



Nurturing Future **Women Leaders**

Placement Brochure 2023



- First and only 'for Women' Institution in South Asia to get Internationally Accredited by ACBSP, USA
- Study Abroad / Semester Abroad Programmes through International Collaborations
- Acclaimed Curriculum and Academic Rigour
- Skill Development for Professional Excellence

DIRECTOR'S MESSAGE

Every Management graduate pursues her degree with great dreams and aspirations. The young women aspirants of GRG School of Management Studies are groomed to become future leaders in their chosen field. The students are trained in numerical, verbal and logical abilities along with soft skills. The entire curriculum and syllabus is prepared keeping in mind the changes happening in the ecosystem of management education.



Students undergo 8 to 10 weeks of internship during the fourth semester and gain first-hand industry experience in the organization of their choice. This helps them gain exposure to the industry practices and understand the need for adaptability when they pass through the portals of institute. We have creatively designed Career Counselling Programme (CCP) and placement training to ensure the right guidance to every student from the day the student enters the Institute with the dream to fulfil their aspirations.

I cordially invite the corporates to GRGSMS for campus placements. We deem it as an honour to host you and provide our students an opportunity to demonstrate their capability, intellect and professional readiness to get inducted in your esteemed organization. We assure you that we have good number of meritorious and industry ready management graduates who would prove an asset to your organisation.

Dr P Sadhasivam
Director

Curriculum and Syllabus

The two-year, full-time MBA is the flagship programme of GRGSMS. In line with the vision and mission of the institution, the objective of the MBA programme is to enable students acquire the knowledge, skills, and competence in management and leadership, and to help them develop a holistic personality to lead successful personal and professional lives. The curriculum is innovative, and application oriented. The curriculum is designed to provide a strong foundation on the fundamentals of management in a learner-centered environment with wide exposure to current and contemporary industry practices enabling holistic development of the students.

The syllabus for each course is designed and structured in such a way as to meet the overall curriculum objectives, leading to alignment with the programme objectives and institutional vision and mission. The learning management system at GRGSMS is fully technology-enabled. Online learning is actively encouraged to enhance students' knowledge.

The following programmes are built into the curriculum to ensure holistic development of students

- **Personality Development Programme (PDP)**

The objective of PDP is to explore and identify the strengths and weaknesses of the students and assess their ability and willingness to work in teams through a series of activities using a combination of blended and experiential learning methods. The programme helps the students to understand themselves better and work on the areas requiring improvement.



- **Outbound Training programme (OBT)**

OBT focuses on inculcating the sense of team spirit, enhancing their interpersonal, communication, and leadership skills and building competency for teamwork among students through a series of indoor and outdoor activities. The students get opportunities to strengthen their critical thinking, leadership, communication, teamwork, interpersonal, problem solving, and learning skills.



- **Career Counselling Programme (CCP)**

CCP provides an arena for the students to explore and make choice of their career alternatives, build upon the required competencies and enables them to make appropriate career choices. The programme involves a series of sessions on understanding their strengths and interests, self-awareness, career orientation, interview skills, resume building, personal branding and etiquette.



- **Student Internship (INP)**

Students, in their fourth semester, undertake 8-10 weeks of internship in a diverse range of profiles across market research, business development, financial consulting, HR etc. The primary objective of the 'Internship' (INP) programme is to enable students gain an exposure to industry and understand current and contemporary management practices by applying their critical thinking and analytical skills by working on an issue / problem / opportunity identified in the organization. Internship provides endless opportunities for students to learn, experience and grow into industry-ready professionals. Internship enables application of learning in real business scenarios, exploration of career paths and paves the way for placement in organizations.

- **Community Immersion Programme (CIP)**

The objective of the "Community Immersion Programme" is to sensitize students of their responsibility towards the community through a yearlong fieldwork in the villages adopted by the institution. The "Community Immersion Programme" is carried out by the students during semesters II and III. Students identify the issues prevailing in the community, primarily relating to UN Sustainable Development Goals in the areas of health, hygiene, education, skill development, financial literacy and inclusion, farming, empowerment etc. and address them by planning and implementing innovative and sustainable solutions. Students in teams work on specific areas of action, and together, they bring about substantial transformation in the lives of the villagers in the community. The programme serves as a "Live Lab" for the students to experience and demonstrate empathy, social responsibility, and transformative leadership.



Student Life @ GRGSMS

A well-equipped classroom, technology-enabled LMS and other teaching aids, multimedia lecture halls with video-conferencing facility, a well-stocked library and 24/7 wi-fi connectivity ensure excellence in student experience. A spacious and hygienic cafeteria, sports ground, conference and seminar halls are value additions.

The students' association Shreyas (acronym for Sincere, Hardworking, Resourceful, Energetic, Young, Aspiring, Students) provides a platform for students to develop and demonstrate their talent, ability and creativity and helps hone their leadership, managerial and team working skills. Shreyas is run by the elected representatives known as the office bearers of Shreyas. Under Shreyas, students organise the Mega Annual Management Meet Urjith, various interest group activities and celebrations etc. Urjith is the popular inter B-school event aimed at fostering a sense of camaraderie among students from different b-schools in and around Coimbatore. Events conducted during Urjith include the Chandrakanthi Memorial Young Business Leader Award (CMBYL), the Best Management Team Award, business quiz, contests in HR, Marketing and Finance. Various clubs and interest groups are formed under the student's association. Students are free to form and choose interests groups such as Environment, Technology, Creativity, Fine Arts, Peer Tutor, Health & Fitness and Speakers' Forum. These interest groups conduct activities throughout the year. Participation in these activities develops self-confidence, critical thinking, problem-solving, decision-making, and leadership skills of students.

Students are also encouraged to participate in events and contests outside the campus and through participation have brought plenty of laurels and accolades to the institute.



Industry Relations

GRGSMS firmly believes in maintaining a strong industry-institute interface covering all 'touch-points'. Faculty of GRGSMS regularly organise Management Education Programmes (MDPs) and are resource persons for these management programmes for working professions. Faculty also regularly undertakes consulting assignments.

Students and faculty have regular interaction with senior executives from industry through the CXO Talks. Persons of eminence from industry are invited to the campus to interact with our students and faculty on themes that are contemporary, current and of concern to both the industry and the institute during the monthly CXO talks.



Further, student internships, joint projects with industry involving faculty and students, guest lectures for courses by industry experts, industry visits and activities conducted as part of being professional members of industry associations enhance students' knowledge of current industry practices and help them gain necessary industry exposure. The Annual Industry Day held in the middle of December has eminent and senior representatives from the industry and the academia discuss on a contemporary topic that is relevant to both industry and management education further give students and faculty an opportunity to gain insights into contemporary topics of relevance. Faculties also undertake sabbatical and periodic immersion in industry which enriches their knowledge.

GRGSMS is a member of the following professional association

- National Institute of Personnel Management (NIPM)
- Confederation of Indian Industry (CII)
- All India Management Association (AIMA)
- Association of Indian Management Schools (AIMS)
- Coimbatore Management Association (CMA)
- ICT Academy of Tamil Nadu (ICTACT)



International Relations

GRGSMS recognizes that in the era of globalization and collaboration, international connect and partnership programmes are essential for students to appreciate, recognize and embrace global business management and work cultures. Hence GRGSMS focuses in establishing collaboration and partnerships with premier universities across the world with the objectives of a) marking its footprints in the global arena, b) facilitating faculty to network with partner institutions and c) providing students with the ability to study, work and travel in an international capacity and augment their business skill sets. The above objectives are achieved with international partner institutions through study abroad programme, global immersion programmes, exchange of faculty and students, collaborative research, exchange of academic knowledge, curriculum, course information and reading materials and international teaching experience for faculty.

- **Study Abroad Programme**

Study Abroad Programme provides global exposure for students by undertaking courses offered by Universities across the world. Such an exposure facilitates students to appreciate, recognize, experience, and embrace global business management, appreciate cross cultural differences and study amidst international students. Study Abroad Programme also prepares the students to take up career that has no geographical boundaries. Students have undertaken Study Abroad Programme at CETYS Universidad, Mexico; Singapore Management University, Singapore; Nottingham Trent University, Nottingham, UK; University Malaysia Pahang, Malaysia.



- **International Teaching Experience**

With the objective of providing global teaching experience to the faculty members, GRGSMS encourages its faculties to offer guest lectures to student of partner institutions through video conferencing and handle full or part of a course at partner institutions.

- **Global Immersion Programme**

India is a country well-known for its civilization that is thousands of years old and diversity of culture, geography, and religions. The Global Immersion Programme (GIMP) aims to provide an opportunity to international undergraduate and graduate students of commerce, and management to experience the life and culture of India and to enable them learn about Indian perspectives on social, cultural, economic issues.

- **Collaborative Research**

The faculties are engaged in joint research activities in their areas of interest with faculty of partner institutions/faculty working in institutions abroad. Faculties are engaged in joint research with the faculties working in University Malaysia Pahang, Malaysia and American College of Dubai, Dubai.

GRGSMS has international collaborative partnerships with the following institutes

- Oregon State University, USA
- Swinburne University of Technology, Sarawak Malaysia
- San Diego State University, USA
- Cety's University, Mexico
- University of Dar Es Salaam, Tanzania
- Universiti Malaysia Pahang, Malaysia
- Nottingham Trent University, UK





About GRGSMS

GRG School of Management Studies (GRGSMS) is the Department of Management of PSGR Krishnammal College for Women (PSGRKWCW) and was established in 1993. PSGRKCW is a unit of the GRG Group of Educational Institutions in Coimbatore, under the GRG Trust and was established in 1963.

GRGSMS is one of the very few b-schools dedicated exclusively to women. The flagship programme of GRGSMS is the two-year, full-time MBA Degree. The programme is approved by the All India Council for Technical Education (AICTE), and the degree is awarded by Bharathiar University, Coimbatore. MBA Programme is internationally accredited by Accreditation Council for Business Schools and Programs (ACBSP), USA. The objective of the GRGSMS curriculum is to nurture and develop women leaders with holistic perspective and concern for the society and environment.

PSGRKWCW is an autonomous college affiliated to Bharathiar University, a UGC-certified 'College of Excellence', is ranked 6th among colleges in India by the National Institutional Ranking Framework (NIRF) in 2022, and accredited by the National Assessment and Accreditation Council (NAAC) 4th Cycle with A++ Grade. PSGRKWCW is located on an environmentally pristine campus in Coimbatore.

The college offers undergraduate, graduate and doctoral degrees in arts, science, commerce, computer science, and management. With nearly 8,000 students' strength each year, PSGRKWCW has come to symbolize academic excellence in Southern India.

Our 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

Our 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

Our Recruiters

GRGSMS has enjoyed good placement for its students every year. The number of organisations visiting the campus for recruitment has been increasing and the job profile improving. The list of some organisations which have taken part recently in placement process is given below:



Batch Profile

The batch profile gives you a glimpse into a break-up of students and the specialization they bring for your organization

SI No	NAME	UG DEGREE	SPECIALISATION
1	AISHVARYA S	BBA RM	FINANCE;HRM
2	AKSHAYA V	B Com (A & F)	FINANCE;HRM
3	AKSHAYAA T	B Com(PA)	FINANCE;HRM
4	ANJU S	B Com (CORP)	FINANCE;HRM
5	ASWIN LAXMI C	BE ECE	GENERAL MGMT;HRM; MARKETING
6	AZHAKARASI N	B Com Intl Business	FINANCE;MARKETING
7	CCHARUMATHI A T	BTECH	HRM;MARKETING
8	DEEPIKA P	BA Sanskrit Sahitya	FINANCE;MARKETING
9	GAYATHRI J	B Sc CS	FINANCE;HRM
10	HARSHINI PG	B Com	FINANCE
11	HILARY JOAN N	B Com	HRM
12	JANASRUTHEE S	B Sc CS	FINANCE;HRM; MARKETING
13	JAYCEETRAA M	B Tech FT	GENERAL MGMT; MARKETING
14	JEYAPRABHA S	B Sc App Sc	ENTREPRENEURSHIP; FINANCE;MARKETING
15	KARTHIKA N	B Com	FINANCE;HRM
16	KEERTHANA M	B Sc Maths	HRM
17	KOTHARANGAVI R	B Sc CS	FINANCE
18	KRISHIKA R	B Com PA	FINANCE;MARKETING
19	LAVANYAA R	B Com PA	ENTREPRENEURSHIP; FINANCE;MARKETING
20	MANISHA NAIR A S	B Com PA	HRM;MARKETING
21	MIRUTHULASRI G Y	B Com	FINANCE;HRM
22	MONICA R	B Sc IT	MARKETING
23	NANDHI PRIYA N	B Com	FINANCE;MARKETING
24	NIKETHA B	B Com PA	FINANCE;MARKETING
25	NIVETHITHA S	B Com with CA	FINANCE;HRM
26	PARKAVI K	BBA (IB)	FINANCE;MARKETING
27	PAVITHRA.M	B Com (Business Analytics)	MARKETING
28	PAVITHRA S	B Com (PA)	FINANCE;MARKETING
29	POOJA SHREE N	B Com (A & F)	FINANCE;HRM
30	PRAISY J	BE ECE	HRM
31	PREETHI P	BBA (IB)	ENTREPRENEURSHIP; MARKETING
32	PRIYA DHARSHINI K M	Microbiology	ENTREPRENEURSHIP; FINANCE;MARKETING
33	PRIYANKA R	ECONOMICS	FINANCE;GENERAL MGMT
34	RAMYA V	BBA	HRM

SI No	NAME	UG DEGREE	SPECIALISATION
35	RUTH SARMILA D	B Com (INFO TECH)	FINANCE;HRM
36	SANDHYA S R	B Sc Physics	FINANCE;HRM
37	SATHYA C	B Com	FINANCE;HRM
38	SINDHYA MAVI C S	BBA (RM)	FINANCE;HRM
39	SOWMIYA S	BBA CA	ENTREPRENEURSHIP; HRM;MARKETING
40	SREENITHI G	B Com Bank Mgmt	FINANCE;MARKETING
41	SUBHIKSHA S	BE EEE	FINANCE;HRM
42	SUPRAJAA SRI S	BE (ECE)	GENERAL MGMT; HRM;MARKETING
43	SWARNAMAALYA M	BBA (RM)	ENTREPRENEURSHIP; MARKETING
44	SWETHA D	BBA (BPM)	FINANCE;HRM
45	VISALAKSHI VENKATACHALAM	B Com A & F	FINANCE;MARKETING
46	VISHRUTHI K	B Com (Banking & Insurance)	FINANCE;HRM; MARKETING
47	AKSHAYA DHARSHANA J	B Sc Info Tech	FINANCE
48	AKSHAYAA T	B Sc Physics	FINANCE;HRM
49	ALFINA MERLIN E	B Com	ENTREPRENEURSHIP; HRM;MARKETING
50	ARUL PRIYA A	B Sc Physics	FINANCE;MARKETING
51	ATHIRA M	BBA	ENTREPRENEURSHIP; HRM;MARKETING
52	DEEPSHEKA J S	BE CSE	ENTREPRENEURSHIP; MARKETING
53	HARINI A	B Sc CS	FINANCE;HRM
54	HEMA SHRI B	BBA (BPM)	FINANCE;MARKETING
55	ISWARYA P	BE CS	HRM;MARKETING
56	JAYA SUDHA J	BBA	FINANCE;HRM
57	JOTHILAKSHMI A	B Sc Maths	FINANCE
58	KARPAKA MEENA P	BBA	FINANCE;HRM; MARKETING
59	KAVITHA N	BBA (BPM)	FINANCE
60	KEERTHANA K	B Com	HRM;MARKETING
61	KEERTHANA R	B Com (Corp Sec)	MARKETING
62	KIRUTHIGA U	B Com (Actuarial Mgmt)	FINANCE;GENERAL MGMT; MARKETING
63	LEELA VIKASINI R S	B Com Corp Sec	FINANCE;GENERAL MGMT;MARKETING
64	MEENAKSHI K	B Com (Prof Acc)	FINANCE
65	MITHRAADEVI R	B Sc CDF	ENTREPRENEURSHIP; FINANCE;MARKETING
66	NANDHINI R	BE CSE	HRM;MARKETING
67	NARMADHA G	B Com (Actuarial Mgmt)	HRM;MARKETING
68	NEGAA S	B TECH	FINANCE;HRM; MARKETING
69	NITHYA TS	B Com	FINANCE; GENERAL MGMT;HRM
70	PAVITHRA S	B Com (Prof Acc)	FINANCE;HRM
71	PERSIS SARDONYX B	B Com	ENTREPRENEURSHIP; HRM; MARKETING
72	POOJA V	B Com (Actuarial Mgmt)	FINANCE;HRM
73	PRASHITHA G	B Sc Comp Tech	FINANCE;MARKETING
74	PREMIKA J	B Com (A&F)	FINANCE

SI No	NAME	UG DEGREE	SPECIALISATION
75	PRIYA DHARSHINI B	B Com AM	HRM; MARKETING
76	RASIKA T	B Sc Comp & App	FINANCE;HRM
77	SAI NEHA SURESH	B Com (Prof Acc)	FINANCE; GENERAL MGMT; MARKETING
78	SANDHIYA K	B Com Corp Sec	FINANCE;HRM; MARKETING
79	SATHIYA PREETHI J	BBA	HRM
80	SATHIYAVARSHINI V	B Com	ENTREPRENEURSHIP; FINANCE;MARKETING
81	SORNAJOTHI k	BBA	HRM
82	SOWMIYA D	BBA (BPM)	ENTREPRENEURSHIP; FINANCE;HRM; MARKETING
83	SRI RENUKA B	BBA (IB)	FINANCE;HRM
84	SUDHARSANA K P	B Com (Acc & Fin)	FINANCE;HRM
85	SWATHI S	B Sc Comp and Design	ENTREPRENEURSHIP; FINANCE;MARKETING
86	VISHNUVARDHINI P N	B Sc CS	FINANCE;HRM

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