



## Message from the Director's Desk

I am very pleased to see the Department of Management Science having completed fifteen years of its existence. We have been awarded the autonomous status by AICTE and Anna University in July 2016. Fourth batch of students of Autonomous College are getting their degrees successfully. We are continuing to grow with a committed vision to develop students in leadership capabilities and business oriented learning for success in managerial or entrepreneurial ventures with social responsibility.

In our campus, students are expected to have an enriching experience which will enable them to reach new heights in their professional life. We foster sharpening of skills and enhancement of knowledge base in our students through various extra-curricular, co-curricular and curricular activities. With very congenial and professional environment, our faculty team makes substantial contribution to the academia through quality teaching, seminars, conferences, etc.

I appreciate all the faculty members and student friends for taking part in all the programs and activities in the academic year 2020 – 2021. This being COVID'19 year, this batch of students did an amazing job in shifting to online learning and writing their internal and end semester examinations in online mode. I wholeheartedly appreciate our students for doing a commendable job in spite of pandemic challenges. I also wish our outgoing MBA students, the very best in their career and to make significant contributions to the industry in the course of their career.

*(A Yearly Newsletter)*

## Glimpses '21

Knowledge can only be got in one way, the way of experience; there is no other way to know.

**Swami Vivekananda**



## About Hindusthan Educational and Charitable Trust

From humble beginnings to flattering triple figures- that has been the phenomenal growth of Hindusthan Educational and Charitable Trust, one of the finest in education and teaching is strategically placed in the heart of the Coimbatore city, and since 1992 has established itself firmly in the fields of Arts, Science, Education and Technical Education. The Trust provides ample opportunities to the young minds to develop and unfold their innate capacities in education that is world-class and on par with global standards. The Trust firmly believes in education from Pre-KG to Ph.D and is true to its motto – ‘Get the best in everything’.



The Management has always stood by its commitment to the betterment of the student community and had at first established itself as a brand in the ‘power sector’, and today in the field of Education has reigned supreme with the ‘Life Time Education Achievement Award’ for giving back to society. Real knowledge, like everything else of value, is not to be obtained easily. It must be worked for, studied for and more than that thought for and prayed. The Trust aims at inculcating this understanding in the youth. The Management aims in leading and has set new trends/ innovative training methodologies in all its Institutions that will assist students towards the road to success.

Hindusthan Educational and Charitable Trust (HECT) was founded in the year 1992 by the eminent Industrialist and Philanthropist, Shri T.S.R Khannaiyann. The Trust is managed by the Founder and Chairman - Shri T.S.R Khannaiyann, the Managing Trustee - Smt. Sarasuwathi Khannaiyann, Trustee - Shri.K.Sakthivel Raja , Executive Trustee & Secretary - Smt. Priya Satish Prabu and Chief Executive Officer Dr.K.Karunakaran.

## Hindusthan Institutions now successfully includes

Hindusthan College of Engineering & Technology  
 Hindusthan Institute of Technology  
 Hindusthan College of Arts and Science  
 Hindusthan College of Education  
 Hindusthan School of Architecture  
 Hindusthan Polytechnic College  
 Hindusthan Matriculation Higher Secondary School  
 Hindusthan Kangaroo Kids International Preschool  
 Hindusthan IAS Academy  
 Hindusthan Teachers Training Institute



## About Hindusthan College of Engineering and Technology HiCET

Hindusthan College of Engineering and Technology (HiCET) Coimbatore, established in the year 2000 by the great Industrialist and Philanthropist, Thiru.T.S.R.Khannaiyann of Hindusthan Educational Trust whose determination and dynamism made possible the realization of this institution of excellence.

Surrounded with nature's pristine beauty and an excellent infrastructure coupled with dedicated and experienced faculty has made the campus a much sought-after abode of learning. HiCET is one of the premier technological institutions inculcating quality and value based education through innovative teaching learning process for holistic development of the Students.

The institution is an autonomous institution affiliated to Anna University, Chennai with permanent affiliation for most of the programmes, approved by the AICTE and the Government of India. Accredited by the National Assessment and Accreditation Council (NAAC) with 'A' grade, National Board of Accreditation (NBA).

The Institute is ranked 146 th in India Today Ranking and spotted as the Nodal Centre for Smart India Hackathon. One more feather in the crown is a Ford Eco sports car worth 22 lakhs gifted by Ford India and also the Best Accredited student Branch Award from Computer society of India.

Further, Establishment and Innovations plays a major role in the academic year 2020-21 Centre of Excellence with Royal Enfield and Eicher Motors are established.



The institution continues to be top in the country (National Rank-31 as per Education World Ranking 2021-22).

HiCET conducts seminars and also invites companies to give presentations that will help our students to choose a right career for themselves and has hence contributed to the industry by successfully delivering fresh recruits who have contributed continuously to the growth of the industry by being a part of the top-notch organizations.

For all these reasons HiCET has been a preferred institute for recruiting young minds.

Currently, there are around 5000+ students pursuing various Undergraduate programs (B.E./B.Tech.), Postgraduate programs (M.E./M.Tech, MBA & MCA) and Ph.D. research programs in the Institution and are mentored by around 250 well qualified and experienced faculty members.

HiCET nurtures future global leaders by imparting knowledge, skills and building attitudes among students to face the world in a fresh, energetic and unrestrictive work environment. In keeping view of the severity of COVID-19, the faculty members were able to gain and sustain student engagement by being creative with lectures that integrate props, student polling, and videos on online mode.

## About Hindusthan Business School

Department of Management Science was established in the year 2005, with a view to impart professional education in the field of business management. The MBA programme is affiliated to Anna University, Chennai and approved by All India Council of Technical Education (AICTE), New Delhi. The college offers full time two years MBA Degree Programme.

Apart from Specializations we up skill our students by offering various certificate programs like NPTEL, Coursera, NSE academy (NCFM), IIMBx and Edx.

A team of dedicated faculty members continuously monitor the corporate requirements and accordingly the students are trained in managerial skills, communication skills and leadership qualities.

The faculty members with their extensive knowledge and industrial exposure strive to bring a real life experience into the classroom. The sanctioned intake of MBA department is 60 students per batch.

Our students are well placed in corporates likes Oracle, JSW Steel, Swiggy, LeMeridien, CareerNet Consulting, Muthoooot Finance, KGiSL, IndusInd Bank, Hexaware technologies, State bank of India, IBM, Parle, Udaan, BYJU, Canara bank etc.



### Specialisations Offered

**Media  
Management**

**Human Resource**

**Finance**

**Logistics  
Management**

**Operations  
Management**

**Business Analytics**

**System**

**Marketing**

**Entrepreneurship**

**Health care  
Management**

**Agri business  
Management**

**Micro and small business  
Management**

**Tourism and Travel  
Management**



### **Vision of the Institution**

To become a premier institution by producing professionals with strong technical knowledge, innovative research skills and high ethical values.

### **Mission of the Institution**

- To provide academic excellence in technical education through novel teaching methods.
- To empower students with creative skills and leadership qualities.
- To produce dedicated professionals with social responsibility.

### **Vision of the Department**

Emerge as a premier business school recognized globally for management education, practice and research that propels lifelong learning with ethical and professional values.

### **Mission of the Department**

- Promote a collaborative learning environment that delivers the best in teaching, research, and innovation with a global perspective.
- Imbibe entrepreneurial and innovative capabilities to manage change and transformation across various disciplines of management practices.
- Nurture professional and ethical responsibilities related to industry, society, and environment.

### **Program Educational Objectives**

1. Exhibit managerial acumen with creative, innovative thinking and values in a global context.
2. Function effectively as competent managers with problem solving and decision-making capabilities.
3. Contribute responsibly to business and societal communities.

### **Program Outcomes**

1. Develop conceptual and functional knowledge in respective managerial domains for decision making.
2. Identify and interpret business scenarios with innovative and critical thinking skills for problem solving.
3. Exhibit effective communication skills to justify and negotiate business issues successfully.
4. Demonstrate leadership and team building skills in collaborative settings.
5. Integrate social precincts and ethical practices for corporate governance.
6. Appraise organizations, stakeholders and their relevant eco systems.

### **Program Specific Outcomes**

1. Integrate core, cross-functional and interdisciplinary aspects of management theories and frameworks with real world practices.
2. Engage in independent and lifelong learning and take up challenging assignments for professional development.

## Academic Excellence

The department makes all efforts to impart quality education and mould students to acquire necessary skills to take up challenging assignments in their job or entrepreneurial ventures. The academic performance is measured by the result of the examinations conducted by the college. The results for the academic year 2020-2021 are very much encouraging and progressive to achieve the overall mission and vision of our department.

**Students of MBA batch 2019-2021 who secured Distinction with CGPA of 8.5 and above**



**ASWATHI V**  
CGPA-9.28



**ADITHYA S DINESH**  
CGPA-9.24



**ROSHNI ROY**  
CGPA-9.24



**S SNEHA**  
CGPA-9.21



**VEENA C V**  
CGPA-9.19



**K P SREEPARVATHY**  
CGPA-9.17



**INDHUMATHI KP**  
CGPA-9.11



**SREE HARI H**  
CGPA-8.96



**SETHU MADHAVAN K S**  
CGPA-8.87



**ASWATHY K C**  
CGPA-8.8



**PRIYANKA G**  
CGPA-8.79



**SRUTHI B**  
CGPA-8.78



**MALARVIZHI S**  
CGPA-8.74



**TONY ANTONY**  
CGPA-8.72



**DHANYA P M**  
CGPA-8.69



**VINODHINI A**  
CGPA-8.6



**GREGARY ROY**  
CGPA-8.54



**MEGHA DAS**  
CGPA-8.52

## Academic Results: 2019-2021 Batch

Number of Students Enrolled	Students Securing Degree in 2021	Students Passing in Distinction With above 8.5 CGPA	Student Passing in First Class with above 7 CGPA	Students Passing in Second Class with below 7 CGPA
59	53	18	35	NIL

## Students of MBA Batch 2020-2022 who secured Distinction with CGPA of above 8.5 (upto II Semester)



**ARYA PRADEEP**  
CGPA-8.9



**JOSNA VARGHESE**  
CGPA-8.88



**NADHIYA R**  
CGPA-8.83



**NANDHANA M**  
CGPA-8.79



**SHERIN K SHAJI**  
CGPA-8.71



**SRIDHARAN K**  
CGPA-8.67



**DAYANA ROSE K**  
CGPA-8.63



**KALADEVI AISHWARIYA C S**  
CGPA-8.63



**VINEESH R**  
CGPA-8.56



## Department Activities

The department ran two webinar series namely Atmanirbhar Bharat and Business Insight during the AY 2020-2021. The department has various clubs namely Finance Club, Marketing Club, Human Resource Club, Entrepreneurship Development Club, Quiz Club and Debate Club.

Various programmes were organised by the department and the details are as follows:

### 1. MBA Inauguration - 2020

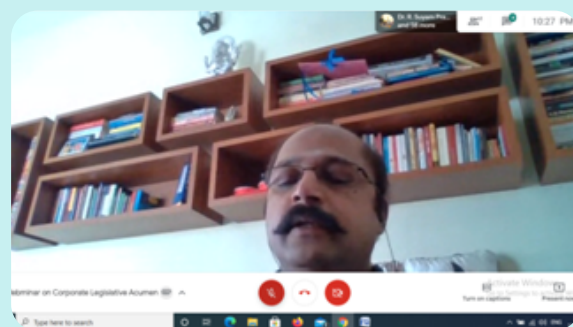
Virtual Inauguration of MBA programme for the Academic year 2020 - 2021 was held on 16 October 2020. The chief guest for the day was Prof. Dr. Ir. Ts Vinesh Thiruchelvam, Deputy Vice Chancellor (Research & Innovation) & Chief Innovation Officer (APIIT Education Group), Asia Pacific University of Technology & Innovation, Kuala Lumpur, Malaysia.

### 2. MBA Orientation Programme - 2020

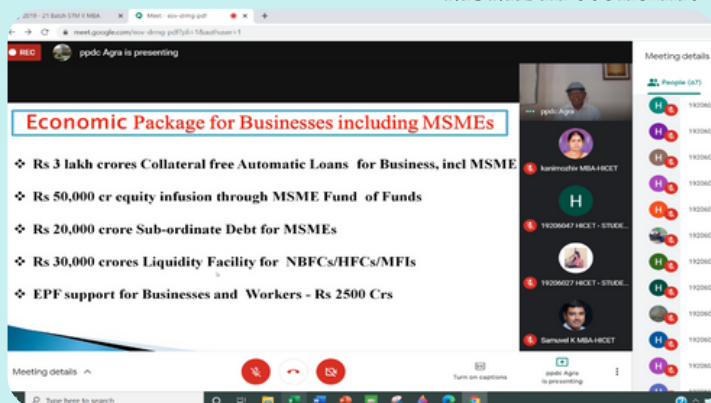
MBA orientation for the Batch 2020-22 was conducted from 19 October 2020 to 29 October 2020. Ice breaking session, pep talk by alumni, creative exercises, soft skills etc were conducted to ensure smooth sync and familiarization of students in MBA programme.

3. Workshop on "Let us Design: Canva" was organised on 17 August 2020 to give hands on training to students on designing presentations, posters, documents and other visual content which will help in making professional presentations. The workshop was handled by Mrs.V.Kanimozhi, Assistant Professor - MBA.

4. Webinar on "Corporate legislative acumen for business managers" was conducted on 29 August 2020. The resource Person was Dr.C.V.Madhusudhanan, Partner - KSR & Co, Company Secretaries LLP, Coimbatore. The resource person focused on the importance of awareness about legislative norms for business managers.



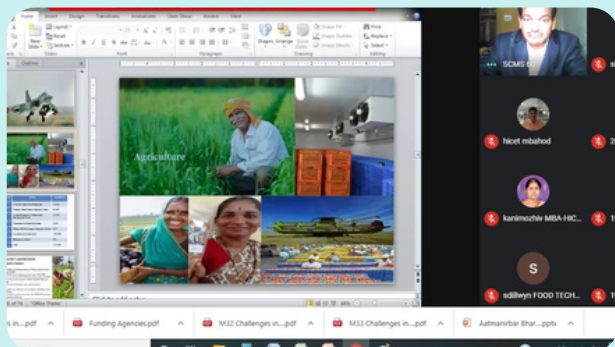
5. Webinar on "Road ahead for MSMEs" was conducted on 5 September 2020. The resource Person was Mr.Panneerselvam Ramasamy, Principal Director, MSME Technology Development Centre, Agra (UP). The resource person discussed the revised definition of MSMEs, economic packages for MSMEs and measures taken by RBI. He also stressed the importance of MSME in economic development.



6. Webinar on “Startup Ecosystem” was conducted on 25 September 2020. The Resource Person was Mr.Senthil Sankar, Managing Partner, Shree Renga Polymers, Karur, Tamilnadu. The resource person gave insight on startups in India and in other countries.

7. Webinar on “Episode Spoken & Unspoken” was organised on 13 October 2021. The Resource Person was Mrs.Priya Senthil, Founder, S2S Personality Development Training Academy Pvt Ltd, Coimbatore. The resource person discussed about Atmanirbhar bharat initiative, the purpose and the importance of the initiative.

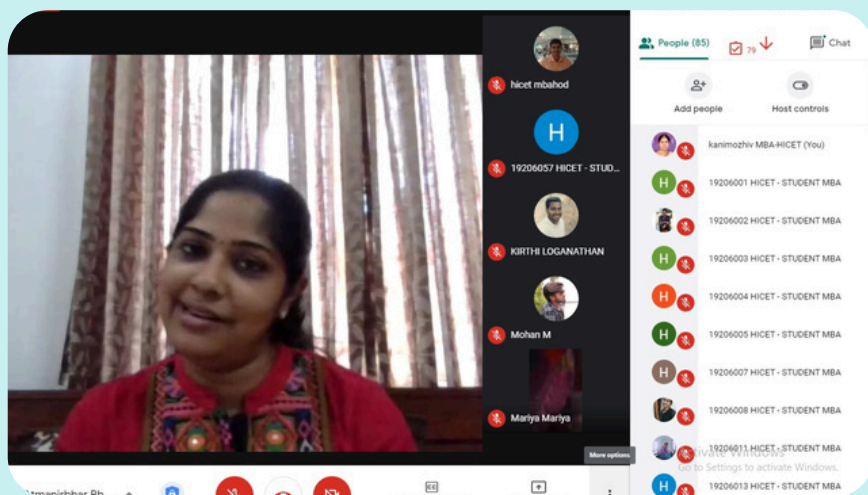
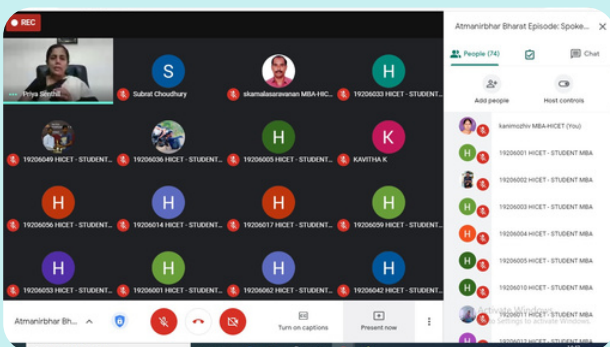
8. Webinar on “Role of Business Analyst” was organised on 27 October 2020. The Resource Person Was Mr.HN.Shashikiran, Chief Counsultant, Optimal Minds, Bengaluru. He explained the future and need of business analytics and buisness analyst.



9. Webinar on “Self-reliance: The Key to business success” was organised on 10 November 2020. Resource Person was Mrs.Sivaranjani Ganapathy, Founder and Director, AMATO. She explained about her startup experience and about the importance of self-reliance.

10. Webinar on “Growth Opportunities in Emerging Sectors” was organised on 18 November 2020. Resource Person was Dr.Venkata Madhusudan Rao, Assistant Professor, Department of Management, Jain University, Bangalore. The resource person gave insight on the emerging sectors and various opportunities in those sectors.

11. Webinar on “Worklife balance during pandemic” was organised on 6 February 2021. The Resource Person was Mr.K.HariPrasad, HRBP, Schneider Electric India (P) Ltd, Coimbatore. He discussed the ways to balance work life and its need during pandemic.



## FDP and Workshops Organised

1. Virtual FDP on "Preparing quality research proposal and research publication in High Indexed Journals" was organised on 11 November 2020. The Resource Person were Dr.Anubhuti Gupta, Professor and Assistant HOD, Department of Management, Amity University, UP and Dr.S.K.Nagarajan, Associate Professor, Department of Business Administration, Annamalai University.

2. One day introduction and demonstration session on "Activity based teaching learning process" for faculties of HICET was organised on 5 January 2021. The workshop was handled by Dr.K.Samuvel, Dr.M.Bhuvaneswari, Dr.S.Kamalasaravanan and Dr.R.Suyam Praba of MBA. The workshop was full of activities and the objective of the workshop was to order promote activity based teaching among our HICET faculties and also to make them understand the importance of activity based teaching learning process.

3. Session on "Successful Engineering Teachers" was organised on 21 January 2021 for HICET faculties. The Resource Person was Dr.K.Sarukesi, Former Vice Chancellor, Hindusthan Univeristy. The resource person shared his views on skills required to be a successful engineering teacher.





## Office Bearers of the HIMA (Hindusthan Management Association) 2020-2021

Chairperson	:	Anbuselvan S	- II MBA
Vice Chairman	:	Aravind R	- I MBA
Secretary	:	Venkatesh R	- II MBA
Joint Secretary	:	Nadhiya R	- I MBA
Treasurer	:	Tony Antony	- II MBA
Joint Treasurer	:	Josna Varghese	- I MBA

## Office Bearers and Activities of various clubs during Academic year 2020-2021

### FINANCE CLUB

#### II MBA

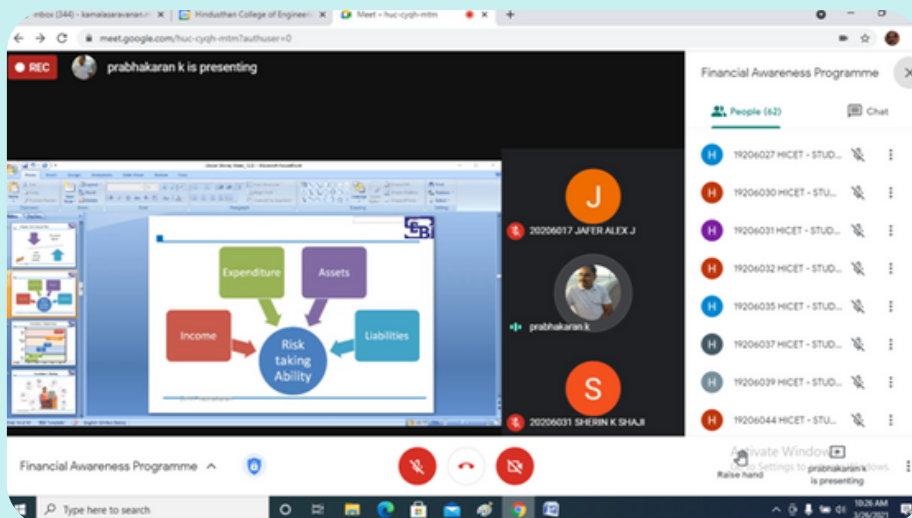
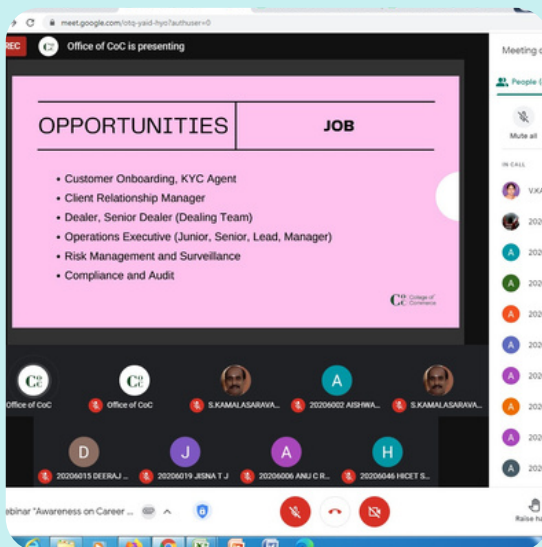
Senior President : Priyanka. G  
Senior Vice President : Malarvizhi. S

1. Financial Awareness Programme was held on 26 March 2021. The resource Person was Dr.K.Prabhakaran, Faculty - Finance & Entrepreneurship, SEBI & NCFE Financial Education. He created awareness about various investment avenues and their importance.

2. Webinar on "Awareness on Career Opportunities in Financial Services" was organised on 12 April 2021. The resource Person was Mrs.Santhanalakshimi, NSE Trainer at College of Commerce, Coimbatore. She explained about capital market and career opportunities in financial services.

#### I MBA

Junior President : J. Dhilak Kumar  
Junior Vice President : Anisya Shaju



## MARKETING CLUB

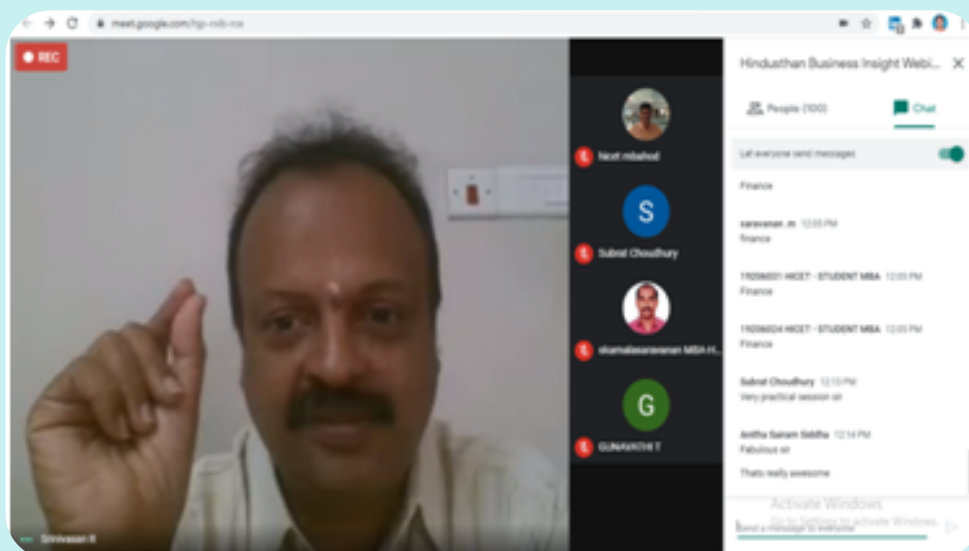
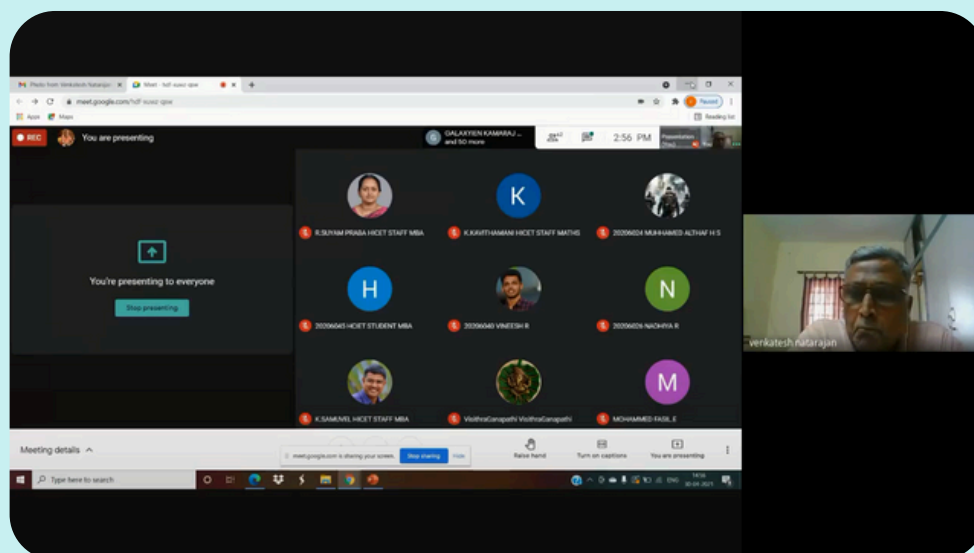
### II MBA

Senior President : Abhijith V  
Senior Vice President : Prajith Sukumaran

### I MBA

Junior President : Vineesh R  
Junior Vice President : Aiswarya A

1. Webinar on “Get street smart for Managerial Excellence” was organised on 15 October 2020. The Resource Person was Mr.R.Srinivasan, Founder, Trekone Consulting People point. The resource person explained the skill sets required by management professionals to excel in career.
2. Webinar on “Changing Media Landscape - Challenges and Opportunities” was organised on 30 April 2021. The resource Person was Mr.Venkatesh Natarajan, Mentor, VeiBa Consultancy, Chennai. The resource person gave insights on the marketing communication mix, and how the media landscape has changed as well the challenges and opportunities.



## HUMAN RESOURCE CLUB

### II MBA

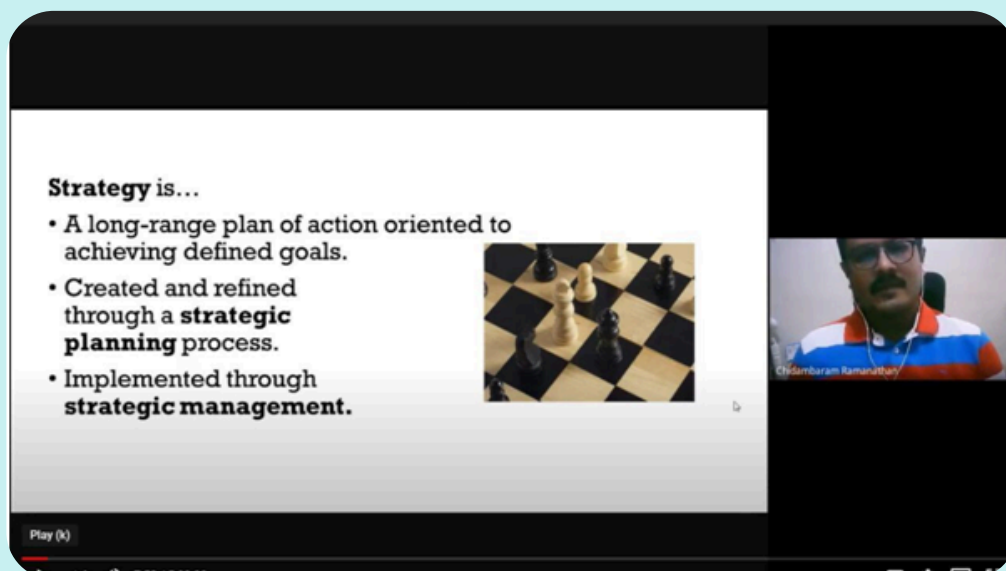
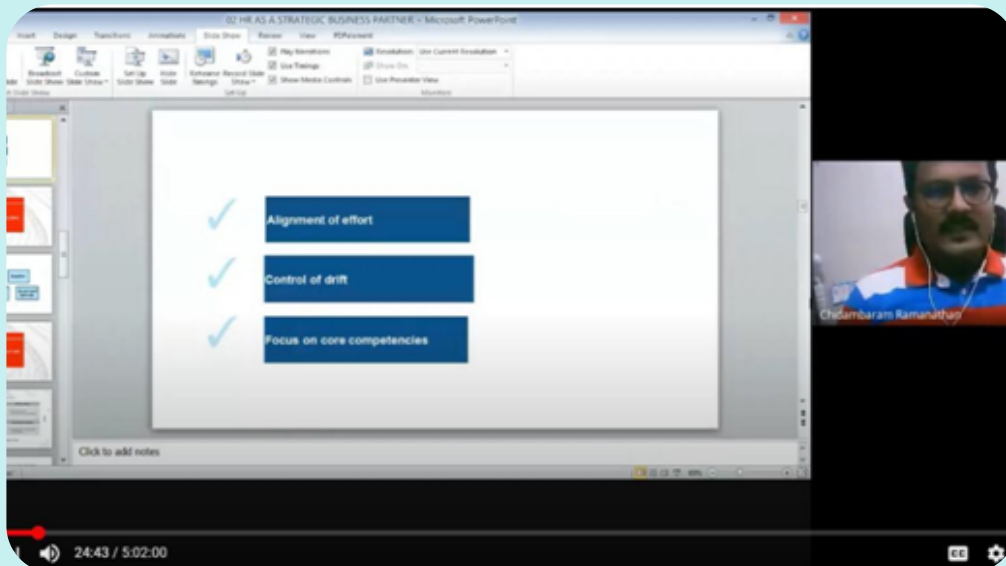
Senior President : Pramith. C.R  
Senior Vice President : Megha Das

### I MBA

Junior President : Shilpa Sasikumar  
Junior Vice President : Rufus Allwin

1. Webinar on “Artificial Intelligence Driven Human Resource Management” was conducted on 17 June 2020. The resource Person was Mr. R A Suresh, Deputy General Manager, Bharat Electronics Ltd, Bangalore. The resource person gave an insight on the recent technology that drives management of employees in organisations.

2. Webinar on “HR as a Strategic Business Partner” was conducted on 1 October 2020. The Resource Person was Mr.RM.Chidambaram, Head of HR, Indian Additives Ltd, Chennai. The resource person explained the importance of human resource for success of an organisation.





## QUIZ CLUB

### II MBA

Senior President : KP Sreeparvathy  
Senior Vice President : S Sneha

### I MBA

Junior President : Shyam Chandru M  
Junior Vice President : Anupama S

## DEBATE CLUB

### II MBA

Senior President : Aswathy KC  
Senior Vice President : Prasanna P

### I MBA

Junior President : C.S. Kaladevi Aishwariya  
Junior Vice President : Anupama S

1. Webinar on “Mutual Fund Vs ETFs - Financial Edge” was organised on 11 May 2021. The Resource Person was Mr.J.Ashok, Managing Partner, RP Investment Services, Coimbatore. The resource person explained the difference between Mutual Fund and ETFs in stock market and how its works in Financial Plan.

Parameter	Exchange Traded Fund	Active Mutual Funds
Trading	Listed and traded on exchange just like stocks	Open ended mutual funds are not listed on exchange
Transaction Price	Can be bought and sold at live Nav (NAV), hence investor can use intra-day market movement	Open ended mutual funds are bought and sold only at day closing NAV
Returns Objective	Aims to generate returns which are similar to the benchmark Index	Aims to generate returns based on fund managers skill and view & aims to outperform the benchmark Index
Portfolio	Replicates the portfolio of the benchmark Index	Portfolio is created based on fund manager view, within the investment objective of the fund
Cost	Lower cost since active management of the portfolio is not required Average expense ratio of Nifty 50 ETFs is 0.08%*	Active management of portfolio etc. leads to higher cost Average expense ratio of large funds is 2.2% (Regular)**
Exit Load	No Exit Load	Can have Exit Load

\*Source: ACE MI, \*\* Average of 17 Nifty 50 ETFs, \*\*2 Average of 28 large cap funds Regular plan (Growth), Behaviour of Plain vanilla ETFs and open ended mutual funds are explained in this note. As on Dec 31, 2019.

\*\*By Mitra Asset Knowledge Academy

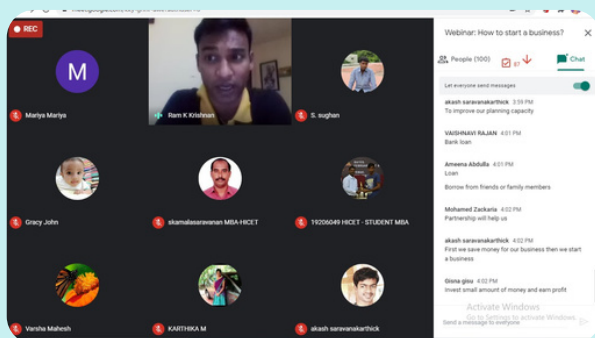
Exchange Traded Fund  
Power of Passive Investments

# ENTREPRENEURSHIP DEVELOPMENT CLUB

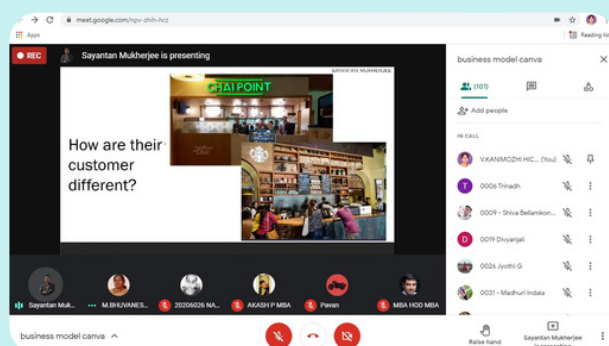
## II MBA

Senior President : Gregory Roy  
Senior Vice President : Roshni Roy

1. Webinar on “Social Entrepreneurship” was conducted on 24 June 2020. The resource Person was Dr.Saurabh Head, School of Business, SMVD University Katra, Jammu & Kashmir. The resource person created awareness on social entrepreneurship and importance of social entrepreneurship with real world examples .



3. Workshop on “Business Plan Development” was organised on 18 January 2021 in association with Mahatma Gandhi National Council of Rural Education, Department of Higher Education, GOI, India. The resource person Dr.G.Rajini gave hands-on training on preparing a business plan with the help of google form.

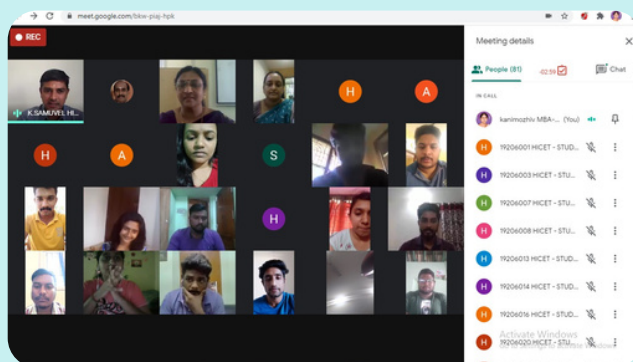


## I MBA

Junior President : Arunagiri. S  
Junior Vice President : Jisna. T. J



2. Webinar on “How to start a business” was organised on 22 October 2020. The Resource Person was Mr. Ram K7, Founder and CMO, Reach Skyline. The resource person shared his personal experience as well as the qualities and skills required to start a business.



4. Workshop on “Business Model Canvas - At a glance” was organised on 19 May 2021. The resource Person was Mr.Sayantan Mukherjee, Founder - The Innovator's Garage and The Hilltop Ventures and Director (Academics) - NIIEM. The resource person well explained on how to start with and prepare business model canva for a business idea. The session was very interesting and interactive.

## Faculty participation in Faculty Development Program and Short Term Training Programme

- Dr Samuvel K - Director, attended a FDP on "Preparing Quality Research Proposal and Research Publication in High Indexed Journals", organised by Hindusthan College of Engineering and Technology, on 11 November 2020.
- Dr Samuvel K - Director, attended a FDP on "Outcome based education for technical education, Phase II : Outcome based education and autonomy", organised by Rajagiri School of Engineering and Technology, Cochin, from 16 - 21 November 2020
- Dr Samuvel K - Director, attended a STTP on "Data Analytics in Business", organised by PG department of Management Studies and Research, Srinivas Institute of Technology, Mangalore , from 3 - 8 May 2021.
- Dr.M.Bhuvaneswari, Associate Professor, attended a STTP on "Writing and Publishing High Impact Research Publications and Scientific documents", organised by Rajalakshmi Engineering College, from 19 to 24 October 2020.
- Dr.M.Bhuvaneswari, Associate Professor, attended a FDP on "Rudiments of Finance: Teaching and Research perspective", organised by Jain Centre for Management Studies, from 2-6 November 2020.
- Dr.M.Bhuvaneswari, Associate Professor, attended a FDP on "Machine Learning and Artificial Intelligence for Real Time Applications" organised by Bharathiar University, from 9 - 11 July 2020.
- Dr.S.Kamalaravanan, Associate Professor, attended a FDP on "Design thinking", organised by Vellore Institute of Technology, from 14 - 18 September 2020.
- Dr.S.Kamalaravanan, Associate Professor, attended a STTP on "Outcome based curriculum planning, Mapping and Measurement", organised by Sri Krishna College of Technology, from 19 - 24 October 2020.
- Dr.S.Kamalaravanan, Associate Professor, attended a STTP on "Advanced Financial Statement Analysis", organised by SCMS Cochin School of Business, from 16 - 21 November 2020.
- Dr.S.Kamalaravanan, Associate Professor, attended a FDP on "Leadership & Excellence", organised by National Institute of Technology, from 23 - 27 November 2020.
- Ms.V.Kanimozhi, Assistant Professor attended a FDP on "Integrated Planning for NIRF Ranking & Best practices in Engineering colleges", organised by Hindusthan College of Engineering and Technology, from 27 June - 1 July 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a FDP on "Reboot: Teaching and Learning", organised by Department of Business Administration, Avinashilingam Institute for Home Science and Higher Education for Women, from 6 - 10 July 2020.



- Mrs.V.Kanimozhi, Assistant Professor attended a FDP on "Simulations and Gamification as Tools of Learning in Management Education", organised by Karunya University, on 28 August 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a FDP on "Data Analysis Using SPSS, AMOS & R", organised by Centre for Management Studies, Jain University, from 24 - 25 August 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a FDP on "Collaborative Boards and Tools for Online Learning in Management Education", organised by Karunya University, on 25 September 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a STTP on "Writing and publishing High Impact Research publications and scientific documents", organised by Rajalakshmi Engineering College, from 5 - 10 October 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a STTP on "Data driven techniques for business analytics using R programming, Python and tableau", organised by B.S.Abdur Rahman Crescent Institute of Science and Technology, from 19 - 24 October 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a FDP on "Rudiments of Finance: Teaching and Research perspective", organised by Jain Centre for Management Studies, from 2-6 November 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a STTP on "Teaching with simulation", organised by Rajagiri college of social sciences, from 16 - 21 November 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended a ATAL FDP on "Research in Finance using e views", organised by PSGR Krishnammal College for Women, from 4 - 8 January 2021.
- Dr.R.Suyam Praba, Assistant Professor attended a National STTP on "Research Methodology", organised by National Institute of Technical Teachers' Training and Research, from 12 - 16 October 2020.
- Dr.R.Suyam Praba, Assistant Professor attended a National STTP on "Outcome based Curriculum Planning, Mapping and Measurement", organised by Sri Krishna College of Technology, Coimbatore, from 19 - 24 October 2020.
- Dr.R.Suyam Praba, Assistant Professor attended a National STTP on "Writing and Publishing High Impact Research Publications and Scientific documents", organised by Rajalakshmi Engineering College, from 19 - 24 October 2020.
- Dr.R.Suyam Praba, Assistant Professor attended a National FDP on "Application of Tools and Techniques in Research Methodology and accelerate to publish article in Scopus and Web of Science", organised by HICAS, from 19 - 24 December 2020.
- Dr.R.Suyam Praba, Assistant Professor attended a FDP on "Effective Implementation of Outcome Based Education", organised by HICET, from 14 - 19 December 2020.
- Dr.R.Suyam Praba, Assistant Professor attended a FDP on "Pedagogical Innovations and Experimentation in Enhancing Learning Effectiveness for Gen Alpha" organised by HICAS from 4-7 February 2021.

## Faculty Participation in Webinars, Conferences, Workshops, Conclave

- Dr Samuvel K - Director, participated in Seminar on "International Business Seminar", organised by Hindusthan College of Arts and Science, Coimbatore, on 23 October 2020.
- Dr Samuvel K - Director, participated in National Seminar on "Ancient Indian Education system", organised by NITTTR, Kolkata, from 11 - 12 November 2020.
- Dr Samuvel K - Director, participated in Webinar on "Art of Living - The secret of Breath from Student to Manager", organised by HiCET, on 1 December 2020.
- Dr Samuvel K - Director, participated in Workshop on "Rural Entrepreneurship development action plan", organised by Mahatma Gandhi National Council of Rural Education Department of Higher Education, Ministry of Education Government of India, on 18 January 2021.
- Dr Samuvel K - Director, participated in National Webinar on "Importance of Academic identity and Faculty profile system ", organised by Inffibnet Center, Gujarat, on 12 February 2021.
- Dr Samuvel K - Director, participated in National Webinar on "Power of MS Excel sheet for Engineers", organised by Bannari Amman Institute of Technology, Sathyamangalam, from 17 - 18 May 2021.
- Dr.M. Bhuvaneswari, Associate Professor, attended Mega Virtual HR Conclave, organised by GNA Business School, on 30 May 2021.
- Dr.M.Bhuvaneswari, Associate Professor, attended a webinar on "Investing in Mutual funds Simplified" organised by VVM's Damodar College of Commerce and Economics on 9 July 2020.
- Dr.M.Bhuvaneswari, Associate Professor, attended a webinar on "Cyber Sex Trafficking and Remedies under Law" organised by Manonmaniam Sundaranar University on 18 July 2020.
- Dr.M.Bhuvaneswari, Associate Professor, attended a webinar on "Challenges faced by Women Leaders: Lessons learned and future Strategies" organised by Manonmaniam Sundaranar University on 21 July 2020.
- Dr.M.Bhuvaneswari, Associate Professor, attended a webinar on "Gender bias and Stereotyping" organised by Sri Malalan College of Arts and Science on 22 July 2020.
- Dr.M.Bhuvaneswari, Associate Professor, attended a webinar on "The future of Online Teaching" organised by Great learning on 24 July 2020.
- Dr.S.Kamalaravanan, Associate Professor, participated in International Seminar which was Organised by Hindusthan College of Arts and Science, Coimbatore, on 23 October 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "The Impact of Covid-19 on the Educational Institutions after Lockdown", organised by Audisanakara group of Institutions, on 16 June 2020.

- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Career Opportunities in Capital market", organised by Sri Ramakrishna College of Arts and Science and Annamalai Capital Services (P) Ltd ., on 18 June 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Future of Education post Covid", organised by TATA MCGraw Hill, on 18 June 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Career Opportunities in Capital market", organised by Vivekananda Institute of Management Studies in association with ACS Capital Academy, on 20 June 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Chasing the Dream", organised by A.P.C Mahalaxmi College for Women in association with ICT Academy, on 29 June 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "How to publish Open Access with Taylor & Francis" , organised by 29 July 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Investment Practices in Share Markets", organised by School of Commerce of KPR College of Arts Science and Research, on 31 July 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Everyone Can Do Quality Research", organised by Knowledge Institute of technology, on 6 August 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Dream the Impossible", organised by Hindusthan College of Arts and Science, on 12 August 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Webinar on "Border less business skills", organised by Sakthi Institiute of Information and Management Studies, on 13 November 2020.
- Mrs.V.Kanimozhi, Assistant Professor attended an one day Workshop, organised by Mahatma Gandhi National Council for Rural Education, on 18 January 2021.
- Mrs.V.Kanimozhi, Assistant Professor attended an Webinar on "Principals & IQAC Coordinators Meet", organised by Mastersoft, from 28 - 29 May 2021.
- Dr.R.Suyam Praba, Assistant Professor attended an National level Webinar on "Quality Sustenance through Online Mode of Education", organised by Hindusthan college of Engineering and Technology, from 8 - 9 April 2021.
- Dr.R.Suyam Praba, Assistant Professor attended an Webinar on "Measuring Productivity and Methods to improve Productivity", organised by SIIMS Business School, Pollachi, on 29 May 2021.
- Dr.R.Suyam Praba, Assistant Professor attended an International Conference on "Recent Advances in Management & Technology (ICRAMT-2020)", organised by Faculty of Management, Invertis University, Bareilly UP India, in association with Livingstone College Salisbury, North Carolina, USA, Johnson C Smith University Charlotte, USA, and The Institute of Company Secretaries of India, on 8 and 9 January 2021.



## Details of Online Courses Completed by Students

**Total Number of Courses : 30**

**Total Number of Certifications earned : 156**




Online Courses Title	No. of Students
AI for Every One	46
Types of Conflict	20
Inspiring and Motivating Individuals	15
Financial Market	11
The Future of Payment Technologies	8
Financial Planning for Young Adults	6
Market Research and Consumer Behavior	6
Conflict Resolution Skills	5
Marketing in a Digital World	5
Introduction to People Analytics	4
Influencing People	3
Intercultural Communication and Conflict Resolution	3
Managing Talents	3
Business Analytics for Decision Making	2
Digital Marketing	2
Introduction to Artificial Intelligence	2
Preparing to Manage Human Resource	2
Brand Management	1
Business English for Cross Cultural	1
Corporate Finance Essentials	1
Covid19 : What you need to know	1
European Business Law	1
Future of Payment Technologies	1
Introduction to Big Data	1
Introduction to Financial Markets	1
Leadership and Emotional Intelligence	1
Leading Teams	1
Managing Employee Performance	1
Personal & Family Financial Planning	1
Procurement and Sourcing Introduction	1

## Details of Online Courses Completed by Faculty

**Total Number of Courses : 38**  
**Total Number of Certifications earned : 48**

Faculty Name	Name of the Online Course
Dr Samuvel K	Advanced Instructional Strategies in the Virtual Classroom
Dr Samuvel K	Foundations of Virtual Instruction
Dr Samuvel K	Marketing in a Digital World
Dr.M.Bhuvaneswari	AI For Everyone
Dr.M.Bhuvaneswari	International Hospitality & Health Care Services Marketing
Dr.M.Bhuvaneswari	Leadership
Dr.M.Bhuvaneswari	Learning to teach online
Dr.M.Bhuvaneswari	Marketing 4Ps: Promotion
Dr.M.Bhuvaneswari	Marketing analytics: Know your customers
Dr.M.Bhuvaneswari	Positive Psychology
Dr.S.Kamalasaravanan	AI For Everyone
Dr.S.Kamalasaravanan	Analyzing Company's Performance using Ratios
Dr.S.Kamalasaravanan	Business Finance Foundation
Dr.S.Kamalasaravanan	Foundations of Virtual Instruction
Dr.S.Kamalasaravanan	Positive Psychology
Dr.K.Nithyavathi	Positive Psychology
Dr.K.Nithyavathi	Leadership and Emotional Intelligence
Dr.K.Nithyavathi	The Science of Well-Being
Dr.K.Nithyavathi	AI For Everyone
Dr.K.Nithyavathi	Essentials of Entrepreneurship: Thinking & Action
Dr.K.Nithyavathi	Effective Problem-Solving and Decision-Making
Dr.K.Nithyavathi	Fundamentals of Management
Dr.K.Nithyavathi	Introduction to Google Docs
Dr.K.Nithyavathi	International Leadership and Organizational Behavior
Dr.K.Nithyavathi	International Business I
Dr.K.Nithyavathi	International Business II
Dr.K.Nithyavathi	A Life of Happiness and Fulfillment



Faculty Name	Name of the Online Course
Dr.K.Nithyavathi	Introduction to People Analytics
Dr.K.Nithyavathi	Teamwork Skills: Communicating Effectively in Groups
Dr.K.Nithyavathi	Unethical Decision Making in Organizations
Dr.K.Nithyavathi	Work Smarter, Not Harder: Time Management for Personal & Professional Productivity
Dr.K.Nithyavathi	Strategic Management
Dr.K.Nithyavathi	Organizational Behavior: How to Manage People
Dr.K.Nithyavathi	Business Writing
Dr.K.Nithyavathi	Business Analytics and Digital Media
Dr.K.Nithyavathi	Budgeting & Scheduling Projects
Dr.K.Nithyavathi	Initiating and Planning Projects
Dr.K.Nithyavathi	Marketing Analytics
Dr.K.Nithyavathi	High-Impact Business Writing
Dr.K.Nithyavathi	Inspiring and Motivating Individuals
Mrs.V.Kanimozhi	AI For Everyone
Mrs.V.Kanimozhi	Analyzing Company's Performance using Ratios
Mrs.V.Kanimozhi	Design Thinking - A primer
Mrs.V.Kanimozhi	Foundations of Virtual Instruction
Mrs.V.Kanimozhi	Introduction to Digital Advertising Landscape
Mrs.V.Kanimozhi	Marketing analytics: Know your customers
Mrs.V.Kanimozhi	Marketing and Retail analytics
Mrs.V.Kanimozhi	Positive Psychology



**Elite**

## NPTEL Online Certification

(Funded by the Ministry of HRD, Govt. of India)


This certificate is awarded to  
**KANIMOZHI V**  
for successfully completing the course

**Design Thinking - A Primer**

with a consolidated score of **92** %


Online Assignments	24.50/25	Proctored Exam	67.5/75
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Total number of candidates certified in this course: **699**




**Prof. Devendra Jalihal**  
Chairman  
Centre for Continuing Education, IITM


Sep-Oct 2020  
(4 week course)



**Prof. Andrew Thangaraj**  
NPTEL Coordinator  
IIT Madras



Indian Institute of Technology Madras



FREE ONLINE EDUCATION  
**swayam**  
BYE BUDGET WISDOM, BYE BUDGET WISDOM

Roll No: NPTEL20MG38531340174

To validate and check scores: <https://nptel.ac.in/noc>



## Invite Lectures Delivered by our Faculty

- Dr Samuvel K - Director, served as a Resource Person for the event "Highlights of NEP 2020" Organized by Unnath Bharath Abhiyan, Karpagam Institute of Technology, Coimbatore, on 23 September 2020.
- Dr Samuvel K - Director, served as a Resource Person for the event "Webinar on "Swachh Bharat", AIR WING NCC 2(TN) AIR SQN NCC of Hindusthan College of Engineering and Technology, Coimbatore-32, on 15 December 2020.
- Dr Samuvel K - Director, served as a Resource Person for the event "NEP 2020 in Higher Education" Organized by Science and Humanities Department, Rathinam Technical Campus, Coimbatore, on 30 January 2021.
- Dr Samuvel K - Director, Dr.M.Bhuvaneswari - Associate Professor, Dr.S.Kamalaravanan - Associate Professor, Mrs.V.Kanimozhi, Assistant Professor & Dr.R.Suyam Praba, Assistant Professor served as Resource Persons for DST Sponsored 6 week online programme conducted at Hindusthan Institute of Technology during February to March 2021.
- Mrs.V.Kanimozhi, Assistant Professor & Dr.R.Suyam Praba, Assistant Professor served as a Resource Persons for the Webinar on Facilitating Innovation - Role of lab Technicians organised by HICET, on 30 April 2021.
- Mrs.V.Kanimozhi, Assistant Professor & Dr.R.Suyam Praba, Assistant Professor served as a Resource Person for Personality Development for Skill and Personality Development Programme organised by HICET Centre for SC/ST Students (SPDC)Cell, on 24 March 2021.

## Faculty Publications

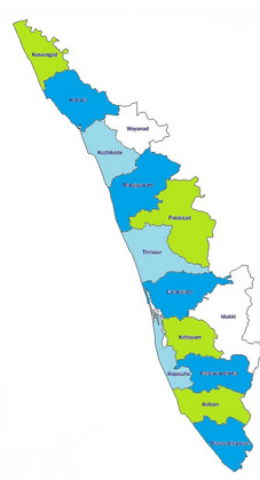
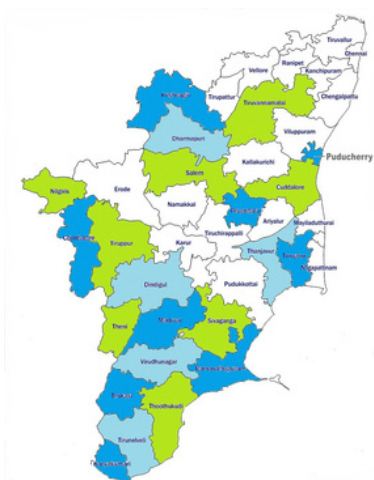
- Dr.K.Samuvel - Director and Ms.V.Kanimozhi, Assistant Professor, published a paper titled "Measurement model for online grocery purchase intention" in International Journal of Research in Commerce, IT & Management, Vol.10, Issue no:10, Pg.no.1-5, October 2020.
- Dr.M.Bhuvaneswari, Associate Professor, published a paper titled "A Study on Worklife Balance of IT Employees in Coimbatore North Zone" in International Journal of Research in Commerce, IT & Management, Vol.10, Issue no:10, October 2020.
- Ms.V.Kanimozhi, Assistant Professor, published a paper titled "Islamic banking : An untapped model for financial inclusion in India" in Aegaeum journal, Vol.8, Issue no:10, Pg.no.1355-1361, November 2020.
- Dr.S.Kamalaravanan, Associate Professor, published a paper titled "A Study on Opportunities for Augmented Reality in Future Business Models" in Management Insight The Journal of Incisive Analysers, Vol.XVI, Issue no.2, Pg.no.50-54, December, 2020.
- Dr.S.Kamalaravanan, Associate Professor, published a paper on the title "Customer perception towards services provided by Flipkart" in Asian Journal of Multidisciplinary Research & Review (AJMRR), Vol.2, Issue no:2, Pg.no.298-303, April - May 2021.

**Corporates Associated with Us  
during 2020 - 2021**



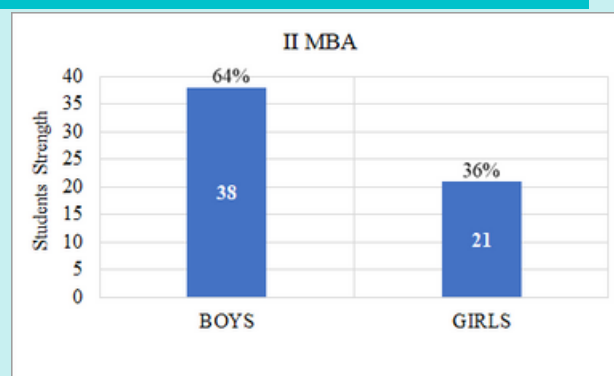
## Hindustan Business School - Glimpses '21

## Kerala



**I MBA**

Gender	Students Strength	Percentage
BOYS	22	50%
GIRLS	22	50%



Stream	I MBA (2020-2022)	II MBA (2019-2021)
Arts & Commerce	30 (68%)	40 (68%)
Engineering	4 (9%)	9 (15%)
Science	10 (23%)	10 (17%)



## Faculty Awards

Dr. K. Nithyavathi, Associate Professor has been awarded with GURU PURASKAR 2020 by Sea Scouts and Guides, Tamilnadu on the occasion of Teachers Day (5 September 2020) in recognition of outstanding contribution in the field of Teaching & Educational Service.



## Award of Research Seed Money

Our faculties has been awarded research seed money from the institution, under the grants earmarked for the Academic year 2020-2021. The details are as follows:

1. Dr.M.Bhuvaneswari, Associate Professor for the project titled "Emotional Intelligence among teaching community with special reference to HICET"
2. Dr.S.Kamalaravanan, Associate Professor for the project titled "A study on Opportunities available in accessing defence corridor project by MSMEs in Coimbatore"
3. Dr.R.Suyampraba, Assistant Professor for the project titled "Leadership Skills (HiCET)"

## Our MBA Rankings 2021

**HICET MBA Rank 37**

**Selected & RANKED in**

**TOP Private B Schools-SOUTH ZONE**

**OUTLOOK-ICARE MBA RANKINGS 2021**

**OUTLOOK**  
THE WEEKLY NEWSMAGAZINE

**HICET MBA  
Rank 56**



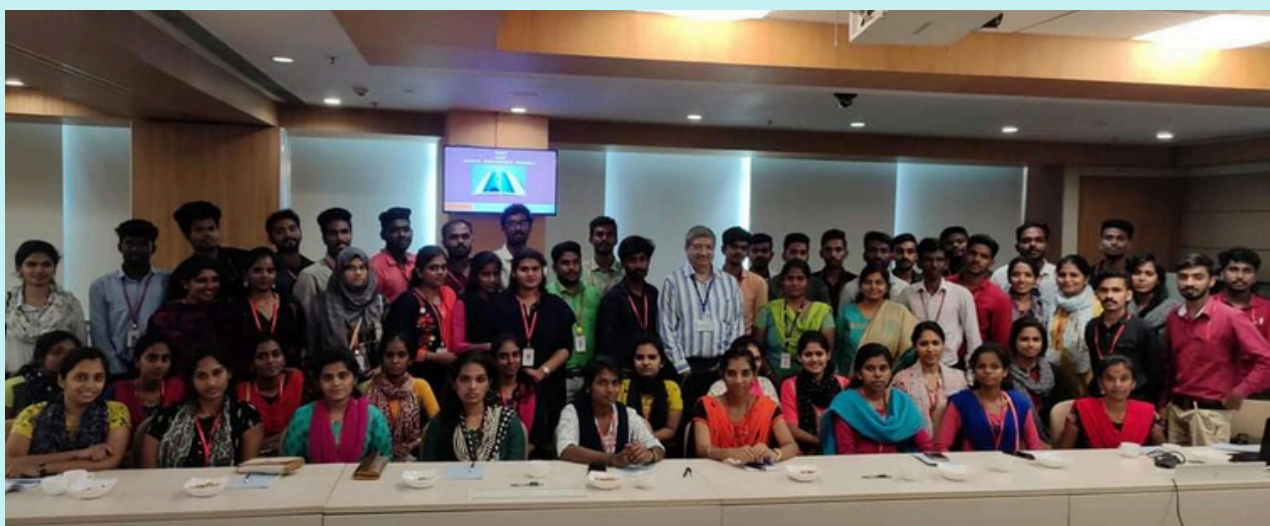
**HICET MBA  
Ranked In India  
in B4 Band**

**BUSINESS STANDARD  
B-SCHOOL RANKING 2020**





**MBA 2017-2019 Batch**



**MBA 2018-2020 Batch**



**MBA 2019-2021 Batch**



## Prominent Corporate Personalities @ Hindusthan Campus

### HiYES (Hindusthan Youth Empowerment Series)

**Date** : 7 January 2019

**Speaker** : Dr.A.Velumani  
Creator / Managing Director,  
Thyrocare Technologies Limited



### HiYES (Hindusthan Youth Empowerment Series)

**Date** : 4 September 2015

**Speaker** : Dr.Kiran Bedi,  
Former IPS Officer.

### HiYES (Hindusthan Youth Empowerment Series)

**Date** : 20 March 2015  
Mumbai Dabbawalas



### HiYES (Hindusthan Youth Empowerment Series)

**Date** : 1 March 2017

**Speaker** : Dr.Radhakrishna Pillai,  
Author of the Book "Corporate  
Chanakya"

## Testimonials of MBA 2019-21 Batch



The institution provided me the best platform and infrastructure to excel in my career. I thank our HOD and the entire department who always supported and motivated us to have a positive attitude. I had a great experience to work with club activities and other programs. It is more than a stepping stone ahead, the training offered can literally allow a person to change career fields effortlessly.

**Aswathi V**

It's been my pride that I'm an Hindusthan student. The way they treat students and guide them are priceless. They paved my way for career life. They helped me in structuring my life. Thanking each and every faculty for their time and guidance.

**Anbuselvan S**



My life at Hindusthan - MBA was enriched by the constant guidance that has been provided with efficient training. The faculties and mentorship programme provided us a platform to build our character by enriching our leadership and negotiation skills through various forums, events and activities.

**Arun George**

Thank you for giving such an opportunity to be a part of Hindusthan and it was a great experience and I had lots of opportunities through out my MBA program. In this pandemic days our studies all gone well through the online classes and our faculties are so supportive.

**Megha Das**



Through my MBA @ HICET, I improved my communication skill, professional skill, trading skill and investment skill. I'm lucky to have these kind of faculties who are kind and helpful in all situations. I got lot of job opportunities from placement cell. Thank you for the great opportunities.

**Madhu Kumar S**

I Started my Hindusthan journey as an MBA student like others. I too stepped in with lot expectations surprisingly they give me lot more than the expected. Though we are the first batch for online class they managed us without any flaws and helped us to achieve our dreams. We had more placements during this covid situation. Its my proud and blessed moment to be a part of Hindusthan student. Thank you for your support. **Malarvizhi.S**



The MBA programme has helped me to develop confidence and improve my personality to face the challenges of the business world. I am fortunate to be a part of the HICET family. Regular course work, projects and seminars gives us an opportunity to stretch our abilities that helps to face the competitive world. Moreover, I love the faculties as they are very passionate and knowledgeable about the subject they teach and it was such a great experience to have so much interaction with them. In my experience, such motivating, helpful and encouraging faculty members are the best of everything.

**Mohamed Abdul Hameed P**

College isn't in everyone's hearts. I am living proof, though, Hindusthan doesn't mess up your plans. It gives you more experiences to write about.

**Abin John**



Our college has all the necessary infrastructure and facilities. The quality of teaching is very good and excellent. The curriculum includes all the recent developments that have actually taken place. Overall it is a good place to pursue higher education with pleasant and spacious environment with Friendly and experienced faculty members.

**Sethu Madhavan KS**

Hindusthan business school, developed my thought process and skills to next level, I thank the institute for providing the platform for not only professional advancement but also personal and integrated growth.

**Veena CV**





About 2 years back, I stepped into MBA at HICET. Best things about college is you will grow more independent. The atmosphere is extremely friendly and welcoming. Got an innovative teaching experience with knowledgeable and experienced professors. It also provided a platform to express my ideas and taught me the valuable life lessons required in my life. It's nice to come into an atmosphere that's uplifting and good. Hindusthan always keeps their legacy.

**Juju Mary**



*We are very glad in releasing "GLIMPSES' 21". The academic performance, co-curricular activities of the department during the academic year 2020-2021 is presented. Our Heartfelt thanks to the Management, Principal, Dean, Dean - Academics, Staff Members and the Students.*

### **PATRON**

- |                                     |  |
|-------------------------------------|--|
| <b>Shri T.S.R Khannaiyann</b>       | - <b>Founder and Chairman</b>              |
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**Hindusthan Business School - Coimbatore**



**HICET -MBA**

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