

## Department of Management Activities 2025-26

### Association Inaugural and Freshers Programme – 05.08.2025

The Department Association was inaugurated by Dr. N. Krishnamoorthy, Head and Associate Professor, Department of Management, Sri Vasavi College, Erode. The office bearers for the academic year 2025–2026 were introduced, and the programme concluded with vibrant cultural performances by students.



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## Insurance Awareness Programme – 22.08.2025

Mrs. Fema Merin Jacob, Senior Business Manager, The New India Assurance Co. Ltd., Gobichettipalayam, delivered an insightful session on the significance of general insurance and various insurance schemes, creating awareness among students about financial security and risk management.



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## One-Day Financial Awareness Programme for Young Investors – 10.09.2025

Mr. Balusamy S, Chief Strategic Officer, KSR Educational Institutions, guided students on financial planning, investment opportunities, mutual funds, shares, and savings strategies, encouraging informed financial decision-making.



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## Workshop on Data Analysis with SPSS Tool – 27.01.2026

Mrs. D. Kalaiselvi, Assistant Professor, Erode Sengunthar Engineering College, conducted a practical workshop on SPSS, providing hands-on training in data analysis techniques and research applications.



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## Marketing Expo 2K26 – 29.01.2026

Students actively participated in Marketing Expo 2K26 by organizing stalls and showcasing marketing skills. The event provided valuable entrepreneurial exposure through interactions with reputed automobile and telecom brands.



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## One-Day Workshop on Digital Marketing – 30.01.2026

Mr. T. Lokesh, Technical Trainer, Extol Tech Solutions, Erode, demonstrated various digital marketing tools and techniques, including SEO, social media marketing, content creation, and online advertising.



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## Skill Development Programme – ESCAPE: The Secret to Success – 09.02.2026

Dr. M. Sengalliappan and Prof. S. R. Sathya Narayanan delivered motivating sessions on leadership, communication, confidence building, goal setting, and career development, inspiring students to achieve personal and professional success.



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