



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



DEPARTMENT OF MANAGEMENT STUDIES



NEWSLETTER ISSUE 13 FEBRUARY 2025



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TABLE OF CONTENTS

1	IEEE CONFERENCE - SCOPUS INDEXED ARTICLE	01
2	CONFERENCE ATTENDED BY FACULTY	01
3	INTERNATIONAL CONFERENCE	02
4	VALUE ADDED COURSE	03
5	NIPM STUDENT CHAPTER ACTIVITY	04
6	NGO VISIT	04
7	PLACEMENT ORIENTATION PROGRAM	05
8	INDUSTURY INSTITUTE INTERACTION	06
9	TOPPERS- II MBA - ABOVE 8.5 CGPA	07
10	TOPPER - I MBA - ABOVE 8.5 CGPA	08

IEEE SCOPUS Indexed Conference Paper

Sl. No	Name of the Faculty	Title of the Paper	Journal Name	DOI Number
1	Arasuraja Ganesan, Karunakaran. S	Integration of Big Data and Business Analytics in Lean Manufacturing: A Strategic Approach	4th International Conference on Computer, Communication, Control & Information Technology, (C3IT),Hooghly,India. 2024	10.1109/c3it60531.2024.10829419
2	Aruna V	A Novel Python Based Fake Jobs Post Identification And Analysis Methodology Using Elevated Learning Strategy	4th Asian Conference on Innovation in Technology (ASIANCON), Pimari Chinchwad, India, 2024	10.1109/ASIANCON62057.2024.10837920.

Conference

Sl. No	Name of the Faculty	Title of the Paper	College
1	Dr.Prabakaran P, Dr. Sundara BalaMurugan P	Role of AI in enhancing Employee's Performance - HR Department's Perspective.	International Conference on emerging AI Trends in Commerce and Management - QMC Chennai

INTERNATIONAL CONFERENCE



The Department of Management Studies at St. Joseph's Institute of Technology, OMR, Chennai, successfully hosted its first International Conference on "Management Practices in an AI-Driven Business World" on February 20th and 21st, 2025.

The conference featured Dr. Jayanth Jacob, Professor, DOMS at Anna University, Chennai, as the Guest of Honour for the inauguration. The audience had the privilege of engaging in a virtual discussion with distinguished international speakers from Georgia Tech University, USA—Mr. Murali Sethuraman and Ms. Shambavi Ganesh—who shared valuable insights on AI-driven business strategies.

During the technical sessions, 89 research papers were presented by participants from reputed institutions across the nation, with 41 in-person and 48 online presentations.

The two-day international conference was successfully organized under the coordination of Dr. Priya Sethuraman, Head of DOMS (Convenor), Dr. Arasu Raja, Associate Professor, and Dr. Prabakaran P, Assistant Professor. It concluded on a high note with the Valedictory Ceremony, graced by Mr. Praveen Sridhar, Chief Delivery & Experience Officer at NetCore Cloud, and Dr. B. Devamaindhan, Professor at the University of Madras, Chennai. They highlighted the transformative impact of AI on business management.

The conference served as a dynamic platform for knowledge exchange, fostering innovation and collaboration in AI-driven business practices.



VALUE ADDED COURSE ON FUNDAMENTALS OF CAPITAL MARKET

Three days value added course (VAC) program on Fundamentals of capital market was organised for the I year MBA students from 06/02/2025 to 08/02/2025. Finmark Trainers India Pvt Ltd handled the training session. The resource person for the VAC was Mr. Glenn Roger Carr, Co-founder and Director of Finmark Trainers India Pvt Ltd. It was also assisted by Mr. Moorthy. The "Fundamentals of Capital Markets" VAC was conducted with the aim of providing participants with a comprehensive understanding of the workings of capital markets. The first two days, delved into various aspects of capital markets, including their structure, participants, instruments, and regulatory framework and Market Dynamics.



The third day of the VAC centered on the regulatory framework governing capital markets and the dynamic forces influencing their function. Additionally, the VAC provided a comprehensive overview of various financial instruments traded in capital markets, such as stocks, bonds, derivatives, and mutual funds. Students gained insights into the characteristics, valuation methods, and risk profiles associated with these instruments. Finally, it was followed by a live market study session which allowed the students to implement their theoretical knowledge to practical application. Overall, the VAC was successful in achieving its objectives of enhancing students' understanding of capital markets fundamentals and empowering them with the knowledge to navigate and thrive in the dynamic world of capital market.

The outcome of the VAC is to give an overview of capital markets, highlighting their role in facilitating the exchange of financial assets and raising capital for businesses. To gain insights into the primary and secondary markets, understanding the distinction between them and their respective functions. Discussions also covered the significance of capital markets in driving economic growth and promoting investment opportunities.



NIPM Student Chapter Activity

On 21st February 2025, the NIPM Student Chapter activities were held at LIBA, where the final-year MBA students—Dhanasri, Aiswarya ND, Erin Rachel Diaz, and Brishma—actively participated in STUNA 2025 (Students National Conference). This event aimed to bridge the gap between academic learning and industry practices, offering a platform for students, academicians, and professionals to engage in discussions on contemporary challenges and opportunities in the HR landscape.



NGO VISIT

On February 27, 2025, the first-year MBA students had the opportunity to visit Mahimai Illam, an NGO in Chengalpattu, as part of their community outreach initiative. The primary objective of this visit was to spend meaningful time with special children, engage them in interactive activities, and spread joy through various initiatives.

The visit was filled with heartwarming moments as students participated in a series of fun and engaging activities, including music, games, and storytelling sessions. These activities aimed to bring smiles to the children's faces and create an environment of warmth and inclusion. As a gesture of care and generosity, the students also arranged and served lunch for the inmates, sharing a delightful meal together.



Behavioral Communication Training Placement Orientation Program (POP)

Behavioral Communication Training was conducted for I Year MBA Students from Feb 24th to 26th to enhance the communication skills through a better understanding of verbal and non-verbal cues. The Training aimed to improve interpersonal interactions, conflict resolution, and workplace communication effectiveness.



The session began with an introduction to behavioral communication, highlighting its significance in professional and personal settings. Resource person explained the different types of communication, including verbal communication (spoken and written words), non-verbal communication (body language, facial expressions, gestures), paraverbal communication (tone, pitch, speed of speech), and visual communication. Students engaged in interactive activities such as role-play, group discussions, and case studies to analyze real-life communication scenarios.

The session concluded with a Q&A segment, allowing students to seek insights from the facilitator. Overall, the Training provided valuable takeaways that can be applied in everyday interactions, leading to more effective and meaningful communication.



Industry Institute Interaction

Dr. Arun Kumar, Dean, Industry Connect, St. Joseph's Group of Institutions, and Dr. Satish R, Associate Professor, Department of Management /studies, St. Joseph's Institute of Technology, visited Coca-Cola and Caterpillar Companies for the Industry Institute Interaction on 25th February 2025.



The outcomes of this interaction include internships for the students, curriculum support for industry relevance, industrial visits, Guest Lecture and MOU for long - term collaboration. The two faculty members met Mr. S. Thomson, Manager, Public Affairs and Communication, Hindustan COca-Cola Beverages and Mr. Jesu, HR Manager, Caterpillar and discussed how students can be benefited by mutual collaboration between the College and the Industry.



TOPPERS - ABOVE 8.5 CGPA UPTO III SEMESTER

BATCH 2023-25



SOUNDHARYA P
312423631060
CGPA: 9.67



ABIRAMI B
312423631003
CGPA: 9.44



AISHWARYA N D
312423631006
CGPA: 9.40



DHANASRI S
312423631024
CGPA: 9.37



SUBASINI V
312423631065
CGPA: 9.33



SANGEETHA C
312423631057
CGPA: 9.25



ANU K
312423631009
CGPA: 9.23



GOWTHAMI P
312423631032
CGPA: 9.12



APARNA K
312423631010
CGPA: 9.03



AISHWARYA K
312423631004
CGPA: 8.92



INDHU E
312423631036
CGPA: 8.92



DHIVYA N
312423631028
CGPA: 8.84



ASHIKA S
312423631015
CGPA: 8.79



RAJKUMAR L
312423631055
CGPA: 8.79



CHARISMA S
312423631020
CGPA: 8.61



PRIYANKA R
312423631050
CGPA: 8.60



Priyanka D.V
312423631051
CGPA: 8.51

DEPARTMENT OF MANAGEMENT STUDIES

TOPPERS - ABOVE 8.5 CGPA UPTO I SEMESTER

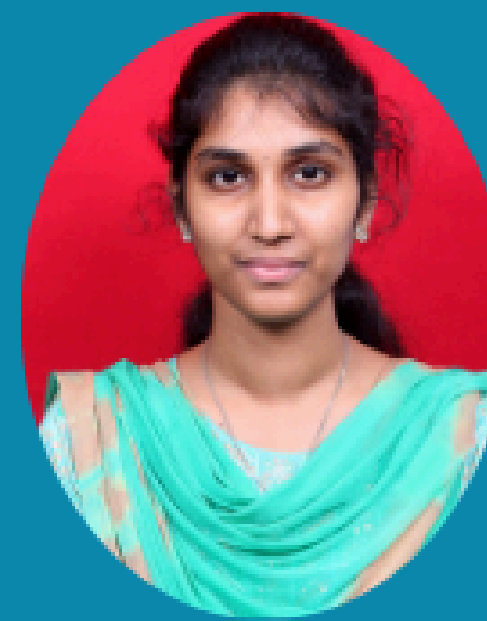
BATCH 2024-26



SAMYUKTHA M
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CHANDRAMOULIESWARAN V
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9.65



LAVANYA M
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9.31



HEMA PRIYA S
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9.08



SOWMIYA S
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SARANYA C
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VISHNUVARTHAN G
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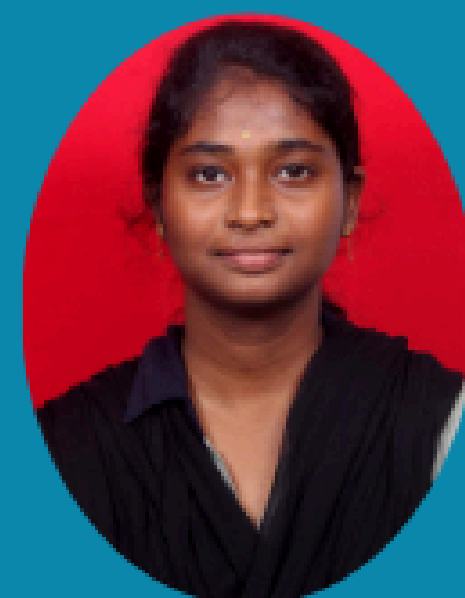
JAMA JOYCE M
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KEERTHIKA S
312424631021
8.50



SHRINIDHI G
312424631035
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SUJEETHA A
312424631037
8.50



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Dr S Arivazhagan
M.E., Ph.D.

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 ambience. 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 13 Editors

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

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