

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF NOVEMBER 2016

1. Mr. E. Ganesh Thangam, Deputy Manager IT, Roots Industries Limited, Coimbatore, delivered a lecture on the topic “Practicing CRM in organization” for the course “Customer Relationship Management” on 1st November 2016.
2. Dr. R. Savitha, Professor, Dr. N. Anitha and Dr. Savitha Nair, Associate Professor, were resource persons for various sessions of a Faculty Development Programme, organized by the ‘Innovation and Entrepreneurship Development Centre (IEDC)’ of PSGR Krishnammal College for Women, during 1-14 November 2016, sponsored by DST, New Delhi.
3. Students of “Knowledge” Interest Group organized a “Mock Press” contest on 3rd November 2016.
4. Dr. P. S. Balasubramanian, executive Director, Auto Print Machinery Manufacturing Limited, Coimbatore, delivered a lecture on “Performance Review and Coaching” for II MBA students as a part of “Human Resource Development” course on 4th November 2016.
5. Students of “Environment and Community” Interest group participated in an eye camp organised by “Sankara Eye Hospital” and “Round Table 31” at Kondanur Village near Anaikatti, on 6th November 2016. The students campaigned in that area for creating awareness about the camp, by visiting around 200 households in 4 villages on 3rd and 4th November 2016.
6. The Coimbatore Management Association organized “Meeting of Minds 2016” in “Avinashilingam Institute of Management Technology” on 5th November 2016. Our students participated in various competitions and won prizes. N. Anitha, A.R. Indupriya and G. Sugapragathi of I MBA have won first place in “Addressing Social Issues” contest. V. Anjana and Komal Goal of II MBA won first place and N. Nivea Nelson and C. Brindha of II MBA won Second runner up in the “Business Quiz”. M. Akshara, K.P. Mounika and D.C. Krithika of I MBA have won the first place in the “Best Management” Team. E. Rajeswari of II MBA won second place in “Just a Minute” Contest. S. Rohitha, S. Swathi and P. Keerthi of I MBA won first place in “Interview with CEO” contest.
7. Dr. P. Sadhasivam, Dean, was a panelist to discuss and deliberate on the topic “Management Education in a Technology Driven World: Challenges Ahead” for the “Meeting of Minds” organized by the CMA, Dr. S. Balasubramanian, Director, GRGCAS, anchored the panel discussion, scheduled on November 5, 2016 at Avinashilingam Institute of Management Technology.
8. Dr. B. Sripirabaa, Associate Professor and Dr. J. Anitha, Associate Professor conducted a Faculty Development Programme on “Skills Developing for Business Research” during 3-5 November 2016. Around 37 participants from various places including Salem, Sivakasi, Coimbatore, Erode, Madurai, Bangalore and Kerala participated and benefitted in this programme.

9. Our Chief Mentor Prof. S. Balasubramanian conducted Business quiz on 7th November, 2016.
10. Mr. Jawahar Karthikeyan, Head - Admin and Marketing, Karma Innovations Pvt Ltd, delivered a lecture to the I MBA students on “Budgetary and Non-budgetary Controls” as a part of the course “Evolution and Principles of Management”, on 9th November 2016.
11. Students of the “Technology” interest group conducted "Point Counter Point" contest on 10th November 2016.
12. Dr. B. Sripirabaa, Associate Professor, Dr. J. Anitha, Associate Professor and Mrs. S Sathyapriya, Assistant Professor accompanied the students of I MBA students to Aaliyar, Temple of Consciousness and Dam, as a part of 'Day with Nature' programme on 11th November, 2016.
13. Ms. P. B. Saranya, Assistant Professor, attended a One Day National Level Experiential Workshop on “Flipped Classroom Methodology” Organised by Karunya School of Management, Coimbatore on 12th November, 2016.
14. Dr. S. Kavitha, Associate Professor, participated in the “9th International Accreditation Conference 2016” conducted in New Delhi during 14-15 November 2016. On 15th November 2016, she shared the experience of going in for ACBSP accreditation in GRGSMS, with the participants of the Conference.
15. GRGSMS hosted a round table conference for our faculty members along with a select group of Heads of B-Schools in and around Coimbatore on ‘Internationalization of Management Education and Assessment of Learning Outcomes’ on 16th November 2016. The workshop was conducted by Dr. Olin O. Oedekoven, President & CEO, Peregrine Academic Services, USA, Mr. Steve Petsch, Executive Director, Bloomberg Business week, USA, and Mr. A. Thothathri Raman, Chairman, SEAA Trust, New Delhi. Dr. Gururaj H. Kidiyoor, Director, TAPMI enriched the conference with his views on “Outcome based learning” and Dr. Simon George, Dean, Academic Affairs, TAPMI, was also present.
16. Students of “Health and Fitness” interest group conducted a sports activity with "4×100m relay" and “100m sprint” on 17th November, 2016.
17. Four students of I MBA participated in the 8th ABBS - BRICS students meet organised at XIME Bangalore and XIME Cochin, during 17 - 20 November 2016. R. Suki of I MBA won first place in “Collage” event. Dr. J. Anitha, Associate Professor, accompanied the students to XIME- Bangalore for the meet.
18. Dr. N. Anitha, Associate Professor, attended a workshop on “Mentoring Process” at PSGIM on 17th November, 2016 Organised by NAN, Coimbatore.
19. As a part of an industrial visit Dr. Vandana Madhavkumar, Assistant Professor and Dr. Savitha Nair, Associate Professor accompanied the students of I MBA Section I to LMW, Arasur Plant on 19th November, 2016.

20. As a part of the E-Talk series, Mr. Vijay Kapoor, Managing Director, Derby Jeans Community, Chennai, shared his entrepreneurial experience on the Title “Derby’s Story on Power of Passion” with I and II MBA Students on 21st November 2016.
21. Dr. B. Sripirabaa and Dr. J. Anitha, Associate Professors, were invited as Resource persons for a one day workshop on 'Application of SPSS - Univariate and Multivariate analysis' on 22nd November 2016, at Sri Ramakrishna College of Arts and Science, Coimbatore. About 55 participants attended the workshop.
22. Dr. P. Sadhasivam, Dean, along with Ms. Anjana , II MBA, Student representative, participated in the Academic Council meeting held on 23rd November, 2016.
23. As a part of the E-Talk series, Mr. Nagaraja Prakasam, Founder Chairman, NAN, Bengaluru, shared his entrepreneurial experience on the Title “Innovation, Intrapreneurship, Entrepreneurship” with I and II MBA Students on 24th November, 2016.
24. Students of “Arts and Aesthetics” interest group conducted a competition "Listen and Vision" on 25th November, 2016.
25. Krav Maha Self Defence programme was organized by GRGSMS on 25th November 2016. Ms. Aparna Rajkumar and Mr. Sreeram of Krav Maha Tamilnadu chapter conducted a workshop on ‘Self-defense’ to the students of GRGSMS and PSGR Krishnammal Higher Secondary School. Ms. S.Lakshmi, IPS, Deputy Commissioner of Police for ‘Law and Order’ delivered a special address on this occasion.
26. Dr. Vandana Madhavkumar, Assistant Professor, participated in the 8th edition of National Foundry Conclave - The CEO Edition "Structure for Excellence" on 25-26 November 2016 at Ball Room, Hotel Le Meridien, Coimbatore.
27. Dr. J. Anitha, Associate Professor attended the HR Conclave organised by NIPM and PSGIM, Coimbatore, on 26th November 2016.
28. As a part of an industrial visit Dr. P. Paramanandam, Professor and Dr. N Anitha, Associate Professor, accompanied the students of I MBA Section II to ITC Limited - Paper boards & Specialty Papers Division, Mettupalayam, on 26th November 2016.
29. Dr. N. Anitha, Associate Professor, completed a course on MOOC “Introduction to Marketing Essentials” offered by IIM B, offered through edx.
30. Ms. D. Arthi, Assistant Professor, published an article “Influence of consumption perspective on post purchase dissonance”, in “International Journal of Applied Research”, ISSN Print: 2394-7500 | ISSN Online: 2394-5869 | Impact Factor 5.2, Vol. 2(11), of November, 2016.
31. Dr. S. Kavitha, Associate professor, along with research scholar, Ms. R. Bhuvaneshwari published a paper on “Impact of Social Media on Millennials - A Conceptual Study” in “Appejay Journal of Management Science and

Technology(AJMST)", Volume-4, Issue-1, Impact Factor: 0.998 (ISSN - 2347-5005)October, 2016.

32. GRGSMS has been ranked AAA in TamilNadu B-School Ranking Career 360 Magazine in its November 2016 issue.
33. Students of "Environment and Community" interest group along with CII's Indian Women Network (IWN), organized a session on "Organic Terrace Gardening" on 28th November 2016. The speaker was Mr. Kanagaraj Thangavel, Director of Bio Blooms Agro India Pvt Ltd. - an Agriculture based company dealing with large scale organic and inorganic farming, terrace garden research and modern machinery for agriculture. Mrs. Aruna Thangaraj, Co-convener of IWN, Presided the programme.
34. Dr. R. Savitha, Professor and Ms. S. Sathyapriya, Assistant Professor participated in a demo session conducted by "Impress ERP - An ERP solution provider for various academic and administrative processes" on 30th November, 2016.

