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St. Joseph's Group of Institutions
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ON INNOVATION ACHIEVEMENTS



DEPARTMENT OF MANAGEMENT STUDIES

NEWSLETTER

ISSUE 17

JUNE 2025

Learn without limits, Discover possibilities



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OFFLINE FDP Attended

S.No	Name	Title	Institute Name	Date
1	Dr. Priya Sethuraman	Innovative teaching strategies in the digital age	SRM Valliammai Engineering College, Kattan-kulathur	02/06/25 to 06/06/25
2	Dr. Arasuraja G			
3	Dr. Aruna V			
4	Dr. Prabakaran P			

ONLINE FDP Attended

S.No	Name	Title	Institute Name	Date
1	Dr. Aruna V	Empowering Faculty for Ethical Teaching in the Digital Era	DMI Engineering College & Globethics, South Asia, Bangalore	02/06/25 to 07/06/25
2	Dr. Arasuraja G			
3	Dr. Sundara Balamurugan P			
4	Dr. Karunakaran S			
5	Dr. Prabakaran P			



Industry Internship

Dr. V. Aruna attended in a five-day Industry Internship titled “Empowering Educators with Cloud Computing Skills,” organized by the Centre for Development of Advanced Computing (CDAC) from June 9 to June 13, 2025.

The internship was designed to strengthen the technical capabilities of educators by offering comprehensive knowledge and hands-on experience in cloud computing technologies. It also served as a valuable platform to explore advanced computing fields such as cloud infrastructure, networking, machine learning, big data analytics, and cybersecurity through practical sessions and real-time applications.



ZOHO HRM Training Program for Students

The two-day Zoho HRM training, conducted on June 12th and 13th, 2025, offered an intensive and interactive learning experience, seamlessly blending theoretical concepts with practical exercises and live demonstrations. The program covered essential functionalities and best practices related to both Zoho Recruit and Zoho People.



Day 1: Zoho Recruit

The first day was dedicated to Zoho Recruit, Zoho's applicant tracking system (ATS) and recruitment software. The training aimed to familiarize students with the entire recruitment lifecycle within the platform.

Day 2: Zoho People

Focus: The second day shifted to Zoho People, Zoho's comprehensive HR Management System (HRMS). The training aimed to provide students with the knowledge to manage various aspects of human resources efficiently.

Resource Persons

Mr. Guru Vignesh,
Senior Manager Training &
Certification , Zoho, Chennai

Mr. Irtifa Khan
Manager- Customer Success,
Zoho, Chennai



Dr.Nalini Devi S, Assistant Professor
Staff Co-ordinator - Zoho HR

ZOHO CRM Training Program for Students

A three-day Zoho CRM training program was conducted for MBA First Year students from June 11 to June 13, 2025. The training offered an intensive, hands-on learning experience that blended theoretical insights with practical exercises and live demonstrations. The program introduced participants to the core functionalities of Zoho CRM, including Sales Process Automation (SPA), workflow automation, and the Blueprint module.



Day 1: SPA Mr. Sampath Kumar
Manager- Training & Certification

1. Leads Module: This module helps in capturing and managing potential customers (leads) from various sources like websites, trade shows, and social media campaigns. It tracks lead status and conversion into contacts or deals.
2. Contacts Module: The Contacts module stores detailed information about individual customers including their communication history, email addresses, phone numbers, and other personal details.
3. Accounts Module: Accounts represent companies or organizations associated with the contacts and deals. This module helps in managing company-level information and tracking their interactions with your business.
4. Deals (Opportunities) Module: This module focuses on sales opportunities. It tracks deals at various stages of the sales pipeline, forecasting revenue and monitoring sales activities.

Dr.S.Karunakaran, Assistant Professor
Staff Co-ordinator - Zoho CRM

Day 2:

1. **Activities Module:** This includes tasks, events, and calls. It helps in scheduling follow-ups, meetings, and maintaining communication history with customers.
2. **Campaigns Module:** This module is used to plan, execute, and monitor marketing campaigns like email marketing, webinars, or promotional events. It also tracks the response rate and conversion.
3. **Cases (Support) Module:** It helps in tracking and resolving customer issues or service requests. This module is essential for customer support management.
4. **Reports and Dashboards Module:** This module generates customizable reports and dashboards to track sales performance, customer interactions, and campaign effectiveness. It offers real-time data insights for better decision-making.



Day 3:

1. **Workflows and Automation Module:** It automates repetitive tasks such as sending follow-up emails, updating field values, or triggering alerts based on predefined conditions, increasing efficiency.
2. **Analytics Module:** Zoho CRM Analytics provides detailed business intelligence reports, visual dashboards, and data summaries for decision-making and performance tracking.
3. **Email Integration Module:** It allows users to send, receive, and track emails directly within the CRM, keeping all communication in one place.
4. **Custom Modules:** Zoho CRM also allows businesses to create custom modules tailored to their specific workflow and business processes.

International Guest Lecturer STEKOM UNIVERSITY, INDONESIA

Dr. Nalini Devi S,
Assistant Professor

Date : 16/06/25

Topic: The Role of Chatbots in
Enhancing Customer
Communication in E-Commerce

VISITING LECTURE

Let's join the Visiting Lecture with St. Joseph's College of Engineering (India) by University of Science & Computer Technology (STEKOM) collaboration with STIE STEKOM, PERKIVI, PTIC and TopLoker.com

Dr. Nalini Devi S
Assistant Professor of MBA

"The Role of Chatbots in Enhancing Customer Communication in E-Commerce"

Monday
June 16, 2025
14.00 WIB

@universitasstekom @stekom.ac.id @stjosephs.ac.in @stiestekom.ac.id @ptic.or.id @perkivi.or.id @stekomuniversity

Dr. Aruna V,
Assistant Professor

Date: 17/06/25

Topic: Demand Vs Supply: How
External and Internal Factors
Disrupt Market Equilibrium

VISITING LECTURE

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Dr. Aruna V
Assistant Professor of MBA

"Demand vs. Supply: How External and Internal Factors Disrupt Market Equilibrium"

Tuesday
June 17, 2025
14.00 WIB

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Dr. Karunakaran S,
Assistant Professor

Date: 18/06/25

Topic: Consumer Behaviour
(Consumer Characteristics,
Consumption Pattern)

VISITING LECTURE

Let's join the Visiting Lecture with St. Joseph's College of Engineering (India) by University of Science & Computer Technology (STEKOM) collaboration with STIE STEKOM, PERKIVI, PTIC and TopLoker.com

Dr. S. Karunakaran
Assistant Professor of MBA

"Consumer Behaviour (Consumer Characteristics, Consumption Pattern)"

Wednesday
June 18, 2025
14.00 WIB

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Dr. Sundara Balamurugan P,
Assistant Professor

Date: 19/06/25

Topic: Sustainable Finance by
Integrating ESG.

VISITING LECTURE

Let's join the Visiting Lecture with St. Joseph's College of Engineering (India) by University of Science & Computer Technology (STEKOM) collaboration with STIE STEKOM, PERKIVI, PTIC and TopLoker.com

Dr. Sundara Bala Murugan
Assistant Professor of MBA

"Sustainable Finance by Integrating ESG"

Thursday
June 19, 2025
14.00 WIB

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International Guest Lecturer by Faculty

Dr. Prabakaran P,

Assistant Professor

Date: 20/06/25

Topic: Human Resource Management: Evolution & Recent Trends of Human Resources in the contemporary Business Arena

VISITING LECTURE

Let's join the Visiting Lecture with St. Joseph's College of Engineering (India)
by University of Science & Computer Technology (STEKOM) collaboration with STIE STEKOM, PERKIVI, PTIC and TopLoker.com

Dr. Prabakaran P.
Assistant Professor of MBA

"Human Resources Management: Evolution & Recent Trends of Human Resources in the Contemporary Business Arena"

Friday
June 20, 2025
14.00 WIB

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Dr. Karpagham C,

Assistant Professor

Date: 20/06/25

Topic: Leadership Style (OB)

VISITING LECTURE

Let's join the Visiting Lecture with St. Joseph's College of Engineering (India)
by University of Science & Computer Technology (STEKOM) collaboration with STIE STEKOM, PERKIVI, PTIC and TopLoker.com

Dr. C. Karpagham
Assistant Professor of MBA

"Leadership Style (OB)"

Saturday
June 21, 2025
11.00 WIB

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Invited Speaker



Dr. Priya Sethuraman

Professor & Head

Date: 13/06/25

Topic: Hypothesis Testing

In Two Week Online Internship on "Modern AI: From Concept to Development with End-to-End Case Studies" Organised by Chennai Research Foundation.

NPTEL Certificate of Appreciation

Discipline Star:

Dr. Priya Sethuraman
Professor & Head

Mentor - Consumer Behaviour:

Dr. Karunakaran S
Assistant Professor

Dr. Aruna V
Assistant Professor



Chairperson of Conference Session



Dr. Prabakaran P

Assistant Professor

Date: 27/06/2025

In a Two-Day National Conference on Innovate, Integrate, Inspire: Modern Paradigms in Teaching & Research” organised by the Research & Development Cell, MAIC, Raipur.



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. Qualified faculties with good experience and classrooms equipped with an advanced learning ambiance. 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 17 Editors

- 1. Dr. Priya Sethuraman, Professor**
- 2. Dr. Aruna V, Assistant Professor**
- 3. Dr. Karunakaran S, Assistant Professor**