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



We prepare for

Cambridge

English Qualifications



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



ARIIA

ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS



DEPARTMENT OF MANAGEMENT STUDIES

NEWSLETTER

ISSUE 16

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Paper Publication



Dr. Arasuraja G
Associate Professor

Paper Title : The Role of Artificial Intelligence in
Personalized Marketing: Integrating AI with
Information Systems for Competitive Advantage

Journal : Indian Journal of Information Sources and Service
Volume : 15
Issue : 1
Year : 2025
pp : 220-229
ISSN No. : 2231-6094
Indexed : Scopus - Q2 Journal

Patent Publication

S.No	Name	Title	Application No.	Date
1	Dr.Prabakaran P	Integration of Machine Learning with a smart IOT - Based Monitoring System for Poultry Farms:Chicken Behavioral Analysis for Predicting EGG Productoin Rate and EGG Weight.	202521040412	16/5/2025
2	Dr. Arasuraja G	Analyzing the use of Accounting Controls to Enhance Cost management	202541034671	9/5/2025
3	Dr.Nalini Devi.S	Employee Retention Stratigies: Reducing Turnover in Businesses	202521040772	23/5/2025



NPTEL - CERTIFICATION

Sl.No	Name of the Faculty	Course Title	Status
1	Dr. Priya Sethuraman	Business Forecasting	Elite Silver + Topper 5%
2	Dr.Aruna V	Marketing Research and Analysis -II	Elite Silver
3	Dr. Karunakaran S	Marketing Research and Analysis -II	Completed
4	Dr. Arasuraja G	Advertising & Promotion Management	Elite
5	Dr. Satish R	Business Forecasting	Elite Silver

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

This certificate is awarded to
PRIYA SETHURAMAN
for successfully completing the course
Business Forecasting
with a consolidated score of **87 %**
Online Assignments 23.75/25 Proctored Exam 63/75
Total number of candidates certified in this course: **772**

Feb-Apr 2025
(8 week course)

Prof. Sridhar Iyer
Head CDEP & NPTEL Coordinator
IIT Bombay

Indian Institute of Technology Bombay

Roll No: NPTEL25MG66S343207157 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
DR ARUNA V
for successfully completing the course
Marketing Research and Analysis-II
with a consolidated score of **78 %**
Online Assignments 24.06/25 Proctored Exam 54.26/75
Total number of candidates certified in this course: **85**

Jan-Apr 2025
(12 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry)
Coordinator CEC

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

Indian Institute of Technology Roorkee

Roll No: NPTEL25MG46S343212035 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 R SATISH
for successfully completing the course
Business Forecasting
with a consolidated score of **76 %**
Online Assignments 23.75/25 Proctored Exam 52.5/75
Total number of candidates certified in this course: **772**

Feb-Apr 2025
(8 week course)

Prof. Sridhar Iyer
Head CDEP & NPTEL Coordinator
IIT Bombay

Indian Institute of Technology Bombay

Roll No: NPTEL25MG66S343207144 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
ARASURAJA G
for successfully completing the course
Advertising & Promotions Management
with a consolidated score of **61 %**
Online Assignments 23.75/25 Proctored Exam 37.5/75
Total number of candidates certified in this course: **1283**

Jan-Apr 2025
(12 week course)

Prof. Haimanti Banerji
Coordinator, NPTEL
IIT Kharagpur

Indian Institute of Technology Kharagpur

Roll No: NPTEL25MG04S1143306656 To verify the certificate No. of credits recommended: 3 or 4



FDP Organized

The Department of Management Studies, in association with the Madras Management Association (MMA), conducted a five-day Faculty Development Program (FDP) from May 26 to May 30, 2025.

Day-1 : 26.05.2025

Dr. P. Murugan

Assistant Professor

School of Management Studies,
University of Hyderabad (UoH),
Hyderabad

**Introduction to Research & Research
Gap Identification.**



Day-2 : 27.05.2025

Dr. P. Sundara BalaMurugan

Assistant Professor

Dept of Management Studies, St. Joseph's
Institute of Technology, Chennai

**Basic Data Analysis, t-Test, ANOVA, Correlation
and Regression (Simple & Multiple)**



Day-3 : 28.05.2025

Dr. Priya Sethuraman

Professor & HOD

Dept of Management Studies
St. Joseph's Institute of Technology, Chennai

Predictive Analysis Using Logistic Regression



The event witnessed participation from 97 faculty members and research scholars from various Colleges and Universities.



Day-4 : 29.05.2025

Dr. Sumathi.S, Professor

Dept of Information Technology,
St. Joseph's College of Engineering, Chennai
Data Analysis using Machine Learning.



Day-5 : 30.05.2025

CMA Dr. S. Vasudevan, Co-Founder,
ValuEast Management Consulting LLP.

Use case Application of Data Analysis Using Machine Learning



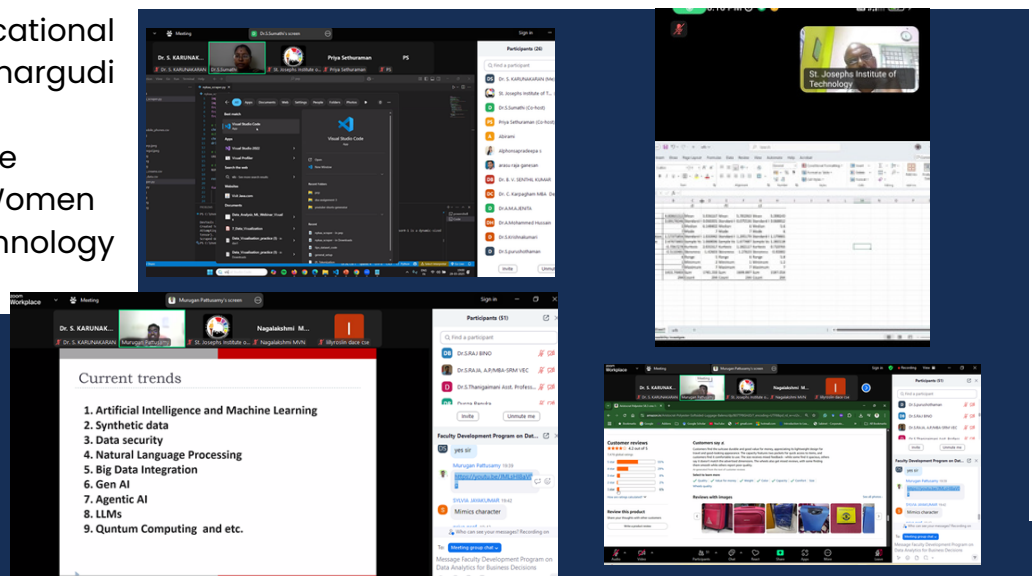
List of college and University

- Easwari Engineering College
- Sathyabama Institute of Science and Technology SSN College of Engineering
- SRM Valliammai Engineering College
- Hindustan College of Arts and Science, Padur
- Stella Maris College
- S.E.A College of Engineering and Technology
- Axis Institute of Higher Education
- Sengamala Thayaar Educational Trust Women 'S College Mannargudi Thiruvaur
- MNM Jain Engineering College
- SDNB Vaishnav College For Women
- Vels Institute of Science, Technology & Advanced Studies

OUT COMES

Businesses rely heavily on analytics to make informed decisions. This FDP began with a comprehensive exploration of existing literature and practices in data analytics, particularly focusing on its application in business decision-making.

The FDP delved into predictive analysis using logistic regression, offering insights into how this model can be used to anticipate outcomes based on historical data. Furthermore, the FDP extended into data analysis using machine learning, exploring its capacity to handle large datasets and uncover hidden patterns that traditional models may miss. A use case application was developed to demonstrate the practical implementation of these methods.



INDUSTRY - INSTITUTE INTERACTION INTERNSHIP DRIVE

Day 1 (May 13th, 2025)

ECO PROTECTION, TATA STRIVE,
BRUHAT LOGISTICS, BOOKYPO, PRIME
THINK, ETHICAL INTELLIGENT
TECHNOLOGIES, BLM HOUSING,
AKSHYA KALPA

Day 2 (May 14th, 2025)

VELS SYSTEM, VENUS, ZEPTO,
MONLITH, SKIEZ TECHNOLOGIES, T
CARE, COCO-COLA, LENOVO, YEAR
ENDLE, INSPLORE, ADITYA BIRLA,
ECONOMIC TIMES, VEMSIYO



The Department of Management Studies of St. Joseph's Institute of Technology and St. Joseph's Engineering College jointly conducted a two-day internship drive for MBA students of Batch 2024-26. The event took place on May 13th and 14th, 2025, and aimed to provide students with opportunities to interact with various companies and secure internships in their areas of interest.

Domains Offered

The companies offered internship opportunities in various domains, including: Marketing, Human Resources, Finance, Operations, Business Analytics.

Outcome

The internship drive was successful, with students interacting with company representatives and choosing internship opportunities that aligned with their areas of interest. This event provided a valuable platform for students to gain industry exposure, build connections, and acquire practical experience.



MoU

MoU was signed on 13/05/2025 with MARTICUS Learning Private Limited.

Imarticus Learning seeks to upskill existing and future workers to fulfil various industries' current and upcoming job market demands.



The scope of this MoU encompasses :

1. Curriculum Design: Customize the curriculum so that the students fit into the industrial scenario meaningfully.
2. Training & Visits: Industry and Institution interaction will give an insight into the latest developments / requirements of the industries.
3. Skill Development Programs: Employability Skills in order to bridge the skill gap and make them industry ready.
4. Guest Lectures: To deliver guest lecturers on Employability to the students.
5. Faculty Development Programs: Imparting training as per the industrial requirement

Graduation Day

The Convocation Ceremony for MBA Students (Batch 2022 – 24) was held on 10th of May, 2025. 55 Students got the degree. The event was a momentous occasion celebrating academic excellence, leadership, and the successful culmination of the students' postgraduate journey in business administration. Students attended in full academic regalia, accompanied by proud family members.

The rank holders are:

- **Santhosh Kumar R, First Rank**
- **Shruti K, Second Rank**
- **Thomas A, Third Rank**



Graduation Day



Placement Details

Nagappan B
312423631046
Mr. Cooper
Internship cum Placement
Stipend: Rs. 20,000 & 4 LPA



Arockia Praveen Kumar C
312423631014
HCL Tech
Customer Service
Representative – 3.01 LPA



Vijay S – 312423631070
TEAMPRO IT & HR
Consultancy Pvt Ltd
HR Executive – 3 LPA



Anu K
312423631009
ADP India Pvt Ltd.
HR Generalist – 3.5 LPA



Bishal H
312423631017 &
Bajaj Finserv Health Ltd
Business Development
Manager – 5.5 LPA



Joshua R
312423631039
Bajaj Finserv Health Ltd
Business Development
Manager – 5.5 LPA





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 16 Editors

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