



**DOMS TIMES**

**ADHIYAMAAN COLLEGE OF ENGINEERING (AUTONOMOUS)**

**ANNUAL NEWS  
LETTER  
2022-2023**

**DEPARTMENT OF  
MANAGEMENT  
STUDIES**

## MESSAGE FROM HOD DESK

I am happy to inform that our pride in the yearly newsletter which Highlights the academic and non-academic activities of both faculty and students of the department.



Dr.B.N.Sivakumar.,MBA.,PhD

Professor & Head

## About Department

### ABOUT US

The Department of Management Studies was incepted in the year 1992 with the state of the art infrastructure as per the norms and beyond. Ours is the first MBA Program affiliated to the University of Madras after the Department of Management Studies of the University. It is dedicated to impart need based and result oriented management education to develop talented managers to face the Global challenges and align them to today's societal needs.

The department offers two Post Graduate Programs namely two year MBA (Full time) and a three year MBA (Part time) under Permanent Affiliation to Anna University, Chennai. Both the programs are approved by AICTE. The department has been listed as one of the top 100 B-Schools in the country by Business India and Dalal Street. The department is headed by a full time director supported by eminent faculty members are MBA degree holders while senior faculty members are Ph.D. and M. Phil. degree holders. The department has all teaching-learning facilities for providing quality management education.

## Silent Features

- Case based participative teaching pedagogy.
- Full Fledged Placement Cell assisting in overall personality development and job fetch able training.
- Regular industry visit and expert talks.
- Career opportunity seminars and symposium.
- Regular counselling / monitoring for students mentoring.
- Round the clocks state of the art computer lab with LAN networking with Internet and web-browsing facility.
- Satellite communication, ICT enabled and visualized class room facility.

**Department Vision:**

To create competent managers to the society with **value-based management education**.

**Department Mission:**

**M1:** To transform the students with enriched knowledge, skills and abilities to become competent employees.

**M2:** To enhance the creativity and confidence to become entrepreneurs.

**M3:** To involve in research and development activities with industry collaboration.

**M4:** To imbibe social consciousness and adoptability to the dynamic environment.

**Programme Educational Objectives (PEOs)**

**PEO1:** To handle diverse opportunities that arises due to changing environment.

**PEO2:** To develop professional competence to become successful managers and entrepreneurs.

**PEO3:** To become problem solvers by acquiring the knowledge and thinking skills necessary on lifelong learning.

**PEO4:** To work in teams and conquer leadership roles during the career.

**PEO5:** To be socially sensitive and ethically conscious citizens actively contributing to the society.

**Programme Outcomes (POs)****PO-1 Business Environment and Domain Knowledge**

Economic, legal and social environment of Indian business. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society.

**PO-2 Critical thinking, Business Analysis, Problem Solving and Innovative Solutions**

Competencies in quantitative and qualitative techniques. Graduates are expected to develop Skills on analysing the business data, application of relevant analysis, and problem solving in Other functional areas such as marketing, business strategy and human resources.

**PO-3 Global Exposure and Cross-Cultural Understanding (GECCU):**

Demonstrate a global outlook with the ability to identify aspects of the global business and cross-cultural understanding.

**PO-4 Social Responsiveness and Ethics (SRE):**

Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in

organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

**PO-5 Effective Communication (EC):**

Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

**PO-6 Modern tool usage:**

Create, select and apply appropriate techniques, resources, and modern engineering and IT tools, including prediction and modeling to complex engineering activities, with an understanding of the limitations

**PO-7 Leadership and Teamwork (LT):**

Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

**PO-8 Environment and sustainability:**

Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.

**PO-9 Ethics:**

Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

**P-10 Individual and team work:**

Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO-11 Project management and finance:**

Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**PO-12 Life-long learning:**

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

### Programme Specific Outcomes (PSOs)

**PSO1:** Ability to interpret the concepts and methodology of business administration and to enhance the knowledge and skills to synthesize management ideas for their academic and administrative skill development.

**PSO2:** Guide and channelize the transformation process of every management graduate by providing in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to make them to strive towards personal victory and value creation to society.

**PSO3:** Ignite a passion for multidisciplinary approach for problem solving, critical analysis and decision making by giving due importance for lateral thinking so that management graduates see things from a perspective which are not just simple but effective.

### DEPARTMENT ACTIVITIES

Event Name	Date	Level
Employability Skill development training on VIP	27.04.2023	Institutional
Trends in technology of operations management	03.12.2022	Institutional
Placement Training	07-09.12.2022	Institutional
Ethics and Values in Higher Education	21.11.2022	International
Career guidance opportunities in finance industry	07.11.2022	Institutional
Igniting young entrepreneurial minds	21.10.2022	Institutional
Discover the English within You	18.10.2022	Institutional

### Students' Publications

1. B.N.Sivakumar, Aswiya N, "An Empirical Study on Employee Engagement in Titan Company Ltd Watches and Wearable Division, Hosur", Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:215.
2. B.N. Sivakumar, Vishwa Balaji' "A Study on Employee Job Satisfaction with Reference to Titan Company – (Watch Division) At Hosur", Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:219.
3. B.N. Sivakumar, Pragadeesh S, "A Study on Quality Work Life of Employees in Titan Teal Hosur", Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:224.

4. B.N.Sivakumar , Safiya Begum I, “An Empirical Study on The Managing Diversity and Equity in The Workplace with Reference to Titan Company – (Watch Division) At Hosur”, Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:230.
5. B.N. Sivakumar, Archana G, “An Empirical Study on Improve the Skill Level of Employees with Reference to The TVS Sundaram Auto Components Limited Hosur”, Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:235.
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8. Observed Study on Employee Retention Approaches with special reference to Ion Exchange India Ltd, Hosur”, Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:251.
9. B.N. Sivakumar, R. Naveen, “Observed Study on Pradhan Mantri Jan-Dhan Yojana (Pmjdy) With Particular Reference to Krishnagiri District”, Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:256.
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13. B. N. Sivakumar, Ramya D, "A Study on Stress Management Among Nurses in Ovum Hospital During Covid Period 19 in Bangalore", Trends in Banking, Accounting and Business Vol: 2(2), 2023, REST Publisher; ISBN: 978-81-956353-0-6-Page:343.
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**2022-23**

Topic-MDP	Date	No. of Candidates
Stress coping strategies	10,11.10.2022	15
360-degree appraisal	15.12.2022	17
Leadership enrichment	17.03.2023	18

**2022-23**

Title	Date	Guest Lecturer
An overview on HR Practices	26.11.2022	Mr. Sathish Kumar Chinnaiah, Talent Acquisition Specialist
Awareness on wealth creation	26.11.2022	Mr. S. Dhanush, Deputy Manager, Yes Securities
Communication development	18.11.2022	Dr. Kalyan, Communication Trainer
Psychometric profiling	08.10.2022	Mr. R. V. Rangarajan, Branch Head, Veranda Race learning Solution

**Faculty Research Publications**

Name	Title	Journal	Month & Year
Dr. M. Dhanasekaran	Ecopreneurs: A study on factor influencing entrepreneur to be eco-minded and their sustainability challenges	Trends in Banking, Accounting and Business	March-2023
Dr. M. Dhanasekaran	Employee Engagement during Covid-19	Trends in Banking, Accounting and Business	March-2023
Mr. R. Naveen Prakash	Employee Engagement during Covid-19	Trends in Banking, Accounting and Business	March-2023
Mrs. S. Janaki	A Study on competency mapping with special reference to Sandvik Private Limited, Hosur.	Trends in Banking, Accounting and Business	March-2023
Ms. V. Shanmugapriya	A Study of Employee Awareness towards Green HRM in Krishnagiri Region	Trends in Banking, Accounting and Business	March-2023
Dr. B.N. Sivakumar	Empirical study on Ethical Employee Welfare Measures in the Fintech Companies in Hosur Region of TamilNadu	Acharya Management Business and Entrepreneurship Review, Vol.13 issue. 1. ISSN: 0976-3341.	Dec-2022
Dr. M. A. Sureshkumar	An Empirical Study on Problems of investors in	Korea Review of international Studies	Dec-2022

	Investment Avenues		
Dr. B.N. Sivakumar	An Observed Study on Retention of Employee Approaches in Automobile Component Manufacturing Companies	International Journal of Human Rights	Nov- 2022
Dr. M. Dhanasekaran	Effect of COVID-19 on markets for fruits and vegetables	IOSR Journal of Agriculture and Veterinary Science	Nov- 2022
Dr. M. A. Sureshkumar	Impact of Covid-19 in Determining Capital Structure with special reference to selected pharmaceutical industries in India	Neuro Quantology	Jun-2022
Dr. M. A. Sureshkumar	Analysis of Effectiveness on Financial Management and Financial Planning in the Education System	The Seybold Report	Jun-2022

### Book Publications

Name	Title	Publisher	Month & Year
Dr. M.A.Suresh Kumar	Merchant Banking and Financial Service	Book Rivers ISBN:978-93-5515-502-3	August-2022

### Presentation in Conferences / Workshops

Name	Title	Conference / Workshop, Webinar	Organised by	Date
Dr. B. N. Sivakumar	Research Paradigms	Workshop	Christ College, Pune	05 <sup>th</sup> Nov 2022
Dr. B. N. Sivakumar	Contemporary issues in Commerce and Management	Conference	Agur Chand Mannmull Jain College	04 & 05 Aug 2022

### Seminar/Conference/Webinar/Workshop Organised

Seminar/Conference/ Webinar/ Workshop	Title	Date
Workshop	Discover the English within You	18-10-2022
Workshop	Career Guidance Opportunities in Financial Industry	07-11-2022

<b>Seminar/Conference/ Webinar/ Workshop</b>	<b>Title</b>	<b>Date</b>
Workshop	Psychometric Profiling	09-11-2022
International Webinar	Ethics and values in Higher Education	21.11.2022
Workshop	Trends in Technology of Operation Management	03.12.2022

### **List of Ph.D. awarded**

**2022-23**

<b>Reg. No.</b>	<b>Name of the Scholar</b>	<b>Title</b>	<b>Specialization</b>	<b>Session</b>	<b>University</b>
11151331021	Vipin C Nair	A Study on Risk Management in Pharmaceutical Industry with special reference to Hosur, Tamilnadu, India	Management Sciences	2023	Anna University