From HOD’s Desk

With the emphasis on outcome-based education it was decided to go in for a goal oriented approach in the department. While the approach in the MBA department has always been goal oriented, it was decided to make it even more so and with a systematic approach. A Strategic Framework has been outlined for all the semesters with a blend of university oriented programs as well as initiatives such as the news hour, theatre, value added courses, Out bound training and so on. I have also planned for a Faculty Development Program and a Management Development Program this semester. VEC has a vibrant E-Cell and it is also our goal to create many Entrepreneurs out of the MBA batch. I have also planned for a team ELP (Experiential Learning Project). The students are already in the process of choosing socially relevant topics for this team based project. The purpose is to create public awareness about a burning social issue and have it published in the media.

The final year MBA students have done summer projects in different companies. The topics are highly relevant and varied. The projects are going through a series of stringent reviews so they shape into sound pieces of research work. This issue of the Newsletter is devoted to the experiences of the students with their summer projects as it was an intense process for them. As we await the new batch of first year MBAs, a comprehensive orientation program awaits them, with goal setting, critical thinking, professional behavior, simulation and other sessions.

Dr Nirmal Raj
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Department of Management Science
Velammal Engineering College

Program Educational Objectives and Program Outcome

The MBA program seeks to enable students to achieve the following objectives:
1. Demonstrate a thorough understanding of concepts, techniques, technologies, skills, and ethics of business disciplines.
2. Critically analyze and adopt a creative thinking approach in the decision-making process.
3. Develop and demonstrate team-based skills for solving business problems.
4. Evaluate business issues and practices from a local and global perspective.
5. Integrate the knowledge and skills acquired across business functions.
6. Demonstrate the skills necessary to conduct independent research.

Program outcome:
1. Develop a cross-functional understanding of the key functions of business (accounting, finance, management and marketing).
2. Apply conceptual business foundations to solve practical decision-making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. Develop a systematic understanding of globalization and its impact on people, businesses and the economy.
4. Operate effectively in a variety of team roles and take leadership roles, where appropriate.
5. Demonstrate a critical awareness of current issues (e.g., diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edge research and practice in the field.
6. Recognize and address ethical issues and values and apply them in organizational settings.
7. Use information and knowledge effectively: scanning and organizing data, synthesizing and analyzing in order to abstract meaning from information, and to share knowledge.
8. Demonstrate the proper use of oral and written communication, research, and analytical skills in preparing and delivering assignments, case studies, presentations and projects.

Inside this issue:
- Summer Project Experiences (2-5)
- Summer project Details (6)
“Customer Focussed Innovation” is the mantra which has made Angel Starch Industries as one of the largest manufacturers, suppliers and exporters of wide varieties of starch in India. They are one of the “Agricultural and Processed Food Products Export Development Authority” certified industry. The Starch produced by the industry finds its application in various industrial sectors such as Food, Textile Sizing, Paper Packaging, Textile Processing, Pharmaceuticals, Bio-Polymers, Nutraceutical and Adhesives. Then Human Relations Employee from Starch industries stated the norms and principle values of the Industry.

It was a good experience to communicate with new people in new city, Erode. We began our survey in the nearby Mall at different floors of the Mall. It was quite an experience in the Mall.

Once done with the survey we were taken to the Starch Manufacturing Site. Perundurai. We were taken to the Grinding area where the process begins. There were three floors. Ground flour, from the basement is subjected to high pressure air and pumped to the Heat Engine in the first floor where the flour is subjected to high heat and then required chemicals were added to provide the additive properties to the starch and at last in the third floor rotary machine is used to provide the end product.

Two different colours of packaging were used to differentiate the product and size easily by the lower level employees. The waste product from the starch is converted to gluten starch which is used to make gums. The starch manufactured at this site is taken to Karnataka for textile sizing. Starch plays a vital role in providing texture to the clothing materials. We had a few minutes of interaction with other employees in the industrial site and bid good bye to Erode.

I would like to thank Dr. Nirmal Raj, the Head of the Department and faculty members for providing us the opportunity to do an internship with the organization. It has helped us to get back our interest in the field of Marketing and to have new ideas for our career.—Suganya 2nd year MBA.
Firstly I thought that market survey would be very easy task. But the reality was contrary to that. Life without a pain is life without a gain+. Keeping this saying in my mind, I motivated myself to work in the field where there were many obstacles that I came across every minute. It was a new experience meeting new people who were distributor, stockiest, wholesaler, supermarket, kirana store, specialty store, departmental store and consumers. It gave me a lot of confidence in handling the people from different economical levels. In the entire market survey, handling the customers seemed to be the most difficult part. Overall, I found myself with improved confidence and knowledge.—Manigandan, 2nd year MBA

HINDUSTAN COCA-COLA BEVERAGES

Our experience in HINDUSTAN COCA-COLA BEVERAGES PVT.LTD was very useful for us. We had wonderful working experience with employees over here. We learned about team work and how to compensate work and time in completing a task. Our guide (GOPINATH & DHAMODHARAN) clearly explained about the HR process in the organization. We have visited the production area where we saw the process of Syrup Making and Blowing of PET bottles and Beverage Filling, Warming, Date filling, Labelling, Shrink Wrapping, Palletizing, Stretch Wrapping, Shipping. Also, we have visited PET lab, Tetra Pack, Water Treatment Plant(WTP) and Safety Department in the organisation. Even the securities were keen in following the safety rules (“SAFETY IS FIRST, REST ALL NEXT”). We have never seen such an organization with all safety measures and 5S implementation. We are thankful for our department in providing this summer intern opportunity.—Dhivya & Aishwarya—2nd year MBA
Cookie Man

Working at cookie man gave me immense pleasure as I had to undertake many research works and field activities like visiting malls and other data collection relating to customer satisfaction on buying behavior of cookies.

Cookie man outlets were well maintained and are found only at malls as they are the leading cookie manufacturing company without other competitors.

On the whole working at cookie man was fun and the attractiveness of the merchandise at the store.

Working at cookie man was fun filled and I was enlightened with real life experience. People at cookie man are very friendly and I could approach them irrespective of the time.

I also had the chance of tasting the exotic and fresh baked cookies daily and that was yummieeee!!!!

I am going to miss all the people Cookie Man and tasty cookies...

Libina—2nd year MBA

First and the foremost thing is that I have never known a company called ‘Cookie Man’ exists in India. Google told me that Cookie Man is the no.1 brand of cookie manufacturing company in India and I was like Wowww!! and decided to do my project in Cookie Man and stepped into the company full of excitement with a thought that my work will be very easy. But standing for hours and collecting feedback from the customers of various cookie man outlets was really challenging and I thought, ‘this is not what I was expecting’. But later on I realized how useful it was to me as a marketing student. It taught me a great lesson about the minds of consumers and impulse buying behavior.

The displays of the products in Cookie Man outlets at various malls is awesome and I wondered about the attractiveness of the merchandise at the store.
State Bank of India

I did my finance summer project in State Bank of India, Shenoy Nagar Branch. Working at a bank helped me to have live experiences on the day to day functioning of a branch. It acts as a foundation for determining success in banking career.

A typical day in the bank involves meeting people from diverse cultures. You get to talk to a lot of people and assist them with their financial problems. For example, you inform customers about the different programs offered by the bank, such as opening a certificate of deposit or money market account that may help them to make more money than in an ordinary savings account. The daily interaction with customers made it important for me to develop confidence and build social skills.

—Sharon, 2nd year MBA

REPCO BANK

"It was such a pleasure to spend four weeks in REPCO BANK, PADI BRANCH. It was also my first time looking at what happens behind the scenes in a bank. It was great learning about the banking industry, from people who work at its frontier. Every day during the project period I would learn something new and improve my understanding of the industry, as the main purpose of the project is to learn by working in a practical environment. " - Priya, 2nd year MBA

Visibility Solutions

My experience at Visibility Solutions was very good and the staff and workers were very friendly and supportive. They created a good working environment for me and my project guide Rajendraprasad led me through a creative way to complete my summer study. —Varun, 2nd year MBA.
## Summer Internship—A few Topics and Prime Companies

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Peacock - "Pavo Azul" where Azul in Spanish mean clear blue, Pavo is peacock - Suganya Bharathi—2nd year MBA

Ancient Egyptian rock painting—Suganya Bharathi, 2nd year MBA