



**VIVEKANANDA INSTITUTE OF  
MANAGEMENT STUDIES**

**ANNUAL REPORT**

**ACADEMIC YEAR**

**2023-2024**

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## ABOUT THE COLLEGE



**Approved by AICTE, New Delhi  
Permanently Affiliated to Anna University,  
Chennai  
No.143/1A2, Karuvalur Road, Kovilpalayam,  
Coimbatore, Tamil Nadu 641107**

VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES (VIMS) was established in the year 2012 promoted by a group of professionals in association with the parent organization M/s.Zawawi Powertech Engineering L.L.C., a renowned MNC, operating from Sultanate of Oman with 3500 employees. VIMS is run by Coimbatore Education Foundation, is a highly reputed stand alone B-School approved by AICTE New Delhi and Permanently affiliated to Anna University, Chennai, with an avowed goal of achieving human excellence by means of Academic and Allied programs. VIMS is ranked top 2<sup>nd</sup> B-School in Coimbatore and in Learning Experience VIMS is ranked as top 1<sup>st</sup> B-School in Coimbatore, top 5<sup>th</sup> B-School in Tamilnadu and top 77th B – Schools in India by Business World 2024. VIMS B-school prepares the students to fill the quality gap and meet the industry expectations through its Two Years full time MBA Program. Methodologies in teaching adopted at VIMS are devised in such a way that the real-world experiences are perfectly simulated in the classroom. The program architecture of VIMS is designed to provide a holistic education in the field of management.

## GLIMPSES OF VIMS:

### ACCOLADES OF THE INSTITUTION IN THE YEAR 2023-24

	VIMS is ranked top 1 B-School in Coimbatore by India Today
	Top 76th among private B – Schools in India Top 29th among B- Schools in South India by Business World 2023.
	<u>Dr.S.Umamaheswari</u> won Best Paper Award for the paper presentation on the title “Emerging trends and impact of Technology in Finance Sector”, in an International Conference organised by Guru Shree <u>Shantivijai</u> Jain College for Women, Chennai (2023)
	<u>Dr.A.Valarmathi</u> , Director and <u>Dr. P. Kowsalva</u> , Asst. Prof, own Best paper Award for the paper titled “Impact on Stock Market Performance for the companies contributed to Chandrayaan-3 Project” in the International Conference organised by <u>Jindal University, Rajgar</u> (2023)
	<u>Dr.A.Valarmathi</u> , Director has secured Patent Right for her invention on “Investment Behaviour in <u>Cryptocurrency</u> ” (2023)
	VIMS students got appreciation by Sri <u>Ramkarthic Polymers Pvt Limited</u> for their contribution in organising Medical camp for their employees (2023)
	VIMS was awarded as “Budding Star” in <u>Yuva Recognitions 2023</u> of CII-YI for organizing various activities (2023)
	<u>Mr.K.Saravanan</u> , <u>Asst.Prof</u> , has been sanctioned by Ministry of Education Innovation Cell, a fund of Rs.20,000 for conducting Impact Lectures through IIC at VIMS (2023)

## COMMITTEE MEETING

- On 30<sup>th</sup> December, Governing Body Meeting was conducted at VIMS. Dr.Purusothaman, Associate Professor, Government College of Technology, Coimbatore, Dr.L.S.Jayagopal, Professor (Rtd) Coimbatore, Dr.O.A.Balasubramaniam, Managing Director roots Cast Pvt Ltd, Coimbatore, are the external board members who participated and suggested new strategies for strengthening the institution.

## QUALITY ASSURANCE

### Internal Quality Assurance Cell (IQAC)

**Chairperson** - Dr. A.Valarmathi - Director – VIMS

**Coordinator** - Prof. S. Kalaivani, Assistant Professor - VIMS

**Member (Trustee)** - Mr. F. David - Coimbatore Education Foundation

**Member (Senior Faculty)** - Dr.S.Umamaheswari -Professor- VIMS

**Member ( Senior Faculty)** - Dr.K.Durai - Associate Professor -VIMS

**Member (Senior Faculty)** - Mr. K. Saravanan - Assistant Professor-VIMS

**Member (Administrative Officer)** - Mr. V. Sivananthavallaban - VIMS

### Objective:

- To develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the Institution.
- To promote quality enhancement through internalization of quality culture and institutionalization of best practices.
- To develop processes in standardizing the assessment of teaching, learning and evaluation processes.
- To get ready the institution for accreditation with reputed national / international accreditation agencies.

## NAAC Accreditation Process

### Preparation of SSR and NAAC Assessment and Accreditation

- Registration and IIQA Qualifier: Institutional Information for Quality Assessment (IIQA) was submitted on 24/05/2024 and college qualified the IIQA on 29-05-2024. This qualifier enabled us to upload SSR within the next 45 days.

## **Monitoring of Academic, Co-Curricular, Extracurricular, Infrastructural and Administrative Activities**

- Various Committees were formed for monitoring of Academic, Co-curricular, Extracurricular, Infrastructural and Administrative Activities
- Numerous measures were adopted to promote academic excellence, such as: Internal and External Academic and Administrative Audit (AAA); Conducted Energy and Environment Audits, Gender Audit through external agencies;
- Center for Research, Publication and Consultancy(CRCP) Cell was enhanced to encourage the faculty members research publication

## **INSTITUTIONAL COMMITTEES**

### **Anti - Ragging Committee**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** - Ms.P.Selvi, (Police Dept)

**Member** - Mr.S.Palanisamy, Thasildhar

**Member** - Mr.P.N.Lakshmanan, (Official of NGO)

**Member** - Mr.S.Ravindran(Advocate), (Parents Rep)

### **Functions & Responsibilities:**

- As ragging has many detrimental effects on students – Psychological, Social, Economical and Cultural aspects, which adversely impacts the standards of higher education. Anti-Ragging Committee conducts interactive sessions involving both freshers and Seniors in order to create friendly and persuasive relationship among students
- The committee tries to create a safe and healthy environment for freshers.
- The committee explains to the senior students regarding the adverse effect of Ragging and punishments involved.
- The committee displays anti-ragging notices in various locations of the campus and Contact Number of the committee members for immediate contact.
- To advise all students to treat equally other students of younger or elder classes and to help them in case of any need as a fellow human being.
- To advise all students often to concentrate only on activities related to Academics and not on any other unrelated incidents/ events.

- To advise students to be attentive all the time in order to avoid any unpleasant events inside the campus.
- To make rounds – all around the campus and other places vulnerable to incidents of, and having the potential of, ragging and to inspect such places and take precautionary measures / action to curtail any eventuality.
- To make surprise raids on hostels, and other places vulnerable to incidents and having the potential for ragging to pre-empt any undesirable activity

### **Anti-Ragging Squad**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** - Dr.S.Umamaheswari, Professor, VIMS

**Member** - Dr.K.Durai

**Member** - Prof. S.Kalaivani

**Member** - Mr.V.Sivananthavallaban

### **Complaints cum Redressal Committee**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** - Dr.S.Umamaheswari, Professor VIMS

**Member** - Mr.D.Arjunan, Advocate

**Member** - Dr.K.Durai, Associate Professor

### **Functions & Responsibilities:**

- To look into the grievances of Students in respect of accommodation, food, sports and other facilities.
- To look into complaints filed by the students
- To examine the various measures taken for the welfare of employees/ students and recommend any further improvements, if required.
- To suggest ways and means to improve the existing facilities.
- Any other issues of importance, as and when it arises.

### **Student Counsellor Committee (Counselling Cell)**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** - Dr.S.Umamaheswari, Professor, VIMS

**Member** - Mrs. Elizabeth John, MSW., B.Ed., (PhD),S.E.T

**Member** - Dr.K.Durai, Associate Professor

**Discipline and Welfare Committee**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** - Dr.S.Umamaheswari, Professor, VIMS

**Member** - Dr.K.Durai, Associate Professor

**Member** - Prof. S.Kalaivani, Assistant Professor, VIMS

**Minority/OBC Committee**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** – Prof.G.Chinnapparaj, VIMS

**Member** - Dr.A.V.Hariharan, Associate Professor

**SC/ST Committee**

**Chairperson** - Dr.A.Valarmathi, Director/Principal

**Member** – Dr.K.Durai, Associate Professor, VIMS

**Member** – Prof.S.Kalaivani, Assistant Professor, VIMS

**Internal Complaint Committee (ICC)**

**Chairperson** - Dr.S.Umamaheswari, Professor

**External Member** - Dr.G.M.Valliammal, NGO( Founder Valliammal Charitable Trust)

**Member** - Dr.P.Kowsalya, Associate Professor

**Member** – Mrs.S.Kalaivani, Assistant Professor

**Member** – Ms.S.Maheswari, Accountant

**Member** – Ms.K.Vishnu Priya, Student

**Member** – Ms.Bavatharani. N, Student

**Member** – Ms.Sreejaya.J, Student

**Objectives of POSH:**

- Enquiry any Harassment happen for women employee and students.
- Initiate the enquiry and submit the finding of inquiry done
- Direct the employer to take necessary action.
- Submit the report in the prescribed format



An Internal Complaints Committee (ICC) is formed with aim of prevention and prohibition of Sexual Harassment of Women Employees and students, (AICTE Regulation 2016) for the academic Year 2022-2023 and details are listed below:

### **The Objectives of ICC:**

- To create the awareness amongst students about the issues related to youth, girls in particular.
- To deal with cases of sexual harassment in a timely manner by providing empathetic support to the victim and ensuring prevention of harassment through proper redressal of the case.
- To ensure safe environment for students in the college

### **ALUMNI ASSOCIATION & ACTIVITIES**

- On 4<sup>th</sup> January, VIMS VIRUKSHA Alumni Association was registered under the Tamil Nadu Societies Registration Act.

### **MEMBERS**

**President** - V. Shriharikumar (2016 Batch)

**Secretary** - P. Sanjeevi (2015 Batch)

**Treasurer** - K.Naveena Shree (2020 Batch)

**Joint Secretary** - S. Soorya Raju (2018 Batch)

**Joint Treasurer Committee** - M.Neethi Mohan (2021 Batch)

**Committee Member** - Dr.A.Valarmathi (Director VIMS)

**Committee Member** - Dr.S.Umamaheswari (Faculty VIMS)

**Committee Member** - Mr.G.Chinnappaaj (Librarian VIMS)

**Committee Member** - P.Srriram (2019 Batch)

**Committee Member** - S B. Jenanee (2019 Batch)

**Committee Member** - A.Soundarya (2021 Batch)

**Committee Member** - H Sanafa (2018 Batch)

### **RESEARCH & INNOVATION**

#### **The Centre for Research, Consultancy and Publication (CRCP)**

CRCP at Vivekananda Institute of Management Studies (VIMS) is a vital component of the institute's commitment to research excellence and industry relevance. CRCP aims to foster a

culture of research, innovation, and consultancy, bridging the gap between academia and industry.

### **Objectives:**

- Conduct cutting-edge research in management and allied fields.
- Provide consultancy services to industries, NGOs, and government organizations.
- Foster collaboration between academia and industry.
- Develop and disseminate knowledge through publications and training programs.
- Enhance the research capabilities of faculty and students.

### **Vichaara:**

An International Journal of Management, ISSN online version (ISSN NO: 2347 4726) and ISSN print version (ISSN No: 2347 4076) is a bi-annual double blind and peer-reviewed journal promoted by Vivekananda Institute of Management Studies. Vichaara is a medium for academicians to share the current developments and perspectives on research stratagem, business/ management diplomacy and paradigms of Business, Management and allied Social Sciences. The journal invites robust papers that contribute to the area of research in business management and related disciplines.

### **Objectives of Vichaara**

- To be a vehicle of academic research, documentation and dissemination of management innovation and practice.
- To maintain the quality of publication by means of achieving high Impact Factor and securing a coveted place in the Social Science Index Citation and online databases.

### **Entrepreneurship Development Cell & Innovation Centre**

The Entrepreneurship Development Cell of VIMS is established with a objective to motivate and develop many entrepreneurs. The ED cell includes Innovation Centre and VIMS Venture.

### **Innovation Center**

An innovation center is a hub designed to foster creativity and development of new ideas. The centre facilitates in providing

- Space and Resources: It provides space for discussion and resources like working space, computers with internet connectivity for developing ideas and implementation.
- Support and Knowledge Sharing: Frequent workshops are organised to create awareness on developing innovative ideas and Intellectual property rights for

protection. Network building is promoted here, the innovators are connected with relevant industrial personnel to enhance their knowledge and developing idea into business.

- Culture of Innovation: Rogers Innovation Centre promotes creativity by developing open mindset among students and industry personnel, encourages experimenting ideas and taking calculated risks in executing their ideas in to business.

### **Institution Innovation Council**

In the year 2018, the Ministry of Education (MoE) through MoE's Innovation Cell (MIC) launched the Institution's Innovation Council (IIC) program in collaboration with AICTE for Higher Educational Institutions (HEIs) to systematically foster the culture of innovation and start-up ecosystem in education institutions. Primarily, IIC role is to engage large number of faculty, students and staff in various innovation and entrepreneurship related activities such as ideation, problem solving, Proof of Concept Development, Design Thinking, IPR, Project Handling and Management at Pre Incubation / Incubation stage, etc. so that innovation and entrepreneurship ecosystem gets established and stabilized in HEIs.

### **Objectives of IIC (Institution Innovation Council) @ VIMS**

- To encourage creative energy of the students to work on new ideas and innovation and promote them to create start-ups and entrepreneurial ventures.

### **WORKSHOP ORGANIZED**

- On 21st November "Illuminate" a workshop on Entrepreneurship was organised by IIT Bombay at our campus for MBA students and students from other institutions. Mr. Manjunath R.S Director, Fairtiq India Private Limited was the Resource Person.
- On 12<sup>th</sup> March, VIMS Marketing Club organized a workshop on 'Scope of Digital Marketing in 2025'. Mr.Vigneshwaran Velusamy, CEO, Brandingbeez was the Resource Person who handled the session.
- On 27<sup>th</sup> April, a workshop on 'Research Analysis' was organized for the Second year MBA students. Dr.K.Durai, Asso.Prof was the Resource Person who addressed and conducted a practical session for the students.

## EXTENSION ACTIVITIES FOR COMMUNITY

- On 11<sup>th</sup> August, a Drug awareness program was organized & Pledge taken on “Pledge against anti drug abuse” based on the order passed by the Chief Minister Mr. M. K. Stalin, Tamilnadu Government.
- On 28<sup>th</sup> October Extension activities were conducted by both first year and second year MBA students. The students visited Universal peace Foundation and contributed liberally in kinds like Clothing, stationary and other needed materials.
- On 1<sup>st</sup> November our students got appreciation for Sri Ramkarthic Polymers Pvt Limited for their contribution in organising Medical camp for their employees.
- On 14<sup>th</sup> December, VIMS Community Service Club collaborated with Primary Health Centre, Kovilpalayam, organized a general medical camp for the students. The dedicated team of doctors, nurses, and volunteers worked tirelessly throughout the day, providing consultations, basic checkups and essential health advice for the well-being of students.
- On 14<sup>th</sup> December, VIMS Community Service Cell Students Volunteered for a Community Service activity at Consecration: Kumbhabhishekam for Sri Harivaradharaja Perumal Temple at Annur, Coimbatore. It's a ceremony that rejuvenates and revitalizes the temple; the students played a crucial role in managing and welcoming the large crowds of devotees who came to witness the event. Through this experience, the students gained valuable insights into service, cultural awareness, values, and belief.
- On 29<sup>th</sup> February, VIMS Extension Activity Club organized an awareness programme in association with YI Yuva and CII on ‘First Aid and Road Safety’. Mrs.Sruthi Rajasekar, CFO, Atatri Design Pvt Ltd and Mr.M.Vengadesan, Project Officer, Alert NGO was the resource persons trained & guided the student and non- teaching staffs about knowledge and skills needed to respond in emergency.
- On 9<sup>th</sup>& 10 March, Community Service Club members Mr.Vishnupriya, Ms.Anith from II MBA &Mr.Sivathanush from I MBA participated in the TQI meeting “UllasConfluence 2024” at Chennai and made presentation about the Community Service Club activities of VIMS.
- On 1<sup>st</sup> April, the VIMS Community Service Club celebrated Workers Day and honored laborers with appreciations to motivate them.

- On 2<sup>nd</sup> April, the VIMS Community Service Club organized a ‘Tree Plantation’ event with the goal of mitigating global warming.
- On 3<sup>rd</sup> April, the VIMS Community Service Club organized a Skill Enhancement Program to support the students community.
- On 4<sup>th</sup> April, the VIMS Community Service Club organized a ‘Food Awareness Program’ to raise awareness about Food and Food Waste.
- On 22<sup>nd</sup> April, VIMS Celebrated ‘Earth Day’ with a motive to raise awareness about Environmental Issues and to protect the earth. On this occasion students planted trees in the nearby locality. VIMS Glowma Association organized competitive events like Poster Making, Short Film and Tree Plantation in their own house to create awareness on Save Earth from Warming.

### **VALUE ADDED COURSE OFFERED**

- From 27<sup>th</sup> May to 1<sup>st</sup> June, Value Added Courses conducted for the first-year MBA students on Mutual Fund – NISM Series, Executive Skills in Digital Marketing, Sustainable Logistics, Strategic Business Analytics, and Managing Talent to promote students skill enrichment.

### **SKILL DEVELOPMENT PROGRAM**

- On 10<sup>th</sup> June, Skill Training Program on “Organizational Aptitude’ was conducted for the first year MBA students. Mr.Loganathan, Corporate trainer was the resource person delivered the training session.
- On 14<sup>th</sup> October, A skill development program on Aptitude Skills was conducted for first year MBA students.
- On 17<sup>th</sup> October a Four day Placement Training was organised in association with Rubicon.
- On 15<sup>th</sup> November till 18<sup>th</sup> November a Four day Placement Training was organised in association with Rubicon
- On 21<sup>st</sup> February, a workshop on ‘Career through Competitive Exams’ was organized. Mr.Loganathan, Corporate Trainer was the resource person delivered the session for the first year MBA student.

- On 22<sup>nd</sup> February, VIMS ED cell organized ‘Business Tycoon’ event. The students from first year MBA were presented about Successful Business personalities and this event will support the students to know more about corporate world.
- On 23<sup>rd</sup> February, VIMS ED cell organized ‘One Day Entrepreneur’ a skill development program for first year MBA (batch 2023-25) students. This event will help the students to know about dealing with Customers, Market strategy, financial analysis & Business Strategies.
- On 18<sup>th</sup> May, the VIMS Placement Cell organized a ‘Competitive Exam Coaching’. Mr.Bala Senthil, Director, ZE Bancario was the Resource Person who handled the session for first year MBA Students.

### **MOU SIGNED**

- On 21st September, VIMS signed MOU with CII -YI (Young Indians) for the purpose of Youth Empowerment and Extension Activities.
- On 20 December, a MoU signing ceremony with Aetram Group of Companies, Chennai was organized at VIMS for enhancing the students opportunities in the areas like Placements, Internship and EML activities.
- On 22nd March, VIMS signed a MoU with KG College of Arts and Science with an objective of institutional Growth.
- On 7th May, VIMS signed a MoU with EZIO Solutions (P) Ltd with the motive of student and institutional quality development support.
- On 28th May, VIMS Signed a MoU with Quantanics Techserv Pvt.Ltd with the objective to support Students, Institutional and Organizational Development.

### **FACULTY DEVELOPMENT PROGRAM (FDP) ORGANIZED**

- On 8<sup>th</sup> to 14<sup>st</sup> April, VIMS organized a Faculty Development Program on ‘Research Skills Enriched with Technology’ in online. Dr.A.Valarmathi, Director, VIMS Inaugurated the FDP. Dr.P.Karthikeyan, Associate Professor, Kongu Engineering College, Erode, presented on ‘Research Using AI and ChatGPT’. Dr.A.Valarmathi, Director, VIMS, Coimbatore, presented on ‘Recent Trends in Research on Social Science. Dr.Thirumurugan, Associate Profesor, Kalasalingam Academy of Research and Education, SVPR, presented on ‘Model Identification for Research and Model Testing using AMOS. Dr.Sekkizhar, Associate Professor, PSG Institute of Management, Coimbatore, presented on ‘Qualitative Research Methods’. Dr.K.Durai,

Associate Professor, VIMS, Coimbatore presented on ‘Systematic Literature Review. In this FDP totally 80 participants participated and benefited from the different States in India.

## **FACULTY PARTICIPATION IN FDP**

- On 10<sup>th</sup> July to 15<sup>th</sup> July, Dr. K. Durai, Asst. Prof, Dr. S. Umamaheswari, Asso. Prof, Mrs. S. Kalaivani, Asst. Prof, and Dr. P. Kowsalya had participated in One week online FDP program on “Contemporary Trends of Research Prospective & Advance Pedagogy”, organized by Faculty of management studies, The ICFAI University, Raipur.
- 19<sup>th</sup> to 26<sup>th</sup> September, Dr.A.Valarmathi- Director, Dr. S. Uma Maheswari, Associate Professor, Dr.K.Durai, Senior Assistant Professor, Mrs. S. Kalaivani, Assistant Professor, Dr. P. Kowsalya, Assistant Professor and Ms. NA. Ponnala Harshavardhini Participated Faculty development Program on “The power of Positive approach in teaching & learning system of cultural transformation” organised by Hindustan College of Arts and Science.
- 20<sup>th</sup> to 26<sup>th</sup> September, Dr. A.V. Hariharan attended One week faculty development program on “Emerging trends in digital marketing”.
- On 26<sup>th</sup> February to 2<sup>nd</sup> March, Ms.M.Usha, Asst.Prof, attended a 6 Days physical mode Faculty Empowerment Programme on ‘CMG-339 ; Creativity and Innovation in Entrepreneurship’ organized and held at Anna University, Regional Campus, Coimbatore.

## **RESEARCH PAPERS PRESENTED & PUBLISHED**

- On 4<sup>th</sup> September Dr.S.Umaheswari has presented a paper on “Revolutionizing Banking: The Neo Bank Phenomenon” in the International Conference organised by Guru Shree Shantivijai Jain College for Women.
- On 4<sup>th</sup> January, Dr.K.Durai, Asso.Prof, has published an article titled “Culture of Educational Institutions on Psychological Empowerment of Women Employees in Higher Education Institutions” in the Journal Cultural Management: Science and Education, Volume 7 No.2 2023 a Scopus Indexed journal.



- On 22<sup>nd</sup> February, Dr.S.Umamaheswari, Professor, has published an article titled ‘A Study on Artificial Intelligence in the E-Commerce Industry’ in the Journal of Mitigation Letters, Volume: 21, No:S5 (2024), pp. 983-997 a UGC listed Journal

### **FACULTY AWARDS & ACHIEVEMENTS**

- On 3<sup>rd</sup> October Dr.S.Umamaheswari won first prize for paper presentation on the title Emerging trends and impact of Technology in Finance Sector, in an International Conference organised by Guru Shree Shantivijai Jain College for Women, Chennai.
- On 4<sup>th</sup> November Dr.A.Valarmathi, Director and Dr. P. Kowsalya, Assistant professor own Best paper Award for the paper presentation titled “Impact on Stock Market Performance for the companies contributed to Chandrayaan-3 Project” in the International Conference organised by Jindal University, Rajgar.
- On 24<sup>th</sup> November, Dr.A.Valarmathi has secured Patent Rights for her invention on “Investment Behaviour in Cryptocurrency”
- On 6<sup>th</sup> December, Mr.K.Saravanan, Assistant Professor was awarded as “Best Yuva Faculty Coordinator for Excellent Social Acumen, Significant work and Contribution in the Initiatives of Young Indians Coimbatore Yuva Vertical.
- On 8<sup>th</sup> March, Dr.S.Umamaheswari received ‘Best Social Worker’ award in the Women’s day celebration 2024 awarded by Lions Club of Coimbatore Superior Kings in association with Sri Sakthi Institute of Engineering and Technology.

### **FACULTY MEMBERS INVITED AS RESOURCE PERSON**

- On 2<sup>nd</sup> November Mr.K.Saravanan participated in CII National Higher Education Conclave organized by Confederation on Indian Industries.
- On 4<sup>th</sup> December, Mr.K.Saravanan, Assistant Professor participated in IIC Regional Meet 2023 organized by MHRD and AICTE at Nehru Institute of Technology
- On 7<sup>th</sup> December, Mr.K.Saravanan, Asst.Prof participated in “Hackathon 2023-24” organized by Entrepreneurship Development and Innovation Institute (EDII-TN) & Tamilnadu Skill Development Corporation at Collector office, Coimbatore.
- On 8<sup>th</sup> December, Dr.A.Valarmathi, Director participated in discussion on “Draft of AICTE Approval Process Handbook” organized by AMS.
- On 19<sup>th</sup> January, Dr.A.Valarmathi, Director, has attended NIPM Coimbatore chapter meeting with NIPM National President and National office bearers. Also attended a



session on “Transactional Analysis for successful Professionals” organized by NIPM Coimbatore chapter.

- On 23<sup>rd</sup> February, Dr.A.Valarmathi, Director, VIMS participated a CII meeting ‘Coimbatore Zone Annual Session 2023-2024’ at Hotel Residency Towers.
- On 3<sup>rd</sup> March, Dr.A.Valarmathi, Director, participated in the CII Coimbatore Zone Annual Session meeting organized by CII Coimbatore.
- On 12<sup>th</sup> March, Dr.A.V.Hariharan,Asso.Prof, acted as a resources person for the Best Manager event organized at RVS Institute of Management Studies.
- On 18<sup>th</sup> March, Dr.A.Valarmathi, Director acted as a resources person and addressed on the topic ‘Ideathon Through Design Thinking’ in a Five days FDP program on ‘Entrepreneurship Development’ organized by the Department of Human Resource Management, Dr.M.G.R.Education and Research Institute, Chennai.
- On 22<sup>nd</sup> March, Dr.S.Umamaheswari, Prof, Dr.K.Durai, Asso.Prof, Dr.P.Kowsalya,Asso.Prof, and Mrs.S.Kalaivani,Asst.Prof acted as resources persons for the ‘Training Session on the ARC’ at KG College of Arts and Science, Coimbatore.
- On 8th April, Dr.A.Valarmathi, Director was acted as a panel member in the Education Panel of CII Coimbatore zone for the year 2024 – 25 held at CII Office, Coimbatore.
- On 10th April, Mr.K.Saravanan, Asst.Prof, was acted as a panel member in the Manufacturing Panel of CII Coimbatore zone for the year 2024 – 25 held at CII Office Coimbatore.

### **NPTEL COURSES COMPLETED**

- On 25th November Dr.S.Umamaheswari Associate Professor, has completed a certificate Course on and completed Faculty Development Program on the same topic Conducted by NPTEL for a period of 8 weeks.
- On 25th November, Dr.K.Durai, Senior Assistant Professor and Mrs. S. Kalaivani, Assistant Professor have completed a Certificate Course and on Intellectual Property Rights and Competition law and completed Faculty Development Program on the same topic Conducted by NPTEL for a period of 8 weeks.

## EXPERT MEET ORGANIZED

- On 11<sup>th</sup> August, an Expert meet was organized on ‘Be an Entrepreneur’. Mr.Vigneshwaran Velusamy, CEO, Branding Beez, addressed the students about Entrepreneurial opportunities.
- On 30th October the students participated in expert talk on Charm of being Entrepreneurs: Business Opportunities and challenges. Ms. Jayasri Krishnan, CEO/MD, D’ Organica Garden Shoppee was the Chief Guest.
- On 13th September, Mr. R.G. Nawin Krishna, Founder of Startuppayanam, Entrepreneur Community, delivered an Expert talk on “Power of an entrepreneur”.
- On 21st September, Mr. Yash Manivannan, Founder of Watts and Joules Inc Delivered an Expert talk on “Sustainable Development in Business” and shared insights on Economic Sustainability, Pillars of Sustainability, and how to reduce the negative environmental impact on market operations.
- On 4th October, all I year MBA students participated in the knowledge sharing session on “Data Analytics in Business Decision Making” It was organised by AIMS. Dr. Priyanka Mishra, Associate Professor, Balaji Institute of Modern Management, Sri Balaji University, Pune was the resource person.
- On 5th October, Mr. Srinivasan, Coach and Consultant, People Point Solutions delivered an Expert talk on “B – School Buddy” and explained the significance of emotional intelligence and problem-solving skills for aspiring managers.
- On 6th October, Mr. Suresh Bheeman, Human Resources Manager, The Residency Towers delivered an Expert talk on “HR in Hospitality Industry” to II year MBA students.
- On 13th October, Mrs.S.Tamil Selvi,Social Worker, Dr.G.M.Valliammal, Founder, Valliammal Charitable Trust, Mr.Selva Ratna A Santhamurthy, Secretary of People Care an NGO and Mr. R. Shyam Chandar, President of Association of Alliance Clubs International delivered their speech on Socially Conscious Leadership.
- On 1st November Mr. Gowtham , Social Entrepreneur and Founder of Finclinq delivered a speech on Financial Freedom to all Second year MBA students.
- On 12th December, Finance Club a webinar on "Awareness Program on Commodities Market" was organized in Association with the Multi Commodity Exchange of India Ltd. Mr.Debojyoti Dey, Assistant Vice President, Multi Commodity Exchange of India Ltd addressed the students about the functioning of the commodity market,

including trading mechanisms, risk management strategies, and price discovery processes.

- On 7th December, Placement Cell Organized an Expert Talk on Skill and Career Opportunities in Logistics Sector. Mr.Samson Daniel, General Manager, Country Head South and Mr.G.Thomas, Sr.Asst.General Manager, Head HR, from St.John A Global Corp Logistic Company was the Resource Persons shared their insights on starting careers, learning with an open mind, team spirit, and the significance of empathy and attitude in professional growth. Mr. Subramani, Branch Head, CBE and Mr.Neethimohan, Executive HR from St.John A Global Corp Logistics was also a part of the event.
- On 20 December, VIMS Finance Club an Expert Talk on “Entrepreneurial Opportunities in Equity and Commodities Market”. Mr.A.Ramaswamy, Sales President, Aetram Business Solution LLP, Chennai addressed students about entrepreneurial opportunities in equity and commodity markets, emphasizing the modern approach to handling money and the correlation between salesmanship and trading. On 24<sup>th</sup> February, VIMS HR Club organized an expert talk on ‘Building a Career in HR’. Mr.Pon Annadurai, Vice Prisident – HR, CRI Pumps Pvt, Ltd was the resource person delivered a speech on recent developments in HR and Opportunities.
- On 26<sup>th</sup> February, VIMS Marketing Club organized an expert talk on ‘Marketing is Exciting & Challenging’. Dr.P.Vikkraman, Professor, Anna University, Coimbatore was the resource person addressed the students about getting adapt to the evolving social trends.
- On 2<sup>nd</sup> February, VIMS finance club organized a expert talk on ‘Finance – a good Career Path?’. Mr.CA.Raghul Managing Partener, GRAD & Company was the resource person guided the students about selecting finance as their career and field growth future opportunities etc.
- On 6<sup>th</sup> March, ED cell organized an expert talk on ‘Venturing Management Consultancy Services’. Mr.B.G.Vishnu, Talent Intelligence Expert, Zinnov Management Consulting Pvt. Ltd. was the resource Person addressed the students.
- On 6<sup>th</sup> March, ED Cell organized an Expert talk on ‘Entrepreneurial Opportunities in Digital Marketing’. Mr.Waseem Nawaz, Creative Director, ZIMSON, was the Resources Person addressed the students on recent opportunities.

- On 6<sup>th</sup> March, ED Cell organized an Expert talk on ‘Venturing Management Consultancy Services’. Mr.BG.Vishnu, Talent Intelligence Expert, Zinnov Management Consulting Pvt, Ltd. Was the Resource Person addressed the students.
- On 12<sup>th</sup> March, VIMS Finance Club organized an Expert talk on ‘Financial Market’. Mr.V.Shriharikumar, Lead – Accounting and Compliance, UST Global, Chennai was the Resource Person addressed the students.
- On 25<sup>th</sup> April, VIMS Finance Club organized an Expert Talk on the ‘Commodities Market’. Dr.K.Prabhakaran, SEBI SMARTs Trainer, NCDEX Empaneled was the Resource Person who addressed the students.
- On 30<sup>th</sup> April, VIMS ED & Placement Cell Jointly organized an Expert Talk on ‘The Magic of Thinking Big – Career & Social Skill Development’. Mr.Bala Senthil, Director, ZE BANCAIRO was the resources person who addressed on essential qualities required for this young generation to succeed in this competitive world for the first year MBA students.
- On 26<sup>th</sup> April, a Expert Talk on ‘Empowering Future: Skills and Career Development’ was organized. Ms.R.M.Meenaj, Human Resource Generalist, ATOZERV India Pvt Ltd was the Resource Person who addressed the students.
- On 7<sup>th</sup> May, an Expert Talk on ‘Career in Business Analytics’ was organized. Mrs. Santhoshi Sivaprakash, Business Head, Ezio Solutions & Ezio Skill Academy was the Resource Person who shared about various Career Opportunities in Business Analytics.
- On 28<sup>th</sup> May, an Expert Talk on ‘Industry 4.0’ was organized. Mr.A.Kesavan, Director & CEO, Quantanics Techserv Pvt Ltd was the Resource Person who shared his view about the future with the students.

### **STUDENTS PARTICIPATION IN WEBINAR**

- On 29<sup>th</sup> August, ED cell & IIC organized, a webinar on “Angel Investment and Funding Opportunity for Early Stage Entrepreneurs. Mrs.Vedha Arun, Executive Director, Native Lead Foundation was the resource person.
- On 3<sup>rd</sup> January, a webinar on “Future of Jobs” was organized. Mr.Vasant Kamble, Assistant General Manager (AGM) – Human Resources (HR), Sumax was the Speaker shared his views with first year MBA students.

- On 7<sup>th</sup> February, a webinar on ‘Dealing with Office Politics’ an AIMS knowledge sharing session was organized. Ms.Alaknanda Swaroop, Career Growth Coach, Ex.Sr.Director – HR Nektar Therapeutics (Ind) Pvt. Ltd. Was the speaker delivered the session.
- On 28<sup>th</sup> February, a webinar on ‘Common Good HRM: An Emerging Reality’ an AIMS Knowledge sharing session was organized. Dr.Padmaliita Routray, Associate Professor & HOD, Fakir Mohan University, Balasore was the Resource person delivered the session.
- On 5<sup>th</sup> April, a Webinar on ‘Startup Masterclass – 9 Steps to Start up Success’ was conducted. Mr. Saurabh Jain, AIMA YLC – National Events Co-Chair & Founder, was the Resource Person addressed the first year MBA students.
- On 5<sup>th</sup> April, a webinar on ‘Enhancing Communication for Future Professional’ was conducted for the First year MBA students. Ms.Anindita Mookerjee Sinha , Senior Communication, Advocacy & Thought Leader, Mentor, was the Resource Person Addressed the Students. The Session was organized by AIMS.
- On 26<sup>th</sup> April, a Webinar on ‘Angel Investing’ was conducted. Mr.Kaaran Verma, Co-Founder & Director, Faad Network Pvt Ltd was the Resource Person addressed the first year MBA students. This session was organized by YLC Mumbai Chapter.
- On 11<sup>th</sup> May, VIMS in association with IIC organized a webinar on ‘Introduction to Intellectual Property Rights (IPR). Mr.S.Muruganandhan, Director & Patent Attorney, Metayage was the Resource Person and also a session on ‘On-Campus Business Incubators: An Opportunity for Young Entrepreneurs’ was conducted. Mr.M.Vivek Kumar, Innovation Head, Sri Eshwar Engineering College was the Resource Person who addressed the Students.
- On 20<sup>th</sup> May, a webinar on ‘The Concept of First Principles in Business’ was organized. Mr.Puneet Krishnan, Sales & Marketing Professional of FMCG, Consumer Durables, Hospitality, Agriculture & Telecommunication was the Resource Person addressed the Participants. The Session was conducted by CMA.
- On 10<sup>th</sup> May, the First year MBA students attended a webinar titled HR Gurukul Session – ‘Talent Mapping – Trends & Challenges’. Mr.S.Saravanan, Director, Executive Tracks Associates Pvt Ltd was the Resource Person who shared his insights. This Session was organized by the NISM Coimbatore Chapter.

## OUTBOUND TRAINING OFFERED

- On 12th August, an outbound training was organized at Kothagiri. Corporate Trainers from Vision 20 plus trained the first year students through many management games. The activities were conducted to build team skills, Self Confidence, Strategic Decision making, Risk Management, and Effective communication.

## ORIENTATION PROGRAM

Orientation Program was conducted for the First year MBA students Batch 2023-2025.

### Orientation Program Schedule

Date	Title	Resource Person
07.08.2023	Inaugural Ceremony	Mr.Sridhar Gnanadurai, HR Business Partner, Gilbarco Veeder-Root India (P) Ltd., the Chief Guest
07.08.2023	Psychometric Profiling	Conducted by Dr.K.Durai, Asst.Prof
08.08.2023	Training Session on “Meet and Greet”.	Mrs. Anita Ananda, Corporate Trainer, Director, Augment LLC,
08.08.2023	Training Session on ‘Attitude Building’	Dr.K.Durai, Asst. Prof and Mrs. S. Kalaivani, Asst. Prof.
09.08.2023	“Product Launch’	Dr.S.Umamahewari, Asso.Prof. & Dr.A.V.Hariharan, Asst.Prof
09.08.2023	Corporate Skit Competition	Dr.P.Kowsalya, Asst.Prof. and Mr.K.Saravanan, Asst.Prof
10.08.2023	Leadership Training Program	Dr. Venugopal, & Mr.Praveen, Corporate trainers, Brainwave
11.08.2023	‘Art out of Waste’ Competition	Dr.S.Umamaheswari,Asso.Prof
14.08.2023	Effective Public Speaking	Mr.P.Thanigaivel Pandian, Mr.Tamila Karthic, Ms.Rajeswari and Mr.D.Kumaresan were the resource persons from Vision 20 Plus

## **BRIDGE COURSE CONDUCTED**

- On 16th August, Bridge course was conducted on Statistics for Management and Accounting for Decision Making by Mrs.Beena, Guest Faculty and Dr.P.Kowsalya, Asst.Prof and Introduction to Management was handled by Dr.A.V.Hariharan, Asst.Prof, a training session on ‘Conceptual Thinking’ was conducted by Mrs.S.Kalaivani,Asst.Prof.
- On 16th August, a training session on ‘Industry expectation’ was handled by Mr.Ramakrishnan, Placement Trainer, and on ‘Corporate Culture’ was handled by Mr.K.Saravanan, Asst.Prof.
- On 17th August, Bridge course was conducted on Statistics for Management and Accounting for Decision Making by Mrs.Beena, Gust Faculty and Dr.P.Kowsalya, Asst.Prof and on the same day a training session on ‘Reading Skill’ was organised for for making them to know the way of reading. The Session was delivered by Dr.K.Durai, Asst.Prof and Mrs.S.Kalaivani,Asst.Prof.

## **EMPRICAL MICRO LEARNING – FIELD STUDY**

- On 22<sup>nd</sup> September, VIMS placement Cell organised Empirical Micro Learning. All the first year MBA students visited Sri Ram Karthic Polymers, Decathlon, Deccan Pumps and The Residency Towers to understand the real time practices in organisations.
- On 27th October, all first MBA students went on Empirical Micro Learning to Annamalai Capital Services Private Limited, Deccan Pumps Pvt Limited and Thirucheduran Textiles.
- On 29<sup>th</sup> November, Placement Cell organized Empirical Micro Learning to the Coimbatore International Airport – Cargo Terminal for the students in Logistic and Supply Chain Management specialization and gained valuable insights into the operations, regulations and guidelines for safe and efficient Air Cargo handling standards.
- On November 2nd Students of first year MBA students participated in Empirical Micro Learning and visited Decathlon Sports India Pvt Limited, roots Industries India Limited and Sri Ram Karthik Polymers Pvt Limited.
- On 29th November, under Empirical Micro Learning, Logistics Elective students visited Coimbatore International Airport Cargo Terminal.



- On 22<sup>nd</sup> March, EML – Field Work was organized for the first year MBA students. Students went to Dawn Engineering Pvt Ltd, Coimbatore, Sarmangal Synthetics Pvt Ltd, Coimbatore, Zinnov Management Consulting Pvt Ltd and Roots Cast Pvt Ltd Coimbatore. Faculty Members, Dr.A.V.Hariharan, Asso.Prof, Mr.K.Saravanan, Asst.Prof, Ms.Usha, Asst.Prof, Mrs.R.Kasthuri, Asst.Prof, accompanied with the students.
- On 3<sup>rd</sup> May, an EML – Field Work was organized for the first year MBA students. A group of students went to Zinnov Management Consulting Pvt Ltd, Coimbatore and another group went to Decathlon, Coimbatore for the EML Field Study. Mr.K.Saravanan, Asst.Prof, and Mr.Tamilselvan, Asst.Prof accompanied the students.

### **MANAGEMENT DEVELOPMENT PROGRAM (MDP)**

- On 14<sup>th</sup> February, VIMS organized a Management Development Program on ‘Professional Engagement for Business Success’ for Roots Cast Private Limited, Coimbatore. Dr.A.Valarmathi, Director, Dr.S.Umamaheswari, Professor, Dr.K.Durai, Asso.Prof, Dr.P.Kowsalya, Asso.prof and Mrs.S.Kalaivani, Asst.Prof VIMS acted as resource persons and delivered the session.
- On 16<sup>th</sup> March, MDP phase – II on ‘Professional Engagement for Business Success’ organized for Roots Cast Private Limited, Coimbatore. Totally 30 members from different department were participated and benefited.

### **INDUSTRIAL VISITS ORGANIZED**

- On November 7<sup>th</sup> students of II year MBA went on Industrial visit to Gilbarco Veeder Root.
- On 25<sup>th</sup> to 28<sup>th</sup> March, VIMS organized an International Industrial Visit to Malaysia for the Second year MBA students Batch 2022-2024. Totally 65 students joined the trip and the students visited ‘Royal Selangor -The Royal Selangor Group of Companies, Seleberan, Comyns’ a Manufacturing and Retail Organization. During the visit Managerial Practices followed in the Manufacturing Company and the Organizational Culture.
- On 16<sup>th</sup> and 17<sup>th</sup> May, VIMS an Industrial Visit for the First Year Students. The students visited ‘THE HINDU’ and gathered knowledge about that Industry.



## STUDENTS EXTERNAL PARTICIPATION

- On 18th September NEC group students completed Head Start Task.
- On 25th September NEC group students completed Brand your E-cell, Make your report and know your surrounding tasks.
- On 29th September, Mr. V. Sailesh Mr. S.V. Arun Prasath and G. S. Pramod under the guidance of Dr. P. Kowsalya and Mr. R. R. Athish, submitted their project proposal on “Road Safety” to Safety Ideathon organised by Start up TN.
- On 23rd September, the students of I MBA participated in the extension activity by assisting in Medical camp organised by Sri Ram Karthik Polymers, Coimbatore.
- On 27th September, the students of I MBA participated in extension activities by assisting them in maintaining cleanliness of Government Hospital at Annur.
- On 4th October Mr. Saliesh and Mr. Arunprasath presented their project in Road Safety Ideathon 2023 organised by StartupTN at State Level.
- On 13th October all Second year MBA students participated in a virtual session on Unlocking India’s Wealth Potential: Navigating Equities, Mutual Funds and Equity Capital Markets organised by AIMS YLC. On 6<sup>th</sup> December, First year MBA student Mr.Prabhu, Mr.Sridhar, Mr.Arun and Mr.Deepak had participated in Annual Day Celebrations of CII-YI organized at PSGR Krishnammal College for Women, Coimbatore
- On 5th and 6th January, Mr.S.K.Deepak, Mr.M.Vinoth, Mr.M.Siva Prakash & Mr.P.V.Mohana Krishnan from first year MBA acted as volunteers in a “Award Distribution Ceremony’ organized at Kongu Nadu Arts and Science College, Coimbatore taken care of overall event organization.
- On 2<sup>nd</sup> to 4<sup>th</sup> February, First Year MBA Students Mr.Arslaan, Mr.Aditya Suresh, Mr.S.K.Deepak, Mr.R.Rajaprabath, Mr.P.V.Mohana Krishnan, Mr.V.Guru Prasath, Mr.V.Sivathanush, Mr.R.Surya and Mr.S.Sabarison have Participated in E-Summit finals organized by IIT Mumbai and achieved a top 5 ranking in all over India for conducting NEC Activities.
- On 13<sup>th</sup> March, Nineteen student from the first year MBA participated in Adzap, Business Quiz, IPL auction and Connection events organized by RVS Institute of Management Studies - ‘Sadhana 2K24 - Management Fest’ and Ms.G.Priyanka and Ms.C.Soundarya won first prize in Business Quiz and Mr.Rajaprabath&ManikandaBalaji won Second prize in the same completion.

- On 27<sup>th</sup> March, Mr.Pramod, first year MBA student participated in Best Manager competition organized by SNS College of Engineering.
- On 28<sup>th</sup> March, Twenty students from first year MBA student participated in Quiz competition organized by PSG College of Arts and Science.
- On 21<sup>st</sup> March, Promod from I-MBA participated in “HR Gurukul Sessions on the topic: Collective Bargaining” organized by the NIPM Coimbatore chapter. Session Anchor Mr.C.Palani, Group Head HR, Lakshmi Electrical Control Systems Ltd at PSGIMS.
- On 21<sup>st</sup> March, First year MBA 20 students participated in intercollegiate event organized by Karpagam College of Arts and Science
- On 21<sup>st</sup> March, the First year students 14 members team participated in the Cricket Tournament conducted by Anna University Regional Campus, Coimbatore.
- On 28<sup>th</sup> March, First Year MBA students 20 members participated in the intercollegiate event organized by PSG college of Arts and Science, Coimbatore.
- On 3<sup>rd</sup> April, Mr.Pramod, a First year MBA participated in National Conference on ‘Leveraging Micro Insurance and Fostering Climate Smart Agriculture organized by Sankara College of Science and Commerce, Coimbatore.
- On 5<sup>th</sup> April, First year students participated a Seminar on ‘Career Counselling on Abroad Jobs’. Mr.S.Arun, General Manager, Aham Global Business Pvt Ltd, Coimbatore was the Chief Guest addressed the students. This seminar was conducted by the Department of Management Studies, INFO Institute of Engineering.
- On 5<sup>th</sup> April, Mr.Pramod , a First year MBA participated Best Manager and Paper Presentation event organized by Sardar Vallabhai Pate International School of Textile and Management

## **STUDENTS AWARDS & ACHIEVEMENTS**

- On 11th October Mr. Pramodh I year MBA students was Awarded for Best Paper Presentation at Conference organised at Nehru Arts and Science College 14 students have presented their papers
- On 13th October, Mr.Karthik Pandian and Mr.Promodh of I year MBA students received NPR Best Paper Presentation Award at paper presentation content organised by NPR College of Engineering and Technology, Pollachi.

- On 16th October Mr. Pramodh I year MBA students was Awarded for Best Paper Presentation at Conference organised at Rathinam College.
- On 31st October, Mr. Arsalan and Mr. Adithya were awarded with Best Paper Presentation Award for the paper presentation contest organised by RVS college.
- On 23<sup>rd</sup> February, Mr.Pramod from I – MBA presented a Paper on ‘Sustainable Change Management’ won Best Paper award - Rathinam College of Liberal Arts and Science.
- On 9<sup>th</sup> March, Mr.Pramod, I MBA participated and won first prize in the Best Manager competition organized by the Department of Management, Karpagam Academy of Higher Education. Mr.Arslaan, Mr.Adithya Suresh &Mr.Rajaprabhath, I MBA students have also participated.
- On 22<sup>nd</sup> March Mr.Arslaan, First year MBA participated and won second prize in the event ‘Student Conclave for Climate Action’ organized by the Kumaraguru Institutions in partnership with Siruthuli, Young Indian (YI) and Indian Green Building Council (IGBC), Coimbatore.
- On 23<sup>rd</sup> April, Ms.H.Janani and Ms.J.Sreejaya have participated in the event ADZAP and won First Prize in the National Level Technical Symposium ‘INFEST 2k24 at INFO Institute of Engineering.
- On 23<sup>rd</sup> April, Ms.H.Janani and Ms.J.Sreejaya participated in the event Paper Presentation and won Second Prize in the National Level Technical Symposium ‘INFEST 2k24 at INFO Institute of Engineering.
- On 17<sup>th</sup> May, Mr.Muthu, First Year MBA has Successfully Completed the ‘NISM Series –XV’ Research Analyst Certification Examination’ for first year MBA Students.

### **LIFE SKILL ACTIVITIES**

- On 13th October, a three day Yoga program was conducted by VIMS Sport Club for Second year MBA students.

### **CAMBISTA STUDENTS ASSOCIATION INAUGURATION**

- On 30th October the Inaugural Ceremony of CAMBISTA Students Association was conducted. Dr. Srinivasa V. Giri, Managing Partner, Sri Sai Agro& Exports LLC was the Chief Guest.

**Chairman:** Mr.A.Roshan Akhtar - II MBA 'B'

**Vice Chairman for Academic :** Mr.S.Hariharan – I MBA 'A'

**Vice Chairman for Non Academic :** Mr.G.N.Sriman – I MBA 'B'

**Secretary :** Ms.Sangavi – I MBA 'B'

**Treasurer :** Mr.P.Kishore – I MBA 'A'

### VIMSMART

- On 15<sup>th</sup> March, an intercollegiate meet VIMSMART'24 was conducted. Mr.B.Bala Senthil, Founder and MD, Ze Bancairo School of Banking was the chief. Totally 400 Students from 32 different participated in 13 different events and won prizes. Prof.Dr.P.Kamalath, Hindustan College of Arts and Science, Prof.Mrs.M.Kiruthiga, KPR College of Arts and Science and Prof.Dr.S.Punitha Devi,Kongunadu College of Arts and Science, Prof.Mrs.Shalini, RVS Institute of Management Studies are acted as judges for the events. For the Valedictory function Mr.Naveen Manickam, Founder of WBN India & NM Academy was the chief guest addressed the participants. Bishop Heber Arts and Science, Trichy won overall Champion.

### University Examination Result Analysis

- On 31<sup>st</sup> October Anna University Results were published. The analysis shows the following:

#### II SEMESTER

#### RESULT ANALYSIS APRIL/MAY 2023

#### I MBA:A & B

S. No	Subject Code	Subject Name	Faculty Name	Total No. of Registered Candidates	Present	Absent	Pass	Fail	%
1	BA4201	Quantitative Techniques for Decision Making	Mr.R.Selvaraj	113	111	2	59	52	53.2
2	BA4202	Financial Management	Dr.S.Umamaheswari	113	109	4	86	23	78.9

3	BA4203	Human Resource Management	Mr.Karunakaran	113	109	4	89	20	81.7
4	BA4204	Operations Management	Mr.Saravanan	113	110	3	92	18	83.6
5	BA4205	Business Research Methods	Dr.Lakshmanan	113	111	2	94	17	84.7
6	BA4206	Business Analytics	Dr.A.V.Hariharan	113	112	1	97	15	86.6
7	BA4207	Marketing Management	Dr.A.Valarmathi	113	110	3	90	20	81.8
8	BA4211	BA4211 Business Ethics (Seminar)	Dr.P.Kowsalya	113	113	0	113	0	100.0
9	BA4212	Data Analysis and Business Modelling	Mr.Saravanan/ Dr.Lakshmanan	113	111	2	111	0	100.0

Total No.of Students Appeared – 110

Total No.of Students Passed in All Subjects – 38

Overall Percentage – 34%

NO OF FAILURE IN ONE SUBJECT	31
NO OF FAILURE IN TWO SUBJECTS	15
NO OF FAILURE IN THREE SUBJECTS	12
NO OF FAILURE IN FOUR SUBJECTS	8
NO OF FAILURE IN FIVE SUBJECTS	3
NO OF FAILURE IN SIX SUBJECTS	1
NO OF FAILURE IN SEVEN SUBJECTS	1

**IV SEMESTER  
RESULT ANALYSIS APRIL/MAY 2023**

<b>Sl.no</b>	<b>Subject code</b>	<b>Subject Name</b>	<b>Faculty Name</b>	<b>Total No.of Registered Candidates</b>	<b>Present</b>	<b>Absent</b>	<b>Pass</b>	<b>Fail</b>
1	BA4411	Project work	All Staff	39	38	1	38	0

TOTAL NUMBER OF STUDENTS APPEARED	38
TOTAL NUMBER OF STUDENTS PASSED IN ALL SUBJECTS	38
PASS PERCENTAGE	100%



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