

PEC MBA

Newsletter



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From The Editor's Desk.....

Greetings! Wishing everyone a great and successful academic year 2023.

The Department steps into the 22nd academic year with grace. The Department is proud to bring out its eleventh Volume, second Issue of PEC MBA Newsletter gearing towards growth, innovation and continuous improvement. With key focus on quality improvement, innovative practices and placement record the Department has also succeeded in producing a very good academic result with 08 University rank holders in the 2020-2022 batch.

With best wishes,

Prof. **Dr. N.Venkateswaran**
Chief Editor

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VISION

Emerge as a leading business school by empowering the next generation of managers to be globally adept, innovative, and industry-ready, while fostering responsibility and contributions to the nation.

MISSION

- *M1: Foster critical thinking and decision-making in managerial aspirants through quality education.*
- *M2: Cultivate industry-ready leaders, blending professional competence with intellectual acuity.*
- *M3: Empower students to master diverse managerial skills and competencies across functional areas.*

Program Educational Objectives (PEO)

- *PEO1: Shall possess a robust understanding of core business practices, enabling them to adeptly analyze situations and strategize effectively in decision-making.*
- *PEO2: Shall be well-versed in emerging technologies and will acquire the skills necessary to meet evolving industry competencies.*
- *PEO3: Shall be equipped with a comprehensive perspective, empowering them to tackle complex business challenges through innovative solutions.*
- *PEO4: Shall have leadership prowess, a strong ethical foundation, and a lifelong commitment to learning.*

Program Outcomes (PO)

- *PO1: Domain Knowledge - Apply knowledge of management theories and practices to solve business problems*
- *PO2: Problem Analysis - Foster analytical and critical thinking abilities for data-based decision making*
- *PO3: Leadership - Ability to develop value-based leadership ability.*
- *PO4: Environmental Sustainability - Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.*
- *PO5: Team Collaboration - Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.*
- *PO6: Life Long Learning - Display commitment to continuous learning in all functional management domains in a technology-based environment.*
- *PO7: Ingenious Skills - Ability to prioritize and demonstrate resourcefulness in taking up challenging assignments in a dynamic organizational context.*
- *PO8: Social Responsiveness and Ethics - Ability to understand the significance of social responsibility and ethics values in business for its long run sustainability in a competitive scenario.*

STUDENT'S CONTRIBUTION

Indian Wedding Wear: An Essence of Splendor

DHARSHINI G – MBA A

Although wedding dresses are beautiful no matter to what part of the globe the wedding is going to take place, Indian wedding wear has a special place. The wedding dress in India symbolizes the rich culture of Indians. In reality, wedding is like a religious celebration in India and the entire ceremony is carried out for almost a week here. There are different types of dresses for the bride and the groom and this is the reason why buying wedding wear is a special event in one's life. There are other aspects also that cannot be overlooked when shopping for the wedding ceremony.

Indian apparel is specific and you can have varieties of designs, styles and colors available on online stores. There have been a lot of changes going on in recent past regarding the designs and styles and the result is a beautiful combination of traditional and western styles. In fact, the Indian fashion industry is being guided by two factors these days - one is the customer choices and the other one is globalization of Indian economy. This is also one of the reasons behind finding the western impact on Indian apparel.

When talking about wedding and wedding wear, the significance of jewelry cannot be overlooked and left out. Although, more and more couples prefer wearing gold and diamond jewelry on

the wedding day, silver jewelry has a strong position in the jewelry industry. The reason is that jewelry made of silver is not so expensive and goes well with all kinds of outfit. In fact, they can be worn anytime and for any special and simple occasion as well. The versatility and flexibility of this jewelry has a great role in making it so popular.

Indian weddings are great affairs. Right from the food, decoration, tradition, music and dance, Indian jewelry is also an integral part of the wedding ceremony. Indian wedding wear may differ from one religion and region to another, but the colorfulness and elegance it offers is unmatched in the world. If you are planning to buy something unique and outstanding for your wedding day, shop around online and find out what is the latest trend. Analyze your requirements and wishes and then select the best fitting outfit for you.

Since the younger generation tends more towards adopting western designs and styles, there are still many Indians who prefer traditional Indian apparel especially when there is a special occasion. However, for you, there is a wide range of selection.

SUCCESSFULL WOMEN IN INDIA

ASIQA SHAREEN M

Current Position: President Shri Mahila Griha Udyog Lijjat Papad Jyoti Naik is currently the President of Shri Mahila Griha Udyog Lijjat Papad, an Indian women's cooperative based in Mumbai. The Khadi and Village Industries Commission of India have conferred the Best Village Industry award on Lijjat Papad from the period 1998-99 to 2000-01. Jyoti Naik was conferred Business women of the Year (2001-02) for corporate excellence by the Economic Times.

Jyoti Naik is the ex-President of Shri Mahila Griha Udyog Lijjat Papad – an organization by women, of women and for women.

The Lijjat brand is well-known all over India as well as abroad for its crispy and crunchy papads. The organization was started by 7 women way back in 1959 with a modest loan of Rs.80. Today it has become an entrepreneurial success story with a turnover of several hundred crores. Jyoti Naik joined Lijjat at the age of 12 to help out her mother in 1973. She gradually climbed the ladder and became the President of this organization, which stands as a symbol to women's empowerment by providing employment to over 30,000 women.

Lijjat not only provides a source of income but also has a unique business model in place which imparts a sense of equality and justice and serves to equip these women with dignity, self-reliance and self-respect. For more than 50 years, Lijjat has stayed true to its

core values and the management holds fast to the belief that consistent good quality is of utmost importance.

Jyoti has often been recognized for her pioneering spirit and was conferred the Businesswoman of the Year Award for Corporate Excellence by the Economic Times. Shri Mahila Griha Udyog Lijjat Papad was also awarded the Best Village Industry Institution in 2003 and Brand Power award in 2011.

Why we find her inspiring:

- Jyoti's as well as Lijjat Papad's journey is the quint essential "rags-to-riches" story; but it also shows that hard work pays
- For reaching out and empowering women at the grassroots level
- For turning a cottage industry into a national movement for women
- For proving that strong moral values and business ethics are invaluable even in today's dog-eats-dog world.

I YEAR INAUGURATION 2023



EVENTS

Muperum Vizha

With the usual fanfare, grandeur and glitz Panimalar Engineering College celebrated its Muperum Vizha. It's a red lettered day for Panimalar Engineering College since three mega events are clubbed together- Annadurai's Birth Anniversary, Teachers Day and College Anniversary. A special debate with active participation of the students is the highlight of the occasion. The occasion also marked the disbursement of cash awards to staff members who had secured creditable results.

GUEST LECTURES

The following guest lectures were conducted during the period June – Dec- 2023

S.No	Areas/ Field of GL	Speaker
1.	Innovative Practices in Digital Marketing	E.K.S Hariharan The Zigma Technologies Pvt Ltd.
2.	Workshop on People Skill for Aspiring Entrepreneurs	B.Rudresh Executive Hr, Rwd Pvt Ltd
3.	Workshop on Media Club Online Communities	Mr.Vinod kumar S Finance Analyst TCS
4.	Best HR practices in Manufacturing Industries	Mrs.Sandra Andrews Senior Director Flex
5.	Ad Quid Venisti – Why are You Here? Quo Vadis? – Where are You Going?	Mr. Joshy Thomas, Asst. General Manager- HR, Hyundai

Convocation- 2023



SANDHYA. K
RANK 1



MEHALA. L
RANK 2



SUMITHRA. S
RANK 3



SUNMATHI. M
RANK 3



KUSHMITHA. M
RANK 4



**FEBIN THOMAS
TOM**
RANK 5



ANUSRI M S
RANK 6



**LAKSHMI
PRIYA. M. S**
RANK 6

UNIVERSITY RANK HOLDERS (APRIL-MAY 2023)

The following students secured university ranks which is a mark of academic excellence

NAME OF THE STUDENT	CGPA	RANK
SANDHYA. K	9.19	1
MEHALA. L	9.09	2
SUMITHRA. S	9.01	3
SUNMATHI. M	9.01	3
KUSHMITHA. M	8.99	4
FEBIN THOMAS TOM	8.95	5
ANUSRI M S	8.92	6
LAKSHMI PRIYA. M. S	8.92	6

SEMESTER TOPPERS

The following students are the toppers in the II Semester Examinations (Nov/Dec- 2023).

NAME OF THE STUDENT	GRADE POINTS	RANK
SRIPRIYA S	9.30	1
DINESH V	9.30	2
ASIQA SHAREEN M	9.15	3

II Semester Examinations (Nov/Dec-2023)



SRIPRIYA S
211422631161
CGPA : 9.30
RANK : I



DINESH V
211422631028
CGPA : 9.30
RANK : II



ASIQA SHAREEN M
211422631011
CGPA : 9.15
RANK : III

STUDENT PARTICIPATIONS

S.NO	EVENT	NAME OF THE INSTITUTION
1.	G-DOMS 23 rd SEP 2023	GOJAN SCHOOL OF BUSINESS & TECHNOLOGY
2.	7 th OCTOBER EPICESTRA 2K23	ST.JOSEPH COLLEGE OF ENGG. OMR CHENNAI
3.	INTERNATIONAL CONFERENCE ON “INSPIRING IN INCLUSIVE FUTURE” 17 th OCT 2023	SRM IST RAMAPURAM CHENNAI
4.	DAKSHA 23 27 th OCT 2023	SSN SCHOOL OF MANAGEMENT CHENNAI
5.	RECSTACY 23 INTER COLLEGIATE OCT1 17 th & 18 th 2023	RAJALAKSHMI ENGG. COLLEGE CHENNAI
6.	FOOD FOR ALL OCT 16 th 2023	VIT BUSINESS SCHOOL, CHENNAI
7.	NASSCOM NASTECH 21 st NOV 2023	ITC CHOLA CHENNAI
8.	Expo By Green Building Congress On 27 th Nov 2023	CHENNAI TRADE CENTRE RAMAPURAM

ALUMNI MEET 2023



ALUMNI MEET 2023

The Alumni Association of Panimalar Engineering College establishes and nurtures a lasting relationship between the Institute and its former students. Through various events, engagements, and mandated activities, the Alumni Association members collaborate with the institution to foster connections amongst alumni, provide support to students, and provide an exceptional institution experience. Alumni Association is administered by an Alumni Committee. The alumni association is very active in promoting interactions and camaraderie among the alumni, staff and the management. Besides helping the alumni in all possible ways, it also lends its support to the college to achieve its cherished goals, its vision and mission. 13th Alumni meet of Panimalar Engineering College, Poonamallee, was successfully conducted on 17th December, 2023. 187 alumni of different batches, comprising from 2004 to 2017 passed out, have attended the Alumni Meeting. It was held in the presence of our secretary & Correspondent Dr. P. Chinnadurai, M.A., Ph.D., and our Director Thiru.Dr.C.Sakthikumar, M.E., Ph.D., Principal. All the Heads of various departments, Executive members of Alumni association were present. The meeting was started at 10.00 a.m and ended at 1.30 p.m. After the meeting, food was served.

ALUMNI MEET 2023



ALUMNI ACTIVITIES

Sl. No.	Alumni Name	Topic
1	E.K.S Hariharan Right Turn Pvt Ltd	Innovative Practices in Digital Marketing
3	B.Rudresh Executive HR RWD Pvt Ltd	Workshop on People Skill for Aspiring Entrepreneurs
4	Mr.Vinod kumar S Finance Analyst TCS	Workshop on Media Club Online Communities
5	SAMRAKSHANI. G. B SpaceZee Technologies Pvt. Ltd.	Business Strategy
6	Mr.M.Mahendran Senior Talent Advisor Hindustan Unilever Ltd.	Career Counselling
7	Mr.Raja C Senior Factory Manager AS Enterprises	Work Schedule and Preparation
8	Mr.Andrew R Senior Consultant (SAP) Capgemini	ERP Tools
9	Mr.Y.Devarajan Manager POSCO	Resume Preparation
10	Mr.D.Gandhi Hr Manager L&T Ltd.	Opportunities Abroad
11	Mr.Aravind K Team Lead TCS Ltd.	Team management
14	Mrs.Swetha P Panalink Infotech Ltd. Sales Development Representative	Mock Interview
15	Mrs.Hemavathy M Senior Business Analyst TEMENOS	Data Analytics
16	Mrs.Kanimozhi Lead Representative BNY MELON	Career Counselling
17	Mrs.Sajin Jansi J AVP- HR Standard Chartered Global	Mock Interview

Guest Lecture - 2023



	Business Services	
18	Mr.Vinod kumar K Deputy Manager IT Sundaram Clayton Ltd.	Cloud Computing
19	Mr.G.Parthiban Manager Finance & Treasury Operation, Archean Chemical Industries Ltd.	Importance of Finance
20	Mr.S.Rajkumar Sr.Manager, CAMS	ABCD of Mutual Funds
21	Mr.B.Sampath Kumar Deputy Mananger, WNG Global Services Ltd	Skills of a Future Manager
22	Mrs.Neethi.K SME, Barclays Bank PLC	Importance of KYC
23	Naveen Kumar K Data Scientist, STRAIVE, DLF, Chennai	Commercial Mortgage
26	Mr.S.Raghu Raman Assistant Manager WNS	Changes in Banking Sector
27	Mr.Manikandan.J Lead HR & Talent Acquisition Quantrium Tech Pvt.Ltd. Chennai	Talent Acquisition
28	Mr.Aswin.J Senior Consultant Deloitte Consultin- Ascendas	IT Consulting
29	Mrs.Anitha.A Manager, HSBC	Latest Trends in Banking
30	Mrs. C.J.Sowmiya Project Coordinator, TCS	Project Management
31	Mr.S.Murali Krishnan Knowledge Expert, Nokia Solutions	Supply Chain Management
32	Dr. G. Stanley Vincent Assistant professor, Department of Business Administration, Mount Carmel College, Autonomous, Bangalore.	Contemporary Management Practices
33	Mr.Raviraj V Senior Manager Reliance Digital	Exim Business Landscape –Startups

Guest Lecture - 2023



PLACEMENT DETAILS

1	ABINAYA A	TRANSENERGY PRIVATE LIMITED
2	ABSHALO SUBANCY A	TIRUMALA MILK PRODUCTS
3	AGAN KUMAR M	PONPURE CHEMICAL INDIA PVT LTD
4	AISHWARYAA G	TECHOLUTION INDIA PVT LTD
5	ARCHANA J S	SKYLARK HR SOLUTIONS
6	ASHWANTH FREDDY S	PARVEEN TRAVELS
7	BALAMURUGAN B	ASCENSUS
8	BHARAT S S	HYUNDAI MOTOR PLAZA
9	BHARATH KUMAR K	TEMENOS INDIA PVT LTD
10	CHEDUPATHY C	SOUTHERN RAILWAYS
11	DEEPIKA P S	FE FUNDINFO
12	DEVI PRABHAVATHY R	LENDIGO
13	DHHARINI S	ASE STRUCTURE DESIGN PVT LTD
14	GANESH S	GUIRES SOLUTION PVT LTD
15	GAYATHIRI S	TRDFIN SUPPORT SERVICES PRIVATE LJMTEJJ
16	GOKULAKRISHNAN V	RAMCO CEMENTS LIMITED
17	HARIHARAN E .K. S	THE RISE
18	IYYANAR G	LEVARUS
19	JAGHADESH V	KOTAK INSURANCE
20	JAI HARISH S	APPASAMY ASSOCIATES P LTD
21	JARVIS RYAN J	BRAINNIT INNOVATIVE LEARNING
22	JASWANTHY K	ICICI BANK
23	JAVAHAR M G	BIG BULLS
24	JAYASHREE S	CHENNAI METCO
25	KANIMOZHI R	FLEX
26	KAVITHA K	TRDFIN SUPPORT SERVICES PRIVATE LJMTEJJ
27	KEERTHANA R	TESTYANTRA
28	KUSHMITHA S	ICICI BANK

STUDENTS ACTIVITIES



29	MADHAVAN T M	HDB FINANCIAL SERVICES
30	MANOH S P	COGNIZANT
31	MOHAMMAD SHAFFAN A	FRQ BRO
32	MOHAMMED NISHAR T	RAMCO CEMENTS LIMITED
33	MOHANASREE A	CAUVERY HOSPITAL
34	MONISHA R	TRDFIN SUPPORT SERVICES PRIVATE LJMJEJJ
35	MURALIDHARAN K	ZALARIS HR SERVICES INDIA PVT LTD
36	NAVEEN E	CONCRETE OEM
37	NOORUL FARHANA M R	COOD ROOT KITCHEN WARE PVT LTD
38	POORNIMA V	SL LUMAX LIMITED
39	PREETHI D	HDB FINANCIAL SERVICES
40	RAEVANTH JEGATH R V	THE RISE
41	REETHIKA S	OMASY RESEARCH
42	REETHIKA S T	IM PIGER
43	ROHITH D	INDUSIND BANK LTD
44	ROSHNI R	SUNDARAM FINANCE
45	SANDHIYA R	THIRUMOLAR SOFTWARE PVT LTD
46	SANTHIYA A	FNB FINANCIAL CONSULTANCY
47	SANTHOSH KUMAR R	TALENTPRO
48	SARANYA V	DEAL
49	SHNEKHA S S	INDUSIND BANK LTD
50	SNEKA V	DAEJUNG MOPARTS PVT LYD
51	SWETHA S	ST JOSEPH COLLEGE OF ENGINEERING
52	SWETHA SRI R M	PAIZATTO
53	VIJAYALAKSHMI K	DELLA
54	VINOD KUMAR S	TCS COMPUTER CONSULTANCY
55	VISHAL S	FLEX
56	YOKESH P	HYUNDAI WIA INDIA PVT LTD
57	YUMESH KUMAR A	HCL TECHNOLOGIES
58	YUVASHREE M	GLOBS INDIA PVT LTD



For Private Circulation only

Edited and Printed for MBA Department, Panimalar Engineering College, Bangalore Trunk Road, Nazarathpet,
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