

THE TIDINGS

The Official Newsletter of
Karunya School of Management

DRIVING PRINCIPLED INNOVATIVE LEADERS



FEB, 2024 | VOL.8



Breaking borders and bridging worlds

In today's interconnected world, the exchange of ideas knows no boundaries. Our institution proudly hosts esteemed speakers from across the globe, each bringing a unique blend of expertise.

Diving deep into the diverse array of topics, ranging from education and innovation to global affairs and beyond, these global resources bring international flavour to the school.



Strengthening networks; from local roots to global reach

Unveiling the next phase of our Alumni connect expansion:

We are enhancing our alumni connect by engaging in skill development programs and alumni meet ups across the globe.

TOP NEWS

Online MBA Program

New Launch: Online MBA Program.
“Fulfill your dreams from any where”

we join hands with IMCI

Institutional Expansion: KSM is recognised as the College of Consulting firm (CCF-LO) with IMCI

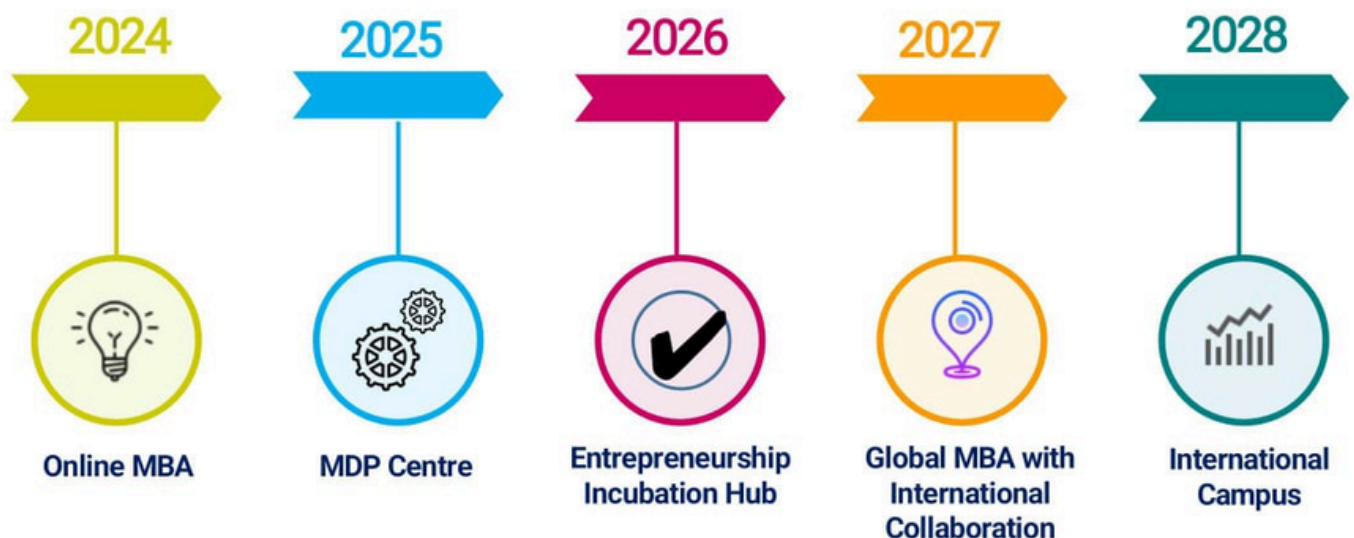


OUR MISSION

- Raise Management graduates with excellence in functional knowledge, skills, attitude and a passion for lifelong learning .
- Instill in students' professional values with ethics to serve as responsible leaders .
- Empower students with an Entrepreneurial mindset to find solutions to business and societal problems.

OUR VISION

To excel in Management Education teaching, research and consultancy, benchmarked with global standards to develop professional and socially responsible leaders focused on finding solutions to human problems.



MESSAGE FROM THE DEAN



Greetings.

It is my immense pleasure to connect again through this Tidings. We duly acknowledge the support and wishes of our well wishers, without you we could have not achieved the highest grade in NAAC A++. As Karunya University we take pride in this success and celebrate it as success of Karunyans.

Glad to share the following initiatives from our end:

KITS as such pitches in with a well-connected and active network for:

- Corporate Mentoring of current students by Alumni and Industry Network
- Interaction between alumni and the current students of Karunya by through regular seminars and workshops to benefit from each one's experiences and knowledge base.

We, the Karunya School of Management is on the verge of initiating for campus recruitment. During this important period, we solicit your support and assistance for handholding. We would be happy to invite you to join this altruistic network of MBA stake holders to share your experiences and insights on the present corporate culture.

We really appreciate your help in this matter and down the line, support in terms of Project, Internship and possibly Placement.

WISHING THE BEST.

**DR. J. CLEMENT SUDHAHAR
DEAN, KSM**

IF YOUR ACTIONS INSPIRE OTHERS TO
DREAM MORE, LEARN MORE,
DO MORE AND BECOME MORE,
YOU ARE A LEADER.

- JOHN QUINCY ADAMS

HALL OF FLAMES



ALUMNI MEET

What an incredible time we had at our recent Alumni Meetup! It was a joyous occasion filled with laughter, memories, and meaningful connections. It was heartwarming to see familiar faces and catch up with old friends. From reminiscing about our college days to sharing updates on our lives and careers, every conversation was a testament to the enduring bond we share as alumni. The networking session was a fantastic opportunity to expand our professional circles and forge new connections. Whether it was exchanging business cards, discussing potential collaborations, or simply getting to know each other better, the energy in the room was electric. Our lineup of speakers delivered captivating presentations, sharing their insights and experiences in various fields. Their stories inspired us to pursue our passions, embrace challenges, and strive for excellence in everything we do.



An heartfelt thanks to everyone who attended the meet up and made it a resounding success. Your presence, enthusiasm, and positive energy contributed to the vibrant atmosphere of the event.

A time to celebrate the remarkable contributions and successes of individuals who have made a lasting impact in their fields and communities. The School took pride in honoring the outstanding achievements of our esteemed alumni.



Let's keep the momentum going by staying connected beyond the meet up. Join our alumni network, follow us on social media, and keep an eye out for future events and opportunities to reconnect with your fellow alumni. Once again, thank you for making the Alumni Meet up a truly unforgettable experience. Here's to many more gatherings and shared memories in the years to come!



SEMINARS & WORKSHOPS



SKILL DEVELOPMENT

A "NLP for managers" training was organised with a aim to equip the students with practical skills and strategies to enhance their leadership and communication abilities. The event provided an unique opportunity to learn from an esteemed expert **Dr. Kishore Kunal, Associate Dean at LIBA, Chennai.**



Following this was a mindful graduate SDP where we had **Dr. Anbarasu Thangavelu, Founder and Principal Coach of Drishta Vidya, Dr. Gabriel Mariadoss, Associate Professor of Social Works at Bishop Heber College, and Mrs. Deepa Kannan, Communication Coach**, the session was a mindful oppurtunity to enrich their skills with guidance from coaching and communication experts, fostering personal and professional development.





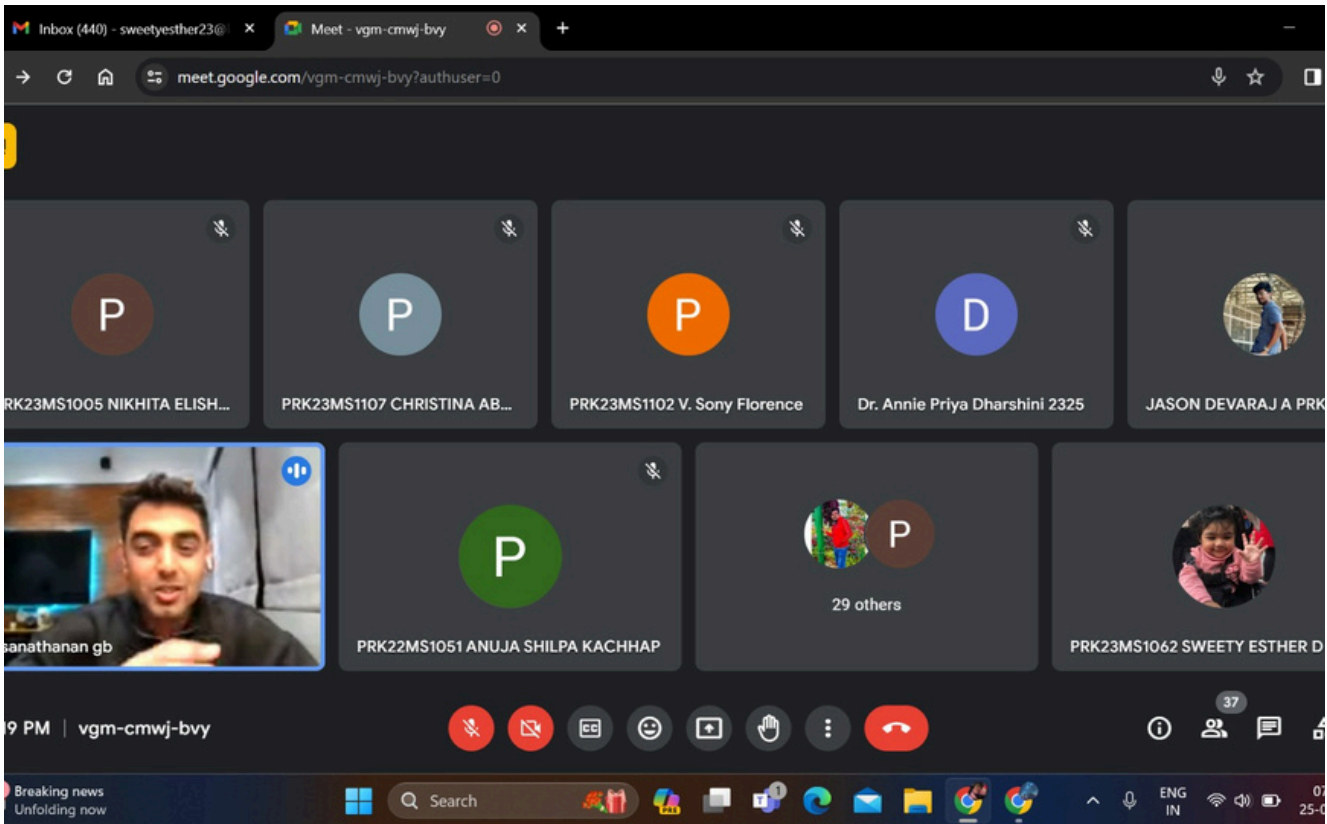
SKILL DEVELOPMENT

In an enriching session held on February 9, 2024, Karunya School of Management facilitated a practical HR workshop, tailored for MBA students. The workshop aimed to equip future business leaders with hands-on HR skills, fostering a dynamic learning environment. Participants delved into real-world scenarios, gaining valuable insights into effective human resource management strategies. The event reflects KITS commitment to providing holistic education and preparing students for the challenges of the corporate world.





WEBINARS

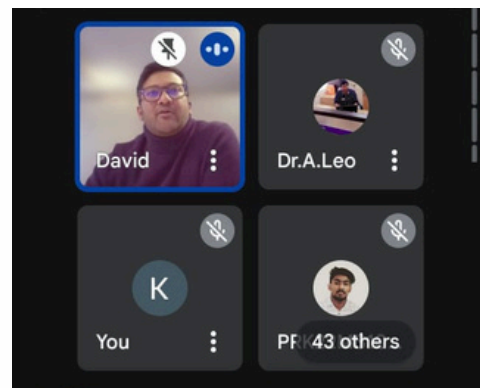
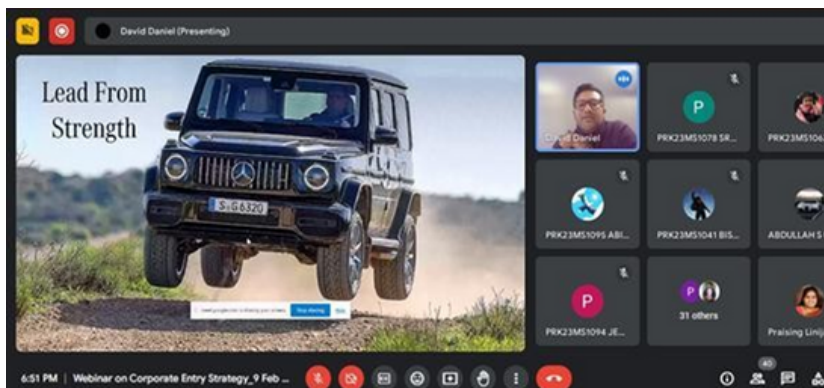


SKILL DEVELOPMENT



Karunya School of Management hosted an illuminating webinar on January 25, 2024, centered around the theme "Leadership Kaleidoscope: Shaping Success Through Varied Dimensions." The event featured Mr. Sanathanan, a distinguished Project Engineer from Coastal Marine Construction and Engineering Pvt. Ltd., who brought a wealth of practical insights to the discussion. The webinar delved into the multifaceted nature of leadership, exploring diverse dimensions critical for success. The engaged audience, comprising students and faculty, actively participated in the session, making it a dynamic exchange of ideas. This initiative reflects Karunya School of Management's commitment to nurturing holistic leadership skills and preparing its community for success across various professional domains. Stay tuned for more upcoming events designed to shape well-rounded leaders within our community.

We had with us **Mr. Jackwin, CEO of MAFCO**, a public company from Saudi Arabia joining us online to give our MBA students had the privilege of gaining insights into entrepreneurial skills and global business perspectives from an industry expert. The interactive session reflected KSM'S dedication to shaping future business leaders.



The webinar on "Expectations of Global MNCs on Corporate Strategy "was convened to explore the evolving landscape of corporate strategy in the context of multinational corporations (MNCs). With globalization, digitalization, a changing consumer preferences, MNCs face unprecedented challenges and opportunities in shaping their strategic directions. The Strategic Agility webinar emphasized the necessity for adaptability in corporate strategy, with MNCs highlighting the importance of swift decision-making and responsiveness to market changes. Innovation and disruptive thinking were stressed as essential for staying competitive. Finding a balance between globalization and localization, leveraging digital transformation, integrating sustainability and CSR into strategy, and effective risk management were also key themes discussed. These highlights underscored the dynamic nature of corporate strategy and the need for organizations to evolve and respond proactively to a rapidly changing business environment.

ENTREPRENEURIAL & INTERPERSONAL SKILLS FOR GEN Z ENTREPRENEURS



This session was held to boost up the Entrepreneurial skills and interpersonal skills focusing on the Gen z. This was an interactive session with **Mr.Aman Kumar Dubey, Program Head, Kumaraguru School Of Innovation** aimed to prepare the next generation of business leaders.

For Gen Z, developing entrepreneurship skills involves fostering creativity, adaptability, resilience, and a willingness to take calculated risks. Interpersonal skills like communication, collaboration, empathy, and networking are equally crucial for building relationships and navigating diverse environments. Additionally, digital literacy and the ability to leverage technology for innovation and marketing are essential in today's digital age. Embracing lifelong learning and staying updated on industry trends are also key for entrepreneurial success.

Furthermore, fostering a growth mindset, seeking mentorship, and being open to feedback are integral for continuous improvement and overcoming challenges. Embracing diversity and inclusion, both in teams and in target markets, can lead to more innovative solutions and broader market reach.



Lastly, maintaining a strong work-life balance and prioritizing well-being are crucial for sustaining long-term success and fulfillment in the entrepreneurial journey.

“ENTREPRENEURSHIP IS ABOUT TURNING WHAT EXCITES YOU IN LIFE INTO CAPITAL, SO THAT YOU CAN DO MORE OF IT AND MOVE FORWARD WITH IT.” - RICHARD BRANSON

HORIZONS UNBOUND



INTERNATIONAL LECTURE SERIES

To start of with the international lecture series Karunya School of management was ecstatic to Welcome **Mr. Raimund Grafe, Chief Secretary (Retired), Civil Servant, Germany.** The workshop was titled **"Global Geologic Economics and its impact on business trends"**.

Mr. Grafe commenced the workshop by introducing himself and sharing insights into his professional background in the German government. Following his introduction, Mr. Grafe shared personal anecdotes about his connection with Tamil Nadu, creating a relatable and welcoming atmosphere. His enthusiasm for being back in India resonated with the participants.

To foster interaction and engagement, Mr. Grafe organized an ice-breaking session. Participants were given the opportunity to speak for a minute on topics related to their favorite person, innovation, institution, or quote. This not only helped break the ice but also provided valuable insights into the diverse perspectives within the group.



During the first week Mr. Grafe engaged covering subjects such as government structures, ministries, regulations, institutions, fiscal federalism, advocacy, and lobbying. Our students got to analyze the strengths and weaknesses of democracy, encouraging critical thinking and engagement with the workshop themes.



During the second week of the special workshop series conducted by Mr. Raimond Grafe, the focus was on understanding the intricacies of government, elections, and a hands-on exploration of the strengths, weaknesses, opportunities, and threats (SWOT analysis) of democracy. The session was not only informative but also engaging, fostering active participation among the students.

Session Overview:

Understanding Government and Elections; SWOT Analysis of Democracy; Exploration of Ministries, Government Functions, and Services;

Mr. Grafe ensured that the session remained engaging and interactive throughout.

The workshop was designed to be participatory, with students actively contributing to discussions and activities. A notable moment was the practical exploration of how to address and eliminate casteism, demonstrating the workshop's commitment to addressing societal issues



As we send off Mr. Grafe we welcomed **Mr. Parthiban Kandappan the Director of data center engineering, Meta, California, USA**. He oversees systems design and is responsible for technology vision and industry leadership in systems architecture. His session was on “ **Career Opportunity for MBA graduates**”

The session provided guidance on excelling in various career specializations within business administration. It emphasized analyzing economic trends, optimizing strategies, and managing investments in finance; developing strategic plans and campaigns in marketing; focusing on talent acquisition and organizational strategy in HR; streamlining operations and enhancing logistics in supply chain management; and leveraging data-driven insights in business analytics. Additionally, insights on current market trends and their impact on employees and applicants were highlighted, emphasizing the need for adaptability in today's dynamic business environment.



Following the International series we then welcomed **Mr. Prince Chacko Johnson** current Ph.D. candidate in Business Administration at Jönköping International Business School, this lecture series was an insight of his current research on a comprehensive study on AI adoption and organizational change in mature industries, The key focus of the session was how AI revolutionizes industries by automating tasks, analyzing data for insights, and personalizing user experiences. The way it predicts trends, aids in healthcare advancements, and enhances customer support. Additionally, on how AI fosters creativity, improves environmental sustainability, and bolsters cyber-security. However, ethical considerations, including bias and privacy, must be addressed for responsible AI development and deployment.



DYNAMIC LEADERSHIP IN A GLOBAL WORLD

Flying all the way from **South Africa**, we welcomed **Mr. Melvin Pillay** a gifted life coach who knows how to unlock the best out of any individual with love and care. His session was on Dynamic leadership which focused on the following

1. Adaptability and Innovation:

Dynamic leadership requires adaptability, innovation, and empathy. Leaders must be able to navigate change and uncertainty confidently.

2. Agility and Decision-Making:

Leaders need to be agile in their thinking and decision-making, willing to pivot when necessary while maintaining alignment with core values and vision.

3. Fostering Innovation: Dynamic leadership involves creating a culture of innovation and continuous learning within organizations

The speaker has outlined a worksheet featuring seven keys to gain influence:

1. **Build Winning Relationships:** Focus on fostering strong and positive connections with others.
2. **Build Your Character:** Develop and nurture traits that demonstrate integrity, authenticity, and reliability.
3. **Build Trust:** Establish credibility and reliability to earn the trust of others.
4. **Use Your Intuition:** Trust your instincts and gut feelings when making decisions or assessing situations.
5. **Take Risks:** Be willing to step out of your comfort zone and embrace calculated risks for growth and progress.
6. **Read to Lead:** Continuously engage in learning and self-improvement to enhance leadership skills and knowledge.
7. **Lead to Victory:** Direct efforts towards achieving successful outcomes and leading others towards shared goals and victories.
8. **How to Connect with Others :** likely emphasizing effective communication and relationship-building strategies.



TRANSFORMATIVE HORIZONS: UNDERSTANDING THE BRAVE DARK WORLD & HARNESSING GENERATIVE AI.

·**Mr. Vasudevan Kidambi** a global speaker and Master Data & Generative AI Coach, brought a wealth of expertise to the session. With a distinguished background, his insights promised to shed light on the intersection of technology and management. The session began with an exploration of the challenges and uncertainties faced by businesses in the contemporary world, referred to as the "Brave Dark World."



Kidambi, a distinguished figure in the field of artificial intelligence, began his discourse by unraveling the nuances of the "brave dark world" - a term he coined to describe the uncharted territories and challenges associated with the rapid advancements in generative AI. He delved into the ethical considerations and potential implications, urging the audience to approach AI with a nuanced and responsible perspective. The heart of the talk revolved around the art of mastering generative AI usage. Kidambi shared practical insights and strategies for individuals and businesses to effectively leverage this transformative technology.

From understanding the fundamentals to implementing advanced applications, the audience gained valuable insights into the diverse applications of generative AI. A highlight of the event was Kidambi's discussion on "How to Build Your Own AI Garage." He emphasized the importance of creating environments conducive to experimentation and innovation. Providing a roadmap for enthusiasts and professionals alike, Kidambi outlined the key steps and tools required to establish a personal AI workspace.

The core of the session focused on the transformative power of Generative AI. The speaker delved into practical examples showcasing how MBA students could leverage Generative AI in various business scenarios. From data analysis to strategic planning, the applications were broad and insightful. Kidambi concluded by emphasizing how Generative AI can be a catalyst for transforming business horizons. The session aimed to inspire students to embrace technological advancements and leverage them for strategic advantage.

The event concluded with a sense of empowerment and inspiration, as attendees left with a deeper understanding of AI and the potential it holds for the future.

In his closing remarks, Kidambi expressed his optimism about the positive impact generative AI can have when wielded responsibly. "It's crucial for us to be both curious and cautious as we navigate this brave dark world. With the right knowledge and ethical considerations, we can harness the full potential of generative AI for the betterment of society," he remarked.



DESIGN THINKING FOR MBA STUDENTS.



In today's dynamic work environment, fostering innovation is essential for organizations to stay competitive and excel. One effective method is adopting a user-centric and collaborative approach, which not only encourages creative thinking but also ensures that solutions meet the needs and preferences of end-users. Here's a comprehensive report on implementing this approach to drive innovation within our organization

Karunya School of Management welcomed **Ms. Sharmini Gopinathan, Associate Professor at Taylor's Business School, Malaysia**, for an enriching international guest lecture on design thinking for MBA students.

User-Centric Design Thinking:

Empathize: Understand users' frustrations and pain points through surveys, interviews, and usability testing.

Define: Clearly define the problem: users struggle with app navigation and desire more personalized features.

Ideate: Brainstorm ideas to improve navigation and personalize the user experience.

Prototype and Test: Develop prototypes incorporating new navigation systems and personalized features. Test them with real users to gather feedback.

Iterate: Based on user feedback, refine prototypes iteratively until they meet users' needs and expectations.





RETREAT '24



The major highlight of our department events is the **'Retreat 2024: Soar Hi-' - A Day of Enrichment and Entertainment'** . In an endeavour to foster holistic development and camaraderie among its MBA students, KSM organized a captivating retreat with the years theme of rising higher, this event opened platforms for students to run the show and expose their talent for the glory of God. We had guest speakers who motivated our students on how to raise higher and what is it required to raise higher.

We had with us Mr. Neil Vimalkumar Boniface to address the students along with this we had a wonderful music, games and dance that kept everyone engaged throughout the day.



As we reflect on the success of the "Rising Higher" retreat, we're inspired by the determination and resilience of our students. We believe that with the right support and guidance, they have the potential to achieve anything they set their minds too.

VIBRANT HIGHLIGHTS

MBA students from Karunya School of Management recently undertook a two-day industrial visit to prominent global textile enterprises. The initiative aimed to bridge theory and practice, providing students with firsthand exposure to the complexities of textile manufacturing. Through engaging sessions, workshops, and networking opportunities, students gained valuable insights into technological advancements, sustainability, and market trends. The initiative reinforces Karunya's commitment to shaping industry-ready leaders.



VIBRANT HIGHLIGHTS

MIND CRAFT 24

Headline: "Karunya School of Management's MindCraft 2024 MBA Organizes Triad of Thrilling Business Events"

In a spectacular showcase of managerial prowess, KSM's MBA students orchestrated a triumphant trifecta of events under the banner "MindCraft 2024". This extraordinary series of events featured a stellar lineup, including the Best Manager competition, a challenging Business Quiz, and a platform for innovative Business Plans.

Best Manager - A Battle of Business Titans:
Business Quiz - Testing Knowledge and Quick Thinking:
Business Plan - Unveiling Tomorrow's Entrepreneurs:

The event was not just a platform for academic competition but also an opportunity for networking, learning, and fostering a spirit of collaboration among future business leaders. The organizers expressed gratitude for the enthusiastic participation, emphasizing the importance of such events in honing the skills of budding managers.

As the curtains fell on MindCraft 2024, it left an indelible mark on Karunya University, showcasing the institution's commitment to nurturing managerial excellence. The resounding success of these events underscores the potential of the next generation of business leaders emerging from Karunya School of Management.



VIBRANT HIGHLIGHTS

Hamlet Street Hosts Innovative Fireless Cooking Event in Collaboration with Karunya School of Management and Division of Criminology"

In a unique collaboration between Hamlet Street, renowned for its community-centric initiatives, and the esteemed institutions, Karunya School of Management and Division of Criminology joined hands in an innovative exploration of fireless cooking techniques. Residents and students alike gathered at Hamlet Street to witness and participate in an event that seamlessly blended culinary innovation with sustainable practices.

Reflecting on the collaboration, a representative from Hamlet Street, expressed enthusiasm, stating, "This collaboration exemplifies the power of diverse expertise coming together for the betterment of our community. It's not just about cooking; it's about fostering sustainability, promoting economic resilience, and enhancing community safety."

The success of the event underscores the potential for cross-disciplinary collaborations in addressing societal challenges. The participants left with a deeper understanding of fireless cooking and its broader implications for sustainable living.



VIBRANT HIGHLIGHTS

Now it's time to part and with good wishes and warm regards Karunya school of management bids a farewell for our senior faculty **Prof. Kumara Pillai** and we are happy because now you can spend your time exploring your interest in life and spend time with family and friends. We will miss a good faculty yet every goodbye is a welcome to some one.



We extend our warm welcome to **Prof. Bootukuri Giri Babu** happy to have a new member join our KSM family. Looking forward to working with you to create an engaging and meaningful learning environment for our students. We are honoured to have you as our faculty we know that your experience and expertise will be invaluable to our students,



PLACEMENT CORNER



Naveen Kumar E
Asian Paints.
11 LPA



Shreelee
Beroe Inc.
5.5 LPA



Abisha Raj .RB
Alba
15 LPA



Sneha Alice Jiju
BNP Paribas
4.5LPA



Priya
Amphi Ventures
Pvt.Ltd
3LPA



Shyam Mohan A M
Beroe Inc
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BNP Paribas
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Preethi R
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Roshma Sherlin .R
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Hewitt Samuel Raj D
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Aravindraj R
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Allen Hugh A
Archery Solutions
3.5LPA



Nithin Varughese Matew
Johnson Tiles .
3.5 LPA



Selvakumar C
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3.5LPA



ACHIEVERS SPOT



we celebrate the outstanding accomplishments and successes of our students at various inter college events and tournaments. The shining stars **Mr. Vishwa Stephen** in volleyball tournament **Mr. Paul Domin Elvis** in football tournament





GROWING WIDE



we are to happy join hands with IMCI, KSM is admitted as the college of consulting firm (CCF-LO) with THE INSTITUTE OF MANAGEMENT CONSULTANTS OF INDIA .We have established our local chapter with student leaders and the initiative is beginning with various departments.



ONLINE MBA

Karunya school of management is happy to announce the commencement of Online MBA program, make your dream come true from anywhere.

The online MBA curriculum is designed to develop critical thinking , problem solving and communication skill to think beyond traditional business paradigms

- E- TUTORIAL CONTAINING VIDEOS
- E-CONTENT CONTAINING SELF
- INSTRUCTIONAL MANUALS,CASE STUDIES, PPT,& E-BOOK
- CONTINUOUS ASSESSMENT
- EXPERIENTIAL LEARNING



WE ARE DELIGHTED TO HAVE AN OPPORTUNITY TO PROMOTE OUR ONLINE PROGRAM AT TIDAL PARK, CBE.



SPECIALIZATION OFFERED

- FINANCE
- HR
- MARKETING
- INFORMATION SYSTEM
- BUSINESS ANALYTICS
- ENTREPRENEURSHIP

30 KARUNYA
SCHOOL OF
MANAGEMENT
YEARS
EXCELLENCE



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