



# **TAGORE ENGINEERING COLLEGE**

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai

Rathinamangalam, Vandalur - Kelambakkam Road, Chennai, Tamil Nadu 600127, India

## **DEPARTMENT OF MANAGEMENT STUDIES**

### **CLUB ACTIVITIES**

#### **Marketing Club**

**Name of the activity:** Bizz Strat

**Date :** 11.08.2023 & 10.08.2022

Marketing club was initiated and established in the year 2023, the objectives of this club is to bring innovativeness in marketing. It was started by the students, with the motive of making students Industry-fit and equips them for employment. It strives to make students to be more creative in making advertisement and implementing marketing strategies.

#### **Student co-coordinator**

<b>S. No</b>	<b>Name of the Students</b>	<b>Particulars</b>
1	Ramprasad	Co-Coordinator
2	Krithivi	Member
3	Kameshwaran	Member
4	Mohan Kumar	President
5	Arthi	Co-Coordinator
6	Monisha J	President
7	Angelin Beulah	President

#### **Faculty Coordinator**

<b>S. No</b>	<b>Name of the Faculty</b>
1	Mr. P. Anbarasan
2	Mr. K. B. Pandimurugan

#### **Alumnus Coordinator**

<b>S. No</b>	<b>Name of the Alumnus</b>
1	Mr. C. Gowtham

2	Mr. Lokesh
3	Ms. S. Archana Sekar

## **Bizz Strat - 2023**

**Name of the activity:** Bizz Strat

**Event Description:** A business strategy simulation game where each team is given a product and a set of scenarios. With the constrained plots, the teams had to come up with the most optimal and sustaining strategy.

### **Learning Outcomes:**

1. The activity of showing and advertising a company's products in the best possible way.
2. Enhanced knowledge of marketing strategies for consumer and industrial marketing.
3. Applied knowledge of contemporary marketing theories to the demands of business & management practices
4. Knowledge on Marketing Mix





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## **HR Club (2021-2024)**

**Name of the activity: Building Resilience in Challenging Times**

**Date : 08.08.2022**

It was established in the year 2019, with the aim of providing creative learning through team building activities, Management games, event management, meeting up HR Professionals through interactions and so many activities which build self-esteem by the students and for the students. It serves as an excellent platform for all HR enthusiasts to come forward and exchange their ideas relating to the latest trends of HR, to explore the vast ocean of HR knowledge and to sustain and preserve the ideals of Human resource management.

### **Student coordinator**

<b>S. No</b>	<b>Name of the Student</b>	<b>Particulars</b>
1	Jeevananthan	Member
2	Surendhar	Member
3	Manikandan	President
4	Ramamoorthy	Member
5	Ramprasad	Co-Coordinator
6	Nehru Kumar	Member
7	Vijay	Secretary
8	Kamali	Member
9	Mirnalini	Member
10	Arthi	Member
11	Shalini	Member
12	Sivasakthi	Member

### Faculty Coordinator

S. No	Name of the Faculty
1	Dr. P. Priyadarsini
2	Dr. S. Prithi

**Name of the activity: Building Resilience in Challenging Times**

#### **- A HR Perspective**

**Event Description:** The speaker explained about the importance of HR Department in building morale and resiliency. He emphasized that managers should be reachable, instruct workforce to be more proactive, optimistic and teaching people to build ability and skills so they're prepared for the future challenges.

#### **Learning Outcomes:**

**After this program, students are able to understand and**

1. Demonstrate competence in communicating and exchanging ideas in a group context
2. Be able to advance well-reasoned and factually supported arguments in both written work and oral presentations
3. Work effectively with colleagues with diverse skills, experience levels and way of thinking.
4. To manage work related stress.





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## **Finance Club (2022-2023)-**

### **Objectives of Finance Club:**

**11.10.2024**

1. Understand the operational nuances of a Finance Manager.
2. Comprehend the technique of making decisions related to finance functions.
3. Identify the concepts of financial decision of an organization
4. Grasp how finance manager raises their sources in organizations and how they deploy it and manage the associated risks

### **Student Coordinator**

<b>S. No</b>	<b>Name of the Student</b>	<b>Particulars</b>
1	AISHWARYA P	Member
2	ANGELIN BEAULA S	Member
3	ANUVARDHINI K	Co-Coordinator
4	ARUN U	Member
5	GOPI V	Member

### **Faculty Coordinator**

<b>S. No</b>	<b>Name of the Faculty</b>
1	Mr. P. Anbarasan
2	Mr. Syed Moinuddin

### **Alumnus Coordinator**

<b>S. No</b>	<b>Name of the Alumnus</b>
1	Mr. R. Naresh Kumar
2	Ms. Surekha
3	Ms. Manju Matha

### **Event Description:**

**HARMONEY** – the Finance Club conducted its club activity on 10th January 2020-2023. It was organized by II- MBA Finance specialization students and attended by around 35 students. The event was based on various competitive activities that were designed to test the knowledge of students pertaining to finance. The activity was quite interactive and engaging. The event began at 10:30 PM and continued for three hours.

10 teams comprising of 6 students each competed with each other in different competitive activities. The first activity was based on unravelling a puzzle of jumbled pictures and logos. Each team was expected to solve the puzzle and name the brand or personality that emerged after the fragments were assembled. They then had to answer a question related to the picture and the points were awarded accordingly.

The second round which followed was related to funding allocation wherein each team was given a balance of Rs. 50,000, which had to be distributed among various categories of common household assets. The catch was to observe news related to individual items that impacted their investments. Negative impacts fetched a bonus point while positive impacts attracted a penalty. Each team submitted its final tally at the end of the round.

The third round was a Quiz round which allowed teams to choose between six categories of questions. Within each category, there were five levels of questions related to finance as well as tested their basic information related to business.

The students were briefed that higher points would be awarded as the difficulty level increased. It was quite a learning experience through this activity as each question carried a particular amount which was credited to each team's account if they answered correctly and debited with the same amount if they answered incorrectly.





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## **ED CLUB – 2023 – 14.11.2023**

Entrepreneurship Development Club is formed to inculcate Entrepreneurial Culture among students and equip them with the skills, techniques and confidence to act as torch- bearers of Enterprise of the new generation.

### **Student Coordinator**

<b>S. No</b>	<b>Name of the Student</b>	<b>Particulars</b>
1	Ganesh Ram	Member
2	Vinaceous	Member
3	Rajkumar	Co-Coordinator

### **Faculty Coordinator**

<b>S. No</b>	<b>Name of the Faculty</b>
1	Dr. S. Prithi
2	Mr. P. Anbarasan

### **Alumnus Coordinator**

<b>S. No</b>	<b>Name of the Alumnus</b>
1	Ms. Manasa C
2	Ms. Priyadarshini M
3	Ms. Manju Matha



**Objectives:**

1. To inculcate social virtues such as trustworthiness, integrity, hard work, discipline, honesty etc. as constituents of entrepreneurship.
2. To bring in successful entrepreneurs and students on a common platform.
3. To inculcate entrepreneurial culture in students.
4. To change the mind set on the negative attitude prevailing among the students for taking entrepreneurship as career.
5. To educate students about the various dimensions of industry.
6. To nurture the latent entrepreneurial talents in students.

**Activities**

1. Interaction of students with successful entrepreneurs.
2. Entrepreneurship Awareness Camp.
3. Organize Industrial Visits to business enterprises.
4. Organize workshops/ debates.
5. Organize entrepreneurship motivational seminars.

