



I.D.E.A. Masterclass Sessions

S. No	Elective	Topic	Proposed facilitators	Designation & Organization
1	Business Analytics	Big data - Business Analytics using Python,	Mr. Chandrasekaran Vasudevan	CTO - Core Networks, Cloud Software & Services Marketing Area, Ericsson
2	Finance	Capital market & Mutual Funds	Dr. Umanath	AVP, BNP Paribas
3	HR	Organization Development Interventions	Mr. Ruben Christopher	Project Manager, WIPRO
4	Logistics	Multi-modal Transportation	Mr. Vivian Royen	Team Manager SCM at A.P. Moller Maersk.
5	Logistics	Multimodal Logistics Park	Mr. Naveen Prakash	Director, Global Logistics Solutions India Pvt. Ltd.
6	Marketing	Promotions Metrics	Ms. Razia Ahmed	Head of Marketing Operations, Intellect Design Arena
7	Finance	Stock Market	Mr. Murale PM	Founder & CEO Tradelink
8	Logistics	Advancement in Logistics and Future Warehousing	Mr. Nadeem Sheriff	Assistant Vice President at Reliance Industries Supply Chain & Logistics
9	Business Analytics	Generative AI & Chatbots	Ms. Lakshmi Namratha	Data Science Consultant
10	Finance	Infrastructure Finance	Mr. Vikash Sharda	Co-Founder and Director, Spoctech Green Ventures Pvt. Ltd. [Greenifit] & Lono Mobility Technologies Pvt. Ltd
11	Marketing	Nuances of Digital Marketing World	Ms. Ridhi Raman	Senior Business Development Specialist
12	HR	HR Scorecard	Ms.Kavitha Kalaiselvi	Founder & CEO, Talentegrity Consulting Services



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13	Logistics	Lean Operations Management	Mr. Swaminathan	General Manager - Projects, Southern Region at Total Movements Private Limited
14	POM	EXIM Policy	Mr. Padmanabhan	Director, EXIM Academy
15	Marketing	Customer engagement and acquisition in a hyper-connected world.	Mr. Salar M Bijili	AJIO Business - B2B Ecommerce loyalty & retention management
16	Business Analytics	Artificial Intelligence Technologies - An insight	Ms. Lakshmi Namratha	Data Science Consultant
17	Entrepreneurship	Entrepreneurial Leadership	Ms. Azeema Shahul	Founder, SHAZE
18	HR	EI - Self Awareness	Ms. Dhivya Sundarajan	Founder - The Sunflower Academy
19	HR	Payroll Process	Mr. Amirthakateswaran	General Manager- HR&Admin at Ajinomoto India Pvt Ltd.,
20	Marketing	Personal Branding through LinkedIn	Ms. Dhahiya R	Head of Content, Whiz Marketers
21	Finance	Fintech & Innovation	Mr. Perumal Jayakumar	Vice President, Goldman Sachs
22	HR	Career in HR & Marketing	Mr. Charles Xavier	Co-Founder Aniaaz Consulting Pvt Ltd
23	Entrepreneurship	Gender-inclusive Entrepreneurship	Ms. Maria Subi Rajan,	Founder & CEO of BrandFox & She The Sakthi
24	HR	Art of Practicing EI	Mr. S.M.A. Jamaludeen	Joint Secretary, Tamil Nadu Student Parent Welfare Association
25	Logistics	Decarbonization and Congestion Reduction Through Logistics SCM - Electric Vehicles	Mr. Srikanth Visweswaran	Director - Corporate Services, Ather
26	Finance	Investor Awareness	Mr. Viswanathan	SMART Trainer, Author & Consultant
27	Marketing	"To Brand or Not to Brand: The Crucial	Ms. Praveshika	Senior Engineer, L&T Technology Services



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		Decision in Marketing Strategy"		
28	Entrepreneurship	Spirit of Entrepreneurship	Ms. Keshika Manohar	Youngest Entrepreneur, Founder K's Kitchen
29	Marketing	Customer Journey Mapping	Dr. Prabakar Krishnamurthy	Head -Research Initiatives, Centre for Social Initiative and Management
30	Logistics	Lean Logistics in the Digital Age & Leadership Portfolio	Mr. Shravan Kumar	Deputy Manager, program planning and production control BMW Group
31	Entrepreneurship	Be a Job Provider, not a Seeker	Mr. Ghulam Mustafa Badsha	Business and Communications Consultant
32	Entrepreneurship	The Consulting Edge: Thinking Smart and Growing Fast	Mr. Izaan Allugundu Mohammed	Senior Management Consulting Leader, Deloitte Middle East
33	Hospital Management	Hospital Operations	Jayanthi.Lingam	General Manager Operations, Orthomed Hospital
34	Logistics	Recent Trends in Export-Import Management	Mr. Ravichandran Thiagarajan	Managing Director of Macnells Group of companies,
35	Logistics	Recent Trends in Export-Import Management	Mr. ELANGO THIYAGARAJAN	Vice President - Managing Director of Macnells Group of companies
36	Finance	Mutual Funds and NAV	Mr. Chilukuri Vijayakumar	Managing Director, MUVES Consultancy Services Pvt Ltd
37	HR	HR Pulse	Mr. Madhan Kumar	24x7 Head of Southern Operations, Apollo Hospitals
38	Marketing	Brand Awareness	Banumathi Ravichandran	Founder - Voice Out Brand Activations & Event Management
39	Business Analytics	Predictive Analytics for Forecasting Sales	Dr. Vijay Varadi, PhD	Lead Data Scientist, DSM-Firmenich



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40	Finance	Budgeting and Financial Planning	Mr. S M Sridhar	Management Consultant
41	Business Analytics	Crafting The Art of GenAI and Revolutionizing Engines of Model Transformers	Mr. Jai Ganesh Suresh	Lead AI Architect, Valeo