



Message from the Director's Desk

I am very pleased to see the Department of Management Science having completed Seventeen years of its existence. We have been awarded the autonomous status by AICTE and Anna University in July 2016. Fifth batch of students belonging to 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 2021 – 2022. We are more or less in the end stage of Covid 19 reaching its endemic stage. All economic activities have started to resume, then comes Ukraine and Russia conflict. World is in for another geo-political tensions. In spite of it Indian economy is fighting its way towards economic self sufficiency.

In Academic front current outgoing batch of 2020 – 2022 are the most disturbed lot in terms of classes, examinations and schedules. They have coped well and have come out in flying colors. Placement was very encouraging in spite of all turbulences. Our students actively participated in online programs, NPTEL certifications, Social Immersion projects and Rural Innovation Projects. Over all this was a challenging and prosperous year in the making. 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 '22

June 2021 - May 2022

"Every work has got to pass through hundreds of difficulties before succeeding. Those that persevere will see the light, sooner or later".

- Swami Vivekananda



"Learning gives creativity, Creativity leads to thinking, Thinking provides knowledge, Knowledge makes you great".

- Dr A P J Abdul Kalam



Dr.K.Samuvel
Director MBA



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.

The institution continues to be top in the country (National Rank-32 as per Education World Ranking 2022-23). As per CSR - GHRDC rankings to Top Engineering Colleges 2022, HICET was ranked in Super Excellence with Rank 8.

Further, Establishment and Innovations plays a major role and Centre of Excellence with Royal Enfield and Eicher Motors are established.

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.

The institutions All India ranking as per The Week - Hansa Research Survey is 116. As per Outlook I Care Rankings 2022 of Best Private Engineering Colleges in India , HICET ranks 101-125.

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, Muthoot Finance, KGiSL, IndusInd Bank, Hexaware technologies, State bank of India, IBM, Parle, Udaan, BYJU, Canara bank, HCL, Reliance Retail, 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

- Exhibit managerial acumen with creative, innovative thinking and values in a global context.
- Function effectively as competent managers with problem solving and decision-making capabilities.
- 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 2021-2022 are very much encouraging and progressive to achieve the overall mission and vision of our department.

Students of MBA batch 2020-2022 who secured CGPA of 8.4 and above



JOSNA VARGHESE
CGPA-8.55



NADHIYA R
CGPA-8.50



SHERIN.K.SHAJI
CGPA-8.47



DAYANA ROSE K
CGPA-8.44



SRIDHARAN K
CGPA-8.43

Academic Results: 2021-2023 Batch

Students of MBA Batch 2021-2023 who secured CGPA of above 8.4



HASINI C
CGPA-9.04



YAZHINI T
CGPA-8.58



NISHA S
CGPA-8.46



APARNA PRADEEP
CGPA-8.42



SURESH R
CGPA-8.42

Department Activities

The department has various clubs namely Finance Club, Marketing Club, Human Resource Club, Entrepreneurship Development Club, Business Analytics and Debate Club.

The details of programmes organised by the department are as follows:

1. MBA Inauguration - 2021

Virtual Inauguration of MBA programme for the Academic year 2021 - 2022 was held on 9 September 2021. The chief guest for the day was Mr.Sri Raman Panyam , Director of India Operations, Illinois Institute of Technology, Chicago, USA.

2. MBA Orientation Programme - 2021

MBA orientation for the Batch 2021-23 was conducted from 09 September 2021 to 18 September 2021 . During orientation various sessions on Tools for creative presentation, pep talk by alumni, role of fintechs in changing landscape, resilience in emotional intelligence, etc were conducted to ensure smooth sync and familiarization of students in MBA programme.

3. Workshop on "Guidance On Psychological skills to Volunteers" was organised on 04 June 2021 and the resource person was Dr.G.Rajini, Mahatma Gandhi National Council Of Rural Education, MOE, Govt of India . This session guided students to improve their mental and psychological skills.

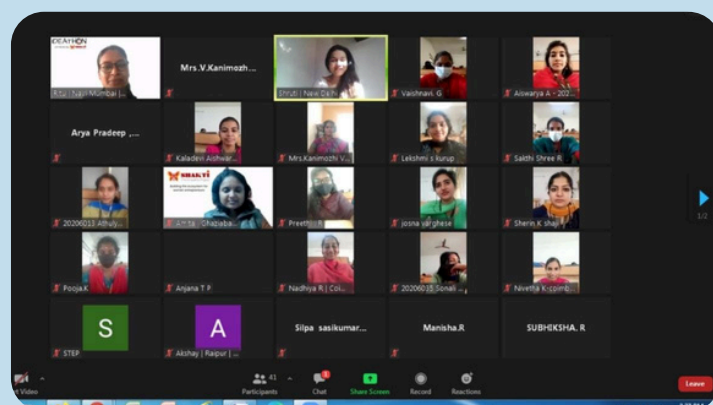
4. Webinar on "Inspiring minds for Dream Profession" was conducted on 7 June 2021. The Resource Person was Mr.Parassinraj,Principal Consultant & Skill Development. The resource person gave motivated and inspired students to be innovation.

5. Workshop on "Design thinking" was conducted on 17 December 2021 and the resource person was Ms.Ritu Shah Gupta, Program Associate in STEP. The workshop was exclusively for women students to promote women entrepreneurship. Through this workshop students get to know about how to identify a business idea through design thinking.

6. The students of I MBA went for a field trip to Isha Yoga on 27 November 2021. The field trip enabled students to understand the cultural values of society and gave an understanding on the activities of the society.



7. The students of II MBA visited Shanti Ashram on 22 December 2022 as a part of Social immersion and outreach activity. Students understood the need of outreach activities and how it enables betterment of the society.



8. 16th Graduation day and Alumni meet was held on 11 March 2022 for MBA 2017-19 batch. The Chief Guest for the programme was Dr.Mamta Rani Agarwal , Advisor, AICTE.

9. 17th Graduation day and Alumni meet was held on 25 March 2022 for MBA 2018-20 batch. The chief Guest for the programme was Dr.Sandhya Chintala , Executive Director, ITES Sector Skill Council .

10. A Seminar was conducted based on the NBA Accreditation Tier-I Process and SAR preparation on 11 May 2022. The Resource person for the program was Dr.Nedunchezian, Dean of Sree Saraswathi Thyagaraja.

11. Hiloop - Management Meet was organised on 27 May 2022 in which students from various institutions actively took part in various management games.



Outreach Activities

Students of I MBA carried out **Social Immersion Project** from 27 December to 31 December 2021. The Social Immersion project was conducted in various places for which students were divided into different groups and they got engaged in the community activities. Through this outreach activity students were able to understand the current issues faced by various people in our society.



Students of I MBA carried out **Rural Innovation Project** from 20 June 2022 to 24 June 2022. The Rural Innovation project was conducted in Arisipalayam Village, Coimbatore. This Project was conducted in order to create awareness among rural people on their day to day living and educating them regarding schemes related to Agriculture, Bank policies and other Government schemes. These activities were conducted to get along with the rural community and create awareness among rural people about various innovative government schemes.



Hindusthan
College of Engineering and Technology
Valley Campus, Pollachi Highway, Coimbatore - 641032.
DEPARTMENT OF MANAGEMENT SCIENCES

◆ **RURAL INNOVATION PROJECT** ◆
(20BA2701)

Date	Plans	Co - Ordinating Club
20.06.2022	Go Green Campaign	HR Club
21.06.2022	A Day with Rural School Students	Business Analytics Club
22.06.2022	Enrouting E - Services	Debate Club
23.06.2022	Fin - Tech at Doorsteps	Finance Club
24.06.2022	Everything about Organic	Marketing Club

We Cordially invite you for the
Rural Innovation Project
at Arisipalayam Village Panchayat.

Faculty Co - ordinator: Dr. M. Bhuvaneshwari, Professor - MBA
Convenor: Dr. K. Samuvel, Director - MBA
Patrons: Dr. J. Jaya, Principal; Dr. K. Karumakaran, CEO



Global Immersion Programme

VGIP (Virtual Global Immersion Programme) was conducted on 20 to 24 September 2021 in association with BERJAYA TEVET College, Malaysia. The program enabled the students to understand the region's business, cultural, political and business environment.




**VIRTUAL GLOBAL
IMMERSION PROGRAMME**
 20 – 24 SEPTEMBER 2021



Mr. Kanendran T.A
President
Chairman, VGIP
BTVC College



Dr. Sherly George
Head, Academics
Organiser, VGIP
BTVC College



Cik Hamimi Abd Hamid
Programme Leader
(CPE)
Co-Organiser, VGIP



Cik Liyana Zupli
Programme Leader
BTVC College



Pn Intan Norraha
Programme Leader
BTVC College



Cik Nur Atifah Ghazali
Programme Leader
BTVC College



En Muhammad Huzalfah
Programme Leader
BTVC College



En Zailhan Yusop
Programme Leader
BTVC College



Prof. Dr. Philip George
Head of Psychiatry,
International Medical
University



**Prof. Dr. Evelyn S
Devadason**
University Malaya



En. Nor Iskandar
Manager, Strategy
Management
Department, EPF



Mr. Chris Chong
Senior General Manager,
IOI City Mall



**Mr. Harikaran
Subramany**
Director of IZED Capital
Partners Sdn Bhd



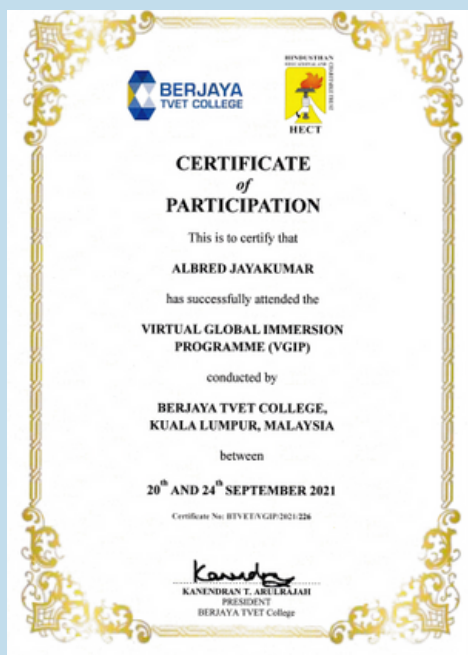
En. Saiful Rizal
Deputy Vice President,
Technology Advanced
Programme, MTDC



Cik Nora Jaswa
Marketing & Communications
Manager
Dorsett Hospitality
International



En Amrul Ihsan
Head of Company
Incorporation & PLS
SSM



VIRTUAL GLOBAL IMMERSION PROGRAMME (VGIP) 20 – 24 SEPTEMBER 2021					
Day/Session	Monday (20.9.2021) (Ikram)	Tuesday (21.9.2021) (Darshini)	Wednesday (22.9.2021) (Norma/Linda)	Thursday (23.9.2021) (Ikhwani)	Friday (24.9.2021) (Noorlin)
First Session 8.30 am - 9.30 am	Welcome Note by Mr. Kanendran TA, President, BTVC Students Group Presentation - Group Work - Guidelines & QA Cik Hamimi Abdul Hamid and team	Malaysia's Journey in the Digital Age (Discussion) Cik Liyana Zupli Programme Leader BTVC College	Start-up Business in Malaysia - Foreigners Perspective (Discussion) En. Amrul Ihsan bin Sharif Ketua Unit Bahagian Perkhidmatan Pontadbaran SSM	IR4.0 (Q&A Session) En Saiful Rizal, Deputy Vice President Technology Adoption Programme, MTDC	Entrepreneurship Challenges in 2022 (Q&A Session) En Saiful Rizal, Deputy Vice President Technology Adoption Programme, MTDC
Second Session 9.30 am - 10.30 am	Malaysian History, Geography and Society (Quiz) Mr Kanendran TA President BERJAYA TVET College	The Future of AI in Travel and Tourism Industry (Discussion) Mr Zailhan Yusop & Cik Nur Atifah Programme Leaders BTVC College	Impact of Covid-19 on Mental Health (IMU) (Q & A sessions) Professor Dr Philip George Head of Psychiatry at the International Medical University (IMU)	TVET Education in Malaysia (Quiz) Mr Kanendran TA President BERJAYA TVET College	Basics of Shopping Malls and the Malaysian Covid- 19 Experience Mr Chris Chong Senior General Manager IOI City Mall
Third Session 11.30 am - 12.30 pm	Employees Provident Fund: A Special Friend for your Golden Years (Discussion) En. Nor Iskandar, Md Nor Manager, Strategy Management Department, Employees Provident Fund (EPF)	The Future of Work (Case Study) Pn Intan Norraha Programme Leader BTVC College	Hospitality Industry in Malaysia (Quiz) En Muhammad Huzalfah Programme Leader BTVC College	Non-Tariff Measures in ASEAN: Is Protectionism on the Rise? (Q&A Session) Professor Dr Evelyn S Devadason University Malaya	11.30 am - 2.30 pm Students Group presentation on the exercise given Valediction (3 best presenters) (Hamimi) All Staff
Fourth Session 12.30 pm - 1.30 pm	Financial Model Mr. Harikaran Subramany Director of IZED Capital Partners Sdn Bhd	Landscaping Malaysian Economy (Project) Dr Sherly George Head, Academic and Administration Centre BTVC College	Strategies of Hospitality Industry during Pandemic (Discussion) Nora Jaswa Marketing & Communications Manager Dorsett Hospitality International	Briefing on Project Presentation Hamimi Programme Leader, CPE	

Outbound Training and Industrial Visits

Outbound training program was conducted for MBA students at Pallamalai, Coimbatore . This training helped the students to learn practically about the teamwork, leadership and improving their coordinating skills which is needed in business environment.



Industrial Visit was organised for II MBA students during May 2022 in which students went to Bangalore and visited Keynes Technology India Ltd as a part of their industrial visit.



Office Bearers of the HIMA (Hindusthan Management Association) 2021-2022

Office Bearers and Activities of various clubs during Academic year 2021-2022

Chairperson	: ARAVIND R	- II MBA
Vice Chairman	: HASINI C	- I MBA
Secretary	: NADHIYA R	- II MBA
Joint Secretary	: RAJA PRASANTH R	- I MBA
Treasurer	: JOSNA VARGHESE	- II MBA
Joint Treasurer	: APARNA PRADEEP	- I MBA

Finance Club

II MBA

Senior President : Dhilak kumar J
Senior Vice President : Ansiya Shaju

1. Mutual funds : A Beginner's Module was held on 05 June 2021 in order to enable students to take up NSE Academy's certification course.

2. Basics of stock and commodity Trading was organized on 10 June 2021. The resource Person was Mr.K.Annamalai, Managing Director, Annamalai Capital Service Pvt, Coimbatore. He explained about capital market and career opportunities in financial services.

3. Understanding the stock and commodity derivative market was held on 29 September 2021. The resource person was Dr.K.Prabhakaran, Faculty-Finance and entrepreneurship. He created awareness about stock and commodity.

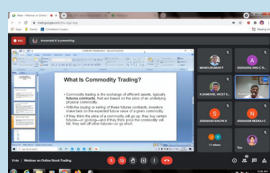
I MBA

Junior President : Mugesh J
Junior Vice President : Dinesh Kumar V

4. Basics of stock market investment was held on 09 December 2021. The resource person was Mr.Gowtham Damotharasamy, Founder of Finclinq. He explained about the stock investment.

5. On 1st February 2022 Live Budget Streaming was held. It was coordinated by Dr.S.Kamalasaravanan, Professor, MBA.

6. Analysing and Transacting financial securities was held on 13 May 2022. The resource person was Mr.Gowtham Damotharasamy, Founder of Finclinq. He demonstrated how to analyse the company and buy the stock.



Marketing Club

II MBA

Senior President : Vineesh R
Senior Vice President : Aiswarya A

I MBA

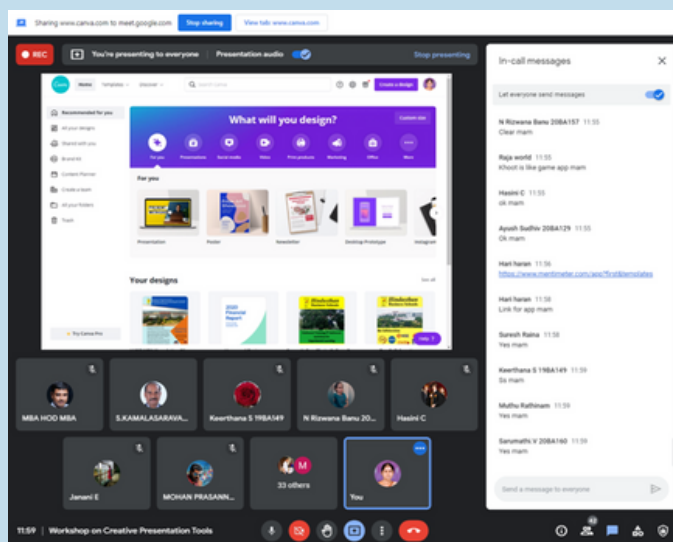
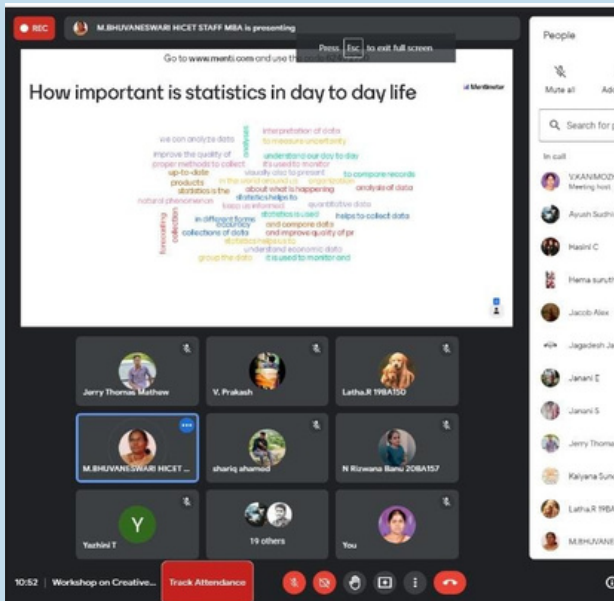
Junior President : Aathika Fathima A
Junior Vice President : Santhosh Raj V

1. Webinar on "From the classroom to Career:What lies Ahead" was organised on 03rd june 2021. The Resource Person was Mr.Dharashan Chandran,Product Marketing Manager , WhatFix Blr. This session was about the career opportunities for freshers.

2.Workshop on "Creative Presentation tools" was organised on 20 to 24 september 2021. This workshop was Coordinated by Dr.S.Kamalasaravanan, Professor and Dr.V.Kanimozhi, Assistant Professor.

3. Webinar on "Digital Marketing And Design" on 28 February 2022 . The Resource Person was Mr.Manoj jeevagan, Founder , Iniya Mart Digi Solutions,Trichy. This session was based on creating an awareness on Digital marketing and its designs.

4.Workshop in Institution Innovation Council On Creativity & Innovation was held on 21 March 2022 by Mr. Prashanth Ganesh , Co-Founder , PreSkale. He talked about Creative Innovation today's trends.



Business Analytics Club

II MBA

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

I MBA

Junior President : Vasanth M
Junior Vice President : Hemasuruthi S

1. Parametric and Non Parametric tests was held on 16 June 2021. The resource person was Dr. Sundari Suresh, President, Global Multidisciplinary Research and academic foundation, Chennai. She explained about parametric and non parametric and how to take tests.

2. Workshop On "Advanced Microsoft Excel" was conducted on 17 June 2021. The resource person was Mr. Parthasarathy, Training Architect, TIAC, Coimbatore. He talk about the advanced Excel uses and how to work on it.

Debate Club

II MBA

Senior President : Kaladevi Aiswariya C S
Senior Vice President : Anupama S

I MBA

Junior President : Nikilesh V R
Junior Vice President : Abhishek C P

Panel discussion on Union Budget 22 was held on 09 February 2022. The resource person was Mr. B. Guru Prasanna, Partner, Mohan and Venkatraman company. The resource person debated on the Union budget of 2022 with MBA students.



Human Resource Club

II MBA

Senior President : Shilpa Sasikumar

Senior Vice President : Rufus Allwin

I MBA

Junior President : Varun S

Junior Vice President : Janani S

1. Webinar on "Inspiring Minds for Dream Profession" was conducted on 07 June 2021. The resource Person was Mr.Parassin raj , Principal Consultant & Skill Development.The resource person gave an insight on having a professional career as a dream and also inspired younger generations by shaping their minds.

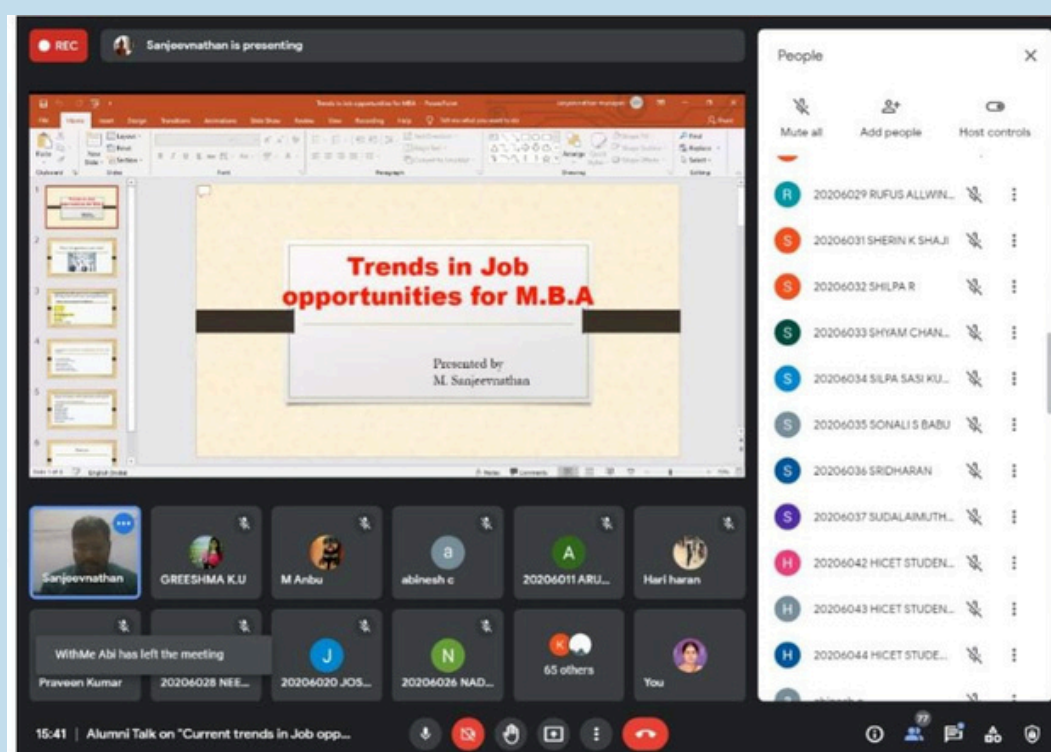
2. Webinar on "Industrial Law:New Insights" was conducted on 31 July 2021. The Resource Person was Mr.Chidamabaram, Head of HR and Administration , Indian Additeves LTD, Chennai . The resource person explained the importance of Industrial Relations and its laws.

3.Webinar on "Emerging Business Opportunities" was Organised on 23 August 2021 . The Resource person was Mr. Martin M , Field coordinator , EDII-TN , Sastra University , Thanjavur. The talk was regarding the wide variety of business opportunities that can be utilized in starting a new business.

4.On 30 September 2021 an Alumni Talk was organised on "Current trends in Job Opportunities" for MBA by Mr.Sanjeevathan M, senior recruitment analyst, Teamroll private limited company.

The talk explained the importance of wide variety of job opportunities.

5. On 04 October 2021 , Alumni talk was organised on "Career towards Success" by Mr.Neithal Elanthentral,Associate Project Analyst,Canadian Global Information. The talk was given on the career development and its success.



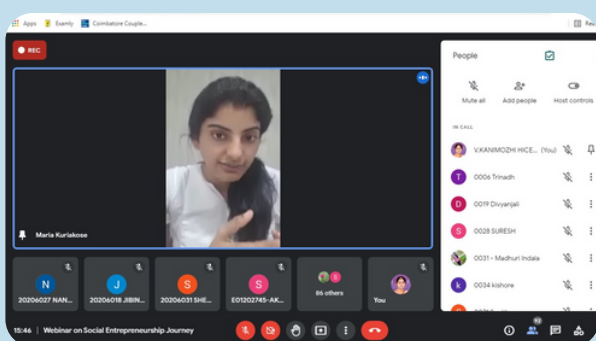
Entrepreneurship Development Club

II MBA

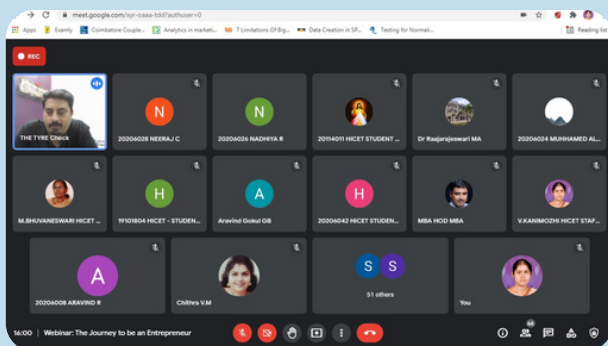
Senior President : Arunagiri. S

Senior Vice President : Jisna. T. J

1. Webinar on "Green Entrepreneurship" was conducted on 11 June 2021. It was conducted in order to create awareness about green entrepreneurship. The need, importance and scope of green entrepreneurship were discussed.



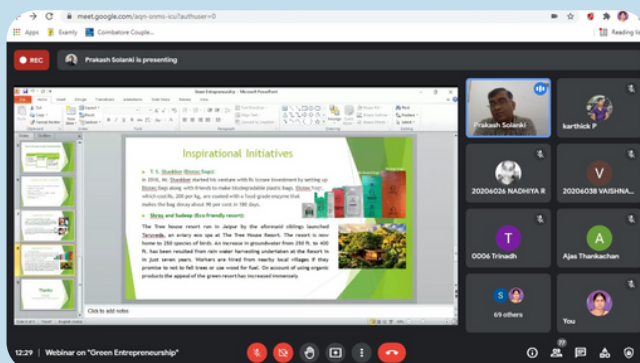
3. Workshop on "Angel investment and VC funding opportunities" was organized on 20 July 2021. Early entrepreneurs were conducted to enlighten participants about the various sources of finance available for budding entrepreneurs. Awareness and the process to identify and obtain funding from angel investors and Venture Capitalists were discussed.



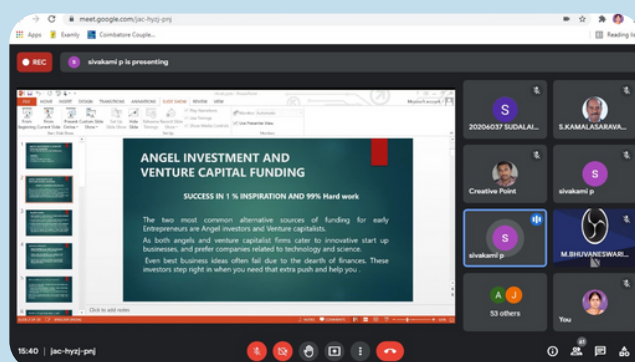
I MBA

Junior President : Yazhini T

Junior Vice President : Kiruthika K

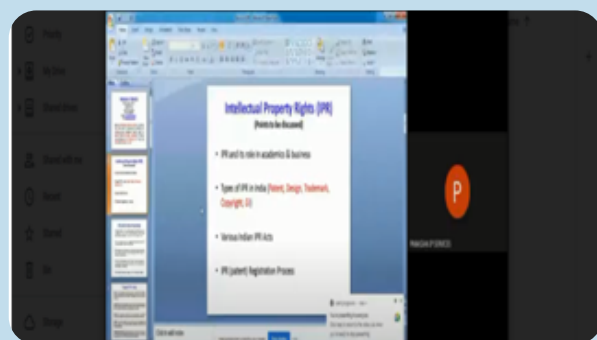
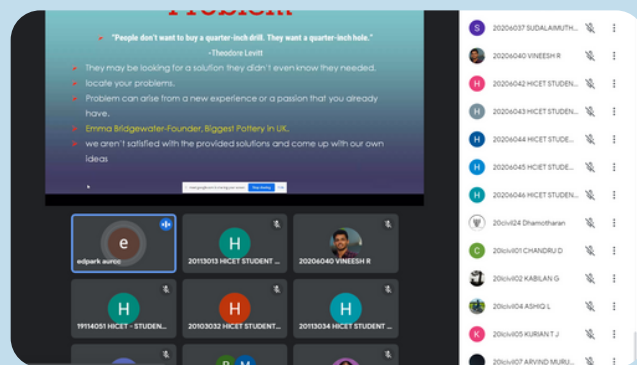


2. Webinar on "Social Entrepreneurship Journey" was organized on 18 June 2021. It was conducted to create Awareness about social entrepreneurship. The resource person shared her personal social entrepreneurship experience.



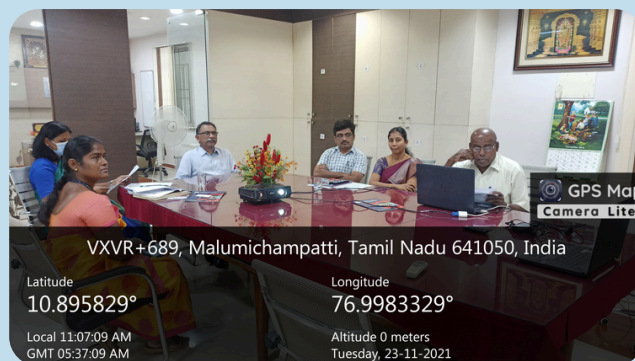
4. Webinar on "The Journey to be An Entrepreneur" was organized on 14 August 2021. It was conducted in which the resource person shared his personal entrepreneurial journey and created awareness about entrepreneurship and its journey.

5. Webinar on “ How to Identify a Product/ Service for Business?” was conducted on 21 September 2021. It was conducted to enable participants identify product or service for business. Through the programme, students were motivated to start thinking about business idea.



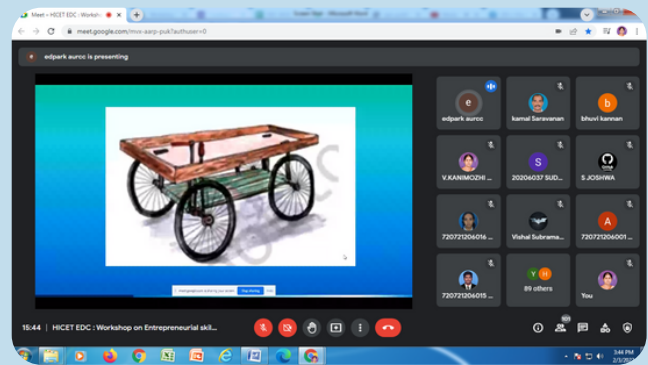
6. Webinar on “Patent Filing and Prosecution in India ” was organized on 24 September 2021. It was conducted to create awareness about Intellectual Property Rights and the process of patent filing and prosecution techniques in India.

7. Webinar on " SAMBHAV-e national level awareness programme on Entrepreneurship" was organized on 23 November 2021. Various schemes being implemented by the Ministry of MSME was presented through video film presentation. The resource person Dr. Arunkumar K.R shared his entrepreneurial journey and innovative ideas regarding entrepreneurship development.



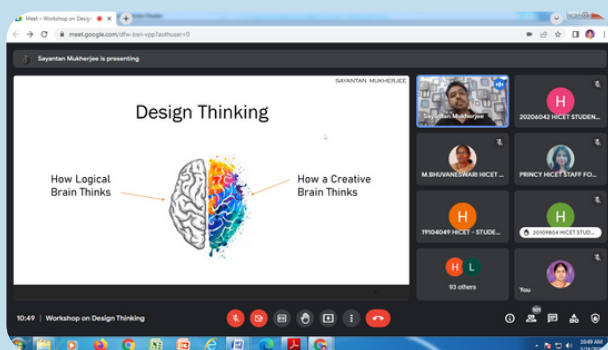
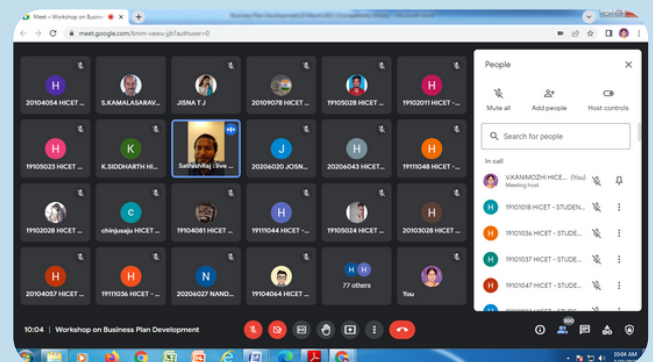
8. EDC - EDII TN Tamilnadu Student Innovators Awareness Programme was conducted on 08 December 2021. It was conducted to promote entrepreneurship, encourage students to come up with innovative ideas and take part in TNSI 2021 (Tamilnadu student Innovators 2021). Through this program 48 innovative ideas were submitted by the Students of Hindusthan College of Engineering and Technology for TNSI 2021 in which 3 teams were shortlisted and they attended Ideation camp.

9. Workshop on “Entrepreneurial skills, attitudes and Behaviour development” was conducted on 3 February 2022. It was conducted through which the students understood the skills sets required for entrepreneurs. Participants got awareness about entrepreneurial attitude and behaviour development.



10. Workshop on “Intellectual Property Rights” was organized on 22 March 2022. It was organised in which the resource person explained about intellectual property and the applicable rights to protect it. The resource person Mr.P.Jayakumar shared his experience on how to come up with new product/idea and ways to protect it through intellectual property rights.

11. Online workshop on "Business Plan Development" on 23 March 2022 by Mr.Sathishraj.R CEO E-Crusaders. It was conducted in which the resource person explained on how to develop a business plan. The process and the steps to be followed while preparing the business plan like feasibility, viability, competition, market etc was well explained and demonstrated.

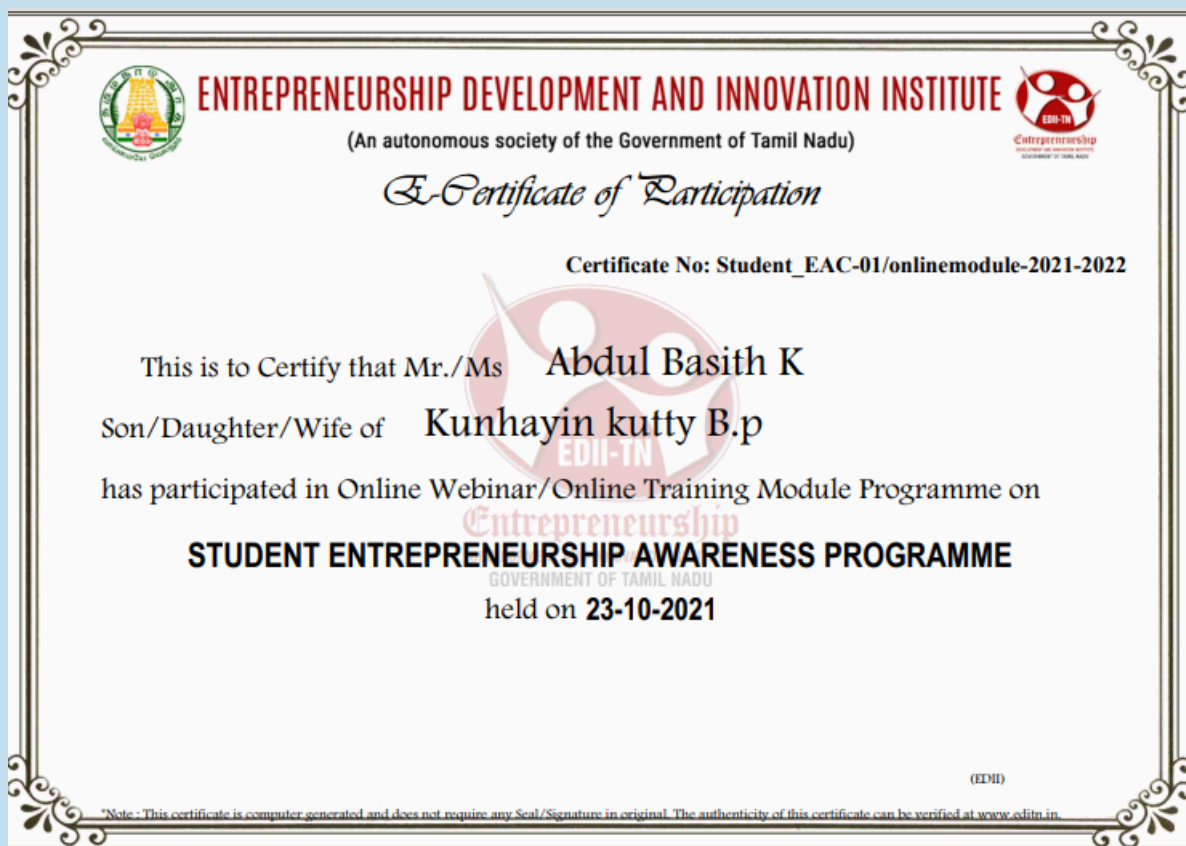


12. Online Workshop on "Design thinking" on 24 March 2022 by Mr.Sayantan Mukherjee Founder The Hilltop Venture. It was organised in association with Shakti - The Empathy Project to promote women in entrepreneurship and to encourage students to come up with innovative ideas through design thinking process.

13. Session on “My Story Session with Local Entrepreneur” was conducted on 28 March 2022. It was conducted in which entrepreneur named Mr. Raja Rajan shared his entrepreneurial journey, success mantra and motivated students to become entrepreneurs. He also shared the tips to be successful as an entrepreneur.



14. Seminar on “Role of IPR in Business ” was organized on 11 May 2022 by Mr. Sivaraja Advocate .TNSCST Sponsored Technical Seminar on "Role of IPR in Business" was organised which created awareness on Intellectual Property rights. The need & importance of IPR and ways to protect the intellectual property was discussed.



Faculty participation in Faculty Development Program and Short Term Training Programme

- Dr.K.Samuvel, Professor & Head of the department attended FDP on Bloom's Taxonomy - An Insight Organized by Hindusthan College of Arts And Science on 1 July 2021.
- Dr.V.Kanimozhi, Assistant Professor , attended FDP on Bloom's Taxonomy - An Insight Organized by Hindusthan college of Arts and Science on 1 July 2021.
- Dr.Samuvel,Head of the Department attended Atal FDP on "Be Future ready with Business Analytics" Organized by Jaipura Institute of Management,Jaipur on 5 to 9 July 2021.
- Dr.V.Kanimozhi, Assistant Professor, attended Virtual Trainers training programme on Entrepreneurship Organized by EDII - Ahmedabad on 5 to 9 July 2021.
- Dr.V.Kanimozhi, Assistant Professor, attended International FDP on Nuances and trends in Data science. Organised by Hindusthan college of Arts and Science on 26 to 30 July 2021.
- Dr.Samuvel, Professor & Head of the Department attended Atal FDP on "Digital Marketing" Organized by IIHMRUniversity,Jaipur. on 26 July to 30 July 2021.
- Dr.S.Kamalasaravanan , Professor attended International FDP on Nuances of Data Sciences organized by Hindusthan College of Arts and Science on 26 to 30 July 2021.
- Dr.M.Bhuvaneswari, Professor attended International FDP on Nuances of Data Sciences organized by Hindusthan College of Arts and Science on 26 to 30 July 2021.
- Dr.V.Kanimozhi, Assistant Professor, , attended an FDP on Entrepreneurship Organized by EDII - Tamilnadu on on 21 to 27 September 2021.
- Dr.V.Kanimozhi, Assistant Professor, attended 5 days online FDP on "Inculcating Universal Human Values in technical education" Organized by AICTE on 3 Jan 2022 to 7 Jan 2022.
- Dr.Samuvel, Professor & Head of the Department, Attended a Online FDP on "Inculcating Universal Human Values in technical education" Organized by AICTE on 3 Jan 2022 to 7 Jan 2022.
- Dr.V.Kanimozhi, Assistant Professor, attended ATAL FDP on "Innovative technical educational practices and academic leadership" Organized by AICTE - ATAL (Shri Shankaracharya Technical Campus, Bhilai) on 07 to 11 Feb 2022.
- Dr.V.Kanimozhi, Assistant Professor, attended 5 days online Faculty Development Program on Emerging Technologies Organized by Department of Information Technology, Dr. B.C. Roy Engineering College Durgapur, West Bengal, India . on 8th March to 12th March 2022.

Faculty Participation in Webinars, Conferences, Workshops, Conclave

- Dr.M.Bhuvaneswari , Professor Attended Capacity Building of Women Leaders in Higher Education / ATAL FDP organized by S.R.M. Institute of Science and Technology on 12 to 16 July 2021.
- Dr.K Samuvel, Professor & Head attended workshop on "Placement officer workshop for excellence in recruitment" Organized by NSE Academy,Mumbai on Sep 3,17,30 of 2021.
- Dr.V.Kanimozhi , Assistant Professor attended Seminar on "Recent Pedagogy to Advance Education Equity" organized by Hindusthan college of Engineering And Technology on 28 September 2021.
- Dr.K.Samuvel, Professor & Head attended workshop on "Placement officer workshop for excellence in recruitment" Organized by NSE Academy,Mumbai on Oct 21,2021.
- Dr.K.Samuvel, Professor & Head attended workshop on "Placement officer workshop for excellence in recruitment" Organized by NSE Academy,Mumbai on Nov 11,2021.
- Dr.V.Kanimozhi , Assistant Professor attended Workshop on Retail Knowledge Series 20 How Retailers can move towards eCommerce organized by Shri Shankarlal Sundarbai Shasun Jain College For Women on 21 January 2022.
- Dr.S.Kamalaravanan , Professor attended Faculty Development Programme on Investors Education on 24 to 29th January 2022 organized by Hindusthan Institute of Technology, Coimbatore.
- Dr.M.Bhuvaneswari , Professor attended National Level Workshop on Data Analysis Using SPSS on 06.02.2022 to 16.02.2022 organized by Bala's V.V.Academy.
- Dr.M.Bhuvaneswari, Professor attended Leadership & Excellence / ATAL FDP on 21/02/2022 to 25/02/2022 organized by IES's Management College and Research Centre.
- Dr.K.Samuvel, Professor & Head attended International Conference on Recent Advances in Electrical, Electronics and Communication Networks (ICRAEECN 2022) on 25.04.2022 to 27.04.2022 organised by Hindusthan Institute of Technology, Coimbatore.
- Dr.M.Bhuvaneswari , Professor attended HR Conclave on "Carving New Millennium for the Competitive World" on 30th April organised by Hindusthan College of Arts and Science.
- Mrs. K. Hemashree Assistant professor attended HR Conclave -2022, Carving New Millennium For the Competitive World on 30th April,2022 organised by Hindusthan College of Arts and Science.
- Dr.S.Kamalaravanan attended International Conference on Recent Advances in Electrical, Electronics and Communication Networks (ICRAEECN 2022) on 25.04.2022 to 27.04.2022 organised by Hindusthan Institute of Technology, Coimbatore.

DETAILS OF ONLINE COURSES COMPLETED BY STUDENTS

Total Number of Courses : 14
Total Number of Certifications earned : 363



ONLINE COURSE TITLE	NO OF STUDENTS
BASICS OF MANAGING MONEY	43
NETWORK VIRTUALIZATION CONCEPTS	41
IMAGE AND SIGNAL PROCESSING	41
CYBERSECURITY ESSENTIALS	40
AUTOMATION 360 RPA ESSENTIALS	31
PROCESS MINING FUNDAMENTALS	40
MICROSOFT AZURE & AZURE AL FUNDAMENTALS	28
DESIGN THINKING - A PRIMER	61
ENHANCING SOFT SKILLS AND PERSONALITY	1
GLOBAL MARKETING MANAGEMENT	6
INTRODUCTION TO PROBABILITY AND STATISTICS	1
LEADERSHIP	11
MANAGEMENT OF FIELD SALES	14
MUTUAL FUND - BEGINNERS	5

DETAILS OF ONLINE COURSES COMPLETED BY FACULTY

Total Number of Courses : 4
Total Number of Certifications earned : 4

FACULTY NAME	NAME OF THE ONLINE COURSE
Dr.V.Kanimozhi	Management of Field Sales
Dr.M.Bhuvaneswari	Design Thinking-Primer
Dr.Samuvel Kuttiappan	Behavioral and Personal Finance
Dr.S Kamalasaravanan	Financial Statement Analysis and Reporting

NOTABLE ACHIEVEMENTS DURING AY 2021 – 2022

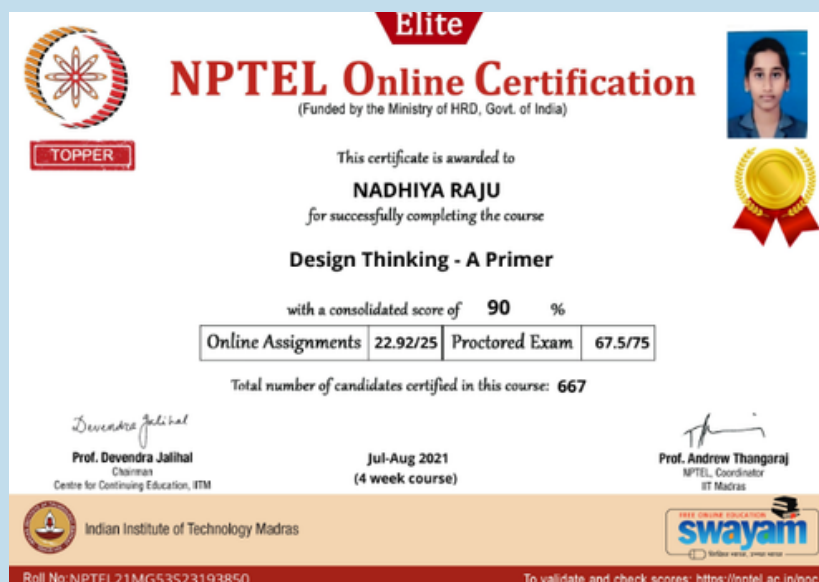
- Ms Aathika Fathima A of I MBA won the first prize in “Best Manager” (2021-2022) event which was organized by Hindustan College of Arts and Science in the name “Exemplar “ , and it was conducted on April 8, 2022.



- Ms Keerthiya, Ms Hasini, Ms Fathim Ridha , Mr Abishek and Mr Hariharan won the second prize in “Human Resource” event, which was organized by Karpagam College of engineering in the name of “Takshak 2022” , and it was conducted on April 7, 2022.



- Ms. Nadhiya R of II MBA secured Topper Position with Elite Gold in NPTEL Online Certification for the course Design Thinking – A primer during Jul – August 2021.



Invite Lectures Delivered by our Faculty

- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for "Awareness Programme on Entrepreneurship" organized by Aeronautical Department, Hindusthan College of Engineering and Technology, Coimbatore, on 25 September 2021.
- Dr.Samuvel K - Director, delivered Online Guest Lecture on "Budget 22 for Stability and Growth" organized by VET Institute of Arts and Science, Erode, on 11 Feb 2022.
- Dr.V.Kanimozhi - Assistant Professor, served as Resource Person and conducted the Mock interview for students of Mechatronics Engineering, Hindusthan college of Engineering and Technology, Coimbatore, on 29 March 2022.
- Dr.Samuvel K - Director, delivered Online Guest Lecture on "Understanding Swami Vivekananda", organised by Academy of Lifeskill based Education on 17 April 2022.

Publications by Faculty and Students

- Dr.M.Bhuvaneswari, Dr.S.Kamalaravanan -Professor and V.Kanimozhi-Assistant Professor, published a paper titled "A study on impact of electronic word of mouth on consumers purchase decision" in International Journal of Multidisciplinary Trends, Volume 4, Issue 1, December 2021.
- Dr.M.Bhuvaneswari, Dr.S.Kamalaravanan-Professor and V.Kanimozhi-Assistant Professor, published a paper titled "A Comparative Study of Fundamental and Technical Analysis on Private sector Banks" in International Journal of Advanced Research in Science, Communication and Technology (IJARSCT), Volume 2, Issue 1, January 2022.
- Dr.M.Bhuvaneswari, Dr.S.Kamalaravanan-Professor and V.Kanimozhi-Assistant Professor, published a paper titled "A study on consumer perception towards online advertising" in International Journal of Applied Research, International Journal of Applied Research, Volume 8, January 2022.
- Dr.M.Bhuvaneswari- Professor, Published a paper on "A study on acceptability of social media networking sites among women" in Korea Review Of International Studies, Volume 15, Issue 34, May 2022.
- Dr.V.Kanimozhi - Assistant Professor and Nandhana M-MBA Student, published a paper titled "Effectiveness of Microfinance in Poverty Alleviation and Entrepreneurship Opportunities" in Research Hub International Multidisciplinary Research Journal, Volume 9, Pg.no.01-06, May 2022.


Notable Participation by Students

- 11 Students of I MBA (Batch 2021-23) actively attended FinTech Roundtable at IIT Bombay on 2nd June 2022 organised by Society for Innovation & Entrepreneurship -SINE IIT Bombay in collaboration with IIM Lucknow- SIDBI Centre for Innovations in Financial Inclusion (SCIFI)
- 3 students of I MBA (Batch 2021 - 2023) actively volunteered and coordinated activities at KNIT - TECH Asia's Largest Knitting Technology Trade Fair held from 3 June 2022 to 6 June 2022 at Tirupur.




Memorandum of Understanding - Signed

- MOU signed virtually on 24.09.2021 with Shakti – The Empathy Project (STEP), Ghaziabad, Uttar Pradesh to promote entrepreneurship among women students of Hindusthan College of Engineering and Technology. Shakti – The Empathy Project (STEP) is an incubation programme for early –stage women entrepreneurs creating social impact. Through this MOU, the institution becomes a network partner there by empowering women students to become entrepreneurs.
- MOU was signed with Finclinq-Your Financial Wellness Partner on 24.05.2022 . This MOU will enable student internships, projects, seminars, consultancy, research activities and other related activities with Finclinq.



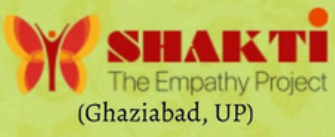
HINDUSTHAN
COLLEGE OF ENGINEERING AND TECHNOLOGY
An Autonomous Institution, Affiliated to Anna University, Chennai
Accredited with 'A' Grade by NAAC & NBA
Coimbatore - 641032




Department of Management Sciences & Entrepreneurship Development Cell

Memorandum of Understanding

with



SHAKTI
The Empathy Project
(Ghaziabad, UP)

Date : 24 September 2021 (12:30pm – 01:30pm)
 **: meet.google.com/sgv-rxkf-gyh**

EDC COORDINATOR Mrs. V. Kanimozhi Assistant Professor - MBA	CONVENER Dr. K. Samuvel Director - MBA	PATRON Dr. K. Karunakaran Principal
--	---	--



Hindusthan
College of Engineering and Technology
Valley Campus, Pollachi Highway, Coimbatore - 641032.

Department of Management Sciences

Memorandum of Understanding

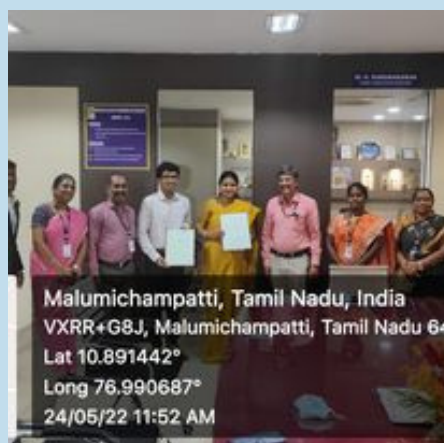
with



Finclinq
YOUR FINANCIAL WELLNESS PARTNER

 **24 May 2022**
 **11:00 AM - 12:00 Noon**
 **Board Room**

Faculty Coordinator Dr.V.Kanimozhi Asst Prof. - MBA	Convener Dr.K.Samuvel Director - MBA	Patron Dr.J.Jaya Principal	Dr.K.Karunakaran CEO
--	---	---	--------------------------------

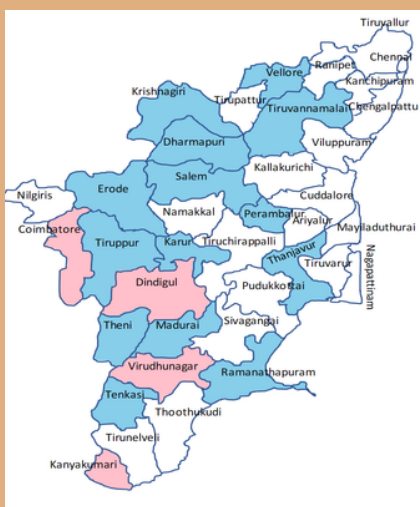


**Corporates Associated with Us
during 2021 - 2022**



Geographical Diversity of Students during AY 2021- 2022

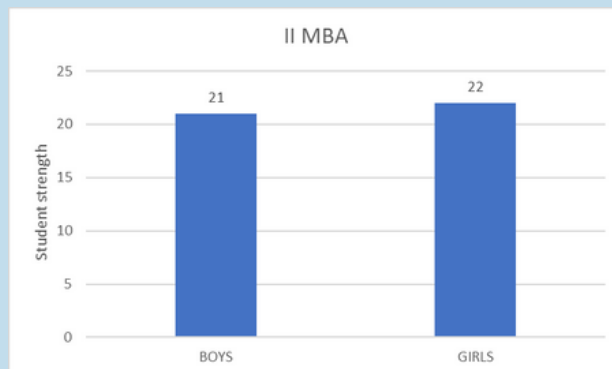
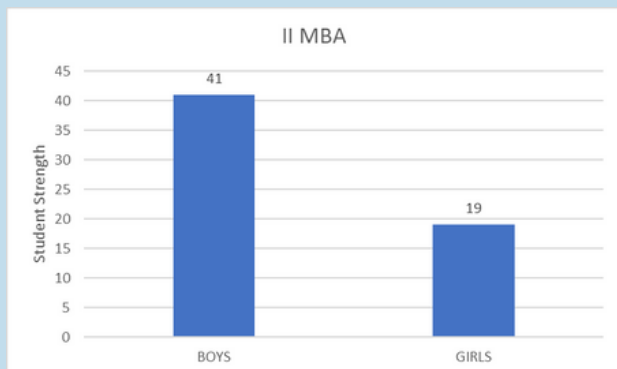
Tamil Nadu



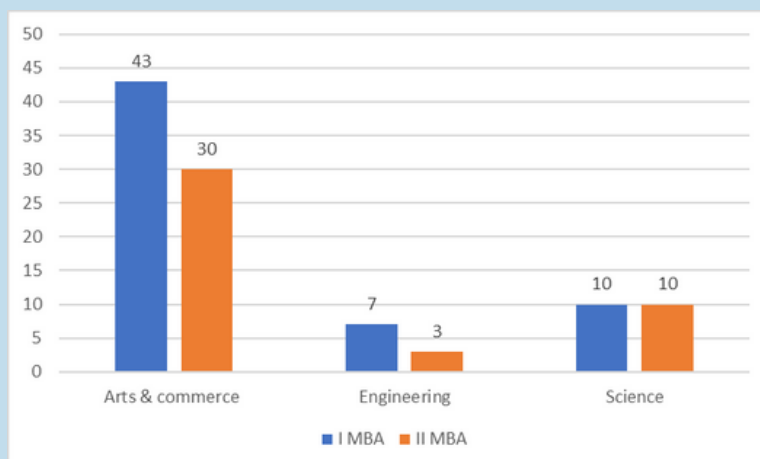
Kerala



Gender Diversity of Students during AY 2021- 2022



Students from various streams during AY 2021- 2022



Faculty Completed Ph.D during AY 2021-22

Our Faculty Ms.Kanimozhi V completed and awarded Ph.D during AY 2021- 2022

 **பாரதியார் பல்கலைக்கழகம்**
BHARATHIAR UNIVERSITY
சமூக அறிவியல் புலம்
FACULTY OF SOCIAL SCIENCES

பாரதியார் பல்கலைக்கழகத்தால் முறையாக அமைக்கப்பட்ட தேர்வாளர் குழு கனிமொழி வி. 2022ஆம் ஆண்டு மார்ச் 9ல் ஆய்வியல் அறிஞர் என்னும் பட்டம் பெறத் தகுதியடைந்திருப்பதாகச் சான்றித்ததை ஏற்று அவருக்கு அந்தப் பட்டத்தைப் பல்கலைக்கழக இலச்சினையுடன் பாரதியார் பல்கலைக்கழக ஆட்சிக்குழு வழங்குகின்றது.

The Syndicate of the Bharathiar University hereby makes known that **KANIMOZHI V** has been admitted to the Degree of **DOCTOR OF PHILOSOPHY** having been certified by duly appointed Examiners to be qualified to receive the same on **9th MARCH 2022**.

Title of the Thesis : A Study on Factors Influencing Online Grocery Purchase Intention of Consumers With Reference to E-Shoppers in Tamilnadu, India

Subject : MANAGEMENT

Given under the seal of the University


தேர்வாளர் (பொ)
Controller of Examinations i/c


பதிவாளர் (பொ)
Registrar i/c


துணைவேந்தர்
Vice-Chancellor

கொயம்புத்தூர்
Coimbatore
தாள்
Dated **13th May 2022**
skphd2474



National B-School Ranking 2022

Optimal Media Solutions

partnered with Avance Insights to conduct its tenth B-School 2022 Survey to determine the top Management Institutes in India



Overall National B-School Ranking

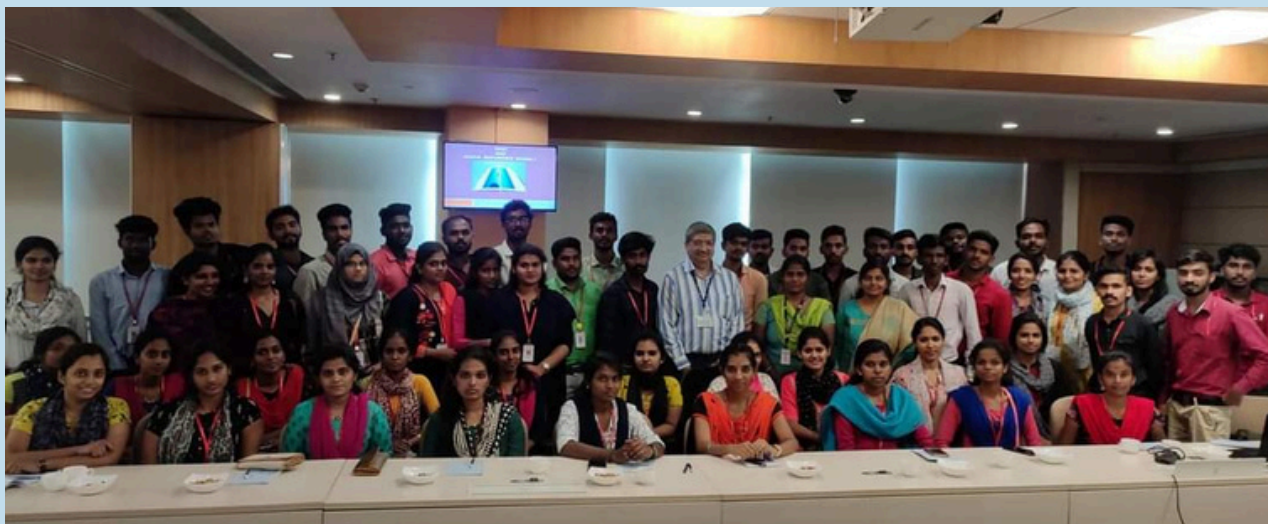
HiCET - 78 & HiTech - 110

Private B-School Ranking

HiCET - 59 & HiTech - 85

**HICET MBA
Rank 62**





MBA 2018-2020 Batch



MBA 2019-2021 Batch



MBA 2020-2022 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 2020-22 Batch



The journey at Hindusthan has been a roller coaster ride where you have so much to do in such a short time. academics, placements, batch meets, you feel like giving 100% and implement your learning. The quality of teaching, infrastructure, staff and overall learning experience is the best in class. Hindusthan college for me is something more than just an institute I graduated from. I was indeed lucky to be a part of this college.

JIBIN RAJ K

The journey at hindusthan college has been memorable and great, the mentors helped me to enhance my academic and interpersonal skill. I am thankful to training and placement cell for providing a platform to enhance my skills and opportunities to showcase them, in the last but not the least if you want to make a career with MBA, Hindusthan is the best place undersky.

SHERIN K SHAJI



I'm glad to be the student of Hindusthan college of engineering, I did my MBA which gave me the opportunity of developing the interpersonal skill and greater courage to stand for myself on every challenge I had throughout my academic. Thanks for giving me a best placement opportunity, where I got my placement in the Reliance Retail Ltd.,

ALBRED JAYAKUMAR

My life at Hindusthan College of Engineering and technology was filled with constant guidance from the teachers. I am also glad that I got a plenty of opportunities to explore myself through different events and activities that has been held throughout my MBA life. They helped me in structuring my professional outlook. Thank you for giving such an amazing experience.

Dayana Rose K



Hindusthan college for me is something more than just an institute I graduated from. I was indeed lucky to be a part of this college. Having spent two of the most eventful years of my life at Hindusthan college, I can say that the product is great and it is only a matter of time before the institute starts making a mark for itself. My best wishes to the batches to come and congratulations to all those who have been and will be part of the success story of Hindusthan.

ANUPAMA S

Hindusthan College of Engineering and Technology, Department of MBA has been designed to cover different stages, Where you learn to diagnose issues in real organisation with a focus on marketing, Employee engagement, aptitude management and accounting. It is designed for Professionals with ambition and drive, who wish to develop their responsible and sustainable leadership skills.

SRIDHARAN K



It was my immense luck and fortune to be the part of HINDUSTHAN college of engineering and technology where I can grow. My two years at Hindusthan have been a wonderful experience of learning with prolific exposure to outside. Huge respect, love and devotion for entire faculty members and department. It is their efforts that make me to count myself into better professionals.

ATHULYA E

The journey at hindusthan college has been greater contributor to the development of my personality .I have established my leadership,time management and team skills and have also been able to advance these skills to the whole new augment level.The best thing about this college is the cross culture interaction between students from various parts.I am thankful to all the mentors,faculties aswell as placement cell.Overall it was a great experience and lifetime memory at Hindusthan.

JOSNA VARGHESE



It will feel sometimes to be excitement and experimental. HICET given more to be experimental in life ,but excitement is still alive in my mind because it's inevitable seed already in my mind and watered by HICET. Every time it could be thankful for being a part of my life and Lift partner in my life and Career.

VINEESH R

Thank you for giving this opportunity from hindusthan college of engineering and technology. Hindusthan college has provided lot of opportunities to grow and explore my skills. I have always found a positive and good environment in this college.

ARUNAGIRI



We are very glad in releasing “GLIMPSES' 22”. The academic performance, co-curricular activities of the department during the academic year 2021-2022 is presented. Our Heartfelt thanks to the Management, Principal, Dean, Dean - Academics, Staff Members and the Students.

PATRON

SHRI T.S.R KHANNAIYANN	- FOUNDER AND CHAIRMAN
SMT. SARASUWATHI KHANNAIYANN	- MANAGING TRUSTEE
DR. PRIYA SATISH PRABU	- EXECUTIVE TRUSTEE & SECRETARY
SHRI.K.SAKTHIVEL RAJA	- TRUSTEE
DR.K.KARUNAKARAN	- CHIEF EXECUTIVE OFFICER
DR.J.JAYA	- PRINCIPAL

Editor-in-Chief

Dr.K.Samuvel
Director

Faculty Editor

Dr.V.Kanimozhi
Assistant Professor

Student Editors

Mr. Dhinakaran P- I MBA
Ms. Gilsha KG - I MBA
Mr. Manoj Kumar-I MBA



Hindusthan Business School - Coimbatore



HICET -MBA

Published by
Department of Management Sciences,
Hindusthan College of Engineering and Technology,
Valley Campus, Pollachi Highway, Coimbatore - 641032
Tamilnadu, INDIA.

T: 0422-4242424, 7708965678
F: +91 422 4440505
M: +91 80983 33333, 9943915566
Email: mbahod@hicet.ac.in
Website: www.hicet.ac.in

