



NEWSLETTER

Department of Management Studies

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.

Program Educational Objectives (PEO)

PEO1: Role Capabilities: Graduates will be leaders and managers in the Business World.

PEO2: Core competencies: Graduates will have multidimensional skills and competencies required for involving in any Entrepreneurial initiative.

PEO3: Social Responsibility: Graduate will observe ethical norms and values to be socially responsible in the contemporary business environment.

Program Outcomes (PO)

P01: Application of Management Theories and Practices: Ability to conceptualize, organize and resolve complex business or corporate issues by applying Management Theories and Practices.

P02: Critical Thinking and Communication Skills: Analyse problems in business by applying research tools to solve its complexities and express them with clarity through all means of communications.

P03: Leadership and Ethics: Exhibit leadership with ethical code of conduct and social responsibility by involving in internships, consultancy, fieldwork, projects, etc that are beneficial to peers, business communities and public.

P04: Environment and Sustainability: Understand and analyze global, economic and legal aspects of Business and evolve professional management solutions to ensure sustainable development.

P05: Contribution in Team Environment: Ability to lead themselves and contribute in team based environment to achieve Organizational goals effectively.

P06: Life-long Learning : Understand the context of Environment and evolve professional management solutions to ensure sustainable development in it.

P07: Entrepreneurial outlook: Students can identify, assess and create entrepreneurial opportunities by evaluating their competency in the dynamics of entrepreneurship.

Program Specific Outcomes

PS01: Business Management Knowledge: Graduates will analyze and decide on the functional domains of Business management and entrepreneurship.

PS02: Competency and Social Responsibility: Graduates will apply the management techniques as socially responsible managers observing ethical norms and codes in the Corporate and business Scenario.

STAFF ACTIVITIES

Dr. P. Baskaran, Prof. & Head published an article on “Optimization of Machine Shop Layout for Automotive Spare Manufacturing units using QFD”, in International Journal of Application and Innovation in Engineering and Management, Volume 10 Issue3, Scopus Indexed, during the month of June 2021.

Mr.Arun. C, Asst. Prof., & Dr. P.Baskaran, Prof., & Head, published a Book Chapter on “Supply Chain Management” in the Book “New Paradigms in Business Management Practices, published by Amazon Publishers, Volume 1, ISSN No: 979 –8-576-29351-3, during the Month of December 2020.

Mr. Arun.C, Ms. Agalya.G & Ms. Manoja.G, Asst. Profs, published an article on A Study on Organizational Effectiveness with the Impact of Employees Passion at Workplace”, SJCC Management Research Review (UGC CARE), Volume 10 , Issue 2, ISSN 22494359 during the Month of April 2021.

Ms. G.Agalya, Asst. Prof., published an article on “Effectiveness of Distribution Channel in a Co-operative Dairy Plant: A Marketing Perspective”, in Shanlax International Journal of Management”, Volume 8, Issue 4, P – ISSN 2321 – 4646, during the month of April 2021.

Mr. C. Arun, Asst. Prof., published an article on “Consumer Buying Behavior onSmartphone’s At Pondicherry”, in International Journal of Creative Research Thoughts, Volume5, ISSN 2320 – 2882, during the month of May 2021.

Dr.S. Vaidheeswaran, Assoc. Prof., participated in Online Faculty Development Programme on “Operations Management”, of AICTE Training and Learning(ATAL) Academy, organized by Atal Bihari Vajpayee-Indian Institute of Information Technology and Management, Gwalior, from 20th to 24th December 2021.

Dr. K. Ilangovan, Asst. Prof., participated in Six Days Virtual Faculty Development Programme on “Application of Research Methods and Statistical Tools in Management Studies and Social Sciences”, conducted by Sathyabama Institute of Technology from 8th to 13th February 2021.

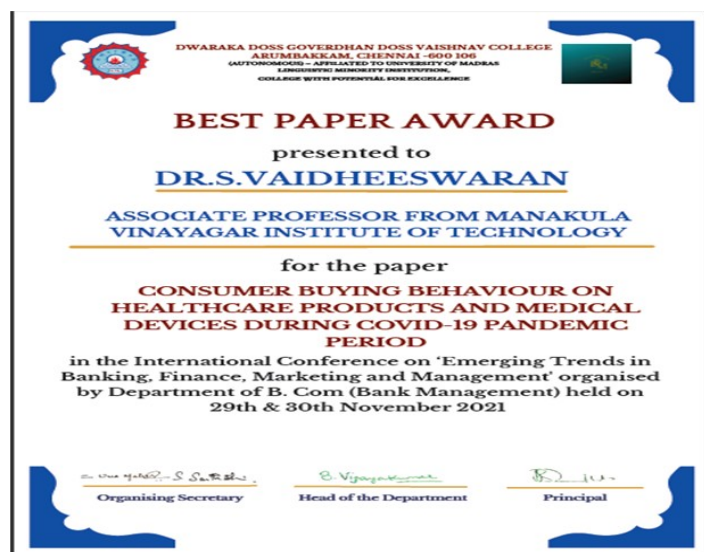
STAFF ACTIVITIES

Ms. K. Kalaivani, Asst. Prof., participated in Six Days Virtual Faculty Development Programme on “Reigniting the Research-Spark: Exploring New Methodologies and Perspectives” , conducted by St.Xaviers College(Autonomous), Mumbai (under the ages of RUSA) from 15th March to 20th March 2021.

Dr. S.Vaidheeswaran, Assoc. Prof., participated in Five Days Virtual Workshop on “Research Methodology” organized by the Govt. V.Y.T. PG Autonomous College Durg Chhattisgarh, from 24th to 30th April 2021.



Dr.K. Ilangoan, Asst. Prof., acted as a Resource Person and delivered a Guest



Lecture on “Intellectual Property Rights” at ES Arts and Science College , Villupuram, on 29th October, 2021

STAFF ACTIVITIES

Dr. S. Vaidheeswaran, Assoc. Prof., & Mr. Karmugilan, Asst. Prof., won a Best Paper Award on the title “Consumer Buying Behavior on Healthcare Products and Medical Devices during COVID-19 Pandemic Period” in the International Conference on “Emerging trends in banking, Finance, Marketing and Management”, organized by Dwarka Doss Goverdhan Doss Vaishnavi College, Chennai on 29th and 30th November, 2021. The paper has been published in the Scopus Indexed Journal named “Natural Volatiles & Essential Oils”, 8(5), 2021, 9861-9872.



Dr.P.Baskaran Prof, & Head, a Special Lecture on “Blooms Taxonomy and Outcome Based Education” to the First year students (Batch 2021-23) on 20th December 2021.

DEPARTMENT ACTIVITIES



The Department organized a National Level webinar on "Capital Market in Association with Bombay Stock exchange by Dr.Sharan Kumar Shetty,Associate Professor of Finance & Banking ,MSN Institute of Management ,Mangalore on 27th January 2021.

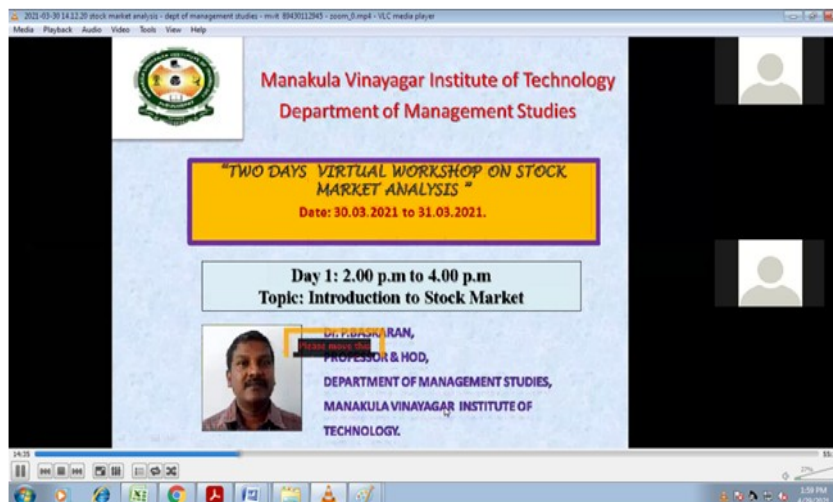


The Department organized a Guest lecture “Stock Market Basics & Union Budget 2021 Insights”

DEPARTMENT ACTIVITIES



The Department organized a Personality Development Programme on the title “Feel Your Transformation” by Mr.E.PaulRavichandiran corporate Trainer , Chennai on 13th March 2021.



Two Days Virtual Workshop on the title “Stock Market Analysis” was organized by the Department on 30th& 31stMarch 2021.

A Webinar on “Securities Market – Hands on Training”, by Dr. K. Prabhakaran, BSE Sponsored Programme, was organized by the Department on 24th May 2021.

DEPARTMENT ACTIVITIES

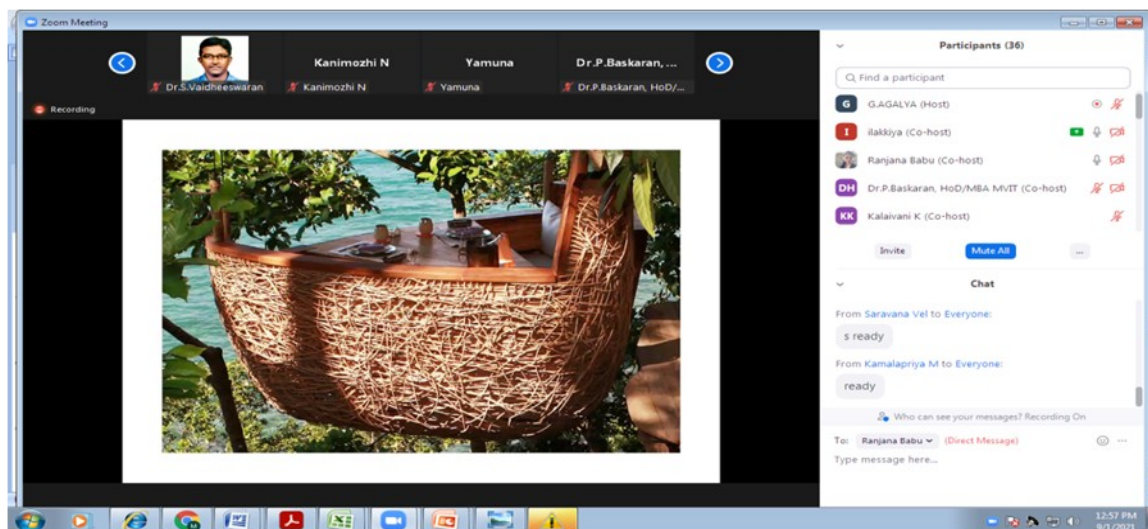


A Webinar on “Social Entrepreneurship” by Dr.M.Nagalingam Indira Gandhi National Tribal University”, Madhyapradesh was organized by the Department on 26th June 2021

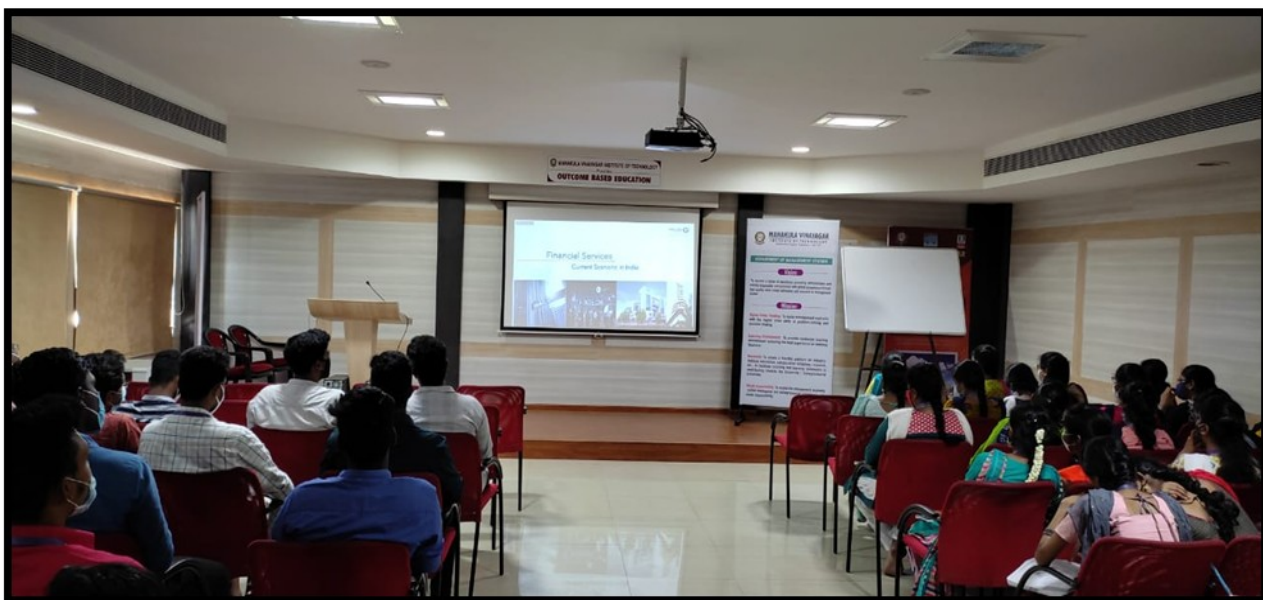
A promotional poster for a webinar session. At the top left is the logo of Manakula Vinayagar Institute of Technology. The text in the center reads: 'MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY', 'Approved by the AICTE, New Delhi and Affiliated to Pondicherry University, Accredited by NBA, New Delhi. Kalitheerthalkuppam, Puducherry – 605 107'. Below this is 'DEPARTMENT OF MANAGEMENT STUDIES'. On the left, a circular portrait of Dr. K. Prabhakaran is shown next to the text 'RESOURCE PERSON'. To the right of the portrait, the text reads: 'A SESSION ON "COMMODITY MARKETS IN INDIA" Sponsored by National Commodity & Derivatives Exchange Limited (NCDEX)'. At the bottom left, Dr. K. Prabhakaran's credentials are listed: 'Dr.K.Prabhakaran, MBA, M.Phil, PGDMM, Ph.D', 'Faculty-Finance & Entrepreneurship', 'NCDEX, SEBI & NCFE', 'Financial Education Resource Person', 'Former Faculty, Muscat College, Sultanate of Oman.' At the bottom right, the date and time are given: 'DATE: 29.06.21', 'TIME: 11am-12.30pm'. A Webex link is provided at the very bottom: 'Webex Link: https://ncdex2.webex.com/ncdex2/j.php?MTID=mb642328ecd605e44d42df90c6f9ded7'.

A webinar session on “Commodity Markets in India” Sponsored by National Commodity & Derivatives Exchange Limited (NCDEX) was organized by the Department on 29th June 2021.

DEPARTMENT ACTIVITIES

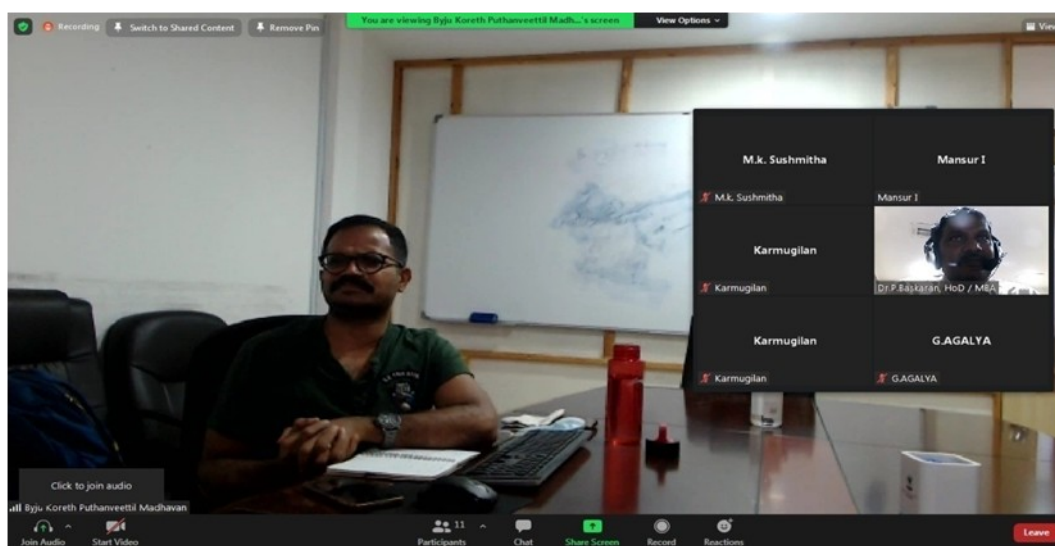


The Department organized Intercollegiate Management Meet “MITELITE’21” through virtual mode on 1st September 2021. The Chief Guest Dr.K.Prabhakaran, Faculty –Finance & Entrepreneurship, NCDEX, SEBI & NCFE, delivered an inaugural address to the participants. The events such as Best Manager, Business Plan and Bizz Quiz were conducted among the participants of Various Engineering and Arts and Science Colleges of Puducherry and Tamilnadu

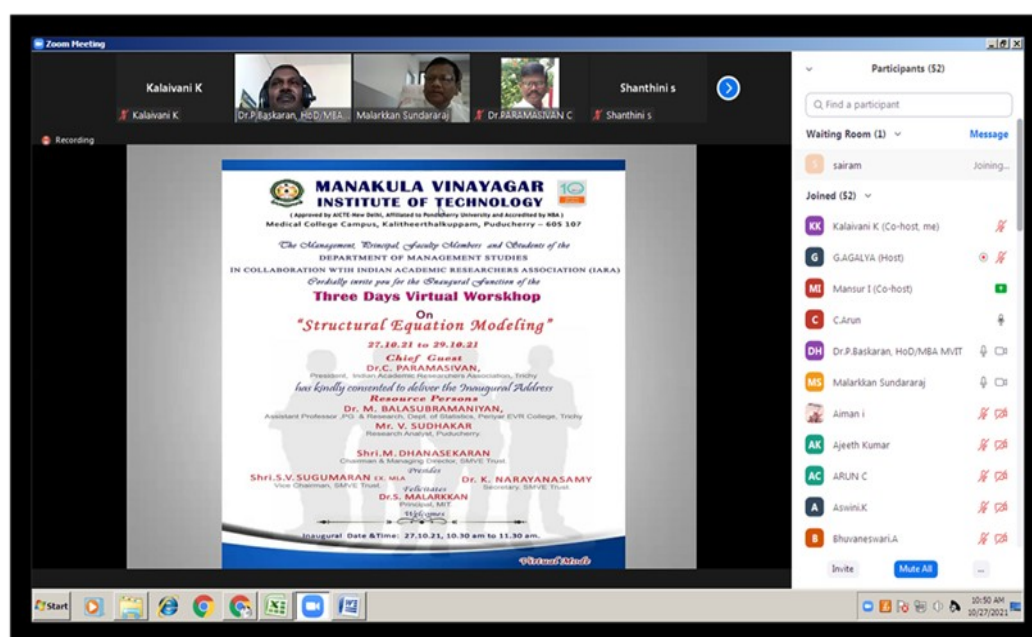


The Department organized a Webinar on “Awareness of NISM Certifications”, by Mr.Jeyaprakash Maria Michael, Director, MCUBE Academy Chennai, approved Trainer of National Institute of Securities Market(NISM) and National Stock Exchange (NSE) Academy Ltd, for the First Year students, on 8th September 2021

DEPARTMENT ACTIVITIES



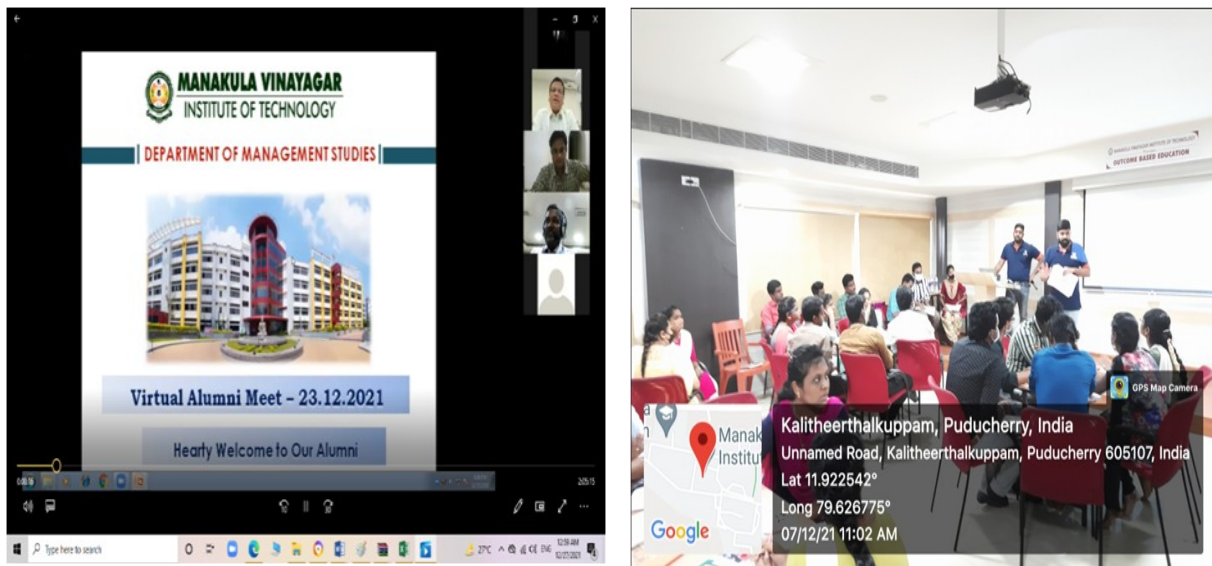
The Department organized an International Webinar on “Mental Well Being”, by Dr. K.P.M. Byju, Senior Lecturer, Faculty of Business Management, Villa College, Republic of Maldives, for the First Year students on 18th September 2021.



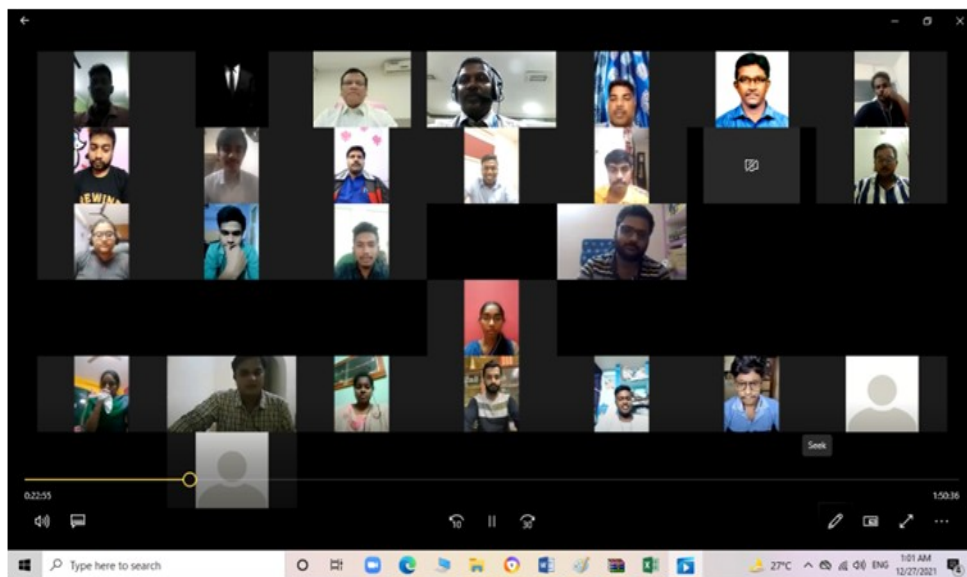
The Department in collaboration with Indian Academic Researchers Association (IARA), Trichy organized a Three Days Virtual Workshop on “Structural Equation Modelling” by Dr. M. Balasubramanian, Assistant Professor, PG & Research, Dept. of Statistics, Periyar EVR College, Trichy and Mr.V.Sudhagar, Research Analyst, Puducherry for the faculty members of UG and PG Colleges of Puducherry and Tamilnadu, from 27th to 29th October 2021.

DEPARTMENT ACTIVITIES

An Inauguration of PG Program 2021 was organized by the Department on 18th November 2021



The Department in Association with CII YI-YUVA, Puducherry Chapter organized “MIT PREMIER LEAGUE AUCTION 2021-A BUSINESS GAME” for the First Year students Batch (2021-23) on 7th December 2021.



The Department level Alumni Meet was organized by the Department for the First and the Second Year students, on 23rd December 2021.

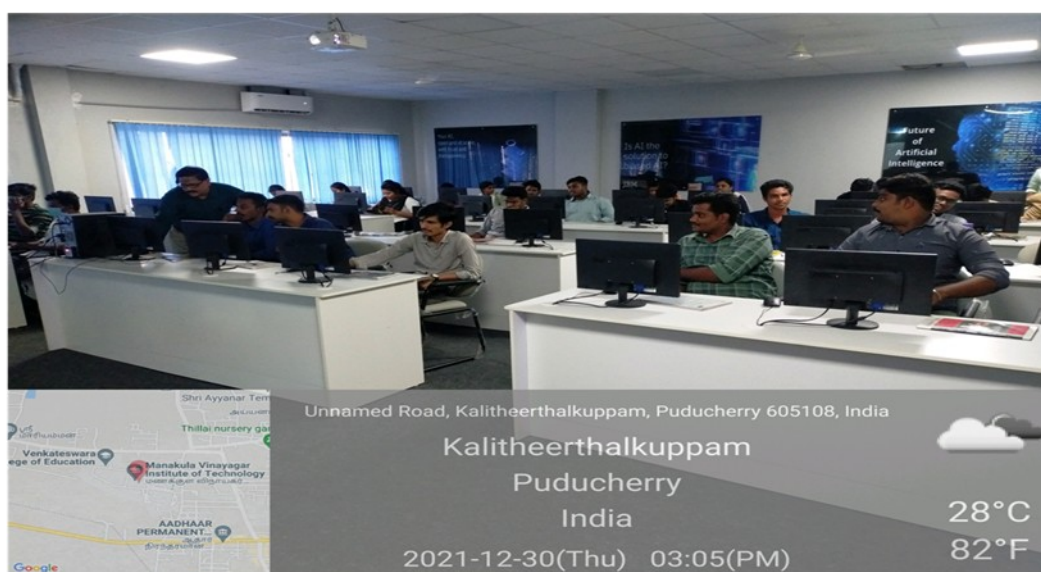
STUDENTS ACTIVITIES

MBA girls students attended the Programme Organized by Women Empowerment Cell on the title “Mental Health” by the Presence of Dr. Mangani MangalaValli, Asst. Professor, Sri Manakula Vinayagar Medical College Hospital on 29th January 2021.

MBA I year students attended the Entrepreneurship Programme organized by EDP cell on the title “Tap and Unleash your Entrepreneurial Potential” by the Presence of Vishnu Varadan , Chief Executive Officer – AIC- PECF on 23rd January 2021.

Ms.Priyana. I of Final Year completed online certifications on “ Python for Finance, Investment Fundamental and Markets and Investment” & “Financial Markets and Investments” in Udemy on 20th and 30th June 2021.

Mr. Sivanesan.S and Mr. Satishkumar. R of Final year, completed NISM Certification Course on “Mutual Fund Distributors – Series V” on 13th June 2021.



A Certification Program on “Advanced Excel” by Ethnotech was conducted for the First Year students (Batch 2021-23) at the Center of Excellence, MVIT from 27th December 2021 to 4th January 2022.

The First Year students attended a Webinar on “Money Management and Career Opportunities Post COVID Scenario” organized and sponsored by BSE-Bombay on 29th September 2021