

NOVELLA

NEWSLETTER FROM DOMS,EEC

JUNE-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.

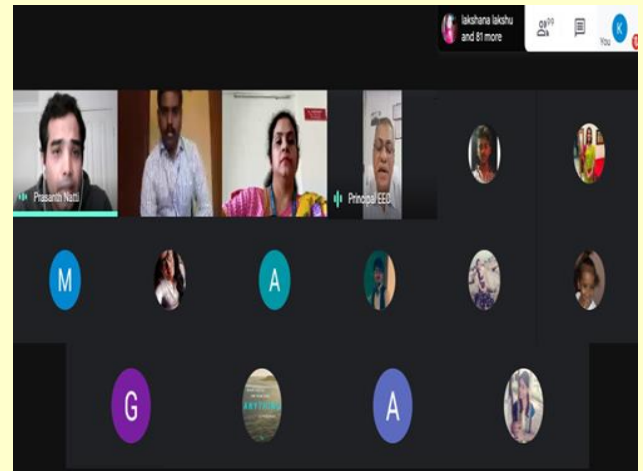


Dr. Saikumari V
(Head & Professor)
MBA., PGDCS., Ph.D., PDF.,

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

INTERNATIONAL WEBINAR ON HUMAN RESOURCE MANAGEMENT**June 5th 2020.**

The Department of Management Studies conducted the International webinar on the topic "Human Resource Management" by Mr. C. N. Prashanth, HR consultant, Australia. The webinar session was attended by External UG students from various colleges across India. The session started with a welcome address given by Dr. Saikumari.V, Prof & Head -MBA and she also highlighted the department highlights and admission the department initiatives and highlighted the Courses offered at Easwari Engineering College. The guest started the session the key HR verticals and openings available for HR students. The speaker also links. Our Principal Dr.R. Kumar joined the webinar and gave the welcome note to all participants and appreciated explained the key skill sets needed for the students to become an HR. More than 110 external

**VIRTUAL INTERNSHIP PROGRAMME FOR MBA STUDENTS****JUNE 11th 2020.**

The Department of Management Studies conducted the "Virtual Internship Programme" for MBA students through Google meet in association with Shriram group. The guest for the session was Mr. Vikas, AGM, Shriram group and Ms. Kavitha, Area manager- Digital marketing, Shriram group. It is an orientation Programme on internship first of its kind arranged by the dept. The session started with a welcome address given by Dr. Saikumari.V, Prof & Head -MBA and she also highlighted the department initiatives taken for students during the lockdown period. Our Principal Dr.R. Kumar joined the session and appreciated the department initiatives and also wished the students. The speaker explained the activities at Shriram group and special highlights on Digital marketing platform. The speaker also motivated the students about the topics they are going to learn through the internship and outcome of it. At the end of the session the guest shared that interested students for the internship will be shortlisted through interview process. More than 70 students attended the session. The session was very interactive with many questions were asked by the students.

QUIZ FOR UG STUDENTSJUNE 12th 2020

On account of World Environment Day, the Department of Management studies organized the “Environ Quiz” for UG students. The objective of the quiz is to create awareness among students about the importance of protecting the environment and make a safer place to live for all. Totally 230 students from various colleges across the nation attended the Quiz. The students secured more than 50% were given e-certificate. The Questions asked in the Quiz were based on environment, ocean and pollution challenges faced by the country. The Staff coordinator was Mrs.S. Sairekha, Assistant Professor-MBA and Convener Dr. Saikumari.V, Prof & Head-MBA. The student Coordinator Mr, Kishore 2nd year MBA given the technical support by creating the google form and registration link for the quiz live on time.



EASWARI ENGINEERING COLLEGE
(AN AUTONOMOUS)
(AN UNIT OF SRM GROUP OF EDUCATIONAL INSTITUTIONS)
[APPROVED BY AICTE | AFFILIATED TO ANNA UNIVERSITY, CHENNAI]
NAAC - ACCREDITED 'A' GRADE | 2(F) & 12 (B) STATUS (UGC) | ISO 9001:2015 CERTIFIED
NBA ACCREDITED PROGRAMMES | FIST FUNDED (DST) | SIRO CERTIFIED (DSIR) |

DEPARTMENT OF MANAGEMENT STUDIES
AN INITIATIVE BY
YUKTA MANAGEMENT STUDENTS ASSOCIATION

On the occasion of World Environment Day
Presents
ENVIRON QUIZ
Save Ocean! Save Life!! Save Earth!!!

The participants are requested to take up the Quiz through the following google form link.

CONVENOR:
Dr. Saikumari.V
Professor & Head/ MBA

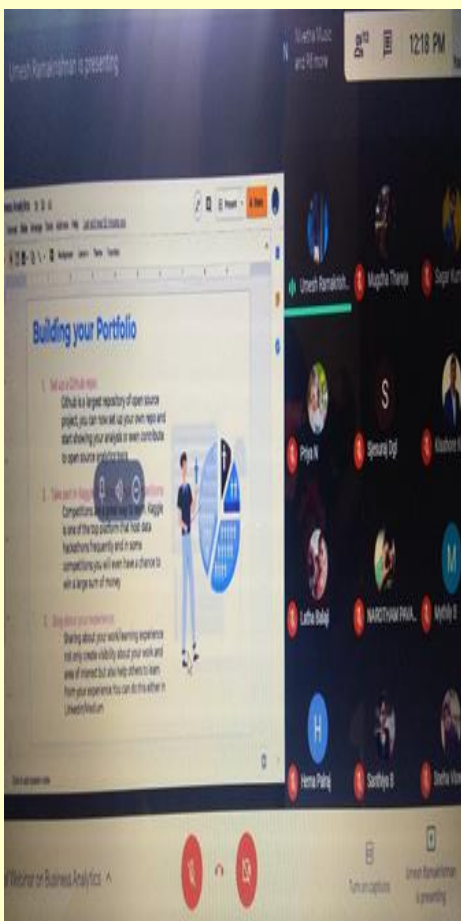
STAFF COORDINATOR:
Mrs. S. Sasirekha
Asst. Professor/ MBA

Google Form Link :
<https://tinyurl.com/eecevquiz>
Quiz will be live on 12/06/2020
(FOR UG STUDENTS ONLY)

Visit us on <http://mba.srmeaswari.ac.in> | Follow us on
DOMS of SRM Easwari | @domsofsmeswari

INTERNATIONAL WEBINAR ON BUSINESS ANALYTICSJUNE 13th 2020

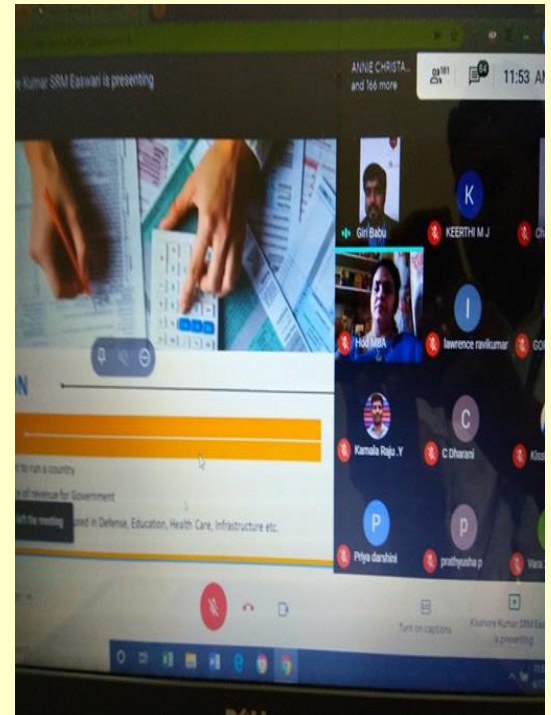
The Department of Management Studies conducted the "International Webinar on Business Analytics" from Singapore for UG and PG students through Google meet between 11.30am to 12.30pm. The guest for the session was Mr. Umesh, Business Analyst, Travelocity -Singapore. The session started with a welcome address given by Dr. Saikumari.V, Prof & Head -MBA and during the address the HOD highlighted the department initiatives and admission process for courses offered at Easwari Engineering College. The speaker started the session by explaining his experience and skills set needed to become a data analyst. The guest also motivated the students about the opportunities available in the field and inculcated students to enroll for course in data analytics and start a career as business analyst. More than 110 students attended the session across the nation. The session was very interactive with many questions were asked by the students. The session ended with the Vote of Thanks given by Mr.S. Purushothaman, Assistant Professor-MBA.



WORKSHOP ON THE TOPIC “ONLINE TAXATION”

June 17th 2020

The Department of Management Studies conducted the workshop on the topic "Online taxation" for UG and PG students through Google meet between 11.30am to 1.00pm. The guest for the session was Mr. Giri Babu, founder- Online tax filing. The session started with a welcome address given by Dr. Saikumari.V, Prof & Head -MBA and she also highlighted the department initiatives and admission process through online at Easwari Engineering College and shared the link to students. The speaker started the session through PPT by highlighting the key topics such as Taxation procedures, GST, and trademarks. The guest also discussed the tax calculation process and various acts related to Income Tax. More than 195 students attended the session across the nation. The session was very interactive with many questions were asked by the students.



WEBINAR ON THE TOPIC “DESIGN THINKING AND BUSINESS INNOVATION”

June 19th 2020



The Department of Management Studies conducted the Webinar on the topic "Design Thinking and Business Innovation" for UG & PG students and faculty from external institutions joined the webinar through Google meet. The guest for the session was Dr.B.Nataraj, Assistant Professor, Analytics area, Thiagarajar school of management. The session started with a welcome address given by Dr. Saikumari.V, Prof & Head -MBA and highlighted the department initiatives taken for students during the lockdown period and mentioned about the online admission process. Our Principal Dr.R.S.Kumar joined the session and appreciated the department initiatives for organizing a most relevant topic in today's scenario. Our Principal also invited the guest speaker to collaborate with Easwari Engineering college for jointly in doing a Research and introducing new courses to the students. The speaker also accepted the invite given by Principal. The speaker started the session with a variety of case study with examples for inculcating the design thinking supported with videos to make students understand the process involved in design thinking. At the end of the session the students asked the questions and interacted with the guest. More than 90 students attended the session across the nation. -