



**PANIMALAR
ENGINEERING COLLEGE**

An Autonomous Institution

Affiliated to Anna University, Chennai
(JAISAKTHI EDUCATIONAL TRUST)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

கல்வி அறக்கட்டளை
EDUCATIONAL TRUST

PANIMALAR ENGINEERING COLLEGE

17 PARTNERSHIPS
FOR THE GOALS



4 QUALITY
EDUCATION



NEWSLETTER

JULY 2025-26

VOLUME 2

**DR. P. CHINNADURAI, M.A., PH.D.
SECRETARY & CORRESPONDENT**

SUCCESS IS ALL ABOUT RESPECTING THE PAST AND CREATING THE FUTURE. I WISH THE INSTITUTION THE VERY BEST IN DELIVERING QUALITY EDUCATION TO ALL WALKS OF THE SOCIETY.



**DR. C. SAKTHI KUMAR, M.E., PH.D.
DIRECTOR**

AS WE SPEAK, TECHNOLOGY AROUND US CHANGES. INNOVATION HAS BECOME THE BUZZWORD. WE AT PANIMALAR GROUP OF INSTITUTIONS, CREATE AND CARVE OUT A NICHE FOR THE STUDENTS, AND WE MAKE THEM BELIEVE THAT "EDUCATION FOR LIFE" RATHER THAN "EDUCATION FOR LIVING"



**MRS. C. VIJAYARAJESWARI
DIRECTOR**

ONE OF THE GREATEST CHALLENGES AND OPPORTUNITIES IN THE MODERN DAY IS PREPARING TODAY'S STUDENTS FOR TOMORROW'S NEEDS. WE TUTELAGE THE STUDENTS TO EMBRACE THE CHANGE AND MOVE FORWARD IN THIS COMPETITIVE ENVIRONMENT.



**DR. SARANYASREE SAKTHI
KUMAR, B.E., M.B.A., PH.D.
DIRECTOR**

AT PANIMALAR, WE IDENTIFY STUDENT'S POTENTIAL, CONVERT THEM INTO TALENT AND ELEVATE THE TALENT TO INFINITE POSSIBILITIES. WE CONDITION THE STUDENTS FOR THE CHALLENGES AHEAD AND GROOM THEM TO BE RESPONSIBLE CITIZENS.



**DR. K.MANI, M.E, PH.D
PRINCIPAL
PANIMALAR ENGINEERING COLLEGE**



I AM PLEASED TO SHARE WITH YOU THE NEWSLETTER FROM DEPARTMENT OF MBA, PANIMALAR ENGINEERING COLLEGE. YOU WILL BE DELIGHTED TO GO THROUGH THIS VOLUME THAT WILL CONNECT YOU TO THE MANY ACTIVITIES OF THIS DYNAMIC DEPARTMENT. LET THIS NEWS LETTER AND SERIES OF SUCH LETTERS KEEP US ALL CONTINUOUSLY INFORMED ABOUT ALL THE DEVELOPMENTS OF THE DEPARTMENT IN THE YEARS TO COME. I WISH THE HEAD OF THE DEPARTMENT, ALL THE STAFF AND STUDENTS OF THE DEPARTMENT FOR HAVING TAKEN THE BEST INITIATIVES IN BRINGING OUT THIS NEWSLETTER DR. N. VENKATESWARAN B.E., M.B.A., PH.D.,

**DR. N. VENKATESWARAN B.E., M.B.A.,
PH.D.,
DEAN MBA
DEPARTMENT OF MASTER OF BUSINESS
ADMINISTRATION**



IT IS A PLEASURE TO CONNECT WITH YOU THROUGH THIS MBA NEWSLETTER. IN A RAPIDLY EVOLVING MANAGEMENT LANDSCAPE, OUR PROGRAM REMAINS COMMITTED TO DEVELOPING ETHICAL, COMPETENT, AND FUTURE-READY LEADERS. THIS ACADEMIC PERIOD FEATURED ENRICHING LEARNING EXPERIENCES, INDUSTRY INTERACTIONS, AND STUDENT INITIATIVES THAT BRIDGED THEORY AND PRACTICE. I APPRECIATE OUR DEDICATED FACULTY FOR THEIR COMMITMENT TO QUALITY EDUCATION AND OUR STUDENTS FOR THEIR ENTHUSIASM AND EXCELLENCE. LET US CONTINUE TO UPHOLD INTEGRITY, INCLUSIVENESS, AND LIFELONG LEARNING AS WE MOVE TOWARD GREATER ACHIEVEMENTS AHEAD.



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.





DEPARTMENT OF BUSINESS ADMINISTRATION, ACCREDITED BY NATIONAL BOARD OF ACCREDITATION OFFERS A TWO YEAR POST GRADUATE DEGREE COURSE IN MASTER OF BUSINESS ADMINISTRATION [M.B.A]. IT WAS STARTED IN THE YEAR 2002, BECOMING A SYMBOL FOR THOUSANDS OF ASPIRANTS OF THIS REGION. IT PLAYS A PIVOTAL ROLE IN SHAPING FUTURE BUSINESS LEADERS AND PROFESSIONALS BY PROVIDING THEM WITH THE KNOWLEDGE, SKILLS, AND EXPERIENCES NECESSARY TO SUCCEED IN THE DYNAMIC WORLD OF BUSINESS. DEPARTMENTS ARE STAFFED WITH EXPERIENCED AND KNOWLEDGEABLE FACULTY MEMBERS WHO ARE EXPERTS IN THEIR RESPECTIVE FIELDS. FACULTY MEMBERS OFTEN HAVE A COMBINATION OF ACADEMIC QUALIFICATIONS AND PRACTICAL INDUSTRY EXPERIENCE, PROVIDING STUDENTS WITH A WELL-ROUNDED EDUCATION.

FACULTY MEMBERS IN MBA DEPARTMENT OFTEN ENGAGE IN RESEARCH AND PUBLISH ACADEMIC PAPERS, CONTRIBUTING TO THE BODY OF KNOWLEDGE IN THE BUSINESS FIELD. THIS RESEARCH NOT ONLY ENHANCES THE DEPARTMENT'S REPUTATION BUT ALSO BENEFITS STUDENTS BY EXPOSING THEM TO CUTTING-EDGE IDEAS. THE DEPARTMENT HOLDS THE INSTITUTIONAL MEMBERSHIP OF PROFESSIONAL BODIES LIKE MMA, NIPM, AD-CLUB AND AIMA.

THE DEPARTMENT HAVE A COMPREHENSIVE CURRICULUM THAT COVERS A BROAD SPECTRUM OF BUSINESS SUBJECTS. STUDENTS LEARN ABOUT FINANCE, MARKETING, OPERATIONS, HUMAN RESOURCES, BUSINESS ANALYTICS. THE CURRICULUM IS DESIGNED TO EQUIP STUDENTS WITH THE SKILLS AND KNOWLEDGE NEEDED TO EXCEL IN VARIOUS BUSINESS SETTINGS. DEPARTMENT EMPHASIZE EXPERIENTIAL LEARNING TO THE STUDENTS WHICH INCLUDE CASE STUDIES, INTERNSHIPS, CONSULTING PROJECTS, AND OPPORTUNITIES FOR THEM TO WORK WITH REAL BUSINESSES. THESE EXPERIENCES ALLOW THEM TO APPLY WHAT THEY'VE LEARNED IN THE CLASSROOM TO REAL-WORLD SITUATIONS.



EVENTS



STARTUP SHOWCASE 2K25

STARTUP SHOWCASE COMPETITION FOR II MBA HR STUDENTS HELD ON 15TH TO 17TH JULY 2025

EVENTS



MS P R ANTO CELCIYA

GUEST LECTURE ON THE TITLE 'FROM CAMPUS TO CAREER' HELD ON 16 - 7- 2025 TO GUIDE STUDENTS



EVENTS



MS J SUTHANDHARA RAJA MALAR

GUEST LECTURE ON BUILDING HUMAN RESOURCE RESILIENCE FOR HR STUDENTS ON 24 -7 - 2025

EVENTS



MR MUHAMMED H HR, ARCHITECT, SUTHERLAND GLOBAL SERVICES

GUEST LECTURE ON LINKEDIN GAMEPLAN BUILDING PERSONAL BRAND AND VISIBILITY ON 12 - 11 - 2025



EVENTS



INDUSTRIAL VISIT

2ND YEAR MBA STUDENTS VISITED AAVIN FACTORY AT KAKKALUR, THIRUVALLUR DISTRICT ON 12TH JULY 2025 AND 19TH JULY 2025

EVENTS



ENTREPRENEURSHIP DEVELOPMENT WORKSHOP

1ST YEAR STUDENTS ATTENDED THE SESSION ON THE TITLE ENTREPRENEURSHIP ON 8 - 12- 2025



EVENTS

MANAGEMENT SKILLS ENHANCEMENT PROGRAM



MSEP FOR 1ST YEAR MBA STUDENTS FROM 10 - 12- 2025 TO 16 - 12 - 2025



ACHIEVEMENT



AURA CLUB REELZ COMPETITION WINNERS

PROUD WINNERS OF AVADI POLICE COMMISSIONERATE REELZ COMPETITION MONIKA M S AND THANIGAVELU

ACHIEVEMENT

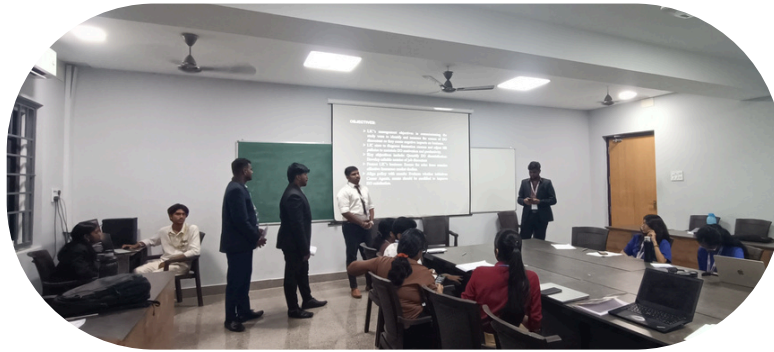


WINNER OF SOCIALIS 3.0

OUR STUDENT ARIKRISHNAN WON 2ND PLACE IN THE INTERCOLLEGIATE FEST SOCIALIS 3.0 ON 29 NOV 2025 ORGANISED BY MADRAS SCHOOL OF SOCIAL WORK



ACHIEVEMENT



SATHYABAMA UNIVERSITY

OUR STUDENTS HAVE PARTICIPATED IN CASE CRACK - CASE ANALYSIS COMPETITION HELD ON 14TH SEP 2025

ACHIEVEMENT



TAMIL NADU STATE VOLLEYBALL TROPHY

NAGESWARI.S WON CASH PRIZE RS 150000 FOR PARTICIPATING STATE LEVEL BEACH VOLLEY BALL TROPHY SEP. 2025 FROM OUR HONOURABLE DEPUTY CHIEF MINISTER OF TAMIL NADU MR. UDHAYANIDHY STALIN

