Anna University was established on 4th September 1978 as a unitary type of university. It offers higher education in Engineering, Technology and Allied sciences relevant to the current and projected needs of the society. Besides promoting research and disseminating knowledge gained therefrom, it fosters cooperation between the academic and industrial communities. The university was formed by bringing together and integrating two well-known technical institutions in the city of Chennai.
About DOMS

The MBA Program in Anna University commenced in 1981. (DOMS) has successfully achieved in creating talented, proficient and dedicated professionals. The programs are designed extensively to discover and foster the managerial skills of business professionals. An exceptional place for those aiming to pursue a career in business management. The emphasis on guidance and counseling has effectively complemented the regular curriculum thereby imparting robust sense of professionalism along with academic proficiency. The extremely competent faculty elevate DoMS to an enviable level, one to which thousands of aspirants strive to become part every year.
About CUIC

The Centre for University - Industry Collaboration, Anna University, established in 1991 primarily focuses on all domains of the University. It empowers the students by arranging Industrial Training, Visits and Projects, and enhances Core Competencies of individuals. Through the CUIC, the students of DoMS have an excellent platform to connect academics and industry. The programs are designed extensively to discover and foster the managerial skills of business professionals.

Message from the Director

DR. S. INIYAN

The Faculty Members and the Students of the Department of Management Studies (DoMS), Anna University, Chennai, made us proud by securing 59th ALL INDIA RANK under MHRD-NIRF-2020. The Department has continuous engagement with academic experts and industrialists to enhance their academic competencies and individual professionalism. With the erudite academic qualities of the Faculty members, the students are nurtured to become the future leaders. The CUIC works closely with DoMS in shaping the students for placements by conducting seminars on Industry Readiness Program, Interview Techniques, FAQs, GD preparation, Analytical Skills etc., With this exposure, all the students have an unique academic as well as industry-ready disposition. With these proven professional qualities it will definitely be a “Placement Paradise” for any organization which intends to visit Anna University for on-campus hiring. It is thereby my unique privilege to invite all the Corporate HRs to visit our campus for on-campus recruitment.
Message from the HOD

At DoMS, we persistently enhance ourselves to meet the challenges of the current fast-changing world and its dynamic business environment. Given the pace of change witnessed in the recent past, it is a task that keeps us on our toes. We incessantly and continually strive to incorporate the best practices of the academic world into all our programs, thus making DoMS an institution of great repute and an obvious choice for the brightest young minds in the country.

The MBA program at Anna University Chennai is an approach to address this concern in a scientific spirit. DoMS proudly and successfully has unleashed more than thousands of highly successful managers into the corporate world through the years.

The time has come yet again for us to showcase the best minds we have constructed and perfected for the outer world that is waiting to test and absorb the best of talent that exceeds par excellence and competence.

Dr. R. Magesh

Placements always form an important part of Management studies function. It marks the culmination of the process of molding highly employable and industry ready professionals through a two year long rigorous academic process. I look forward to forging stronger bonds of co-operation to navigate unchartered areas of excellence.

Welcome home to the DoMS!
Our CURRICULUM

The curriculum followed here is dynamic and is continuously reviewed & updated through industry feedback. It incorporates learning with the help of theoretical as well as practical modules. Core subjects along with Elective Subjects are provided for students to equip themselves for the industry. A Student is given an option to choose three electives out of nine to specialize according to their interests.

 Semester 1

- Accounting for Management
- Legal Aspects of Business
- Management concepts and Organizational Behavior
- Managerial Economics
- Hospitality management
- Quantitative methods
- Indian ethos and business ethics (seminar)
- Tourism Principles and Practices
- Business communication (laboratory)

 Semester 2

- Financial Management in Tourism
- Data analysis for tourism (laboratory)
- Human Resource Management
- Business Research Methods
- Services Operations and Quality Management
- Tourism Marketing
- Travel Management
- Rural community engagement
- Media management for tourism
Semester 3

- Strategic Management
- Culture and Heritage
- Accommodation and housekeeping management
- Travel media public relations
- Destination planning and management
- Creativity and innovation laboratory
- Leisure and recreational management
- Medical tourism
- Event management
- Summer internship- mini project

Summer Project

Summer Project is undertaken by the students most of which are projects done along with internship taken in various companies. The main purpose is to get an exposure of the organizational culture and environment and to avail this new opportunity to find a new dimension to their career.

Summer Training - Chronological Diary needs to be maintained and submitted within the first week of the reopening date of 5th Semester. the training report along with the company certificate should be submitted

Semester 4  Project Work

Electives

- Accommodation and House Keeping Management
- Destination Planning and Management
- Entrepreneurship in Tourism
- Event Management
- Integral Karma yoga and Management
- Leisure and Recreation Management
- Medical Tourism
- Tour Operations
- Travel Media and Public Relations
Faculty Profile

Dr. L. Suganthi  B.Tech., M.B.A., Ph.D.,
Professor

**Expertise**
- Information System
- Women Studies
- Energy Management
- Quality Management

Dr. S. N. Geetha  M.B.A., M.Phil., Ph.D.,
Professor

**Expertise**
- Security Analysis
- Services Marketing
- Portfolio Management
- Financial Management

Dr. R. Magesh  B.E., M.B.A., Ph.D.,
Professor & Head

**Expertise**
- Marketing
- I P R
- Behavioural Science
- Patent Science
**Faculty Profile**

**Dr. N. Senthil Kumar**  
B.E., M.B.A., Ph.D.  
Professor  

**Expertise**  
- Marketing & Operations

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**Dr. Jayanth Jacob**  
B.E., M.B.A., Ph.D.  
Professor  

**Expertise**  
- Market Research  
- Quantitative Analysis  
- Training & Development

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**Dr. Hansa Iysander Manohar**  
B.Tech., M.B.A., M.C.A., FDPM (IIM-A), Ph.D.  
Professor  

**Expertise**  
- Operations  
- Technology Management  
- Systems
Faculty Profile

Dr. A. K. Sheik Manzoor  
M.E., M.B.A., Ph.D.  
Associate Professor

**Expertise**
- Information Systems
- Data Management
- ERP

Dr. A. Thiruchelvi  
M.Sc., M.B.A., Ph.D.  
Associate Professor

**Expertise**
- Research Methodology
- Behavioral Sciences
- Work force Management
- Data Analysis
- Measures in psychology

Dr. E. Thenral  
B.E., PGDM (IIM-B), Ph.D.  
Assistant Professor (Sel. Gr)

**Expertise**
- Marketing and Operations
- Supply Chain Management

Dr. S. Krishnakumar  
M.Sc., M.B.A., M.Phil., Ph.D.  
Assistant Professor

**Expertise**
- Human Resource Management
- Entrepreneurship
- Labour Relations
- Behavioral Sciences
Dr. S. Meenakumari  
B.Sc., M.B.A., SLET, Ph.D.,  
Assistant Professor

**Expertise**
- Marketing Management
- Human Resource Management
- Quality Management
- Behavioral Sciences

Dr. T. Padmavathi  
M.B.A., Ph.D.,  
Assistant Professor

**Expertise**
- Marketing Management
- Human Resource Management

Mrs. Achu Sam  
B.Tech., M.I.B., UGC NET.,  
Teaching Fellow

**Expertise**
- Marketing Strategy
- Strategic Management
- Global Marketing
- Organizational Behaviour
- Brand Management

Dr. T. Varun  
B.E., M.B.A., Ph.D.,  
Visiting Faculty

**Expertise**
- Human Resource Management
- Systems Management
Gopi Ganesh S  B.Sc (CS)

Area of Interest
- Event planning
- Travel media
- Hospitality management
- Human resource management
- Designing & Video Editing

Technical skills
- Adobe Illustrator
- Photoshop
- Final Cut Pro
- C, c++, .Net,
- Ms-office package
- IBM SPSS.

Internship
Chennai Film School(Lens Bug), Chennai.

Summer Project
A study on role of virtual tourism. How people understand about the virtual tourism.

Gowdhami M  B.A., B.Ed

Technical skills
- Wordpress,
- Adobe Illustrator
- Keynote,
- Ms-office package.
- SPSS

Area of Interest
- Human Resource Management,
- Travel media
- Rural Tourism
- Hospitality management

Internship
Tamilnadu Tourism Development Corporation.

Summer Project
Identifying the potential & Revisit intention of Rural Tourism.
**Hareesh P**  
B.Sc (Agri)

**Area of Interest**
- Travel management
- Media management
- Human resource management
- Tourism marketing

**Technical skills**
- Ms-office package.
- Statistical tool SPSS

**Internship**
Content bot, Chennai.

**Summer Project**
A study on the Impact of social media marketing on tourism products.

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**Jayabharathi J**  
B.E(EEE)

**Technical skills**
- MS office
- Basics of C, C++.

**Area of Interest**
- Human resources
- Hospitality and travel management
- Tourism marketing.

**Internship**
Mahindra Holidays & Resorts India Limited, Chennai

**Summer Project**
Impacts of social media during pandemic COVID-19.

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jjayabharathi97@gmail.com
Jeshani nishika J  B.E (ECE)

Area of Interest
- Human Resource Management
- Hotel Management
- Travel Management
- Airport Management

Technical skills
- MS office
- IBM SPSS

Internship
Artic9 – Creative and Agency, Nagercoil

Summer Project
An analysis of international tourism and tourism revenue in Thailand before/after COVID-19

Keerthika P  B.E (EEE)

Technical skills
- Ms-office
- IBM SPSS

Area of Interest
- Culture & Heritage Tourism
- Event management
- Human resource
- Marketing

Internship
Elite Eventz Management, Chennai

Summer Project
An analysis study on spirituality tourism
### Kiran Raaj PL
**B.E.(Mech)**

**Technical skills**
- Ms-office package, Level BI Certified in Business English Certificate

**Area of Interest**
- Tourism marketing, Media management, logistics & supply chain management.

**Internship**
- Prakruthi outward bound experiential learning centre, chennai.

**Work Experience**
- 6 months OPERATIONS ASSOCIATE in Rivigo Logistics private limited

**Summer Project**
- Analysing behaviour of tourist in mode of transport post covid

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### Kishore Khanna G
**B.E (EEE)**

**Technical skills**
- Ms-office package, MATLAB, PCB Designing.

**Area of Interest**
- Adventure tourism, Hospitality management, Travel Management, Human Resource Management.

**Internship**
- Travel India Club, Chennai.

**Summer Project**
- A Study on Customer Satisfaction Towards Rental Cabs
**Lakshaya B**  B.E(Agriculture)

**Technical skills**
- MS office, IBM SPSS

**Area of Interest**
- Event Planning
- Travel Media
- Leisure
- Recreation Management
- Human Resource Management

**Internship**
MGM Beach Resort, Chennai.

**Summer Project**
An examination of factors influencing consumer’s attitude towards social media marketing in destination choice.

**Liyashree A**  B.E (Instrumentation and Control Engineering).

**Technical skills**
- Ms-office package, IBM SPSS.

**Area of Interest**
- Tour manager
- Project management
- Administration roles

**Internship**
Move2 Travel Hub Pvt. Ltd., Kottivakkam, Chennai.

**Summer Project**
Consumer attitude towards ticket booking via social media.
Madhuvashini M  B.Com (Finance)

Area of Interest
- Media management
- Public relations management
- Event planning and management
- Accounting and finance
- Airlines crisis management

Technical skills
- MS OFFICE Package
- Tally (without GST)

Internship
Mad Maze Studios
(Event Management Company), Chennai

Summer Project
A study on airline crisis communication with Indian media coverage perspective.

Meganathan P C  B.E (ECE)

Technical skills
- Ms-office package, IBM SPSS.

Area of Interest
- Administration roles
- Digital marketing

Internship
Artic9 - Creative and Agency, Nagercoil

Summer Project
Comparative analysis of Food Delivery services before and after pandemic situation.
Narendran C  B.E (CSE)

Area of Interest
- Tourism marketing
- Destination Marketing
- Culture & Heritage Tourism
- Rural Tourism
- Web Designing
- Logo Designing

Technical skills
- Wordpress
- Adobe Illustrator
- Adobe Photoshop
- MS Office Package
- IBM SPSS

Internship
Tamilnadu Tourism Development Corporation.

Summer Project

Nazarene Roshan S  B.E (Civil)

Technical skills
- Ms-office package
- IBM SPSS

Area of Interest
- Travel management
- Human resource management
- Travel consultant

Internship
Maria Tea Company, Chennai

Summer Project
Analysing the impact of COVID-19 on tea industry and its recovery.

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csenaren@gmail.com

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nazarene.roshan2694@gmail.com
Nishi Pratheep  B.E (ECE)

Area of Interest
- Digital marketing
- Human resource Management
- Hotel Management
- Travel Management

Technical skills
- MS Office Package
- IBM SPSS

+91 9486460192
nishipratheep14@gmail.com

Internship
Artic9 – Creative and Agency, Nagercoil

Summer Project
Casestudy on cultural tourism of tamilnadu.

Nivethitha Bharathi A  B.A (English)

Skill Set
- Blogging
- Social Media Marketing
- Effective Communication
- Storytelling
- Perseverance

Area of Interest
- Travel Media & PR
- Sustainable Development
- Marketing
- Destination Management Planning

+91 7358578289
anbharathi183@gmail.com

Internship
World Food Travel Association(WFTA)

Summer Project
The impact of Covid-19 on Sustainable Ecotourism in Tamil Nadu: A Case Approach
Olimathie S S  B.E(EEE)

Area of Interest
- Human resource management
- Event management
- Tourism marketing
- Travel management

Technical skills
- MS office
- IBM SPSS

Internship
Radisson Blu, Salem

Summer Project
Factors affecting and the recovery strategies of tourism industry in tamilnadu during covid-19.

Rogul R  B.E(CSE)

Skill Set
- SPSS tools
- SEO tools
- Microsoft office
- CSS

Area of Interest
- Finance
- Marketing

Internship
Artic9 - Creative and Agency, Nagercoil

Summer Project
An analytical study of consumer perception towards swiggy digital food application service with special reference to chennai city.
Sindhujha S  B.Sc (Maths)

Area of Interest
Tourism marketing,
Travel media
Travel management

Technical skills
MS office,
IBM SPSS

+91 90256 34506
sindhujhasriraman@gmail.com

Internship
Pahruli Tours And Travels Pvt Ltd

Summer Project
Impact of Advertisements on Consumer Buying Behaviour.

Sneha Priya S  B.Sc (CS)

Technical skills
Ms-office package,
IBM SPSS.

Area of Interest
Hospitality
Travel management
Event management

+91 89397 14380
ssnehapriya03@gmail.com

Internship
Nature Trails, Chennai

Summer Project
Soundarya B  B.Sc( Maths)

Area of Interest
Travel management
Human Resource Management

Technical skills
MS office, IBM SPSS

Internship
Air India Limited, Chennai.

Summer Project
The Impacts of Work from home on employees during the Covid-19 pandemic.

Soundaryan S  B.E(Mechatronics)

Technical skills
MS-office package, IBM SPSS.

Area of Interest
Accommodation
Travel
Leisure and recreation
Human resource
Event management

Internship
Holiday Hub Tours and Travels, Gobichettipalayam

Summer Project
A study on seasonal pilgrim tourism in India.
Sushmitha P  
B.Sc(CS)

Area of Interest
- Human resource
- Travel management
- Marketing

Technical skills
- Ms-office package
- IBM SPSS

Internship
Mahindra Holidays & Resorts India Limited, Chennai

Work Experience
25 months  AMAZON & MR.COOPER.

Summer Project
A study on medical tourism in india.

Thippu Sulthan H  
B.E(Mech)

Technical skills
- MS-Office packages
- SPSS

Area of Interest
- Human resource management
- Hotel management
- Travel management
- Airport management

Internship
Intercontinental , Chennai

Summer Project
Loneliness, cognitive distortion and depression among hotel employees during covid-19 pandemic.

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mithasush64@gmail.com

+91 87600 02389
sulthanthewarrior1137@gmail.com
Thirumalai Bharathi T G  B.E(EEE)

Skill Set
- Market research and analytics
- Destination planning
- Hospitality
- Business development & lead generation
- Travel consultant

Technical skills
- Ms office
- Tableau
- IBM SPSS
- Hubspot

Internship
Citadines, Chennai

Work Experience
Junior Executive in
Amarprakash developers pvt. ltd. - (Dec 2018 - Aug 2019)
CMS Computers pvt. ltd. - (June 2018 - Dec 2018)

Summer Project
Sustainable tourism development in offbeat places: A case study of Thiruvadisoolam village, Chengalpet district, Tamilnadu.

Varshini K  B.Com (Accounting)

Skill Set
- SPSS
- MS Office Package
- Tally

Area of Interest
- Banking
- Accounting and financial management
- Hotel management
- Hospitality management
- Travel management

Internship
Elite Eventz Management, Chennai

Summer Project
A study on consumer satisfaction towards digital payment system.
Vishali A  B.A (Eng)

Area of Interest
- Human resource
- Event management
- Travel management

Technical skills
- MS office
- IBM SPSS

Internship
Bhagya Travels and Tours.

Summer Project
Impact of online food delivery during COVID-19

Yamini V  B.E (ECE)

Technical skills
- HFSS,
- MATLAB,
- Photoshop,
- PCB Designing,
- DCP,
- SPSS,
- MS Office,
- Typing (30 wpm).

Area of Interest
- Human Resource,
- Marketing,
- Business Research,
- Event Management,
- Tour Management.

Internship
The Residency Towers, Chennai.

Summer Project
A study of Rental cabs before and after covid 19 with the secondary data research.
Our Activities

- Association with MMA
- Culture and Heritage Activities
- Industrial Visit
- Rural Management Activities
- Yazhvazhi’20 Tourism Day Celebrations
- Outbound Training
Our Association with MMA

Madras Management Association (MMA) had the sole objective of enhancing the standards of management education and training in India to rival the best in the world. MMA is now the largest affiliate of the prestigious “All India Management Association” (AIMA) with a membership database of 8,000 followers.

Students of Tourism management are the active members of the Student convention of MMA. We participate in various seminars and training programs on Entrepreneurship conducted by experts in the industry organized by MMA. We also participate in CHANAKYA THE MASTERMIND, a competition to select best management student organized as the part of MMA all India student’s convention every year.
Tourism Day Celebrations

World Tourism Day is commemorated each year on 27 September, with celebrations led by United Nations World Tourism Organization (UNWTO). Its purpose is to foster awareness among the global community of tourism’s social, cultural, political and economic value by reaching the Sustainable Development Goals.

With the theme of “Tourism and Rural Development”, we celebrated the unique role that tourism plays in providing opportunities outside of big cities and preserving cultural and natural heritage all around the world.

Our students conducted virtual events to reach participants during in this pandemic situation, also they stepped forward into future through a small startup YAZHVAZHI which allows them to successfully utilize the platform to conduct events on tourism day.

Documentation

Vlogs & Travelogues

Tourism Department students had the special interests and shown some rare talents in travel writing and as well as portraying the entire experience of a travel through video logs also. They have documented over 20+ vlogs and few papers containing their travel writings and travel narratives. We here by congratulate the talents to get more passionate life.
e-Learning

Our faculties engage the students to utilize the available technological resources in an efficient manner, one such activity was E-learning. In this Students were allowed to surf and learn their management topics according to their interest and then they will be submitting those contents in the Document format. This activity was aimed at knowledge management.
For Placement Enquiry

Dr. S. Iniyan,
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Anna University, Chennai – 600025.

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