



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

An Autonomous Institution Affiliated to Bharathiar University

Re - Accredited by NAAC with 'A' Grade

COIMBATORE - 641 048



NEWS LETTER 2016 - 2017

DEPARTMENT OF INTERNATIONAL BUSINESS

PATRONS

Dr. Nalla G Palaniswami

Chairman

Dr. Thavamani D Palaniswami

Secretary

Dr. P.R. Muthuswamy

Principal

EDITORS

Dr. S. Mohanraj

Head

Dept of International Business

Mrs. K. Bagyalakshmi

Asst Professor

Dept. of International Business

Mrs. R. Karthika

Asst Professor

Dept. of International Business

Mr. R. Manojkumarr

Asst Professor

Dept. of International Business

VISION

To prepare the students to become future industrial leaders with strong values and high level professional competence by Enlightening the Society with Good Citizens.

MISSION

To meet the global standards and to work with best Indian and MNC companies.

To train the students academically and also simultaneously providing practical training.

ABOUT THE DEPARTMENT

The Department of International Business has its inception in June 2003. It has distinguished itself as a unique symbol of knowledge, talents and determination. To match the 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 to succeed in a competitive corporate climate 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.

The Department promises to bring in the latest happenings and news in the field of International Business. The department not only aims in completing the syllabus on time but also tries in imparting quality education by bringing experts from outside to cater to the rising knowledge quest of the students by periodically arranging seminars, guest lectures and workshops.

The Department is also self-committed in assisting placements by performing job oriented programs in the form of student development programs, analytical reasoning, personality development training and current issues in International Business for the welfare of the students.



SPECIAL LECTURES



1. On 19.07.2016 organized an Orientation Programme on "Introduction to International Business" by Mr.B.Saifudeen, Director, EXIM Shipping Services (India) Pvt., Ltd., Coimbatore.

2. Organized an Orientation Programme by DR.P.R.Muthuswamy, Principal, Dr.N.G.P Arts and Science College, Coimbatore.



3. An Orientation programme on "Career Opportunities" by Mr.R.R. Padmanaban, Director, EXIM Consultants, Chennai, was conducted on 04.08.2016.

4. On 06.01.2017, conducted a guest lecture on "ECGC" by Mr.S.Rajesh, Branch Manager, Export Credit Guarantee Corporation, Coimbatore.





5. Organized a one day workshop on the topic "Know your Confidence level" by Dr.N. Rajendran, Psychologist, Dr.N.G.P Institute of Technology, Coimbatore.

6. A Guest Lecture on "How to realize your potential" by Mr.S.Balachandran, Motivational Speaker was organized on 18.01.2017.



7. On 22.02.2017 a Guest Lecture was organized on the topic "International Trade" by Mr. M.Valluvan, Proprietor, Nima Merchandising Services, Coimbatore.

8. Organized a Guest Lecture on "International Trade Procedures" by Mr.N.Srinivasan, Manager, Export-Import, Amex Alloys Pvt., Ltd., Coimbatore, on 25.02.2017.



EXTENSION ACTIVITY :



1. Conducted an extension activity on 30.06.2016 for students of Amrita School, Unjapalayam and AVAT Higher Secondary School, Somanur.

2. On 05.08.2016 an extension activity was conducted for students of PSGR Kanya Gurukulam Higher Secondary School for Girls, Coimbatore.



3. In view of Independence Day Celebrations an extension activity was conducted for students of PSGR Krishnammal Higher Secondary School for Girls, Coimbatore on 09.08.2016.

4. On 11.01.2017 conducted Drawing and Essay Writing Competition for students of P.U.M School, Vadakalur, Annur, in commemoration of National Youth Day Celebrations.



INTER DEPARTMENTAL COMPETITIONS :



1. The department organized "Independence day", week celebrations from 15.08.2016 to 20.08.2016, on 17.08.2016 an inter departmental competition was conducted in the name of Brave Bharat. The students from various departments actively participated in Patriotic Minds (Quiz), Patriotic Display (Poster Presentation), Patriotic Impression (Pencil Sketching) and Patriotic Voice (Paper Presentation). The students of the department gave speech to other department students during the celebrations about Patriotism, Power of Youth etc.,

2. On 12.01.2017 an Inter departmental competition for women students was conducted by the department, in view of "National Youth Day". A Tamil Oratorical and Poster Presentation competition was conducted based on Swami Vivekananda's Quotes. The students of the department gave speech to the other department students on Swami Vivekananda's Quotes.



APPRECIATION AWARD :



The department conducted an extension activity in view of Independence Day Celebrations for the students of PSGR Krishnammal Higher Secondary School for Girls, Coimbatore on 09.08.2016. During the extension activity Ms.B.Aishwarya Shree of IX standard was found very patriotic towards the Nation. Her speech during the extension activity was very much impressive; to appreciate and to motivate her, the department gave her an "Appreciation Award" on January 12th 2017 during the Youth Day Celebrations.

INTRA DEPARTMENT COMPETITION :

1. The department organized "National Youth Day Celebrations" during the month of January 2017, in view of the celebrations an intra department competition, "Vivekananda in you" was conducted on 09.01.2017 for the students of the department.



CONCOR & PORT VISIT :



1. A one day visit to CONCOR, Irugur, was organized by the department on 9th July 2016 to obtain practical knowledge on Custom Procedures in stuffing and destuffing in container's, goods exported and imported in dry ports.

2. The department visited Jawaharlal Nehru Port Trust, Mumbai on 14th September 2016 for obtaining practical knowledge on Stuffing, Destuffing, Port procedures, Warehousing etc.,



BEST SPEAKER'S CLUB

The prime motive of the Best speakers club is to transform the attitude of the students about stage fear and to interact with the audience with the greater level of self-confidence. Train the students to speak with clarity and to give proper information with high level of confidence.

The Best Speakers club is aimed in creating an attitude that speakers are not born but they are made by constant effort and practice.

OBJECTIVES

- » To learn the effective communication techniques
- » To shift attitude of the students on delivering speech
- » To learn how to motivate and lead with effective communication

LIST OF ACTIVITIES

- » Listening to the audio books
- » Listening to the video tutorials
- » Story building
- » Table topics
- » Imaginary gifts
- » English songs

DOCTORATE

Mr. S. Mohanraj was awarded with his doctoral degree on 19.12.2016.

STAFF PUBLICATIONS

Ms.R.Karthika, Assistant Professor, published an article entitled, "A study on challenges faced by perishable exporters with special reference to Coimbatore", in International Journal of Applied Research with an Impact Factor of 5.2.

Ms.K.Bagyalakshmi, Assistant Professor, published an article entitled, "A study on the perception of exporters on green supply chain practices with special reference to Coimbatore", in International Journal of Management, IT and Engineering, Vol 7, Issue 2, February 2017, with an Impact factor of 7.119.

Ms.R.Karthika, Assistant Professor, published an article entitled, "A Study on Problems faced by Custom Brokers in CONCOR-with special reference to Coimbatore", in International Journal of Research in Social Sciences, Vol 7, Issue 4, April 2017, with an Impact Factor of 7.081.

Dr.S.Mohanraj, Head of the Department, published an article entitled, "A study on the operational performance and service quality of Tuticorin Port", in International Journal of Management, IT and Engineering, Vol 7, Issue 5, May 2017, with an Impact Factor of 7.119.

Ms.R.Karthika, Assistant Professor, published an article entitled, "A study on the operational performance and service quality of Tuticorin Port", in International Journal of Management, IT and Engineering, Vol 7, Issue 5, May 2017, with an Impact Factor of 7.119.

PAPER PRESENTATIONS

Ms.R.Karthika, Assistant Professor, presented a paper entitled, "Development of Modern Marketing Management Process in Organizations" in a National Level Conference organized by SNMV College of Arts and Science College.

Dr.S.Mohanraj, Head of the Department presented a paper entitled, "Role of Marketing in Managing perishable products", in a National Level Conference organized by Sankara Institute of Management Science, Coimbatore on 24.02.2017.

Mrs.K.Bagyalakshmi, Assistant Professor, presented a paper entitled, "Implementing Green Marketing in engineering Industries", in a National Level Conference organized by Sankara Institute of Management Science, Coimbatore on 24.02.2017.

R.Karthika, Assistant Professor, presented a paper entitled, "Modern Marketing Management practices in organizations and its impact", in a National Level Conference organized by Sankara Institute of Management Science, Coimbatore on 24.02.2017.

Mrs.K.Bagyalakshmi, Assistant Professor, presented a paper entitled, "Green Marketing", in a National Level Conference organized by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 09.03.2017.

Dr.S.Mohanraj, Head of the Department, presented a paper entitled, "Guerrilla Marketing", in a National Level Conference organized by Sri Ramakrishna College of Arts and Science for Women, Coimbatore on 09.03.2017.

FACULTY DEVELOPMENT PROGRAMME

Mr.S.Mohanraj, Head of the Department, attended a one day National Level conference on the topic, "New approaches to learning outcomes and assessment under choice based credit system", organized by St.Joseph's college of Commerce (Autonomous), Bangalore on 10.02.2017.

STUDENT'S ACHIEVEMENTS

The students of the department have participated and presented papers in various National and International Conferences, Seminars and workshops. They actively participate in competitions and won several prizes which were conducted inside and outside the college.



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