



# MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY

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## NEWS LETTER

*Greetings From  
Department of Management Studies*



**Dr. S. Malarkkan, Prinicipal, felicitating the Chief Guests Ms Anudha Ponnemalle, CEO of M/s Esales Technologies & Mr.V.Venkata Krishnan, Plant Head, M/s Lucas Tvs, Pondicherry during the inaugural function of MITELITE 2017.**

**Educate**

**Empower**

**Excel**

## ABOUT THE DEPARTMENT

The Department is fully aware that its graduates will occupy positions of great responsibility in the organizations where they will work after their graduation. And these organizations provide useful service to society. The graduates thus need to be well trained in both the theory and the practice of management to discharge their stewardship responsibilities well.

The Department has a strong team of dedicated and committed faculty members in various areas of Management, and also draws on the faculty members of the School of Social Sciences in areas such as Economics, Accounting and Languages. Faculty members are highly qualified and have rich practical experience in management and in teaching. The faculty avails of continuous training in their subjects, in the methods to ensure learning, in research skills, and is strongly encouraged to engage with industry.

## VISION & MISSION

### **Vision**

To become a center of excellence promoting administrators and socially responsible entrepreneurs with global competency through high quality value based edification and research in management studies.

### **Mission**

Department of Master of Business Administration is committed.

**Higher Order Skills:** To equip management aspirants with the higher order skills of problem-solving and decision making.

**Learning Environment:** To provide conducive learning environment rendering the best experience on learning Business.

**Research:** To create a feasible platform for Industry-Institute Interaction, collaborative initiatives, research, etc., to facilitate teaching and learning community in contributing towards the Corporate / Entrepreneurial Initiatives.

**Social responsibility** : To enable the management aspirants exhibit managerial and entrepreneurial competency with social responsibility.

### **STAFF ACTIVITIES**

Dr. R.V Pazhani, Prof. & Head, published an article entitled " Importance of Academics Freedom in Indian Management Education System", in University News – A Weekly Journal of Higher Education , Vol.53, Issue 3 , Jan 19 -25, 2017, PP. 167-176.

Dr. R. V. Pazhani, Prof. & Head, published an article entitled "Development of Management Education in Independent India", in University News – A Weekly Journal of Higher Education, Vol.55, Issue 6, Feb 06 – 12, 2017, PP. 3-11.

Mr. S. Vaidheeswaran, Asst. Prof., Sr. Grade, presented a paper entitled "Bank Assurance – An Emerging and Effective contribution channel of ULIP", in the National Conference on "Research Paradigm in Social Science" held at MAM B-School, Trichy on 14<sup>th</sup> March 2017.

Mr. I. Mansur, Asst. Prof., presented a paper on ""Credit analysis"- a special reference to Puducherry Farmers", in the National Conference on "Research Paradigm in Social Science" held at MAM B-School, Trichy on 14<sup>th</sup> March 2017.

Ms. G. Agalya, Asst. Prof., presented a paper entitled "Cognitive Ergonomics a tool for evaluation of Performance of Software Industries in Puducherry Region", in the National Conference on "Research Paradigm in Social Science" held at MAM B-School, Trichy on 14<sup>th</sup> March 2017.

Mr. C. Arun, Asst. Prof, presented a paper on " HR Branding –Attitude of Employees" ,in the National Conference on "Research Paradigm in Social Science" held at MAM B-School, Trichy on 14<sup>th</sup> March 2017.

Ms. K. Kalaivani, Asst. Prof, presented a paper entitle " Work Life Balance - A Challenging Game for Workers at Software Industries in Puducherry Region", in the National Conference on "Research Paradigm in Social Science" held at MAM B-School, Trichy on 14<sup>th</sup> March 2017.



## DEPARTMENT ACTIVITIES



**Dr. S. Malarkkan, Prinicipal, felicitating the Chief Guests Ms Anudha Ponnnumalle, CEO of M/s Esales Technologies & Mr.V.Venkata Krishnan, Plant Head, M/s Lucas Tvs, Pondicherry during the inaugural function of MITELITE 2017.**

"MITELITE -2017", an Intercollegiate Management Meet was conducted by the department on 9<sup>th</sup> March 2017 to explore and expose the talents of the students. On this occasion around 226 students from various Arts colleges participated in the events such as Corporate Walk, Treasure Hunt, Connexion Brand 'O' Magic, Short Film, Role Play, Best Manager & Event Management. The Chief Guest of the day was Mr.V.Venkata Krishnan, Plant head, M/s Lucas Tvs, Pondicherry. & Ms Anudha Ponnnumalle CEO, M/s Esales Technologies, Pondicherry addressed the students about the present corporate scenario.



***The Department organized a Marathon Case Study on "Patanjali - Secret of Success" at Thiruvannamalai, for the Second Year MBA students on 9<sup>th</sup> January 2017. Dr. R. V. Pazhani Prof. & Head shared valuable tips to the students for analyzing the Case in an effective manner.***



***An Industrial Visit was arranged to M/s Rane Brake linings Ltd, Puducherry for first year MBA Students on 14<sup>th</sup> February 2017.***





***The Department organized an Industrial Visit to M/s Whirlpool India Pvt Ltd, Puducherry on 21<sup>st</sup> March 2017.***

The Department organized a seminar on "Post Budget Analysis" for MBA second year students on 6<sup>th</sup> February 2017.



***Dr.R V. Pazhani, Prof. & Head, Mr. S. Vaidheeswaran, Asst Prof., Sr. Grade & Mr.I. Mansur. Asst. Prof., along with the Final Year students participated in Post Budget Analysis Session conducted by CII (Confederation of Indian Industry) at Hotel Accord, Puducherry.***

## STUDENTS ACTIVITIES



***Ms. V. DarshiniAndal & J. Diksha Jain of Final Year, secured first place in the Globbiz-17-Intercollegiate Management Meet held at Pondicherry University for the paper titled "Trumphonomics Effect on Indias's Foreign Trade" on 17<sup>th</sup> February 2017.***

Ms.D.Vintha&Ms.Vennila of first year MBA have participated in the farm fest 2017- cum-XXXI Flower, Vegetable, Fruit show in the event of "Vegetable Carving" held at Botanical Garden, Puducherry from 27<sup>th</sup> January 2017 to 29<sup>th</sup> January 2017.

Ms. Siva Ranjani of first year MBA has participated in the event "Best Manager" in the National level Symposium held at Karpaga Vinayaga College of Engineering & Technology on 24<sup>th</sup> February 2017.

Ms. V. Darshini Andal presented a paper in the National seminar on "Entrepreneurial Opportunities for Educated Youth in Global Business" organized by the department of International Business, Pondicherry University on 8<sup>th</sup> March 2017.

Team of 12 members published a paper in the International Conference on "Strategic Shift in Business Excellence for Sustainable Development in Indo-Global Business &

Technology” held at Sri Ganesh College of Business Management Salem on 10<sup>th</sup> February 2017.

The Final Year students in coordination with the Mechanical Department students carried out a “Traffic Survey” on 3<sup>rd</sup> & 4<sup>th</sup> March 2017.

The Final Year students MMA (Madras Management Association” Meeting on the title “ 4 pillars of Management” by the presence of Dr. Anandha Reddy , Director of Aurobindo Research Centre , Puducherry on 27<sup>th</sup> February 2017.

The First Year and the Final Year students attended the CII (Confederation of Indian Industry) Conference on the title “Industry 4.0-the Next Industrial Revolution”, at Athithi Hotel on 10<sup>th</sup> March 2017.

The First Year students attended MMA (Madras Management Association) Meeting on the title “Human Psychology” by the presence of K.V.Kumar, Psychiatrist at Annamalai Hotel on 21<sup>st</sup> March 2017.

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## **EDITORIAL BOARD**

Staff Editors : **MR. BAIG MANSUR IBRHAIM, Asst. Prof.,/MBA**

Students In-charge : **Ms. ASWATHI.A, Ms.ELAKKIYA.M, Mr.HARSHATHKUMAR.J**

**CONTACT US**

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