

## GRG SCHOOL OF MANAGEMENT STUDIES

### **NEWS AND EVENTS FOR THE MONTH OF JULY 2013**

1. Classes for II MBA commenced on 1<sup>st</sup> July 2013. Dr. S. Rangnathan, Dean jointly with Dr. P. Sadhasivam, Professor conducted an Orientation Programme for II MBA during July 1-2, 2013. The students were given inputs on activity based learning, case study method, reading and listening skills, aligning with the group etc. Our alumna, Ms. R. Valarmathi delivered a motivational talk on 2<sup>nd</sup> July 2013.
2. Dr. P. Sadhasivam, Professor delivered the Monday Musings lecture at CMA on “Impact of Advertisement on Consumer Behavior” on 1<sup>st</sup> July 2013.
3. Ms. M. Gowri, Assistant Professor jointly with II MBA student, G. Ramya published a research paper “A Study on Efficiency and Financing Fixed Assets with Special Reference to Ambuja Cements and Birla Cements” in OORJA International Journal of Management & IT [Volume 11/No.1 January - April Issue 2013 (ISSN - 0974-7869)]
4. Our Director, Prof. S. Balasubramanian conducted a mentoring session for the senior executives of Titan at Coimbatore on 6<sup>th</sup> July 2013.
5. Dr. S. Ranganathan, Dean delivered an Internal Faculty Seminar on “Competency Modeling” on 8<sup>th</sup> July 2013.
6. The elections for Shreyas office bearers were conducted on 10<sup>th</sup> July 2013. The following students were elected: President - Ms S Benazir; Secretary - Ms M Vidyasree; Treasurer - Ms S Manju Bharathi; Executive Member II MBA (Sec. 1) - Ms S Sarumathi; Executive Member II MBA (Sec. 2) - Ms N Shamima Banu. The Forum representatives were also selected. Arts and Aesthetics Forum - Ms Anu Shankari; Environment Forum - Ms D Lakshmi; Community Service Forum - Ms G Ramya; Knowledge Forum - Ms Laxmi Priya and Event Management Forum - Ms Rakhi G Nair.
7. Mr. D. Selvaraj, Managing Director, Dhruva Machine Works Private Limited, delivered a CXO talk on “Economic Turbulence in India and Other Developed Countries” on 13th July 2013.
8. Dr. B. Sripirabaa, Associate Professor addressed the new faculty of PSGRKCW on “Role of Technology in Teaching” on 13<sup>th</sup> July 2013.
9. Classes for I MBA Section I commenced on 15<sup>th</sup> July 2013.
10. Dr. P. Sadhasivam, Professor delivered an Internal Faculty Seminar on “Neuro- Marketing” on 15<sup>th</sup> July 2013.
11. An Orientation programme on Six Sigma Certification course for II MBA students was conducted by De Quest, Bangalore on 16th July, 2013.
12. Students of Knowledge Forum conducted a quiz on “Current Trends in Technology” on 17<sup>th</sup> July 2013.

13. Dr. Zenetta Rosaline, Assistant Professor delivered a guest lecture on "Entrepreneurship - Motivation and Development " at PSGIM for 25 small business women entrepreneurs as part of the one month training program conducted by WOBEDA (Women Business Enterprise Development Association) on 16<sup>th</sup> July 2013.
14. Our Director, Prof S Balasubramanian attended a meeting at CII on 17<sup>th</sup> July 2013.
15. Dr. J. Anitha, Associate Professor and Ms. Vandana Madhavkumar, Assistant Professor attended a workshop on 'Design Thinking, Creative Thinking and Innovation' led by Prof. Srikant M. Datar, Harvard Business School and Prof Rishikesha T. Krishnan, IIM Bangalore at S.P. Jain Institute of Management and Research, Mumbai during July 18-20, 2013.
16. Mr. M. Venkatesh Prabu, Assistant Professor attended a meeting of B-School Placement Professionals Consortium on 20<sup>th</sup> July 2013 at Hotel Prince Garden.
17. Dr. P. Paramanandam, Associate Professor delivered an Internal Faculty Seminar on "A Dynamic Model of Job Satisfaction" on 22<sup>nd</sup> July 2013.
18. Ms. R. Savitha, Associate Professor attended a Faculty Development Programme on "Financial Modeling Tools and Techniques" organised at Sri Ramakrishna Engineering College on 22<sup>nd</sup> July, 2013.
19. Students of Environment Forum screened the movie "An Inconvenient Truth" on 24<sup>th</sup> July 2013 to sensitise the students on impact of climate change.
20. Our Director, Prof S Balasubramanian attended the Coimbatore Zonal Meeting of CII on 25<sup>th</sup> July 2013.
21. Dr. P. Sadhasivam, Professor conducted an orientation programme for students of I MBA on "Innovation & Creativity" on 25<sup>th</sup> July 2013.
22. Our alumna, Ms. R. Shwetha interacted with students of I MBA on "Life Skills" on 25<sup>th</sup> July 2013.
23. A briefing session on the event Campus2Corporate to the students of II MBA was conducted by the Representatives from The HR Club, Mumbai on 26<sup>th</sup> July 2013. Students of different specializations have become members of the respective clubs such as The HR Club, The Finance Club, and The Managers Club.
24. Our Director, Prof S Balasubramanian attended a meeting at CII on 27<sup>th</sup> July 2013.
25. Dr. P. Paramanandam, Associate Professor, Ms. R. Sunitha Shree, Assistant Professor, Ms. L. Gowri Lingeswari, Assistant Professor and Dr. Zenetta Rosaline, Assistant Professor escorted 84 students of II MBA as a part of day with nature programme to The Nilgiris Biosphere Nature Park at Anaikatti on 27<sup>th</sup> July 2013.
26. Dr. S. Ranganathan, Dean conducted an orientation session for the students of I MBA Section I on 27<sup>th</sup> July 2013.

27. Our Director, Prof. S. Balasubramanian delivered a talk on “Art of Teaching - Change in Pedagogy” on behalf of CII Erode at Hotel Chimney, Erode on 27<sup>th</sup> July 2013.
28. Ms. R. Savitha, Associate Professor delivered an Internal Faculty Seminar on “Determinants of Life Insurance Investment: A Focus on Personal Variables of Investors” on 29<sup>nd</sup> July 2013.
29. Dr. J. Anitha, Associate Professor visited Bishop Appasamy College of Arts and Science to inaugurate the Students' Association of the Department of Business Studies, on 29th July.
30. Dr. J. Anitha, Associate Professor was appointed as External Member of Board of Studies in BBA for Nirmala College for Women, Coimbatore.
31. Students of Knowledge Forum conducted a debate on “Who Make Better Managers: Men or Women?” on 31<sup>st</sup> July 2013.
32. The election for I MBA students for office bearers of Shreyas was conducted on 31<sup>st</sup> July 2013 for the post of Vice President and the Executive member. Ms. Reema Karnika- Vice President and Executive Member - Ms. S P Meena were elected.

#### **Addendum to the News and Events of June 2013**

1. Dr. Zenetta Rosaline, Assistant Professor received her PhD degree in Management from Bharathiar University at the Convocation held on 6<sup>th</sup> June 2013.
2. Dr. Zenetta Rosaline, Assistant Professor published an article on “Strategies for Managerial Skill Development in the Tirupur knitwear Industry” in the National Refereed Journal, (IRJM - Integral Review A Journal of Management) (Vol.6, No.1, June 2013) e-ISSN: 2278-6120 p-ISSN: 0974-8032