



**K.S.R.COLLEGE OF ENGINEERING**

**DEPARTMENT OF MANAGEMENT STUDIES**



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## **DEPARTMENT OF MANAGEMENT STUDIES**

### **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**

To Shape the students to compete with the competitive environment by providing required management, research skills and an opportunity to enhance technologically advanced skills along with innovative, ethical and quality education.

To train the students to meet the expectation of the industry by providing a platform through MOU with reputed companies, Industrial visits and guest lectures.

## 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 carryout 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 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.

## PRINCIPAL 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.

## 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.

“Management is doing things right; leadership is doing the right things.”  
— Peter Drucker.

“Management plays a very important part in the government of undertakings: of all undertakings, large or small, industrial, commercial, political, religious or other.” - Henri Fayol

“In most cases one type of man is needed to plan ahead and an entirely different type to execute the work.”— Frederick Winslow Taylor.

“Leadership is not about titles, positions or flowcharts. It is about one life influencing another.”  
— John Maxwell.

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## EVENTS

**Workshop on Transitional Skills in Entrepreneurship on 10.08.2024 by Dr. S. Sankarakumar, Assistant Professor (English), Department of Applied Science, PSG College of Technology, Coimbatore**



The workshop focused on equipping students with essential skills needed to transition into successful entrepreneurship. Key areas covered included business idea development, market analysis, financial planning, and risk management. Through interactive sessions, expert talks, and hands-on activities, attendees gained practical insights into navigating the challenges of starting and scaling a business.

**Workshop on Decoding Research Trends: Data Analytics in Business on 10.08.2024 by Dr. Jayaprakash Natarajan, Senior Data Scientist, Infosys Ltd, Bangalore.**



The workshop featured expert-led sessions on emerging research trends, practical applications in various business functions, and ethical considerations in data usage. The students engaged in hands-on activities using data analytics tools, enhancing their skills in areas such as data visualization, statistical modeling, and predictive analysis.

**Workshop on Mushroom Cultivation for Women on 19.10.2024 by Ms. M. Prakya**



The Mushroom Cultivation event empowered women with practical knowledge and hands-on skills in sustainable farming practices. Participants learned about the entire cultivation process, including substrate preparation, spawning, harvesting, and packaging. The program promoted self-employment opportunities and encouraged entrepreneurial thinking.



**Workshop on Behavioral Finance on 05.11 2024 by Dr. R. Naagarajan, Professor & Head (former) Department of Economics, PSG College of Arts & Science, Coimbatore.**



The Workshop on Behavioral Finance enhanced participants' understanding of how psychological factors influence financial decision-making. Attendees gained insights into common cognitive biases, emotional responses, and their impact on investment behavior. The session bridged the gap between traditional finance theories and real-world investor behavior.

## **PATENTS PUBLISHED**

- Dr. V. Santhi, Dr. G.E. Barkavi, Dr. Devi S, Mr. Arockiasamy S, Mr. Ramesh S, 'Discussion on the AI's potential Impact on organization venturing in Healthcare in India', Application Number: 202441077427, Published on 25.10.2024.
- Dr. V. Santhi, Dr. G.E. Barkavi, Dr. Devi S, Dr. Devi Priya V, Ms. Samya Devi V, 'Analysis of the implementation of new strategies in business analytics systems', Application Number: 202441091243, Published on 29.11.2024.
- Dr. Selvaraju K, Mr. Arockiasamy S, Dr. Vijayalakshmi T, Mr. Ramesh S, Dr. Jayaprakash Natarajan, 'Global investment strategies for risk management in financial applications', Application Number: 202441091242 A, Published on 29.11.2024.

## **MoU**



### **Name of the Organization**

ArthNirmiti, Sunil Patodia Welfare Foundation, which was signed for a period of 2 years.

### **Nature /outcome of MoU :**

- Direct industry connections for practical training, internships and placements.
- Real-world project opportunities
- Leadership development programs
- Financial market exposure workshops

Two of our final year students got internship in Salem Branch and they have done their project work with great support of this organisation.

## PUBLICATIONS



**Dr. Santhi V, Amrutha Sasidharan, "Investigating Customer's Acceptance Intention Towards Green Banking Services: A Gateway Towards Sustainable Banking", Environmental Engineering and Management Journal 23 (11), 2391-2404, 2024.**



**Dr. K. Selvaraju, Managing Documentation In Logistics: Insights From Tamil Nadu's Logistics Sector, REDVET - Revista electrónica de Veterinaria - ISSN 1695-7504 Vol 25, No. 1 (2024).**



**Dr. T. Vijayalakshmi, Employee Pay Cycle Management With Reference to the Innovative Health Care (India) Pvt. Ltd. Madurantagam, Scopus indexed Journal - Vilnus tech, Business, Management and Economics Engineering, ISSN : 2669/ eISSN: 2669-249X- 2024 Volume - 22- Issue- 1.**



**Mr. S. Ramesh: Pricing Strategy for Sales Towards Parameshwari Exports Pvt Ltd, Karur Journal of Management and Economics Engineering, ISSN: 2669/ e ISSN: 2669-249X- 2024 Volume - 22-Issue -1**

## PROGRAMMES ATTENDED BY OUR FACULTY MEMBERS

### **Dr. K. Selvaraj, Associate professor**

- HR Management from 01.06.2024 to 30.06.2024 organised by Skill Dzire
- Session on professional ethics on 05.08.2024 organised by RGCMS, Navi Mumbai
- Recent trends in marketing from 02.12.2024 to 06.12.2024 organised by SkillDzire

### **Dr. G. E. Barkavi**

- Outcome Based Education from 01.07.2024 to 05.07.2024 organised by Velammal Engineering College, Madurai
- E-Tools for Research: Hands on Practice- 09.08.2024 - 10.08.2024 organised by K.S.R. College of Engineering, Tiruchengode
- Research Article Writing and Research Funding- 21.09.2024 organised by Knowledge Research Academy, Coimbatore
- AI and Digital technologies for sustainable healthcare and medical technologies- 25.11.2024 - 30.11.2024 organised by ATAL



## Dr. T. Vijayalakshmi

- Recent trends in marketing from 02.12.2024 to 06.12.2024 organised by SkillDzire

## Dr. S. Devi

- E-Tools for research from 09.08.2024 to 10.08.2024 organised by K.S.R. College of Engineering, Tiruchengode
- Reimaging English literature and language teaching with AI from 02.09.2024 to 06.09.2024 organised by Kongu Engineering College, Perundurai
- FDP on Entrepreneurship education from 04.12.2024 to 16.12.2024. organised by RGCMS, Navi Mumbai.

### Certification courses by faculty members

- ❖ **Dr. K. Selvaraj, Associate professor** was completed NPTEL course on Services Marketing: Integrating People, Technology, Strategy and Marketing Analytics.
- ❖ **Dr. G. E. Barkavi, Associate professor** was completed NPTEL course on Business Analytics & Data Mining Modeling using R Part II and HR Analytics.
- ❖ **Mr. S. Arockiasamy, Associate professor** was completed NPTEL course on Logistics & Supply Chain Management .
- ❖ **Dr. S. Devi, Assistant Professor** was completed course on IA- Foundational level , Advanced level, Re skilling level.
- ❖ **Mr. S. Ramesh, Assistant professor** was completed NPTEL course on Digital Marketing.

## ACHIEVEMENTS OF OUR STUDENTS

### Certification courses completed by students

The students have completed in the NPTEL online certification courses, demonstrating their commitment to continuous learning and academic excellence. These courses, offered by premier institutions such as the IITs and IISc, provide students with an opportunity to enhance their knowledge and skills in various domains beyond the regular curriculum. The following courses are:

- Ms.T.Monika., & Ms. S. Sakthipriya, II MBA completed NPTEL course on Business analytics using Tableau- NITTR
- Mr. Manoj Kumar C , I MBA completed NPTEL course on AI in Human Resource Management

- Ms. Meghana , I MBA completed NPTEL course on AI Project Management
- Ms. Nivashini S , Ms. Krithiga S K & Ms. Janani K S, I MBA completed NPTEL course on Leadership and team effectiveness
- Ms. Parvathi M , I MBA completed NPTEL course on AI in Marketing
- Ms. Janani K S & Mr. Rahul R, I MBA completed NPTEL course on Business Analytics using Tableau
- Mr. Senthilkumar. K.S , I MBA completed NPTEL course on TALLY prime.

## Awards

The students have made the institution proud by winning awards in a wide array of events held at inter-collegiate, state, and national levels. Their achievements are a testament to their hard work, creativity, and all-round excellence. The recognition they have received across academic, cultural, and co-curricular domains highlights the vibrant talent nurtured on our campus.

- ✓ Ms. Sumaiya farhana , I MBA received Gold Medal in APP Development organized by RD National College of Arts and Science, Erode on 11.12.2024
- ✓ Mr.Sibiraj.S , I MBA received runner award of Best Management Team organized by Kongu Engineering College, Perundurai on 18.02.2024.

## PLACEMENTS

The institution has taken the great pride in the successful placement of our students across various leading organizations and reputed companies. The campus placement drive witnessed enthusiastic participation from top recruiters across sectors such as IT, Finance, Manufacturing, Consulting, and Retailing. The consistent placement record reflects the quality of education, industry-readiness and professional competencies developed by our students.

- Ajantha S ,Haripriya K, Kaviya Shree M ,Mohammad Mubeen, Mohankumar E, Renuka S,Velusamy K, II MBA placed in Grad Guru Edutech, Hyderabad.
- Logeshwaran B, Pooja V, Sakthivel C , Shivani Gowshi R, II MBA placed in Adrastrati Technologies Pvt Limited.

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