



# K.S.R. COLLEGE OF ENGINEERING

## DEPARTMENT OF MANAGEMENT STUDIES

TYCOON 2025 – 2026

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### DEPARTMENT PROFILE

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 valuebased 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 managerial leaders with strong foundation in ethical leadership, innovative thinking and global perspective.

### MISSION

- Provide cutting-edge, experiential learning that nurtures creative problem-solving, critical thinking and adaptability in dynamic business environments.
- Create a strong academic ecosystem with advanced facilities and research-oriented pedagogy to shape innovative, ethical, and skilled business professionals.
- Foster global leadership through a holistic understanding of markets and socio-economic issues, driven by research and sustainability.

## CHAIRMAN MESSAGE



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.

## DEAN MESSAGE



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.

## **PRINCIPAL MESSAGE**



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 moulding 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.

## **HOD MESSAGE**



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.

# EVENTS



## **Seminar on Performance Appraisal on 11.10.2025 by Mr. Benon Stephen Azarish ,Power and Validation Lead Jaguar Land Rover, UK**

The seminar on Performance Appraisal enabled students to gain a comprehensive understanding of the purpose, process, and importance of evaluating employee performance in organizations. Students learned about various modern appraisal methods such as 360-degree feedback, Management by Objectives and Behaviourally Anchored Rating Scales. They also understood how effective appraisal systems contribute to employee motivation, career development, and organizational growth. Through interactive discussions the students developed analytical skills to assess performance issues and provide constructive feedback. The seminar enhanced their awareness of fairness, transparency, and ethical considerations in performance evaluation, preparing them to apply appraisal techniques in real-world HR practices.



## **Seminar on Digital Marketing Transformation in the Banking Sector on 13.09.2025 by Mr. Ranjithkumar R. Assistant Manager, Utkarash Small Finance Bank, Salem.**

The seminar is to explore the evolving role of digital marketing strategies in modern banking. The role of data analytics, AI, and automation in targeting and personalization. Enhancing customer experience through omnichannel marketing. Challenges related to data privacy, cyber security, and regulatory compliance. The seminar provided valuable insights into how banks can leverage digital marketing to drive growth, build trust, and meet evolving customer expectations in the digital phase.



**Guest Lecture on Commodity Derivatives and Markets on 14.10.2025 by Dr. R. Naagarajan, Professor & Head (Former) Department Of Economics, PSG College of Arts & Science, Coimbatore.**

The commodity derivatives and markets provided students with valuable insights into the functioning of commodity exchanges, trading mechanisms, and risk management strategies. Students gained a practical understanding of how derivatives such as futures and options are used to hedge price risks and speculate in commodity markets. The session enhanced their awareness of market dynamics, price determination, and the role of regulatory bodies in ensuring fair trade practices. Through real-world examples the students developed analytical and decision-making skills relevant to finance, investment and business management.



**Guest Lecture on Strategic Human Resource Management on 22.11.2025 By Mr. Soorya Jawahar, Founder CEO & CHRO. Jawaedtech & Jawanexis, Coimbatore**

The lecture is to enhance their understanding of how HR strategies align with overall organizational goals. Students gain insights into the strategic role of HR in building competitive advantage through effective talent management, performance systems, and organizational culture. The lecture helps them develop analytical and decision-making skills in areas such as workforce planning, employee engagement, and change management. By connecting theory with real-world applications, students learn to design and implement HR strategies that support business objectives, improve productivity, and foster sustainable growth.

# MOU SIGNED



**Name of the Organization :** Yi- Yuva, Mrs. Bhagirathy, B. Co-Chair, Erode

**Date of MoU:** 26.11.2025

## Nature of Outcome

The students will develop strong leadership, communication, and teamwork skills through active involvement in programs organized in collaboration with industry and business leaders. Students gain practical exposure to entrepreneurship, innovation and ethical business practices, which enhances their confidence and prepares them to take initiative in academic, professional and social settings. Through Yi Yuva Club activities, students also build networking abilities and gain insights into real-world challenges, start-up culture and responsible citizenship. The club nurtures problem-solving skills, social awareness and a positive attitude toward community development, enabling students to become socially responsible, enterprising and future-ready professionals.

## PUBLICATION

- ✓ Dr. V. Santhi, 2025, Adoption of Circular Economy Principles: An Empirical Study of Green Strategies in Manufacturing Organizations, International Journal of Accounting and Economics Studies, 12(4):113-119, DOI:10.14419/3k4e3441.
- ✓ Dr. V. Santhi & Dr. V. Devipriya ,2025 , Ensemble Machine Learning Model for Early Bankruptcy Prediction Using Financial Ratios and Market Indicators , Journal of Marketing & Social Research, Volume: 02 , Issue 07.
- ✓ Dr. K. Selvaraju, 2025, Understanding Subscription Models: How Psychology Shapes Customer Loyalty, Value Perception and Cancellation Patterns- Advances in Consumer Research, Volume 2, Issue 4.
- ✓ Dr. T. Vijayalakshmi, 2025, Financial Institutions and SME Growth in South India through Access, Innovation, and Policy Support, International Journal of Accounting and Economics Studies, Volume 12, Issue 5, DOI:.org/10.14419/25aa9f68.

## BOOK PUBLICATION

- Dr. V. Santhi & Dr. V. Devipriya, 2025, Creativity and Innovation Management in Entrepreneurship by Kalaivani Publications.
- Dr. K. Selvaraju, 2025, Business Analytics by Himalaya Publishing House.

## PROGRAMMES ATTENDED BY OUR FACULTY MEMBERS

- ❖ Dr. G. E. Barkavi - FDP on Beyond the Blackboard: Harnessing Technology for Engaging Learning Experiences organized by K.S Rangasamy College of Arts and Science from 18.08.2025 to 23.08.2025.
- ❖ Dr. G. E. Barkavi - FDP on Design Thinking – A primer organized by NPTEL on Jul-Aug 2025.
- ❖ Dr. T. Vijayalakshmi- FDP on Developing future ready educators NEP 2020 vision organized by Atal from 20.08.2025 to 25.08.2025.
- ❖ Dr. T. Vijayalakshmi- International Conference on Influencer marketing as a marketing tool and its effectiveness organized by Paavai Engineering College, on 24.10.2025.
- ❖ Mr. S. Ramesh FDP on Publish to Prosper: Mastering Research Writing & Publication in Reputed Journals, organized by Happy Valley Business School, Coimbatore from 10. 11 2025 to 14. 11. 2025.

## AWARDS

- ✓ Dr. V. Santhi, Rabindra Ratna Puraskar Award by Academics Management Science Tamil Nadu State, on 29.07.2025.
- ✓ Dr. G. E. Barkavi, World Talent Network Research & Innovation Award 2025 for Business Analytics by Tamilnadu State India, 30.07.2025.
- ✓ Dr. G. E. Barkavi, Best Professor Excellence Award,2025 by International Academic Research and Foundation.
- ✓ Dr. T. Vijayalakshmi, World Talent Network Research & Innovation Award 2025 for Marketing Management by Tamilnadu State India, 30.07.2025.

# ACHIEVEMENTS OF OUR STUDENTS



II MBA Students won the Anna University zone 12 Erode athletic women team overall championship on 24th & 25th October, 2025 at Kongu engineering College, Perundurai



II MBA Students won the Anna University zone 12 Erode athletic men team overall championship on 24th & 25th October, 2025 at Kongu engineering College, Perundurai

# PLACEMENTS

Placement is an essential part of a student's academic journey, serving as a bridge between education and professional life. It provides students with the opportunity to apply their theoretical knowledge in real-world settings, gain valuable industry exposure, and build confidence in their chosen career paths. Through placement drives and campus recruitment programs, students can interact with top companies, understand workplace expectations, and develop professional skills such as communication, teamwork, and problem-solving. Successful placements not only enhance a student's employability but also reflect the quality of education and training provided by the institution.

## **The Following II MBA Students Placed in Rinex Technologies Private Limited, Bengaluru.**

- Arul Prasanth M
- Boopathi S
- Gowthameswaran P
- Indhu Prabha K
- Janani K S
- Kaviya K
- Kavya M
- Keerthana P
- Keerthivasan N
- Logathaarika R
- Makhilesh D
- N S Nitish Kumar
- Nivashini S
- Pooja E
- Udhayalakshmi E
- Vibin M

# OUTREACH PROGRAMME



## **The SDG (Sustainable Development Goals) Club Organized a Clean-Up Drive at Parama Siva Goundampalayam Government Elementary School on 07.08.2025.**

The importance of event is to maintaining a clean environment, followed by active participation from faculty members and student volunteers in cleaning the school campus and surrounding areas. Participants collected litter, and remove waste. Brooms, garbage bags, and dustbins were used during the drive to ensure safety and hygiene. The event fostered a strong sense of responsibility and teamwork among the students. It also encouraged sustainable waste management practices and inspired the school community to maintain cleanliness on a regular basis. Overall, the drive was a great success and served as a step toward building a cleaner, healthier, and more environmentally conscious school environment.



## **Behavioral Study: Public Water Usage on 23.08.2025 at Nainampalayam, Salem**

The behavioral study on public water usage at Nainampalayam was a rewarding academic experience. The programme gave me the opportunity to mentor students in field-based research, strengthen their analytical and communication skills, and connect classroom learning with real community issues.

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