



## NEWS AND EVENTS FOR THE MONTH OF FEBRUARY 2023

1. Dr G Brindha, Assistant Professor, attended a three day Faculty Development Programme on "Marketing Analytics: A Premier" organized by Cochin University of Science and Technology during 2nd to 4th February 2023.
2. Business Review sessions were held for I MBA Section I students on 2nd, 21st and 23rd February 2023. During the sessions, discussions were held on the topics: (i) Guardian newspaper and the ransom-ware attack, (ii) TCS and Infosys at par at top 3 global IT brands, (iii) Indian auto industry is in the top gear speed in FY23, (iv) India diamond traders - the rupee risks, (v) Employees left organization - Lack of Work life balance and flexibility, (vi) Ashok Leyland exports buses to Sri Lanka under the assistance of EXIM bank.
3. Business Review sessions were held for I MBA Section II students on 2nd and 18th February 2023. During the sessions, discussions were held on the topics: (i) Zoho's growth in the past 5 years, (ii) Transparency problem in corporate philanthropy, (iii) Money, flexibility, development? Figuring out what employees really value, (iv) 2023 is bringing change for global payments - but there are opportunities ahead.
4. Feb Fiesta, the annual flagship event of GRGSMS, was conducted virtually during 3rd to 6th February 2023. The theme for Feb Fiesta 2023 was "Innospectra", exploring the broad spectrum of possible innovations through the digital medium. Students in 20 teams and 7 alumnae entrepreneurs showcased businesses in Feb Fiesta. The event was inaugurated on 3 February 2022 by Dr R Nandini, Chairperson, GRG Institutions. The total turnover of Rs 4, 52,192 was achieved by 20 teams in 3 days. The programme valediction was held on 6th February 2022. Teams with highest turnover, highest visibility and reach, best creativity, best entrepreneurship, along with core team and ED cell

coordinators were recognised and awarded. Dr P Sadhasivam, Director, GRGSMS gave the valedictory address and Prof S Balasubramanian, Director, GRGCAS gave the concluding remarks.

5. As a part of 'Purples Day Out' of PSGRKCW, GRGSMS Alumnae Homecoming 2023 was held on 4th February 2023. 58 Alumnae attended the event. Dr M V Subha (Class of 1997) and Ms S Suganya (Class of 2010) were recognized as distinguished Alumnae during the event. Dr P Sadhasivam, Director, addressed the alumnae followed by faculty-alumnae interaction.
6. Dr Bhimaraya Metri, Director, IIM, Nagpur and Dr Narayana Reddy, Director, Department of Management, CBIT, Proddatu had an interaction with the faculty on 'Management Education Scenario and NEP Implications' during 4th February 2023.
7. Dr P Sadhasivam, Director, participated in a workshop on NEP2020 organized by AIMS, Dr Bhimaraya Metri, Director, IIM, Nagpur addressed and handled the sessions, on 5<sup>th</sup> February 2023.
8. Fourteen students of I MBA participated in "Krish Yukti - 23 - A Management Extravaganza", organized by School of Management and Department of Management Science, Sri Krishna Institutions, Coimbatore on 7th February 2023.
9. Dr K S Hariharan , Assistant Professor, delivered an Internal Faculty Seminar (IFS) on "Social Influence and Higher Education Choices among College Women" on 8th February 2023.
10. As a part of Industry Visit, I MBA, Section 1 students, visited Repose Mattress Pvt Ltd, Paduvampalli, Coimbatore, in two batches of 30 each on 8th and 9th February, 2023. They were accompanied by Ms Asha K S Nair, Assistant Professor, Dr Vandana Madhavkumar, Associate Professor and Dr R Initha Rina, Assistant Professor.
11. Nineteen students of I MBA participated in "CMA Sports Day Meet 2023" in various competitions like Carom, Chess and Throw Ball. Ms S A Jaya Soma Jothi secured 6th position in the chess event and GRGSMS team secured 3rd place in Throw Ball competition organized at Kumaraguru College of Technology and

Avinashilingam Institute, Coimbatore, on 9th and 10th February 2023, respectively.

12. The educational tour to Mangalore and Goa (domestic tour) was organised for 52 students of II MBA, from 7th to 12th February 2023. The students along with Dr M Reshma, Assistant Professor, and Dr T Jayashree, Associate Professor, visited Gurucharan Industries, Plastic Processing Machineries, Mangalore, on 8th February 2023 and Hindustan Coca Cola Beverages Private Limited, Goa, on 10th February 2023.
13. An international educational tour to Dubai was organised for 23 students of II MBA from 9th to 13th February, 2023. During the tour, the students visited Indus Air, a leading manufacturer of air conditioning systems, Sharjah. The students were accompanied by Dr G Brindha, Assistant Professor and Ms Asha K S Nair, Assistant Professor.
14. Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the 6th MC meeting of CMA at Hotel Ibis, on 10th February 2023.
15. Dr P Sadhasivam, Director, was invited as a resource person for an FDP organized by Nehru Aeronautics and Applied Science, on 11<sup>th</sup> February 2023.
16. The Internal Audit of GRGSMS was conducted from 11th to 21st February 2023.
17. As a part of the Industry Visit, 27 students of II MBA, visited OPEL (Oriental Plants and Equipments Pvt Ltd), Ravathur pirivu, Coimbatore, on 13th February, 2023. They were accompanied by Ms P B Saranya, Assistant Professor, and Ms J Meena Maheswari, Assistant Professor.
18. Dr Ashish Pandey, Associate Professor, Shailesh J. Mehta School of Management, Indian Institute of Technology, Mumbai, delivered a special talk on “Yoga and Mindfulness : The Powerful Tools of Decision Making” for the students of I MBA on 14th February 2023.
19. Dr T Jayashree, Associate Professor, attended ‘Budget Analysis 2023’ organised by CMA and The Institute of Indian Foundry men, Coimbatore Chapter, on 14th February 2023.

20. As a part of Industry Visit, students of I MBA Section 2, visited, Prominence UPVC Windows and Doors Pvt Ltd, Sulur, in two batches on 14th and 15th February 2023. They were accompanied by Dr R Initha Rina, Assistant Professor, Ms R Sreeprabha, Assistant Professor, Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor.
21. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Quality in Management Education" organized by Association of Indian Management Schools (AIMS) on 15th February 2023.
22. Dr Savitha Nair, Dean, handled an online session on "Social Entrepreneurship" as a part of the Management Development Programme on 'Entrepreneurship for Economic Growth' organized by Cauvery College for Women, Tiruchirapalli, on 15th February 2023.
23. Ms R Sreeprabha, Assistant Professor, Ms R Santiago Antony Selvi, PhD Full time Research Scholar under the guidance of Dr Vandana Madhavkumar, Associate Professor; Ms S R Sree Remya, PhD Full time Research Scholar under the guidance of Dr S Kavitha, Associate Professor; Ms N A Ponnala Harshavardhini and Ms V Sowmiya, PhD Full time Research Scholars under the guidance of Dr Savitha Nair, Dean, and Ms S Adlinda, PhD Full time Research Scholar under the guidance of Dr G Brindha, Assistant Professor, attended two days FDP on "Data Analysis Using SPSS & AMOS" organized by Dr G R Damodaran College of Science on 16th and 17th February 2023.
24. Dr R Initha Rina, Assistant Professor, attended a Faculty Development Programme on "Analogue Gamification Strategies for Gen Z" organized by PSG Institute of Management on 17th February 2023.
25. Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the 'CMA Student Management Day' event held at D J Academy for Managerial Excellence, Coimbatore, on 17th February 2023. As a part of the event, Dr G Brindha, Assistant Professor, presented her thesis for "Best Research Thesis Award" and twelve students of I MBA participated in various events. Four students, Ms Krisha Ramamurthy, Ms K Nandini, Ms G Preethe, Ms

U Subashini, secured first prize for the event “Kojo Gemba”. Dr Vandana Madhavkumar was the judge of one of the contests on Business Plan.

26. The I MBA students (2022-24 batch) attended the Outbound Training Programme organised by Sky High Academy at the Nilgiri Biosphere Nature Park (NBNP), Anaikkatti, accompanied by Dr K S Hariharan, Assistant Professor, Ms J Meena Maheswari, Assistant Professor, for Batch I and Dr R Initha Rina, Assistant Professor, Ms R Sreeprabha, Assistant Professor, for Batch II, from 14th to 17th and 21st to 24th February 2023 respectively.
27. The internship for the II MBA students (2021-23 batch) commenced on 18th February 2023.
28. Dr S Kavitha, Associate Professor, attended a five days online FDP on “Artificial Intelligence, Machine Learning and Deep Learning” from 20th to 24th February 2023 organized by DRK College of Engineering and Technology in association with Invictus Engineers, Telangana.
29. Dr G B Sabari Rajan, Associate Professor, delivered an Internal Faculty Seminar (IFS) on “Capital Asset Pricing Model (CAPM): A Measure of Ineffectiveness” on 24th February 2023.
30. Dr G B Sabari Rajan, Associate Professor, attended the Immigration Awareness meeting organized by Foreign Residents Registration Office (FRRO), Chennai, on 24th February 2023.
31. Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the CMA National Management Day, held at Radisson Blue hotel, on 24th February 2023.
32. Dr M V Subha, (Class of 1997), Associate Professor, Anna University Regional Campus, Coimbatore, delivered an Alumna talk on 'Leveraging MBA Education: Expectations Vs Realities' on 24th February 2023.
33. Two students of I MBA, Ms S Abirami and Ms Sumathi J, participated in Business Quiz, held as a part of “YUKTI - Business School Summit” organized at Thiagarajar School of Management (TSM), Madurai, on February 24th and 25th February 2023.

34. Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, and Dr Vandana Madhavkumar, Associate Professor, attended CII Coimbatore Annual Members Meet and Conference on 'Future Ready Coimbatore' held at The Residency Towers, Coimbatore, on 28th February 2023.
35. Dr G B Sabari Rajan, Associate Professor, completed 7 weeks of MOOC on the "Principles of Sustainable Finance" offered by Rotterdam School of Management, Erasmus University, Netherlands, through Coursera.
36. Dr G Brindha, Assistant Professor, completed a course titled "Marketing Analytics" in Coursera offered by University of Virginia.
37. Dr M Reshma, Assistant Professor, completed the MOOC course on 'Hiring Practices' in Coursera offered by UCI, Division of Continuing Education.
38. Dr S Kavitha, Associate Professor, completed "Getting Started with Google Analytics" an online non-credit project authorized by Coursera Project Network and offered through Coursera.
39. Dr R Initha Rina, Assistant Professor, completed "Social Impact Strategy: Tools for Entrepreneurs and Innovators" an online course authorized by University of Pennsylvania and offered through Coursera.
40. Ms P B Saranya, Assistant Professor, completed 2 online courses, "Principles of Sustainable Finance" and "Introduction to Personal Finance" offered by Erasmus University, Rotterdam and SoFi through coursera.
41. 8 Students of II MBA have been selected for the position of Intern in Spofy India Pvt Ltd, Coimbatore, and are offered a CTC of 4 LPA on the successful completion of intern.
42. Students of I MBA and II MBA attended all the Monday Musings organized by CMA during the month of February 2023.