



MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)
Re- accredited by NAAC with 'A' Grade in the 3rd Cycle
Madurai - 625021



DEPARTMENT OF MANAGEMENT STUDIES

(School of Business Studies)



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WRITE UP ABOUT THE CONSULTANCY POTENTIAL SERVICES TO BE PROVIDED BY THE DEPARTMENT OF MANAGEMENT STUDIES, MADURAI KAMARAJ UNIVERSITY WITH AVAILABLE FACILITIES

Consulting is one of the most varied career paths an MBA can pursue. The consultant will assist career helping companies in their areas of expertise, with the vibrant nature of work prevailing in the companies and their intriguing problems.

CONSULTING SKILLS OFFERED BY DEPARTMENT OF MANAGEMENT STUDIES (DOMS), MADURAI KAMARAJ UNIVERSITY, MADURAI.

DOMS Consulting skills will help the organization to fine-tune their unique strengths and to succeed in the competition by gaining a distinct competitive advantage. We are immense with pleasure to inform that:

- DOMS - MKU is the Zonal Centre for Indian Institute of Management, Kozhikode for organizing their inter-collegiate meet named as Echoes.
- DOMS - MKU makes an MOU with MAFOI Consultancy Services for providing placement training and also for giving placement assurance to our MKU Students.
- Entrepreneurship Development and Innovation Institute HUB was functioning in the Madurai Kamaraj University, Madurai and it was coordinated by Dr. P. KANNADAS, Associate Professor, Department of Management Studies, Madurai Kamaraj University, Madurai. Through EDII-HUB, MKU, an Online Foundation Course on Entrepreneurship is going to be organize for the MBA Students to develop the Entrepreneurial Skills.
- Internshala and AICTE offered a internship in the reputed companies for the MBA Students with an association with the Placement Cell, Madurai Kamaraj University, Madurai.

1. AREA OF EXPERTISE WHICH WOULD BE HELPFUL IN COLLABORATING WITH THE RESPECTIVE INDUSTRIES:

DOMS MKU helps the Industries / Organizations to solve the business issues, to create the values, to maximise their potential growth and to improve business performance. DOMS analyses the business skills of the Industries / Organizations to provide objective advice and expertise, and help an organization to develop their specialist skills to gain a competitive advantage and also to get a reputation in the market.

Respective Industries associated with DOMS- MKU for Institutional Training and Placement Opportunity:

- TVS and Sons Pvt. Ltd., Madurai
- Galaxy Commercials, Chennai
- Aalwin Cargo Pvt. Ltd., Chennai
- Hi-Tech Arai, Madurai
- Kodak Mahendra, Madurai
- Reliance Nippon, Madurai
- Adithya Birla Prudent Corporate, Madurai
- ICICI Prudential Ltd, Madurai
- ICICI Bank, Chennai and
- Bharati Axa Life Insurance Company Pvt. Ltd., Madurai

2. CONTRIBUTION THROUGH THE CONSULTANCY POTENTIAL FOR THE PROCESS DEVELOPMENT OF THE INDUSTRIES ARE:

- **Making it easy for recruiters:** Many recruiters will have set up recruiting systems to target the best schools – making the process really efficient. Similarly, the success ratio from a target MBA program is usually higher, so recruiters will need to spend less time and money finding the candidate they want.
- **Demonstrating consulting skills:** Acquiring the basic skills and characteristics necessary to succeed as a consultant, like multi-tasking, a results-oriented approach, and the ability to prioritize.

3. TYPE OF CONSULTANCY SERVICES GIVEN TO INDUSTRIES:

Types of consultancy services that are to be done by the DOMS for the welfare of the industries:

- Business problem solving
- Communication skills across industries, platforms, media, and departments
- Analysis of business situations and issues
- Presentation skills and Corporate strategy skills


9/11/2020
Dr. P. KANNADAS