

News and Events for the month of November 2023

1. The Business Quiz interest group organized a “Business Quiz” on 1st November 2023.
2. Mr Elamurgu Karunakaran, Circle Head, HDFC Bank, delivered a guest lecture on “Current Trends in Banking Sector”, as a part of the course “Banking and Insurance” on 1st November 2023.
3. Dr. Bertha Martinez-Cisneros, Professor, CETYS University, Mexico, delivered an online guest lecture on the topic “Metrics for Effective Performance Measurement”, as a part of the course “Performance Management System” on 2nd November 2023.
4. Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, Dr S Kavitha, Associate Professor, and Dr G Brindha, Assistant Professor, attended the 7th edition of National Higher Education Conclave on “Artificial Intelligence and Educational Technology for Transforming Higher Education” organized by CII on 2nd November 2023 at Hotel Le Meridien, Coimbatore.
5. Business Review Sessions were organized for II MBA Section I students on 2nd, 9th, and 15th November 2023. During the sessions, discussions were held on the topics: a) “EVs to Chip Manufacturing, Foxconn has big aspirations for India” & “India's clash with Canada threatens to hurt trade and investment“, b) “Byju’s restructuring plan“ and “Amazon's anti-competitive practices“, c) “JPMorgan to include India in its Emerging Market Debt Index: What it means?” & “India - Middle East - Europe Economic Corridor”.
6. Business Review Sessions were organized for II MBA Section II students on 2nd, 9th, and 15th November 2023. During the sessions, discussions were held on the topics: a) “Breaking Barriers: Neuro-links pioneering human trial for Brain Implants” & “Firms with diverse boards achieve higher ESG Ratings”, b) “Geopolitical Crisis in the Middle East: Impact on the Global Economy”

&"Amazon Delivery Drones: How the sky could be the limit for Market Dominance", c) "How a "Pay-to-Quit" strategy can reveal your most motivated employees?", & "AI in supply chain management".

7. Mr S Prabhunarain, Director & Head, IP Division, Gagnant Groups, delivered a guest lecture on the topic "Legal Protection for Startups", as a part of the course "Essentials of Entrepreneurship" on 3rd November 2023.
8. Dr G B Sabari Rajan, Associate Professor, represented KCW in India Education Fair organized by Affairs Exhibition Media Ltd on 3rd & 4th November 2023.
9. As a part of an online seminar on "Essential Soft Skills for Success" for the students of CETYS University, Mexico, Dr P Sadhasivam, Director, handled a session on "Critical Thinking and Problem Solving" on 4th November, 2023. Dr Vandana Madhavkumar, Associate Professor handled a session on "Communication Skills" and "Collaboration and Team Working" on 18th and 25th November 2023.
10. The Community Immersion Programme Valediction of MBA 2022-24 batch was held on 4th November 2023. Mr Mahesh Shanmuga Sundaram, President, Namma Navakkarai, was the Chief Guest for the session.
11. Mr Jawahar Karthikeyan, Head - Corporate HR, Walkaroo International Pvt. Ltd, Coimbatore, delivered a CXO Talk on the topic "Changing Role of HR: Navigating the New World of Work" on 8th November 2023.
12. As a part of the National Education Day celebration, the students' forum "SHREYAS" organized a Panel Discussion on the topic, "Innovative Learning for a Sustainable Future" on 8th November, 2023. Dr Vandana Madhavkumar, Associate Professor, moderated the session followed by discussion by the Panelists, Ms V Shivashree (Class of 2020), Ms N Visrutha (Class of 2020), Ms M A Akshaya, Ms G Ambika, Ms A T Harsaya, and Ms B Nirupama Lakshmi, students of II MBA and I MBA respectively.
13. Dr R Prabusankar, Professor, coordinated the KCW-TiE Coimbatore Student Council inauguration held on 9th November 2023. Dr Nandini Rangaswamy, Chairperson delivered the inaugural address, & Mr A Somasundaram, President of TiE Coimbatore, delivered the presidential address.

14. The Fine Arts Interest group organized Diwali celebrations on 11th November 2023.
15. Ms R Sreeprabha, Assistant Professor, delivered an Internal Faculty Seminar on the topic "Exploring the Influence of ESG Practices on Job Pursuit Intention of Gen Z Job Seekers and the Mediating Role of Corporate Reputation", on 14th November 2023.
16. Dr Puteri Fadzline Binti Muhamad Tamyez, Associate Professor, Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah, delivered an online guest lecture on the topic, "Unlocking Innovation: The Power of Design Thinking" for the course "Design Thinking" on 15th November 2023.
17. Mr Prakadesh Subramanian, Founder & CEO of Zerobillion, addressed the students on the topic, "How to Write a Business Plan" as a part of E-Talk held on 15th November 2023.
18. Ms R Shamini, Strategic Partner & Soft Skill trainer, Practills Learning, facilitated a Soft Skill workshop on the topic, "Workplace Communication and Everyday English" as part of the course "Soft Skills" on 17th November 2023.
19. Mr Sakthivel Rajasekar, Director - HR, India Generation Cognizant (GenC) Program, delivered a special talk on the topic, "Career in HR: Everything you need to Know" on 18th November 2023.
20. Nine Students of the 2022-24 batch were placed in BNP Paribas, in the role of Global Security Operations (GSO) - Associate, at a Package of 5LPA.
21. Dr R Prabusankar, Professor, attended the "CII Brand Summit 2023" held on 22nd November 2023, organized by Confederation of Indian Industry at Bengaluru.
22. As a part of Right-Brainer's Interest Group, "Neuro Nexus" event was organized on 22nd November 2023. Cognitive games and Creative activities were conducted.
23. Dr S Kavitha, Associate Professor, attended an Inspiring Young Leaders Session titled, "Critical thinking @ Workplace" organized on 24th November 2023 by Association of Indian Management Schools (AIMS) in the online mode.

24. Ms NA Ponnala Harshavardhini, PhD Research Scholar, under the guidance of Dr Savitha Nair, Dean, successfully defended her thesis on the topic “Impact of Electronic Word of Mouth (eWOM) on International Tourism related Decision-Making: A Study with Special Reference to Coimbatore City” on 24th November 2023. Dr Sunil Vakayil, Associate Professor, Loyola Institute of Business Administration was the external examiner.
25. Eight students participated in “Dhriti'23”, a National Level Management Meet, organized by Sona School of Business and Management, Salem, on 24th November 2023. Ms A T Harsaya, participated in the Best Manager event and won first prize; Ms R Swetha, Ms A Sri Ranjini, and Ms Y Nivrethi participated in the HR Event and won first prize.
26. Thirty one participants attended a “Two-Day Workshop for MSMEs”, jointly organized by GRGSMS, CIIED and TiE Coimbatore on 24th & 25th November 2023. Professor S Balasubramanian, Chief Mentor, inaugurated the event. The resource persons delivered sessions on various themes. The resource persons were - Dr P Sadhasivam, Director, GRGSMS; Mr Senthilkumar Rajappan, Founder, Halcyon Ventures; Mr S Shameer, Founder, By the Startups; Mr Jalapathi CA, Partner, Anbarasu & Jalapathi; Mrs B Kayalvizhi, Assistant Director, Branch MSME Development & Facilitation office, Ministry of MSME, GoI; Mr Ravi, Founder, Kailash Builders; Dr. Balaji Radhakrishnan, Associate Professor, TNAU; Mr Sakthivel Kalliappan, Project Lead, StartupTN; Mr M Premkumar, TiE U Chair & Charter Member; and Mr S Udayabhanu, President, Sandfit Foundries Pvt. Ltd. During the programme valediction, Dr P Meena, Principal, KCW, gave the concluding remarks and Mr M Premkumar, TiE U Chair, gave the valedictory address. Dr R Prabusankar, Professor, coordinated the programme.
27. Dr S Kavitha, Associate Professor, delivered an Internal Faculty Seminar on “Customer Perception on AI in Marketing - A Study of Amazon India” on 25th November 2023.
28. An Industry Visit was organized for I MBA Section II Students on 25th November, 2023, Two batches of 30 students each visited Revathi Equipment,

accompanied by Dr Initha Rina, Assistant Professor, and Ms Sreeprabha, Assistant Professor, and Messer Cutting Systems, accompanied by Dr Hariharan, Associate Professor, and Ms Aarthy, Assistant Professor, respectively.

29. Dr P Sadhasivam, Director, attended the Officer Bearers meeting of the Coimbatore Management Association on 29th November 2023.
30. Dr S Kavitha, Associate Professor attended a Knowledge Sharing Session titled, "Leveraging AI for Business and Personal growth", organized on 29th November 2023 by the Association of Indian Management Schools in the online mode.
31. Dr Savitha Nair, Dean, coordinated the One-Day Programme on 'Promoting Innovation and Entrepreneurship in HEIs' organized by the Association of Self-Financing Arts, Science and Management Colleges of Tamil Nadu (ASFASM) held at KCW on 30th November 2023. About 170 participants from over 50 colleges across the state participated. Dr R Prabusankar, Professor, attended the session.
32. Ms Gowthami Nithya (Class of 2009), Founder, Happy Shades Art Studio, Coimbatore, delivered an Alumna talk on the topic, "Art as a Therapy", on 30th November, 2023.
33. Five MBA students of the 2022-24 batch were placed in Quadra Systems, Coimbatore as Account Managers with a package of 4.8 LPA.
34. Dr S Kavitha, Associate Professor, completed an online course on "Business Analytics with Excel" offered by Simplilearn.
35. Dr M Reshma, Assistant Professor, completed a MOOC course titled, "Excel Skills for Business", offered by Macquarie University, Australia, through Coursera.
36. Dr G Brindha, Assistant Professor, completed a MOOC course titled, "Tools for Data Science", offered by IBM through Coursera.
37. Dr J Meena Maheswari, Associate Professor, completed a MOOC course titled, "Investment Banking: financial analysis and valuation" offered by Illinois University through Coursera.

38. Mrs P B Saranya, Assistant Professor completed two MOOC courses titled, “Saving money for the future” and “Managing debt” offered by Sofi through Coursera.

39. Ms S Aarthi, Assistant Professor, completed two MOOC courses titled, “Successful Career Development” & “Exploring Career Options”, offered by Kennesaw State University, through Coursera.

Inclusions for the month of October 2023

40. Dr V Shunmugam, Former Head Research and Index Administration, MCX India, delivered a guest lecture on the topic “Foreign Exchange Markets” on 9th October, 2023 as a part of the course “Financial Markets”.

41. ISO Internal Audit for the academic year 2023 - 24 was held on 17th October 2023.