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



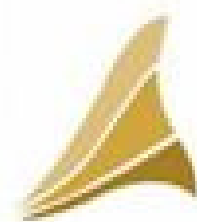
We prepare for

**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 15**

**APRIL 2025**



**Learn without limits, Discover possibilities**

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PATENT PUBLICATION

S.No	Name	Title	Application No.	Position
1	Dr.Prabakaran P	The Impact of Financial Statement Integration in Machine Learning for stock price prediction	202411077074	VII


STAFF ACHIVEMENTS - NPTEL

S.No.	Name	Title	Status
1	Dr.Aruna V	Consumer Behaviour	Elite + Silver & Topper 2%
2	Dr. Karunakaran S		Elite
3	Dr. Nalinidevi S		Elite
4	Dr. Arasuraja G		Pass
5	Dr. Satish R	Introduction to Probability and Statistics	Pass

1 of 1

Elite

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

  
Skill India  
कौशल भारत - कुशल भारत

This certificate is awarded to

**DR ARUNA V**

for successfully completing the course


**Consumer Behaviour**


with a consolidated score of **87** %

Online Assignments	23.75/25	Proctored Exam	63/75
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Total number of candidates certified in this course: **4569**


Jan-Mar 2025  
(8 week course)

Indian Institute of Technology Kharagpur


  
FREE ONLINE EDUCATION  
swayam  
एक शिक्षा, अनेक विचार


Roll No: NPTEL25MG16S550404406

To verify the certificate



No. of credits recommended: 2 or 3

  
TOP  
TOPPER  
2%

  
Prof. Haimanti Banerji  
Coordinator, NPTEL  
IIT Kharagpur



## Resource Person



in the  
International Webinar  
on  
“The Importance of Emotional  
Intelligence in Decision  
Making”  
organised by  
**STEKOM University  
Tengah, Indonesia.**  
acted as  
resource person

**Dr. Priya Sethuraman**  
Professor

Title  
Emotional Intelligence in Action: Sharpens  
Decisions, Transforms Outcomes

 17.04.2025  
12.30 PM - 2.30 PM IST

Dr. Priya Sethuraman, Professor, acted as resource person in the International Webinar on “The Importance of Emotional Intelligence in Decision Making” organised by STEKOM University, Indonesia, in association with St. Joseph’s College of Engineering and University of Malaysia on 17.04.2025. She presented the webinar on the title,

“Emotional Intelligence in Action: Sharpens Decisions, Transforms Outcomes”

She explained how leaders acquire emotional intelligence and sharpen their decisions to be a successful in the business. The participants were the students from STEKOM University, Indonesia, and it was made live on the Youtube.



## Guest Lecture

A special guest lecture and an orientation program was organised on the topic "Internship & Career Opportunities at Ethical Intelligent Technologies" on 16th April 2025. The event was specifically curated for the first-year MBA students to provide them with insights into career prospects and internship avenues in the ever-evolving field of intelligent technologies.

The session was held at the RPA Training Room and witnessed enthusiastic participation from the students. The resource person for the session was Mr. A. Rafiq Ahamed, the Founder & CEO of Ethical Intelligent Technologies, a pioneering organization known for its commitment to ethical practices in artificial intelligence and digital transformation.



**Mr. A. Rafiq Ahamed,  
Founder & CEO  
Ethical Intelligent Technologies**



Mr. Ahamed delivered an engaging and insightful address, highlighting the growing relevance of ethical AI in various industries and the emerging roles that MBA graduates can explore. He shared valuable information about internship opportunities available at Ethical Intelligent Technologies, including project-based learning, mentorship programs, and the kind of skill sets the company looks for in young professionals. The interactive session concluded with a Q&A segment, where students actively participated and clarified their doubts regarding career planning, industry expectations, and the future of AI in business management.



## Guest Lecture

### CHALLENGES & CAREER OPPORTUNITIES IN THE FIELD OF FINANCE



**Mr. B. RAMAKRISHNAN,  
MD & CEO  
Corporate Clinic.**

A Guest lecture was organized on 15/04/2025, Mr.B. RAMAKRISHNAN, MD & CEO, Corporate Clinic acted as a resource person. He is the top financial analyst and expert in Asset Valuation in Chennai. He explained the role of finance in the global economy. And also oriented the students on wide range of career opportunities in the field of Financial Sector. He also explained the major challenges in Financial Sector due to rapid technological advancements. The rise of financial technology (FinTech), blockchain, and artificial intelligence is transforming the delivery of financial services. The students were also oriented by the guest speakers to stay updated with digital tools and data analytics to remain competitive. Additionally, he explained the global complexities of financial market related to regulations, currency fluctuations, and geopolitical risks.



Speaker explained the challenges in making ethical decision-making. “With increasing scrutiny on corporate governance and transparency, finance professionals must navigate difficult situations while maintaining integrity and compliance”, this was the contention of the speaker. He mentioned that opportunities exist in areas such as investment banking, financial planning, risk management, accounting, corporate finance, and insurance.



## Alumni Talk

As part of the institute's alumni engagement initiative and academic enrichment activities, an insightful alumni talk was organized on 30th April 2025 in the MBA classroom. The topic of the session was "AI Meets HR – Redefining Human Capital", and the talk was delivered by our distinguished alumnus, Mr. Yogeshwaran, currently serving as HR Manager at Prime Think Biz Solutions.



The session commenced with a warm welcome and introduction by the faculty coordinator, who highlighted Mr. Yogeshwaran's academic journey and professional achievements. This was followed by the guest lecture, where Mr. Yogeshwaran provided a comprehensive overview of how Artificial Intelligence is transforming the Human Resource landscape.



Mr. Yogeshwaran emphasized the need for a balanced approach where AI complements, rather than replaces, human judgment in HR decision-making. He also engaged the students in a Q&A session, addressing their queries and offering career advice related to HR and technology integration.





## Students awareness Program

“The Empower Your Future - Say No to Drugs”, a student awareness program was organized on 15/04/2025 to I year MBA Students by Dr. S. Natarajan, DNB(Ped), MD(PSY), Associate Professor, Department of Psychiatry, Sri Ramachandra Institute of Higher Education and Research, Chennai.

This program aims to raise awareness about the dangers of drug abuse and encourage individuals, especially Students, he has informed to a students positive choices. Drug addiction is a growing issue worldwide, posing serious threats to physical health, mental well-being, relationships, and future opportunities. Substance abuse not only affects the user but also impacts families, communities, and society at large. The "Empower Your Future – Say No to Drugs" initiative focuses on prevention through education, community involvement, and personal empowerment. By educating young people about the harmful effects of drugs and equipping them with skills to resist peer pressure, we can help them build a strong foundation for a drug-free life. This includes fostering self-esteem, promoting healthy lifestyles, and encouraging constructive hobbies and interests.

This Workshops, awareness drives, and college-based programs have played a vital role in spreading this message. Real-life stories, expert talks, and interactive sessions have helped participants understand the harsh realities of drug abuse and the importance of staying clean. Students are encouraged to speak up, support their peers, and seek help if needed.



## MOCK INTERVIEW



The Department organized Mock Interview Session for the first-year MBA students (Batch 2024–2026) as part of its student development initiatives. The event was conducted with the objective of preparing students for real-world recruitment processes and equipping them with the necessary interview skills and confidence.

The interviews were conducted by a panel of esteemed alumni students from various reputed organizations:

- Panel 1: Ms. Seetha Nayagam, HR – Talent Acquisition
- Panel 2: Ms. Priyadharshini, Senior Associate, WNS
- Panel 3: Mr. Sabarinathan, Chargeback Analyst, Chargeback Guru Pvt. Ltd

Each panellist brought in their industry insights and expertise to provide students with a realistic and enriching interview experience.



The students found the session highly beneficial and appreciated the opportunity to interact with industry professionals. Many students expressed that the experience helped them gain clarity on their career goals and boosted their confidence to face actual interviews. The mock interview session was a resounding success, aligning with the department's vision of grooming industry-ready professionals. The Department of Management Studies extends its sincere gratitude to the esteemed panellists for their valuable time and contribution. Their guidance has indeed left a lasting impact on the budding management professionals.





## M2 Program for 1 year MBA students Digital Marketing



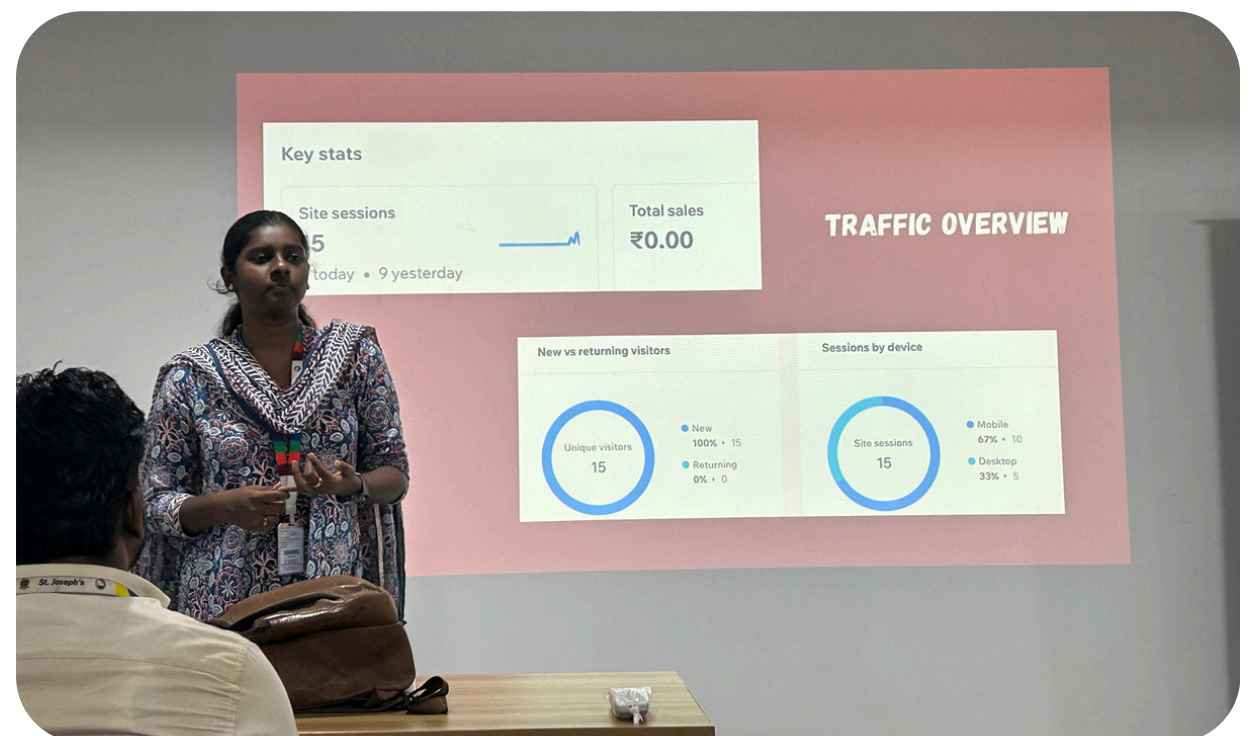
M2 Program for 1 Year MBA students was organised from 17/04/2025 to 26/04/2025. The training program was given on the domain of Digital marketing. The expert explained about overall function and objectives of digital marketing, how to increase website traffic, driven primarily by improved SEO strategies and targeted social media campaigns.

The topics covered in the training program:

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)/Paid Search
- Social Media Marketing (SMM)
- Content Marketing
- Affiliate and Influencer Marketing
- Web Analytics
- Mobile Marketing



The students were given projects and assignments to practice the concepts learned during the training program. The last day of the training program, students attempted the assessment and gave presentation on their projects done during the training program. Students who obtained CGPA 7.5 and above in the End Semester Examination were given an opportunity to attend the training program. It is an motivation to learn new topic and upskill their knowledge.





# STUDENTS ACHIVEMENTS - NPTEL

## SUBJECT - CONSUMER BEHAVIOUR

S. No	Name of the Students	Status
1	ALDRIN SNOWSON P	Pass
2	ALLEN ROY A R	Pass
3	CHANDRAMOULIESWARAN V	Elite
4	EBENEZER D	Pass
5	GOKULSARAVANAN S B	Elite
6	HARIHARAN B	Pass
7	HARIHARAN K S	Pass
8	HEMA PRIYA S	Elite
9	JAMA JOYCE M	Elite
10	JANA M	Pass
11	KAVITHA J	Pass
12	LAVANYA M	Pass
13	MAANAS MATHEW N	Pass
14	PARVATHY P V	Elite
15	SAM JEBA KUMAR S	Pass
16	SAMYUKTHA M	Pass
17	SANJAY P M	Elite
18	SARANYA C	Pass
19	SOWMIYA S	Silver
20	SUJEETHA A	Pass
21	VISHNUVARTHAN G	Pass



### Elite NPTEL ONLINE CERTIFICATION

(Funded by the MoE, Govt. of India)

This certificate is awarded to  
**SOWMIYA S**  
for successfully completing the course

**Consumer Behaviour**

with a consolidated score of **76** %

Online Assignments	22.08/25	Proctored Exam	54/75
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Total number of candidates certified in this course: **4569**

Jan-Mar 2025  
(8 week course)



*Haimanti Banerji*  
**Prof. Haimanti Banerji**  
Coordinator, NPTEL  
IIT Kharagpur



Indian Institute of Technology Kharagpur







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OMR, CHENNAI - 119



## 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 15 Editors

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

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