

## GRG SCHOOL OF MANAGEMENT STUDIES

### NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF NOVEMBER 2017

1. Seventy Two students of I & II MBA attended a 3 day training programme on “Lean Six Sigma Green Belt Certification” during 1 - 3 November, 2017. Mr. G. K. K. Singh, Director, Asian Institute of Quality Management was the resource person.
2. Our Chief Mentor, Prof. S. Balasubramanian conducted Business Quiz for MBA students on 1<sup>st</sup> November 2017.
3. As a part of E-Talk series, Mrs. Deepa Muthukumarasamy, Founder and CEO, ‘Some More Food Products’, Tirupur, delivered a talk on “Changing Challenges for Women Entrepreneurs” on 3<sup>rd</sup> November, 2017.
4. A session on “Makeover and Grooming Etiquette” by Mrs. M. R. Sudha, Assistant Professor, B Voc - Beauty Therapy & Aesthetics, PSGRKCW was organised for I & II MBA students on 6<sup>th</sup> November, 2017.
5. ‘Right brainers’ interest group students conducted “Right Brain in Motion”, activity to take up the role of Chief Creative Officer and solve the challenges in business, on 7<sup>th</sup> November, 2017.
6. Our Chief Mentor, Prof. S. Balasubramanian, Dr. P. Sadhasivam, Director, Dr. R. Savitha, Dean In Charge, Dr. P. Paramanandam, Professor, Dr. B. Sripirabaa, Associate Professor, Dr. R. K. Sudhamathi, Associate Professor, Dr. S. Kavitha, Associate Professor, Dr. Savitha Nair Associate Professor and Ms. S. Sathyapriya, Assistant Professor have been resource persons for the Two-Week AICTE Sponsored Faculty development programme on "Multimodal Teaching Strategies for Engaging Gen Y and Gen Z Students" organized by GRGSMS and handled sessions on Learning Styles - Understanding Kolb's Learning Cycle; Modes of Instruction - Case Study; Modes of Instruction - Seminar Presentation; Modes of Instruction - Project Based Learning: Industry Engagement; Modes of Instruction - Flipped Class Room; Modes of Instruction - Lecture; Assessment of Students Learning Styles; Modes of Instruction Overview; Discussion on Assessment of Students' Learning Styles (participant-led); Group Assignment; Developing Rubrics for Assessment; Learning Management Systems; Presentation of Group Assignment by Participants; Modes of Instruction - Collaborative Teaching ; Gamification; Modes of Instruction - Role play; Leveraging Technology in Classroom Teaching and Learning; Learning Management Systems during 30<sup>th</sup> October 2017 and during 2-8 November 2017 respectively.
7. Mr. Muruganantham, Patent Prosecutor, Metayage IP Strategy Consulting LLP, PSG STEP, Coimbatore, delivered a guest lecture on the title "Legal Issues in

Entrepreneurship" as a part of Entrepreneurship course for the II year MBA students on 8<sup>th</sup> November, 2017.

8. Dr. R. Savitha, Dean In Charge and Dr. N. Anitha , Associate Professor, acted as the resource persons for the DST sponsored two week FDP programme on Entrepreneurship organised by IEDC, PSGRKCW on 9<sup>th</sup> November, 2017 and conducted sessions on "Sources of Business Finance" and "Creativity and Entrepreneurship" respectively.
9. As a part of 'Alumni talk' series, Dr. Anu George (Class of 1996), Associate Professor, Department of Management Studies, Viswajyothi College of Engineering and Technology, Vazhakulam addressed the students on the topic 'Your best foot forward with Personal Branding' on 10<sup>th</sup> November, 2017.
10. As a part of Day with Nature, Ms. P. B. Saranya, Assistant Professor and Dr. K. C. Arunadevi, Assistant Professor escorted our I MBA students to Nilgiri Biosphere Nature Park (NBNP) at Anaikatti on 11<sup>th</sup> November, 2017.
11. Dr. M. Maheswari, Assistant Professor delivered an Internal Faculty Seminar "A Study on impact of Job Satisfaction on Employee Behaviour with special reference to IT Industry in Coimbatore" on 11<sup>th</sup> November 2017.
12. Our Director, Dr. P. Sadhasivam, attended AIMS Council Meeting of Southern Region organised at PSGIM on 11<sup>th</sup> November 2017.
13. Dr. P. Paramanandam, Professor published a research paper on "Impact of Occupational Stress on Job Satisfaction and Organisational Commitment among the Managerial Personnel of Select Textile Units in Tirupur" in Management Today, Volume 7, Issue 3, 166-174 (ISSN 2230-9764).
14. As a part of National Education Day celebrations, the students of team 11 and 12 of Current Affairs Groups conducted a debate on the topic "The Present Education System in India produces mere Graduates or Great Citizens?" followed by a Quiz on "Educational System in India" on 13<sup>th</sup> November, 2017.
15. Dr. Douglas Gilbert, Mentor, ACBSP visited GRGSMS on 14<sup>th</sup> November, 2017.
16. 'Environment' interest group students conducted a contest on the theme "USE, REUSE, RECYCLE" on 14<sup>th</sup> November, 2017. The idea is to invite novel ideas to reuse the items after use.
17. Dr. Hitesh Shukla, Professor, Department of Business Management, Saurashtra University, Rajkot delivered a special talk on "Family Business Management" on 14<sup>th</sup> November, 2017.
18. 'Community' interest group students celebrated the "Children's day" at PSG Primary School, Peelamedu on 14<sup>th</sup> November, 2017. They conducted Drawing,

Essay writing and Oratorical competition for grade 5 students. They also conducted few fun games and encouraged with prizes. In addition, they have recognized some students for their active participation in all events.

19. Dr. K. C. Arunadevi, Assistant Professor, was awarded the PhD degree during the 34<sup>th</sup> Convocation held at Bharathiyar University on 14<sup>th</sup> November, 2017.
20. Dr. S. Kavitha, Associate Professor, has participated in the Region 10 Fall Conference on the theme "Transforming Students' Success through Recruitment, Retention and Re-entry" held at SDM Institute for Management Development (SDMIMD) Mysuru, during 15-16 November 2017.
21. Management -In-Practice Viva-Voce examination was conducted for II-MBA students on 15<sup>th</sup> November 2017. Mr. J.J. Innocent, Zonal Head Sales - Rest of Tamil Nadu, Enterprise Financial Services, Janalakshmi Financial Services Ltd. and Mr. Keshav Mahaur, Assistant General Manager - Production, L&T ESE Division, Coimbatore were the external examiners.
22. Our Chief Mentor, Prof. S. Balasubramanian, conducted Monthly Business Quiz on 16<sup>th</sup> November 2017.
23. Dr. M. V. Subha, Associate Professor, Anna University Regional Center, Coimbatore delivered a guest lecture on "Transfer Pricing and Game Theory" as part of Economics for Management course on 17<sup>th</sup> November, 2017.
24. As a part of CXO talk, Mr. T. V. Sriram, Vice President - Engineering and Centre Head, Robert Bosch Engineering and Business Solutions Private Limited, delivered a talk on "Future Trends in Automotive Technology" on 17<sup>th</sup> November, 2017.
25. Dr. N. Anitha, Associate Professor, has presented a paper on "Journey of Padmanabhan Gopalan towards No food Waste: A Case Study of a Social Entrepreneurship Venture" in the ICIER - Christ University International Conference on Social Entrepreneurship: Sustainable Models and Practices organized at Christ University, Bengaluru, during 17-18, November, 2017. Also, the paper was published in the conference proceedings.
26. As a part of Day with Nature, Dr. R. K. Sudhamathi, Associate Professor, Dr. Savitha Nair, Associate Professor, Dr. M. Maheswari, Assistant Professor escorted II MBA students and visited Santhosh Farms, Pollachi on 18<sup>th</sup> November, 2017.
27. A demo session on "Course mate" an online learning platform of Cengage Learnings was organized for all the faculty members on 20<sup>th</sup> November, 2017.

28. 'Technology' interest group students conducted App Creation contest- simple mobile app building tools on 22<sup>nd</sup> November 2017.
29. Our Director, Dr. P. Sadhasivam, attended CMA "Managing Committee Meeting" on 23<sup>rd</sup> November 2017.
30. Dr. B. Sripirabaa, Associate Professor along with Dr. J. Anitha, Consultant – Research conducted 8<sup>th</sup> Edition of the Faculty Development Programme on "Skills Development for Business Research" during 24-25 November, 2017.
31. Mr. Siddharth Sharma, Training Head, State Street HCL, Coimbatore delivered a guest lecture on the topic "Capital Markets and Asset Classes" as a part of Financial Markets course on 25<sup>th</sup> November, 2017.
32. Ms. Priyamalini, Assistant Manager - Knowledge Management & Corporate Communication, VWR Lab Products Pvt Ltd., Coimbatore delivered a guest lecture on the topic "Training Evaluation" for the course on Learning and Development to the II MBA students on 25<sup>th</sup> November 2017.
33. Dr. P. Paramanandam, Professor published a paper on "Occupational Stress and Job Satisfaction among the Employees of an Auto Component Manufacturing Company" along with Ms. V. S. Sujitha, Phd Research Scholar in International Journal of Latest Engineering and Management Research (IJLEMR) , Volume 02 , Issue 10, pp. 27-33 (ISSN: 2455-4847).
34. Dr. N. Anitha, Associate Professor along with four of our II MBA students, Ms. Shifa Adam Sait, Ms. B.P. Nandhini, Ms. R. Suki and Ms. A. Sindujaa participated in the Master class Training as well as Global Entrepreneurship Summit organised by US Consulate in collaboration with IIT (M), Chennai on 28<sup>th</sup> November, 2017.
35. Our Director, Dr. P. Sadhasivam, attended Academic Council Meeting organised by PSGR Krishnammal College for Women on 29<sup>th</sup> November 2017. Ms. R. Gomathi, II MBA participated as student representative of GRGSMS in the meeting.
36. Ms. R. V. Devi Shree Ashtalakshmi, Ms. H. S. Alaguakshaya, Ms. N. Karthie Priya and Ms. E. Priyadharshini, students of MBA participated in National Finals of Student Management Games (SMG) 2018 organised by AIMA at Fire Bird Institution, Coimbatore on 30<sup>th</sup> November, 2017.
37. Dr. P. Sadhasivam, Director, Dr. S. Kavitha, Associate Professor along with the Research Fellow Ms. R. Saranya have published an empirical paper titled "A study on the level of satisfaction of women on the performance of primary health centers in Coimbatore district" in the International Journal of Management Studies, Vol-IV, Special Issue-4, November 2017, pp: 35-43.

38. Dr. P. Paramanandam, Professor published a paper entitled "Job Stress and Job Satisfaction among the Managerial Personnel of Textile Industry" along with R. Banu Rekha, a research scholar, in SUMEDHA Journal of Management, Volume 6, Number 3, pp 65-74 (ISSN: 2277-6753).