



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

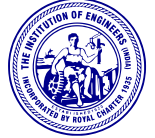
Cambridge

English Qualifications™



ARIIA

ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS



DEPARTMENT OF MANAGEMENT STUDIES

Newsletter Issue 5 June 2024



MBA

Connect with Department of MBA

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

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

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



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FIVE DAYS FDP

SALESFORCE ADMINISTRATOR

MAY 27 - 31, 2024



The Department of MBA, ADS, CSE, and IT have jointly organized a Five-days FDP on “Salesforce Administrator” in collaboration with ICT Academy. The program was held from 27th - 31 May 2024. The program aimed to equip educators with comprehensive knowledge of Salesforce fundamentals and administrative functions of a firm. To prepare participants to have an expertise knowledge in the areas of “Salesforce” through certification program and to support the students community in imparting the same by achieving salesforce certification and enhancing their career prospects.



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FIVE DAYS FDP ON
SALESFORCE ADMINSTRATOR

Organized by: **ADS, CSE, IT & MBA** In Association with: **ICT ACADEMY**

27/05/2024 to 31/05/2024 CSE LAB 1

The resource person for the program Mr. Srinivasn T, Senior Technical Trainer-Training and Development from ICT Academy. He brought in-depth knowledge and practical insights into Salesforce Administration. He ensured that the participants had hands-on approach and interactive sessions facilitating a deeper understanding of the platform. The FDP was attended by 23 faculty members from St. Joseph's and Other colleges from in and around Chennai.



FIVE DAYS FDP

SALESFORCE ADMINISTRATOR

May 27 - 31 2024



Other Modules are:

- Reports and Dashboards for Lightning experience
- User Management
- Data Security
- Build a Space Station App



A Salesforce administrator is a systems administrator specialized in Salesforce, a Customer Relationship Management (CRM) software. Salesforce administrators know how their company operates and contribute to its success by handling process automation, report creation, data collection and analytics.

Modules Learnt through FDP

- Your Guide to Trailhead
- Salesforce Platform Basics
- Data Modeling
- Picklist Administration
- Data Management
- Formulas and Validations



The FDP concluded with a validictory function, which was graced by distinguished dignitaries:

- Mr. Shiva Kumar. G - Country Head & Director, Trailhead Academy at Salesforce
- Mr. Yudhisther Yadav - Lead - Partner Success & Ecosystem Growth at Salesforce
- Mr. Saravanan - AVP Academic Operations, ICT Academy
- Dr. S. Arivazhgan - Principal, St. Joseph's Institute of Technology.
- Dr. J. Dafni Rose - Head, Department of CSE
- Dr. Priya Sethuraman - Head, Department of MBA



MOU

TeamPro HR & IT Services

19th June 2024



TeamPro HR & IT Services is a distinguished HR firm involved in providing HR services like recruitment, Payroll, Compliance management, Event Management, ERP implementation, website E-commerce, knowledge process to some of the leading companies in India..



Strategic Partnership

MOU with TeamPro was initiated for students internship, department consultancy work, guest lecture and student project work. The MOU also will facilitate collaboration, resource sharing, and faculty mobility, research partnerships and community engagement.

They play a crucial role in enhancing the educational experience, advancing research outcomes, and fostering global academic connections.

Three Days ED Workshop “ENTERPRISING MIND”



ENTERPRISING MINDS
FOR UG STUDENTS
(BBA, B.Com, BCA, B.Sc, BA, B.Tech, B.E)

CHIEF CONVENER
Dr. Priya Sethuraman,
Professor and HOD, MBA,
St. Joseph's Institute of Technology

FACULTY CO-ORDINATORS:
Dr. Nalini Devi S - Assistant Professor,
Dr. Karunakaran S - Assistant Professor
<https://stjosephstechnology.ac.in/web/mba/>

3 DAYS WORKSHOP
Day - 1 : Idea Generation
Day - 2 : Idea Presentation
Day - 3 : ED bazaar

- BUSES PLY ALL OVER CHENNAI
- PROPER DRESS CODE & COLLEGE ID IS MANDATORY
- BREAKFAST & LUNCH WILL BE PROVIDED

🕒 9:00-3PM 📍 AV HALL 1
26-28 JUNE 2024

Day 1 First session was handled by Dr.S.Karunakarn and Dr.V.Aruna. They gave overview on entrepreneurship, highlighted the importance of entrepreneurial mindset, key characteristics of successful entrepreneurs, and the role of entrepreneurship developing products. students engaged in interactive sessions covering topics such as ideation and opportunity recognition.



To invoke the Entrepreneurial Skills

The Second session, topic Idea Generation was handled by Dr. S. Nalini Devi and Dr.P. Sundara Bala Murugan. An introduction to the concept of idea generation was discussed by them. The core of the workshop consisted of multiple brainstorming sessions. Students were divided into 11 groups and given specific topics to brainstorm ideas to think out-of-the-box ideas.



DAY 2 - ED WORKSHOP

*Enterprising
Mind*

The Second Day session was facilitated by Dr. P. Prabakaran, where in the selected 10 teams were given time for preparing their product ideas.

Each group prepared a brief business plan covering nature of product, price, marketing strategies, and financial details. Students generated a wide range of innovative ideas spanning various product namely:

1. Needy5
2. Ecoganic
3. Unique
4. Hydra
5. Impact Players
6. Ikaris Cans
7. Tech Titan
8. Dolphin (Ocean Box)
9. Sportzy app
10. Smart Charge Station



All the 10 teams presented their products, and the panel members gave their feedback to improve the product ideas. The teams were asked to exhibit their product ideas with modification on the Day 3 for final judgement in Idea Exhibition.



DAY 3 - ED WORKSHOP

IDEA EXHIBITION



**Mr. Jayachandran Rajagopalan
DGM,
Renault Nissan Technology
Business Centre**

In Day 3, all the 10 teams exhibited their product plan. The Chief Guest, Mr. Jayachandran Rajagopalan and Dr. Priya Sethuraman, HOD, St. Joseph's Institute of Technology evaluated the product plan of the students. The winners were announced in the Validictory function.



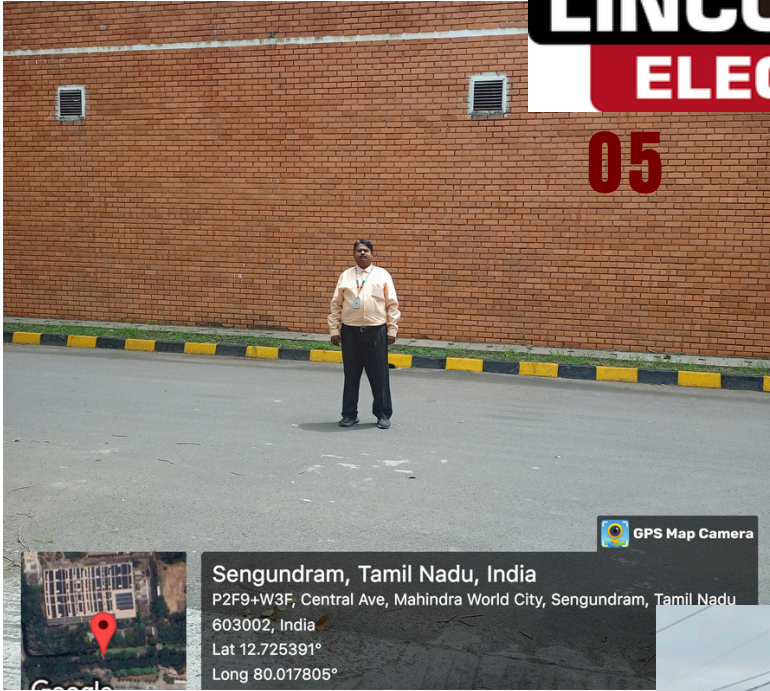
PRODUCT NAME	COLLEGE NAME	POSITION
Ikaris Cans	Paraprofessional Institute of Fisheries Technology	FIRST
Needy5	Gurunank College Arts & Science	SECOND
Dolphin (Ocean Box)	Paraprofessional Institute of Fisheries Technology	THIRD



INDUSTRY INSTITUTE INTERACTION



05



GPS Map Camera

Sengundram, Tamil Nadu, India
 P2F9+W3F, Central Ave, Mahindra World City, Sengundram, Tamil Nadu
 603002, India
 Lat 12.725391°
 Long 80.017805°

Lincoln Electric offers everything you need for your welding and cutting, automation, and safety needs. They promised to offer internship and project our MBA students. The recruitment is promised by the company in HR domain.

Pegatron Technology is a subsidiary of Taiwan's Electronic Company and registered at Chennai. The company's primary activities involve the development, design and manufacturing of range of electronic products. They have promised to offer for internship & placement for MBA students.



RNTBCI is a capitive automotive technology and business centre supporting Renault and Nissan globally. They have promised to offer placement and internship for MBA students.



RENAULT NISSAN
 TECHNOLOGY &
 BUSINESS CENTRE INDIA





STAFF PATENT DETAILS



Dr. Aruna V has published Patent on

“Student Perception of the utilization of Whatsapp in Biological Learning“ on 21/06/2024 with ID 202441044566

ON

 St. JOSEPH'S INSTITUTE OF TECHNOLOGY (An Autonomous Institution) St. JOSEPH'S GROUP OF INSTITUTIONS OMR, CHENNAI - 119 			
DEPARTMENT OF MANAGEMENT STUDIES			
LIST OF PLACED <u>STUDENTS</u> DETAILS (2022-2024)			
S.NO	COMPANY NAME	NAME OF THE STUDENTS	PACKAGE LPA
1.	HDFC LIFE INSURANCE COMPANY	1. ANISHA R 2. <u>BRARTHANA BRAKASH</u> 3. PRASANNA VENKATESAN G 4. SOWMYA P	4.75
2.	WORLD NETWORK SERVICES (WNS)	1. ANTONY PENKIN A 2. PRIYADHARSHINI M 3. RANJANI K 4. SABARINATHAN S 5. SUVEETHA J	4.02
3.	KOTAK MAHENDRA LIFE INSURANCE	CHANDRU NIDHI K	4.6
4.	INTERNZ LEARN	1. DURGA DEVI R 2. SREEMATHI D	7.0
5.	VISAI LABS	1. ELCIA THANGAM KS 2. SOMESH GB	4.0
6.	NAUKRI INFO EDGE	INTYA SELVAKUMARI DS	6.85
7.	FEDERAL BANK	KARTHIGEYAN L	10.44
8.	KOTAK MAHENDRA BANK	NAVEEN RS	4.5
9.	Mr. COOPER GROUP	SANTHOSH KUMAR R	4.5
10.	TECEZE CONSULTANCY SERVICE	SEETHA NAYAGAM S	4.0
11.	MINDIUM INCORPORATION	SIVAKUMAR A	4.2
12.	TYPHOON ELECTRIC SOLUTIONS	THOMAS A	4.0
13.	FE FLIN	VASUNTHRA T	4.2
14.	KEYENCE INFO	VEERA BHARATHI M	6.5
15.	INNOCAP	1. YAMINI S 2. YOGHARAJ S	7.0
16.	GRIHUM HOUSING FINANCE	YOGESHWARAN P	6.0
TOTAL		25	



**THANK
YOU**

