



SASURIE COLLEGE OF ENGINEERING

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

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate, Tirupur 638056

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION - 3

RESEARCH, INNOVATION & EXTENSIONS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

SASURIE COLLEGE OF ENGINEERING



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Ref: SCE / MBA / Students / RM / 2018 - 2019 / EVEN

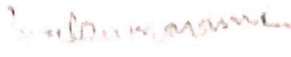
25.02.2019

CIRCULAR

In order to address the recent research issues in the field of multi-disciplinary Engineering areas and to overcome such research issues, Department of Master Of Business Administration in association with IQAC of our Institution, is planning to conduct two days workshop for the students of II, III and IV year of MBA on the title "**International Business Research Methodologies**" from 01.03.2019 to 02.03.2019. At the end of the programme, participation certificates will be issued to the participants.

Resource Person Details	Mr.S.Madhan Incharge, Sakthi Cups, Erode 638001.	Mr.S.Prakash, Manager, Sakthi Cups, Erode 638001.
Venue	Lecture hall of II & III year MBA	


HoD/MBA


PRINCIPAL.

Copy to:

1. Chairman & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. Class In charges - II, III & IV-Year MBA
5. II, III & IV-Year MBA Students
6. MBA Notice Board
7. Department File


Dr.M.VIJAYAKUMAR M.E., Ph.D.,
PRINCIPAL
 **SASURIE COLLEGE OF ENGINEERING,**
Vijayamangalam - 638 056, Tirupur (Dt).



SASURIE COLLEGE OF ENGINEERING

Vijayamangalam, Tiruppur

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai - 600025)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

in association with IQAC

Cordially invites

Two days Research Methodology Programme (RM)

On

“International Business Research Methodologies”

Date : 01.03.2019 to 02.03.2019

Venue: Lecture hall of I & II year MBA

Resource Persons

*Mr.S.Madhan,
Incharge,
Sakthi Cups,
Erode- 638001.*

*Mr.S.Prakash,
Manager,
Sakthi Cups,
Erode- 638001.*

in the esteemed presence of

Dr.R.Radhakrishnan

Principal

*Shri A.M.Kandaswami
Chairman*

*Ms. K. Savitha Moganraj
Secretary*



Dr.M.VIJAYAKUMAR ME., Ph.D.,

PRINCIPAL

**SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).**

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Students Participation List – Research Methodology Programme


“International Business Research Methodologies”

From 01.03.2019 to 02.03.2019

Academic Year : 2018 - 2019 /EVEN

S.No.	Reg No.	Name of the Student	Year / Branch
1.	732418631001	ANUSIYA PREFTHI M	I/MBA
2.	732418631002	MUGESH SUTHAN M	I/MBA
3.	732418631005	JAGADEESWARAN G	I/MBA
4.	732417631001	ARUNKUMAR M	II/MBA
5.	732417631002	CHAMUNDEESWARI K	II/MBA
6.	732417631003	DATCHANAMOORTHY C	II/MBA
7.	732417631004	DFEPIKA M	II/MBA
8.	732417631005	JOY A	II/MBA
9.	732417631006	KARTHIK E	II/MBA
10.	732417631007	KRISHNA PRIYA R	II/MBA
11.	732417631008	MANIKKAPRIYA R	II/MBA
12.	732417631009	MURUGAVEL C K	II/MBA
13.	732417631010	MURUGESAN R	II/MBA
14.	732417631012	SANTHOSH N	II/MBA
15.	732417631013	SARANYA M	II/MBA
16.	732417631014	SARAVANAN K	II/MBA
17.	732417631015	SATHYAPRABA S	II/MBA
18.	732417631016	SUDHAKARAN S	II/MBA
19.	732417631017	SUGANTHI C	II/MBA
20.	732417631018	TAMILMANI E	II/MBA
21.	732417631019	THENMOZHI A	II/MBA
22.	732417631020	VENKATESHWARAN A	II/MBA
23.	732417631021	YUVARAJ M	II/MBA


 Event Coordinator


 HoD/MBA


Dr.M.VIJAYAKUMAR ME., Ph.D.,
 PRINCIPAL

SASURIE COLLEGE OF ENGINEERING,
 Vijayamangalam - 638 056, Tirupur (Dt).



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SASURIE
COLLEGE OF ENGINEERING
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Affiliated to Anna University, Chennai

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Students Attendance List – Research Methodology Programme

“International Business Research Methodologies”

From 01.03.2019 to 02.03.2019

Academic Year : 2018 - 2019 / EVEN

S.No.	Reg No.	Name of the Student	Year / Branch	Signature
1.	732418631001	ANUSIYA PREFTHI M	I/MBA	
2.	732418631002	MUGESH SUTHAN M	I/MBA	
3.	732418631005	JAGADEESWARAN G	I/MBA	
4.	732417631001	ARUNKUMAR M	II/MBA	
5.	732417631002	CHAMUNDEESWARI K	II/MBA	
6.	732417631003	DATCHANAMOORTHY C	II/MBA	
7.	732417631004	DEEPIKA M	II/MBA	
8.	732417631005	JOY A	II/MBA	
9.	732417631006	KARTHIK E	II/MBA	
10.	732417631007	KRISHNA PRIYA R	II/MBA	
11.	732417631008	MANIKKAPRIYA R	II/MBA	
12.	732417631009	MURUGAVEL C K	II/MBA	
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19.	732417631017	SUGANTHI C	II/MBA	
20.	732417631018	TAMILMANI E	II/MBA	
21.	732417631019	THENMOZHI A	II/MBA	
22.	732417631020	VENKATESHWARAN A	II/MBA	
23.	732417631021	YUVARAJ M	II/MBA	

Event Coordinator

HoD/MBA

Dr. M. VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 683 003, Tirupur (Dt).

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Students Attendance List – Research Methodology Programme

“International Business Research Methodologies”

From 01.03.2019 to 02.03.2019

Academic Year : 2018 - 2019 / EVEN

S.No.	Reg No.	Name of the Student	Year / Branch	01.03.2019		02.03.2019		Signature
				FN	AN	FN	AN	
1.	732418631001	ANUSIYA PREETHI M	I/MBA	/	/	/	/	Anusiyam
2.	732418631002	MUGESH SUTHAN M	I/MBA	/	/	/	/	Mugesh
3.	732418631005	JAGADEESWARAN G	I/MBA	/	/	/	/	Jagadeesan
4.	732417631001	ARUNKUMAR M	II/MBA	/	/	/	/	Arunkumar
5.	732417631002	CHAMUNDEESWARI K	II/MBA	/	/	/	/	Chamundeeswari
6.	732417631003	DATCHANAMOORTHY C	II/MBA	/	AB	/	/	Datchanamoorthy
7.	732417631004	DEEPIKA M	II/MBA	/	/	/	/	Deepika
8.	732417631005	JOY A	II/MBA	/	/	/	/	Joy
9.	732417631006	KARTHIK E	II/MBA	/	/	/	/	Karthik
10.	732417631007	KRISHNA PRIYA R	II/MBA	/	/	/	/	Krishna Priya
11.	732417631008	MANIKKAPRIYA R	II/MBA	/	/	/	/	Manikka Priya
12.	732417631009	MURUGAVEL C K	II/MBA	/	/	/	/	Murugavel
13.	732417631010	MURUGESAN R	II/MBA	/	/	/	/	Murugesan
14.	732417631012	SANTHOSH N	II/MBA	/	/	/	/	Santhosh
15.	732417631013	SARANYA M	II/MBA	/	/	/	/	Saranya
16.	732417631014	SARAVANAN K	II/MBA	/	/	/	/	Saravanan
17.	732417631015	SATHYAPRABA S	II/MBA	/	/	/	/	Sathyaprabha
18.	732417631016	SUDHAKARAN S	II/MBA	/	/	/	/	Sudhakaran
19.	732417631017	SUGANTHI C	II/MBA	/	/	/	/	Suganthi
20.	732417631018	TAMILMANI E	II/MBA	/	/	/	/	Tamilmani
21.	732417631019	THENMOZHI A	II/MBA	/	/	/	/	Thenmozhi
22.	732417631020	VENKATESHWARAN A	II/MBA	/	/	/	/	Venkateshwaran
23.	732417631021	YUVARAJ M	II/MBA	/	/	/	/	Yuvaraj


 Event Coordinator


 HoD/MBA


Dr.M.VIJAYAKUMAR ME., Ph.D.,
 PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
 Vijayamangalam - 638 056, Tirupur (Dt).

Report on Research Methodology Programme

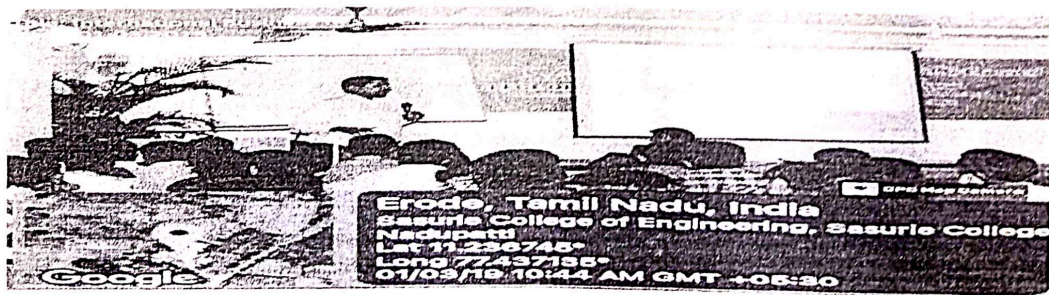
Title:	International Business Research Methodologies		
Resource Person:	Mr.S.Madhan Incharge, Sakthi Cups, Erode 638001.	Mr.S.Prakash, Manager, Sakthi Cups, Erode 638001.	
Date of conduct From :	01.03.2019	To:	02.03.2019
		Duration:	2 Days
Organized by :	MASTER OF BUSINESS ADMINISTRATION in association with IQAC of our Institution		
Academic Year:	2018 – 2019	Semester:	EVEN
Participant Year:	II, III, IV Year MBA	No. of Students Participated:	23
Venue:	Lecture hall of II & III year MBA		

Outcome of Research Methodology Programme

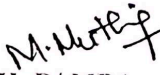
At the end of the Research Methodology Programme, Students can be able to

- Acquire proficiency in selecting and applying appropriate research methodologies to investigate global business phenomena, including market entry strategies, cross-cultural management, and international trade.
- Gain insights into the theoretical foundations and practical applications of research methodologies within the realm of international business.
- Explore strategies for conducting cross-national research, including sampling techniques, translation and adaptation of research instruments, and comparative analysis of data across different cultural contexts.
- Learn how to effectively communicate research findings through academic publications, conference presentations, and policy briefs, adhering to international standards and conventions.
- Apply international business research methodologies to investigate real-world challenges and opportunities facing multinational corporations.

Glimpse of Research Methodology Programme Photos




Event Co-ordinator


HoD/ MBA


Principal


Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).



SASURIE COLLEGE OF ENGINEERING

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Vijyamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify that Mr. KARTHIK E. II / MBA
has participated in the Research Methodology Workshop on "International Business Research Methodologies" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 01.03.2019 to 02.03.2019 during the Academic year 2018-2019.

P. S. Aravindan
IQAC Co-ordinator

M. V. Vijayakumar
Dr. M. VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijyamangalam - 638 056, Tirupur (Dt.)

M. V. Vijayakumar
Principal



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Vijyamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify that Mr. SANTHOSH N. II / MBA
has participated in the Research Methodology Workshop on "International Business Research Methodologies" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 01.03.2019 to 02.03.2019 during the Academic year 2018-2019.

P. S. Aravindan - Principal
IQAC Co-ordinator



M.V.
Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijyamangalam - 638 056, Tirupur (Dt).

Santhosh
Principal



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Vijyamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify that Ms . THENMOZHIA, II / MBA
has participated in the Research Methodology Workshop on "International Business Research Methodologies" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 01.03.2019 to 02.03.2019 during the Academic year 2018-2019.

P. A. Aranganathan
IQAC Co-ordinator

M.V.
Dr.M.VIJAYAKUMAR ME., Ph.D.,
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M.V.
Principal



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Vijyamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify that Mr. JAGADEESWARAN G. I / MBA
has participated in the Research Methodology Workshop on "International Business Research Methodologies" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 01.03.2019 to 02.03.2019 during the Academic year 2018-2019.

Dr. A. Anandaprasanna Pillai
IQAC Co-ordinator

Dr. M. Vijayakumar
Dr. M. VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijyamangalam - 638 056, Tirupur (Dt).

Dr. M. Vijayakumar
Principal



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Vijyamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify that Mr. MUGESH SUTHAN M. J / MBA
has participated in the Research Methodology Workshop on "International Business Research Methodologies" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 01.03.2019 to 02.03.2019 during the Academic year 2018-2019.

[Signature]
IQAC Co-ordinator



[Signature]
Dr. M. VIJAYAKUMAR M.E., Ph.D.,
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[Signature]
Principal



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Vijyamangalam, Tiruppur

CERTIFICATE OF PARTICIPATION

This is to Certify that Ms. ANUSIYA PREETHI M, I / MBA
has participated in the Research Methodology Workshop on "International Business Research Methodologies" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 01.03.2019 to 02.03.2019 during the Academic year 2018-2019.

P. S. Sankaranarayanan
IQAC Co-ordinator

M. V. Vijayakumar
Dr.M.VIJAYAKUMAR ME., Ph.D.,
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M. V. Vijayakumar
Principal