



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



We prepare for



NEWSLETTER ISSUE 12 JANUARY 2025



oppers poster

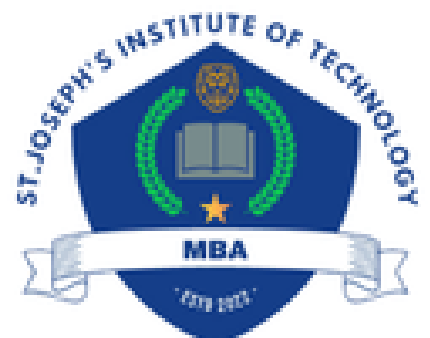
Learn without limits, Discover possibilities

Connect with Department of MBA

<https://stjosephstechnology.ac.in/web/mba/>

https://www.instagram.com/sjit_mba/

www.linkedin.com/in/sjit-doms-chennai





@reallygreatsite

@reallygreatsite



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



DEPARTMENT OF MANAGEMENT STUDIES

Congratulations

To the Students placed with Package above 6 LPA



KARTHIGEYAN L
FEDERAL BANK
10.44 - 14LPA



YAMINI S
INNOCAP
7 LPA



SREEMATHI D
INTERNZ LEARN
7 LPA



YOGHARAJ S
INNOCAP
7 LPA



DURGA DEVI R
INTERNZ LEARN
7 LPA



INIYA SELVAKUMARI DS
ROX HI-TECH LIMITED
6.85 LPA



VEERA BHARATHI M
KEYENCE
6.5LPA



YOGESHWARAN P
GRIHUM HOUSING FINANCE
6 LPA



St. JOSEPH'S
GROUP OF INSTITUTIONS
OMR, CHENNAI - 119



The Choice of
Disciplined Toppers

TABLE OF CONTENTS

1	IBM WORKSHOP	01
2	BOOK CHAPTER	02
3	FDP ATTENDED BY FACULTY	02
4	IEEE CONFERENCE - SCOPUS INDEXED ARTICLE	02
5	CONFERENCE - ATTENDED BY FACULTY	03
6	WOS - INDEXED ARTICLE	04
7	NPTEL MENTOR CERTIFICATE	04
8	NISM CERTIFICATION BY STUDENTS	05
9	WEBINAR	06
10	WORKSHOP ON LPP	07

WORKSHOP

IBM SKILLs BUILD Program: Empowering Learners in AI



The **IBM SkillsBuild program**, was conducted for **I Year MBA Students from 27/01/25 to 29/01/25**. It is a comprehensive initiative designed to equip learners with essential technical and life skills, paving the way for personal and professional growth. This program aims to foster a passion for learning and prepare participants for future challenges in Artificial Intelligence (AI) and related domains.

1. Exploring the history, key concepts, and diverse applications of AI across industries.
2. Natural Language Processing (NLP) & Computer Vision: Introducing techniques for enabling machines to interpret human language and visual data.
3. Machine Learning (ML): Covering supervised, unsupervised, and reinforcement learning techniques for predictive modeling and decision-making.
4. AI Ethics: Addressing critical topics such as bias, fairness, transparency, and accountability in AI systems.
5. Future Trends in AI: Highlighting AI's transformative potential in healthcare, transportation, and smart homes.



After completing the program the students received three domain certificates, namely:

1. Artificial Intelligence Fundamentals
2. Customer Engagement: Problem Solving and Process Controls
3. Customer Engagement: Communication and Personality Dynamics.



BOOK CHAPTER

Dr. Karunakaran S, Assistant Professor, has published the book chapter entitled, "Global Supply Chain in Commerce: Strategies and Best Practices", in Weser Books, Germany Publications.

FDP – 6 DAYS ATAL FDP

Dr. Satish R, Associate Professor, attended the ATAL Faculty Development Program (FDP) on "AI Tools for Higher Education" at SIVET, Gowrivakkam, from January 27 to February 1, 2025.

IEEE CONFERENCE – SCOPUS INDEXED

1	Dr. Karunakaran. S	AI-Driven Marketing Insights: Harnessing Machine Learning for Enhanced Consumer Engagement and Personalization	1st International Conference on Software, Systems and Information Technology, SSITCON 2024
2	Dr. Karunakaran. S	Integrating AI and ML for Dynamic Pricing Strategies: Innovations in Marketing Analytics and Revenue Management	4th International Conference on Power, Energy, Control and Transmission Systems: Harnessing Power and Energy for an Affordable Electrification of India, ICPECTS 2024
3	Dr.Nalini Devi.S	NLP for Sentiment Analysis in Social Media Posts to Detect Suspicious Behaviour	International Conference on Intelligent Algorithms for Computational Intelligence Systems (IACIS), 2024

CONFERENCES ATTENDED - FACULTY

NAME	DATE	COLLEGE	TITLE
Dr. Aruna.V	23/01/2025	International Conference - Entrepreneurship and Innovation in the Digital Economy : Shaping the Future of Global Business - Organised by Sathyabama Institute of Science and Technology.	CSR in Technology - Addressing the Digital Divide
Dr.Nalini Devi.S	24/01/2025	International conference- "The Shifting Locus Of Business Dynamism For Resilience And Sustainability"-Organised by Adarsh Institute of Management and Information Technology, Bangalore.	A review on the effect of social customer relationship management (SCRM) in the event management industry
Dr. S. Karunakaran	23/01/2025	International Conference - Entrepreneurship and Innovation in the Digital Economy : Shaping the Future of Global Business - Organised by Sathyabama Institute of Science and Technolog	An Analysis of Block chain and AI integration: Prospects and difficulties in the Banking sectors
Dr. Priya Sethuraman	27/01/2025	2nd International Conference on Frontiers in Industrial BioTechnology(ICFIBT - 2025) - Organised by Department of BioTechnology - St. Joseph's College of Engineering	Examining the global determination of Neonatal mortality - The role of health coverage and Government Expenditure.

WOS INDEXED PAPER PUBLICATION

S N O	NAME	TITLE	JOURNAL
1	Dr. Arauraja G, Dr. Priya Sethuraman, Dr. Sundara BalaMurugan P	The Impact of Geology On Environmental Management in Mining Operations	Archives for Technical Sciences
2	Dr. Satish R, Dr. Prabakaran P	Groundwater Management: Integrating Geological and Hydrological Decision Making	Archives for Technical Sciences

NPTEL MENTOR CERTIFICATE

S.NO.	STAFF NAME	COURSE
1	Dr. Priya Sethuraman	Econometric modeling
2	Dr. R Satish	Training for Trainers
3	Dr. Aruna V	Marketing Management I
4	Dr. Nalini Devi.S	Customer Relationship management

NISM - SEBI - INVESTOR CERTIFICATION

II Year students received NISM - SEBI Investor Certificate and NISM - Series VIII - Equity Derivatives Certificate

S.NO	NAME	MARKS (Out of 50)
1	PRIYANKA.R	47
2	MANJULA J	32
3	DHANASRI S	45
4	HEMANTH RAO	44
5	RAJKUMAR	47
6	SUBASINI V	46
7	SUNDARESAN	48
8	PRIYANKAA D V	41
9	KALVIN ANTONY J	41
10	AISWARYA N D	44
11	ABIRAMI	41
12	DINESH R	46
13	ERIN RACHEL	46
14	AISHWARYA V	48
15	DHINAKARAN J	47

NISM - SERIES - VIII - EQUITY DERIVATIVES CERTIFICATION

राष्ट्रीय प्रतिभूति बाजार संस्थान
National Institute of Securities Markets
प्रमाणपत्र Certificate

NISM

श्री / सुश्री Mr. / Ms. PRADEEP AJAY
(पी.ए.एन. संख्या PAN Number : DWKPA6238R)
(पंजीकरण संख्या Registration Number : NISM-202400295923)
(नामांकन क्रमांक Enrollment Number : 2410544339)

ने भारतीय प्रतिभूति और विनियम बोर्ड (प्रतिभूति बाजारों में सहजता व्यक्ति को का प्रमाणिकरण) विनियम, 2007 के अधीन अपेक्षानुसार
"रा.प्र.सं. - VIII: इक्विटी डेरिवेटिव्स (इक्विटी डेरिवेटिव्स) प्रमाणिकरण परीक्षा" सफलतापूर्वक पूर्ण कर ली है।
has successfully completed the "NISM-Series-VIII: Equity Derivatives Certification Examination" as required under the SEBI
(Certification of Associated Persons in the Securities Markets) Regulations, 2007

परीक्षा तिथि Test Date	परीक्षा केंद्र Test Centre	भाषा Language	अंक Marks	टिप्पणी/टिप्पणियाँ Remarks
January 13, 2025	Chennai - Vadapalani	English	66.5	PASS

परीक्षा तिथि : January 17, 2025
स्थान Place : Mumbai
कार्य लक्ष्य Valid Till : January 12, 2028

सुनिता कदम, रजिस्ट्रार Sunil Kadam, Registrar

For online verification of this NISM Certificate, please login to NISM Skills Registry at <https://certifications.nism.ac.in/nismskills>

S.NO	NAME	MARKS
1	PRADEEP AJAY	66.5

WEBINAR on Introduction to Business Analytics

Webinar on Introduction to Business Analytics was organised by the Department on 08.01.2025. The resource person for the event was Dr. Priya Sethuraman, Professor and Head, Department of Management Studies, St. Joseph's Institute of Technology. The participants included the UG students across Tamilnadu. Around 40 students participated in the webinar.



The poster is for a webinar titled "Organizes WEBINAR ON INTRODUCTION TO BUSINESS ANALYTICS". It features a circular portrait of Dr. Priya Sethuraman, a woman with dark hair and a bindi, smiling. To the right of the portrait, the text reads: "SPEAKER: Dr. PRIYA SETHURAMAN, Professor & Head, Department of Management studies, St. Joseph's Institute of Technology". Below the portrait, it says "Empowering success through knowledge. For all UG students". At the bottom right is a blue button with the text "JOIN US". At the bottom center is the link "Link: <https://live.zoho.in/rOmV8ilsc0>".


The webinar focused on explaining the different types of business analytics—Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, and Prescriptive Analytics—along with their real-world applications across various industries. The session was highly interactive, engaging participants through live polls, case studies, and a word cloud generator that captured their insights in real time. Attendees actively participated, sharing their perspectives and experiences, which enriched the discussion. The use of practical examples and industry-relevant scenarios made the concepts more relatable, fostering a deeper understanding of how analytics can drive data-driven decision-making and business success.

Workshop on Linear Programming and its Application

One day Workshop was organized by Department of Management Studies on 30/01/2025 title, "Linear Programming and Its Application", for first year MBA students. The main aim was to provide aspiring business leaders with insights into the practical use of linear programming (LP) in decision-making. The event aimed to bridge the gap between theoretical concepts and real-world applications, emphasizing optimization techniques crucial for business management.

DEPARTMENT OF MANAGEMENT STUDIES

**Organising
Workshop on Linear Programming and its Applications
for first year MBA**



Dr.R.Punniyamoorthy
Assistant Professor
School of Business and Management
Christ (Deemed to be University)
Bengaluru

Date:30.01.2025
Time:8.30AM to 2.30 PM
Venue:Hall no. 30



The workshop began with an overview of LP, covering definition and history of LP, Importance in managerial decision-making, Key terminologies such as objective function, constraints, feasible region, and optimal solution. Steps to convert a business scenario into an LP model discussed with Examples from production planning, resource allocation, and supply chain optimization by highlighting common challenges in problem formulation and their solutions. Simplex methods for complex problems both minimisation and maximisation were discussed.



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

NewsL ors



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 12 EDITORS

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