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# VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY

AN AUTONOMOUS INSTITUTION

Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai  
Accredited by NBA (B.E.-BME, CSE, ECE, EEE & B.Tech. - IT)  
Accredited by NBA



## DEPARTMENT OF MANAGEMENT STUDIES (MBA)



**Head of the Department**

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## DEPARTMENT OF MANAGEMENT STUDIES (MBA)

Department of Management Studies makes passionate on changing needs of the corporate sector and retaining the cultural values. Our vision is to impart essential knowledge to the students to meet the challenges of changing business environment and to develop conceptual and practical skills as well the competencies required in the competitive world. It paves excellent management education in keeping with global standards and also making the students to emerge as world class leaders, executives and entrepreneurs.

The curriculum of the Programme includes Summer Internship, Major Project, Industry Interaction, Seminar, Outbound Programme, etc.,

### Specialization Offered

Students are expected to specialize in two major functional areas of management that include

Marketing Management

Financial Management

Human Resource Management

Systems Management

Shipping and Logistics Management

Hotel and Tourism Management

Hospital Management

Operations Management



### Beyond Curriculum

#### Value Added Courses

- ✦ NSE Certification in Financial Markets (NCFM)
- ✦ Data Analysis using SPSS
- ✦ Data Analysis using MS Excel
- ✦ Personality Development
- ✦ E-Marketing

#### Computing Facilities

- ✦ 24x7 Wi-Fi enabled with 500 Mbps Internet Connectivity.



## Value Additions

- ✦ NSE Certification in Financial Markets (NCFM)
- ✦ Data Analysis using SPSS & MS Excel
- ✦ Personality Development & E-Marketing practices
- ✦ NPTEL Online Courses for enriching the Students practical knowledge.

## MoUs signed

- ✦ Cossy Casual Comforts (P) Ltd., Erode
- ✦ Vedagiri Hi-Tech, Spinning Mills Limited, Komarapalayam
- ✦ EEDISSIA, Erode
- ✦ KTM Universal Export, Perundurai
- ✦ Confederation of Indian Industry (CII), Erode
- ✦ Madras Management Association (MMA), Chennai
- ✦ MoU with EDI (Entrepreneurship Development Institute of India), Ahmedabad
- ✦ Tex Valley Market Limited, Erode
- ✦ CII – YI Erode Chapter

## Salient features of MBA

- ✦ Highly qualified and well experienced Faculty members with various specializations meeting today's Business world
- ✦ Excellent Placement activities – MoUs with WIPRO, Tech Mahindra, Vernalis, Suresoft, Sasken, CSS, Vee Technologies
- ✦ Exclusive Placement Training on Soft skills, Communication, Verbal & Aptitude conducted by Career Guidance Cell of VCET
- ✦ Workshops, Seminars, Technical events, Management Games and Business Plan are conducted to improve Student's Co-curricular activities and motivated to attend such programmes in other Institutions
- ✦ Regular Industrial visits to mould the Students Practical vision on the current Environment.

## Infrastructure facilities

- ✦ Specialization based Class Rooms
- ✦ Department Library with more than 5,000 numbers of Volumes & Titles
- ✦ Equipped with Multimedia Projectors
- ✦ National & International Journals, Magazines with recent editions
- ✦ Computer Centre with Business Software, Simulation Software, etc.,
- ✦ Well equipped Seminar Hall
- ✦ Separate Hostel for Boys and Girls
- ✦ Buses fly from various destinations
- ✦ Wi-Fi facility.

## Highlights of the Department

- ✦ 5 Faculty members with PhD Qualification
- ✦ 6 Faculty with more than 10 years experience from Industry & Teaching
- ✦ Since the college enjoys “Autonomy” Curriculum, it can be changed from time to time as per the requirement of the Industries.
- ✦ Modern Teaching methodologies in teaching learning process viz. Case studies, Role plays, Seminars, Group discussions, Business simulation games etc.,
- ✦ Industrial visits and In-plant Training
- ✦ Organizing Retail Stalls and Exhibition by the Students
- ✦ Inviting Industry Experts for enriching the Students practical knowledge
- ✦ Students Undertake Summer Training and Project work at reputed companies around the world.
- ✦ Students involvement in Industry Expo in Erode and Coimbatore for every year
- ✦ Active participation on Industry - Institute Interaction
- ✦ Jewellery making Class
- ✦ Entrepreneurship motivation for Start-Up businesses
- ✦ Students participation in Co –Curricular and Extra Curricular activities – Paper Presentation, Business Plan, Management Games, etc.
- ✦ Madras Management Association programs for the Students Development
- ✦ Case Analysis for each specialization
- ✦ Retail Management Training by CII
- ✦ Training and Placement in Leading Companies.

## Student's Achievements

- ✦ 1 Gold Medal
- ✦ 92 Rank Holders for the Past 16 Years from Anna University, Chennai
- ✦ 98% Placement in Leading companies for every year
- ✦ Brought many laurels at State level & National level Symposiums and in various events organized by premier institutions
- ✦ Winners Award for Social Projects.



## R&D Facilities & Activities

- ✦ Ph.D in Management
- ✦ E-books and E-Journals - Self learning facility
- ✦ Free Licensed Software
- ✦ Facilities for Creativity and Innovation
- ✦ Faculty Publications in Books and Journals
- ✦ Received funds for FDP, STTP and Students Projects for Rs.10.20 Lakhs from various funding Agencies.



## Training & Placement Cell

Apart from providing various activities, our department offers excellent placement assistance for our students. We have a special department called Placement and Training Cell for this process. The career-oriented courses along with excellent guidance provided by the Placement Cell help the students in securing a job after their course. It acts as a link between the corporate world and the students. Guidance is provided for the outgoing students on the career opportunities available.

## Functions of Training and Placement Cell

Placement and Training Cell offer project placement, personality development training for the final year students. The Placement Cell is headed by a well-experienced Placement and Training Officer who has good contacts with all the related industries. The Placement Cell assists the students in career guidance, placement and to coordinate with different corporate houses.

## Instructions to students on job opportunities

- ✦ Providing guidance to the students on central and state government exams
- ✦ Providing training for students in industries
- ✦ Assigning Project works for the final year students in industries
- ✦ Conducting industrial exhibitions, job fairs and seminars related to training and placements

## Major Recruiters of the Department

Our department has tie-ups with more than fifty global as well as Indian firms. It has conducted a good number of placements so far. Some of the major recruiters who have selected students from the campus are

<b>Ramco Cements</b>	<b>Appasamy Associates</b>	<b>Aricent</b>
<b>Axis Bank</b>	<b>Mergosoft</b>	<b>Thomas Cook</b>
<b>Milekal Engineering</b>	<b>Safety Motors</b>	<b>CII</b>
<b>Nippon Paints</b>	<b>Ababil Healthcare</b>	<b>ICICI Bank</b>
<b>Indiamart</b>	<b>Green India Commodities</b>	<b>Ramalingam Constructions</b>
<b>Mavis Satcom Limited</b>	<b>Effitrac Solutions</b>	<b>Polycab</b>
<b>NDOT Technologies</b>	<b>Bionics Enviro Tech</b>	<b>Pon Pure Chemicals Group</b>
<b>Seirra Infosys Pvt Ltd</b>	<b>Siva Sakthi Marketing</b>	<b>Eicher</b>
<b>Insmagro</b>	<b>IDBI Federal Life Insurance</b>	<b>HCL</b>
<b>Arwison</b>	<b>Future Generali India Insurance</b>	<b>IndusInd Bank</b>
<b>HDFC</b>	<b>Covenant India</b>	<b>Just Dial</b>
<b>Larsen &amp; Toubro</b>	<b>Ford</b>	<b>Standard Chartered</b>
<b>Indian Hut</b>	<b>Faurecia</b>	<b>Royal Bank of Scotland</b>
<b>Reliance Communication</b>	<b>Karur Vysya Bank</b>	<b>SKM</b>
<b>IDBI</b>	<b>Syndicate Bank</b>	<b>URC Constructions</b>
<b>Wipro</b>	<b>Suzlon</b>	<b>Texvalley</b>
<b>Ashok Leyland</b>	<b>ICICI</b>	<b>RPP Constructions</b>
	<b>Ramco Systems</b>	<b>City Union Bank</b>

Our department has excellent job-oriented courses and curriculum along with placement activities such as pre-placement talks, written tests, group discussion, and interviews as per the requirements of the organizations in the institution every year.

## Milestones

**2005 – MBA Programme started with 60 Intake**

**2010 – Membership with Confederation of Indian Industry(CII)**

**2011 – Approved as Research Centre**

**2012 – Permanent Affiliation from Anna University, Chennai**

**2012 – MoU with EDISSIA (Erode District Small Scale Industries Association)**

**2014 – MoU with MMA (Madras Management Association)**

**2016 – MoU with EDII (Entrepreneurship Development Institute of India, Ahmedabad)**

**2016 – Autonomous Status**

**2021 – MoU with Texvalley Market Limited**

**2021 – MoU with Able-Expert Training Institute**

**2022 – MoU with Yi – Yuva forum of CII**

## Programme Highlights

Our Department of Management Studies provides distinguished Specializations, Like Finance, HR, Marketing, Hotel & Tourism, Shipping & Logistics, Hospital, Systems and Operations Management

## Curriculum and Infrastructure

- ✦ Industry oriented Curriculum and updated every year as requirement of the Industries.
- ✦ Modern Teaching methods - Smart Class room, Case Studies, Role Play, etc.,
- ✦ Outbound Training, In-plant Training and Industrial visits.
- ✦ Organizing Retail Stalls, Exhibition, Business Start-Ups for the Students.
- ✦ Co-curricular and Extra Curricular activities – Paper Presentation, Business Plan, Team Building, Management Games, etc.

## Training and Placement

- ✦ Exclusive Placement Training on Soft skills, GD, Verbal and Aptitude Exams.
- ✦ Workshops, Seminars, Technical events, Management Games and Business Plan.
- ✦ Ensured Placement, 98% Placements in Core Companies and Leading Bank Sectors.



## Industry Interaction

- ✦ MoU's with leading Industries:
- ✦ Cossy Casual Comforts (P) Ltd., Erode
- ✦ EEDISSIA, Erode
- ✦ Confederation of Indian Industry (CII), Erode
- ✦ Madras Management Association (MMA), Chennai
- ✦ EDII (Entrepreneurship Development Institute of India), Ahmedabad
- ✦ Vedagiri Hi-Tech, Spinning Mills Limited, Komarapalayam



## Students Learning and Activities....

- ✦ Wi-Fi enabled campus with more than 2000 terminals with 500 Mbps connectivity.
- ✦ Sufficient volume of title and references in the library connected with Developing Library Network (DELNET)
- ✦ Scholarships for meritorious students.
- ✦ CII, MMA – Students Chapter for technological advancements.
- ✦ Mock interview by Alumni mentors from reputed companies.
- ✦ Value Added Courses to improve soft skill.
- ✦ PAN Card Camp, Export Procedure Training will be organized to enhance the knowledge.
- ✦ Project Expo - To exhibit their innovations.
- ✦ Industrial Visit, In-plant Training and Internship for all students.
- ✦ Industrial Projects for learning current practices in Industries.
- ✦ Innovative Teaching Methods for effective understanding of concepts.
- ✦ Sports and Yoga for the welfare of the students.
- ✦ NSS, NCC and Rotaract Club - Social responsibility.
- ✦ Entrepreneurship Cell for young Business minds.
- ✦ Individual attention, Guidance and counseling to the students.
- ✦ Excellent hostel facilities.
- ✦ General Amenities include uninterrupted Power supply, RO Water supply, Medical Centre, Bank with ATM.
- ✦ 46 College buses cover 60 kms from various places.

**9600+ successful alumni with chapters in USA California, Dubai, Singapore, Bengaluru, Hyderabad, Chennai and Coimbatore.**

# PLACEMENT

CHENNAI



S KARTHIK

CHENNAI



SANTHOSH.M

BENGALURU



SHANMUGAPRIYA.K.K

NAMAKKAL



SOUMITHA.B

MUMBAI



SHAHISTA HUSSAIN

TIRUPPUR



PRATHEEP T

TIRUPPUR



PONRAJS

BENGALURU



DHARUN G

COIMBATORE



ARUNPRASATH.M

CHENNAI



GNANAVEL.S

CHENNAI



AANOORNAVEEN.K

USA



ANANDAKRISHNAN R

HYDERABAD



SRI PARKAVI G

COIMBATORE



JAYASHREE.M

CHENNAI



SHILPA P

CHENNAI



SIVASHANKER T

MADURAI



KARUPPUSAMY R

COIMBATORE



VIVEK R

SALEM



THARANEESWARAN S

COIMBATORE



AKHIL SUGATHAN

CHENNAI



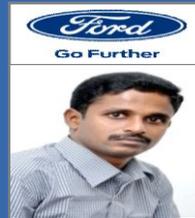
MANOJ R

POLAND



ANAND D

COIMBATORE



KUMARAVEL V

KANCHEEPURAM



VINOTH K

ARANTHANGI



THIRUKUMARAN M G

COIMBATORE



D.KATHIRVEL

BENGALURU



KAMAL K

COIMBATORE



SABHAPATHI S