

# NOVELLA

NEWSLETTER FROM DOMS,EEC

JULY  
2K20

EASWARI ENGINEERING COLLEGE  
RAMAPURAM, CHENNAI-600 089



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

**Areas of Specialization:**

**Marketing, Human resource,  
Behavioral studies &  
Entrepreneurship**

## 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.

## Business Communication Quiz

July 1<sup>st</sup> and 2<sup>nd</sup>, 2020

The Quiz is scheduled on various Management topics to create the interest among the students in the Management Discipline and Kindle their interest to learn more during the Lockdown. Each Faculty in the department were assigned as coordinators for completing the event on time and promoting it to external colleges. The students attended the events across India from various colleges where we branded our Institution among external students.



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SRM

Department of Management Studies

### Business Communication Quiz

Date: 1<sup>st</sup> -2<sup>nd</sup> of July, 2020

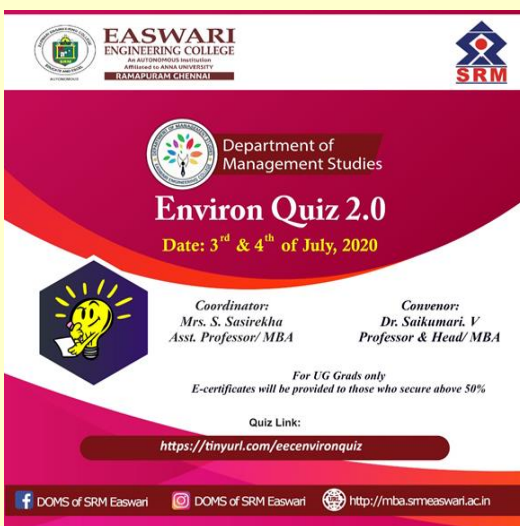
Coordinator: Mr. S. Chandrasekaran  
Asst. Professor/ MBA

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

For UG Grads only  
E-certificates will be provided to those who secure above 50%

Registration Link + Quiz Link  
<https://tinyurl.com/quizecmba>

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### Environ Quiz 2.0

Date: 3<sup>rd</sup> & 4<sup>th</sup> of July, 2020

Coordinator: Mrs. S. Sasirekha  
Asst. Professor/ MBA

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

For UG Grads only  
E-certificates will be provided to those who secure above 50%

Quiz Link:  
<https://tinyurl.com/eecenvironquiz>

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## Environ Quiz 2.0

July 3<sup>rd</sup> and 4<sup>th</sup>, 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. The Questions asked in the Quiz were based on environment, ocean and pollution challenges faced by the country.

## Quiz on Entrepreneurship

July 6<sup>th</sup> and 7<sup>th</sup>, 2020

The Quiz is scheduled on various Management topics to create the interest among the students in the Management Discipline and Kindle their interest to learn more during the Lockdown. The event was promoted among the Department digital pages for the registration. The students from external colleges attended the quiz. The quiz competition is planned to create awareness among students about various Entrepreneurs.



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### QUIZ ON ENTREPRENEURSHIP

DATE - 6<sup>th</sup> & 7<sup>th</sup> of JULY 2020

Coordinator: Mrs. V. Sunitha  
Asst. Professor/ MBA

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

For UG Students Only  
E - Certificates will be provided to those who secure above 50%

Quiz Link - <https://tinyurl.com/eecedquiz>

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**Webinar on "Global Career Perspective During COVID-19"**

Date: 7<sup>th</sup> of July, 2020  
Time: 11.30am to 12.40pm

**Guest Speakers:**

Ms. Amritha Sharon  
Career Guidance  
Expert & Trainer  
The IMMACULATE

Ms. Sowmya  
Career Guidance  
Visa Officer  
The IMMACULATE

**Coordinator:**  
Mr. S. Parushothaman  
Asst. Professor / MBA

**Convener:**  
Dr. Saikumari. V  
Professor & Head/ MBA

Reg. Link: <https://tinyurl.com/eecgpcovid19>

Registration Free!! E-certificates will be provided!!

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## Webinar on Global Career Perspective During Covid - 19

July 7<sup>th</sup>, 2020

The guest for the session was Ms. Amritha Sharon - soft skills trainer and Ms. Sowmya - Visa officer, from the organization "The Immaculate" abroad. The speaker started the session by explaining the country wise opportunities and highlighted the various language exams to admit in foreign universities along with part-time job opportunities available. The guest also motivated the students those who are interested for higher education they are ready to support them.

## Test Your Employability Quiz

July 9<sup>th</sup> and 10<sup>th</sup>, 2020

The Department of Management Studies conducted the quiz competition on the Topic "Test your Employability Skills". The Quiz helps to understand the expectations of the recruiter during the Interview. The Quiz questions were framed to test the skills of the students in GD, Interview, Aptitude and personality skills.

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**TEST YOUR EMPLOYABILITY QUIZ**

Date - 9<sup>th</sup> & 10<sup>th</sup> of JULY 2020

**Coordinator:**  
Mr. Selvakumar.B  
Asst.Professor/ MBA

**Convener:**  
Dr. Saikumari.V  
Professor & Head/ MBA

**For UG Students Only**  
E - Certificates will be provided to those who secure above 50%

Quiz Link - <https://tinyurl.com/eecskillstest>

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(A Unit of SRM Group of Educational Institutions)  
Bharathi Salai, Ramapuram, Chennai-600089  
(Approved by Government of Tamilnadu & AICTE, Affiliated to Anna University, Chennai  
Accredited by NAAC with 'A' Grade & ISO 9001:2015 Certified)

**EEC-Centre for Entrepreneurship Development**  
Cordially invites you to

**"Webinar on awareness of SAMRIDDHI scheme and its benefits"**

On Friday, 17<sup>th</sup> July 2020 at 2.00Pm to 3.00Pm  
Through Google meet

**PROGRAMME SCHEDULE**

02.00 pm: Welcome Address by HOD-MBA  
02.05 pm: Presidential Address by Principal  
02.10 pm: Special Address by Dean Research  
02.15 pm: Presentation on SAMRIDDHI Scheme by HOD-MBA  
02.30 pm: Question and Answer session  
02.40 pm: Vote of Thanks by Coordinator

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## Webinar on Awareness of SAMRIDDHI Scheme and its Benefits

July 17<sup>th</sup>, 2020

The EEC-Centre for Entrepreneurship Development successfully completed the session on SAMRIDDHI scheme and its benefits through Google Meet. The session started with welcome address given by Dr. Saikumari.V, Prof & Head - MBA / EDCell coordinator. And the special address given by Dean Research. The HOD-MBA shared the SAMRIDDHI scheme and its benefits. At the end of the session it is also informed students to select one business idea of their Interest and Head of the Department should evaluate the Business idea for commercialization.

## Webinar on ERP Function Flow July 25<sup>th</sup>, 2020

The guest for the session was **Mr. P. Vignesh**, HR manager, Talent Takeaways, Chennai. The presidential address given by our Principal and highlighted the department initiative. Principal during his speech shared the current technology advancements and demands. The speaker started the session by explaining the live demo on the ERP modules and explained the functions like accounts, logistics, human resources and purchase flow through ERP.



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**ERP - SOFTWARE FUNCTIONAL FLOW**

Google Meet **WEBINAR** Date - 25<sup>th</sup> JULY 2020  
Time - 11.30 am to 12.30 pm

Guest Speaker  
**Mr. Vignesh. P**  
HR - Manager / Talent takeaways

Coordinator  
Mr. Purushothaman. S  
Assistant Professor / MBA

Convener  
Dr. Saikumari. V  
Professor & Head / MBA

Registration Link - <https://tinyurl.com/eecerpfs>

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CENTER FOR ENTREPRENEURSHIP DEVELOPMENT ORGANIZES

**WEBINAR**

PREPARING STUDENTS TOWARDS  
ENTREPRENEURIAL MINDSET

Date - 29<sup>th</sup> JULY 2020  
Time - 1.30 pm to 3.30 pm

Guest Speakers

Ms. Amritha Dutta  
Associate Director, CIE - ISB

Mr. Prashanth Ramagiri  
Academic Manager, CIE - ISB

Coordinator  
Mr. Purushothaman. S  
Assistant Professor / MBA

Convener  
Dr. Saikumari. V  
Professor & Head / MBA

Registration Link - <https://meet.google.com/zna-kmbr-xvb>

FOR ALL UG & PG STUDENTS

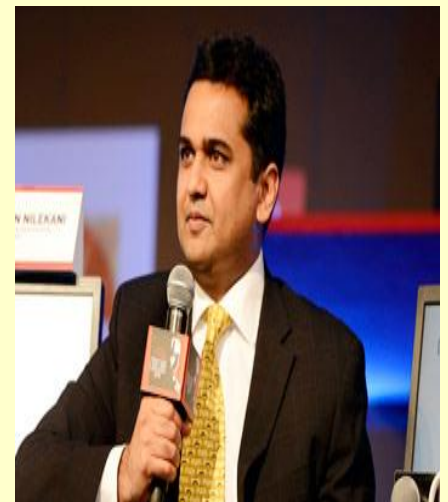
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## Webinar on Entrepreneurship July 29<sup>th</sup>, 2020

The guest for the session was **Ms. Amritha Dutta**, Associate Director, CIE-ISB and **Mr. Prasanth**, Academic Manager-CIE. The speaker started the session with a basic introduction of who is an entrepreneur and shared various successful entrepreneurs in the field. The speakers also interacted the session with live answers and activity given at the end of the session.

## The Entrepreneur's Speech

**Mr. Alok Kejriwal** is one of the mentors on **MakeIndiaWork** - the startup ecosystem by **MonsterIndia.com** to support and encourage startups. Here Alok shares metaphorical similarities between the movie 'The king's speech' and an entrepreneur's life. I believe that Starting Up and the attempt to become an Entrepreneur is almost like living with perfect speech and then going out of your way to 'learn' how to stammer.



### Reach us on:

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[insta:domsofeaswari](https://www.instagram.com/domsofeaswari)