



DEPARTMENT OF MANAGEMENT STUDIES

NEWS LETTER - 2024-25

ABOUT THE DEPARTMENT

The Department is fully aware that its graduates will occupy positions of great responsibility in the organizations where they will work after their graduation. And these organizations provide useful service to society. The graduates thus need to be well trained in both the theory and the practice of management to discharge their stewardship responsibilities well.

The Department has a strong team of dedicated and committed faculty members in various areas of Management, and also draws on the faculty members of the School of Social Sciences in areas such as Economics, Accounting and Languages. Faculty members are highly qualified and have rich practical experience in management and in teaching. The faculty avails of continuous training in their subjects, in the methods to ensure learning, in research skills, and is strongly encouraged to engage with Industry.

Program Specific Outcomes:

PSO1: Business Management Knowledge: Graduates will analyse and decide on the functional domains of Business management and entrepreneurship.

PSO2: Competency and Social Responsibility: Graduates will apply the management techniques as socially responsible managers observing ethical norms and codes in the Corporate and business Scenario.

VISION & MISSION

Vision:

To become a center of excellence promoting administrators and socially responsible entrepreneurs with global competency through high quality value based edification and research in management studies.

Mission:

Department of Master of Business Administration is committed. Higher Order

Skills: To equip management aspirants with the higher order skills of problem-solving and decision making.

Learning Environment: To provide conducive learning environment rendering the best experience on learning Business.

Research: To create a feasible platform for Industry-Institute Interaction, collaborative initiatives, research, etc., to facilitate teaching and learning community in contributing towards the Corporate

Entrepreneurial Initiatives:

Social responsibility: To enable the management aspirants exhibit managerial and entrepreneurial competency with social responsibility.

Program Educational Objectives (PEO)

PEO1: Role Capabilities: Graduates will be leaders and managers in the BusinessWorld.

PEO2: Core competencies: Graduates will have multidimensional skills and competencies required for involving in any Ent Program Educational Objectives (PEO) Entrepreneurial initiative.

PEO3: Social Responsibility: Graduate will observe ethical norms and values to be socially responsible in the contemporary business environment

Program Outcomes (PO)

PO1: Application of Management Theories and Practices: Ability to conceptualize, organize and resolve complex business or corporate issues by applying Management Theories and Practices.

PO2: Critical Thinking and Communication Skills: Analyse problems in business by applying research tools to solve its complexities and express them with clarity through all means of communication.

PO3: Leadership and Ethics: Exhibit leadership with ethical code of conduct and social responsibility.

PO4: Environment and Sustainability: Understand and analyze global, economic and legal aspects of Business and evolve professional management solutions to ensure sustainable development.

PO5: Contribution in Team Environment: Ability to lead themselves and contribute in team based environment to achieve Organizational goals effectively.

PO6: Life-long Learning : Understand the context of Environment and evolve professional management solutions to ensure sustainable development in it.

PO7: Entrepreneurial outlook: Students can identify, assess and create entrepreneurial opportunities by evaluating their competency in the dynamics of entrepreneurship.

Department Activities



The department organized an Intercollegiate Management Meet, "MITELITE'24," for Undergraduate Management students on 28th March, 2024.



The department successfully organized Intradepartmental Management Meet "MITMANFEST'24," for the MBA I Year students (Batch 2023-25) on 23rd April, 2024.



The Department organized a Project Poster Presentation competition for the Second Year MBA students (Batch 2022-24) on 21st February, 2024. Dr.K. Vidhya, Principal, RAAK Arts and Science, Puducherry was invited as the Guest to evaluate the posters of the students



The department organized an Entrepreneurship Awareness Program on the theme "Navigating Entrepreneurship: Insights from Logistics," presented by Mr. V. Anandane, Director of VAS Logistics, Puducherry, on 18th April, 2024.



The Department organized a Guest lecture on "Mutual Funds," delivered by Mr. Harish Rao, Co-founder of OSAT Knowledge, Bengaluru, for the First Year MBA students on 22nd March, 2024.

The department organized a SIIM Program led by Mr. Pughazendhi, a Wellness Coach, for the Second Year MBA students from 29th February, 2024 to 2nd March, 2024



The Department organized an Industrial Visit to M/s Lune Titles, Chennai for the First Year MBA students on 8th May 2024.

The Department conducted a Quality Improvement Program on "Qualitative Approach for Cognitive Learning in Outcome-Based Education", delivered by Dr. S. Jeyachandran, Senior Vice President, Maruthan Groups Builders and Promoters, Chennai, for faculty members on 22nd January 2025.



A guest lecture on "Empowering Financial Well-Being & Emotional Intelligence" was organized by the Department, delivered by Mrs. Khadeejah, Financial Therapist, Finship – Financial Consultant, Puducherry, for the MBA II Year students on 23rd October 2024.

Staff Activities



Dr. P.Baskaran, Prof. & Head/MBA & Co-Chairman, MMA Puducherry Chapter, in association with MMA Puducherry organized an expert lecture session on “Future Forward-Innovation Shaping Businesses Today” at Pondy Southern Residency, Puducherry,. The Session was delivered by the Resource person, Mr. RadjaRadjane, Founder and CEO of Scalejet Technologies on 30th January 2025.

Dr. P.Baskaran, Prof. & Head/MBA & Co-Chairman, MMA Puducherry Chapter, in association with MMA Puducherry organized an expert lecture Session on “GIG Economy” by Dr. S.Jayachandran, Vice President, Marutham Group, at Hotel Southern Residency on 21st November 2024.



Dr. S. Vaidheeswaran Assoc. Prof. delivered a lecture on “How Well Do You Manage Your Finances” during the 91st Monthly Meeting at Global Safety Studies, Villianur, Puducherry, on 16th November 2024.

Dr P.Baskaran, Prof& head/MBA & Co-Chairman, MMA Puducherry in association with MMA Puducherry Chapter organized an Expert Lecture on “AI and Data Science – Making Our Lifestyle Smarter on 30th August 2024 at Hotel Southern Residency, Puducherry.



Dr. P. Baskaran published an article titled "Determining the Impact of Debt in the Firm's Capital Structure Using Net Income and Modigliani Miller Approaches" in the Shodhasamhita: Journal of Fundamental & Comparative Research (ISSN: 2277-7067), a UGC CARE-listed journal, in the month of July-December 2023 issue.

Dr. P. Baskaran published an article titled "Consumer Perceptions on Digital Payments and Digital Payment Apps – An Exploratory Survey" in the Journal of Namibian Studies (ISSN: 2197-5523, online), a Scopus-indexed journal, in the month of January 2024 issue.

Dr. S. Vaidheeswaran published an article titled "The Nexus of Emotional Intelligence Levels, Demographics, and Employee Well-Being in the Workplace" in Shodha Prabha (ISSN: 0974-8946), a UGC CARE-listed journal, in 2023.

Dr. S. Vaidheeswaran published an article titled "The Effects on Academics Due to Involvement in Family Business" in the Shodhasamhita: Journal of Fundamental & Comparative Research (ISSN: 2277-7067), a UGC CARE-listed journal, in the July-December 2023 edition.

Dr. S. Vaidheeswaran published an article titled "Connecting the Dots: Employee Emotional Intelligence and Its Effects on Organizational Citizenship and Counterproductive Behavior" in the Shodhasamhita: Journal of Fundamental & Comparative Research (ISSN: 2277-7067), a UGC CARE-listed journal, in its July-December 2023 issue.

Dr. Baig Mansur Ibrahim has authored an article titled "Role of Fintech Adoption on Effective Functioning of Financial Institutions: An Empirical Study", published in the Journal of Informatics Education & Research (ISSN: 1526-4726), an ABDC-listed journal, in the month of January 2024.

C. Arun authored an article titled "A Study on Performance Enhancement Through Skill Development Initiatives at Software Industries in Tamilnadu Region", published in the Journal of Humanities and Social Science Studies (ISSN: 2319-829X), a UGC CARE-listed journal, in July-December 2023 issue.

G. Agalya authored an article titled "Behavioral Intention of Self Help Group Women towards the Utilization of SST Tools in Cuddalore District," published in Redvet - Revista Electronica De Veterinaria (ISSN: 1695-7504), a Scopus-indexed journal, in January 2024 issue.

Dr. P. Baskaran, Professor/HOD, and Dr. Baig Mansur Ibrahim attended the MMA Evening Talk at Southern Residency on 26th April, 2024.

Dr. P. Baskaran, HOD/MBA, delivered a special lecture on "Digital Business Environment" to the MBA II Year students (Batch 2022-24) on 15th March, 2024.

Dr. P. Baskaran, Professor/HOD, conducted a technical session on "Understanding Millennial Learners" for all faculty members of MVIT on 9th February, 2024.

Ms. K. Kalaivani attended a 10-day Workshop on Research Methodology from 21st June, 2024 to 30th June, 2024 at Annamalai University.

Dr. P. Baskaran Prof. & Head delivered a lecture on “Bloom's Taxonomy” to faculty members of AIML and IOT on 3rd August 2024.

Dr. Baig Mansur Ibrahim Assoc. Prof. delivered a session on “Team Building” for non-teaching staff members during the Professional Development Program organized by IQAC on 7th August 2024.

Mr. S. Vasanth Asst. Prof. and Mr. M. Nishanth Asst. Prof. participated in a six-day ATAL FDP on Digital Marketing at University College of Engineering, Villupuram, from 19th to 24th August 2024.

Mr. C. Arun Asst. Prof. attended a National Virtual FDP on “Research Methodology – Writing Content for Thesis” at St. Joseph’s College, Kovur, from 19th to 23rd August 2024.

Dr. P. Baskaran Prof. & Head participated in the Confederation of Indian Industry (CII) Members meet in Puducherry, on 9th August 2024.

Dr. P. Baskaran Prof. & Head and Dr. Baig Mansur Ibrahim Assoc. Prof. attended a session on “AI and Data Science – Making Our Lifestyle Smarter” organized by the MMA Puducherry Chapter, with 17 MBA students attending, on 30th August 2024.

Dr. P. Baskaran Prof. & Head delivered a lecture on “SDG-8-Decent Work and Economic Growth” during the Confluence Series II on 24th September 2024.

Mr. D. Jayanthan Asst. Prof. and Mr. M. Nishanth Asst. Prof. presented papers at the First International Conclave on Sustain Innovation (ICS 1.0), focusing on sustainable development goals, on 29th November 2024.

Mr. S.Vasanthan, Asst. Prof., has published a book titled “WOMEN ENTREPRENEURSHIP” in the month of December 2024.

Department Activities



The Department celebrated PG Induction Day – 2024, featuring an address by Dr. Raja Devaraj, Founder and Trustee, SKIN, Puducherry, for the MBA I Year students (Batch 2024–26) on 4th October 2024.

A guest lecture on “Navigating Your Path: Between Entrepreneurship and Corporate Success” was conducted by the Department, delivered by Mr. Luandro Richard, Founder, Werkbiz, Bangalore, for the MBA II Year students on 3rd October 2024.



The Department, through IQAC, conducted IKS Connect – Series II – Management Lecture Series on “Lessons from the Bhagavad Gita”, delivered by faculty members, for a general audience, on alternate days from 5th August to 28th August 2024.



In association with the Women Empowerment Cell and Entrepreneurship Development Cell, the Department conducted a session titled “Rendezvous with an Entrepreneur”, delivered by Mr. Krishna Prathab (KP), Founder, Hopsticks, for the MBA II Year students on 25th September 2024.





The Department organized a workshop on “Power BI and Tableau”, delivered by Dr. G. Divya Lakshmi, Assistant Professor, Department of Banking Technology, Pondicherry University, for MBA students on 20th September 2024.

A guest lecture on “Navigating Placement Opportunities in the Mutual Fund Industry: Insights and Certifications” was delivered by Ms. C. Gomathy, Unit Manager (Sales & Distribution), HDFC-AIMC, Puducherry, for the MBA II Year students on 19th September 2024.



The Department arranged a guest lecture on “Bridging Theory to Practice Management Lessons”, delivered by Mr. M. Krishnaraj, Manager-HR, Lebracs Rubber Lining Limited, Puducherry, for the MBA I Year students on 20th December 2024.

A guest lecture on “Leveraging Instagram Reels: A Game Changer in Digital Marketing” was organized by the Department, delivered by Mr. A. Sakthivel, Proprietor, D'Reels Studio, Puducherry, for the MBA II Year students on 24th September 2024.





The Department hosted a guest lecture on “Platform Business Models”, delivered by Dr. P. Murugesan, Founder and CEO, Tulsi Consultancy Services, Chennai, for the MBA II Year students on 25th September 2024.

An orientation programme on NISM Certification was conducted by the Department, delivered by Mr. Maria Michael Jeyaprakash, Director, Mcube Academy, Chennai, for the MBA II Year students on 26th September 2024.



To Celebrate commemorate World Tourism Day, the Department conducted a guest lecture on “Tourism for Sustainable Economic Development (SDG 8 & SDG 12)”, delivered by Ms. Asha Gupta, DGM, Puducherry Tourism Development Corporation, for selected III Year engineering and II Year MBA students on 27th September 2024.

A guest lecture on “Labour Laws in India” was organized by the Department, delivered by Mr. A. Vijay Augustin, Manager HR, Modine Thermal Systems Pvt. Ltd., Chennai, for the MBA II Year students on 28th September 2024.





The Department, in association with the London School of Business, conducted a webinar on “Ancient Wisdom Impact on Business Transformations”, for the MBA II Year students on 22nd November 2024.

In collaboration with Makeintern and Unmaad (IIM Bangalore), the Department organized a workshop on “Innovation & Entrepreneurship”, for 55 MBA II Year students from 18th to 20th November 2024.



An Entrepreneurship Development Program was conducted by the Department, delivered by Mr. R. R. Padmanabhan, Director, EXIM Group, Chennai, for the MBA I Year students on 23rd December 2024.

Students Activities

30 students from MBA II Year (Batch 2023-25) attended the Value Added Course on “NISM Certification – Series 5A Mutual Fund Distributor” from 20th to 24th January, 2025. The session was delivered by Mr. Maria Michael Jeyaprakash, Director, Mcube Academy, Chennai, and coordinated by Dr. Baig Mansur Ibrahim, Associate Professor/MBA.





30 students from MBA II Year (Batch 2023-25) attended the Value Added Course on “NISM Certification – Series 5A Mutual Fund Distributor” from 20th to 24th January, 2025. The session was delivered by Mr. Maria Michael Jeyaprakash, Director, Mcube Academy, Chennai, and coordinated by Dr. Baig Mansur Ibrahim, Associate Professor/MBA.

Mr. Kathick Raja, Mr. Sukesh, and Ms. Lakshmi Priya from MBA I Year (Batch 2024-26), Section A, won First Prize in the IPL Auction Competition held at Saveetha Engineering College on 9th November, 2024.



MBA I Year (Batch 2023-25) and II Year (Batch 2022-24) students participated in the Intercollegiate Management Meet "Synapse'24," organized by Pondicherry University on 4th April, 2024. MBA II Year students, Ms. Maria Annet Gincy and Mr. K. Sathish, won 1st prize in the Business Plan Competition, while MBA I Year students, Ms. Maria Jeyanthi, Ms. Vishwaja, Mr. Rabin Red, and Mr. Arjun, won 1st prize in the Lyrics Finding Event.

The students of MBA-II year, Ms. Maria Annet Gincy, Ms. Sofiya Mehake, Ms. Iswarya and Mr. K. Sathish participated in the “Business Plan Competition” organized by IIM, Bangalore held on 26.4.2024



MBA II Year students (Batch 2022-24) achieved 2nd place in both Men's Cricket and Carrom Board events during Sports Day 2024.

MBA II Year student, Ms. Jaishree, secured 2nd prize in the "Varnachitra" Art Exhibition on 5th April, 2024.

MBA I Year (Batch 2023-25) and II Year (Batch 2022-24) students attended a Career Guidance Program on "General Orientation on UPSC Civil Service Exam," delivered by Mr. Arun, PT-EX IPOS Founder & Academic Director of Pathways Academy, on 4th April, 2024.

MBA II Year students (Batch 2022-24) participated in the LSDb International Immersion Program, a 2-day online workshop held from 20th March, 2024 to 21st March, 2024.

MBA II Year students (Batch 2022-24) participated in a Student Seminar addressing SDG goals on "Decent Work & Productivity" and "Climate Action," focusing on the theme "Impact of AI on Productivity and Disaster Management" on 22nd March, 2024.

MBA II Year students (Batch 2022-24) participated in the Interdepartmental Management Meet, "INSPIRO'24," conducted by IFET College of Engineering and Technology on 29th March, 2024.

MBA II Year students (Batch 2022-24) participated in the "Business Case Study" competition conducted by Business Standards on 26th February, 2024.

MBA II Year students (Batch 2022-24) attended an HR session conducted by PDY HR Circle, delivered by Mr. S. Sankaralingam, Advocate & Labour Law Advisor, at Alpha Higher Secondary School on 17th February, 2024.

MBA I Year students (Batch 2023-25) organized MITADIOS'24 for MBA II Year students (Batch 2022-24) on 7th June, 2024.

Four students from MBA II Year (Batch 2023-25) participated in the PDYHRC Annual Convention titled "Embracing the Future of HR – Uncommon Leaders & Bridging Cultures" on 20th October, 2024 at Hotel Residency, Puducherry.

10 students from MBA II Year (Batch 2023-25) participated in SAMBHAV'24 Competitions at SMVE Arts and Science College on 5th October, 2024, where Archana Sri and Vaishnavi won First Prize in the B-Plan Competition.

10 students from MBA II Year (Batch 2023-25) participated in the launch of the Seyal Puducherry Chapter – "Learn, Network and Implement" at Hotel Sunway Manor on 31st August, 2024, from 3:00 PM to 6:00 PM. The event was coordinated by Dr. Baig Mansur Ibrahim, Associate Professor/MBA.

8 students of MBA II Year (Batch 2023-25) attended a session titled "Latest Initiatives in ESIC" during the 93rd PDYHRC Monthly Meeting held on 25th January, 2025 at Alpha Matriculation School, Puducherry.

MBA II Year students (Batch 2023-25) Section A attended Slot 2 Training Program on "Business Case Studies and Guesstimates" from 14th to 19th October, 2024, and Section B students attended from 17th to 19th October, 2024.

19 students from MBA II Year (Batch 2023-25) and MBA I Year (Batch 2024-26) participated in DAKSHA'24 at SSN School of Management, Chennai on 25th October, 2024. Kirubalini, Sumithra, Jasmine Marie, and Dharshini from MBA II Year won Second Prize in the Marketing Pitch event with a cash prize of ₹3000.

Two students from MBA II Year (Batch 2023-25) attended a free offline session titled "Insights on Compliances" organized by Synchronization of Knowledge & Information Network (S.K.I.N) on 20th October, 2024 at Global Safety Studies, Moolakulam.