



## NEWSLETTER 2022

### 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)

**PO1: Application of Management Theories and Practices:** Ability to conceptualize, organize and resolve complex business or corporate issues by applying Management Theories and Practices.

**PO2: 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.

**PO3: 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.

**PO4: Environment and Sustainability:** Understand and analyze global, economic and legal aspects of Business and evolve professional management solutions to ensure sustainable development.

**PO5: Contribution in Team Environment:** Ability to lead themselves and contribute in team based environment to achieve Organizational goals effectively.

**PO6: Life-long Learning :** Understand the context of Environment and evolve professional management solutions to ensure sustainable development in it.

**PO7: Entrepreneurial outlook:** Students can identify, assess and create entrepreneurial opportunities by evaluating their competency in the dynamics of entrepreneurship.

### Program Specific Outcomes

**PSO1: Business Management Knowledge:** Graduates will analyze and decide on the functional domains of Business management and entrepreneurship.

**PSO2: 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.S.Vaidheeswaran Assoc Prof.,&Ms.K.Kalaivani, Asst. Prof., have received the “Best Paper Award” on the title “Impact of COVID-19 Lockdown on Restaurant Business in Puducherry” in the 14<sup>th</sup> Central India Management Conclave 2022 on Theme PPF (Past, Present & future) – Kick Start to Business and Financial Recovery Post Pandemic’ held on 11<sup>th</sup> March, 2022 hosted by the Central Institute of Business Management, Research & Development (CIBMRD). Besides, the Paper was published in the UGC CARE Approved Journal – Stochastic Modeling and Applications, ISSN:0972 - 3641, Vol 26 No.3 (Jan –June, Special Issue 2022 Part -10).

Ms.K.Kalaivani, Asst Prof., participated in the session titled “Accelerators and Incubators for Early Stage Entrepreneurs” organized by IIC & IEDC of Puducherry Technological University on 23<sup>rd</sup> July 2022.

Ms.K.Kalaivani, Asst. Prof., participated in One Day Workshop on “Relevance of Foreign Languages to present Indian Students by Dr.Pradeep S Raj organized by IFIM College, Bangalore, on 23<sup>rd</sup> July 2022.

Mr.C.Arun., Asst. Prof, published a paper in the Journal of Human Resource and Customer Relationship Management, Volume 6 Issue 1, titled as “Impact of Employee Counseling in Job Satisfaction” published by Mantech Publications during the month June 2022.(Pages from 1-6).

Dr.P.Baskaran Prof & Head and Dr.S.Vaidheeswaran Assoc Prof., have published a paper in the IOSR Journal of Business and Management (IOSR-JBM) titled as **“A Study on the Attributes and Factors Related To Policyholders' Perception towards ULIP”** -e-ISSN: 2278-487X, p-ISSN: 2319 -7668. Volume 24, Issue 6. Ser. II (June. 2022), PP 64-70.

Mr.K.Karmugilan has attended One Day Workshop on “Empowering knowledge on ethical publishing: Mastering the art of identifying predatory, fake and cloned journals at APAC Customer Success Hub, on Wednesday 08 June, 2022 Presented by Vishal Gupta Senior Customer Consultant-Elsevier, Prof. Sumit Narula Deputy Dean (Research & Publications)- Amity University Gwalior.

Dr.P.Baskaran Prof & Head has participated and successfully completed 5 days online FDP on “Inculcating Universal Human Values in Technical Education” organized by AICTE from 6<sup>th</sup> to 10<sup>th</sup> June 2022.

Mrs.G.Agalya Assistant Professor /MBA has delivered a webinar titled as “Creativity and Innovation” for BBA Final Year Students of Kandasamy Naidu College for Women, Cuddalore on 27.05.2022.

Dr.P.Baskaran, Professor & Head, MBA has been recognized as Co Chairman, Madras Management Association (MMA) Puducherry Chapter for the year 2022-2023 on 12.05.2022.

## STAFF ACTIVITIES

Dr.S.Vaidheeswaran Assoc.Prof/MBA, Published a research paper titled “Emotional Intelligence and Employees’ Performance – an Explanatory Research in a Multinational Company in India” in International Journal on Global Business Management and Research, March 2022 ISSN 2278 8425 Volume 11, Issue 1, PP 68-82.

Mr.C.Arun AP/MBA and Mr.K.Karmugilan AP/MBA have participated in the Panel Discussion on Stepping towards Sustainability: FMCG Sector on 22<sup>nd</sup> April, 2022.

Dr.S.Vaidheeswaran, Associate Professor/MBA and Ms.K.Kalaivani Assistant Professor/MBA has presented a paper titled “Impact of Covid-19 Lockdown on Restaurant Business in Puducherry” at the 14<sup>th</sup> Central India Management Conclave 2022 on the theme:PPF(Past, Present& Future) –Kick start to Business and Financial Recovery Post Pandemic held on Friday 11<sup>th</sup> March,2022. They were awarded with Best paper Award and they secured First Position for the Presentation.

Dr.K.Ilangovan, Asst. Prof., has participated in the National Seminar on “National Education Policy- 2020: A Road Map to Revamp the Indian Higher Education System held form 22<sup>nd</sup> to 23<sup>rd</sup> March 2022 at Sri Venkateswara University,Tirupati,Andhra Pradesh.

Dr.S.Vaidheeswaran, Associate Professor/MBA,has delivered a Guest Lecture on“Mutual Fund as an Investment Avenue” organized by Synchronization of Knowledge & Information Network(S.K.I.N) at Alpha Matriculation School for Salaried Income group and Business People on 12<sup>th</sup> February 2022.

The Department Faculty members Dr. P. Baskaran, Prof. & Head, Dr. S. Vaidheeswaran , Assoc. Prof., Dr. K. Mr. Baig Mansur Ibrahim, Ms. G. Mr.C.Arun, Ms. G.Agalya, Dr. K.Ilangovan, Ms. Kalaivani.K & Mr. Karmugilan.K, Asst.Profs., delivered the Special Lectures on “UNIVERSAL HUMAN VALUES (UHV)” on the topics “Introduction about UHV”, “Prosperity and Health”, Others Feelings in Relationships”, “Harmony and Respect”, “Harmony and Trust”, “Harmony and Society”, “Harmony in Self” & “Harmony and Nature” in the 3 Days Students Induction Programme, directed by AICTE for the First MABA Year students (Batch 2022-24) from 23<sup>rd</sup> to 27<sup>th</sup> November 2022.

Mr. Baig Mansur Ibrahim, Asst.Prof., completed Ambassador (IA) Training “Foundation Level” conducted by MoE’s Innovation Cell & AICTE on 25<sup>th</sup> August 2022.

Dr. P. Baskaran. Prof.,& Head and Mr. Baig Mansur Ibrahim, Asst. Prof., attended Professional Talk and Discussion on GST, organized by Madras Management Association, Puducherry Chapter, at Hotel Southern Residency, Puducherry on 22<sup>nd</sup> August 2022.

Dr. S. Vaidheeswaran, Assoc. Prof., & Mr. Baig Mansur Ibrahim, Asst. Prof., attended a Group Discussion session on “Control on the Employee Exit”, organized by Puducherry HR Circle at Alpha Matriculation Higher Secondary School, Puducherry, on 29<sup>th</sup> August 2022

## DEPARTMENT ACTIVITIES



*MITELITE 2022-An Intercollegiate Management Meet was organized by the Department on 22<sup>nd</sup> July 2022 at MIT Auditorium. Events such as Role Play, Biz Guess, Best Manager, Adzap and Treasure Hunt were conducted for the external participants. Mrs.R.Tamilselvi, Senior Welfare Manager, Lucas TVS Limited, Puducherry was invited as Chief Guest to grace the occasion.*



*Dr. K. Ilangovan, Asst. Prof., along with the members of Lions club during the World Environment Day Rally at Thirukanur on 22<sup>nd</sup> June 2022.*



## DEPARTMENT ACTIVITIES

The Department in association with Lions Club, Thirukanur jointly organized “World Environment Rally” at Thirukanur, Flagged by our Beloved Principal Dr.S.Malarkan from MVIT on 22<sup>nd</sup> June 2022.

The Department of Management organized a sponsored a Guest Lecture on “Investors Awareness Program” sponsored by BSE-Bombay stock Exchange for the II Year MBA Students on 15<sup>th</sup> June 2022.



***Dr .P.Baskaran, Prof & Head, delivering the welcome address to the gathering during MIT-MANFEST-2022 held on 18<sup>th</sup> May 2022. Ms. K. Kalaivani, Asst. Prof., organized and coordinated the Meet.***

The Department organized MITMANFEST-2022-An Intradepartmental Management Meet in Association with MITAMS (MIT Association of Mangers) for First year students on 18<sup>th</sup> May 2022.. Mr.S.Sabarinathan,HR Manager,TVS Sundaram Fasteners Limited,Puducherry was invited as Guest. The Events such as Business Debate, Business Plan, Best Manager, Role Play and Adzap were organized

A Guest Lecture on “Fundamental & Technical Analysis on Equity and Commodities Market by Mr.R.Sivacoumar, All Research Commodities India Private Limited, Puducherry was organized for First & Second Year Students on 23<sup>rd</sup> April 2022

## DEPARTMENT ACTIVITIES



*The Department of Management Studies and Puducherry HR Circle jointly organized National Level QUIZ Festival on 3<sup>rd</sup> April 2022. The HR participants from in and around Puducherry and Tamilnadu Industries participated in the event. Mr M.V Knnan, Head, Puducherry HR Circle was the coordinator of the Event.*

An Awareness Session on “Know your Rights: Innovating for a Better future” was organized by the Department of Management Studies and Intellectual Property rights Cell, MVIT on World Intellectual Property Day (26.04.2022). Dr.G.Subhalakshmi, Assistant Professor, School of Law, Pondicherry University was invited as the Chief Guest.

The Department of Management Studies and MVIT Entrepreneurial Development Cell jointly organized Entrepreneurship Motivational Programme on “Attitude Building towards Entrepreneurship” for the MBA II Year (2020-2022) students on 5<sup>th</sup> March 2022. M.Karuppasamy Pandian, Proprietor, Pandian Facility Services, Chennai was invited as Chief Guest for the session.

## DEPARTMENT ACTIVITIES



*The Department organized an Installation of Office Bearers of Madras Management Association (MMA) Students Chapter & MIT Association of Management Students (MITAMS) on 23<sup>rd</sup> February 2022. Gp Capt R.Vijayakumar VSM, Executive Director, Madras Management Association was invited as the Chief Guest of the Programme.*



**The Department signed the Memorandum of Understanding (MoU) with MCUBE Academy, Chennai, for the purpose of facilitating NISM Certifications to the students on 30<sup>th</sup> November 2022.**



## DEPARTMENT ACTIVITIES



The Department organized a Guest lecture on “Introduction to Opportunities in Financial Markets and Services” by Mr. M. Jeyaprakash Maria Micheal, Mcube Academy Director and a Certified Trainer of NISM Certifications, for the Second Year students on 30<sup>th</sup> November 2022.



The Department organized a Guest Lecture cum Alumni Interaction on “Maximizing the Opportunities through BigTech” by Mr. M. Ilango, Deputy Manager, ICICI Bank (Alumni – Batch 2017-19) for the Second Year students on 1<sup>st</sup> December 2022.

## DEPARTMENT ACTIVITIES

The Department organized an International Webinar on “Key Necessary Soft Skills at Work” London School of Digital Business by Mr. Graham Scott, Co-Director, Genz Insight from Genz Insight, London, for the Second Year Students on 9<sup>th</sup> December 2022.



Three Days Workshop on “SAP Application” has been organized by the Department for the Second Year students on Batch 2021-23 at MVIT Audio Visual room from 9<sup>th</sup> to 11<sup>th</sup> of January 2023.



The Department organized One Day Workshop on “Analytics” by S.Banu Kumar, Founder & Director of Arra Associates, Chennai, for the First Year students on Batch 2022-24 on 11<sup>th</sup> January 2023.

## STUDENTS ACTIVITIES

First Year Students of Section B (Batch 2021-23) went for an Industrial Visit to M.s Hatsun Agro Products, Kancheepuram, Chennai on 23<sup>rd</sup> August 2022.

First Year Students of Section A (Batch 2021-23) went for an Industrial Visit to Aavin Milk Products, Ambattur, Chennai on 29.07.2022. Mrs.G.Agalya AP/MBA and Mr.C.Arun AP/MBA accompanied along with the students.

MBA II Year students (Batch 2020-22) attended a One Day Career guidance Program on 12<sup>th</sup> August 2022. Mr.Jegan Preeth, Analytics Trainer, was invited as Guest to coordinate the session.

The Students of First Year (Batch 2021-23) participated in the Event “INCOGNITA -2022”at Rajiv Gandhi Engineering College, Puducherry on 1<sup>st</sup> June 2022. Ms.Swathi.S, Ms.Prithika.S, Ms.Priyanka.S and Ms. Devadarshini.S have won the First Prize in the Event “ADZAP”.

The Second Year students (Batch 2020-22) went for an Industrial Visit to M/s Kannan Devan Tea Private Limited, Munnar from 23<sup>rd</sup> June to 25<sup>th</sup> June 2022.

The Second Year students (Batch 2020-22) attended the Financial Awareness program on 10.06.2022 organized by SEBI and addressed by our Finance Minister Nirmala Seetharam in an online mode.

First Year students of Batch 2021-23 attended online webinar on “Impact of Covid on Psyche of Women” organized by Madras Management Association on 17<sup>th</sup> August 2022.



## STUDENTS ACTIVITIES



Mr. Karthick Raja.V and Ms. Gopika. D of batch 2021-23 won First Prize with the Cash Award of Rs.20,000 in the event “Paper Presentation”, &Mr. Nirmal.P and Mr. Sandha Vignesh.G of Batch 2021-23 won Third Prize with the Cash Award of Rs.10,000 in the event “Business Plan”, in All India Management Students Convention – 2022”, organized by Madras Management Association on 23<sup>rd</sup> September 2022.



The Second Year MBA students participated in One Day Workshop on “Effective Payroll Management”, organized by Madras Management Association”, at MMA Management Center, Chennai, on 1<sup>st</sup> December 2022.