

# MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING COLLEGE

## *DEPARTMENT OF MANAGEMENT STUDIES*

(Owned & Managed by Tamil Nadu Educational & Medical Foundation)  
Jyothi Nagar, Thoraipakkam, Chennai-97

**MBA**

**NEWS LETTER JUNE'21–MAY'22**

### **HIGHLIGHTS**

- Highlights of DOMS
- Guest Lecture
- Alumni Interaction
- Industrial Visits
- Students Activities
- Staff Participation
- Placement & Training

### **EDITORIAL COMMITTEE:**

#### **CHIEF EDITOR**

Dr. Abirami.P, Asso Prof & HOD

#### **EDITORIAL BOARD**

Mr. Prabu Asirvatham.A, Asst. Prof

Simon.S (II MBA)

Tharun.P (I MB)

## **MBA DEPARTMENT - INTRODUCTION:**

Department of Management Studies was started in the year 2005 and is functioning effectively to create efficient Business Managers.

### **Department Vision:**

To produce high quality managers and entrepreneurs who are creative ethical with humility to contribute continuously to the development of the society.

### **Department Mission:**

- ❖ To create knowledge hub of managers with everlasting urge to learn by developing, maintaining and continuously improving the resources.
- ❖ To educate the future managers with knowledge, skill and abilities necessary to adapt to continuously changing the business environment.
- ❖ To develop effective entrepreneurs, innovative corporate leaders, and manager for facilitating and enhancing the global competitiveness of organizations through excellence in education, training and consultancy.
- ❖ To produce ethical managers by instilling the values of humility, humanness, honesty and courage to serve the society.
- ❖ Preparing the students to fulfill their professional obligations with a high sense of duty consciousness in their career.

## **GUEST LECTURES / ASSOCIATION ACTIVITIES :**

- Mr.Prakash.S, Area Development Manager, Exide Life Insurance, Chennai, delivered a Guest Lecture on “Career Opportunities in Marketing” to our I MBA students on 17<sup>th</sup> July 2021.
- Mr.Arvind.J, Group Finance Director, BORN Commerce Private Limited, Chennai, delivered a Guest Lecture on “Future Prospects in Finance” to our I MBA students on 17<sup>th</sup> July 2021.
- **Induction:** The Department of Management Studies conducted an Induction Programme for First Year MBA students through online platform on August 23<sup>rd</sup> 2021.
- Dr.Keerthi Pai, Consultant Clinical Psychologist, Apollo Hospitals, Chennai delivered a Guest Lecture on “Tools and Techniques to handle Stress” on 30<sup>th</sup> September, 2021.
- **Association Inauguration:** Mr.Prakash.S, Branch Manager, SBI Life Insurance, Retail Agency Channel, Chennai delivered a Guest Lecture on “Changing scenario due to Covid in Marketing Industry” on 15<sup>th</sup> February, 2022.

## **ALUMNI INTERACTION:**

- Mr.K.R.Vignesh, Senior Business System Analyst, Flextronics, Chennai had an alumni interaction on “Data Analytics For Marketers” on 1<sup>st</sup> September, 2021.
- Ms.Rishika Jain, Associate Relationship Manager, HDFC Life Insurance, Chennai had an alumni interaction on “Skill Sets required for a Successful Career in Sales” on 9<sup>th</sup> September, 2021.

## **STUDENTS PARTICIPATED ACTIVITIES:**

- Abinaya.V and Pashil Hari Gowin.S of I year MBA attended a National level webinar on “Risk and Return Analysis” organised by St.Anne’s First Grade College for Women, Bengaluru on 17<sup>th</sup> June, 2021.
- Abinaya.V, Dharani.N, Hilda Catherine.C, Pashil Hari Gowin.S and Pavithra.B of I year MBA attended a webinar on “ Technology Transfer and IP Monetization, Commercialization in the Covid Era” organised by EDII- Anna Business Incubation research Foundation, University College of Engineering, BIT Campus, Anna University, Trichy on 17<sup>th</sup> June, 2021.
- Pavithra.B, Paul Peniel.P, Sathish Kumar.R of I year MBA attended a webinar on “Operation Research & Its Applications” organised by The Oxford College of Engineering, Bengaluru on 30<sup>th</sup> June, 2021.
- Lavanya.P, Muthu Senbaha Priya.M, Nimisha.R, and Priyadharshini.E of II year MBA attended a webinar on “Menstrual Health and Hygiene” STDC-AICTE on 30<sup>th</sup> June, 2021
- Allin.A, Gayathri.B, Mathesh.T, Raches Selvaraj.V, Soundarya.R, Premnath.A, Reshma.B, Sneha.D, Subashini.M, Vaitheeswaran.R and Vishnvarman.R of I year MBA attended a webinar on “Awareness programme on Principles of Investing” organised by National College, Trichy on 06<sup>th</sup> September, 2021.
- II year MBA girls attended a webinar on “Network Marketing and Personal Branding Strategies” organised by Women Empowerment Cell of our college on 23<sup>rd</sup> September, 2021.
- Gokula Priyan.N of I year MBA attended a webinar on “Next Generation Sequencing Techniques and Applications – A Brief Overview for Innovators and Entrepreneurs” organised by EDII- Anna Business Incubation research Foundation, University College of Engineering, BIT Campus, Anna University, Trichy on 29<sup>th</sup> September, 2021.

- Lokesh.S of I MBA participated in Senior National Kurash Championship held at Hindu Senior Secondary School, Sonipat, Haryana from 18<sup>th</sup> to 20<sup>th</sup> February 2022.
- Lokesh.S of I MBA participated in Inter-Zone Selection for Judo held at KLN College of Engineering, Madurai on 25<sup>th</sup> February 2022 and won third prize.
- Mr.SathishKumar,Mr.Dinesh Kumar, Mr. Subash & Mr.Subramanian attended a Guest Lecture on “ Skill Courses in Banking, Financial Services & Insurance” organised by BFSI Sector- Centre for Continuing Education, IIT , Chennai on 18<sup>th</sup> March 2022.
- Ms.Sharon Mary, Mr.Diwakar, & Mr. Pashil attended a webinar on “ Present Industrial Scenario & its Challenges for Sustainable Future” organised by IIT, Chennai & Employers Federation of Southern India held on 28<sup>th</sup> March 2022.
- Abishek.P, Balasubramani.E, Lokesh.S, Muhammed Ajmal M.K and Yogesh.S of I year MBA participated in Pride 2022 - An Intercollege Fest organised by Saveetha School of Management, Chennai on 7<sup>th</sup> & 8<sup>th</sup> April, 2022.
- Subashini, Shekinah Zion, Vaideeswaran, Lokesh, Santhosh.M & Rohith of I year MBA students attended National Conference on “Innovative Business Trends in Rising India Opportunities and Challenges” organised by Dhanraj Baid Jain College held on 4<sup>th</sup> June 2022.

## **STAFF PARTICIPATED ACTIVITIES:**

### **2021:**

- Dr.Abirami.P & Mr.Prabu Asirvatham. A attended eight days International Professional Development Programme on “Effective Quality Research Writing” organised by Patrician College of Arts and Science, Chennai from 7<sup>th</sup> – 15<sup>th</sup> June, 2021.

- Dr.Abirami.P, Mr.Prabu Asirvatham. A & Ms.Lakshmi.V attended a National level Online FDP on “Publish to Prosper” organised by Guru Nanak College, Chennai on 14<sup>th</sup> June, 2021.
- Dr.Abirami.P, Mr.Prabu Asirvatham. A & Ms.Lakshmi.V attended five days National level FDP on “Data Analytics in Business Decisions” organised by St.Joseph’s College of Engineering, Chennai from 16<sup>th</sup> – 20<sup>th</sup> June, 2021.
- Dr.Abirami.P, Mr.Prabu Asirvatham. A & Ms.Lakshmi.V attended a National level webinar on “Risk and Return Analysis” organised by St.Anne’s First Grade College for Women, Bengaluru on 17<sup>th</sup> June, 2021.
- Dr.Abirami.P attended a webinar on “ Technology Transfer and IP Monetization, Commercialization in the Covid Era” organised by EDII- Anna Business Incubation research Foundation, University College of Engineering, BIT Campus, Anna University, Trichy on 17<sup>th</sup> June, 2021.
- Dr.Abirami.P, & Ms.Lakshmi.V attended a webinar on “How to successfully write a Journal Paper and Project Proposal” organised by DMI College of Engineering, Chennai on 18<sup>th</sup> June, 2021.
- Dr.Abirami.P, Mr.Prabu Asirvatham. A & Ms.Lakshmi.V attended a National level webinar on “Research, innovate and Own It” organised by Cauvery College for Women, Trichy on 21<sup>st</sup> June, 2021.
- Dr.Abirami.P & Mr.Prabu Asirvatham. A attended seven days International Professional Development Programme on “Statistical Package for Social Sciences (SPSS)” organised by Patrician College of Arts and Science, Chennai from 21<sup>st</sup> – 27<sup>th</sup> June, 2021.
- Dr.Abirami.P, Mr.Prabu Asirvatham. A & Ms.Lakshmi.V attended an Online FDP on “Mentoring Pedagogy and Teaching for Higher Education” organised by Prince Shri Venkateshwara Arts and Science College, Chennai on 21<sup>st</sup> August, 2021.

- Dr.Abirami.P attended a webinar on “Health Awareness Among Young Girls” organised by Women Empowerment Cell of our college.
- Mr.Prabu Asirvatham.A attended a webinar on “Awareness programme on Principles of Investing” organised by National College, Trichy on 06<sup>th</sup> September, 2021.
- Dr.Abirami.P and Ms.Lakshmi.V attended a webinar on “Network Marketing and Personal Branding Strategies” organised by Women Empowerment Cell of our college on 23<sup>rd</sup> September, 2021.
- “Interpretation using SPSS (Series 1)” organised by Saveetha Engineering College, Chennai from 23<sup>rd</sup> September to 25<sup>th</sup> September, 2021
- Dr.Abirami.P attended a webinar on “Roadmap to get a Quality Patent” organised by DMI College of Engineering, Chennai on 06<sup>th</sup> October, 2021.
- Dr.Abirami.P and Ms.Lakshmi.V attended a webinar on “Financial Planning” organised by Jeppiaar Engineering College, Chennai from 25<sup>th</sup> October to 29<sup>th</sup> October, 2021.
- Mr.Prabu Asirvatham.A attended a webinar on “Internet Of Things for Entrepreneurs and Student Innovators” organised by EDII - Anna Business Incubation research Foundation, University College of Engineering, BIT Campus, Anna University, Trichy on 28<sup>th</sup> October, 2021.
- Dr.Abirami.P, Mr.Prabu Asirvatham.A and Ms.Lakshmi.V attended a webinar on “Crypto currency, block Chain and Digital Finance for Beginners” organised by Narayana Engineering College, Nellore on 30<sup>th</sup> October, 2021.
- Mr.Prabu Asirvatham.A attended a Guest Lecture on the Topic “Skill Courses in Banking, Financial Services & Insurance (BFSI) Sector” organised by Centre for Continuing education, IIT, Chennai on 18.3.2022.
- Dr.Abirami.P & Mr.Prabu Asirvatham.A attended a webinar on “Present Industrial Scenario and its Challenges for Sustainable Future” organised by Indian Institute of

Technology, Chennai and Employers Federation of Southern India held on 28<sup>th</sup> March 2022.

- Dr.P.Abirami, Mr.A.Prabu Asirvatham and Ms.V.Lakshmi attended International Research Conference on “Corporate Business Strategies Post Covid-19” organised by Dhanraj Baid Jain College held on 6<sup>th</sup> May 2022.
- Mr.S.Muthurajan, Associate professor/MBA has participated in Online Faculty Development Program on Stress Management conducted by ICT Academy from 23<sup>rd</sup> May 2022 to 27<sup>th</sup> May 2022.
- Dr.P.Abirami, HOD-MBA & Mr.A.Prabu Asirvatham, AP/MBA has participated in Online Faculty Development Program on “ Digital Marketing” conducted by ICT Academy from 30<sup>th</sup> May 2022 to 3<sup>rd</sup> June 2022.
- Dr.P.Abirami, HOD-MBA has participated in One Day Online Faculty Development Program on “Basics of Business Analytics” conducted by St.Joseph’s College, Trichy in association with MAM Business School 6<sup>th</sup> June 2022.



## **Placement and Training Details -2021-2022:**

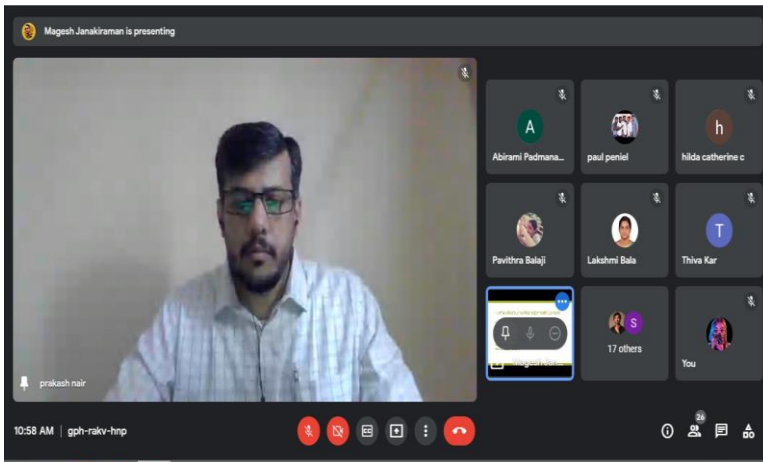
<b>Sl. No.</b>	<b>Student Name</b>	<b>Class</b>	<b>Company Name</b>
1	Bharathi Amarnath. P	II MBA	Nettyfish
2	Dinesh Kumar. R	II MBA	Nettyfish
3	Sathish Kumar. R	II MBA	Nettyfish
4	Subash. R	II MBA	Nettyfish
5	Subramanian. R	II MBA	Nettyfish
6	Surya Prasad. J	II MBA	Nettyfish
7	Suryaprasad. E	II MBA	Nettyfish
8	Sharon Mary. P	II MBA	Careernet
9	Pashil Hari Gowin. S	II MBA	Careernet
10	Kishore Kumar. D	II MBA	Hirepro
11	Hilda Catherine.C	II MBA	Hirepro
12	Surya Prasad E	II MBA	Hirepro
13	Abinaya. V	II MBA	DBS Bank
14	Pavithra D	II MBA	DBS Bank

**HOD/ MBA**

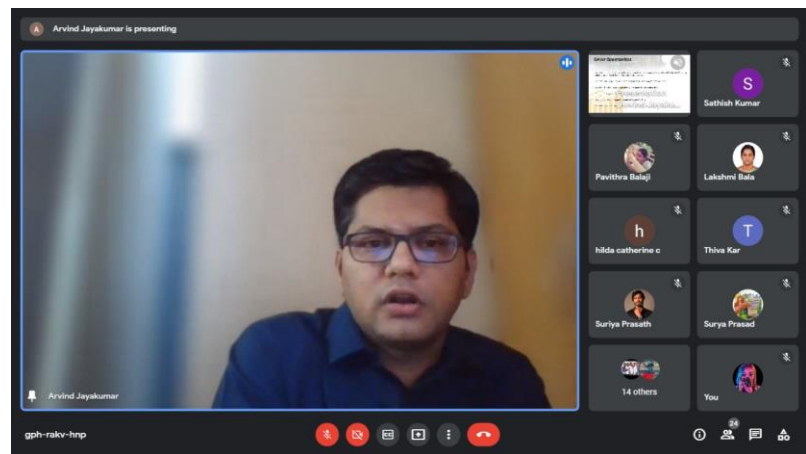
**Date –**

**Signature of the Principal**

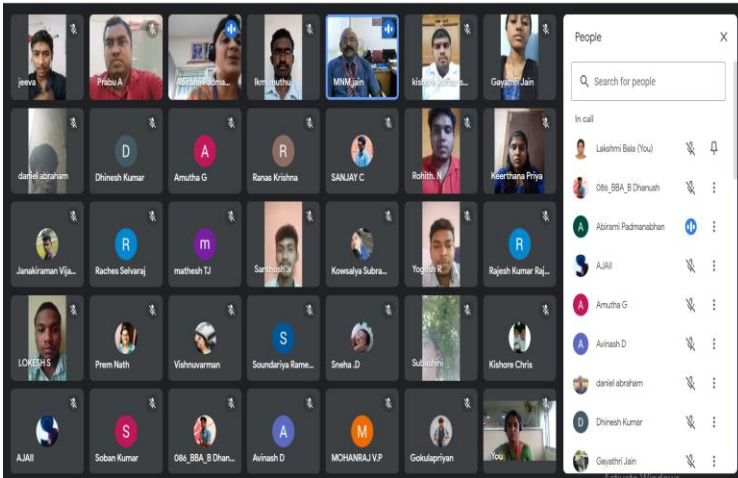
## Photos of the Event:



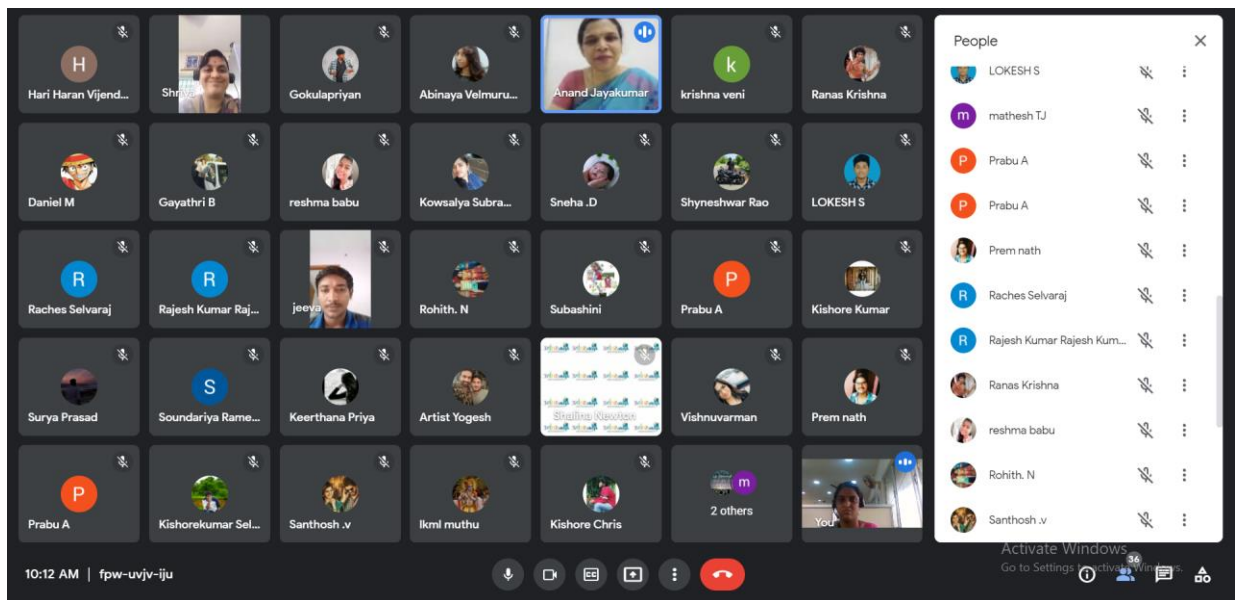
(**Mr.Prakash.S**, Area Development Manager, Exide Life Insurance, Chennai)



(**Mr.Arvind.J**, Group Finance Director, BORN Commerce Private Limited, Chennai)



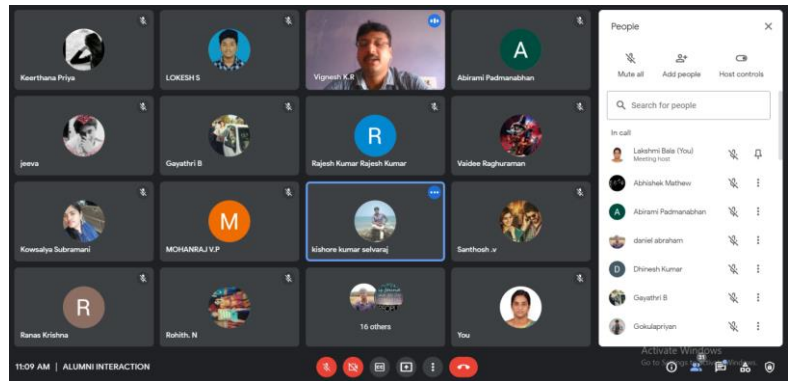
(Induction Programme for I MBA students)



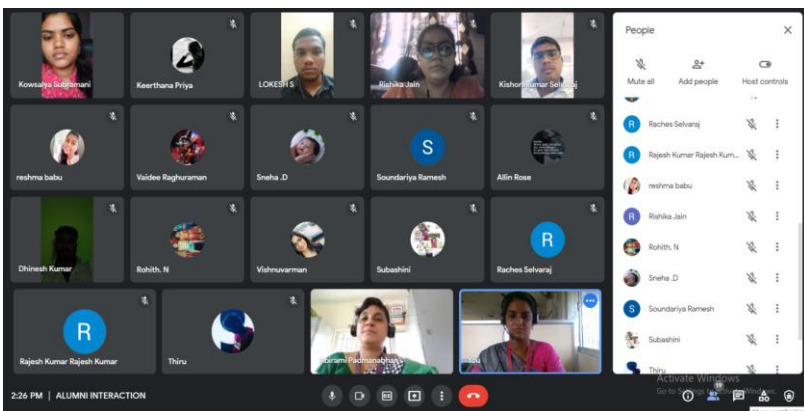
(Dr.Keerthi Pai, Consultant Clinical Psychologist, Apollo Hospitals, Chennai)



(Association Inauguration: Mr.Prakash.S, Branch Manager, SBI Life Insurance, Retail Agency Channel, Chennai)



(Mr.K.R.Vignesh, Senior Business System Analyst, Flextronics, Chennai)



(Ms.Rishika Jain, Associate Relationship Manager, HDFC Life Insurance, Chennai)