

MAGAZINE

Volume 19, Issue 1
June – December 2024

Editorial Board



Dr V SANTHI
Professor and Head



Dr. BARKAVI G E
ASSOCIATE PROFESSOR



Dr. DEVI S
ASSISTANT PROFESSOR



Mr.S.AROCKIASAMY
ASSOCIATE PROFESSOR



Dr T VIJAYALAKSHMI
ASSISTANT PROFESSOR



Dr. K. SELVARAJU
ASSOCIATE PROFESSOR



Mr. RAMESH S
ASSISTANT PROFESSOR



Dr. V. Devipriya
ASSISTANT PROFESSOR

Messages from Chairman



Education is the foundation of a brighter tomorrow, and this newsletter reflects the vibrant spirit of our learners. May it continue to inspire creativity, excellence, and lifelong curiosity in every reader. In the recent times, the role of KSRCE is to carry out proactive research and development activities to make the students as well as faculty member's intellectuals, which are very challenging and demanding. It is of great significance that this magazine is going to deliberate upon It will definitely explore new areas of practice and enhancing quality of professional services. I am sure this magazine will be a milestone in ensuring the highest standards in this profession. I wish the organizers the very best in this and all their other endeavors. I am eagerly looking forward to seeing you and enjoying this magazine in KSRCE Campus.

Messages from Principal



It is with immense pride and joy that I present to you the latest edition of our MBA Department Newsletter a vibrant reflection of the creativity, talent and achievements of our students and staff. Over the past one decade, KSRCE has served the young engineering aspirants of our nation by providing state-of-art facilities and well knowledgeable faculty members. The Institute has held high the lighted torch of teaching and learning and has not failed in its duty in the hour of need. The students imbibe qualities of an excellent teacher and researcher to set academic standards. The last couple of years marked several milestones in the history of KSRCE. Technology is constantly evolving, and staying up to date with the latest trends can help us stay competitive in the job market, give you access to new features and capabilities. I congratulate the editorial team, contributors and all those who have worked tirelessly to bring this edition to life. Let this magazine serve not only as a record of our accomplishments but also as an inspiration for the journeys yet to come.

Messages from HOD



It is a pleasure to present this edition of our Management Studies MBA programme, remember that this phase is not just about acquiring knowledge but also about developing leadership, critical thinking and decision-making skills that will shape the future of our young buddies. Today the business world is dynamic and challenging; to succeed, students must be adaptable, innovative and ethical in their approach. Embrace every opportunity to learn—from the professors, peers and real- world experiences. Stay curious, work hard and maintain a strong sense of integrity. The efforts today will lay the foundation for the success of tomorrow by imbibing standard academics.

Department Overview

The Department of Management Studies was established in the year 2006, under the affiliation of Anna University with an intake strength of 60. The department is committed to improve academic excellence towards industrial standards. The department is dedicated to impart need and value based management education to develop talented managers to face future global challenges and align them to today's societal needs. The entire infrastructure at the campus supports the student to groom as future corporate leaders by providing all supporting systems to learn at a prodigious rate.

Vision

To develop the students into a competing Entrepreneur and Manager by imparting a quality education who will also significantly contribute to the environment- friendly sustainable growth of the nation and the world.

Mission

- Shaping the students to compete with the competitive environment by cultivating required management and research skills. The department provides an opportunity to enhance technologically advanced skills by offering the best innovative, ethical and quality education.
- The students are trained to meet the expectation of the industry and try to balance the gap between department and industry through MOU with a reputed company, Industrial Visit and inviting the resource person for knowledge sharing to get practical exposure.

Academic Activities

Seminar on “Earning Unlimited – How to?”



The seminar focused on equipping students with essential skills needed for successful product marketing through online media. Key areas covered included the basics of online marketing, various methods of online marketing and the essential skills and training required. Through interactive sessions, expert talks and hands-on activities, attendees gained practical insights into navigating the challenges of starting and scaling marketing efforts.

Workshop on How to Write a Research Papers



The Workshop focused on equipping students with essential skills needed to transition into successful Publishing the papers. Key areas covered included Framing the Objectives, analyzing skills and effective preparing the research report. Through interactive sessions, expert talks and hands-on activities, attendees gained practical insights into navigating the challenges of research report preparation and publishing the papers.

Students Corner

Women Empowerment

Women Empowerment is the process of enabling women to have equal rights, opportunities and responsibilities in every aspect of life. It involves giving them the freedom to make choices and the power to shape their own futures. This includes access to education, health care, employment and participation in politics and leadership. Historically, women have faced various forms of discrimination and inequality. Empowering them means breaking down these barriers and challenging harmful traditions. It also involves raising awareness about gender equality and promoting women's voices in all areas of society. True empowerment ensures women are respected, valued and included as equal partners.

Education is one of the strongest tools for empowering women. Educated women are more likely to earn a livelihood, take care of their health and contribute to their families and communities. They can make informed decisions about their future and stand up against injustice. Education increases their confidence and gives them a stronger voice in society. It also helps reduce early marriage, child mortality and poverty. By promoting girls' education, societies can ensure long-term progress and development. Therefore, ensuring access to quality education for all girls is a key step toward empowerment.

In conclusion, women empowerment is not just a women's issue – it is a human rights issue that affects everyone. A society where women are empowered is more peaceful, productive and just. Empowered women contribute to stronger families, better education and healthier communities. They inspire others and help drive social change for future generations.



Ms. MONIKA T

II MBA

Impact of Ethics in Multinational Companies

Ethics plays a critical role in shaping the operations and public image of multinational companies (MNCs). As these companies operate across different countries with diverse legal and cultural frameworks, adhering to ethical practices ensures trust, sustainability and long-term success.

Multinational corporations often face complex ethical dilemmas involving labor standards, environmental practices, marketing strategies and corporate governance. When companies prioritize ethical standards, they protect themselves from legal risks and enhance their brand reputation in the global market. For instance, maintaining fair labor practices, avoiding exploitation and ensuring safe working conditions demonstrate a commitment to human rights.

Cultural sensitivity is another important ethical consideration. MNCs must adapt their policies and communication styles to respect local values without compromising core ethical standards. This balance strengthens relationships with local communities and fosters employee loyalty.

Furthermore, ethical business conduct promotes transparency and accountability. Companies that implement strong corporate social responsibility (CSR) initiatives often witness higher investor confidence and customer loyalty. Ethics also guide decision-making during crises, helping leaders choose integrity over short-term gain.



In essence, ethics is not just a compliance requirement but a strategic asset for MNCs. It builds a positive organizational culture, supports global partnerships and contributes to sustainable growth. As the world becomes more interconnected, the role of ethics in multinational companies will only grow in significance.

Ms. HARITHA G

I MBA

Entrepreneurship is the spirit of innovation and initiative

It involves identifying opportunities, taking risks and creating value through new ideas. Entrepreneurs are problem-solvers who think beyond limitations. Their actions contribute to economic growth and societal progress.

The journey of entrepreneurship is filled with challenges and learning. It demands creativity, adaptability and resilience to overcome obstacles. While knowledge and planning are important, the courage to act makes the real difference. Success often comes to those who learn from failures and keep going.

Colleges play a crucial role in nurturing future entrepreneurs. They provide the environment to explore ideas, collaborate and build essential skills. With the right mindset and support, students can transform concepts into impactful ventures. Entrepreneurship empowers individuals to shape their own future and inspire change in the world.

In today's rapidly evolving world, entrepreneurship is not limited to starting businesses—it encompasses driving innovation in all sectors, from technology to social impact. Entrepreneurs often challenge the status quo, introduce disruptive solutions and address unmet needs in



society. As the global economy becomes more interconnected and dynamic, fostering an entrepreneurial mindset becomes essential for building sustainable futures. Encouraging curiosity, critical thinking and initiative from a young age helps cultivate a generation ready to lead change and seize opportunities in an ever-changing landscape.

Mr. SATHISH T

II MBA

Human Resources: The Heartbeat of Organizational Success

Human Resources (HR) is one of the most essential departments in any organization, as it focuses on managing the most valuable asset of the company – its people. HR plays a vital role in ensuring that the organization runs smoothly by handling various functions such as recruitment, on boarding, employee engagement, training and development, performance management and compliance with labor laws. From the moment a job is created to the time an employee exits the organization, HR is actively involved in every stage. The recruitment process begins with job postings, sourcing candidates through job portals or referrals, screening resumes and scheduling interviews. HR professionals work closely with department heads to ensure that the right talent is hired for the right role, which contributes to long-term growth and employee satisfaction.

Once a candidate is hired, the HR department ensures a smooth on boarding experience. They introduce the new employee to the company culture, explain company policies and make sure all necessary documentation is completed. HR professionals also play a key role in employee training and development by organizing workshops, online courses, or mentorship programs. This helps employees improve their skills, stay motivated and contribute more effectively to the organization. In addition, HR handles payroll management, attendance tracking, employee benefits like health insurance or leave policies, and ensures salary is paid on time. They also manage promotions, transfers and incentives based on performance, which helps in retaining talent and boosting morale.

Another important responsibility of HR is maintaining a positive work environment. This includes resolving conflicts between employees, addressing complaints, ensuring a safe, inclusive and respectful workplace. HR ensures that all practices are in line with local labor laws and that the rights of both employers



and employees are protected. They conduct regular employee feedback sessions, performance appraisals and surveys to understand employee needs and improve organizational policies. HR also supports diversity, inclusion, mental health awareness and work-life balance programs.

Ms. SHIVANI GOWSHI R

II MBA

Executive Development and Training: Creating Future-Ready Leaders

The ongoing development of an organization's human capital is vital to its success in today's fast-paced corporate world. Training and executive development are among the most vital human resource strategies for building a skilled and competitive workforce, particularly in leadership roles.

Training refers to the methodical process of enhancing employees' knowledge, skills and abilities (KSAs) to help them perform their current jobs effectively. It ensures that employees are well-equipped to meet the operational goals of the organization.

Executive development, on the other hand, focuses on preparing individuals—especially managers and potential leaders—for future roles. This is a long-term, strategic process aimed at building competencies in leadership, strategic thinking and decision-making.

At the MBA level, executive development is a necessity, not a luxury. Organizations invest in management simulations, job rotation, coaching, mentoring, leadership programs and seminars to nurture future leaders. These initiatives align human development with organizational objectives, resulting in stronger succession planning and long-term sustainability.

An effective executive development and training program offers multiple benefits. It ensures a steady pipeline of capable leaders, boosts morale, fosters innovation and improves employee performance. In an era of globalization and digital transformation, continuous learning becomes a key differentiator for organizations aiming to stay ahead.



*Mr. SIBIRAJ S
I MBA*

In Summary, executive development and training are not just HR functions but strategic imperatives. Understanding and implementing these concepts effectively can empower future managers and MBA professionals to achieve both personal growth and organizational success. Investing in people today ensures better leaders for tomorrow.

Importance of Financial Literacy

In the modern economic landscape, financial literacy has emerged as a fundamental life skill. It refers to the ability to understand and effectively apply various financial skills, including budgeting, saving, investing and managing debt. As individuals navigate an increasingly complex financial world, the capacity to make informed and responsible decisions has never been more critical. Financial literacy not only equips individuals with the tools to avoid excessive debt, financial fraud and poor investment choices but also empowers them to secure their financial future and achieve long-term goals.

The significance of financial literacy extends beyond the individual. A financially informed population contributes to national economic growth and stability. Citizens who understand the importance of saving and investing are more likely to participate in wealth-building activities, support entrepreneurial ventures and use credit responsibly. Moreover, financially literate individuals are typically better prepared to respond to economic downturns or personal financial crises, thereby reducing dependency on government support systems. This makes financial literacy a key driver of both personal security and broader economic resilience.

For young adults in particular, gaining financial knowledge at an early stage is essential. As they face important life decisions—such as taking education loans, using credit cards or planning their careers—sound financial understanding can help them build a strong foundation for future financial independence. Integrating financial education into academic curricula and public awareness initiatives can nurture a generation of responsible earners, savers, and investors. In essence, financial literacy is not just about managing money—it is about making empowered choices that lead to a secure, confident and self-sufficient life.

In today's digital age, where online banking, digital payments and Fintech



platforms are rapidly evolving, financial literacy also encompasses understanding digital financial tools and cybersecurity practices. With the rise of online scams, identity theft and misinformation about investment schemes, being financially literate includes knowing how to protect personal information, evaluate financial products and distinguish credible sources from fraudulent ones.

Mr. SAKTHIVEL C

II MBA