

# TAGORE ENGINEERING COLLEGE

Affiliated to Anna university ( Approved by AICTE, New Delhi, Accredited by NAAC



## About us

Welcome to Tagore engineering college, ours is a community centered on our students success, providing them with exceptional experience and connections to successful career. A diverse graduate student body benefits from classroom and other intellectual opportunities in robust programs.

Together our faculty, graduate students, and undergraduate concentrators comprise a vibrant community of engineering scholars at Tagore engineering college.



**DEPARTMENT OF  
MANAGEMENT  
STUDIES**



## **MARKETROIDS-2K19” INTER DEPARTMENT CONTEST ON MARKETING**

Department of Management Studies organized an event “Marketroids-2k19” on 09.10.2019. The event was carried out with events such as TV commercials, Memes Creation, Product Launch and Brand Manager to discover the marketing ability of the students.. The above competitions were judged by Mr.Babu Kanikairaj, Levista, VJ Vicky from Imayam TV, Mr.G.Srivatchan, Head-Operations, Creative Solution Pvt Ltd and Mr.Magesh, Majestic Technology Solutions respectively.

## **NATIONAL SERVICE MARKETING WORKSHOP WAS CONDUCTED ON “ENIGMA AND ESSENCE OF SERVICES MARKETING**

National service marketing workshop was conducted on “Enigma and essence of services marketing” for the MBA students by Dr. B. Balaji, a visionary resource specialist and international trainer.The students were put into teams of 7 members each where they could effectively manage teamwork as well as understand the essence of services marketing. Students from eight institutions participated in the workshop which was effective on 29.08.2019

## **NATIONAL SEMINAR**

Seminar was conducted for the students of the MBA “EXPECTATIONS FROM THE IT INDUSTRY” on 14.08.2019 by Mr. Shibu Thomas, Delivery Manager CTS. He briefed on how the IT industry is and the way it works





## **OUR SIGNATURE EVENTS**

### **NATIONAL STUDENT MEET-ARTHASASTRA**

National student convention organised by students of MBA on Feb 12 & 13. Eleven technical events were conducted Adzap, Product Launch, Best Manager, Entrepreneur, Short film, memes creation, Solo dance, ADAP tune, group dance was conducted.

### **BUSINESS SKILL WORKSHOP-06**

Organised by students to practice entrepreneurship by exhibiting stalls. More than 500 members visited the stalls. This year was successful sixth Business Skill workshop

### **BUSINESS PLAN CONTEST IN ASSOCIATION WITH CSIE -IIT MADRAS**

In follow up of MOU with CSIE IIT Madras ,B PLAN workshop and contest was organized at research centre ,IIT Madras,30 teams participated and 3 best teams were selected by panelists of experts in start up .

### **UNION BUDGET ANALYSIS**

To understand the budget ,every year department organised “ Union Budget Analysis” this year Workshop was organised to discuss the budget by Mr Suresh Krishnamoorthy,President & CEO India Cements Capital





# TWO WEEKS INDUCTION PROGRAM FOR FIRST YEAR MBA STUDENTS

## Day 1

Orientation: “Traits of a Manager” by Mrs. Padmaja

## Day 2

Orientation Session 2

“FOCUS GROUP DISCUSSION” by Dr. Damodharan Pyschiatrist

## Day 3

Industrial Visit

## Day 4

Orientation Session -4

Soft trainiig was conducted for the 1st year MBA students on “Corporate Communication” by Dr. Bhuvaneshwari and Mrs. Poomathi from VIT University, Chennai.

## Day 5 & 6

Meditation session was conducted for the By Mrs. Meena from the Heartfullness Meditation Centre.

## Day 7

Orientation session on “Financial awareness” by Dr. Sampath from SSN College of Engineering.

## Day 8

Orientaion session on “Healthy life style” by Dr. Jeyaprakash from Tagore Medical College and Hospital.



## Day 9

HR ASPECTS” by Mr. Manikandan a HR recruiter from ICICI. The speaker addressed about the Human Resource aspects of an organization.

## Day 10

PERSONALITY DEVELOPMENT FOR MBA” by John Rex, Senior Manager at DISSYS. Sir explained about the conditions of the economy, the industry and how vast the opportunities are for the HR students of MBA.

## Day 11

Session on “ATTITUDE AND ETHICAL VALUES” by MR. SRIRAM who is an AGROPRENEUR.

## Day 12

The Aspects of Stock Exchange” by Mr. Vinodh James on 30.09.2019. The speaker briefed on what a stock exchange is and how the market goes about. The students were introduced to the aspects of finance and the aspects of stock exchange for a better understanding about the market scenario.



# **PERSONALITY DEVELOPMENT WORKSHOP SOFT SKILL TRAINING**

INTERVIEWING- ART OF THE START” on 20.08.2019 for the MBA students by Mr. Deepak, corpversity.

The speaker briefed the students about the stages in an interview processes and what a firm expects from the MBA graduates. The students were also made aware of the sectors wherein they can look for employment.

## **Etiquette day**

Etiquette day was organised for MBA to understand the importance of personality by Mr. Surendar,Soft Skill International trainer

## **IMAGE CONSULTANCY**

ABC of First Impression was conducted for MBA students by Mr Saikanth ,Image consultant

## **INDUSTRY EXPERT TALK ON ENTREPRENEURSHIP, MANAGEMENT & RECENT TRENDS IN FUNCTIONAL AREAS**

Session delivered by eminent Academicians from VIT ,IIT .Industry experts ,successful entrepreneurs

ALUMNI TALK ON “EMPLOYMENT OPPURTUNITIES” FOR THE MBA STUDENTS BY eminent alumnus placed in TCS,Trans world,Gold mine,Netty Fish ,Bajaj Finance ,DISSYS,TEMINOS addressed the students





# VALUE ADDED COURSES

## FINANCE CERTIFICATION COURSE

The Finance students of the MBA Department of Tagore Engineering College were provided with a certification course from Finmark. The students were made aware of Mutual funds and its affiliations. It was a two day course held in the Lecture hall By Mr. Glenn on 26th August 2019 and Mr. Murali Raja Gopalan on 27th August 2019.

## HR CERTIFICATION COURSE

The HR students of the MBA Department of Tagore Engineering College were provided a HR certification course from Emergway Academy. The students were made aware of the opportunities available post completing the MBA degree.. It was a Two day program which was held on 21st and 22nd august 2019 at the ICESE Hall by Mrs. Archana, Trainer, Emergway Academy

## Business Analytics Course

In association with Brain Swig ,certification course on Advanced Business Analytics using Tableau,SPSS,R software was conducted for three days



# PRODUCTIVE SESSIONS DURING LOCK DOWN



## TAGORE ENGINEERING COLLEGE

APPROVED BU AICTE | AFFILIATED TO ANNA UNIVERSITY | ACCREDITED BY NAAC WITH A GRADE  
VANDALUR | KELAMBAKKAM ROAD, RATHINAMANGALAM, CHENNAI - 600127

DEPARTMENT OF MANAGEMENT STUDIES  
PRESENTS

ONE WEEK INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME ON

# LEADERSHIP STRATEGIES POST COVID - 19 ENVIRONMENT

DATE : 03 - 08 AUGUST 2020      TIME : 05 PM TO 6PM



**Prof.(Dr.) K Maran**  
Director-Sairam IM  
Chennai,India  
Effective Leadership Dimensions  
in Educational Sector

03.08.2020



**Prof. Nazrul Islam**  
Pro Vice Chancellor, Canadian  
University - Dhaka, Bangladesh  
Leadership Dimensions  
in Entrepreneurship

04.08.2020



**Dr. Vijanth Sagayan**  
Associate Professor,  
Universiti Teknologi PETRONAS  
Malaysia  
Technology Shift in Post Covid - 19

05.08.2020



**Dr. A Balaji**  
Professor & Head, Dept. of  
Community Medicine  
Tagore Medical College & Hospital  
Health Care Systems & Challenges

06.08.2020



**Dr. A Nirmal Raj**  
Professor & Head, Dept. of  
Management Studies, Saveetha  
Engineering College  
Leadership Practices for Industry 4.0

07.08.2020



**Dr. N Ramasubramanian**  
UNO - Economist, Journalist  
India  
Leadership Strategy on Resilience  
of Global Economy

08.08.2020

Co-ordinator  
Prof. K. Murugan  
Faculty - MBA

Convener  
Prof. Dr. P. Priyadarshini  
Head - MBA

Patron  
Dr. L. Raja  
Principal

Chief Patron  
Dr. M Malar  
Chairperson

# ST. BRITTO'S COLLEGE & TAGORE ENGINEERING COLLEGE CHENNAI

Jointly Conducting a WEBINAR  
on

**"Role of Logistics during Covid - 19  
a global pandemic and why this sector is a  
boon for more employments"**

Resource Person

**Dr. Rajan Babu**

*FCILT, HOD - Shipping & Logistics  
St. Britto's Institute of Business Studies*



10th June 2020 (Wednesday)

11.00 a.m.

REGISTER  
HERE

<https://forms.gle/hyN7nkdqUmZWWnrS9>





**TAGORE ENGINEERING COLLEGE**  
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**DEPARTMENT OF MANAGEMENT STUDIES**

**An International Webinar Series - Season II**  
**on Business Functions and Implementation**  
**(Strategy and Execution)**

11 June - 15 June 2020, 04pm to 05pm



**Mr. Anil Sreekumar**  
General Manager-Human Resource  
MCCCL-Saudi Arabia  
New Normal in Human Resource  
13 June 2020



**Mr. Rajkumar Balakrishnan**  
Solution Architect Digital  
Royal Agrifirm Group-Netherland  
Business & IT  
15 June 2020



**Mr. Maruthi Pusapati**  
Asst. General Manager  
Dabur International Ltd-West Africa  
International Markets  
11 June 2020



**Mr. Srivats Venkat**  
Executive Customer Service  
Transworld Limited-Dubai  
Shipping and Logistics  
12 June 2020



**Dr. Subramanian Muthuraman**  
Professor-Business Studies  
Arab Open University-Oman  
Digital Marketing  
14 June 2020

Registration : <https://forms.gle/zjkrGThWYJgQUIUT6>

Date : 11 to 15 June 2020 @ 04pm-05pm



**TAGORE ENGINEERING COLLEGE**  
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**DEPARTMENT OF MANAGEMENT STUDIES**

Presents

**A Webinar Series - Season IV**  
**on Physical and Mental Wellbeing**

25 June 2020 @ 6.00pm to 7.00pm

Invited Resource Persons



**Ms. J.Karthika**  
Yoga Trainer  
Basics of yoga for physical  
& Mental well-being



**Mr. Rajesh Sukendiramani**  
Lifestyle Practitioner  
Guidelines For Healthy Living  
Without Drugs

**Coordinator**  
**Prof. K.Murugan**  
Faculty - MBA

**Convener**  
**Prof. Dr. P.Priyadarsini**  
Head - MBA

**Patron**  
**Dr. L.Raja**  
Principal

**Chief Patron**  
**Dr. M.Mala**  
Chairperson





# TAGORE ENGINEERING COLLEGE, CHENNAI.

## RESILIENCE IN CRISIS

in association with

## HEARTFULNESS MEDITATION CENTER

**Starts from : 16.07.2020 to 18.07.2020**

**RESOURCE PERSON : 1) PRIYASRIRAM,  
2) SHRIRAM GOVINDARAJAN,  
3) BHARATH MADAVAN.**

**MEENA PUROHIT - TRAINER, HEARTFULNESS.**



**Counselling Code : 1420**

Google form :  
<https://forms.gle/eV7eAjbQsDbmRqZm7>

**FACULTY COORDINATOR**  
Prof. Dr.G. Bhavani Devi  
Faculty - MBA

**CONVENOR**  
Dr. P.Priyadarsini  
Head - MBA

**CONVENOR**  
Dr. S. Lakshmi  
Head - ECE

**PATRON**  
Dr. L.Raja  
Principal

**CHIEF PATRON**  
Dr. M.Mala  
Chairperson



TAGORE ENGINEERING COLLEGE  
DEPARTMENT OF MANAGEMENT STUDIES

TEC MBA ALUMNI ASSOCIATION

## JOINTLY PRESENTS

A Management Student's initiative - Webinar Series season III

On,

"Growth Strategies from Management functions perspective"

## CAMPUS TO CORPORATE

Webinar Episode 3  
29th June, 11 A.M



**Mrs. Sibithajoel**

**Executive Director of Japheth Engineering Pvt Ltd.**



**FACULTY COORDINATOR**  
Prof. Bhavani Devi. G  
Faculty - MBA

**CONVENOR**  
Dr. P.Priyadarsini  
Head - MBA

**PATRON**  
Dr. L.Raja  
Principal

**CHIEF PATRON**  
Dr. M.Mala  
Chairperson



**TAGORE ENGINEERING COLLEGE**  
DEPARTMENT OF MANAGEMENT STUDIES

**TEC MBA ALUMNI ASSOCIATION**

Jointly Presents,  
Management student's initiative - Webinar Series season III  
On,  
"Growth Strategies from Management Functions Perspective."

## WALKTHROUGH ON ERP



**Ms. Archana Sekar,**  
Microsoft Dynamics Senior Functional Consultant.

Webinar Episode 1  
20th June, 10 A.M



## QUICK STARTS ACADEMY

In Association with



**TAGORE ENGINEERING COLLEGE.**  
DEPARTMENT OF MANAGEMENT STUDIES.



**E-QUIZ**



**Date :**  
**28 - 06 - 2020**

on  
**Competitive Exams**

**i** Participants who scores above 50% E-Certificate will be Provided through Mail.  
Those who Scores above 80% they will receive Merit Certificate.

**Registration Link: <https://forms.gle/P2j44jh4g3U7VSzJ9>**



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DEPARTMENT OF MANAGEMENT STUDIES

### A WEBINAR SERIES – SEASON I PARADIGM SHIFT AFTER COVID 19

07 May - 16 May 2020, 04 pm - 05 pm

**10 Personalities 10 Perspectives for Paradigm Shift**



**Dr. Uma Raghunathan**  
Director - Research, RFD, AICTE - New Delhi  
Industry 4.0 Enabled Technical Education  
10 May 2020



**Mr. Dharaneetharan G D**  
CEO - Social Eagle Digital Marketing & Tech  
Secrets Behind Making Money Online  
07 May 2020



**Mr. Santhosh Muruganatham**  
Co Founder & M.D - Kallappo  
Despreneur D.D - How to Win Before you Start a Business  
08 May 2020



**Dr. K. Maran**  
Career Counsellor & Media Spokesperson  
Engineering - Opportunities After Covid 19  
09 May 2020



**Prof. A. Gandhi**  
Educationalist & Ex DGM TAFE  
Futuristic Career opportunities  
11 May 2020



**Ms. Neela K Chari**  
Head Staffing Delivery - Digital Information System  
PPP Approach during COVID lockdown  
13 May 2020



**Mr. Vijay Raj**  
Managing Partner - J8 Enterprises &  
Former Director - MEPF & SPCOT  
Challenges of SME and strategies to cope up  
13 May 2020



**Ms. Preethi BR**  
Head HR - Financial Express FundAsia  
Hiring & Working Style Changes post Covid 19  
14 May 2020



**Dr. R. Gayatri**  
Educationalist & Founder - GreenKings  
Home Makers - Noble profession  
15 May 2020



**Mr. Saravana Pandian**  
Programme Manager 2 - DIC, Technology  
Easy Way to Excel in Microsoft Excel  
16 May 2020

Registration: <https://forms.gle/eudUwe4kh67Zq247>

For Higher Secondary, Under Graduate, Post Graduate Students, Entrepreneurs, Faculty and Home Makers

# STUDENTS ACHIEVEMENT



## **TAGORE ENGINEERING COLLEGE**

### **DEPARTMENT OF MANAGEMENT STUDIES**

*(20 years of Academic excellence)*

#### **CONGRATULATIONS TO THE STUDENTS PLACED DURING PANDEMIC**

**Mr.Naresh kumar.R      Ms.Vidhya.U      Mr.Prasanna.A**

(e-con systems India Pvt.ltd)

(IC & SR)

(Byjus)

**Mr.Gurunadanadagopal G V**

(Just dial Pvt.ltd)

**Mr.Tamil Selvan P**

(Just dial Pvt.ltd)

**Mr.Kalidhasan A**

(Just dial Pvt.ltd)

**Mr.Aswin C**

(Just dial Pvt.ltd)

**Mr.Surya S**

(Netty fish Pvt Ltd)

**Mr.Manas Panja**

(KOTAK LIFE INSURANCE)

**Mr.Karthick P**

(Netty fish Pvt Ltd)

**Mr.Praveen A**

(Netty fish Pvt Ltd)

**Mr.Joseph Antony T**

(Netty fish Pvt Ltd)

#### **CONGRATULATIONS TO THE STUDENTS TURNED UP AS ENTREPRENEUR'S**



**Mr.Rajkumar.S, Mr.Vignesh.J, Mr.Aswin.C,  
Ms.Manjumatha.J, Mr.Magesh.G.R, Ms.Deepika.M**



# QUICK STARTS ACADEMY


An Excellent Foundation for  
Future Success


## ABOUT US




- ❖ Our academy commenced on 9<sup>th</sup> June 2020, providing online and offline education for 6<sup>th</sup> to 12<sup>th</sup> students of all the subjects and also UG and PG(i.e B.COM, BBA and MBA) and conducting weekly assessment test for the students.
- ❖ Our academy provides enrichment courses which will enhance their career. The sessions will be conducted mostly on interactive way.
- ❖ We are focus on identifying the students strength and weakness and analyzing them into market will be trained in our academy.
- ❖ Quick starts academy are organizing online and offline management events and providing marketing services to the institutions.
- ❖ In our academy are organizing events like webinars, E-quiz, talent hunts and so on.
- ❖ We are providing ideas for competitive exams and current affairs and banking awareness.

Providing online platform  
for students

 [quickstartacademy@yahoo.com](mailto:quickstartacademy@yahoo.com)

 [quick\\_start\\_academy](https://www.instagram.com/quick_start_academy)

 [quick start academy](https://www.linkedin.com/company/quick-start-academy)



Students magazine

# UNKNOWN SCRIPTS

JULY 2020

EDITION 1

**UNLEASH THE  
UNKNOWN  
IN YOU**

**IDEAL**

WAYS TO  
UPDATE  
YOUR MOOD

**FINDING THE  
PERFECT  
WEBZINE**

TO GET HIGHLIGHTED, POST YOUR WORK TO  
[unknownscripts20@gmail.com](mailto:unknownscripts20@gmail.com)

# OUR PREMIUM RECRUITERS



## OUR EMINENT ASSOCIATES



*Real business. Future leaders.*

