



ADHIYAMAAN COLLEGE OF ENGINEERING (AUTONOMOUS)

Strategic Plan

**DEPARTMENT OF
MANAGEMENT
STUDIES**

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 and 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.

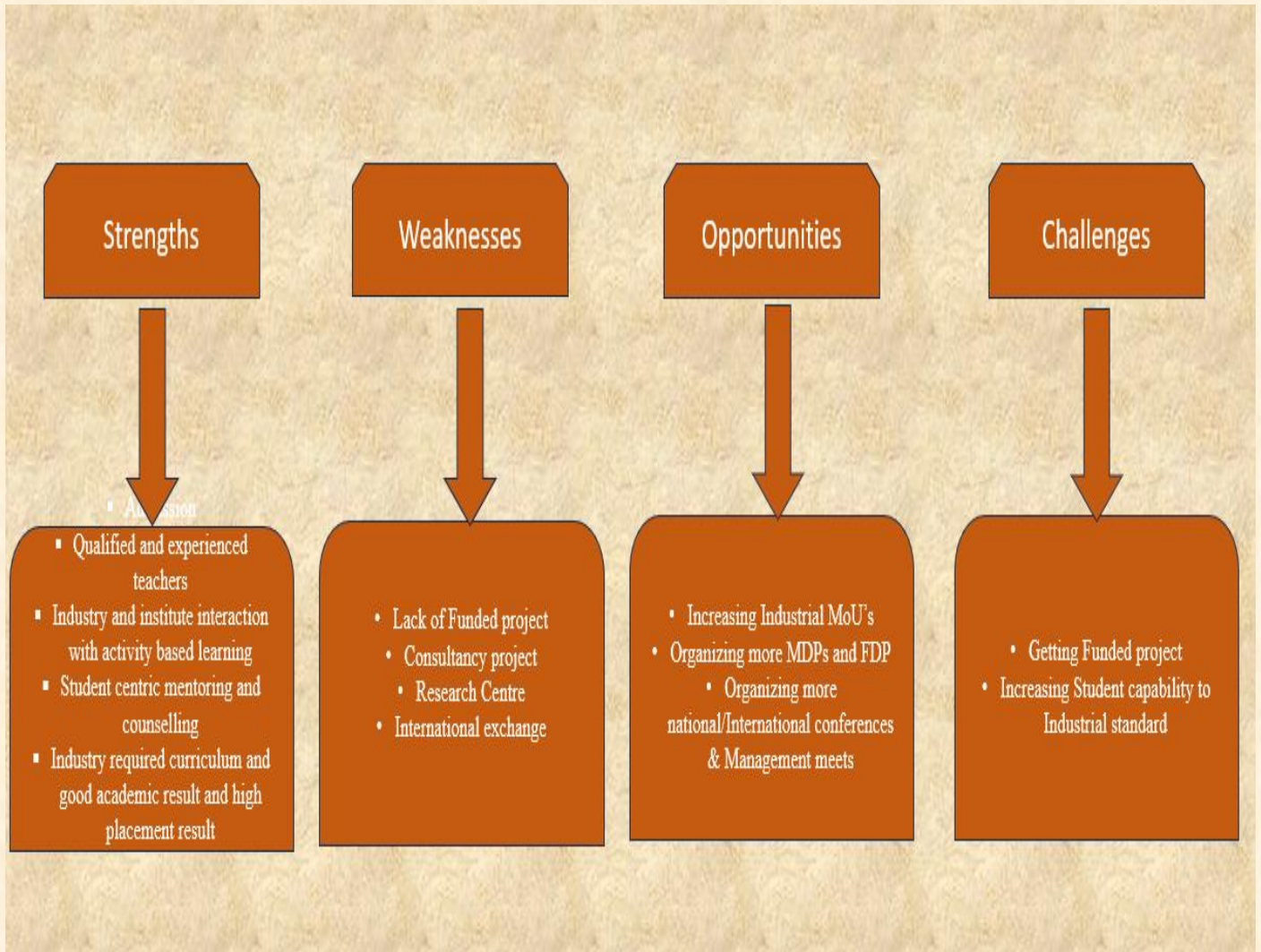
PSO2: Guide and channelize the transformation process of every management graduate by providing in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to make them to strive towards personal victory and value creation to society.

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.

Strategic development plan:

The strategic development plan is a way to achieve the Department Vision, Mission and short term/ long term goals through the support of SWOC analysis.

SWOC



Future Plans of the Department

- NBA Accreditation
- To achieve top 100 ranking in NIRF

- To enhance the quality and quantity of publications of the department
- To renew R&D centre and to encourage the faculty members to enrol in Ph.D.
- To encourage to get funded projects
- Improve the Industry- Institute Interaction and through more MoUs and consultancy
- To improve the placement percentage to 100% with Management oriented job profile
- To encourage the students to become entrepreneur
- To encourage students and faculty to do certification courses like NPTEL, etc.,

The implementation of above plans will result in:

- Experiencing and involving students in the adaptation of new management concepts by activity-based learning.
- Equipping the students with best industry practices and through industry exposure.
- More Funded Project
- More Consultancy
- Increase in number of students registering for courses in NPTEL etc
- Increase in the number of faculty members pursuing Ph.D.
- Student participation in exchange programs, management meets and internship projects.
- Increase in journal publications by the students and faculty.