



JEPPIAAR
ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES
Professional Bodies Membership/Participation

"Active participation of staff and students at the Madras Management Association and CII Chennai events reflects our institution's commitment to industry engagement and professional excellence"

1. Batch 2024-25 at MMA House for a MMA Discussion

The Budding Manager Batch of 2024-25 recently gathered at MMA House for an engaging MMA Discussion session. This event provided a valuable platform for aspiring managers to exchange ideas, share insights, and enhance their understanding of contemporary management practices. Participants actively engaged in discussions covering leadership, strategy, and problem-solving, fostering a collaborative learning environment. The session was designed to nurture critical thinking and decision-making skills essential for future managerial roles. Overall, the MMA Discussion proved to be an enriching experience, motivating the batch to pursue excellence and innovation in their management journey.



Our Budding Manager Batch 2024-25 at MMA House along side Dr.R.Akila,Head of the department

2. Dr R Akila at Schol Education conclave 2024 organised by CII Chennai

Dr. R. Akila, a distinguished academician, participated in the CII Southern Region School Education Conclave 2024 held on December 10, 2024, in Chennai. The conclave, themed "Empowering Students with 21st Century Skills for the Indian Context," brought together educators, policymakers, and industry leaders to discuss strategies for modernizing education. The event featured discussions on curriculum reforms, industry-academia collaboration, and the integration of technology in education.



Dr R Akila at Schol Education conclave 2024 organised by CII Chennai

3. MMA Team Group Captian Venkataraman, Mr Satish at Jeppiaar Engineering college for introduction session

Our faculty members and students gathered enthusiastically at Jeppiaar Engineering College for an introductory session with the MMA team, including Group Captain Venkataraman and Mr. Satish. The event fostered a collaborative atmosphere, encouraging meaningful interactions between the MMA team and the college community. Faculty and students engaged actively, showing keen interest in learning about leadership, discipline, and strategic insights shared by the guests. This session marked the beginning of a valuable partnership aimed at enriching academic and extracurricular experiences. The photograph captures the spirit of unity and eagerness to grow together through shared knowledge and mentorship.



4. Participation in Union Budget 2025-26 Post Budget Analysis organized by CII

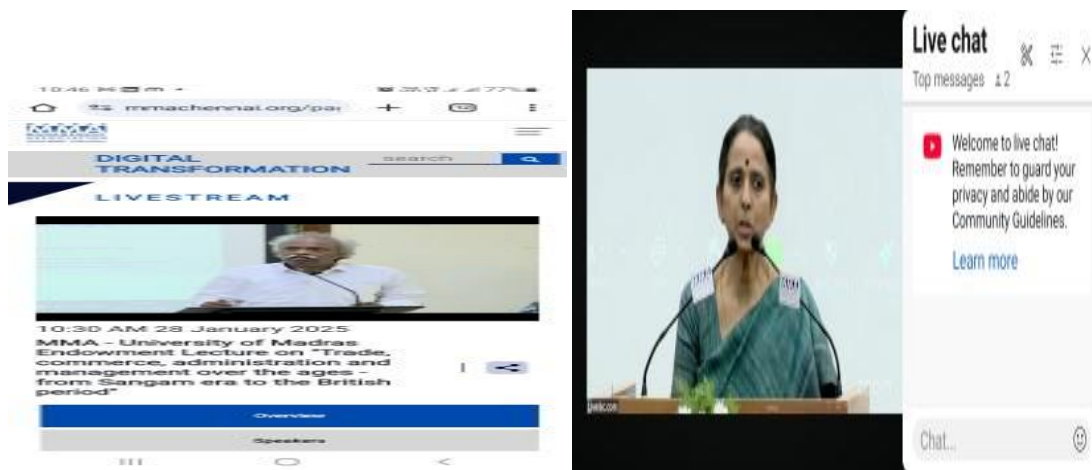
Dr. R. Akila, a distinguished academician, participated in the Union Budget 2025-26 Post-Budget Analysis organized by the Confederation of Indian Industry (CII) in Chennai. The event provided a platform for experts to delve into the nuances of the newly presented budget, discussing its implications on various sectors. Dr. Akila's involvement underscored her commitment to understanding and analyzing fiscal policies that impact education and research. Her insights contributed to a comprehensive discussion on how the budget's provisions could influence academic institutions and the broader educational landscape. The session fostered a collaborative environment, encouraging dialogue between policymakers and educators. Dr. Akila's participation highlighted the importance of academic perspectives in shaping and interpreting national economic strategies.



Dr R Akila participation in Union Budget 2025-26 Post Budget Analysis organized by CII

5.Using Digital Platforms to connect with MMA Lectures

The photo captures a vibrant virtual learning environment where students and faculty connect seamlessly through a digital platform to attend MMA lectures. Screens display engaged participants, highlighting the ease of accessing quality education from remote locations. The setup reflects modern educational practices, blending technology with interactive sessions led by expert MMA instructors. Participants actively listen, take notes, and interact, showcasing the effectiveness of digital connectivity in fostering learning. This image embodies the shift towards flexible, inclusive education, breaking geographical barriers and enabling continuous knowledge sharing in real-time through innovative online platforms.



Privileged to connect through digital platform to Attend MMA Lectures

MADRAS MANAGEMENT ASSOCIATION STUDENT CHAPTER ACTIVITIES

AY 2023-2024

Date: 01.08.2023

Topic: "Midlife career challenges for Women"

Speaker: Online

Objectives:

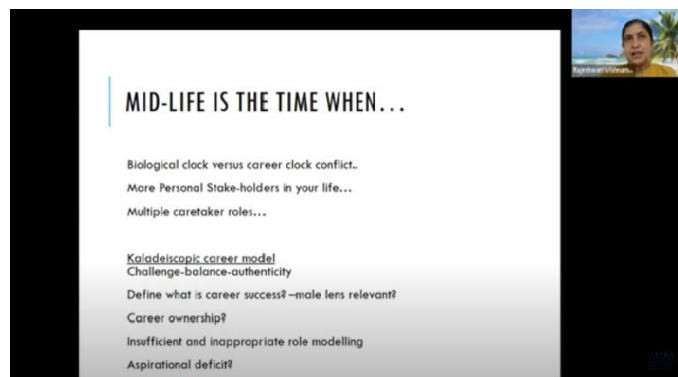
1. Identify midlife career challenges faced by women.
2. Explore strategies for overcoming obstacles.
3. Foster a supportive community for sharing experiences.
4. Develop skills for career re-entry or transition.
5. Enhance confidence and self-awareness.
6. Provide resources for navigating career changes.

This program aims to equip women with the tools and networks needed to successfully navigate midlife career challenges and achieve their professional goals. By addressing these objectives, women can rediscover their passions and pursue fulfilling careers.

Outcomes of the program

1. Increased confidence: Women develop a stronger sense of self-awareness and confidence in their abilities.
2. Improved career clarity: Participants gain clarity on their career goals and develop a plan to achieve them.
3. Enhanced skills: Women acquire new skills and knowledge to enhance their employability.
4. Supportive network: Participants build a network of peers and mentors for ongoing support.
5. Career transition success: Women successfully transition into new careers or roles.
6. Increased representation: More women in leadership positions or non-traditional careers.
7. Community impact: Program alumni become role models and mentors for others.
8. Personal growth: Women experience personal growth, increased self-esteem, and a sense of fulfillment.

These outcomes can have a lasting impact on the lives of women and contribute to a more diverse and inclusive workforce



Date: 04/09/2023

Topic: Start up India Opportunities & excitement

Venue: MMA centre

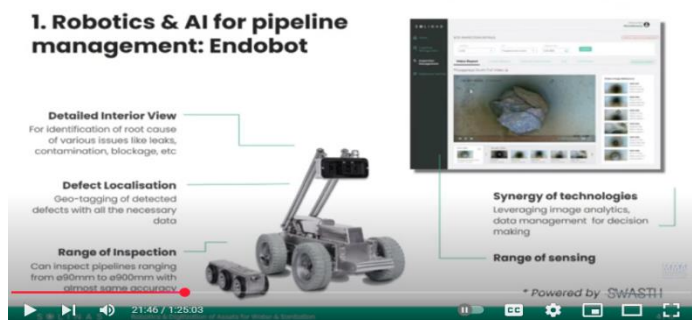
Objectives:

1. Promote Entrepreneurship: Encourage and support startups in India.
2. Foster Innovation: Create a culture of innovation and entrepreneurship.
3. Provide Resources: Offer resources, mentorship, and networking opportunities.
4. Empower Startups: Empower startups to scale and grow.

Outcomes of the program

1. Increased Startups: More startups launched and supported.
2. Job Creation: Employment opportunities created through startup growth.
3. Innovative Solutions: Development of innovative products and services.
4. Networking Opportunities: Startups connect with investors, mentors, and industry experts.
5. Economic Growth: Contribution to India's economic growth through startup ecosystem development.

This program can help create a thriving startup ecosystem in India, driving innovation, entrepreneurship, and economic growth.



Date:16.09.2023

Topic Cavin kare –MMA Chinnikrishnan innovation awards

Venue: MMA centre

Objectives of the program:

1. Encourage Innovation: Recognize and reward innovative ideas and solutions.
2. Foster Entrepreneurship: Support entrepreneurs and startups in developing innovative products or services.
3. Promote Research and Development: Encourage research and development in various fields.
4. Identify and Nurture Talent: Discover and nurture innovative talent.

Outcomes of the program:

1. Innovation Showcase: A platform for innovators to showcase their ideas and solutions.
2. Financial Support: Potential financial support or funding for winning innovations.
3. Mentorship: Opportunities for winners to receive guidance and mentorship from industry experts.
4. Networking: Chance to connect with like-minded individuals, investors, and industry leaders.
5. Industry Recognition: Winners receive recognition and credibility in their respective industries.

These awards can help promote innovation, entrepreneurship, and research, ultimately driving growth and development in various fields.



Date: 18.12.2023

Topic: Challenges with AI and ML Technology

Mode: online session

Objectives:

1. Understand the limitations and challenges of AI and ML.
2. Identify potential biases and fairness issues.
3. Develop strategies for explainability and transparency.
4. Address data quality and security concerns.
5. Explore the impact of AI and ML on society.

Outcomes of the program

1. Critical thinking: Participants develop a nuanced understanding of AI and ML challenges.
2. Problem-solving skills: Individuals learn to address complex AI and ML issues.
3. Informed decision-making: Participants make informed decisions about AI and ML implementation.
4. Responsible AI development: Individuals develop AI solutions that are fair, transparent, and secure.
5. Societal awareness: Participants understand the broader implications of AI and ML on society.



Date: 10.01.2024

Topic: Master the art of happiness 10/01/2024

Mode: Online

Objectives of the program:

1. Understand the science of happiness and well-being.
2. Develop skills for managing stress and negative emotions.
3. Cultivate positive relationships and social connections.
4. Foster a growth mindset and resilience.
5. Practice mindfulness and self-care.

Outcomes of the program:

1. Increased happiness: Participants experience improved overall well-being.
2. Better stress management: Individuals develop effective coping strategies.
3. Improved relationships: Participants build stronger, more meaningful connections.
4. Increased resilience: Individuals develop a growth mindset and bounce back from challenges.
5. Enhanced self-awareness: Participants gain a deeper understanding of themselves.
6. Improved mental health: Participants experience reduced symptoms of anxiety and depression.
7. Increased productivity: Individuals become more focused and motivated.
8. Better work-life balance: Participants prioritize self-care and well-being.
9. More positive outlook: Individuals develop a more optimistic and hopeful perspective.

This program can help participants develop the skills and strategies needed to achieve lasting happiness and well-being.



Topic: Ad wars making competition healthy

Date: 30.04.2024

Venue: MMA Center

Program Objectives:

1. Foster creative thinking and problem-solving skills.
2. Encourage teamwork and collaboration.
3. Develop effective communication and presentation skills.
4. Promote healthy competition and sportsmanship.
5. Enhance critical thinking and strategic planning.

Outcomes of the event:

1. Improved creative skills: Participants develop innovative ad campaigns.
2. Enhanced teamwork: Teams learn to work collaboratively and supportively.
3. Effective communication: Participants improve their presentation and pitching skills.
4. Strategic thinking: Teams develop strategic plans to outdo competitors.
5. Healthy competition: Participants learn to compete fairly and respectfully.
6. Networking opportunities: Participants connect with peers and industry professionals.
7. Portfolio development: Participants build a portfolio of their work.
8. Industry insights: Participants gain knowledge of industry trends and best practices.

This program can help participants develop valuable skills, build their network, and enhance their career prospects.

