

MISRIMAL NAVAJEE MUNOTH JAINENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

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

MBA

NEWS LETTER JUNE'22–MAY'23

HIGHLIGHTS

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

EDITORIAL COMMITTEE:

CHIEF EDITOR

Dr. Abirami.P, Prof & HOD

EDITORIAL BOARD

Mr. Prabu Asirvatham.A, Asst. Prof

Sanjay.C (II MBA)

Tharun.P (I MBA)

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 :

- ❖ Ms.Arasi Arul, Entrepreneur, delivered a Guest Lecture on the Topic **“Entrepreneurship – A Choice After MBA”** on 28th September 2022.
- ❖ **Induction** : Induction program was conducted for I year MBA, on 10th October, 2022. The function started with a prayer song. Dr. Abirami.P, Professor & Head welcomed the gathering.
- ❖ Mr.Anil Kumar.M, Talent Manager, Numeric India, delivered a Guest Lecture on the Topic **“Challenges of HR in 21st Century”** to our MBA students on 14th October 2022.
- ❖ Mr.Vino Vincent, HR Manager, Tagit India Pvt. Ltd, delivered a Guest Lecture on the Topic **“Role of Social Media in Recruitment”** to our MBA students on 19th October 2022.
- ❖ **Inauguration** : Mr.Hari Prasad Parthasarathy, Head- Analytics and Digital Marketing, BORN Commerce Private Limited, **“Gallant Managers Association”** Inauguration and delivered a Guest Lecture on the Topic **“Rise and Impact of Social Media in Marketing”** to our MBA students on 20th December 2022.
- ❖ Mr.K.M.Karthikeyan, Senior HR Manager, Emerson Automation Solutions, Chennai delivered a Guest Lecture on **“Building Competencies In Young vibrant Minds”** on 30th March, 2023.
- ❖ Mr.Manjith Mothiram, Chief Executive Officer and Founder – Cyclotron Technologies, delivered a Guest Lecture on **“Digital Marketing Trends and Challenges”** on 12th April, 2023.
- ❖ Mr.Gowri Shankar, Branch Manager-HDFC Bank delivered a Guest Lecture on **“E-Banking Threats and Challenges”** on 19th May, 2023.

ALUMNI INTERACTION:

- Mr.D.Sugumar, Senior Area Sales Executive, Dodla Dairy Pvt Ltd., Chennai had an alumni interaction on “Challenges in Sales Career and How to overcome them” on 22nd December 2022.
- Mr.M.Thyagarajan, Deputy Manager, Solution Delivery Group, IndusInd Bank, Chennai had an alumni interaction on “Career Related Courses and Career Options for MBA students” on 23rd January, 2023.
- Mrs.S.Karpagam, Senior Analyst, Accenture, Chennai had an alumni interaction on “Career Career opportunities in Finance and Investment Banking” on 20th March, 2023.
- Ms.K.Vishali, Consultant BA, Capco Technologies, Chennai had an alumni interaction on “Emerging Trends in Business Analytics” on 21st March, 2023.

INDUSTRIAL VISIT:

- I MBA students went for an Industrial Visit to “Parle- G Biscuit production unit at Modern Bakers (Madras) Pvt Ltd” on 7th March, 2023.
- I MBA students went for an Industrial Visit to “Aavin Dairy Products”, Sozhinganallur on 13th April, 2023.

UNIVERSITY RANK: Ms.Sharon Mary.P (2020-22 Batch) secured **University 5th Rank** (CGPA -9.14), .

STUDENTS PARTICIPATED ACTIVITIES:

- ✓ 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 4th June 2022.

- ✓ Lokesh.S of II MBA participated and won bronze medal in state level Judo championship held at Kongunadu Institution College, Trichy from 7th to 10th October 2022.
- ✓ Simon.S, Kishore.S, Kishore kumar.S & Santhosh.V of II MBA participated in Best manager, Operation Management Games and Business quiz held at St.Joseph's college of Engineering on 08th October 2022.
- ✓ Jeeva, Ajmal, Rohith of II MBA participated and won 1st prize in Operation Management Games held at St.Joseph's college of Engineering on 08th October 2022.
- ✓ Lokesh.S of II MBA participated and won gold medal in All India University Judo Tournament held at Paavai Engineering College, Namakkal from 17th to 18th December 2022.
- ✓ Balaji.M, Jayanthan.S, Sakthivel.J, Tharun.P, Vishal.R and Yuvaraj.S of I year MBA participated in Adzap event at EKTA 2k23 – National Level Symposium organised by Jerusalem College of Engineering, Chennai on 10th March, 2023.
- ✓ Chirag Jain.N, Gokula Krishnan.G, Keerthana.R, Muhamed Irffaan.S.A and Vineetha.B of I year MBA participated in events like Best Manager, Business Quiz at JET ALEXANDRA '23 – A National Level Management Symposium organised by Jeppiaar Engineering College, Chennai on 10th March, 2023.
- ✓ Arthi.A, Bhavasri.K, Jayanthan.S, Rokesh.S, Sandya Rathna Priya.R, Sakthivel.J, Sasikumar Tharun.P, Vishal.R and Yuvaraj.S of I year MBA participated in events like Adzap, Corporate Walk at Voyage 2023 - An Intercollege Fest organised by AMET Business School, Chennai on 11th March, 2023.

STAFF PARTICIPATED ACTIVITIES:

- 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 30th May 2022 to 3rd 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 on 6th June 2022
- Ms.C.Deepika participated in 3 Days FDP on “Team Building and Managing” conducted by ICT Academy on 13th February, 2023 to 15th February, 2023 at Guru Shree Shantivijai Jain College for Women, Chennai.
- Dr.P.Abirami & Mr.A.Prabu Asirvatham attended One Day Online FDP on “Blooms Taxonomy in Teaching and Learning” organised by Sansnow’s Nobel Professional Foundation on 16th February, 2023.
- Dr.P.Abirami, Mr.A.Prabu Asirvatham, Ms.M.Manjula Devi & Ms.C.Deepika attended online FDP on “Selection of Scholarly Journals & Web Visibility – Strategies and Techniques” organised by Dhanraj Baid Jain College from 20th February, 2023 to 28th February, 2023.
- Dr.P.Abirami, Mr.A.Prabu Asirvatham, Ms.M.Manjula Devi & Ms.C.Deepika attended an online IP Awareness Training Program organised National IP Awareness Mission on 2nd March, 2023.

REPORT CLOSURE:

➤ No of Guest Lectures	:	08
➤ Staff Participated Activities	:	06
➤ Students Participated Activities	:	08
➤ Alumni Activities	:	04
➤ Industrial Visit	:	02
➤ University Rank	:	01

HOD/ MBA
Date –

Signature of the Principal

Photos of the Event:



(Mrs. Arasi Arul, CEO, Sixty Plus India, Chisel Group)



(Induction Program for MBA 2022-24 Batch)



(Mr. Anil Kumar. M , Talent Manager – NUMERIC INDIA - A Group Brand Legrand)



(Association inauguration : Mr. Hariprasad Parthasarathy, Head – Analytics and Digital Marketing, BORN Commerce Private Limited)



(Mr.D.Sugumar, Senior Area Sales Executive, Dodla Dairy Pvt Ltd., Chennai)



(Mr. M.Thyagarajan, Deputy Manager, Solution Delivery Group, IndusInd Bank)



Alumni Interaction
Guest Lecture
20.03.2023 11:23
12.94554, 80.24635
MBA BLOCK, MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING
COLLEGE, Arihant Escapade, Chennai, Tamil Nadu 600097

(Mrs.S.Karpagam, Senior Analyst, Accenture, Chennai)



Alumni Interaction
Guest Lecture
21.03.2023 10:27
12.94583, 80.2466
COLLEGE LAB, MISRIMAL NAVAJEE MUNOTH JAIN
ENGINEERING COLLEGE, Subramanya Nagar St Rd, Arihant
Escapade, Thoraipakkam, Tamil Nadu 600097

(Ms. K.Vishali, Consultant BA, Capco Technologies, Chennai)



Department Of MBA
Guest Lecture
30.03.2023 14:26
12.94553, 80.24645
MBA BLOCK, MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING
COLLEGE, Arihant Escapade, Chennai, Tamil Nadu 600097

(Mr.Karthikeyan.K.M, Senior HR Manager - Emerson Automation Solutions, Chennai)



MNM Jain Engineering College
Guest Lecture
12.04.2023 10:56
12.94562, 80.24644
MBA BLOCK, Arihant Escapade, Chennai

(Mr.Manjith Mothiram, Chief Executive Officer and Founder – Cyclotron Technologies)



MBA Department
Guest Lecture
19.05.2023 10:44
12.94557, 80.24627
MBA BLOCK, MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING
COLLEGE, Arihant Escapade, Chennai, Tamil Nadu 600097

(Mr.Gowri Sankar.S, Branch Manager – HDFC Bank)



Modern Bakers Madras Pvt Ltd
Parle Biscuits Industrial Visit
07.03.2023 12:10
13.15555, 80.22699
347, MRH Road ommakulamedu Madhavaram, Kilburn Nagar,
Madhavaram, Chennai, Tamil Nadu 600060

Industrial Visit to “Parle- G Biscuit at Modern Bakers (Madras) Pvt Ltd”, Madhavaram



Industrial Visit to “Aavin Dairy Products”, Sozhinganallur