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# ZOHO – HRM & CRM LAB

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The St. Joseph's Group of Institutions has entered into a Memorandum of Understanding (MoU) with ZOHO Corporation, which was formally executed on September 3, 2024. Mr. Mohammed Sohail, the Head of Talent Acquisition and Global Operations, and Mr. Dhinesh Khanna, the Global Head of Customer Success, were the signatories representing ZOHO Corporation.

The primary aim of the Memorandum of Understanding (MoU) is to provide comprehensive training for Master of Business Administration (MBA) students utilizing the advanced and innovative tools known as ZOHO-CRM and ZOHO-HRM, thereby equipping our students with the necessary skills and knowledge to distinguish themselves and excel in an increasingly competitive academic and professional environment.



Before the formalization of the Memorandum of Understanding (MoU) with the esteemed ZOHO Corporation, which is situated in the bustling metropolis of Chennai, a meticulously selected team comprising several distinguished faculty members from our esteemed institution will be dispatched to undergo an intensive training program specifically designed for "Train the Trainers," which is scheduled to span a duration of 7 days for ZOHO HRM (ZOHO Recruit & ZOHO People) 2<sup>nd</sup> April 2024 to 9<sup>th</sup> April 2024 and ZOHO CRM- 15 days, commencing on April 15, 2024 and concluding on May 02, 2024. The faculty members who will actively participate in this pivotal training experience include:

1. Dr. Bharatwaj- ZOHO HRM (ZOHO Recruit, ZOHO People)
2. Dr.D.Joel Jebadurai-ZOHO HRM (ZOHO Recruit, ZOHO People)
3. Dr. R.Monisha-ZOHO HRM (ZOHO Recruit, ZOHO People)
4. Ms. Jebakerupa Roslin A,- ZOHO CRM

5. Dr. Karthick R, - ZOHO CRM
6. Dr. Sampath Kumar K. – ZOHO CRM

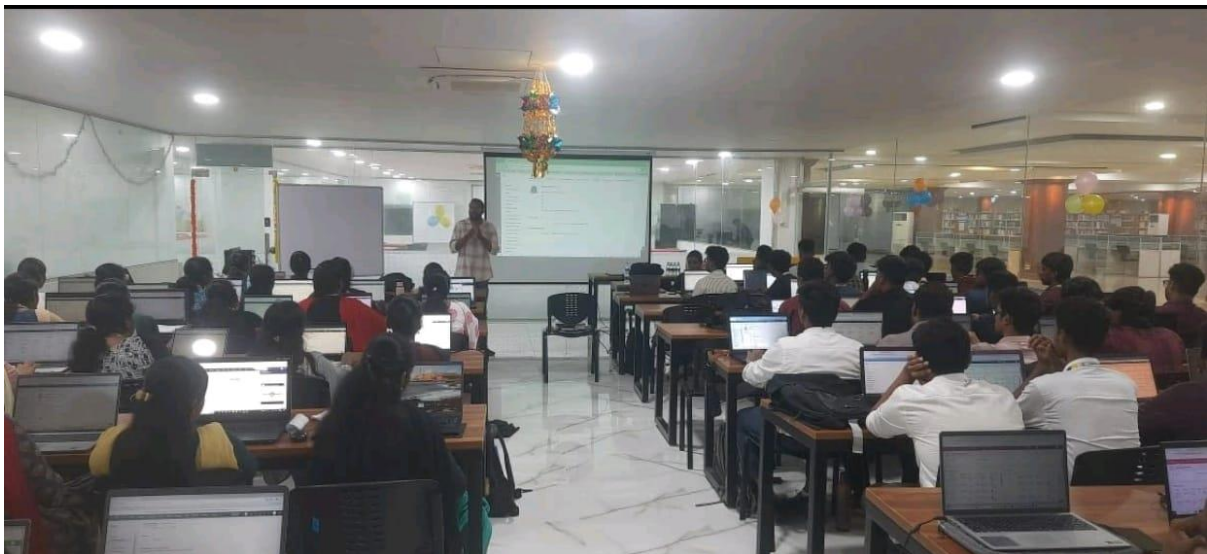
The primary objective underlying this comprehensive training initiative is to acquire an in-depth and thorough understanding of the products of ZOHO HRM (ZOHO Recruit & ZOHO People) and ZOHO Customer Relationship Management (CRM) tool, thereby enabling the faculty to complete the requisite appraisals that have been scheduled by ZOHO Corporation, ultimately leading to their certification as qualified trainers, who will be equipped to impart their knowledge and skills to our student body. Upon the successful completion of the training program, it is anticipated that the faculty members trained and certified by ZOHO will be responsible for delivering instruction that encompasses a substantial 60 percent of the prescribed syllabus, and the remaining 40 percent from ZOHO-designated trainers to the MBA students of Department of MBA, St. Joseph's Collge of Engineering.





The esteemed faculty members, through their diligent efforts and unwavering commitment to professional development, successfully concluded an intensive training program and subsequently attained certification as qualified trainers on 28<sup>th</sup> June 2024, during a formal and prestigious ceremony (ZOHO spark education program) dedicated to the certification of trainers, which was meticulously organized within the premises of the renowned ZOHO Corporation, located in the vibrant city of Chennai.

### **ZOHO CRM Training for the MBA students**





Following the establishment of the Memorandum of Understanding (MoU), the training initiative was directed towards the student populace. The training program is organized into three distinct phases. Mr. Suresh P, a representative of ZOHO Corporation based in Chennai, has been expressly designated as the corporate trainer responsible for imparting knowledge to the students. The initial phase is scheduled from October 10, 2024, to October 12, 2024. The subsequent phase is conducted from December 9, 2024, to December 12, 2024. The third phase is tentatively proposed for the first week of February 2025.

### **ZOHO HRM (ZOHO Recruit, ZOHO People) for MBA Students**

The first phase of the ZOHO HRM training was conducted for the MBA students from November 6 to November 8, 2024, by the ZOHO HR training team, comprising Mr. Guru, Mr. Ifthafur, and Ms. Daffni. The training on **ZOHO Recruit** covered key modules such as job openings, candidates, assessments, interviews, offer letters, and referrals, showcasing its ability to streamline the recruitment process for organizations. Similarly, **ZOHO People** training focused on modules like employee onboarding, leave management, timesheets, attendance management, and performance management. The second phase of the training program is proposed in the first week of February 2025.



The students enrolled in the HR and Marketing elective who exhibit a keen interest, hailing from both the Master of Business Administration (MBA) program and the Integrated MBA program, engaged with notable enthusiasm and dedication in the academic program, thereby acquiring a wealth of practical, industry-relevant knowledge that effectively serves to bridge the significant divide that often exists between theoretical academic learning and the practical applications found within professional business practices. In a concerted effort to enhance and enrich its educational curriculum, the Department of Management Studies has formulated a strategic plan to incorporate the ZOHO modules into the MBA syllabus, positioning this initiative as a laboratory subject that is set to commence in the academic year spanning from 2025 to 2026.