



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

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NEWS LETTER 2016 - 2017

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 and Science with the view to provide richness of perspectives and opinion. The students undertake variety of projects which include field survey to enrich their experience and refine their skills in management. The department has its credit in conducting various seminars on contemporary issues which is delivered by eminent scholars, academicians and corporate personalities. Students gain a sound understanding of the fundamentals in management and various aspects of management practice, as well as gain 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.



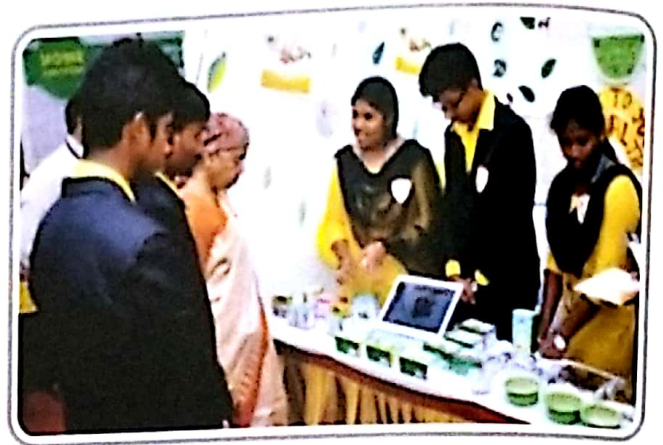
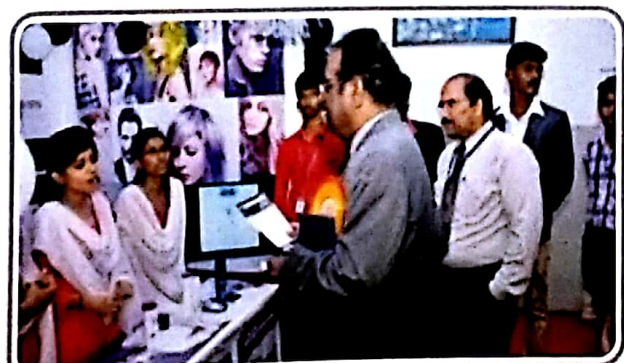
GUEST LECTURES

- ♦ Mr. Lenin Kumar, Dean, BIMS College, UAE delivered a Lecture on "Online Share Trading" on 04.07.2016.
- ♦ Mr.S.Dhayanithi, Business Instructor, Shinas Vocational Training Centre Sultanate of Oman delivered a Lecture on "Personality Development" on 19.07.2016.
- ♦ Mr. Sukumar, Service Engineer, Alyousus, Abu Dhabi delivered a Lecture on "Indian Economy vs World Economy" on 16.08.2016.
- ♦ Mr.R.Krishnarajan, Coordinator, Tripura Foundation India, Coimbatore delivered a Lecture on "I am Unique" on 15.12.2016.
- ♦ Dr.P.R.Muthuswamy, Principal, Dr.N.G.P.Arts and Science College delivered a Lecture on "Life is What You Can Make It" on 06.03.2017.



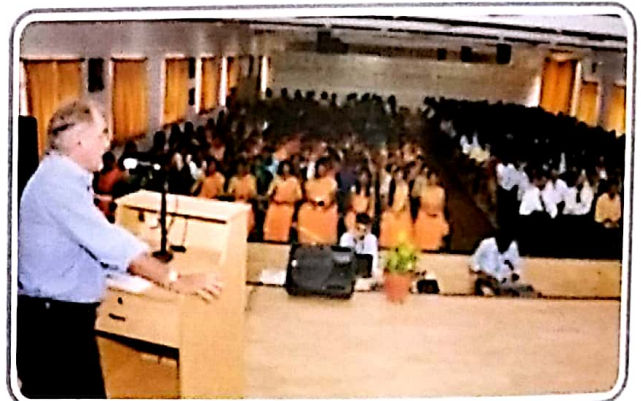
BRAND EXPO 2016

Our department students conducted a one day "BRAND EXPO" on 24.08.2016. The students participated in that event and explained the various features of the newly launched products in the market.



NATIONAL CONFERENCE

- ♦ Department of Management Studies conducted National Conference on "Entrepreneurial Strategies for Sustainable Economic Growth: A Global Perspective" on 28th September, 2016 at NGP conference center. Students from various colleges presented papers and participated in the event.
- ♦ Resource persons are Mr. Armin. H .Huck, Indo-German consultant, Germany, Mr. S. Sanjay, Kondaas Automation Pvt Ltd, Coimbatore, Mr. Prakash, Proprietor of Sakthi Cups, Erode and Mr.S.Saravanan, SSK Smart Move Logistics Pvt Ltd, Chennai.



CITIZEN CONSUMER CLUB

- ♦ Mr.R.Munusamy, R.T.O., Mr.A.Babu, Motor Vehicle Inspector, Mr.A.Sivakumar, Motor Vehicle Inspector, Dr.N.Pradeep Kumar, General Secretary, Tamilnadu Consumer Association, Mr.K.B.Sibimon, Manager, Maruthi Driving School, Coimbatore have focussed their speech on "Road Safety Awareness" on 28.12.2016.



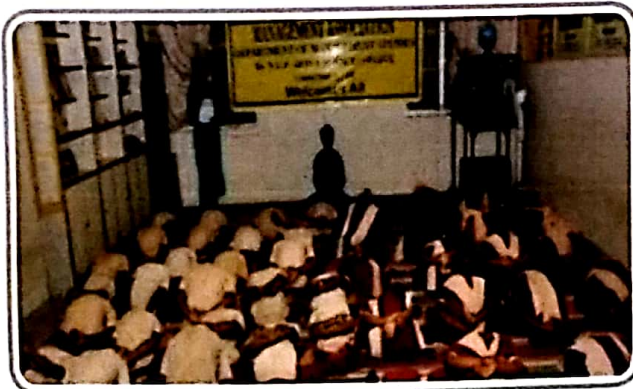
INTERACTION WITH ALUMNI

Ms.S.Madhubala, Procurement Specialist, HP Chennai interacted with our final year students on 13.6.2016.



EXTENSION ACTIVITY

Ms. S. Nivedha Devi of I BBA(CA)-A State level Yogasana Champion has Conducted Yoga for Evergreen future on 09.09.2016 at Panchayat Union Middle School, Veerampalayam, Coimbatore.



ENTREPRENEURSHIP DEVELOPMENT PROGRAM

- ◆ Mr.V.S. Manoharan, Branch Manager, Tamilnadu Industrial Investment Corporation Ltd. (TIIC), Coimbatore delivered a Lecture on "Project Cost and Means of Finance" conducted on 18.01.2017.
- ◆ Mr.V.Saravana Krishnan, Business Development Cell, National Small Industries Corporation Ltd (NSIC), Coimbatore delivered a Lecture on "How to Develop Business" held on 24.01.2017.
- ◆ Mr.R.Ganesan, Assistant Director, Khadi and Village Industries Commission (KVIC), Coimbatore delivered a Lecture on "Rural Industries Development" on 27.01.2017.
- ◆ Mrs.S.Baby, Proprietor, Fit&Fit Exercise Equipments, Coimbatore delivered a Lecture on "Experiencing Entrepreneurship" on 28.01.2017.



NGP EXPO

Department of Management Studies conducted "NGP EXPO 2017" on 22nd February 2017. The purpose of the Expo is to enhance the Entrepreneurial skill, Marketing skills, Leadership skills and Organizing skills of our students.





STUDENTS' WORKSHOP

Our Students from various teams have organized workshops on various activities like Best Manager, Business Quiz, Product Launch, Just a Minute, Logo Creation, CEO Identification, Role Play, Slogan Identification etc.,



UNIVERSITY RANK HOLDERS

- ◆ Ms. Ganaraj Radurzini has secured university II rank with 8.129 CGPA for the year 2013-16
- ◆ Ms. Dharani Kathiresan has secured university IV rank with 8.049 CGPA for the year 2013-16



PLACEMENT DETAILS

Total Number of students placed: 30

Name of the Companies:

- ◆ TECH MAHINDRA
- ◆ INFOSYS
- ◆ ICICI

- ◆ ACCESS HEALTH CARE
- ◆ IDBI FEDERAL LIFE INSURANCE
- ◆ ZRYOLUS
- ◆ BRIGHT STAR SOLUTIONS
- ◆ MOBIZ
- ◆ ALCANCE PVT.LTD
- ◆ EURAKA FOBES
- ◆ SUTHERNLAND
- ◆ WINNER EDUCATIONAL INSTUTION
- ◆ AEE BEE ACADEMY

CONSULTANCY BY STUDENTS

S.Soorya Narayanan and S.Krishanth of III BBA(CA) have proposed valuable suggestions for Indus Beverage & Multi Foods (P) Ltd., Coimbatore in the year 2016-17.

STUDENTS' INTERACTION

- ◆ S.Soorya Narayan and S.Krishanth of III-BBA (CA), organized an orientation program for our students titled "Go Beyond" held on 12.7.2016.
- ◆ M.Nikita Shah and K.Swathi of II-BBA (CA) organized an orientation program for our students on "Motivation Based Activities" held on 11.7.2016.



CONFERENCES - PAPER PRESENTED/ATTENDED BY STUDENTS

33 students have participated and presented papers on various topics organized by other institutions.

INDIAN INSTITUTE OF MANAGEMENT (IIM), AHMEDABAD



Six of our students have participated at 7th IIMA Conference on "Marketing in Emerging Economics" organized by Indian Institute of Management, Ahmedabad from 11.01.2017 to 13.01.2017.

TRAINING PROGRAMME ATTENDED BY STUDENTS

- 3 of our students have attended training programme in the HR department at Kovai Medical Center and Hospital Limited, Coimbatore from 01.11.2016 to 10.11.2016.

STUDENTS ACHIEVEMENT



- Apart from curriculum excellence, our students have participated in various inter college competitions and won 30 first place, 11 second place and 8 third place in and around Tamilnadu.
- Our students have secured overall championship at Hindusthan College of Arts and Science, Coimbatore and Kongu Arts and Science College, Erode.



- S.Soorya Narayanan of III BBA (CA) is awarded with "Swami Vivekananda Youth Achievers Award 2016" on 30.03.2017 by the Bharathiar University, Coimbatore.

SPORTS ACHIEVEMENT



- A.Nisha Banu, II BBA (CA) won first prize in Pole Vault organized by 89th Tamilnadu State Senior Athletic Championships, Chennai from 04.06.2016 - 05.06.2016.
- S.Nivethadevi, I BBA (CA) secured first prize in Yogasana organized by Yoga Federation of India, SGS Yoga Foundations, Karnataka.

BEST OUTGOING STUDENT



Mr. S.Soorya Narayanan of III BBA (CA) is awarded as the "Best Outgoing Student" of the College for the academic year 2016-2017.

POETRY BOOK ALUMNI

Our alumnus Mr.R.Vinotharan (2013-2016), Published a Poetry Book entitled "Unarvezhuthukkal" at Hatton, Sri Lanka on 19.03.2017.



PUBLICATIONS BY STAFF MEMBERS

- ◆ D.Geethamani, published a paper on "Spectral Spatial Classification of Hyper Spectral Image Using Mean Shift Clustering", International Journal of Science and Engineering Research (IJOSER), ISSN: 3221 5687, (P) 3221 568X with an Impact factor 4.986.
- ◆ K.Vanitha Devi, "Patients Expectation Towards Service Quality Dimensions in Multi-Specialty Hospitals", International Journal of Research in Economics and Social Sciences (IJRESS) ISSN: 2249-7382 with an Impact factor 6.225
- ◆ K.Vanitha Devi, "A Study on Service Quality Gap in Multi-Specialty Hospitals", Indian Journal of Applied Research, ISSN: 2249-555X with an Impact factor 3.919.
- ◆ R.Rukmathan, "Food Processing Industry: Service Concepts, Issues and its Scenario in India", IOSR Journal of Business and Management. ISSN: 2278-487X
- ◆ Dr.V.Abirami, "Green Banking India Primax", International Journal of Commerce and Management Research Special Issue - Sep-2016 pp.216-219 ISSN: 2321-3612 with an Impact factor 4.532
- ◆ Dr.S.Mohan, "Consumer's Attitude and Buying Behaviour of Organic/Green Products with reference to Erode District", Journal of Commerce & Trade (International) Vol.11, Issue 2, Oct-2016 pp.42-48 Issue -(P) 0973-4503(E)2454-1702 with an Impact factor 4.173

PAPER PRESENTATION BY STAFF MEMBERS

- ◆ Five of our staff members have participated and presented paper at National and International conference on various topics organized by other institutions.

STAFF MEMBERS AS RESOURCE PERSONS

- ◆ Mr.S.N.Selvaraj, Assistant professor, Department of Management Studies delivered a lecture on "Digi-Monitisation" for B.Com (PA) students on 02.01.2017.



- ◆ Dr.V.Abirami, Professor, Department of Management Studies delivered a lecture on "Future Growth in Career Enhancement" for UG students at Dr.N.G.P. Institute of Technology on 15.02.2017.



- ◆ Dr.S.Mohan, Professor, Department of Management Studies conducted a Faculty Development Program on "Curriculum Designing and Skill Based Education" for the staff members of our college on 01.03.2017.



FOREIGN STUDENTS

In this academic year (2016-2017), 6 students from Sri Lanka have successfully completed their course in our department.

FACULTY UPGRADATION

- ◆ Mr.S.Muruganandam and Mr. S.Mohan have awarded Ph.D by Bharathiar University in the academic year (2016-2017).
- ◆ Ms.D.Geethamani has awarded M.Phil by Bharathiar University in the academic year (2016-2017).

MINOR RESEARCH PROJECT

Mrs.M.Iswarya received fund of Rs.1,00,000 from University Grants Commission vide Ref.No.FNO:4-4/2015-16 (MRP /UGC -SERO), October 2016 - Proposal Number : 2799, on the topic "Consumer Buying Behaviour Towards Eco-Friendly Products - A Study in Coimbatore City" for the period 2016-17.