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OCT, 2024

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DEPARTMENT OF MANAGEMENT STUDIES

NEWSLETTER ISSUE 9 OCTOBER 2024



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PATENT PUBLISHED

S.No	Inventors	Title	Application No	Date
1	Dr.R.Satish	The Influence of Innovation on Corporate Expansion	202411077489	25/10/24
2	Dr.Arasuraja G	Smart City Infrastructure Management Using IOT and Big Data	202441076781	18/10/24

CONFERENCE PAPER PUBLISHED

Sl.No	Name of the staff	Title	Institution	Date
1	Dr. Aruna.V	Financial Performance on Profitability – A Comparative Study between the IT & Food and Beverages Industries	Manonmaniam Sundaranar University, Tirunelveli	18/10/2024
2	Agneus Chrristina MJ	Analysing the impact of the regulatory framework on Tamilnadu Entrepreneurial Ecosystem: A focus on the Pradhan Mantri Mudra Yojana	Manonmaniam Sundaranar University, Tirunelveli	18/10/2024

Paper Publication

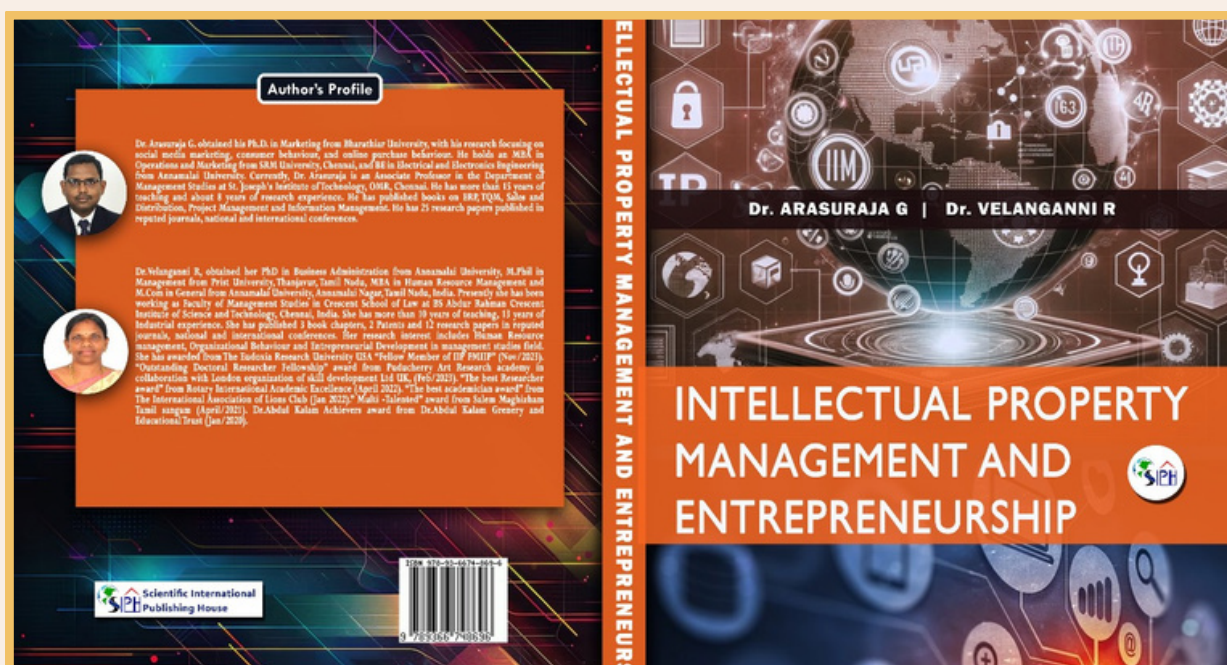
Dr.R.Satish, Associate Professor, has published a paper on the Title - “How financial education influences individuals decisions regarding loan, savings and investment” Journal of Informatics, Education and Research, Vol 4, Issue-3, 2024. ISSN 1526-4726 2. (ABDC Journal)

Book Chapter Publication

Dr.S. Nalinidevi, Assistant Professor, has published a Book chapter, “Business Management: A New Paradigm”, Integrated Publications, Vol 6, Issue-3, 2024 ISSN 978-93-5834-248-2.

Book Published

Dr. G. Arasu Raja, Associate Professor, published a Book, titled, “Intellectual Property Management and Entrepreneurship”, in Scientific International Publishing House, 2024. ISSN 978-93-6674-869-6.





Dr.S.KARUNAKARAN

He was invited as a Guest speaker to deliver on the topic - A Comprehensive Management Guide for Building Brand Excellence organized by Department of Computer Science and Engineering, Saveetha Engineering College on 25/10/2024.



Dr.V.ARUNA

She was invited as Guest speaker to deliver on the topic - Digital Marketing Strategies for Business Growth, organized by of Computer Science and Engineering, Saveetha Engineering College on 25/10/2024 .



FACULTY ACHIEVEMENTS

NPTEL - ELITE

S. No	Name	Course	Certificate
1	Dr. Priya Sethuraman	Econometrics Modelling	 NPTEL ONLINE CERTIFICATION (Elite) (Funded by the MHRD, Govt. of India) This certificate is awarded to PRIYA SETHURAMAN for successfully completing the course Econometric Modelling with a consolidated score of 75 % Online Assignments: 25/25 Proctored Exam: 49.5/75 Total number of candidates certified in this course: 90 Jul-Sep 2024 (8 week course) Indian Institute of Technology Roorkee Swayam
2	Dr. Satish R		 NPTEL ONLINE CERTIFICATION (Elite) (Funded by the MHRD, Govt. of India) This certificate is awarded to DR R SATISH for successfully completing the course Econometric Modelling with a consolidated score of 81 % Online Assignments: 24/25 Proctored Exam: 57/75 Total number of candidates certified in this course: 90 Jul-Sep 2024 (8 week course) Indian Institute of Technology Roorkee Swayam

OTHER STAFF MEMBERS OBTAINED NPTEL CERTIFICATES

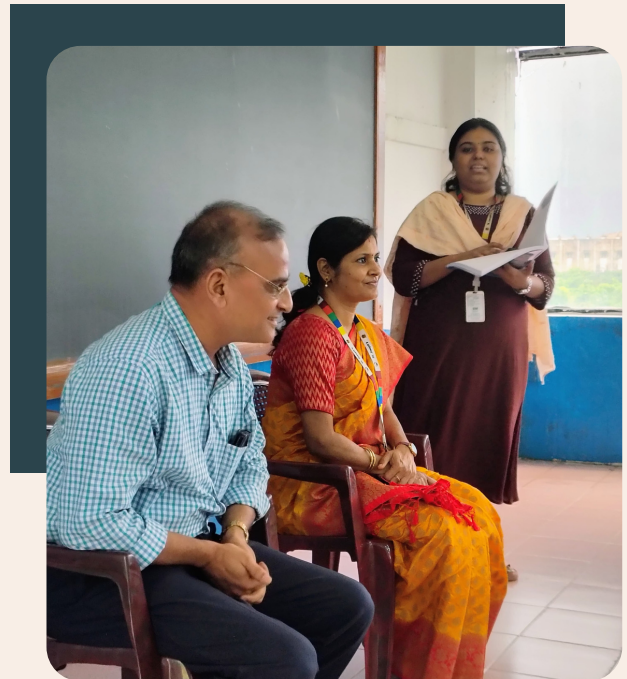
S. No	Name	Course
1	Dr. S. Karunakaran	Brand Management
2	Dr. G. Arasuraja	
3	Dr. S. Nalini Devi	

TWO-DAY WORKSHOP: SECURITIES OPERATIONS AND RISK MANAGEMENT

The department of Management Studies of St. Joseph's Institute of Technology in collaboration with Finmark organised a two days work shop on Securities Operations and Risk Management was conducted on 18/10/2024 and 21/10/2024 aimed at enhancing student's understanding of the complexities involved in securities operations and the associated risk management strategies. The course included interactive sessions, case studies, and expert insights.

On the first day, the students were explained on the securities operations in the stock market. They were shown the live trading. The focus shifted to risk management within securities operations on the second day.. Participants were introduced to various types of risks, including market, credit, liquidity, and operational risk.

The workshop also covered key regulatory considerations impacting securities operations and discussed compliance requirements essential for effective risk management practices. The knowledge to a real-world scenario involving operational risks faced by a financial institution, fostering discussions on potential solutions and strategies were part of the workshop.



The workshop highlighted the critical interplay between securities operations and risk management, equipping students with the knowledge and tools necessary to navigate the complexities of the financial markets.

Department of Management Studies
FINMARK
2DAYS WORKSHOP ON
Securities Operations and
Risk Management
FOR MBA FINAL YEAR STUDENTS

18th, 21st October 2024
8.00 AM - 3.00 PM



National Level Management Symposium

The Department of Management Studies of St. Joseph's Institute of Technology orchestrated the National Level Management Symposium 'EPICESTRA 2K24' on 23/10/2024 bringing together students and professionals from various institutions, 144 students participated in a series of dynamic events designed to showcase talent, knowledge, and strategic thinking in the field of management. The symposium aimed to foster collaboration, innovation, and a spirit of competition among participants through various events including Best Manager, Stock War, Operations Game, Ad Blitz, and Business Quiz.



EPICESTRA 2K24 was inaugurated by Mr. Pushparaj Kamaraj, Senior director, Wibmo Inc, Bangalore; and presided over by Dr. Arivazhalagan S, Principal, and Dr. Arun Kumar, Dean, Industry Connect, St. Joseph's Institute of Technology. The chief guest highlighted the importance of entrepreneurship skill among students community. The other guest who were part of the event were Mr. Rajesh Kumar, Head of HR, Anantara solutions and renowned Cine artist and mimicry artist Mr.Gowtham Raj. Participants from 21 colleges situated in and around Chennai attended the event.



BEST MANAGER EVENT

The Best Manager competition served as a highlight of the symposium, challenging participants to demonstrate their leadership, decision-making, and problem-solving skills. Contestants were presented with real-world business scenarios that required them to think critically and respond effectively under pressure. Judged by Mr. Rajesh Kumar, Head HR, Anantra Solutions.



EPICESTRA 2K24



In the Operations Game, teams faced challenges that required them to optimize resources, streamline processes, and manage operations efficiently.



The Ad Blitz event showcased the creativity and marketing acumen of participants as they developed and presented advertising campaigns for fictional products. Teams had a limited time to brainstorm, design, and pitch their campaigns to a panel of judges.

STOCK WAR EVENT

The Stock war event provided participants with a simulated trading environment, where they applied their understanding of market dynamics and investment strategies. Teams engaged in active trading, making decisions based on real-time market information.





DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL LEVEL MANAGEMENT SYMPOSIUM EPICESTRA 2K24 – 23/10/2024
WINNERS LIST

No. of Participants: 244

No. of Colleges Participated: 21

S. No	Name Of The Event	I Prize Rs.3000/		II Prize Rs.2000/		III Prize Rs.1000/	
		Names of the students	College	Names of the students	College	Names of the students	College
1	Business Brainiacs	Neelesh.B Kalyan.K.U Vishal C.K Girish.G Vindhya.V	XIME, Chennai	Rajachera Kesari.Ve.Su Preethi.M Thirumalai.S	Eswari Engineering College	Tharun Rajan.M Rakshaya.K Sanjay.S Sowmya.T	Eswari Engineering College
		Chandru.K AlexAntony.K Avinash.S Figo Martin.D Dinesh Kumar.R	*St. Joseph's College of Engineering				
2	Trade Brigade	Elbert Zalon S Libi Priyadharsan.C	Natasan Institute of Corporative Management	Satheesh.S.C	SRM Institute of Science & Technology Ramapuram	Jamadhagni. U.P.S Pratheep .G	SRM Valliammai Engineering
		Akash. A Athish. P	*St. Joseph's College of Engineering	Jayaraman S Shreeram S	*St. Joseph's College of Engineering	Josthi Sri. D Ayushma K	*St. Joseph's College of Engineering
3	OPS- Immortals	Prishita.S.W Dhanush.B Shameer.S	Natasan Institute of Corporative Management	Suhail Zakaria. M Yoosuf. M	Mohammad Sathak College	Vasanthan.B Yashini.K	TamilNadu Dr B R Ambathkar Law University
						Jeslyn Fenella.S Gokul .R Gokul Raja.V	*St. Joseph's College of Engineering
		I Prize Rs.4000/		II Prize Rs.2500/		III Prize Rs.1500/	
4	AD-BLITZ	Keerthana.S, Sakthi priya.D, Pushpa Latha.S, Gracelin Sharan Mary.K, Kaviya Sri .P	Prince Shri Venkteshawra Padmavathy Engineering College	Padmavathy.V Sakthi Vel Ruchika.G.S Ruchitha.G.S Kreepaa Sri.Mk	SRM Valliammai Engineering	Alinwilson.W Apasra Philo.S Arlilen Gladia.P Bavaniswari.M ChandraLaka.M	*St. Joseph's College of Engineering
		I Prize Rs.4000/					
5	Boss Battle	Jagath. S	XIME, Chennai	-	-	-	-
Total Cash Prize = Rs.40,000/-							

Students Achivements

Mr. Mahesh Boopathy and Mr.Rajeshkumar, II MBA Students have won the I Prize Worth Rs.5000 in the event - IPL Auction in the National Level Management Symposium on 25/10/2024 at SSN School of Management.

IPL BIDDING



WINNER

Department of II year MBA students participated in a National level symposium conducted by St. Joseph's College of Engineering. Aravinthan K and Subasini V, secured 3rd place in the event -Stock wars.

CONGRATULATIONS POSTER



Mr.Saravanan, Mr. Naveen Iyappan and Mr.Dhanananth, II MBA Students got selected for getting Internship cum placement at ZEPTO, Rs.4.5 LPA



NPTEL - ELITE			
1	Abirami B	Econometric Modelling	
2	Aiswarya N D		
3	Dhanasri S		
4	Soundharya P		

OTHER STUDENTS OBTAINED NPTEL CERTIFICATES

S. No	Name	Course
1	Subashni V	Brand Management
2	Saravanan R	



DEPARTMENT OF MANAGEMENT STUDIES



Dr.B.Babu Manoharan
M.A.,M.B.A.,Ph.D.
Chairman



Mr.B.Shashi Sekar
M.Sc
Managing Director



Mrs.S.Jessie Priya
M.com
Executive Director



Dr S Arivazhagan
M.E., Ph.D.
Principal

At St. Joseph's Institute of Technology, the Department of Management Studies was established in the year 2022, which got its autonomous status and is affiliated with Anna university. It is a 2-year program with four semesters, where the students have the opportunity of dual specialization from five domain areas namely Finance, Marketing, Human Resource, Operations and Business Analytics. Our department provides students the opportunity to experience the working mechanism in the industries through industrial visits and internship programs. We also develop the need for social concern by taking them to various NGO's. Invite eminent industrialists for Guest Lectures, organise club activities, and teaching pedagogy through case studies are carried out to enrich the students with adequate knowledge for successfully facing the placements.

Newsletter Issue 9 Editors:

Dr. Priya Sethuraman, Professor & Head

Dr. Aruna V, Assistant Professor

Dr. Karunakaran S, Assistant Professor