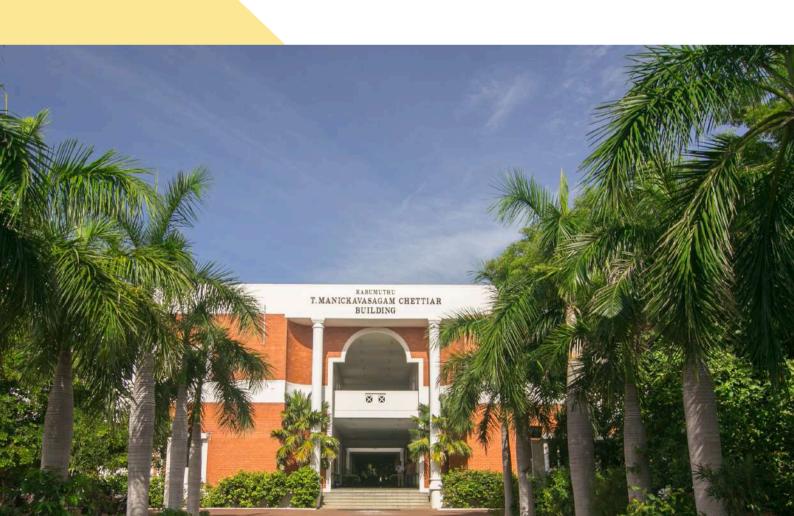


**MDP** 

# NEWSLETTER

## **OCTOBER 2025**



## About TSM - MDP

Founded on a legacy of academic excellence, TSM is a top-tier business school in South India dedicated to developing future-ready leaders through a balance of rigorous academic programs and hands-on industry experiences. The school emphasizes critical thinking, ethical leadership, and real-world applications, making its graduates well-equipped for the evolving demands of the corporate world. TSM's faculty comprises experts who bring both academic knowledge and industry insights to the classroom, fostering a smart learning environment that values innovation and strategic decision-making.



TSM's Management Development Programs (MDPs) are crafted to meet the unique needs of professionals and organizations, offering insights into contemporary business challenges and skill-building for sustained success. Through MDPs, TSM covers diverse areas such as interpersonal effectiveness, analytics, leadership, etc., enabling participants to enhance their practical skills and strategic vision. The institution's commitment to social responsibility and ethical business practices is woven throughout its programs, preparing participants to make meaningful contributions to their fields and communities.

## TSM to Host FOSGRIE 2026: A Global Dialogue on Sustainability and Responsible Growth

Thiagarajar School of Management (TSM), Madurai, is pleased to announce the International Conference on Frontiers of Sustainability – Global Responsibility for Innovation & Entrepreneurship (FOSGRIE 2026), scheduled from 22 - 24 January 2026.



This global academic forum aims to foster interdisciplinary discussions on sustainability, innovation, and responsible growth, emphasizing critical areas such as climate change, social equity, and digital transformation. The conference seeks to provide a platform for academicians, researchers, policymakers, and industry professionals to exchange insights and promote actionable solutions for a sustainable future.

The official launch of the FOSGRIE 2026 logo and brochure was held on 12 September 2025 at Thiagarajar School of Management (TSM), Madurai. The event was graced by **Dr. Murali Sambasivan**, Director, TSM; **Dr. Selvalakshmi M**, Principal, TSM; and **Dr. K. Mathiyazhagan**, Conference Convenor, along with faculty members of TSM and overseas organizing committee members.



The conference is being organized in collaboration with several prestigious international institutions, including ICN Business School, France, Università degli Studi di Napoli Federico II, Italy, University of Sussex, United Kingdom, Center for Regional Economics Research, Vietnam, and Universiti Teknologi Brunei (UTB), Brunei. These partnerships highlight the global academic collaboration and interdisciplinary commitment toward promoting sustainability, innovation, and responsible entrepreneurship.

The Organizing Committee comprises distinguished scholars and academic leaders from across the globe, including Dr. Isotilia Costa Melo from ICN Business School, Paris, France; Dr. Veronica Scuotto from Università degli Studi di Napoli Federico II, Italy; Dr. Nachiappan Subramanian from the University of Sussex, United Kingdom; Dr. Nguyen-Quynh-Nhu Ngo from Ton Duc Thang University, Vietnam; Dr. Mohamed Saleem Haja Nazmudeen from Universiti Teknologi Brunei, Brunei; and the Faculty of Thiagarajar School of Management, Madurai, India. Together, this team brings a wealth of global expertise and academic excellence to the successful organization of FOSGRIE 2026.

Renowned global leaders, distinguished academicians, and industry experts in the fields of management, sustainability, innovation, and entrepreneurship will grace the conference as keynote speakers. They will share their insights, research experiences, and transformative ideas through thought-provoking keynote addresses and interactive sessions, offering participants a unique opportunity to engage with visionary thinkers who are shaping the global discourse on sustainable development, responsible leadership, and innovative business practices. These sessions aim to inspire meaningful dialogue, foster collaboration, and provide valuable perspectives on emerging global challenges and opportunities.





The conference offers exceptional opportunities for academic and professional growth. Participants will have the chance to publish their research in ABDC and Scopus-indexed journals, ensuring wide visibility and recognition in the global academic community. To encourage excellence and innovation, awards will be presented for the Best Research Paper, Best Innovative Idea, and Best Societal Impact Paper. The conference will feature diverse tracks on sustainability, innovation, leadership, green economy, and responsible business, fostering interdisciplinary learning and dialogue. Additionally, it provides a dynamic platform for networking with international experts, scholars, and policymakers, enabling meaningful collaborations and knowledge exchange across borders.

Let's collaborate to make a lasting impact on our planet and communities, driving meaningful change, fostering innovation, and building a more sustainable and equitable world for generations to come.

## TSM FACULTY AMONG TOP 2% MOST INFLUENTIAL SCIENTISTS IN THE WORLD – 2025



Dr. Murali Sambasivan: Featured in the Top 2% list for 2021, 2023, 2024, and 2025.

Dr. K. Mathiyazhagan: Featured in the Top 2% list for 2023, 2024, and 2025

Thiagarajar School of Management proudly celebrates a remarkable achievement as Dr. Murali Sambasivan (Director, TSM) and Dr. K. Mathiyazhagan (Professor & Head of Research Center, TSM) have been recognized among the Top 2% of the Most Influential Scientists in the World – 2025, as listed by Stanford University, USA (Elsevier BV).

This recognition stands as a testament to their outstanding research impact, scholarly contributions, and academic leadership. It also reinforces TSM's commitment to excellence in research and education.

## CSR HEALTH CAMP 2025: PROMOTING COMMUNITY WELL-BEING AT TSM

We're delighted to share the success of the CSR Health Camp, a meaningful initiative organized by RBL Bank in collaboration with Thiagarajar School of Management (TSM). Held on September 10, 2025, at the TSM campus, the event focused on fostering a culture of health and well-being within our community







The health camp offered a comprehensive range of diagnostic services aimed at promoting early detection and preventive care. Participants underwent assessments for blood pressure and complete blood count (CBC), random blood sugar levels, and total cholesterol to monitor cardiovascular and metabolic health. In addition, thyroid function was evaluated through TSH testing, Vitamin D and Vitamin B12 levels were checked to identify probable deficiencies. To further support overall well-being, the camp also featured basic eye screening, along with the provision of free eyesight glasses for those in need.

A total of 94 TSM staff members benefited from this valuable initiative, receiving preventive healthcare and guidance to promote a healthier lifestyle.

We extend our heartfelt thanks to RBL Bank for their generous support and to our TSM community for their enthusiastic participation. Together, we continue to build a healthier, happier campus.

### Quantrix Workshop on Generative AI & Agentic AI: Redefining the Future of Work

Quantrix – The Analytics and Consulting Club of TSM, proudly hosted a Workshop on Generative AI & Agentic AI on 20 September 2025, marking another milestone in our journey to equip students with cutting-edge knowledge in analytics and emerging technologies.



The session offered in-depth insights into key AI concepts, including an overview of Generative AI, the foundations of Agentic AI, frameworks and best practices, protocols with hands-on exercises, and practical applications for building AI-based agents.

A special note of gratitude goes to our Chief Guest, **Dr. Ramkumar Manoharan**, Founder of TensorLearners, for delivering a highly engaging and insightful session. His real-world perspectives and practical demonstrations made complex AI concepts accessible and impactful for all participants.

These powerful takeaways inspired students to learn, unlearn, and relearn in this rapidly evolving AI landscape.

AI does not replace jobs; it redefines the way we work.

#### Highlights of the Event

- ✓ Overview of Generative AI and its transformative capabilities.
- ✓Introduction to Agentic AI and its core frameworks.
- Exploration of best practices, protocols, and practical applications.
- ✓ Hands-on exercises that allowed students to experience building Albased agents.
- ✓Interactive Q&A sessions encouraging critical thinking and discussion.





Gratitude is extended to Dr. Nataraj
Balasubramanian, Chief Coordinator and
Head of Quantrix Club, for his continued
guidance and support. The active
participation of I MBA and second-year
students made the event dynamic and
enriching.

This workshop marked another milestone in Quantrix's ongoing efforts to empower students with future-ready skills in AI, analytics, and consulting.

# TSM Alumnus Represents India at the Prestigious AISTS Global Workshop, Switzerland



"This achievement is a reminder that with passion and perseverance, local dreams can create global impact"

Thiagarajar School of Management (TSM) takes immense pride in celebrating the remarkable achievement of Mr. Jude James, alumnus of the PGDM Batch of 2023, who recently participated in the Global Sports Management Workshop organized by the International Academy of Sport Science and Technology (AISTS) in Lausanne, Switzerland, held from 8 to 19 September 2025.

The workshop, known for its exclusivity, brings together a select group of emerging sports management professionals from around the world. Mr. Jude was among the distinguished candidates nominated by AISTS India, representing a growing network of professionals shaping the future of global sports.

AISTS, globally recognized for its mission to advance the management of sports through education and research, integrates multidisciplinary perspectives from human sciences, life sciences, and engineering. Its certified professionals have consistently played pivotal roles in major international sporting events, including the Olympic Games.



After completing his Post Graduate Diploma in Management (PGDM) at TSM, Mr. Jude began his corporate journey with Tata Consumer Products, where he gained valuable industry experience before pursuing his passion for sports management. He subsequently completed a Postgraduate Programme in Sport Management and has since contributed to several prominent national sporting events as a sports manager and technician, including The Neeraj Chopra Classics 2025 held in Bengaluru.

Adding to his impressive list of accomplishments, Mr. Jude was honored with the Bank of Baroda Achiever's Award in the Best Sportsperson category in 2023 at TSM, in recognition of his excellence and dedication both on and off the field.

TSM congratulates him on this distinguished international recognition and takes pride in his journey from Madurai to Lausanne — a reflection of the institution's enduring commitment to nurturing leaders who excel across diverse domains.

### Interactive Session on Innovation and MSME Growth at TSM

Thiagarajar School of Management (TSM) had the privilege of hosting Mr. Mahesh Dharam, CEO of Kandeefactory, for an insightful and inspiring interactive session with students. The session provided a deep dive into the power of innovation-driven thinking and operational excellence in enabling MSMEs to remain competitive, adapt to change, and achieve sustainable growth.





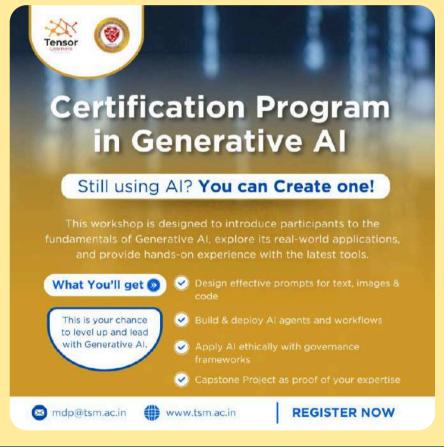
Through real-world examples, **Mr. Dharam** shed light on the strategic and operational challenges that small and medium enterprises face in today's rapidly evolving business landscape. Students gained valuable perspectives on turning challenges into opportunities, learning how innovation, agility, and efficient execution can strengthen businesses and help them scale effectively.

This interaction encouraged students to think beyond conventional approaches and embrace entrepreneurial mindsets — essential for driving impact in both startups and established organizations.

We extend our heartfelt appreciation to Mr. Mahesh Dharam for his inspiring words, practical insights, and for motivating our community to think boldly, act efficiently, and innovate continuously.

## TSM Launches Generative AI Certification Program in Collaboration with TensorLearners

In a significant step toward advancing future-focused learning, Thiagarajar School of Management (TSM) has officially launched its Certification Program in Generative AI in collaboration with TensorLearners, a leading AI solutions provider. This program marks a major milestone in TSM's mission to empower professionals with cutting-edge skills that integrate business leadership and emerging technologies.



initiative is designed The bridge the gap between management education and AIdriven innovation, equipping professionals, entrepreneurs, and decision-makers with hands-on expertise to leverage Generative AI for strategic growth. At a time industries being when are reshaped by rapid technological advancements, this program positions TSM as a frontrunner in preparing future-ready leaders who can drive meaningful impact.

#### **Academic Excellence Meets Industry Expertise**

The program is structured through a strategic academic-industry partnership, combining TSM's legacy of management education with TensorLearners' domain expertise in Generative AI, agent development, and orchestration frameworks. Participants will gain a robust understanding of key concepts, tools, and frameworks, including prompt engineering, generative models, and agentic AI systems, along with governance and ethical considerations. Through immersive lab sessions, case-based learning, and a capstone project, learners will acquire practical skills to build and deploy AI-driven solutions in real-world business contexts.

#### **Enabling Professionals to Lead in the AI Era**

Generative AI is redefining how organizations innovate, optimize, and compete. Recognizing this transformation, the program is tailored to help early and midcareer professionals, entrepreneurs, tech enthusiasts, and corporate leaders stay ahead of the curve. The curriculum emphasizes practical application, empowering participants to use AI for business growth, operational efficiency, and strategic transformation.





In addition to technical mastery, the program underscores responsible and ethical AI adoption, ensuring that learners develop not just competence, but also the strategic mindset and governance perspective required to lead AI initiatives effectively and sustainably.

**Program Schedule** 

- ✓ Program Duration: 8 Days
- Schedule: Every Sunday
- **✓** Timings: 10:00 AM to 5:00 PM

Highlights of the Certification

- Prompt Engineering Designing effective prompts for text, images, and code.
- ✓ Generative Models Hands-on with Transformers. GANs, and Diffusion Models.
- AI Agents & Orchestration Building autonomous systems using LangChain, n8n and AutoGPT.
- ✓ AI Agent Framework & Protocols Architecting intelligent agents and establishing standardized communication protocols.
- Governance & Ethics Ensuring responsible AI practices.
- Capstone Project End-to-end AI solution for realworld impact.

#### **Strengthening TSM's Legacy of Innovation**

The collaboration with TensorLearners reflects a shared commitment to innovation, practical learning, and industry impact. By combining academic depth with technological expertise, this initiative equips professionals to thrive in the era of AI-led transformation.

### **TSM Students Shine at Chief Minister's Trophy 2025**

On 23 September, 2025 Thiagarajar School of Management (TSM) continues to make its mark not only in academics but also in sports excellence. The institution takes immense pride in announcing that **Miss Kirupavi Palanisamy** and **Miss Preethi Sharon**, representing TSM, achieved a remarkable feat at the Chief Minister's Trophy 2025, held at the Racecourse, Madurai.

skill and Showcasing exceptional determination, the talented duo secured Third Place, earning the Bronze Medal in the Women's Doubles Shuttle Badminton Their impressive category. performance earned them a cash prize of ₹1000 each, presented in recognition of their consistent hard work and sportsmanship throughout the tournament.





The Chief Minister's Trophy, a prestigious state-level event, aims to encourage athletic spirit among students and promote sports as an integral part of holistic education. Competing against skilled players from various colleges and institutions, Kirupavi and Preethi demonstrated outstanding coordination, focus, and resilience under pressure — qualities that truly reflect the spirit of TSM.

Speaking about their achievement, both players expressed gratitude towards the institution for its continuous support and encouragement in nurturing students' talents beyond the classroom. The management and faculty members of TSM extended their heartfelt congratulations to the winners, appreciating their contribution to the institution's growing reputation in sports.

This proud achievement stands as a testament to TSM's commitment to fostering all-round excellence — where students not only excel academically but also develop leadership, discipline, and teamwork through active participation in sports and extracurricular activities.

#### **PenmAl 2025 – Women Career Workshop**

Thiagarajar School of Management (TSM) proudly hosted PenmAI 2025, a landmark initiative dedicated to empowering women through Artificial Intelligence (AI). In an unprecedented and record-breaking gathering, 2,025 womens from diverse backgrounds came together in a single day to explore, learn, and build AI tools using Google Firebase Studio and Gemini. This initiative demonstrates TSM's unwavering commitment to fostering diversity, inclusion, and technological leadership among women aspiring to excel in AI and emerging technologies.

The workshop was meticulously **OpenMadurAI** organized by and StartupTN, with support from Google for Developers and savemom, and coorganized **TSM** and Manikam bv Ramaswami College of Arts & Science. Participants engaged in immersive. hands-on sessions, gaining exposure to cutting-edge AI applications, real-world problem-solving techniques, industry best practices. Expert mentors from academia and industry provided personalized guidance, career insights, and strategies to help women navigate and excel in technology-driven career paths.



Beyond technical learning, PenmAI 2025 provided a dynamic platform for networking, collaboration, and idea exchange, where attendees built professional connections, shared experiences, and explored future opportunities, fostering a strong community of aspiring women leaders. Each participant received a Certificate of Participation, recognizing their commitment to professional growth in AI. A heartfelt thanks to all participants, mentors, partners, and supporters who made this event a true celebration of innovation, empowerment, and collaboration. PenmAI 2025 is more than a workshop — it is a movement, inspiring women to lead and shape the future of AI from Madurai to the world.

#### MSME Growth Mastery Program Embrace Challenges, Elevate Growth

The MSME Growth Mastery Program is TSM's flagship initiative to empower micro, small and medium enterprises with the knowledge, tools, and confidence to scale sustainably.

#### **First Batch Highlights**

A pioneering cohort of 15 entrepreneurs joined on July 19, 2025, bringing together diverse profiles from schools and construction firms to hospitals and service businesses representing a wide spectrum of age groups and aspirations.



#### **Unique Value Proposition**

**Learning and Application in Real Time:** Sessions are designed so that every concept links back to the participant's own business, enabling hands-on experimentation and measurable outcomes.

**Comprehensive Business Coverage:** The curriculum spans almost every function of an enterprise ranging from strategy, finance, marketing, HR, operations, technology, compliance, and leadership; making it a true "all-rounder" for MSME growth.



**Industrial Practitioners as Co-Facilitators:** Each module is enriched by seasoned practitioners who share ground-level insights, case studies, and best practices.



#### ARTICLE .

**Clinic Presentations:** Entrepreneurs present live business challenges in small "clinics," brainstorming solutions with faculty and peers for actionable takeaways.





**Bilingual Flexibility:** To keep sessions inclusive and lively, participants can engage in both English and Tamil, ensuring clarity and comfort for everyone.

**Engaging Learning Environment:** Case studies, simulations, group work, and panel discussions create a vibrant, peer-learning atmosphere.



With its unique blend of academic rigor, practitioner insights, and real-world application, the MSME Growth Mastery Program is already setting a benchmark for entrepreneurial capability-building.

← Learn more at: tsm.ac.in/msme-programme

#### Strengthening the Bridge Between Business and Academia-A TSM Success Story in Consulting and Innovation

In the spirit of nurturing innovation-driven consulting and industry engagement, Thiagarajar School of Management (TSM) continues to demonstrate its deep commitment to bridging the gap between academia and business practice. A recent consulting engagement with Mr. Sivakumar, a proud TSM alumnus, stands as a shining example of how student-led initiatives, guided by faculty expertise, can create real-world business impact.



This consulting assignment, themed "Innovative Business Models," was coordinated by TSM faculty members Dr. Nataraj and Dr. Manjula and executed by the core committee members (CCMs) of Quantrix – TSM's Analytics and Consulting Club. The project reflected the perfect confluence of creativity, data-driven thinking, and practical application — hallmarks of TSM's experiential learning culture.

#### From Ideation to Implementation - The Journey

The initiative began with an Ideathon contest, which invited participation from over 130+ TSM students who enthusiastically shared their novel business ideas. Out of these, the three most promising business models were identified and recognized for their originality and market relevance.

Building upon these selected ideas, the Quantrix CCMs embarked on a month-long journey of real-time data collection, business model refinement, and analytical validation. Using tools such as **Conjoint Analysis and the Business Model Canvas**, the team channelized raw ideas into structured, data-backed, and actionable business propositions.

#### **Delivering Impact with Professionalism**

The final presentation to Mr. Sivakumar showcased the students' ability to combine academic insight with consulting precision. The professionalism and analytical clarity demonstrated by the team not only impressed the client but also reflected the consulting maturity instilled at TSM.

"It was truly inspiring to see how the TSM-Quantrix team approached the project with such clarity, creativity, and analytical rigor. Their ability to translate raw ideas into a viable business model reflected not just academic excellence but real-world consulting competence."

— Mr. Sivakumar, TSM Alumnus

The lead consultants – Koushik, Vinotha, Ezhil, Veeranan, Janani, Taayamma, Jenny, Madhesh, Nishant, Sethuramalingam, Rishihariharan, and Kirthana – exemplified the spirit of commitment, analytical depth, and teamwork throughout the engagement. Their effort culminated not only in a rewarding learning experience but also in an honorarium that recognized their contribution.

The T-shirts that they proudly wear in the photo were earned by them and symbolize the hard work, professionalism and achievement that define this consulting success.



#### TSM's Consulting and Innovation Ecosystem

This engagement further reinforces TSM's strategic focus on creating sustainable industry-academia linkages through consulting, analytics-driven projects, and innovation challenges. Guided by experienced faculty mentors and supported by a vibrant student community, TSM's consulting ecosystem empowers students to engage with live business challenges — turning classrooms into real-world laboratories.

Through initiatives like Quantrix, TSM continues to nurture leaders who not only understand management theory but can also apply data, analytics, and creativity to solve contemporary business problems.

"The professionalism, teamwork, and structured thinking displayed by the students were outstanding. The final presentation exceeded my expectations and reinforced my belief that TSM continues to nurture future-ready business leaders."

— Mr. Sivakumar, TSM Consulting Client and TSM Alumnus

This consulting assignment is yet another milestone in TSM's ongoing journey to build bridges of trust, innovation, and collaboration between business and academia.



#### Partner with TSM for Your Next Consulting Challenge

If your organization seeks data-driven insights, market research, or strategic advisory, TSM offers structured and scalable consulting solutions tailored to your business needs.

#### **TSM Consulting Engagement Model**

If your organization seeks data-driven insights, business model innovation, or strategic advisory, TSM offers a unique consulting model that blends faculty expertise with student-driven analytical support — ensuring practical, research backed solutions.

Our consulting model blends faculty expertise with student-driven analytical energy, delivering data-backed, actionable solutions that drive measurable business outcomes.

Engagement Package	Faculty Involvement (Hours)	Student Engagement (Man- Hours)	Ideal For
Ignite – The Discovery Package	6 hours	40 hours	Exploratory assignments, idea validation, or pilot business model design.
Elevate – The Growth Package	10 hours	50 hours	Market research, financial diagnostics, elevating your digital footprints and growth planning etc.
Transform – The Business Impact Package	14 hours	60 hours	Strategic consulting, operational excellence, HR Consultation, and business process improvement.
Synergy – The Collaborative Package	Customizable	Customizable	Tailored consulting engagements cocreated with clients for complex business challenges.

#### Let us Collaborate

We invite corporates, entrepreneurs, and alumni to collaborate with TSM's consulting and MDP teams for data-driven decision support, innovation, and strategic growth.

**C**ontact: +91 7589423950

Email: mdp@tsm.ac.in

Register here- we will call you- <a href="https://forms.gle/LDbSDPiAYeJ4ER1n9">https://forms.gle/LDbSDPiAYeJ4ER1n9</a>

**TSM Consulting — Turning Business Questions into Strategic Answers.** 

We listen. We innovate. We deliver strategic insights to take your business to next level.

### **Why Choose TSM Consultancy**

- **Faculty-Led Expertise**: Industry-savvy professors bring strategic insights backed by academic rigor.
- **Student-Driven Energy**: Skilled MBA and PG students deliver analytical depth and execution support.
- Customized Solutions: Tailored consulting across Marketing, Finance, Operations, and HR domains.
- Value & Impact: Affordable, result-oriented engagements that create measurable business outcomes.
- Trusted by Industry: Proven track record of successful collaborations with corporate partners

### Why Choose TSM MDP

- Rapid and lasting ROI
- · Reduced employee training cost
- Experiential learning from faculty members
- Hybrid learning (physical and online mode)
- State of art classrooms with better learning environment

## **Contact Us**



**Website** 



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