



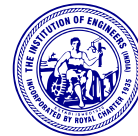
We Make You Shine
St. JOSEPH'S INSTITUTE OF TECHNOLOGY
(An Autonomous Institution)
OMR, CHENNAI - 119, TAMILNADU, INDIA



We prepare for



ARIIA
ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS



DEPARTMENT OF MANAGEMENT STUDIES

Newsletter Issue 2 March 2024



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Placement Orientation Program (POP)

22 February to
12 March 2024



Placement Orientation
Program was organized
for I MBA students from
22nd February to 12th
March 2024,
for 15 days

POP by Stellar Academy

The students were divided into 5 batches and the trainers were from Stellar Academy. The trainers effectively handled the sessions from 8 am to 3 pm. The training program basically concentrated on providing:

- **Aptitude Skills:** Arithmetic, algebra, geometry, logical puzzles and reasoning, and verbal reasoning .
- **Advanced Excel:** By leveraging features like PivotTables, advanced formulas, macros, and data visualization tools, users can streamline workflows, gain deeper insights, and make better decisions.
- **Power BI:** Comprehensive solution for data analysis and visualization.
- **Soft Skills:** Communication skills, collaboration, leadership, problem-solving, time management, and professionalism.

22 FEB TO 12 MAR
2024

PLACEMENT ORIENTATION PROGRAM

POP bridges between academia and the professional world, equipping students with the necessary skills and knowledge to excel in the recruitment process.



Objectives of POP is equip students with essential skills and knowledge both technical and non-technical to get success in their job search and beyond. And also empower students to navigate them for recruitment process with confidence.

Business Plan Competition

1st March 2024



Business Plan Competition was organised for III year B.E and B.Tech students of St. Joseph's Institute of Technology on 1st March 2024. The aim was to inspire entrepreneurship development, identify and nurture talent, stimulate innovation and creativity,



The competition was judged by Mr. Ashok Kumar A, Senior Director, Comcast, from Philadelphia, USA, and Dr. Elil Raja A, Professor & Head, Mechanical Department, St. Joseph's Institute of Technology, IIC Ambassador.

Business Plan Competition



Totally 12 teams participated in the Business Plan competition

The best 3 teams were given cash prize:

First prize: Rs. 1500

Second prize: Rs. 1000

Third prize: Rs. 500

THE FIRST PRIZE

Business Plan: B.E. CSE

Highways security system

- Calvin Davis S R
- Ben Stanes J
- Eugene Carmel P

THE SECOND PRIZE

Business Plan: B.E. EEE

Power generation from oil waste

- Aishwarya P
- Bavasrivathani B
- Danasiri P A

THE THIRD PRIZE

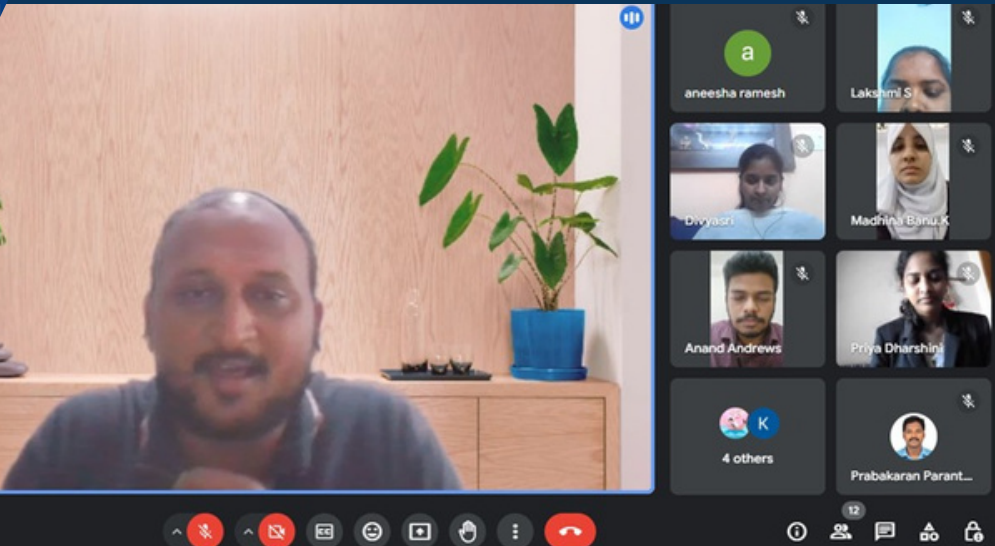
Business Plan: B.E. ADS

Milk Bound

- Srihari R
- Manju D
- Jaikumar D

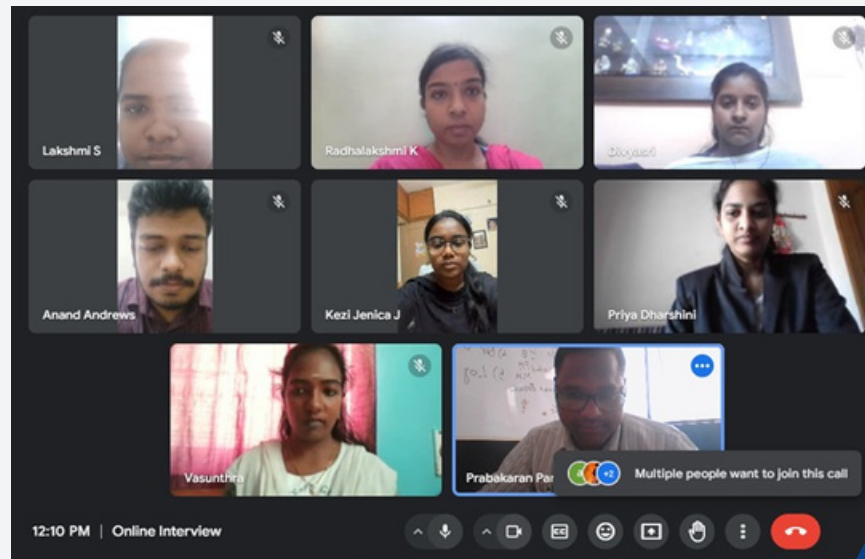
MOCK INTERVIEW

Resource Person:
Mr. Manikandan Ramasamy
Tech(IT) Recruiter



Mock Interview was conducted for the HR specialised students on 09/03/2024 through online

Mr. Manikandan Ramasamy, conducted the interview through online for II year MBA students. Around 20 students attended the mock interview. He gave JD before the mock interview, students prepared for the role and attended the mock interview with seriousness. It served as a valuable input for the students to improve their knowledge and face the future interview with confidence.



He identified few prospective students, who can perform well in the placement drive for HR roles

ALUMNI TALK

Resource Person:

Ms. Abisha A J

Batch 2017-19



Alumni Talk was given by Ms. Abisha Vijina V J to I MBA students on 23rd March 2024. She is a private counselor and advisor for Entrepreneurial Ventures. She is an Alumna from St. Joseph's College of Engineering of 2017 - 19 Batch.

She narrated the students, how she as a student learnt from facilities provided by college and improved her knowledge and skill. She mentioned strategies to upskill their knowledge and make use of the resources available in the college. She also stressed the importance of developing the Entrepreneurial skills to meet the society needs.

DEPARTMENT CLUB ACTIVITY

BUSINESS QUIZ



The Business Quiz was conducted for 1st year MBA students and organized by 2nd year MBA students. Two rounds of competition were held. First round elimination round, where general management questions were asked. The staff coordinator for the event was **Dr. Prabakaran P.**

The students were shortlisted and formed into 5 teams consisting of 4 students each. The questions for the second round were related to six specialisation subjects, namely: Marketing, HR, Operations, Business Analytics, and Finance.

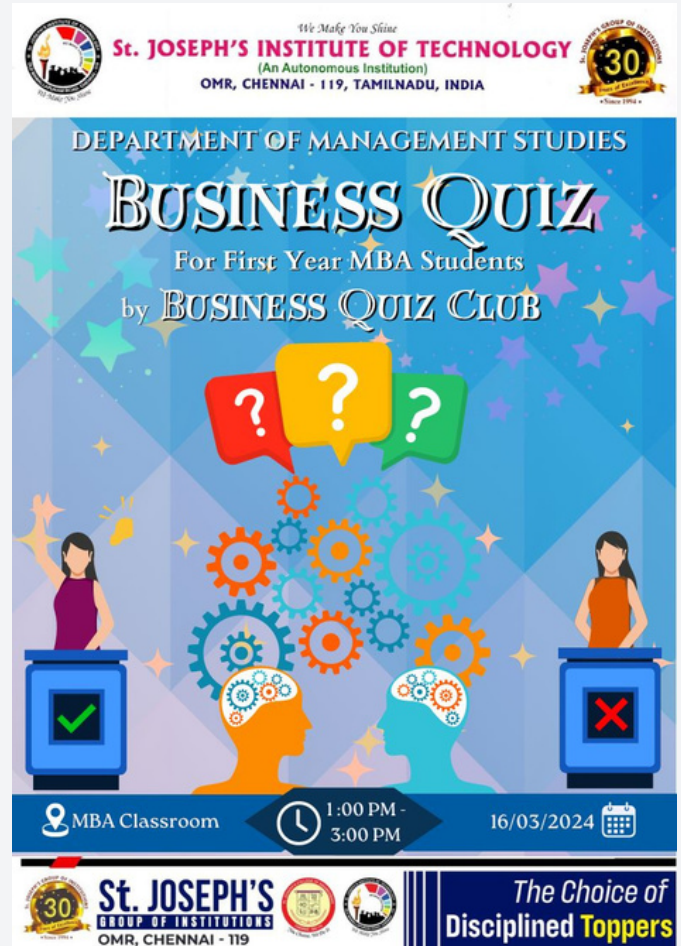
The first and second positions were obtained by:

First Position

1. Abirami B
2. Aparna K
3. Manjula J
4. Aishwarya ND

Second Position

1. Priyanka R
2. Dhanasri S
3. Mahesh Bhoopathy H
4. Joshua R



COLLEGE EVENT

Management Excellence 2024



FOR UG STUDENTS
(BBA, B.Com, BCA, B.Sc, BA,.)

We cordially invite our

CHIEF GUEST



Vickram Umapathy

Managing Director - Uvisoft Technology Private Limited,
Founder of Learnova VR and AR Technology
Topic - Talent development in Management

EVENT:
**Creativity & Innovation
Activity**

FOR MORE DETAILS ,CONTACT:

FACULTY CO-ORDINATORS :
DR. SATISH R - 9443387934
DR. ARUNA V - 9894662638

- **PROPER DRESS CODE & COLLEGE ID IS MANDATORY**
- **BREAKFAST & LUNCH WILL BE PROVIDED**
- **BUSES PLY ALL OVER CHENNAI**

ELITE ALUMNI



Vaishni Venkatesh

Deputy Manager Corporate Sales
Naukri.com || Infoedge
Topic - Navigating for the future

🕒 10:00 Am

📍 AV HALL 1

13th MARCH 2024 (Wednesday)

One Day Event for developing leadership capabilities and creativity and innovation

The “Management Excellence” event was organised by the Department of MBA, St. Joseph’s Institute of Technology, OMR, Chennai, on 13th March 2024. The event was initiated for I, II, and III year UG students of all branches.



The event was inaugurated by Mr. Vickram Umapathy, Managing Director, Uvisoft Technology Private Limited, and Founder of Learnova VR and AR Technology. He was the esteemed Guest of Honour for the “Management Excellence” event.

The Alumni Talk was given by Ms. Vaishni Venkatesh, Deputy Manager, Corporate Sales, Naukri.com. She shared her success story as a student at St. Joseph’s and motivated the students to upskill the knowledge for future career.

College Event Management Excellence



The students were addressed by Dr. P Ravichandran, Principal, St. Joseph's Institute of Technology. He highlighted the opportunities available at St. Joseph's Institute of Technology in the management field and the ways through which the students can embrace management excellence in academic studies, extracurricular activities, and future careers.

The event was attended by 236 students across Chennai and Chengalpattu region from 12 different colleges.



A creativity and innovation activity was conducted for the participants. The first three positions were given certificates.



The event was organised by Dr. Satish, R, Associate Professor, Dr. Aruna V, Assistant Professor and Dr. Nalini Devi S, Assistant Professor.

SEERA CLASS



STUDENT ENHANCEMENT, EMPLOYABILITY AND RESEARCH ACTIVITY

SEERA for I MBA students was organised on 12.03.2024. A section of students had the Journal Club activity, in which,

- How to write a journal article?
- How to write a review of literature?
- How to write a research methodology?

were taught to the students.



B section students undertook online Aptitude test in their laptop. The aptitude test questions were concentrated on logical reasoning, verbal reasoning, arithmetic questions.

UNION BUDGET ANALYSIS AND ITS IMPLICATIONS ON ECONOMIC GROWTH

in association with

Business Standard

Insight Out

13th March 2024



The Department of Management Studies, in association with Business Standard organized an event on Union Budget Analysis and its implications on economic growth, on 21st March 2024. The event was aimed to foster dialogue and debate on Interim Budget 2024, including its priorities, allocations, and potential impact on different sectors of Indian economy.

The debate was headed by two panel members Mr. A. K. Narayan, and Mr. A. P. Srinath. The event was moderated by Dr. Priya Sethuraman.

Panel Members



Mr. A K NARAYAN
Managing Partner
M/s. Scripbox.Com India Private Limited



Mr. SRINATH AP
Chartered Accountant
Partner, MNRS & Co Chartered Accountants

UNION BUDGET ANALYSIS AND ITS IMPLICATIONS ON ECONOMIC GROWTH

UNION BUDGET 2024: DEBATE

The event commenced with a brief overview on the Interim Budget of India for the fiscal year 2024.



Thereafter, Ist year MBA students, presented the budget allocations for different sectors:

1. Pharmaceuticals,
2. Infrastructure,
3. Automobile and
4. Agriculture,



The other dignitaries present at the event were Mr. Jayaraman C, Deputy General Manager, Business Standard, South Chennai Region, Mr. V. S. Moses, Assistant Manager, Business Standard, South Chennai Region, Faculty and I MBA students from St. Joseph's Institute of Technology and St. Joseph's College of Engineering.

After each presentation, an interactive discussion session ensued, involving the two panelists, and students. The Event was organised by Dr. Arasuraja G, Associate Professor.



FDP/ WORKSHOP

attended by Faculty Members

S. NO	DATE	STAFF NAME	FDP/ WORKSHOP	TITLE OF THE FDP/Worshop	Organizing Institution
1.	18.03.2024 to 22.03.2024	Dr. Priya Sethuraman	FDP	International FDP on Emerging Trends in Innovation, Research, and Entrepreneurship	SRM Eswari Engineering College
2.	19.03.24 to 23.03.24	Dr. Nalini Devi S	FDP	International FDP on Business analytics and Business Intelligence	World Innovators University and Research Foundations of India
3.	22.03.2024	Dr. Aruna V	WORKSHOP	AI Driven Venture Building Platform	Manonmaniam Sundaranar University
4.	22.03.2024	Dr. Satish R	WORKSHOP	AI Driven Venture Building Platform	Manonmaniam Sundaranar University

CONFERENCES ATTENDED

S.NO	DATE	STAFF NAME	TITLE OF THE PAPER	CONFERENCE TITLE	COLLEGE
1.	13.03.24	Ms. Iniya Selvakumari DS and Dr Arasuraja G	A Study on the Evolution of Marketing Channels- The Rise and Fall of Traditional media Channels	Strategic Fusion Aligning Business Management with UN SDGs 3 & 9 for Optimal Health and Robust Infrastructure"	SRM Institute of Science and Technology, Vadapalani Campus, Chennai
2.	14.03.24	Mr. Karthikeyan L and Dr Arasuraja G	The Role of Digital Transformation in Enhancing Sustainability & Competitiveness	Strategic Fusion Aligning Business Management with UN SDGs 3 & 9 for Optimal Health and Robust Infrastructure"	SRM Institute of Science and Technology, Vadapalani Campus, Chennai
3.	23.03.24	Dr. Priya Sethuraman, Ms. Abirami and Ms. Aiswarya N D	Green Finance: A Boost to Indian Economy	2 nd International Conference on Global insights, Local <u>impact</u> and sustainable future integration	SSN School of Management
4.	23.03.24	Dr. Nalini Devi S	A study on Managers effectiveness at logistics industry	2 nd International Conference on Global insights, Local <u>impact</u> and sustainable future integration	SSN School of Management



Ms. Abirami and Ms. Aiswarya N D, receiving the certificate for the paper presentation at SSN School of Management