K.RAMAKRISHNAN COLLEGE OF ENGINEERING

ACADEMIC YEAR (2026-27)

MASTER OF

BUSINESS ADMINISTRATION



Faculty Induction Programme

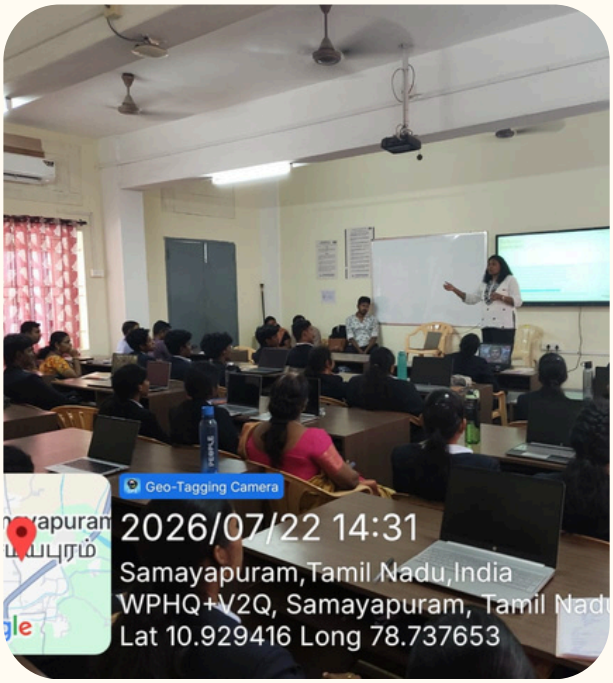
16 & 17 JULY 2026

The academic year began with a two-day Faculty Induction Programme for the teaching community. The sessions familiarised faculty with the institution's vision, academic practices and student-centric approach. Interactive discussions helped members align on teaching methods, evaluation standards and mentoring goals. The programme set a collaborative tone for the semester ahead..

Data Analytics & R Programme

22 JULY 2026

A hands-on Data Analytics & R Programme introduced participants to data-driven decision making. Attendees explored the basics of R, data handling and visualisation techniques. The session showed how analytics supports business insight in areas such as marketing, finance and operations. It gave students a practical skill set valued across industries.





Abdul Kalam Memorial Day

27 JULY 2026

The college observed Abdul Kalam Memorial Day to honour the life and legacy of the Missile Man of India. Students and faculty remembered his contributions to science, education and nation-building. His message of dreaming big and working with integrity inspired everyone present. The day reaffirmed the value of vision, humility and lifelong learning.



Orientation Programme

31 JULY 2026

The Orientation Programme welcomed new students into the MBA family. The chief guest, Mr. Ajith Selvaraju, Founder & CEO of N'KISI Global Consultancy, shared valuable insights on careers and the demands of the corporate world. Students were introduced to the curriculum, campus facilities and academic expectations. The event gave newcomers a confident and motivating start.

Fresher's Day

20 AUGUST 2026

Fresher's Day brought the campus alive with music, performances and games to welcome the new batch. Seniors extended a warm greeting, helping first-year students feel at home. The celebration encouraged friendships across batches and showcased the talent of the student community. It was a memorable evening of fun, unity and belonging.



AI Simulation

27 AUGUST 2026



The AI Simulation session, led by Mr. Alagiri, gave students a practical look at how artificial intelligence is shaping modern business. Through simulated scenarios, participants saw how AI tools support decisions in areas such as operations, marketing and analytics. The interactive format encouraged questions and active learning. Students left better prepared for an AI-driven workplace.

Deckhunt '26

31 AUGUST 2026



Dechunt '26 gave students a lively platform to test their ideas, teamwork and quick thinking. Participants took part in engaging rounds that rewarded creativity and problem-solving. The event built a spirit of healthy competition and collaboration among teams. It was a vibrant addition to the academic calendar.

Enthusia

3 SEPTEMBER 2026

Enthusia, the college's cultural event, brought students from various schools together on one vibrant stage. Participants competed in a range of cultural events, showcasing their talent in music, dance and the performing arts. The event encouraged friendly competition and creativity among young performers. It filled the campus with energy, colour and a spirit of celebration.

Teachers' Day & Alumni Talk on Convocation

5 SEPTEMBER 2026



Teachers' Day was celebrated with gratitude and warmth, as students honoured the guidance of their faculty. The day also featured an alumni talk on convocation, where a former student shared experiences from their journey and what graduation means. The conversation inspired current students to aim high and value the learning process. It was a heartfelt blend of respect, reflection and inspiration.

Industrial Visit (IV)

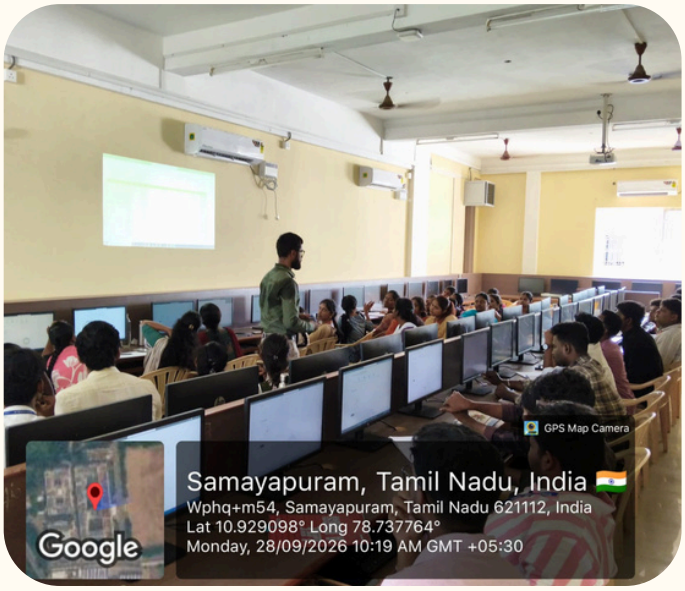
24, 25 & 26 SEPTEMBER 2026



A three-day Industrial Visit offered students first-hand exposure to real business operations. They observed work processes, interacted with industry professionals and connected classroom concepts to practice. The visit deepened their understanding of operations, management systems and workplace culture. It was a valuable learning experience beyond the classroom.

Power BI Session

28 SEPTEMBER 2026



The Power BI session taught students how to turn raw data into clear, interactive dashboards. Participants learned the basics of data modelling, visualisation and report building. The training highlighted how business intelligence supports faster, smarter decisions. It strengthened students' analytical skills and added a practical tool to their résumés

Motivational Session

29 SEPTEMBER 2026

A Motivational Session bY Mr.K Gothandaraman inspired students to set clear goals and stay resilient in the face of challenges. He spoke on discipline, positive thinking and continuous self-improvement. The talk encouraged students to turn effort into achievement, in academics and in life. It left the audience energised and focused for the months ahead.



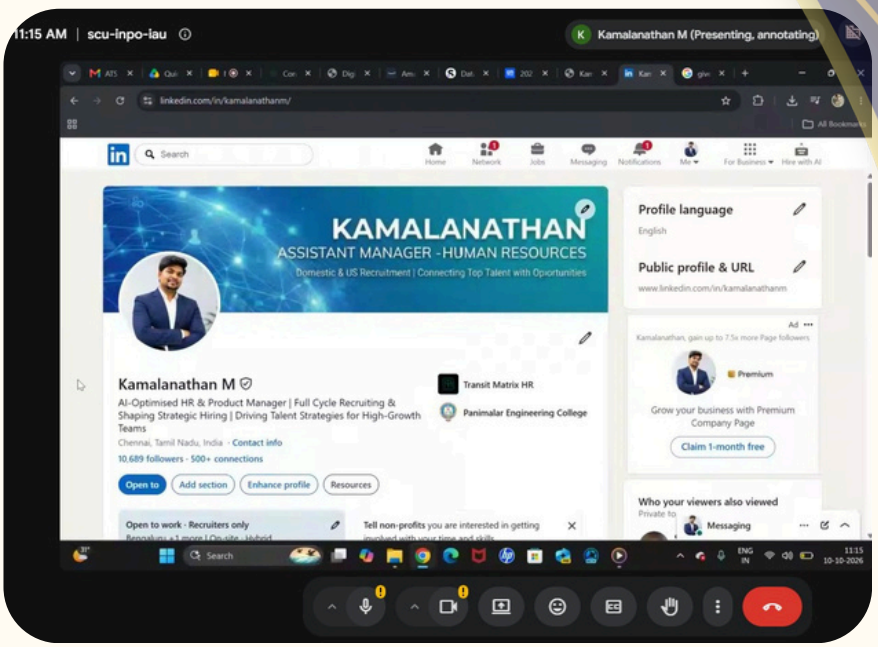
Product Launch

29 SEPTEMBER 2026

Mr. Alagiri led a product launch session that gave students a real look at how a new product is introduced to the market. Participants learned about positioning, target audience and launch planning. The live example connected marketing and entrepreneurship concepts from the classroom with practice. It sparked ideas and questions among aspiring entrepreneurs.

ATS Resume Building Workshop(I MBA)

10 OCTOBER 2026



A workshop on building ATS-friendly resumes was conducted for first-year MBA students. Participants learned how applicant tracking systems screen resumes and how to use keywords, clean formatting and clear achievements. Practical tips helped students present their skills and experience effectively. The session prepared them for the placement journey ahead.

World Students' Day - Dr. APJ Abdul Kalam's Birthday

15 OCTOBER 2026



World Students' Day was observed on the birth anniversary of Dr. APJ Abdul Kalam, the beloved teacher and People's President. Students recalled his lifelong belief in learning, curiosity and service to the nation. His words and example inspired the community to dream big and work with dedication. The day celebrated students as the builders of tomorrow.

ATS Resume Building Workshop (II MBA)

17 OCTOBER 2026

Second-year MBA students attended a workshop on creating resumes that pass applicant tracking systems. The session covered structure, keyword use and how to highlight internships, projects and achievements. Participants received practical feedback to sharpen their resumes before placement season. It was a timely step towards career readiness.

