



Dr. N.G.P ARTS AND SCIENCE COLLEGE

Coimbatore-641048

Autonomous and Affiliated to Bharathiar University
(An Institution of Kovai Medical Center Research & Educational Trust)

NEWS LETTER 2015-2016

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Department of Management Studies

Management Studies - An Overview

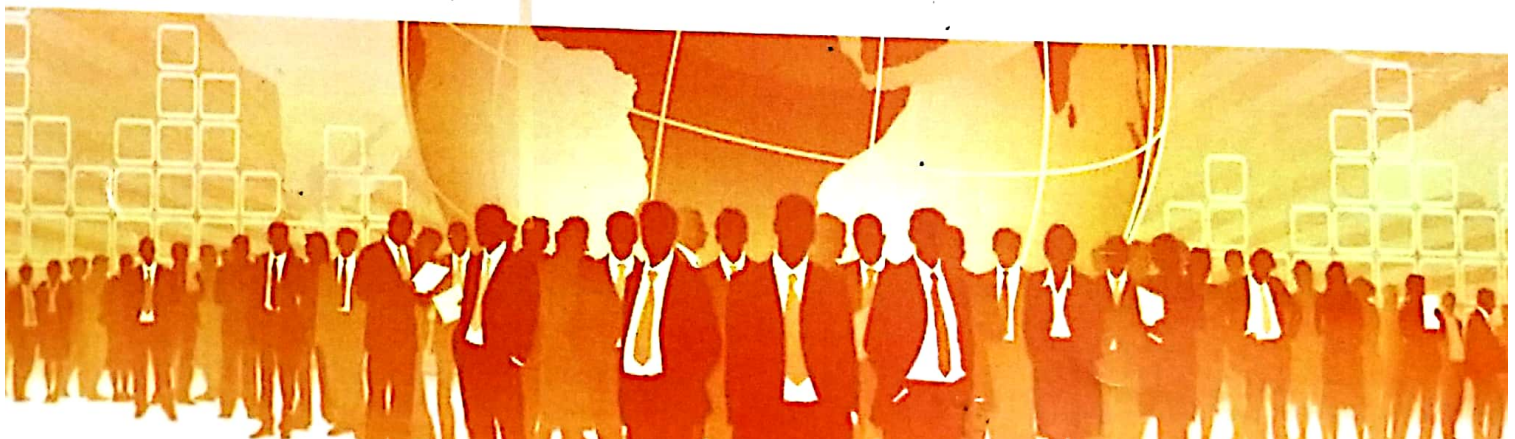
The Department of Management studies was established in the year 1997. The evaluation of performance comes by means of class participation, case discussion, report preparation, role playing along with other parameters. The student community in management studies is drawn from diverse disciplines like, Humanities, Commerce, Science and Engineering with the view to provide richness of perspectives and opinion. The students undertake variety of projects which includes field survey to enrich their experience and refine their skills in management. The department has its credit conducting various seminars on contemporary issues, delivered by eminent scholars, academicians and corporate personalities. Students not only gain a sound understanding of the fundamentals of management but also the various aspects of management practice which leads to practical experience in real-life context and acquire the skills that a good manager needs.

VISION

To make the department a center of academic and managerial excellence and to ensure better quality education to its prospective learners to become good entrepreneurs.

MISSION

To offer quality education to enable the students to be dynamic managerial persons or employable graduates and to inculcate ethical, moral and social values in them.



Guest Lectures

- Dr. Loganathan, Managing director, Imperial Apparel Solution, Tirupur, delivered a Lecture on "Entrepreneurial skills" on 25.06.2015.
- Mr. Paranthaman, Director, Rockwin groups, Coimbatore, delivered a Lecture on "Marketing skills" on 29.06.2015.
- Prof. V.S. Elamurugan, Chief mentor Vidhyanikethan educational institution, Coimbatore, delivered a Lecture on "Go Beyond" on 04.07.2015.
- Mr. N.V. Subramaniyan, Center of director, Times institution, Coimbatore, delivered a Lecture on "Competitive exams" on 07.07.2015.
- Ms. Anitha Evangiline, Freelancing trainer, Coimbatore, delivered a Lecture on "Placement readiness program" on 08.08.2015.
- Mr. Amulraju, Hindusthan College of Technology, Coimbatore, delivered a Lecture on "Enhance yourself" on 12.09.2015.
- Mr. A. Gnanasekaran, director, winmaax academy, Coimbatore, delivered a Lecture on "Overseas educational opportunities" on 08.01.2016.



Work Shops

- Our Students from various team have totally conducted 8 works shop on various activities like Best Manager, Business Quiz, Product Launch, Just a minute, Logo creation, CEO identification, Role play, slogan Identification etc.,
- Prize Winners for this academic year

Prize	Section A	Section B
I	Sapphire	Sapphire
II	Lapiz Lazuli	Diamond
III	Diamond	Pearl



Extension Activity

- Mr. S. Sridhar, Counsellor-Psychologist Government Hospital, Erode, has Conducted a "LifeSkill Education" - Awareness Programme on 13.07.2015 at Panchayat Union Middle School, Veerampalayam, Coimbatore.



Entrepreneurship Week

- Mr. V. Saravana Krishnan, Loan Syndication Cell, NSIC, Coimbatore, has delivered a lecture on "Step to start a business" on 18.01.2016.
- Ms. B. Kayalvizhi, Assistant Director (Food), MSME, Coimbatore, has delivered a lecture on "How to prepare project Proposal" on 19.01.2016.
- Mr. R. Ganesan, Assistant Director, KVIC, Coimbatore, has delivered a lecture on "Prime Ministers Employment Generation Programme (PMEGP)" on 20.01.2016.
- Mr. A. Pugalmani (Alumni), Director, Renu Metal Fabricators (P) Ltd, Coimbatore, has delivered a lecture on "How to become an Entrepreneur" on 21.01.2016.
- Mr. V.Sivakumar (Alumni), Proprietor Kurinji Engineering Industries, Coimbatore, has shared his own experience on business pathway on 22.01.2016.



Industrial Visit

- Our final year students has visited Dotabetta tea factory on 23.01.2016.



Value Added Courses

- Max Value, Chennai, has conducted online course on "Retail banking and financial services" for II Year Students.
- Energetic Byz Plus, Coimbatore, has conducted classes on "Marketing and selling techniques" for III year Students.



Interaction with Alumni

- A. K. Harshad, Director - Marketing, Brillianz Education Fze, Dubai.
- M. Kathiresan, Proprietor, Shri Visalakshmi textiles, Somanur



Students' Achievement

- Our students from second year has participated and won 1st Prize in Treasure hunt, conducted by GRD College of Arts and Science, Coimbatore on 12.09.2015.
- Our students from second year has participated and won 1st Prize in Business Plan and 2nd Prize in Quiz conducted by Kongu Arts and Science College on 07.01.2016.
- 2 of our students presented paper in Nehru Arts and Scienc College, conducted on 23.02.2016 and won 1st Prize.

- 5 of our students from third year has participated and won 3rd Prize In Mime Show, conducted by Tamilnadu College of Engineering, Coimbatore, on 25.02.2016
- 5 of our students from second year has participated and won 2nd Prize In Treasure Hunt, conducted by Tamilnadu College of Engineering, Coimbatore, on 25.02.2016
- S. Gajan from second year has participated and won 1st Prize In Tamil Poetry (YRC), conducted by Government College of Technology, Coimbatore, on 26.02.2016.
- 5 of our students from second year has participated and won 3rd Prize In Adzap, conducted by AJK College of Arts and Science, Coimbatore, on 26.02.2016.
- Mukul Sharma from second year has participated and won 2nd Prize In Solo Singing, conducted by AJK College of Arts and Science, Coimbatore, on 26.02.2016
- M. Jeevanatham from second year has participated and won 2nd Prize In Spin to Win, conducted by PSG College of Arts and Science, Coimbatore, on 27.02.2016
- DharaniKathiresan and G.Radurzini from third year has participated and won 1st Prize In Wealth out of Waste, conducted by SNR Sons College, Coimbatore, on 01.03.2016.
- S. SooryaNarayanan from second year has participated and won 1st Prize In Best manager, conducted by SNR Sons College, Coimbatore, on 01.03.2016.
- 4 of our students from second year has participated and won 1st Prize In Adzap, conducted by Sardhar Vallabhai Patel Textail Management, Coimbatore, on 18.03.2016.

Best outgoing Student

G. Radurzini from III BBA (CA) -"B" has been awarded as best outgoing student from our department based on her academic performance.



Student Award

DharaniKathiresan from III BBA (CA) - "B" has received "Swami Vivekanandha Young Achiever Award" for the year 2016 from Bharathiar University Coimbatore.



Publications by staff members

- K.Vanitha Devi, "An Empirical Investigation on consumers perception towards poultry products in Coimbatore province", International Journal of Marketing and

Technology, ISSN: 2249-1058 with Impact factor 5.292.

- M. Ishwarya, "Consumers perception towards Online shopping: An analytical study", EPRA International Journal of Economic and Business Review ISSN: 2347 - 9671 with Impact factor 1.259.
- S. Revathi, "A Comparative Analysis between Various Encryption Standards in Wireless LAN", International Journal of Software and Hardware Research in Engineering, ISSN: 2347-4890 with Impact factor 4.528.

Staff Achievements

- S. Revathi, Assistant professor has received "Young Women Achiever award" for the year 2016 by Venus International Foundation VIWA-2016.
- S. Revathi, Assistant professor has received "Young Women Educator and Researcher Award" for the year 2016 in recognition for excellent achievements in research by National Foundation for Entrepreneur Development.

Staff Members as Resource Person



S.Revathi has delivered a lecture on the topic "Digital literacy program" to the students of K.M.C.H College of pharmacy on 15.12.2015.



Orientation Conducted B Students

S.Soorya Narayanan from II BBA(CA)-B conducted Orientation program for our students "Management Skills" held 26.06.2015 at classroom.



Academic Performance

Sajane Sundararaja from II BBA(CA)-A scored centum in Financial Accounting in University Examination held on November 2015.



Deepika. S from I BBA(CA)-A scored centum in Mathematics for Management in Autonomous Examination held on November 2015.

Placement Details

Total Number of students placed: 24

Name of the Companies:

- RELIANCE
- M-PHISIS
- VWR
- L&T
- TCS

Foreign Students Enrollment

In this academic year 9 students from different countries (Sri Lanka, Bhutan, Uganda, UAE) have been successfully completed their course.



Articles by our students:

TOP 10 MULTINATIONAL COMPANIES IN INDIA

1. MICROSOFT

Almost known MNC in the world, Microsoft was founded in the year of 1975 by Bill gates. It was started in 1990 in India and it is the top company in India providing OS for laptops, PCs, tablets...etc.

2. IBM

IBM is the 2nd most popular MNC of India. It is an American MNC that was started in 1992. It has become a leading IT company in India on the basis of market capitalization.

3. NESTLE

On the top 3rd rank is the Nestle in India, which is a Switzerland based MNC. It was established Switzerland and continued its debut in India in the year of 1921. Kit Kat, Maggie, Nescafe are some of the famous products of this company

4. PROCTER & GAMBLE(P&G)

Company known as P&G, is an American MNC. This is famous for its globally produced Goods. It was founded in India in 1964. The company in India produces more than millions of products & serves more than 600million customers in India.

5. COCA COLA

It is the 5th most popular MNC of India. It was founded in the year of 1886 and since the manufactures famous for beverages like Coca Cola, Sprite, Maaza...etc.

6. PEPSICO

Another American MNC in the list Pepsi Co was established in 1965 and famous worldwide because of its snack foods and beverages. In India Pepsi Co is famous for its brands like Pepsi, Slice & Lay's making it top 6th brand of the India.

7. CITIGROUP

The company of banking & finance interests is the 7th most popular MNC in India. Citi Group has more than 40 branches all over the India and its network in 150 countries all across the world.

8. SONY COMPANY

The company is placed on top 8th rank in the list of top 10 MNC companies in India. Sony was started in 1994 in India and got quickly the attraction of Indians because of its reliable products like Phones, Playstations...etc.

9. HP

An American MNC stands on rank number 9th on the top MNC of India. It is famous for its hardware, software, laptops & various electronic devices.

10. APPLE Inc.

It is one of the "Renowned MNC" of the world. The company is famous for its technology products & devices. It is the 10th most popular MNC in India because of its electronic devices like iPhone, iPod, iPad & Macs.

M. Iswarya

III BBA (CA) - "B"

TIME MANAGEMENT

Time Management is a vital skill, one that will be necessary in your chosen career as well as University. People have different time clocks and what works for one student might not work for you.

The following are some Time - Management strategies that you may want to incorporate into your time management routine. Test them out to see what works and what doesn't work for you.

It might be a good idea to start monitoring and reflecting on how you currently use your time.

Time - Management Basic Strategies

1. Prioritize - Make sure about high priority tasks get done FIRST and are not put off on a regular basis
2. Be Specific - Make the task as specific as possible.
3. Small bite- size pieces- It's easy to feel overwhelmed, so try breaking tasks down into small sub tasks.
4. Use available time - This is an especially good strategy if you are

pressed for time.

5. Structure the environment - Find a place, preferably one you can use regularly with limited distractions.
6. Establish a routine - We are creature of habit, so we need to make the order the works
7. Use time management and scheduling tools- So, you use the tie in optimum way to reach your goals.

"Time has a Wonderful way of

Showing us what Really Matters"

G.Radurzini

III BBA (CA) - "B"