

Hindusthan College of Engineering and Technology

An Autonomous Institution, Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai Accredited by NBA (AERO, AUTO, CIVIL, CSE, ECE, EEE, IT, MECH, MECHATRONICS) Accredited by NAAC with 'A++' Grade with CGPA of 3.69 out of 4 in Cycle 2



Message from the Director's Desk

Dear MBA Community,

As we approach the end of another remarkable semester, I take this opportunity to reflect on our journey that have enriched our MBA experience. Over the past, our students have showcased exceptional dedication, participating in various academic and extracurricular events. From engaging guest lectures to intensive workshops, our calendar has been filled with activities that not only enhance learning but also foster a sense of community and collaboration among peers. Nevertheless, our faculty members have also been instrumental in driving your success. Their commitment to academic excellence is evident through the process of dynamic curriculum and hands-on learning opportunities, thus reflecting our responsiveness to industry trends and demands. Needless to say, the departmental networking events have been a significant success, connecting students with alumni and industry leaders. These events have opened doors for internships and placements, offering our students valuable insights into the corporate world. I am immensely proud of how our students have seized these opportunities, demonstrating professionalism and a proactive approach to their career development. As we continue our journey, I encourage all of you to remain engaged and take full advantage of the resources available. Let us celebrate our achievements and support one another as we strive for excellence. Together, we are not just shaping successful business leaders, but we are also building a vibrant community poised for innovation.

Thank you for your hard work and dedication.

(A YEARLY NEWSLETTER)

GLIMPSES '24

"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. V. Kaarthikeyan
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
- Hindusthan college of Arts and Commerce

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. Accreditation Council (NAAC) with Accredited by NBA (AERO, AUTO, CIVIL, CSE, ECE, EEE, IT, MECH, MECHATRONICS). Accredited by NAAC with 'A++' Grade with CGPA of 3.69 out of 4 in Cycle 2

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.



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, Muthoooot 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.

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.A webinar titled 'Introduction to IPR and Patent Registration' was conducted on June 3rd, 2023. Dr. V Kanimozhi served as the coordinator for the event, while Ms. Meena Balakrishnan, from Microsoft Teams, was the resource person.

2.Outbound training for students was held from June 6th to 8th, 2023. Mr. A. Prasanth and Dr. V. Kanimozhi coordinated the event. The resource person was Lt. Seshadri Venakatesan, founder of NALS.

3.A webinar entitled 'Research Methodology' was conducted on June 17th, 2023. Dr. D. Davidewinster Praveen Raj, a researcher at Christ IT, Bangalore, served as the resource person. The webinar was coordinated by Mr. A. Kanimozhi and Mr.A.Prasanth



4.A webinar on gender equity was held on June 20, 2023, with Dr. V. Kanimozhi serving as coordinator. The resource person for the webinar was Mrs. S.Sree Sanjana Bose from SKCT, Coimbatore.

5.On June 21, 2023, a webinar on 'Digital Marketing' was conducted. The event was coordinated by Dr. V. Kanimozhi and Mr. A. Prasanth. The resource person was Mr. Laven Lokesh Barani, founder of Plant Green Inertia from Thiruvallur.

6.A webinar titled 'Entrepreneurship Development: Opportunities and Challenges' was held on July 1, 2023. Dr. V. Kanimozhi served as the coordinator, while Mr. K.R. Shoban, founder of Krshons, Coimbatore, Tamil Nadu, was the resource person.



7.A seminar on 'Capital Markets Awareness for Young Investors at Campus' was held on October 14, 2023. The event was coordinated by Dr. A. Jayanthi. The resource person, Mr. C.K. Arivazgan, is a certified trainer with the Ministry of Entrepreneurship & Professional Skills Sector Council. He is also a consultant trainer and an empaneled trainer with the Bombay Stock Exchange (BSE).



8.A seminar titled 'Innovations for Business Excellence' was held on October 30, 2023, coordinated by Mr. A. Prasanth. The resource person was Dr. Priya Vinod, Assistant Professor at Christ University, Yeshwanthpur Campus, Nagasandra, Bengaluru.

9.On November 28, 2023, a seminar titled 'A Roadmap for Young Entrepreneurs from Education to Industry' was conducted. The seminar was coordinated by Mr. A. Prasanth. The resource person was Mr. R. Kiran Adhith, proprietor of Adhith Engineering in Coimbatore, Tamil Nadu.

10.A seminar titled 'Paradigms in Macroeconomics' was held on December 8, 2023. Dr. Kaarthikheyan served as the coordinator for the event, while Mr. K.R. Ayyasamy, a retired Assistant Director at the Reserve Bank of India (RBI) from Coimbatore, Tamil Nadu, was the guest speaker.11.A seminar titled 'Sales Tactics in Business' was conducted on December 20, 2023. Dr. M. Bhuvaneswari served as the coordinator for the event. Mr. Venugadesan Thangathirupathi, Sales and Finance Manager at 401 Auto Finance in Canada, was the resource person.



Outreach Activities

Students of I MBA carried out **Social Immersion Project** from 18 December to 22 December 2023. 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 May 2024 to 24 May 2024. The Rural Innovation project was conducted in Malumichampatti, 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 NBA A++ NAAC		
Department of management sciences RURAL INNOVATION PROJECT (2023-2024)		
DATE	PLANS	CLUB NAME
20-05-2024	RAIN WATER SAVING MANAGEMENT	BUSINESS ANALYTICS CLUB
21-05-2024	PLASTIC AWARENESS	DEBATE CLUB
22-05-2024	WASTE MANAGEMENT	FINANCE CLUB
23-05-2024	ENTERPRENEURSHIP SCHEME AWARENESS	ED CLUB
24-05-2024	RURAL DEVELOPMENT SCHEMES AWARENESS	MARKETING CLUB
FACULTY CO-ORDINATOR: Dr.M.Bhuvaneshwari, professor-MBA COVINOR: Dr.V.Kaarthikeyan, Director-MBA PATRONS: Dr.J.Jaya, principal; Dr.K.Karunakaran, CEO		



Global Immersion Programme

VGIP (Virtual Global Immersion Programme) was conducted on 08 to 13 January 2024 in association with IEG campus, kuala lumpur . The program enabled the students to understand the region's business, cultural, political and business environment.

Global Immersion Program 3
For the Students of MBA

INTERNATIONAL BUSINESS

**6 Days
5 Nights
during
Jan 2024**

Destination Kuala Lumpur, Malaysia

Training 3 Days at

Attractions (Places to Visit)

- ✓ KL City
- ✓ Batu Caves
- ✓ Putra Jaya
- ✓ Sunway Park
- ✓ Genting High
- ✓ Twin Tower

Hindusthan College of Engineering and Technology
 Pollachi Highway, Coimbatore

GP 3 Coordinator
 Dr A Jayanthi



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HINDUSTHAN COLLEGE OF ENGINEERING AND TECHNOLOGY MASTERS IN BUSINESS ADMINISTRATION – COIMBATORE, INDIA (33 MBA students, 2 Faculty staff)									
THEME: DYNAMICS OF BUSINESS AND TECHNOLOGY THROUGH INNOVATION 2024									
Day/Time	9.30 am – 11.10 am		Venue	11.10am 11.30am	11.30am – 1.10pm	Venue	1.10 pm 2.30 pm	2.30 pm – 4.10 pm	Venue
Day 1 9/1/2024 Tuesday	9.15am-9.45am Welcome Speech by <i>Mr Kanendran T Arulrajah, CEO</i> 9.45am-10.00am Briefing by Dr Sherly George, Principal	Talk 0: 10.00am-11.10am "Banking: Career Growth, Future of Work and ESG" by Mr. Anand Paramasivam, Vice President ETD Operations, Standard Chartered Bank	IEG Campus	Tea Break	Talk 1 "Crisis Creates Problems but also Opportunities" by Dr Tan Chong Kooz, Founder/Executive Chairman/Chief Strategist of Pheim Malaysia	IEG Campus	Lunch	Talk 2 "Human Resource" by Nanthinee a/p Appathurai, Senior Associate, PWC	IEG Campus
Day 3 10/1/2024 Thursday	Talk 3 Industrialised Building System (IBS) by TS Rozainah Ibrahim, Head of Department, Business Development, CIDB, IBS Sdn Bhd		IEG Campus	Tea Break	Talk 4 From Global Integration to "Geo-Economic Fragmentation"- A New Global Trade Order by Professor Evelyn Shyamala, University Malaya	IEG Campus	Lunch	Industrial Trip to Galeri Komponen IBS, Lot 8, Jalan Chan Sow Lin, Cheras, Batu 2 ½, 55200 Kuala Lumpur	
Day 3 11/01/2024 Friday	Talk 5 "Evolution of Telecommunication & IOT Technology" by Mr Surendran Selvaramam, Technical Director, Trainer, Consultant, MITRACOMMS SOLUTIONS		IEG Campus	Tea Break	Talk 6 "Knowledge Sharing: Sustainability Management vs Technology" by Ts Dr. Nabilah Filzah, Faculty of Computing UMP	IEG Campus	Lunch	Valediction & Certificate Presentation	IEG Campus

Outbound Training and Industrial Visits

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



Market Visit was organised for I MBA students during May 2023 in which students went to various places in coimbatore to analyze the market condition.



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

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

Chairperson	: CHANDRASEKARAN G - II MBA
Vice Chairman	: JAGADEESHWARI R R - I MBA
Secretary	: SNEHA V - II MBA
Joint Secretary	: RAJA PRASANTH R - I MBA
Treasurer	: ROSHENI M - II MBA
Joint Treasurer	: PRIYADHARSHINI M - I MBA

Finance Club

II MBA

Senior President	: Harini P
Senior Vice President	: Sasitharan K

I MBA

Junior President	: Lakshman Raj M
Junior Vice President	: Vijay Prathiv R

1. The Finance Club organized a workshop titled "Fundamentals of Stock Market Investment" on March 7, 2024, from 2:00 PM to 3:30 PM. The resource person for the workshop was Mr. Gowtham Damotharasamy, an MBA in Finance, certified financial advisor, and founder of Finclinq. The workshop was held in the first-year MBA classroom.



Hindusthan

College of Engineering and Technology

Valley Campus, Pollachi Highway, Coimbatore - 641032.

DEPARTMENT OF MANAGEMENT SCIENCES

FINANCE CLUB

Organises Workshop on



Basics of Stock Market Investment



Resource Person :
Mr. Gowtham Damotharasamy
MBA Finance | Certified Mutual Fund Advisor |
Authorised Person (AP) - Zerodha Broking Ltd.
Founder - Finclinq.

7 March 2024
2:00 PM - 3:30 PM

I - MBA

Faculty Co - ordinator
Dr.V.Kanimozhi
Assistant Professor - MBA

Convener
Dr.V.Kaarthikheyan
Director - MBA

Patrons
Principal
Dr.J.Jaya

CEO
Dr.K.Karunakaran

Student Co - ordinators
Lakshman Raj M

Finance club Jr. President
Lakshman Raj M

Finance club Jr. Vice President
Vijay Prathiv R



Marketing Club

II MBA

Senior President : Naveen Kumar p

Senior Vice President : Madhavan M

I MBA

Junior President : Bohendran P

Junior Vice President : Karthickeyan T

1. The Marketing Club hosted a webinar titled "Threads to Global Trade" on March 22, 2024, from 2:00 PM to 3:30 PM. The resource speaker was Professor Evelyn Shyamala of the University of Malaya, Malaysia.

DEPARTMENT OF MANAGEMENT SCIENCES MARKETING CLUB ORGANISES WEBINAR ON THREATS TO GLOBAL TRADE



Professor,
Evelyn Shyamala,
University Malaya,
Malaysia.



22nd March 2024
At 2:00 pm-3:30 pm



<https://meet.google.com/fqh-ywbz-rvh>

Business Analytics Club

II MBA

Senior President : Sarath kumar V
Senior Vice President : Muthu selva L

I MBA

Junior President : Phavithra S
Junior Vice President : Muthuvengatesh A

The Business Club hosted a webinar titled "Capital Market Awareness for Young Investors" on October 14, 2023, from 12:00 PM to 1:00 PM in the first MBA classroom. The webinar, aimed at students on campus, featured Mr. C. Arivazhagan, a certified trainer from the Ministry of Entrepreneurship and Professional Skills Sector Council, as the resource person. Dr. A. Jayanthi served as the faculty coordinator for the event.



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

Department of Management Sciences
&
Business club
Organizes
Webinar on

Capital Markets Awareness for Young Investors at Campus

Resource Person
Mr.C.K.Arivazhagan
Certified Trainer – Ministry of Entrepreneurship and Professional Skills Sector Council.
Consultant Trainer, Empaneled Trainer to BSE.

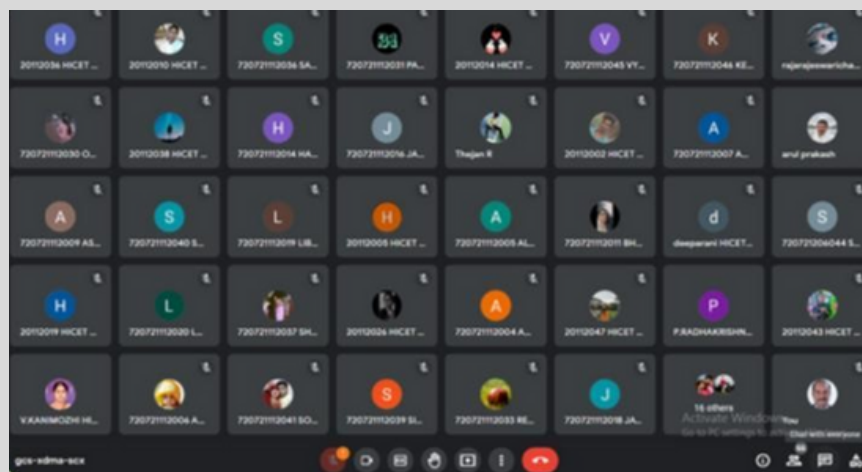
14 October 2023
12.00 PM - 1.00 PM

https://us06web.zoom.us/join/12Mof-prjosGtegoyVNzBVHIMt_znKjXTTn

Faculty Co-ordinator
Dr. A. Jayanthi

Convener
Dr. V. Kaarthickbayan

Patrons
Dr. J. Jaya
Dr. K. Karumakaran



Debate Club

II MBA

Senior President : Abinaya V

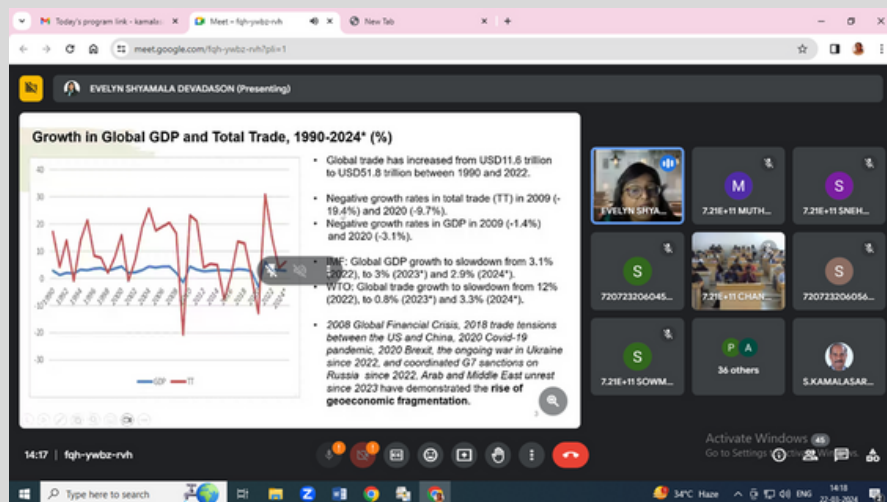
Senior Vice President : Sindhu M

I MBA

Junior President : Sri kiruba varshini A

Junior Vice President : Vaishnavi M

1. A seminar on 'Capital Markets Awareness for Young Investors at Campus' was held on October 14, 2023. The event was coordinated by Dr. A. Jayanthi. The resource person, Mr. C.K. Arivazgan, is a certified trainer with the Ministry of Entrepreneurship & Professional Skills Sector Council. He is also a consultant trainer and an empaneled trainer with the Bombay Stock Exchange (BSE) and organized by debate club.



Human Resource Club

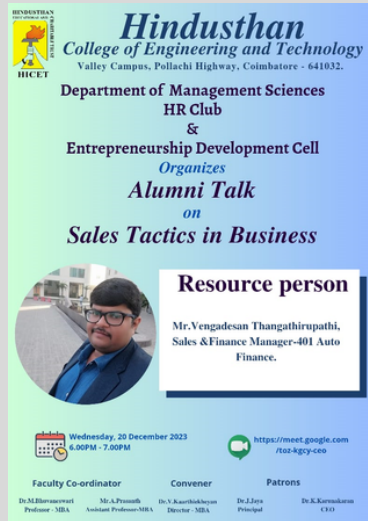
II MBA

Senior President : Sneha G
Senior Vice President : Amal Chand K

I MBA

Junior President : Jayasuriya J
Junior Vice President : Vishnu S

1.HR Club organized an alumni talk on "Sales Tactics in Business" on December 20, 2023, from 6:00 PM to 7:00 PM. The esteemed resource person was Mr. Vengadesan Thangathirupathi, Sales and Finance Manager at 401 AUTO



2.The HR Club hosted an ICC-driven "Business Plan Competition" on May 10, 2024, from 10:00 AM to 1:00 PM. The competition was coordinated by Dr. M. Bhuvaneshwari and Mr. A. Prasanth.



Entrepreneurship Development Club

II MBA

Senior President : Mano B
Senior Vice President : Kavya K


I MBA

Junior President : Thulasi mohan L
Junior Vice President : Lyjin Joseph

1. On 27-12-2023, the ED Club organized a webinar titled "International Connect-Session on Landscaping of the Malaysian Economy." The esteemed guest speaker was Dr. Sherly George, Principal of KNOWSKILLS TVET COLLEGE in Malaysia. The webinar spanned from 9:30 AM to 11:30 AM.


**Department of Management Sciences
and
Entrepreneurship Development Cell
Organises**

**International Connect - Session on
Landscaping of the Malaysian Economy**



**Resource Person:
Dr. Sherly George
Principal
KNOWSKILLS TVET College,
KL, Malaysia**

**27 December 2023
IST 09:30 a.m to 11:30 a.m
MYT 12:00 p.m to 02:00 p.m**

 <https://meet.google.com/nft-xpwa-uhs>

Faculty Participation in Webinars, Conferences, Workshops, Conclave

1. Dr. A. Jayanthi, associate professor, was invited as a jury member for the technical session "PUBLICITE (AD ZAP)" at the Hindustan Institute of Technology on March 14, 2024.

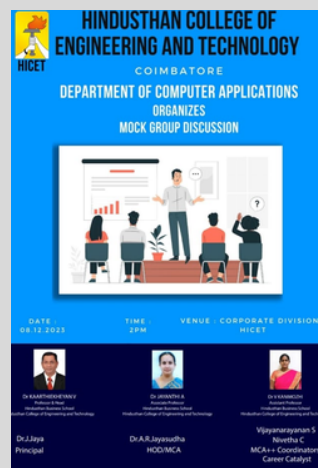


2. Dr. A. Jayanthi, Associate Professor, participated as a jury member for the technical session of the two-day national level student conference on "Contemporary Research in Management," organized by Sree Saraswathi Thyagaraja College on 3



3. Dr. V. Kaarthikheyan, Head of the Department, and Dr. V. Kanimozhi, Assistant Professor, participated in the "Entrepreneurial Mentoring Workshop" held at SIIMS Business School, Coimbatore. It was conducted on 27 May to 28 May 2024.

4. Dr. V. Kaarthikheyan, Head of the Department, Dr. V. Kanimozhi, Assistant Professor, and Dr. A. Jayanthi, associative professor, participated in the "Mock Group Discussion" organized by the Department of Computer Applications within the campus on 08-12-2023.



5. Dr. V. Kanimozhi, Assistant Professor, participated in the "business model canvas" workshop organized by the Department of Management Sciences at Hindustan Institute of Technology on May 28, 2024.

6. Dr. Jayanthi A., Associate Professor, participated in a lecture titled "Gender Equality and Empowerment" organized by the Department of Electronics and Communication Engineering on May 23, 2024, within the campus.

7. Dr. A. Jayanthi, Associate Professor, participated in the "Gender Equity" webinar organized by the Department of Food Technology on May 31, 2024, within the campus.

DETAILS OF ONLINE COURSES COMPLETED BY STUDENTS



Batch	Number of certificates
2022-2024 batch	54
2023-2025 batch	29
Grand Total	83

Course Title	No of certificates
Business Analytics & Text Mining Modeling Using Python	1
Business and Sustainable Development	9
Business Fundamentals for Entrepreneurs	3
Business to Business Marketing	1
corporate fianance	1
Design Thinking - A Primer	39
Financial Statement Analysis and Reporting 1	1
Management of Field Sales 1	1
Marketing Management I 13	13
Marketing Research and Analysis	2
Modelling and Analytics for Supply Chain Management 3	3
Organizational Behaviour 3	3
Strategic Communication for Sustainable Development 3	3
Toyota Production System 1	1
Working in Contemporary Teams	1
Grand Total	83

NOTABLE ACHIEVEMENTS DURING AY 2023 – 2024

1. Vishnu and Praveen, both MBA students, won the first prize in the "Click On" event held at EASA College, Coimbatore, and received a cash prize of Rs. 3000.



2. Madhuvarshini, Phavithra, Savitha, and Vaisnavi, a team from the 1st MBA batch, secured second place and a cash prize of Rs. 1500 in the "Best Management" event, which was held at SIIMS College in Coimbatore.



3. In the 1st MBA module, Jaga, Anisha, Priya, and Kaviya secured second place in the "Corporate Walk" event hosted by Hindustan Institute of Technology, Coimbatore.

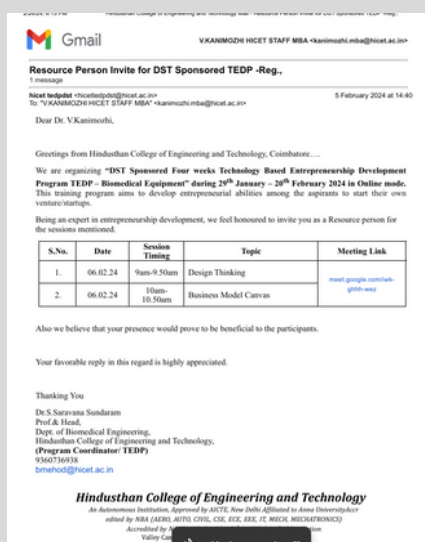


Invite Lectures Delivered by our Faculty

1. Dr. Jayanthi, Associate Professor in the Department of Management Sciences at HICET, was invited as a speaker at a webinar on May 31st, 2024, at 10:30 AM, held by the Department of Food Technology. She spoke on the topic of "Gender Equity."



2. Dr. Jayanthi, Associate Professor in the Department of Management Sciences at HICET, was invited as a speaker for a webinar on the topic of "Women Empowerment" in the Department of Mechanical Engineering. The webinar was held on June 18, 2024, from 11:00 AM to 12:30 AM.



3. Dr. V. Kanimozhi, Assistant Professor in the Department of Management Sciences at HICET, was invited as a speaker for a webinar on the topic of "Business Model Canvas." The webinar was held at Hindustan Institute of Technology on May 28, 2024, at 3 PM.



4. Dr. V. Kanimozhi and Dr. V. Kaarthickheyan, faculty members, were invited as guest speakers to SIIMS Business School. They presented on "Design Thinking" on May 27, 2024, and "Preparing for an Entrepreneurial Mindset" on May 28, 2024.



Publications by Faculty

Faculty at Hindusthan College of Engineering and Technology have published articles, books, and research papers in their respective fields.

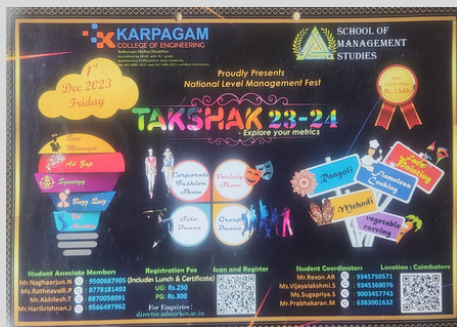
S.NO	Name of the Faculty	Title of the book/chapters published	Title of the paper	Name of the publisher	ISBN/ISSN number of the proceeding	Whether at the time of publication Affiliating Institution was same Yes/NO	Year of Publication
1	Dr.A.Jayanthi	Human Resource Management	Human Resource Management	Charulatha Publications	978-93-5577 564-1	Yes	2023
2	Mr.A.Prasanth	Human Resource Management	Human Resource Management	Charulatha Publications	978-93-5577-564-1	Yes	2023
3	Dr.A.Jayanthi	Handbook of research in Basic and Applied Science	Green Marketing Strategies: Environmental Safety and Customer Satisfaction	www.aetsjournal.com	ISBN: 978-93-5980-742-3	Yes	2023
4	Dr.A.Jayanthi	Handbook of research in Basic and Applied Science	Analysis and Study of Social Marketing in India	www.aetsjournal.com	ISBN: 978-93-5980-742-3	Yes	2023
5	Dr.A.Jayanthi	Consumer Behaviour	Consumer Behaviour	Charulatha Publications	978-93-6260-508-5	Yes	2024
6	Dr V Kanimozhi	E- Commerce Trends and Innovations	Integrating sustainable development Goals and Green Retailing Practices for a resilient future	Elakkiya Publisher	978-93-92649-63-9	Yes	2024

Notable Participation by Students

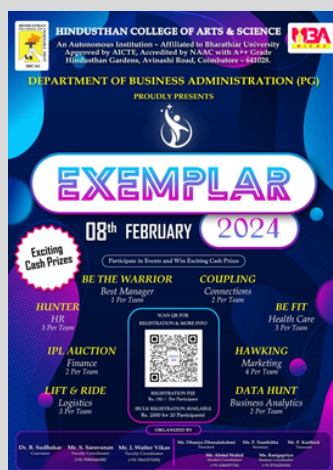
1. Four MBA students participated in "SADHANA 2K24" at the RVS Institute of Management Studies, Kannampalayam, Coimbatore on 13-03-24. They competed in the Logistics category.



2. Eighteen first-year MBA students were participated in Karpagam College of Engineering event "TAKSHA 23-24" on December 1, 2023.



3. Eight first-year MBA students were participated in the "EXEMPLAR 24" event conducted in Hindsushan College of Arts and Science on February 8, 2024.

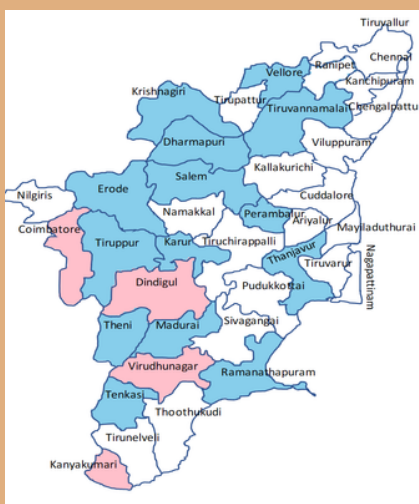


**Corporates Associated with Us
during 2023 - 2024**



Geographical Diversity of Students during AY 2023- 2024

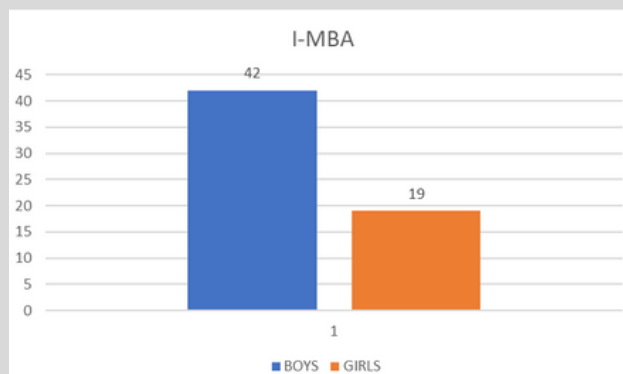
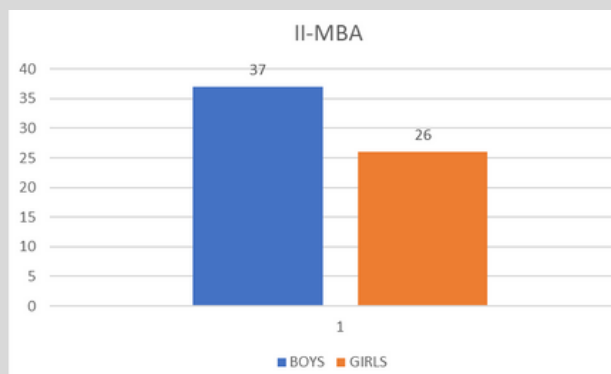
Tamil Nadu



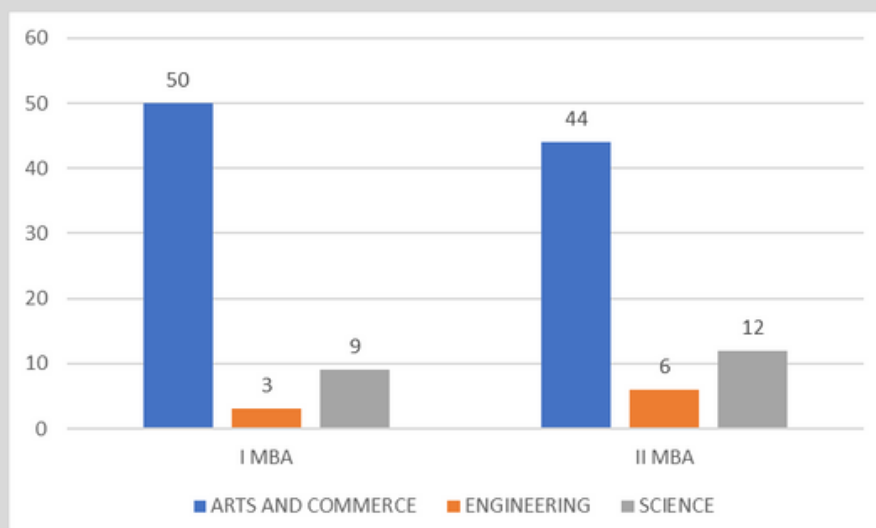
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Gender Diversity of Students during AY 2023- 2024



Students from various streams during AY 2023- 2024



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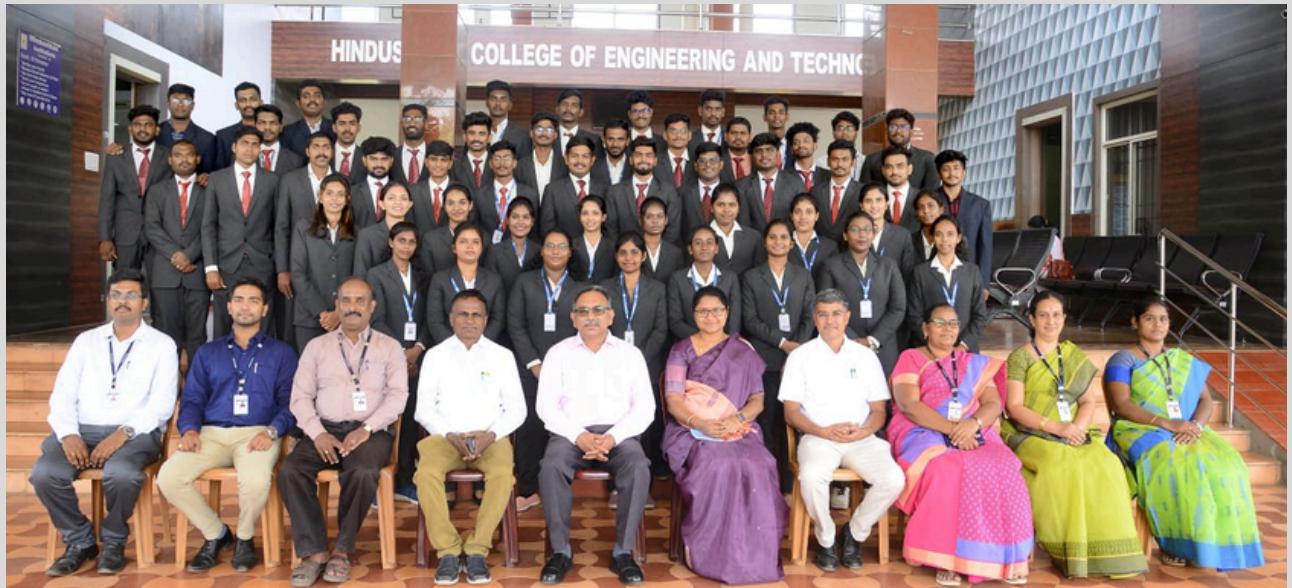


Hindusthan

College of Engineering and Technology

Coimbatore

2022-2024 Batch



2023-2025 Batch



We are very glad in releasing “GLIMPSES' 24”. The academic performance, co-curricular activities of the department during the academic year 2023-2024 is presented. Our Heartfelt thanks to the Management, Principal, Dean, Dean - Academics, Staff Members and the Students.

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Published by
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