

A.V.C. College of Engineering

Department of Management Studies

List of Programmes and Guest Lecture organized

2023-2024

S.No.	Date	Resource Person	Topic	Link
1	24.5.24	Mr.V.RAMAKRISHNAN,BE,MBA MANAGING DIRECTOR -MURASONS , MAYIDUTHURAI	MODERNIZING BUSINESS STRATEGIES TO ATTRACT NEXT-GENERATION CUSTOMERS ”	www.avccengg.net/downloads/MODERNIZING.pdf
2	17.5.24 - FN	MR.D.MARIAPPAN, Proprietor of Kavitha Bakery, Kuthalam & MR.G.SUNDHAR, Assistant Professor SKY Center,Mayiladuthurai	“Success Strategies: Session by Successful Entrepreneur.”	www.avccengg.net/downloads/SUCCESS.pdf
<u>2022-2023</u>				
1	14.12.23 - AN	MARKETING CLUB STUDENTS MBA Department, AVCCE	Product Launch – Hands on Training	www.avccengg.net/downloads/PRODUCT.pdf
2	14.12.2023 - FN	Dr.M.DEVI SRI NANDHINI, Assistant Professor, Department of CSE, A.V.C College of Engineering, Mannampandal.	Digital Marketing – Website Creation	www.avccengg.net/downloads/Website.pdf
3	08.12..2023	MILLET FOOD BAZAAR 2023	Entrepreneurship Development	www.avccengg.net/downloads/MILLET.pdf
4	06.12.2023	Mr.VIJAY, Senior Manager, Mr.NATRAJ, Marketing Executive India Post Payments Bank Head Post Office, Mayiladuthurai	Financial Inclusion Awareness Programme	www.avccengg.net/downloads/Postoffice.pdf
5	22.11.2023	Dr.M.LATHA, M.E., Ph.D., Associate Professor, Dept of EEE A.V.C College of Engineering, Mannampandal.	“Remedy for Health Issues Using Alternate Therapy”	www.avccengg.net/downloads/SeedTherapy.pdf
6	18.11.2023	Dr.R. UMAMEHESWARI Psychologist	“The Power of Subconscious Mind”	www.avccengg.net/downloads/Mind.pdf
7	09.11.2023	MFN,Ln.A.THAMILSELVAN Founder cum Chairman, ATS Group of Companies.	“Motivational Session by Successful Entrepreneur”	www.avccengg.net/downloads/ATSED.pdf

8	09.11.20 23	Rtn. MPHF.M. N. RAVICHANDRAN Managing Partner, Narayanan Jewellery.	“Motivational Session by Successful Entrepreneur”	www.avccengg.net/download s/Narayanan.pdf
9	10.10.20 23	Mr.A. RATHINAM, Director & Partner, A.R.C.& Co.Jewellery, Mayiladuthurai.	“Innovation Digital Marketing and Advertising Strategies to Attract the Consumer”.	www.avccengg.net/download s/INNOVATIVE.pdf
10	11.09.20 23	Dr.V. ARULMURUGAN, Associate Professor of Commerce & Coordinator Pondicheery University, Karaikal Campus.	“Career Path planning for Management Graduates”	www.avccengg.net/download s/Carrer.pdf
11	14.06.20 23	Dr. S. P. Priyadharshini Assistant Professor Department Of Computer Applications, Government Arts And Science College, Sathyamangalam.	Content Beyond Guest Lecture on "Managing Prescriptive Analytics In Business"	www.avccengg.net/download s/22-23MBAGL1.pdf
12	05.06.20 23	Dr. K. Shyamala M.COM, M.Phil., MBA., M.Sc (Yoga)., PGDCA.,PhD., Assistant professor, Department of B.Com (CS), S.D.N.B College for Women, Chromepet, Chennai.	HR club - Case Analysis Workshop	www.avccengg.net/download s/22-23MBAGL2.pdf
13	02.06.20 23	Jenifer S.Paul Raj, Proprietor, Jenifer Sweets and Bakery, Mayialduthurai.	Marketing club guest lecture programme on “Strategies to retain the diverse customer segment in market”	www.avccengg.net/download s/22-23MBAGL3.pdf
14	22.05.20 23 to 26.05.20 23	Finance club staff co ordinator Mrs. R. Renukadevi, Asst. Prof. And finance club students of I MBA K. Ganesh kumar, R. Mohamed Imran Khan, M.A.Safika and N. Kamali	Social Extension Activity – Pan card Event	www.avccengg.net/download s/22-23MBAGL4.pdf
15	19.05.20 23	Dr. R. Uma Maheswari, Psychologist, Balaji Hospital, Mayiladuthurai.	Psychological Guest lecture on “Healthy Life style with Life Ethics”	www.avccengg.net/download s/22-23MBAGL5.pdf
16	11.04.20 23 to 13.04.20 23	I MBA Students in association with Mayiladuthurai District Mahalir Thittam Project Office self help group women.	College Bazaar 2023	www.avccengg.net/download s/22-23MBAGL6.pdf
17	06.04.20 23	Ms. N. Rinofia, HR Recruiter,	Alumni Guest lecture on “Art	www.avccengg.net/download s/22-23MBAGL7.pdf

		Hire Work Solutions, Chennai. Ms. D. Ayshwariya, HR Analyst, Swipe Wire Technology Services, Chennai.	of Cracking Interview” – Mock Interview to II MBA students	
18	17.03.20 23	Faculty members of DOMS	TANCET Coaching to MBA Aspirants	www.avccengg.net/download s/22-23MBAGL8.pdf
19	19.01.20 23 to 21.01.20 23	Dr. S. Seethalakshmi, Dr. K.Shyamala Dr. R. Subhasri Dr. V. Andal Dr. V. Selvalakshmi, Dr. Daniel Rajkumar,	3 Days Online Faculty Development Programme on “New Era Era in Digital Teaching and Learning Pedagogy - Hands on Session ”	www.avccengg.net/download s/22-23MBAGL9.pdf
20	7.12.202 2	Mr. R. Saravanan, Assistant Professor, Department of Mechanical Engineering, AVCCE	NDLI Club GL on “IPR – The key to Future Leader”	www.avccengg.net/download s/22-23MBAGL10.pdf
21	5.12.202 2	Dr. S. Seethalakshmi, Associate Professor , S.D.N.B. Vaishnav College for women, Chennai.	Finance Club Guest Lecture - Present Scenario of Indian Banking System	www.avccengg.net/download s/22-23MBAGL11.pdf
22	5.12.202 2	Dr. K.Shyamala Assistant Professor, Department of Commerce S.D.N.B.Vaishnav college for women, Chennai.	Finance Club Guest Lecture - Era of Digital Banking	www.avccengg.net/download s/22-23MBAGL12.pdf
23	5.12.202 2	Dr. R. Subhasri, Assistant Professor & Head Incharge, Department of Commerce S.D.N.B.Vaishnav College for Women, Chennai.	Finance Club Guest Lecture - Emerging Trends in Financial services	www.avccengg.net/download s/22-23MBAGL13.pdf
24	02.12.20 22	Dr.S.Prakash, Assistant Professor Department of Commerce & Management Studies, Vivekananda College of Arts And Science for Women. Thiruchengode.	Online Finance Club Guest Lecture On “Advanced SEBI Regulations And Guidelines For Corporate“	www.avccengg.net/download s/22-23MBAGL14.pdf
25	30.11.20 22	Dr.R.Leelavathi, Assistant Professor, Department of Commerce, Vivekananda College of Arts and Science for Women, Thiruchengode	HR Club guest Lecture - Recent Trends in Compensation	www.avccengg.net/download s/22-23MBAGL15.pdf

			Management in Multinational Organization	
26	26.11.2022	Dr.V.Selvalakshmi, Assistant Professor, Department of Management Studies. SRM Valliammi Engineering College, Chennai	HR Club Lecture - Insights on Reward and Compensation Management	www.avccengg.net/download/s/22-23MBAGL16.pdf
27	24.11.2022	Mr.K.Karthikesan, Proprietor, Sree Garuda Plastics, Sembanarkovil.	ED Club Guest Lecture - Recycling Plastics - A New Opportunity -	www.avccengg.net/download/s/22-23MBAGL17.pdf
28	20.10.2022	Mr.P.Senthilkumar, Founder & CEO of Pragathi Oil, Mailaduthurai	Marketing Club Guest Lecture “Meet The Delta Brand Pragathi Oil – Going From Mayavaram”	www.avccengg.net/download/s/22-23MBAGL18.pdf
29.	29.09.2022	Dr.A.Ravi. IPR Cell Coordinator, AVC College of Engineering	IPR Awareness Programme	www.avccengg.net/download/s/22-23MBAGL19.pdf
30.	23.09.2022 & 26.09.2022	Mrs. R. Renukadevi, Assistant Professor Department of Management Studies, AVCCE	Finance Club Workshop on “Usage Of Screener-Fundamental Analysis Of Securities”	www.avccengg.net/download/s/22-23MBAGL20.pdf
31.	21.09.2022	Miss. Dakshagogia, Trainer-Financial Literacy(BIAP) Ahmadabad.	Financial Literacy And Awareness Programme on “ Share market Vs Capital Market”	www.avccengg.net/download/s/22-23MBAGL21.pdf
32.	16.09.2022	Mr. P. Suresh Kumar, Associate Director, Zebu Shares & Wealth Management, Chennai.	Financial Literacy Programme on “ Capital Market Investments”	www.avccengg.net/download/s/22-23MBAGL22.pdf

2021-2022

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1	18.05.2022	Dr.P.Balasubramnian, Professor, Department of Mechanical Engineering, A.V.C.C.E.	NDLI CLUB EVENT - Motivational Lecture on “Positive Attitude”	www.avccengg.net/downloads/21-22 MBAGL1.pdf
2	04.12.2021	Dr.T. Frank Sunil Justus, Associate professor, Department of Business Administration, Annamalai University, Chidambaram.	Guest Lecture on “Innovation as a driver of organizational success and customer benefits”	www.avccengg.net/downloads/21-22MBAGL2.pdf
3	17.11.2021	Mr. M.Martin, Field Coordinator, EDII Hub, SASTRA University, Thanjavur	Special lecture on “One Million Ideas”	www.avccengg.net/downloads/21-22MBAGL3.pdf
4	15.11.2021	Shri V.Sowmiyan, Managing Director , Ramana’s Food Products Mayiladuthurai	Orientation Programme on “My Story - Motivational Session by Successful Entrepreneur / Startup founder”	www.avccengg.net/downloads/21-22MBAGL4.pdf
5	20.10.2021	Dr.K.Prabahakaran Empanelled resource Person- SEBI and NCDEX & Ms.Nikitha Nagadev Senior Executive NCDEX.	Understanding on Commodity Derivative market , primary and Secondary Market	www.avccengg.net/downloads/21-22MBAGL5.pdf

2020-2021

S.No.	Date	Resource Person	Topic	Link
1	21.7.2020 to	8 - I MBA students are	Student Development	www.avccengg.net/downloads/20-21MBAGL1.pdf

	24.7.2020	the resource persons	Programme on “Individual Betterment Leads to Career Development” -	
2	17.07.2020	Mr. A. Vignesh, HR Specialist Amazon Inc. Bangalore, Batch: 2013 – 15	Alumni Guest Lecture on “Setting Career Goals from a Corporate's Perspective	www.avccengg.net/downloads/20-21MBAGL2.pdf
3	08.07.2020	Ms. Bhavani Arunachalam, Software Domain Analyst, Kronos incorporation, Boston, Massachusetts, USA.	An International Webinar In the title of "Change - Is it integral part of our development?"	www.avccengg.net/downloads/20-21MBAGL3.pdf

2019-2020

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1	20.05.2020	Mr. R.P. Ramanathan, Advocate & IPR Attorney, Coimbatore.	Online FDP on Intellectual Property Rights – “Myths & Facts”	www.avccengg.net/downloads/19-20MBAGL1.pdf
2	02.03.2020 to 07.03.2020	Short Term Training Programme (STTP) under AQIS 2018-19 during the financial year 2019-20. Sponsered by All India Council for Technical Education. New Delhi.	"Legal Rights of Women and Redressal Mechanism for Faculty Members"	www.avccengg.net/downloads/19-20MBAGL2.pdf

3	19.09.2019	254 students groups from Engineering & Technology, MBA were put the stall in the bazaar and sold the products with good profit.	ED Bazaar	www.avccengg.net/downloads/19-20MBAGL3.pdf
4	07.09.2019	S. Sakhivel Manikandan, HR Assistant – HR Planner Srikarikotta-ISRO. (2012-2014) Batch.	Alumni Guest Lecture on “Strategies in HR Planning special reference to ISRO”	www.avccengg.net/downloads/19-20MBAGL4.pdf
5	27.8.2019	Mr.Ramanathan, Religare Stock Broking, Mayiladuthurai.	Finance Workshop on Trading Mechanism of stock exchanges.	www.avccengg.net/downloads/19-20MBAGL5.pdf
6	07.08.2019 [AN]	A.Bhavani, M.B.A, M.Phil,M.S, Senior Business Analyst, National Grid USA, West Roxbury, Massachusetts, Boston.	International Guest Lecture on "Global Employment Opportunities for MBA Graduates at USA"	www.avccengg.net/downloads/19-20MBAGL6.pdf
7	07.08.2019 [FN]	Dr. S. Balasubramanian, Professor, Department of Civil Engineering AVCCE	Basic Investments in Capital Market	www.avccengg.net/downloads/19-20MBAGL7.pdf

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1	20.03.2019 & 21.03.2019	Dr. J. Swaminathan, & Dr. K. Keerthi, Faculty members, MBA Department, AVCCE	SPSS workshop	www.avccengg.net/downloads/18-19MBAGL1.pdf
2	25.01.2019	Mr. Billi Woodward, General Manager, Wake Forest School of Medicine. North California. United States of America	International Seminar on "Leadership- Leaders are made! - not born"	www.avccengg.net/downloads/18-19MBAGL2.pdf
3	16.10.2018	Mr. S. Saravanan, Team Head / Cluster Manager, Karvy Financial Services, Chennai.	Work shop on Investments in capital market	www.avccengg.net/downloads/18-19MBAGL3.pdf
4	07.09.2018	Mr. Ganesh kumar, Asst. Manager in Equitas Small Finance Bank, Kumbakonam, Mr. Sasikumar, Area Sales Manager at Danone India Health Products pvt. Ltd., Chennai.	Market Simulation workshop	www.avccengg.net/downloads/18-19MBAGL4.pdf
5	16.08.2018 to 20.08.2018	Entrepreneurship Awareness Camp sponsored by NSTEDB – EDII – Ahamadabad. Fund received by Dr. K. Keerthi, Faculty Member, MBA, AVCCE	EAC Camp	www.avccengg.net/downloads/18-19MBAGL5.pdf