



Mohamed Sathak - Department of Management Studies

MS-DoMS

Creating innovative thinkers and global leaders



Academic Report 2023- 2024

*Prepared by
Team - MS-DoMS*

Mohamed Sathak College of Arts and Science, Sholinganallur, Chennai.

Promoted by Mohamed Sathak Trust

Vision

- To enhance management discipline and create innovative thinkers within a global environment who are responsible business leaders.

Mission

- To integrate management and technology to strengthen our position as a premier, all-inclusive management institution and expand our reputation throughout the world for high-quality educational opportunities.
- To impart innovative concepts and insightful analysis to students through academic study, instruction, and professional and volunteer work.

Motto

- “Creating innovative thinkers and global leaders”

Value

- A culture of accountability and respect for one another will direct our efforts.
- We provide challenging academic programmes in a range of specialisations, preparing our students for rewarding employment in their fields of interest.
- Our goal is to develop corporate leaders who are responsible, moral, civic-minded, and valuable members of their communities.
- We are committed to giving students with various backgrounds and abilities opportunity and assistance.
- By supporting innovative projects and business endeavours that involve and profit the many stakeholders in our management department, we foster an entrepreneurial culture.

TABLE OF CONTENTS

S.No.	Particulars	Month & Year	Page No
1	Advisory Board Meeting (MBA)	28th July 2023	4
2	Admissions 2023 – 2024 (Personal Interview)	5th September 2023	5
3	Orientation – 30th Batch 2023 - 2025	20th to 26th September 2023	6
4	Faculty Development Program (FDP)	1st November 2023	8
5	Industrial Visit (Caterpillar)	2nd November 2023	9
6	Advisory Board Meeting (IC-BIEST 2024) & Release of MS-DoMS Logo	15th December 2023	10
7	Pongal Celebration	11th January 2024	12
8	Parent Teacher Meeting	22nd January 2024	13
9	AIMA (Chanakya Competition)	23rd & 24th January 2024	14
10	Start-up Maanadu	25th January 2024	15
11	International Conference – Business Innovation Excellence for Strategic Transformation (IC-BIEST2024)	28th February 2024	16
12	Industrial Visit (Chennai Port)	24th March 2024	18
13	Seminar (Branding & Personality Development)	26th March 2024	20
14	Workshop (Liner Programming Problem -LPP)	17th April 2024	21
15	MoU (AIC – AUIF)	22nd June 2024	22
16	Student's Feedback	--	23
17	Students Accolades	--	24
18	Staff Accolades	--	25
19	Research & Publication	--	27
20	Photos	--	28

28th July 2023

Advisory Board Meeting



The first advisory meeting held on 28th July 2023 at Mohamed Sathak Trust office. The meeting was chaired by Dr. Hemalatha Seeram. The department's vision, goal, values, and motto were discussed, she welcomed the advisory board members and introduced the Mohamed Sathak Trust, MSCAS, and DoMS. She also presented the course delivery plan (CDP), which is a sample lesson plan, and the course assessment plan (CAP). She emphasised the importance of modifying the class schedule as well. The advisory board members shared their views and wished DoMS success in all its future endeavours.

ADVISORY BOARD MEMBERS

External Members

1. Dr. R Arasu Professor –Dept. of Management Studies, University of Madras, Chennai.
2. Mr. Amit Kumar Patnaik, Head Human Resources, General Administration, Nissan Trading, India
3. Mr. M Saravana Perumal, Corporate Human Resource Manager, Kaldan Samudhra Resort Hotels Pvt Ltd. Chennai
4. Ms. Yauwana Mezhiselvan, Talent Development Manager, Larsen & Toubro Chennai, Tamil Nadu, India



Internal Members

1. Janab PRL Hamid Ibrahim, Executive Director, Mohamed Sathak Trust
2. Dr. Vijayakumar, Chief Operating Officer, Mohamed Sathak Trust
3. Dr. Hemalatha Seeram – Prof. & Head, MBA, MSCAS
4. Dr. Padmanaba Sivakumar – Asst. Prof., MBA, MSCAS
5. Dr. F Mohamed Sabura – Asst. Prof., MBA, MSCAS
6. Prof. Srikanth Kapoor – Asst. Prof., MBA, MSCAS
7. Prof. Ramani Karthikeyan – Asst. Prof., MBA, MSCAS
8. Prof. Preeti B Iyer – Asst. Prof., MBA, MSCAS

Personal Interview & Certificate Verification

05th September 2023

Mohamed Sathak – Department of Management Studies (MS-DoMS) conducted a personal interview session for the fresh entrants into MBA program (Batch 2023 – 25) on September 5th, 2023. The objective of the programme is to help the new students familiarize themselves with their peers and the faculty members.



39 new aspirants attended the interview session. Dr. F. Mohamed Sabura, Assistant Professor, MS-DoMS, class in charge of first year welcomed the new aspirants to the session and presented the agenda to the students. The students were asked to furnish their personal details in a profile format provided by the department. Prof. Srikant Kapoor and Prof. Preethi B. Iyer along with Dr. Sabura had a one-on-one interview with the students and collected their documents to verify. During the interview, students' communication skills, their specialization preference, their interest, and their behavior were assessed and noted down by the faculty members.

5 Day Orientation Program

20th - 26th September 2023 **MBA 30th Batch 2023 -25**

Mohamed Sathak – Department of Management Studies (MS-DoMS) gladly welcomes MBA students - 30th Batch 2023 – 2025 with a vision, “Creating innovative thinkers and global leaders”. MS-DoMS organised an orientation programme for the newcomers from 20th – 26th September 2023, with the objective of creating a collegial environment among students coming from different socio-economic, regional, and academic backgrounds. One of the key agendas of this orientation program is to instill a managerial education orientation in the students, promote interpersonal interactions, and sow the seed of holistic self-development in them.

This orientation program has some important sessions: – Personal Branding, Team Building, Banking & Financial essentials, Academic Integrity, Business Etiquette, Critical and Analytical thinking, Management Games, Management Quiz, Entrepreneurship and Innovation. These sessions add significant value to helping the fresh management students start their management education on a constructive note.





Industrial Visit to Caterpillar

2nd November 2023

Mohamed Sathak – Department of Management Studies (MS-DoMS) organized an Industrial Visit for MBA students to Caterpillar Manufacturing facility at Thiruvallur, Tamil Nadu on November 2nd, 2023. The purpose of the industrial visit is to allow students to interact with industry professionals, familiarize them with the industrial procedures required to enter a facility, experience the working atmosphere in an industry, and envision all of the industry's major departments.



The walk-through visit to the shop floor and product gallery was experiential learning for the whole team. After the visit, the team was permitted to have a question-and-answer session with the CAT Factory Manager Mr. Anbu Cheziyan. During the discussion with the students, Sir pointed out that the main objective of CAT is to help customers to build a better world. CAT's commitment is sustainability and to help the industry.



15th December 2023

Advisory Committee meeting for International Conference & MS-DoMS Logo Released

An advisory panel was formed for the proposed International Conference. Series of meeting held to discuss on the planning and execution of the conference. The first meeting held on 8th September 2023, followed by the second meeting on 15th December to discuss on the progress of the Conference. Janab P.R.L. Hamid Ibrahim, Executive Director, Mohamed Sathak Trust, introduced the Logo of the Department of Management Studies, Mohamed Sathak College of Arts and Science, Chennai.

**Mohamed Sathak - Department of Management Studies**

MS-DoMS

Creating innovative thinkers and global leaders



Advisory Board - Panel Members

- Dr. R Arasu, Professor – DoMS, University of Madras, Chennai.
- Dr. Rajeswari M, Professor – Faculty of Management, SRMIST, Vadapalani Campus, Chennai.
- Dr. Magesh, Professor – - DoMS, Anna University, Chennai.
- Mr. Arul Rajkumar, Vice President, Ford Motors, Chennai
- Dr. B Yamuna Krishna, Senior Professor & Head - DoMS, Alpha College of Engineering.
- Mr. N Anbuchezeian, GM – Operations, Caterpillar India Private Ltd, Thiruvallur.
- Dr. A Siluvairaja, Asst. Professor – - DoMS, LIBA, Chennai.
- Mr. R Sriram, Vice President – OE & Exports &Marketing, India Pistons Limited (Chairman – NIQR)
- Dr. K Sivakumar, Associate Professor – VIT Business School, Chennai.



Pongal Celebration

11th January 2024

Mohamed Sathak – Department of Management Studies (MS-DoMS) celebrated Pongal function along with the MSCAS staff and students on 11th January 2024. The event was organized by the students and faculty to honor Tamil culture, showcase unity, and spread festive cheer among the academic community. The spirit of togetherness and joy was evident as students and faculty participated actively in all events.



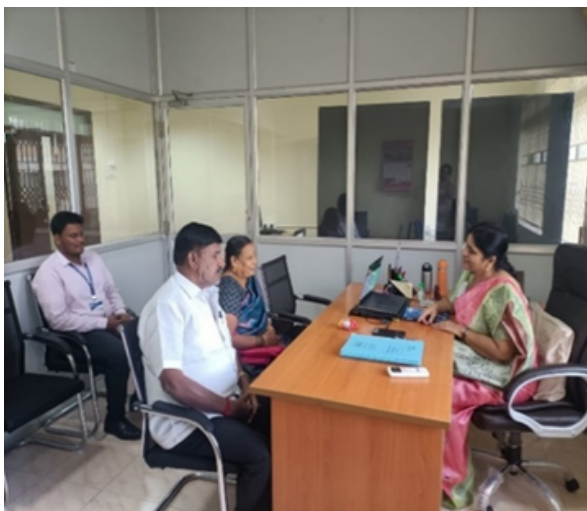
22nd January 2024

Parent Teacher Meeting

Mohamed Sathak – Department of Management Studies (MS-DoMS) organized a Parent Teacher Meeting on 22nd January 2024.



The purpose of the parent teacher interaction is to foster communication, helps to discuss on the student's progress, their behaviour and to address any concerns or questions from parents' side. It is a collaborative effort to support the student's academic and personal development. The session started at 10 AM in the Research room of MS – DoMS. Dr. Hemalatha Seeram, Head, MS-DoMS welcomed all the parents and showed her happiness to meet them for the first time in the academic year. She discussed on the agenda to the parents and expressed her expectations from them. An open discussion was started to exchange the concerns and queries from the parents' side. Parents gave valuable inputs and their concern related to academics and students' performance.



Later the mentors had a one-on-one discussion with their mentee's parents and taken the feedback from them.

27th Student Management Games CHANAKYA-AIMA

23rd & 24th January 2024

A Business Challenge – Computer Simulated Management Games

Mohamed Sathak Department of Management Studies (MS-DoMS) students participated in the 27th Student management Games, Chanakya – AIMA – A Business Challenge – Computer Simulated Management Games, organized by Hindustan University, Chennai on 23rd and 24th January 2024.

Business simulation is a technique for developing, testing, and evaluating business strategies in a virtual environment before committing real money and effort in the marketplace. With the latest computer technology, state- of-the-art business simulations can manage hundreds of variables simultaneously and provide tremendous realism. AIMA creates business simulations using its unique and powerful software model, Chanakya.



There has been an active participation from the following students (MBA I year) from Mohamed Sathak Department of Business Studies (MS-DoMS)

Team I: Harini, Kanimozhi, Shobana & Raghul

Team II: Javeed, Jency & Sheik Abdulla

25th January 2024

Start - Up Maanadu

Mohamed Sathak AJ College of Engineering, Incubation cell organized Startup Maanadu on 25th January 2024. The incubation cell provided for the entrepreneurial event, and its activities presently includes: -

- a) Various programs and initiatives to support aspiring entrepreneurs and early-stage start-ups.
- b) Funding opportunities to startups through grants, seed funding, or connections to potential investors.
- c) Access to a network of investors, venture capitalists, and angel investors who are interested in supporting innovative ideas and startups.



International Conference on Business Excellence for Strategic Transformation (ICBIEST- 2024)

28th February 2024

Mohamed Sathak – Department of Management Studies (MS-DoMS) Chennai and Kilakarai organized a One-day International Conference on Business Excellence for Strategic Transformation – IC-BIEST2024 in collaboration with Department of Business Administration, University of Technology and Applied Sciences, Al-Aqar, Shinas, Sultanate of Oman on 28th February 2024. The objective of the conference is to enable exchange of ideas among academicians, researchers and industry professionals on recent business innovations, to understand the emerging trends in the Global business scenario on business innovation and strategy and to record the experiences of companies, management procedures, and business systems that have research advances to achieve high sustained business success. The conference witnessed panel discussion and track sessions on various sub themes for the delegates to share their knowledge and provide insights into the research area to create value and takeaways for the audience.





24th March 2024

Industrial Visit Chennai Port

Mohamed Sathak – Department of Management Studies (MS-DoMS) organized an Industrial Visit for MBA students to Chennai Port, Tamil Nadu on March 24, 2024. The purpose of the industrial visit is to allow students to interact with Chennai Port Officials, gain insights on the port operations and helps in understanding the complexities involved in managing a port efficiently.

Coordinators explain the crucial role of Chennai Port in facilitating trade and commerce, both regionally and internationally. Students gain insights into the economic significance of the port, its contribution to the local economy, and its role in global supply chains. Throughout the visit, Chennai Port Coordinators were enthusiastic in answering the questions of the students and giving necessary information related to the port operations.





Seminar Branding and Personality Development

26th March 2024

Mohamed Sathak – Department of Management Studies (MS-DoMS) organized a seminar on Branding and Personality Development on 26th March 2024. The resource person of the day was Dr. Anbu Arumugam, Senior Assistant Professor and Head, Department of Public Administration, Government Arts College for Men (Autonomous), Nandanam, Chennai.

The purpose of the seminar is to build a strong personal brand that reflects the values, skills, and aspirations of MBA Students. This is essential for establishing themselves as credible professionals and advancing their careers.



Dr. Anbu Arumugam gave valuable insights to the students on how personal branding is important in the competitive world. She provided advice on how to brand oneself in the market and how to accomplish it. She emphasized the importance of having a professional profile in Linked in. Also, she furnished details on personality development, the do's and don'ts to accomplish the same.



17th April 2024

Workshop Linear Programming Problem

Mohamed Sathak – Department of Management Studies (MS-DoMS) organized a workshop on Linear Programming Problem on 17th April 2024. The resource person of the day was Mr. Jafar Dulkifli A.B, Assistant Professor, Department of Mathematics, Asan Memorial College of Arts and Science, Chennai.



The purpose of the workshop is to provide participants with the knowledge, skills, and practical experience needed to apply Linear Programming techniques to real-world problems and make informed decisions based on optimization principles.



MoU Ceremony

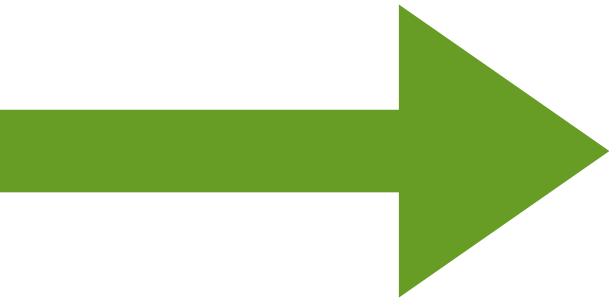
22nd June 2024



Mohamed Sathak – Department of Management Studies signed a MoU with Atal Incubation Center – Anna University Incubation Foundation (AIC-AUIF) on 22nd June 2024. Dr.P. Uma Maheswari, Chief Executive Officer, AIC – AUIF, elaborated on the functioning of Incubation center and how it helps the students to pursue their career. Incubation Center is an organization designed to accelerate the growth and success of startup and early-stage companies. These centers provide a range of resources and services to entrepreneurs, helping them to develop their businesses more efficiently and effectively.

At 12 PM, the MoU between MS-DoMS, MSCAS and AIC-AUIF was signed by Janab Mohamed Sathak (JMS), Campus Director, Siruseri - MST and Dr.P. Uma Maheswari, Chief Executive Officer, AIC – AUIF. Everyone shared their happiness of collaboration during the MoU ceremony.





Student Feedback

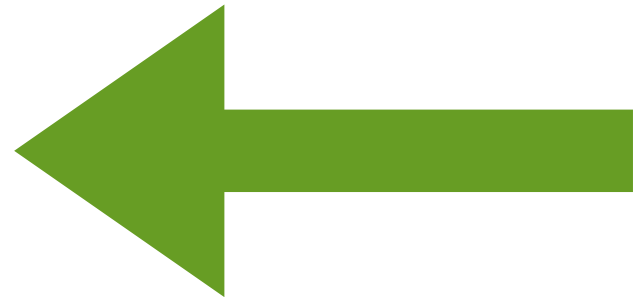
SEMESTER I (2023 -2024)

 <https://docs.google.com/forms/d/1Us3UsQaXLGPyWZ06dMrjAri2ADjRT4LoJTnVrzVEB8Y/edit#responses>

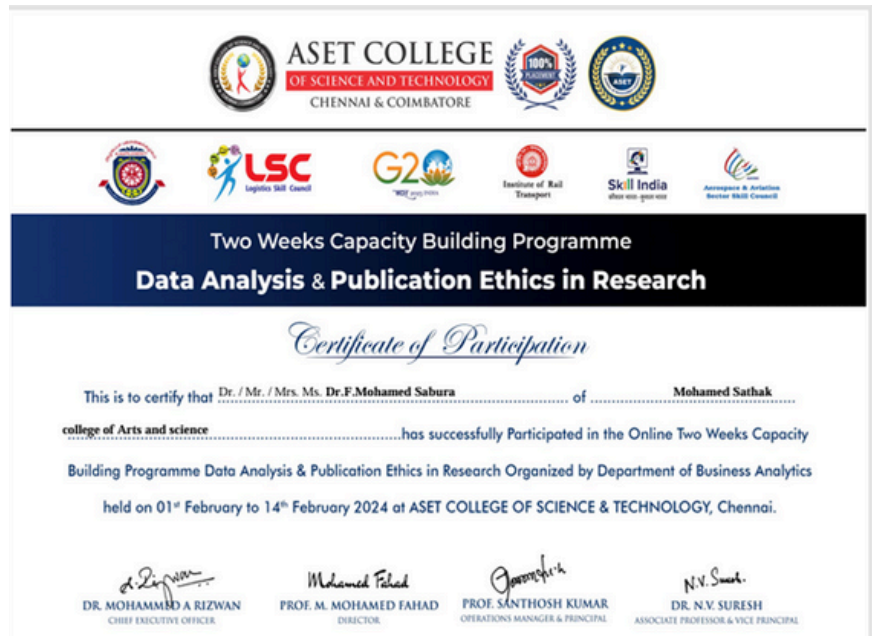
SEMESTER II (2023 – 2024)

 https://docs.google.com/forms/d/1aVROuuty1cpyd7ky1gNsHF2jaxlixvvWFHfwX_wihf8/edit

Student Accolades



Staff Accolades



Loyola Institute of Business Administration (LIBA)

Certificate of Participation

This is to certify that
Ms. Preethi B Iyer
has participated in the online Faculty Development Programme on Creative Teaching Techniques
held on 1st November 2023 at LIBA.


Dr C. Joe Arun, SJ
Director





UNIVERSITY OF MADRAS

DEPARTMENT OF MANAGEMENT STUDIES

NAAC "A++" Grade, MHRD NIRF Universities Ranking 2022:39,UGC-UPE

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+91-9710504610

Professor

E-mail: profarasu@gmail.com

Dear Professor,

[Subject: Exclusive Invitation from Dr. R. Arasu - Advisory Board and Reviewer Role]

I hope this message finds you well. The Department of Management Studies, University of Madras is hosting "Kinēsis" International Management Conference in March 2024, centered on the theme "Leadership and Digital Transformation: Driving Sustainable Growth and Environmental Strategies for Effective Business Management."

I am pleased to invite you to join the Advisory Board and serve as a peer reviewer for the conference. Additionally, we extend an invitation for you to contribute as a peer reviewer for our upcoming management studies journal.

Your expertise in management studies makes you an ideal candidate for these roles. Please indicate your choice and confirm your acceptance by **January 10, 2024**, using the attached consent forms. Your participation will not only signify your commitment to excellence but also contribute to our academic legacy.

Feel free to reach out for any clarifications or additional information. We look forward to your positive response and the opportunity to collaborate in advancing the field of management studies.

Best regards,

Dr. R. Arasu

Professor,

Department of Management Studies,
University of Madras

Conference Director, Kinēsis- International
Management Conference.

Editor in Chief for Management Journal.



UNIVERSITY OF MADRAS

DEPARTMENT OF MANAGEMENT STUDIES



CERTIFICATE

OF APPRECIATION

This certificate is presented to Dr Hemalatha Seeram
in recognition of their exceptional leadership and guidance as a distinguished member of the Panel Experts, contributing significantly to shaping the direction and success of the International Conference on Leadership and digital transformation, held on the 4th of March 2024

Dr. J.Khaja Sheriff
Convenor



Professor R.Arasu
Conference Director



UNIVERSITY OF MADRAS

DEPARTMENT OF MANAGEMENT STUDIES



CERTIFICATE

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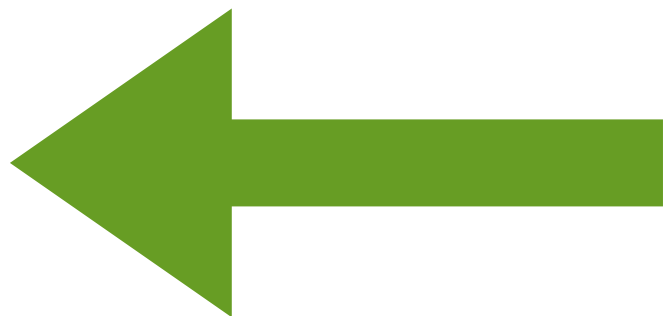
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Dr. J.Khaja Sheriff
Convenor



Professor R.Arasu
Conference Director

Research & Publications



NAME OF THE FACULTY	JOURNALS/CONFERENCE	YEAR
Dr.Hemalatha Seeram, Dr.F.Mohamed Sabura & Prof. Preethi.B.Iyer	“A comparative analysis of Generation Z and Generation Y’s decision towards Online Purchases”	2024
Dr.Hemalatha Seeram, Dr.F.Mohamed Sabura & Ms. Tejaswy	“A study on Zoomer’s cognitive Behaviour in connection to their Mental Well-Being with Special Reference to Under Graduates, Chennai”	2024
Dr.Hemalatha Seeram, Dr.F.Mohamed Sabura & Prof. Preethi.B.Iyer	“Opportunities And Challenges Of India's Informal Sectors: A Comprehensive Study”	2024
Dr.Hemalatha Seeram	“India’s Unorganised Sector Potential: A Comprehensive Study (with special reference to the Unorganised sector in Chennai)”	2023
Dr.P.Parameswari, Dr. Hemalatha Seeram & Dr.T.Aryamala	Importance of HR Learning and Development activities for SMES	2023
Prof. Srikant Kapoor & Prof. Preethi B. Iyer	Vipraana Herbals Holistic Wellness Marketing Strategy	2023
Dr.F.Mohamed Sabura & Prof.Ramani Karthikeyan	A Comprehensive analysis on Informal Sectors	2023

29th Batch 2022 – 2024



30th Batch 2023 – 2025



THANK YOU