

DEPARTMENT PROFILE

ABOUT

The MBA programme was started in the year 1997. It is an AICTE approved course and affiliated to University of Madras. It got its autonomous status in the year 2006. The department is the most preferred destination for aspiring women managers. The department has a strong industry tie-up and is associated with professional bodies like CII, MMA, ISTD, NIPM and AIMA. The curriculum offered is unique and focuses on holistic development of building women managers with focus on soft skill, personality enrichment, foreign language proficiency and much more. The department also offers excellent placement by preparing the students with pre-placement workshops, resume writing, group discussions and presentation technique.

OVERVIEW OF THE DEPARTMENT

The MBA Programme began its journey of imparting quality education in the year 1997. It offers a full time two-year course with sixty students in each batch. The course is affiliated to University of Madras approved by All India Council For Technical Education (AICTE) Approval No–F.No.431/TN -39/MCP –APR (M)/96, dated July 21, 1997. The Course got its Autonomous Status in the year 2006. The course structure is closely aligned with the business requirements in today’s scenario .The department aims to create a set of socially responsible and committed business leaders. The department is dynamic and futuristic; it strives to bring out the best in every student and creates young managers through its demanding course of learning.

VISION

To achieve economic and social equity for Women and through them strengthen the Nation to usher in an egalitarian society. To become a Globally recognized Women’s University.

MISSION

To sensitize young women to their rights and place in the society through advancement and application of relevant knowledge.

MILESTONES

- MBA department of Ethiraj College was founded in the year 1997.
- In the year 2006, the college attained autonomous status. The number of intake was increased from 40 to 60 during the academic year 2017.
- The MBA Department introduced the research program in PhD from the academic year 2017.
- The Department of MBA has successfully completed 25 years of service and celebrated the Silver Jubilee Anniversary in 2022.

- The MBA Department has signed MOUs with industries to facilitate students in terms of placements, internships, skill development and projects. Memorandum of understanding has been signed between the department of MBA of Ethiraj College and various organizations including:
 - The CAMS that works towards hiring and engaging student interns.
 - The Calibre Financial Services with supports as knowledge partner for creation of new academic programs.
 - Raintree hotels, Introvertz Consulting Private Limited and Spaarc facilitate students to gain hands on experience through internships offered by them.
 - St John ambulance trains and orients the students in life skills and facilitates students to participate in internships, expert knowledge sharing, student skill development, placement and field visit.
 - Catnip InfoTech pvt Ltd, TVS training and services Ltd, Excellence in Nutrition encourages industry – institute interface through guest lectures by experts from the industry.

PROGRAM EDUCATIONAL OBJECTIVES (PEO's)

1. To impart knowledge on core functions of management so as to enable, demonstrate an understanding of key functions of management as applied in practice.
2. To impart competency and skills required for management functions- self management, professional management and organisation management.
3. To professionally groom and culturally align to the ever changing dynamic business / corporate environment and ethical practices through continuous learning and development approaches.
4. To prepare and equip to cater to the various domains of business in diverse career fields for a holistic and inclusive learning outcome with global perspectives.
5. To empower and promote excellence, self resilience and a sense of responsibility in achieving sustainable development goals at individual/organisational and social front.

PROGRAM OUTCOMES (PO's)

1. Apply and synthesize the acquired conceptual and technical knowledge to formulate business processes and solutions. (**Knowledge Transfer**)
2. Demonstrate effective communication, presentation, problem solving, decision making, and team work and leadership skills. (**Workplace Competency**)
3. Initiate, encourage and bring out latent qualities, abilities to be creative and innovative in identifying and developing business skills / business opportunities / business models. (**Entrepreneurial Skill**)

4. Exhibit and apply comprehensive multi functional knowledge/skill for enhancing career choices. **(Employability/Diversity)**
5. Embrace technology, current techniques and relevant business tools necessary for effective managerial practice. **(Organisational Adaptability and Effectiveness)**
6. Identify, equip and meet the changing organisational expectations and challenges. **(Management of Change)**
7. Able to lead a team and contribute towards team environment in achieving individual/organisational goals. **(Team Building)**
8. Internalise Physical, Mental and Emotional Wellness and Positive Outlook at individual, organisational and social front. **(Life Management Skill)**
9. Apply and be responsive to ethical principles/issues and make ethical choices at the individual/organisational and social level. **(Ethics)**
10. Continuous pursuit for professional excellence and performance outcomes. **(Sustainability)**
11. Create empowered, self-sufficient, independent individuals. **(Capacity Building)**
12. Increase awareness to Value driven individual and social responsibility. **(Nation Building)**

PROGRAM SPECIFIC OUTCOMES (PSO's)

After completion of the program, the student will be professionally equipped and will

1. Demonstrate and apply various management processes, theories, models and functions across business verticals in managerial and administrative capacity.
2. Acquire and practice managerial skills and competencies required for a successful management role / function in various functional domains towards holistic development.
3. Exposed to multidisciplinary approach and will be able to apply and analyze in a multicultural/global perspective towards creative problem solving at individual /organisational front.

MOU SIGNED

S.No	NAME OF INSTITUTION
1.	CAMS
2.	CALIBRE FINANCIAL SERVICES
3.	RAINTREE
4.	CATNIP INFOTECH Pvt.Ltd
5.	BUSINESS STANDARD
6.	SPARRE
7.	TVS TRAINING & SERVICES Ltd
8.	INNOVERTZ CONSULTING LIMITED
9.	EXCELLENCE IN NUTRITION
10.	St.JOHN AMBULANCE

Seminars and Workshops

2017-2018

S.NO	DATE	EVENT	ORGANIZER/ CHIEF GUEST
1.	21-08-2017	<p style="text-align: center;">Orientation Programme</p> <p>Industry expectations from the budding Managers- the onward</p> <p>Academic expectation for future business Leaders –Onboard The knowledge odyssey</p>	<p>Guest Speakers</p> <p>Dr.A.V.Sivarama Prasad Executive President (HRD Executive President & Services) The KCP Pvt. Ltd.</p> <p>Mr.Venkadesh Narayanan Principal Consultant, Fhyzixa Former Indian Civil Servant (IRAS 2000) President, PDMA-India</p>
2.	22-08-2017	<p>Emerging trends and practices in the industry-Challenges and expectations in the current scenario</p>	<p>Dr.AshwinJayasingh Regional Head – South Capital Market Group Aditya Birla Finance Limited</p> <p>Prof.Pattabiraman Management Consultant Panel Member – CII, FIEO, FICCI</p>

3.	23-08-2017	Bridge Course on Management Principles Inauguration of MMA Student Chapter	Dr.Srikanth Professor and Head-School of Management MMA Chennai Chapter Team Members
4.	24-08-2017	Yoga Bridge Course on Managerial Accounting Career Preparation and Job Opportunities	SKY Foundation Dr.Kannan Professor,School of Management Sathyabama University Ms.Esther Jessie Associate Manager HR Scope International Pvt Ltd (Corporate) Ms.Punitha Antony Director,HR,CSS CORP
5.	28-08-2017	Yoga Personal Development	SKY Meditation Ms.Pavithra .D Consultant
6.	29-08-2017	Self Management-Making an amazing world for the future	Ms.Shaifaliveda Founder and Curator, "The Human Design"
7.	30-08-2017	A healthy outside starts from a healthy inside -Fitness Awareness Life style and Diet Awareness	Ms.DivyaPurushothaman Founder,ChiefNutritionist Sano Holistic Nutrition Clinic
8.	31-08-2017	Bridge Course on Quantitative Techniques	Dr.Manjula Assistant Professor, DOMS University of Madras
9.	01-09-2017	Fresher's Day	MBA Department
10.	18-12-2017	Agile Leadership & Risk Management	Mr.R.R.Krishna

11.	20-12-2017	Digital Marketing	Mr.DeepakChhabria MMA
12.	25-09-2017	Teacher's Day Celebration	MBA Students
13.	05-10-2017 06-10-2017	PARADIGM 2017	Changing Leadership Dimensions:Issues and Challenges in the New Millennium :MBA Department in association with MMA
14.	11-01-2018	Personality Development	Mr.Sathya Narayanan MMA
15.	09-02-2018	Career Development	A.SesuDasse Inspire Career Development Centre
16.	13-02-2018	Entrepreneurial skills	Mr.Krishnamoorthy Consultant MMA
17.	07-03-2018	Farewell	MBA Students
18.	March 2018	Community Service	ChennapuriAnnadanaSamajam Children Home

2018-2019

S.NO	DATE	EVENT	ORGANIZER/CHIEF GUEST
1	20-08-2018	Orientation Programme Industry Expectation	Ms.Malini Saravanan DGM-Human Resources The New Indian Express
2	21-08-2018	Industry Expectation from Budding Managers Academic Perspective	Dr.A.VSivarama Prasad Executive President (HRD Executive President & Services) The KCP Pvt. Ltd. Dr.R.Thenmozhi Professor and Head , DOMS University of Madras
3	23-08-2018	Entrepreneurship	Ms.Srishti Venkat FreeLancer

		<p>My Experience in the College</p> <p>My Experience in the College and Corporate Culture</p> <p>Expectations of the Job Market</p> <p>My Experience in the College and Workplace</p> <p>Emotional Intelligence</p> <p>Introduction to MOOC Platform ,Swayam</p>	<p>Ms.K.Divyalakshmi Accountant</p> <p>Ms.ReenaElizabeth.S</p> <p>Ms.Shalini Hariharan Senior Associate Investment Bank</p> <p>Dr.K.Balasandilyan CEO,Vision Unlimited</p> <p>Dr.G.Janardhanan Associate Professor NITTR HRD MINISTRY</p>
4	27-08-2018	<p>MMA Introduction</p> <p>Basic Etiquette, Moral and Values</p>	<p>Mr.Prakash and Ms.Divya Madras Management Association</p> <p>Mr.Jayagopal Mrs.Sumithra Vivek Mrs.Vedhavalli Mrs.UmaJayagopal Sathyananda Yoga Centre</p>
5	28-08-2018	<p>Health and Diet Importance</p> <p>Expectation from Student Academic Perspective</p>	<p>Ms.DivyaPurushothaman Founder,ChiefNutritionist Sano Holistic Nutrition Clinic</p> <p>Dr.K.Maran Professor&Director Sai Ram Institute of Management Studies Chennai</p>

6	29-08-2018	Industry Expectation Entrepreneurship	Mr.Pattabiram Ashok Leyland (Retd) Dr.Anuradha Entrepreneur
7	30-08-2018	Personality Development	Ms.Smitha Winspire
8	07-09-2018	Fitness and its Importance	Ms.GitaKrishnaraj Maverick
9	04-09-2018	Fresher's Day	MBA Students
10	08-09-2018	Teacher's Day Celebration	MBA Students
11	05-10-2018 06-10-2018	Paradigm 2018	Integrated Technological and Digital Transformation of Future Business and its Leadership Challenges". MBA Department in association with NME -ICT ACADEMY & JMEC
12	01-11-2018	Career Development Developing skills in Excel	Ms.Sowmiya
13	14-11-2018	Career Development –Higher Studies	Mr.Saravanan
14	18-12-2018	Basic Life Support	West Ministers –Doctors
15	16-03-2019	Community Service	ChennapuriAnnadanaSamajam Children Home

2019-2020

S.NO	DATE	EVENT	ORGANIZER/ CHIEF GUEST
1	01-04-2019 to 04-04-2019	Personality Development	Dr..Padmavathi Mrs.UmaMaheswari
2	05-09-2019	Orientation Programme Industry Expectations	Guest Speakers Dr.A.V.Sivarama Prasad Executive President (HRD Executive President & Services) The KCP Pvt. Ltd. Dr.K.Balasubramanian Founder & CEO Vision Limited
3	06-09-2019 to 18-09-2019	Yoga for Fitness and Well Being	SKY Meditation
4	06-09-2019	Personality Development	Mr.Jegan Winspire
5	09-09-2019	Personality Development Health and Well - Being	Ms.Rathi Winspire Ms.DivyaPurushothaman Founder,ChiefNutritionist Sano Holistic Nutrition Clinic
6	12-09-2019	Grooming and Etiquette Career Development	Ms.Rhea S Chugani VLCC Institute of Beauty & Nutrition Dr.Padmavathy Winspire
7	13-09-2019	BEC Diagnostic Test Bridge Course on Accounting	Dr.N.Kannan Professor & Legal Officer Sathyabama Institute of Science and Technology
8	13-09-2019 14-09-2019	Bridge Course on	Mrs.N.Zabina Assistant Professor,MBA Department

	17-09-2019	Principles of Management	Ethiraj College For Women
9	14-09-2019	Bridge Course on Quantitative Techniques	Mr.Ramakrishnan Assistant Professor,MBA Department Vivekananda College
10	16-09-2019	Alumni Interaction Introduction on ISTD,Activities and Functions ISTD Chennai Chapter	Ms.Ragapriya (2016-2018 Batch) Business Development Executive NASSCOM Chennai Mrs.AvleenKaur Narula (2007-2009 Batch) Proprietor-The Ultimate Kopie Mrs.Nandhini Sridhar (2016-2018 Batch) Kids Hair Accessories-Lil.fairy.in Dr.A.VSivarama Prasad Chairman Mr.A.S.Govindarajulu Secretary Mr.ShyamSundar (Brakes India) Member
11	17-09-2019	Fitness and its Importance	Mrs.GitaKrishnaraj CEO Maverick
12	18-09-2019	Expectation from Students: Academic Perspective Introduction to MMA,	Dr.K.Maran Professor&Director Sai Ram Institute of Management Studies Chennai MMA Association Team Members

		Activities and Functions	
13	04-10-2019	Paradigm 2019	“Future Generation Workplace Contemporary Approaches -Issues and Challenges” MBA Department in Association with NIPM
14	28-01-2020	Financial Literacy	Mr.P.B.VijayaRaghavan Ex Vice President of CAMS
15	14-02-2020	CAMS :Industry Institute Connect Scholarship Distribution Function	Mr.Anuj Kumar President & CEO CAMS
16	28-02-2020	Career Guidance Workshop	Ms.Shobana Priya R Senior Manager,Hiring and Training Department CAMS
17	04-03-2020	Financial Literacy	Mr.Mangaleshwaran CEO of VNPA
18	04-03-2020	BEC Vantage Certificate Distribution	Dr.Padmavathi ,CEO Winspire and Ms.T.VijayaLakshmiThiyagarajan,Head Examination Service of British Council

STUDENTS ACHIEVEMENT

STUDENT WINNERS AND PARTICIPANT LIST 2021-2022

S.NO	DATE	INSTITUTION NAME	EVENT NAME	WINNERS	PARTICIPANTS	REGISTERED NO.
1	06-01-2022	MADRAS UNIVERSITY (SYNERGY MEET 2021-2022)	HOUSE OF HR	SONNALI P (1ST PLACE)		2113323036048
2			CREATIVE WRITING	SRINITHI S (3RD PLACE)		2113323036049
3					DHANUJA G	2113323036013
4	13-04-2022	GURU NANAK COLLEGE	POSTER MAKING	PAVITHRA E (3RD PLACE)		2113323036038
5					AARTHI T	2113323036001
6					SONNALI P	2113323036048
7		DG VAISHNAV COLLEGE	HR IN CRISIS		NASREEN	2113323036037
8			HR IN CRISIS AND HR AUCTION		NANDHINI	2113323036036