

# Chettinad College of Engineering & Technology, Karur

## Department of Management Studies

### News Report

**Programme Name :** MBA Inauguration and Orientation Programme -  
“Corporate Expectations from Budding Managers”

**Resource Person/Chief Guest(Optional):** Dr. G. Muruganantham, Associate Professor and Head of the Department of Management Studies at the National Institute of Technology (NIT) in Trichy.

**Date:** 04.09.2023

**Venue:** CNCET Seminar Hall.

**Number of Participants:** 90

#### Description:

The Department of Management Studies hosted a welcome session for the 15th batch of MBA students on September 4, 2023. The Chief Guest was Dr. G. Muruganantham, Associate Professor and Head of the Department of Management Studies at the National Institute of Technology (NIT) in Trichy.

Dr. S. Dharmalingam, Head of the Department of Management Studies, extended a warm welcome to the guests and the incoming students, along with their parents. Dr. A. Punitha, the Principal, delivered the presidential address. Mr. S. Sathish Kumar, the Administrative Officer, honoured the chief guest, and Mr. N. Murugesan, Assistant Professor, introduced him to the audience.

The esteemed Chief Guest, a reservoir of knowledge himself, provided numerous examples of digital business transformation and artificial intelligence (AI). He elaborated on the various opportunities emerging in the fields of finance and marketing and encouraged students to acquire technical skills to meet future corporate expectations. He also shared valuable insights from his professional experience, making the session engaging and highly informative for the students.

Dr. A. Padmapriya, Professor, concluded the event with a vote of thanks.

**Photos:**

