



Department of Management Studies Sri Ramakrishna Engineering College

(Autonomous Institution, Affiliated to Anna University of Technology, Coimbatore)

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Inoights

past & the future...

(A Bi-Annual Newsletter)

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From the Director's Desk.....

Management education today is at cross roads. Increase in the number of MBA graduates coexists with the dearth of employable students with the needed skill set. To bridge the gap in 'Knowing' 'Doing' and 'Being', we are experimenting with study groups, application oriented term papers, Synergy – An Industry Institute Interface, Shadow the CEO Program, Rural exposure and many other initiatives; a glimpse of which is presented in this newsletter. Seeking your support in our future endeavours.....

Dr. K. Chitra
Director / MBA

Upcoming Events....

- Synergy - Ten session of interaction with Corporate Executives.
- Symposium on Personal & Corporate Ethics - August 2011.
- Symposium on Services Marketing Strategies - Some Perspectives - September 2011.
- Workshop on Online Trading - September 2011.
- Workshop on Financial Derivatives - October 2011.
- Exhibition on Financial Services - October 2011.
- Business Plan Contest - October 2011.
- Marketing Mela - November 2011.

Pedagogy - Student Ready :

Interaction with practitioners

Case Studies

Study Groups

Application oriented Term Papers

Video Presentations

Synergy - Industry Institute Interface Programs

From the inception of MBA at SREC in 2008, more than 70 Industry Institute Interface programmes are organized, under the banner of **Synergy**. The best moments of the programs are shared by the students.....

“The most valuable session on **‘Creativity and Innovation – Essence of management education’** by **Mr. S. Rajdeepan, Brand Strategist, Sasi Advertising Pvt. Ltd., Coimbatore** gave an insight to the imperative role of creativity and innovation in grooming the employability skills of young management students like us. He invited the students to take roles of creative and innovative values as opportunities are in plenty, all over the world”.

- Karthik. B, II MBA

“It was an updated version on financial terms lead by **Mr. K. Ravi, CFO & Company Secretary of Roots Groups of Companies, Coimbatore** on the topic **‘Emerging trends in Financial Information System’**. It was so practical and reliable to the current business scenario. He stressed on the need for efficient financial management and its systems”.

- Raveen Kumar. P, II MBA

“It was a thought provoking session on **‘Be and Make’** lead by **Mr. S. Kavidasan, Director (HR) of Roots Industries India Ltd, Coimbatore**. He insisted on the need for self-motivation, self-discipline and self-confidence to reach the goals. The rhythmic words – ‘If You can’t, and then who else can’ instilled in our young minds and motivated to have a strong belief on oneself to achieve the greater heights”.

- Pradeep Kumar. P, II MBA

“An exclusive interactive session on **‘Venture Capital’** by **Mr. Pradeep Yuvaraj, Director, Finerva Solutions (P) Ltd.,** embarked on the avenues of Indian Venture Capital and its imperative role on our economic development. It was so informative and threw light on the practical implications of the concepts and theories learned”.

- Karthik. B, II MBA

‘Retail Merchandising - A Case of Oxford Book Store’ by **Mr. Rajeev Kamineni, Director from Kamineni Enterprise** was a Remarkable Day of knowledge sharing. He was not only informative, but also enlightened the future challenges in retail merchandising and the role of MBA Graduates in accepting such challenges and achieving the success”.

- Ramya Sreedevi. V, II MBA

“**Mr. Ramesh Kumar, Deputy General Manager, HDFC Ltd, Coimbatore,** motivated us by his inspiring talk on **‘Industry Expectations from MBA Students’**. He urged to equip ourselves to match the industry requirements. He projected on the impeccable role of Human Resources in accepting the challenges and refinement of strategies in the changing business scenario”.

- Sameera. T, II MBA

“Traditional bound and cultural value speech on **‘Indian Ethos and Values’** by **Dr. B. K. Krishnaraj Vanavarayar,** stressed on the ideas, thoughts and principles on Indian Ethos, which will develop an effective and holistic management pattern so as to achieve massive growth and profitability”.

- Manochitra. B, II MBA

“An imperative talk on **‘Individual and Corporate Social Responsibility’** by **Dr. P.R. Krishna Kumar, Managing Director, Arya Vaidhya Pharmacy, Coimbatore**, emphasized that, by accepting the responsibility, we take effective steps toward our goal. He envisaged an exclusive human society on a habitual planet. He also added that we can move closer to create a world that works for all by accepting the responsibilities”.

- Vidhya. S, II MBA



ICONS – Interaction with Exalted Executives

Two Programs were organized under the banner of **ICONS** – a unique brand for CEO's to interact with the students and help them get industry-ready. An interaction session with Mr. Jayakumar Ramdass, Managing Director, Mahendra Submersible Pumps (P) Ltd., Mr. N. Subramianiam, Managing Director, Habasit Lakoka (P) Ltd., and Mr. D. Gandhikumar, Managing Director, Gandhikumar Foundry was conducted at Hotel The Residency.

On another occasion, Mr. Jayaramakrishnan, Head, Global Alliance - TCS, Chennai, interacted with the students.

Shadow a CEO Program

The main objective of this initiative is to help the students to get along with the roles of Corporate Makers and learn the strategies to succeed, survive and sustain in the work place.

Ms. Sameera of II MBA had the valuable experience by learning from Mr. Naser Ahmed, Managing Director of Proscap LLC, Dubai.

Synergy: (December 2010 – April 2011)

Date	Topic	Resource Person
30.12.2010	Career Prospects and Internship	Mr. V. Karthikeyan, CEO, Twenty19.com.
06.01.2011	Commercial and Consumer Behavior	Ms. Neethala Mittu, Innovator
17.02.2011	New Media Marketing	Mr. P. Ramakrishnan, CEO, Active Media, Coimbatore.
04.03.2011	Reflection on Union Budget - 2011	Mr. C. A . Ramji, Chartered Accountant
07.03.2011	Human Resource Audit	Mrs. C. A . Manjula Narasimhan Manager – Finance & Pre Sales KG Financial Services Ltd, Coimbatore.
18.03.2011	Corporate Governance at Cross Roads	1. Mr. S. Parthasarathy Advisor, Rover Educational Institutions, Perambalur. 2. Mr. G. V. Suresh, Director - HR & Operations, Sonic Wall, Bangalore. 3. Mr. K. Ravi General Manager, Roots India Ltd, Coimbatore.
28.03.2011	Open Source Software	Mr. Varadharajan, IT Consultant, Coimbatore.
06.04.2011	Research at CMIE	Mr. R. Seetharaman, Regional Manager, CMIE, Chennai.
26.04.2011	Emerging Trends in Financial Services	Mr. K. Thangaraj Founder Director Aashirvaadh Financial Services, Coimbatore

Programmes Organized

Brand “Coimbatore” – A Summit

In association with The Indian Chamber of Commerce and Industry, a summit on ‘**Brand “Coimbatore” – Strategies and issues**’ was organized. The invited speakers were Mr. Mahendra Ramdas, President, Indian Chamber of Commerce and Industry; Mr. Ravi Sam, Chairman, CII, Coimbatore Zone; Dr. K. Selvaraju, Secretary General, SIEMA; Mr. K. Elango, President, CODISSIA; Mr. R. Balasundaram, Vice President, ICICI, Coimbatore; Dr. C. Palanivelu, Chairman of the Institute and Director, GEM Hospital, Coimbatore; Mr. A. R. K. Prasad, Asst. General Manager, Corporation Bank, Coimbatore; and Mr. D. Lakshminarayananasamy, Managing Trustee, SNR Charitable Trust.



Business Line Club – Inauguration

The Business Line Club was inaugurated on December 28, 2010. The chief guest for the day was Mrs. Hemalatha Annamalai, Founder & CEO, Ampere Vehicles Pvt Ltd., Coimbatore.

National Seminar

A One Day National Seminar on “**Emerging Paradigms in Management Research- Inviting Research Papers**” was organized on March 25, 2011. Inaugural address was delivered by Mr. M. R. Sivaraman, IAS (Retired), Executive Director – IMF Advisory UN Security Council CTC, Chennai. The sessions were chaired by Dr. N. Thamaraiselvan, Professor & Head, Department of Management Studies, National Institute of Technology, Trichy; Dr. R. Somasundaram, Professor & Head, School of Management, Kongu Engineering College, Erode; Dr. Shanmugam, Professor, BSMED, Coimbatore and Dr. S. R. Pujar, Director, Sardar Vallabhai Patel International School of Textiles & Management, Coimbatore.



National Symposium



A National symposium on “**Management Research – A Revisit**” was organized at Hotel AAR VEE, Coimbatore. The most reputed luminaries were: Dr. R. Nandagopal, Director, PSGIM, Coimbatore, Dr. Peeru Mohamed, Management Professor, Anna University, Chennai, Dr. Anandakuttan B. Unnithan, IIM, Kozhikode and Dr. S. Narasimhan, IIM, Bangalore.

Entrepreneurial Development Cell

7 Days Programme on National Entrepreneurial Network (NEN) - ‘E’ Week was organized from February 5 to 11, 2011 on the theme “**Ideas for India**”. The Resource Persons were Mr. Pradeep Yuvaraj, Director, Finerva Solutions, Coimbatore; Dr. Angelo, Dean, PSG CT, Coimbatore; Mr. Sivasubramanian, Assistant Director (EI), MSME, Coimbatore and Mr. Karthikeyan Jawagar, Co-ordinator, Finerva Solutions, Coimbatore.

Extension Service - Rural Exposure Programme (REP)

“Service to mankind is service to God” – with this motto, the management students are encouraged to participate in Corporate Social Responsibility Programmes in the brand name of “Rural Exposure Program” (REP). In accordance to this, the students visited a tribal village – ‘Kaliyur’, joining hands with ‘Friends of tribal society’ on December 4, 2010. The students involved themselves in societal well-being activities like interaction with the children and old age people, awareness programmes in the form of drama and role play.

CREZILS - A Unique Inter-collegiate Meet Organized



October 20, 2010 – the day of the rise of Inter collegiate competition, baptised as “CREZILS”. Dr. M. Manuneethi Cholan, The registrar of Companies, Coimbatore inaugurated the meet. 267 management students from 33 colleges actively participated in the events like Meillur Gerant (Best Manager), Adbreag (Adzap), Xquizit (business Quiz) and Teamsters (Best Management team). Mr. Annush Ramasamy, President, SPM Ltd, Coimbatore honoured the winners with prizes.

AICTE Sponsored Programmes National Seminar



National Seminar on “**Entrepreneurial ventures in the times of recession: Transforming challenges into opportunities**” was organized. The invited speakers were Mr. J. Balamurugan, Director, Unity Electro Systems Ltd., Coimbatore, Mr. Sandeep K. Singh, Director & CEO, Hi Tech Stampings Pvt. Ltd., Coimbatore, Mr. Mahendra Ramdas, Managing Director, Mahendra Pumps Pvt. Ltd., Coimbatore, Mr. S. Narayan, Director - Finance, LPV Paints Specialities Pvt. Ltd., Bangalore & Mr. R. Varadaraj, Director & COO, Rajshree Sugars & Chemical Ltd., Coimbatore.

Staff Development Programme

SDP on “**Applications of Advanced Statistical Techniques in Management Research**” was organized. The Resource Persons were Dr. V.S .R. Vijayakumar, Profeseor, IIT, Nagpur and Dr. Bhagawan Das, Professor, SRM University, Chennai. 25 faculty members from reputed colleges in and around Coimbatore actively participated in the programme.



Faculty Corner

Latest Accolade to the Director

Dr. K. Chitra, Director was awarded as “**Accredited Management Teacher**” by All India Management Association (AIMA) in the year 2010.

Invited Roles

Dr. K. Chitra was invited to chair a session in an International Conference conducted at Nanyang Technology University, Singapore in 2010.

Publications

- **Dr. K. Chitra**, ‘Multivariate Techniques in Marketing Research Tool Kit: A Practical Approach’, WIM Journal of Management, Volume 2, No.2, January 2011, PP. 15 – 32.

- **Dr. K. Chitra**, 'Churn management in the Indian Non Contractual Retail Settings: A Study on the Retailers' Perception', International Journal of Services Marketing, Volume 1, Issue – 2, June 2011, PP. 121 – 139.
- **Dr. K. Chitra & Ms. V. Ramya Sreedevi**, 'Does Personality Traits Influence the Choice of Investment?', IUP Journal of Behavioral Finance, Volume 7, No. 2, June 2011, PP. 47 - 57.

Papers presentations by the Faculty

- **Dr. K. Chitra** Co-authored a paper titled "Antecedents of entrepreneurial skills among rural women entrepreneurs: A Study" presented in Eighth AIMS International Conference on Management conducted by Indian Institute of Management, Ahmedabad on January 1 - 4, 2011.
- **Dr. G. Lalithakumari** co-authored a paper on "Strategic Human Resource Management - Practices for better performance and retention strategies" presented in an international conference on 'HR Challenges in Global Business' organized by Nehru Institute of Information Technology and Management, Coimbatore in January 2011.
- **Prof. V. Vanaja** presented two papers on "Strategic Human Resource Management – practices for better performance and retention strategies" in an international conference on 'HR Challenges in Global Business' organized by Nehru Institute of Information Technology and Management, Coimbatore on January 28 & 29, 2011.
- **Mr. R. Rajesh Kumar** presented a paper on "Entrepreneurial Opportunities" in a National Conference organized by Nehru Institute of Information Technology and Management, Coimbatore on April 24, 2010.

Case Presentations

Dr. K. Chitra presented a case in a National Case Development Workshop organized by NILM, New Delhi in 2010.

Faculty Development Programmes Attended

- **Mr. J. Joshua Roy & Ms. Shanthi. D** participated in the FDP on "Teaching Pedagogy" organized by Sree Narayanaguru Institute of Management Studies, Coimbatore on October 23, 2010.
- **Mr. R. Rajesh Kumar** participated in fifteen days FDP on "Entrepreneurship" organized by PSG STEP, Coimbatore on November 15 – 27, 2010.
- **Dr. S. Krishnaprabha** participated in the FDP on "IFRS – A Road Map to Future" organized by GRG School of Management, Coimbatore on December 8, 2010.
- **Ms. A. Sagayarani & Ms. Sharmila Preethi** participated in the FDP on "Personality Branding" at Happy Valley Business School, Coimbatore on February 5, 2011.

Management Development Programme Attended

Dr. K. Chitra attended a one week MDP on "Innovating for excellence: Programme for Leaders in Management Education" organized by Indian Institute of Management, Ahmedabad on December 6 – 11, 2010.

Students' Corner

Forum Activities



Forum activities are conducted at regular intervals for the students in the streams of Marketing, Human Resource, Finance, Operations and Systems. The main objective of such forum activities is to instil the confidence of facing the competitive business world. The latest trends in all the major streams are dealt by the students by various activity-based sessions like Ads Apt, Product Launch, Learning from movies, Role Plays, Discussions, Presentations and Management games.

CMA Student Chapter Activities

Mock Interview Organized

The II MBA students of 2009 Batch were involved in regular mock interviews. This is a pre placement training for the students to enrich on interview skills and prepare them for employment.

Personality Development Programme Organized

FACE Academy conducted a seven day Personality Development Programme for 2010 batch students. The pedagogy used by them was blended with experiential learning methods, so as to make the students participate and learn to their fullest potential. The Pedagogy includes small group activities, management games, individual action planning and video/audio based contents.

Workshop Organized

A one day workshop on “Currency Derivatives” was organized on January 25, 2011. The Resource Person for the day was Mr. A. Selvaraj, Associate Professor, Sri Ramachandra University, Chennai.

Students' Achievements (December 2010 – April 2011)

- **Uthra. V** won First Prize in the Paper Presentation Competition specially organized by Coimbatore Institute of Management and Technology, Coimbatore in the event of Peter Drucker's 108th Birthday Celebration on November 19, 2010.
- **S. Ravi Anand, Sithara S. Prakash, V. Uthra** and **R. Kalaivani** won Second Prize in Marketing Strategy Game in CMA Mega Event - “Meeting of Minds-2011” at GRG School of Management Studies, Coimbatore on January 29, 2011.
- **R.T. Lochinney** and **Mathiyarasi** won Second Prize in Business Plan Competition organized by School of Management at VLB Janakiammal College of Engineering, Coimbatore on February 4, 2011.
- **S. Ravi Anand, S. Nikhilesh** and **A. Dinesh** won First Prize in Best Management Team competition in an Intercollegiate Meet organized by GEM Business Academy, Gobichettipalayam on February 10, 2011.
- **R.T. Lochinney, R.T. Lohnee** and **S. Sivaranjani** won Second Prize in Finance Game and **Mathiyarasi, V. Uthra** and **Kalaivani** won Second Prize in an Inter Collegiate Meet organized by Park Global School of Business Excellence, Coimbatore on March 12, 2011.
- **S. RaviAnand, A. Dinesh, M. Nikhilesh** and **J. Dan Rodney** won Second Prize in Best Management Team in an Inter Collegiate Meet organized by Dr. SNS Business School, Coimbatore on April 04, 2011.

Roll of Honour - Rank Holders

2008 - 2010 Batch



Kanimozhi. V
Rank I - 88%

2009 - 2011 Batch



Ramya Sreedevi. V
Rank I - 85%

EDITORIAL TEAM

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