



Department of Management Studies  
K.S.R. College of Engineering



## MAGAZINE

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## Messages from Chairman



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 carry out 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 magazine 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.

## Messages from Dean



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.

## Messages from Principal



My heartiest welcome to all the young budding Engineers who have joined in "K.S.R. College of Engineering". With the help of highly qualified and dedicated staff members, we will be molding the students to the required shape which will make them employable. The composite unit of Students, Parents and Society is our customer. The K.S.R. College of Engineering will strive hard to provide customer satisfaction. In our college, we give top priority to discipline. A series of tests and examinations will be conducted to achieve good performance in the university examinations. An effective Training and Placement (T&P) cell is formed to provide placement to all our students. Importance will be given to extra-curricular and co-curricular activities also. Excellent infrastructure facilities and good learning atmosphere is an added advantage of this great Institute. I hope all the students admitted here will enjoy the four years of study. Let us all work hard to produce the most competent scientists, engineers, Entrepreneurs, Managers and researchers through Quality Education.

## Messages from HOD



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.

## Department Overview

The Department of Management Studies was established in the year 2006, under the affiliation of Anna University with an intake strength of 60. The department is committed to improve academic excellence towards industrial standards. The department is dedicated to impart need and value based management education to develop talented managers to face future global challenges and align them to today's societal needs. The entire infrastructure at the campus supports the student to groom as future corporate leaders by providing all supporting systems to learn at a prodigious rate.

## 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

- Shaping the students to compete with the competitive environment by cultivating required management and research skills. The department provides an opportunity to enhance technologically advanced skills by offering the best innovative, ethical and quality education.
- The students are trained to meet the expectation of the industry and try to balance the gap between department and industry through MOU with a reputed company, Industrial Visit and inviting the resource person for knowledge sharing to get practical exposure.

## Academic Activities

### Seminar on “Innovative ideas in investment”



- The seminar on "Innovative ideas in Investment" provided students an insightful keynote address. Dr. Balusamy discussed the various career opportunities available in the investment sector, emphasizing both traditional roles like investment analysts, stockbrokers and portfolio managers, as well as newer and innovative roles in fields such as Fintech, Robo-advising and sustainable investing. He also provided a detailed overview of how technological advancements are reshaping the investment landscape, with a focus on data analytics, artificial intelligence and Block chain technology. Dr. Balusamy encouraged the attendees to stay ahead of industry trends and to continuously update their skills to meet the demands of a rapidly changing market. The seminar further included engaging discussions on the skill sets required for pursuing a career in investment, including financial literacy, analytical thinking and risk management. Participants were also introduced to key certifications and qualifications that could enhance career prospects in investment-related fields.

## “An art of writing articles and enhancing citations”



On 5th February 2025, the Department of Management Studies hosted a workshop titled "An Art of Writing Articles and Enhancing Citations" at the Sapphire Hall. The event aimed to provide participants with valuable insights into the academic writing process and the importance of citations in enhancing the impact of research. The workshop featured three esteemed resource persons: Dr. Uthayakumar.M, Professor at Amrita Vishwa Vidyapeetham, who discussed the key aspects of writing clear and compelling research articles; Dr. J Arumugam, Librarian at PSG College of Technology, Coimbatore, who focused on citation strategies and tools to improve citation count; and Dr. S. Sivakumar, Librarian at PSG College of Arts and Science, Coimbatore, who introduced participants to various citation databases and ethical citation practices. The experts emphasized the significance of properly structuring research papers, selecting the right journals and leveraging platforms like Google Scholar and Scopus to track citations. The interactive session allowed participants to seek personalized advice, fostering an environment of academic growth and collaboration. The workshop successfully achieved its goal of equipping attendees with practical tools to enhance their academic writing and improve the visibility and citation of their research.

## SAP Global Certification

To enhance industry readiness and global competence, the Department of Management Studies offers SAP Global Certification Training in three key modules: SAP FICO, SAP Success Factors (SF) and SAP Customer Relationship Management (CRM). These modules are selected to align with the business domains of finance, human resources and marketing, providing our MBA students with a well-rounded ERP exposure.

### SAP FICO – Financial Accounting and Controlling



**SAP FICO** is the core module for managing financial processes within an organization. At K.S.R. College of Engineering, our SAP FICO training empowers MBA students to understand, manage and analyze financial transactions and business performance.

- **Training Highlights:**

- Covers General Ledger Accounting, Accounts Payable/Receivable, Asset Accounting and Bank Accounting.
- Introduces Cost Element, Cost Center and Internal Order Accounting under Controlling.
- Real-time simulations of financial reporting and integration with other SAP modules.
- Emphasis on statutory compliance and financial best practices.

- **Career Impact:**

SAP FICO certification opens doors to roles such as SAP Financial Analyst, ERP Consultant, Finance Manager and Audit Analyst. It enhances employability in sectors like IT, Banking, Manufacturing and Consulting.

## SAP Success Factors (SF) – Human Capital Management



**SAP SF** is a cloud-based HCM (Human Capital Management) solution designed to meet the HR needs of modern enterprises. Our program introduces MBA HR and general management students to digital HR practices through SAP's intelligent suite.

- **Training Highlights:**

- Focus on modules such as Employee Central, Performance and Goals Management, Recruiting and Learning Management.
- Hands-on activities in talent acquisition, onboarding, employee records and appraisal systems.
- Exposure to HR analytics, workforce planning and global workforce management.
- Cloud-based access and mobile-friendly interface training.

- **Career Impact:**

SAP SF certification is highly valued for HR roles such as Talent Acquisition Specialist, HR Systems Analyst, SAP HCM Consultant and Learning & Development Executive in global organizations.

## SAP CRM – Customer Relationship Management



**SAP CRM** training helps MBA Marketing students to understand how organizations manage interactions with current and potential customers. It focuses on enhancing customer engagement, sales automation and service excellence.

- **Training Highlights:**

- Modules include Sales Force Automation, Marketing Campaign Management and Customer Service.
- Hands-on simulation for managing customer data, lead tracking, service requests and loyalty programs.
- Integration with analytics for customer behavior and feedback analysis.
- Training aligned with real-world CRM processes used in multinational companies.

- **Career Impact:**

SAP CRM certification provides pathways to careers such as CRM Analyst, SAP CRM Consultant, Digital Marketing Analyst and Client Relationship Manager across industries like Retail, Telecom and e-Commerce.

## Students Corner

### Walmart Inc.'s Business Analysis: Findings from Operational Measures

The largest retailer in the world, Walmart Inc., offers a compelling case study on how to use operational data to enhance retail strategy and preserve its market leadership. In order to identify the business dynamics at work, this analysis looks at weekly sales performance in connection to economic and environmental data.

Weekly sales clearly increase during holiday weeks, according to the dataset, with noticeable peaks coinciding with important retail occasions like Thanksgiving and Christmas. Weekly revenues, for example, routinely surpass \$2 million at these highlighted times, demonstrating Walmart's capacity to optimize earnings through customer purchasing patterns and seasonal incentives.

CPI Growth: Walmart's weekly sales stayed comparatively stable as the CPI progressively rose from 211 to over 225, demonstrating the brand's appeal as a value-oriented retailer amid inflationary times. The trends in the unemployment rate, which ranged from 8.1% to 6.3%, indicate that Walmart's core clientele has been spending consistently, demonstrating brand loyalty and the company's position as a supplier of necessities.

With the exception of extremes, temperature patterns had no relationship to weekly sales performance. In certain areas, higher summer temperatures caused slight declines in sales, maybe as a result of fewer customers visiting the business. Walmart's wide geographic reach, however, probably helps counteract these regional variations caused by the weather.



Based on this dataset, Walmart's business research confirms the company's strong posture over seasonal cycles and economic ups and downs. Strategic pricing, operational resiliency, and the sheer size of its product and store network all contribute to its continued success.

*Ms. JANANI K S*

*I MBA*

## HR Pulse: Powering People, Driving Progress

In a world where change is constant and agility is vital, HR Operations serve as the stabilizing force that ensures consistency without compromising flexibility. From integrating new technologies to streamlining employee lifecycle processes, HR is at the forefront of creating seamless, employee-centric experiences. The ability to anticipate workforce needs, uphold organizational values and drive operational excellence is what transforms HR from a background function into a strategic enabler. As we continue to evolve, the commitment to both efficiency and empathy will remain the hallmark of impactful HR leadership.

HR Operations may not always be front and center, but they are the engine behind sustainable progress. It has been a privilege to be a part of this essential function that blends structure with empathy and enables every other pillar of business to stand tall. Ensuring alignment through policy and plan, supporting each function, empowering each span. From benefits, records, to workforce design, we sustain the rhythm that helps teams align. The experiences I've had in this field, particularly in bridging the gap between strategic intent and operational reality, have strengthened my belief that HR is not a support function, it is a leadership function, quietly powering transformation.

As the workplace continues to evolve with emerging technologies and shifting workforce expectations, the role of HR Operations becomes even more pivotal. It is through consistent processes, data-driven insights and a people-first approach that we drive organizational resilience and agility. Behind every successful business outcome lies the invisible but impactful hand of HR – ensuring compliance, fostering engagement and nurturing a culture where every employee can thrive. Moving forward, let us continue to innovate, adapt and lead with purpose, knowing that our



contributions shape not just policies, but the very pulse of an organization's success. HR Operations may work behind the scenes, but their impact resonates across every corner of the organization. By combining structure with compassion, we build workplaces that are both efficient and human-centered.

*Mr. P. TAMILEELAPRABHAKARAN*

*II MBA*

## A Policy Perspective on India's Union Budget 2025–26

Finance Minister Nirmala Sitharaman's Union Budget 2025–26 lays a clear path for inclusive, sustainable growth, aiming to transform India into a developed nation – Viksit Bharat – by 2047. Built on the four engines of Agriculture, MSMEs, Investment and Exports, the budget blends reform with welfare, targeting the needs of the poor, youth, women and farmers.

The government proposes major reforms in agriculture through the PM Dhan-Dhaanya Krishi Yojana, covering 100 low-productivity districts. New missions for pulses, cotton productivity, and fruits and vegetables aim to boost yields, ensure food security and raise farmer incomes. Rural prosperity programs and enhanced Kisan Credit Card limits support small and marginal farmers.

For the MSME sector, credit availability is significantly enhanced, and startup ecosystems are supported through a new ₹10,000 crore Fund of Funds. A special scheme for first-time women and SC/ST entrepreneurs reflects a strong push for inclusive entrepreneurship.

In education and health, initiatives like 50,000 Atal Tinkering Labs, expansion of medical seats, and broadband for rural schools show clear investment in human capital. A ₹20,000 crore allocation for private sector-led R&D and a proposed Deep Tech Fund reflect an innovation-forward approach.

Significant tax reforms offer relief to the middle class, raising the zero-tax threshold to ₹12 lakh and simplifying TDS/TCS norms.

Overall, Budget 2025–26 is a strategic blend of infrastructure, investment, and inclusion—paving the way for stronger growth, employment and equity.



Additionally, the budget emphasizes green growth and sustainability, aligning with India's climate commitments. With increased allocation for renewable energy, green hydrogen and electric mobility, the government reinforces its focus on a cleaner, future-ready economy. Urban infrastructure initiatives like mass transit, smart cities and waste-to-wealth programs aim to make urbanization more efficient and eco-

Mr. Sri Saai Sharan P friendly.

I MBA

## Relationship Management for Customers by Creating Connections Beyond Business

Customer relationship management or CRM, has emerged as a key component of successful business operations in today's fiercely competitive market, where client loyalty is just as crucial as product quality. CRM is a comprehensive strategy for managing a business's relationships with both present and potential clients, not just a piece of hardware or software.

CRM's primary goal is to improve customer satisfaction, retention and lifetime value by gathering and evaluating customer data. Businesses may provide individualized services, foster trust and preserve long-term connections by knowing the preferences, purchasing patterns and comments of their customers. Businesses can anticipate requirements, address issues more quickly and provide consistent service across all touchpoints with the aid of a well-implemented CRM system.

CRM technologies in the digital age extend beyond conventional customer support. In order to deliver real-time information and forecast client patterns, contemporary platforms include social media, email, mobile apps and analytics. This improves operational efficiency while also enabling client segmentation, lead management and targeted marketing.

CRM is essential knowledge for marketing professionals and MBA students. Long-term connections are more important than one-time deals and it explains how to change from a product-centric attitude to a customer-centric one. Businesses like Apple, Starbucks and Amazon have accomplished this by integrating CRM data to create seamless, highly tailored experiences.



In summary, CRM is a strategic asset rather than merely a marketing tool. It supports companies in achieving sustainable growth, increasing customer happiness and remaining competitive. Accepting CRM entails accepting the future of marketing as aspiring managers.

*Ms. NIVASHINI S*

*I MBA*