



# St. XAVIER'S

## CATHOLIC COLLEGE OF ENGINEERING (Autonomous)

Chunkankadai, Nagercoil - 629003  
Kanyakumari District, Tamil Nadu

### DEPARTMENT VISION

"Transforming individuals into competent and energetic business leaders of emerging India."

### DEPARTMENT MISSION

- M 1: Enhancing students' performance to match industry standards.
- M 2: Encouraging faculty to excel and master their core areas of specialization.
- M 3: Instilling value-based education and social consciousness in the student community.
- M 4: Providing exposure to real-time situations and events to build experiential learning

### ABOUT DEPARTMENT

The Department of management studies offering Master of Business Administration (Full time) Course to the students was started in the year 2007 and approved by AICTE and affiliated to the Anna University. The Department focuses on management education more than just business management in response to the rapidly changing economic environment and the globalized business, the department has made sustained efforts to impart quality education to meet the needs of corporate techno world. The commitment of the department is thought leadership with a deep understanding of business. The approach to pedagogy combines project works, case studies and instrumented feedback with a strong emphasis on concepts and theory. Our endeavour is to produce management systems thinkers and problem solvers, who go on to make this world a better place to live.

### HOD'S MESSAGE

With great enthusiasm, I extend my heartfelt greetings to all the students, faculty members, and stakeholders of the Department of Management Studies at St. Xavier's Catholic College of Engineering. One of the highlights of this semester was the successful organization of XIBITA, our flagship management fest. The event saw enthusiastic participation from students across various colleges and featured thought-provoking Ad-zap, Business Quiz, Mime, Collage,. It served as a vibrant platform for showcasing the talent and managerial acumen of our budding managers. We also hosted a series of seminars, guest lectures, business model canvas

, inaugural ceremony, industrial visit KKNPP, iv lofty optical industries, industrial visit v.v & sons edible oil limited, national level management fest xibita 7.0." These sessions provided valuable insights and helped students align their academic learning with industry expectations. Our students have actively participated in industrial visits to reputed organizations, gaining firsthand exposure to corporate operations and strategic decision-making processes. These experiences have greatly enhanced their understanding of real-world business environmenAdditionally, we take pride in the involvement of our students in Placement training, entrepreneurship development activities, and participation in national-level management events. Their zeal and commitment continue to elevate the department's reputation. As we look forward to more milestones, I encourage our students to seize every opportunity, stay curious, and uphold the values of integrity, innovation, and excellence in all their endeavors.

# EVENTS

## PG INAUGURATION



St. Xavier's Catholic College of Engineering (Autonomous) welcomed the PG students of MBA, MCA, and ME in the inauguration ceremony conducted on September 7, 2023 at Conference Hall. The ceremony commenced at 10.00 AM and ended at 11.30 AM. It began with a prayer song by the 2nd year students of the MBA and MCA departments. The prayer song was followed by the welcome dance performance by Ms. Bavithra of II MBA. After the performance the dignitaries were invited on to the stage. The dignitaries on the dais were correspondent Rev. Fr. Dr. M. Maria William, Principal Dr. J. Maheshwaran, Vice Principal Dr. V. Christus Jeya Singh, Dean of Academics Dr. R. P. Anto Kumar, Head of Department of Business Administration Ms. S. Jasmine Suguna and Head of Department of Computer Application Dr. M. M. Janeela Theresa. The dignitaries made the occasion brighter by lighting the kuthuvizhakku. After this Mr. G. Jenit Hanson, faculty advisor, Xavier's Management Student's Association welcomed the gathering. The welcome address was followed by the presentations on the salient features of the PG program. Ms. S. Jasmine Suguna, Head of Department of Business Administration presented the salient features of the MBA program in a unique way. Dr. R. P. Anto Kumar, Dean of Academics, informed about the salient features of the ME program. Dr. M. M. Janeela Theresa, Head of Department of Computer Application presented the salient features of the MCA program focusing vision, mission, achievements of the department. Salient features presented by the PG HOD's. After this the felicitation was given by the principal Dr. J. Maheshwaran. He wished the students for their new journey and advised the students about the importance of self-learning. Following this the Vice Principal, Dr. V. Christus Jeya Singh also gave his words of inspiration for the students. He asked the students to be fearless and explore the opportunities provided by the college.

## SEMINAR

St. Xavier's Catholic College of Engineering (Autonomous) and St. Xavier's Management Student Association, organized a 1-hour seminar on "Contemporary issues in strategic management & strategic decision making". The venue of the seminar is in MBA Computer Lab. On 08/09/2023, the seminar commenced at 11 AM and ended at 12.30 PM. The chief guest of the seminar is Dr. J. Jerlin Rajan, Assistant Professor, Karunya School of Management, Karunya Institute of Technology and Sciences, Coimbatore. This seminar mainly focused on strategic management & strategic decision making. The guest speaker uses his personal life experience to explain about the strategic management and strategic decision making. The welcome speech was given by Nooha N. Then the chief guest introduction was given by Dharshana U. Feedback about the seminar was given by Vijay Bhaskar. The guest lecturer taught about the vision, mission, goals and objectives. He also taught us about the SWOT matrix and he insisted us to learn about our strength and weakness. Based on analyzing our own strength and weakness he asked us to overcome it. The guest lecturer makes us to understand about the different contemporary issues in the area of strategic management and their impact on strategic decisions. Learning about the contemporary issues will make us to learn about the changes in the decision environment, contemporary issues in the area of strategic management, impact of those issues on strategic decisions, managing those issues while formulating and implementing strategies. He motivated us to find our strength and weaknesses. At last, the vote of thanks was delivered by Sanjay S.R.



# EVENTS

## XMA INAUGURATION



The Inauguration of the Xavier's Management Students' Association for the academic year 2023-2024 held at St. Xavier's Catholic College of Engineering (Autonomous) on September 14, 2023, at the Conference Hall. The programme commenced at 10:30 AM with a prayer song by the department choir. The dignitaries on the dais lighted the lamp and made the event more brightful. Mr. Shaik Sindha Arsaq, Student Treasurer, XMA welcomed the gathering. Mrs. S. Jasmine Suguna, head of the department, introduced the new office bearers. Ms. Jency Alexanderia A, student secretary XMA, presented the association's annual report. The chief guest introduction was given by XMA Faculty advisor, Mr. G. Jenit Hanson. Inaugural address was given by the Chief guest Mr. K. Ajay, Founder & Proprietor, Ajay Group of companies. He inspired the students with his life story by talking about his success and failures. He advised the students to love what they do with their life and to be financially independent. He was honoured by our Correspondent Rev.Fr. M. Maria William. Our beloved Principal Dr. J. Maheshwaran felicitates the gathering. He congratulated the new office bearers and asked the students to actively take part in the association activities. Our dearest Correspondent Rev.Fr. M. Maria William gave an excellent talk about the managers and advised the students to improve their managerial competencies

He also congratulated the office bearers and motivated us to become the best managers in our life. Ms. Fathima Roshni.M. R Joint Secretary gave the vote of thanks. She thanked all the dignitaries, faculty members of the department and the students of MBA. The inauguration function was ended by college anthem followed by the refreshments for the guests.

## SEMINAR

St. Xavier's catholic college of Engineering (Autonomous) and St. Xavier's Management Student Association, organized a 1 day seminar on "Professional Skills Development for Managers". The venue of the seminar is in the Conference Hall. On 12/09/2023, the seminar commenced at 9 AM and ended at 4.00 PM. The chief guest of the seminar is Dr. R. Jinu, Associate Professor of Department of English, Noorul Islam College of Higher Education, Kumaracoil. This seminar mainly focused on the various skills necessary for a manager.

The guest speaker spoke relating to the communication, professional skills for a manager.

He also focused on the way for effective communication and the barriers in the communication. He used various historical examples. He taught the students the phonetics in English and the use of phonetics in the communication. Further he urged the students to read books. He also recommended some great books to the students like the "Wing of Fire" by Dr. A. P. J. Abdul Kalam. Lastly, He also focused on the interview skills.





# EVENTS

## SEMINAR



St. Xavier's Catholic College of Engineering (Autonomous) and St. Xavier's Management Student Association, organized a 1 hour seminar on "Social Media in Business". The venue of the seminar is in the Conference Hall. On 14/09/2023, the seminar commenced at 12 PM and ended at 1.00 PM. The chief guest of the seminar is Mr. K. Ajay, Founder & Proprietor, Ajay Group of companies. This seminar mainly focused on the impact of social media in business. The guest speaker gave information on how to market the products in social media platforms like Facebook, Instagram, YouTube etc., and the cost incurred for the promotion. He inspired and motivated the students by sharing the ups and downs in his life experience. He shared the inspiring story of Louis Vuitton. He further encouraged the students to follow their passion and walk towards their path of interest. He also shared about the dark side of the companies. Lastly, he advised the students to not to get addicted to the social media and mobile phones and to use it wisely.

## ORIENTATION PROGRAMM

St. Xavier's Catholic College of Engineering (Autonomous) and St. Xavier's Management Student Association, organized a one day orientation program on "Professional Skill Development". The venue of the orientation was in the MBA classroom. On 20/09/2023, the orientation commenced at 9:45 AM and ended at 4:15 PM. The Guest speaker of the orientation was Mr. M. R. Cyril Xavier, Former Assistant General Manager BSNL, Nagercoil.

This orientation was mainly centered on the development of Individual Professional Skills.

The speaker conducted various interactive activities that influenced and encouraged the students to actively participate in each one of them. He explained about the professional qualities to be held by an individual and how to utilize them at the time of need. He mentored the students on how to set goals, personal mission and vision. The guest speaker also gave a motivational talk and shared his personal story of success, experience and the difficulties he faced as well as how he overcame them. He trained the students on how to be active listeners through an interactive session. The guest speaker also recommended books by Shiv Khara titled "YOU CAN WIN" to enhance our reading habit. Further he encouraged the students to set a positive mind set and do what they love in order to achieve their future goals.



# EVENTS

## SEMINAR



St. Xavier's Catholic College of Engineering (Autonomous) and St. Xavier's Management Student Association, organized a 1.30 hour seminar on "Financial Careers Unleashed – From Aspiration to Achievement". The venue of the seminar is Conference Hall.

On 26/09/2023, the seminar commenced at 10.45 AM and ended at 12.15 PM. The chief guest of the seminar is Mr. Suresh Natarajan, Managing Partner- Diksha Academy, Banker, BFSI Trainer, Career Consultant, Author. This seminar mainly focused on the various job opportunities in the BFSI.

The welcome address was given by A. Jency Alexandria of II MBA (A) and the guest speaker took over the session. He spoke about Peter F Drucker's 7 Principles and its use in the life of managers. The guest speaker informed the various career opportunities for MBA aspirants in the BFSI irrespective of the elective chosen by them. He said BFSI consists various jobs for freshers. He also recommended the book written by him "The Interview Hacker", which consists of 750 interview questions and with their answers which will be useful to crack interview in the finance field. He also spoke about the various myths and facts in the banking industry. He spoke about the evolution of banking technology and their usage. He told the importance of technology in the banking industry. The guest speaker told the 5 steps needed for a BFSI job. He told the students to focus on concepts, products and the process of banking industry. He also recommended online learning course "DEEP BFSI", which will boost up the resume of the students. Lastly, the chief guest collected feedback from the students and the session came to an end.

## SEMINAR

St. Xavier's Catholic College of Engineering (Autonomous) and St. Xavier's Management Student Association, organized a 1.30 hour seminar on "Work Life of HR & their Contributions". The venue of the seminar is Conference Hall. On 27/09/2023, the seminar commenced at 2.15 PM and ended at 3.45 PM. The chief guest of the seminar is Ms. Karthika Murugeswaran, HR Manager, Wenoxo Technologies. This seminar mainly focused on the various job roles in Human Resource.

The session was started by Ms. Jaslin, Business Development Executive, Wenoxo Technologies. She spoke about the history of their company, their vision, mission and services offered by them. She shared their projects highlights and the products under research & development. She further shared about the achievements of their company, various departments in their company and the employee benefits provided by them. Then, the guest speaker took over the session.

The guest speaker Ms. Karthika Murugeswaran, HR Manager, Wenoxo Technologies encouraged the students to be interactive. She shared her favorite quote, "The only source of knowledge is experience" with the students. The guest speaker spoke about the meaning of HRM and its purpose. Then the guest speaker spoke about the various job roles and job opportunities in the HR field. Further she also informed the internship and additional course facilities in their company. Lastly, the students were asked to give their feedback.



# EVENTS

## INDUSTRIAL VISIT



Department of Management Studies, SXCE had arranged for an Industrial Visit to Travancore Titanium Products Limited located in, Kochuveli, Thiruvananthapuram, Kerala. The visit started from St. Xavier's Catholic College of Engineering, Chankankadai at the time 7:30 AM IST. Then the visit was completed at 6:00 PM IST.

The bus reached the industry by 10:30 AM IST, after attendance check the students were let in the industry seminar hall where they were provided with the safety gears. Then we were segregated into 2 groups of 19 students per group and were let in to observe and learn about the working of the industry.

First the students were taken to observe the area where the raw material was deposited and transported to the various units of the plant. A detailed explanation was given by the company executive on the various chemical reactions and processes that would take place to convert this raw material to the final products. The students got to see the various machines and mechanics of the plant.

Then the students were taken to the different locations of the plant and were briefed about the various chemical reactions and processes that take place in the industry. Finally they were shown the end product which will be sold to various companies like paint manufacturing industries, cosmetics industries, etc.

## INDUSTRIAL VISIT

St. Xavier's Catholic College of Engineering had organized an Industrial Visit on 05th October, 2023 to Travancore Titanium Products Limited (TTPL), Travancore.

The visit was organized by HOD of Management Studies, Assistant Prof. Ms. Jasmine Suguna, Mr. G. Jenit Hanson and Dr. M. Babima, Assistant Professors of Management Studies were the Co-ordinators Faculty for the Industrial Visit.

We started travelling from the college campus at 08:00 am through an arranged tourist bus named Joha. Totally 56 students along with 2 coordinators faculty were there in the journey. We had reached the industry around 10:00 am. We were divided into 2 groups with our faculty. An overview was given by Mr. Sajeev, Training Department and Mr. T. Beena HR Manager of TTPL and then we visited the industry.

Travancore Titanium Products Limited (TTPL) is a Public Sector Unit owned by the State Government of Kerala. TTPL is the pioneering enterprise in India for producing the pigment grade Titanium Dioxide. This product is produced from the minerals like Ilmenite, Rutile etc. occurring in the beach sands of Chavara in Kollam district, Kerala, Manavalakurichi of Kanyakumari district, Tamil Nadu and Chatrapur in Orissa. The Travancore Titanium Products Limited was incorporated on the 18th December 1946. It is located at Kochuveli about 10 km to the North West of Thiruvananthapuram City. The main product of Travancore Titanium Products Limited is Titanium Dioxide.





# EVENTS

## SEMINAR



St.Xavier's Catholic College of Engineering (SXCE) organized a one day Seminar.On "Virtual Business Management for Budding Managers" on October 6,2023 for Department of Management studies in EEE seminar hall. The seminar focused on the basics of networking which can be used in e-business and e-commerce.

The seminar was started with a welcome address by I MBA student Maria Christy Helen.II MBA student Ajishya introduced the guest speaker. Mr. Allwyn Henry commenced the seminar with his talk about the basic terms of networking like the intranet, internet, extranet. Then he went on to explain about the OSI model. He elaborated on the various layers of the model and classified the various types of servers.

Then he went on to talk about the various network protocols which will be used in the 7 layers of the OSI model. He also briefed about the protocols and its uses in the servers. Then he went on to talk about the security measures that one needs to follow to safeguard one's information online. He explained about cryptography, symmetric key, asymmetric key cryptography. He also introduced the various network security protocols and compared them and suggested the best ones that will be suitable for better results.

## EXCURSION

Department of Management Studies, SXCE had arranged for a 3 days trip to Wayanad, Coorg and Chikmagalur. The visit started from St. Xavier's Catholic College of Engineering, Chunkankadai on 14/11/2023 at the time 5:30 PM IST. Then the visit was completed on 18/11/2023 at 6:00 PM IST. The college trip commenced with an exhilarating journey to Wayanad, a pristine district in Kerala known for its natural beauty and cultural richness. The first day was packed with exciting visits to prominent landmarks. The journey began with a visit to the historic Edakkal Caves, renowned for its ancient rock carvings and prehistoric significance. The caves provided a fascinating glimpse into the region's rich cultural heritage. The day unfolded with a serene visit to Karapuzha Dam, offering breathtaking views of the surrounding landscapes.

The second leg of the journey took us to the enchanting region of Coorg, Karnataka, where a plethora of experiences awaited. Our first stop in Coorg was the Golden Temple, a breathtaking Tibetan monastery known for its intricate architecture and serene ambiance. The visit offered insights into Tibetan culture and spirituality. Coorg's bamboo forest provided a unique shopping experience, where students could explore and purchase a variety of bamboo products. This cultural immersion allowed us to support local artisans and take home meaningful souvenirs. The day continued with a visit to the Harangi Elephant Camp, providing an opportunity to interact with these majestic creatures in a responsible and ethical environment. The final day in Coorg was dedicated to adrenaline-pumping adventures amid nature's bounty. The day kicked off with a full-day jeep trekking expedition to Mullayangiri and Z Point. These locations, known for their breathtaking vistas, provided an immersive experience in the lap of nature. Trekking enthusiasts revelled in the challenges and rewards of the journey.



# EVENTS

## INDUSTRIAL VISIT



Department of Management Studies, SXCE had arranged for an Industrial Visit to Hatsun Agro Production Limited located in Tirunelveli, Tamil Nadu. The visit started from St. Xavier's Catholic College of Engineering, Chunkankadai at the time 8:15 AM IST. Then the visit was completed at 3:00 PM IST. The bus reached the industry by 10:00 AM IST, after attendance check the students were let in the industry seminar hall. The visit consists of 46 students along with two faculty members Mr. G. Jenit Hanson Assistant Professor and Dr. D. Sahaya Beula Assistant Professor of MBA department. The purpose of the industrial visit is to provide students a real-life experience in the work place and gain practical knowledge on the operations in the industry. It also gave greater clarity about management concepts for students as they can practically see how these concepts are put into action.

### ABOUT THE INDUSTRY:

Hatsun Agro Production Ltd (HAP), is a leading private sector dairy company in India with headquarters in Chennai, Tamil Nadu. It was founded by R.G. Chandramogan in 1970. It carries out the manufacturing, processing and marketing of dairy products. The brands have become household names in over one million Indian houses. Arun Ice cream, Arokya Milk, Hatsun Curd, Hatsun Panner, Hatsun Ghee, Hatsun Dairy Whitener and Ibaco have become popular choices across the country. The turnover of hatsun Agro Products Limited amounted to over 72 billion Indian rupees at the end of fiscal year 2023. The company has triple its total turnover over the past 3 years and is set to become the fastest-growing dairy company in the world, with a record growth rate of 116% over the past 3 successive Quarters. During the financial year 2011-2012, the company grew at a rate of 23.6%. They also have a healthy global presence with dairy ingredients exported to 38 countries around the world—primarily in America, the middle East and South Asian markets. The key focus is on delivering quality, and to that end, they have a technically advanced system that works in accordance with a time-tested business processes across their 16 plants.

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