

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, (AUTONOMOUS)
ERODE-12**

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

2017-18 (ODD)

VOLUME 04ISSUE 04NEWS LETTER

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MESSAGE FROM THE HOD

It gives me immense pleasure in writing the message for newsletter. It provides me ample chance to scale and weigh our efforts and its outcomes in our Department. The calendar of this year, when glanced through, reminds me of some significant events. Sincere work has started paying attention of making glorious academic achievements and successful placement records of the student. The faculty members could identify valuable time for sharing their ideas and views through publishing their articles in reputed national and international journals. The Department News Letter focuses on the Achievements of the Students and Faculty members from the MBA department in Curricular, Co-curricular and Extra-curricular Activities. Dedicated students and faculty team lead to consistent improvement in academic, research and placement performance.

- Dr.T.VETRIVEL, Prof & Head

Department of Management Studies

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Association Activities of MBA

for the period of January 2017 to march 2017

- 1. VELALAR CARNIVAL – 2017**



Department of Management Studies organized the Students Fest on account of Velalar Carnival 2017. Dr.M.Jayaraman, Principal, VCET presided over the Function. 790 UG Final Year Students from various Arts and Science Colleges all over Tamilnadu had participated in this Contest. There were 5 Events conducted during the contest. The Events are Ad-zap, Brain Teasure, Word Hunt, Treasure Hunt and Surprise Events. Certificates and Cash prizes distributed to the winners.

2. ENTREPRENEURIAL TALK



The Department of Management Studies of Velalar College of Engineering and Technology and CII organized an entrepreneurial talk on 08.02.2017. The function was honored by the distinguished chief guest Mr.Sathya Kumar, Chartered Accountant. He shared his views on the schemes available for young entrepreneurs. He highlighted many real time examples and the failures that the successful entrepreneurs had faced during their startups.

3. SEMINAR



The Department of Management Studies organized a Seminar on “Evolution and Impact of Crypto Currency in Global Economy” on 24.02.2017. The Chief guests for the seminar were Dr.Padmaj Bommishetty, Director of Wow School of Excellence and Mr.Clint Joseph.R, CEO of Enticer Groups of Companies.

4. WORKSHOP



The Department of Management Studies of Velalar College of Engineering and Technology, the VELMA – Association of MBA organized a workshop on 03.03.2017. The function was honored by the distinguished chief guest Mr.B.Kulothungan, Director, Welkin Canvas, Tanjore and Chennai and an alumnus of IIM-Ahmedabad. He delivered a special lecture on the topic “Entrepreneurship skills set for idea into the business”. He motivated the students to develop online business and shared his thoughts on youtube video uploading.

5. ONE DAY CAMP

The Department of Management Studies organized a one day Pan Card Camp on 08.03.2017. Ms.Srimathi, Relationship manager of Integrated Enterprise Limited, Erode was the Chief Guest for the camp. She insisted that Central Government has made pan card mandatory and explained the procedure for applying the same.



6. GUEST LECTURE

The Department of Management Studies organized a Guest Lecture Programme on “ERP Practices through Online and Off-line” in 18.03.2017. Mr.E.Dinesh, Assistant Professor of Nehru School of Management, Trissur, Kerala was the Chief Guest for the function. He described about online and offline practices and applications of ERP systems to the MBA Students.



7. INDUSTRIAL VISITS

Year & Branch	Organization Visited	Date	No. of Students attended
I MBA	Benchmark Tea factory, Ooty	25.02.2017	54

❖ CO-CURRICULAR ACTIVITIES OF THE STUDENTS

➤ PROJECT EXPO & TECHNICAL EVENTS

S.No	Name of the Student	Branch & Class	Date	Name of the Technical Events/Project	Title of the project / Event Name	Prize Won / Participated	Venue
1	Naganandhini.K	MBA02	22.02.2017	National Level inter college meet	Talent show	Won II Prize	Nandha college of technology, erode
2	Sainaveena.P	MBA02	22.02.2017	National Level inter college meet	Mime	Participated	Nandha college of technology, erode
3	Naganandhini.K	MBA02	22.02.2017	National Level inter college meet	Mime	Participated	Nandha college of technology, erode
4	Dharani.A	MBA02	22.02.2017	National Level inter college meet	Mime	Participated	Nandha college of technology, erode
5	Nandhini.A	MBA02	22.02.2017	National Level inter college meet	Mime	Participated	Nandha college of technology, erode
6	Dharani.A	MBA02	22.02.2017	National Level inter college meet	Business Quiz	Participated	Nandha college of technology, erode
7	Naganandhini.K	MBA02	22.02.2017	National Level inter college meet	Business Quiz	Participated	Nandha college of technology, erode
8	Madhubala.k	MBA02	22.02.2017	National Level inter	Business Quiz	Participated	Nandha college of technology,

				college meet			erode
9	Keerthika.R	MBA02	22.02.2017	National Level inter college meet	Business Quiz	Participated	Nandha college of technology, erode
10	Nandhini.A	MBA02	22.02.2017	National Level inter college meet	Business Quiz	Participated	Nandha college of technology, erode
11	Sainaveena.K	MBA02	22.02.2017	National Level inter college meet	Business Quiz	Participated	Nandha college of technology, erode
12	Shanmathi.P	MBA02	17.02.2017	National Level talent Fest	Puzzle dazzle	Won II Prize	Kongu engg. College, perundurai
13	Priyanka.S	MBA02	17.02.2017	National Level talent Fest	Puzzle dazzle	Won II Prize	Kongu engg. College, perundurai
14	Madhubala.K	MBA02	10.02.2017	Conference on Digital India	Debate	Won II Prize	Vellalar college for women, Thindal

➤ **CONFERENCES / SEMINARS / WORKSHOPS ATTENDED**

S. No	Name of the Student	Branch & Class	Date	Name of the Conference / Seminar Workshop	Title of the Paper/ Topic	Venue
1	Sajitha.M	MBA02	10.02.2017	Conference on Digital India	-	Vellalar college for women, Thindal
2	Praba.R	MBA02	10.02.2017	Conference on Digital India	-	Vellalar college for women, Thindal
3	Ramya.C	MBA02	10.02.2017	Conference on Digital India	-	Vellalar college for women, Thindal
4	Ramya.K	MBA02	10.02.2017	Conference on Digital India	-	Vellalar college for women, Thindal
5	Sarojini.D	MBA02	10.02.2017	Conference on Digital India	-	Vellalar college for women, Thindal
6	Soumitha.B	MBA02	10.02.2017	National conference on Human Capital Management	Ethics In HR	Sree saraswathi thiyagaraja college, pollachi

7	Sheikh shahzadi shahista	MBA02	10.02.2017	National conference	Ethics In HR	Sree saraswathi thiyagaraja college, pollachi
8	Nandhini.A	MBA02	07.02.2017	National Symposium	-	Vellalar College for Women
9	Sangavi.A	MBA02	07.02.2017	National Symposium	-	Vellalar College for Women
10	Naganandhini.K	MBA02	07.02.2017	National Symposium	-	Vellalar College for Women
11	Haripriya.K	MBA02	07.02.2017	National Symposium	-	Vellalar College for Women
12	Kokilavani.M	MBA02	07.02.2017	National Symposium	-	Vellalar College for Women
13	Bhuvaneshwari.N	MBA02	07.02.2017	National Symposium	-	Vellalar College for Women

❖ **CO-CURRICULAR ACTIVITIES OF THE FACULTY**

CONFERENCES / SEMINARS/ WORKSHOP ATTENDED BY FACULTY

S. No	Name of the Staff	Date	Name of the event	Title	Venue
1	Mrs.D.Aarthi	03.02.2017	National Conference	Demonetisation: A march towards Digital India and its impact in Indian Economy	N.K.R. Govt. Arts College for Women, Namakkal.
2	Dr.Vetrivel.T	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
3	Mr.Balachandran	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
4	Mrs.Muthukrishnaveni.D	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
5	Mr. S.Logeshkumar	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
6	Mr.Madhukrishnan.M	07.02.2017	National	Demonetisation: A	Vellalar

			Symposium	Transition of Cashless Economy	College for Women
7	Mr.Moorthi.R	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
8	Ms.Mohanapriya.T	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
9	Mrs. D.Aarthi	07.02.2017	National Symposium	Demonetisation: A Transition of Cashless Economy	Vellalar College for Women
10	Mr.Madhukrishnan.M	11.02.2017	National Conference	Cyber Security	Velalar College of Engineering and Technology
11	Mr.Moorthi.R	11.02.2017	National Conference	Cyber Security	Velalar College of Engineering and Technology
12	Ms.Mohanapriya.T	11.02.2017	National Conference	Cyber Security	Velalar College of Engineering and Technology
13	Dr.Vetrivel.T	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology
14	Mr.Balachandran	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology
15	Mrs.Muthukrishnaveni.D	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology
16	Mr. S.Logeshkumar	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology
17	Mr.Madhukrishnan.M	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology

18	Mr.Moorthi.R	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology
19	Ms.Mohanapriya.T	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology
20	Mrs. D.Aarthi	02.03.2017	Workshop	Disaster Management and First Aid	Velalar College of Engineering and Technology

➤ PAPER PRESENTATIONS IN NATIONAL / INTERNATIONAL CONFERENCE

S. No	Name of the Staff	Date	Name of the Conference	Title of the paper	Venue
1	Mrs.D.Aarthi	10.02.2017	International Conference on Strategic Shift in Business Excellence for Sustainable Development in Indo-Global Business and Technology	An empirical evaluation on level of Job Satisfaction among the employees of select IT companies	Sri Ganesh School of Business Management, Salem.
2	Mr.Logeshkumar	10.02.2017	International Conference on Digital India: New Perspectives in Management of Technology and Innovation	The digital Transformation of Health Care services	Vellalar College for Women
3	Ms.Mohanapriya.T	10.02.2017	International Conference on Digital India: New Perspectives in Management of Technology and Innovation	Digitalization on Agriculture sector- An effort to improve farmer	Vellalar College for Women
4	Mr.Moorthi.R	10.02.2017	International Conference on Digital India: New Perspectives in	Challenges and Opportunities of Digital Transformation in	Vellalar College for Women

			Management of Technology and Innovation	Business	
5	Ms.Madhukrishnan	10.02.2017	International Conference on Digital India: New Perspectives in Management of Technology and Innovation	Challenges and Opportunities of Digital Transformation in Business	Vellalar College for Women
6	Dr.T.Vetrivel	10.03.2017	National Conference	A Study on Efficiency Analysis of Portfolio Creation by Considering Risk Factor in India Infoline Ltd with special reference to Cochin	Velalar College of Engineering and Technology
7	Dr.T.Vetrivel	10.03.2017	National Conference	A Study On Key Financial Performance Indicators Of Select Firm From Investors' Perspective	Velalar College of Engineering and Technology
8	Dr.T.Vetrivel	10.03.2017	National Conference	App Analytics : A Future Trend	Velalar College of Engineering and Technology
9	Dr.T.Vetrivel	10.03.2017	National Conference	A Study On Female Shopping Behaviour With Reference To Durable Goods – A Critical Analysis	Velalar College of Engineering and Technology
10	Dr.T.Vetrivel	10.03.2017	National Conference	Employer-Employee Relationship	Velalar College of Engineering and Technology
11	Dr.T.Vetrivel	10.03.2017	National Conference	Problems And Prospects Of Work Life Balance	Velalar College of Engineering and Technology
12	N.Balachandran	10.03.2017	National Conference	Green Marketing	Velalar College of Engineering and Technology
13	N.Balachandran	10.03.2017	National Conference	Customer Relationship Management	Velalar College of Engineering and Technology
14	N.Balachandran	10.03.2017	National Conference	Artificial Intelligence(Ai)	Velalar College of Engineering

					and Technology
15	Ms.D.Muthukrishnaveni	10.03.2017	National Conference	Stress Management	Velalar College of Engineering and Technology
16	Ms.D.Muthukrishnaveni	10.03.2017	National Conference	The Emerging Trends In Retail Marketing	Velalar College of Engineering and Technology
17	Ms.D.Muthukrishnaveni	10.03.2017	National Conference	Customer Retention	Velalar College of Engineering and Technology
18	Ms.D.Muthukrishnaveni	10.03.2017	National Conference	Working Capital Management	Velalar College of Engineering and Technology
19	Mr.M.MadhuKrishnan	10.03.2017	National Conference	360 Degrees Performance Appraisal	Velalar College of Engineering and Technology
20	Mr.M.MadhuKrishnan	10.03.2017	National Conference	HR Policy	Velalar College of Engineering and Technology
21	Mr.M.MadhuKrishnan	10.03.2017	National Conference	Employer And Employee Relationship	Velalar College of Engineering and Technology
22	Mr.M.MadhuKrishnan	10.03.2017	National Conference	Work-Life Balance – Implications For Working Women	Velalar College of Engineering and Technology
23	Mr.M.MadhuKrishnan	10.03.2017	National Conference	Labour Productivity And Industrial Relations	Velalar College of Engineering and Technology
24	Mr.R.Moorthi	10.03.2017	National Conference	Future Of Virtual Marketing	Velalar College of Engineering and Technology
25	Mr.R.Moorthi	10.03.2017	National Conference	Work Life Balance Of Women Employee	Velalar College of Engineering and Technology
26	Mr.S.Logeshkumar	10.03.2017	National Conference	Motivation In The Workplace To Improve The Employee Performance	Velalar College of Engineering and Technology
27	Mrs. D.Aarathi	10.03.2017	National Conference	Blue ocean strategy	Velalar College of Engineering and Technology
28	Mrs.D.Aarathi	10.03.2017	National Conference	Effects of glass ceiling: A study on cause and impacts on female manager	Velalar College of Engineering and Technology

29	Ms.Mohanapriya.T	10.03.2017	National Conference	Employees Attrition And Retention Strategies In Organization	Velalar College of Engineering and Technology
30	Ms.Mohanapriya.T	10.03.2017	National Conference	Electronic Waste Management	Velalar College of Engineering and Technology

➤ **CHIEF GUEST / SPECIAL LECTURE GIVEN BY THE STAFF FOR WORKSHOP AND CONFERENCE**

S.No	Name of the Staff	Date	Name of the Programme	Title of the Workshop/ Lecture	Venue
1	Mrs.D.Aarthi	10.02.2017 11.02.2017	Workshop	Effective Public Speaking	Hotel Ashwa Park, Salem.

➤ **PAPERS PUBLISHED IN NATIONAL/INTERNATIONAL JOURNALS**

- **Dr.T.Vetrivel**, “An Analysis of Cost of Equities in the Portfolio of Franklin India Balanced fund using Capital Asset Pricing Model (CAPM)”, International Education & Research Journal, Vol.3 , Issue no.1, pp.84-88, January 2017.
- **S.Logeshkumar**, “The digital transformation of healthcare services”, Journal of Management and Science, Vol.1, February 2017.
- **M.Madhukrishnan**, R.Moorthi, “Challenges and opportunities of digital transformation in business”, Journal of Management and Science, Vol.1, February 2017.
- **T.Mohanapriya**, “Digitalization in agriculture sector – An effort to improve farmers”, Journal of Management and Science, Vol.1, February 2017.
- **D.Aarthi**, “An empirical evaluation on level of Job Satisfaction among the employees of select IT companies”, Litera Global Journal of Social Science, Vol.No:1, Issue No:1, pp. 11-19, March 2017.