



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JUNE 2021

1. Business Review sessions were held for I MBA Section-I students on 1st, 4th, 9th, 11th, 15th, 18th, 22nd and 26th June 2021. During the session the discussion were held on the topics : (i) “Why Today’s Startup’s Pursue Both Ideas and Ideals (ii) How Retail Investors can benefit from Rising Interest Rates of State Government Securities (iii) India is Missing the Cryptocurrency Bus (iv) The Next Normal: Business Trends for 2021 (v) Google Announce New Privacy Setting AI Tools and Android 12 Beta (vi) Lakshadweep Administration Issue (vii) Covid Relief: RBI allows Loan Recast up to Rs 50 crore (viii) Intel Reiterates Chip Supply Shortages (ix) What Makes an Online Marketplace Disruptive? (x) Second Wave of COVID-19 to Impact Blue-Collar, Gig Jobs (xi) Rising Unemployment - Reasons Why India should Worry about its Graduates (xii) Enterprises and Large Companies Shift Towards Flexible Workspace (xiii) The integration of Artificial Intelligence and Big Data in Medical Field (xiv) More People View Crypto as Investment than Gamble: UK Regulator (xv) 60% of Nestle’s Food Portfolio “unhealthy” Company on Firefighting Mode and (xvi) Micro Strategy is Selling Corporate bond to buy bitcoin.
2. Business Review sessions were held for I MBA Section-II students on 1st, 5th, 10th, 12th, 15th, 18th, 23rd and 25th June 2021. During the session the discussion were held on the topics : (i) Hybrid working will be the new norm (ii) Future group loan faced the risk of NPA (iii) Buy online, Pick Up in-store - Gives retailers an edge (iv) Redesigning logistic sector with eye on future (v) Sustainable development and its impact on businesses (vi) Challenges faced by HR during covid-19 (vii) Leveraging cloud for financial benefits (viii) Impact of covid-19 in the food supply chain: Disruptions and recover strategy (ix) Buyback of shares (x) Towards low carbon future - CO2 red alert (xi) Social Media influencers will now have to add labels for paid

content - New guideline (xii) SAAS Marketing (xiii) Digital marketing ruling the current up skilling market (xiv) Big benefits of employee ownership (xv) Why today's start-ups, pursue both ideas and ideals (xvi) Paytm plans to launch India's biggest IPO.

3. Dr S Kavitha, Associate Professor attended a webinar on Research and Innovation Best Practices in Higher Education organized by Assocham on 2nd June 2021.
4. Dr P Paramanandam, Professor and Dr S Kavitha, Associate Professor attended a webinar on 'Perspectives on a Year of Challenges and Innovation, and Planning for the Future' organised by Harvard Business Publishing on 2nd June 2021.
5. A demo on MYLAB the digital platform of Pearson Publications was held on 3rd June 2021.
6. Dr G B Sabarirajan, Associate Professor acted as a resource person and delivered a talk on the topic 'Recent Trends in Business Environment' in the national level webinar organized by NAAS College, Madurai on 4th June 2021.
7. As a part of forum activities, the Environment Interest Group organized an awareness session on the topic 'Environmental changes' during the World Environment Day, 5th June 2021.
8. Mr Thomas Paulose, General Manager, Elgi Equipments Ltd, Coimbatore delivered a CXO talk on the topic 'Taking on Goliath: Competing with Multinationals and Global on 5th June 2021.
9. Dr S Kavitha, Associate Professor attended the National Webinar on 'Post Covid-19 Era in Education and Technology' organized by Dr. Ambedkar Institute of Technology, Bengaluru on 5th June 2021.
10. Dr S Kavitha, Associate Professor attended a webinar on 'How HEI can Align Their Curriculum to NEP 2020?' organized by Assocham on 5th June 2021.
11. Dr Sadhasivam, Director and Co-convener of Education Panel of CII Coimbatore attended the panel meeting on 7th June 2021.
12. Dr G B Sabarirajan, Associate Professor acted as Resource person for the webinar on the topic 'Business Environment: A New Paradigm' organized by VET College of Arts and Science, Erode on 9th June 2021.

13. Dr B Sripirabaa, Associate Professor attended a session on 'Career development - a look at the competencies needed to succeed' organized by Peregrine Global Services on 9th June 2021.
14. Dr S Kavitha, Associate Professor attended a webinar on 'Interlinking of UNSDGs and Green Educational Campuses through Not Zero, Net Zero' organized by Assocham on 10th June 2021.
15. Dr G B Sabarirajan, Associate Professor attended a webinar on the topic 'Time to Upgrade' organized by Business Standard on 11th June 2021.
16. Mr Gowtham, Financial Advisor, Zerodha, Bangalore, delivered a webinar on the topic 'Stock Prediction using Technical Analysis' for the PGDMFS students as a part of the course 'Security Analysis and Portfolio Management' on 11th June 2021.
17. Dr Sadhasivam, Director and Dr Vandana Madhavkumar, Associate Professor attended the CMA 20-21 07th MC Meeting held virtually on 11th June 2021.
18. Dr B Sripirabaa, Associate Professor attended the demonstration of the session Products and services of Harvard Business Publishing on 11th June 2021.
19. As a part of forum activities, the Health and Fitness Interest Group organised a session on 'Get Fit With Yoga' by Yogacharya Mr V Balaji, Yoga Therapist at Girinath Yoga Center, Coimbatore on 12th June 2021.
20. Dr P Sadhasivam, Director, attended a National Webinar by AICTE, Keynote Speaker Dr. Anil Sahsrabudhe, AICTE Chairman, on 12th June 2021.
21. Dr P Sadhasivam, Director anchored the 'Monday Musings' of Coimbatore Management Association on 14th June 2014.
22. Dr B Sripirabaa, Associate Professor attended a session on 'Assessing and Developing Workplace Readiness Skills' organized by Peregrine Global Services on 16th June 2021.
23. Dr S Kavitha, Associate Professor attended the webinar organized by Peregrine academic services on the topics 'Assessing and Developing Workplace Readiness Skills - EvaluSkills soft skills evaluation', Online, Interactive Experiential Learning: OneDay Strategy Simulation organized on 16th and 23rd June 2021.

24. Ms C Anuradha, Executive Admin and Ms V Vishnu Priya, Junior Executive Admin attended the Art of Living Immunity Boost Program organised by PSGRKCW from 17-19 June 2021.
25. Dr G B Sabarirajan, Associate Professor attended Business Standard Insight Talk - On Thinking out of the box - Reinventing careers for new MBA graduates organized by Business Standard on 19th June 2021.
26. Dr P Paramanandam, Professor attended a webinar on 'What Do I Look for When Hiring from B-Schools' organised by New Delhi Institute of Management (NDIM) on 19th June 2021.
27. The Health and Fitness Interest Group organised a demo session on the topic 'Enrich your Health with Yoga' on the International Yoga Day, 21st June 2021.
28. The End Semester Examination for the IV Semester - II MBA (2019-21 Batch) was conducted online from 21 - 28 June 2021.
29. Dr Savitha Nair, Associate Professor joined as a Mentor in the 'Global Startup Advisor Community', a flagship initiative of Wadhwani Foundation, and attended the onboarding meetings held during 21- 24 June 2021.
30. Dr R K Sudhamathi, Associate Professor attended 3 day online FDP on 'Citation Styles and Reference Lists using Mendeley' organized by Shia Sivani Institute of Management, Telangana from 21 -23 June 2021.
31. Dr S Kavitha, Associate Professor attended the meeting of the Board of Studies of Business Management of RVS College of Arts and Science as University Representative on 25th June 2021.
32. As a part of forum activities, the Technology Interest Group organised a webinar on the topic "Web Designing" on 26th June 2021. Mr Logeshwara Raja, Full Stack Developer working for Cognizant is the resource person for the session.
33. As a part of forum activities, the Theatrical Club organised a session and screened a short film 'Varuthapadatha Manidha Nenjame' played by theatrical club members on 26th June 2021.

34. Dr P Paramanandam, Professor attended a webinar on 'How My Failures Paved My Success' organised by New Delhi Institute of Management (NDIM) on 26th June 2021.
35. Dr G B Sabarirajan, Associate Professor attended Business Standard Insight Talk series, on the topic 'Nestle's purpose-led journey in India starts in 1 day' by Mr Sanjay Khajuria, Director, Operation Affairs, Nestle India on 26th June 2021.
36. Dr P Ravindranath, CMC, Principal Consultant, RK Swamy BBDO Limited, Cochin delivered a guest lecture for I MBA students as a part of the course 'Marketing Management' on 28th June 2021.
37. Dr S Kavitha, Associate Professor delivered a session on 'Social Media Marketing - A Game Changer for Business' in the Monday Musings organized by Coimbatore Management Association on 28th June 2021. Dr Vandana Madhavkumar, Associate Professor, Ms R Sona, Assistant Professor and Ms R Sreeprabha, Assistant Professor attended the session.
38. Dr R K Sudhamathi, Associate Professor and Dr S Kavitha, Associate Professor attended 3 day online workshop on 'Examination Reforms' organized by AICTE from 28 - 30 June 2021.
39. Dr Vandana Madhavkumar, Associate Professor attended the Annual General Body meeting of NIPM for the year 2020 on 30th June 2021.
40. Dr R K Sudhamathi, Associate Professor has completed an online course on 'Risk & Return' offered by Columbia University through Edx online platform.
41. Ms P B Saranya, Assistant Professor has completed an online courses 'Managing Cash and Credit' through Edx online platform during June 2021.
42. Dr Vandana Madhavkumar, Associate Professor has been invited to be an Executive Committee member of National Institute of Personnel management (NIPM) Coimbatore Chapter.
43. Ms R Sona, Assistant Professor along with I MBA students attended all the Monday Musings organised by CMA during the month of June 2021.