



VENUE
MBA BLOCK, CIT

UNFOLDS...
16th & 17th APRIL 2024

WHO CAN PARTICIPATE?
MBA / PGDM Students

TO REGISTER



Registration fee : Rs 600/- Per Team
(3 Members Per Team)

Account Name : Training and Consultancy
Bank : Indian Bank
Account Number : 6717786188
Branch : Peelamedu
IFSC Code : IDIB000S107



FOR MORE INFORMATION CONTACT

CONVENOR

Dr.M.Senthil
09443183584

FACULTY COORDINATORS

Dr.J.Deepa
09894785888

Dr.A.G.Sudha
09994050672

Dr.S.Thilaga
09003022171

STUDENT COORDINATORS

Mr. Pradeep Kumar S 09940734068
Ms. Vekhashini K 07339043329
Mr. Upendra V 09500354319
Ms. Preethika P 08838801220



COIMBATORE INSTITUTE OF TECHNOLOGY

(Government Aided Autonomous Institution, Approved by AICTE
New Delhi and Affiliated to Anna University, Chennai-600025)

CAREER GUIDANCE AND COUNSELLING CELL

&
DEPARTMENT OF MANAGEMENT STUDIES

Organizes



THE GREAT MANAGEMENT IDEATHON

(Gearing up Innovation in Every Idea)



PARTICIPATE & WIN
ATTRACTIVE CASH PRIZES WORTH
₹50,000/-

COLLABORATIVE PARTNER



ABOUT CIT

The V. Rangasamy Naidu Educational Trust devoted to the cause of promoting Technical and Scientific Literacy established Coimbatore Institute of Technology, popularly known as CIT in 1956 with Shri PR Ramakrishnan, an alumnus of MIT, USA as the founder Principal. CIT is a Government Aided Autonomous Institution affiliated to Anna University, Chennai which offers Bachelor's, Master's and Doctoral programs in various disciplines.

ABOUT DoMS

The Department of Management Studies at CIT was established in the academic year 2021-22 with a vision to develop MBA graduates with multi-disciplinary skills to compete in the global business arena. The MBA program at CIT is aimed to hone the professional skills required for increasingly complex and dynamic management career requirements.

DoMS endeavours to be a School of Management to nurture highly capable, engaged and ethical leaders with a flair to create dynamic, positive changes in the world of Business and Society.

DoMS has secured a record of 100% placement in its second year of inception. The department is vibrant organising flagship events like Vipanam (a mega marketing event), Workshops, MDP, FDP, SDP and Hackathon to initiate ideas and obtain solutions to real world problems.

ABOUT CAREER GUIDANCE CELL

Career Guidance and Counselling Cell plays a vital role in helping students to explore career options, make informed decisions, and navigate their career paths effectively. It also aims to empower students to pursue fulfilling and successful careers aligned with their interests, values, and abilities. It helps students to understand their strengths, weaknesses, interests, and personality traits. CGC offer workshops, seminars, training sessions to help students develop skills that are in demand in the job market.

WHAT...

MACATHON - a Management Ideathon, is designed as hands-on, collaborative problem-solving competition. It aims to foster the creation of modern, actionable solutions for current management issues while also nurturing participants' abilities to become visionary leaders in Management innovation, creativity and strategic thinking.

Criteria	Macathon (Management Ideathon)
Focus	Focus on strategic thinking, business models and management oriented problem solving
End result	Results in innovative business strategies, management solutions, or approaches to address specific organizational challenges
Participants	Involved MBA & PGDM students with business acumen, strategic thinking and management expertise
Priority	Prioritize strategic relevance, feasibility, and effectiveness of management-oriented solutions

WHY...

Problems are a way of life and creative humans welcome problems to find out solutions benefitting mankind.



CHIEF PATRONS

Mr. S. Rajiv Rangasami

Correspondent
CIT Institutions
Coimbatore

Ms. K. Divya Mohana Rajiv

Coordinator
CIT Institutions
Coimbatore

PATRONS

Dr. R Prabhakar

Secretary
CIT Institutions

Dr. V. Selladurai

Advisor
CIT Institutions

PRESIDENT

Dr. A. Rajeswari

Principal
Coimbatore Institute of Technology, Coimbatore

CONVENOR

Dr. M. Senthil

Professor and Head
Department of Management Studies, CIT

ORGANIZING COMMITTEE

Dr. R. Jayanthi

Associate Professor, DoMS - CIT

Dr. A. G. Sudha

Associate Professor, DoMS - CIT

Dr. S. Gokul Kumar

Assistant Professor, DoMS - CIT

Dr. T. Sathyapriya

Assistant Professor, DoMS - CIT

Dr. S. Thilaga

Assistant Professor, DoMS - CIT

Dr. J. Deepa

Assistant Professor, DoMS - CIT

REGISTRATION CLOSES..

14TH APRIL 2024