



SARANATHAN COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

Newsletter

Vol. 5, Issue 1, 2019-2020





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



I am glad to know that the Department of Management Studies of our institution is releasing the newsletter for the academic year 2019-2020. It is indeed a great pleasure to know that the flagship event Mudivedu Munneru was held successfully and Lakshya 2020, the management meet for undergraduates also attracted lots of participants from various colleges. I am confident that the students completing the MBA programme would be able to let their career ambitions take wings and soar high and aim for continuous rewarding journey upwards in life.

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 management skills and the art of business administration through lectures, case studies, simulation activities. I wish the Department of Management Studies escalates to greater heights enlisting the utmost cooperation of the students and the faculty members.

Swiggy launched Swiggy Access in Bengaluru, a central kitchen base-like facility for restaurants. Spread across 3,200 sq ft, Swiggy Access comes fully-equipped with kitchen spaces and gives restaurant partners access to the Bengaluru-based food delivery startup's delivery fleet. The kitchens work on a plug-and-play model where restaurants bring in their own equipment and need to simply start rolling out operations.



ACCOMPLISHMENTS OF STUDENTS

- ❖ **Kudos to the first year MBA students who were runners-up in the Ad zap event of PROGYAN 2K19 conducted by SASTRA University, Tanjore on 20th September 2019.**
 - 1) **Mr. D.S. Prasath Kumar**
 - 2) **Mr. S. Roshan**
 - 3) **Mr. B.S. Raj Kumar**
 - 4) **Mr. K. Yuvan Shankar**

- ❖ **The Department of Management Studies congratulates the first year students, Ms. R. Hemaltha, Ms. P. Harini, Ms. V. Gayathri and Ms. R. Yogeshwari who emerged winners in the event “Management Games” as part of TIECOONS 2K19 organised by Jamal Mohamed College, Trichy on 16th and 17th October 2019.**

- ❖ **The Department is also glad to inform that two students, Mr. S. Santosh and Ms. A. Doncy Anglisha emerged runners-up in the Stock War event of TIECOONS 2K19.**

India's first "corporate" train Tejas Express launched on Delhi-Lucknow route has made a profit of Rs. 70 lakh in its first month of operations. Indian Railways Catering and Tourism Corporation (IRCTC) which spent nearly Rs. 14 lakh per day to run the private train, Tejas Express earned revenue of about Rs. 3.70 crore through sale of tickets.



PLACEMENTS

- 3 of our students, Ms. K. Karpagam, Mr. J. Mohamed Ajas and Mr. N. Naveen Raja have been selected by M/s. ICICI Bank.
- Nine of our final year students have been selected for the position of Assistant Manager by M/s. Axis Bank, Mr. Saravanan, Mr. Vasudevan, Ms. Karpagam, Mr. S.G. Venkataraman, Ms. J Meega Annabackiyam, Ms. A. Chris Abigayil, Ms. A. Srinithi, Ms. Keerthana and Ms. Deivanai.
- 7 final year students, Mr. M. Arun Kumar, Mr. N. Lokesh, Mr. M. Naveen Raja, Mr. M. Saravanan, Mr. M. Sivasundar, Mr. P. Vengadachalam, Mr. S.G. Venkataraman have been selected for the position of Property Advisor by M/s. Pin Click Properties, Bengaluru.
- Two students, Ms. R. Preethi and Ms. M. Saranya have been placed with CIEL Pvt. Ltd., manpower consultancy and staffing company and Ms. T. Banumathi has been offered a job in EIDOS, a behavioural training and consulting firm.

The term Golden Parachute refers to a large payment or other financial compensation guaranteed to a company executive if they should be dismissed as a result of a merger or takeover.

The term Golden Handcuff refers to financial allurements and benefits that have the objective of encouraging highly compensated employees to remain within a company.



“Mudivedu Munneru”

-An Exclusive Talk Show

Chief Guest: Mr. H. Ashok Kumar, Managing Director, Indar
Electricals, Trichy

Date: 29th February 2020



On 29th February 2020, the Department of Management Studies of Saranathan College of Engineering organized the fifth edition of their flagship programme, “Mudivedu! Munneru!” - the talk show with eminent businessmen.

The programme saw the presence of a renowned entrepreneur from Trichy, Mr. H. Ashok Kumar, Managing Director,

Indar Electricals who shared his business acumen by way of replies to astute questions posed by Dr. K. Karthikeyan, Head, Department of Management Studies who was the talk show moderator.

Earlier, the distinguished chief guest was felicitated by our college secretary, Shri. S. Ravindran with a memento and our esteemed Principal, Dr. D. Valavan honoured the chief guest with a shawl.

The Chief Guest stated that his journey to the top position as Managing Director was after years of hard work and lots of trials and tribulations. Indar Electricals had a modest start in 1982 as a 13x12 square feet store and has grown to be a leading industrial supplier of 13 different categories and 35 different brands of electrical products.

He stated that his priorities are towards satisfying the need of the customers by ensuring that his company’s products such as wires are of top notch quality in terms of long life, reliability etc. and consumables such as bulbs are of the quality that they outlive the life expectancy envisaged by customers.

"The service comes at an amazingly cheap fee of about \$3 US/month. What can 12 cents per day buy in America," for efficiency levels that "businesses can only aspire to?" - This is the remark made by Forbes about The Dabbawallas of Mumbai.



Lakshya 2k20 – An Intercollegiate level Management Meet for Undergraduates Date: 06/03/2020



On 06/03/2020 (Friday), the Department of Management Studies of Saranathan College of Engineering organized the eighth edition of their flagship programme, “Lakshya” under the banner “Lakshya2k20”- an intercollegiate level Management Meet for undergraduates.

The Chief Guest of the function was Shri. Harish Amirthakasi, Director (Commercials), Baby Engineering Private Limited, Trichy and Proprietor of Suswaad Sweets and Savouries, Trichy. Dr. D. Valavan, Principal graced the occasion with his valuable presence and gave a presidential address exhorting the participants to be competitive and learn the theory and practice of management by enthusiastically taking part in such management meets. Prof. B.S. Chandramouli, Senior Professor, Department of Management Studies delivered the vote of thanks.

Earlier, Dr. K. Karthikeyan, Professor and Head – Department of Management Studies welcomed the gathering and he also extended a warm welcome to the distinguished Chief Guest of the inaugural ceremony.

There were 6 events, Best Manager, Ad-zap, Corporate Show, HR Game, IPL bidding and Business Presentation in Lakshya 2k20. Nearly 30 colleges (250 students) took part in Lakshya 2k20. All the participants had to go through lots of tests and prove their mettle to emerge victorious.

K. Ramakrishnan College of Engineering, Trichy emerged the winners of the Overall Trophy of “Lakshya 2k20” and the overall runner-up shield was bagged by St. Joseph’s college, Trichy.

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.

The World Wildlife Fund endorsed a modified PDF file format (files saved with extension WWF). The specialty of this file format is that such files cannot be printed on paper.



EXCERPTS FROM THE GUEST LECTURES

Theme: Emerging trends in the Mutual Fund Industry

Speaker- Sri. G. Venkatakrisnan, Former Assistant Vice President, India Bulls Mutual Fund (Asset Management Company)

Date: 21st February 2020



The Department of Management Studies of Saranathan College of Engineering organized a guest lecture on “Emerging trends in the Mutual Fund Industry” on 21st February 2020. Sri. G. Venkatakrisnan, Former Assistant Vice President, India Bulls Mutual Fund (Asset Management Company) was the resource person who offered a feast of knowledge to the students.

The lecture began with the distinguished speaker emphasizing the need for savings and investments. The resource person further explained the concept of Net Asset Value (NAV) of a mutual fund which is similar to the market price of a share. The illustrious speaker remarked that mutual funds cater to the Indian investors who have a penchant for wealth creation and mutual funds offer a wide variety of products for different investment goals – be it wealth creation, post-retirement expenses, money for house purchase, children education or marriage etc.

The Systematic Investment Plan (SIP) is an investment plan (methodology) offered by Mutual Funds wherein one could invest a fixed amount in a mutual fund scheme periodically, at fixed intervals – say once a month, instead of making a lump-sum investment.

On the whole, the session was a huge add-on to the knowledge of students bolstering their confidence to get exposed to investing and a boost to the financial literacy of the students. Earlier, Ms. S. Supraja, I year MBA student welcomed the gathering and introduced the Chief Guest and the vote of thanks was proposed by I year student, Ms. S. Saranya. The lecture was well attended by a large number of students and staff.

“American by Birth, Rebel by Choice” is the slogan of the globally acclaimed US based Harley Davidson motorcycles as the company effectively targeted customers who are patriotic and at the same time rebellious in their nature and beliefs.



EXCERPTS FROM THE GUEST LECTURES

Theme: Recent developments in banking sector
Speaker- Shri. S. Balasubramanian, Chairman, City Union Bank
Date: 10th October 2019 (Thursday)



It was a scintillating lecture on the recent developments in banking sector by the distinguished chief guest, Shri. S. Balasubramanian, Chairman, City Union Bank. It was highly appropriate and relevant given the fact that the banking sector is one vertical which offers numerous job opportunities for an MBA, be it in banking technology, front-line and

customer support or marketing where canvassing individuals and institutions for deposits and current accounts and savings account is imperative.

The distinguished resource person dwelt upon numerous banking topics such as merger of banks, effective risk management of banks to tackle interest rate risks, market risks etc. He stated that City Union Bank has effectively weathered the storm and grown amidst the slowdown in the economy and the decreasing operating margins of all other banks. He stated that merger of banks will help banks have a control over their operating expenses and to improve margins and it will not in any way affect the employment opportunities.

He stated that the future of banking will rely greatly on technologies such as blockchain, cryptocurrency and the employees will need to possess a great deal of skills in selling to acquire customers apart from servicing existing customers.

**ATMS operated by non-banking institutions are called White Label ATMs.
ATMS run by third parties on behalf of a bank are Brown Label ATMS.**



EXCERPTS FROM THE GUEST LECTURES

Theme: Inducting MBA Freshers

Speaker- Dr. KS Seetharaman,
Vice Principal (Retd.),
National College, Trichy

DATE: 18TH SEPTEMBER 2019 (WEDNESDAY)



The first year students of Department of Management Studies were treated with a guest lecture by Dr. KS Seetharaman, Vice Principal (Retd.), National College on the theme – Inducting MBA freshers on 18th September 2019. The first two hours of the three hour programme was activity based and all the students had a first-

hand experience of learning by doing. Such an experiential learning is quite effective in bringing about positive outcomes. It was a great value addition to the inputs provided in the MBA course.

The distinguished resource person who believed that active involvement of students is important was really happy with the students' participation. Creativity, communication and clarity of thought are essential ingredients in learning, the resource person remarked.

James Wilson was a Scottish businessman and economist. He founded The Economist weekly and the Chartered Bank of India, Australia and China, which merged with Standard Bank in 1969 to form Standard Chartered. He was sent by Queen Victoria to India in 1859 to sit as the financial member of the Council of India to remodel India's finance system after the Rebellion of 1857. However, he was in office only a year before he died.

Income tax was his notable contribution to the Indian economic system.



EXCERPTS FROM THE GUEST LECTURES

Theme: Quality – The Best Business Plan
Speaker- Dr. Mohamed Riyazh Khan, Professor,
Department of Management Studies,
Higher College of Technology, Muscat - Oman
DATE: 01ST AUGUST 2019 (THURSDAY)



The special lecture on the theme – Quality – The Best Business Plan by Dr. Mohamed Riyazh Khan on 01st August 2019 was highly enlightening as the students got to know the real-time applications of Total Quality Management (TQM) philosophy. The resource person dwelt at length on the various tools of total quality such as six sigma, cause and effect diagram, control charts, pareto diagram, histogram, scatter diagram, check sheet, run chart, affinity diagram, matrix diagram, relationship diagram, matrix data analysis diagram etc. He stressed the importance of FMEA (Failure Mode and Effect Analysis) – a very important tool to quality (prevention of defects) and explained it lucidly with an example of a bike.

MSMEs (Micro Small and Medium Enterprises) contributes 29 percent of the country's GDP. MSME Minister Nitin Gadkari has set a target to up the contribution to 50 percent by 2025 as India becomes a \$5 trillion economy. To boost the capabilities of MSMEs, the MSME Ministry implements various schemes including Prime Minister's Employment Generation Programme (PMEGP), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), A Scheme for Promoting innovation, Rural Industry & Entrepreneurship (ASPIRE), Interest Subvention Scheme for Incremental Credit to MSMEs, Credit Guarantee Scheme for Micro and Small Enterprises (CGTMSE), Micro and Small Enterprises Cluster Development Programme (MSE-CDP) and Credit Linked Capital Subsidy and Technology Upgradation Scheme (CLCS-TUS).



EXCERPTS FROM THE GUEST LECTURES

Theme: Future of Retail

**Speaker- Dr. S. Sundar, Former Professor,
Bharathidasan Institute of Management (BIM), Trichy**

DATE: 22ND JULY, 2019 (MONDAY)



Dr. S. Sundar who was the guest of honour for the inauguration of management clubs in the Department of Management Studies gave an enthralling lecture on the future prospects of retailing in India. Our esteemed Principal, Dr. D. Valavan presided the function and gave a presidential address.

The dynamic retail sector is witness to new trends such as customers ordering online and picking up the products in store, targeted advertising by e-commerce companies, advanced real time analytics on buyer behavior while buying online. The illustrious resource person spoke about the introduction of dynamic pricing, augmented reality which enables people buying clothes, glasses to try different shades online before buying and the influence of social media on online buying.

The three Student Management Clubs - Marketing (Feet on the Street), Human Resource (H-Capital) and Finance (Profiteering) of The Department of Management Studies of Saranathan College of Engineering were formally constituted on 22nd July 2019.

Indian Athlete, Hima Das who shot to fame after becoming India's first track and field gold medalist in the Women's 400metre event in Finland, followed by silver medal at the Asian Games in Indonesia has been signed for an endorsement deal by Adidas.

Swapna Burma, the first Indian heptathlete who won an Asian Games Gold has received a pair of customized shoes to fit her 12-toed feet from Adidas which is to provide support for Swapna Burma's training and performance.

**Inauguration of Bridge Course for MBA Batch XVIII (2019-21) on 14th August 2019**

The Bridge Course for the newly admitted MBA students (Management Quota) was inaugurated successfully on 14th August 2019 by the Guest of Honour, Sri T.V. Prabhu, Joint Managing Director, Manghalam Group of Companies, Trichy. The distinguished Chief Guest had

served as a software engineer in the US before taking up his own family business. The distinguished Guest, in his inaugural address, emphasized the need for entrepreneurial zeal in MBA graduates. Also, he remarked that management graduates need to be highly customer centric.

The Chief Guest was felicitated by our College Secretary, Sri. S. Ravindran. Dr. K. Karthikeyan, Head, Department of Management Studies gave the welcome address.

Dr. S.M. Giri Rajkumar, Principal I/C gave the presidential address in which he stated that the need for MBAs is more felt in today's business environment which is highly volatile and uncertain.

Prof. B.S. Chandramouli proposed the vote of thanks expressing gratitude to the newly admitted students, their parents, the dignitaries and the faculty members present.

Reality in Advertising, a best seller book on advertising by Rosser Reeves published in 1961 talks about the widely misunderstood concept, USP – Unique Selling Proposition.



Business Quiz
Date: 24/10/2019



Quizzing is an art and a test of the intellect. The MBA students got a taste of it when one such quiz event got underway on 24/10/2019 to serve as a platform to experience the sheer joy of exercising one's grey cells and recalling from one's memory with a penchant for inquisitiveness. Majority of

the first year MBA students got a chance to participate, as each team comprising of two members participated in each round. There were five rounds on brands, logos, advertisements, personality and business facts.

The quiz event went on well as the participants were kept engaged and constantly motivated to unlock their knowledge.

The winning team and runner-up team were awarded prizes as a token of encouragement by Dr. K. Karthikeyan, Head, Department of Management Studies and Prof. B.S. Chandramouli, Senior Professor, Department of Management Studies respectively.

Revolt Intellicorp has launched India's first AI-enabled electric motorcycle, RV400. The deliveries of the vehicle have commenced in Pune. Revolt Intellicorp is electric mobility venture investment by Rahul Sharma, Micromax co-founder. Among the many firsts associated with the bike is the ability to start the bike via smart phone and the ability to switch between different exhaust sounds.

Simulation Activity

Mock Press Meet

Date: 02/11/2019

The First Year MBA students participated in a simulation activity – a Mock Press Meet on 02/11/2019. The theme of the activity was Our Finance Minister, Ms. Nirmala Sitharaman addressing the media persons. First year MBA student, Ms. S. Supraja acted as our Honourable Finance Minister and the rest of the MBA students and the faculty persons posed queries to her. There were also a select group of students enacting the role of media persons with their probing questions on budget, the present economic slowdown and the measures undertaken to address the economic slowdown etc.

The role play (mock press meet) required a good amount of preparation since enacting a political person and answering the media persons entails a great deal of diplomacy, public speaking, a thorough knowledge (to defend one's stance on various critical issues), an equanimous approach to respond to questions without getting into controversies, not panicking or over-reacting and a sharp presence of mind.

The activity was well orchestrated and co-ordinated by Dr. R. Murali, faculty member. At the end of the day it was felt by all and sundry that more such simulation exercises would stimulate management students to express their views confidently and benefit them greatly in improving their public speaking skills, cognitive, social and logical reasoning skills.

YONO (You Only Need One) is an integrated digital banking platform offered by State Bank of India (SBI) to enable users to access a variety of financial and other services such as flight, train, bus and taxi bookings, online shopping, or medical bill payments. YONO is offered as a smartphone app for both Android and iOS.



"POSTER DESIGN (MARKETING CLUB ACTIVITY TITLED FEET ON THE STREET)"

Date: 20th July 2019



Students were asked to design posters and make a sales pitch (presentation) on topics such as gender equality, Plastic-Free India, eradication of child labour etc. so as to enable them to think creatively and express their thoughts convincingly. The activity is aimed at fostering their presentation skills, team

work, imagination, creativity and communication.

The NRAI (National Restaurant Association of India) has raised issues of lack of transparency, deep discounting and abuse of dominant position by online delivery aggregators such as Zomato, Swiggy, Uber Eats etc. in the aggregator-driven food delivery industry. This is specially impacting growth, employment and sustainability of thousands of small restaurants and start-ups in the country.

Adjusted Gross Revenue (AGR) is the usage and licensing fee that telecom operators are charged by the Department of Telecommunications (DoT). The contention is on the particulars considered to calculate the amount payable. The AGR is divided into spectrum usage charges and licensing fees, pegged between 3-5 percent and 8 percent respectively.

As per DoT, the charges are calculated based on all revenues earned by a telco – including non-telecom related sources such as deposit interests and asset sales. Telcos, on their part, insist that AGR should comprise only the revenues generated from telecom services.

With the Supreme Court upholding the calculation of AGR stipulated by DOT, telecom companies namely Airtel, Vodafone Idea, Jio are required to pay about Rs. 92,642 crore to the Government.

Rakesh Jhunjhunwala, a chartered accountant is described by The Economic Times as Pied Piper of Indian Stock Markets and is the 48th richest person as per Forbes (as of 1st October 2019). He is aptly nicknamed the Warren Buffet of India.



BIZ-QUIZ

- 1) Who took over as the Chairman of WIPRO in July 2019? **Answer: Rishad Premji, Son of Azim Premji.**
- 2) Who coined the term Sensex? **Answer: Deepak Mohoni, a stock market analyst. It is a portmanteau of the words Sensitive and Index.**
- 3) What is FASTag? **Answer: It is an electronic toll collection system in India, operated by the National Highway Authority of India (NHAI). It employs Radio Frequency Identification (RFID) technology for making toll payments directly from the prepaid or savings account linked to it or directly toll owner. It is affixed on the windscreen of the vehicle and enables to drive through toll plazas without stopping for transactions.**
- 4) Which company recently got the dubious honour of reporting the largest ever Quarterly loss of over Rs 50,000 crores? **Answer: Vodafone Idea**
- 5) Which company completed 25 years on on 28th January 2019? **Answer: The Hindu Business Line.**
- 6) As per a study, the average song length has reduced by 30 seconds compared to the songs of five years ago. What is the main reason attributed for this reduction? **Answer: Streaming services like spotify pay on per song basis rather than the length of the song.**
- 7) John C Bogle, an American investor died recently. He was the founder of Vanguard group. What trend did he pioneer that has become huge worldwide? **Answer: The Vanguard Group is credited with creating the first index fund.**
- 7) Which bollywood film star topped her 12th class exams, did a degree in business, economics and finance from Manchester Business School, worked in Investment Bank and returned to India after the 2008 financial crisis. **Answer: Parineeti Chopra**
- 8) ___ accounts for about 15% of South Korea's economy. South Koreans often live in ___ owned apartment buildings, get treatment from ___ medical centers, go to ___ owned universities and sometimes end up at ___ funeral parlors upon death. **Answer: Samsung**
- 9) Rohit Sharma has become a poor man's Virat Kohli, of sorts. The brands which missed out on Kohli or could not afford him took Rohit. If Virat endorses MRF, American Tourister, Tissot, what are brands endorsed by Rohit Sharma in the same product categories? **Answer: Ceat, Aristocrat, Hublot**
- 10) In the context of mutual funds, what is Ulcer Index? **Answer: Volatility indicator that measures downside risk in terms of the depth and duration of price declines.**

Newsletter Editorial Team

Co-ordinator:Dr. K. Karthikeyan, Professor and Head, Dept. of Management Studies

Editor:Mr. K. Arun Prasad, AP, Department of Management Studies

Associate Editor:Mr. S. Syed Muthalif, AP, Department of Management Studies

Thank you!

Department of Management Studies

Saranathan College of Engineering

Panjappur, Tiruchirappalli 620012

Contact No.: 8489915213

Mail: karthikeyan-mba@saranathan.ac.in