



JEC

MBA Department

NEWS LETTER



CHAIRMAN&MANAGING DIRECTOR'S **MESSAGE**



Dr. M. REGEENA JEPPIAAR, B.TECH., MBA., PH.D.,
Chairman & Managing Director
Jeppiaar Group of Institutions
Chennai-600 119.

The release of the **NEWS LETTER'23** prepared by MBA department is a very significant way of advertising the never-ending quench of knowledge for students. I hereby take this opportunity to congratulate the staffs and students of MBA department for making an inspiring effort to bring out this professionally sound management magazine.

I wish all students the very best for all such commending efforts in futures.

Dr.M.Regeena Jeppiaar
Chairman & Managing Director

PRINCIPAL'S MESSAGE



**Dr. J. FRANCIS XAVIER, M. Tech., Ph.D.,
Principal
Jeppiaar Engineering
College Chennai –
600119.**

I am very excited to know that Department of Management Studies releases **NEWS LETTER'23** with the support of students and staff. I truly believe this Management Digest will prove to be a pivotal issue for Department of Management Studies. Our entire staff is committed to move forward with a positive perspective on achieving the goal of the Department and vision of the College.

I sincerely believe that if we all work together with a much-focused plan, we will become one of the most successful Departments to offer MBA with global perspective. I look forward to working with everyone and celebrating every step we take as we move closer to continuous success.

**Dr. J. Francis Xavier
Principal**

DEAN'S MESSAGE



**Dr. Shaleesha A. Stanley, M.Sc., Ph.D., D.Sc.,
Dean – Academics
Jeppiaar Engineering
College Chennai-600 119.**

I take immense pleasure in releasing the Volume XX, Issue of **NEWS LETTER'23**, symposium organized by Department of Management Studies are the outcome of total dedication and sincerity of MBA Department.

This **NEWS LETTER'23** proves to be a boon to the development of College and the skill set of students. What makes it invisible is the working together attitude of young minds with utmost commitment and involvement.

I congratulate the Head of the Department, Staffs and Students of the department with ebullience in chiseling this National Level Management meet.

I wish all many more success in future.

A handwritten signature in black ink, appearing to read 'Shaleesha A. Stanley'.

**Dr. Shaleesha A. Stanley
Dean (Academics)**

HOD'S MESSAGE



**Dr. R. AKILA, MBA., M. Phil., Ph.D.,
HOD - MBA Department
Jeppiaar Engineering College,
Chennai - 600 119**

I am exhilarated in the release of **NEWS LETTER'23** of the Department of Management Studies, which has always shown great enthusiasm in the long- lasting process of learning and serving the society by their individualism in the management field.

I thereby commend the perennial efforts of my staff and students and wish them all the best in all their future endeavors.

**DR.R.AKILA
HOD, MBA DEPARTMENT**

GUEST LECTURES

In our campus, we have got a separate seminar hall for the PG departments. It is completely air conditioned and a smart board which enables students and the lecturers to comfortably use the system, as well as lecture in an effective manner. It is of great use because this is the place where; many guests are invited to help with our students to know about the “MANAGEMENT WORLD “. Good interaction has been made possible especially during the guest lectures and seminars. The following were the guest lecturers during 2022-2023

Date	Name of the speaker	Designation / Company	Topic of Lecture
05-02-2022	Mr. Nazeer Basha	Manager – learning development, CTS	MBA TO MANAGER
31-05-2022	MR. Bharathidasan Mani	Marketing Executive, Stock Analyst, M G STOCK	Introduction To Stock Market
21-11-2022	Mr. J. Cecil Michael Britto	HR Consultant	Career Development

MBA TO MANAGER:

JEPPIAAR ENGINEERING COLLEGE
 Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

DEPARTMENT OF MANAGEMENT STUDIES
 ORGANIZES GUEST LECTURE - ON
MBA TO MANAGER

5th FEB 2022 01.00 PM - 03.00 PM

WITH THE BLESSINGS OF
 Hon'ble Late Col. **Dr. JEPPIAAR**, M.A., B.L., Ph.D.
 Founder, Jeppiaar Educational Trust.

UNDER THE GUIDANCE OF
Dr. M. REGEENA JEPPIAAR, B.Tech., M.B.A., Ph.D.,
 Chairman & Managing Director, Jeppiaar Group of Institutions.

IN THE PRESENCE OF
Dr. V. NATARAJAN, M.E., Ph.D.,
 Principal, Jeppiaar Engineering College.
Dr. SHALEESHA A. STANLEY, M.Sc., M.Phil., Ph.D.,
 Dean - Academics, Jeppiaar Engineering College.

GUEST SPEAKER

Mr. NAZEER BASHA
 MANAGER - LEARNING AND DEVELOPMENT
 CTS - CHENNAI.

jeppiaarengineeringcollegeofficial jeppiaarengineeringcollege jeppiaarec

INTRODUCTION TO STOCK MARKET:

CAREER

DEVELOPMENT:

JEPPIAAR ENGINEERING COLLEGE
 Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

DEPARTMENT OF MANAGEMENT STUDIES
 Organizes
GUEST LECTURE
 On
INTRODUCTION TO STOCK MARKET

WITH THE BLESSINGS OF
 (Late) Hon. Col. **Dr. JEPPIAAR**, M.A., B.L., Ph.D.
 FOUNDER,
 Jeppiaar Educational Trust.

UNDER THE GUIDANCE OF
Dr. M. REGEENA JEPPIAAR, B.Tech., M.B.A., Ph.D.,
 Chairman and Managing Director,
 Jeppiaar Group of Institutions.

IN THE PRESENCE OF
Dr. V. NATARAJAN, M.E., Ph.D.,
 Principal,
 Jeppiaar Engineering College.
Dr. SHALEESHA A. STANLEY, M.Sc., M.Tech., Ph.D., D.Sc.,
 Dean (Academics) & HoD / Director,
 Jeppiaar Engineering College.

GUEST SPEAKER

Mr. BHARATHIDASAN MANI
 MARKETING EXECUTIVE, STOCK ANALYST
 M G STOCK

31st May 2022 / 10.30 AM to 11.30 AM
 Venue : LIBRARY SEMINAR HALL

jeppiaarengineeringcollegeofficial jeppiaarengineeringcollege jeppiaarec jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119. www.jepiaarcollege.org

JEPPIAAR ENGINEERING COLLEGE
 Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

DEPARTMENT OF MANAGEMENT STUDIES
 ORGANIZES
Career Development

WITH THE BLESSINGS OF
 Hon'ble Col. **Dr. JEPPIAAR**, M.A., B.L., Ph.D.,
 Founder, Jeppiaar Educational Trust.

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Dr. SHALEESHA A. STANLEY, M.Sc., Ph.D., D.Sc.,
 Dean - Academics, Jeppiaar Engineering College.

GUEST SPEAKER

J. Cecil Michael Britto
 Senior Lead (Talent Acquisition-Technical Recruiter) Agilysys, Chennai

21-11-2022
 Library Seminar hall

jeppiaarengineeringcollegeofficial jeppiaarengineeringcollege jeppiaarec jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119. www.jepiaarcollege.org

WORKSHOP

Workshop provides a foundation in learner – centered education and provides participants with practical and proven educational strategies they can implement immediately with students.

Date	Name of the speaker	Designation / Company	Topic of Lecture
04-07-2022 To 06-07-2022	Mr. J. Saravanakumar	Director (FUTURO FOCUS)	How to “EXCEL WITH EXCEL”
28-11-2022 To 29-11-2022	Mr. Jeyaprakash	NISM & NSE Approved Trainer, SEBI SMART	Capital Market

HOW TO “EXCEL WITH EXCEL”:

JEPPIAAR
ENGINEERING COLLEGE
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

DEPARTMENT OF MANAGEMENT STUDIES
Organized
THREE DAYS WORKSHOP ON
On
HOW TO " EXCEL WITH EXCEL "

WITH THE BLESSINGS OF
Hon. (Late) Col. Dr. JEPPIAAR M.A., B.L., Ph.D.
FOUNDER,
Jeppiaar Educational Trust.

GUEST SPEAKER

UNDER THE GUIDANCE OF
Dr. M. REGEENA JEPPIAAR M.Tech., M.B.A., Ph.D.,
Chairman and Managing Director,
Jeppiaar Group of Institutions.

IN THE PRESENCE OF
Dr. V. NATARAJAN M.E., Ph.D.,
Principal,
Jeppiaar Engineering College.

Dr. SHALESHA A. STANLEY M.Sc., M.Tech., Ph.D., D.Sc.,
Dean - Academics,
Jeppiaar Engineering College.

Mr. J. SARAVANAKUMAR
DIRECTOR
FUTURO FOCUS

4th JULY 2022 - 6th JULY 2022

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CAPITAL MARKET:

The poster features the logos of Jeppiaar Educity and Jeppiaar Engineering College. It includes the college's address: Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119. The Department of Management Studies is organizing a two-day workshop on Capital Market, celebrating its 21st anniversary. The poster lists the following individuals:

- With the Blessings of**
Late Hon'ble **Col. Dr. JEPPIAAR**, M.A., B.L., Ph.D.
Founder, Jeppiaar Educational trust
- Under the Guidance of**
Dr. M. REGEENA JEPPIAAR, B.Tech., M.B.A., Ph.D.,
Chairman & Managing Director, Jeppiaar Group of Institutions.
- In the Presence of**
Dr. V. NATARAJAN, M.E., Ph.D.,
Principal, Jeppiaar Engineering College.
Dr. SHALEESHA A STANLEY, M.Sc., Ph.D., D.Sc.,
Dean - Academics, Jeppiaar Engineering College.

The **GUEST SPEAKER** is **Mr. Jeyaprakash**, NISM & NSE Approved trainer, SEBI SMART.

VENUE : LIBRARY SEMINAR HALL **28th & 29th NOV 2022**



INSTITUTION'S INNOVATION COUNCIL (IIC)

The **INSTITUTION'S INNOVATION COUNCIL** model is unique and distinct as it integrates the functionalities of flexible calendar activities scoring and rewards system, decentralizing operation. IIC has emerged as a very sustainable and scalable model for promoting innovations with our students.

Date	Name of the speaker	Designation / Company	Topic of Lecture
30-05-2022	Mr. Karthick Raajha	Founder & CEO SaaS Marketing	Entrepreneurship Opportunities In Digital Marketing
28-07-2022	Prof. V. Kamakoti	Director IIT Madras	Out Of The Box Thinking For Problem Solving
28-10-2022	Mr. Haston Amit Kumar	Professor, jeppiaar engineering college	When Can You Become An Entrepreneur
19-11-2022	Dr.Gopinathan N	Associate professor, vit business school	Innovation And Career Opportunities In Higher Education In India

ENTREPRENEURSHIP OPPORTUNITIES IN DIGITAL MARKETING:

JEPPIAAR ENGINEERING COLLEGE
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

DEPARTMENT OF MANAGEMENT STUDIES
In Association with

INSTITUTION'S INNOVATION COUNCIL

Organizes Guest Lecture - on
ENTREPRENEURSHIP OPPORTUNITIES IN DIGITAL MARKETING
IIC - Q3

WITH THE BLESSINGS OF
(Late) Hon. Col. **Dr. JEPPIAAR**, M.A., B.L., Ph.D.
FOUNDER,
Jeppiaar Educational Trust.

UNDER THE GUIDANCE OF
Dr. M. REGEENA JEPPIAAR, B.Tech., M.B.A., Ph.D.,
Chairman and Managing Director,
Jeppiaar Group of Institutions.

IN THE PRESENCE OF
Dr. V. NATARAJAN, M.E., Ph.D.,
Principal,
Jeppiaar Engineering college.
Dr. SHALEESHA A. STANLEY, M.Sc., M.Tech., Ph.D., D.Sc.,
Dean (Academics) & HoD / Biotech,
Jeppiaar Engineering College.

GUEST SPEAKER
Mr. KARTHICK RAAJHA
Founder and CEO
SaaS Marketing, Chennai.

30th May 2022 / 09.30 AM to 10.30 AM
Venue : LIBRARY SEMINAR HALL

[jeppiaarengineeringcollegeofficial](#) [jeppiaarengineeringcollege](#) [jeppiaarce](#) [Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.](#) [www.jepiiaarcollege.org](#)

OUT OF THE BOX THINKING FOR PROBLEM SOLVING:

Ministry of Education
Government of India

MoE's INNOVATION CELL
(GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

ACITE
Veri-validated

SESSION ON

OUT OF THE BOX THINKING FOR PROBLEM SOLVING

TUESDAY
28th-JUNE 2022

TIME
2:00 PM - 3:00 PM

PROF. V KAMAKOTI
DIRECTOR, IIT MADRAS

JOIN US ON [LIVE](#) /MHRDINNOVATIONCELL

[/MHRDINNOVATION](#) [/MHRD_INNOVATION](#) [/MHRD.INNOVATIONCELL](#)

INNOVATION AND CAREER OPPORTUNITIES IN HIGHER EDUCATION IN INDIA:

JEPPIAAR
ENGINEERING COLLEGE
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

20th ANNIVERSARY

INSTITUTIONS INNOVATION COUNCIL

DEPARTMENT OF MANAGEMENT STUDIES
In Association with

IIC Q1 - CELEBRATION ACTIVITY
Organize Session on
"National Education Day"
"Innovations & Career Opportunities In Higher Education in India"

WITH THE BLESSINGS OF
(Late) Hon. Col. **Dr. JEPPIAAR**, M.A., B.L., Ph.D.
FOUNDER,
Jeppiaar Educational Trust.

UNDER THE GUIDANCE OF
Dr. M. REGEENA JEPPIAAR, B.Tech., M.B.A., Ph.D.,
Chairman and Managing Director,
Jeppiaar Group of Institutions.

IN THE PRESENCE OF
Dr. V. NATARAJAN, M.E., Ph.D.,
Principal,
Jeppiaar Engineering college.
Dr. SHALEESHA A. STANLEY, M.Sc., M.Tech., Ph.D., D.Sc.,
Dean Academics,
Jeppiaar Engineering College.

GUEST SPEAKER
Dr. GOPINATHAN N
Associate Professor
VIT Business School (Chennai)

11th November 2022 / 2.00PM to 3.00 PM
Venue : LIBRARY SEMINAR HALL

Jeppiaar Engineering College Official | Jeppiaar Engineering College | Jeppiaar | Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119. | www.jepiaarcollege.org



ALUMNI TALK

Alumni Talk aspire to acknowledge the contribution of Ex - Students. This is where the existing students gets opportunity to meet them and know about the previous year's record and experience. This helps to give a connect with the alumni's.

Date	Name of the speaker	Designation / Company	Topic of Lecture
25-11-2022	Dr. Nivedhitha K.S	Assistant Professor IIM Khozhikode	“Book Reading Session”

BOOK READING SESSION:

The poster is purple and white. At the top, it features the JEPPIAAR Engineering College logo and name, along with the address: Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119. Below this, it says 'DEPARTMENT OF MANAGEMENT STUDIES'. The main text reads 'Organizes Alumni Talk Book Reading SESSION'. A portrait of Dr. Nivedhitha K.S is shown on the left, with her name and title 'IIM Khozhikode' below it. On the right, it lists the organizers: Hon'ble Col. Dr. JEPPIAAR, V. S. S. Iyer, and Dr. M. REGEENA JEPPIAAR. It also mentions the presence of Dr. V. NATARAJAN and Dr. SHALEESHA A. STANLEY. At the bottom, it states 'VENUE : Library Seminar hall' and 'DATE : 25-11-2022'. There is a '21st Anniversary' badge in the bottom left corner.



WEBINAR

With the help of webinar, we were able to allow large groups of participants to engage in online discussion and training events and share audio, document or slides. These are particularly well suited for making business or marketing presentations.

Date	Name of the speaker	Designation / Company	Topic of Lecture
02-06-2022	<ol style="list-style-type: none"> 1. Mr. k. Mohamed Arshadh 2. Mrs. M.I. Anees Fathima 3. Mrs. Naseem Banu 4. Mr. Dimtu Sarath Kumar 	<ol style="list-style-type: none"> 1. HR consultant 2. Assistant Professor- MEASI 3. Senior Specialist- HRBP 4. Founder & CEO – Interstump 	Emerging In Trends In The World Of Human Resource Management
28-07-2022	Prof. V. Kamakoti	Director, IIT Madras	Out Of The Box Thinking For Problem Solving
29-10-2022	Mr. Mani Parthasarathy	Co-Founder & CEO, Habile Technologies	Fin-Tech Landscape In India

EMERGING IN TRENDS IN THE WORLD OF HUMAN RESOURCE MANAGEMENT:

EDUTREST

2nd JUNE

7.30PM To 8PM

G Meet

Wasim Akram
Host
Founder & CEO
Edutrest Pvt. Ltd.

PANELISTS:

- K. MOHAMED ARSHADH**
Recruit. Management & Trainer
20+ yrs. Experience
HR & HR Training, Dubai, UAE
- M.L. ANEES FATHIMA**
Assistant Professor
MEAD Institute of Management
- NASEEM BANU**
Senior Specialist - HRBP
- DIMPU SARATH KUMAR**
Founder and CEO
Internship

PANEL DISCUSSION ON
Emerging trends in the World of HUMAN RESOURCE MANAGEMENT.

Join us for an informative evening as industry experts share their insight on Human Resource Management

REGISTER NOW

FOLLOW US ON
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FIN-TECH LANDSCAPE IN INDIA:

JEPPIAAR ENGINEERING COLLEGE IN ASSOCIATION WITH **IMARTICUS LEARNING** | **DATA SCIENCE CLUB**

WELCOME TO OUR DATA SCIENCE CLUB
Inspiring, nurturing and empowering future professionals for rewarding Data Science Careers

Data Science Club Organizes Free webinar on

FINTECH LANDSCAPE IN INDIA

Date / Time
29th Oct-2022 11:00am to 12:00pm

E-Certificates will be provided

Speaker:
Mr. Mani Parthasarathy
Co-founder and CEO of Habile Technologies
Mani Parthasarathy is the Co-founder and CEO of Habile Technologies. A Fintech Evangelist having more than a decade of experience. He writes regularly on the latest topic about digital lending and fintech on LinkedIn #manispeaksmoney, and he interviewed more than 50+ experts in the BFSI sector.

Register Now >>> <https://bit.ly/dscfintech>

INDUSTRIAL VISITS (IV)

The students in our institution are not only exposed to the theoretical knowledge, but also to the practical knowledge of the widest sense through regular industrial visits as per the paper every semester.

List Of Industries Visited by the Students

1) Company Name: Eco kitchen

Location: Injamabakkam

About Company

ECO - Enhancing Community Opportunities.

Established in 2010, Eco kitchen is a not - for - profit , industrial kitchen by the YR Gaitonde Medical Educational and Research Foundation. It address economic stability within families affected by social, economic or other challenges, and improves food security in the community. ECO Kitchen is established in two facilities, together having a 30,000 meal production capacity - a scale that lowers costs for you. They are an 18,000 sq ft. green facility. The kitchen is a naturally lit and ventilated building, and utilities innovative, eco - conscious technology including biomass briquettes, high energy steam vats, a biogas plant, and a steam generator. We have carefully crafted our production to minimize our impact on the environment.

Review from students:

" **Nothing Bring People Together Like Good Food** ", this is how I felt ECO Kitchen was. The kitchen was very clean and also we tasted the food , by that we can say that the food is very healthy and it was a balanced plate .

We also came to know about they present projects " **KATHIR DHAN** " which helps home makers to earn some income in their leisure time.

And their different services like providing hygiene at healthy foods to hospitals during the pandemic COVID 19 and also provided food to people who lack their basic needs.



MBA first year students from Jeppair college visited ECO kitchen today

info@ecokitchen.org

www.ecokitchen.org



2) Company Name : Modern Bakers Madras PVT LTD
Location : Madhavaram

About Company
Modern Bakers Madras PVT LTD

Modern Bakers (madras) Private Limited is a Non-govt company, incorporated on 13 Dec, 1999. It's a private unlisted company and is classified as 'company limited by shares'.

Modern Bakers (madras) Private Limited is majorly in Manufacturing (Food stuffs) business from last 24 years and currently, company operations are active. Current board members & directors are ANUSUYA KALIDAS, SOUNDARAPANDIAN SUBRAMANI, VIJAI KALIDASS and MUTHU KALIDOSS.

Review from students:

Modern Bakers (Madras) PVT Ltd produces biscuits for the Parle-G company. During this visit, students learnt about the raw material quality analysis, recipe preparation, moulding and baking conditions for Parle-G biscuit. Also, they learned about 5S method implementations, automated packaging systems, and hygienic practices adopted in this factory. Finally, students interacted with industry experts.

Students were enriched with knowledge about Parle-G biscuit manufacturing process. This industrial visit paved the way for future industrial visits, memorandums of understanding for technical problem solving and student's placement.



ACHIEVEMENTS OF THE YEAR

DEPARTMENT ACHIEVEMENT

AWARD:

The department of Management studies (Master of Business Administration) received the 2Nd Best Department of the year [2021 – 2022]



STAFF ACHIEVEMENT

- Journal Publication

S.No	Staff Name	Journal Title	Scopus/UGC/ Web of science	Paper Title
1	Dr.R.Akila	AIP Conference Proceedings 2385, 110001 (2022); https://doi.org/ 10.1063/5.007 0713	Scopus	Sexual harassment at workplace faced by women employees in private organization special reference to Tamilnadu and Pondicherry regions - India
2	Dr.R.Akila	International Journal of Early Childhood Special Education ISSN:1308- 5581 Vol 14, Spl Issue ,2022	Web of science	Impact of emotional intelligence on Job stress
3	Dr.R.Akila	SPECIALUSIS UGDYMAS / SPECIAL EDUCATION 2022 1	Scopus	An Analysis on Cyber Law Framework for Cyber Crimes against Women
4	Dr.R.Akila	Journal of Positive School Psychology	Scopus	An empirical study of marketing and strategy problems in social media and digital marketing
5	Dr.M.Durgarani	INTERNATIO NAL JOURNAL OF SPECIAL EDUCATION	Scopus	Nostalgia Marketing of Tourism and Hospitality in South Asia: Leverage to India
6	Dr.E.Gopi	Mukt Shadb Journal Volu 10 issue 5	UGC	An inquiry of Toil and Viability equilibrium with special respect to nurses in Madras Medical Mission Hospital

- NPTEL

S.No	Staff Name	Course name	Grade	Remarks
1	Dr.N.Padmavathy	Enhancing Soft skills and personality	Elite	
2	Dr.R.Akila	Enhancing Soft skills and personality	Silver	
3	Dr.M.Durgarani	Principles of Management	Silver	Top scorer

- Patent Publication

S.No	Staff Name	Title	Status
1	Dr.N.Padmavathy	CUSTOMER FOCUSED ECOMMERCE SITE WITH AI BOT	Published
2	Dr.R.Akila	CUSTOMER FOCUSED ECOMMERCE SITE WITH AI BOT	Published
3	Dr.E.Gopi	ESTABLISHMENT OF E-NEGOTIATOR CHAT BOT FOR BUILDING E-COMMERCE WEBSITE	Published
4	Dr.M.Durgarani	THE IMPACT OF PURCHASING-SEGMENTATION TO ACHIEVE ORGANIZATIONS-SALES AIMS	Application

STUDENTS ACHIEVEMENT

"WINNING AS A TEAM IS BETTER THAN ANYTHING, ITS GREAT TO SHARE SUCCESS"

Specialized exercises have led to be working for the sports section for recent times in Jeppiaar engineering college to bring laurels to our association. This section has focused on students' attention in specific features with young learners to be on their spectacular sportive actions. It focuses on student features and talents to be on their flexibility to relax and indulge in learning experiences to work for sportive actions.

KABADDI:

Our Department Students **Pavithra S** and **Akalya B** won various competition at open tournament-Kabaddi, Won third place at the junior state championship Krishnagiri-2019, Won in the Interzone competition College level , Won as third place and Merit certificate in Kabaddi .



CRICKET:

Our Department Student **Surendar C** participated in Indian South-zone (2021-2022) University matches, 2022-2023 TNCA-Krishnagiri district cricket association (KDCA) leading run scorer, 2021-2022 TNCA-Krishnagiri district best batsman, 2022-2023 TNCA- Krishnagiri district best batsman , 2022 Periyar University leading run scorer , 2022-2023 TNCA Chennai city league 5th division BSNL leading run score , participated 2022 TNCA S.S Rajan trophy and participated 2023 TNCA S.S Rajan trophy.



SYMPOSIUM

1. PARADIGM (Ethiraj College For Women) :

Our Department Students **Abhishek R, Prabhu G** and **Dev Thomas Beno** first year students have won 1st place in “Stale Point” competition conducted in Ethiraj College for Women on 8th November 2022 by MBA department.



2. SYNERGY (University of Madras):

Our Department Students participated in the events conducted by University of Madras.



And won Prizes in:

Photography:

1st - Harish Raja E

“Ocean of Opportunities”

3rd – Thejaswini P J

“The Expensive Vintage”



Build Your Firm:

1st - Thejaswini P J , Miruthula S



3. Daksha'22 (SSN School Of Management):

Our Department Students participated in various events conducted by SSN School Of Management.

And our Department Student Sherly Philomena R have won 2nd place in “Chain Shot Relay” with a cash prize Rs.1000 in competition conducted in SSN School Of Management on 16th December 2022 by MBA department .

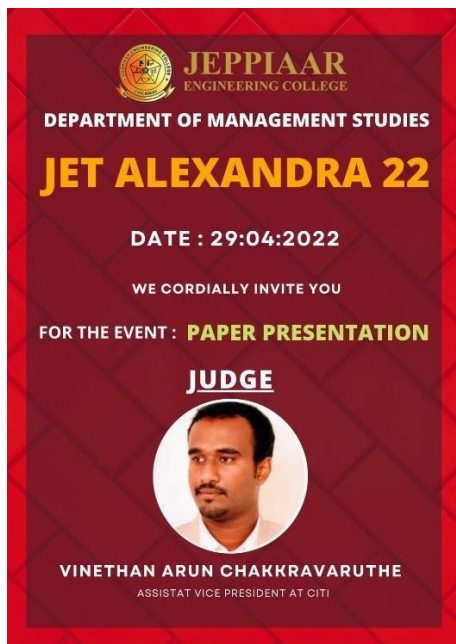


JET ALEXANDRA'S 2022

Our department conducted JET ALEXANDRA'S 22 (Symposium) on **29th April 2022**. Where we had Technical Events and Non - Technical Events. Under Technical Events we had Business Plan, Stress Interview and Paper presentation. In Non - Technical Events we had Hurdle Quiz.

Students from various college participated in the events and the best out of it won prizes.

Not only events but also it was a great opportunity for the students to get to know about how to present themselves in an event. This was a useful exposure to students and also, they had a huge take away learning.



JEPPIAAR
ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES


JET ALEXANDRA 22

DATE : 29/04/2022

WE CORDIALLY INVITE YOU

FOR THE EVENT : **PAPER PRESENTATION**

JUDGE



VINETHAN ARUN CHAKKRAVARTHE
ASSISTANT VICE PRESIDENT AT CITI



JEPPIAAR
ENGINEERING COLLEGE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

DEPARTMENT OF MANAGEMENT STUDIES

JET ALEXANDRA-22

DATE : 29/04/2022 TIME : 10 AM

We Cordially invite you

For The Event : **STRESS INTERVIEW**

WITH THE BLESSINGS OF

Hon'ble Late Col. **Dr. JEPPIAAR**, M.A, B.I, Ph.D.
Founder, Jeppiaar Educational Trust.

UNDER THE GUIDANCE OF

Dr. M. REGEENA JEPPIAAR, B.Tech., M.B.A, Ph.D.,
Chairman & Managing Director, Jeppiaar Group of Institutions.

IN THE PRESENCE OF

Dr. V. NATARAJAN, M.E., Ph.D.,
Principal, Jeppiaar Engineering College.


Dr. SHALEESHA A. STANLEY, M.Sc., M.Phil., Ph.D.,
Dean - Academics, Jeppiaar Engineering College.

JUDGE - Stress Interview







Shri. R.Kaarthikeyan
Sr Specialist F&A
Maersk India pvt. Ltd.



jeppiaarengineeringcollegeofficial jeppiaarengineeringcollege jeppiaarec


JEPPIAAR
 ENGINEERING COLLEGE
 Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai-119
DEPARTMENT OF
MANAGEMENT STUDIES


JET
 ALEXANDRA '22

EVENTS

<p>TECHNICAL EVENTS</p> <ul style="list-style-type: none">  BUSINESS PLAN  STRESS INTERVIEW  PAPER PRESENTATION 	<p>NON - TECHNICAL EVENTS</p> <ul style="list-style-type: none">  HURDLE QUIZ
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 : April 29th 2022  : 9:00AM Onwards
 @Jeppiaar Engineering College

FOR REGISTRATION & MORE DETAILS:-

<p>STUDENT CO-ORDINATORS :- R. ANBU KUMAR 9840971803 V. SELISHIYA 6385149811</p>	<p>FACULTY CO-ORDINATOR:- Dr.E. Gopi 91763 55514</p>	<p>Scan For Google Form</p> 
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 jetalexandra22@gmail.com



**MADRAS MANAGEMENT ASSOCIATION STUDENT CHAPTER ACTIVITIES
AY 2022-2023**

Date: 24.01.2023

Topic: You the Brand

Event: Guest Lecture



Mr. Chandrasekhar

Prof .Chandrasekhar is an MBA from XLRI Jamshedpur- a silver medallist. Over the past 32 years he has held several senior positions in companies such as HMT Bangalore, Glaxo Bombay, Murugappa Group and The Hindu. His last position was as the Director (India Operations) of Mgmt Inst of Singapore. He has been a visiting professor of mgmt at Anna Univ, LIBA, XLRI etc.

Date: 03.02.2023

Topic: Importance of Emotional Intelligence

Speaker: Mr.Vasudevan, Corporate trainee



Date: 03.05.2023

Topic: GST and its impact on Indian Economy

Speaker: Mr. Raju Iyer, CA

PROFILE

Mr. Raju Iyer



Corporate Trainer, Cost Management Consultant, Strategy and Financial Management.

RCM and Secretary and Chairman - PD and PR, SIRC of ICWAI

1st Vice President, Lions Club of Swami Vivekananda. MJF Lion

Faculty in ICSI.

MMA - KAS present live workshop on Microsoft BI on 24th February 2023

(02:00PM to 05:00PM)

MADRAS MMA MANAGEMENT ASSOCIATION ESTD. 1986 **Madras Management Association** **KONRAD ADENAUER STIFTUNG**
Presents

4 Days online Webinar (Zoom)
Microsoft Power BI

Date: 24,27, Feb2023
03,07, Mar 2023
Time: 02:00 PM - 05:00 PM

Facilitator:
Mr . S. Bhanu Kumar
Founder , ARRA Associates