



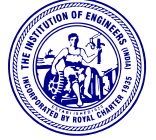
*We Make You Shine*  
**St. JOSEPH'S INSTITUTE OF TECHNOLOGY**  
(An Autonomous Institution)  
OMR, CHENNAI - 119, TAMILNADU, INDIA



We prepare for

**Cambridge**

English Qualifications™



# DEPARTMENT OF MANAGEMENT STUDIES

## Newsletter Issue 4 May 2024



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# Table of CONTENTS

SI No.	TITLE	Page No.
01	STUDENT WORKSHOP	1
02	GUEST LECTURE	2
03	INDUSTRIAL VISIT	4
04	VALUE ADDED COURSE	5
05	ALUMNI TALK	6
06	NATIONAL LEVEL WORKSHOP	8
07	FACULTY NPTEL	10
08	STUDENT NPTEL	10
09	NGO VISIT	11
10	SEERA CLASSES	13

02/05/2024

# WORKSHOP ON GENERATIVE AI FOR BUSINESS LEADERS

DEPARTMENT OF MANAGEMENT STUDIES

3 DAYS WORKSHOP ON

GENERATIVE  
AI  
FOR BUSINESS  
LEADERS

For First Year MBA Students



Mr. Parthiban  
Technical Director -  
Syasan's Career  
Analytics

VENUE: MBA Smart Classroom

DATE: 29th April 2024 -2nd May 2024

TIME: 8:00 AM - 3:00 PM

The department of management studies organized a 3 days workshop from 29/04/2024, to 02/05/2024 on Generative AI for Business Leaders for I MBA students. The workshop was conducted by Syasan's Career Analytics, Chennai. The resource person was Mr. Parthiban, Technical Director of Syasan's Career Analytics. The three day workshop consisted of both theoretical and practical sessions on usage of AI for the business leaders. <<<



The students were familiarized with various AI tools, their hands on demonstration, ethical considerations and solving multiple case studies using the tools. It has also empowered the students to harness the potential of AI driven creativity in their respective domains.



# GUEST LECTURE

## IPR: COPYRIGHTS, TRADEMARKS ON THE RECENT TRENDS

10/05/2024



On May 10th 2024, the department of management studies organised a guest lecture on IPR: COPYRIGHTS, TRADEMARKS ON THE RECENT TRENDS. The lecture was given by Adv. Irayainbu. P, advocate at Madras High Court. The lecture aimed to shed light on the significance of intellectual property rights in today's knowledge-driven economy and provide insights into various aspects of IPR.

The lecture commenced with an introduction to Intellectual Property Rights, explaining its significance in protecting creations of the mind, such as inventions, literary and artistic works, designs, symbols, etc.

The resource person emphasized the critical role of IPR in business, elucidating how it serves as a strategic tool for companies to safeguard their innovations, brand identity, and market position. The students gained insights into how effective management of IPR can contribute to the growth and competitiveness of businesses. A lively Q&A session followed by the lecture, allowing the students to seek clarification on IPR and engage in discussions with the resource person.



### DEPARTMENT OF MANAGEMENT STUDIES

#### Guest Lecture

For First Year MBA Students

IPR: COPYRIGHTS, TRADEMARKS  
AND THE RECENT TRENDS

#### Irayainbu. P

Advocate Madras High court



8:15 am-10:20 am | 10th May 2024





# GUEST LECTURE

## DIGITAL MANUFACTURING

### SMART FACTORY/INDUSTRY 4.0

On 16TH May 2024, guest lecture was organised on the topic Digital Manufacturing Smart Factory/Industry 4.0, with a specific emphasis on smart factory technologies. Renowned industry expert, Mr. V. Balakrishnan, Vice President (Operations) Wheels India, TVS group presented his insights and expertise on these topics. The resource person gave few strategies for personal growth and an in-depth understanding of the transformative potential of digital manufacturing in modern industry.

Personality development and digital manufacturing represent two critical dimensions of contemporary life and work. By elucidating the principles of personality development alongside the advancements in digital manufacturing, the event sought to equip students with holistic insights into navigating the complexities of the modern world.



The resource person gave examples of global leaders whose leadership strategies that integrate personality development and digital manufacturing in the context of smart factory technologies helped to drive the organizational success, such Microsoft, Google, Apple, Hyundai, Toyota, Amazon, etc.

The strategies for transforming digital manufacturing through Identifying Key Technologies and prioritizing the adoption of critical smart factory technologies such as IoT, AI and machine learning, automation, robotics, and big data analytics, Scalable Solutions and technologies that grow with the business needs and integrating with existing systems including high-speed internet, cloud computing capabilities, and cybersecurity measures to support digital manufacturing.

# INDUSTRIAL VISIT SIMPSONS AND CO LTD, PERMABUR, CHENNAI



First year MBA students went to Simpsons Co Ltd. for Industrial Visit on May 9th 2024. The students were shown the Quality Test Center. The Center concentrated on testing the quality of engine. Followed by the Packing Process and then the shop floor level.



The students assembled to view the corporate video. The video comprises - the process involved in the manufacturing as well as the behind the scenes process. The video also helped the students on learning more about the evolution of the company and the various activities they are involved in.

There was interactive question and answer session between the students and the workers regarding various sectors such as HR, finance, marketing, operation and quality aspects of the unit.

The Industrial Visit enhanced the interest of the students and helped them learn a lot about the various aspects of the Engine manufacturing by witnessing it practically.





# VALUE ADDED COURSE

## FUNDAMENTALS OF CAPITAL MARKET

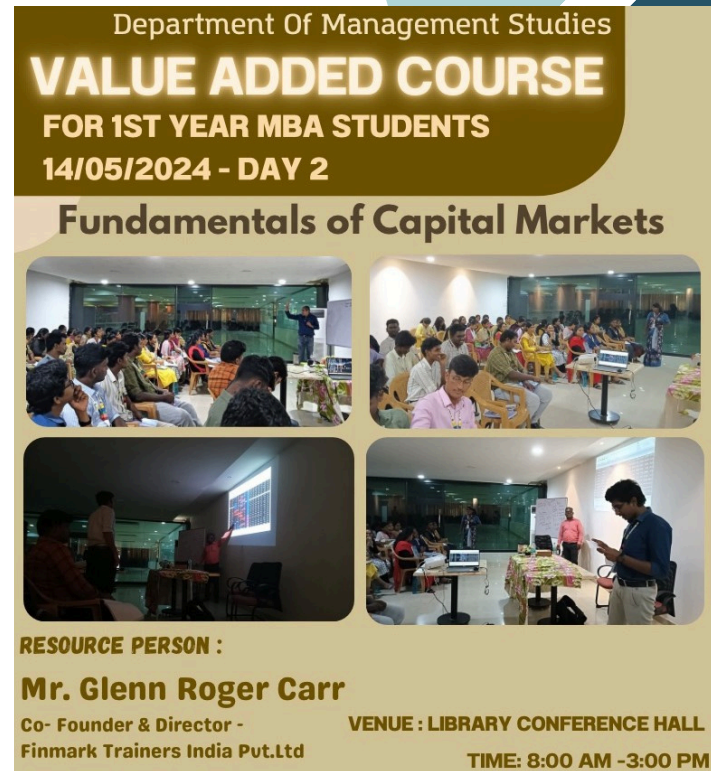
Two days value added course on Fundamentals of Capital Market was organised on 13/05/2024 and 14/02/2024 for I MBA students. The VAC was led by the esteemed financial market education institute, Finmark Trainers India Pvt Ltd. The program resource person was Mr. Glenn Roger Carr, co-founder and director of Finmark Trainers India Pvt Ltd and Mr. Moorthy. The "Fundamentals of Capital Markets" VAC was conducted with the aim of providing a comprehensive understanding of the workings of capital markets including their structure, participants, instruments, and regulatory framework.



**Fundamentals of Capital Markets**

**Resource Person**  
**Mr. Glenn Roger Carr**  
Co- Founder & Director -  
Finmark Trainers India Pvt.Ltd

**Date : 13<sup>th</sup> and 14<sup>th</sup> May 2024**  
**Time : 8:00-3:00 pm**  
LIBRARY CONFERENCE HALL



Department Of Management Studies  
**VALUE ADDED COURSE**  
**FOR 1ST YEAR MBA STUDENTS**  
**14/05/2024 - DAY 2**

**Fundamentals of Capital Markets**

**RESOURCE PERSON :**  
**Mr. Glenn Roger Carr**  
Co- Founder & Director -  
Finmark Trainers India Pvt.Ltd

**VENUE : LIBRARY CONFERENCE HALL**  
**TIME: 8:00 AM -3:00 PM**

### Day 1: Overview of Capital Markets

The first day of the workshop commenced with an overview of capital markets, students gained 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.

### Day 2: Participants and Instruments, Regulatory Framework and Market Dynamics

The second day of the workshop centered on the regulatory framework governing capital markets and the dynamic forces influencing their functioning. Participants also explored market dynamics, including factors influencing supply and demand, market efficiency, and the impact of macroeconomic indicators on asset prices. Additionally, the workshop provided a comprehensive overview of various financial instruments traded in capital markets, such as stocks, bonds, derivatives, and mutual funds. Finally, it was followed by a live market study session which allowed the students to implement their theoretical knowledge to practical application.

# ALUMNI TALK

**DEPARTMENT OF MANAGEMENT STUDIES**  
**ALUMNI TALK**  
on  
**Crypto currency and Block chain Technology**  
FOR 1ST YEAR MBA STUDENTS



**Mr. Allen Prabhu U**  
ENTREPRENEUR  
**BLOCKCHAIN & DIGITAL ASSETS**  
DIRECTOR, LEARNING & DEVELOPMENT  
**YEC TECH**

16th May, 2024  
09:30am - 11:30am

Alumni Talk was organised On May 16th 2024, on the topic cryptocurrency and blockchain technology. The talk aimed to provide students with insights into these rapidly evolving fields and their potential implications across various industries. Distinguished alumni, Mr. Allen Prabhu and his team from YEC Tech who have made significant strides in the cryptocurrency and blockchain sectors, were invited to share their expertise and experiences.

The talk covered fundamental concepts, real-world applications, and future prospects of these technologies, sparking valuable discussions among students.



Cryptocurrency and blockchain technology have emerged as disruptive forces reshaping traditional finance, cybersecurity, supply chain management, and various other sectors. Recognizing the importance of staying abreast of these advancements, the department organized an alumni talk to bridge the gap between academia and industry, providing students with firsthand insights from successful professionals in the field.





# Alumni Talk

**Dhileepan Kruschev**

**SOFTWARE ENGINEERING**

**SENIOR ADVISOR**

**CIGNA EVERNORTH SERVICES**

**NEW JERSEY**



## IMPORTANCE OF DATA ANALYTICS

### *New Trends*

**M**ay 21st, 2024, Department organised an Alumni Talk, by Mr. Dhileepan Kruschev, who is a Software Engineer, Senior Advisor at Cigna Evernorth Services, New Jersey, USA.

The resource person explained that Data analytics has become a crucial aspect of modern business and decision-making processes. Data analytics provides factual, quantitative data that leaders can use to make informed and objective decisions.



He also mentioned the scope of job opportunity in data analytics. He asked them to improve the Proficiency in Python, R, SQL, and other relevant languages. Expertise in Tableau, Power BI, and D3.js for data visualization. He also emphasised that student should improve their knowledge of algorithms, frameworks (TensorFlow, Scikit-learn), and model deployment.

# 3 DAY NATIONAL LEVEL WORKSHOP ON COVARIANCE BASED STRUCTURAL EQUATION MODELLING



Participants were provided with workshop materials, including lecture slides, datasets for hands-on exercises, and relevant readings.

## DAY 1 :

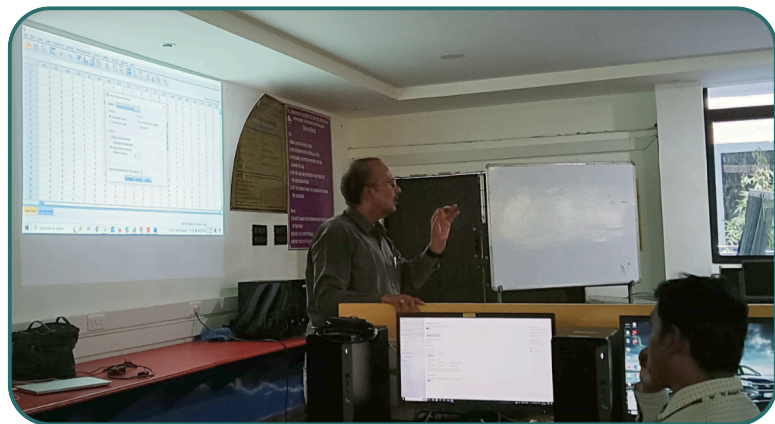
DAY 1 started with the inaugural function presided over Dr. Sree Kumar, Dean Academics, St. Joseph's Group of Institutions, Dr. Hariandranath R M, Professor, SRMIST, Vadapalani, and Dr. Priya Sethuraman, HOD, Department of Management studies, St. Joseph's Institute of Technology. All the dignitaries emphasised the need for quality research and application of new techniques to enrich the article for publication. After which the sessions comprised of explaining the regression analysis, followed by exploratory factor analysis. both theoretical and practical sessions were held.



The department of Management studies hosted a three-day workshop on Covariance-Based Structural Equation Modelling (CB-SEM) from 22/05/2024 to 24/05/2024.

The workshop was led by Dr. R M. Harindranath, Professor, SRMIST, Chennai. This workshop aimed to equip participants with the knowledge and practical skills necessary to conduct sophisticated analyses using CB-SEM, Students, faculties and research scholars from various colleges participated in the three day workshop.

The objective of the workshop was to familiarize participants with the quantitative foundations of covariance-based structural modelling and provide hands-on training in using software tools like AMOS, SPSS and similar tools.



## DAY 2:

Day 2 sessions concentrated on Measurement Model & CFA through Structural Equation Model. The SEM through SPSS AMOS was explained both theoretically and practically. The participants had the hands on experience through applying in the AMOS software.

## DAY 3:

Day 3 looked into the Mediation and Moderation Analysis through Process Macros. The workshop was a platform that discussed emerging trends in CB-SEM research, latent growth modeling, Bayesian SEM, and advanced modeling techniques.



# 3 DAY NATIONAL LEVEL WORKSHOP ON COVARIANCE BASED STRUCTURAL EQUATION MODELLING



The workshop was attended by 28 participants through offline mode. Eighteen participants were from other colleges. They were from Saveetha Engineering College, Rajalakshmi Engineering College, MNM Jain college of Engineering, Dr. Jayalalitha Fisheries College and St. Joseph's College of Engineering. And 21 participants attended through online mode. The participants consisted of staff members, research scholars, and students. All the participants interacted with the resource person and cleared all their doubts regarding the process of AMOS and process macros models.



# FACULTY ACHIEVEMENT

Six of the department faculty members received the NPTEL certificates and three secured Silver Elite and three received Silver certificates

S.NO.	NAME OF THE STAFF	DESI.	COURSE NAME	SCORE
1.	Dr. Priya Sethuraman	Professor	Marketing Research and Analysis - II	Silver Elite
2.	Dr. Sundara Balamurugan P	Associate Professor	Introduction to Probability and Statistics	Silver Elite
3.	Dr. Aruna V	Assistant Professor	Managerial Economics	Silver Elite
4.	Dr. Prabakaran P	Assistant Professor	Advances in Strategic Human Resource Management	Silver
5.	Dr. Karunakaran S	Assistant Professor	Marketing Management - II	Silver
6.	Dr. Nalini Devi S	Assistant Professor	Principles of Management	Silver

# STUDENT ACHIEVEMENT

Nine of the I year MBA students received the NPTEL certificates, out of which four students secured Silver Elite in the course Business Analytics for Management Decision.

S.NO.	REG.NO.	NAME	COURSE NAME	SCORE
1.	312423631018	Brishma B H	Business Analytics for Management Decision	Silver Elite
2.	312423631022	Dhanalakshmi K	Business Analytics for Management Decision	Silver Elite
3.	312423631025	Dhilipan M	Business Analytics for Management Decision	Silver Elite
4.	312423631037	Janani Sri S	Business Analytics for Management Decision	Silver Elite





# NGO VISIT

On May 11th 2024, 35 students from the I MBA B Section visited the Love Foundation at Minjur. It was a spot where we discovered several peoples living happy lives in a single home. It was an old age home, where the students learnt to recognize the elder people as an important part of their life and to treat them with humbleness and respect.

The elderly people in the trust were above 65 years. They felt very happy when the students entered into the love foundation. The students engaged them with singing, dancing, playing games.

**Department Of Management Studies**  
**NGO VISIT**  
For 1st Year MBA - B Section Students

**11 May 2024**



Location:  
**Love Foundation**  
No.19, Anbalagan Nagar,  
Miniur, Chennai



## Social Responsibility and Community Engagement

The elder people began to share their feelings and their happiness to the students. The foundation also have disabled children. They became active and share their timing with us. The students conducted many activities for them. They made the children to dance. They also played music for them.



# NGO VISIT



On 4th May 2024 students went to Annai Therasa Social Welfare Trust, Thiruvattiyur, Chennai. The Trust was an old age home, where in elderly people lived their who were not taken by their wards and needed medical attention.

## Infusing Nostalgia to Patti Thatha



The students gave special attention to the elderly people by conversing them individually and interacting with them regarding their health, food, and their daily routine. The students entertained them with their singing talent, playing old music for them. Played with them with ball and paper classes.

In the afternoon, the students served the inmates with grand lunch provided by the College.



# SEERA CLASS

Ms. Lakshmi Priya, Service Analyst at Societe Generate, conducted a mock interview for Batch 2 students with high LPA category, providing them with a real-time interview experience. Her expertise ensured that students learned a valuable and insightful learning opportunity.

6TH MAY 2024 **SEERA CLASS**  
FOR 1ST YEAR MBA STUDENTS

**MOCK INTERVIEW**  
For Batch 2 Students

**Lakshmi Priya M**  
Service Analyst, Societe Generale

TIME:  
3:30 pm-5:00 pm

VENUE:

DEPARTMENT OF MANAGEMENT STUDIES

**SEERA CLASS**  
FOR 1ST YEAR MBA STUDENTS

3:30 pm-5:00 pm 6th May 2024

<p><b>BATCH 1 -</b> FUNDAMENTALS OF FINANCE VENUE: HALL 59</p>	<p><b>BATCH 2 -</b> MOCK INTERVIEW VENUE: INNOVATION CELL</p>
<p><b>BATCH 3 -</b> STORY COMPLETION VENUE: HALL 58</p>	<p><b>BATCH 4 &amp; 5 -</b> FINANCIAL MANAGEMENT VENUE: HALL 56</p>

Batch 3 students participated in story completion activity that required them to utilize their communication skills to effectively convey their ideas. This activity helped them to refine their communication abilities.



## Achieving a Better Career



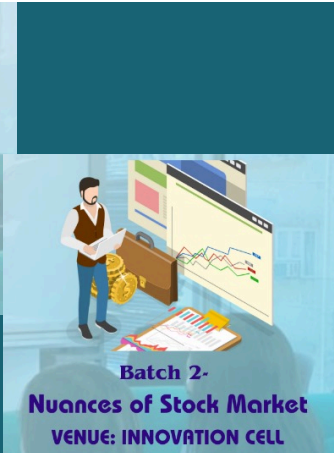
Batch 4 & 5, had Financial Management class for arrears students for remedial class. The students were given practice problems in financial and operating leverage.

Batch 1 comprising of students for improving placement skills, were given coaching on fundamentals of finance concepts and established a strong financial foundation.



# Student Enhancement Employability and Research Activity CLASS

13/05/2024



The identified students for improving the skills for placement drive were given coaching on fundamentals of operations research.

## Nuances of Stock Market



II year MBA students Mr. karthikeyan explained the nuances of stock market - orders and strategies - such as market order, limit order, stop order, day trading, swing trading, and long - term investing. Understanding these nuances helps the students for stock market research analysis.



Students who needed attention for their arrear papers were given coaching for problems for the subject Operations Management.



Students who needed attention for improving communication skills, were given the activity of block and tackle. Two students were given a topic were one should talk for and another one against.



# STUDENT ENHANCEMENT, EMPLOYABILITY, AND RESEARCH ACTIVITY was organised on 20.05.2024.

## BATCH 1

The Students learned fundamentals of marketing and learned a thorough overview of key marketing principles, including the marketing concepts and the marketing mix. Real-world examples helped illustrate complex concepts, making them easier to understand the insights of marketing.



## BATCH 2

The student took an aptitude test on logical reasoning and demonstrated critical situation analysis skills by answering 60 questions on logical reasoning.



## BATCH 3

The students engaged in a ex-tempo activity that enable them to delivers his/her thought process in front of everyone. That helped them improve their communication skill



## BATCH 4

For arrears students had remedial class of business analytics discussed on terminologies related to business analytics.

