

MOHAMED SATHAK COLLEGE OF ARTS AND SCIENCE
(Muslim Minority Institution)
Sholinganallur, Chennai-600119



(Affiliated to University of Madras & Approved by AICTE)

DEPARTMENT OF MANAGEMENT STUDIES

REPORT ON THE CAPACITY BUILDING PROGRAM

Date: 19-02-2026

Time: 10.00 AM

Guest Speaker: Mr. S. Sundar Mooorthy, Strategic & Growth Advisor, Market Intelligence & Design Thinking Specialist, Kepler Consulting Pvt. Ltd.

Guest Lecture Topic: Strategic Decision Making: Validating Ideas before Scaling

Venue: MS – DoMS

Total No. Students Attended: 17

Mr. S. Sundar Mooorthy shared his experience as a Business Analyst with the of MBA students highlighting the need of strategic discipline in making any entrepreneurial decision. During his lecture he narrated that investing an amount of 300-400 crores rupees on any idea or decision is not just a growth move but a responsibility. He explained that scaling ideas needs proper validation.

He gave a case study on healthcare industry in which he explained how we can invest on this idea to set up a 200 bed multi-speciality hospitals in small towns such as Tier-2 Indian city. This idea popped as patients are travelling to metro cities for advanced treatment and there is no large branded tertiary hospital locally. He explained to scale this idea one need to answer the biggest strategic question i.e., how to build it efficiently. In his speech he made students solve this case which in turn helped them to understand the strategic choices underlying this business idea.

Mr. S. Sundar Mooorthy motivated the students to pursue entrepreneurship and chase their dreams.

Overall the guest lecture enabled the students to get a bird's eye view on how to successfully run a start-up venture and earn profit. The guest lecture concluded with apposite note that many students evinced interest in the journey of entrepreneurship or engaging in the family business in future.



