

MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

(Owned & Managed by Tamil Nadu Educational & Medical
Foundation)

A JAIN MINORITY INSTITUTION

Jyothi Nagar, Thoraipakkam, Chennai-97

MBA

NEWS LETTER JUNE' 23-MAY' 24



HIGHLIGHTS

- Highlights of DOMS
- Guest Lecture
- Alumni Interaction
- Industrial Visits
- University Rank
- Students Activities
- Staff Participation
- Club Activities
- Symposium

EDITORIAL COMMITTEE:

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Ms.Madhumitha.V (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 :

- ❖ The Department of Management Studies conducted an **Inauguration Programme** for First Year MBA students (2023-25 Batch) on 28th August, 2023.
- ❖ Ms.V.Radha, Senior Manager - HR, INSILLION GODB Tech Pvt Ltd, Chennai delivered a Guest Lecture on **“Challenges of HR in 21st Century”** on 28th August, 2023.
- ❖ Mr.P.S.T.Rajkumar, Financial Education Counsellor, ICICI Foundation, Chennai delivered a Guest Lecture on **“Financial Awareness Program”** on 01st September, 2023.
- ❖ Ms.Kavitha Hariharan, Counselling Psychologist, Apollo Hospital, Chennai delivered a Guest Lecture on **“How to Maintain a Healthy Life to Handle Stress”** on 04th September, 2023.
- ❖ Ms.Mythili Parthasarathy and Mr.Narayanan delivered a Guest Lecture on the topic **“Creating a Successful Start-up”** on 5th October, 2023.
- ❖ **Inauguration:** Mr.R.Sathishraj, CEO , E-Crusaders, Chennai Inaugurated **“Gallant Managers Association”** and delivered a Guest Lecture on the Topic **“Insights into Innovation”** to our MBA students on 11th October, 2023.
- ❖ Dr.V.Raghu Raman, Chief Advisor , MIRA and VP of FAI delivered a Guest Lecture on the topic **“Campus To Corporate”** on 14th November, 2023.
- ❖ Mr.V.Senthil Kumar, Founder and Managing Director, Wisemen Den delivered a Guest Lecture on the topic **“Power of Goal Setting”** on 17th November, 2023.
- ❖ Department of Management Studies organised **ZEST 2K24 – Inter-Collegiate Management Meet** held on 26th March, 2024. Mr.Charles Godwin, HR Leader, ZOHO invited as a Guest for Inauguration. He also acted as a Judge for ADZAP event. Mr.S.Ganesh, Vice President, ICT Academy invited as a Guest to Valedictory Function of ZEST 2K24 – Inter-Collegiate Management Meet held on 26th March, 2024.

- ❖ Mr.J.Caleb Andrews, Associate General Manager, HCL Technologies delivered a Power Seminar on the topic “**Employability Skills for the Future**” on 5th April, 2024.
- ❖ Dr.N.Jaisankar, Professor and Head, Department of IT, MNMJEC delivered a Guest Lecture on the topic “ **Artificial Intelligence in Business**” on 8th April, 2024.

ALUMNI INTERACTION:

- Mr.R.Raju, Executive Business manager, PNB Metlife India Insurance Ltd, Chennai had an alumni interaction on “**Role of AI in Sales**” on 01st September, 2023.
- Mr.R.Karthikeyan, HR Manager, Genworks Health India Insurance Ltd, Chennai had an Alumni Interaction on “**Current Market Trends in HR**” on 26th October, 2023.

INDUSTRIAL VISIT:

- MBA students went for an industrial visit at Eco Kitchen, Injambakkam, Chennai on 31st August, 2023.
- MBA students went for an industrial visit at Hatsun Agro Product Ltd, Chennai on 12th October, 2023.
- MBA students went for an Industrial Visit at Integral Coach Factory (ICF), Perambur, Chennai on 15th March, 2024.

STUDENTS PARTICIPATED ACTIVITIES:

- Sakthivel.J, Tharun.P and Vishal.R of II year MBA participated in Ops Immortals event at EPICESTRA 2k23 – National Level Symposium organised by St.Joseph’s Institute of Technology, Chennai on 7th October, 2023.
- Yuvaraj.S of II year MBA participated in Trading Brigade event at EPICESTRA 2k23 – National Level Symposium organised by St.Joseph’s Institute of Technology, Chennai on 7th October, 2023.

- Sakthivel.J, Tharun.P, Vishal.R and Yuvaraj.S of II year MBA participated in The Battle Of Stars (IPL Auction) event at DAKSHA '23 – National Level Intercollegiate Meet organised by SSN School of Management, Chennai on 27th October, 2023.
- Sakthivel.J, Tharun.P, Vishal.R, Yuvaraj.S of II year MBA and Chandhini.B, Lokeshwari.K of I year MBA participated in Business Quiz event at DAKSHA '23 – National Level Intercollegiate Meet organised by SSN School of Management, Chennai on 27th October, 2023.
- Jayanthan.S, Sakthivel.J, Tharun.P, Vishal.R and Yuvaraj.S of II year MBA participated in Whodunnit event at DAKSHA '23 – National Level Intercollegiate Meet organised by SSN School of Management, Chennai on 27th October, 2023.
- Bharathi.A, Kuzhali.A, Sangeetha.K of I year MBA participated in Jeopardy event at DAKSHA '23 – National Level Intercollegiate Meet organised by SSN School of Management, Chennai on 27th October, 2023.
- Kuzhali.A and Sangeetha.K of I year MBA participated in Business Quiz event at MAGMA – Intercollegiate Management Fest organised by Asan Institute of Management, Chennai on 28th February, 2024.
- Chandhini.B, Charulatha.R, Mahalakshmi Chevula, Nisha Acharya of I year MBA participated in Business Auction event at MAGMA – Intercollegiate Management Fest organised by Asan Institute of Management, Chennai on 28th February, 2024.
- Madhumitha.V of I year MBA participated in Bigg Boss event at MAGMA – Intercollegiate Management Fest organised by Asan Institute of Management, Chennai on 28th February, 2024.
- Sri Rama Desigan and Yuvan Raakesh.S of I Year MBA participated in Inter Collegiate Case Study event organised by S.A College of Arts and Science, Chennai on 29th February, 2024.

- Shanmugi.P.R, Shobana.V, Sri Rama Desigan, Swathi.R, Yuvan Raakesh.S of I year MBA participated in Vanakkam HRD - Annual HR Student Conference 2024 organised by Anand Institute of Higher Technology, Chennai on 16th March, 2024.
- Chandhini.B, Charulatha.R , Madhumitha.V, Mahalakshmi Cheula, Shobana.V, Sri Rama Desigan, Yuvan Raakesh.S of I year MBA participated in “Make In India For The World” - Endowment Lecture Program organised by IIT Madras on 28th March, 2024.
- Akash.J, Jawahar.J, Sanjai.R, Santhosh.D, Sri Tamizh Selvan of I year MBA participated in Stock war event at Tycoon 2024 - An Intercollege Management Meet organised by School of Management Studies, Vels Institute of Science,Technology and Advanced Studies, Chennai on 4th April, 2024.
- Logeshwari.K completed 12 weeks NPTEL course on “Artificial Intelligence (AI) for Investment” from January to April 2024.
- Kuzhali .A completed 12 weeks NPTEL course on “Financial Accounting” from January to April 2024.

STAFF PARTICIPATED ACTIVITIES:

- Ms.C.Deepika & Ms.S.Brindha attended an online International Seminar on “Digital Marketing” organised by Patrician College of Arts and Science on 11th August, 2023.
- Dr.P.Abirami & Ms.C.Deepika attended Three Weeks Women Entrepreneurship Development Programme on “Empowering Entrepreneurship for Health, Food and Technology Innovation” organised by AMET University from 28th August to 15th September, 2023.
- Dr.P.Abirami and Mr.A.Prabu Asirvatham completed 12 weeks NPTEL course on “ Human Resource Development” from 24th July to 13th October, 2023.
- Dr.P.Abirami attended one day National Workshop on “Writing Proposal for Funded Project” organised by Global Institute of Statistical Solutions on 25th October, 2023.

- Ms.S.Brindha completed online workshop on “ChatGPT and AI Tools” organised by Skill Nation on 16th November,2023.
- Ms.S.Brindha completed two days online workshop on “Business Intelligence using Power BI” organised by Skill Nation on 02nd & 03rd December,2023.
- Dr.P.Abirami and Ms.S.Brindha participated in “Make In India For The World” - Endowment Lecture Program organised by IIT Madras on 28th March, 2024.
- Dr.P.Abirami, Mr.A.Prabu Asirvatham and Ms.M.Manjula Devi completed 12 weeks NPTEL course on “ Principles of Management” from January to April 2024.
- Ms.S.Brindha completed 12 weeks NPTEL course on “ Financial Management For Managers” from January to April 2024.

CLUB ACTIVITIES

- Marketing Club Coordinators conducted connections activity on 28th August, 2023
- HR Club Coordinators conducted team building activities in three rounds, i.e., Guess the word, Chinese Whispers, Pick the Ball on 22nd September, 2023
- Finance Club Coordinators conducted activities such as Trivia, Case Study and Connections on 29th September, 2023
- Marketing Club Coordinators conducted activities such as Product Launch and Crosswords on 6th October, 2023.
- Readers Club Coordinators conducted Business News Discussion activity on 6th October, 2023.
- Finance Club Coordinators conducted IPL Auction activity on 24th November, 2023.
- Marketing Club Coordinators conducted “Product Launch” activity on 5th April, 2024.

REPORT CLOSURE:

➤ Induction	:	01
➤ No of Guest Lectures	:	08
➤ Association Inauguration	:	01
➤ Alumni Activities	:	02
➤ Industrial Visit	:	03
➤ Club Activities	:	07
➤ Symposium	:	01
➤ Staff Participated Activities	:	09
➤ Students Participated Activities	:	15

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HOD/ MBA

Date –

Signature of the Principal

Photos of the Event:



Induction Program for MBA 2023-25 Batch



Association Inauguration : Mr. R. Sathishraj,(CEO, E-Crusaders, Chennai)

GUEST LECTURE



Mrs. Radha.V, Senior Manager, GODB Tech Pvt Ltd



Mr.P.S.T. Rajkumar, Financial Education Counsellor, ICICI Foundation



Ms.Kavitha Hariharan, Counselling Psychologist, Apollo Hospital



Ms. Mythili Parthasarthy, Member, Swavalambi Bharat Abhiyan & Financial Advisor



Mr. R. Sathishraj, CEO, E-Crusaders, Chennai



Dr. V. Raghu Raman, Chief Advisor – MIRA & VP of FAI



Mr. V. Senthil Kumar, Founder & Managing Director of Wiseman Den



Mr.J.Caleb Andrews, Associate General Manager, HCL Technologies



Dr.N.Jaisankar, Professor and Head, Department of IT, MNMJEC

ALUMNI INTERACTION



Mr. R. Raju, Executive Business Manager, PNB Metlife India Insurance Ltd



Mr. R. Karthikeyan, Manager - HR, Cambridge University

CLUB ACTIVITIES



HR Club Coordinators conducted team building activities in three rounds, i.e., Guess the word, Chinese Whispers, Pick the Ball on 22nd September, 2023



Finance Club Coordinators conducted activities such as Trivia, Case Study and Connections on 29th September, 2023



Marketing Club Coordinators conducted activities such as Product Launch and Crosswords on 6th October, 2023.



Readers Club Coordinators conducted Business News Discussion activity on 6th October, 2023.



Marketing Club Coordinators conducted “Product Launch” activity on 5th April, 2024.

INDUSTRIAL VISIT



Industrial Visit to “Eco Kitchen” Injambakkam



Industrial Visit to “Hatsun Agro Product Ltd” Kancheepuram



Industrial Visit to “Integral Coach Factory” Perambur



ZEST 2K24 – Inter-Collegiate Management Meet