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St. JOSEPH'S INSTITUTE OF TECHNOLOGY
(An Autonomous Institution)
St. JOSEPH'S GROUP OF INSTITUTIONS
OMR, CHENNAI - 119



We prepare for



NEWSLETTER ISSUE 10 NOVEMBER 2024

MBA

Learn without limits, Discover possibilities

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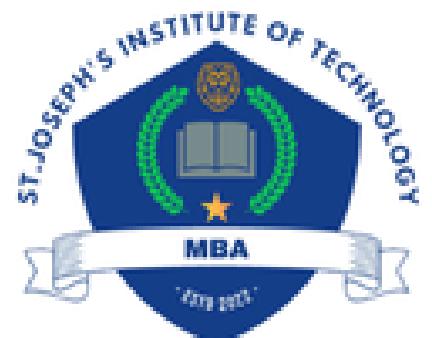
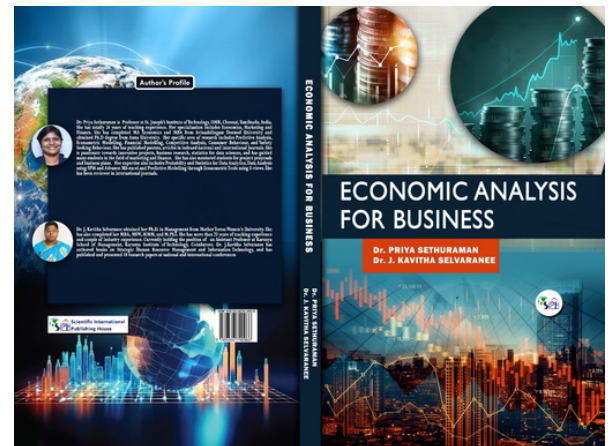


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BOOK PUBLICATION

Dr. PRIYA SETHURAMAN, Professor, has published the textbook entitled, **“ECONOMIC ANALYSIS FOR BUSINESS”**, in Scientific International Publishing House.



BOOK PUBLICATION

Dr. C. KARPAGHAM, Assistant Professor, has published the textbook entitled, **“ARTIFICIAL INTELLIGENCE AND BLOCKCHAIN TECHNOLOGY FOR HUMAN RESOURCE MANAGEMENT”**, in Scientific International Publishing House



PATENT PUBLICATION

Sl.NO	NAME	TITLE	APPLICATION NUMBER	DATE
1	Dr.Arasuraja G	The Impact of GST on Multinational Manufacturing Companies	202441076928	25/10/2024
2	Ms.Agneus Chrristina	Machine Learning with Data Frame for Classification of Spam Comments from Youtube	202441079491	25/10/2024
3	Dr.P. Sundara BalaMurugan	Machine Learning based Decision Trees for Energy Meter Inspection in Power Sector	202421073457	08/11/2024

PAPER PUBLICATION

Dr. C. Karpagham has presented a paper, "Design of Highway Automated Toll Assortment Scheme for Intelligent Transportation System" at the 2nd International Conference on Sustainable Computing and Smart Systems (ICSCSS), 2024, IEEE Xplore Part Number: CFP24DJ3-ART, published in ISBN - 979-8-3503-7999-0. (Scopus-indexed)

INDUSTRIAL VISIT

I MBA students went to Industrial Visit to Chennai Metro Rail Limited (CMRL) on November 14th, 2024 at Koyambedu. The students visited the control room of CMRL at the Koyambedu office. The Chennai Metro Rail Limited (CMRL) control room serves as the nerve center for the operations of the metro system.



The students gained a comprehensive understanding of the City's rapid transit system. The officials provided a detailed explanation of activities and responsibilities of the control room of CMRL. It tracks train movements across the metro network using advanced signaling and control systems. Monitors CCTV footage across stations and trains to detect potential security issues, Coordinates responses to emergencies, such as medical incidents, technical faults, or security threats, Signaling and Automation, Supervises automated systems like Automatic Train Supervision (ATS) and Automatic Train Operation (ATO).



GUEST LECTUREE

CONSUMER PROTECTION ACT

DEPARTMENT OF MANAGEMENT STUDIES

GUEST LECTURE on



CONSUMER PROTECTION ACT

For 1st Year MBA Students

SPEAKER:

Mr. M. PRADEEP SHANKAR
Advocate

Standing Counsel for
TAMIL NADU WATER SUPPLY AND
DRAINAGE BOARD

 **12th November 2024**

 **AV Hall -1**

 **08:30 am - 10:00 am**



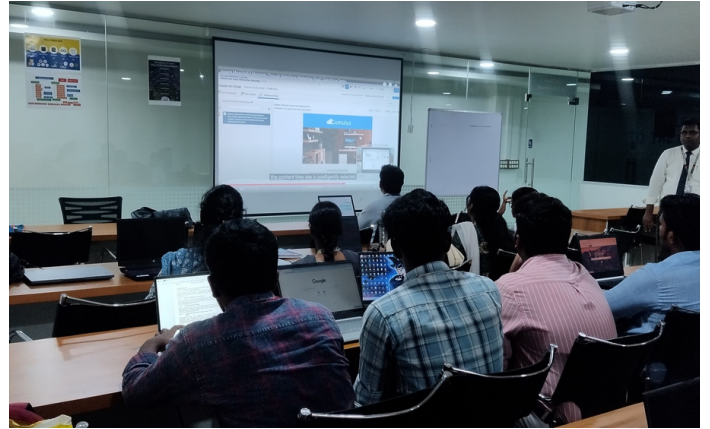
The Department of Management Studies organized a guest lecture on the topic 'CONSUMER PROTECTION ACT', 12th November, 2024. The resource person was Mr. PRADEEP SHANKAR, ADVOCATE, Madras High Court. He highlighted the consumers' rights against unfair trade practices, defective goods, and deficient services. And also explained the various acts related to consumer protection namely: Right to Safety, Right to Information, Right to Choose, Right to be Heard, Right to Redressal, Right to Consumer Education, Right to be protected, Right to be informed and Right to be assured.

The session was a resounding success, leaving participants to understand consumer disputes redressal commission. He explained the jurisdiction of district, state and National commission. The offences and penalties regarding non compliance of direction of central authority, for false misleading advertisement, for product containing altered content and for manufacturing containing spurious content. The lecture concluded with an engaging Q&A session, where students asked questions regarding consumer rights and unfair trade practice. He explained all these information with real case studies.



SALES FORCE MARKETING CLOUD WORKSHOP

The MBA Department hosted a two-day workshop on Salesforce Marketing Cloud, held on November 11th (Monday) and November 12th (Tuesday), 2024. The workshop aimed to offer students hands-on experience and valuable insights into Salesforce CRM and its powerful marketing automation features.



UMK, CHENNAI - 119

ST. JOSEPH'S INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
Workshop
SALES FORCE MARKETING CLOUD
For 2nd Year Marketing MBA Students

SPEAKER:
Mr. Sivagaminathan C
Founder
Urban code Training and solutions

11th-12th November 2024
Full stack developer hall
08:30 am - 03:00 pm

The workshop focused on building a strong foundation in Salesforce and its Marketing Cloud platform. Students were introduced to the basics, including an overview of Salesforce and its CRM capabilities.

In addition, participants explored key features like Email Studio and Content Builder, gaining valuable experience in creating marketing content. These activities bridged academic concepts with real-world industry practices, providing students with essential skills in digital marketing. The feedback from attendees was overwhelmingly positive, with many highlighting the workshop's success in enhancing their understanding of CRM tools and marketing strategies.



St. Joseph's Tech - NIPM Student Chapter

HRD STUDENTS COUNCIL - STUDENT CHAPTER - MOU



The Memorandum of Understanding (MOU) was signed between St. Joseph's Institute of Technology and the National Institute of Personnel Management (NIPM) Madras Chapter. This Student Chapter is a significant milestone for interaction with the industry in the field of Personnel Management.

The event was inaugurated by Mr. T.A Mathew Gunaseelan, Chairman - NIPM Madras chapter, CHRO, Amurtanjan Health Care Limited, and Mr. S Ramesh, Honorary Secretary - NIPM Madras chapter, GM - HR, Chennai Petroleum Corporation Limited, Principal Dr. Arvizhagan S, St. Joseph's Institute of Technology, and Dr. Sreekumar G, Dean Academics, St. Joseph's Group of Institutions.

The other delegates from NIPM Madras Chapter, who attended the event:

Mr. C. Saravana Kumar

Honorary Treasurer - NIPM Madras Chapter
Head HR - Toshiba JSW Power Systems Pvt. Ltd.

Mr. C.Dinesh

Executive Committee Member - NIPM Madras Chapter
HR Head - Classic Industries and Exports Ltd (Apollo Tyres Group)

Ms. R. Kavya

Executive Committee Member - NIPM Madras Chapter
Senior Officer - GH Induction India Pvt Ltd



St. Joseph's Tech - NIPM Student Chapter

HRD STUDENTS COUNCIL & STUDENTS CHAPTER MOU

ST. JOSEPH'S TECH - NIPM STUDENT CHAPTER OFFICE BEARERS



CHANDRAMOULIESWARAN
PRESIDENT



JAMA JOYCE M
SECRETARY



PARVATHY
TREASURER



GOKULSARAVANAN.S.B
AMBASSADOR



Industry Exposure in Collaboration with NIPM will provide students with exposure to the latest HR trends, best practices, and industry experts to get Networking Opportunities for MBA Students will have access to NIPM's vast network of HR professionals, enabling them to build relationships and learn from their experiences to get research and Project Opportunities to the partnership will facilitate joint research projects, case studies, and internships, allowing students to apply theoretical concepts to real-world problems Professional Development to Students will have access to NIPM's training programs, workshops, and conferences, enhancing their skills and knowledge in HR and management. This MOU will undoubtedly provide a significant boost to the MBA program at St. Joseph's Institute of Technology, enabling students to gain a competitive edge in the job market.



ZOHO HR WORKSHOP

Zoho Training was conducted from November 6th to 8th, 2024, for II MBA Students, covered an in-depth exploration of Zoho Recruit and Zoho People. On Day 1, the focus was on Zoho Recruit, beginning with its ATS functionality and general setup.



Day 2 included two sessions, with the first centered on Zoho Recruit's career site customization. The second session shifted to Zoho People, focusing on candidate onboarding, including customizing candidate forms, creating onboarding flows, integrating e-signatures, and managing employee databases.

On Day 3, the training provided an overview of Zoho People, emphasizing its integration with Zoho Recruit through mind mapping and feature alignment activities. The session concluded with a review of functional connections and processes across the two platforms. This comprehensive training equipped students with the tools to optimize recruitment and employee management processes effectively.



STUDENTS ACHIEVEMENT'S - NPTEL CERTIFICATION

Sl.No.	STUDENTS NAME	SCORE	ELITE
CUSTOMER RELATIONSHIP MANAGEMENT			
1	ASHIKA S	61	✓
2	JANANI SRI S	61	✓
3	SANGEETHA C	62	✓
4	DHIVYA	60	✓
5	DHILIPAN M	67	✓
6	ASHOW W	60	✓
7	YOGALAKSHMI R	61	✓
8	MAHESH BHOOPATHY H	60	✓
HR ANALYTICS			
1	RAJKUMAR L	85	SLIVER
2	SUNDARESAN R	80	SILVER

STUDENTS ACHIEVEMENT'S - NPTEL CERTIFICATION

SLNo.	STUDENTS NAME	SCORE
CUSTOMER RELATIONSHIP MANAGEMENT		
1	A MERWIN PRAIS	55
2	SREENATH T	50
3	HARISH NATARAJAN	50
4	RAJESH KUMAR M	51
5	EMMANUEL DHAS E	49
6	ARAVINTHAN K	53
7	HEMAVATHI U	51
8	ARAVINTHAN VV	53
9	SAMSON ATVETTER S	58
10	DHINESH SUNDAR J	58
11	ANJU G	51
12	NAGAPPAN R	56
13	VIJAY S	48
14	KALVIN ANTONY J	51
15	SOUNDHARYA P	54
16	E NAVEEN IYAPPAN	56
17	CHANDRU S	52
18	AROCKIA PRAVEEN KUMAR C	48

STUDENTS ACHIEVEMENT'S - NPTEL CERTIFICATION

Sl.No	STUDENTS NAME	COURSE	STATUS
1	PRIYANKAA D V	MARKETING MANAGEMENT	Passed
2	JOSHUA R		
3	AISHWARYA KANTHVEL,		
4	INDHU E		

Sl.No.	STUDENTS NAME	SCORE	ELITE	COURSE
1.	LOKESHWARI S	66	✓	Training of Trainers
2	JUDI SWANA J	57	✓	
3.	PRADEEP AJAY	56	✓	
4.	SREE RAM	66	✓	
5.	CHARISMA S	67	✓	Marketing Management - I
6.	ANU K	67	✓	Marketing Management - I

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
RAJKUMAR L
for successfully completing the course
HR Analytics

with a consolidated score of **85** %

Online Assignments	24.06/25	Proctored Exam	60.75/75
--------------------	----------	----------------	----------

Total number of candidates certified in this course: 2298

Jul-Oct 2024
(12 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Prof. Ranjana Pathania,
Professor (ISIRI)
Coordinator (NPTEL)

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
SUNDARESAN R
for successfully completing the course
HR Analytics

with a consolidated score of **80** %

Online Assignments	23.44/25	Proctored Exam	57/75
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Total number of candidates certified in this course: 2298

Jul-Oct 2024
(12 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

Prof. Ranjana Pathania,
Professor (ISIRI)
Coordinator (NPTEL)

PLACEMENT DETAILS



The Department of Management Studies students got placed in Zepto CTC Rs.4.5 laksh Per annum

The Department of Management Studies students got placed in Edu-versity CTC Rs.6 laksh Per annum



FACULTY ACHIEVEMENT'S - NPTEL CERTIFICATION

Sl.No.	Faculty Name	Score	Elite	Subject Name
1.	Dr.Priya Sethuraman	70 (Top 5%)	✓	Customer relationship Management
2	Dr. Prabakaran P	65	✓	
3.	Dr.C.Karpagham	57	✓	
4.	Dr.Nalinidevi S	44	✓	
5.	Mrs. Agneus Chrristina MJ	75	SILVER	Strategic Management
6.	Dr.V.Aruna	75 (Top 2%)	SILVER	Marketing Management - I

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
PRIYA SETHURAMAN
for successfully completing the course
Customer Relationship Management

with a consolidated score of **70** %

Online Assignments	23.33/25	Proctored Exam	46.66/75
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Total number of candidates certified in this course: 1942

Aug-Oct 2024
(8 week course)

Prof. Raimandi Ramoji
Coordinator, NPTEL
IT Kanpur

Indian Institute of Technology Kanpur

swayam

Roll No: NPTEL-MA31283552512230 To verify the certificate

No. of credits recommended: 2 or 3

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
AGNEUS CHRRISTINA MJ
for successfully completing the course
Strategic Management

with a consolidated score of **75** %

Online Assignments	23.13/25	Proctored Exam	51.91/75
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Total number of candidates certified in this course: 530

Jul-Oct 2024
(12 week course)

Prof. Kanchh Ghosh,
Professor (Chemistry)
Coordinator, IIT

Prof. Rajkumar Pathak,
Professor (ECE)
Coordinator, NPTEL

Indian Institute of Technology Roorkee

swayam

Roll No: NPTEL-24MS1125769420014 To verify the certificate

No. of credits recommended: 3 or 4

Elite
NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
DR ARUNA V
for successfully completing the course
Marketing Management - I

with a consolidated score of **76** %

Online Assignments	24.58/25	Proctored Exam	51/75
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Total number of candidates certified in this course: 1457

Aug-Oct 2024
(8 week course)

Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Prof. Subhaki Roy
NPTEL Coordinator
IIT Kanpur

Indian Institute of Technology Kanpur

swayam



DEPARTMENT OF MANAGEMENT STUDIES



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M.A.,M.B.A.,Ph.D.
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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 10 Editors:

Dr. Priya Sethuraman, Professor & Head

Dr. Aruna V, Assistant Professor

Dr. Karunakaran S, Assistant Professor