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KPR Institute of Engineering and Technology
Learn Beyond
(Autonomous, Affiliated to Anna University)

DEPARTMENT OF MANAGEMENT STUDIES

FORTÉ

Driven by Excellence



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Highlights of the Quarter

MBA Induction Programme - ABHYUDHYA 2026

One week induction programme for the I MBA students of 2026-2028 Batch.

Ten Days Employability Softskills Training Course

Exclusive placement training was provided for I MBA on placement preparation and on various specialization oriented training for the MBA 2026-2028 Batch students.

Special Lecture on “Genesis EIR 3.0: Gen-Next Support for Innovative Start-ups”

To motivate the students to apply for MSME funding for new start-ups.

Special Lecture on India and Global Economic Forum

Gained knowledge of global economic institutions, trade systems, and India's LPG reforms.

Teacher’s Day Celebration – 2026

To honour teachers and thank them for their guidance.

Virtual Stock Wars

To develop students’ stock market knowledge and investment decision-making skills.

International Literacy Day 2026 – Pledge Taking Ceremony

Create awareness about literacy and education.

Centre for Marketing Activity - Brand Auction

To improve students’ branding and marketing skills.

Centre for Operations Management Activity - Business Strategy Games

To develop students’ entrepreneurial and business strategy skills through innovative business planning.

Centre for Human Resource Activity - Salary Negotiation Strategy

To develop students’ salary negotiation, communication, and strategic thinking skills.

World Ozone Day-2026

World Ozone Day was observed to raise awareness about protecting the ozone layer and environment.

Social Justice day-2026

The programme promoted social justice, equality, human dignity, and an inclusive society.

IGNITIA Leardership Conclave

IGNITIA 2026 developed students' leadership, confidence, innovation, and professional skills.

ATHIKARA - MBA Association Inauguration

The ATHIKARA MBA Association was inaugurated, and office bearers were elected to coordinate departmental activities and develop leadership skills.

Start-up visit to Forge Innovation and Ventures

The start-up visit to FORGE Innovation and Ventures enhanced students' entrepreneurial skills, innovation, and practical business knowledge.

Centre for Business Analytics Activity - Analytics Poster Presentation

The Analytics Poster Presentation enhanced students' problem-solving, data visualization, and business analytics skills through real-world case studies.

Centre for Marketing Activity – Product Launch Simulation

The Product Launch Simulation improved students' marketing knowledge, creativity, teamwork, and confidence in presenting innovative product ideas.

Workshop on Power BI

The workshop enhanced students' Python programming skills and taught them to analyse business data for effective decision-making.

Workshop on "Start-Up Bootcamp"

The Start-Up Bootcamp developed students' entrepreneurial skills, creativity, confidence, and ability to transform problems into business opportunities.

Session on Decision Making and Mental Health On World Mental Health Day 2026

The session raised awareness of mental health, stress management, and balanced decision-making among students.

The Founders' First Step

A two-day workshop designed to equip students with the fundamental knowledge and skills required to start a business.

Entrepreneurship Spotlight Series

A programme aimed at inspiring students through entrepreneurial insights and real-world business experiences.

Events Organised

ABHYUDAYA - MBA Orientation and Induction Programme 2026 Batch

Date: 10-08-2026 to 18-08-2026 **Venue:** Ragam Hall **Attendance:** 100 Participants

Resource person: Industry Experts

KPR Business School, KPR Institute of Engineering and Technology, organised ABHYUDAYA '26 – MBA Induction and Orientation Programme for the incoming MBA batch from 10 August to 18 August 2026 at Ragam Hall, with 100 participants attending. The programme aimed to familiarise students with the corporate world, management education and emerging business trends. Eminent industry leaders and academic experts delivered insightful sessions on customer loyalty, innovation, personal branding, brand management and career prospects in management. On the first day, Shri K. T. Srinivasa Raja, Managing Director of Adyar Ananda Bhavan, spoke on "Customer Loyalty = A2B", and Prof. V. Palanimuthu, Director of NIFTEM Thanjavur, delivered a session on "Innovation is Inevitable". Shri S. K. Arun, CEO, spoke on "Personal Branding", while Shri S. Muthuraman, Founder and Managing Director of Lakshmi Ceramics, shared his insights on "Brand Mantra". Shri Dr. S. Vaidhyasubramaniam, Vice Chancellor, addressed the students on "Career Prospects in Management", and Shri Sashikrishnan, Director, handled the session on "Financial Sustainability". The sessions also covered entrepreneurship, management and technology, and developing a business mindset. The distinguished speakers shared their professional experiences and practical insights, giving students valuable exposure to industry expectations and contemporary management practices. The programme encouraged innovation, entrepreneurial thinking, leadership and professional development, and highlighted the importance of adaptability, customer-centric approaches and sustainable business strategies. Overall, ABHYUDAYA '26 served as a platform for students to interact with accomplished professionals and gain industry-oriented knowledge. It laid a strong foundation for the MBA students' academic journey, personal growth and future managerial careers.



SDG 4 · Quality Education SDG 9 · Industry, Innovation and Infrastructure

“Ten Days Employability Soft skills Training Course through The Bodacious Bosses, Coimbatore”

Date: 19-08-2026 to 31-08-2026 **Venue:** MBA Lecture Hall **Attendance:** 60 Participants

Resource person: Dr. Kevin Paul Charles Business Analyst, Recruiter, Strategist, Corporate Trainer, Mentor & Skill Development Expert The BodaciousBosses, Coimbatore

KPR Business School organised a ten-day Employability and Soft Skills Training Programme for MBA students from 19 August to 31 August 2026, in association with The Bodacious Bosses, Coimbatore. The programme was led by Dr. Kevin Paul Charles, Business Analyst, Recruiter, Strategist, Corporate Trainer, Mentor, and Skill Development Expert. The training focused on enhancing students’ communication, interpersonal skills, professional etiquette, teamwork, and interview readiness. The initiative aimed to improve students’ employability and prepare them to meet corporate expectations and succeed in recruitment processes.



SDG 4 · Quality Education SDG 5 · Gender Equality SDG 8 · Decent Work and Economic Growth SDG 9 · Industry, Innovation and Infrastructure SDG 10 · Reduced Inequalities

Special Lecture on Lecture on “Genesis EIR 3.0 Gen-Next Support for innovative Startups”

Date: 25-08-2026 **Venue:** MBA Lecture Hall **Attendance:** 28 Participants

Resource person: Dr. K. Senthilkumar Head–Entrepreneurship Development & Incubation

Students learned about the various funding schemes available for start-ups with special reference to textile industry. Students gathered few ideas related to Emerging technologies in textile industry. Students got awareness to procure the Seed Fund that helps for further start-up idea development.



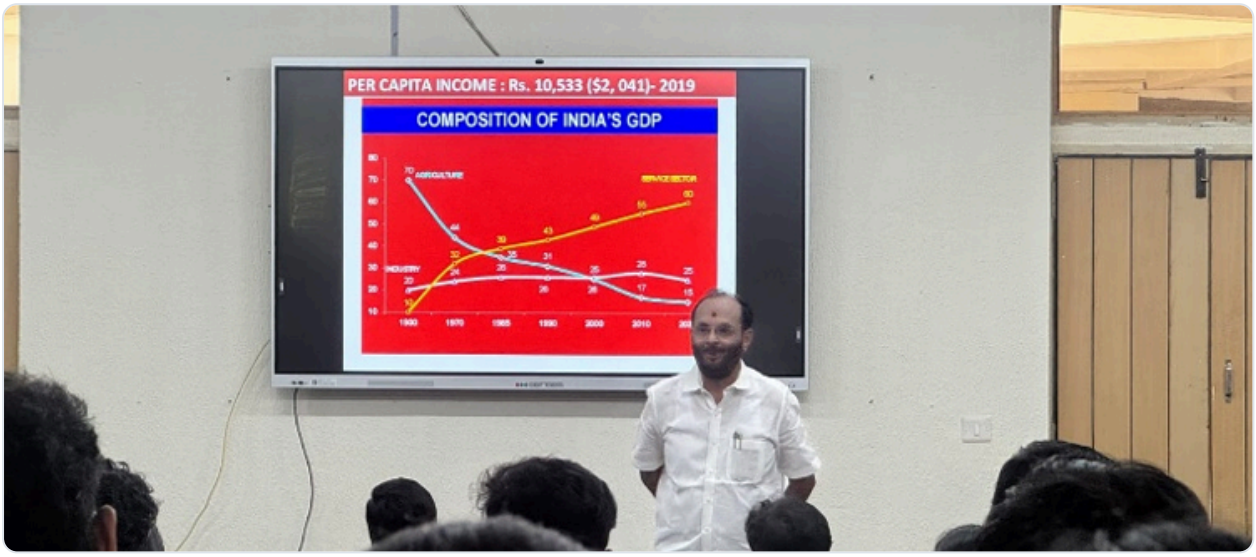
SDG 8 · Decent Work and Economic Growth

Special Lecture on India and Global Economic Forum

Date: 03-09-2026 **Venue:** MBA Lecture Hall **Attendance:** 61 Participants

Resource person: Prof. Dr. Ramasamy Nagarajan, Former Professor and Head

Understand the key concepts of microeconomics, macroeconomics, and behavioural economics. Gain knowledge of global economic institutions, trade systems, and India's LPG reforms. Identify the major pillars of economic competitiveness and their relevance to business and policy decisions.



SDG 4 · Quality Education SDG 8 · Decent Work and Economic Growth

Teacher's Day - 2026

Date: 05-09-2026 **Venue:** MBA Lecture Hall **Attendance:** 100 Participants

Teacher’s Day was celebrated on 5 September 2026 to honour teachers for their dedication, commitment, and invaluable contribution to education. The event highlighted the importance of teachers in shaping students’ knowledge, character, and future. Students expressed their gratitude and appreciation through various activities and gestures, making the occasion memorable and meaningful. The celebration emphasized the significance of respecting and recognizing the vital role of teachers in society.



SDG 3 · Good Health and Well-Being SDG 4 · Quality Education SDG 5 · Gender Equality

SDG 8 · Decent Work and Economic Growth SDG 10 · Reduced Inequalities

Virtual Stock Wars

Date: 05-09-2026 - 9.00 am **Venue:** MBA Lecture Hall **Attendance:** 70 Participants

Resource person: Dr. P. Umadevi / Assistant Professor II & Mr. N. Santhana Gopalakrishnan / Assistant Professor

The Centre for Finance organised a Virtual Stock War activity to provide MBA students with practical exposure to stock market operations and investment decisions. The activity simulated real-world capital market conditions, allowing students to understand portfolio management, risk assessment, and market fluctuations. Students participated in teams and made investment decisions based on economic changes, geopolitical events, and company-related news. They learned to construct, monitor, and rebalance equity portfolios while managing risks and following investment limits. The activity enhanced students' financial knowledge, analytical thinking, teamwork, and decision-making skills. Overall, it provided valuable practical experience in understanding stock market dynamics and investment strategies.



SDG 4 · Quality Education SDG 8 · Decent Work and Economic Growth

International Literacy Day 2026 – Pledge Taking Ceremony

Date: 08-09-2026-9:00am **Venue:** MBA Lecture Hall **Attendance:** 125 Participants

Resource person: Dr. V. Santhi / Professor & Dr. S. Gokul Kumar / Assistant Professor III

The International Literacy Day 2026 Pledge Taking Ceremony was conducted on 8th September 2026 at the MBA Lecture Hall. The programme aimed to highlight the importance of literacy in personal development and social progress. Students from I MBA and II MBA actively participated in the ceremony and took a pledge to promote literacy, encourage reading habits, and support equal access to education. The programme emphasized that literacy is not limited to reading and writing but also helps individuals gain knowledge, develop critical thinking, and become responsible citizens. It also highlighted the importance of inclusive education and continuous learning in building a knowledgeable and empowered society.



SDG 4 · Quality Education SDG 10 · Reduced Inequalities

Centre for Marketing Activity - Brand Auction

Date: 11-09-2026 **Venue:** MBA Lecture Hall **Attendance:** 45 Participants

Resource person: Dr. P. Rekha-Assistant Professor III and Dr. J. Divya Lakshmi - Assistant Professor II, KPRBS

In Brand Auction, students bid competitively within a fixed budget of ₹1,000 to acquire popular brands, which strengthened their understanding of brand valuation, bidding strategy, budget management and decisive negotiation under time constraints. In Connection Game, participants identified brand names by connecting image-based hints drawn from real marketing events, which sharpened their brand recall, visual association and analytical thinking, and reinforced how brand recognition drives consumer purchasing decisions.



SDG 9 · Industry, Innovation and Infrastructure

Centre for Operations Management Activity - Business Strategy Games

Date: 11-09-2026 **Venue:** MBA Lecture Hall **Attendance:** 54 Participants

Resource person: Dr. P. Rekha-Assistant Professor III & Mr. N. Santhana Gopalakrishnan Assistant Professor II, KPRBS

The programme enabled students to apply core business concepts such as mandatory budget allocation, revenue modelling, financial planning and value chain analysis by developing a complete business plan within the Shark Tank Business Challenge framework. Participants gained practical insight into innovation, market orientation, sustainability, employment generation and government/legal compliance, and strengthened their pitching, negotiation and decision-making skills by presenting and defending their business ideas before a panel of Sharks.



SDG 8 · Decent Work and Economic Growth SDG 9 · Industry, Innovation and Infrastructure

SDG 10 · Reduced Inequalities

Centre for Human Resource Activity - Salary Negotiation Strategy

Date: 11-09-2026 **Venue:** MBA Lecture Hall **Attendance:** 80 Participants

Resource person: Mrs.E.Bavithira / Assistant Professor–I

Students gained practical exposure to salary negotiation through role-play as candidates and HR/employers, learning to anchor offers, use evidence, handle objections, and negotiate an entire compensation package rather than salary alone. The activity strengthened participants' confidence, strategic thinking, and professional communication skills, while reinforcing the importance of preparation, active listening, and knowing when to negotiate versus when to walk away.



SDG 5 · Gender Equality SDG 8 · Decent Work and Economic Growth

SDG 10 · Reduced Inequalities

World Ozone Day — 2026

Date: 16-09-2026 **Venue:** MBA Department **Attendance:** 100 Participants

Resource person: Dr. V. Santhi / Professor & Dr. S. Gokul Kumar / Assistant Professor III

"On this World Ozone Day –2026, we are conducting this "Awareness Campaign and Rally" to be a champion of ozone protection and to spread awareness about maintaining a safe environment for everyone. Further, we need to recognize the ozone layer as a vital shield for life on Earth, a matter of environmental responsibility, the foundation for a healthy planet, protection from harmful ultraviolet radiation, and a sustainable future for generations to come.



SDG 3 · Good Health and Well-Being SDG 6 · Clean Water and Sanitation

SDG 7 · Affordable and Clean Energy SDG 13 · Climate Action SDG 15 · Life on Land

Social Justice Day - 2026

Date: 17-09-2026 **Venue:** MBA Department **Attendance:** 100 Participants

Resource person: Mrs.E.Bavithira / Assistant Professor I

The programme enhanced awareness among students and faculty about the importance of social justice, equality, and respect for every individual. The pledge taking ceremony encouraged participants to uphold human dignity, promote equal opportunities, and stand against discrimination in society. The event motivated students to become socially responsibility.



SDG 4 · Quality Education SDG 5 · Gender Equality SDG 10 · Reduced Inequalities

SDG 15 · Life on Land

IGNITIA Leardership Conclave

Date: 19-09-2026 **Venue:** Ragam Hall **Attendance:** 100 Participants

Resource person: Industry Experts

IGNITIA – Leadership Conclave 2026 commenced with the Tamil Thai Vazhthu, KPR Anthem, and a formal inaugural ceremony honouring the distinguished guests. The first panel discussion, “No Filter” Leadership, highlighted authenticity, confidence, vulnerability, and the importance of learning from failures. Mr. Vignesh encouraged students to recognise their strengths and embrace mistakes as learning opportunities, while Ms. Helen Karolina emphasised warmth, kindness, and human centred leadership. The HCL-GUVI sponsor talk highlighted the organisation’s support for educational courses. The second panel discussion explored leadership, artificial intelligence, education, entrepreneurship, and professional transformation. Dr. Chitra Manohar emphasised innovation, adaptability, technological advancement, and lifelong learning, while Mr. Charles Godwin discussed HR leadership, business partnerships, organisational performance, and people-centric workplace practices. The event concluded with sponsor acknowledgements, a Vote of Thanks delivered by Mr. Imran Ahmed, the presentation of gifts to the chief guests, and the National Anthem.



SDG 3 · Good Health and Well-Being SDG 4 · Quality Education

SDG 8 · Decent Work and Economic Growth SDG 9 · Industry, Innovation and Infrastructure

ATHIKARA - MBA Association Inauguration

Date: 22-09-2026 **Venue:** Ragam Hall **Attendance:** 100 Participants

Resource person: Mr. J. Hari Krishnan / Business Development and Marketing Manager, GRG Gen Nxt Incubator, Coimbatore

MBA Association - ATHIKARA has been inaugurated and the office bearers have been elected for taking up the various roles of department activities.



SDG 4 · Quality Education SDG 5 · Gender Equality SDG 8 · Decent Work and Economic Growth

SDG 10 · Reduced Inequalities

Start-up visit to Forge Innovation and Ventures

Date: 24-09-2026 **Venue:** KCT Tech Park **Attendance:** 125 Participants

Resource person: Dr. Meera / Vice President, Forge

The start-up visit to FORGE Innovation & Ventures, Coimbatore, was a meaningful experiential learning initiative organized by KPR Business School, KPRIET. The programme successfully bridged the gap between classroom learning and real world entrepreneurial practices by exposing MBA students to the processes involved in identifying opportunities, validating ideas, managing risks, adopting technology and developing sustainable ventures. The visit significantly contributed to strengthening the students' entrepreneurial orientation, managerial decision making capabilities, innovation mindset and awareness of the start-up ecosystem. The practical insights gained through case studies, discussions and interaction with the innovation ecosystem are expected to encourage students to explore entrepreneurship and develop innovative solutions to contemporary business and societal challenges.



SDG 9 · Industry, Innovation and Infrastructure SDG 12 · Responsible Consumption and Production

Centre for Business Analytics Activity - Analytics Poster Presentation

Date: 25-09-2026 **Venue:** MBA Lecture Hall **Attendance:** 40 Participants

Resource person: Dr. V. Santhi / Professor & Dr. S. Gokul Kumar

The Centre for Business Analytics at KPR Business School organized a case-based Analytics Poster Presentation event on September 29, 2026, at the MBA Lecture Hall. The event aimed to challenge management students with real-world problem solving, data visualization, and forensic analytics through a structured business crime-investigation scenario.



SDG 4 · Quality Education SDG 8 · Decent Work and Economic Growth

SDG 9 · Industry, Innovation and Infrastructure

Workshop on Power BI

Date: 25-08-2026 **Venue:** MBA Lecture Hall **Attendance:** 100 Participants

Resource person: Ms. R. Sasikala, Assistant Professor, Department of AI & DS, KPRIET

KPR Business School organised a workshop on “Power BI for Smarter Business Decisions” on 25 August 2026, led by Ms. R. Sasikala, Assistant Professor, Department of AI & DS, KPRIET. The workshop introduced students to Power BI and its applications in business data analysis, visualisation, and dashboard development. It highlighted the importance of transforming raw data into meaningful insights to support effective managerial decision-making. The session enhanced students’ analytical skills and familiarised them with a widely used business intelligence tool.



SDG 4 · Quality Education SDG 9 · Industry, Innovation and Infrastructure

Student Achievements

Student(s)	Class	Achievement	Organiser
Angeline Victoria V	I Year	All india all star shri navakodi basketball tournament- winner's	Rajalakshmi Sports Club
Angeline Victoria V	I Year	3rd state level basketball tournament aranthangi- runner's	Fighting Stars Basketball Club
Angeline Victoria V	I Year	55 th state level basketball tournament aranthangi-winner's	Aranthangi Basketball Club
Angeline Victoria V	I Year	Anna University zone level basketball tournament- winner's	Anna University Sports Board

Angeline Victoria V	I Year	Cheif minster trophy district level basketball tournament-winner's	Sports Development Authority of Tamilnadu
Angeline Victoria V	I Year	Senior state basketball championship- winner's	Tamilnadu Basketball Association
Angeline Victoria V	I Year	PSG all india basketball tournament (representing coimbatore team)	PSG Sports Club
Angeline Victoria V	I Year	Cheif minster trophy state level basketball tournament (representing coimbatore team) -2nd runner up (cash prize per head-₹25000)	Sports Development Authority of Tamilnadu
Angeline Victoria V	I Year	Kumaraguru inter college sports tournament-winner's	Kumaraguru college of Technology
Akileshwar R R	II Year	Anna University Zone IX	Anna University Sports Club
Aksaya G	II Year	Anna University Zone IX - Volleyball(Women) Tournament results - winners	KPRIET
Iyappan B	II Year	Anna University Zone IX	Anna University Sports Club

Placements

1 students placed **1** company



AKSAYA G

LESUCCESS

25MBA005

Industry Connect

13-08-2026

National Institute of Securities Markets, Mumbai

The NISM and KPRIET has entered into an MoU to facilitate: Certification Programs, E Learning Programs, FDPs and other academic / training programs.



30-09-2026

QSafe Limited, UK

QSafe Limited and KPRIET jointly agree to exchange their expertise for mutual benefits and growth, on the areas: Project Work, Research & Development / Software Testing / Consultancy Services, Entrepreneurship and Innovation.



Faculty Corner

DR. P. NALINI Professor and Head

Resource Person for the One-Day International Conference

Dr. Nalini Palaniswamy, Professor, KPR Business School, was the Chief Guest and delivered the inaugural address at the One Day International Conference on “From Arthashastra to Artificial Intelligence: Reimagining Commerce through Indian Knowledge Systems for Viksit Bharat 2047,” held on 25 September 2026 at Shree Venkateshwara Arts and Science College, Gobichettipalayam



DR. V. SANTHI Professor

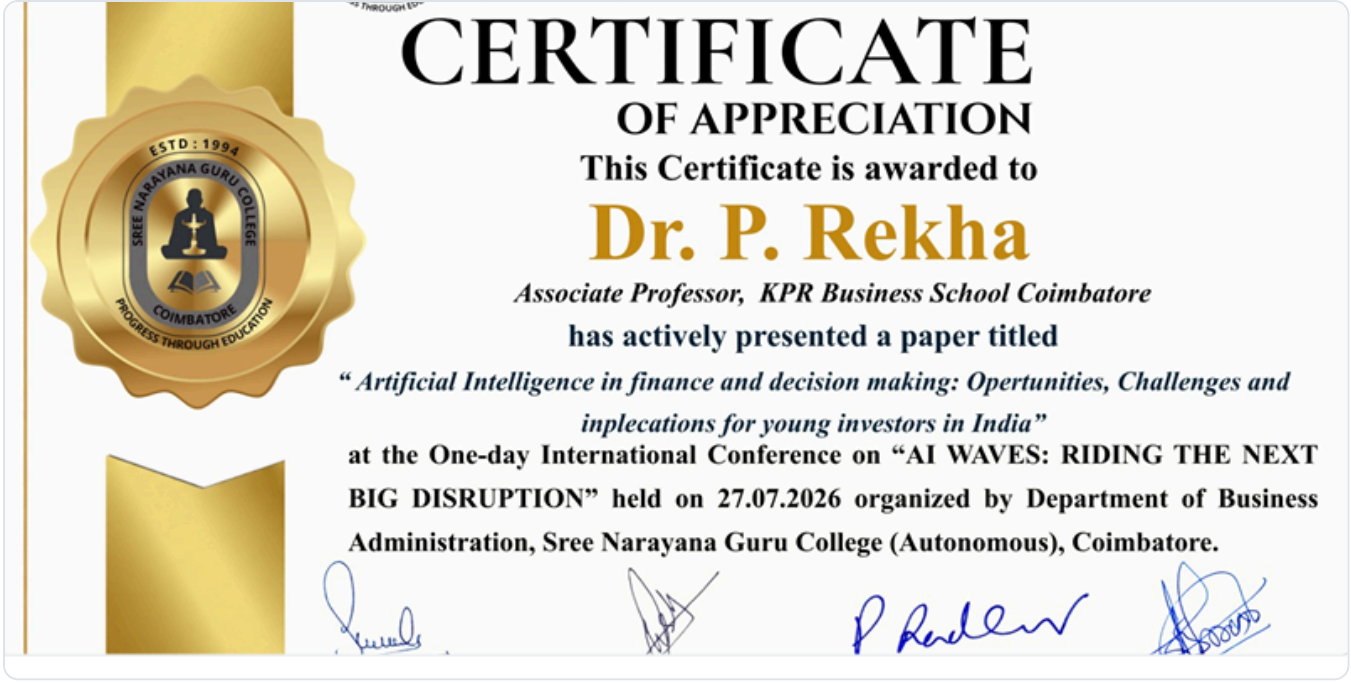
Reviewer in Scientific Reports (Springer Nature) Journal

Appointed as a Reviewer to review the research articles in Scientific Reports (Springer Nature) Journal.

DR. P. REKHA Assistant Professor - III

Paper Presentation

Dr. P. Rekha has presented a paper titled “Artificial Intelligence in Finance and Decision Making: Opportunities, Challenges and Implications for Young Investors in India” at the One-Day International Conference on “AI Waves: Riding the Next Big Disruption” conducted by the Department of Business Administration, Sree Narayana Guru College, Coimbatore on 27.7.2026.



DR. P. REKHA Assistant Professor - III

Paper Presentation

Dr. P. Rekha has presented a paper titled "Entrepreneurship and Innovation for Sustainable Development" at the International Conference on "Emerging Challenges and Opportunities for Global Economic and Financial Development" conducted by the Division of Commerce and International Trade, Karunya Institute of Technology and Sciences (Deemed to be University), Coimbatore on 28.8.2026.



DR. P. REKHA Assistant Professor - III

Special Lecture Delivered

Dr. P. Rekha has delivered a special lecture on “Awareness on Advanced Technology” in the Department of Management, CMS College of Science and Commerce, Coimbatore on 24.9.2026.



DR. S. GOKUL KUMAR Assistant Professor - III

Certification

NPTEL-AICTE Faculty Development Certificate: Successfully completed an 8-week advanced course on "Conflict Management Through Mediation" with a consolidated score of 96% (JUL–SEP 2026). Dispute Resolution & Leadership Expertise: Demonstrated high proficiency in conflict resolution, negotiation, and mediation techniques through a national-level initiative funded by the Ministry of Education, Govt. of India.

DR. S. GOKUL KUMAR Assistant Professor - III

Attended the One-Week Virtual FDP on Labour Four Codes

Attended the One-Week Virtual FDP on Labour Four Codes – The New Rules of Work; Adithya School of Business Management, Adithya Institute of Technology, Coimbatore; 24th to 28th August, 2026.



DR. S. GOKUL KUMAR Assistant Professor - III

Completed the Executive Certification in AI-Powered Digital Marketing and Business Branding

Completed the Executive Certification in AI-Powered Digital Marketing and Business Branding; Adithya School of Business Management, Adithya Institute of Technology, Coimbatore; 11th & 12th September, 2026.



D R. J. DIVYA LAKSHMI Assistant Professor II

Big data analytics for Human Resource Management in the digital era

Dr J. Divya Lakshmi authored a book titled Big data analytics for Human Resource Management in the digital era published by global tech scientific press.



DR. J. DIVYA LAKSHMI Assistant Professor II

The Role of Emotion in Leadership: Bridging Psychology, Business, and Humanity

Lakshmi, J. D., & Vijay, V. (2026). The role of emotion in leadership: Bridging psychology, business, and humanity. In J. Barrena-Martinez, J. Collado Agudo, C. Serrano-Archimi, V. M. L. Storsletten, & B. Gawior (Eds.), The role of emotion in leadership: Bridging psychology, business, and humanity (Chapter 12). IGI Global. https://doi.org/10.4018/979-8-3373-6711-8.ch012



BEYOND LOOP

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