



MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
MADURAI-625 021



SCHOOL OF BUSINESS STUDIES



School of Business Studies

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PROFILE OF THE SCHOOL

The School of Business Studies includes three departments namely:

1. Department of Management Studies
2. Department of Commerce
3. Department of Entrepreneurship Studies

The following Professors occupied the position of Chairperson of the school since 2011:

1. Prof. C. Chandran (From 01.07. 2011 to 30.06.2013)
2. Prof. K. Ravichandran (01.07.2013 to 30.06.2015 & from 01.07.2017 to till date)
3. Prof. V. Chinniah (01.07.2015 to 30.06.2017)

DEPARTMENT OF MANAGEMENT STUDIES



Madurai Kamaraj University is on its relentless journey for 50 years and has passed through the tests of accreditation towards reaching the Status of Excellence. The University came into being through a bill passed in the Legislative Assembly of the State in the year 1965. Thus, it is a statutory university owned and funded by the Government of Tamilnadu and the University Grants Commission. This is one of the fifteen Universities in India with a status of University with Potential for Excellence recognized by the University Grants Commission, New Delhi. The present Manonmaniam Sundaranar University, Alagappa University and Mother Theresa University are the off- shoots of Madurai Kamaraj University. As on date, it covers four revenue districts namely Madurai, Virudhunagar, Dindigul and Theni for its regular Academic Programmes. Currently it holds a total of 77 renowned Departments and 20 Schools. In addition to the Departments and Schools, the University has 21 academic centres and 21 quasi-academic

supportive units. Madurai Kamaraj University strongly believes in de-centralized and participatory governance. As a visionary step, academic and administrative autonomy has been granted to select Schools. The University has established linkages with community through its various outreach activities. The journey continues under the leadership of Prof. Dr. P.P. Chellathurai, Vice Chancellor of the University.

DOMS:



The Department of Management Studies (DOMS) was started in the Academic year 1980-81 as a residential programme with a view to spread management education, training and consultancy in the southern part of Tamilnadu. It was the 4th institution in Tamil Nadu to start full time MBA.

MESSAGE FROM PROFESSOR AND HEAD



Globalization and the emergence of the new economy have driven the Indian industries to fierce global competition and they are required to match their products and services to satisfy the dynamic needs and increasing expectations of the customers. In this global scenario, organizational performance is dependent upon high level of professionalism and managerial skills and thus the role of human resources has become very critical. The need for quality human resource has created tremendous pressure on management education for producing efficient and effective managers. Keeping in view the challenging requirements of the corporate sector, particularly the professional managers in the areas of Marketing, Finance, Human Resources, the Department of Management studies, Madurai Kamaraj University was started in the year 1980-81 to promote quality management education. Right from its inception, the Department is involved in teaching, research, training and consultancy in management. The Choice Based Credit System lays emphasis on team building, experimental learning and continuous development. Based on the infrastructure, intellectual capital, teaching-learning practices, the Department has been rated as one of the

Pioneer and Best Business Schools in the Southern Part of the country. The alumni of the Department are occupying prime positions in leading organizations in India and around the world. In the light of the above facts, I am privileged to invite committed aspirants to join the department and be benefited. The Department provides all kinds of facilities to the students to achieve overall excellence in the field of academic and career development related to Management Studies.

VISION

To spread the Management Education, Training and Consultancy in the Southern Part of Tamilnadu.

COURSES OFFERED

- M.B.A. (Full-Time) Residential
- MBA (Evening Programme)
- M.Phil. (Regular)
- Ph.D. (Full-Time and Part-Time)

SPECIALIZATION

- ✓ Finance
- ✓ Marketing
- ✓ Human Resources
- ✓ Systems
- ✓ Production

INFRASTRUCTURE FACILITY

LIBRARY



COMPUTER LAB



NATIONAL SEMINAR ON “NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA – 2017” ON 3rd FEBRUARY 2017



ACTIVITIES OF THE DEPARTMENT



The Memorandum of Understanding (MoU) entered into on the 6th day of January, 2017 between Madurai Chapter of the Institute of Cost Accountants of India and the Department of Management Studies, Madurai Kamaraj University, Madurai.



Conducting Pre-placement Training to the Final Year MBA Students of the Department

SAPLINGS PLANTED

The School of Business Studies has planted 2000 saplings of Teak, Papaya and many other, in Aadhanoor Village of Madurai district on 14th September 2017.



PROMINENT ALUMNI



- I.A.S.Balamurugan, Director, Metis Family Office Services Pvt. Limited, Chennai
- S. Balaji, Vice President, Citi Bank, Chennai.
- Dr. R. Karthick Prasanna, Senior Operations Manager Al Corniche Hospital, Abu Dhabi
- G. N. Dhinesh Kumar, M. D. Saroj AD Kreators, Chennai
- S. Sriraman, Director, Bee Hive Ventures Private Limited, Chennai
- S. Nagaraj, Additional Director (Handlooms and Textiles), Chennai
- K. R. M. Kishore Kumar, I. P. S. Inspector General of Police, Hyderabad,
- M. Samayamoorthy, I. A. S. District Collector, Tirunelveli,
- M. C. Abinath, Managing Director, Queen Mira International School, Madurai
- Dr. Ramesh Venkat, Dean, Sobey's School of Business, St. Mary's University, Canada
- Dr. Gibson G. Vedamani, Director & CEO, Heavenly Foods Pvt. Ltd, Chennai (Former CEO, Retailers Association of India, Mumbai).
- J. Gopalakrishnan, Chief Financial Officer (CFO), Reliance Holdings USA Inc, Houston, Texas, USA
- Madhu Ankarath, Vice President, CDC Global Services (Author of Patent on Debit Gift Cards), Atlanta, USA
- Mrs. Radha Dhandapani, App Developer Lead, University of Michigan, Detroit, USA
- Ravindran Solomon, Creative Director, Salt Creatives, Chennai
- John Asiravtham Solomon, Head, Pricing and Commercial, HPCL-Mittal Energy Ltd, Noida
- Achalu Narayanan, Vice President-Internet Marketing, Egnyte, San Francisco, USA

OUR RECRUITERS



FACULTY PROFILE:

	<p>Dr. V. CHINNIAH, Registrar, Madurai Kamaraj University and Professor and Head and Chairperson of Department of Management Studies, Madurai Kamaraj University, Madurai. He has a post-graduation in Commerce and Business Administration and a Doctorate in field of Entrepreneurship. His areas of specialization are Financial Management and Entrepreneurship. He is also actively engaged in both teaching and research leading to Ph.D. He is a Consultant in many firms in the field of Capital Market.</p>
	<p>Dr. J. VIJAYADURAI, Director-DDE, Madurai Kamaraj University and Associate Professor in the Department of Management Studies, Madurai Kamaraj University. He has a rich experience of 23 years of teaching. He offers management consultancy to diverse types of organizations.</p>
	<p>Dr. P. KANNADAS, Assistant Professor, has 19 years of academic experience and 2 years of Industrial experience in Pepsi Co India Pvt. Ltd. His specialization is Marketing with specific interest in Product Management and Consumer Behaviour.</p>
	<p>Dr. K. CHANDRASEKARAN, MSW, MBA, M. Com. PhD, Assistant Professor, is academically and socially committed. He is closely associated with several industries, educational institutions and social networks nationally and internationally.</p>
	<p>Dr. M. PALANIVEL RAJAN, Assistant Professor. He has specialized in Marketing and he has three years of industrial experience and two years of academic experience.</p>
	<p>Dr. V. MURUGAN, Assistant Professor. He has specialized in Finance and Accounting. He has 13 years of experience in teaching and industry and he has served in different academic institutions in India and abroad.</p>




	<p>Dr. D. DEEPA, Assistant Professor. She has 8 years of teaching experience and six years of Industrial experience.</p>
	<p>Dr. M. PREMKUMAR, Assistant Professor. He has specialized in Marketing and has two years of industrial experience and ten years of academic experience.</p>

DEPARTMENT OF COMMERCE:



The Department of Commerce was started in the academic year 1983-1984. During its inception, M.Com Course was offered. From the academic year 1984-1985, M.Phil and Ph.D. Programmes were introduced. In the year 1990, the Department programmed a special Course - Master of Finance Corporation. Currently, the Department is Offering M.Com., M.Phil., and Ph.D Programmes. The Department has created a record of having awarded more than 200 Ph.Ds.

FACULTY PROFILE

NAME	Designation	Area of Research	Phone Number E-Mail Address	
Dr. S. ROSITA	Assistant Professor and Head in-charge	Marketing and Finance	9994651188 rosymku@gmail.com	
Dr. P. AMARJOTHI	Assistant Professor	Human Resource Management, Accounting and Finance	9442930929 amarajothisuruthi@gmail.com	
Dr.K.UMA	Assistant Professor	Finance, Marketing	9994793432 umacommku@gmail.com	

LIST OF THE HEADS OF THE DEPARTMENT

SL.NO	NAME OF PROFESSORS	FROM	TO
1.	Prof. Dr.N.Thanulingom	30.11.1986	30.06.2003
2.	Prof. Dr. K.Chidambaram	01.07.2003	30.06.2006
3.	Prof. Dr. K.Ramamoorthy	01.07.2006	14.09.2006
4.	Prof. Dr. V.Alagappan	15.09.2006	30.06.2012
5.	Dr. R. Kantha Krishnan	01.07.2012	25.07.2012
6.	Prof. Dr. V. Chinniah	06.09.2012	18.08.2014
7.	Prof. Dr. M. Upalthus Selvaraj	19.08.2014	21.11.2014
8.	Prof. Dr. V.Chinniah	22.12.2014	16.08.2016
9.	Dr. S. Rosita	17.08.2016	Till Date

We are proud of our former H.O.D Prof. Dr. V. Alagappan and our present H.O.D Prof. Dr. V. Chinniah, who are the former and present Registrar of our University respectively.

COURSES OFFERED

Academic Programmes offered in the Department

(a) **M.Com** (b) **M.Phil** (Commerce) (c) **Ph.D**

ON GOING PROJECTS:

Dr. S. ROSITA

Minor UGC – Research Project “Marketing of sea Food in selected villages in Thoothukudi Districts” with a funding of Rs. 95,000.

Dr. P. AMARJOTHI

Minor UGC – Research Project – “Impact of National Rural Employment Guarantee scheme in Southern Districts of TamilNadu”

AWARDS AND ACHIEVEMENTS:

Dr. S. ROSITA - Best Teacher service Award (1998-2010) from APCM College Thoothukudi in the year 2014.

Dr. K. UMA - Best Assistant Professor in Commerce 2016, awarded by Pearl Foundation for Educational Excellence.

Dr. P. AMARJOTHI “Best Assistant Professor in commerce EXCELLENT ACADEMICAN AWARD 2017” by Vivekanandar Youth Association

MAJOR EVENTS:

In the Year 2016

Awareness Programme organised for the M.Com Students - Synergy School Announces GET READY FOR A JOB!! in the seminar Hall on 06.02.2017 by Mr. K.Santhosh Kumar, Technical Head, SYNERGY, Madurai.

Guest Lecture on VALUE BASED LIFE STYLE by Mrs. S. Jecintha, Holy Cross Anglo Indian Higher Secondary Schools, Tuticorin on 09.09.2016



In the year 2016, our Department organised, Saraswathi Pooja, Ponga Day, Fresher's Day,



Farewell Day

05.09.2017 Teachers' Day.



26.09.2017 Organised an Endowment Lecture from the Lajpatrai Centenary Endowment Fund - Lecture by Prof. B. SubuRaj, Professor of Co-Operation, Director for MBA Programme, Dean Faculty, for Rural Social Science, Gandhigram Unjiversity, Dindigul. (Organising Secretary Dr. S.Rosita, Head in-charge, Department of Commerce)

On 27.09.2017 An Endowment Lecture by Dr. P. Uma, Founder and Chairman, Unique Research and Consultancy Services on "Career opportunities in Banking/ Finance Services and Insurance" (Organising Secretary Dr. S. Rosita, Head in-charge, Department of Commerce) with the funding by V.S. Sivalingam Chettiar Endowment.

AWARDS RECEIVED BY STUDENTS

C. Raja Boopathi has secured I Rank in the PG Programme during the Academic Year 2016-17.

EXTENSION ACTIVITIES

Village Adoption – Tree Planting – Aathanoor Village, near Alaganallur with 57 Students, 5 Faculty and 1 Administrative Staff on 14.09.2017. Various Clubs – **COMSAS**

CONTACT DETAILS:

Contact Department Phone Number: 0452-2458471 – Extn- 331.

DEPARTMENT OF ENTREPRENEURSHIP STUDIES

- The Department of Entrepreneurship Studies was established in the year 1997 and it became a part of the School of Business studies in 2002. Prof. R. Jeyaraman was the founder Head of the Department of Entrepreneurship Studies. The Department is only one of its kind in the Tamil Nadu State Universities.
- The Department offers a two-year full time MBA (Hospital Administration), M.Phil (Entrepreneurship) and Ph.D. in Business Administration. The Department has the unique distinction of being the only University Department in the State of Tamil Nadu offering such a Programme.
- The Department has conducted more than 200 Entrepreneurship Awareness Camps for college students and it has also conducted more than 100 entrepreneurship Development Programmes for various target groups.
- The Department has a unique Entrepreneurship cum Skill Development Centre approved by the Government of Tamil Nadu, around 1200 persons have been trained. The Department has all the facilities for such trainings.

The Vision of the Department

- ✓ Creating a Culture of Entrepreneurship in this region and making it a potential option of Income Generation for youth.
- ✓ Contributing to the Development of Tiny and Small enterprises in the region
- ✓ Creating a vast awareness on entrepreneurship among college students and sensitizing them for a career in Entrepreneurship.
- ✓ Training Prospective entrepreneurs on Enterprise Management and make them successful entrepreneurs.
- ✓ Providing a one stop solution for all the problems of entrepreneurs.

Name	Designation	Specialized area of Research	Phone No. & Email ID	Photograph
Dr.K.Ravichandran	Professor & Head	Entrepreneurship & Marketing	9360505443 ravimba.mku@gmail.com	
Dr.M.Sivakumar	Associate Professor	Entrepreneurship & Hospital Administration	Mobile: +91 92451 85185 e-Mail: dr.msk.mku@gmail.com	
Dr.K.Anandhi	Assistant Professor	Hospital Administration	Mobile : 94872 87263 E - Mail id amrinavee@gmail.com	

COURSES OFFERED

Course	Department	Eligibility	Mode of Selection
M.B.A.(Hospital Administration) (2 years)	Entrepreneurship Studies	Any UG degree (55 %)	Entrance Examination & GD & Interview
M.Phil. (Entrepreneurship) (1 year)	Entrepreneurship Studies	MBA (55%)	Entrance Examination
Ph.D.(Business Administration) Part-time/ Full-time (3 years)	Entrepreneurship Studies	M.B.A/(Hospital Administration)	Entrance Exam&Interview Examination [Candidate with NET or SLET are exempted]

S.NO	Date	Name of the Programme	Photograph
1	12/02/2017	Workshop on effective hospital management - role of IT & software	
2	11/12/2015	Entrepreneurship Faculty Development Programme sponsored by edii - chennai	
3	02/11/2014	Entrepreneurship Faculty Development Programme sponsored by edii - chennai	
4	01/07/2016	Orientation programme for MBA (HA)	
5	14/09/2017	Community reach, extension and outreach activities are undertaken	