

FIRST
EDITION



Newsletter



2024

A MCC BOYD TANDON SCHOOL OF BUSINESS
PUBLICATION



OUR MENTORS



CHANDRIKA KRISHNAMURTHY TANDON

FOUNDER AND CHAIR,
KRISHNAMURTHY TANDON FOUNDATION
AND TANDON CAPITAL ASSOCIATES,
HUMANITARIAN, GRAMMY NOMINATED ARTIST

We all do many things in life, but few make you inspired and emotional at the same time. Helping the outstanding leadership of MCC, my alma mater, create the Boyd-Tandon School of Business is such a highlight! My father and grandfather went to Madras Christian College — an all-boys school in their time — and regaled me with stories of Boyd and McPhail. They were iconic heroes for me, a sheltered girl in Madras — and my inspiration as I broke many boundaries and fought many fights to attend MCC. To have my name coupled with these paragons of service years later is a special blessing. In my decades in the business world, I have often imagined a holistic, multidisciplinary, practical, values-based education, focused on society's global challenges. At MCC BTSB, we strive to create broad-based leaders and thinkers with unbounded aspirations to make the world a better place. That is our dream; that is our mission. You, the founding class, will shape and be the torchbearers of this dream. We are so proud of you. We are counting on you. May the force be with all of us in our journey ahead!

Love Light Laughter
Chandrika Krishnamurthy Tandon



DR. PAUL WILSON

PRINCIPAL AND SECRETARY OF
MADRAS CHRISTIAN COLLEGE

(A note of gratitude from MCC BTSB)

As we venture further into a great and triumphant path, we express our heartfelt gratitude to Dr. Paul Wilson, the Principal and Secretary of Madras Christian College, for his unwavering support and encouragement towards MCC Boyd Tandon School of Business. His assistance and dedication in nurturing our academic journey has truly been exceptional. Dr. Paul Wilson's endorsement towards MCC BTSB has motivated Both the faculty and students, assisting us in overcoming all kinds of hurdles and in moving closer to our objectives. We are deeply thankful and appreciate his continued efforts, and we look forward to building a positive partnership as we pursue the path of greatness.



From the Director's Office

Dr. P. David Jawahar



Greetings!

I am delighted to be a part of another exciting initiative from MCC BTSB. This journal, in your hands is not just a chronicle of the events that happened. It is much more than that and includes the aspirations and dreams of this fledgling institution. It is also a kaleidoscope that projects the innumerable talents that our students possess. Through this magazine, we hope to provide our students a platform to express themselves too.

I am very proud of the student team that has made this happen. I congratulate them. I also congratulate the faculty who have empowered the students to bring this forth. MCC BTSB has already drawn attention to its "unbounded" approach. Together, we shall strive to expand our horizon, through initiatives such as these. Let me encourage you to share your opinions, suggestions and constructive criticism with us. I hope to meet you again in the next edition.

Until then, good reading!



From the Head Academics

Dr. C. Samuel Joseph



I am excited to see the positive vibes among our Team MCC BTSB for the past one Quarter (July to Sept 2024) with their steadfast hard work and seamless effort to capture all our achievements in a capsule form in this maiden release of our Official News Letter. This initiative by the 1 year PGDM students will help them go a long way and drive their creativity, innovation and knowledge, which they require to scale up in their profession and ventures.

This News Letter will portray our high academic standards, quality assurance, corporate relations and International connects. In this short span of time, we were able to accomplish varied milestones and strategic alliances with National Entrepreneurship Network and Doctoral College, United Kingdom. This relationship will help MCC BTSB to raise high and be seen in the global map.

We acknowledge, the esteemed contributions of Ms.Chandrika Tandon, Dr. Paul Wilson our Principal and Secretary, Dr. David Jawahar, our Director, for their resourceful-time, effort and energy in inspiring, shaping and propelling us towards greater achievements in the days to come. Their wisdom enriches our journey towards academic excellence in transforming the younger generation to be ethically upright, professionally competent and socially responsible professional leaders

EDITORIAL

MCCBTSB is a place that molds students into future leaders. Our distinct approach combines both rigorous academic training with real-time experiences and preparing the students for the challenges of tomorrow. We adapt a collaborative style of learning where ideas are liberated and students are able to express their opinions at will. Their faculties are not only mentors but also active participants in the learning process who create a relationship that enriches the educational experience. Beyond the classroom, we bridge the gap between theory and practice through weekly guest lectures, clubs, and live projects. These opportunities would help students come across the practical challenges of the corporate world by equipping them with the necessary skills and knowledge for success. Our goal is to help our students develop resilience, character, and a global perspective. Our focus is on holistic development, which ensures that students are not only academically prepared but also have the soft skills needed in today's competitive environment. We create a vibrant community where students can develop, learn, and become tomorrow's leaders by working together.

#ONETEAMONEDREAM

Ink Sync - From the Chief Editor's Desk



In today's VUCA, the need for thought-provoking dialogue in business education is greater than ever. At MCCBTSB, the launch of our magazine, Unbounded, reflects this imperative. It offers a platform for students to express their ingenuity, presenting insights across sections like Trend Watch, Strategos, and Finocular, which are designed to enrich the reader's understanding of global business dynamics. Business today is about adaptability and foresight. Through this publication, we aim to arm our readers with perspectives that not only reflect the business environment but challenge them to think critically about it.

I extend my heartfelt thanks to our Director, Dr. P David Jawahar, and Head Academics, Dr. C Samuel Joseph, for their unwavering guidance. My gratitude also goes to our co-teaching and non-teaching staff, students from the first batch, and the Business Standard team for making this vision a reality. To our dedicated students, your tireless efforts shine through every page. As you journey through these pages, I leave you with a question: How can you, as future business leaders, turn volatility into opportunity?

Dr. Anu C Haridasan

Assistant Professor and Chief Editor, Unbounded.

LEARN FROM LEADERS



CK BROTHERS

Inspirational Session with CK Ranganathan and CK Kumaravel
CK Ranganathan, Chairman of Cavin Kare, and CK Kumaravel, Co-Founder of Naturals, visited MCCBTSB for an interactive session. Despite their immense success, they were remarkably humble and eager to engage with students. The brothers shared invaluable insights on perseverance and resilience, emphasizing the importance of never giving up and continually striving towards one's goals. Their down-to-earth approach made a lasting impression, showcasing true leadership grounded in humility. The session was highly interactive, with students asking questions and receiving clear, practical advice on business management. We extend heartfelt gratitude to CK Ranganathan and CK Kumaravel for their wisdom and inspiring words.



P.W.C. DAVIDAR

(PUBLIC POLICY & BUSINESS STRATEGIST | RETD. IAS (ADDITIONAL CHIEF SECRETARY TO GOVT OF TN))

Shri PWC Davidar, former Additional Chief Secretary, delivered an inspiring lecture on the relationship between business, governance, and society. He emphasized that businesses are more than economic entities; they must operate ethically and contribute positively to societal well-being. Sharing examples from his IAS career, he highlighted urban planning and e-governance's role in creating a stable environment for businesses. Davidar stressed the importance of corporate social responsibility (CSR) and sustainable practices, encouraging us to balance economic growth with social equity. He urged us to embrace leadership roles with integrity and empathy, reminding us of the far-reaching impacts of our decisions.



MR. JAYARAAM S

Mr. Jayaraam S is a seasoned sales leader with over three decades of experience, recognized for crafting high-impact strategies and driving transformative growth, including a 100% increase in digital subscriptions at Business Standard. He emphasizes the importance of interpreting business readings, strong analytical skills, and a holistic understanding of business fundamentals to enhance decision-making and optimize resource allocation for sustainable growth.

JAYARAAM S
Head-South/DGM, Business Standard

PRADEEP CHOLAYIL

MANAGING DIRECTOR
AT CHOLAYIL PRIVATE LIMITED

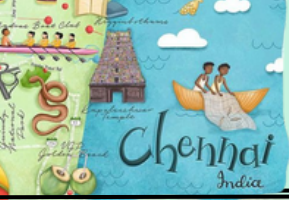
Mr. Pradeep Choleyil, Managing Director of Medimix, shared his remarkable journey with the students of MCCBTSB. Starting from humble beginnings, he transformed the brand into a thriving empire valued at over 200 crore INR. Mr. Choleyil's session was a testament to the power of perseverance and innovative thinking. He emphasized the importance of effective marketing strategies and strong customer relationships. His humble and polite demeanor resonated with the students, leaving a lasting impression. We are grateful to Mr. Choleyil for his invaluable insights and inspiration. His visit has enriched our community, motivating us to strive for greatness.

U-N-B-O-U-N-D-E-D

LEARN FROM LEADERS



「U-N-B-O-U-N-D-E-D」



CHENNAI BREAKING

The café culture in Chennai is booming with new ideas. BrewBoat Café offers a futuristic experience and draws in tech-savvy patrons with its automated coffee-making system. Using an app, customers can monitor and order their coffee, combining technology and ease. In the meantime, The Artisan's Corner on Mount Road celebrates regional culture by providing artisan coffee blends and exhibiting works of art by Chennai-based artists inside the store. This special fusion of coffee and art attracts people looking for a more sensual, cultural experience. By inventively catering to specific markets, both cafés make a distinctive impression on the city's café scene through their unique and captivating business strategies.

- Gopinath



MOVIE BUZZ



PS: I Love You tells the story of Holly, a heartbroken widow who navigates her life through the letters of her late husband Gerry, discovering the changing path of love and grief. Each letter becomes a rock that helps her rediscover herself, find new interests, and heal from pain. The film shows how true love supports people after they have gone their separate ways and how it helps Holly grow. It clearly shows that accepting new beginnings and living in the present is more important to healing than holding on to the past. This story is an important reminder to persevere and find your own potential after suffering. This movie showcases on how nature might take away our beloved ones when we least expect it but the love they once held for us will transcend beyond life or death and remain eternal.

- Gopinath

WEATHER OUTLOOK

The upcoming season (September - November) has shaped the global weather with the La Niña phase. There will be more warm than usual temperatures across Europe and Asia, as Europe are already going through heatwaves phases through early September. Italy, France and Germany will be facing temperatures 8-12°C above average, leading to consistent heat waves which in turns causing scorching hot weather and wildfire threats. Meanwhile, North America will face more storm activity near the Atlantic Ocean. (World Meteorological Organization) (Severe Weather Europe).

Chennai will experience the start and the continuation of the Northeast Monsoon, which brings significant rainfalls throughout the period. The temperatures will range from 27°C to 33°C, filled with repetitive rain falls and thunder weather during October and November. Rainfall is predicted to be heavy, leading to potential flooding in low-lying areas. October is expected to be the month with most rain. The UV index remains to stay at moderate to high rate and the AQI will range between 40 to 80 but during dry spells, it would temporarily spike up 90 to 120. (Ease Weather)(Weather25)

-Louis Joshua

Volume 1, Issue 1 October 04 2024

INDIA

Projected GDP Growth: 7.2%

Inflation: 7.2%

Inflation Concerns: 7.2%

Repo Rate: 5.6%

Reserve Bank of India (RBI)

Bar chart showing GDP growth from 2014 to 2023:

Year	GDP Growth (%)
2014	7.2
2015	7.2
2016	7.2
2017	7.2
2018	7.2
2019	7.2
2020	7.2
2021	7.2
2022	7.2
2023	7.2

India's economy has recovered post-pandemic with strong GDP growth forecasted at 7.2% for the FY'25. However, inflation remains a concern with Retail inflation retained at 4.5% for FY'25. The Reserve Bank of India (RBI) is navigating between the stimulating growth and controlling inflation by keeping the Repo Rate at 6.5% and maintaining the highest Forex reserve the country has ever had, valued at \$675 billion.

The U.S. is experiencing steady but low economic growth with only 1.7% growth for GDP. Central banks are managing interest rates to control inflation while supporting economic expansion. The Federal Reserve has implemented a series of interest rate hikes in 2023 to combat inflation. In 2024, they continue to adjust rates based on economic conditions, with a focus on achieving a balance between curbing inflation and supporting growth.

Southeast Asia has had robust economic recovery, supported by trade, investment, and tourism. Countries like Vietnam who switched to a more liberalized economy and shift from farming to manufacturing and service sectors shows a GDP growth of 5% on FY24 forecasted to 5.8% by the IMF, and Indonesia with increased government spending being a significant contributor economic growth with GDP growth forecast to average 5.1% per year from 2024 to 2026, stand as the leaders of the region

China is focusing on stabilizing its economy through fiscal stimulus and monetary policies. The People's Bank of China (PBOC) has made adjustments in order to benchmark the interest rates which helps to stimulate economic activity. Lower interest rates are meant to encourage borrowing and investment, especially in sectors which struggles with high debt levels. The government is investing heavily in infrastructure projects such as transportation networks, green energy, and urban development in a welfare based fiscal policy in order to generate jobs.

The infographic is divided into two main sections: 'GOVERNMENT RECOVERY' on the left and 'GOVERNMENT DEFICIT' on the right. The left section features a globe icon and a bar chart showing a recovery trend. The right section features a map of Europe with various economic indicators. A central bar chart shows the 'GOVERNMENT DEFICIT' as 3.4% of GDP, with a target of 3.3% of GDP. Other indicators include 'Inflation' at 2.5%, 'Unemployment' at 7.5%, and 'GDP' at 1.5%. The infographic also includes icons for the EU flag, the UK flag, and various economic symbols like a dollar sign and a percentage sign.

Europe has had varying growth rates in different countries, after a great reduction in 2022 due to covid and the Ukraine conflict, the EU government deficit in 2023 marginally increased from 3.4% to 3.5% of GDP, as the deterioration of economic conditions and increased interest expenditure outweighed the reduced cost of discretionary policy. The EU government deficit is nevertheless projected to resume declining in 2024 (to 3.0%) and 2025 (to 2.9%), driven by the almost complete phase-out of energy-related measures, lower subsidies on private investment as well as the gradual improvement in economic activity.

-Varshan

[illegible]

5. Indian Government Policy that has averted 70,000 infant deaths as a side effect.

8. Warenbuttet

-Jane Jerrilyn

COMPANY AS WE KNOW IT

Business Standard

Business Standard is a 50-year-old business news leader that thrives with its deep commitment towards quality journalism and innovation. They are known for delivering in-depth business news and analysis. It provides a reliable source for readers seeking insights in financial aspects and the business world. Its entry into digital media was both timely and strategic. One of their greatest achievements was becoming the first business daily to introduce a paywall for premium digital content, further enhancing its reputation. During the COVID pandemic, Business Standard faced challenges, but even then, they've maintained its reader base, thanks to its credibility and well-researched news. Their editorial team ensures that each piece of content goes under rigorous scrutiny, research, and verification before publishing it so that it keeps misinformation in check.

Business Standard's key innovation that sets them apart is their **BSmart** app. The app was designed to support management students and others. It offers curated business news, buzzwords, weekly quizzes, and case studies tailored for students. These features help students to stay updated with the industry while sharpening their analytical and problem-solving skills. It offers new ways to engage with the business world, including the faculties and students. The highlight of the app is the monthly case study competition, where students can prove their skills and win cash prizes. The app is found impactful, with students from top B-schools like IIMs, as well as other institutions, benefiting from the content provided in the app, which helps them prepare for group discussions, interviews, and academic challenges.



Recently, **BSmart** has introduced a new feature called **BSmartJOBS**. This feature helps the student upload their resumes and secure jobs or internships directly within the app. It provides a core connection between education and employment. Business Standard continues to innovate and expand, setting a benchmark in business journalism while empowering the next generation of business professionals.

-Mr. Jayaraam S(Head-South/DGM, Business Standard)

EXPERT FOCUZZ

Here, in the section of Expert Focus, Mr. Jayaraam S, Deputy General Manager and Region Head-South at Business Standard, shared his thoughts on what it takes to become a successful entrepreneur. According to Jayaraam, entrepreneurship is about taking calculated risks and having the ability to foresee future trends. He highlighted that aspiring entrepreneur should possess skills in areas like sales, finance, human resources, and marketing, which helps them to be competitive.

He emphasized the importance of developing an entrepreneurial mindset for the students; rather than becoming job seekers, they should become job providers. Jayaraam encouraged aspiring entrepreneurs to gain hands-on experience by joining industries of any size to learn how businesses operate. This foundation is vital for success before embarking on an entrepreneurial journey. He gave crucial advice, which was to choose an innovative idea that helps in solving real-world problems. He used companies like OLA, Uber, Swiggy, and Zomato as examples of businesses that found solutions to real-world challenges.



He highlighted the common challenges that an entrepreneur would face, particularly the failure to be updated with industry changes. He urged aspiring entrepreneurs to read news regularly, attend start-up and entrepreneurial events, and learn from the experienced entrepreneurs and their experiences. Finally, having a resilient mindset is the key to long-term success.

-Mr. Jayaraam S(Head-South/DGM, Business Standard)

TREND WATCH



The shift from buying a single CD in 1994 to a wide range of products today demonstrates the transformative power of e-commerce on shopping. Morgan Stanley and the International Trade Administration project that global e-commerce sales will reach \$5 trillion, with mobile commerce expected to reach \$728.28 billion by 2025. Platforms like Amazon, Flipkart, Shopify, and Alibaba are leading the way, and social media channels like Facebook and Instagram are becoming more and more popular places to shop. Artificial intelligence (AI) improves the shopping experience by personalizing interactions based on user behavior, collecting data on browsing habits, and purchasing history. A major obstacle in e-commerce has been the inability to physically try products before buying them. The issue is being addressed by advances in AR/VR technology, which enable customers to virtually experience products, as demonstrated by companies such as Amazon and Ikea. Moreover, the trend of customization, best represented by Nike's "Nike by You" initiative, enables customers to personalize products, thereby augmenting engagement and satisfaction.

-Jane Jerrilyn

FINOCULAR

Systematic Withdrawal Plan

For many investors, bank fixed deposits or postal deposits are the obvious choice when they desire consistent cash flow from their investments. Investors are concerned about their future income demands, though, as a result of the reduction in interest rates on these plans. A mutual fund investment strategy known as a systematic withdrawal plan, or SWP, allows investors to take out set sums at predetermined periods, such as from the investments they make in any mutual fund scheme, on a monthly, quarterly, or annual basis.

SWP offers the **advantages** of :

Flexibility: Depending on their demands, investors are free to select the amount, frequency, and date.

Regular income: By giving investors a consistent return on their investments, it helps investors.

No TDS: There is no TDS on the SWP amount for a resident individual investment.

Additionally, the plan contains several **restrictions**, such as:

Market risk: Due to their reliance on fund performance, SWPs are subject to market risk.

Depletion of capital: Should withdrawals surpass profits; the capital could run out.

Unexpected withdrawals: Unplanned and haphazard withdrawals may have a detrimental effect on the fund's value.

-Joshua Paul

STRATEGOS



Most great strategists are opportunists as well as visionaries, says Greg Githens. David B. Yoffie and Michael A. outline five strategies that propelled tech leaders like Bill Gates, Andy Grove, and Steve Jobs. "Look Forward, Reason Back" reflects Steve Jobs's vision of integrated technology. "Make Big Bets, Without Betting the Company" highlights Intel's shift to microprocessors while diversifying risk. "Build Platforms and Ecosystems" emphasizes creating value, as seen with Microsoft Windows. "Exploit Leverage and Power" illustrates Apple's use of iTunes. Lastly, "Shape the Organization around Your Personal Anchor" shows how Apple created new markets with the iPad, anticipating customer needs

-Jane Jerrilyn

BRAND LENS



Harley-Davidson

Harley-Davidson exemplifies brand tribalism by encouraging a sense of connection among riders through its "Harley family." This relationship extends beyond owning a motorbike and encompasses a rebellious, independent, and free-spirited way of life. Their advertising highlights the camaraderie among riders and the distinctive way of life that comes with Harley ownership. Rallies like as the Sturgis Motorcycle Rally serve as a platform for showcasing the Harley lifestyle as well as products. Through fostering a community based on same beliefs and experiences, Harley-Davidson has succeeded in forging a tribal loyalty that goes beyond conventional client relationships.

-Ahilan Britto



Dove's 'Real Beauty Campaign'

Dove's "Real Beauty" campaign is a notable example of questioning conventional notions of beauty. With its diverse cast of women, the campaign questioned the narrow definitions of beauty that the media consistently upholds. Dove challenged customers to reevaluate their ideas of beauty by advocating attractiveness and self-acceptance. This campaign offered a viewpoint on beauty in addition to soap sales. Dove's audacity in challenging the business and valuing authenticity connected with viewers, reinforcing its position as a champion of beauty.

-Birla

WADHWANI FOUNDATION (NEN)

The collaboration between MCC BTSB and the National Entrepreneurship Network (NEN) from the Wadhwani Foundation focuses on empowering students through the NEN Ignite program. Mr. Naved Ahmed, Sr. Regional Manager (South) from NEN, visited MCC on July 27, 2024, to introduce the organization and its services. The program is structured over 14 weeks, with two online sessions per week, starting from August 21, 2024. Seven orientation sessions have been conducted, during which students were introduced to key entrepreneurship concepts, including team formation, ideation, brainstorming, and innovation. The students, organized into 20 teams, will soon submit their venture ideas for AI validation, and the sessions will continue until November 20, 2024. Regular progress reports will be provided throughout the program.

-Dr.Murli Ramachandran

OUR INTERNATIONAL MENTORS

We are honored to recognize our distinguished global mentors, who provide our campus community with a multitude of insights and skills



Prof. Mouloud Madoun
ESSEC, Paris



Dr. Mark Wm Cawman
Azusa Pacific University, USA



Dr. Stanley Oliver
Doctoral College, UK

INTERNATIONAL COLLABS

Azusa Pacific University is a comprehensive Christian university, located in the southern part of California. It is one of the members of the Council for Christian Colleges & Universities (CCCCU). The International Business Colloquium, hosted by APU (Azusa Pacific University), provides an engaging and interactive experience that includes speaker sessions, workshop discussions, and student presentations. MCC Boyd Tandon School of Business (MCC-BTSB) is one of the participating colleges for the event.



An MOU has been signed between MCC Boyd Tandon School of Business and Doctoral College, UK. This partnership aims to foster collaboration on international educational programs and enhancing employer relationships across International borders.

The DC-UK has collaborated with MCC BTSB for the following programs on campus

- Doctor of Business Administration (DBA)
- Selected postgraduate programs
- IAB Level 7 Diploma in Certified Financial Forensics Analyst (CFFA)

UNBOUNDED

THE INCREDIBLE JOURNEY AND INTERNSHIP ADVANTAGE AT MCC BOYD TANDON SCHOOL OF BUSINESS



BUILDING FUTURE-READY LEADERS: TRANSFORMATIVE INTERNSHIP EXPERIENCE

Dr Muralidharan TS
Professor & Head External



At MCC Boyd Tandon School of Business we provide management education to the students and enable them to be Society, Industry, Global, Venture and Impact ready.

The Two-year Post-Graduate Diploma in Management (PGDM) at MCC BTSB includes internship as a crucial component, providing students with hands-on experience in diverse industries. This internship bridges the gap between theoretical knowledge and practical application, preparing students for the challenges of the corporate world.

The Students undergo three months internship right from the first trimester. Students start to apply theoretical concepts to real-world problems. They are encouraged to develop industry-specific skills and knowledge. The industry interaction through internships will enhance their problem-solving, communication, and teamwork abilities. The Students build professional networks and relationships. The students also gain exposure to industry trends, challenges, and best practices

The Internship benefits include practical experience and skill development, enhanced employability and career prospects, networking opportunities with industry professionals potential conversion to full-time employment, access to industry events, conferences, and seminars and to in the development of soft skills and personal growth.

A DECADE OF GROWTH: INSIGHTS FROM THE ASSISTANT DIRECTOR

Dr. S. Rajasingh
Assistant Director



The journey of MCC Boyd Tandon School of Business began with a vision and a few dedicated individuals. I started as Assistant Director on June 10, 2016, tasked with building a new Business school for Madras Christian College. Though we faced early challenges, including leadership changes and regulatory hurdles, we persevered.

The turning point came in October 2019, when the school was officially renamed MCC Boyd Tandon School of Business, and the foundation stone was laid by Ms. Chandrika Tandon. Despite the global pandemic, construction continued under new leadership, led by Principal and Secretary Dr. Paul Wilson and Bursar Mr. Cyrus Kallupurackal. With relentless determination, we overcame the final regulatory challenges and secured AICTE approval in June 2023, allowing us to admit 120 students.

Finally, under the guidance of our newly appointed Founding Director, Dr. P. David Jawahar, we began operations on July 1, 2024, with the admission of 60 students. This journey marked by perseverance and faith, feels like a divine calling, and continue to serve with joy as MCC Boyd Tandon School of Business blossoms into a prestigious institution.

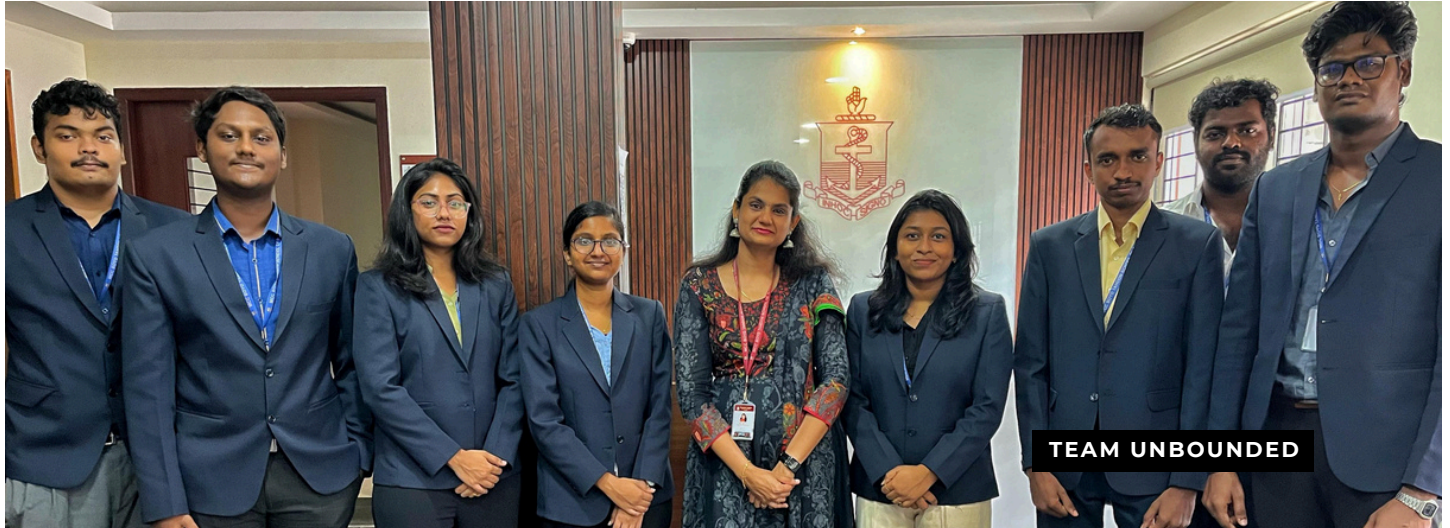
List of companies where our students are undergoing internship

- Ashok Leyland
- Lincoln Electric
- AXIS Bank
- Kauvery Hospital
- Wartsila
- Indian Oil
- Nippon Paints
- Freudenberg NOK
- MCC MRF Innovation Park
- Everrenew
- Global Logistics
- TVS Supply Chain Solutions
- Enexio
- Malayalam Manorama
- Cavin Care
- Colors Tv
- Doyensys

Julian Rajiv Martyn
Head-Placements and
Admissions

From the Newsletter Team

MCCBTSB
♦



Celebrating Our First Issue UNBOUNDED

We are thrilled to present the first edition of our newsletter, collaboratively crafted by the talented students of MCC Boyd Tandon School of Business. This newsletter stands as a testament to the dedication, creativity, and hard work of our team. Under the esteemed guidance of our Chief Editor, Dr. Anu C. H., and with the invaluable support of our Assistant Editors, Lilyan Judith Selena L. and Allen Melito, as well as our Sub-Editors, MSR Shakthivel, G. Louis Joshua, Jerusha J, Careana Walter, and Peter K., this initiative started small but has grown into something we are truly proud of. We have worked tirelessly to bring you a wide range of student-written articles and events happening within our B-School

As the pioneering batch, we feel privileged to be the stepping stones for our B-School, and we are confident that together we will make the institution proud. Our college has been a beacon of guidance, illuminating the path with every step we take. We sincerely hope you enjoy reading this newsletter. This is just the beginning! We welcome any suggestions or feedback that could help us improve our work and sharpen our skills.

As the Associate Chief Editor, I am deeply honoured to be part of this project, and I believe that, united, we can build a brighter future.

Additionally, we express our heartfelt gratitude to our Director, Dr. P. David Jawahar, and our Academic Head, Dr. C. Samuel Joseph, for their constant support and encouragement. Without their guidance, this newsletter would not have been possible.

One Team One Dream



Noah Bless Joe Wills
Associate Chief Editor,
Unbounded.

ADMISSIONS-2025

We are currently open for admissions for the year 2025. Find our programs and join us in our journey towards greatness! click on the link to apply.



MADRAS CHRISTIAN COLLEGE MCC BOYD TANDON SCHOOL OF BUSINESS



PGDM (Post Graduate Diploma in Management)

AICTE approved Two year PGDM curriculum with
emphasis on Entrepreneurship and Business Analytics

Join MCC Boyd Tandon School of Business an offshoot
of the 187 years old reputed Madras Christian College



Admissions 2025 - PGDM Programme

Any Graduate and final year student passing out during 2025
with good percentile scores in any one of the following tests
CAT / XAT / MAT / ATMA / TANCET / CMAT are eligible to apply

Attractive scholarships available

For Admissions please contact:

MCC Boyd Tandon School of Business

MES Road, Tambaram, Chennai – 600 059.

For more information, call: +91 8438293331 / 8925318866

Email us: admissions@mccbtsb.edu.in

Visit us: www.mccbtsb.edu.in



Scan to visit
our website

Online application sale opens on 1st October 2024

[MCC-BTSB Admission link](#)

Behind the name (The Origin of Unbounded)

“Unbounded” is our mantra, which defines the way we seek to break traditional barriers in accordance to build assiduously over the years and truly liberate our students in thought and action. It was formed by our beloved mentor, Ms. Chandrika Tandon. She had curated the word to set the point that with the curriculum laid out well, MCC BTSB will stand out and shine in it’s own unique way among the others.

It resonates with the core values of our business school, where students are encouraged to think beyond conventional limits and to embrace challenges with a sense of limitless potential. Just as the business world demands innovation, creativity, and a global outlook, our magazine represents the boundless nature of learning and growth at MCC BTSB.

Unbounded is not just a title; it symbolizes the freedom to explore, question, and redefine the future. It mirrors the world of business today, where the only limits are those we set for ourselves. This magazine stands as a testament to our students' unrestrained curiosity and ambition, making the name Unbounded a fitting choice for a publication rooted in a forward-thinking business education.

And so, Unbounded was born—a publication with no limits, just like the minds that create it.

U-N-B-O-U-N-D-E-D