



Nurturing Future Women Leaders



THE VISIONARY FOUNDERS OF GRG INSTITUTIONS



**Shri. G R Govindarajulu
(1919 - 1986)**



**Smt. G Chandrakanthi
(1924 - 2002)**

The combined vision of Shri. G R Govindarajulu and Smt. G Chandrakanthi fructified in the birth of GRG Trust in 1956. The Centres of Educational Excellence under the GRG Trust personify the enduring values of knowledge, love and service and are dedicated to the cause of "Empowerment through Education".

Over the last 60 years of its existence, the GRG brand has come to signify excellence in education in South India. Today, GRG institutions is home to over 15,000 students pursuing a wide spectrum of studies and courses from primary to higher secondary, undergraduate, post graduate and doctoral programmes in an ambience that is highly conducive and inspiring.



About **GRGSMS**

GRG School of Management Studies (GRGSMS) is the Department of Management of PSGR Krishnammal College for Women (PSGRKCW) 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. PSGRKCW is an autonomous college affiliated to Bharathiar University, a UGC-certified 'College of Excellence', and 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. PSGRKCW 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, PSGRKCW has come to symbolize academic excellence in Southern India.

GRGSMS is one of the very few b-schools dedicated exclusively for 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. GRGSMS has been ranked A+ by Business India, and is among the top 100 B-Schools in the country, according to all recognised major ranking lists.

GRGSMS is the recipient of many national awards including the "Best Innovative B-School in Teaching Methodology Award", "Best B-School for Industry Institute Interaction", "Best Management Teacher Award", "Best Young Teacher Award", and "Best Student Project Award".

GRGSMS is located within the premises of GRG Institutions in Peelamedu. The environment-friendly landscape and architecture provides an enabling atmosphere for learning and development. The infrastructure is state-of-the-art, modern and contemporary. Well-equipped classrooms, 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 education. A spacious and hygienic cafeteria, sports ground, conference and seminar halls provide the value addition.

Our Campus



VISION, MISSION and GOVERNANCE

The vision of the institution is what the founders - Shri. G R Govindarajulu and his wife Smt. G Chandrakanthi - had envisioned as "empowering women through education". Its relevance and application today stands testimony to their vision.

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

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.



Shri. G Rangaswamy

Managing Trustee



Smt. Nandini Rangaswamy

Chairperson

The broad guidelines for the academic and administrative policies of the institute are laid down by a Governing Council chaired by the Managing Trustee of the GRG Trust, Shri. G Rangaswamy. The Chairperson of the GRG Institutions, Smt. Nandini Rangaswamy guides the overall administrative policies, regulations, programmes and activities. The Director is responsible for the operational management and administration of the institution.

An Academic Advisory Body comprising experts from both the academia and industry is responsible for advising the Governing Council.

The Board of Studies is responsible for Curriculum approval and suggestion.

MESSAGE FROM DIRECTOR

The MBA programme offered by GRGSMS is designed to create women leaders, empowered to lead a successful business career. GRGSMS is among the very few 'women-only' B-Schools, ranked A+ by Business India and ranked among the Top 100 b- schools in the country by most rating agencies.



Dr. P Sadhasivam

GRGSMS offers MBA programme, which is unique in many ways, a well-conceived, differentiated, rigorous and intellectually stimulating curriculum with input from acclaimed academic and industry experts; innovative pedagogy that integrates theory with real-world business practices; award winning faculty, recognized nationally and highly commended industry interface. Interaction with C-suite executives coming from diverse industries and roles makes the learning experience, collaborative and exciting.

GRGSMS provides an incredibly enriching experience that leads to wholesome learning. The faculty and students are provided platform for global exposure through 'International Industry Visits' and 'Study Abroad Programmes'.

Come and get empowered to reach excellence in professional education through the conduit of management education from GRGSMS!
Take your career to the next level!

MESSAGE FROM DEAN

The world we live in today is a VUCA reality. The changes, big or small, are becoming more dramatic, complex and unpredictable. The future of work is predicted to be largely dependent upon the opportunities and challenges thrown up by technological advancements.



Dr. Savitha Nair

The young generation of management graduates should therefore be equipped with the necessary knowledge, skills and attitude to thrive in such a fast-paced world. They require a strong foundation of management knowledge, coupled with the necessary soft skills to serve as successful leaders, managers and executives in the future organizations.

At GRGSMS, we ensure that the curriculum provides an excellent blend of theoretical knowledge and practical exposures that equip our students to excel in their personal and professional lives. The curriculum is constantly updated to meet the demands of the changing world. The programme is rigorous with plenty of opportunities for the holistic development of the students. The dedicated team of faculty also ensures students' personal and professional progression in the right direction.

CERTIFICATION, RECOGNITION & AWARDS

Institutional

- Ranked A+ by Business India and among the top 100 B-Schools in India
- AIMS We School Innovation Award
- B-Schools Who Innovate in Teaching Methodology
- Best B-School for Industry- Interaction



CMA - Best Student Chapter Award



AIMS - Best Student Paper Award



AIMA Student Management Game - National Championship

Students

- National Level Championship in 'AIMA Student Management Game'
- Gold Medal for the 'AIMS Best Student Paper Award'
- Chapter level winners of the Business Quiz conducted by NIPM
- CMA Best Student Chapter Award for four years
- Best Manager, Best Management Team, Prizes in Business Quiz etc., at various inter collegiate Management Events

Silver Jubilee Celebrations (2018)



FACULTY



GRGSMS has a core team of qualified and experienced faculty, supplemented by eminent representatives of the industry as visiting faculty. Regular guest lectures by senior executives from industry and scholars from the academia help students to learn the latest in management theory and best industry practices.

- Dr P Sadhasivam, MCom, MBA, PhD – Director
- Dr Savitha Nair, MBA, MPhil, PhD – Dean
- Dr S Allimuthu, MBA, PhD
- Ms Asha K S Nair, MBA, (PhD)
- Dr G Brindha, MBA, MPhil, PhD
- Dr K S Hariharan, MBA, PhD
- Dr R Initha Rina, MBA, PhD
- Dr T Jayashree, M.Com, MBA, MPhil, PhD
- Dr S Kavitha, MBA, MCA, MPhil, PhD
- Ms J Meena Maheswari, MBA, MPhil, (PhD)
- Dr M Reshma, MBA, MSc, PhD
- Dr G B Sabari Rajan, MCom, MBA, PhD
- Ms P B Saranya, MBA, (PhD)
- Ms R Sreeprabha, MCom, MBA,(PhD)
- Dr Vandana Madhavkumar, MBA, MPhil, PhD

Prof. S Balasubramanian, BE, PGDM (IIM-C) - Chief Mentor

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 the 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 enable them to make appropriate career choices. The programme involves a series of sessions on aptitude, reasoning, interview skills, resume building, personal branding and etiquette.

• 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 in an 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"(CIP) is to sensitize students of their responsibility towards the community through a yearlong fieldwork in the villages adopted by the institution. The CIP 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 AFFAIRS

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. Their participation has brought plenty of laurels and accolades to the institute.



ENTREPRENEURSHIP DEVELOPMENT

Being one of the very few b-schools dedicated exclusively to the development of women managers, business leaders, and entrepreneurs, GRGSMS has taken special interest in nurturing future women entrepreneurs. Activities under Entrepreneurship Development Cell include the following:

Entrepreneurship Awareness Programme - The objective of EAP is to orient students on the fundamental aspects of entrepreneurship and venture creation, so that they appreciate the need to develop an entrepreneurial mindset and identify the competencies required to tread the path of entrepreneurship. The programme also enables them to understand the systematic process of successful venture creation.

E-Talks – We bring in successful entrepreneurs to our campus and let them share their experiences about personal challenges, risks and rewards. This provides the students with an idea about the various facets of entrepreneurship.

Feb Fiesta - This event is conducted in the month of February every year. It provides a platform for our students to experience Entrepreneurship and learn the application of management theories in practice.

GLOBAL CONNECT

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 on 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 programmes, 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; and University Malaysia Pahang, Malaysia.



• INTERNATIONAL TEACHING EXPERIENCE

With the objective of providing global teaching experience to the faculty members, GRGSMS encourages its faculty 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 with 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 faculty are engaged in joint research activities in their areas of interest with faculty of partner institutions / faculty working in institutions abroad. Faculty are engaged in joint research with the faculty working in University Malaysia Pahang, Malaysia, Nottingham Trent University, UK 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



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 professionals. 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 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. Faculty also undertake sabbatical and periodic immersion in industry which enriches their knowledge.

GRGSMS is a member of the following professional associations

- 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)



ALUMNAE RELATIONS

Since 1993, over 2100 graduates from GRGSMS are leading successful personal and professional lives in India and abroad. Some have also chosen the path of Entrepreneurship. The alumnae of GRGSMS actively participate in the process of institution building and contribute significantly through guest lectures, student interactions, internship training and mentoring. The annual "Alumnae Homecoming" is the keenly awaited event in the academic calendar.



Alumnae Homecoming - 2020



Dance Performance by Alumna -
Ms. S V Indhu (Class of 2010)



Alumnae Homecoming - 2023

EMPLOYER SPEAK



Mr. S Prashanth, Executive Director,
Quadra Systems Net (India) Private Limited, Coimbatore

GRGSMS is one of our preferred campuses to hire from, and the success of their alumni within our organization speaks volumes about our experience. The combination of a conducive learning environment, and good exposure to industry trends and new learning techniques ensures that they have a well-balanced, diverse pool of talented students. In our various interactions, we've always seen the faculty and staff go the extra mile when it comes to

imparting the best available management education, and it directly reflects on the quality of their graduates. Throughout our association, we have seen that GRGSMS candidates are dynamic, fast to adapt, and above all, ready to take up challenges in the workplace

ALUMNA SPEAK

Ms. S V Indhu
Class of 2010

For anybody who has been a student of GRG, there are a lot of memories that are special not just because of the college activities and fun but also certainly because of the people of GRG. Starting from the captain of the ship, our Director, to all the faculty members, fellow students and office staff, everyone has made an impact in our lives and helped us discover ourselves. The college life, canteen fun, friends hang outs, group study for internals, forum activities, Urjith, empowerment programs, intercollegiates etc are memories that will never fade. The journey at GRG, from what we



were to what we could be, indeed transformed me in a big way. I am sure many of my friends would agree as well.

FACULTY SPEAK



Dr Vandana Madhavkumar
Associate Professor

GRG School of Management Studies is committed to holistic development of its students. An updated curriculum ensures enhancement of their knowledge and skills, and improvement of attitude. Students are given all opportunities to hone their leadership, communication and team working skills through active participation in the students' forum 'Shreyas' and the various interest groups under it. Moreover, they are encouraged to participate in contests outside the campus. Entrepreneurship development cell encourages and nurtures the entrepreneurial spirit in students. Industry connect and the internship programmes gives them an exposure to industry best practices.

The global connect initiatives provides an opportunity to students to learn from our international partner institutes through study abroad and global immersion programmes. The community immersion programme teaches them empathy and the importance of giving back to the society. GRGSMS provides an ideal environment and opportunities to students to pursue their interests and develop their personality.

Dr S Kavitha
Associate Professor

As an alumna (Class of 2000) and an Associate Professor (from 2015), I feel privileged to be part of this great institution which offers MBA programme for about three decades. GRGSMS focuses on the professional and personal development of young women business graduates by molding them as leaders / entrepreneurs. It offers the best updated industry-ready curriculum to stay relevant in the fast changing world. The MBA programme has obtained international accreditation from ACBSP, USA, an International Accreditation Agency. Apart from the regular curricular and co-curricular activities, students have lot of opportunities to build their competencies through various extra-curricular activities like Student Forum (SHREYAS), URJITH, Feb-Fiesta etc, GRGSMS is a best place for people who want to excel both professionally and personally.



Dr G B Sabari Rajan
Associate Professor

"GRG School of Management Studies has successfully created a position for itself as a leader in management education for women. We lay foremost emphasis on the enhancement of students knowledge base and sharpening of professional skills through various curricular, co-curricular, and extra-curricular activities. We approach management education in a holistic manner, whereby we wish to create management professionals as socially responsible citizens. GRGSMS students are highly capable to meet global challenges and find suitable opportunities through various global immersion programmes. I am sure GRGSMS is the right place to visualise the globe in a professional way."



PLACEMENT

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:



MBA ADMISSION

ELIGIBILITY CRITERIA

- Candidates with a degree in any discipline from a recognized university with a minimum of 50% marks are eligible to apply.
- Students in the final year of their UG can also apply.
- Selection will be based on performance in UG, MAT / TANCET scores, group discussion and a personal interview.

STAY CONNECTED @



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