



K.S.R.COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES



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DEPARTMENT OF MANAGEMENT STUDIES

VISION

To be a center of excellence in management education and research, producing globally competent, socially responsible and ethically strong leaders who drive innovation and sustainable growth.

MISSION

- To provide value-driven and experiential learning through innovative pedagogical approaches.
- To nurture managerial competencies through industry-aligned curriculum, advanced infrastructure and technology-enabled learning environments.
- To foster an ecosystem of innovation, research and entrepreneurship for addressing contemporary challenges in business and society.
- To develop leadership qualities and ethical practices for sustainable and inclusive development in the global business landscape.

CHAIRMAN MESSAGE



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 members' intellectuals, which are very challenging and demanding. It is of great significance that this newsletter 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.

DEAN MESSAGE



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.

PRINCIPAL MESSAGE



My heartiest welcome to all the young budding Engineers who have joined in "K.S.R. College of Engineering". With the help of highly qualified and dedicated staff members, we will be moulding the students to the required shape which will make them employable. The composite unit of Students, Parents, and Society is our customer. The K.S.R. College of Engineering will strive hard to provide customer satisfaction. In our college, we give top priority to discipline. A series of tests and examinations will be conducted to achieve good performance in the university examinations. An effective Training and Placement (T&P) cell is formed to provide placement to all our students. Importance will be given to extra-curricular and co-curricular activities also. Excellent infrastructure facilities and good learning atmosphere is an added advantage of this great Institute. I hope all the students admitted here will enjoy the four years of study. Let us all work hard to produce the most competent scientists, engineers, Entrepreneurs, Managers and researchers through Quality Education.

HOD MESSAGE



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.

CONTENT

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 **PUBLICATIONS**

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EVENTS

Workshop on NISM Financial Education for Young Citizen on 13.02.2025 & 14.02.2025 by Dr. S. Balusamy, Chief Strategic Officer, KSR Educational Institutions, Tiruchengode



The workshop provides a platform for individuals to invest in financial instruments such as stocks, bonds, and mutual funds, ensuring liquidity and efficient capital allocation. Investment in the securities market offers potential growth and returns while also carrying risks that require informed decision-making. The event highlighted the need for transparency, ethical trading practices, and technological advancements in the securities market to foster economic growth and investor confidence.

M - Fest 2K25 on 14.03.2025



The M- Fest event enhance the students' organizational and leadership abilities through hands-on experience in planning, coordination, and execution of various activities. It fosters teamwork and collaboration as students work in groups to handle logistics, marketing, finance, and event flow. The event also sharpens communication and problem-solving skills, as students interact with peers, faculty, and external participants under real-time pressure. Exposure to competitive and creative events helps build confidence and a sense of responsibility.

PUBLICATIONS



- **VPSS, Dr. Santhi Venkatakrishnan, "Enhancing organizational sustainability through Human resource analytics examining the moderate effect of organizational culture", Journal of Operational Risk 20 (1), 45-71, 2025.**
- **RN Arockiasamy Selvanayagam, Santhi Venkatakrishnan. "The role of hybrid work models in enhancing employee well-being, productivity, and job satisfaction", SEEJPH 26 (S1, 2025), 3049 - 3062.**



Dr. Barkavi G E, Dr. Devi S & Dr. Santhi V., "Optimizing biomedical waste management through a hybrid genetic algorithm-fuzzy inference system for smart cities", Global NEST Journal, Vol 27, No 3, 2025.



Dr. S. Devi, Multiple Regression Analysis of Consumer Buying Behaviour Towards FMCG Products In Tamil Nadu Hill Stations. Authors names: Devi Subramaniam¹, Barkavi Ganesan Elangovan, ², Santhi Venkatakrishnan³, Journal of Information Systems Engineering and Management 2025, 10(2) e-ISSN: 2468-4376 <https://jisem-journal.com>.

PROGRAMMES ATTENDED BY OUR FACULTY MEMBERS

Dr. V. Santhi, Professor

- Empowering Gen Z Students and Learners: Integrating NLP, Collaborative Learning, Research-Based Approaches, and Emotional Intelligence in Modern Classrooms/Training Rooms from 24.03.2025 to 28.03.2025 organised by Adithya School of Business Management, Coimbatore.

Dr. G. E. Barkavi, Associate Professor

- Business Analytics from 17.03.2025 to 31.03.2025 organised by Skill Dzire
- Course attended on Strategic Leadership and Business Analytics organized by American Credit Council
- Course attended on Innovation Ambassador Training - Advanced Level, Foundation Level organized by MoE's Innovation Cell & AICTE.

Dr. T. Vijayalakshmi, Assistant Professor

- Teaching entrepreneurship in colleges on 10.01.2025 organised by Think startup, Haryana
- Navigating the Digital Landscape: Next-Gen Communication techniques for Teaching Pedagogy and Research Writing- 20.01.2025 - 25.01.2025 organised by AICTE, Chennai
- Empowerment advancement in AI for education, Healthcare and Finance - 10.03.2025 -15.03.2025 organised by Hindustan College of Engineering. and Tech

Dr. V. Devipriya, Assistant Professor

- Research Paper Writing and Publishing in SCI/ Scopus Indexed Journals (AI Tools Included) from 02.03.2025 to 06.03.2025 organised by Learnix Thrive, Chennai
- Course attended on Human Resource organized by American Credit Council

ACHIEVEMENTS OF OUR STUDENTS

Certification courses completed by students

The students have successfully completed various certification courses from reputed platforms such as NPTEL, Coursera. The certifications have enhanced their technical skills, industry knowledge and employability. Active participation in these courses demonstrates the students' commitment to continuous learning and upskilling. Their achievements also align with the institution's focus on academic excellence and career readiness.

- Mr.Sri saisharan P , I MBA successfully completed NPTEL course on Investment risk management and Business Analysis and Process Management
- Mr. Sridhar.S , I MBA completed online course on Human Resource Management
- Ms. Subashree, I MBA participated and completed online course on AI in Product Management and Human Resource Management.

Awards

The students have showcased exceptional talent by winning numerous awards at inter-collegiate and national-level competitions. They earned accolades in technical fests, cultural events and bringing pride to the institution. Their achievements reflect dedication, creativity, and excellence across diverse domains.

- Mr. Ravisankar. S, I MBA received in First Prize in AD ZAP on 22.03.2025 organized by Jayalakshmi College of Technology, Dharmapuri
- Mr. Sakthi Sriram. S, I MBA received First Prize in Business Quiz on 22.03.2025 organized by Jayalakshmi College of Technology, Dharmapuri.

Participation in professional Events

The students enthusiastically took part in various professional competitions such as hackathons and technical quizzes organized by reputed institutions. These platforms enabled them to apply their academic knowledge to real-time challenges, fostering innovation and critical thinking. Participation in such competitive events has significantly boosted their confidence and teamwork skills. It also reflects their readiness to face industry challenges with creativity and competence.

- Mr.Sibiraj.S, Mr.Sri saisharan.P, Mr.Sridhar.K, I MBA participated in Talent fest on 18.02.2025 organized by Kongu Engineering College, Perundurai
- Ms. Subashree.A, I MBA participated in Professional development programme from 03.03.2025 to 07.03.2025 organized by National Institute of Technical Teachers Training and Research, Chennai
- Ms. Subashree.A, Mr.Ravisankar.S, Mr.Vikram.S I MBA participated in Technovanza 2k25 on 21.03.2025 organized by Sree Venkateshwara Hi Tech Engineering College, Erode on 21.03.2025
- Mr.Sibiraj.S, I MBA participated in Entrepreneurship bootcamp from 24.03.2025 to 25.03.2025 organized by PSG Institute of Management, Coimbatore
- Mr. Senthilkumar.K.S, I MBA participated in Innovathon 2k25 on 23.04.2025 organized by Excel Engineering College, Komarapalayam.

PLACEMENTS

The institution has achieved remarkable success in student placements, with a significant number of students securing job offers from reputed companies across various sectors. Top recruiters from IT, Finance and service industries have recognized the talent and potential of our students. Continuous training in aptitude, technical skills and soft skills has contributed to their preparedness and performance. These successful placements are a testament to the quality of education and career support provided by the institution.

- Devadharshini V, Kalaiselvan S, Kavinkumar P, Monika T, Pavithra S, II MBA placed in Rinex Technologies Pvt Ltd, Bengaluru.
- VasanthaSudar B, Abishek A, Harshini S, Kamalesh G, Madumita P, Oviya P, Sakthipriya S, Sandhiya R, Shanu S, Tamileela Prabhakaran P, Yuvarani R, II MBA placed in Glowlogics Solutions Pvt Ltd, Bengaluru.
- Shyam E, Subash V , II MBA placed in Career Craft, Chennai.

OUTREACH PROGRAM

Cleanliness and Wellness on 21.02.2025, Panchayat Union Primary School, Veelathakovil



The cleanliness activity increased awareness among students about personal hygiene and cleanliness practices and active participation in maintaining a clean school environment. Enhanced understanding of wellness, including healthy eating habits and regular physical activity. Students demonstrating responsibility towards spreading awareness within their families and communities.

Corporate Social Responsibility (CSR) on 22.02.2025, Anandha Malar"- Orphanage, Pallipalayam



The CSR activity was a great success, fostering a sense of responsibility and social consciousness among the students. The children at the orphanage were delighted with the interaction and support received, making the event a meaningful experience for everyone involved.

This initiative reaffirmed the importance of community service and the role of education in shaping socially responsible individuals.

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