



MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY

KALITHEERTHALKUPPAM, PUDUCHERRY - 605107, PH: 0413-2643007, FAX: 2643008.

Website: www.mvit.edu.in, email: contactus@mvit.edu.in

NEWSLETTER Academic Year 2022-23

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

- ❖ 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 23rd to 27th November 2022.
- ❖ Mr. Baig Mansur Ibrahim, Asst. Prof., completed Ambassador (IA) Training “Foundation Level” conducted by MoE’s Innovation Cell & AICTE on 25th 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 22nd 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 29th August 2022.
- ❖ Ms.K.Kalaivani, Asst Prof., published a paper entitled “A study on Analysis of Customer needs and Service Quality at M/s Abreco Pvt Ltd., Chennai’, in the Third International Conference on “Contemporary Management – INCOCOM-23” conducted by NPR College of Engineering and Technology, Tamilnaud, on 3rd March 2023.
- ❖ Dr.K. Ilangovan, Assistant Professor, acted as a resource person in a One Day National Seminar on “Contemporary Development in Services Sector & Know your Intellectual Property Rights for Better Future” Organised by Department of Commerce, Sacred Heart Arts and Science College, Villupuram on 01st April 2023.

STAFF ACTIVITIES

- ❖ Mr. C. Arun, Asst. Prof., published an article titled “A Study on Performance Enhancement Through Skill Development Initiatives at Software Industries in Tamil Nadu Region”, in the Journal of Humanities and Social Science Studies journal: ISSN 2319-829X with IF=7.28 Vol. 12, Issue 02, No. 2, July - December : 2023 UGC Care Approved, Group I, Ref. No. 199 “Social Science” Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal.
- ❖ Ms. G. Agalya, Asst Prof., published an article entitled “Behavioral Intention of Working Women towards Internet Banking” Shodhak : A Journal of Historical Research ISSN : 0302-9832 (P) with IF= 7.75 Volume: 53, Issue: 02, No: 12, May - August : 2023 UGC CARE Group- 1 Peer Reviewed, Bilingual, Referred Journal.
- ❖ Dr.P.Baskaran, Prof. & Head received “Faculty of the year” Award from London School Of Digital Business on 25th June 2023.
- ❖ Dr P. Baskaran, Prof. & Head, & Dr Baig Mansur Ibrahim, Assoc Prof., participated in 5 Days Faculty Development Programme on “Microsoft Power BI – Data Analyst Associate” conducted MVIT in association with ICT Academy from 7th – 11th August 2023.

DEPARTMENT ACTIVITIES



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



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 30th November 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 9th 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 9th to 11th 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 11th January 2023.

DEPARTMENT ACTIVITIES



The Department organized MMA sponsored Guest Lecture on “Leadership Skills for the Future” by Dr. Shankar Venugopal, Vice President, Mahindra & Mahindra, Chennai on 27th May 2023.



The Department organized an Alumni Meet on 25th March 2023

DEPARTMENT ACTIVITIES



The Department organized a Business Meet “BNI DAFFODILS” for MBA II year students on 10th March 2023



The Department organized a Guest Lecture on “Direct and Indirect Taxes”, by R.Kaileswaran, Alumni (Batch 2019-21), Income Tax Practitioner, for the final year students on 18.03.2023.

DEPARTMENT ACTIVITIES



The Department organized Intra Departmental Management meet MITMANFEST'23 for MBA I year Students organized by MBA II year Students, Mr.Ganesan. M, Head HR Training, Lucas TVS was invited as a Chief Guest for the event on 13th May 2023.

The first year MBA students participated in One Day Guest Lecture by Dr.Jayakumar, IPR Consultant in Audio Visual Room on 17th June 2023.

The Department organized an Industrial visit for I year MBA Students at HPLOK Chennai, on 30th June 2023.

STUDENTS ACTIVITIES

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



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 23rd 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 1st December 2022.

STUDENTS ACTIVITIES

The Department coordinated a HR interaction session in association with PDYHRC for II year MBA HR elective students at Alpha Hr.Sec School, Puducherry

Our MBA II year Students presented paper at the two days international conference “MASK” organized by Department of Commerce, SRM College, Ramapuram, Chennai, on 27th and 28th March 2023.

II year MBA Students have presented paper at the International Conference on “Digital Transformation Opportunities and Challenges” organized by Thevannai Ammal College for Women , Villupuram on 7th April 2023.

Staff members and Students participated in a one day HR conference organized on the topic “Human Capital in the Era of Digital Transformation” by NIPM Neyveli, Pondicherry and Trichy Chapters on 18th March 2023.

The first year MBA students participated in 75th Platinum Jubilee meeting by PDYHRC on the topic “Transactional Analysis in Everyday Life” by Mr.Ravi Ramanathan, on 25th June 2023.

Mr. G.M. Sandha Vignesh published an article titled “A comparative study of the NI Approach and the MM Approach in Capital Structure at M/s The Supreme Industrial limited Sanyasikuppam”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

Ms. M. Shahana Begam H published an article titled “Behavioural Intention of Working Women towards Internet Banking At Puducherry Region”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

Ms. M.Muthulakshmi published an article titled “A study on Customer preference at Various Credit Schemes offered by M/s Muthoot Fincorp”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

M.Chirag published an article titled “Financial Statement Analysis of Pet Bottle Manufacturing company”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

S.Poovarasu published an article titled “A Study on Job Satisfaction at M/s Sree Pushpam Industries Unit-II,Puducherry”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

Monisha Madavan published an article titled “Awareness level of employees towards the HR Policies Framed by the Organisation in the Puducherry Region ”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

Indhumathi.S published an article titled “A Study on awareness level of HDFC health Insurance among working Class People at Puducherry Region”, in the International conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

Philomindoss Antony John published an article titled “ A Study on Analysis of Customer Needs & Service quality at M/s Abreco Private limited”, in the International conference on Contemporary Management Practises conducted by SRM Institute of Science & Technology in the Month of April 2023.

Keerthana.R published an article titled “ Factors Determining Emotional Wellbeing of Employees at Software Industry in Pondicherry Region, in the National Conference on Cotemporary Management conducted by NPR college of Engineering & Technology , Dindugal, Tamilnadu in the Month of March 2023.

Gopika.D published an article titled “Artificial Intelligence & Banking Services in the Past, Present& Future”, in the National Seminar conducted by Sacred Heart Arts & Science College on 1st April 2023.

AnbarasI.D published an article titled “Fundamental Elements of 4ps of Marketing Adopted at Textile Industry in Puducherry “ in the International Conference on “Sustainability Environment & Social Transformation in India” conducted by SRM Institute of Science & Technology on 13th April 2023.

AnbarasI.D published an article titled “A study on Customer Attitudes towards Mutual Fund in Puducherry “ in the International Conference on “Innovation of Multidisciplinary Research in Present & Future Time” conducted by SRM Institute of Science & Technology in the Month of April 2023.

36 students of MBA II year presented papers in various titles in the International Conference Conducted By Theivanai Ammal College For Women (Autonomous) Villupuram in the April 2023.