



**SRI MANAKULA VINAYAGAR**  
**ENGINEERING COLLEGE**

**(AN AUTONOMOUS INSTITUTION)**

(APPROVED BY AICTE, NEW DELHI AND AFFILIATED TO PONDICHERRY UNIVERSITY)  
(ACCREDITED BY NBA-AICTE, NEW DELHI, ACCREDITED BY NAAC WITH "A" GRADE)  
MADAGADIPET, PUDUCHERRY - 605 107



**DEPARTMENT OF MANAGEMENT STUDIES**

**MARKETING CLUB**

**ANNUAL REPORT**

**(Academic Year:2024-2025)**

**Submitted by**

**Mr.T.Chandramohan**

**Assistant Professor**

**Faculty Coordinator**



## PREFACE

The Marketing Club of the MBA Department is a dynamic, student-driven forum committed to developing practical marketing knowledge and professional competency. It acts as an interface between academics and real business in connecting students to apply marketing concepts in dynamic and competitive business environments. The club provides scope for experiential learning on a wide array of activities: guest lectures by industry experts, workshops, case study discussions, marketing simulations, competitions, live projects, and outreach programs.

The main purpose of the Marketing Club is to instill creativity, planning, leadership qualities, and analytical competencies in management students. Through teamwork, innovation, and ethical judgment, the Marketing Club enables students to learn and understand consumer behavior, marketplace, branding, and digital marketing trends. Moreover, the club facilitates interaction between the industry and academia, enabling management students to cope with dynamic industry requirements and evolving best practices.

This is because, through its activities, the Marketing Club is striving to build confident, socially responsible, and marketable professionals who can function within dynamic business environments and contribute to organizational growth. In this way, it can be said that it plays a crucial role in developing future marketers.



**Staff in-Charge**

**(Mr.T.Chandramohan)**



**Dean-MS**  
**(Dr.D.Saravanan)**



**IQAC Coordinator**  
**(Dr. Arivalagar A A)**



**Director cum Principal**  
**(Dr.V.S.K.Venkatachalapathy)**

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## ABOUT THE INSTITUTE

Sri Manakula Vinayaga Educational Trust was founded to provide quality and affordable education to the weaker sections of society. The trust established Sri Manakula Vinayagar Engineering College (SMVEC) in 1999. SMVEC is an autonomous institution affiliated to Pondicherry University. It offers 13 undergraduate, 8 postgraduate and 11 Research programs in engineering. SMVEC has been accredited by NAAC with “A” grade and NBA. The institution is also accredited by TATA consultancy services. The college has a good placement record with students getting job offers from top companies in India and abroad. SMVEC students have won many awards and accolades for their academic achievements. To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

## Vision

To nurture the cornerstone of excellence in engineering education and drive innovation by seamlessly integrating the fundamentals of Science and Humanities

## Mission

**M1: Quality Education:** To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

**M2: Research and Innovation:** To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

**M3: Employability and Entrepreneurship:** To inculcate the employability and entrepreneurial skills through value and skill based training.

**M4: Ethical Values:** To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society

## ABOUT THE DEPARTMENT

The Department of Management Studies (DMS) at SMVEC (An Autonomous Institution), Pondicherry, offers a two-year MBA program approved by the AICTE and affiliated with Pondicherry University. The program is designed to provide both a strong academic foundation and practical business skills. In the first year, students acquire fundamental management concepts and techniques, whereas the second year emphasizes advanced knowledge in the selected specialization fields. Instruction is conducted through interactive methods, including case studies, discussions, projects, and field surveys. Students gain practical experience through internships, Projects, and field assignments. The department arranges seminars, workshops, and training sessions on emerging business trends delivered by distinguished scholars, industry professionals, corporate experts, and successful alumni. The program fosters leadership, critical thinking, and problem-solving skills, thereby ensuring a comprehensive educational experience. With academic and industry connections, SMVEC is recognized as one of the prestigious MBA colleges for nurturing talent.

## Vision

To be the most preferred place for learning management principles and practices and contribute to the growth of the individual, corporate, society and the nation.

## Mission

**M1: Inculcating Skills:** To inculcate managerial and entrepreneurial skills with a zeal to attain excellence in business administration

**Mission 2: Motivating to gain professional competence:** To motivate students gain professional competence through constant knowledge update, empathetic leadership qualities, and fostering strategic relationships with the industry and practitioners

**Mission 3: Cultivating Values:** To cultivate personal integrity, ethical consciousness, care for environment and society among future managers

## **OVERVIEW:**

The Marketing Club serves as a student-led initiative designed to assist MBA students in comprehending and implementing marketing principles beyond academic settings. Its objective is to connect theoretical knowledge with practical application by fostering creativity, collaboration, and strategic thought. Through various activities, including case study discussions, marketing quizzes, brand evaluations, role-playing exercises, guest speaker sessions, and hands-on projects, students acquire valuable insights into market dynamics and consumer behavior. Additionally, the club enhances leadership capabilities by engaging students in the organization and execution of events. In summary, the Marketing Club cultivates analytical skills, communication proficiency, and professional self-assurance, equipping MBA students to tackle real-world marketing challenges within a competitive business landscape.

### **Objectives of the Marketing Club**

- To improve students' comprehension of marketing principles via hands-on and activity-oriented learning.
- To connect theoretical knowledge acquired in the classroom with actual marketing practices in the field.
- To cultivate analytical, strategic thinking, and problem-solving capabilities in MBA students.
- To enhance communication, teamwork, and leadership skills through group activities.
- To equip students to tackle real-world marketing challenges and foster professional confidence for readiness in the industry.

The Marketing Club of the MBA Department is guided by a committed team of office bearers who play a key role in planning and executing the club's activities while promoting creativity and innovation among students. The team generally comprises a Faculty Advisor, Faculty Coordinator, and Student Coordinators, each contributing distinct expertise and responsibilities to ensure the effective functioning and success of the club.

## Roles and Responsibilities of Marketing Club Members

### Faculty Advisor:

The Faculty Advisor offers comprehensive guidance and vision to the Marketing Club. They mentor students, ensure that club activities align with academic goals, and assist in strategic decision-making. Additionally, the advisor inspires students and facilitates industry engagement when necessary. **Faculty Coordinator:**

The Faculty Coordinator oversees the effective planning and implementation of club activities. They liaise between faculty, students, and the institution, track schedules, and guarantee that events are executed efficiently and professionally.

**Student Coordinators:** Student Coordinators are actively involved in planning, organizing, and executing club activities, including events, competitions, and workshops. They promote student involvement, manage teams, oversee communication, and cultivate leadership, teamwork, and managerial skills through practical experience.

MARKETING CLUB			
S.NO	FACULTY COORDINATORS		
1	Dr.S. Pougajendy	Faculty Advisor	
2	Mr.T. Chandramohan	Faculty Coordinator	
STUDENT COORDINATORS			
S.NO	REG NO	STUDENT	SEC
1	23PMB108	PRADEEPA S	A
2	23PMB067	KAMARAJ K	A
3	23PMB170	VIGNESH A	B
4	23PMB114	PRATHISHA A	C
5	23PMB112	PRASANTH K	C

## LIST OF EVENTS

S.NO	TITLE OF THE EVENTS
1	DIGITAL TRANSFORMATION FOR MBA STUDENTS
2	DIGITAL SUPPLY CHAIN MANAGEMENT



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**Department of Management Studies**

**Circular**

**SMVEC/MBA/2024-25**

**28-10-2024**

This is to inform you that a guest lecture titled Digital transformation for MBA by Ms.Indumathi, Project Management Executive, TEMENOS, Chennai has been arranged for MBA students on 29-10-2024. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 11.00 AM

VENUE: Class room

HOD

Dr.D.Saravanan



**Name of organizing unit:** Sri Manakula Vinayagar Engineering College

**Venue:** Sri Manakula Vinayagar Engineering College

**Date of Event:** 29-10-2024

**Topic:** Guest Lecture on “Digital Transformation for MBA”

**Speaker details:**

S. No	DATE	SPEAKER DETAILS
1.	29-10-2024	Ms.Indhumathi, Project Management Executive, TEMENOS, Chennai.

**Target audience:** Students

**Attendance:**

S. No.	No. of Participants attended	No of certificates issued
1.	70	Nil

**1. Session Overview**

This lecture explores the paradigm shift from traditional business models to digitally-driven ecosystems. It moves beyond simple "digitization" (converting analog to digital) to **Digital Transformation**—the fundamental reimagining of how an organization uses technology, people, and processes to provide value and remain competitive.

The session focuses on the "Digital Pivot," analyzing how legacy companies can compete with digital natives by leveraging data as a strategic asset.

**2. Learning Objectives**

The primary goals of this guest lecture are to:

- **Define the Scope:** Differentiate between digitization, digitalization, and the holistic process of digital transformation.
- **Analyze Drivers:** Identify the "SMACIT" forces (Social, Mobile, Analytics, Cloud, and IoT) and their impact on modern business.
- **Evaluate Frameworks:** Introduce strategic models (such as the 5 Domains of Digital Transformation) to help students structure their thinking.
- **Address the Human Element:** Discuss the critical role of organizational culture and leadership in driving technological adoption.

**3. Intended Learning Outcomes**

Upon completion of the session, MBA students will be able to:

- **Develop Digital Strategies:** Formulate high-level roadmaps that align technology investments with core business goals.
- **Navigate Disruption:** Anticipate how platform-based business models might disrupt their specific industry sectors.
- **Enable Data-Driven Decisions:** Interpret how Big Data and AI can be used to move from reactive to predictive business operations.
- **Lead Change:** Apply change management principles to lead diverse teams through the "growing pains" of digital adoption.



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## DEPARTMENT OF MANAGEMENT STUDIES (MBA)

The Management, Director cum Principle, Dean and Faculties Cordially invites you for the

# Digital Transformation for MBA

Date : 29-10-2024, Time : 10:00 am , Venue : Conference Hall

## **Ms. INDHUMATHI**

Project Management Executive,  
Temenos, Chennai  
Chief Guest address

## **Shri.M.DHANASEKARAN**

Chairman and Managing Director , SMVEC Trust  
Chancellor , Takshashila University , Tindivanam Tamilnadu  
Presidential Address

**Dr. K. NARAYANASAMY**  
Secretary, SMVE Trust

**Shri. D. RAJARAJAN**  
Treasurer, SMVE Trust

**Dr. V. S. K. VENKATACHALAPATHY**  
Director cum Principal, SMVEC  
Welcomes

**Dr. D. SARAVANAN**  
Dean MBA  
Gratitude Note



**Ms.Indhumathi has addressed our MBA students on  
“Digital Transformation for MBA Students”**



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**Department of Management Studies**

**Circular**

**SMVEC/MBA/2024-25**

**12-11-2024**

This is to inform you that a guest lecture in Effective Leadership: Strategies for inspiring and Motivating Teams by Mr. MOHANRAJ, Global Partner, Linkworks.AI has been arranged for MBA students on 18-11-2024. Kindly use this opportunity to enhance your skills and knowledge.

TIME: 11.00 AM

VENUE: Auditorium

HOD

Dr.D.Saravanan



**Name of organizing unit:** Sri Manakula Vinayagar Engineering College

**Venue:** Sri Manakula Vinayagar Engineering College

**Date of Event:** 18-11-2024

**Topic:** Guest Lecture on “Digital Supply Chain Management ”

**Speaker details:**

S. No	DATE	SPEAKER DETAILS
1.	18-11-2024	Mr. MOHANRAJ, Global Partner, Linkworks.AI

**Target audience:** Students

**Attendance:**

S. No.	No. of Participants attended	No of certificates issued
1.	70	Nil

**Overview**

The guest lecture on “**Digital Supply Chain Management**” focused on the evolution of traditional supply chains into digitally integrated and technology-driven systems. The session highlighted how digital tools and platforms are reshaping procurement, production, logistics, inventory management, and customer fulfillment.

The resource person discussed real-time visibility, supply chain analytics, automation, and the role of digital ecosystems in improving efficiency, agility, and resilience. Practical industry examples and case illustrations were used to demonstrate how organizations leverage digital technologies to manage disruptions, optimize costs, and enhance customer satisfaction in a competitive business environment.

**Objectives**

1. To familiarize MBA students with the concept and importance of digital transformation in supply chain management.
2. To provide insights into the application of digital technologies such as AI, IoT, Big Data, Blockchain, and ERP systems in modern supply chains.
3. To bridge the gap between theoretical supply chain concepts and real-world digital practices adopted by organizations.
4. To enhance students’ understanding of data-driven decision-making in supply chain planning, execution, and control.
5. To prepare students for emerging career opportunities in digital supply chain and operations management.

**Outcomes**

After attending the guest lecture, MBA students were able to:

1. Understand the key concepts and components of digital supply chain management.
2. Identify the role of digital technologies in improving supply chain efficiency and responsiveness.
3. Analyze real-world supply chain challenges and propose digital solutions.
4. Develop a strategic perspective on integrating digital tools into supply chain decision-making.
5. Gain awareness of current industry practices and career pathways in digital supply chain and logistics management.



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**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

The Management, Director cum Principle, Dean and Faculties Cordially invites you for the

**Digital Supply Chain Management**

Date : 18-11-2024, Time : 10:00 am, Venue : Auditorium

**Mr. MOHANRAJ**

Global Partner,  
Linkworks.AI

Chief Guest address

**Shri. M. DHANASEKARAN**

Chairman and Managing Director, SMVEC Trust  
Chancellor, Takshashila University, Tindivanam Tamilnadu

Presidential Address

**Dr. K. NARAYANASAMY**  
Secretary, SMVE Trust

**Shri. D. RAJARAJAN**  
Treasurer, SMVE Trust

**Dr. V. S. K. VENKATACHALAPATHY**

Director cum Principal, SMVEC  
Welcomes

**Dr. D. SARAVANAN**  
Dean MBA  
Gratitude Note



**Mr. MOHANRAJ, Global Partner, Linkworks.AI, has addressed our MBA students on  
“Digital Supply Chain Management”**