



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



DEPARTMENT OF MANAGEMENT STUDIES

NEWSLETTER



ISSUE 1 AUGUST 2023 TO FEBRUARY 2024



ABOUT THE COLLEGE

St. Joseph's Institute of Technology is a higher education institution in OMR, Chennai, India, established in 2011, with 6 UG courses and 1 PG program (MBA, B.E. – CSE, ECE, EEE & Mech. Engg., B.Tech. IT & B.Tech Artificial Intelligence and Data Science is offered from 2021.



MBA IN St. JOSEPH'S INSTITUTE OF TECHNOLOGY

MBA is offered from the year 2022. Our college is affiliated to the Anna University Chennai and approved by AICTE. The courses offered from the inception (B.E. – CSE, ECE & Mech. Engg. & B.Tech. IT) have been accredited by NBA in 2017 in the shortest span of 6 years and granted Autonomous status by UGC in 2022 which ascertains our quality.

- Good infrastructure facilities
- Activity based learning
- Well Qualified staff with PhD.
- Industry based value added course
- Case Study Analysis
- Students Employment Enhancement and Research Activity (SEERA)



NEWSLETTER ISSUE 1 AUGUST 2023 TO FEBRUARY 2024

ABOUT THE DEPARTMENT

- The Department of Management Studies was established in the year 2022, which got its autonomous status and is affiliated with Anna university Chennai.
- Started with an intake of 60, increased to 120 in the year 2023.
- It offers a 2-year program with four semesters, where the students have the opportunity of dual specialization.
- Department of MBA responds to a felt need of the Indian Industry and derives satisfaction from field orientations in all its curriculum activities.
- The Department has well Qualified faculties with PhD Doctorates and vast experience in teaching.
- The classrooms equipped with good infrastructure creating an atmosphere for learning.
- The Department offers five elective specializations: Finance, Marketing, Human Resource, Operations and Business Analytics

VISION OF THE DEPARTMENT

Empowering future leaders with knowledge, innovation, and ethical acumen to drive sustainable business growth, foster global collaborations, and shape responsible business practices for a dynamic world.

MISSION OF THE DEPARTMENT

To impart quality education for improving knowledge and skill, using innovative pedagogy.

To develop creativity and encourage entrepreneurship

To equip students with employability skills to meet industrial challenges and shape their careers.

To inculcate ethical behaviour and social values among students

To promote industry institute interaction for gaining industry exposure and value addition to the curriculum



February 28th 2024



Syasan's Career Analytics

MOU's were signed to facilitate the sharing of resources, expertise, and networks between organizations, enabling them to leverage through workshop, value added course and provide internship to the students.

Shocals joined hands to provide internship and job opportunity in digital marketing and also efforts on cooperation within the area of Skill Based Training, Education and Research.



Shocals Enterprises LLP.

MOU'S SIGNED

January 24th 2024

Industrial Visits

I MBA students went to industrial visit on 16/11/2023 to Modern Bakers (Madras) Pvt Ltd, situated at Madhararam, Chennai.



Students observed the entire production process of biscuits, from raw material sourcing to packaging. This provides them with a practical understanding of manufacturing operations, quality control measures, and efficiency optimization techniques.



II MBA students visited FarmGuru on 13/9/2023. The visit presented the opportunity to experience a farm in all its rustic glory. A trip to the farm is all it takes to live the farm life, albeit for a day. The open expanse, fresh air with the smell of the soil, the beauty of lush green paddy fields.



NGO VISITS



18/11/2023 – AMMA APPA ILLAM

I MBA A section went to Amma Appa Illam on 18/11/2023. Engaged with the oldage people by singing songs for them. They students entertains them by playing balloon games and pattuku pattu. All the students had lunch with them.

28/10/2023 – MANASU

II MBA visited to Mansu Homeage on 28/10/2023. The students spend time with the mentally retarded people. Engaged with them oldage people by singing songs for them. They students entertains them by playing balloon games and pattuku pattu. All the students had lunch with them.



4/11/2023 – WEBBS MEMORIAL ORPHANAGE

I MBA student went to orphanage house and engaged them with games like musical chairs, dance, etc., The students also played sports with them like cricket, throw ball, etc.



MOCK INTERVIEW

FOR BETTER PROBLEM-SOLVING, COMMUNICATION SKILLS, STRATEGIC THINKING, RESILIENCE, CRITICAL THINKING, EFFICIENCY AND SELF-MOTIVATION.

Ms D Sushmitha

who is a Operations Analyst, working in BNY Mellon for past 5 years. She has a rich experience in the finance industry. She was the resource person for the Mock interview was conducted on 24.02.2024, especially for the finance specialized students.

There were 17 finance specialized students who attended the Mock Interviews from 11.00 to 1.00 p.m. A JD was given to them before the Mock Interview, and the students were asked to prepare for the role and answer the interviewer questions.



DEPARTMENT OF MANAGEMENT STUDIES
MOCK INTERVIEW
For II MBA Finance Specialization Students
ONLINE MODE

Ms.D.Sushmitha
Operations Analyst
BNY Mellon

11.00 am - 12.30 pm

24.02.2024

The poster features a circular portrait of Ms. D. Sushmitha, a woman with long dark hair wearing a purple top and a pink scarf. Below the portrait, there are two icons: a clock and a calendar. To the right, there is an illustration of two people sitting in chairs, one holding a document, representing an interview. The background is a mix of pink and purple geometric shapes.



St. JOSEPH'S INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MANAGEMENT STUDIES
MOCK INTERVIEW
Online Mode
for
Final Year MBA
Time: 9:45 am - 4:00 pm Dates: 22/12/2023 and 23/12/2023

MR. MURUGESH S
Senior Executive-HR
Pegatron Technology India
Private Limited

MR. SRI BALAJI S
Senior Executive
Naukri.com

MR. SHYAM PRAKASH P
Team Lead - US IT Recruiter
DevCare Solutions

MR. OSWALD SMITH D
Project Manager
Webnexs

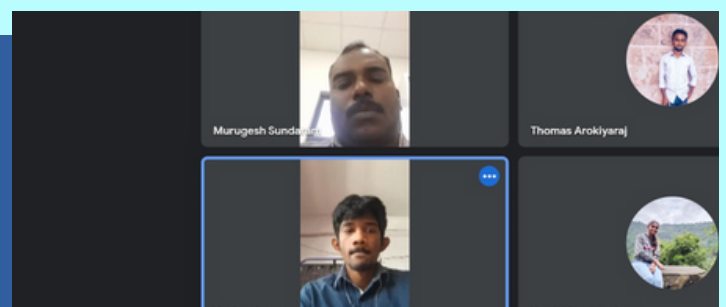
St. Joseph's College of Engineering
YOU CHOOSE, WE DO IT
St. Joseph's Institute of Technology
WE MAKE YOU SHINE

The Choice of
Disciplined Toppers

The poster is for St. Joseph's Institute of Technology, Department of Management Studies. It features a green and blue color scheme. At the top, there are logos for the 30th anniversary of St. Joseph's Group of Institutions and the institute itself. Below the title, there are four circular portraits of the resource persons: Mr. Murugesh S, Mr. Sri Balaji S, Mr. Shyam Prakash P, and Mr. Oswald Smith D. At the bottom, there is a banner for St. Joseph's College of Engineering with the slogan 'The Choice of Disciplined Toppers'.

The Mock Interview was organized for II MBA students on 22/12/2023 and 23/12/2023 from 9.45 am to 4.00 pm. The resource person for the Mock Interview were Mr. Murugesh S, Senior Executive – HR, Pegatron Technology India Private Limited, Mr. Sri Balaji S, Senior Executive, Naukri.com, Mr. Shyam Prakash P, Team Lead – US IT Recruiter,

DevCare Solutions, and Mr. Oswald Smith D, Project Manager, Webnexs. All the 60 students attended the Mock Interview. They were greatly benefited in knowing their strengths and weaknesses. They could correct themselves for the future recruitment drives.



STUDENT REWARD

2022-23

ABOVE 9.00 CGPA

REWARD OF RS. 10,000 WAS GIVEN
ON 5 SEPTEMBER 2023 TO THE
STUDENTS BY THE MANAGEMENT
FOR THEIR ACADEMIC EXCELLENCE

RS. 10,000

MR. SANTHOSH KUMAR R

secured CGPA 9.42 in the academic year 2022-23



MS. SRUTHI K

secured CGPA 9.08 in the academic year 2022-23

MR. THOMAS A

secured CGPA 9.00 in the academic year 2022-23



GUEST LECTURES

Guest lectures are typically given by experts or professionals in the HR, Finance, Marketing, Business Analytics fields and are intended to provide additional insights, expertise, or perspectives to the audience beyond what is covered in the regular curriculum or program of the hosting institution or event.

**MR. PRADEEP SHANKAR
ADVOCATE,
MADRAS HIGH COURT**



On 17/11/2024, Mr. Pradeep Shankar, Advocate, gave lecture on the over view of Consumer Protection Act. All the sections related to the Consumer Protection Act discussed. A brief note on Cenral Consumer Protection Authority was mentioned.

**B RAMAKRISHNAN
MD & CEO
CORPORATE CLINIC**

Mr. B. Ramakrishnan, a renowned personality in Financial Management, gave lecture on challenges & career opportunities in the field of finance. He addressed the I and II MBA students and interacted with them by questioning them with fundamentals of financial concepts.



MR. VASU KARTHI CO-FOUNDER & CEO MAGIC 20



Mr. Vasu Karthi, Co-Founder & CEO, Magic 20 Tamil, gave speech on the topic illuminating the entrepreneurial spirit. He gave ideas on how to start the business in podcast industry. Also explained the challenges faced him while venturing into the entrepreneurial activity.

Department Of Management Studies

Guest Lecture

Speaker
Mr. Vasu Karthi
Co-Founder & CEO, Magic 20 Tamil

Topic
**Illuminating
the Entrepreneurial Spirit**
for the 1st & 2nd Yr MBA Students

Chief Guest

Date: 10th October, 2023
Venue: AV Hall 1
Time: 10:00am to 11:40 am

ALUMNI TALK

Alumni interaction provides a platform for networking, allowing former students to connect with each other and build professional relationships.

DR. MURALIKRISHNAN K DIRECTOR, VEL SYSTEMS

on 29/09/2023, Dr. Muralikrishnan K, gave lecture on Enterpreneurial Development. Particularly on developing skills on achieving success in Business. He also discuss how to apply for MSME funding. Marketing strategies for developing the business were discussed.

ALUMNI TALK Department Of Management Studies

Speaker
Dr.Muralikrishnan K
Director, Vel systems, Chengalpattu

Topic
**Developing skills for achieving
success in Business**
for the 1st Yr MBA Students

Chief Guest

Date: 29 September, 2023
Venue: Library Conference Hall
Time: 9:30am to 11:30 am

ALUMNI TALK

This networking can lead to job opportunities, partnerships, mentorship, and collaboration on various projects.

Alumni interaction provides a platform for networking, allowing former students to connect with each other and build professional relationships.

MR. BARATH S TERRITORY SALES MANAGER ADITYA BIRLA

Mr. Barath S, explained the scope and career opportunities in Marketing on 16/09/2023. Discussed the challenges in the role of Territory Sales Manager. Key responsibilities of TSM. He also explained the various other marketing roles that MBA students can take up.

ALUMNI TALK
16th Sept 2023

Mr. BARATH S
TERRITORY SALES MANAGER - ADITYA BIRLA

SCOPE AND CAREER OPPORTUNITIES IN MARKETING

For Iiyear MBA Students

9:30 - 11:30 am
Library conference hall

MS. SNEHA S EXECUTIVE DIRECTOR GREEN GROCER PVT LTD

GUEST LECTURE
ON
HOW TO DEVELOP ENTREPRENEURIAL COMPETENCY?
For Iiyr MBA Students

SPEAKER:
Ms. SNEHA S
Executive Director of Green Grocer PVT LTD
Working Partner of Yuvashree Business Enterprises.

26/08/2023
1:30 - 3:00 pm
Library Conference Hall

Ms. Sneha S gave lecture on how to develop entrepreneurial competency? she organised a logo designing competition for her company Green Grocer Pvt Ltd. Through her experience she explained the challenges faced by her in the process of starting the venture.

Mr. Deepak Gabba

Founder,
Career Ready Consultants LLP



Personality Development equipped students with the necessary skills and attributes to excel in their personal and professional lives. Students understood their strengths, weaknesses, values, and aspirations.

VALUE ADDED COURSE

He conducted interactive sessions on topics such as self-assessment, communication skills, leadership, and interpersonal relations. Students displayed higher levels of confidence and self-assurance.

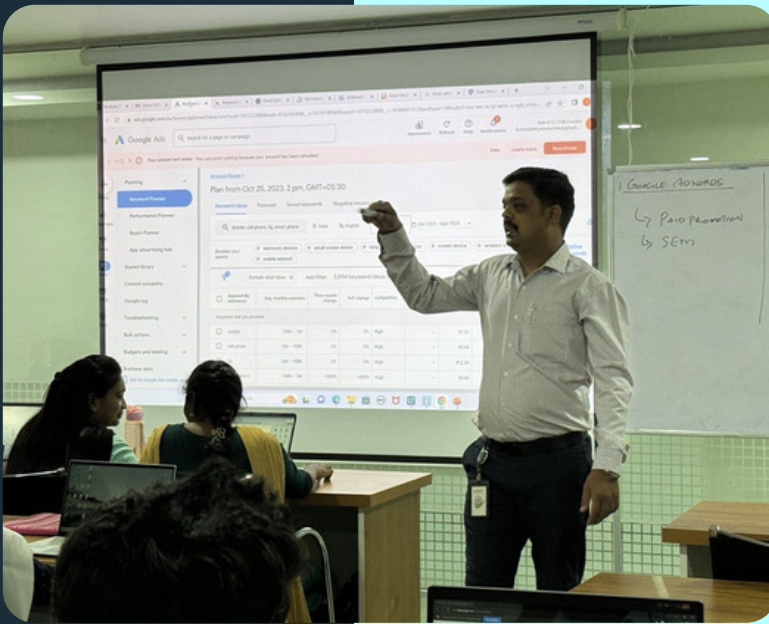


Students actively took part in networking, relationship-building, and collaboration abilities. Students engaged in real-life scenarios to practice communication, negotiation, and leadership skills



Students took part in team-building exercises, case studies, and group discussions to enhance collaboration and problem-solving abilities.

Mr. Suriya Narayana Prabhu, General Manager - Operations, SYASAN'S



Students gained a comprehensive understanding of digital marketing concepts, tools, and techniques. Students acquired practical skills in executing digital marketing strategies, campaigns, and tactics.

WORKSHOP

The Digital Marketing Workshop was conducted to provide practical insights and hands-on experience in the rapidly evolving field of digital marketing.



It provided an overview of digital marketing fundamentals, including SEO, SEM, social media marketing, email marketing, and content marketing. Students gained a comprehensive understanding of digital marketing concepts, tools, and techniques. Students acquired practical skills in executing digital marketing strategies, campaigns, and tactics.

FIRST NATIONAL LEVEL TECHNICAL SYMPOSIUM EPICESTRA 2K23



First National Level Symposium EPICESTRA 2k23 was conducted on Oct 7, 2023. The total number of Students registered for the event were 364. To mention importantly, the prominent colleges in Chennai participated in the symposium namely XIME, Madras University.



The Chief Guest-
Mr. Shriram
Shanmugam, Founder of
Credait shared his
experiences, and set the
tone for the symposium.

FIRST NATIONAL LEVEL TECHNICAL SYMPOSIUM

EPICESTRA 2K23

A WHOOPING PRIZE AMOUNT OF RS. 32,000
WINNERS LIST



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OMR, Chennai - 119



DEPARTMENT OF MBA
NATIONAL LEVEL MANAGEMENT SYMPOSIUM-WINNERS LIST
ACADEMIC YEAR: 2023-2024 (07/10/2023)

S. No	Name Of The Event	I Prize Rs.3000/		II Prize Rs.2000/		III Prize Rs.1000/	
		Names of the students	College	Names of the students	College	Names of the students	College
1	Business Brainiacs	Rohith Charan B Lakshmi Narayanan	University of Madras	Deepika E Hari Vignesh R.	University of Madras	Sree Naveen Raj S Antony Roshan. F	XIME Chennai
2	Trade Brigade	Vasanth A Saravanan S	Prince Shri Venkateshwara Arts & Science College	Dinesh B Sambhav Sharma	St. Thomas College of Arts & Science	Joe Franklin Sagay Merlin Maria Anto	*St. Joseph's College of Engineering
						Mohanakrishnan K Thanigaivel. V	Rajalakshmi Engineering College
3	OPS-Immortals	Prasath.S Sneha.M Tanusha.D	Vel Tech High Tech	Sneha. C.J Kowshika R Tamilarasan N	XIME Chennai	Vigneshwaran.N Varshini .V Iqra Mufassiran. A	University of Madras
						Jabin Samson Raj M Karan R.	*St. Joseph's College of Engineering
		I Prize Rs.4000/		II Prize Rs.2500/		III Prize Rs.1500/	
4	AD-BLITZ	Supriti Pattanaik Ananth Sairam Khushi M Subhasri R Sandeep Kumar	XIME Chennai	Jai Bharathwaj Antara Manna Sayoni Chatterjee Shivani Singh Abhinav Chakrabarti	XIME Chennai	Arthi K S Balajee Selvaganesh Parvathavardhini V Ramana M	Rajalakshmi Engineering College
		I Prize Rs.4000/					
5	Boss Battle	Sathvika M.V	Sri Sairam Engineering College, Chennai	-	-	-	-
Total Cash Prize = Rs.32,000/-							



Mr. Arunagiri N, RadioJockey – 101.4 FM Rainbow was the Chief Guest for AD-BLITZ.

Mr. Manoj Sudarshan, Zonal HR Head – South India, Utkarsh Small Finance Bank was the Guest for Boss Battle.



Events Conducted

- AD-BLITZ
- BOSS BATTLE
- TRADE BRIGADE
- BUSINESS BRAINIACS
- OPS IMMORTALS

The valedictory function was presided over by Dr. R Ravichandran, Principal, St. Joseph's Institute of Technology and Mr. Arunagir N, Radio Jockey at 101.4 FM, and gave away the prizes for the winners of all the events.



COLLEGE EVENT

20/02/2024



NATIONAL LEVEL SYMPOSIUM



MR. SATISH GOWRISHANKAR
CREDIT MANAGER,
AXIS BANK LTD.



Business Quiz was conducted to test the knowledge of various aspects of the business world.

»» BUSINESS QUIZ,



»» STOCK WARS

Participants gained a fundamental understanding of investing in a real-world Stock Market Game to develop positive money habits and prepare for the future.

COLLEGE EVENT

22/02/2024



NATIONAL LEVEL SYMPOSIUM

Dr. Gayathry Govindharaj, Inspector in Indian Income Tax Department, Tamilnadu and Puducherry region, was the guest of honour in the second day event.



She is a elite and proud Alumini of St. Joseph's Group of Institutions. She was an international level althelete got accolades and medals in Asian Games and World Athletics Games. She shared her experiences to Students and motivated students to work towards their goals.

In the second day also Business Quiz and Stock wars competition were conducted for students.



PLACEMENT

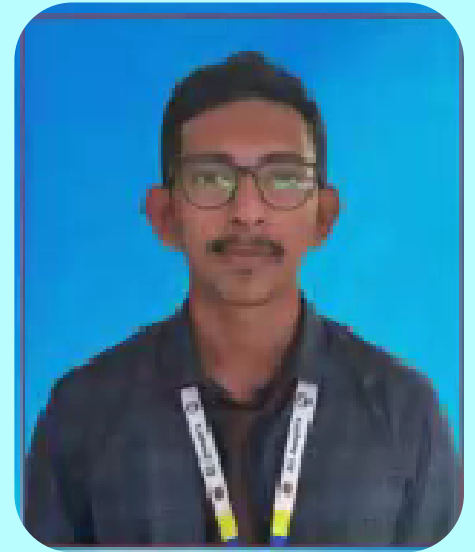


OUR RECRUITERS



PLACED STUDENTS

KARTHIKEYAN L
FEDERAL BANK
OFFICER - JUNIOR MANAGEMENT
GRADE I FOR BRANCH BANKING
SALARY PACKAGE - rS. 10.44 LPA



YOGHARAJ S
INNOCAP
HEDGE FUND RISK ANALYST
SALARY PACKAGE - rS. 7 LPA



YAMINI S
INNOCAP
HEDGE FUNDING
SALARY PACKAGE - rS. 7 LPA



PLACED STUDENTS

VEERA BHARATHI M
KEYENCE
SALES AND MARKETING
EXECUTIVE
SALARY PACKAGE - rS. 6.5 LPA



CHANDRU NIDHI K
KOTAK MAHINDRA LIFE
INSURNACE
SALARY PACKAGE - rS. 4.6 LPA



INIYA SELVAKUMARI D S
ROX HI - TECH LIMITED
SALARY PACKAGE - rS. 3.5 LPA



WNS - 4.05 LPA

SUVEETHA A



PRIYADHARSHINI M



SABARINATHAN S



RANJINI K

WNS

WNS

ANTHONY PENKIN A



THOMAS A



YAMINI S





NAVEEN R S

KOTAK MAHINDRA BANK

BRANCH RELATIONSHIP

MANAGER

SALARY PACKAGE - rS. 4.5 LPA

Faculty Development Program attended by Faculty for Five Days

S.No	Faculty	Title	Organised by
1	Dr.Priya Sethuraman	Digital Marketing	ICT Academy
2	Dr.Arasuraja G	Entrepreneurship(Mac hine Learning)	Anna University - MIT
3	Dr.Satish R	Training for Trainers (TOT)	Imperial School of Agri Business
4	Dr.Aruna.V	Applicatoin of Artificial Intelligence for Effective Teaching Pedagogy	SaiRam Institute of Management Studies
5	Dr. Prabakaran P	Effective Teaching and Research Methodology	St.Peter's Institute of Higher Education and Research
6	Dr. Sundara Balamurugan P	Effective Teaching and Research Methodology	St.Peter's Institute of Higher Education and Research
7	Dr. Karpagham.C	Training for Trainers (TOT)	Imperial School of Agri Business
8	Dr. Karunakaran S	Applicatoin of Artificial Intelligence for Effective Teaching Pedagogy	SaiRam Institute of Management Studies
9	Dr. Nalini Devi.S	Art of Research Paper Writing	Inspire Soft Tech Solutions