



## MAMBS ANNUAL REPORT 2024

**M.A.M. Business School** believes in imparting **value-based education** with **core values**. A heart filled with aspirations and ambitions on marching towards excellence, I am indeed honored to have this opportunity to present **our consistent upward graph** of our **MAM Business School achievements** and its **glorious journey of academic year 2023- 2024**.

### Inauguration of MCA

**To the greatest honor**, due to huge career opportunities in Technological field and new digital era Our MAMBS expands its wings to inaugurate MCA Branch. The **launch of our MCA Program** marks **an exciting milestone in our Institution's history**.

### 1. Admission

On account of **unique educational method in Trichy**, our reputation is flourishing exponentially. This leads to an increase in enrollment numbers and **we achieved a remarkable success of 95 % admission rate**. And our institution remains **the top choice** to students for seeking **a high-quality education in MBA & MCA**.

### 2. Anna University Rank Holders & Results

We are delighted to acknowledge and appreciate the **commendable academic achievements** of our students. **On continuing the momentum of last year 6 Anna University Ranks, this year we have doubled and achieved 13 Anna University Ranks** in the batch **2021-2023** and with the **highest number of toppers in April-May 2023 & Nov-Dec 2023** Anna University exams. The overall Pass percentage of our students was **92% with great degree of distinctions**. This has been achieved through our **strenuous teaching efforts and detailed action plan** for students centric learning methodology.

### 3. Academic Learning & Experiential Learning

#### Guest Lectures

The Guest lecturers are the **“real-world” arriving** in the classroom in order to access firsthand knowledge from prominent individuals across a variety of fields. We have organized **67** Guest lectures for the **academic year 2023-2024** through highly active MAMBS clubs such as JCI, Thanneer Club, Yi Yuva, ExNoRa, POSH, YRC, Gender, Sports, Student Association Club, ED cell, Rotaract Club, NHRD, Electoral Literacy Club, Skill Development cell.

At MAMBS, we invite **entrepreneurs, professors and subject matter experts (SME's), Industrialists, Govt Officials & Professional experts, Psychologists, Innovators, Doctors & Lawyers, Venture capitalists, Stock Market Experts & Well-known managers** to educate students and update them with the latest information on cutting-edge and current industry practices.



To mention a few, the prominent guests include **Mr. V. R. Muthu, Chief Executive Officer of Idhayam Oils, Mr. Sujith Kumar, AVP & HR Business Leader, Infosys Ltd., Founder of Maatram Foundation, Chennai, Dr. Anitha from Indian Institute of Management, (IIM, Trichy) Thiru. K. Parthiban, TNPL, Chennai, Dr. P. Sridevi, Associate Professor, NIT, Trichy.**

### **Panel Discussion**

This year **MAMBS conducted 2 Panel Discussions**, a premier platform that brought together HR professionals, industry leaders, and experts across various industry verticals. We have invited **HR Leaders from ZOHO Corporation, MRF – TCR, RIBO Industries, TVS Mobility, Omega Health Care** to discuss the trends in Human resources. And also, MAMBS was delighted to host some of the most brilliant women from Finance Sectors, Logistics, Food & Supply Chain Entrepreneurs, and Prominent Directors on Women's Day Panel Discussion. During the events, **900 Under Graduate students participated from more than 17 colleges** in the discussion.

### **Workshops & Seminars**

MAMBS organized **32 diversified workshops & Seminars** in Sector Specific domain such as **Business Analytics, Human Resources, Logistics, Finance** to introduce **new ideas, inspire to promote its business process into practice** on par with **industrial standards**. The seminars were organized from different sectors like **Logistics Facility Management, IT Consulting, Legal, Automobiles Industry, Wealth Management, AI and Automation Technology, Supply Chain, Fashion and E-Commerce**. The workshops have been undertaken based on **real-life problems and data and its solving in a practical way**,

### **Industrial Visit**

MAMBS arranged 6 industrial visits to bridge the gap between classroom teaching and practical working environment for this year in **Rane Engine Valve Limited, Tulya Beverages, V.V.V. & SONS Idhayam Production Plant at Virudhunagar**.

### **Industrial Collaborations & MOU Signed**

MAMBS focuses on **Industry-Academia collaboration to access Industry Expertise and networks for faculty and students**, to promote innovative ecosystem & **to increase career opportunities, internships and placements for graduates**. The ambition of MAMBS is to **commercialize academic start-ups** and in today's business environment, **both at the local and global level**. We are proud to announce the successful signing of an MOU with global Industrial Leaders such as **Infosys, Capgemini & ExcelR** and with colleges for **joint extension activities, sharing of resources and collaborative research**.



## SOCIETAL OUTREACH ACTIVITIES

- MAMBS aims at nurturing a **sense of social responsibility** among the students. These societal outreach and extension programs are designed to **engage in awareness programs and participate in different community-oriented projects** for developing the local and neighboring areas in **Trichy District**. Our students **volunteered with Propellor Technologies for Tamil Nadu Robotics League** in Trichy. MAMBS joined hands with **Directorate of Vigilance & Anti-Corruption, Tiruchirappalli** and organized **Vigilance Awareness Week Campaign**. In association with **Youth Red Cross & Uyir Thuli Blood bank**, MAMBS organised a **"Blood Donation Camp"**.
- **On Environmental initiatives**, our students volunteered in **Cleanliness campaign at Siruganur village**, and generated awareness of palmyra tree (**Panai Maram**), embarked on a journey of Panai cultivation by planting the saplings. A **prestigious campaign** was organized by MAMBS collaborated with **Tiruchirappalli District Corporation & Yi Club** on **"Voter Awareness through sand Sculpture"** at **Trichy Cauvery River Bed** to achieve **100% (hundred percent)** polling across Tiruchirappalli district. **Thiru. M. Pradeep Kumar, I.A.S., District Collector, Tiruchirappalli** honoured the event and appreciated MAMBS for the responsibility and deeper connection to the community.

## Research & Publications

The research culture at MAMBS is enriched with **Faculty Development Programs, conferences and open house meetings**, to discuss **many contemporary research themes** from academic institutes and research organizations.

- MAMBS has conducted **Six days FDP on Research Methodology using AI tools for 250 research scholars and academicians in Tamil Nadu**.
- This year, MAMBS faculty members and research scholars have published **2 books and 16 papers in top academic journals**. Our faculty published **131 National and International conference proceedings** to propel our **faculty's research to higher levels**.
- This year a **notable progress in research was achieved** and MAMBS conducted **2 National Conferences** to bring forth the ideas, visions and proposition of researchers, professionals, academicians. The **3<sup>rd</sup> National Conference** was based on the theme **"Business Opportunities and Challenges to Entrepreneurship"**, where **268 abstracts and papers received, 12 universities, 32 colleges and 7 states** participated from all around the Nation. The **4<sup>th</sup> National Conference** was based on the theme **"Future Trend in AI and Digital Entrepreneurship"**, where **106 abstracts and papers received, 6 universities, 10 colleges and 3 states** participated from all around the Nation.

MAMBS faculty members have gained national and international recognition for their outstanding research achievements during this period and most of their works are available in the public domain.



## Students Achievements & Awards

- MAMBS organized an **Intracollegiate 'Cultural and Sports events'** namely **Talent Spotter, Sports Fest, Zumba Fitness, Eco Friendly Diwali, Christmas, New Year, and Pongal celebrations**. And also motivate our students to participate in cultural competitions. This year **243 students participated in 19 events and competitions** organized by various colleges in Tamil Nadu. Totally, Our MAMBS students **won 32 awards and add laurels for our college** by winning in various **inter-collegiate fests** and events.
- **MAMBS students participated** in Hindustan Institute of Technology, Coimbatore, Alagappa University, Karaikudi, SASTRA Deemed University, Thanjavur, Bharathidasan University, Trichy. Our Students **Won medals, awards & Cash Prize** in Surya Engineering College, St. Joseph College of Engineering, Chennai, Dhanalakshmi srinivasan university, Perambalur, BON Secours College, Thanjavur, Jamal Mohamed College, Trichy, Periyar Maniammai University, Thanjavur in **Short Film, Adzap, Western Dance & Stock War Competitions**.
- With regard to Sports competitions, MAMBS Students actively participated in Volleyball at S.R.M, Throwball, Men & Women Chess at K. Ramakrishnan College of Engineering and Boxing competition at Govt Engineering College Bargur, Krishnagiri. **Mr. K. Hemanth, Won the Second position in the High Jump event at the Anna University Zonal Level Athletic Meet** held at Dhanalakshmi Srinivasan Engineering College, Perambalur

## B-FEST

- MAMBS organized **the flagship event, "B- FEST"** an inter-collegiate competition was held and **totally 862** students participated in the event, representing **32 colleges** spread over **10** different Districts
- In MCA, we organized **the premier event "FUTEX"- TECHNICAL MEET FOR U.G STUDENTS** an inter-collegiate competition was held, and **totally 298** students participated in the event, representing **15 colleges** spread over **5** different Districts.

## Skill Development

- **MAMBS Career Development & Placement Cell (CDP)** organized Series of Pre-Placement activities of in setting up of internship and training program of students to develop their communications and employability skills.
- MAMBS CDP Cell organized **10 Days Aptitude and Soft-skill Training** by External Trainers, Team Building and Group Discussion, Placement Opportunities and Readiness Program, **Personality Grooming Program in association with Gillette** for Boys, Unlock the dream career sessions by Training and Placement officers for various training academies and institutions namely **Dr. Anita Raja, BHC Dr. Shanmugasundaram, Phenix Academy, Dr. Senthil. K. Nathan**, Associate Dean, SRM, **Dr. Selvakumar Periyasamy, Care Group of Institutions**. Assisted by a rigorous process and trained by experts, our students honed their skills in resume preparation, group discussions, public speaking, aptitude training and communication skills.



## Placements

MAMBS has always **breaking its own placement record** and **scaling up high** every year. For MAMBS, 2023 has been a **laudable achievement year**, out of **235** students, MAMBS has placed **212** students with a remarkable achievement of **90%**.

Students **bagged new-age roles** as **Fleet Management Executives, Logistics Operations Executives, Digital Marketing Executives, Finance Managers, Executive Trainees, Relationship Manager and Financial Analyst, Business Development Manager** across **Banking, Analytics, IT, Consulting & Logistics Companies**. Some of the prominent recruiters include Pie Info comm, India Mart, Citi Union Bank, Axis Bank, Karur Vysya Bank, Sri Energy, Lens kart, HomeFirst, Conserve, Shriram Finance & Sree Jayanathan Funds. Our students have got Internship opportunities in **HCL Technologies & Twin Health**, Chennai. Over the last 3 years, our placement records have been increasing and our students have been placed with the **highest package of Rs8.5 LPA**. We have been able to attract **several top companies every year** due to the **consistent excellent performance** of our students.

## Infrastructure Development

MAMBS has been persistently focusing on **restructuring infrastructure facilities**. We have recently converted **our 3 classes into digitally smart classes with well-furnished Air-conditioned classrooms** to accommodate **60 students each** on the first floor of MAMBS Annexure Block.

## Staff Welfare

Our MAMBS **staff welfare cell aims to foster a happy environment and contribute to a vibrant atmosphere**. We have organized long term **career centric financial and investments plans** for our staff members, Personality Development and grooming sessions, quarterly **Team lunch** and **memorable Trip to Yercaud** were organized.

## Overall Achievements

MAMBS is **celebrating success** with our **Landmark Achievements** in Higher Education with **outstanding overall excellence**. To outline our all-around achievements, we have produced **the highest numbers of 13 Anna University Rank Holders**, increased our **Students Intake**, notable increase in our **Research Publications**, created **new entrepreneurs** and **achieved the highest placements records in 2024**.

To conclude, this academic year is a **rewarding year for MAMBS** and I want to place on record that all these achievements were possible because of the commitment of all concerned, the Management and the Industrial Experts. Numerous activities which are successfully carried out by MAMBS are insignia of the constant and untiring efforts of the faculty and students. Proceeding that, we will continue to enter **new ventures and reach new milestones** in the upcoming years.

I **thank the Almighty** for steering us through the achievements of this year and showering us with numerous blessings profusely. Thank you one and all.