



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF AUGUST 2020

1. The online classes for the II MBA - III semester (2019 - 21 batch) commenced on 3rd August 2020.
2. GRGSMS organized AICTE sponsored Online Short Term Training Programme (STTP) on 'Entrepreneurship Development' in 3 batches. Batch 1 was conducted during 3rd - 8th August 2020; Batch II during 10th, 12th - 14th and 17th - 18th August 2020 and Batch III during 17th - 21st and 24th August 2020. The sessions were handled by both external and internal resource persons. The external resource persons were Dr S Karthikeyan, Psychologist, Profile Counselling Centre; Mr R Krishnan, Head - Centre for Entrepreneurship, Amrita Vishwa Vidyapeetham; Ms Sujaya Rao, Co-Founder, Future Edu; Ms Ranjana Singhal, Partner, The Terra Co; Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, Dr V Rajasekaran, Associate Professor, PSG CAS; Dr Madhuri Ravindra Kumar, Head - CSIM; Dr R Chandrasekhar Menon, Dean - School of Business, Kalasalingam University; Ms B Kayalvizhi, Assistant Director, MSME - Development Institute; and Dr Radhika Meenakshi Shankar, Founder, Wise Owl Consulting. The internal resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr P Sadhasivam, Director, GRGSMS; Dr Savitha Nair, Associate Professor; Dr B Sripirabaa, Associate Professor; Dr S Kavitha, Associate Professor; Dr Vandana Madhavkumar, Associate Professor; Dr G B Sabari Rajan, Associate Professor, Dr R Initha Rina, Assistant Professor; Ms S Sathyapriya, Assistant Professor; and Dr L Nithya, Assistant Professor, PSGRKCW. Out of 191 registrations received for various batches from all over India, 138 participants (39 participants in Batch I, 38 participants in Batch II and 61 participants in Batch III) successfully completed the programme based on the evaluation conducted by the Programme Evaluation Committee. The programme was coordinated by Dr Savitha Nair, Associate Professor, Ms S Sathyapriya,

Assistant Professor, Dr R Initha Rina, Assistant Professor, and Dr L Nithya, Assistant Professor, Dept of Commerce, PSGRKCW.

3. Dr Vandana Madhavkumar, Associate Professor, Ms R Sona, Assistant Professor, and 19 students of II MBA attended Monday Musings on the topic 'Power of Thoughts' by Mr Ameet K Hingorani, Corporate Trainer, organized by Coimbatore Management Association (CMA) on 3rd August 2020.
4. Business Review sessions were held for II MBA Section - I students on 5th, 19th, 21th and 25th August 2020. During the sessions, discussions were held on the topics: (i) A Review of India's position in Global Value Chain; (ii) Covid-19 and Gaps in MSME Lending; (iii) Opportunity for India as Covid 19 disrupts Global Supply Chain; (iv) Impact of Workplace Diversity on Company Culture; (V) Reimagining the Workplace of the Future; (vi) Dealing with Corporate Insolvency; (vii) Reshaping the Future of Indian Economy; and (viii) Demand Rise in Ventilator Manufacturing and Opportunities for JAL Company in the Pandemic.
5. Business Review sessions were held for II MBA Section - II students on 5th, 10th, 17th and 24th August 2020. During the sessions, discussions were held on the topics: (i) COVID19 effect on E-commerce: A Retailer's Perspective; (ii) Indigo and its Comeback Strategy; (iii) Financial Performance of Tech Mahindra despite Covid Disruption; (iv) Strategies to sustain Business during the Pandemic; (v) Innovators in Covid Times; (vi) Remote Working Preferences on the Rise: Insights from Cushman & Wakefield Survey (vii) Industry Channels and Jobs : Post COVID-19; and (viii) India's National Education Policy - 2020.
6. The Summer Internship Programme (SIP) Presentations of II MBA students on AIMA Chanakya Simulation Game was conducted on 7th August 2020.
7. Interest groups meetings of II MBA students with the respective faculty coordinators were held on 8th August 2020.
8. Eighteen students of II MBA along with Ms R Sona, Assistant Professor, attended Monday Musings on 'Inspired Living' by Dr CA Mayur Nayak, organized by CMA on 10th August 2020.
9. Dr S Kavitha, Associate Professor, acted as a Subject Expert & Special Invitee for the Board of Studies constituted for B Sc Artificial Intelligence and Machine

Learning Programme of Sree Saraswathi Thyagaraja College, Pollachi, on 14th August 2020.

10. Dr Vandana Madhavkumar, Associate Professor, attended the AIMA Leader Speak session on 'Doing Well and Doing Good' by Mr Aditya Ghosh, Member - Board of Directors, OYO Hotels & Homes, moderated by Mr Sanjay Kirloskar on 14th August 2020
11. Twenty two students of II MBA along with Dr Vandana Madhavkumar, Associate Professor, and Ms R Sona, Assistant Professor, attended a Special Talk on the topic 'Digital and Disruption' by Mr R P Aravind, Director, Marketing and Communications, Hardcastle Restaurants Pvt Ltd, Mumbai, organised by DJ Academy for Managerial Excellence and CMA on 15th August 2020.
12. Twenty one students of II MBA along with Ms R Sona, Assistant Professor, attended Monday Musings on the topic 'Entrepreneurial Mindset' by Dr B L Lakshmi Meera, Program Director, Forge, Coimbatore, organized by CMA on 17th August 2020.
13. Dr S Kavitha, Associate Professor, attended a webinar on 'Content that Engages - Improve Learning Outcomes and Student Retention' organized by Peregrine Global Services on 18th August 2020.
14. The Academic Advisory Board Meeting of GRGSMS was held on 20th August 2020.
15. A session on Collaboration was organized for the MBAPLUS students of 2019-21 Batch on 20th August 2020. The speaker was Ms Vandana Sindhu Singh, Dell Technologies, Austin, Texas. Dr P Sadhasivam, Director and Dr B Sripirabaa, Associate Professor were present
16. Dr S Kavitha, Associate Professor, attended a talk by Prof Sukhadeo Thorat on the topic 'National Education Policy 2020 - A Socio-cultural Perspective' organized by St. Joseph's College of Commerce, Bangalore on 21st August 2020
17. Nineteen students of II MBA along with Ms R Sona, Assistant Professor, attended Monday Musings on the topic 'Emerging Opportunities for Electric Mobility for Coimbatore' by Mr P Manikandan, Founder and President SSEM, organized by CMA on 24th August 2020.
18. Dr Vandana Madhavkumar, Associate Professor, attended the special talk webinar on 'New Skills for a New World' by People Matters. The speakers were Mr Raghav

Gupta, Managing Director, Coursera India & APAC, Mr Adam Lewis, Skills Transformation Lead, Coursera EMEA, and Ms Nidhi Manchanda, Enterprise Implementation Manager, Coursera, on 26th August 2020.

19. The Governing Council Meeting of GRGSMS was held on 28th August 2020.
20. Dr R Initha Rina , Assistant Professor, attended a webinar on 'Leadership in the new era of COVID 19: Crisis Leadership' organised by St Joseph's College of Commerce, Bangalore, on 28th August 2020.
21. A virtual 'Onam Celebration' was organized by the students of II MBA on 29th August 2020.
22. Dr S Kavitha, Associate Professor, attended the National Webinar on 'Issues & Concerns of National Education Policy - 2020' organized by Department of Education and Education Technology, School of Social Sciences, University of Hyderabad, on 29th August 2020.
23. Ms V Sumathi, Executive Secretary, and Ms C Anuradha, Executive - Admin, attended a session on 'General Women Health, Stress Management and PCOs' by Dr Pooja Mathew, Women's Centre by Motherhood Hospitals, organised by PSGRKCW HR department on 29th August 2020.
24. As a part of E Talk Series, Ms Gowri Madhusudhanan, Co-founder, Seeragam - The Native Store, addressed the ED cell students on the topic 'In Harmony with Nature: The Story of an Agripreneur' on 29th August 2020.
25. Seventeen students of II MBA attended Monday Musings on the topic 'HR Policies and Management in Current Times' by Mr P Ramanathan, Advocate, Coimbatore, organized by CMA on 31st August 2020.
26. Dr S Kavitha, Associate Professor, published a research article titled 'Adoption of Digital Marketing Among MSMEs in Coimbatore: An Empirical Study' in the International Journal - Social Science and Humanities International (SSHI), Vol 1 Issue 3, 2020.
27. Dr G B Sabari Rajan, Associate Professor, has been sanctioned with a funding of Rs.4,93,500/- from AICTE for organizing a Faculty Development Programme (FDP) on 'Deflate Financial Derivatives'.

28. Dr P Paramanandam, Professor, has been sanctioned with a funding of Rs 93,000 for conducting FDP on 'Organizational Behaviour' under AICTE Training and Learning Academy (ATAL).
29. Dr S Kavitha, Associate Professor, has been sanctioned with a funding of Rs.3,23,333/- from AICTE for organizing a Short Term Training Programme (STTP) on 'Application of R in Management Research'.