DEPARTMENT OF MANAGEMENT STUDIES

The Management Studies of PSNA is offering a full time Post Graduate Programme (MBA) since 1994. National Board of Accreditation has accredited the Management Studies and the Management Studies imparts Quality Management Education. Our commitment is to produce graduates who are skilled and knowledge based leaders and managers who can influence people, offer strategic direction, and make good use of financial, human technological and material resources.

Special care is taken not only to develop the academic skills but also to improve the soft skills of the students through teaching methods like case study, seminars, simulation exercises, management games, field visits, summer projects etc. Eminent academicians and industrialists regularly deliver guest lectures and interact with our students. The programme is co-educational and students are admitted from various states of the country.

VISION

• To provide world class engineering education for individuals to become technologically superior, socially conscious and responsible citizens for the welfare of mankind.

MISSION

• To achieve academic excellence by imparting knowledge and skills through problem solving, practical training and design & development of innovative projects.
• To develop leadership and inter disciplinary team skills through effective communication training and inculcating ethical behaviour.
• To carry out applied research in Engineering & Technology and facilitate life-long learning.

From the Editorial Board,

Dear friends,

Greetings!!!

In this issue of the Newsletter, we present the activities of Jan- Dec, 2013.

The arrival of yet another batch of students has added to the number of International students on campus. Alongside this, there were many other activities that kept us on our toes. Please read through the newsletter to have an insight into each of these activities. We request you to kindly give your feedback and suggestions.

Happy reading!

Thank you.

Dr.S.MANIMARAN
The Teachers Day was celebrated by students of Final year MBA and they greeted the faculty members with cakes and gifts.
The Department of Management Studies, PSNACET would like to thank the employers of different companies who placed our students for the year 2013 and giving continuous support for the placement. The celebration was taken place at Sri Rengalatchumi Auditorium, PSNACET. The list of companies are Mr. Suresh - ATS, Chennai. RajanBabu – VASAN Health Care, Madurai. Federal Bank, Axis Bank CARE IT and PANDIAN Foods.
Ms. D. Lavanya, Professor of MBA started the session with ‘Basic Concepts of Entrepreneurship’

Dr. S. Manimaran, Professor discussed the topic ‘Success stories of Entrepreneur’.

Dr. P. S. Venkateswaran, Professor discussed about ‘Business Plan’.

Mr. John Nelson, Lead Bank Manager given a brief about the loan facilities by Banks’.

Dr. B. Arun, Professor discussed about the role of entrepreneur in the society.

Mrs. A. Aleeswari, Professor discussed about the ‘Strategies for the entrepreneur’

Dr. B. Arun, Professor discussed the role of Pricing’

Mr. Arjunan Muthaiyah, Director, Rural and Cooperative Management discussed a motivational talk to the participants.

**EAC**

Entrepreneurship Awareness Camp which aims at creating awareness among the students and faculty of engineering and science courses about various facts of entrepreneurship as an alternative career option and also to highlight the merits of pursuing such an option.
Faculty Development Programme on Entrepreneurship was Organized and 27 Participants from Different Colleges were Participated. Knowledge sharing, Simulation Games, Business Plan Competition among faculties are some events in the FDP.

One Minute Please!!!

When NASA first started sending up astronauts, they quickly discovered that ballpoint pens would not work in zero gravity. To combat the problem, NASA scientists spent a decade and $12 Billion to develop a pen that writes in zero gravity, upside down, underwater, on almost any surface including glass and at temperatures ranging from below freezing to 300°C.

The Russians used a pencil.
TEDP
The entrepreneurs are exposed to technical knowledge about the products and technologies and are enabled to develop their skills at the lab of the technology provider. The participants are selected through various tests and personal interviews to assess their potential of becoming a successful entrepreneur. During the training period, the participants also get to know the intricacies of how to start and manage an enterprise. At the end they are assisted in preparing a bankable project report.

EVENTS
Mrs. Bharathi Basker Felicitate by Prof. B. Arun on Women’s day.  
Dr. T Vanniarajan Felicitate by Prof. B. Arun on a Guest Lecture.  
Dr. Ganesan, IIT, Chennai at MBA seminar Hall on 3 Day Workshop – ‘Case Study Analysis’.
Every year Department of Management Studies Celebrates the Womens day as Women Empowerment Day. Our Department pays homage to the women of our nation; - the mothers, the wives, the sisters and the daughters who fought tirelessly against the tyranny of mankind.

One Minute Please!!!
A little bird was flying south for the winter. It was so cold the bird froze and fell to the ground into a large field. While he was lying there, a cow came by and dropped some dung on him. As the frozen bird lay there in the pile of cow dung, he began to realize how warm he was. The dung was actually thawing him out! He lay there all warm and happy, and soon began to sing for joy. A passing cat heard the bird singing and came to investigate. Following the sound, the cat discovered the bird under the pile of cow dung, and promptly dug him out and ate him.

Moral:
1. Not everyone who shits on you is your enemy
2. Not everyone who gets you out of shit is your friend
3. And when you’re in deep shit, it’s best to keep your mouth shut!
1. Women Empowerment through Self Awareness Journal of Anna University of Technology Madurai- Dr.S.Manimaran
2. Decision Making Model For Agility Improvement In Lock Manufacturing Industry, PSNA Journal of Management and Systems - Dr.T.Muthu Pandian
3. Brand personality dimensions and Brand loyalty SJMP - “The Siddhant”- Dr.P.S.Venkateswaran
6. Analysis Of QWL and Perceived public image among the Teachers of Dindigul, SRM Management Digest - D.Lavanya
10. A Study on work life balance of IT women employees PSNA Journal of Management and Systems - Dr.T.MuthuPandian
12. Problems and Prospects of Women Entrepreneurs in Dindigul District M-Infiniti - Dr.A.Aleeswari
13. Problems and Prospects of Women Entrepreneurs in Dindigul District, M-Infiniti - R.Sindhya
14. A Study on Tax System and Administration, Temples during Cholas Dynasty, PSNA Journal of Business and System- Dr.A.Sabarirajan
15. A study on HMIS technology and its framework of ongoing reviews in Indian Districts using Evidence Based schema Journal of Science Technology and Management-Mrs.K.Bhagyalakshmi
16. Causality between open interest, returns, spot and futures of currency futures trading in India. Asia Pacific Journal of Research -Dr.J.Suhasini
17. Factors influencing Organisational Commitment of Matriculation School Teachers at Dindigul, PSNA Journal of Business and System-U.Geetha
18. Influence of information systems in Engineering Institutions at Madurai District, Tamilnadu, India Indian Journal of Applied research, Dr.P.S.Venkateswaran
20. Measuring service Quality in the Banking Industry PSNA Journal and Systems. Dr.B.Arun
21. Optimization technique for product profitability using LINDO software International Journal of Computer applications- Dr.N.Murugan
22. A Study on women consumers satisfaction and Brand Loyalty towards Skin care Cosmetics at Madurai Proficient-International Refereed Journal of Management - Dr.P.S.Venkateswaran
25. A study on analyzing the human needs through consumption, work and autonomy,International journal for human rights - E.Manju
27. Factor influencing organization commitment for school teachers working at Dindigul PSNA JMS - E.Manju