

Velammal



College of Engineering and Technology

(Autonomous)

Madurai to Rameshwaram Highway, Viraganoor, Madurai

DEPARTMENT OF MANAGEMENT STUDIES

GALLERY

FOREVER IN FRAME

2023-2025

Memoir - 1

It is indeed a privilege addressing you. Yet another year has passed and we have crossed some more milestones. At every step we had the support and motivation provided by the confident parents, dedicated teachers and committed students. Today, Velammal group of institutions is growing from the strength to with strength ethical professional practices and is recognized as a reputed name in education. In all these years of experience, I learnt one very simple vet very significant lesson. The need of the society is like an ocean and the service we render are mere drops. So I am now determined to add as many drops as I can and say to myself with contentment, I tried my best.

Today, my vision is set on raising the stature of Velammal to a University', by establishing more Schools, Engineering colleges, Professional and Medical Institutions in the state and country. The task is arduous and the path grueling but I have two things going for me. One mother's words of my motivation and other the society's unstinted support.

> -Shri.M.V.Muthuramalingam Chairman, VET







MBA DEPARTMENT MAJOR EVENTS

2023 - 2025

Dear Readers.

With great pride and enthusiasm, we present to you the 2023-2025 Memoir of the MBA Department Gallery. This Gallery stands as a vibrant testament to the creativity, dedication, and academic excellence of our MBA cohort — a dynamic community passionately committed to shaping the leaders of tomorrow.

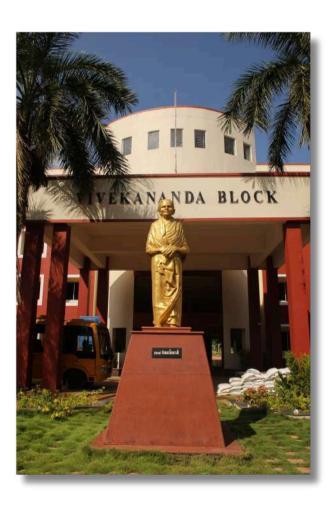
Within these pages, you will discover inspiring stories, thought-provoking events, and outstanding achievements that have defined our journey throughout these transformative two years. From pioneering research to practical business solutions, from exemplary leadership in action to personal growth journeys, this gallery encapsulates the true spirit of what it means to be part of the MBA family.

As you explore this Memoir, we invite you to celebrate the power of collaboration, the spark of innovation, and the unwavering pursuit of knowledge that fuels our department's progress. Here, we don't just study business — we embody it.

Step into the journey of memories that last.

"Management is doing things right; leadership is doing the right things"

Peter Drucker



FRESHER'S DAY '23

Date: 05-09-2023



















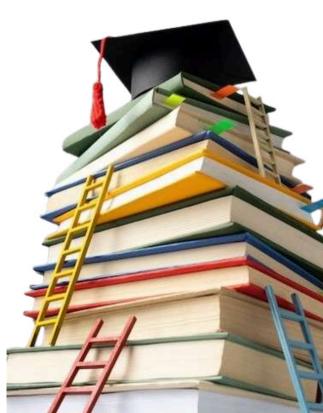


The inaugural batch of the MBA program, enthusiastic students, officially stepped onto the campus with a memorable Fresher's Day celebration. The induction programme was thoughtfully designed to welcome the freshers and help them acclimate to the academic environment.

The day began with a heartfelt welcome from the Head of the MBA Department, who highlighted the core values of leadership, innovation, and continuous learning that the program upholds. Students were then introduced to the MBA curriculum, departmental resources, and academic guidelines.

Engaging ice-breaking activities were conducted to encourage interaction among the new students, fostering a spirit of collaboration and mutual support from the outset. Workshops on essential skills such as effective communication, time management, and goal setting were held to equip students for the challenges and opportunities of the MBA journey.

The induction programme successfully laid the foundation for a positive and enriching academic experience for the first batch of MBA students.



INTERNATIONAL FACULTY DEVELOPMENT PROGRAM

Date: 01-07-2023 to 05-07-2023

Chief Guests



Dr.A.Tamilarasu,Professor of Accounting and Finance,Departent of Accounting and Finance,College of Business and Economies ,Gambella,Ethiopia,East Africa



Mrs.Reena Elizabeth,Director of Quality Assurance in Exploits university,Milawai,Lilon gwe,Mauritius



Dr,Mohan lal Agarwal,Academic Dean,University of West London,UAE Campus





Dr.Ravindra
Reena,Professor of
Economies,DUT Business
School,Faculty of
Management
Studies,Durban University
of Technology,Republic of
South Africa



Mr.Murtaza Mohinddin Junaid Farooque,Assistant Professor,College of Commerce and Business Administration(ccba),Dh ofar University,Oman

INTERNATIONAL FACULTY DEVELOPMENT PROGRAM

Date: 01-07-2023 to 05-07-2023







The Department of Management Studies at Velammal College of Engineering and Technology (VCET), in collaboration with Allana Institute of Management Sciences (AIMS), Pune, organized a five-day International Online Faculty Development Program (FDP) on Outcome-Based Education (OBE) from July 1 to 5, 2024. The program attracted over 280 faculty members from various higher education institutions across India.

The inauguration was held virtually via Google Meet and live-streamed on YouTube, featuring addresses by Dr. V. Selvalakshmi (HoD, VCET), Dr. P. Alli (Principal, VCET), Dr. C. Selvaraj (MBA Programme Advisor, VCET), and Dr. Roshan Kazi (Director, AIMS).

The FDP covered comprehensive topics including curriculum design, innovative teaching methodologies, assessment techniques, and effective implementation of OBE principles to enhance student learning outcomes. Interactive sessions enabled participants to share experiences and clarify doubts.

The program concluded with positive feedback from attendees and a vote of thanks by Dr. V. Selvalakshmi, acknowledging the dedication of all speakers, participants, and organizers. This FDP has significantly contributed to advancing educational quality and faculty competence in Outcome-Based Education.

VELVOM'24

Date: 08-03-2024

Chief Guests



Mr.Daivik charles joseph, Managing Partner,JVS Export,Madurai Dr.M.Sivakumar,Professor and Head,Chairperson,Kamaraj University,Madurai Mr.K.M.Maxwell Richard,Project Manager,VSIRI Innovative Labs PVT LTD,Mysore,Karnataka









HR CONNECT '24

Chief Guests







Mr. Yahya Rasheed Global Head L& D, HCL Technologies, Chennai



Mr. Venkatesh
Mahadevan - FBCS
Independent Director &
Mentor-Columbia &
Northeastern university,
Transformative CIO,
Dubai.



Mr. Benedict Gnaniah Founder & CEO of Ask the Turtle, Chennai.



Mr. M Radhakrishnan Vice President HR, Apex Laboratories, Chennai.









HR CONNECT 2024 was a momentous for the occasion Department of Management Studies at VCET, bringing together distinguished industry leaders, thought-provoking discussions. meaningful networking opportunities. The event featured esteemed guests including Mr. Benedict Gnaniah. Founder & CEO of the Turtle. Chennai: Mr. Ask M. Radhakrishnan, Vice President – HR, Apex Laboratories. Chennai: Mr. Venkatesh Mahadevan. FBCS. Independent Director & Mentor at Columbia & Northeastern University and Transformative CIO, Dubai; and Mr. Yahya Rasheed, Global Head -L&D, HCL Technologies, Chennai. The sessions were skillfully moderated by Dr. Monica Paul, CEO of Prowhiz, Chennai, who guided engaging conversations on revolutionizing HR in the new normal. Through insightful panel discussions and interactive exchanges, attendees gained perspectives and valuable practical strategies to drive HR excellence in their respective fields. The event was made possible through the dedicated efforts of Selvalakshmi our convenors. Dr. VilliBharathan, HoD - MBA, and Dr. S. Sasikala, HoD - AI&DS, along with the coordinators, Dr. M. Raghini Mohan, AP -AI&DS, and Dr. S. Rajalakshmi, AP - MBA. Special appreciation goes to our students, whose commitment to planning, logistics, and coordination ensured the smooth execution of the program. HR CONNECT 2024 concluded on a note of inspiration, leaving participants motivated to embrace innovation. collaboration, transformation in shaping the future of human resources.



International Conference on "Artificial Intelligence in Education and Business"

Date: 31-01-2024

Chief Guests



Prof.M.Karthikeyan Muthu ,Faculty, Department of cooperatives,College of business and economics , Wollo University,Ethiopia



Dr.Andi Asrifan , Faculty, Graduate School, Universities Nigeria,



Dr. Durdana Ovais -Associate Professor, The Bhopal School of Social Sciences, Bhopal



Dr. Rania Lampou - STEM Instructor & Researcher, Greek Ministry of Education, Greece



ICAIEB '24

The Department of Management Studies proudly hosted the International Conference on "Artificial Intelligence in Education and Business" on January 31, 2024. The event featured an esteemed panel of chief guests international from various institutions. including Prof. M. Karthikevan Muthu from Wollo University, Ethiopia; Dr. Andi Asrifan from the Graduate School, Nigeria; Durdana Ovais, Associate Professor at The Bhopal School of Social Sciences; and Dr. Rania Lampou, STEM Instructor and Researcher with the Greek Ministry of Education.

This conference provided a unique platform for academics, researchers, and practitioners exchange ideas and explore transformative impact of artificial intelligence in the realms of education and business. Discussions ranged from AI-driven educational tools smart learning and environments to AI applications enhancing business efficiency and decision-making.

The first-year MBA student batch (2023-2025) played a vital role as volunteers, handling event coordination, managing logistics, and throughout assisting participants the conference. Their dedication and professionalism significantly contributed to the smooth execution of this international forum, providing them with valuable exposure to global academic collaboration and event management.









Innovation is the ability to see change as an opportunity—not a threat.

The conference also fostered meaningful networking opportunities, allowing participants to connect with experts and peers from diverse backgrounds. Interactive Q&A sessions and panel discussions encouraged dynamic exchanges of ideas, sparking collaborations and inspiring innovative approaches to integrating AI in educational and business practices.







Emerging Trends in Social Media Analytics

ONE DAY INTERNATIONAL SEMINAR

Date: 23-08-2024







WORKSHOP ON REAL-TIME ONLINE SHARE TRADING



DATA ANALYSIS AND INTERPRETATION USING JAMOVI - A FREE AND OPEN SOURCE SOFTWARE



FRESHER'S DAY '24

The much-awaited Freshers Day for the MBA batch of 2025 was celebrated with great enthusiasm on September 9, 2024. The event provided a warm welcome to the new students, marking the beginning of their exciting journey in the MBA program.

A highlight of the day was the ice-breaking session conducted by the senior students. Through engaging activities and fun interactions, the seniors helped the freshers to relax, connect, and build camaraderie among themselves. This session set a positive and friendly tone for the year ahead, fostering a supportive community within the department.



Coming together is a beginning; keeping together is progress; working together is success

The bond between seniors and juniors is built on guidance, support, and mutual respect. Seniors inspire and mentor, while juniors bring fresh energy and new perspectives, creating a thriving learning community.





Date: 09-09-2024

MOU WITH CAPITAL MARKET SERVICES LTD. SINGAPORE

Date: 15-09-2024

The Department of Management Studies of Velammal College of Engineering and Technology (VCET), Madurai, in partnership with Actram Group of Companies, hosted an event on September 21, 2024, focusing on the "Future of Financial Derivatives." The event explored the growing role of financial derivatives in modern finance. A Memorandum of Understanding (MOU) was signed between Dr. P. Alli, Principal, Velammal College of Engineering and Technology, Madurai and Autram Group's President of Sales, Mr. A. Ramaswamy, marking a collaboration to enhance student knowledge and provide industry insights. A keynote address by Mr. A. Ramaswamy, President of Sales at Aetram Group of Companies, who attended as the chief guest. In his speech, Mr. Ramaswamy emphasized the growing importance of financial derivatives in risk management, investroent strategies, and corporate finance. Mr. Ramaswamy praised the MOU as a pivotal step in bridging the gap between academia and industry, "This partnership will open new doors for students to explore innovative solutions in financial derivatives and build the skills needed to thrive in this competitive industry."







FUTURE OF FINANCIAL DERIVATIVE TURNING BEGINNERS INTO INVESTORS & SIGNING OF MOU

Date: 21-09-2024







A Ramaswamy,
President Sales,
Aetram Group of Companies, Chennai.

Madurai, in partnership with Actram Group of Companies, hosted an event on September 21, 2024, focusing on the "Future of Financial Derivatives." The event explored the growing role of financial derivatives in modern finance. A Memorandum of Understanding (MoU) was signed between Dr. P. Alli, Principal of Velammal College of Engineering and Technology, Madurai, and Mr. A. Ramaswamy, President of Sales at Actram Group, marking a significant collaboration aimed at enhancing student knowledge and providing industry insights.

Mr. Ramaswamy emphasized the increasing importance of financial derivatives in risk management, investment strategies, and corporate finance. He praised the MoU as a pivotal step in bridging the gap between academia and industry, stating, "This partnership will open new doors for students to explore innovative solutions in financial derivatives and build the skills needed to thrive in this competitive industry."

The event was coordinated by Mr. P. Shree Shrawan Kumar, Assistant Professor, Department of Management Studies, VCET. Caurch of INNOSPARK HUB

Date: 28-10-2024

Launch of Startups & Intiatives















WORKSHOP ON XBRL

Date: 31-01-2025

Learning doesn't happen by accident; it requires passion, dedication, and active engagement.

Only when knowledge is applied through real-world practice does it transform into true understanding and skill.

Chief Guests



Mr.S.Sivakumar, CEO - Capital Market Services, Singapore



Ms.M.Kunasunderi, CEO - Venus Corporate Connection Ltd,Singapore





















The Department of Management Studies at VCET successfully hosted a two-day XBRL Workshop on November 5 ど 6, 2024, in hybrid mode, enabling participants to join either online or on-site at the VCET campus, Madurai. The program brought together global finance experts to share their knowledge and practical insights. Sivakumar Subramanian, Founder & CEO of Capital Market Services, Singapore, delivered an in-depth session on the global impact of XBRL, highlighting its role in digital financial reporting. Ms. M. Kunasunderi, CEO of Venus Corporate Connections Pvt. Ltd.. Singapore, demonstrated how XBRL enhances corporate transparency and supports effective decision-making.

The workshop empowered participants to apply real-world financial reporting, improving accuracy and compliance. Attendees earned a globally recognized certification jointly issued by VCET, CAPMAS, and Venus Corporate Connections, adding significant value to their professional profiles. With opportunities to network with finance leaders, exchange ideas, and explore best practices, the event attracted finance students, professionals, and corporate executives from diverse backgrounds. success reinforced VCET's commitment to offering globally relevant learning experiences that prepare learners for the evolving demands of the finance industry.



VELVOM'25

Chief Guests





Mr.M.Senthil Kumar, CEO & Co-Founder JioVio Healthcare (Savemom Pvt Ltd) Madurai



Mr.P.R.Ashok Kumar, Executive Vice President , PD & RM Department,TMB , Thootukudi



VELVOM'25



Date: 31-01-2025























VELVOM'25



The Department of Management Studies, VCET, proudly celebrated the remarkable success of VELVOM 25, held on 31st January 2025 at Kamaraj Auditorium. Organized by our talented first-vear MBA students, the event showcased their commitment to upskilling professional growth, drawing participation from over 400 students. The inauguration was graced by Mr. M. Senthil Kumar, CEO and Co-founder of JIOVIO Healthcare (Savemom Pvt. Ltd.). Madurai, as the Chief Guest. The valedictory function was presided over by Mr. P.R. Ashok Kumar, Executive Vice President of the PD & RM Department at Tamilnad Mercantile Bank Ltd.. Thoothukudi, who shared valuable insights during his address.

A distinguished panel of jury members brought their expertise to the event: Mr. C. Gigin Durai, Project Lead, Startup TN; Dr. S. Bulomine Regi, Assistant Professor, St. Mary's College, Thoothukudi; Mr. P. Rajesh, Assistant General Manager & Area Head for TN, Karnataka, and Kerala at Karur Vysya Bank; Mr. Narayanan B, CEO, Smart Work Consultants; and Mr. P. Venkatesh Kumar, Business Development Officer, Kumaravel Industries, Sivakasi. Event coordinators Dr. M. Tharani and Mr. P. Shree Shrawan Kumar ensured every detail was handled flawlessly, contributing significantly to the event's smooth execution. The department extends heartfelt gratitude to Dr. P. Alli, Principal; Mr. C. Selvaraj, Advisor; and Dr. Selvalakshmi VilliBharathan, Professor & HoD, for their visionary leadership and constant support, as well as to our dedicated MBA faculty for guiding the students toward making VELVOM 25 a milestone in professional development.



MOU WITH INTI INTERNATIONAL UNIVERSITY, MALAYSIA

Date: 17-02-2025





On 17th February 2025, the Department of Management Studies, Velammal College of Engineering and Technology, Madurai, signed an MoU with INTI International University, Malaysia. Initiated by Dr. G. Venkateshwaran, Assistant Professor, this partnership opens doors to internships, joint research, skill-based short-term courses, staff and student exchanges, and co-hosted international events. This milestone strengthens the department's global engagement, with special thanks to Dr. C. Selvaraj, Dr. P. Alli, and Dr. V. Selvalakshmi for their support.



FUNDAMENTALS OF DATA VISUALIZATION POWERBI & TABLEAU





Date: 24-02-2025 & 28-02-2025

LEADERSHIP AND TEAMBUILDING ACTIVITY - RYLA





Date: 29-02-2025





The MBA Department of Velammal College of Engineering and Technology, in collaboration with the Rotary Club of Heritage Madurai, hosted an inspiring and interactive session on Leadership and Team Building on 27th February 2025. The event featured Rtn. Nicholas Francis, a distinguished motivational author, HR mentor, and District Secretary – APJAK Academy, RI District 3000, who engaged students with thought-provoking insights on effective leadership, teamwork, and personal growth. His session encouraged students to develop essential skills that will serve as strong foundations for their future careers.

The department extends heartfelt gratitude to Dr. Selvalakshmi VilliBharathan, Head of the Department, for her constant support and guidance, and to Dr. T. Kumaran for coordinating the event. Special thanks also go to the dedicated MBA faculty team, whose efforts ensured the program's success and made it a truly enriching experience for all participants.



RESEARCH DAY PROGRAMME









Date: 27-03-2025

The Department of Management Studies, VCET, organized Research Day on 27th March 2025 in Seminar Hall II to promote research culture among students. Coordinated by Dr. G. Venkateshwaran, Assistant Professor, under the guidance of Chairman Mr. M.V. Muthuramalingam, Principal Dr. P. Alli, Advisor Dr. C. Selvaraj, and HoD Dr. V. Selvalakshmi, the event featured an inspiring keynote by Dr. S. Vasuki, Dean (R&D) & HoD of ECE, VCET.

Dr. Vasuki emphasized the role of research in driving innovation, the importance of interdisciplinary collaboration, and offered practical insights on topic selection, publication writing, grant applications, and maintaining ethics. She addressed challenges such as funding constraints and plagiarism, engaging students in discussions on methodologies and career opportunities in research.

Prizes were awarded to the top five presenters in both boys' and girls' categories. The program concluded with a Vote of Thanks, leaving students motivated to explore research-driven contributions to academia and industry.



2023 - 2025 STUDENT ACHIEVEMENTS

You worked so hard, gave it your all,
Stood up with strength, refused to fall.
A medal now shines in your name,
A symbol of pride, success, and fame.
With courage strong and vision true,
You've made us proud in all you do.
Keep soaring high, rise with zest —
You truly are among the best!

Student Achievements



INTER-COLLEGE MEET AT ALAGAPPA UNIVERSITY (WON 1ST PRIZE IN BUSINESS PLAN)



INTER-COLLEGE MEET AT CHETTINAD COLLEGE OF ENGINEERING AND TECHNOLOGY (WON 1ST PRIZE IN ADZAP, II ND PRIZE IN CORPORATE WALK)



INTER-COLLEGE MEET AT ERODE SENGUNTHAR COLLEGE (OVERALL WINNER)



INTER-COLLEGE MEET AT FATIMA COLLEGE (OVERALL WINNER)





STARTUP THANJAVUR 2023



INTER-COLLEGE MEET AT JAMAL MOHAMMED COLLEGE (I ST PRIZE IN CORPORATE WALK)



INTER-COLLEGE MEET AT NPR COLLEGE (I ST PRIZE IN BUSINESS PITCH AND PAPER PRESENTATION)



CONFERENCE ON "THE FUTURE OF BUSINESS: AI,INNOVATION,ENTREPRENEURSHIP AND LEADERSHIP" -(BEST PAPER AWARD)



INTER-COLLEGE MEET AT FATIMA COLLEGE (OVERALL RUNNER UP)



INTERNATIONAL CONFERENCE ON INNOVATIONS IN MATERIALS SCIENCE, TECHNOLOGY, ENGINEERING & MANAGEMENT FOR SUSTAINABLE DEVELOPMENT (BEST PAPER AWARD)

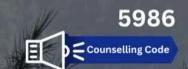




Department of Management Studies



Placement Achievements (Batch 2023 - 2025)





3.00 LPA













o Jit Financial Service Ltd. 3.00 LPA / 4.00 LPA







Mentor Infocom India Pvt. Ltd 5,50 LPA













3.00 LPA







3.50 LPA



tupeek Fintech Pvt Ltd 3.00 LPA / 4.00 LPA

VCET MBA – Where Business Meets Brilliance.

Highest Salary: 9 LPA

Total Offers Bagged: 23

Average Salary: 4.26 LPA

(still in progress...)

Recruiters who have welcomed our students into their teams.,

















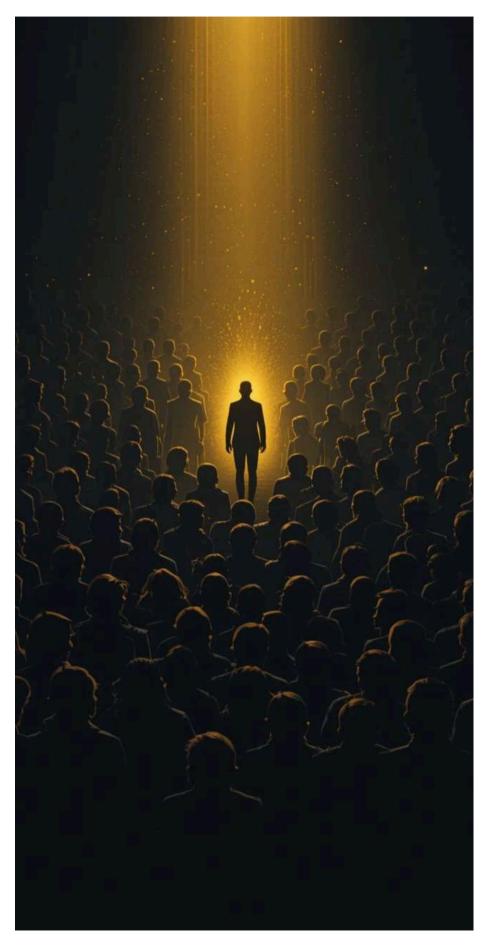
BATCH (2023 - 2025)



BATCH (2024 - 2026)



Elevate Together!





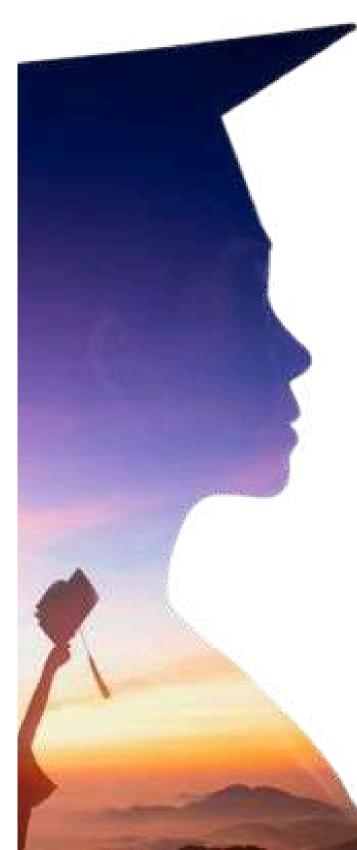


As we bring this Memoir of our MBA Department gallery to a close, we want to express our deepest gratitude to you, our readers, for taking the time to journey with us through the many stories, achievements, and milestones we have shared. Each page the dedication. reflects bassion. collaborative spirit that define our community here at Velammal College of Engineering and Technology.

This gallery is more than just a collection of articles — it is a celebration of learning, leadership, and growth. Behind every feature is a team of students and faculty who have worked tirelessly to capture the essence of vision our department's accomplishments. These accomplishments aren't just documentation of events to us. They carry the values, efforts, and stories of the people who made them meaningful in milestones. creating Every thoughtful contribution towards our department's vision has pushed us to dream bigger, stay inspired, aim higher and strengthen our connection to the vibrant world Management Education.

We look forward to bringing you even more inspiring content in the next memoir — more successes to celebrate, more journeys to highlight, and more voices to be heard. Until then, continue to explore, innovate, and lead with purpose. Thank you for visiting our visionary department.

"Every achievement, big or small, is a chapter in our shared journey toward excellence and innovation."





FOREVER IN FRAME

2023 - 2025

Designed by,

Ms. S.Sakthi Aishwarya, II Year - MBA















