



Message from the Director's Desk

I am delighted to see the Department of Management Science celebrating its eighteenth anniversary. We were granted autonomous status by AICTE and Anna University in July 2016, and our sixth batch of autonomous students is now graduating successfully. We remain dedicated to developing students' leadership capabilities and business-oriented learning for success in managerial or entrepreneurial ventures, with a strong emphasis on social responsibility.

Our campus provides an enriching experience, enabling students to achieve new heights in their professional lives. We emphasize skill sharpening and knowledge enhancement through a variety of extra-curricular, co-curricular, and curricular activities. Our faculty members significantly contribute to academia through quality teaching, seminars, conferences, and more in a congenial and professional environment.

In the coming years, we aim to further strengthen our academic programs and research initiatives, fostering an environment of innovation and excellence. We encourage our students to take advantage of the myriad opportunities available to them and to pursue their passions with dedication and perseverance.

Together, let us continue to build on our achievements and work towards a brighter future for all our students and the community at large.

(A YEARLY NEWSLETTER)

GLIMPSES '23

June 2022 - May 2023

“Think big, Think fast,
Think ahead. Ideas are no
one's Monopoly.”

- Mr. Dhirubhai Ambani



“The most successful
person's beauty is in their
work and courage they
have.”.

- Mrs. Sudha Murthy



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 Science and Commerce
- 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 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.

HICET was positioned in the Band of 101-150 in the Innovation Category by NIRF (National Institutional Ranking Framework) India Rankings 2023.

HICET secured All India Rank - 234 among 400+ participating colleges and Zonal Rank - 86 in Internshala Annual ranking 2023.

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, ESAF Small finance bank, City Union bank, State Street HCL Services, Karur Vysya 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

- 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 2022-2023 are very much encouraging and progressive to achieve the overall mission and vision of our department.

Students of MBA batch 2021-2023 who secured Distinction with CGPA of 8.5 and above



HASINI C
CGPA- 9.12



YAZHINI T
CGPA-8.98



SURESH R
CGPA-8.76



KIRUTHIKA K
CGPA-8.63

Academic Results: 2022-2024 Batch

Students of MBA Batch 2022-2024 who secured Distinction with
CGPA of above 8.5



DARINI SREE T
CGPA-9.25



SHYAM SUNDAR M
CGPA-8.9



SINDHU M
CGPA-8.83



HARINI P
CGPA-8.71



KISHORE S
CGPA-8.65



THILAGAVATHI V
CGPA-8.56



SNEHA S
CGPA-8.54

Hindustan Business School - Glimpses '23

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

Inauguration of MBA programme for the MBA Batch 2022 - 2023 was held on 12 October 2022.

MBA orientation for the Batch 2022-24 was conducted from 29 September 2022. Orientation session welcomed new students with an overview of the program's history, curriculum, and faculty. The HOD emphasized the importance of leadership, innovation, and social responsibility. Students were introduced to campus facilities, co-curricular activities, and industry collaborations.

main.google.com/join?auth=pin%3A25678910123456789

BME HOD BME is presenting

Key Terms

Gender

Gender is the range of characteristics pertaining to, and differentiating between, masculinity and femininity.

Stereotyping

In social psychology, a stereotype is an over-generalized belief about a particular category of people. It is an expectation that people might have about every person of a particular group.

Workplace

Discrimination is prejudicial treatment or consideration of, or making a distinction towards, a being based on the group, race, or category to which that being is believed to belong.

20204 HICET STUDENT BME has left the meeting

vij aarth jee

People

Add people

2010225 HICET STUDEN...

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20102200660 M...

ABIRNAD S

BME HOD BME

BME HOD BME Presentation

Dr Nandana Math...

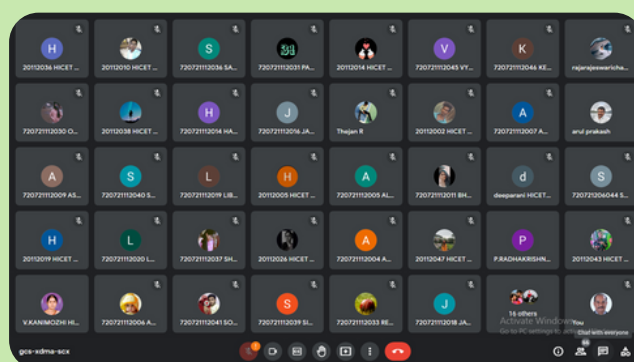
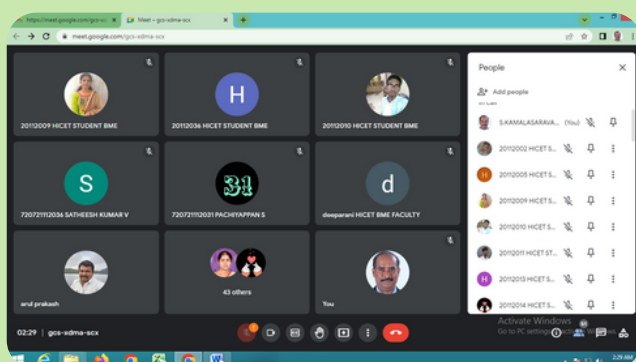
niranjanraman... Meeting too

SABANA KIRANU

68 others

View

Workshop on “Gender Equality: Why it matters?” was conducted on 27 August 2022 and the resource person was Dr. Vandana Madav Kumar, Associate Professor, GRG School of Management Studies. The workshop underscored the critical importance of achieving gender equality for societal progress. The workshop concluded with actionable steps for individuals and organizations to contribute to gender equality, emphasizing its role in fostering inclusive and sustainable development.



HiMAC '23

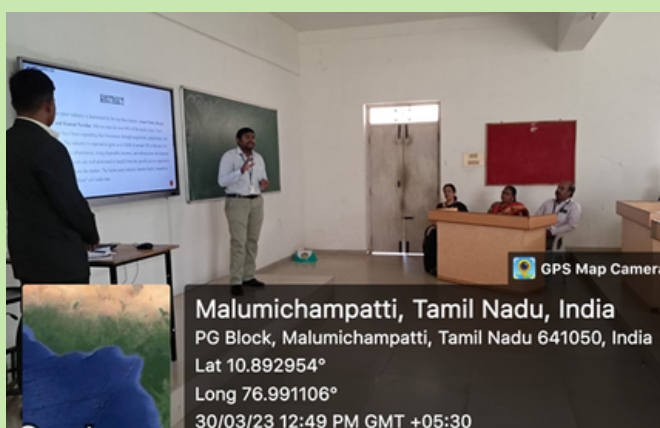
The 18th February of 2023 saw the Department of Management Studies buzzing with activity as we hosted HiMAC '23- An Intercollegiate Management Meet. This exciting event brought together students from across various disciplines to compete in a thrilling array of 6 business-oriented events. Mr. Roshan S Jain, Proprietor - Reliable Tech solutions graced the occasion as the chief guest for the event.

The atmosphere crackled with energy and determination as participants showcased their critical thinking, problem-solving skills, and business acumen. Totally 144 Students from 22 colleges participated in this management meet.



International Conference 2023

An International Conference on Sustainable Development Goals and Business on 30th and 31st March 2023 was organized in Hybrid Mode . The Chief Guest was Prof.Dr.Kanagasabapathi Former Chairman of ICSSR, New Delhi and Dr.Meena Jayakumar, Chairman, Alam Vizhuthugal Trust, Coimbatore were present. Around 105 papers were presented in the conference. The abstracts and conference papers were published as two books.



Outreach Activities

Students of I MBA carried out **Social Immersion Project** from 23.01.23 to 28.01.23. 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. By collaborating with community members and stakeholders, our MBA students develop innovative solutions and gain valuable communication and problem-solving skills that translate directly back to their business careers, fostering leaders who are not just successful, but also socially responsible.



Students of I MBA carried out **Rural Innovation Project** from 20 to 24 June 2022 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. This not only equipped students with valuable skills in social entrepreneurship, community engagement, and resource management, but also fostered a deeper understanding of the importance of responsible business practices and their potential for positive social impact.



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



Global Immersion Programme

The Global Immersion Program offers MBA students a unique opportunity to transcend classroom learning and gain firsthand experience in the international business arena. The students took up the Global Immersion Programme on 21- 27th JANUARY 2023 at Knowskills TVET, IEG Campus, Kuala Lumpur, Malaysia. Through engaging lectures, company visits, and interactions with local leaders and industry experts, students gain a deep understanding of international business practices and how they differ across cultures.



IEG CAMPUS, KUALA LUMPUR, MALAYSIA



Outbound Training

Outbound training program was conducted for MBA students at NALS Outdoors India Private Limited, Coonoor. This training helped the students to learn practically about the teamwork, leadership and improving their coordinating skills which is needed in business environment.



Office Bearers of the HIMA (Hindusthan Management Association) 2022-2023

Office Bearers and Activities of various clubs during Academic year 2022-2023

Chairperson	: YAZHINI T	- II MBA
Vice Chairman	: CHANDRASEKARAN G	- I MBA
Secretary	: MADHESH D	- II MBA
Joint Secretary	: SNEHA V	- I MBA
Treasurer	: APARNA PRADEEP	- II MBA
Joint Treasurer	: ROSHENI M	- I MBA

Finance Club

II MBA

Senior President : Mugesh J
Senior Vice President : Dinesh kumar V

I MBA

Junior President : Harani P
Junior Vice President : Sasitharan K

Webinar on GST was held on 27 December 2022 and the resource person for the session was Mr.Kumareshbabu, CA, PKKB, Coimbatore. Resource person explained the fundamentals of GST, including its various components such as CGST, SGST, and IGST. The session highlighted the advantages of GST in streamlining the taxation process, reducing compliance costs, and promoting economic growth. Attendees gained insights into the practical aspects of GST registration, filing returns, and compliance requirements.



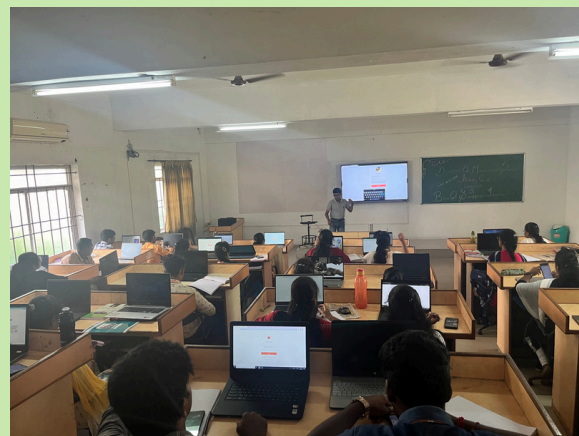
Union Budget Live streaming was done on 01 Feb 2023. Students gained insights into key budgetary allocations, policy changes, and economic projections presented by the Finance Minister.



Seminar on Currency Futures and Options was held on 09 Feb 2023 and the resource person was Mr.Gowtham – Founder, Fincliniq. Participants gained detailed understanding of these financial instruments and their role in the global market. The seminar highlighted the strategic use of these instruments for hedging and speculation, showcasing real-world examples and trading strategies.



Seminar on Commodities and Derivatives Market was held on 27 February 2023. The resource person was Mr.C.K.Arivazhagan. Session provided a thorough exploration of the mechanisms, opportunities, and risks associated with trading in these markets. Participants gained insights into market analysis techniques, regulatory frameworks, and the impact of global economic factors on commodities and derivatives markets.



Workshop on Basics of Stock market investment was held on 16 May 2023 and the resource person was Mr.Gowtham – Founder, Fincliniq.

Marketing Club

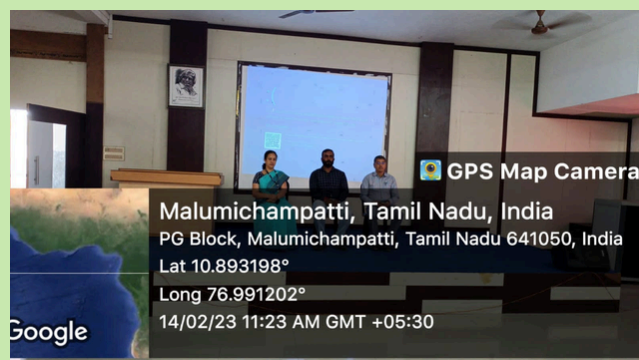
II MBA

Senior President : Kottravelu T.R
Senior Vice President : Janani E

I MBA

Junior President : Naveen Kumar P
Junior Vice President : Madhavan M

Seminar on "Digital Marketing" was held on 14 February 2023 and the resource person was Mr.R.Sathivel of Sathyam IAS Academy. Expert covered key topics such as search engine optimization (SEO), social media marketing, content creation, and email marketing. Participants learned about the latest trends, analytics, and best practices for reaching and engaging target audiences.



Business Analytics Club

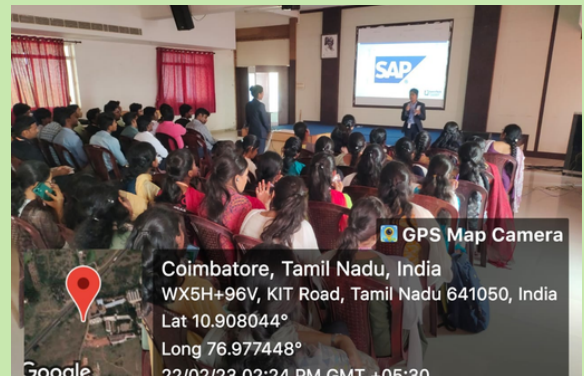
II MBA

Senior President : Nisha S
Senior Vice President : Santhanamari R

Seminar on “SAP for Managers” was organised on 22 February 2023 and the resource person was Ms.Nimya V K, SAP Consultant ,Learn Tech IT Academy. Seminar provided an in-depth look at how SAP can be leveraged for effective business management and the benefits of SAP in improving operational efficiency, data accuracy, and strategic decision-making

I MBA

Junior President : Sarath Kumar V
Junior Vice President : Muthuselva L



Debate Club

II MBA

Senior President : Nikilesh V R
Senior Vice President : Jacob Paul Alex J

I MBA

Junior President : Abinaya V
Junior Vice President : Sindhu M

Seminar on “Career Opportunities in Drone Technology” was held on 07 February 2023. The resource person was Mr.C.Swaminathan,Zonal Manager(Operations),DE Drone World Solution Pvt Limited,Coimbatore. The session explored the burgeoning field of unmanned aerial vehicles (UAVs) and its diverse applications across industries. The seminar also covered entrepreneurial opportunities in drone technology startups and discussed the future trends shaping the industry.



Human Resource Club

II MBA

Senior President : Shilpa Sasikumar

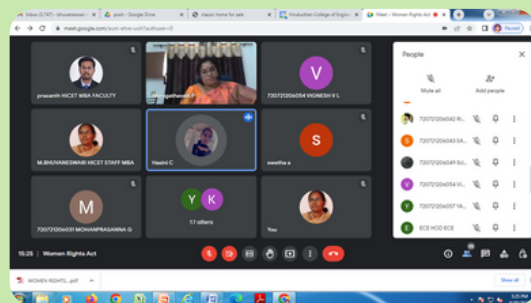
Senior Vice President : Rufus Allwin

Webinar on “Women Rights Act” was held on 30 August 2022 and the resource person for the session was Mrs.P.Maragathavalli, Advocate, Ex. Women Protection Officer. The webinar provided a comprehensive overview of the legislation designed to protect and promote the rights of women.

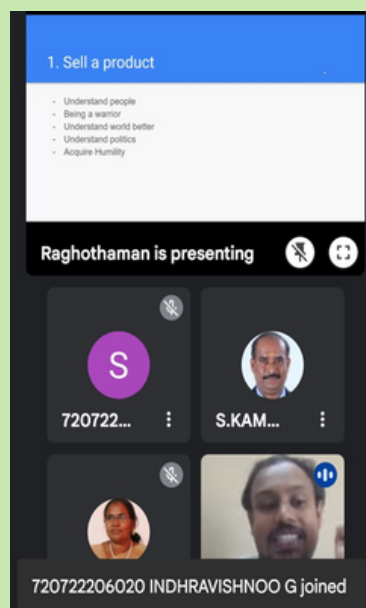
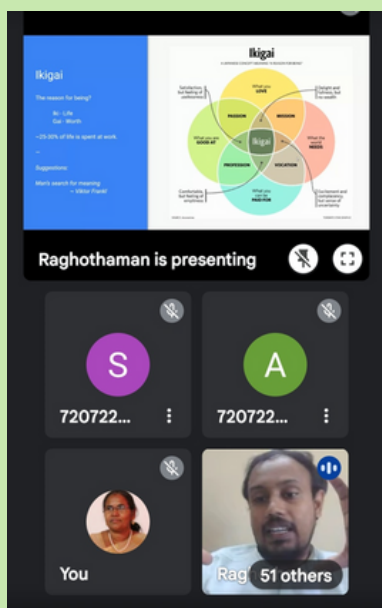
I MBA

Junior President : Varun S

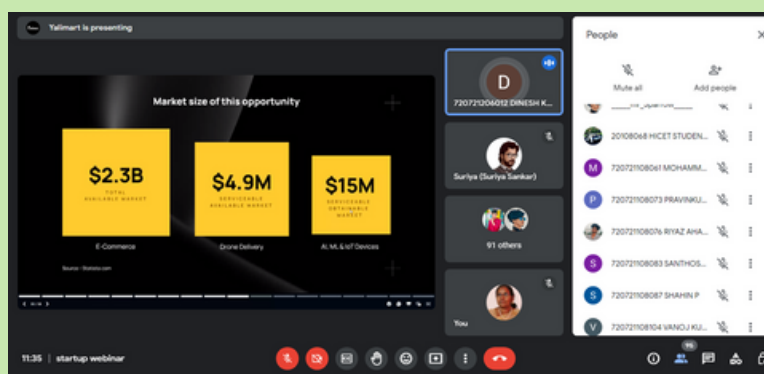
Junior Vice President : Janani S



Webinar on “My Quest to Find IKIGAI” was held on 22 December 2022 and the resource person was Mr.Raghothaman, Zonal Lead,Charing Infrasructure,Ather Energy. The Japanese concept of finding one's purpose in life, known as "ikigai." The session gave insights on how to align passion, mission, vocation, and profession into a meaningful and fulfilling life path.



Webinar on “Business Startup” was held on 21 February 2023 and the resource person was Mr.Hariharan Regasamy, Founder & CEO, Yalimart. The resource person shared his entrepreneurial journey and the avenues for business startup.



Entrepreneurship Development Club

II MBA

Senior President : Hariharan S M
Senior Vice President : Dinakaran P

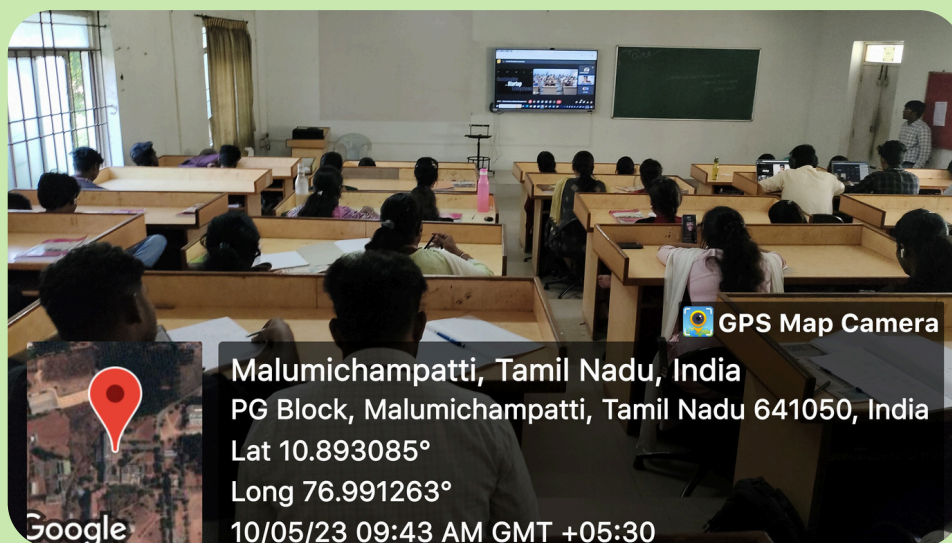
I MBA

Junior President : Mano B
Junior Vice President : Kavya K

Seminar on “Thadai Adhai Udai - Entrepreneurship Inspirational talk series” was held on 19 October 2022. The resource persons were Mrs.Suganya, Project Lead - Startup TN. Mr.Santhosh Premraj, Co-founder -Ticket9 and Mr.Vivekanandan Ragunathan, Co-founder - Masters Academy



Guest Lecture on “Startup ecosystem and its prospects” was organised on 10 May 2023. The resource person was Mr.Arrenius Karunakaran, Co founder, LockEat LLC, US. The session provided valuable insights into the components and future potential of the startup ecosystem.



Faculty Development Programs (FDP) Organised

The MBA department organized a Faculty Development Programme (FDP) on Entrepreneurship and Innovation from 12.09.2022 to 16.09.2022. In an era where entrepreneurship and innovation are driving economic growth, job creation, and societal progress, it is imperative to equip educators with the knowledge, skills, and mindset to foster an entrepreneurial culture among students. A Faculty Development Programme (FDP) on Entrepreneurship and Innovation aims to empower faculty members to inspire, educate, and mentor the next generation of entrepreneurs and innovators.



The MBA department organized a five day Faculty Development Programme (FDP) on "Managing Personal Finance" from 18.7.22 to 22.7.22. The programme aimed to equip faculty with the knowledge and skills to manage personal finances effectively and to integrate personal finance management concepts into their teaching. The FDP commenced with a keynote address by Mr.Gowtham – Founder, Fincliniq, a renowned expert in personal finance and financial literacy. Mr.Guru Vittal – Chief Manager, HDFC Mutual Fund discussed the importance of personal finance management and its implications for financial security and well-being. He emphasized the need for educators to be proficient in personal finance to guide their students effectively.

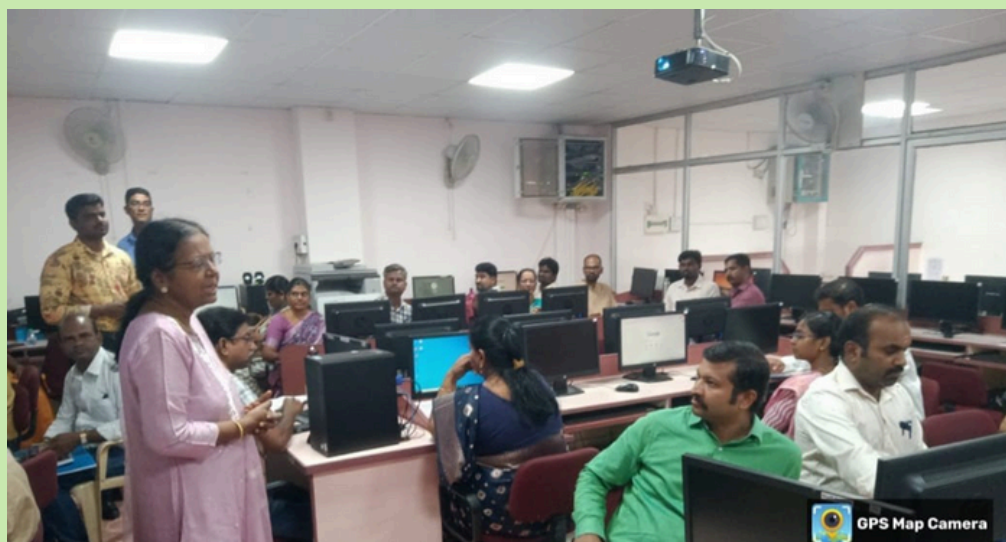


Management Development Program (MDP) organised

The dynamic interplay of entrepreneurship and innovation fosters an ecosystem where new ideas can be translated into viable business ventures, propelling organizations towards enhanced performance and market relevance. Recognizing the importance of this synergy, on October 29, 2022 the MBA Department conducted an insightful Management Development Programme (MDP) focused on the topic **Collaging Entrepreneurship and Innovations: Synergies for business development**. Through a series of interactive sessions, case studies, and practical exercises, the 45 participants explored the fundamental concepts of entrepreneurship and innovation, and learnt how to apply these concepts to real-world business scenarios.



A Management Development Program on **"Sell Faster, Grow Smarter: Dynamics of Presentation and Outward Communication"** was organised on 29.12.2022 to equip business leaders with essential skills for effective communication and presentation. In today's competitive market, the ability to convey ideas persuasively and clearly is crucial for driving sales and business growth. This program focussed on enhancing participants' presentation techniques, storytelling abilities, and outward communication strategies, enabling them to connect better with clients, stakeholders, and teams. A total of 49 participants were there.



Executive Education

The following are the initiatives wherein the faculty members offered their expertise in promotion and training programmes to industry.

Executive training on “Understanding Consumer behaviour through stimulus positioning” was organised for Royal field executives during December 2022 for which 20 executives participated.



Faculty Exchange Programs

Dr V Kanimozhi, Assistant Professor of MBA handled sessions for students of KNOWSKILLS TVET College, Malaysia during January 2023 on Personality and Soft Skills.



Faculty participation in Faculty Development Program and Short Term Training Programme

- Dr.K.Samuvel, Professor & Head of the department attended FDP on Innovative approaches in management teaching for excellence Organized by Innovative approaches in management teaching for excellence from 09.07.2022-16.07.2022.
- Dr.V.Kanimozhi, Assistant Professor , attended FDP on Business Model Canvas organised by Sri Krishna College of Engineering and Technology, Coimbatore on 17.06.2022
- Dr.S.Kamalaravanan , Professor attended FDP on Business Model Canvas organised by Sri Krishna College of Engineering and Technology, Coimbatore on 17.06.2022
- Dr.V.Kanimozhi, Assistant Professor , attended “Digitalization in Accounting and Finance” on 10.11.2022 at KG College of Arts and Science and Pioneer College of Arts and Science.
- Dr.V.Kanimozhi, Assistant Professor , attended FDP on Innovative approaches in management teaching for excellence by Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore from 09.07.2022-16.07.2022
- Mr.R.Manoj, Assistant Professor attended FDP on Innovative approaches in management teaching for excellence Organized by Innovative approaches in management teaching for excellence from 09.07.2022-16.07.2022.
- Dr.Nithyavathi, Assistant Professor, , attended an FDP on "Understanding Swami Vivekananda" by Academy of Life Skill based Education on 17.04.2022
- Dr.A.Jayanthi, Associate Professor, attended FDP on “Systematic Literature Review Using ADO Model” Organized by Oman Conference, International Faculty Research Interest Seminar Series on 15.03. 2023
- Ms.K.Nithyavathi, Associate Professor, attended FDP on “Systematic Literature Review Using ADO Model” Organized by Oman Conference, International Faculty Research Interest Seminar Series on 15.03. 2023
- Dr.V.Kanimozhi, Assistant Professor, attended FDP on "Entrepreneurship development Program on 24.11.2022 by Study World College of Engineering, Madukkarai (P0), Coimbatore

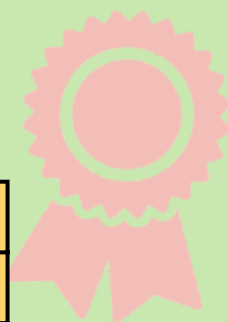
NOTABLE ACHIEVEMENTS DURING AY 2022 – 2023

- In the Global Immersion Programme - Malaysia held at KSTVET, IEG Campus during Jan 2023, the following students of MBA 2021-23 batch won Best speaker and best team award.
 - Best Speaker - MBA: Mr.Jerry Thomas Mathew
 - Best Team - MBA: Mr.Madhesh D and Mr.Jerry Thomas Mathew
- MBA (2021-23 batch) student Mr.Varun was awarded with "Agathiya Tamil Sudar" by Agathiyar Tamil Sangam, Rajapalayam for his contribution towards Tamil on 12.02.2023.
- Mr.Arunkumar and Mr.Vinayagam of MBA (2021-23 batch) achieved winner position in Finance - IPL auction 2023 event which is part of Exemplar 2023 - Management fest organized by Hindusthan College of Arts and Science on 3 March 2023.
- Ms.R.K Aburva Dharshini, Ms.Aswathy Jayachandran of MBA (2022-24 batch) were the winners in Inspira 2k22 – Business Quiz organised by Dhanalakshmi Srinivasan College of Engineering.
- Mr.B. Mano, Ms.Kavya, Mr.Munavir Badhusha, Mr.Abishek and Mr.R. Yogeshwaran of MBA (2022-24 batch) were the winners in Inspira 2k22 –Poster making organised by Dhanalakshmi Srinivasan College of Engineering.



DETAILS OF ONLINE COURSES COMPLETED BY STUDENTS

Total Number of Courses : 11
Total Number of Certifications earned : 59



ONLINE COURSE TITLE	NO OF STUDENTS
Advances in Strategic human resource management	3
Body Language: Key to Professional Success	2
Business and Sustainable Development	2
Design Thinking - A Primer	31
Educational Leadership	2
Introduction to Marketing Essentials	1
Leadership	1
Management of Field Sales	12
Product Design and Development	2
Soft Skill Development	1
Stress Management	2
Grand Total	59

DETAILS OF ONLINE COURSES COMPLETED BY FACULTY

FACULTY NAME	NAME OF THE ONLINE COURSE
Dr.M.Bhuvaneswari	Managing Change in Organizations
Dr.V. Kanimozhi	Accreditation and outcome based learning

DETAILS OF FACULTY PUBLICATIONS (2022-2023)

Number of Conference Presentations	2
Number of Journal Publications	58
Number of Case Studies developed	4
Number of Sponsored Research	4
Number of Consultancy Project	4

Invite Lectures Delivered by our Faculty

- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for webinar on Business Model Canvas organized by Sri Krishna College of Engineering and Technology on 17 June 2022.
- Dr. M.Bhuvaneswari - Professor, Dr.A.Jayanthi - Associate Professor and Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for "One day awareness programme on Entrepreneurship" organized by Hindusthan Polytechnic College in association with EDII TN, on 10 November 2022.
- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for "Entrepreneurship Development Programme for Outgoing Student" organized by CMS College of Engineering and Technology in association with EDII TN, on 23 November 2022.
- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for "Entrepreneurship Development Programme for Outgoing Student" organized by Study World College of Engineering in association with EDII TN, on 24 November 2022.
- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for Seminar on "Entrepreneurship Development" organized by Department of ECE, Hindusthan College of Engineering and Technology on 23 February 2023.
- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for NPTEL Orientation Programme organized by Hindusthan College of Engineering and Technology on 03 April 2023.
- Dr.V.Kanimozhi - Assistant Professor, served as a Resource Person for "Entrepreneurship Development Programme for Outgoing Student" organized by Hindusthan College of Engineering and Technology in association with EDII TN, on 08 May 2023.



NOTABLE ACHIEVEMENTS DURING AY 2022 – 2023

- Mr.Abishek J, Mr.Indhravishnoo G, Mr.Kishore S, Mr.Prabhu K of MBA 2022-24 batch were the winners in Ad Zap (SPARKLE FEST) event which is part of ADVIK 2023- An Intercollege Management Meet organised by Knowledge Institute of Technology, Salem on 05 May 2023.
- Mr.Jacobpaulalex of MBA 2021-23 batch won First Place in Best Manager event conducted on College Day, HINSPIRE -22 held at Hindusthan College of Engineering and Technology on 03.06.2022.
- Ms.Aparna Pradeep of MBA 2021-23 batch won Second Place in Best Manager event conducted on College Day, HINSPIRE -22 held at Hindusthan College of Engineering and Technology on 03.06.2022.
- Ms.Janani S and Ms.Sevali C of MBA 2021-23 batch won Third Place in Rangoli event conducted on College Day, HINSPIRE -22 held at Hindusthan College of Engineering and Technology on 03.06.2022.
- Mr.Varun of MBA 2021-23 batch has been awarded First Prize for Essay writing on 11.10.2022 under Institutional Level Winner which was a part of International Conference on SIR C.V Raman.
- Mr.Varun of MBA 2021-23 batch won Third Place in Tamil Speech event conducted on College Day, HINSPIRE -22 held at Hindusthan College of Engineering and Technology on 03.06.2022.



**Corporates Associated with Us
during 2022 - 2023**



State Street HCL Services

Memorandum of Understanding - Signed

International MOU with Rezi, Seoul was signed virtually on 14 November 2022 to promote AI based resume building.





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

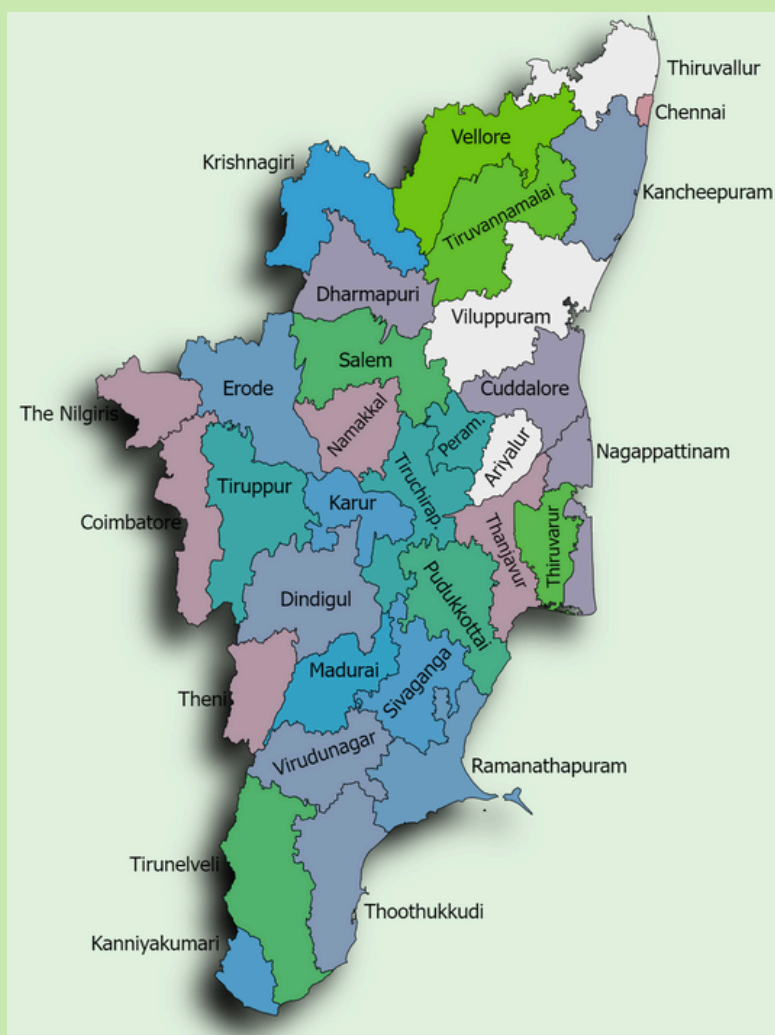
Department of Computer Science Engineering
&
Department of Management Sciences

International
Memorandum of Understanding
with
Rezi
Gangnam-gu, Seoul

14 November 2022
11:30 AM - 12:30 PM
<https://meet.google.com/khk-rwnq-oqx>

Faculty Co-ordinator Dr.J.Prakash Assoc.Prof - CSE Mr.A.Prasanth AP - MBA	Convener Dr.S.Shankar Prof & Head - CSE Dr.K.Samuel Director - MBA	Patrons Dr.J.Jaya Principal Dr.K.Karumakaran CEO
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Geographical Diversity of Students during AY 2022- 2023

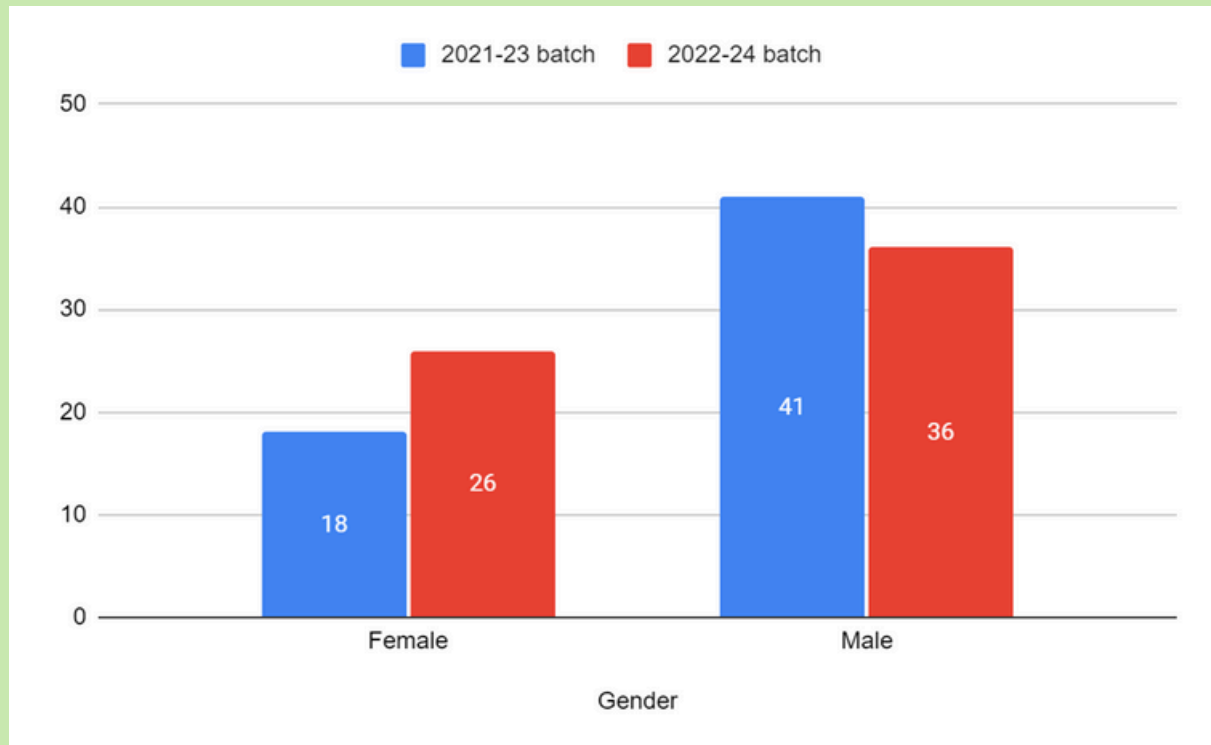


Tamil Nadu

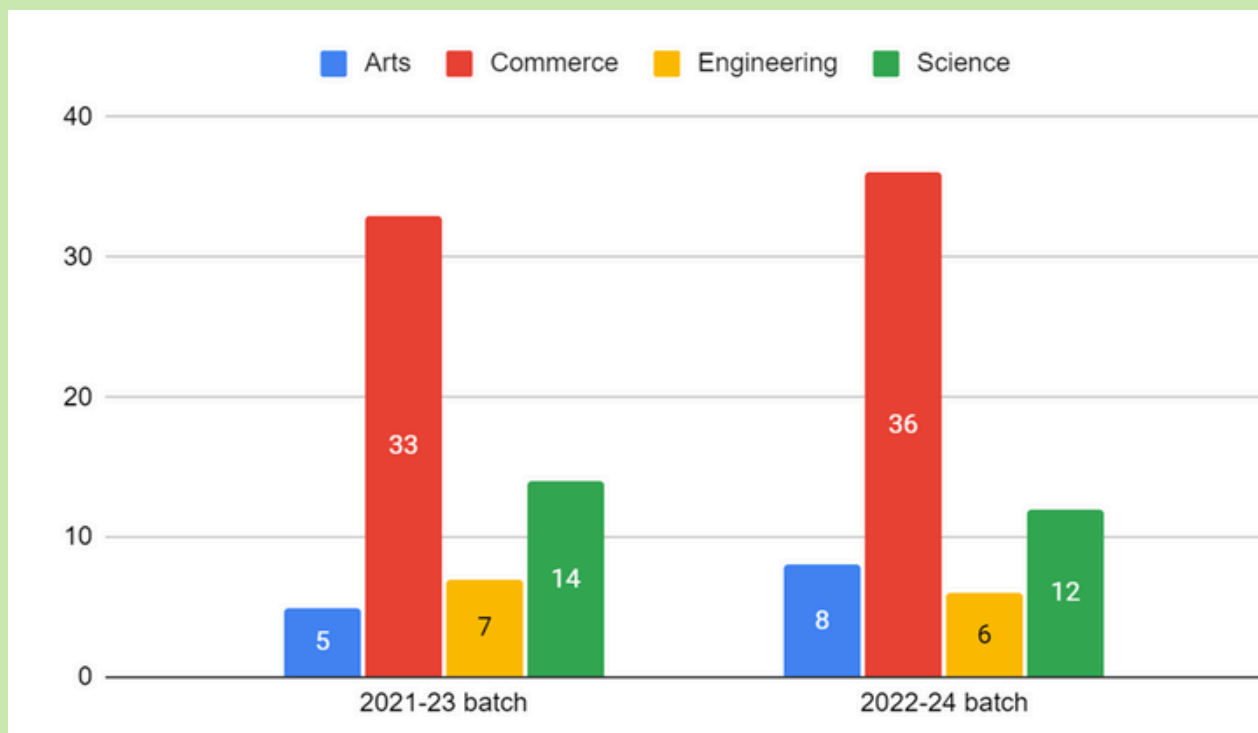
Kerala



Gender Diversity of Students during AY 2022 - 2023



Students from various streams during AY 2022- 2023



Celebrations 2023

Fresher's Day 2022



The final year students lined up to greet their new peers with a warm smile, a friendly handshake, and a token of welcome: a beautiful rose and chocolates. This small gesture symbolized the sweetness of new beginnings.

Pongal Celebration 2023

Pongal marks the culmination of the harvest season, a time for expressing gratitude for prosperity and agricultural bounty. This resonates deeply with our MBA program's emphasis on reaping the rewards of hard work and perseverance. Just as a bountiful harvest signifies success in agriculture, let us draw inspiration from Pongal's message of gratitude and look forward to our own future harvests of professional accomplishments.



Our MBA Rankings 2023



HINDUSTHAN **COLLEGE OF ENGINEERING AND TECHNOLOGY**

(An Autonomous Institution)

Coimbatore - 641032

www.hicet.ac.in

Proud Moment !!



“Hindusthan - A Career Assured Campus”

Ranked 182th in India's Best B-Schools 2022

Ranked 6th in Coimbatore's Top B-Schools 2022

October 2022

HICET MBA
Rank 62

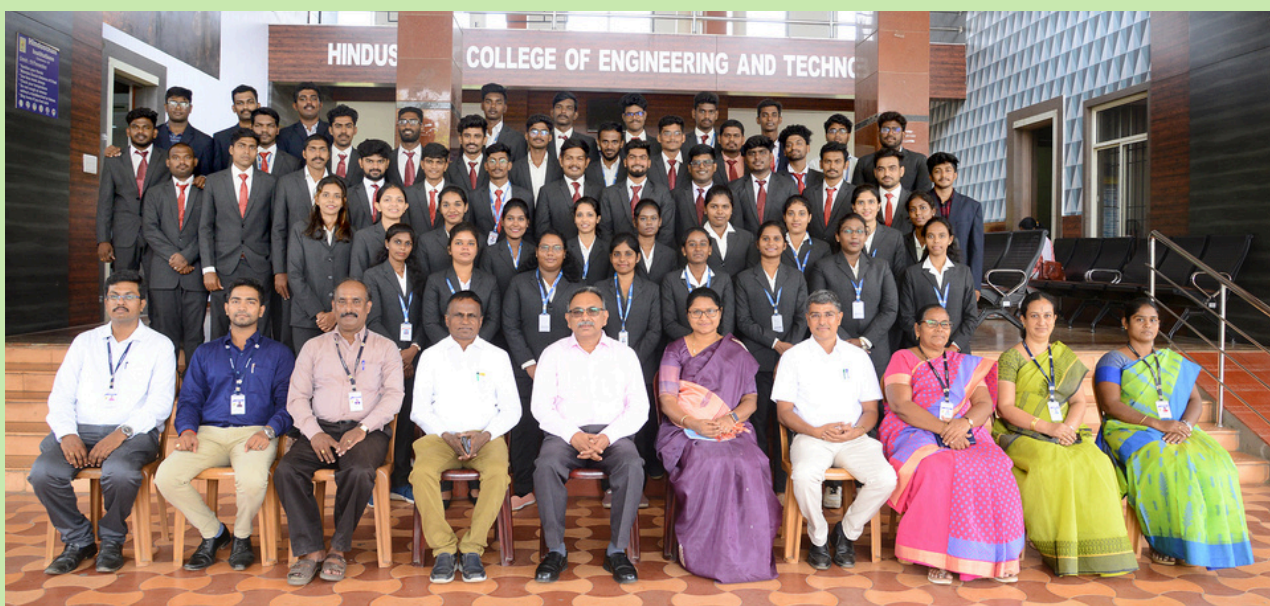




MBA 2019-2021 Batch



MBA 2020-2022 Batch



MBA 2021-2023 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 2021 - 23 Batch



My journey at Hindusthan College has been remarkable, with mentors aiding in the enhancement of both my academic and interpersonal skills. The quality of teaching, infrastructure, staff, and overall experience is top-notch. In conclusion, if you seek to build a career with an MBA, Hindusthan is the best place to be.

CHITHU K MATHEW

I am delighted to share my experiences from my MBA journey at Hindusthan. The comprehensive curriculum, practical learning opportunities, and support from our exceptional faculty have been invaluable. The hands-on projects and collaborative environment have truly enriched my understanding of the business world. Thank you Hindusthan.

VARUN S



It gives me immense pleasure to share my experience at Hindusthan - Business School. This college molded me into a great person. I never thought the two years would, change my identity. I'm grateful to the department teachers for offering me opportunities and for trusting students in all aspects.

AATHIKA FATHIMA A

My time at Hindusthan College has been exceptional, with mentors significantly enhancing my academic and interpersonal abilities. The teaching quality, infrastructure, staff, and overall experience are outstanding. In summary, for those looking to build a career with an MBA, Hindusthan is the ideal choice.

Vignesh V L



At HICET, I experienced a dynamic learning environment where knowledgeable teachers fostered both academic excellence and practical skills. Interactions with industry professionals through workshops and seminars kept us abreast of current trends. Engaging in extracurricular activities enriched our holistic development, HICET ensured smooth transitions into professional careers, making it a rewarding educational journey overall.

DINISTO ANGELIN DHAS

My journey at HICET has been a truly transformative experience that has left an indelible mark on my life. I've gained a wealth of knowledge, developed valuable skills, and cultivated unshakeable confidence. The faculty's guidances and support have been unwavering, helping me navigate challenges and celebrate triumphs. I'm forever grateful for the opportunities that have shaped me into a capable, ambitious, and compassionate individual.

HASINI.C



College life is a whirlwind of new experiences, learning, and personal growth. Each day brings a blend of classes, where passionate professors challenge my thinking and expand my knowledge. Outside the lecture halls, the campus buzzes with student activities, clubs, sports events, and cultural festivals—that offer endless opportunities to connect with peers and explore diverse interests. I am discovering independence, responsibility, and the joy of pursuing my passions in a supportive community that feels like a second home."

RAJA PRASANTH.R



I'm glad that I choose Hindusthan College for My Higher studies. It's not just about academics but it's about my personal growth. I had freedom to choose my courses allowing me to explore my passion and my department was very supportive of my decisions. I have gained knowledge and core concept of each Courses in MBA and help me in my career development. I had challenges that helped me to be a better person personally and professionally which I learned from my Professors and Friends.

NISHA S



During my time at HICET, I've had the privilege of experiencing a vibrant academic environment enriched with supportive faculty and diverse peers. From challenging coursework to engaging extracurricular activities, each day has been a step forward in my personal and professional growth. The college has not only broadened my knowledge but also fostered lifelong friendships and a deeper understanding of my field. I'm grateful for the opportunities and excited about what lies ahead in my journey at HICET.

MEENAKSHY BIJU



We are very glad in releasing “GLIMPSES' 23”. The academic performance, co-curricular activities of the department during the academic year 2022-2023 is presented. Our Heartfelt thanks to the Management, Principal, Dean, Dean - Academics, Staff Members and the Students.

PATRON

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Mr.Kishore S



Hindusthan Business School - Coimbatore



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