

Specialisation Orientation Workshop Week 2026

The Department of Management Studies successfully organised the Specialisation Orientation Workshop Week 2026 for MBA students, offering valuable industry exposure and supporting them in making informed specialisation choices. Conducted by industry experts across diverse domains, the workshops enabled participants to gain insights into current trends, career opportunities, and practical applications within their areas of interest.

Marketing Orientation Workshop – 1 June 2026

The Marketing Orientation Workshop was led by Mr Ajith Selvaraju, Founder and CEO, N'Kisi. The session explored contemporary marketing strategies, consumer behaviour, digital marketing trends, and startup brand development. Drawing on real-world experiences from N'Kisi's entrepreneurial journey, students gained practical insights into applying marketing concepts and understanding the challenges of building brands in competitive markets. Interactive discussions and Q and A sessions further strengthened students' awareness of career opportunities and industry expectations within marketing.

Finance Orientation Workshop – 2 June 2026

The Finance Orientation Workshop was conducted by Mr Ajay T. S., Consultant and Trainee, HDFC Bank. The session provided a broad overview of the finance sector, covering banking, financial services, and emerging industry developments. Students gained a deeper understanding of career prospects, essential professional competencies, and the evolving scope of finance in a technology-driven global economy. The workshop enabled participants to evaluate specialisation options and future career pathways in finance.

AI and Data Science Orientation Workshop – 3 June 2026

The AI and Data Science Orientation Workshop featured Mr Kollu Manoj Kumar, Data Engineer, TCS, as the resource person. The session introduced students to the fast-evolving fields of Artificial Intelligence and Data Science and demonstrated their growing relevance across industries. Through practical examples and industry perspectives, participants developed awareness of emerging technologies, future career possibilities, and the increasing importance of analytical and technical capabilities in the digital era.

Logistics and Supply Chain Orientation Workshop – 8 June 2026

The Logistics and Supply Chain Orientation Workshop was delivered by Ms Deepthy C., Strategic Global Project Manager, Labcorp. The session highlighted the critical role of logistics and supply chain management in today's global business environment. Students were introduced to supply chain operations, international logistics networks, and evolving industry trends. The workshop offered valuable professional insights and encouraged students to explore opportunities within this dynamic and expanding sector.

Human Resource Management Orientation Workshop – 10 June 2026

The Human Resource Management Orientation Workshop was conducted by Mr Srinivas B., HRP Leader, JP Morgan Chase. The session covered essential HR functions from talent acquisition, employee engagement, performance management, learning and development, workplace diversity, and the influence of technology on HR practices. Through real-world examples, students gained an understanding of the strategic contribution of HR to organisational success and explored career opportunities within the field.

The Specialisation Orientation Workshop Week proved highly beneficial for MBA students by connecting academic learning with industry practices. The sessions delivered practical insights across Marketing, Finance, Artificial Intelligence and Data Science, Logistics and Supply Chain Management, and Human Resource Management, helping students make informed specialisation decisions while gaining greater clarity about future career opportunities.