



You Choose, We Do It
St. JOSEPH'S COLLEGE OF ENGINEERING
(An Autonomous Institution)
St. JOSEPH'S GROUP OF INSTITUTIONS
OMR, CHENNAI - 119



We prepare for

Cambridge

English Qualifications™



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)



ARIIA

ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Newsletter - June 2024

JUNE 2024



TO KNOW MORE ABOUT THE DEPARTMENT ACTIVITIES PLEASE VISIT

<https://stjosephs.ac.in/departmentsite/MBA/index.html>

<https://www.instagram.com/sjcemba>

www.linkedin.com/in/mba-sjce-chennai

ISSUE No 06

INDEX

03 VISION & MISSION

04 DOMAIN BASED TRAINING

06 WORKSHOP CONDUCTED

07 TAMIL NADU PROJECT TRAINING

08 NPTEL COURSE COMPLETION

09 FACULTY PUBLICATIONS

10 STUDENT PUBLICATIONS

11 PLACEMENT DETAILS

12 2020 – 2022 BATCH – TOPPERS LIST

Vision & Mission

Vision

To establish a dynamic platform for developing the aspiring managers to meet the industry challenges and to enhance the reputation and excellency of the Institution.

Vision & Mission

Excellence: Quality management education through equitable access to managerial knowledge and skills. Enhance their knowledge base and develop core-specific skills, through the application, experience, and participation.

Professional Integrity: To create opportunities and train students to build leadership qualities blended with an entrepreneurial mindset, professionally competent, and intellectually sharp.

Ethics: Enrich business ethics to promote integrity and gain trust from stakeholders.

Domain Based Training

The department of MBA has conducted a one week domain-specific training program for all first-year MBA students, starting from 03 June.

The training covered five domains: Human Resources (HR), Analytics, Marketing, Finance, and Operations. Each domain featured a carefully designed curriculum aimed at equipping students with the in-depth knowledge and practical skills required to excel in their respective fields.

This initiative is part of our ongoing efforts to ensure that our students are not only academically proficient but also industry-ready, enhancing their competence and competitiveness in the job market.

Finance



The finance training offers a deep dive into financial analysis, investment strategies, corporate finance, and risk management. Students will learn about financial modelling, budgeting, capital markets, and financial instruments. The program aims to provide a solid foundation in financial principles and prepare students for careers in finance and investment banking.

HR



With a focus on creating plans for efficient hiring, staff development, and organisational behaviour, students will explore the fundamentals of human resource management. Essential HR tasks including hiring, performance management, employee engagement, and labour law compliance are all covered in the course. The course will cover strategic HR planning, modern HR practices, and HR's role in creating a strong workplace culture. Students will learn how to manage human resources efficiently and support organisational goals through hands-on activities, scenarios, and discussions guided by experts in the field.

Domain Based Training

Operations



The program enhances students' knowledge of business processes, covering supply chain management, production planning, quality control, and process optimization. It teaches productivity improvement, cost reduction, and quality standards. Practical sessions on lean management and technology are included. Case studies, and workshops provide insights into operational challenges, preparing students for efficiency in industries.

Analytics

Analytics training teaches students to use data for business decisions, covering data collection, cleaning, statistical techniques, predictive modelling, and data visualization with tools like Power BI. The curriculum combines theoretical knowledge and practical application through case studies and industry workshops to prepare students for real-world data challenges.



Marketing



This training covers strategies in market research, digital marketing, consumer behaviour, and brand management. Students will explore the latest marketing trends, develop skills in creating marketing campaigns, and understand the dynamics of consumer psychology. The program will also include case studies and practical projects to apply marketing theories in real-world scenarios.

TRAINING PROGRAM FOR TEACHING FRATERNITY (TOT)



The Department of MBA organised a training program for the faculty members conducted by the Confederation of Indian Industry (CII) team. This training aimed to enhance the mentoring skills of our staff, aligning with best practices and industry standards. The training covered various essential modules to ensure a thorough understanding and effective implementation of mentoring techniques.

Training Modules:

BYST Overview

- Module 1: Introduction to Mentoring
- Module 2: Skills of a Mentor
- Module 3: Mentor-Mentee Relationship
- Module 4: Business Job Aids
- Module 5: Mentoring for BYST Mentor
- Module 6: Mentoring for Institutional Mentors

Each module was designed to provide our faculty with the knowledge and tools needed to foster successful mentoring relationships, both within our institution and in collaboration with the Bharatiya Yuva Shakti Trust (BYST). The training emphasized the importance of effective communication, building strong mentor-mentee relationships, and utilizing business job aids to support mentees in their entrepreneurial journeys.

Tamil Nadu Project Training

The Department of MBA successfully conducted a specialized two-day training program for our students, who will be involved in field data collection for two Tamil Nadu government projects. These projects are supported by the Evaluation and Applied Research Department wing of the Tamil Nadu Government.



St. JOSEPH'S COLLEGE OF ENGINEERING
You Choose, We Do It
 (AN AUTONOMOUS INSTITUTION)
 OMR, CHENNAI - 119

**Evaluation and Applied
 Research Department**

**IMPACT OF SPECIAL INCENTIVES SCHEME TO PROMOTE
 LITERACY AMONG SCHEDULED CASTE GIRLS STUDYING IN
 STANDARD III TO V AND VI TO VIII**

**TRAINING ON DATA
 COLLECTION**

MBA Department
 20.06.2024 & 21.06.2024

Project 1: Impact of Special Incentives Scheme to Promote Literacy

Dates: 20/06/2024 & 21/06/2024

This project aims to evaluate the impact of special incentives provided to promote literacy among Scheduled Caste girls studying in standards III to V and VI to VIII. The training covered effective data collection techniques, survey design, and methods to accurately assess the outcomes of the incentive schemes. The project team includes Dr. Ajit, Dr. Jawahar Rani, Dr. Menaga, Dr. Balamurugan, and Dr. Arun.

Project 2: Evaluation Study on Tractor Hiring & Other Farm Machineries

Dates: 19/06/2024 & 20/06/2024

The second project focuses on evaluating the effectiveness of tractor hiring and other farm machinery schemes for small and marginal farmers. Participants learned comprehensive data collection strategies tailored to agricultural studies, including field data gathering, interviews, and analysis of machinery usage impacts. This project is spearheaded by Dr. Jawahar Rani and Dr. Lekshmi.

St. JOSEPH'S COLLEGE OF ENGINEERING
You Choose, We Do It
 (AN AUTONOMOUS INSTITUTION)
 OMR, CHENNAI - 119

**Evaluation and Applied
 Research Department**

**EVALUATION STUDY ON
 TRACTOR HIRING & OTHER FARM MACHINERIES FOR
 SMALL AND MARGINAL FARMERS**

TRAINING ON DATA COLLECTION

MBA Department
 19.06.2024 & 20.06.2024

NPTEL Course Completion

The department of MBA had twelve staff members and twenty nine students finish their online NPTEL courses. Out of which three students achieved Elite rankings. Two staff members obtained elite rankings, and three staff members obtained silver rankings. These achievements demonstrate our department's dedication to excellence and ongoing development.

Staff Members

Dr. Lekshmi R S
Dr. Menaga
Dr. Karuppiah SP
Dr. Bharadwaj
Dr. Subalya
Dr. Sathish
Dr. Ramamoorthy

Dr. Sampath
Dr. Angeline S kerupa
Dr. Joel
Dr. Ammupriya
Dr. Nirmala
Dr. Ajith
Dr. Jebakrupa Roslin

Students

Charumathi
Adithya
Bavaneeswari
Barath Eshwar
Daruneswaran
Daphine J Wiona
Adlin Jenisha
Midhunisha
Ishwarya

Karthiga
Maheswari A
Manoj C
Reneta Petricia
Deivanai
Niranchana A
Niranjan
Prasana Kamatchi
Pruno Suson W

Sarveswari K
Sarikha V K
Santhiya V
Jeffrin Esther
Jebisha
Paul Jeberson
Naveen Kumar S
Narmadha
Naveen Kumar

Faculty Publications



The Department of MBA is proud to announce that its faculty members have made significant contributions to the field of business administration by publishing their research work in highly reputed journals. This noteworthy achievement reflects the faculty's dedication to advancing knowledge, their commitment to academic excellence, and their role in fostering an intellectually stimulating environment for students and colleagues alike.

Faculty



DR. S. P. KARUPPIAH, Department of MBA has published a paper on “ADVANCING SECURITY AND EFFICIENCY IN MANET USING DYNAMIC ALGORITHM SWITCHING”, Peer-to-Peer Networking and Applications” indexed in Web Of Science.

DR. A. MENAGA, Department of MBA has published a paper on “CORPORATE SOCIAL RESPONSIBILITY IS USED AS A MARKETING STRATEGY DURING COVID-19 PANDEMIC”, AIP CONFERENCE PROCEEDINGS” indexed in SCOPUS.

DR. S. AJIT, Department of MBA has published a paper on “AN ANALYSIS OF CONSUMER’S ONLINE SHOPPING BEHAVIORS BEFORE AND DURING THE COVID-19 PANDEMIC”, AIP CONFERENCE PROCEEDINGS” indexed in SCOPUS.

DR. S. AJIT, Department of MBA has published a paper on “KEY FACTORS INFLUENCING BRAND PREFERENCE OF ELECTRIC VEHICLES IN CHENNAI CITY”, AIP CONFERENCE PROCEEDINGS” indexed in SCOPUS.

Student Publications

47 students from the Department of MBA have successfully published research papers in UGC CARE-listed journals. This not only showcases the students' dedication and hard work but also highlights the department's commitment to fostering a robust research culture.

Students

Durga B
Arun Kumar V
Deivanai S
Haripriya
Muthu Krishnan S
Ravina S
Shyam Sundar
Sidhika Aysha
Merlin Maria Anto
Allbright Nithya
Janet Ann Maria
Parthasarathi
Kuravi Satya Prakash Parjanya
Sowmiya.M
Vaishnavi V P
Jagadish

Hari Prasath
Madhu Bala
Rexina Sharon
Pavithra C
Ramya
Daniel
Bhavani
Trinity
Jenefer Evangelin
Pandian
Shreyas Vishwanathan
Stalin Bose
Sindhu
Karan
Rahul S
Lavyarchana G

Govarthini
Dinesh
Ameensha
Vishali
Gopinath
Sarweshvaran
Jaise
Snega
Rashitha
Karthick
Durga S
Nandhini
Santhosh Kumar
Janani
Shanmuga Priya

Placement offers

We are pleased to report on the successful placement of a significant number of talented graduates in June 2024. These graduates secured excellent career opportunities across diverse industries. We are proud to announce the placement of several exceptional students in prominent roles within these companies.

Sl. No.	Register No.	Name of Student	Organisation
1	312322631011	Arun Kumar V	Utkarsh Small Finance Bank
2	312322631065	Logaselvan E	Utkarsh Small Finance Bank
3	312322631121	Vignesh S	Utkarsh Small Finance Bank
4	312322631011	Arun Kumar V	Kodak Mahindra Bank
5	312322631022	Dinesh B	Kodak Mahindra Bank
6	312322631096	Sarweshvaran J	Kodak Mahindra Bank
7	312322631033	Haritha V	Enfusion Softtech India Pvt. Ltd.
8	312322631118	Venkatesan S	Kamai Lifts
9	312322631074	Pavithra C	AllSec
10	312322631053	Karthikbalaji N P	TVS Electronics
11	312322631027	George Benciker M	India Mart
12	312322631016	Chandrakanthan L	Cavin Infotech
13	312322631029	Govarthini S	Cavin Infotech
14	312322631034	Hemajoshi R	Genius Consultants





You Choose, We Do It
St. JOSEPH'S COLLEGE OF ENGINEERING
 (An Autonomous Institution)
 St. JOSEPH'S GROUP OF INSTITUTIONS
 OMR, CHENNAI - 119



We prepare for

Cambridge

English Qualifications™



2020 – 2022 BATCH – TOPPERS LIST



Rank 1

AISVARIYA S

9.09 CGPA



Rank 2

JASMINE S

9.08 CGPA



Rank 3

SNEHA DHARSHINI S

8.98 CGPA



Rank 4

SHOBIKA V

8.88 CGPA



Rank 5

ARUN KUMAR M

8.81 CGPA