

Chairman's Message:



The Mission Statement of VIMS proclaims that it is designed to become a frontier B-School in the country. The activities and programmes suggest that it is moving towards that goal.

I congratulate everyone who is involved in this great task.

S. Periasamy, Managing Director,
Zawawi Powertech LLC. Muscat, Sultanate of OMEN.

Secretary's Message:

Dear Friends,

It is heartening to know that the activity spectrum of VIMS is expanding. **VIMS – The Corporate Way** has been the tag line of VIMS and events and activities have been designed to give maximum corporate exposure to students besides academic progress. Students are encouraged to participate in the inter-collegiate events and they have won laurels. Internships have been successfully arranged in leading corporates. All these reflect the team work and consistent effort by the faculty and students. Any transformation is not an one shot affair, rather it happens day by day. The Newsletter demonstrates the transformation process at VIMS.

Dr.V.Kulandaiswamy, Secretary, VIMS.



Director's Message: Individual commitment to a group effort--that is what makes a team work, a company work, a society work, a civilization work." --
Vince Lombardi

So, Teamwork involves a set of tasks and activities performed by individuals who work together with each other to achieve a common goal. That goal can be creating new ideas, executing that idea and getting new results. Teamwork differs from individual work in that it involves shared responsibility for a final output.

Let me take the opportunity through this newsletter, to thank all our faculty members, students, friends and industry people who supported us. I look forward for your suggestions and future contributions to make this newsletter a harmony. Wish you all the best.

Dr.A.Valarmathi, Director, VIMS

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EVENTS AT VIMS-A GLIMPSE:

OUTBOUND TRAININGS AND FIELD VISIT:

- On 10 March 2017, a batch of I MBA students were taken to SE ELECTRICALS LTD (SUZLON ENERGY LTD), Coimbatore for an Industrial Visit.
- On 28 March 2017, I and II MBA Students were taken for an Industrial Visit to THE HINDU, Coimbatore.
- On 10 March 2017, a batch of I MBA students were taken to SE ELECTRICALS LTD (SUZLON ENERGY LTD), Coimbatore for an Industrial Visit
- On 4 March 2017, I MBA students went to ROOTS INDUSTRIES INDIA LIMITED, Coimbatore for an Industrial Visit.

INDUSTRIAL TRAINING

- From 2 May to 18 May 2017, the internship confirmations were done with the following companies from different locations for the I MBA students to take up their summer internship training and organizational analysis using different tools they have learned during their first year study, the organizations who gave us permission to do the training are Titan Company Limited, Sakthi Sugars Limited, Sakthi Finance Limited, Enbest Pumps (India) Pvt Ltd., Ultimate Alloys (P) Ltd., KKR Group of Companies (Nirapara), Kuntal Granites, Kerala Automobiles Limited, Aqua-Sub Groups, Sakthi Auto Components Limited, TamilNadu Tea Plantation Corporation Limited, Erode Milk Cooperative Society Limited, Dharmapuri Milk Cooperative Society Limited, Ammayar Milk Private Limited, Confident Engineering India Private Limited, TVS Rubbers Limited, TVS Tyers Limited, AES Technologies (India) Pvt., Limited, India Japan Lighting Pvt Ltd, ALF Engineering Pvt., Ltd., Ashok Leyland, a subsidiary of TVS groups Madurai, ASA Engineering Systems, and Roots India Limited.

WEBINARS

- On 24 November 2016 at 6.30pm to 7.30pm, a Webinar was organized by VIMS students association to its MBA students. The webinar titled "Decision Modelling". Decision making shows how repeatable business decisions are made. This webinar was brought to the VIMS MBA Students by Chennai IIBA Chapter, the presenter was Mr Jegan Jayabal BE, MBA, Vice President-Training, PDMA-India.

INTERCOLLEGIATE PARTICIPATION

- On 10 Feb 2017, I MBA Students participated in Analysis on UNION BUDGET 2017 –a Budget meeting at Chamber Tower organized by ICCI, Coimbatore.
- On 11 Feb 2017, Coimbatore Management Association conducted its Annual Management Meet at Karunya City Campus, Students of VIMS Participated, in the above Meet.
- On 16 Feb 2017, 12 students of VIMS participated in an intercollegiate technical fest, held at TIPS Global Institute, Coimbatore

CAMBISTA: CLUB ACTIVITIES

- On 3 March 2017, Finance Club of VIMS organized and conducted Union Budget '17 Presentation. Mr. Karthik, Manager – Business Development, Annamalai Capital Pvt Ltd, Coimbatore was the resource person.
- On 04 March 2017, a one day Workshop on 'Core Competencies of HR' was organized and conducted by HR Club of VIMS in association with The Master's Key: An International Institute of Human Resource, Coimbatore. Mr. Amal Franco, Certified HR Generalist was the resource person.
- On 15 and 16 March 2017, A Two day Financial Workshop was organized and conducted by the Finance Club of VIMS in association with SEAL (Student Engagement and Applied Learning) of Karvy Stock Broking Limited, Hyderabad. Mr. Vishal Shah, Deputy Manager – Training and Mr. Arun Mantri, Manager - Technical Research Karvy Stock Broking Limited, Hyderabad were the Resource Persons.



- On 07 April 2017, VIMS HR Club, Marketing Club, Finance Club and Quiz Club are clubbed together and named as 'Executive Business Club', Dr. K. Natesan, Vice-President, OSM & HR, Sakthi Finance Limited, launched the new club.



- On 17 Feb 2017, 18 students of VIMS Participated in the National Conference on Digital Agility: The management Imperative, held at Berchmans Institute of Management Studies, Kerala.
- On 21 Feb 2017, 12 students participated in the National Conference on Digitalizing India, held at Hindustan College of Engineering and Technology, Coimbatore.

- On 24 Feb 2017, 5 MBA students participated in the National Conference held at Sankara College, Coimbatore
- CAMBISTA 2017 Valedictory function was organized on 18 April 2018, Mr Muthukumar, HR, SE Electricals Ltd was the chief guest.

COMMUNICATION AND COUNSELING CELL

- During Jan-April 2017, I and II year MBA students counseling activity was taken place to make the students to realize their strengths and weaknesses. It indeed helps them to chart for their action career plans.

THUS THEY SPAKE

- On 27 January 2017, VIMS Students celebrated the National Youth Day. Revered Swami Harivrathanandaji Maharaj from Ramakrishna Mission Vidyalaya, Coimbatore was the Chief Guest
- On 7 February 2017, Vimsmart'17, an Inter-College Event was conducted. Ms Archana Dange, Operations-Head of Helen O'Grady International Speech and Drama Academy was the chief guest.



- On 23 February 2017, Mr. S.John, Digital Marketing Professional and Mr.Sathish kumar, certified Instructor -FX Media Training, delivered a talk on "Digital Marketing" for I MBA Students.
- On 07 April 2017, the Corporate Hi-Tea Party with the theme "The Corporate Way" was organized by the Business Executive Club for I & II MBA students on "Corporate Culture and Relationship" and it had given them several industry insights. Dr. K. Natesan, Vice-President – OSM & HR, Sakthi Finance Limited was the Chief Guest.



- A Practical Training: Tally.ERP 9 was conducted to the I MBA Students for three days from 24 March to 27 March 2017 by Mr.D.Prabakaran, Manager, MTURK SOLUTIONS, Coimbatore.
- Case study Learning: During March and April 2017, I MBA Students analyzed 16 HRM cases and created video documentaries in short films the short files are published in VIMS YouTube channel.

CENTRE FOR RESEARCH CONSULTANCY & PUBLICATION (CRCP) : CONFERENCE PRESENTATIONS BY THE STUDENTS:

National Conference on Digital Agility: The Business Management Imperative was organized by Berchmans Institute of Management Studies, Changanacherry, Kerala on 16 and 17 February 2017

S. No	Presented Student(s) Name	Presented Topic
1	A.Ahamed Rashid	E-Recruitment strategies for attracting top talent in the digital age
2	S.Sriram	A Study on payment in India using smart phones
3	C.Mathan Kumar &S.Venkatesan	Social media marketing preferences: A review
4	D.Anbarasu and R.Gobi	A comparative study on digital marketing and internet marketing
5	K.Manimaran & M.Silambarasan	Digital Synchronized marketing
6	D.Neethu Kumari and P.Sanjeevi	Analyzing the implementation of business process re-engineering and its performance on organization
7	G.Martina Mary and V.G.Sheekhashini	Digital Human resource management
8	K.E.Mathumathi and G.Santhosh Balaji	Digital Human resource management
9	S.Amutha and M.Baby Priya	Social media and its role in marketing
10	S.Surya and V.Gopinath	E-Recruitment strategy through social media

5th National Conference on Recent advancements in business practices was Organized by Nehru Institute of Management Studies, Coimbatore on 26 February 2017

S. No	Presented Student(s) Name	Presented Topic
1	S.Vimal Raj	A Study on shopper's perception on digital marketing
2	V.Keerthivarman	E-Governance on social network behavior
3	K.Soundariya Devi & K.Iswariya	Performance of management system in digital world
4	J.N.Jeeva and J.Mohana Priya	Employee branding
5	N.S.Sabitha and C.Roselin	Social media marketing

National Conference on Digitizing India was organized by Hindusthan College of Engineering and Technology, Coimbatore on 21 February 2017

S. No	Presented Student(s) Name	Presented Topic
1	M.Vignesh	Perception of online shopping
2	P.Vignesh Kumar M.Bawin	E-Governance on social network behaviour
3	G.Deril and R.Elanchezian	E-Governance on social network behaviour
4	P.Vignesh and A.Natrayan	Social media marketing tools and its effect
5	S.Edger Jeffrin	Digital marketing customer
6	R.Gowtham and N.Boopathiraja	Digital marketing and effects
7	K.Sathiyamoorthy & P.Boopathi	Digital marketing

National Conference on Emerging trends in management practices "Challenges & Opportunities" was organized by Sankara Institute of Management Science, Coimbatore on 24 February 2017

S. No	Presented Student(s) Name	Presented Topic
1	T.Musafir Ahammed and K.Mohammed Noufal	Social media marketing preference review of Facebook
2	Ramesh Babu and R.Thirumoorthi	Emerging HR trends and impact on HR practices
3	P.Muhammed Safvan and K.Mohammed Shafeeq	E-Commerce system

International Conference on Advances in Commerce and Management was organized by Pioneer College of Arts and Science, Coimbatore On 18 February 2017

S.No	Presented Student(s) Name	Presented Topic
1	A.Rohini	Impact of demonetization towards E-Payment method

FACULTY CONTRIBUTIONS

- On 16 & 17 February 2017, Mr N.Sundarapandiyan, presented a paper on E-Recruitment Strategies for Attracting Top Talents in the Digital age.
- On 16 Feb 2017, Mr.N.Sundarapandiyan, Associate Professor, VIMS was invited to be the resource person by the Business Administration Dept. of Pope’s College, Thoothukudi and the CRCP of VIMS jointly organized and conducted National Seminar, on “Business Strategy in the Global Environment” at Thoothukudi Pope’s college campus.



- On 17 Feb 2017, Mr.N.Sundarapandiyan, Associate Professor participated in AIMS Sponsored FDP “Cognitive Analytics-The future of knowing” in association with IBM at IBM Innovation Centre, Bangalore.
- On 18 Feb 2017, Mrs. Kowsalya, Assistant Professor presented a paper in the International Conference on “Advanced in commerce and Management practices at Pioneer College of Arts and science college, Coimbatore
- On 04 March 2017, Mr N Sundarapandiyan, Dr Uma Maheshwari, Mrs P Kowsalya, Mr R Lakshmikanth and Miss G Kayalvizhi attended the one day Workshop on ‘Core Competencies of HR’, was organized and conducted by HR Club of VIMS in association with The Master’s Key: An International Institute of Human Resource, Coimbatore. Mr. Amal Franco, Certified HR Generalist was the resource person.
- On 06 April 2017, Dr.A.Valarmathi, Director of VIMS invited as the resource person to present ‘A Case on Vodafone – Idea Merger’ at SNT Global Business School, Coimbatore.
- *Journal Publications: Vichaara an International Journal of Management: ISSN :2347 4726 (April 2017), Contributions:*
 - Dr.A.Valarmathi and Mrs Kowsalya, published ‘A Case On Vodafone – Idea Merger’.
 - Mr.N.Sundarapandiyan, published ‘A Success Story of an Innovative Leader : Steve Jobs Innovative Thinking Led Apple Inc a Great Success’
 - Mr.N.Sundarapandiyan, Associate Professor, published a book review, book name: The Masterkey System: How To Apply The

Law Of Attraction In Your Life, the book was *Authored by Charles F. Haanel, Embassy Book Distributors.*

- Dr. V.Kulandaiswamy, Secretary, VIMS published an article on ‘Education: The Indian Tradition’.

A CORPORATE TRAINING SERIES: SE ELECTRICALS LTD (SUZLON ENERGY LTD), Coimbatore conducted by VIMS Faculty team:

- On 14th Nov 2016, Mr.R.Lakshmikanth, Assistant Professor conducted a training on ‘Public Speaking’.
- On 10 March 2017, Mr.N.Sundarapandiyan, Associate Professor conducted a training on “Contemporary Managerial Skills for Managers and Leaders”
- On 20 March 2017, Mr.R.Lakshmikanth, Assistant Professor conducted a training on “Effective Presentation Skills for Corporate Executives”.
- On 30 March 2017, Mr.N.Sundarapandiyan, Associate Professor conducted a training on “Decision Making skills for the Managers”

PLACEMENT ACTIVITIES

- VIMS Placement cell has organized the following Campus drives during 2016/2017:
- Karvy Stock Broking Ltd conducted a placement drive in VIMS on 5th Nov 2016, in which more than 250 students from VIMS and other college around Coimbatore participated and seven students got selected to work for their Hyderabad work location.
- On 2 Feb. 2017, five of the II MBA Students were selected as Project trainee by (Amirtha Milk) S.P.Mani & Mohan Dairy Pvt Ltd, India.
- On 8 Feb 2017, Career Prime Campus Recruitment Solutions, Mysore, conducted a campus placement drive, Ms.Krishnaveni and Mr.Y.G.Lokesh of II MBA got shortlisted for the final interview
- On 20 March 2017, Karvy Stock Broking Limited, Hyderabad conducted Skype Interview for II MBA Students at VIMS in which out of 12 participants 10 were Shortlisted.
- On 29 April 2017, two of our II MBA students got selected for the post of Relationship Manger to work for Annamalai Capitals Private Limited Coimbatore.

IMPORTANT VISITORS

- Mr. K. Natesan, VicePresident – OSM & HR, Sakthi Finance Limited, Coimbatore
- Ms Archana Dange, Operations-Head of Helen O’Grady International Speech and Drama Academy, Tamil Nadu
- Mr. Vishal Shah Deputy Manager – Training and Mr. Arun Mantri Manager - Technical Research, Karvy Stock Broking Limited, Hyderabad

EDITORIAL BOARD	
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“Learn everything that is good from others, but bring it in, and in your own way adsorb it; do not become others” –Swami Vivekananda