

Novella

JULY-2k18

NEWSLETTER FROM DOMS, EEC
EASWARI ENGINEERING COLLEGE
RAMAPURAM, CHENNAI-600 089



Hod SPEAKS...

Dr. V. Saikumari



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, work coupled with advanced technical support. For this total development, the management of men, materials, and power has a greater 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.

DOMS...

In order to meet the wide ranging, challenging and growing demands for professional managers, in the recent times, from both the developing and the developed nations, the department of "MANAGEMENT STUDIES" was established in the year 2001, in the college, as an exclusive department and as a separate entity. The objective of the institution is to provide "Management Education" and promote the growth of effective and efficient "Business Managers" through adherence of the highest standards of academic integrity and overall ethical conduct, to develop a sense of individual responsibility and collectively participate in reinforcing and maintaining and environment of honour, trust and standards. The specialities covered are Human resource, Finance, Marketing, Systems and Operations Management. The curriculum adopted is of semester system and is spread over a period of two years; the programme is affiliated to Anna University.

MOCK GD

Time to appreciate the students for their extra ordinary performance during mock placement drive held on 28/7/18. The letter of appreciation is issued to the selects by principal in the presence of Vice principal and HOD-mba today .we wish all the students on behalf of the department.



INTERPERSONAL SKILL TRAINING

Training for future managers on interpersonal skills by Ms.Sowmiya freelance trainer today for final year mba students organised by Mr.Purushothaman event coordinator.

Campus to corporate session 2 was conducted for mba students by Mr.Prasanth - ASSISTANT MANAGER (marketing and sales) TIMES OF INDIA and also the alumms of EEC mba batch 2013-2015.



INTERNS

Best Interns a letter of appreciation from In22labs with stipend for the one month Internship was given to the students named Nithish and Hana mohan of final year by Hod-mba. Opportunity to excel and grow is our goal. Reach it.



STUDENT ACHIEVEMENTS

BEST PAPER AWARD was awarded to Professor and Head MBA Dr.V.Saikumari on the International Conference on Emerging dynamics of commerce in global scenario on the topic swot analysis on bitcoins and crypto currency along with randini final year mba student. Other students presented paper are Vishnu priya and Nivetha.



FRESHERS INAUGRATION





BUSINESS QUIZ

1. What regulation was amended by IRDAI in order to allow LIC of India to buy 51 % stake in IDBI Bank ?

Ans. Upper limit for owning any company's shares is 15 % by an insurance co. this limit remains, LIC was allowed as a special case.

2. Who has been appointed as the Chairman of ICICI Bank, after the current Chairman MK Sharma retires ?

Ans. Girish Chandra Chaturvedi

3. On what grounds have govt of India entity EESL rejected the first lot of electric vehicles e-Tigor and e-Verito supplied by Tata Motors and Mahindra respectively ?

Ans. They did not meet the distance covered in a single charge specifications

4. What will be the name of the entity formed by the merger of Vodafone India and Idea Cellular called ?

Ans. Vodafone Idea Limited

5. Which Govt of India owned entity is likely to acquire the iconic Air India building in Mumbai, Nariman Point from Air India ?

Ans. Jawaharlal Nehru Port Trust

6. Which industry has launched #JanNivesh campaign to promote savings ?

Ans. Mutual Funds Industry through AMFI

7. Which platform released an ad with the copy " Tum karo Toh Lust Stories hum Kare Toh Gandhi Baat" ?

Ans. Alt Balaji as a rejoinder to Netflix's launch of Lust Stories

8. She is the first woman CFO of a auto major in USA. Name her.

Ans. Dhivya Suryadevara of General Motors, USA

9. Which platform owned by Bengaluru based Bundl Technologies has become a unicorn after its recent round of funding ?

Ans. Swiggy

10. For advancing loans to which developer firm in Pune were the top officials of Bank of Maharashtra arrested ?

Ans. DS Kulkarni

11. As Chanda Kochhar has been asked to go on leave pending investigation, who has taken over as the CEO at ICICI Bank ?

Ans. Sandeep Bakhshi

12. Diesel is a well known apparel brand. What is Petrol ?

Ans. Denim and Jeans wear

13. This brand is a leader now in the sparkling water market in US. It was launched as an "Anti-Perrier", taking on the snobbish positioning of Perrier. This brand is owned by National Beverage Corporation. Name it

Ans. Lacroix

14. Which company is replacing GE in the Dow Jones Industrial Average where it was part of the 30 companies index since its inception in 1907 ?

Ans. Walgreens

15. Which is the 4th social media platform owned by Facebook to cross 1 billion users ?

Ans. Instagram after Facebook, Whatsapp and FB Messenger

16. Intel CEO Brian Krzanich has resigned over violation of Intel's non-fraternization policy. What exactly did he violate ?

Ans. Relationship with a fellow employee



NATIONAL CONFERENCE

We have organised the 9th National Conference on Emerging Trends in Business Innovation at our campus on (31st August 2018) participated by various college Students, Research scholars and faculty across Tamilnadu. The participants done their presentation on various areas in management. The chief guest for the session was Mr. Danny Kim, Managing Director, Vaisen India. The conference dealt the importance of business innovation among mba students. Yet another milestone for doms of smn ecc.

We thank our Sponsors.

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CONGRATULATIONS TO THE STUDENTS PRESENTED PAPERS IN THE NATIONAL CONFERENCE

JERLIN PATRICIA
 ABINANDHAN
 C.S Dheepthi
 Lavanya.V
 Oviya R
 Priyanka M
 AAFTHUB BEGAM
 lakshmi

QUOTE OF THE MONTH

“If you can push through that feeling of being scared, that feeling of taking a risk, really amazing things can happen.”
 -Marissa Mayer, president & CEO of Yahoo!

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