Technologies Pvt. Ltd is a high technology firm, based in Chennai, engaged in the development of hardware and software solutions for Healthcare, for critical care, ICU Automation, data intelligence and analytics.

PLACEMENTS OF 2017-2019 BATCH

- ❖ The following students, who demonstrated a great deal of passion and energy and a great learning attitude, have been absorbed by M/s. City Union Bank Limited, Kumbakonam.
 - 1) Mr. V. Balaji,
 - 2) Ms. S. Sugashini,
 - 3) Ms. A. Divya,
 - 4) Mr. C. Hari Krishnan,
 - 5) Mr. J. Ashokraj
 - 6) Ms. S. Priya Dharshini
 - 7) Mr. S. Ganesan,
 - 8) Mr. A. Ruban Rajesh

- ❖ Three of our students, Mr. V. Balaji, Mr. A. Ruban Rajesh and Mr. A. Prasanna have been placed with M/s. Muthoot Finance, Kerala based firm, the largest gold financing company in the world.

- ❖ Three of our students have been placed with V-Dart, Mr. C. Hari Krishnan, H. Mohammed Minnathullah and Mr. V. Balaji

- ❖ CIEL HR Private Limited has selected four of our students, Ms. B. Vithaki, Ms. G. Abirami, Mr. H. Mohammed Minnathullah and Mr. J. Vijay Raj

- ❖ One of our students, Mr. Syed Ibrahim has been selected by Apollo Munich.

- ❖ M/s. EIDOS, the training firm has selected one of our students, Ms. Subapriya Suhirtha Veena.

- ❖ M/s. Penna Cements has selected one of our students, Mr. A. Ruban Rajesh

- ❖ 5 of our students, Mr. A. Prasanna, Ms. S. Kiruthika, Ms. B. Lalitha, Mr. C. Hari Krishnan and Ms. N. Vijaya have been placed with M/s. ICICI Bank.

- ❖ M/s. Karvy Stock Broking Limited has selected one of our students, Mr. Syed Ibrahim

We congratulate **all these 27 deserving students** and wish them to do well personally and professionally and scale greater heights. We also conduct Entrepreneurship programmes to inculcate the spirit in students who aspire to become job creators and train such students accordingly. The learning in campus ensures application of knowledge and is supplemented with skill based training and activities which promote inter-personal skills, problem solving and decision making skills and exercises which stimulate group work, holistic thinking, strategizing and out of the box thinking. Our students are propelled to scale greater heights in their academic pursuits, jobs and entrepreneurial ventures.

Vayujal Technologies Pvt. Limited, Chennai, incubated at IIT-Madras Research Park is building atmospheric water generators, which produce potable water from the moisture in the air. The company has 4 such units, three of 100 litres of water a day capacity and one of 400 litres a day capacity. The 400 litre a day unit has been installed at Taramani Guest House in IIT-Madras and the water is used for cooking and drinking.

ACCOMPLISHMENTS OF FACULTY MEMBERS

Dr.K.Karthikeyan, Professor and HoD

- 1) Presented a research paper in an International Conference, Synthesis 2018, organized by Christ University, Bengaluru titled “Effect of Retail Service Quality Dimensions among Young Apparel Shoppers of Tiruchirapalli city-Mediation of Customer Satisfaction to derive loyalty intention(Co-authors: Dr. R. Murali and II MBA students, Mr. Syed Ibrahim and Mr. Mohamed Minnathullah)
- 2) Published a research paper titled “An empirical evaluation of customer satisfaction and customer loyalty towards the services rendered by both private and public sector banks in Tamil Nadu” in International Journal of Business Excellence (Co-author: Dr. V. Mahalakshmi)
- 3) Published a research paper titled “An assessment on quality of service provided by Private Multispecialty Hospitals in Tiruchirapalli, Tamil Nadu” in International Journal of Management, IT and Engineering 7 (1), 26-34(Co-author: Mr. M. Kirubakaran)
- 4) Attended a three day FDP sponsored by AICTE on Student Induction Programme from 17th to 19th May 2019 at Arasu Engineering College, Kumbakonam

Dr.V.Mahalakshmi, Assistant Professor

- 1) Attended workshop at ICFAI business school on the topic “Innovative Approaches for Teaching and Evaluation” on 25/08/2018.
- 2) Presented and Participated in International Conference, Synthesis on 18/12/2018 and 19/12/2018- “ An International Interdisciplinary Conference on business studies and social sciences” conducted by Christ deemed to be University, Bangalore, India titled “Incredible India”- Credible way of earning foreign exchange earnings- Intensifying travel and Tourism Industry”.
- 3) Presented a paper entitled “Published an Article titled, “Study on Customer relationship Practices among the consumers of Total Gaz, Trichy, in the 3rd International Conference on “Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment” held during 28th and 29th Jan 2019 at Periyar Institute of Management Studies, Periyar University., Salem. (RMEPEGBE-19).
- 4) Published an article Titled :An Empirical Evaluation Of Customer Satisfaction And Customer Loyalty Towards The Services Rendered By Both Private And Public Sector Banks In Tamil Nadu, 06/sep/2018, Vol 16, No.2, Pp233-255, DOI : 10.1504/IJBEX-2018.094706 in International Journal of Business Excellence (Anna University –Annexure I listed journal)
- 5) Published an Article titled, “ Determination of Service Quality instrument for Predicting Loyalty using Structural Equation Modelling”, in Journal of Management research and Analysis (JMRA) , ISSN:2394-2770, Impact Factor: 4.878, Volume 6, Issue 1, Jan 2019, Special Issue (ICSMPPP)
Published an Article titled, “ Financial Performance analysis of IPO’s (selected companies)- National Stock Exchange Market, in International Journal of Commerce – in Shanlax Publication, Volume -7, Issue -1,Jan 2019, ISSN :2320-4168, DOI : <https://doi.org/10.5281/Zenodo.2550047>.
- 6) Published an article titled “Customer Loyalty in retail banking- A structural equation modeling (SEM) approach” in the “Journal of Banking and Finance Management, Volume 1, Issue 2,2018, Pp 15-20 in Shrahwa Publications.

Mr.S.SyedMuthaliff, Assistant Professor

- 1) Published an article titled “A Study on factors influencing customer satisfaction towards the selection of Royal Enfield Bullet with special reference to consumers at Trichirapalli City”, Review of Research
- 2) Published an article titled “A Study on impact of Television Advertising towards the selection of branded women apparel with special reference to consumers in Trichirapalli City”, Shanlax International Journal of Management, January 2019
- 3) Published an article titled “A Study on impact of Customer Satisfaction towards Customer Loyalty and Retention with special reference to Hero Motors”, January 2019, International Journal of Research in Humanities, Arts and Literature
- 4) Published an article titled “A Study on Information source and product attributes that influence new bike purchase of young adults in Trichy”, with reference to Royal Enfield, January 2019, Journal of Management Research and Analysis
- 5) Presented a research paper titled “A Study on impact of Customer Satisfaction towards Customer Loyalty and Retention with special reference to Hero Motors in International conference organized by Periyar University, Salem (28th and 29th January 2019)
- 6) Presented a research paper titled “A Study on Information source and product attributes that influence new bike

purchase of young adults in Trichy, with reference to Royal Enfield” in an International Conference organized by National College, Trichy (25th January 2019)

7) Presented a research paper titled “A Study on impact of service quality towards customer satisfaction with special reference to Nissan Car Showroom – Tiruchirappalli” ” in an International Conference organized by MAM B-School (25th January 2019).

8) Attended a three day FDP sponsored by AICTE on Student Induction Programme from 17th to 19th May 2019 at Arasu Engineering College, Kumbakonam

Dr.J.Rajesh, Assistant Professor

1) Presented a Research paper titled “A study on customer perception towards reliance Jio Telecom service in Tiruchirappalli District in International Conference organized by National College, Trichy (25th January 2019).

2) Presented a Research paper titled “A study on Employee motivational practice with special reference to Jothi malleables, Trichy” in International Conference organized by M.A.M b school, Trichy.

3) Presented a Research paper titled “A study on work life balance at Reliance, Tiruchirappalli” in International Conference organized by Periyar University, Salem.

4) Attended a five day FDP organized by NIT, Trichy on “Empowering Teachers in 21st Century Skills Education”

5) Completed one NPTEL course with Elite Silver Category successfully.

6) Acted as a Resource Person for the Department of Science and Technology sponsored Entrepreneurship Development Programme organized by Department of Management Studies.

7) Attended a workshop on “Effective Group Discussion Skills” organized by Bharathidasan University Constituent College, Lalgudi, Trichy on 12th April 2019.

8) Faculty Facilitator for the course WFNEN 100 Orientation Program in Entrepreneurship (Orientation) under PM-YUVA YOJANA programme, the flagship scheme of the Ministry of Skill Development and Entrepreneurship organized in collaboration with Wadhvani Foundation, a California based not for profit organization.

Dr.R.Murali, Assistant Professor

1) Presented a research paper in an International Conference, Synthesis 2018, organized by Christ University, Bengaluru titled “Effect of Retail Service Quality Dimensions among Young Apparel Shoppers of Tiruchirappalli city-Mediation of Customer Satisfaction to derive loyalty intention(Co-authors: II MBA students, Mr. Syed Ibrahim and Mr. Mohamed Minnathullah)

2) Presented a research paper titled “Determination of Service Quality for predicting Guest Loyalty using Structural Equation Modeling” in International Conference organized by National College, Trichy. (Co-authors: Dr. V. Mahalakshmi & II MBA students, Mr. V. Balaji, Ms. A. Divya).

3) Published a research paper titled “Customer Loyalty in Retail Banking using Structural Equation Modeling (SEM) Approach” in Journal of Banking and Finance Management –Vol. 1-Issue-2 Pg 15-20

4) Attended a one day Faculty Knowledge sharing program on 25/08/2018 hosted by ICFAI Business School, Bengaluru on the theme “Innovative Approaches for Teaching and Evaluation”

Mr. K. Arun Prasad, Assistant Professor

1) Published a research article titled “An empirical study on organizational citizenship behavior of nurses in Joseph eye hospital, Trichy” in International Research Journal of Management Science & Technology, Vol. 10, Issue 4, April 2019

2) Published a research article titled “A study on employee perception of health and safety measures in Amman Steel Industries, Trichy” in International Research Journal of Management Science & Technology, Vol. 10, Issue 5, May 2019

3) Published a research article titled “An Empirical Study on determinants of organizational commitment among nurses with reference to G.Viswanathan Specialty Hospital, Trichy” in Integrated Research Journal of Management, Science and Innovation, Vol. 6., 2019.

4) Published a research article titled “An Empirical Study on perception of nurses about the Employees’ Performance Management System with reference to Neuro One Hospitals, Trichy” in International Research Journal of Management Sociology and Humanities, Vol.6, 2019.

Elektrobit, a wholly owned subsidiary of globally renowned German auto components maker, Continental, supplies embedded and connected software products and services to automobile industry, connected vehicles, automated driving, human machine interface technologies. Its clients include Audi, BMW, Ford, General Motors, Volvo, Tesla, Volkswagen Group etc.

EXCERPTS FROM THE GUEST LECTURES

THEME: "BIG DATA ANALYTICS FOR BEGINNERS AND SIGNIFICANCE OF CERTIFICATION"

SHRI. S. GUGANANTHAN, ASSISTANT PRODUCT MANAGER,
ERNST AND YOUNG GLOBAL BUSINESS SERVICES, BENGALURU

DATE: 06TH OCTOBER 2018, SATURDAY



It was a homecoming for Shri. S. Guganathan, an alumnus of Saranathan College of Engineering from the MBA Batch of 2009-2011 and presently working as Assistant Product Manager with Ernst and Young Global Business Services, Bengaluru shared his valuable experience and insights on "Big Data Analytics" and big data analysts, the highly sought after

professionals in today's information era.

The importance of capitalizing on customers' database to make business decisions and predictions, understand and interpret market trends and customer preferences is increasingly felt in today's business world characterized by the use of social networking sites and e-commerce for purchases, reviews and feedback. The illustrious speaker gave insights on various freeware courses and online certification programmes that can be taken up by learners at a self-paced mode.

The resource person remarked that such value enriched courses give management graduates a pedestal from where they can ensure their career is on the right trajectory of growth with handsome rewards and bright prospects. The I year MBA students who listened to the lecture found it interesting and useful as it was an eye-opener and a prelude to various relevant concepts of today's digital world such as analytics, artificial intelligence, data mining, data warehousing etc. and also about companies such as IBM, SAS, Accenture offering such courses.

According to KPMG, the online gaming industry in India is expected to generate revenue of Rs 11,900 crore by financial year 2023. In April 2019, Dream11 became the first Indian gaming company to enter the 'Unicorn Club'. Dream11 was co-founded by Harsh Jain and Bhavit Sheth in 2008. In 2014, the company reported 1 million registered users, which grew to 2 million in 2016 and to 45 million in 2018. Dream11 was also recognised as one of the top 10 innovative companies in India by Fast Company in 2019. Mahendra Singh Dhoni is the brand ambassador of Dream11. The company had first signed commentator Harsha Bhogle as their brand ambassador in 2017.

EXCERPTS FROM THE GUEST LECTURES

THEME: "INVESTMENT DECISIONS – CAPITAL BUDGETING TECHNIQUES"

SHRI. GOPALAKRISHNAN GIRISH, CHARTERED ACCOUNTANT

CHAIRMAN OF ICAI, TRICHY AND PROPRIETOR, AGASTHIAR PUBLICATIONS, TRICHY

DATE: 28TH SEP, 2018, FRIDAY



It was a highly informative and illustrative lecture by the distinguished resource person of the day, Shri. Gopalakrishnan Girish who gave a bird's eye view of the basics of capital budgeting used in taking long term investment decisions to the I and II year MBA students. The illustrious speaker explained in great detail with numerical examples the various techniques used in capital budgeting.

Practical examples were given to aid understanding and the session was useful. The students were given a lucid account of the various topics in capital budgeting.

On the whole, it was a highly engaging session by the speaker who spoke about the time value of money. It is indeed true that "Time is invaluable" and money is nothing when compared to time, as money only depreciates with time. It was really an invaluable time spent on listening to the great resource person, who is an auditor and also the proprietor of M/s. Agasthiar Publications, Trichy.

State Bank of India's Managing Director, Mrs. Anshula Kant has been appointed the Managing Director and the Chief Financial Officer of the World Bank Group.

Muthoot Finance's magnum opus communication for the IPL titled "Life Mein Aagey Badhiye" (Hindi version) and "Vazhkaiyil Munnerungal" (Tamil version) was recently awarded as the Best Marketing Campaign of the Year at Flame Awards Asia 2019 & BTVI's National Awards for Marketing Excellence 2019 respectively. The CSR campaign of The Kerala-based Muthoot Group is called 'Haathi mere Saathi'.

EXCERPTS FROM THE GUEST LECTURES

“Muivedu! Munneru!” An Exclusive Talk Show Date: 04/02/2019



The fourth edition of the flagship programme, a talk show, a “live and lively” interaction with eminent businessmen titled “Muivedu! Munneru!” in Tamil language was successfully organized by the Department of Management Studies of Saranathan College of Engineering on 04th February 2019.

The programme saw the presence of two Chief Guests, eminent businessmen from Trichy, Mr. P. Rakesh Kumar, Managing Partner, Sivam

Textiles and Mr. Palaniappan (alias) Senthil, Managing Partner, MPM Muthu General Stores, Trichy both of whom are second generation and third generation entrepreneurs respectively.

The distinguished guests remarked that understanding and appreciating the nitty-gritties of a business come naturally to the first generation entrepreneurs (founders) as they have seen the business grow from scratch, whereas it is up to the next generation to roll up their sleeves, take up small jobs in their own companies and understand all aspects of the business in a hands on manner for the well-being and protection of the organisation. While next-generation entrepreneurs are given great platforms to begin with, what they do with that platform is entirely up to them. One thing is for certain - nothing can be taken for granted. The benefits of entitlement or inheritance of business properties and wealth are short lived. It is the respect and care for the family business that has made them what they are. They have understood the business, learning from every little source in their organization – their family relatives, employees of their organization etc. in addition to following their parents’ advice scrupulously.

The programme is an initiative to bridge the gap between the industry and the institute. While managerial and leadership skills, planning and decision making and problem solving skills can be learnt from books, the real test lies when students are confronted with tough situations in life, career, business etc.

Our College Secretary, Shri.S.Ravindran, graced the function with his esteemed presence. Both the chief guests were honoured by our Secretary. Our College Principal, Dr. D. Valavan who has been a constant source of support and inspiration to all our endeavours gave the welcome address. The talk show host was Dr. K. Karthikeyan, Head, Dept. of Management Studies, who introduced the chief guests of the day in an effervescent style and sought to know more inputs from the highly acclaimed entrepreneurs on doing business, leadership, managing diversity, work-life balance, achieving success, coping with failure, coping with competition from e-commerce, hard work, social responsibility of business and such a multitude of topics in entrepreneurship.

Freedom Food Factory, an enterprise selling food prepared by inmates at Kerala’s prisons is going online with a tie-up with Swiggy to sell biriyani made by jail inmates.

Three day Entrepreneurship Awareness Camp Sponsored by DST, Govt. of India

"Selling is not a pushy, winner-takes-all, macho act. It is an empathy-led, process-driven, and knowledge-intensive discipline. People buy from people." –Subroto Bagchi, Co-founder of Mindtree



The Three day Entrepreneurship awareness camp (16/08/2018, 18/08/2018 and 20/08/2018) was organized by Department of Management Studies, Saranathan College of Engineering, Trichy. Initially the programme was planned for three consecutive working days from 16th -18th August, 2018.

However, after the unfortunate demise of Former Prime Minister Sri Atal Bihari Vajpayee on 17th August, 2018, the schedule of the day was postponed to 20th June, 2018 and the programme

was completed successfully. The three-day camp saw a participation of 101 students both Engineering and Management students who aspired to become entrepreneurs.

The camp was inaugurated by Mr C. Ramaswamy Desai, Project Director, CR Solution, Trichy by the lighting of the lamp.

Dr K. Karthikeyan, Head and Professor, Department of Management Studies, Saranathan College of Engineering, Trichy delivered the Welcome address and spoke to the students on the various options available to them to become successful entrepreneurs. **He remarked that entrepreneurs see failure at the beginning and middle, but never entertain it as the end.**

DAY I (16th August, 2018)

Session I

The first speaker of the day was Mr. C. Ramaswamy Desai, Project Director, CR Solution, Trichy who has addressed numerous first generation entrepreneurs and is supporting new and innovative ideas and helping such ideas culminate into business success. He motivated everyone by stating a remarkable instance of an entrepreneur turned professor, Professor M. Mahadevan who quit his financially secure job of Professor in Management at Madras University and treaded an off-beat path to become the owner of hot breads and became a Multi-millionaire.

"My interest in the hotel industry began after reading a 1965 novel by Arthur Hailey, Hotel, which was also adapted into a movie in 1967 and a television series airing for five years on The American Broadcasting Company. In hindsight, I feel what attracted me to the hotel industry was people; I love meeting people. My parents also met people, but only those who were in pain and misery, and I want to meet people who are happy. Those who come to a bakery or restaurant are always in a joyous mood." – Quote by Professor M. Mahadevan.

Where Is My Train was founded by five former executives of TiVo Corporation, a technology entertainment company in the US. Where Is My Train offers offline integration of Indian Railways and IRCTC timetables, using cell-tower information to locate trains. The app also helps customers zero in on trains with just the source and destination or even partial train names.

Three day Entrepreneurship Awareness Camp Sponsored by DST, Govt. of India

Session II

The next speaker for the day was **Dr K. Karthikeyan**, Head and Professor, Department of Management Studies, Saranathan College of Engineering, Trichy he spoke with the title “The True Entrepreneur is a doer not a Dreamer”. **He motivated the students stating that the True Entrepreneurs won’t end up dreaming but they develop their skills where they can establish themselves as Entrepreneurs and create the job on their own and for others too. He cited the quote of co-founder of HubSpot, a company which develops and markets software products for social media marketing and search engine optimization.**

"No matter how many customers you have, each is an individual. The day you start thinking of them as this amorphous ‘collection’ and stop thinking of them as people is the day you start going out of business." -Dharmesh Shah, Co-Founder of HubSpot

Session III

It was handled by **Dr G. Sivanesan** from Jamal Institute of Management whose lecture was titled “Entrepreneurship: What Triggers it?” The Moto behind his lecture was “Be your own Boss”, and he urged the students to train their mindset towards looking at things beyond syllabus, cultivate mental and physical fortitude and cultivate out of the box thinking.

DAY II (18th August ,2018)

Session I

The second day started with the session on “Governmental Schemes to Prevent unemployment” by **Dr M Malarvizhi Baskar**, Managing Director of iSmartech, which manages software for smart card encoding and eClass Smart card. She educated the students regarding various opportunities available to take their own startups with the assistance of Government of Tamil Nadu. The session was an eye-opener to the aspirants on online websites available to apply for Government Funds and also the Eligibility criteria for Small and Medium Entrepreneurs to avail credit facility, Subsidies provided by the Government.

Session II

The session was headed by **Mr A.L Muthu**, Retired Manager, IOB Freelance Trainer with the topic “An Insight into Financial Literacy and Credit Counseling”. He nurtures the talent of young students by enlightening them on various Legal Implications, Procedures to avail financial assistance from banks for their Startups. Besides he lucidly explained the process and procedure involved in setting up a small and medium Enterprise.

Session III

Dr. V. Mahalakshmi, Assistant Professor, Department of Management Studies, Saranathan College of Engineering, Trichy shared her insights on self-employment opportunities. She discussed the pull and push factors for entrepreneurs. Dr. V. Mahalakshmi cited the success story of a woman entrepreneur named Ms. Rashi Sanon Narang, who was the winner in the grand finale of Lufthansa Runway to Success Season 4 in 2016. Narang, who started the company Heads Up for Tails (HUFT) in 2008, a pet products company stated that the award/recognition gave her additional fuel for pursuing entrepreneurial dreams towards even greater heights. Her dog centric products were for the premium and elite people who raised dogs and HUFT became a big retailer of pet product.

Rashi Narang with her technological expertise, gargantuan knowledge and innate understanding of pets made the whole of India proud in 2016. This feat is considered the tip of the iceberg in the annals of Indian Entrepreneurship and a harbinger of many more successful innovators from India.

‘The Smartest Guys in the Room’, is a 2005 documentary film based on the best-selling 2003 book of the same name by Fortune reporters Bethany McLean and Peter Elkind. It is about the ENRON Scandal, the unethical practices and the accounting misrepresentation of an American Energy company. The film examines the 2001 collapse of the Enron Corporation.

Three day Entrepreneurship Awareness Camp Sponsored by DST, Govt. of India

Session IV

Mrs J. Geetha, CEO of Gramalaya Microfinance addressed the students on financing for small and medium enterprises and discussed the concept of microfinance which is for the promotion of ventures of self-help groups, enterprising women who are not highly qualified but who can be given the necessary skills and guidance in marketing agharbattis, pickles, organic foods, sweets, savouries etc. The distinguished chief guest cited the quote of co-founder of Appster, an Australian based company which develops world class apps.

"I can name dozens of failures that we had over the years. Yet, with all these failures, we still managed to build Appster into one of the largest and best companies in our industry. So, remember every time you fail, remind yourself these words: 'Life won't always go my way, but I will always find a way'." -Josiah Humphrey, Co-founder of Appster

Day III (20th August, 2018)

Dr J. Sivasubramanian, the distinguished professor from National Institute of Technology, Trichy shared his experiences and made the participants form groups and create business plan, pricing strategies, SWOT analysis, planning, organizing, strategy formulation, implementation, idea screening, prototyping, testing, commercialization etc.

Industrial Visit:

After the valediction and felicitation of participants of the three day camp, the 101 camp participants were taken to Industrial visit to ORBIT (Organization for Rehabilitation of the Blind) in Trichy. The students were shown around the factory where they got to observe the key processes involved. The staff at the workplace explained in detail about the production process. The company serves to provide employment opportunities to the blind people. The participants found it inspiring.

Indian used cars platform Cars24 is set to breakeven by December 2019. Having raised over US\$100 million, the platform which helps sellers sell their cars has grown rapidly since its launch in 2015. The Indian automobile industry has been witnessing a slowdown in new car sales. Cars24 sells over 13,000 cars through its platform and its CEO is Vikram Chopra.

Toronto-based NextTech AR Solutions, one of the companies racing to bring Augmented Reality to ecommerce, is rolling out a new try-it-on feature that can be added to existing digital storefronts. The feature utilizes the camera on a customer's smartphone or desktop device to enable shoppers to digitally don eyewear, jewelry, and other items to check for fit and style before purchasing online.

The term CAPTCHA Completely Automated Public Turing Test to Tell Computers and Humans Apart was coined by Luis voh Ahn of Carnegie Mellon University.

Twitter means "a short burst of inconsequential information".

It was C K Prahlad's bottom of the pyramid theory that inspired Godrej to launch the Chotu Kool refrigerator for rural India.

Second Phase of Entrepreneurship Awareness Camp (18th to 20th February 2019)

The Department of Management Studies of Saranathan College of Engineering has successfully organized the Second Phase of the three days Entrepreneurship Awareness Camp (EAC) from 18th February 2019 to 20th February 2019 – a camp (programme), fully sponsored by the National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Government of India and coordinated by The Entrepreneurship Development Institute of India (EDI).



Dr. S. Sundar, former Professor of Bharathidasan Institute of Management (BIM), Trichy and presently Managing Council Member of Saranathan College of Engineering, Trichy and Management Consultant inaugurated the awareness camp on 18/02/2019. The distinguished Chief Guest, in his inaugural address, cited lots of examples of new business models, start-ups such as redBus, OYO, Ola, Uber, FoodPanda, Swiggy, Byju's etc. which are disruptors as they have radically changed the business paradigm of the country. The Chief Guest stated that India ranks the third in the world in terms of number of start-ups after the US and UK. The founders of the

major successful start-ups, which have become unicorns, are in the age group of 26-38. Unicorns are privately owned start-ups valued at over US\$ 1bn. The Indian start-up ecosystem is fast growing with lots of incubators, accelerators, angel investors pouring in funds and supporting new business ideas. The Government of India is also actively promoting entrepreneurial ventures and this is the right time to nourish and fulfill the ambition of becoming successful businessmen.

Earlier, Our College Principal, Dr. D. Valavan presided over the function and in his presidential remarks suggested that entrepreneurship is definitely a better and nobler career option than placement since entrepreneurs are their own bosses and create and provide jobs, thereby playing a pivotal role in the economic development of the nation.

Dr. K. Karthikeyan, Professor and Head – Department of Management Studies delivered the welcome address and informed the students that becoming entrepreneur is more rewarding to one's own self and others than treading the routine path of seeking jobs and working for an employer.

Dr. V. Mahalakshmi, Assistant Professor and Coordinator of the EAC gave a briefing about the programme to the participants, listing out the camp objectives and the key takeaways and deliverables of the programme. The programme was well attended by a large number of participants drawn from various branches of Engineering and MBA programme.

The National Stock Exchange of India Limited (NSE) has signed a Statement of Interest with NITI Aayog to improve the quality of life of citizens by providing safe drinking water, education, sanitation and elderly care in three districts of Ramanathapuram in Tamil Nadu, Kkarauli in Rajasthan and Nandurbar in Maharashtra.

'LAKSHYA 2k19' - A NATIONAL LEVEL MANAGEMENT MEET

Date: 06/03/2019



The Department of Management Studies of Saranathan College of Engineering organized the seventh edition of its flagship programme, the Intercollegiate National Level Management Meet "Lakshya 2k19" for undergraduates on 06/03/2019 (Wednesday).

The Chief Guest, Shri. Ananthakrishnan Subramanian, Managing Director, CEEYES Engineering Industries Private Limited, Trichy, a Mechanical Engineering graduate from NIT, Trichy, in his inaugural address, acknowledged the importance of Guru/Mentor in one's life and he also stressed that people of India (a vast majority of whom are youngsters) have to

develop a positive attitude towards their own lives and strive for a high degree of self-esteem and self-worth, which will indirectly act as a catalyst in our nation's economic development. The inaugural function of the Lakshya 2k19 was presided over by Dr. D. Valavan, Principal. Earlier, Lakshya 2k19 was flagged off with the lighting of the lamp by Shri. Ananthakrishnan Subramanian, the Chief Guest, our college Principal, Dr. D. Valavan, Senior Professor of the Department of Management Studies, Professor B.S. Chandramouli and the student coordinators of Lakshya 2k19, Mr. A. Ruban Rajesh and Ms. S.K. Monishha (final year MBA students). Dr. K. Karthikeyan, Professor and Head – Department of Management Studies welcomed the gathering. He also extended a warm welcome to the distinguished Chief Guest of the inaugural ceremony.

There were 5 events, Best Manager, Ad-zap, Corporate Show, HR Game and IPL bidding in Lakshya 2k19. Nearly 18 colleges (280 students) took part in Lakshya 2k19. Both first and final year MBA students of our college coordinated all the 5 events extremely well with the guidance of faculty members and the support and motivation of our HoD, Dr. K. Karthikeyan and Dr. R. Murali, Lakshya 2k19 Faculty Coordinator.

All the participants had to go through lots of tests and prove their mettle to emerge victorious. The undergraduate participants exhibited lots of enthusiasm and put in exemplary performances with a great degree of sportsmanship, competing in accordance with the rules of the various events. They took winning and losing in their stride. Notwithstanding that they were highly competitive, they were true to the spirit of the events which holds that participation is more important than winning and upheld the principles of fairness and integrity in competing. While there was an abundant display of skills - situation analysis, problem-solving, dexterity, smartness and team bonding in HR game event which featured many exciting games, IPL bidding required that each team had to think strategically and outsmart the other teams in deciding astutely and bidding for quality players for each team's chosen franchise at a competitive price.

The motto of the Income Tax Department of India in Sanskrit reads Kosha Moolo Dandaha, the Sanskrit phrase which means "Revenue is the backbone of governance".

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The event, Corporate Show also had an interesting mix of events such as puzzles, treasure hunt game and the ramp walk wherein the team had to dress and walk the ramp like corporate people displaying confidence and an infectious positive attitude. The event, Ad-zap required the teams to have abundant knowledge of advertisements for products/services shown on TV, digital media platforms, print media etc. The final round of Ad-zap required participants to showcase their creative skills in marketing their product – pricing strategies, promotion, distribution channels etc.

Best Manager is a unique event, wherein there is only one participant from a college who has to go through lots of tests and challenges - riddles, puzzles, case studies etc. and also has to undergo a stress interview before being crowned the “Best Manager”. This event calls for a great degree of mental poise, balance and fortitude required for a successful manager.

Dr. C. Krishna Kumar, Professor & Head, Department of Electrical and Electronics Engineering of our College, Dr. L. Philo Daisy Rani, Faculty, Bharathidasan School of Management, Trichy and three of our alumni, Mr. K. Azhar Ismail, Senior Business Analyst from Royal Bank of Scotland, Chennai, Ms. J. Stephy Amulaiya, HR from Flex, previously Flextronics (electronics manufacturing company) and Mr. A. Mohan, Marketing Officer from Asian Paints acted as judges to decide the winner and runner-up of the five events, Ad-zap, Best Manager, HR Game, Corporate Show and IPL Bidding respectively.

Bishop Heber College, Trichy emerged the winners of the Overall Trophy of “Lakshya 2k19” and the overall runner-up shield was bagged by National College, Trichy. The winner and runner-up of each event (first and second of each event) were awarded with trophies, cash prizes. Dr. D. Valavan, Principal, Saranathan College of Engineering graced the valedictory function and gave away the prizes to the Winners and Runners up and congratulated them.

On the whole, Lakshya 2k19, a student driven event culminated with lots of happy moments of students from various colleges who emerged triumphant. The experience of being part of this event, Lakshya 2k19, would have perhaps given all the UG students enriching situations and motivating and challenging moments, which would help them stay motivated in pursuit of an intellectually stimulating education and a highly rewarding career.

Showrooming is a practice where shoppers evaluate merchandise in stores and then head online to purchase them. Webrooming is a consumer practice of researching goods online and then going to a brick-and-mortar store to buy them.

BIZ-QUIZ

1) During World War II when there was a ban on the use of fresh milk for manufacturing purposes in the UK, this company had to stop producing one of its regular products and sold a new product, Ration chocolate. It was also involved in the war efforts and manufactured aeroplane parts. Name the company.

Answer: Cadbury's of UK

2) Fill in the blank and name the company that owns this registered baseline: "Alone we are delicious, together we are _____"

Answer: Alone we are delicious and together we are YUM' is the line of YUM brands that owns KFC, Pizza Hut and Taco Bell.

3) Which journal is considered as the world's first business publication?

Answer: The Economist. It was founded in 1843 by a Scottish Hat Maker James Wilson

4) Which experience during the 26/11 attack in Mumbai has been made into a case study at Harvard Business School? Also name the management concept being related to it.

Answer: The Harvard study is called "Terror at the Taj Bombay: Customer centric Leadership". It centers on "why did the Taj employees stay at their posts, jeopardising their safety in order to save hotel guests"

5) What is common to Maureen Wadia, Parmeshwar Godrej, Sunita Garware, Sakina Mallya and Nina Pillai?

Answer: Air hostesses with Air India

6) What is the term used to define how individuals, organisations and companies can use social media to propel social change?

Answer: The Dragon Fly Effect, a term coined by Andy Smith and Jennifer Aaker, authors of a book on the same subject

7) If Karsanbhai Patel founded the brand Nirma, what did Tribhovandas Patel establish?

Answer: The Kaira (Kheda) District Milk Cooperative Union popularly known as Amul

8) Which brand managed to innovate for the Indian market by instituting a usability lab with an IIT and introduce for the first time features like "sari wash course" and "memory restart" in its washing machines?

Answer: Samsung

9) The useful rule in economics, "Bad money drives out the good" goes by what name?

Answer: Gresham's law

10) Which international airline uses the slogan "Smooth as Silk" in its advertisements?

Answer: Thai Airways

SNAPSHOTS



Placement Brochure of the Batch 2017-19 was released on 4th February 2019.



I year MBA students, Mr. S.G. Venkataraman & Ms. Dhvani K. Sheth secured 3rd Place in Zonal Level DEBATE COMPETITION organized by XAVIER INSTITUTE OF MANAGEMENT & ENTRENEURSHIP (XIME), Chennai on 27th Oct. 2018



I year MBA student, Mr. S.G. Venkataraman performing Mridangam at NIT, Trichy. He won the second prize with a cash award of Rs. 2000 in the competition "Shruthilaya" in FESTEMBER 2K18 conducted by NIT, Trichy on 15th September 2018.

SNAPSHOTS

Final year MBA students, Mr. Ruban Rajesh, Ms. Priyadharshini, Ms. Vihaa Priya and Mr. Syed Ibrahim won the RUNNER-UP title in two events - PAPER PRESENTATION & STOCK WAR in TIECOONS on October 8th & 9th 2018 organized by JAMAL MOHAMED COLLEGE, TRICHY



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Thank you!

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