



## Department of MBA

# THE

# BUSINESS

# BEACON

## Volume 01



**DEPARTMENT:MBA**  
**BUSINESS BEACON**  
**NEWSLETTER-JUNE2024-NOV2024**

**About theDepartment**

The Management Studies at K.S.Rangasamy College of Arts and Science (Autonomous) was established in the year 1996. It is a two-year Post-Graduate Programme, thought-out as a fulltime course for graduates who wish to pursue their profession in management. The objective of this programme is to link the institution-industry gap by providing excellent Management experts with tough technical skills and with an insight to handle a business by the chunks of upcoming technology based industries. The department has been upgraded as research department in the year 2008. The students from others states and other countries have enrolled in MBA to develop their potential excellence and to enrich their efficiency. The Programme blends theoretical learning with experimental learning by giving internship training to the students. To explore wide industrial knowledge students are taken to Industrial visits. Various activities are given to the students for developing leadership trait and Managerial skill in the working environment.

**Key Highlights of the Programme**

- KSRCAS - MBA has a rich history of producing successful entrepreneurs. A strong team of alumni, students, faculty and the management is committed to foster entrepreneurship through knowledge sharing, training, consulting, etc.
- Outcome-based education system is incorporated for MBA Programme. Components like tests, quizzes, case studies, role plays, group discussions, assignments, and analysis of research papers as assessment components assured that student had acquired knowledge.
- The students apply theoretical knowledge to real world business challenges through hands-on practices.
- They learn and get experience about the essence of business as they manage different aspects like time management, stress management, managing finance and group dynamics through our unique programs like Industry-Institution Interactions, Entrepreneurs meet and Summer Internship.
- The Mentoring Program is designed to bring together students, faculty and professionals who share common professional interests. This intervention involves meaningful interaction with young students that will help them successfully navigate their dreams and accomplish their personal and professional goals.
- The Alumni Connect is one of significant event where students get a chance to meet and interact with alumni consisting of management professionals, business leaders and successful entrepreneurs.
- The programme offers fundamental management knowledge to get a holistic view of business across areas like marketing, finance, and accounting, all while developing those vital soft skills and leadership skills.

## GLIMPSES OF THE DEPARTMENT ACTIVITIES

**PROGRAM TITLE** : “Student Talent Enhancement Program-STEP”  
**DATE** : 01.07.2024  
**VENUE** : Sangam Hall  
**RESOURCE PERSON:** Mr.Sreeram C.A  
Director, Student Affairs & Career development centre,  
KSREI



**PROGRAM TITLE** : “Student Induction Program-SIP”  
**DATE** : 05.07.2024, 08.07.2024 & 09.07.2024  
**VENUE** : Sangam Hall





**PROGRAM TITLE** :“Department Association & Clubs Inauguration”  
**DATE** :26.07.2024  
**VENUE** :Visvesvaraya Hall  
**RESOURCEPERSON** :Mr.K.S.Sivakumar  
Senior HR Manager  
Tamilnadu News print and Paper Ltd–TNPL  
Karur



**PROGRAM TITLE: "Celefiesta"**

**DATE** : 26.07.2024

**VENUE** : Sangam Hall



**PROGRAMTITLE: "Business Breeze- Inter Department Event"**

**DATE** : 27.07.2024

**VENUE** : Chanakya Block



**PROGRAMTITLE** :“Mega Passport Mela”  
**DATE** :10.08.2024  
**VENUE** :MCA Lab & UG Lab



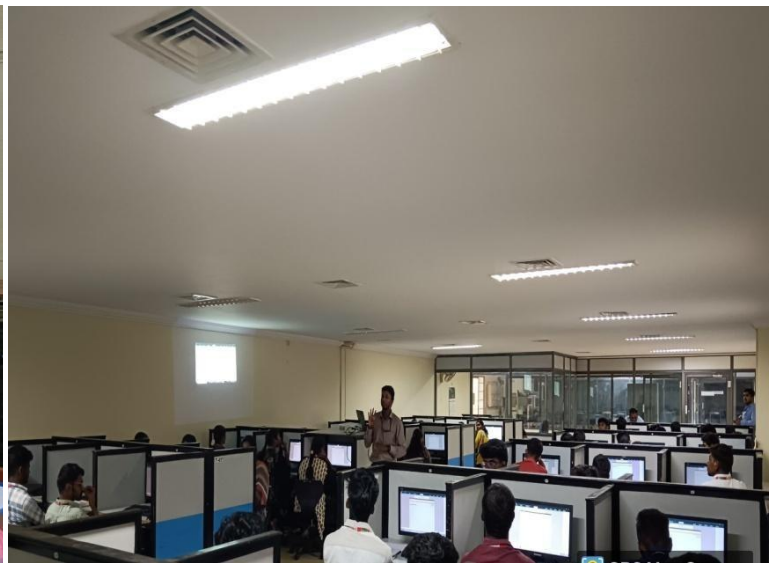
**PROGRAMTITLE** :“Intra Institutional Business Plan”  
**DATE** :12.08.2024to 14.08.2024  
**VENUE** :“Chanakya Block”



**PROGRAMTITLE: "7days Hands on Training in Tally prime with GST in Association with MSME"**

**DATE** :12.08.2024 to 22.08.2024

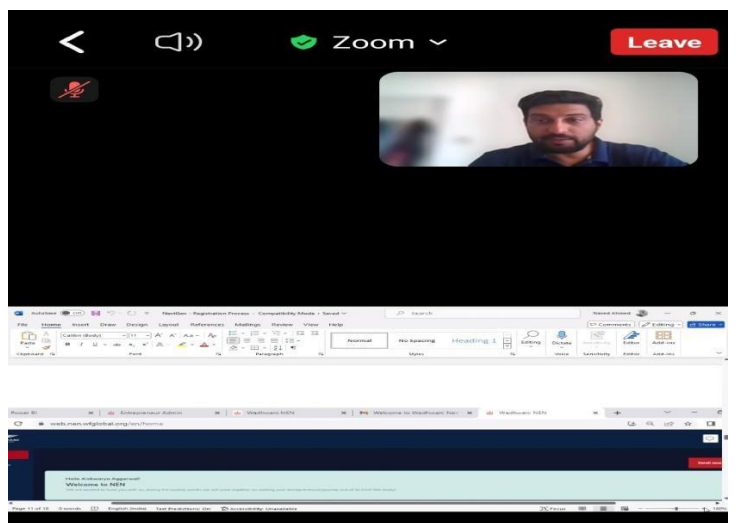
**VENUE** :MCA Lab & CS-13(Chanakya block)



**PROGRAMTITLE** :**"Wadhvani Foundation Inauguration"**

**DATE** :14.08.2024

**VENUE** :CS-13(Chanakya Block)



**PROGRAMTITLE** :“Capacity Building Programme on Financial Education for Growth”  
**DATE** :20.08.2024& 21.08.2024  
**VENUE** :CS-12(Chanakya-Block)  
**RESOURCEPERSON** :Dr.S.Balusamy  
Chief Strategic Officer  
K.S.R Educational Institutions



**PROGRAMTITLE** :“InternationalSymposium-StartupIndiaMissionTowards2047”  
**DATE** : 23.08.2024  
**VENUE** : Dhenuka Hall  
**RESOURCEPERSON** : Dr.L.Karthikeyan  
Director  
Nehru College of Management, Coimbatore





**PROGRAM TITLE** :“Alumni Connect Series-I “Success Message From Senior – A Pathway to Career Development”

**DATE** :31.08.2024

**VENUE** :CS-13(Chanakyablock)

**RESOURCEPERSON** :Mr.T.Dineshkumar  
Assistant Manager HR  
Rieter India Pvt Ltd, Coimbatore



**PROGRAM TITLE** :“KSR Industry Academia Meet”

**DATE** :13.09.2024

**VENUE** :Platinum Hall

**RESOURCEPERSON** :Tiruchengode Rig Association Members



**PROGRAM TITLE** : “One day International Conference on Global Business Perspective in the Era of Artificial Intelligence”

**DATE** : 19.09.2024

**VENUE** : VisvesvarayaHall

**RESOURCEPERSON** : Dr.Pawankumarsingh  
Director-Indian Institute of Management,  
Tiruchirappalli



**TITLE** : “EntrepreneurshipConclave-2024”

**DATE** : 04.10.2024

**VENUE** : Platinum Hall

**RESOURCEPERSON** : V.K.T.Balan  
Chairman, Madura Travel Service(P)Ltd, Chennai

**RESOURCEPERSON** : Suresh Sambandam  
Founder & CEO  
Kissflow, Chennai.



