

P.K.R. ARTS COLLEGE FOR WOMEN

DEPARTMENT OF MANAGEMENT

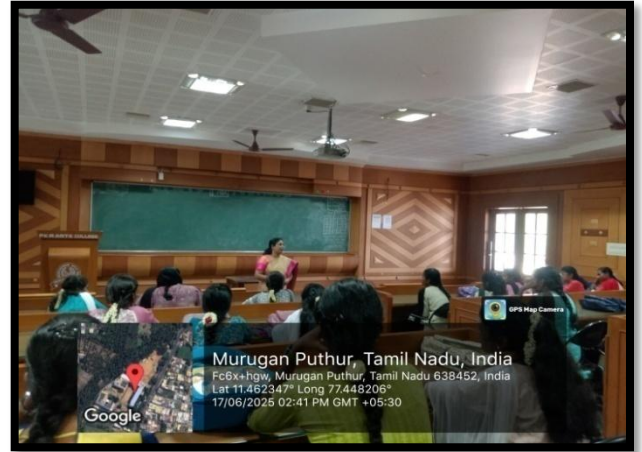
NEWS LETTER

THE COMMUNIQUE (June 2025 – October 2026)

FUNCTIONS, SEMINARS, GUEST LECTURES AND WORKSHOPS

ORGANIZED BY THE DEPARTMENT

The Department of Management organized a Student Induction Program titled **“Teen Talks: Life Skills Every Young Adult Should Know”** in the MBA Classroom. The session was led by Mrs. Sasiprabha, Life Skill Coach and Psychologist from Gobichettipalayam. She explained the importance of self-awareness, emotional intelligence, and responsible decision-making in life. The program highlighted essential life skills such as communication, stress management, and problem-solving. The session was interactive and helped students understand the importance of developing life skills for personal growth.



The Department of Management organized a Student Induction Program titled *“Finding Your Purpose in the Chaos”* in the MBA Classroom. The session was handled by Mr. V. Satheeshkumar, Financial Freedom Coach. A total of 36 students and 2 faculty members benefited from the program. He emphasized the importance of having a clear purpose, self-awareness, and focus in overcoming life’s challenges. The program also highlighted key

aspects such as time management, discipline, and financial literacy for young adults. The session was interactive and motivated students to develop a positive mindset and take responsibility for their personal and professional growth.

The Department of Management organized the *Management Association Inauguration 2025–2026* with Dr. P. Nandakumar as the chief guest, benefiting 173 students and 10 faculty members. The program aimed to enhance leadership qualities by assigning key roles such as Vice President, Treasurer, and Secretary to students. Dr. P. Nandakumar formally inaugurated the association and administered the oath-taking ceremony for the student leaders. Dr. V. Kavitha welcomed the gathering, and Mrs. S. A. Dhanalakshmi delivered the presidential address. In his speech, the chief guest shared his entrepreneurial journey and valuable business insights, motivating students toward innovation and leadership. The program concluded with a vote of thanks by Dr. K. Radhamani.



The Department of Management organized a six-day Faculty Development Program titled “*Financial Insights Through Forecasting and Reporting*” from 14th July 2025 to 19th July 2025 in the MBA Classroom, benefiting 50 participants. The program commenced with an inaugural session that emphasized the importance of integrating practical financial knowledge into academics, followed by a series of expert-led sessions covering financial statements, income and balance sheet analysis, and cash flow analysis with real-time examples. Participants gained in-depth knowledge of ratio analysis, budgeting techniques, cost-volume-profit analysis, and both qualitative and quantitative forecasting methods. The sessions also included

advanced topics such as scenario analysis and sensitivity analysis, helping participants

understand risk and strategic decision-making. An industrial visit to Zebu Etrade Services, Erode, provided valuable real-world exposure to financial operations. The final day focused on sustainability, triple bottom line (TBL), and corporate reporting, highlighting the importance of responsible business practices. The program concluded with a valedictory session summarizing key learnings, and overall, the FDP successfully enhanced participants' analytical, financial, and research-oriented skills through a blend of theory, practice, and industry exposure.

The Department of Management at P.K.R. Arts College for Women, Gobichettipalayam, organized a Professional Development Programme titled "*Integrating Financial Literacy into Management Curriculum*" on 15th July 2025, benefiting 9 faculty members. The session was handled by Dr. Karthikeyan Parthasarathy, Associate Professor, Kongu Engineering College, Erode, who emphasized the importance of incorporating financial literacy into management education to prepare students for real-world financial decision-making. He shared valuable insights on innovative teaching approaches and practical strategies to integrate financial concepts into the curriculum. The session was interactive and informative, enabling participants to enhance their teaching practices and align academic learning with industry requirements, thereby contributing to the overall academic enrichment of the faculty members.





The Department of Management organized a Student Induction Program titled “*Role of Education in Social Upliftment*”, benefiting 36 students and 2 faculty members. The session was handled by Ms. K.A. Avanthikaa, Social Worker (Clinical and Community), who emphasized the importance of education as a powerful tool for eliminating poverty, reducing inequalities, and shaping responsible citizens. She explained that

education not only imparts knowledge but also develops values, confidence, and problem-solving skills essential for individual and community progress. Through real-life examples, she highlighted how education has empowered marginalized groups, especially women and children. The session was interactive and motivated students to view education as a means of social transformation and encouraged them to contribute positively to society.



The Department of Management organized a Student Induction Program titled “*Be A Pioneer*”, featuring Dr. S. Arun Prasand, JFS PDM, Erode, from the JCI Erode Chapter, benefiting 36 students and 2 faculty members. The session focused on inspiring students to develop leadership qualities, innovation, and a positive mindset for personal and societal growth. The resource person emphasized that pioneers are individuals who take initiative, think creatively, and lead with confidence. He

shared real-life experiences and practical insights on the importance of persistence, discipline, and goal setting in achieving success. The session was interactive and motivating, encouraging students to explore their potential, embrace challenges, and contribute meaningfully to society.

The Department of Management organized an Extension Activity titled “*Learn to Serve Day*” on 01.08.2025 in collaboration with Yuva, benefiting 30 PG students along with ten rural children. The program aimed to instill essential life skills such as saving, hygiene, and dignity of work through engaging and interactive methods. The children participated in various activities including art, games, and storytelling, which made learning enjoyable and meaningful. They were introduced to the importance of saving through simple demonstrations and stories, while hygiene practices were taught using role-plays and practical examples. The concept of dignity of work was emphasized through creative activities, helping them understand the value of all forms of labor. Overall, the program was impactful and fostered social responsibility among students while creating awareness among the children.



The Department of Management organized an industrial visit to *Sakthi Sugars Pvt. Ltd., Appakudal* on 22.08.2025, benefiting 48 MBA students. The visit provided practical exposure to the sugar manufacturing process, including crushing, extraction, purification, boiling, crystallization, and drying. Company officials explained the effective utilization of by-products such as molasses, ethanol, and bagasse.

Students gained insights into quality control and production efficiency. The visit also highlighted sustainability and waste management practices followed by the company. connect theoretical operations and supply chain management in the sugar industry.



The Department of Management organized an Extension Activity titled “*Tamil Koodal*” on 22.08.2025, benefiting 28 UG students and school students. The program aimed to instill pride in Tamil culture, tradition, and values among the younger generation. It created awareness about the richness of the Tamil language and heritage through engaging and meaningful activities. The event featured cultural performances,

traditional games, and competitions such as elocution, poetry, and storytelling in Tamil. Students actively participated and showcased their creativity and love for their mother tongue. The sessions were interactive, fun-filled, and educational, making the learning experience enjoyable. The program concluded with prize distribution and a vote of thanks. Overall, the event successfully promoted cultural awareness and encouraged students to value their linguistic identity.

The Department of Management organized a Student Development Programme titled “*Empowering Decision Making: Data Analysis Using SPSS and AI-Driven Insights*” on 23.08.2025, benefiting 39 students and 2 faculty members. The session by Dr. P. ShanmughaPriya focused on data analysis using SPSS and the role of AI in decision-making. Students gained practical knowledge of statistical techniques and hands-on experience with real-time data. The programme also highlighted AI-driven analytics and its applications in business. Overall, the session enhanced students’ analytical skills and understanding of data-driven management.



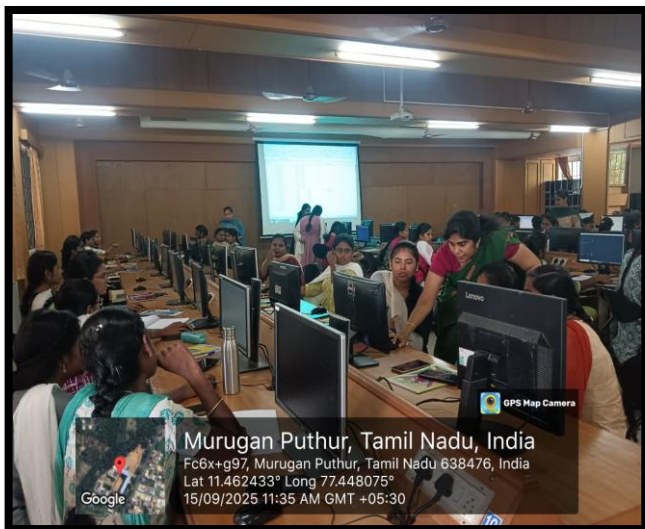


The Department of Management organized an industrial visit to *Podaran Foods India Pvt. Ltd., Palayakottai* on 26.08.2025, benefiting 48 MBA students. The visit provided insights into the company's effective use of raw materials and innovative production and marketing strategies. Students observed how operational efficiency is maintained while ensuring high product quality and minimizing waste. They also learned about the company's commitment to sustainability through responsible

sourcing and advanced technologies. The visit highlighted the integration of production processes with strategic marketing to achieve competitive advantage. It helped students understand the importance of aligning operations with customer needs. Overall, the visit enhanced their knowledge of industry practices and business strategies in the food sector.

The Department of Management organized an Alumnae Interaction Program titled “*Master Your Minutes: Time Management – The Secret Ingredient of Success*” on 10.09.2025, benefiting 79 students and 2 faculty members. The session by Dr. S. Sindhubairavi focused on effective time management strategies such as prioritization, planning, and goal setting. She emphasized self-discipline and overcoming procrastination for academic and career success. The interactive session motivated students to improve productivity and manage time efficiently. Overall, the program provided valuable insights for students' personal and professional growth.

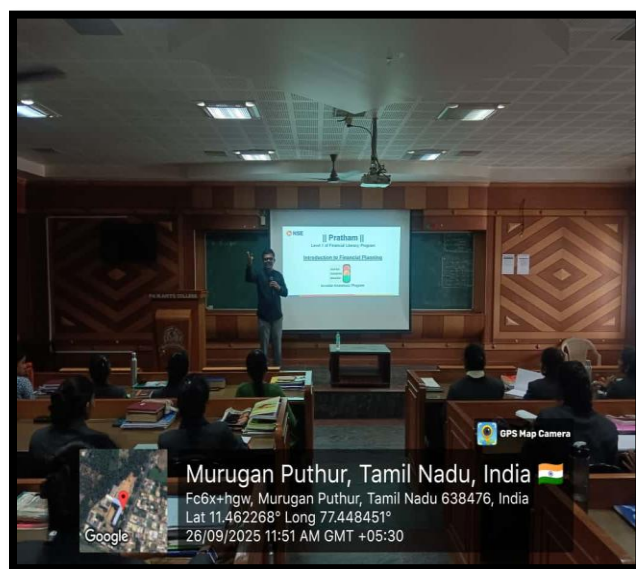




The Department of Management organized a Student Development Program titled *“Digital Transforming in Financial Forecasting”* on 15.09.2025, benefiting 45 students and 2 faculty members. The session was handled by Dr. S. Rajeshwari, Assistant Professor, School of Business and Management, Christ (Deemed to be University), Bangalore. She explained how digital technologies like data analytics, artificial intelligence, and machine learning enhance financial forecasting and

decision-making. The session was interactive and helped students understand the practical applications of digital tools in finance. She also highlighted the challenges and opportunities in adopting digital forecasting. Overall, the program enriched students with knowledge and motivated them to embrace digital transformation in their careers.

The Department of Management organized a program titled *“Unlock the Wealth of Knowledge through Academic Excellence”* on 26.09.2025, benefiting 48 students and 2 faculty members. The session was led by Dr. Sharan Kumar Shetty, Professor & Head, MBA, AI Institute of Engineering & Technology, Mangaluru, and Distinguished Professor in Malaysia. He emphasized the importance of academic excellence as a foundation for personal growth and professional success. He highlighted the role of continuous learning, discipline, and skill development in shaping future leaders. The session was interactive and provided insights on aligning academic knowledge with industry and global opportunities. Overall, the program motivated students to pursue excellence and apply knowledge effectively in their careers.





The Department of Management organized a three-day workshop titled *“From Campus to Corporate – A Skill-Building Program”* from 10.10.2025 to 13.10.2025, benefiting 48 students. The sessions were conducted by Ms. Jaishree K, Academic Trainer, and Ms. Poorani N, Corporate Trainer from Ervaring, Bangalore. The workshop focused on essential skills such as professional grooming, resume preparation, self-introduction, and group discussion techniques. Through interactive activities and practical exercises, students enhanced their communication, confidence, and

interview skills. The program also emphasized critical thinking, interpersonal skills, and professional etiquette required in the corporate world. Students actively participated and gained hands-on experience in presenting themselves effectively. Overall, the workshop successfully prepared students for a smooth transition from campus to corporate life.

NEWS LETTER

THE COMMUNIQUE (December 2025 – April 2026)

FUNCTIONS, SEMINARS, GUEST LECTURES AND WORKSHOPS

ORGANIZED BY THE DEPARTMENT



The Department of Management organized a Student Development Program titled “*The Inner Blueprint*” on 15.12.2025, benefiting 70 students and 3 faculty members. The session by Mrs. Sasiprabha focused on self-awareness, emotional intelligence, and positive mindset. Key topics included stress management, self-confidence, and decision-making. The interactive session helped students recognize their strengths and build

resilience. Overall, the program supported students’ personal growth and development.

The Department of Management organized a Student Development Program titled “*Entrepreneurial Talk*” on 30.12.2025, benefiting 80 students and 4 faculty members. The session was led by Mr. K. Vignesh, Founder of Nesavali Sirumugai Silks, Coimbatore, who shared his entrepreneurial journey and experiences. He explained how traditional handloom practices can be combined with modern business strategies to build a successful venture. The session highlighted key entrepreneurial qualities such as dedication, creativity, and risk-taking ability. Students gained insights into branding, market challenges, and business growth. The interactive session



motivated students to consider entrepreneurship as a career option. Overall, the program inspired students to develop a positive mindset towards innovation and self-employment.

The Department of Management organized an Alumnae Interaction titled “*Industry Spotlights of 2025*” on 30.12.2025 in online mode, benefiting 60 students and 4 faculty members. The session was led by Dr. Leena Periyasamy, Senior Manager – Digital Learning, Cognizant, Doha, Qatar, who shared insights on current industry trends and digital transformation. She highlighted the importance of adaptability, continuous learning, and digital skills in the evolving corporate environment. The session also focused on global

workplace expectations and future career opportunities. It was interactive and informative, helping students understand industry requirements. Overall, the program bridged the gap between academic learning and industry expectations, motivating students for future careers.

The Department of Management organized a One Day Student Development Programme titled “*Impact of AI & Cyber Security on Global Supply Chain*” on 28.01.2026 at the MBA Classroom. The session was handled by Mr. Naveen Kolathur, SVP – Supply Chain and Head of IT, SRM Technologies, and Professor of Practice, LIBA. The programme focused on the role of Artificial Intelligence and Cyber Security in enhancing global supply chain operations. The resource person explained key concepts such as predictive analytics, demand forecasting, automation, and cyber security challenges in supply chains.

Real-time examples and case studies made the session interactive and informative. The programme helped students understand modern technological applications in business operations. Overall, it enriched students with practical knowledge on AI-driven and secure supply chain management.





The Department of Management organized a programme titled *“The Maverick Mindset: Fostering Industry – Academia – Government Connect for Real Dreams, Real Disruption and Real Success”* on 12.02.2026 at the MBA Seminar Hall, benefiting 138 participants and 9 faculty members. The session aimed to promote an entrepreneurial mindset by bridging industry, academia, and government perspectives. The programme began with a welcome address by Dr. V. Kavitha, followed by the presentation of the Five-Year

Department Report by Mrs. R. Gomathi. The event was inaugurated by Mr. Vanjimuthu Palaniswamy, who shared insights on entrepreneurship, while Mr. G. Thirumurugan highlighted government support for startups. A panel discussion featuring industry experts focused on innovation, leadership, and business challenges. The programme also included startup presentations that provided practical exposure to real-world business scenarios. The valedictory address by Mr. Bharath inspired students on perseverance and adaptability. The programme concluded with a vote of thanks by Mrs. A. C. Sowmiya, and overall, it offered valuable insights into entrepreneurship and industry expectations.

The Department of Management organized the *Management Association Valediction* on 10.04.2026 at the MBA Seminar Hall, benefiting 110 participants and 9 faculty members. The programme began with a welcome address and introduction of the chief guests by Dr. V. Kavitha. Dr. K. Radhamani presented a summary of the year’s activities, highlighting academic and co-curricular achievements. A key highlight was the formal handover of responsibilities from outgoing to incoming student leaders, ensuring smooth leadership transition. The chief guests, Dr. Suresh Subramanian and the founders of Marabu Mnam, shared their entrepreneurial experiences and



insights. The department's future plans were presented by Dr. R. Gomathi. The programme concluded with a vote of thanks by Dr. R. Gomathi, marking a successful completion of the event.