



# 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 / 2019 – 2020 / EVEN

01.06.2020

**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 I and II year of MBA on the title “Advanced Quantitative Techniques for Business Research” from 05.06.2020 to 06.06.2020. At the end of the programme, participation certificates will be issued to the participants.

<b>Resource Person Details</b>	Mr.S.Madhan Incharge, Sakthi Cups, Erode 638001.	Mr.S.Prakash, Manager, Sakthi Cups, Erode 638001.
<b>Venue</b>	Online Gmeet-“ <a href="https://meet.google.com/mue-cfwx-bym">https://meet.google.com/mue-cfwx-bym</a> ”	

  
HoD/MBA

  
PRINCIPAL

Copy to:

1. Chairman & Secretary for information
2. Principal office
3. IQAC Co-Ordinator
4. Class In charges - I and II year of MBA
5. I and II year of MBA Students
6. MBA Notice Board
7. Department File

  
Dr.M.VIJAYAKUMAR ME., 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

“Advanced Quantitative Techniques for Business Research”

Date :05.06.2020 to 06.06.2020

Venue: Online Gmeet-<https://meet.google.com/muc-cfwx-bym>

### **Resource Persons**

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

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

*in the esteemed presence of*

*Dr.K.Pandiarajan  
Principal*

*Shri A.M.Kandaswami  
Chairman*

*Ms.K.SavithaMoganraj  
Secretary*

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



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

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Students Participation List – Research Methodology Programme

“Advanced Quantitative Techniques for Business Research”

From 05.06.2020 to 06.06.2020


Academic Year : 2019 - 2020 / EVEN

S.No.	Reg No.	Name of the Student	Year / Branch
1.	732419631001	BAVADHARANI K	I/MBA
2.	732419631002	DURGADEVI S	I/MBA
3.	732419631004	KAVIRAJ D	I/MBA
4.	732419631005	MAHES KUMAR M	I/MBA
5.	732419631006	MALINIPRIYA P J	I/MBA
6.	732419631007	MANIKANDAN B	I/MBA
7.	732419631008	MANIMEGALAI K	I/MBA
8.	732419631009	MEGALA V	I/MBA
9.	732419631010	MONIKA D	I/MBA
10.	732419631011	NIRANJANA C	I/MBA
11.	732419631012	NUVETHA M	I/MBA
12.	732419631013	POONGODI G	I/MBA
13.	732419631014	PRADEEPKUMAR S	I/MBA
14.	732419631017	RAHUL KRISHNA R	I/MBA
15.	732419631018	RANJITHA S	I/MBA
16.	732419631019	SANJEEVRAJ R	I/MBA
17.	732419631020	SARATHI S	I/MBA
18.	732419631021	SATHISH KUMAR S	I/MBA
19.	732419631022	SAVITHA T	I/MBA
20.	732419631024	SRIRAMKUMAR V	I/MBA
21.	732419631025	SRISANGEETHA G	I/MBA
22.	732419631026	SWATHI C	I/MBA
23.	732418631001	ANUSIYA PREETHI M	II/MBA
24.	732418631002	MUGESH SUTHAN M	II/MBA

*M. Math*  
Event Coordinator

*[Signature]*  
HoD/MBA

*[Signature]*  
Dr. M. VIJAYAKUMAR ME., Ph.D.  
PRINCIPAL

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

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Students Attendance List – Research Methodology Programme

“Advanced Quantitative Techniques for Business Research”

From 05.06.2020 to 06.06.2020


Academic Year : 2019 - 2020 / EVEN

S.No.	Reg No.	Name of the Student	Year / Branch
1.	732419631001	BAVADHARANI K	I/MBA
2.	732419631002	DURGADEVI S	I/MBA
3.	732419631004	KAVIRAJ D	I/MBA
4.	732419631005	MAHES KUMAR M	I/MBA
5.	732419631006	MALINIPRIYA P J	I/MBA
6.	732419631007	MANIKANDAN B	I/MBA
7.	732419631008	MANIMEGALAI K	I/MBA
8.	732419631009	MEGALA V	I/MBA
9.	732419631010	MONIKA D	I/MBA
10.	732419631011	NIRANJANA C	I/MBA
11.	732419631012	NUVETHA M	I/MBA
12.	732419631013	POONGODI G	I/MBA
13.	732419631014	PRADEEPKUMAR S	I/MBA
14.	732419631017	RAHULKRISHNA R	I/MBA
15.	732419631018	RANJITHA S	I/MBA
16.	732419631019	SANJEEVRAJ R	I/MBA
17.	732419631020	SARATH S	I/MBA
18.	732419631021	SATHISH KUMAR S	I/MBA
19.	732419631022	SAVITHA T	I/MBA
20.	732419631024	SRIRAMKUMAR V	I/MBA
21.	732419631025	SRISANGEETHA G	I/MBA
22.	732419631026	SWATHI C	I/MBA
23.	732418631001	ANUSIYA PREETHI M	II/MBA
24.	732418631002	MUGESH SUTHAN M	II/MBA

*M. Muthup*  
Event Coordinator

*[Signature]*  
HoD/MBA

*[Signature]*  
Dr. M. VIJAYAKUMAR ME., Ph.D.  
PRINCIPAL


**SASURIE COLLEGE OF ENGINEERING.**  
 Vijayamangalam - 638 055, Tirupur (Dt).



35  
**SASURIE**  
COLLEGE OF ENGINEERING  
Approved by AICTE, New Delhi  
Affiliated to Anna University, Chennai

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Students Attendance List – Research Methodology Programme

“Advanced Quantitative Techniques for Business Research”

From 05.06.2020 to 06.06.2020

Academic Year : 2019 - 2020 / EVEN

S.No.	Reg No.	Name of the Student	Year / Branch	05.06.2020		06.06.2020	
				FN	AN	FN	AN
1.	732419631001	BAVADHARANI K	I/MBA	/	/	AB	/
2.	732419631002	DURGADEVI S	I/MBA	/	/	/	/
3.	732419631004	KAVIRAJ D	I/MBA	/	/	/	/
4.	732419631005	MAHES KUMAR M	I/MBA	/	/	/	/
5.	732419631006	MALINIPRIYA P J	I/MBA	/	/	/	/
6.	732419631007	MANIKANDAN B	I/MBA	/	/	/	/
7.	732419631008	MANIMEGALAI K	I/MBA	/	/	/	/
8.	732419631009	MEGALA V	I/MBA	/	/	/	/
9.	732419631010	MONIKA D	I/MBA	/	/	/	/
10.	732419631011	NIRANJANA C	I/MBA	/	/	/	/
11.	732419631012	NUVETHA M	I/MBA	/	AB	/	/
12.	732419631013	POONGODI G	I/MBA	/	/	/	/
13.	732419631014	PRADEEPKUMAR S	I/MBA	/	/	/	/
14.	732419631017	RAHULKRISHNA R	I/MBA	/	/	/	/
15.	732419631018	RANJITHA S	I/MBA	/	/	/	/
16.	732419631019	SANJEEVRAJ R	I/MBA	/	/	/	/
17.	732419631020	SARATH S	I/MBA	/	/	/	/
18.	732419631021	SATHISH KUMAR S	I/MBA	/	/	/	/
19.	732419631022	SAVITHA T	I/MBA	/	/	AB	/
20.	732419631024	SRIRAMKUMAR V	I/MBA	/	/	/	/
21.	732419631025	SRISANGEETHA G	I/MBA	/	/	/	/
22.	732419631026	SWATHI C	I/MBA	/	/	/	/
23.	732418631001	ANUSIYA PREETHI M	II/MBA	/	/	/	/
24.	732418631002	MUGESH SUTHAN M	II/MBA	/	/	/	/

M. Muthup  
Event Coordinator

HOD/MBA

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



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

## Report on Research Methodology Programme

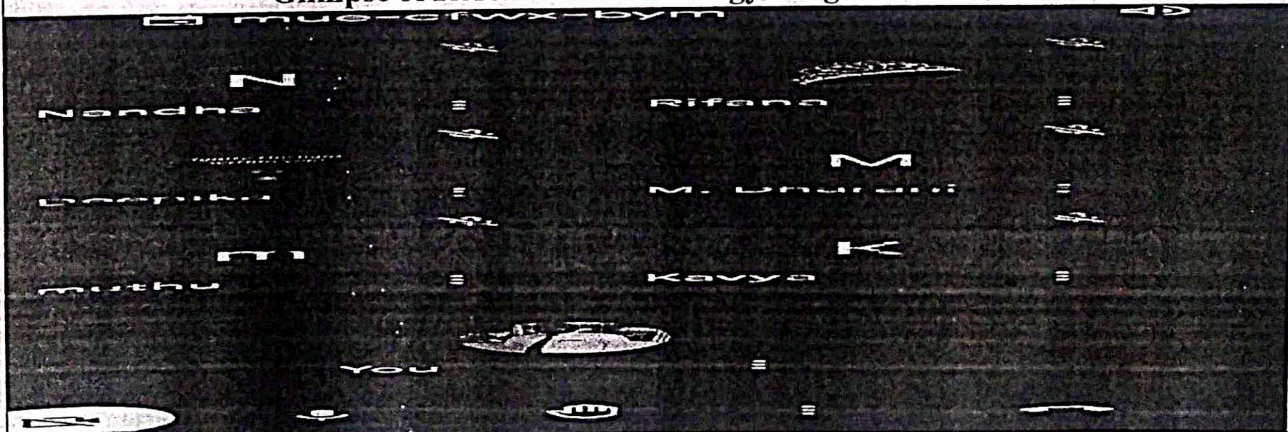
Title:	Advanced Quantitative Techniques for Business Research				
Resource Person:	Mr.S.Madhan Incharge, Sakthi Cups, Erode 638001.		Mr.S.Prakash, Manager, Sakthi Cups, Erode 638001.		
Date of conduct ON :	05.06.2020	To:	06.06.2020	Duration:	2 Days
Organized by :	MASTER OF BUSINESS ADMINISTRATION in association with IQAC of our Institution				
Academic Year:	2019 – 2020		Semester:	EVEN	
Participant Year:	I & II Year -MBA		No. of Students Participated:	24	
Venue:	Online Gmeet-“ <a href="https://meet.google.com/mue-cfwx-bym">https://meet.google.com/mue-cfwx-bym</a> ”				

### Outcome of Research Methodology Programme

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

- Gain a comprehensive understanding of advanced quantitative techniques commonly used in business research, including multivariate analysis.
- Learn multivariate analysis techniques, including factor analysis, cluster analysis, discriminant analysis, and multidimensional scaling.
- Gain proficiency in structural equation modeling techniques, including path analysis, confirmatory factor analysis.
- Learn Bayesian statistical techniques, including Bayesian inference, Bayesian networks, and Markov Chain Monte Carlo (MCMC) methods.
- Apply advanced quantitative techniques to real-world business research problems, enhancing their practical skills and understanding of quantitative methodologies.

### Glimpse of Research Methodology Programme Photos



*M. Madhan*  
Event Co-ordinator

*[Signature]*  
HoD/ MBA

*[Signature]*  
Principal



# SASURIE COLLEGE OF ENGINEERING

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

Vijayamangalam, Tiruppur

## CERTIFICATE OF PARTICIPATION

This Certificate has been awarded to Ms. MONIKA D. I / MBA has participated in the Research Methodology Program on "Advanced Quantitative Techniques for Business Research" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 05.06.2020 to 06.06.2020 during the Academic year 2019-2020.

*[Signature]*

**IQAC Co-ordinator**



*[Signature]*  
**Dr.M.VIJAYAKUMAR** ME., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 633 056, Tiruppur (Dt).

*[Signature]*

**Principal**





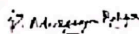
# SASURIE COLLEGE OF ENGINEERING

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

Vijayamangalam, Tiruppur

## CERTIFICATE OF PARTICIPATION

This Certificate has been awarded to Mr. SARATH S. I. / MBA has participated in the Research Methodology Program on "Advanced Quantitative Techniques for Business Research" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 05.06.2020 to 06.06.2020 during the Academic year 2019-2020.



IQAC Co-ordinator



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



Principal



# SASURIE COLLEGE OF ENGINEERING

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

Vijayamangalam, Tiruppur

## CERTIFICATE OF PARTICIPATION

This Certificate has been awarded to Mr. MUGESH SUTHAN M. II / MBA has participated in the Research Methodology Program on "Advanced Quantitative Techniques for Business Research" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 05.06.2020 to 06.06.2020 during the Academic year 2019-2020.

*[Signature]*

IQAC Co-ordinator



*[Signature]*  
Dr.M.VIJAYAKUMAR ME., Ph.D.  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 639 056, Tiruppur (Dt).

*[Signature]*

Principal



# SASURIE COLLEGE OF ENGINEERING

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

Vijayamangalam, Tiruppur

## CERTIFICATE OF PARTICIPATION

This Certificate has been awarded to Ms. ANUSIYA PREETHI M. II / MBA has participated in the Research Methodology Program on "Advanced Quantitative Techniques for Business Research" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 05.06.2020 to 06.06.2020 during the Academic year 2019-2020.

*P. Anandaraman Pillai*

**IQAC Co-ordinator**



*M.V.*  
**Dr.M.VIJAYAKUMAR** ME., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 050, Tiruppur (Dt).

*V.P.C.*

**Principal**



# SASURIE COLLEGE OF ENGINEERING

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

Vijayamangalam, Tiruppur

## CERTIFICATE OF PARTICIPATION

This Certificate has been awarded to Ms. MALINIPRIYA P. J., I./MBA has participated in the Research Methodology Program on "Advanced Quantitative Techniques for Business Research" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 05.06.2020 to 06.06.2020 during the Academic year 2019-2020.

*M. S. Prasad*

**IQAC Co-ordinator**



*M. V. S.*  
Dr. M. VIJAYA KUMAR M.E., Ph.D.,  
PRINCIPAL  
SASURIE COLLEGE OF ENGINEERING,  
Vijayamangalam - 638 055, Tiruppur (Dt).

*V. P. C.*

**Principal**



# SASURIE COLLEGE OF ENGINEERING

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

Vijayamangalam, Tiruppur

## CERTIFICATE OF PARTICIPATION

This Certificate has been awarded to Mr. MAHES KUMAR M.I / MBA has participated in the Research Methodology Program on "Advanced Quantitative Techniques for Business Research" conducted by the Department of Master of Business Administration in association with "Sakthi Cups" and IQAC of Sasurie College of Engineering from 05.06.2020 to 06.06.2020 during the Academic year 2019-2020.

*P. Manjappa Pillai*

**IQAC Co-ordinator**

*Neel*



Dr. V. Manoj Kumar, Ph.D.  
SASURIE COLLEGE OF ENGINEERING  
Vijayamangalam - 638 002, Tiruppur (Tn)

*U.P. Chidambaram*

**Principal**