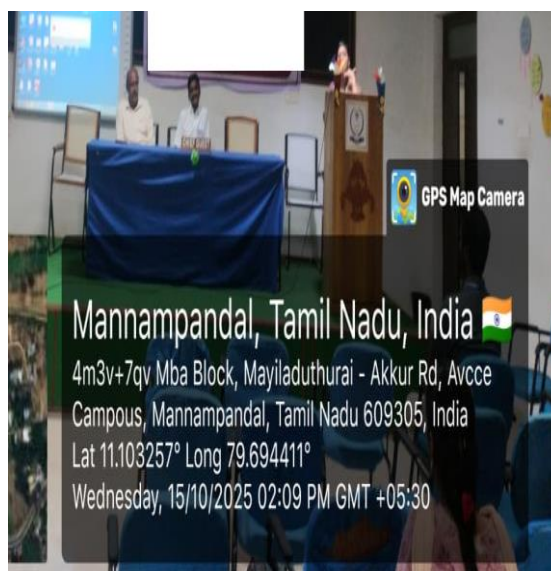


A.V.C COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
INDUSTRY INSTITUTE PARTNERSHIP CELL - GUEST LECTURE

The Department of Management Studies, in a strategic collaboration with the Industry Institute Partnership Cell (IIPC), successfully organized an insightful and highly motivational guest lecture on "**Goal Setting Aligned with Career Selection - After MBA**" on **October 15, 2025**. The session was meticulously planned for the II Year MBA students to provide them with a pragmatic roadmap for their imminent corporate careers. The Head of the Department Dr. G. Sridevi, delivered the welcome address and introduce the resource person to the gathering.

The program commenced with a traditional lamp lighting ceremony, followed by a warm welcome address that set the context for the afternoon's discourse. The session was formally inaugurated by the Head of the Department, who emphasized the critical importance of aligning personal aspirations with professional choices in today's dynamic business environment.

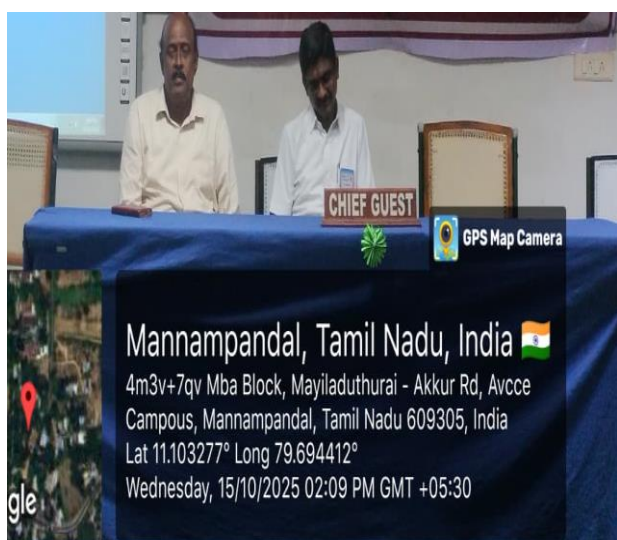
The event featured **Mr. S. Raj Kannan, Deputy General Manager – HR, Delphi – TVS Technologies, Chennai**, as the distinguished resource person. Bringing forth a wealth of **22 years of rich experience in the automobile industry**, Mr. Kannan provided

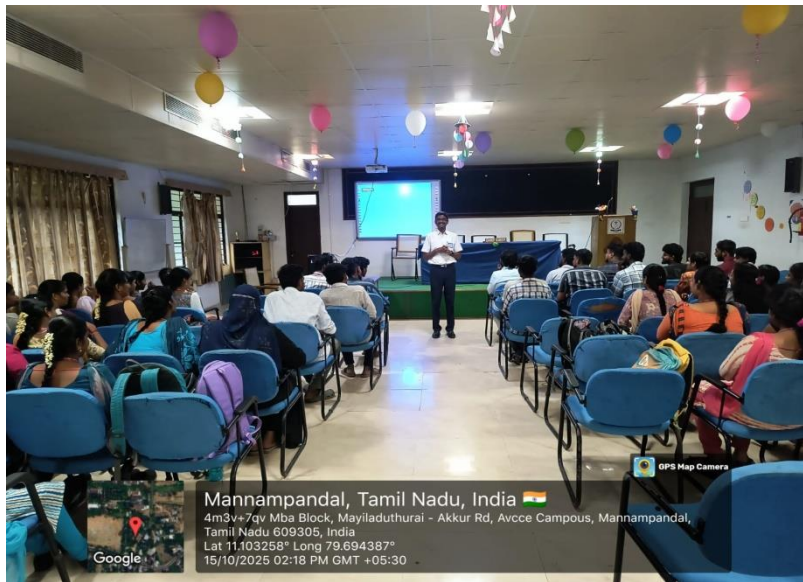


an invaluable perspective from the heart of corporate HR.

Mr. Kannan's lecture was a powerful blend of strategic frameworks and real-world anecdotes. He delved into the core principles of effective goal setting, drawing a clear connection between academic learning and its application in the corporate world. Key takeaways from his session included:

- **The Art of Strategic Goal Setting:** He elucidated the difference between vague ambitions and SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals, tailored for management graduates.





Aligning Passion with Profession: Mr. Kannan guided students on how to introspect and identify their core strengths, values, and passions to make informed career choices in various domains like Marketing, Finance, HR, and Operations.

- **Navigating the Corporate Lattice:** He explained the modern career path as a lattice rather than a ladder, highlighting the importance of lateral moves, skill diversification, and continuous learning for long-term growth.
- **The HR Perspective:** Providing a unique insider's view, he shared what top companies like Delphi-TVS look for in MBA recruits—beyond academic scores—such as adaptability, problem-solving abilities, and a strong ethical compass.
- **Building a Personal Brand:** He emphasized the significance of networking, personal branding, and maintaining professional integrity from the very start of one's career.



The lecture transitioned into a vibrant and interactive question-and-answer session. Students actively engaged with the speaker, seeking clarity on interview preparation, industry expectations, work-life balance, and managing early-career challenges. Mr. Kannan addressed each query with practical advice and immense patience, leaving the students feeling heard and empowered.

The session concluded with a formal vote of thanks by Dr. M.S. Gayathri, Asst. Professor who is expressing deep gratitude to Mr. S. Raj Kannan for his invaluable time and insightful sharing, and to the management for their unwavering support in fostering industry-academia partnerships. The event successfully bridged the gap between theoretical knowledge and practical application, equipping our future managers with the clarity and confidence to chart a successful and fulfilling career path after their MBA.