



Dr. N.G.P. Arts and Science College

Newsletter

- + Department of International Business
- + Department of Hospital Administration
- + Department of Management Studies

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H.O.D, Dept. of Hospital Admin.

Department of

INTERNATIONAL BUSINESS

VISION

To prepare the students to become future industrial leaders with strong values and high level professional competence.

MISSION

To train the students academically and also simultaneously providing practical training
To meet the global standards and to work with best Indian and MNC companies



OBJECTIVES

The department is committed to provide quality education and professional training to students to meet global standards to work with best Indian and multinational corporations

About the Department

The Department of International Business was incepted in June 2003. It has distinguished itself as a unique symbol of knowledge, talents and determination. To match fast changing socio economic environment, the department strives to bring out the latent talents of the students and mould them into competent professionals. The department

is committed to develop professionals by providing concept - oriented subject knowledge backed with hands on practical training and also thrives to develop all round personality in the students by inculcating positive attitude, team spirit, leadership, business ethics and innovation to succeed in a competitive corporate climate.



Guest Lectures Organised

A Guest Lecture on "Inter and Intra Personal Effectiveness" by Mr.B.Saifudeen, Director, Ex-Im Shipping Services India Pvt. Ltd., Coimbatore on 17-08-2011

A Guest Lecture on "Emotional Intelligence" by Mrs.S.Sangeetha, Head, Dept. of Applied Psychology, Dr. N.G.P. Arts & Science College on 24-08-2011

A Guest Lecture on "Case study – Writing & Teaching Methodology" by Mr. P.R.Muthuswamy, Principal, Dr.N.G.P. Arts and Science College on 29-09-2011.

A Guest Lecture on "Financial Planning for Young Investors" by Mr.K.Devaraju, Assistant Professor, Jamal Mohamed College, Trichy on 20-01-2012

A Guest Lecture on "Impact of Exchange rate fluctuations on domestic and foreign trade by Prof.R.Rangaswamy, Dean PG Studies, Maharaja Arts and Science College, Coimbatore on 31-01-2012

Participation in Faculty Development Programme outside the campus

S.Gowri, Head, Department of International Business participated in a faculty development program on the topic "Marketing Educators' Boot camp -2011" organized by PSG Institute of Management on 16.9.2011 & 17.9.2011

S.Gowri, Head, Department of International Business participated in a faculty development program on the topic "Emotional Intelligence for Excellence" organized by Avinashilingam School of Management Technology University on 12.10.2011 & 13.10.2011

Presentation of Papers by Faculties in National Seminar & Conferences

S.Gowri, Head, Dept. of International Business presented a paper on the topic "Managing Global HR Challenges" in a National Seminar on "Emerging Dimensions of Globalization in the Indian Economy" organized by K.S.G College of Arts and Science on 30.9.2011

K.Bagyalakshmi, Asst. Prof. in International Business presented a paper on the topic "Managing Global HR Challenges" in a National Seminar organized by K.S.G College of Arts and Science on 30.9.2011

S.Gowri, Head, Dept. of International Business participated in a National Conference on Innovations in Teaching & Learning, Research and Unique Practices in Higher Education and presented a paper on the topic "Innovations in Teaching & Learning Process" Organized by Kristu Jayanti College, Bangalore on 17.11.2011 & 18.11.2011

S.Gowri, Head, Dept. of International Business participated in a National Conference on Teaching Learning and Research in Higher Education: Issues and Concerns and presented a paper on the topic "Student Centered Learning Strategies" Organized Nirmala College for Women (Autonomous) on 06.03.2012 & 07.03.2012

Participation as Resource Person

S. Gowri, Head, Dept. of International Business acted as a resource person in Kovai Kalaimagal College of Arts and Science on 24.02.2012 and delivered a talk on " Excellence in Logistics Management " for the MBA and MIB students.

N.C.Vijayakumar, Asst Professor, Department of International Business Acted as a resource person in Dr.N.G.P. College of Education on 6.12.2011 and delivered a speech on "Disaster Management"

Paper Presentations By Students Outside The Campus

Mr. C.Manoharan presented a paper on the topic "Recent trends in Global Business" organized by K.S.G.College of Arts & Science on 30-09-2011

Mr. Sreejith Joseph presented a paper on the topic "SAUDIZATION" A Boon or a Curse?" organized by K.S.G.College of Arts & Science on 30-09-2011

Mr. Rupesh Manoharan presented a paper on the topic "SAUDIZATION" A Boon or a Curse?" organized by K.S.G.College of Arts & Science on 30-09-2011

Mrs. Manju Madhavan presented a paper on the topic "Recent trends in Global Business" organized by K.S.G.College of Arts & Science on 30-09-2011

Mrs. Shaki Sasi Kumar presented a paper on the topic "Challenges of Global Marketing" organized by K.S.G.College of Arts & Science on 30-09-2011

Ms.T.H.Hafeefa presented a paper on the topic "Transformation of Global Human Resource" organized by K.S.G.College of Arts & Science on 30-09-2011

Ms S.Swathika presented a paper on the topic "Transformation of Global Human Resource" organized by K.S.G.College of Arts & Science on 30-09-2011

Mr C.Manoharan and Ms. T. Gowri presented a paper on the topic "E-Banking " organized by SNR Sons College on 17-03-2011

Ms S. Swathika and Mr. V.Bhuvaneshwaran presented a paper on the topic "FDI in Retail Sector " organized by SNR Sons College on 17-03-2011

Ms V. Jeevitha, Ms. S. Sathya and Ms. M. Brindha presented a paper on the topic "Smart Card Technology " organized by SNR Sons College on 17-03-2011

Workshop attended by the Students outside the campus

SNGC College of Arts and Science conducted a One Day State-Level Workshop on E-Banking on 14-02-2012, following students attended the workshop

Mr. C.Manoharan

Mr. V.Bhuvaneshwaran

Ms. Shaki Sasi Kumar

Ms.S.Swathika

Ms. Shilpa Padmamabhan

Ms T.Gowri

Internal activities organized
by the student and for the student

DATE	NAME OF THE ACTIVITY	EVENTS
07-08-2011	Student's Workshop Activities	"Back to Basics"
19-09-2011	Student's Workshop Activities	"Business Quiz"
27-09-2011	Student's Workshop Activities	"MNCs - Performance Analysis."
05-09-2011	Student's Workshop Activities	Current issues in ib
19-09-2011	Student's Workshop Activities	Confidence building: psychological analysis
28-12-2011	Student's Workshop Activities	Attitude building
6-01-2012	Student's Workshop Activities	Career prospects and eligibility criteria
30-01-2012	Student's Workshop Activities	EXIM documents a practical approach

Pass Percentage for Nov/Dec2011

I MIB 83% | II MIB 96%

Snapshots of the Department



One day workshop on "Inter and Intra Personal Effectiveness" on 17-08-2011 by Mr.B.Saifudeen, Director, Ex-Im Shipping Services India Pvt. Ltd., Coimbatore



One day workshop on " Case study analysis – Writing & Teaching Methodology" on 29-09-2011 by Mr.P.R.Muthuswamy, Principal, Dr.N.G.P. Arts and Science College



One day National Conference on "Role of Foreign Trade in Economic Development" on 22-02-2012 was inaugurated by Mr. M. Settu CEO, SYNDICATE EXPORTS Pvt.Ltd & PRESIDENT, COIMBATORE PRODUCTIVITY COUNCIL





Speech by Mr. K K ANIL Kumar, Chairman,
Safe Shield Group of Companies
in One day National Conference on Role of
Foreign Trade in Economic Development on
22-02-2012



Around 110 students from more than 15
colleges in and around
Coimbatore got benefited by participating and
presenting papers in the conference.

Student Development Programme Organized By The Department

- Back to Basics
- Business Quiz
- Case Study of MNCs.
- Current Issues in IB
- Confidence Building: A Psychological Analysis



ABOUT THE DEPARTMENT

The Department of Hospital Administration was established in the year 2004 offering Post Graduate Degree in Hospital Administration, Post Graduate Diploma in Hospital and Health care Management, Diploma in Hospital Records and Research Programmes. This course has been recognized by the University Grants Commission (UGC), Government of India, New Delhi.

INTRODUCTION

Health care is world's largest industry and India must prepare herself to meet the challenges by providing

proper health care to her for more than one billion population. Healthcare management has become extremely complex. A rapid growth in health care technology in recent years not only necessitates knowledge on over all functioning of hospitals but also needs to develop effective high quality health care delivery system for patients. Every hospital caters a heterogeneous section of patients with different socioeconomic, cultural & religious background with widely variable life style. As such, adequate training and administrative capability must bring a total harmony to ensure smooth, efficient and comprehensive working of the entire hospital to achieve its objective.

There has been a remarkable growth in the hospital industry in India, which has lead to a great demand and popularity of the hospital management related courses. The requirement of professional administrators in the hospitals is growing briskly mostly because the nature of work in hospitals is quite different

VISION

The vision of our department is to engrave the students to excel in the healthcare sector by empowering the standard of students and inculcating the research trends, professional ethics and moral values in addition to their academics, to deliver quality patient care.

MISSION

The department inculcates high values and professionalism among the students to meet the global corporate expectations in order to achieve the competitive advantage in the area of hospital administration.

OBJECTIVES

The department is continuously striving to mould students to create and sustain an environment conducive to the growth of health care by playing a proactive role in development process by enhancing efficiency, competitiveness and expanding opportunities on global platform.



from other organizations.

The urgent nature of its work and the level of efficiency that is expected have increased the need of well-formulated hospital management courses. The entire health care industries are waiting eagerly for batch of bright & highly professional hospital administrators those who can really contribute in improving health care delivery systems in different categories of corporate hospitals, government hospitals, diagnostic centre, pharmaceutical industries, health care marketing, health care infrastructural planning and development sector etc. And our endeavor will be matching with ever changing scenario of the health care environment.

Guest Lectures

A Guest lecture on “Medical Terminology” by Dr.Thavamani D. Palaniswami, Secretary, Dr.N.G.P. Arts and Science College was organized on 6th &7th June, 2011.

A Guest lecture on “Lean Management” by Mr.U.K.Ananthapadmanabhan, President, KMCH was organized on 8th July, 2011.

A Guest lecture on “Convergence of Technology” by Mr. JayaPrakash, CEO, AOSTA Software Technologies was organized on 17th July, 2011

A Guest lecture on “Effective Communication” by Mr. Sasidharan, GM- Business Development KG Hospital was organized on 26th July, 2011.

A Guest lecture on “Healthcare 2020” by Dr. Farook, KG Hospital was organized on 10th August, 2011.

A Guest lecture on “Hands on Training through SPSS” by Mrs.K.Neemavathi, Assistant Professor, Dr.N.G.P. Business School on 30th September, 2011.

A Guest lecture on “Personality Development” by Mr. Ashok Thiyagarajan, Vice President, and KMCH was organized on 15th December, 2011.

A Guest lecture on “Role of Support Services & Importance of Hospital Administration” by Mr. Karunakaran, Laundry Manager, KMCH was organized on 15th December, 2011.

National Level Conference

A National Level Conference on “The Role of Informed Consent in Clinical Decisions and Research in Hospitals” was organized on 26th August, 2011.



Guest Lectures by Staff:

Mrs. B.Uma Shankari – Head of the Department delivered a lecture on “Health and Hygiene” on 05.12.2011 at Dr.N.G.P.College of Education, Coimbatore.

Papers Presentation By Staff:

S.No.	Name of the Faculty	Date	Title	Institution
1	Mrs.B.Uma Shankari	10.12.2011	Institutions for Higher Education in Health care- Few Quality Assurance initiatives (ISBN Publication)	Dr.N.G.P. Arts and Science College, Coimbatore
2.	Mrs.B.Uma Shankari	30.12.2011	Quality Assurance in Healthcare, Role of biotechnology (published)	Dr. N.G.P. Arts and Science College, Cbe
3.	Mrs.B.Uma Shankari	06.01.2012	Quality in Healthcare (published)	Institute of Health Management Research, Bangalore.
4.	Mrs.B.Uma Shankari	25.01.2012	Globalizing Health Services: Perspectives of Medical Tourism (published)	Hindustan College of Arts and Science, Coimbatore.
5.	Mrs.B.Uma Shankari	22.02.2012	Customer Satisfaction Towards Quality Aspects In Respect To Customer Protection Act In Healthcare Delivery System (ISBN Publication)	Kamadenu Arts and Science College,
6.	Mrs.B.Uma Shankari	02.03.2012	Customer relationship management in Health Care Delivery	Sathyamanagalam Dr.SNR Sons College, Coimbatore
7.	Ms.Anitha.P	10.12.2011	Innovative Methods of Teaching in Health care (ISBN Publication)	Dr.N.G.P. Arts and Science College, Coimbatore
8.	Ms.Anitha.P	25.01.2012	Globalization impact on Indian Tele Health Care Sector (published)	Hindustan College of Arts and Science, Coimbatore.
9.	Ms.Anitha.P	16.02.2012	Single specialty delivery model in Indian healthcare sector	Dr.SNS Rajalakshmi Arts and Science College, Coimbatore
10	Ms.Anitha.P	22.02.2012	Consumer redressal mechanism in healthcare sector	Kamadenu Arts and Science College, Sathyamanagalam
11.	Ms.Anitha.P	02.03.2012	Customer relationship management in Health Care Delivery	Dr.SNR Sons College, Coimbatore

S.No.	Name of the Faculty	Date	Title	Institution
12.	Ms.Sinduja.R	04.02.2012	Role of Crowd sourcing in Talent Management (ISBN Publication)	Sri Narayana Guru Institute of Management Studies, Coimbatore
13	Ms.Sinduja.R	16.02.2012	Implications of HR in Emerging Business Model	Dr.SNS Rajalakshmi Arts and Science College, Coimbatore
14.	Ms.Sinduja.R	22.02.2012	Consumer rights with respect to automobile industry in India (ISBN Publication)	Kamadenu Arts and Science College, Sathyamanagalam
15.	Ms.Sinduja.R	02.03.2012	Role of Emotional Intelligence in healthcare service marketing	Dr.SNR Sons College, Coimbatore
16.	Mrs.Malleeswari	16.02.2012	Healthcare business models	Dr.SNS Rajalakshmi Arts and Science College, Coimbatore
17.	Ms.Ramya.N	06.01.2012	E-Tailing (published)	Sankara College of Science and Commerce, Coimbatore
18	Ms.Ramya.N	04.02.2012	Crowdsourcing – Its Application in Marketing activities and its Successful Principles (ISBN Publication)	Sri Narayana Guru Institute of Management Studies, Coimbatore
19.	Ms.Ramya.N	16.02.2012	Retailing Business Model - Franchising	Dr.SNS Rajalakshmi Arts and Science College, Coimbatore
20.	Ms.Ramya.N	22.02.2012	Consumer rights with respect to automobile industry in India	Kamadenu Arts and Science College, Sathyamanagalam
21.	Ms.Ramya.N	17.03.2012	Foreign Direct Investment in Indian Retail sector (ISBN Publication)	Dr.SNR Institute of Management Sciences, Coimbatore

OTHER ACTIVITIES

Ms.Sinduja.R - Assistant Professor acted as a judge for 'Rangoli' (Muthamil Vizha) on 11.01.2012 at Dr.N.G.P college of Education.

VALUE ADDED COURSE

- A diploma course on “Medical ethics and terminology” was conducted to I M.Sc and II M.Sc students
- A certificate course on “Backbone Software” is being conducted to I M.Sc students.
- A special language class in Hindi is being conducted to I M.Sc (HA) students.

HOSPITAL VISITS

- The students of II M.Sc-HA visited KG Hospital on 16th June, 2011
- The students of II M.Sc-HA visited Aravind Eye Hospital on 6th June, 2011
- The students of I M.Sc-HA visited Ahalia Eye Hospital on 10th Feb, 2012

ENDOWMENT:

Honorable Collector Mr. M. Karunakaran inaugurated Dr. Purani Endowment on 28th Dec 2011.



EXTENSION ACTIVITIES

Extension activity on “Hepatitis screening camp” was conducted at KMCH, Erode on 17th August, 2011



The students of II M.Sc HA helped in organizing “Anaesthesia Update” conducted at KMCH, Coimbatore on 4th September, 2011

The students of II M.Sc HA helped in organizing “Oncology Update” conducted at KMCH, Coimbatore on 11th September, 2011

PARTICIPATION OF STUDENTS IN SEMINARS

Mr.Manoj Kumar participated in “Lean Six Sigma in Healthcare”, organized by Medexpert Business Consultants Private Ltd., at Chennai.

Ms.Anu Mathew and Ms.T.S.Nithya - I M.Sc students presented a paper on “Electronic Medical Record and Its Implication” on 10.03.2012 at Aravind Eye Hospital, Madurai.

SEMINAR PRESENTATION BY STUDENTS

Date: 05.01.2012 - 17.01.2012

Ms.Jisha Varghese and Ms.Rinta Varghese - I M.Sc students presented a paper on "Influence of Accreditation on Patient Care" on 10.03.2012 at Aravind Eye Hospital, Madurai.

Mr.Akash Anand and Mr.Manoj Kumar.M - I M.Sc students presented a poster on "Health Care Marketing" on 10.03.2012 at Aravind Eye Hospital, Madurai.

Ms.Mohana Priya.K and Ms.Praveena.A - I M.Sc students presented a poster on "Accreditation for continous improval" on 10.03.2012 at Aravind Eye Hospital, Madurai.

Ms.Mohana.S and Ms.T.S.Nithya - I M.Sc students presented a poster on "Patient Safety" on 10.03.2012 at Aravind Eye Hospital, Madurai.

Ms.Karthika.S and ms.Ramya Kiran Kapuganit - I M.Sc students presented a poster on "Patient Care Service" on 10.03.2012 at Aravind Eye Hospital, Madurai.

S.No	Name of the Student	Topics
1	Akash Anand	Casualty Management
2	Ferin Xaviour	Medical Tourism
3	Harindu Sundar Nandi	Quality initiatives in Healthcare
4	Karthika.S	Medical audit
5	Karthikeyan.S	Funding of public trust hospitals
6	Krishna Prakash.P.K	Principles of cost recovery in Healthcare
7	Lincy Varghese	Supply chain management in hospital
8	Manoj Kumar.M	Medical records management
9	Mohana.S	Hospital infection control
10	Mohana Priya.K	Bio-medical waste management
11	Nithya.T.S	Role of privatization in Healthcare delivery
12	Nsengimana Emmanuel	Concept of managed care
13	Pavithra.E	Role of hospital administrator
14	Praveena.N	Medico legal cases
15	Priyanga.K	Ethics of hospital administrator
16	Ramyakiran Kapuganit	Feasibility study
17	Rinta Varghese	Medication errors
18	Selva Kumar.B	Clinical trials
19	Sreejith.R	Disaster management
20	Sukku.S	Corporate social responsibility
21	Anu Mathew	Marketing strategy for hospitals
22	Jisha Varghese	3 tier healthcare delivery system

MINI PROJECT BY I - M.Sc. STUDENTS

- A study on time taken for tracing and retrieval of files in Medical Records Department, at KMCH, Coimbatore.
- Time and motion study in Inpatient services, at KMCH, Coimbatore.
- Time and motion study in Master Health Checkup, at KMCH, Coimbatore.
- Waiting time analysis in Front office, at KMCH, Coimbatore.

PLACEMENT DETAILS

All the students are placed at various healthcare institutions, some of which are:

- Aravind Eye Hospital-Madurai,
- Apollo Hospitals - Chennai,
- Global Hospitals - Chennai,
- Vasan Eye Care - Kerala,
- Ortho One - Coimbatore,
- Ahalia Foundation- Kerala,
- Madras Medical Mission - Chennai,
- Sacred Heart hospital-Punjab,
- MIMS - Kerala,
- Octavo Solutions etc.,

PASS PERCENTAGE (2010-2011):

1. II M.Sc HA - 100%
2. I M.Sc HA - 94%

UNIVERSITY RANKS:

- MS. Jeeja Lakshmi - III Rank
Mr. Sunil Kumar Yadav - V Rank

