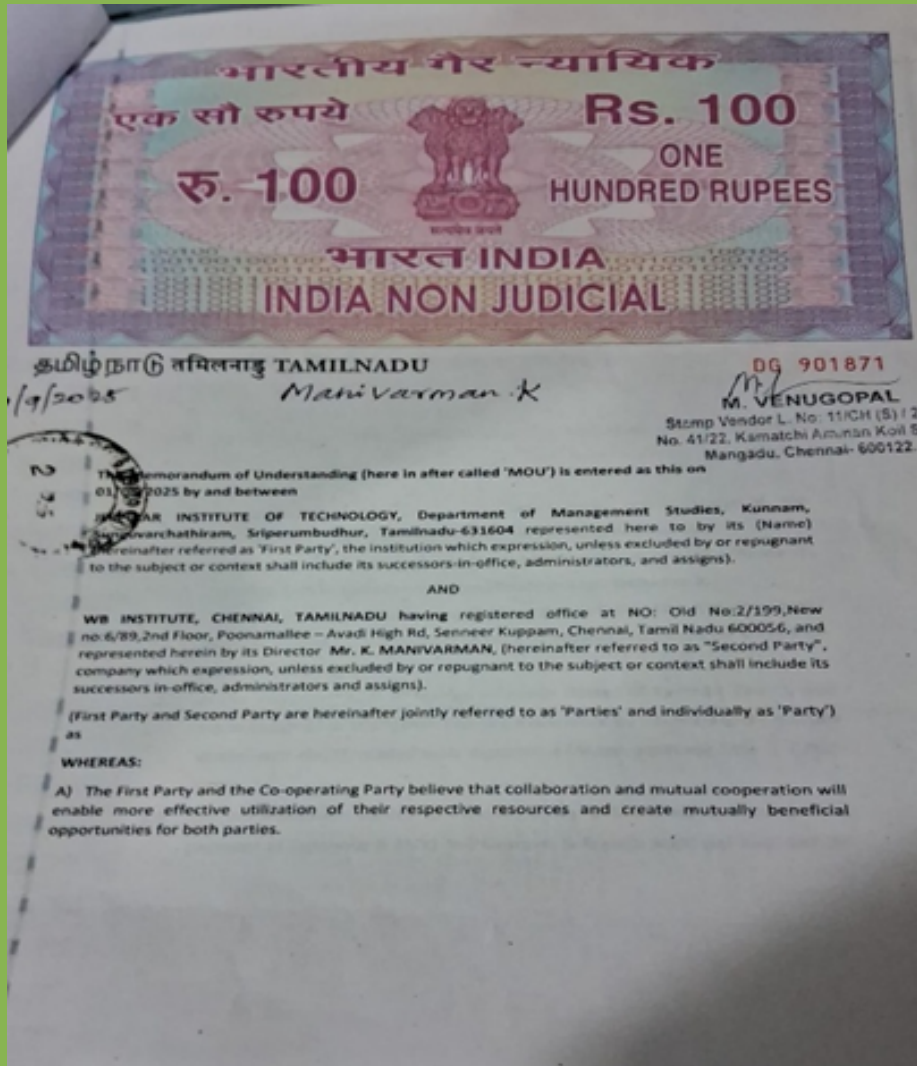


***DEPARTMENT OF MBA***

***NEWS LETTER & MAGAZINE***

***NOV -2025***

# Memorandum of Understanding (MoU)



*A Memorandum of Understanding (MoU) was signed between Jeppiaar Institute of Technology (JIT) and WB Institute, Chennai, Tamil Nadu, on 01.11.2025 for collaborative operations, including foreign language training (German, Japanese, and French), coaching for competitive examinations, and other academic activities.*

***Research Methodology event on Intellectual Property Rights on 18/11/2025 at 09.00 am***  
***Resource person Dr M.Benisha Astt. Professor ECE Department JIT Chennai***



**JEPPIAAR INSTITUTE OF TECHNOLOGY**  
(AN AUTONOMOUS INSTITUTION)

SELF BELIEF / SELF DISCIPLINE / SELF RESPECT  
KUNNAM, SINGUVARCHATRAM, SRIPERUMBUDUR, TAMILNADU -631604  
WEBSITE: WWW.JEPPIAARINSTITUTE.ORG/ 004-27159000

**VISION :** Jeppiaar Institute of Technology aspires to provide technical education in futuristic technologies with the perspective of innovative, industrial, and social applications for the betterment of humanity

**DEPARTMENT OF MANAGEMENT STUDIES**  
**ORGANIZING'**  
**RESEARCH METHODOLOGY EVENT**  
**"IMPORTANCE ON INTELLECTUAL PROPERTY RIGHTS IN MODERN BUSINESS"**

**RESOURCE PERSON**

**DR. M. BENISHA**  
ASSISTANT PROFESSOR,  
DEPARTMENT OF ELECTRONICS AND COMMUNICATION  
ENGINEERING (ECE)  
JEPPIAAR INSTITUTE OF TECHNOLOGY

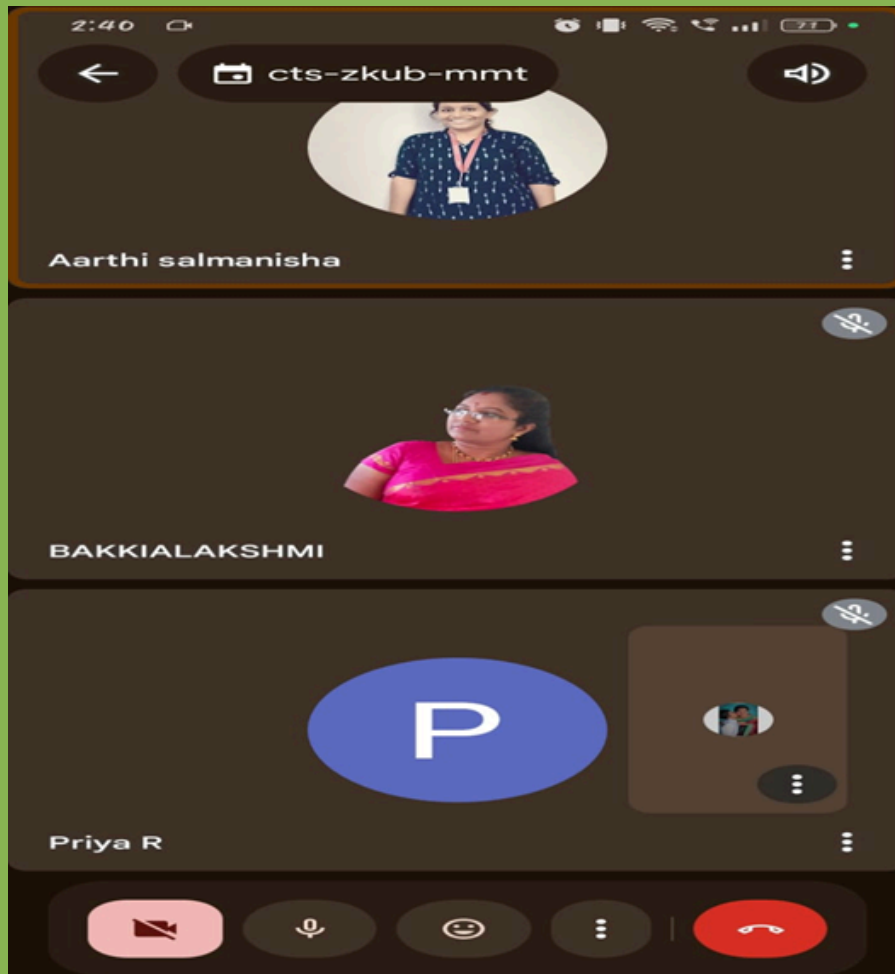
**18.11.2025** **9:00 A.M** **MBA LAB**

The poster features logos for JEPPIAAR INSTITUTE OF TECHNOLOGY, A+ ACCREDITED, NBR NATIONAL BUREAU OF RESEARCH, and IDEALab. It also includes a vision statement, event details, and a portrait of the resource person, Dr. M. Benisha.



***On 18 November 2025 at 9:00 a.m., a Research Methodology session on Intellectual Property Rights was conducted at JIT, Chennai. The resource person, Dr. M. Benisha, Assistant Professor, ECE Department, delivered an insightful lecture highlighting the importance of IPR in academic research, innovation, and ethical scholarly practices.***

## *Mock HR Interview session on 29 November 2025*



*A Mock HR Interview session was conducted on 29 November 2025 by Ms. Arthi, Senior HR Head and distinguished alumna of JIT, for 20 first-year MBA students.*

*The initiative aimed to assess students' employability skills, communication abilities, and professional readiness. Through personalized feedback and real-time interview simulations, students gained valuable insights into industry expectations. The session significantly contributed to enhancing their confidence, refining their presentation skills, and preparing them effectively for future placement opportunities.*



**Ms. SANDHYA KUMARI**  
**I YEAR MBA 2025-2027**

### ***Legal Aspects in Business***

***Legal aspects in business play a crucial role in ensuring that organizations operate within the framework of the law while maintaining ethical and responsible practices. Every business, whether small or large, must comply with regulations related to contracts, taxation, labour laws, intellectual property, and consumer protection. Understanding these legal requirements helps companies avoid disputes, penalties, and operational disruptions. Contracts form the foundation of business relationships, defining the rights and obligations of all parties involved. Labour laws safeguard employee welfare by regulating wages, working conditions, and workplace safety. Intellectual property laws protect innovations, brand identity, and creative works, enabling businesses to maintain a competitive edge. Additionally, consumer protection laws ensure product quality and fair trade practices.***

***By being aware of legal obligations and adopting a proactive compliance approach, businesses can build trust, enhance credibility, and achieve sustainable growth. In today's globalised environment, companies must also be aware of international trade laws, cybersecurity regulations, and environmental standards. Legal awareness empowers managers to make informed decisions, manage risks, and handle disputes effectively. Therefore, understanding legal aspects is not just a requirement but a strategic tool for long-term success in the business world.***





**Ms. SIVARANJANI**  
**I YEAR MBA 2025-2027**

### ***Language Proficiency and Management Skills***

***Language proficiency and management skills are two essential competencies that significantly influence a professional's ability to lead, communicate, and succeed in today's dynamic business environment. In an increasingly globalized world, managers must interact with diverse teams, clients, and stakeholders. Effective communication—both verbal and written—forms the foundation of leadership, negotiation, conflict resolution, and team coordination. When managers are proficient in language, they can express ideas clearly, understand others accurately, and build meaningful professional relationships.***

***Strong language skills also enhance decision-making. Clear communication minimizes misunderstandings, ensures accurate information flow, and enables managers to convey expectations, goals, and feedback efficiently. In multicultural workplaces, knowledge of additional languages, such as English, French, German, or Japanese, helps managers engage with international clients, adapt to cultural differences, and create a more inclusive work environment. Language proficiency therefore serves as a strategic tool for global business management.***

***Alongside communication, management skills—such as planning, organizing, problem-solving, and leadership—are vital for achieving organizational objectives. These skills allow managers to allocate resources effectively, motivate employees, and respond to challenges with confidence. Effective managers combine analytical thinking with interpersonal abilities to create a productive and positive work culture. When language proficiency is paired with strong management skills, it produces competent, influential leaders capable of navigating complex business situations. This combination boosts professional credibility, enhances teamwork, and improves organizational performance. Ultimately, mastering language and management skills empowers individuals to excel in their careers and contribute meaningfully to their organizations.***



***Ms. JAYASREE . J***  
***I YEAR MBA 2025-2027***

### ***Modern Investment Techniques***

***Modern investment techniques have transformed the way individuals and institutions manage their financial portfolios, offering smarter, data-driven, and diversified approaches to wealth creation. In today's digital era, investment decisions are no longer based solely on traditional methods but are increasingly supported by technology, analytics, and global market integration.***

***One of the most prominent modern techniques is algorithmic trading, where computer programs automatically execute trades based on predefined strategies. This reduces human error, increases speed, and helps investors capture market opportunities instantly. Robo-advisors have also become popular, providing automated portfolio management using artificial intelligence. They analyse risk profiles, market trends, and financial goals to suggest optimal investment strategies at a lower cost.***

***Another key technique is portfolio diversification across asset classes such as equities, bonds, commodities, real estate, and international markets. Modern investors also use Exchange-Traded Funds (ETFs) and index funds, which offer broad market exposure with lower risk and expenses. Systematic Investment Plans (SIPs) allow gradual, disciplined investing, making them ideal for long-term wealth creation.***

***The emergence of cryptocurrencies and blockchain-based assets has opened new avenues for high-risk, high-reward investments. Investors also rely on fundamental and technical analysis tools, supported by advanced software, to understand market signals and make informed decisions.***

***Sustainable and ethical investing, including ESG (Environmental, Social, Governance) strategies, is gaining popularity as investors seek long-term growth with social responsibility. Overall, modern investment techniques combine technology, analytics, and diversified strategies to help investors achieve financial stability and future growth in an ever-evolving market.***

***DEPARTMENT OF COMPUTER  
SCIENCE AND ENGINEERING***

***NEWS LETTER & MAGAZINE***

***NOVEMBER -2025***