



JERUSALEM COLLEGE OF ENGINEERING

AN AUTONOMOUS INSTITUTION

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Accredited by NAAC with "A" Grade



DEPARTMENT OF MANAGEMENT STUDIES

NEWS LETTER AND COLLEGE CALENDAR NOVEMBER 2021

1. SYMPOSIUM / CONFERENCES / WORKSHOPS / SEMINARS ORGANIZED BY THE DEPARTMENT

- “Workshop on Career Edge”, on 28th and 29th April 2022, for students of I year MBA, presided over by Mr. Venkatesh, Placement Officer, Jerusalem College of Engineering.
- “Three days workshop on Financial Literacy”, from 25th to 27th May 2022, for students of I year MBA, presided over by resource persons from ZEEBUL Pvt., Ltd., Chennai

2. GUEST LECTURES ORGANIZED BY THE DEPARTMENT

- Mr. Karunanidhi E, HR Manager, Jasmine Infotech Pvt., Ltd., Chennai, presided over the Guest Lecture on “Applications of ERP in HR Management”, on 01st October, 2021, for students of II year MBA
- Guest Lecture on “Cyber Security” on 08th October, 2021, presided over by Mr. V.N. Prem Anand P.Eng(UK), FSPE, FIET, MBCS(UK), FinstCPD(UK), MIEEE(USA), MIITA(NZ), FloD(Ind), Vice President of Cyber Society of India and also the Director of Pragua AI Pvt. Ltd.
- Guest Lecture on “Journey from Campus to Corporate” on 29th October, 2021, presided over by Mr. N. Mohanakrishnan, B.Tech, MBA Team Lead, BirlaSoft, Chennai.
- “PUBLIC SPEAKING” on 26th November, 2021, presided over by Mr. Jawahar Krishnan, Management Consultant, Chennai.
- “Stress to Success”, on 03rd December, 2021, for students of I & II year MBA, presided over by Mr. R. A. Madhan Ram, Chief Executive, TICVIC, Chennai.
- “Drive on Your Personality Traits”, on 10th December, 2021, for students of I & II year MBA., presided over by Mr. M S Jeya Shankar, SCM Consultant, Chennai.
- “Challenges of HR in 21st Century”, on 17th December, 2021, for students of I & II year MBA, presided over by Mr. M J Arun Kumar, Head – Assistant General Manager & HR, Hinduja Group, Chennai.

- “Power of Passion and Perservance”, on 05th February 2022, for students of I & II year MBA, presided over by Ms. S Vandanca Raj IRS, Deputy Commisioner, Customs, Chennai.
- “Worklife Balance”, on 08th April 2022, for students of I year MBA, presided over by Mr. Vikram SK, Aarti Shikshati Training Ltd., Chennai.
- “Good Samaritarn Law”, on 20th April 2022, for students of I year MBA, presided over by Mr. Nitin Bothra, CEO Nithin Wires, Yi Chennai Chair.
- “Grooming Teams to Overgrow”, on 22nd April 2022, for students of I year MBA, presided over by Mr.Venkat Kumaresan, Assistant Vice President, Strategic Support, Exela Technologies, Chennai
- “Event Management”, on 29th April 2022, for students of I year MBA, presided over by Mr. Girish Easwaran, CEO, Dream Crew, Chennai.
- “Startup Opportunities”, on 06th May 2022, for students of I year MBA, presided over by Mr. Prasanna Venugopal, Cost Accountant and CEO, Prasanna and Associates, Chennai.
- “Indian Capital Market”, on 25th May 2022, for students of I year MBA, presided over by Mr. Ramesh Mahalingam, Financial Analyst, RBP Investment Private Limited, Chennai
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3. SEMINARS / WORKSHOPS / CONFERENCES / FDP ATTENDED BY THE FACULTY

- Mr. M. Manoj Kumar AP/MBA participated in One day online FDP on ‘Recent avenues for Investment, Managing Money and Equity valuations’ organized by Rajalakshmi School of Business in association with Aditya Birla Mutual Fund on 6th September 2021.
- Mr. R. Surendher, AP/MBA attended One day International workshop on “Conceptualization of Business Analytics”, organized by Department of Commerce, Sri Ramakrishna College of Arts and Scienc, Coimbatore on 24th September 2021.
- Mr. M. Manoj Kumar AP/MBA attended One day International workshop on “Conceptualization of Business Analytics”, organized by Department of Commerce, Sri Ramakrishna College of Arts and Scienc, Coimbatore on 24th September 2021.
- Mr. R. Surendher, AP/MBA attended One Week FDP on “ Innovation and Entrepreneurship Development Programme (IEDP) Hub” , organized by Centre for Entrepreneurship Development Anna University on 21st – 27th September 2021.

- Mr. R. Surendher, AP/MBA attended One Week FDP on “ Data Analysis using Statistical tools” , organized by Jaypee Business School, Jaypee Institute of Information Technology, Noida on 13th – 18th September 2021.
- Mr. M. Manoj Kumar AP/MBA participated in One week online FDP on ‘Innovation and Entrepreneurship Programme’ organized by Entrepreneurship Development and Innovation Institute, Tamil Nadu, from on 21st to 27th September 2021.
- Dr. S. Muthumani, Professor/MBA participated in Five day online FDP on ‘Financial Planning’ organized by Jeppiaar Engineering College on 25th to 29th October 2021.
- Dr. S. Muthumani, Professor/MBA participated in Five day online FDP on ‘Design Thinking’ organized by Sathyabama Institute of Science and Technology in October 2021.
- Mr. M. Manoj Kumar AP/MBA participated in Five day online FDP on ‘Financial Planning’ organized by Jeppiaar Engineering College on 25th to 29th October 2021.
- Mr. S. V. Praveen, AP/MBA participated in Five day online FDP on ‘Financial Planning’ organized by Jeppiaar Engineering College on 25th to 29th October 2021.
- Ms. P. Pavithra, AP/MBA participated in Five day online FDP on ‘Financial Planning’ organized by Jeppiaar Engineering College on 25th to 29th October 2021.
- Mr. R. Surendher, AP/MBA participated in Five day online FDP on ‘Financial Planning’ organized by Jeppiaar Engineering College on 25th to 29th October 2021.
- Ms. Sivakanni S, AP/MBA participated in Five day online FDP on ‘Financial Planning’ organized by Jeppiaar Engineering College on 25th to 29th October 2021.
- Dr. S. Muthumani, Professor/MBA participated in Five day online FDP on ‘Design Thinking’ organized by Sathyabama Institute of Science and Technology in November 2021.

4. PAPERS PRESENTED BY FACULTY IN WORKSHOPS/SEMINARS

- a. Mr. R. Surendher, AP, MBA, has presented a paper entitled “ A Study on Employee Engagement during Work From Home in IT Industry” in the International E- Confernece on ‘Economic Challenges and Business Opportunities – Covid-19 Era (INECECBO-2022) held on 03rd February 2022 organised y the Department of Commerce \$ Economics, Faculty of Arts & Science, BIST, BIHER, Chennai.

5. PUBLICATION OF PAPERS IN JOURNALS

- Mr. R. Surendher, AP, MBA, has been certified by ‘ Journal of Fundamental & Comparative Research’ for authoring the article titled “Impact of Current issues on the Need for the Development of Entrepreneurship in Electronic Industry”, in Vol. VII No.2 : 2020-21, ISSN: 2277-7067

- Dr S Muthumani, HOD, MBA has published in Indian Patents Office, under the title “ A Method for Enhancing Banking Customer Relationship” in the ‘The Patent Office Journal No. 05/2022 dated 04/02/2022
- Mr. R. Surendher, AP, MBA, has been certified by ‘ Journal of Fundamental & Comparative Research’ for authoring the article titled “Impact of Current issues on the Need for the Development of Entrepreneurship in Electronic Industry”, in Vol. VII No.2 : 2020-21, ISSN: 2277-7067

6. FUNDED PROJECTS AND RESEARCH WORK

7. FACULTY AS RESOURCE PERSON /CHAIR PERSON IN SEMINARS /WORKSHOPS/CONFERENCES

- Mr. M. Manoj Kumar acted as a resource person for Training session on ‘How to Build a Winning Resume’ an event organized by NSS(Unit-51) of G. Venkataswamy Naidu College(Autonomous), Kovilpatti, September 11, 2021.
- Mr. R. Surendher acted as a resource person for Training session on ‘Virtual Webinar on Visual Aid in Business Report’, Department of Commerce, SRM Institute of Science and Technology on December 06th, 2021.

8. DEPARTMENTAL ACTIVITIES SUCH AS IN-HOUSE SEMINARS

9. LIST OF UNIVERSITY RANK HOLDERS

10. ACTIVITIES OF THE STUDENTS

a. PAPERS PRESENTED BY STUDENTS

b. LIST OF PRIZE WINNERS IN MODEL MAKING, QUIZ, ETC

- Mr.Venkatesh NVS, Ms.Pooja.I, Ms.Anitha.N, and Ms.Priya.N of 2nd year MBA won the ‘INSTAMINDS’, an creative thinking programme organized by Yi Chennai in July 2021.

c. LIST OF PRIZE WINNERS IN CULTURAL EVENTS

- a. Ms. Indirakumari S won 2nd place in the Rangoli competition organized by YI and CII on 17th January 2022
- b. Ms. Anushya A won 3rd place in the Rangoli competition organized by YI and CII on 17th January 2022
- c. Ms. Indirakumari S and Ms.Amudha won 1st place in the Rangoli competition organized by JCE on account of Tamil New Year Celebration 2022.
- d. Mr. Clinton Jasper and Mr. Samson won in the interdepartmental event organized by Civil engineering, JCE

- e. Mr. Rajesh and Mr. Karthikeyan T. won the 2nd place in Go Colours interdepartmental event organized by Civil engineering, JCE
- f. Mr. Vishnu Prasad and Mr. Hari Krishnan won the 1st place in Go Colours interdepartmental event organized by Civil engineering, JCE
- g. Muthusivaperumal and team secured Futsal runners in EXCELSIOR 2022
- h. Haseena Begum and Abivshek won first place in group singing in EXCELSIOR 2022
- i. Haseena Begum won first place in solo singing in EXCELSIOR 2022
- j. Vishnu Prasad secured first place in reels in EXCELSIOR 2022

11. CLUB ACTIVITIES

- III semester students actively participated in the “NURTURE GREEN CHALLENGE” organized by Yi in association with CII from 18th to 25th September 2021
- III semester students participated in the Work-a-Shila workshop “ Personal Branding: How to Become a Superstar” organized by Yi in association on 30th September , presided over by Mr. Samuel Mathew, CEO, 7 Miles per Second.
- III semester students participated in in Quiz competition conducted by PQSI, Chennai on 08th October, 2021.
- III semester students participated in the Work-a-Shila workshop “How to be an Agri-Entrepreneur” organized by Yi in association on 30th September, presided over by Mr. Rohit Khetan, Co-founder, Prodopak Agro Pvt., Ltd.
- I semester students participated in the online Bridge Course or Yi on 10th January 2022, organized by EDC, JCE
- I semester students participated in the Renovation of Playscape a Republic Day event organized by Yi on 26th January 2022
- I semester students participated in the Walkathon organized by Yi in March 2022
- I semester students participated in the Volunteer Beach CleanUp organized by Yi on 03rd April 2022
- I semester students participated in the Smile Challenge organized by Yi in April 2022

12. INDUSTRIAL VISITS/EDUCATIONAL TOURS

13. NAMES OF THE ORGANISATION WHERE STUDENTS ATTENDED INTERNSHIP

14. DETAILS OF PARENT-TEACHER MEETING

- PT meeting for second year students (III semester), was held on 09th October, 2021 between 9.30 a.m. to 10.15 a.m.

- PT meeting for first year students (II semester), was held on 21st May, 2022 between 9.00 a.m. to 12.30 p.m.

15. EXTERNAL COUNSELLING GIVEN TO THE STUDNETS

16. AWARDS AND ACHIEVEMENTS OF FACULTY

- Mr. Surendher R., AP, MBA has completed an online NPTEL certification course, 'Marketing Research and Analysis – II' during Jan-Apr 2022.

17. BOOKS/CHAPTERS AUTHORED BY THE FACULTY OF THE RESPECTIVE DEPARTMENTS

18. FORTHCOMING EVENTS OF THE DEPARTMENT

- Student participation in the Yi network and social activities in January 2022
- Departmental Alumni meet to be conducted in February 2022
- International conference activities for the ICETSET 2022, JCE to be held April 2022.

Mr. Karunanidhi E, HR Manager, Jasmine Infotech Pvt., Ltd., Chennai, presided over the **Guest Lecture** on “Applications of ERP in HR Management”, on 01st October, 2021, for students of II year MBA



Guest Lecture on “Cyber Security” on 08th October, 2021, presided over by Mr. V.N. Prem Anand P.Eng(UK),FSPE,FIET, MBCS(UK), FinstCPD(UK), MIEEE(USA), MIITA(NZ), FloD(Ind), Vice President of Cyber Society of India and also the Director of Pragma AI Pvt. Ltd.



JERUSALEM COLLEGE OF ENGINEERING
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DEPARTMENT OF MANAGEMENT STUDIES

Organises Guest Lecture on
CYBER SECURITY

RESOURCE PERSON
Mr. V.N. Prem Anand P.Eng(UK),FSPE, FIET,
MBCS(UK), FinstCPD(UK),
MIEEE(USA), MIITA(NZ), FloD(Ind)
Vice President, Cyber Society of India
Director, Pragma AI Private Ltd

8 OCTOBER 2021 | @ AUDITORIUM | 10:00 AM

The poster features a graphic with the words "CYBER SECURITY" in large, glowing blue letters against a dark background with city skyline silhouettes.



Guest Lecture on “Journey from Campus to Corporate” on 29th October, 2021, presided over by Mr. N. Mohanakrishnan, B.Tech, MBA Team Lead, BirlaSoft, Chennai.



“PUBLIC SPEAKING” on 26th November, 2021, presided over by Mr. Jawahar Krishnan, Management Consultant, Chennai.

The image shows a Zoom meeting interface. At the top left, a large video window displays Mr. Jawahar Krishnan, the resource person, speaking. To his right is a smaller grid of video windows for other participants, including Lingaiah M, Mohan Mohan, Muthumani Sakhivelu, Mohankarthick, Indrakumar S, and Mohan J. Below these windows is a control bar with icons for mute, video, chat, and other functions. On the right side of the meeting area, there is a large banner for the event. The banner includes the following text: "JERUSALEM COLLEGE OF ENGINEERING AN AUTONOMOUS INSTITUTION (A Member of Tigra Group of Institutions) Approved by AICTE, Anna University, Chennai. Accredited by MAAC with 'A' Grade." It also features a "25" anniversary logo. The main text on the banner reads: "DEPARTMENT OF MANAGEMENT STUDIES Organises GUEST LECTURE On 'PUBLIC SPEAKING'". The date and time are listed as "19.11.2021 10:00 A.M." and the location as "Auditorium". The resource person is identified as "Mr. Jawahar Krishnan, B.E, MBA Management Consultant Chennai". The banner also lists the Co-ordinator as "Mr. A. Surendhar, Assistant Professor." and the Convener as "Dr. S. Muthumani, Professor & Head". At the bottom of the Zoom interface, a grid of participant tiles is visible, showing names like Muthumani Sakhivelu, Ricky jerusalem, DIVYA RAVIRAJA, Samson S, Hari, Brindha Kowsalya, Priyadharshini jerusalem, S Shanthini, Ranjitha jerusalem, Mohamed jerusalem, Jothiga jerusalem, Swathi jerusalem, Rajesh .v, and Karthik Subburaj. There are also chat messages from "Preethi jerusalem" and "KARTHIKEYAN. T 1st year MBA" saying "Good morning mam". The bottom status bar shows the time as 9:51 AM and the meeting ID as rps-hizr-cgk.

“Stress to Success”, on 03rd December, 2021, for students of I & II year MBA, presided over by Mr. R. A. Madhan Ram, Chief Executive, TICVIC, Chennai.



**JERUSALEM COLLEGE OF ENGINEERING**
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Department of Management Studies

Guest Lecture on Stress to Success

Date : 03-12-2021
Time : 10.00 am
Venue : College Auditorium



Mr R.A.Madhan Ram
Chief Executive TICVIC, Chennai

Mrs.S.Sivakanni, AP/DoMS **Dr.S.Muthumani** **Dr.Ramesh S**
Program Coordinator Professor & HOD, DoMS Principal

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“Drive on Your Personality Traits”, on 10th December, 2021, for students of I & II year MBA., presided over by Mr. M S Jeya Shankar, SCM Consultant, Chennai.



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DEPARTMENT OF MANAGEMENT STUDIES
Organises
GUEST LECTURE
on
"DRIVE ON YOUR PERSONALITY TRAITS"

DATE: 10-12-2021
TIME: 10 A.M
VENUE: Auditorium

RESOURCE PERSON
Mr. M. S. Jaya Shankar,
SCM Consultant, Chennai

Coordinator,
Ms.P.Pavithra,
Assistant Professor,
DoMS

Convener
Dr.S.Muthumani,
Professor & Head
DoMS



“Challenges of HR in 21st Century”, on 17th December, 2021, for students of I & II year MBA, presided over by Mr. M J Arun Kumar, Head – Assistant General Manager & HR, Hinduja Group, Chennai



GPS Map
Main Block, JERUSALEM COLLEGE OF ENGINEERING,
Narayanapuram, Pallikaranai, Chennai, Tamil Nadu
600129, India
Latitude 12.94543097° Longitude 80.20790962°
Local 11:03:16 AM Altitude -81.84 meters
GMT 05:33:16 AM Friday, 17-12-2021

 **JERUSALEM COLLEGE OF ENGINEERING**
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Department of Management Studies

GUEST LECTURE ON
“CHALLENGES IN HR
AT 21st CENTURY”

Mr. M.J. ARUN KUMAR
AGM - HR, Ashok Leyland, Chennai

Date: 17-12-2021
Time: 10.00 am
Venue: College Auditorium

MR. S.V. PRAVEEN, AP/DoMS | DR S MUTHUMANI – CONVENOR | DR.RAMESH S
Program Coordinator | Professor & HOD, DoMS | Principal

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III semester students actively participated in the “NURTURE GREEN CHALLENGE” organized by Yi in association with CII from 18th to 25th September 2021



“Workshop on Career Edge”, on 28th and 29th April 2022, for students of I year MBA, presided over by Mr. Venkatesh, Placement Officer, Jerusalem College of Engineering.



JERUSALEM COLLEGE OF ENGINEERING
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CHENNAI-600100
DEPARTMENT OF MANAGEMENT STUDIES

Two days workshop on Career Edge

Date
28-04-2022
29-04-2022

Venue
Auditorium




Mr. Venkatesh
Placement Officer, JCE


Dr. M. Manoj Kumar
Program Coordinator

Dr. S. Muthumani
Professor & HOD, DoMS

Dr. Ramesh. S
PRINCIPAL

“Three days workshop on Financial Literacy”, fom 25th to 27th May 2022, for students of I year MBA, presided over by resource persons from ZEEBUL Pvt., Ltd., Chennai

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Narayanapuram, Pallikaranai, Chennai - 600100




Department of Management Studies

Financial Literacy Workshop
[25/05/2022 - 27/05/2022]

Day I :
Auditorium
@9:30 a.m.

Day II & Day III :
Network Lab
@9:30 a.m.



Mr. R Surendher
Program Coordinator

Dr. S.Muthumani
HOD, DoMS

Dr. Ramesh S
Principal

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“Power of Passion and Perservance”, on 05th February 2022, for students of I & II year MBA, presided over by Ms. S Vandanca Raj IRS, Deputy Commissioner, Customs, Chennai.



JERUSALEM COLLEGE OF ENGINEERING
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CELEBRATING 25 ANNIVERSARY

Department of Management Studies

Virtual Guest Lecture on
The Power of Passion and Preservance

05 FEB 2022



Ms. S. Vandana Raj IRS
Deputy Commissioner,
Chennai Customs

11.00 am

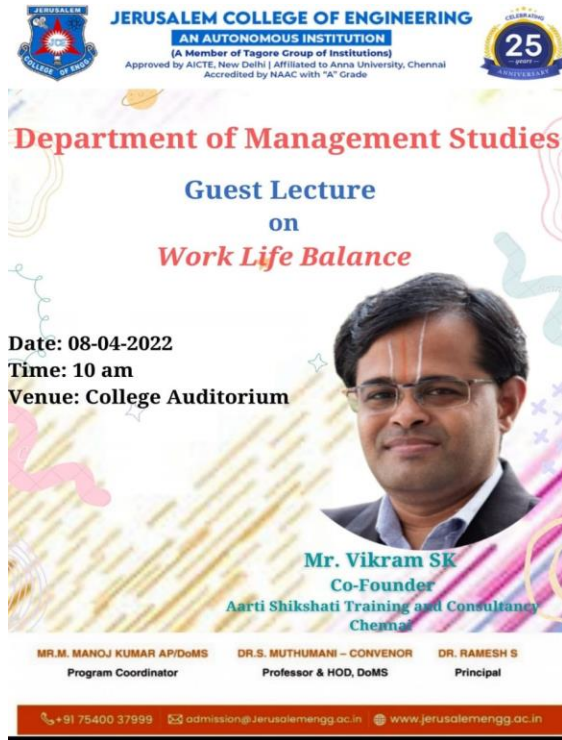
Google Meet
Link: <https://meet.google.com/gvs-swgb-uct>

Mrs.P. PAVITHRA AP/DoMS Dr.S. MUTHUMANI – CONVENOR Dr. RAMESH S
PROGRAM COORDINATOR PROFESSOR & HOD, DoMS PRINCIPAL

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“Worklife Balance”, on 08th February 2022, for students of I year MBA, presided over by Mr. Vikram SK, Aarti Shikshati Training Ltd., Chennai.



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Department of Management Studies

Guest Lecture
on
Work Life Balance

Date: 08-04-2022
Time: 10 am
Venue: College Auditorium

Mr. Vikram SK
Co-Founder
Aarti Shikshati Training and Consultancy
Chennai

MR.M. MANOJ KUMAR AP/DoMS Program Coordinator
DR.S. MUTHUMANI – CONVENOR Professor & HOD, DoMS
DR. RAMESH S Principal

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“Good Samaritarn Law”, on 20th April 2022, for students of I year MBA, presided over by Mr.Nitin Bothra, CEO Nithin Wires, Yi Chennai Chair..



Jerusalem College of Engineering
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ANNIVERSARY

ENTREPRENEURSHIP DEVELOPMENT CELL

Lecture on Good Samaritan Law

Date :- 20-4-2022 at 9.30am

Venue : Auditorium




Mr.Nitin Bothra
CEO - Nithin Wire Company,
Yi Chennai Chair

Mr. M. Manoj kumar **Dr. S. Muthumani** **Dr. Ramesh.S**
EDC-Facilitator EDC-Advisor Principal


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“Grooming Teams to Overgrow”, on 22nd April 2022, for students of I year MBA, presided over by Mr. Venkat Kumaresan, Assistant Vice President, Strategic Support, Exela Technologies, Chennai.




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DEPARTMENT OF MANAGEMENT STUDIES

Guest Lecture On
Grooming Teams To Outgrow



Date : 22.04.22
Time : 10.00 am
Venue : College Auditorium

Mr. Venkat Kumaresan
Assistant Vice President-
Strategic Support,
Exela Technologies

Mrs. P. Pavithra
Program Coordinator

Dr. S. Muthumani - Convenor
Professor & HOD, DoMS


Dr. Ramesh S
Principal

For Admission: +917540037999 admission@jerusalemengg.ac.in www.jerusalemengg.ac.in




“Event Management”, on 29th April 2022, for students of I year MBA, presided over by Mr. Girish Easwaran, CEO, Dream Crew, Chennai.




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 CELEBRATING 25 YEARS

Department of Management Studies
Guest Lecture
on
Event Management


29-Apr-2022 @10.00AM
Auditorium **Mr. Girish Easwaran,**
Head- Event division-Dream Crew

M. Manoj Kumar Dr. S. Muthumani Dr. Ramesh.S
Program Coordinator HoD-DoMS Principal

“Startup Opportunities”, on 06th May 2022, for students of I year MBA, presided over by Mr. Prasanna Venugopal, Cost Accountant and CEO, Prasanna and Associates, Chennai.



 **Jerusalem College of Engineering**
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Entrepreneurship Development Cell

Date : 06-05-2022 @ 10 am

Venue : College Auditorium

Guest Lecture on :
Start Up Opportunities



Mr. PRASANNA VENUGOPAL
Cost Accountant,
CEO Prasanna & Associates,
Chennai

MR. M. Manoj kumar	Dr.S. Muthumani	Dr. Ramesh. S
EDC – Facilitator	EDC-Advisor	Principleal

For Admission: +917540037999 admission@jerusalemengg.ac.in www.jerusalemengg.ac.in

“Indian Capital Market”, on 25th May 2022, for students of I year MBA, presided over by Mr. Ramesh Mahalingam, Financial Analyst, RBP Investment Private Limited, Chennai



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Narayanapuram, Pallikaranai, Chennai - 600100

Department of Management Studies

Organizes
Guest Lecture on
Indian Capital Market

Dr Ramesh Mahalingam,
Financial Analyst,
RBP Investment Private Limited

Date
20-05-2022

Time
09:45am

Venue
Auditorium

Mr S.V. Praveen
Programme Coordinator

Dr S. Muthumani
HOD, DOME

Dr. Ramesh S
Principal

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