

Secretary's Message

Dear Friends



Dr. V. Kulanithaiswamy

The formidable challenge before management education is to make it relevant to reality. The curricular, co-curricular and extra curricular contents in MBA programme should be so designed in such a way that the teaching-learning is close to prevailing practice in industry and business. VIMS has initiated a three pronged effort towards achieving this objective:

- Faculty Industry Training (FIT) - Faculty getting industry experience
- Corporate Connect (CC) - Guest lecture by and interaction with corporate executives
- Empirical Micro Learning (EML) - Students gain first hand experience in industries regularly on every Saturday

The activities enlisted in the newsletter by and large reflect the above initiatives. I appreciate the meticulous job done by the Editorial Board in bringing out the current issue.

Director's Message

I am very proud that the second issue of *V-imprint* of 2013-14 is being brought out which serves as an effective medium to exchange information, present best practices, highlight events and give different perspectives in addressing the challenges related to teaching



Dr. A. Valarmathi

and practice of management. "When an idea exclusively occupies the mind, it is transformed into an actual physical or mental state." I take this moment to congratulate every one who persevered diligently and ceaselessly in bringing out this newsletter. Let me take the opportunity through this newsletter, to thank all our faculty members and friends in the industry. I look forward to your comments and future contributions to make this newsletter our joint endeavor.

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EVENTS AT VIMS-A GLIMPSE

- ◆ A Job Fair was organized at VIMS on 30.01.2014. The job fair threw opportunities to the graduates of all branches including B.E., B.A., B.Sc., BCA, BBM., B.Com as well as post graduates including MCA and MBA. Around 4500 candidates from as many as 150 Colleges in and around Tamilnadu participated in the event. Around 20 companies participated. The offer letters were issued to the shortlisted candidates at the end of the day.
- ◆ An Inter collegiate meet, VIMSMART'14 was organized on 07.02.2014 and 08.02.2014. About 200 students from 25 colleges participated in the events and exhibited their talents in a variety of events. Cash prizes and certificates were distributed to the winners who secured first and second positions.



- ◆ Inauguration of Entrepreneurship Development Cell of VIMS was held on 22.02.2014. Dr. K.Suresh Kumar, Director, PSG-STEP, Coimbatore was the chief guest. The first year MBA students, Mr. P. Gopalakrishnan and Mr. J. Viswanathan presented their business concepts.



- ◆ The valedictory function of students association Cambista was held on 10.05.2014. Dr. M. Saravana Kumar, Dean (I/C), Anna University Regional Office, Coimbatore was the chief guest. Mr.N.R.Javakarprasanth, Student Vice-Chairman welcomed all. Ms.S.Vinodhini, Student Chairman presented the annual report. The valedictory address was given by the chief guest. The function concluded with the vote of thanks by Mr.M.Satish kumar, Student Secretary.

SYMPOSIUMS

One day Symposium on Servant Leadership was organized on

23.11.2013. Swami. Abiramanandaji Maharaj, Secretary, Ramakrishna Mission Vidyalaya, Coimbatore delivered the



Inaugural address. Experts from academia and industry which include: Dr. C. Manohar, Strategy & Dean, ISBR, Bangalore, Mr. M. Settu, CEO, Syndicate Exports, Coimbatore, Dr. P. Kanagasabapathi, Former Professor, PSGIM, Coimbatore, Mr. P. N. Lashmanan, Social Activist, President -Sacrifice Friends Club, Coimbatore, Dr. R. Chandrasekar, Professor/Consultant, Coimbatore, Dr. V. Kulandaiswamy, Secretary and Correspondent, VIMS spoke on different aspects.

During the event, the first copy of Newsletter *V-imprint* [Second Volume, First Issue] was released by Swami. Abiramanandaji Maharaj and the same was received by Dr. C. Manohar.

FDP

As an initiative of the Centre for Research Consultancy and Publication (CRCP), one day workshop on SPSS was conducted on 26.4.2014. Dr. Rupa Gunaseelan, Associate Professor, BS MED, Coimbatore, Dr. A. Valarmathi, Director, Dr. Hema Bhalakrishnan and Mrs. S. Uma Maheswari, Associate Professors, VIMS were the resource persons. Faculty members and students of various institutions participated in the programme.



THUS THEY SPAKE :

A series of guest lectures were organized on different themes for the first year students:

- ◆ "Habits of Highly Teens" by Dr.S.Prabhakaran, Principal, Alliance Business Academy, Bangalore on 23.12.2013.
- ◆ "E-Skills, Opportunities for MBA Graduates in Indian Job Market"

by Mr. Samuel Churchill, Founder, Director of GetSetGo Training & Events, Coimbatore on 22.01.2014.

- ◆ "Challenges Faced by MBA students after joining Corporates" by Mr. J. Ravindhran, Divisional Manager, Bajaj Allianz Life Insurance Company Ltd., Coimbatore on 14.03.2014.

The following guest lectures were organized in different subject domains:

- ◆ "Recruitment Process" by Mr. P. Shanmugasundaram, HR Consultant and Team Anchor with People Metrics Pvt. Ltd, Bangalore on 19.02.2014.
- ◆ Dr. R. Shanmugham, Professor, Bharathiar University, Coimbatore delivered lectures on the following topics:
 - Valuation of bonds & shares on 04.03.2014
 - Capital Market on 24.03.2014
 - Capital Structure on 01.04.2014



- ◆ "Buyer Behaviour & Trends in Marketing" by Mr. S. U. Mothilal, Head Emerging Business, Milltex Engineers (P) Ltd., Coimbatore on 18.03.2014.



- ◆ "Work Systems" by Mr. Karthi Kulanthaisamy, Director, First Jobs.com, Coimbatore on 21.03.2014.
- ◆ "Queuing theory" by Ms. K. Esther Jenitha, Associate Professor, RVSIMS, Coimbatore on 16.04.2014.

CORPORATE TERRAIN

First year students were taken on industry visits to the following companies:

- Lakshmi Machine Works, Periyanaickenpalayam, Coimbatore on 26.02.2014.

- Salzer Electronics, Periyanaickenpalayam, Cbe on 26.02.2014
- TVS Motors, Hosur on 06.05.2014 and 07.05.2014. They were accompanied by faculty members Mr. M. Karunakaran, Mr. R. Lakshmikanth and Ms. N. Divya Priyadharshini.



PLACEMENT ACTIVITIES

The final year students of VIMS got placements in various companies which include Point Perfect Technology Solutions (PPTS), Owl India Private Limited, XSec Technologies Private Limited, Infosys BPO Ltd., IDBI Bank, Infognana, MAC, Campus Images, JJ Orthodontics, GRE EDGE, Suguna Foods, Shlok Information Systems India Private Ltd., RND SOFT.

- Mr. D. Rajkumar, Regional Manager, The Hindu, Coimbatore gave an orientation regarding marketing opportunities after MBA to the first year students on 10.02.2014.
- 50 Students from Annapoorna Engineering College, Salem were given placement training in the campus on 25.01.2014.
- Around 50 students from colleges in and around Coimbatore participated in the campus drive held on 18.02.2014 and 19.02.2014. Mr. K. Anand Kannan, Managing Director of GRE EDGE conducted the interview. Among them 6 students were selected.

FACULTY CONTRIBUTIONS

- ◆ Dr. A. Valarmathi, Director has published research papers on the following titles:
 - "Role of HR strategies for improving organizational performance in the Banking Sector in India" in the Journal of International Academic Research for Multidisciplinary, Vol 1, Issue 10, Nov, 2013.
 - "A study on improving Workforce Diversity and HR practices by Innovative Human Resources strategies in software Industries in India" in International Journal of Human Resources Management and Research (IJHRMR), Vol.3, Issue 5, Dec' 2013, pp 43-50.
- ◆ Dr. A. Valarmathi, Director was invited for the National Level Management Meet-SADHANA'14 organized by RVS Group of Institutions, Coimbatore on 07.03.2014.
- ◆ Dr. A. Valarmathi, Director attended the Directors' Round-Table

Conference on 27.02.2014 at Trident Hotel, Chennai jointly organized by AIMS & MBA Universe.com. She also attended the National Higher Education Conclave'13 organized by the Confederation of Indian Industry, Coimbatore on 29.11.2013 and 30.11.2013.

- ◆ Dr. Hema Bhalakrishnan and Mrs.S.Umamaheswari, Associate Professors attended a Faculty Development Programme on "Research Analysis using SPSS and AMOS" at Dr.G.R.D.College of Science, Coimbatore on 13.02.2014 and 14.02.2014.
- ◆ Dr. Sangeetha Natarajan, Associate Professor and Mr.M.Sandeep Kumar, Assistant Professor presented a paper on "Social Innovations in Governance" in the National Conference organized by Sankara Institute of Management Sciences, Coimbatore on 08.01.2014.Dr.Sangeetha Natarajan, Associate Professor and Mr. R. Lakshmikanth, Assistant Professor presented a paper on "Stratagems to preserve competent hands" in the National Conference organized by GRD Academy of Management on 15.03.2014.
- ◆ Mrs. S. Umamaheswari, Associate Professor, published a paper on "A study on Investment Perspectives of the salaried Class Strata at Coimbatore District", in International Journal of Research in Business Management, Vol 2, Issue 2, Feb. 2014.
- ◆ Mrs. A. Anitha Supriya Joseph and Miss. B. Sarumathi, Assistant Professors attended one week FDP at Anna University, Coimbatore on "Data Analysis and Business Modeling" from 27.01.2014 to 30.01.2014.

The following faculty members made their presentations in the Faculty Forum:

- Mrs.S.Uma Maheswari, Associate Professor on "Capital Markets"
- Mrs.A.Anitha Supriya Joseph, Assistant Professor on "Implementation of ERP"
- Ms.B.Sarumathi, Assistant Professor on "Product Development process"

The following faculty members attended the CMA meeting :

- Mr. M. Karunakaran, Assistant Professor on 19.5.2014.
- Mrs. S. Uma Maheswari, Associate Professor on 26.05.2014
- Mr. R. Lakshmikanth, Assistant Professor, participated in the "Train the Trainer program" organized by Premier Centre for Competency Training, Bangalore accredited partner of NSDC between 29.05.2014 and 31.5.2014.

OUTREACH PROGRAMMES

Mr. D. Ramakrishnan, Chief Training and Placements, Mr. K. Vijayalayan, CEO, and faculty members Mr. M. Karunakaran, Mr. M. Sandeep Kumar, Mr. R. Lakshmikanth and Mr. N. Suresh Kumar conducted soft skills training in 14 colleges ,both Arts and Science and Engineering.

STUDENTS PARTAKING IN PERIPHERAL EVENTS

- Students of I MBA gained "Empirical Micro Learning" in different industries and acquired valuable experiential learning by themselves and made their presentations on 29.03.2014.



- Fifteen students participated in Arthasasthra'13 held at SNS college of Engineering held on 08.11.2013.
- Eleven students participated in SADHANA' 14 held at RVS Group of Institutions, Coimbatore on 07.02.2014.
- Ten students participated in CASTALIA'14 held at Sri Venkateshwara Group of Institutions, Coimbatore on 7.3.2014.
- Five students participated in Tour de Force'14 held at SNS College of Technology, Coimbatore on 21.03.2014.

IMPORTANT EVENTS

- On behalf of the students' welfare cell, first year students visited Universal Peace Foundation, Coimbatore on 09.11.2013.
- First year students attended the seminar conducted by Tamilnadu Electricity Board on 20.12.2013
- Third Governing Body meeting was held on 9.02.2014.
- The e-journal of "VICHAARA" An International Journal of Management", Volume 1, Issue 2 was released in the month of march, 2014.
- International Women's day was celebrated in the campus on 8.3.2014.

MBA passed out students 2012-2014 batch



EDITORIAL BOARD

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