

From the Editor

Dear Readers,

A greater part of our lives is spent in the pursuit of performance of different roles at home, profession, work or relationship. We are also aware that there are no prizes for the average and excellence is what is awarded and recognized. But how many of us make the pursuit of excellence a way of life in all things we do - small or big? An attitude aligned to the achievement of excellence, commitment and focus in whatever task you undertake is essential to become your personal best- to excel, to attain the highest standards of performance, to be a leader in your chosen field. But the pursuit of excellence is not easy, as many obstacles have to be pushed away and barriers broken down. The greatest barrier is psychological barrier. A firm belief in our potential - the possibility of things and not limits are what we should have to be successful in our pursuit of excellence.

Our newsletter *Impressions* puts together an array of multidimensional activities of GRGSMS demonstrating our commitment to excellence.

We look forward to your comments, suggestions and feedback.

Happy Reading!

- Vandana Madhavkumar

Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective and recognition of human dignity.

Mission

We are committed to empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge; skill and competence

From the Director

I have shared with you my thoughts on management education on many earlier occasions. There are a few serious concerns regarding the state of management education in our country. Unless deliberate actions are initiated now to correct some of the current problems, I see impending perils.

Management education in our country is at a crossroads. Legislations apart, there are issues concerning quality of education that is being imparted in a large number of b-schools. There are instances of a few schools shutting down. There is an alarming drop in the number of applicants seeking management degrees at post graduate level. There is a question of 'inclusive' education. There is the perennial problem of finding 'placement' for all the graduates. There is a widening gap between what the industry expects and what the academia offers.

All these problems need our immediate attention. One of the major and urgently needed action is a complete revamp of our curriculum. We cannot hope to prepare our students for the future with a curriculum that is past. Each b-school would need to identify its core competence, build on its differentiating features, develop its faculty, and design the curriculum based on an entirely different approach.

It is just a matter of time before the government opens up the education sector for foreign investment and foreign institutions. We need to prepare ourselves for a new era of 'competition' and the only way, as I see it, is to excel in our own way. At GRGSMS, we are grappling with these issues, discussing among ourselves, and trying to differentiate ourselves.

Let us hope we succeed in our endeavour.

- Prof. S. Balasubramanian



If you are going to achieve excellence in big things,
you develop the habit in little matters.
Excellence is not an exception, it is a prevailing attitude.

- Colin Powell

Forum Activities

Students of II MBA interacted with activists and doctors from Humane Animal Society on 4th July 2012. This programme was organised by the Community Forum.

- Students of Entrepreneurship Forum conducted an activity on "Idea Generation" on 11th July 2012.



E-Cell Activity

- Students of Knowledge Forum conducted an activity on 5S and Force Field Analysis on 18th July 2012.



Knowledge forum Activity

- Arts and Aesthetics Forum organized various interesting activities on August 22, 2012, Kick start your thoughts - A Story telling initiative, Logo design - for Urjith, Exhibit your talents - a Showcase of students talents and Mehandi Art Contest



Arts and Aesthetics Forum in Action

Independence Day Celebrations

Students presented a colorful programme on the eve of 66th Independence Day. The programme comprised a movie by the movie club, Quiz on the Independence Movement by Knowledge Forum, group song, dance, Skit and discussion on the "What Freedom means to me" by B R Lavanya of II MBA.

CII Unconference

GRGSMS hosted the CII Coimbatore Zone programme, "Unconference" on 3rd August 2012, for the Higher Education Cluster students which consisting of 5 colleges, GRG School of Management Studies, Coimbatore; Amrita School of Business, Ettimadai; DJ Academy for Managerial Excellence, Othakkal Mandapam; Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore; and Dr. Mahalingam College of Engineering and Technology, Pollachi. The Unconference was moderated by Mr Kiruba Shankar - an entrepreneur, social media consultant, speaker, author, teacher, podcaster and a farmer. Nearly 250 students from these cluster colleges attended the unconference.



CII Unconference

Career Counseling Programme

The II MBA students underwent a Career Counseling Programme (CCP) by Vertical Eye, Coonoor during 6th August - 11th August, 2012.



Career Counseling Programme in Progress

It is a wretched taste to be gratified with mediocrity when the excellent lies before us.
- Isaac Disraeli

FACULTY NEWS

Additions to the GRGSMS Family

The following faculty members joined the GRGSMS



Mrs R. Subharanjani
as Lecturer
on 2nd May 2012.

Mrs. L. Gowri Lingeswari
as Assistant Professor
on 15th June 2012.



Ms. S.R. Deepika
as Faculty Associate of GRGSMS
on 9th July 2012.

We welcome the new entrants and wish them a rich and rewarding career with GRGSMS.

The following faculty members left the services of GRGSMS

Mrs T. Linga Murugeshwari, Asst. Professor
Mr M. Senthil Nathan, Asst. Professor

24th AIMS Convention Hyderabad



Dr B. Sripirabaa
with Medals

Prof. S Balasubramanian, Director, Dr J. Anitha, Dr B. Sripirabaa and Mrs R. Savitha, Associate Professors attended the 24th AIMS Annual Convention at Hyderabad during August 25-27, 2012. Dr. B. Sripirabaa won the Ramaswamy P. Aiyar Best Young Teacher Award and the Silver Medal in the J.L. Batra Best Research Paper Contest.

The most splendid achievement of all is the constant striving to surpass yourself and to be worthy of your own approval.

- Denis Waitley

Seminars / Conferences / Workshops attended / participated

- **Dr. B. Sripirabaa**, Associate Professor attended "J-Gate training Programme" held at PSG College of Technology, Coimbatore, on 21st June 2012.
- **Prof. S. Balasubramanian** and **Dr. J. Anitha**, Associate Professor attended the AICTE-CII University-Industry Congress 2012, conducted at PSG College of Technology, Coimbatore, on 23rd June 2012.
- **Ms. S. Sathyapriya**, Assistant Professor and **Ms. R. Subharanjani**, Lecturer along with 11 students of II MBA attended an interface session with Deputy Governor, Reserve Bank of India, Shri. H.R. Khan on "Foreign Exchange for You" organised by RBI Chennai at South India Textile Research Association (SITRA), Coimbatore on 7th July 2012.
- **Ms. S.R. Deepika**, Faculty Associate attended the NEN Faculty Development Course on "Kick-Starting the Entrepreneurial Campus" during 19-21, July 2012 at Dayananda Sagar College of Engineering, Bangalore.

Papers presented/Published

- An article written by **Dr. P. Paramanandam**, Associate Professor on "Role of Yoga in Managing Anxiety among Managerial Personnel" was published in the book titled 'Innovative Strategies for Global Competitiveness' (ISBN 978-93-81537-03-9) released by RVS Institute of Management Studies and Research, Coimbatore.
- **Mr. M. Venkatesh Prabu**, Assistant Professor presented a case titled "Rugger Pumps: Distribution of Hi-Tech Products in Indian Market" at 'National Conference on Case Studies' conducted by Christ University Institute of Management, Bengaluru on 27th July 2012.

Internal Faculty Seminar

Internal Faculty Seminar is a fortnightly presentation of their research work by a faculty member. The purpose of the internal faculty seminar is knowledge sharing among the faculty group and getting feedback/suggestions on their research work. The following faculty presented their work -

- **Ms. R. Sunitha Shree**, Assistant Professor on "Impact of Micro Finance on Development of Small and Micro Enterprises" on 6th July 2012.
- **Ms. Zenetta Rosaline**, Assistant Professor on "Gap Analysis for Managerial Skill Development" on 23rd July 2012.
- **Ms L. Gowri Lingeswari**, Assistant Professor on "Growth opportunities for emergence of New Retail Formats in Coimbatore".
- **Ms Vandana Madhavkumar**, Assistant Professor on "Determinants of Employer Attractiveness"

Talks/Lectures/Sessions delivered/handled

- **Ms. S. Sathyapriya**, Assistant Professor and **Dr. B. Sripirabaa**, Associate Professor handled a session on "Tips for effective use of MS-Office & Google" for the faculty members of GRGSMS and GRGSACT on 21st & 22nd June 2012.
- **Prof. S. Balasubramanian**, Director, delivered a keynote address on "Setting the Context: Academic Perspectives on Employability" at the ICTACT Conclave at Le Meridien on 26th June 2012.
- **Prof. S. Balasubramanian** acted as a resource person and handled a session on "Time and Life Management" for the faculty members of PSGRKCW on 9th, 10th, 16th and 17th of July 2012.
- **Prof. S. Balasubramanian** along with **Mr. M. Venkatesh Prabu**, Assistant Professor and **Mr. L. Gowri Lingeswari**, Assistant Professor conducted a session for 90 sales executives of IFFCO on 15th July 2012. Prof. Balasubramanian and Mr. M. Venkatesh Prabu handled a session on "Changing Business Environment and its impact of Business Organisations" and Ms. L. Gowri Lingeswari handled a session on "Changing Customer Profile: Understanding the Emerging Customer".
- **Prof. S. Balasubramanian** moderated the workshop on Industry-Institute Interaction organised by CII, Coimbatore at PSGIM on 20th July 2012.
- **Prof. S. Balasubramanian** delivered the Rukmini Shanmugham Endowment Lecture on the occasion of the Founder's day at Thiagarajar College of Engineering, Madurai on 29th July 2012.
- **Dr. B. Sripirabaa** handled a session on "Application of SPSS in research" in the Two Day Workshop on "The Role, Importance and Application of SPSS in Research" organized by Shri Krishnaswamy College for Women, Chennai during August 3-4, 2012.

I am careful not to confuse excellence with perfection.
Excellence, I can reach for; perfection is God's business.
- Michael J. Fox

Staff Development Programme

An AICTE-sponsored two-week Staff Development Programme on "Recent Trends in Human Resource Management" was organised and conducted by Dr. B. Sripirabaa, Associate Professor, and Dr. J. Anitha, Associate Professor from 16th to the 28th of April 2012.



AICTE-Sponsored Staff Development Programme

Faculty Milestones

- **Dr. P. Paramanandam**, Associate Professor, was nominated by Bharathiar University as a Member of Three-Member Inspection Commission for the Continuance of Provisional Affiliation for MBA (Addl) Course at Sankara College of Science and Commerce on 11th April 2012.
- As part of the monthly mentoring session conducted by **Prof. S. Balasubramanian** for senior executives of Titan Industries, mentoring sessions were conducted at Hosur on 14th April 2012, Salem on 30th June 2012.
- **Ms. Zenetta Rosaline**, Assistant Professor submitted her PhD thesis on "Gap Analysis for Skill Development at Knit Wear Industry, Tirupur" to Bharathiar University.
- **Dr. P. Paramanandam**, Associate Professor attended a meeting of the Board of Studies of Park's College, Tirupur on 23rd June 2012.

E- Cell

Mrs Sudha, Preseident - Women Business Enterprise Development (WOBEDA) delivered an E-Talk on 17th August 2012 as part of the activity by the E-Cell.

Guest Lectures

Guest Lectures conducted by eminent speakers from Industry were:

- "Capital Market Instruments" by **Mr. Karthikeyan Jawahar**, CFP Executive Director, Finerva Financial Solutions Pvt. Ltd for II MBA finance Students, as a part of the Financial Markets course on 19th July 2012
- "Nature and Measurement of Exposure on Risk" by **Prof. C. Jeevanandam**, Associate Professor, Sardar Vallabhbhai Patel International School of Textiles and Management for the II MBA students as a part of the International Financial Management course on 24th and 25th July 2012
- "Linking Performance Management System with Reward Management" by **Mr. P.M. Jagatheesan**, Vice President, Sara Elgi group of companies for the II MBA students as a part of the Performance Management System course on 31st July 2012.
- "International Pay System" by **Mr. Prabhu Chari**, Head HR, Cognizant Technologies for the II MBA students as a part of the Compensation Management course on 31st July 2012.
- "Training Needs Analysis and Training Evaluation" by **Mrs P. Shabna**, Head HR & Personnel - Electrical and Automation Business, Larson and Toubro Limited for II MBA students on 2nd August, 2012.

Visitors to Campus

Eminent Speakers from different fields visit GRGSMS and interact with the students and faculty on regular basis. Some of them are -

- **Mr. A. Ramkumar**, freelance trainer for Bombay Stock Exchange, Mumbai conducted an "Investor Awareness Programme" for the I MBA Students on 9th March 2012.
- **Dr. P. Tamilselvi**, MD, AB (USA), Obesity and Fitness, conducted a health awareness session on "Women and Wellness" on 21st March 2012.
- **Mr. Ramani**, Senior Educationalist Member, CII Chennai conducted an awareness programme on "Supply Chain Management" for the I MBA Students on 22nd March 2012.
- **Mr. L.R. Natrajan**, COO, Titan Industries interacted with faculty of GRGSMS and GRGSACT on "Culture of Innovation" on 20th June 2012.
- **Mr. Vishwanathan**, Area Head, Ageon Religare addressed II MBA Students on "Career Opportunities in Insurance Sector" on 29th June 2012.
- **Prof. M.C. Madhavan**, Emeritus Professor from San Diego State University addressed the students and interacted with faculty of GRGSMS and GRGSACT on "Globalisation and Role of China" on 11th July 2012.



Day with Nature

Ms. S. Sathyapriya, Assistant Professor, Ms. Vandana Madhvakumar, Assistant Professor, Dr. P. Paramanandam, Associate Professor, and Dr. T. Lingamurugeswari, Assistant Professor escorted students of I MBA Section I & II and PGDBA on a "Day with Nature" to "The Orchid" in Kallar, Metupalayam on 10th March 2012.

Dr. J. Anitha, Associate Professor, Ms. R. Subharanjani, Lecturer and Ms. Zenetta Rosaline, Assistant Professor escorted students of II MBA to The Nilgiris Bio-Sphere, Anaikatti as a part of the "Day with Nature" programme on 14th July 2012.

Mr. M. Venkatesh Prabu Assistant Professor, Ms. S. Sathyapriya Assistant Professor and Ms. L. Gowri Lingeswari, Assistant Professor escorted 88 Students of II MBA to Aliyar Dam, Pollachi, as a part of Day with Nature programme on Saturday, 25th August 2012

In other News

- 3rd March 2012: Meeting of the GRGSMS Board of Studies.
- 2nd April 2012: Meeting of the Academic Advisory Body of GRGSMS.
- 16th April 2012: GRGSMS Annual Parent-Teacher Meeting; A farewell party organised by I MBA Students for our II MBA & PGDBA students.
- 17th April 2012: A thanksgiving party for faculty & Staff of GRGSMS by students of II MBA at Jenney's Club.
- The May 2012: Release of "PRERANA: Journal of Management Thought and Practice", Volume: 4 Issue: 1.
- 3rd August 2012: A one day session on Innovation for I MBA by Ms Bindhu Chandana and Ms Pavithra Solai Jawahar of Erchwon Innovation Consulting, Bengaluru.
- 3rd August 2012: Meeting of the Governing Council of GRGSMS.



Meeting of the Governing Council

Shreyas Election

Elections for Shreyas office bearers were conducted on 22nd August 2012. The following students were elected:

President – Ms. S. Rubeni

Vice President – Ms. S. Manju Bharathi

Secretary – Ms. Weeni Deol

Treasurer – Ms. M. Archana

Executive Member II MBA (Sec. 1) - Ms. Vidya Bhaskar

Executive Member II MBA (Sec. 2) - Ms. S. Mithra and

Executive Member I MBA (Sec. 1) - Ms. M. Vidyasree

Monthly Business Quiz

The popular monthly business quiz conducted by Director, Professor S. Balasubramanian is eagerly awaited by students. The quiz was conducted on, 2nd April 2012, 2nd July 2012 and 13th August 2012.

The quality of a person's life is in direct proportion to their commitment to excellence,

regardless of their chosen field of endeavour

-Vincent Lombardi

Onam Celebration

Students celebrated Onam on 30th August 2012 with a grand pookalam contest, Kaikottikali and songs. They also displayed paintings and sketches displaying the traditions of Kerala.



Onam Celebration

Business Jargons

'Jargon' is a term used for the specialist language of a professional group. Communication experts tell us to avoid it in writing and speech, but it is sometimes useful. We do not expect surgeons to have the same technical vocabulary as IT professionals or lawyers. The problem comes when people use that vocabulary with outsiders, to mystify and bamboozle, or to glamorize concepts that can easily be explained in plain English. The young management professionals are notorious for the usage of 'jargons'. Use of 'jargons' within the professional group can fun provided it is not overdone as many of them though creative can be ridiculous. Here are a few interesting ones which will make you smile:

- Nut-up [v.]** - To gather one's courage "Just nut-up and finish the presentation!"
- Brand terrorist [n.]** - An employee who is undermining the organization.
- Cybernate [v.]** - To control via a computer.
- Circular file [n.]** - The garbage can. "Toss that company newsletter in the circular file for me."
- Dinosaur [n.]** - A long-term company employee whose extensive experience is only surpassed by his resistance to change.
- Ghost work [n.]** - The uncompleted tasks that laid off employees leave for the rest.
- Grey-sourcing [v.]** - Hiring ancient programmers to support equally ancient IT systems.
- Nontreprenuer [n.]** - An executive who demands growth from his team, but is afraid of taking risks.
- Noodle [v.]** - To think about an issue. "Let me noodle it over this week and I'll get back to you."

Source : <http://www.theofficelife.com/business-jargon-dictionary-N.html>

TRAFFIC WOES

Travelling is supposed to be an enriching and fascinating experience but not in India. The reason is the traffic problem, a result of poor Infrastructure and non compliance to traffic laws.

Infrastructure is the underlying base or foundation of a system. When this base is good automatically the system functions smoothly. In India we don't have a proper Infrastructure leading to lot of traffic problems. During monsoon, Mumbai, one of the busiest cities in India faces much of the problems with vehicles stranded for hours together on the roads of the city. The whole city comes to a standstill if it pours for just twenty minutes. This has been going on for years. This is because there is no proper drainage system for the water to flow out of the road. It gets stagnated on the roads to which sewage water also gets mixed leading to miserable situations like lanes becoming invisible and dead ends and parts of the roads getting destroyed.

In most of our cities, there are no proper flyovers, bridges, tunnels and other interconnecting lanes constructed in the initial stage of planning which has resulted in the destruction of buildings, trees and other properties when planned at a later stage of development. We may like to put the blame on the large population of our country. But China, the most populous nation controlled similar situation by a new initiative in infrastructure development called town planning. Under which each town that is newly established consists of all the basics necessities for a person, like job opportunity, school, hospital, mall, etc. All these are inside the town itself so that people inside a town need not travel out of the town. This has controlled the traffic problem to a large extent.

The second main factor contributing to India's traffic woes is people not abiding to traffic rules. In India we have all the necessary rules for safety driving but more than half of the population does not follow even the basic rules of wearing helmet and seat belt, maintaining speed limit, carrying license and other papers etc. In this fast world people want things fast and easy and traffic rules are one of the casualties. Corrupted officials shut their eye by accepting bribes.

One way to instill traffic discipline can be by teaching the rules and regulations in school as part of their curriculum, to the citizens of tomorrow sitting on school benches today. Moreover, getting license should be made strict. Agents in the RTO offices should not be encouraged and should be punished severely for offences. Heavy fine should be collected from people breaking the law.

Only when these problems are addressed, can we enjoy travelling and have safe, fascinating and enriching journey in the years to come.

D. Lakshmi, I MBA

EXPERIENCE-THE BEST TEACHER

For people who think experience is just like any other word, I would say that you have a long way to go in life. The best and the easiest way to start soaring high is to simply experience things. Studying life experiences of great people along with analyzing one's own life experiences will definitely prepare you to excel. One might possess hundreds of skills, but only by experience would we be able to master those. Anybody could dream of making big, some even plan and decide things but at the end of the day only individuals who step onto the playground and experience the field win. One cannot judge the right from wrong or good from bad until and unless they live that situation nor do that task. It is as simple as saying "no one judges the food before tasting it". For individuals who are still living in their own world, its time they start experiencing different things and live a meaningful life. Let's start to identify and explore our dreams and make them come true as we all know "Experience is the best teacher."

- P. Gayathri, II MBA

Trends in Management Education - Faculty perspective

The recent times are seeing a lot of changes in Management education. An informal discussion session was held at GRG SMS on 13th August 2012 among the faculty. Here is a short write up on what faculty members think.

Dr P. Paramanandam, Associate Professor classified the approximately 4000 B-Schools in India, whose numbers keep on increasing every day, into three tiers - at the top tier are the IIMs and other premier b-schools, at the second tier University departments and the at the bottom tier other B schools. According to him most of the b-school at the second and third tier lack proper vision and mission essential to take them to the next level. According to Ms R. Savitha, Associate Professor, a positive trend in Management education has been noticed with more diverse students opting management education compared to the earlier times where people from commerce and management background opted for management education. There have been many innovative and specialized courses being offered also. Prof. S Balasubramanian, Director, pointed out that that in the recent years we are witnessing a fall in the number of people applying for Management courses.

(Contd.)

Trends in Management Education - Faculty perspective (Contd.)

According to Ms Vandana Madhavkumar, Assistant Professor, management education was popularized by the IIMs in the 1960s and 1970s and with the phenomenon of liberalization, privatization and globalization hitting the Indian economy, large numbers of businesses were established, foreign investments started pouring in and multinationals started their shops in India. The demand for managerial skill shot up. With the advent of the IT companies, the increase in demand for skilled workforce led to War for Talent. To cater to this need many institutes jumped into the bandwagon to make the most of this opportunity. It is a sad state that mushrooming of b-schools in the country has resulted in increase in quantity not quality of management institutes. Ms Vandana Madhavkumar, noted that the advances in technology, changing nature of work and opportunities available at the undergraduate level may have brought down the number of applicants to management education. The present generation is characterized by immediacy and hurry for success. The longer duration programmes are losing their popularity. Therefore, Prof. S Balasubramanian foresees a future that will see modularization of programmes, students choosing what to learn, and the place where they want to learn and at the speed and pace they want to learn. The scope is for executive education and integrated courses, need based and specialized courses will become the norm as per Ms S Sathyapriya, Assistant Professor.

Dr J. Anitha, Associate Professor stressed the need to focus on courses that are in partnership with the industry to make the students more industry ready, like in medical schools there is a hospital attached to the college. Industry and management institutes need to work in close association to be effective; a formal structure should be worked out so that there is a blend of the industry and management institutes. Dr B Sriprabaa stated that in order to survive and differentiate from others, b-schools need to bring in innovative pedagogy and revamp their

curriculum to meet the demands of the different stakeholders i.e. students, parents, management and recruiters. But Dr. Paramanandam differed in his opinion; educational institutes should not become training institutes as this dilutes their purpose. Educational institutes should focus in imparting knowledge. To which Prof. Balasubramanian raised the question whether a management institute should be a training ground or an academic ground? Should we defend education as a different citadel that needs to be guarded and not allowed to be corrupted by these so called immediate gains? If we talk of industry ready students then which industry are we going to train our people? The requirement of one company may be different from the other. To this Dr B. Sriprabaa emphasized that management institutes need to change as per the aspirations of the younger generations to survive or it will be lost in the race. We cannot deny that Placements and the average salaries offered by companies is one of the most important yardsticks for measuring a b-school's performance.

Since management education is changing, the role of Faculty becomes critical. Dr J. Anitha felt that management faculty need to have hands on experience with the industry, be updated and bring in innovative pedagogy. Faculty should play the role of a facilitator and guide students. They should work for the all round development of the students helping them become ethical corporate citizens.

As per Ms Savitha's opinion, students expect b-schools to be more than knowledge providers i. e. apart from education Students expect b-Schools to help them face the challenges of the corporate world. All the faculty members agreed that management faculty should be dynamic and be more than information providers. If management institutes want to survive they have to be futuristic and sensitive to the needs and changing aspirations of the new generations.

I do the very best I know how - the very best I can;
and I mean to keep on doing so until the end
- Abraham Lincoln

Editorial Team

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Team Leader : Prof. S. Balasubramanian, Director, GRGSMS
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Send us Your Feedback

We welcome your feedback, suggestions and comments to improve *Impressions*.
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