

NOVELLA

NEWSLETTER FROM DOMS,EEC

APRIL
2020

EASWARI ENGINEERING COLLEGE
RAMAPURAM, CHENNAI-600 089

HOD SPEAKS.....

We aim at developing Centre for excellence in management education. India is now bright and shining; the developments are clearly visible, and the whole world has started observing us keenly in all areas of our key growth indices. No doubt, the technological revolution has made this possible. Furthermore, due to rapid communication and technological advancements, tremendous infrastructural developments are taking place throughout the world, and Indians are contributing towards this too, to a large extent. During this developmental journey, we have crossed many challenges; the hardships were overcome by our systematic planning, dedication, hard work coupled with advanced technical support. For this total development, the management of men, materials, and power has a greater role to play, and this is due to the quality management education which is provided by the Indian educational system. Furthermore, many books, journals, and other materials also play a major role for ensuring a quality. I am very much sure that this News Letter will fly high with additional inputs Students and faculties, so that it reaches the entire management community in all spheres. I am confident that the contributors and the entire editorial team will make this happen. Let us join together, let us plan, and let us all execute this to make India brighter, and more shining.



Dr. Saikumari V
(Head & Professor)
MBA., PGDCS., Ph.D., PDF.,

Areas of Specialization:
Marketing, Human resource,
Behavioural studies &
Entrepreneurship

PEP TALK SERIES WITH BUSINESS STANDARD

April 14, 2020

The department of management in association with Business Standard conducted the pep talk series with Industry experts for MBA students. The guest speaker Mr. Shashikanth Jeyaraman, VP-HR motivated the students and insisted to equip their skill sets during the lock down period. As the Job market expects varied skills from the Management students and insisted the students to learn and enrol the area they want to become expert.



PEP TALK SERIES WITH BUSINESS STANDARD

April 16, 2020

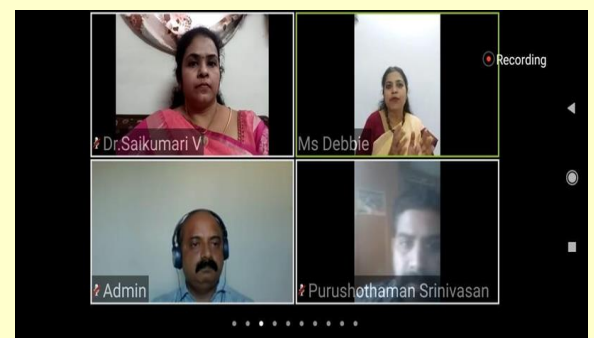
The Department of Management studies in association with Business standard as a part of Industry Institute Interfacing activity on 16th April 3.00pm to 4.00pm through You tube live session. The Speaker Dr. Santhosh Babu, Principal Secretary/ CMD, TNHDC (Poompuhar). The speaker shared his career journey to the students and various steps taken for the development of the unit. The speaker also briefed the various marketing promotional activities done to promote the products and he has opened 9 stalls in TamilNadu and has Opened an online platform to buy products during his PPT.



WEBINAR SESSION THROUGH MMA

April 18, 2019

The HOD-MBA, **Dr. Saikumari.V** arranged an special webinar for all MBA students on 18th April 2020 through online platform in association with Madras Management Association. The session started with an introductory talk and guest citation by **Dr. Venkatraman, GM-MMA**. The welcome address given by HOD-MBA and informed students about the importance of the session. The speaker **Mrs. Debbie Westcott** shared her Industrial experience and Entrepreneurship Journey to the students. The speaker started the session with the qualities required for the Entrepreneurs and supported with short examples. The speaker insisted the students about the value of time, networking, clarity in thoughts and the will to learn new things helps them to become successful in life. The students interacted with the speaker and clarified their doubts on Entrepreneurship. The speaker also informed the various challenges faced by Entrepreneurs in India. The Vote of thanks was given by Mr. Purushothaman, Faculty coordinator. The session also viewed by Dean Academics and VP-admin.





WEBINAR

(INDUSTRY INSTITUTE INTERACTION)





GUEST SPEAKER : DEBBIE WESTCOTT

FOUNDER TRUSTEE OF REACH HUMAN & THE IMMACULATE

TOPIC: "CHALLENGES AND OPPORTUNITIES IN ENTREPRENEURSHIP"

SESSION MODE : ZOOM (ONLINE APP)

DATE : 18/4/2020

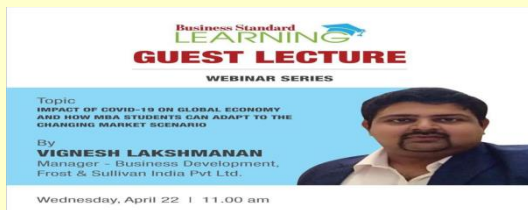
TIME : 3.00 TO 4.00PM

SESSION FOR : MBA STUDENTS (EEC)

PEP TALK SERIES WITH BUSINESS STANDARD

April 21, 2020

The Department of Management studies organized the pep talk series in association Business standard on 21st April 2020 for MBA students. The guest invited for the session was Mr.C.K.Kumaravel, Entrepreneur, CEO-Naturals. In his speech he delivered the importance of goal setting and he also explained the outcome of the SMART goals. The Speaker also shared his success story of naturals and expanded the business with large outlets all over Tamilnadu. Finally he insisted students to “follow your dreams”. The session started at 3.00pm and ended at 4.00pm.



PEP TALK SERIES WITH BUSINESS STANDARD

April 22, 2020

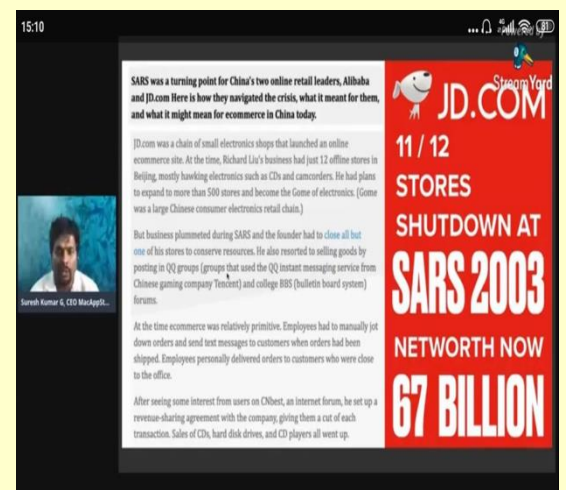
The special session on the topic “Impact of Covid-19 on global Economy” in association with Business standard by Department of Management studies on 22nd April 2020 between 11.00am to 12.00pm. The guest speaker Mr.Vignesh Lakshmanan, Manager- Business Development, Frost& Sullivan briefed the MBA students on the changes and Impact scenario after Covid-19. The guest speaker also explained the various business which have an impact due to Covid-19 lockdown and countries which struggle to survive the business. The students were given the inputs in the global perspective. The speaker imparted the students to use the lockdown opportunity to learn new things related to Finally, the session ended with the Question and Answer.



PEP TALK SERIES WITH BUSINESS STANDARD

April 23, 2020

The Department of Management Studies organized a webinar in association with Business Standard on 23rd April 2020 from 3.00pm to 4.00pm. The guest speaker of the session was Mr.Suresh Kumar, CEO-Mac App studio. The speaker explained the business profile of Macapp studio and struggles faced by him during his initial days of Entrepreneurship. The guest speaker also shared the organisation culture at MacApp studio. The speaker also motivated the students to develop skills matching their interest and take a job in initial days and then plan for a startup. The speaker also shared the many jobs opportunity will not be possible after Covid-19. The students asked their queries about the skills needed for the Job market.



PEP TALK SERIES WITH BUSINESS STANDARD

April 28, 2020

The Department of Management Studies arranged the session unlocking the lockdown with learning for MBA students. The Guest speaker **Mr.Charles- HR Head, Zoho**, Briefed the students on the skills sets to be equipped and enroll for online course specific to their domain which will be helpful in getting placement offer. The Speaker also shared the online courses available at Udemy, Coursera and Future learn (free courses) get certification. He concluded the session by Individual should know about themselves and understand the core skills needed for them.



CAREER DEVELOPMENT GUIDANCE PROGRAMME

April 29, 2020

The Department of Management studies, Easwari Engineering College (as Academic partner) in association with Madras management association conducted the "Career Development Guidance programme" by Dr.Manu K Vora live from USA through zoom for faculty and live in YouTube & Facebook for students. The students of MBA and faculty attended the session. The speaker briefed on importance of planning, Skills to be developed specifically on critical thinking and soft skills importance, Time Management, Problem solving skills and community service to students. The speaker also shared the ted talks of inspiring persons and motivated them to achieve their goals. The session speaker also insisted students during the lock down period read more books, collect information from net sources on current topics and increase the networking.



CROWN TALK WITH BUSINESS STANDARD

April 31, 2020

The Department of Management studies in association with MBA department organized a session crown talk in support with Business standard on 30/4/2020 for MBA students. The guest invited for the online session was **Mr.Mansoor AliKhan, Founder & Chairman** , Mauto group of companies. The guest briefed his success stories and the initial struggles faced by him during the start of the entrepreneurship journey. The speaker also shared the innovativeness brought in the Mauto services which attract the customers like meter based rate, safety for women travelers, App booking and tracking, Video and music facility, books 7 magazine during traveling provided. Finally, he also said that Internship opportunity will be given to the MBA students with creative ideas

