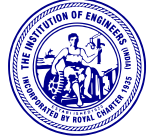




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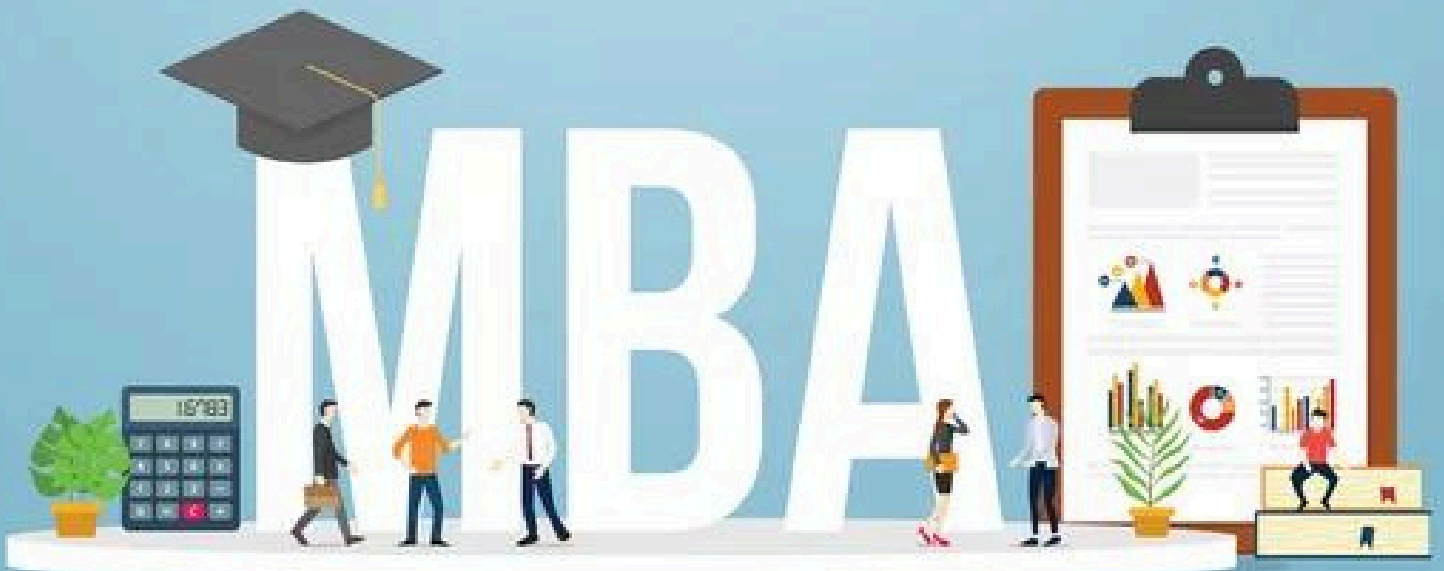


We prepare for



# DEPARTMENT OF MANAGEMENT STUDIES

## Newsletter Issue 3 April 2024



**Connect with Department of MBA**

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

[https://www.instagram.com/sjit\\_mba/](https://www.instagram.com/sjit_mba/)

[www.linkedin.com/in/sjit-doms-chennai](http://www.linkedin.com/in/sjit-doms-chennai)



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# OPERATIONS ON STOCK MARKET

DEPARTMENT OF MANAGEMENT STUDIES  
WORKSHOP - OPERATIONS ON STOCK MARKET  
FOR 1<sup>st</sup> YEAR MBA STUDENTS



**GUGAN R**  
Founder - HAZ Company



**JODAR**  
Devcare Solutions  
US Recruitment - Associate

Saturday 06/04/2024	VENUE: MBA SMART CLASS ROOM	Time: 9.30-11.40 AM
------------------------	--------------------------------	---------------------



A workshop on Unlocking the Secrets of Stock market was organized on 06.04.2024. Gugan R, founder of HAZ Company and Jodar J J, US Recruitment – Associate, Devcare Solutions, were the resource person for the workshop. It was designed to provide into navigating the world of Stock and investment.

Students learnt the fundamentals of how the Stock market works. Investment Strategies were also explored in which different investment Strategies and discovered to approach best financial goals. The students also learnt various Stock analysis Techniques to Gain insights into analysing Stocks, including fundamental & Technical Analysis. <<<



Students engaged with the Experts to get answers to question investment about Stock market. Real time experience through the website 'moneybhai', students experienced using virtual money available in the website.



# WORLD CREATIVITY AND INNOVATION DAY

## CHALLENGES IN START UP

22/4/24



## RESOURCE PERSON

SAMRAJ A, the President of AMG International Foundation and Chairman of De. Industries Global Limited.

In the workshop the student learnt the challenges faced while starting a new business in order to lead as a powerful beings in the society with an awareness and potential unleashing mindset With help of Dream mapping.

Dream mapping helps the student identify their long term dream and short term dream to figure out their business goal.



## SPECIAL TALK

World creativity and imagination day was celebrated by organising a special lecture on Challenges in start-ups on 22/4/24 for 72 Students of I year MBA.

Through Idea plot the student were asked to visualise the future business plan with their potential and talent.

career planning program was also discussed to help students identify their career goals through consultation and guidance.



# SPECIAL TALK ON AI & DEMO ON AR/VR



## EXPLORING THE SYNERGY OF ARTIFICIAL INTELLIGENCE AND VIRTUAL REALITY

Insightful talk by Mr. Vikram Umapathy leading expert in AI and VR research. Also Managing Director of Uvisoft Technology Private Limited, a company based in Arani, Tamilnadu, he has been leading the establishment since 2007.

The students learnt the fundamental concepts, Importance, Applications, Future Scope of AI in virtual reality.

### AR AND VR DEMO

Hands-On Demos:\* Interaction with AI-driven virtual environments and discover the potential for creativity and innovation. Experienced the cutting-edge of AI in VR with the interactive demo session. Engaged with AI-powered virtual characters, explored immersive simulations, and witnessed firsthand the capabilities of AI algorithms in shaping virtual experiences where students experienced the realtime Virtual reality in the session.



# STUDENT EMPLOYABILITY ENHANCEMENT AND RESEARCH ACTIVITY

## BATCH - 1 Creativity and Innovation Activity

Students were asked to prepare an innovative product with the newspaper within the limited time. Students prepared boat, bridge, robot, table, etc. Due to this their creative talent were exhibited which would enhance their ED skills.



## BATCH - 3 Aptitude Test

The another set of students were given the aptitude test to improve their logical reasoning skills.



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DEPARTMENT OF MANAGEMENT STUDIES

## SEERA CLASS

FOR 1ST YEAR MBA STUDENTS

**BATCH-I**  
CREATIVITY AND INNOVATION ACTIVITY

**BATCH -2**  
HOW TO PREPARE RESEARCH DESIGN FOR JOURNAL PUBLICATION

**BATCH-3**  
APTITUDE TEST

TIME : 3 PM-5 PM  
DATE : 25.03.2024



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*The Choice of*  
**Disciplined Toppers**

## BATCH - 2 Article preparation- Research Design

The selected students were taught how to design the research design. The three types of design: exploratory, descriptive and experiment design were explained in depth.

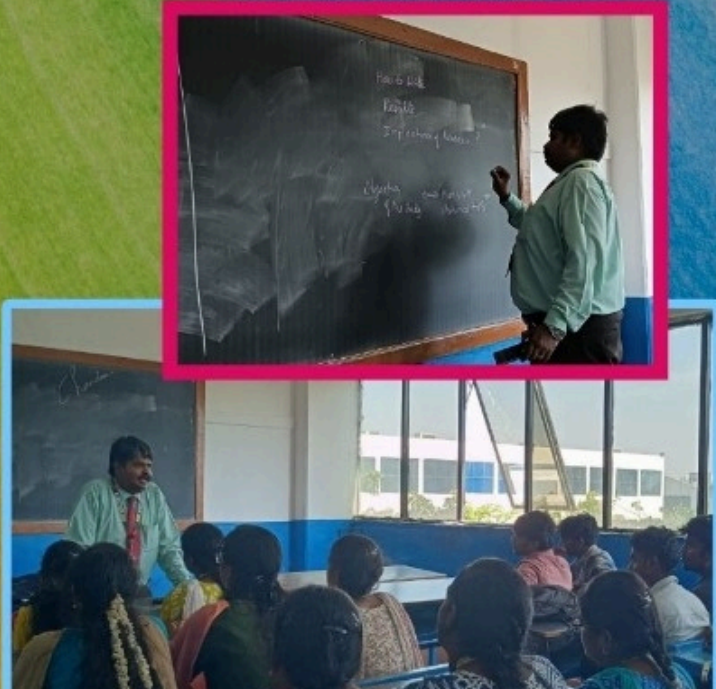


# SEERA CLASS ACTIVITY



22/04/2024

**Batch I: How to write result discussion and implications of the study in a research paper**



**BATCH 1 - Consisting of 45 students were explained how to write the result discussion and implications of the study in a research paper. They were shown the examples from various articles from scopus and UGC Care journals in marketing domain topics.**



**Batch-2: Aptitude Test**

**BATCH 2 - Aptitude Test**

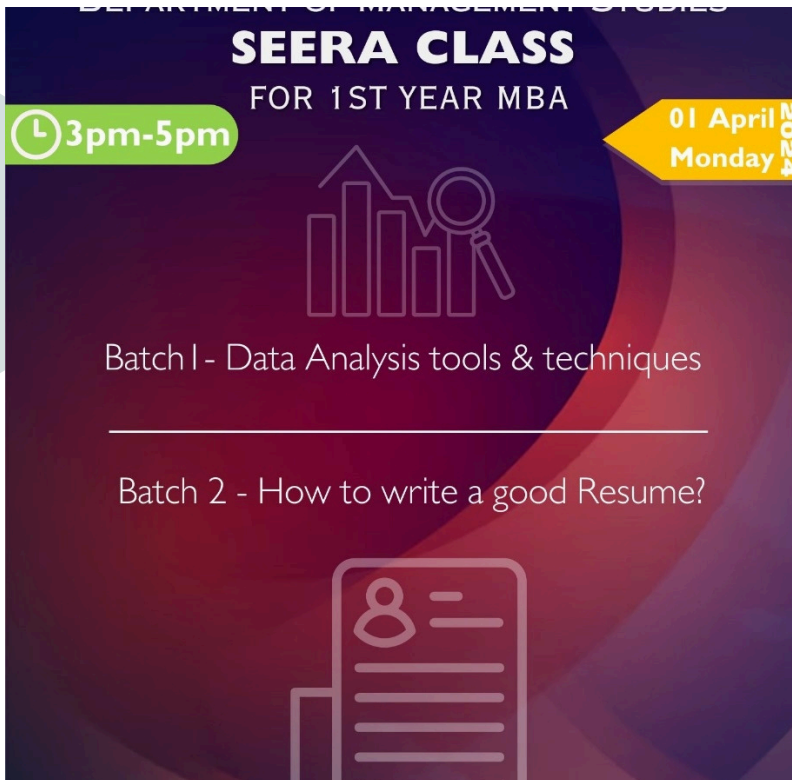
**Consisting of 30 students were given the Aptitude test for improving non-verbal reasoning.**





# SEERA ACTIVITY

01/04/2024



DEPARTMENT OF MANAGEMENT STUDIES

## SEERA CLASS

FOR 1ST YEAR MBA

3pm-5pm

01 April  
Monday

Batch I - Data Analysis tools & techniques

Batch 2 - How to write a good Resume?

The poster features a dark purple background with a bar chart and a magnifying glass icon. At the bottom, there is an icon of a resume card.

## BATCH 1 - DATA ANALYSIS TOOLS & TECHNIQUES

BATCH 1 - Consisting of 45 students were explained various data analysis tools & techniques for data analysis. The tools such as:

1. Parametric Techniques
2. Non-Parametric Techniques
3. Correlation Analysis
4. Regression Analysis

The interpretation of each techniques were explained to the students.

## RESUME PREPARATION

### BATCH - 2 Resume preparation

The selected students were given lecture on how to write good resume.

The main elements required for the good resume:

1. Career Goal
2. Qualification
3. Technical skills
4. Projects and Mini Projects



The image shows two side-by-side resume examples. The left one is titled 'GOOD RESUME' and the right one is titled 'BAD RESUME'. Both are from 'SevenMentor'. The 'GOOD RESUME' is well-structured with clear sections and bullet points. The 'BAD RESUME' is cluttered, repetitive, and lacks clear structure.

# PATENTS PUBLISHED BY FACULTY

<u>S.No</u>	<u>Name</u>	<u>Title Of the Patent</u>	<u>Application Number</u>
1.	Dr. Priya Sethuraman	The Mediating Effect Of Service Innovation On Indian Insurance Industry	202441024113
2.	Dr. Arasuraja G	Integrated Project Management Platform With Real-Time Collaboration Features For Efficient Workflows	202441026470
3.	Dr.Prabakaran P	Ai-Driven Decision Support Framework For Strategic Business Planning And Performance Optimization	202441025041

# STUDENTS PLACED - APRIL 2024

<u>S. NO</u>	<u>REG. NUMBER</u>	<u>NAME OF STUDENT</u>	<u>PLACED COMPANY</u>	<u>POSITION</u>	<u>PACKAGE</u>
1.	312422631043	SANTHOSH KUMAR R	MR.COOPER	INVESTOR SERVICES ANALYST	4 LPA
2.	312422631048	SOWMIYA P	HDFC LIFE INSURANCE	EXECUTIVE TRAINEE	4.75 LPA
3.	312422631016	DURGA DEVI R	INTERNZ LEARN	SALES BUSINESS DEVELOPMENT ASSOCIATE	7 LPA
4.	312422631049	SREE MATHI D	INTERNZ LEARN	SALES BUSINESS DEVELOPMENT ASSOCIATE	7 LPA



# STUDENTS ACHIEVEMENT

WON PRIZE AT MANFEST'24 EVENT CONDUCTED BY  
SRI SAIRAM INSTITUTE OF TECHNOLOGY ON 5TH APRIL 2024.

S. No	Name	Year	Name of the Event	Position	Amt.
1.	<b>AISHWARYA N D</b>	I	BOSS BATTLE	II	Rs.500

## FACULTY FOR TRAINING THE TRAINERS

Our two staff are attending the Training the Trainers program at ZOHO in CRM Module:



**Dr. Arasuraja G - Associate Professor**



**Dr. Karunakaran S - Assistant Professor**