



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF OCTOBER 2020

1. Dr S Kavitha, Associate Professor, completed an online course on 'Google Analytics Certification - Become Certified and Earn More' through Udemy on 1st October 2020.
2. The Mid Review for Management in Practice (MIP) for the II MBA students was held online on 3rd October 2020.
3. As a part of Interest Group activities, the Community Interest Group organised a session on 'Boundaries of My Sacred Space' by Ms NA Sujatha and Ms Kavitha Ramesh of WE - The People Forum on 3rd October 2020.
4. Business Review sessions were held for II MBA Section - I students on 5th, 6th, 12th, 16th, 17th and 19th November 2020. During the sessions, discussions were held on the topics: (i) India's ban on Chinese Apps: Impact on Consumers; (ii) IBM collaborates with National Skill Development Corporation to offer Free Digital Skill Training; (iii) COVID 19 Impact on Indian Automotive Companies; (iv) National Education Policy 2020: A New Dawn for India; (v) An Overview of PLI Scheme aimed at making India as a Manufacturing Hub for Mobile Services; (vi) The Future of Fintech -The New Normal after the COVID-19 Crisis; (vii) The Role of Mass Media during the Pandemic; (viii) Covid - 19 Impact on Aviation Industry; (ix) An Overview- Green Strategic Partnership between Denmark & India; (x) Reason Behind Rise in India's Foreign Reserves; (xi) Adoption of Cloud Applications to accelerate IT Modernization; and (xii) Impact of Covid 19 on Restaurant Business.
5. Business Review sessions were held for II MBA Section - II students on 5th, 8th, 15th, 22nd and 29th 2020. During the sessions, discussions were held on the topics: (i) Farm Bill 2020 - Overview; (ii) Google's 2020 Product Launches; (iii) Smart Innovations: Going beyond merely Marketing in India; (iv) Zee Entertainment sees Revival in Ad Values; (v) The Journey of Dream 11 - The Title Sponsors of IPL

2020; (vi) Reliance's Acquisition of Future Group to Strengthen its Retail; (vii) Current Scenario of Top Ten Family-owned Businesses in India'; (viii) Indian Startups backed by GFS(Google For Startups) Accelerated Program; (ix) COVID 19: An Opportunity for India to become a Manufacturing Hub; and (x) Private Trains in India - Benefits and Challenges.

6. Dr B Sripirabaa, Associate Professor, attended a webinar on 'The Future of Work in Business and Strategy Consulting' organized by Australian Trade and Investment Commission on 6th October 2020.
7. Dr B Sripirabaa, Associate Professor, and Dr S Kavitha, Associate Professor, attended a webinar on 'Shut Up & Listen: Improve Your Listening Skills and Become a Better Leader' organized by Peregrine Global Services on 6th October 2020.
8. Placement training session for II MBA students was inaugurated on 7th October 2020. Fifty-six students enrolled for training and the sessions are delivered by TIME Institute, Coimbatore.
9. As a part of Interest Group activities, the Technology Interest Group organized a quiz contest on 9th October 2020.
10. The Term Paper Mid review for the II MBA students was held online on 9th October 2020.
11. Dr P Sadhasivam, Director, Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, attended the 'TIDES - The Leadership Summit' organized by Confederation of Indian Industries (CII) on 9th and 10th October 2020.
12. As a part of E Talk Series, Ms Kalpana Sekar, Co-founder, Biblubox, addressed the students of Entrepreneurship Development Cell of GRGSMS and PSGRKCW on the topic 'Building a Successful Online Business' on 10th October 2020.
13. As a part of Interest Group activities, the Peer-Tutor Interest Group organized a session on 'Baking Chocolate Chip Cookies and Garlic Bread' by Ms K Madhumetha of II MBA on 10th October 2020.
14. Ms R Sreeprabha, Assistant Professor, participated in the online National Level Workshop on 'Quantitative Data Analysis using STATCRAFT' organized by

STATCRAFT and Dr D Y Patil Institute of Management Studies, Pune, on 13th October 2020.

15. Dr S Kavitha, Associate Professor, attended a webinar on 'Narratives of Covid-19 from the Social Science Communities in India and Philippines (Part -1): Examining COVID-19 Responses of India and the Philippines' held on 15th October 2020.
16. Dr S Kavitha, Associate Professor, attended a webinar on 'Creating a Research Environment: Issues and Challenges' organized by ASBM University, Bhubaneswar, on 15th October 2020.
17. Dr B Sripirabaa, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, attended a webinar on 'National Education Policy 2020: States Leading the Way' organized by Indian School of Business and the US Consulate General Hyderabad on 16th October 2020.
18. As a part of Interest Group activities, the Health & Fitness Interest Group organized a special talk on the topic 'Emotional Health & Wellbeing' by Ms Sindhu David, a Consultant Psychologist, and also an alumna of PSGRKCW on the 17th October 2020.
19. As a part of Interest Group activities, the Right Brainers Club organized 'Brain Teaser', a Quiz Contest and 'Doodle for GRGSMS' competition on 17th October 2020. Ms P Monisha, Ms P Divya and Ms S Keerthana were the winners of the Doodle Contest.
20. Dr Vandana Madhavkumar, Associate Professor, attended Rotary District Seminar on Environment 'Go Green Plus' on 18th October 2020.
21. Dr P Sadhasivam, Director attended the steering Committee meeting (online) of TNTDPC Summit on Management Education.
22. A guest lecture was organized for the course 'Learning and Development' on the topic 'Training and Development at ITC' on 20th October 2020. Mr Sreejith Nair, Manager - Learning and Development, ITC PSPD Division, Coimbatore handled the session.
23. Dr G B Sabari Rajan, Associate Professor, participated in the National Level Quiz Competition organized by Vivekananda Business School, Tiruchengode on 21st October 2020.

24. Dr S Kavitha, Associate Professor, delivered a keynote address on the topic 'Digital Marketing and Business Data Analytics - Opportunities and Challenges in Covid-19' during the National Conference organized by Department of Commerce (PG), Kristu Jayanti College, Bangalore on 23rd October 2020.
25. Dr S Kavitha, Associate Professor, and Ms S Sathyapriya, Assistant Professor, attended a webinar on 'The Impact of the Pandemic on Three ACBSP Institutions from the perspective of a Chancellor, President, and Rector' organised by ACBSP on 28th October 2020.
26. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Public Administration Competencies: The Hard and Soft Skills Students Need to Impact the World' organized by Peregrine Global Services on 28th October 2020.
27. A guest lecture was arranged for the course 'Security Analysis and Portfolio Management' on 28th October 2020. The session was delivered by Mr D Gowtham, Wealth Management - Agency Partner, Zerodha Stock Broking, Bangalore on the topic 'Fundamental and Technical aspects of Security Analysis'.
28. Dr Vandana Madhavkumar, Associate Professor, attended the LeaderSpeak session on 'How to think like and then become a monopolist?' by Mr Saurabh Mukherjee, Founder & Chief Investment Officer, Marcellus Investment Managers, on 30th October 2020.
29. As a part of Interest Group activities, the Environment Interest Group organized a programme on 'Sustainable Practices for Cleaner Environment' on 31st October 2020.
30. Our alumna Mrs K N Dhivya (Class of 2017), Assistant Operations Manager, Sri Manikandan Group of Companies delivered a talk on the topic 'Family Business - Opportunities and Challenges' on 31st October 2020.
31. Students of II MBA along with Ms R Sona, Assistant Professor, attended Monday Musings series organised by CMA for the month of October 2020.
32. Dr R Initha Rina, Assistant Professor, has been sanctioned with a funding of Rs.50,000/- from GRG Trust for carrying out research project on the topic 'Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers'

33. Ms R Sreeprabha, Assistant Professor, has been sanctioned with a funding of Rs.50,000/- from GRG Trust for carrying out research project on the topic 'Reskilling the Workforce of SMEs in Coimbatore through effective Training and Development Practices - Need for a Paradigm Shift for the Future'.
34. Ms R Sreeprabha, Assistant Professor, completed an online course on 'Managing Employee Performance' conducted by University of Minnesota through Coursera.