

PEC MBA

Newsletter



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From The Editor's Desk,.....

Greetings! Wishing everyone a great and successful academic year 2024.

The Department steps into the 23rd academic year with grace. The Department is proud to bring out its Nineteenth Volume, second Issue of PEC MBA Newsletter gearing towards growth, innovation and continuous improvement. With key focus on quality improvement, innovative practices and placement record the Department has also succeeded in producing a very good academic result with 09 University rank holders in the 2021- 2023 batch.

With best wishes,

Prof. **Dr. N.Venkateswaran**
Chief Editor

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VISION

Emerge as a leading business school by empowering the next generation of managers to be globally adept, innovative, and industry-ready, while fostering responsibility and contributions to the nation.

MISSION

- *M1: Foster critical thinking and decision-making in managerial aspirants through quality education.*
- *M2: Cultivate industry-ready leaders, blending professional competence with intellectual acuity.*
- *M3: Empower students to master diverse managerial skills and competencies across functional areas.*

Program Educational Objectives (PEO)

- *PEO1: Shall possess a robust understanding of core business practices, enabling them to adeptly analyze situations and strategize effectively in decision-making.*
- *PEO2: Shall be well-versed in emerging technologies and will acquire the skills necessary to meet evolving industry competencies.*
- *PEO3: Shall be equipped with a comprehensive perspective, empowering them to tackle complex business challenges through innovative solutions.*
- *PEO4: Shall have leadership prowess, a strong ethical foundation, and a lifelong commitment to learning.*

Program Outcomes (PO)

- *PO1: Domain Knowledge - Apply knowledge of management theories and practices to solve business problems*
- *PO2: Problem Analysis - Foster analytical and critical thinking abilities for data-based decision making*
- *PO3: Leadership - Ability to develop value-based leadership ability.*
- *PO4: Environmental Sustainability - Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.*
- *PO5: Team Collaboration - Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.*
- *PO6: Life Long Learning - Display commitment to continuous learning in all functional management domains in a technology-based environment.*
- *PO7: Ingenious Skills - Ability to prioritize and demonstrate resourcefulness in taking up challenging assignments in a dynamic organizational context.*
- *PO8: Social Responsiveness and Ethics - Ability to understand the significance of social responsibility and ethics values in business for its long run sustainability in a competitive scenario.*

STUDENT'S CONTRIBUTION

5 Ways AI is Changing our World for the Better

Man has long feared the rise of the machine – his own creation becoming smarter and more intelligent than he. But while artificial intelligence and machine learning are rapidly changing our world and powering the Fourth Industrial Revolution, humanity does not need to be afraid

Creating New Jobs

“Artificial intelligence will change the workforce,” affirms Carolyn Frantz, Microsoft’s Corporate Secretary. The bleak view of AI as a job killer is but one side of the coin: while 75 million jobs may disappear, as many as 133 million more engaging, less repetitive new roles are expected to be created. AI “is an opportunity for workers to focus on the parts of their jobs that may also be the most satisfying to them,” says Frantz.

Bridging Language Divides

Whether it’s teaching new languages in a personalized way or translating speech and text in real-time, AI-powered language tools from Duolingo to Skype are bridging social and cultural divides in our workplaces, classrooms and everyday lives. Digital translation services are not “perfect,” admits Microsoft education leader Mark Sparvell, but “they offer a means of understanding” that might not otherwise be possible.

Transforming Government

Less paperwork, quicker responses, a more efficient bureaucracy – AI has the power to drastically change public administration, but are governments ready?

This tech comes with both risks and opportunities that need to be understood and evaluated. Academic Kevin Desouza believes gamification and role-playing could be the key to public servants analyzing complex cases, coming up with better solutions, and truly understanding the future of autonomous systems.

Delivering Health Care

AI has the potential to make health care “much more accessible and more affordable,” insists Paul Bates, director of NHS services at Babylon Health. Babylon, an app that offers symptom checking and fast access to physicians if needed, is providing advice to more than one million residents in central London through an AI-powered chatbot. Patients can get an accurate, safe, and convenient answer in seconds – and save health care providers’ money too.

Creating Art

Computational creativity is drastically changing the nature of art. Software, more than a tool, is becoming a creative collaborator, merging computer scientist with artist. As Austrian artist Sonja Bäumel assures, “The exhibition space becomes a lab; art becomes an expression of science, and the artist is the researcher.”

Ethics in AI in the Business World

Even though AI is widely deployed and ever-growing within the business world, it does not come without risks and ethical concerns.

An article from the International Association of Privacy Professionals titled “Lawmakers (continue to) grapple with how to regulate facial recognition” explored the congressional investigation into the “the potential risks posed by both government and commercial use of facial-recognition technology.” The article also cited “false positives,” instances of a person being mistakenly identified as someone else.

In 2018, Microsoft urged Congress to limit and regulate the use of facial recognition technology.

According to a New York Times article, “facial recognition services ... can be significantly less accurate when trying to identify women or someone with darker skin. Other systems may include security holes unlike any seen in the past. Researchers have shown that driverless cars can be fooled into seeing things that are not really there. All this means that building ethical artificial intelligence is an enormously complex task. It gets even harder when stakeholders realize that ethics are in the eye of the beholder.”

Facial recognition technology also raises the issue of privacy.

“As artificial intelligence evolves, it magnifies the ability to use personal information in ways that can intrude on privacy interests by raising analysis of personal information to new levels of power and speed,” according to the Brookings Institution.

And in some extreme scenarios, AI could also be considered dangerous. An article about AI and ethics in Harvard Magazine documents the tragic case of a

woman who was wheeling her bike across the street when she was struck and killed by a self-driving car. In that particular case, a human was in the car, but “artificial intelligence was in full control.”

How can engineers design decision trees and algorithms to ensure safety of autonomous vehicles? How can ethics be integrated into the design of autonomous vehicles? AI holds answers to these important questions.

Other ethical concerns include whether AI will replace human workers, the rise of fake media and disinformation, and creating transparency in AI decision-making, according to Forbes.

A common principle of AI ethics is something called “explainability.” According to the Brookings Institution, “the risk of producing AI that reinforces societal biases has prompted calls for greater transparency about algorithmic or machine learning decision processes and for ways to understand and audit how an AI agent arrives at its decisions or classifications. As the use of AI systems proliferates, being able to explain how a given model or system works will be vital, especially for those used by governments or public sector agencies.”

So how does a business manage ethics when it comes to artificial intelligence? TechRepublic estimates that “the majority of consumers expect companies to be accountable for their AI systems, yet about half of companies do not have a dedicated member overseeing ethical AI implementation.”

That means with the right training, background and education, there may be potential job opportunities for artificial intelligence ethics/ethical managers as businesses recognize the needs for both having AI and employing someone to oversee it.

How AI is transforming business today

AI-enabled process automation, efficiency, and other top benefits now happen at a scale and scope to deliver transformation and disruption, not just incremental gains. “AI will let us automate away a lot of the toil that people don’t like and create more moments and space for human connections, problem-solving, and collaboration,” Calhoon predicts. “There is an opportunity to use AI to make work better, certainly at Indeed but also for millions of people around the world. That is transformational.”

Hannah Calhoon, vice president of AI for Indeed, uses artificial intelligence “to make existing tasks faster, easier, higher quality and more effective.”

She points to a recent initiative in which the job matching and hiring platform company started using large language models (LLMs) to add a highly customized sentence or two to the emails it sends to job seekers about open positions that match their qualifications.

The results have been significant, particularly when considering that Indeed sends about 20 million such emails a day. Calhoon says that personalization has yielded a 20% increase in the number of candidates applying for those positions and a 13% increase in successfully landing the job.

“So one tiny little sentence is better for job seekers and employers,” she says.

Like many organizations, indeed has been using AI — and more specifically, conventional machine learning models — for more than a decade to bring improvements to a host of processes. But Calhoon said the company in the past few years has been using AI to transform its products, services, and workplace. And she expects AI to drive even more impressive innovations as both the technology and the enterprise’s ability to use it mature.

“AI changes the bundle of tasks that are in a job, and AI over time will change the nature of roles. So jobs will look much different than what they are today. That’s where we think the world is going,” she says.

Consequently, workers won’t see incremental bumps in productivity; rather, they’ll experience multifold gains in productivity. They’ll be able to perform tasks, such as computer coding, that they currently cannot do without specialized training, and they’d be able to do so at a level and speed that exceeds what the experts can do today. And they’ll have the time and ability to use AI to innovate in new ways, because AI will handle more of the mundane tasks that now take up their time.

I YEAR INAUGURATION 2024



GUEST LECTURES

The following guest lectures were conducted during the period July – Dec- 2024

S.No	Areas/ Field of GL	Speaker
1.	SOCIAL ANALYTICS FOR BUSINESS	Dr.T.A Swetha Margaret
2.	INTELLECTUAL PROPERTY RIGHTS	Dr.Anna Benedict
3.	MAXELLENCE – MANAGERIAL EXCELLENCE	Mr.S.Arun Kumar Davey
4.	EFFECTIVE COMMUNICATION MASTERY	Mr. Amos Gamaleal David
5.	RESUME BUILDING AND GROUP DISCUSSION	Mr. Amos Gamaleal David
6.	BUILDING BRIDGES – COMMUNICATION GOALS AND NETWORKING	Ms. J.Prathiba

Convocation- 2024



JASWANTHY K
RANK 1



DEEPIKA P S
RANK 2



ARTHY N I
RANK 3



SNEHA R
RANK 4



DIVYA H
RANK 5



HARIHARAN E K
S RANK 6



KAVITHA K
RANK 7



MANOH SP
RANK 8

UNIVERSITY RANK HOLDERS (APRIL-MAY 2024)

The following students secured university ranks which is a mark of academic excellence

NAME OF THE STUDENT	CGPA	RANK
JASWANTHY K	9.39	1
DEEPIKA P S	9.23	2
ARTHY N I	9.18	3
SNEHA R	9.04	4
DIVYA H	8.99	5
HARIHARAN E K S	8.95	6
KAVITHA K	8.94	7
MANOH S P	8.94	7
PRABHAVATHY S	8.88	8

SEMESTER TOPPERS

The following students are the toppers in the II Semester Examinations (Nov/Dec- 2024).

NAME OF THE STUDENT	GRADE POINTS	RANK
GOKILA D	9.276	I
JOAN ALOSIA MARY S	9.276	
ANJALI A	9.172	II
BHUVANA K	9.172	
JACULINE K	9.172	
DHANUSH RAHUL M	9.069	III
KEERTHANA R K	9.069	
RAMYASHREE A	9.069	
REVATHY K	9.069	

Convocation- 2024



PRABHAVATHY S
RANK 8

II Semester Examinations (Nov/Dec- 2024)



GOKILA D
211423631046
CGPA : 9.27
RANK : I



JOAN ALOSIA MARY S
211422631028
CGPA : 9.27
RANK : I

STUDENT PARTICIPATIONS

S.NO	EVENT	NAME OF THE INSTITUTION
1.	Launchpad Challenge South India Edition 2024 12- Dec-2024	XIME, Bangalore
2.	Paradigm- Adzap - 2024 (9/10/2024)	Ethiraj College for Women
3.	International conference on the Role of Technology and Management in Fulfilling the Sustainable Development Goals for a Green Future 29 Nov 2024	Erode Sengunthar Engineering College
4.	DRAMATISTIQUE Management Meet – Manaso '24' 06.11.2024	SRM Valliammai Engineering College
5.	A National Level Management Fest 26 th 2024 IPL Auction	Easwari Engineering College, Ramapuram
6.	A National Level Management Fest 26 th 2024 Best Manager	Easwari Engineering College, Ramapuram
7.	Tamilnadu Chief Minister's Trophy Volley Ball Sep 2024	Sports Development Authority of Tamilnadu
8.	Tamilnadu Chief Minister's Trophy Beach Volley Ball Sep 2024	Sports Development Authority of Tamilnadu

**II Semester Examinations
(Nov/Dec- 2024)**



ANJALI A
211423631014
CGPA : 9.17
RANK : II



BHUVANA K
211423631030
CGPA : 9.17
RANK : II



JACULINE K
211423631068
CGPA : 9.17
RANK : II

PLACEMENT DETAILS

1	ANDREW ARPUTHARAJ C R	NIVA HEALTH INSURANCE
2	ANGEL SHEFRINE T	NIVA HEALTH INSURANCE
3	ASIQA SHAREEN M	NIVA HEALTH INSURANCE
4	BENJAMIN SAMUEL R	NIVA HEALTH INSURANCE
5	CHRISTINA MISHAEL M	NIVA HEALTH INSURANCE
6	DEEPIKA M	NIVA HEALTH INSURANCE
7	DINESH M	NIVA HEALTH INSURANCE
8	DINESH S	NIVA HEALTH INSURANCE
9	DINESH V	NIVA HEALTH INSURANCE
10	HARINEE M	NIVA HEALTH INSURANCE
11	JANARTHANAN D	NIVA HEALTH INSURANCE
12	KAMALESH A	NIVA HEALTH INSURANCE
13	KAVIYA K	NIVA HEALTH INSURANCE
14	KAVIYA V	NIVA HEALTH INSURANCE
15	KIRTHIKAA R	NIVA HEALTH INSURANCE
16	KIRUBAKARAN V	NIVA HEALTH INSURANCE
17	LOKESH P	NIVA HEALTH INSURANCE
18	MERLIN D	NIVA HEALTH INSURANCE
19	MOORTHY G	NIVA HEALTH INSURANCE
20	PEERMOHAMED A	NIVA HEALTH INSURANCE
21	RUPA RANI P	NIVA HEALTH INSURANCE
22	SAKTHIVEL S	NIVA HEALTH INSURANCE
23	SEETHA RAMAN K	NIVA HEALTH INSURANCE
24	SWETHA B	NIVA HEALTH INSURANCE

**II Semester Examinations
(Nov/Dec- 2024)**



DHANUSH RAHUL M

211423631039

CGPA : 9.06

RANK : III



KEERTHANA R K

211423631095

CGPA : 9.06

RANK : III



RAMYASHREE A

211423631161

CGPA : 9.06

RANK : III



REVATHY K

211423631163

CGPA : 9.06

RANK : III

25	SWETHA HARINI A S	NIVA HEALTH INSURANCE
26	VARSHINEE A	NIVA HEALTH INSURANCE
27	VINOTH KUMAR P	NIVA HEALTH INSURANCE
28	YAMINI KRISHNA	NIVA HEALTH INSURANCE
29	YUGANTHAN B S	NIVA HEALTH INSURANCE
30	RAHUL A	APOLLO SUPPLY CHENNAI
31	CHIRSTINA MISHAEL M	SITUS AMC INDIA PVT LTD
32	MONISHA J	HDFC LIFE INSURANCE
33	LOKESH P	HDFC LIFE INSURANCE
34	KAVIYA V	HDFC LIFE INSURANCE
35	DINESH V	TATA CONSULTANCY SERVICES LTD
36	YUVASHREE S	OUTLEAP TECHNOLOGIES PVT LTD
37	AKILA A	BLUE WAVES STUDIO PVT LTD
38	AVULAPOLU DEVI	TECKWAUKEE
39	BRINDHA A S P	TEAMLEASE SERVICE LIMITED
40	CHRISTINA MISHAEL M	SITUS AMC
41	DHARSHINI G	INDUSIND BANK
42	HARSHAD L S	ASPIRE
43	KRISHNAKUMAR E	TVS TRAINING & SERVICES
44	MOHAMEDAADHIL A	SOCEDGE
45	MOORTHY G	HISI AUTOMOTIVES PVT LTD
46	RAHUL A	APOLLO SUPPLY CHENNAI
47	SAI BHAVANI A	MOVING WALLS INDIA PVT LTD
48	SALOMON K	XTANCIA TECHNOLOGIES
49	SHAKTHIVEL R	WELMADE LOCKING SYSTEMS
50	PADMASHRI N	HEIDELBERG IND PVT LTD

Guest Lecture - 2024
SOCIAL ANALYTICS FOR BUSINESS
Dr.T.A Swetha Margaret



Guest Lecture – 2024
BUILDING BRIDGES –
COMMUNICATION GOALS AND
NETWORKING
Ms. J.Prathiba



Guest Lecture – 2024 MAXELLENCE – MANAGERIAL EXCELLENCE

Mr.S.Arun Kumar Davey



Student Activities 2024

**Launchpad Challenge South India Edition
2024 XIME, Bangalore**





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