



DEPARTMENT OF MANAGEMENT STUDIES

UNVEILS WITH PRIDE

JET ALEXANDRA 2K25

**RS 100/-
FOR
REGISTRATION**

**A NATIONAL LEVEL SYMPOSIUM
THURSDAY | 8.30 AM |
3RD APRIL 2025**

**CASH
PRIZES**

EVENTS



(FOR REGISTRATION)

**BUSINESS QUIZ
CRACK THE CODE
BOX CRICKET**



(EVENT RULES)

JOIN OUR COLLEGE'S EXCITING GAMES & MAKE
UNFORGETTABLE MEMORIES

COORDINATORS

**KATVIN
8825730828**

**KARTHICK
9342717181**

**HARI KRISHNAN
9003528827**

THE ROYAL MBA PRESENTS
JET ALEXANDRA- 2k25
NATIONAL LEVEL SYMPOSIUM
HOSTED BY: JEPPIAAR ENGINEERING COLLEGE, CHENNAI
Organized by: DEPARTMENT OF MANAGEMENT STUDIES
Venue: MBA Department
📅 Date: April 3, 2025

Registration link:

<https://docs.google.com/forms/d/e/1FAIpQLSdcLyvIEIVH93oeGnHoLM31m1uD0DVi5ZWagJOdXzdCy53nCQ/viewform?usp=header>

Registration Fee:

Rs .100

🏰 TECH - EVENT

BUSINESS QUIZE

CRACK THE CODE

🏰 NON-TECH - EVENT

BOX CRICKET

STAFF CO-ORDINATOR

Dr.K.AKILA

Head of the Department

STUDENT CO-ORDINATORS

JOYICE ROSHINI.M

MOHANA SUNDARAM.A

ACKNOWLEDGEMENT

We would like to express our heartfelt gratitude to all those who made the *JET ALEXANDRA 2K25* National Level Symposium a grand success.

First and foremost, we extend our sincere thanks to Dr. Regeena J. Murli, Chairman and Managing Director of Jeppiaar Engineering Institution, for her continuous support and encouragement. We are deeply grateful to the Department of Management Studies for organizing and unveiling this vibrant platform that brought together innovative minds from across the country.

First and foremost, we extend our sincere thanks to our respected Principal Dr. K. Senthil Kumar. ME, Ph.D, FIE, MISHREA, MISTE Principal of Jeppiaar Engineering College, for granting us the opportunity and resources to organize this symposium. We are equally grateful to our Head of the Department, Dr.R.Akila M.B.A., M.Phil., Ph,D., whose continuous encouragement, guidance, and belief in student leadership inspired us to take this initiative and bring it to life.

A special note of appreciation goes to the faculty coordinators and student organizers whose meticulous planning and untiring efforts shaped this event into a memorable one. The exciting line-up of events *Business Quiz*, *Crack the Code*, and *Box Cricket* would not have been possible without their dedication and hard work.

We also extend our gratitude to all the participants for their enthusiastic involvement and competitive spirit. Your active participation added great energy and made the event truly dynamic.

Last but not least, we acknowledge the valuable contribution of our coordinators M. Joyice Roshini, A. Mohan Sundaram for their seamless coordination and support throughout the event.

**INVITING Dr. REGEENA J MURALI CHAIRMAN AND MANAGING DIRECTOR OF
JEPPIAAR GROUP OF INSTITUTIONS**



**INVITING Dr. SHALEESHA STANLEY DEAN-ACADEMICS, JEPPIAAR
ENGINEERING COLLEGE AND Dr. SENTHIL KUMAR PRINCIPAL OF JEPPIAAR
ENGINEERING COLLEGE**



FLASH MOB



National Level Management Symposium

JET ALEXANDRA 2K25

STRUCTURE OF THE EVENT

Time	Session
8:00 AM	Registration
9:00 AM	Inauguration Ceremony by Chairman
9:30 AM	Crack The Code
10:00 AM	Box Cricket
10:30 PM	Business Quiz
1:30 PM	Valedictory Ceremony & Certificate Distribution

INTRODUCTION

The Department of Management Studies of Jeppiaar Engineering College proudly organized *JET ALEXANDRA 2K25*, a National Level Symposium, on Thursday, 3rd April 2025, at 8:30 AM. The symposium aimed to bring together students from various institutions across the country to showcase their knowledge, creativity, and teamwork through a series of competitive events.

This annual event is a dynamic platform designed to enhance students' managerial and analytical skills while fostering collaboration and healthy competition. With an affordable registration fee of ₹100, the symposium offered a wide array of engaging events including Business Quiz, Crack the Code, and Box Cricket, each promising to challenge participants intellectually and physically.

The symposium began with an inaugural session that set a vibrant tone for the day. The dignitaries present shared insightful words about the importance of such student-led initiatives in building leadership, strategic thinking, and interpersonal communication skills. Participants from various colleges registered in large numbers, eager to showcase their talents and interact with like-minded peers from across the country.

JET ALEXANDRA 2K25 not only focused on academics but also aimed to create a vibrant and interactive environment where students could enjoy, learn, and network. Exciting cash prizes and memorable experiences awaited the winners and participants alike. The entire event was efficiently managed by a dedicated team of coordinators, M. Joice Roshini, A. Mohan Sudaram ensuring a smooth and enjoyable experience for everyone involved.

INAUGURATION CEREMONY



The *JET ALEXANDRA 2K25* symposium commenced with a grand inauguration ceremony that set the tone for an inspiring and vibrant day. The event was gracefully inaugurated by the esteemed **Dr. Regeena J. Murali**, Chairman and Managing Director of Jeppiaar Engineering Institution, Dr. Shalesha Stanley Dean-Academics, Jeppiaar Engineering College and Dr. Senthil Kumar Principal of Jeppiaar Engineering College in the presence of respected faculty members, invited guests, and enthusiastic student participants.

The Chairman's presence was a moment of immense pride and motivation for everyone gathered. With his encouraging words, he emphasized the importance of such platforms in

Shaping future leaders and fostering innovation among young minds. The dignitaries were welcomed with traditional honours, and the inauguration took place amidst vibrant cultural attire, enthusiastic applause, and a sense of unity across the student body.

The event was officially declared open as the Chairman interacted with students and coordinators, appreciating their efforts and commitment. The ceremony concluded with a group photo session, creating memories that would be cherished for years. The inaugural session set a spirited start for the day's events and reflected the college's commitment to academic excellence and holistic development.

JUDGES OF THE EVENT FOR CRACK THE CODE AND BUSINESS QUIZ



ABOUT THE JUDGE

Dr R.Akila has completed her Bachelor of Science in Hospital Management in 1996 from Bharathidasan University, Trichy Then completed her Master in Business Administration from Bharathidasan university in the year 1998 specialized in Marketing. she also completed M.Phil,- Management studies in 2004 from Alagappa University. She did her PhD from Mother Teresa Women's University, Kodaikanal in 2011. She has nearly 25 yrs of teaching experience from various reputed engineering colleges of Tamilnadu like Sapthagiri college of Engineering, Adhiparashakthi Engineering College, Hindustan college of engineering, AMET, Chennai. Besides teaching, she has also coordinated seminar, personality development programs for management graduates; faculty development programs, conference for faculty community. She has published around 50 papers in Scopus\UGC care\Peer review rating journals. She has participated and presented about 100 papers in national & international conferences in India. She has also taken part in more than 160 seminars, faculty development programs, workshops, etc. She has been invited as resource person and delivered lectures on various management and business topics.

She has been granted with around Rs 17,00,000 for undergoing research study and for organizing national level seminars. She has been awarded with many awards for Best Academic Performance, and achieving 100% result in the subject taught etc. She has been appointed as a Online faculty for Grand Canyon University - Arizona, USA in 2008.



ABOUT THE JUDGE

I am currently pursuing a **Ph.D. in Finance** at **Sathyabama University, Chennai**. Academically, I hold an **MBA in Finance & Operations** from **Kerala Technological University** (2021) and a **B.Com in Finance** from **Calicut University** (2017), which have equipped me with a strong foundation in financial management, operations, and strategic decision-making.

Professionally, I bring **over 3 years of experience** in the finance and banking sectors. I worked as an **Assistant Manager at ICICI Bank**, Ambattur Regional Head Office, Chennai (March 2022 – July 2023), and as a **Financial Analyst at Dravin Conekt Pvt. Ltd., Bangalore** (June 2017 – May 2019). I am also certified by **AMFI, IRDA**, and have completed an **NPTEL certification in Financial Institutions and Markets**, strengthening my expertise in mutual funds, insurance, and financial markets.

EVENTS

1. CRACK THE CODE

JEPPIAAR
ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT
STUDIES
PROUDLY PRESENTS

JET ALEXANDRA
2K25
TECHNICAL EVENT

**CRACK
THE CODE**

RULES :

- TEAM CONSIST OF 4 MEMBERS
- CANDIDATES MUST REARRANGE A SET OF JUMBLED LETTERS
- TIME LIMIT "3 MINUTES"

ONLINE & ON-SPOT REGISTRATION IS AVAILABLE

COORDINATORS : DHAYANIDHI | KARTHICK
CONTACT : 9342717181

As part of the highly anticipated national-level symposium JET ALEXANDRA 2K25, the Department of Management Studies at Jeppiaar Engineering College proudly conducted an engaging technical event titled “Crack the Code.” This event was designed to test the participants’ mental agility, logical reasoning, and teamwork through a fun and intellectually stimulating challenge. With a unique format and a fast-paced structure, it attracted enthusiastic participation from students across various institutions.



The objective of the event was to encourage participants to sharpen their cognitive abilities while working under pressure. Each team consisted of four members, and their task was to rearrange a set of jumbled letters to form meaningful words. The challenge had a strict time limit of three minutes, making the event both intense and exhilarating. This format pushed the participants to think quickly, collaborate effectively, and manage time with precision.

What set “Crack the Code” apart was its simplicity fused with complexity while the concept appeared straightforward, the execution required a sharp mind, quick wit, and seamless team coordination. It tested the participants not only on vocabulary but also on pattern recognition and decision-making under stress. The event was both online and on-spot registered, providing flexibility and convenience for participants.



The event was smoothly coordinated by Dhayanidhi and Karthick, who ensured seamless conduct and fair evaluation. Their proactive efforts in managing the rounds, explaining the rules, and encouraging the participants contributed to the success of the event. “Crack The Code” proved to be one of the most interactive and entertaining segments of the symposium, leaving a lasting impression on both participants and spectators.

WINNERS OF CRACK THE CODE

SOMESHWARAN

SMONISH.N

JACOB.D

VENKATRAM.R

RUNNERS OF CRACK THE CODE

SUPRIYA PRAKASH

TARUNIKA.N

JAYASRI

HEERA



2. BOX CRICKET

 **JEPPIAAR**
ENGINEERING COLLEGE

**DEPARTMENT OF MANAGEMENT
STUDIES**

PROUDLY PRESENTS

A NATIONAL LEVEL SYMPOSIUM

JET ALEXANDRA 2K25

BOXCRICKET
(Non Technical Event)

RULES:

- 6 PLAYERS PER TEAM
- 4 OVER MATCH
- THROWBALL METHOD
- ONE PITCH ONE HAND
- UMPIRE DECISION IS FINAL

ONLINE & ON-SPOT REGISTRATION AVAILABLE

Co-Ordinators:

VISHWA: 6383297823 HARI KRISHNAN: 9003528827 SIVA: 8925218939

(Cash Prizes)

3RD APRIL 2025|8:30 A.M VENUE: MBA DEPARTMENT

As a part of the vibrant and energetic lineup of events at JET ALEXANDRA 2K25, the Box Cricket tournament brought a wave of enthusiasm and sportsmanship to the symposium. Conducted by the Department of Management Studies at Jeppiaar Engineering College, this event combined the thrill of cricket with the excitement of a fast-paced outdoor game. Box Cricket was designed to provide a refreshing break from the academic and non-technical events while encouraging physical fitness and team bonding.

Played in a compact setup with modified rules, Box Cricket tested not only the participants' cricketing skills but also their ability to work together as a team under pressure. The format was engaging and suitable for players of all levels, making it inclusive and enjoyable for everyone. Teams were required to display quick reflexes, sharp decision-making, and effective coordination to outplay their opponents in the limited overs format.

The game witnessed enthusiastic participation from multiple teams, each bringing its own strategy, energy, and team spirit. Loud cheers, competitive spirit, and thrilling finishes added to the lively atmosphere of the event. Spectators and participants alike were highly engaged, turning the match arena into one of the most happening spots on campus during the symposium.

The success of the Box Cricket event was made possible through the efficient planning and execution by the student coordinators Vishwa, Hari, RajKumar and volunteers. With proper arrangements, fair umpiring, and wellmaintained decorum, the event stood out as a perfect blend of sports and fun. It not only provided a platform for athletic expression but also strengthened the bonds among students, making it one of the most memorable highlights of JET ALEXANDRA 2K25.

UMPIRE FOR BOX CRICKET TOURNAMENT



ABOUT THE JUDGE

An ardent and accomplished district-level cricket player, I have consistently demonstrated my passion and prowess in the sport across multiple platforms. I have played as a First Division cricketer in numerous prestigious leagues matches within the Krishnagiri district, where my performances have been both consistent and impactful. Notably, I was a proud member of the Krishnagiri District team that clinched the SS Rajan Trophy, showcasing my ability to deliver under pressure on major stages. Expanding my reach, I have actively participated in the Air India 5th Division City League matches in Chennai, further honing my competitive edge. My cricket journey spans across Tamil Nadu, Chennai, and Bangalore, where I have played a key role as a versatile all-rounder both as a dependable batsman and a sharp bowler. My contributions on the field have earned me several 'Man of the Match' awards, underlining my consistent match-winning performances.



ABOUT THE JUDGE

A passionate and dedicated **district-level cricket player**, I have made significant contributions to the sport through consistent performances across multiple platforms. I have competed as a **First Division player** in several league matches in the **Krishnagiri district**, earning recognition for my skills and sportsmanship. Representing **Krishnagiri**, I proudly led the team to victory in the prestigious **SS Rajan Trophy**, demonstrating my ability to perform under high-pressure scenarios. My cricketing journey includes playing in the **‘Sridhar CC under-CSK Academy’ matches in Chennai**, where I further refined my techniques and gained exposure to competitive-level cricket. I have also had the honour of representing the **Tamil Nadu Under-19 Team** in the **SGFI (School Games Federation of India)** tournaments, which provided a solid platform to showcase my talent at the state level. Known for my versatility as a reliable **batsman and bowler**, I have played a pivotal role in numerous district-level matches across **Tamil Nadu**, and have represented both **Chennai and Bangalore** teams in various tournaments. My match-winning contributions have earned me several **‘Man of the Match’** awards, highlighting my impact and consistency on the field.

WINNERS OF BOX CRICKET

SOMESS

ROHITH

MONISH

VENKATRAN

SHAIL

ABINESH

RUNNERS OF BOX CRICKET

MOHAN BABHU

MITHUN RAJ

PARTHASAMTHI

DEEPAK SANKAR

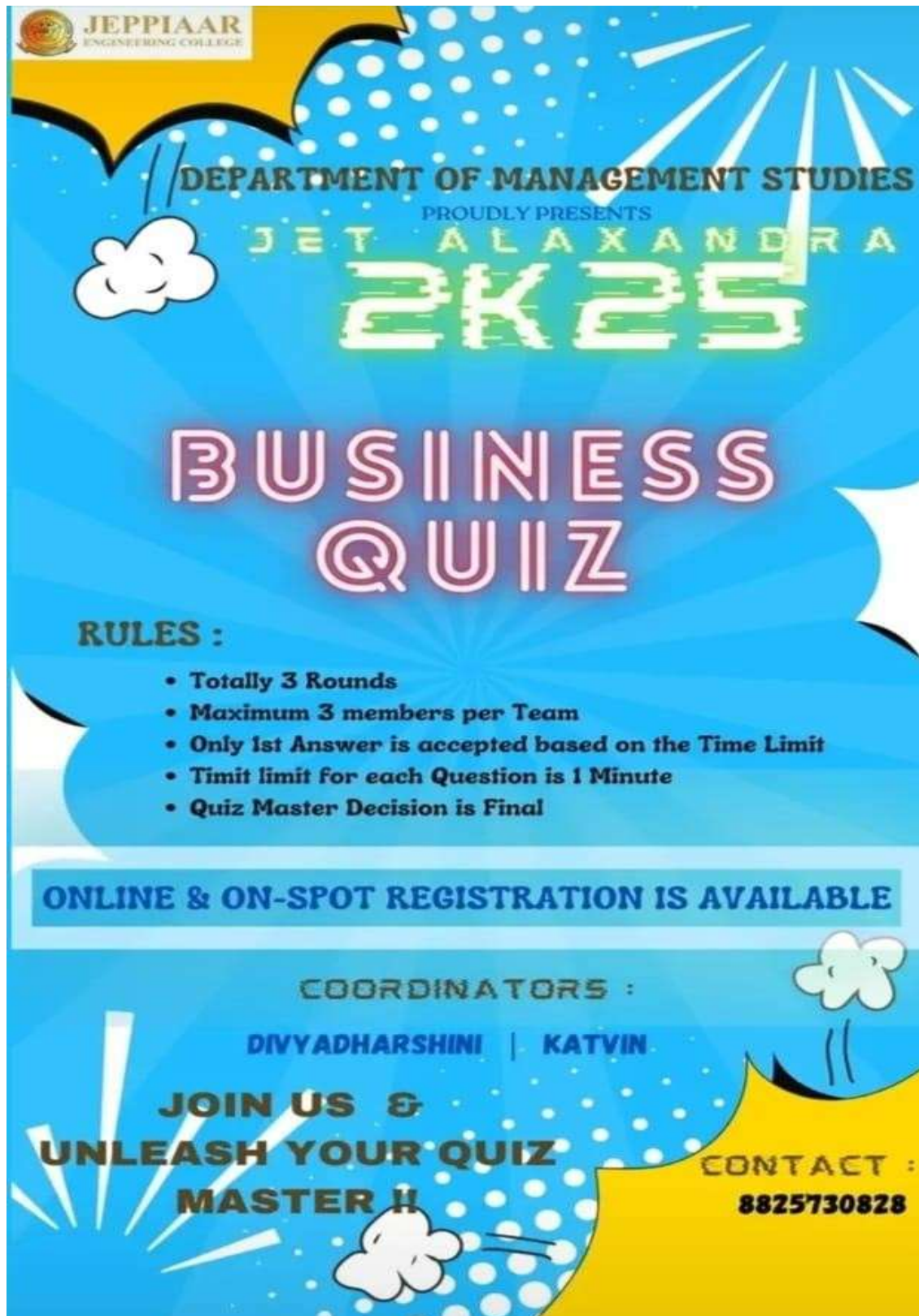
VISHU K

CHANDRA MOHAN

MAHESHWARAN



3. BUSINESS QUIZ

A vibrant blue and yellow poster for a Business Quiz. The top left features the JEPPIAAR Engineering College logo. The text 'DEPARTMENT OF MANAGEMENT STUDIES PROUDLY PRESENTS JET ALEXANDRA 2K25' is prominently displayed in a stylized font. Below this, 'BUSINESS QUIZ' is written in large, outlined letters. A section titled 'RULES:' lists five bullet points: 'Totally 3 Rounds', 'Maximum 3 members per Team', 'Only 1st Answer is accepted based on the Time Limit', 'Timit limit for each Question is 1 Minute', and 'Quiz Master Decision is Final'. A blue banner states 'ONLINE & ON-SPOT REGISTRATION IS AVAILABLE'. The coordinators are listed as 'DIVYADHARSHINI | KATVIN'. The bottom left encourages participation with 'JOIN US & UNLEASH YOUR QUIZ MASTER !!'. The contact number '8825730828' is provided on the bottom right. The background is decorated with white polka dots, white clouds, and yellow sunburst patterns.

JEPPIAAR
ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES
PROUDLY PRESENTS
JET ALEXANDRA
2K25

**BUSINESS
QUIZ**

RULES :

- **Totally 3 Rounds**
- **Maximum 3 members per Team**
- **Only 1st Answer is accepted based on the Time Limit**
- **Timit limit for each Question is 1 Minute**
- **Quiz Master Decision is Final**

ONLINE & ON-SPOT REGISTRATION IS AVAILABLE

COORDINATORS :
DIVYADHARSHINI | KATVIN

**JOIN US &
UNLEASH YOUR QUIZ
MASTER !!**

CONTACT :
8825730828

As part of the intellectually enriching lineup of events at JET ALEXANDRA 2K25, the Business Quiz stood out as a premier academic competition that tested the knowledge, awareness, and analytical thinking of participants in the realm of business and economics. Organized by the Department of Management Studies at Jeppiaar Engineering College, this event attracted sharp minds eager to showcase their understanding of the corporate world, market trends, and economic developments.



The quiz was designed to cover a broad range of topics, including current affairs, brand awareness, marketing strategies, business personalities, global economics, and recent innovations in the business world. Participants were challenged across multiple rounds, each increasing in complexity and requiring a blend of quick thinking, logical reasoning, and deep subject knowledge. This structure not only encouraged healthy competition but also helped in enhancing participants' business acumen.



Teams from various institutions participated with great enthusiasm, bringing diverse knowledge and perspectives to the table. The competitive spirit and fast-paced format of the quiz kept both the participants and the audience on edge, making the event highly engaging and interactive. Every round saw students applying strategic thinking, teamwork, and presence of mind, which are essential qualities for aspiring business professionals.

The success of the event was ensured by the meticulous planning and execution by the student coordinators and faculty members. The Business Quiz not only served as a platform for testing knowledge but also as an opportunity to learn, network, and gain exposure to realworld business scenarios. It was a perfect blend of education and excitement, leaving a lasting impact on all who took part.



WINNERS OF BUSINESS QUIZ

SAI MAHESH BABU

SHIBI R

BERLIN SHETRON G

RUNNERS OF BOX CRICKET

LOGESHWARAN.P

SECINTH RAJA.V





VALEDICTORY CEREMONY



