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The Pathfinder

Newsletter of Dept. of Management Studies

Path 8

Light 1

Nov 2017

Chief Patrons

Dr. Nalla G. Palaniswami
Chairman / KMCH

Dr. Thavamani D. Palaniswami
Secretary / Dr. N.G.P. IT

Patrons

Dr.O.T.Buveneswaran
CEO/KMCRET

Dr. K. Porkumaran
Principal / Dr. N.G.P. IT

Dr. J. Srikanth
Director / MBA

Editors

Dr. S. Mohanavel
Professor / MBA

Ms. K. Rajeswari
Assistant Professor / MBA

Student Editors

Ms. P. Kalpana	II MBA
Mr. Muhammed Mubashir	II MBA
Ms. K.T. Nivethalaxmi	II MBA
Mr. B.Pradeep Kumaar	II MBA
Ms. R.Gayathri	I MBA
Mr. R.Harikrishnan	I MBA
Mr. R.Naveen	I MBA
Ms. D.Shabashini	I MBA



Science Academies Sponsored Workshop on Healthcare
Analytics



Inauguration of Department Association "EQUILIBER"



Panel Discussion on GST & its Impact, Challenges & Issues

DEPARTMENT ACTIVITIES

PROGRAMMES ORGANISED

1. FDP on Recent Trends in Management by Dr. J. Srikanth, Director, Dr. S. Mohanavel, Professor, Mr. R. Rajendra Kumar, Associate Professor, Dr. R. Mary Metilda, HOD-MBA, SREC, Dr. P. Murugesan, Principal (Retd), SIMS, Mr. K. Ravi Ananthapadmanabhan, Advocate, Madras High Court, Dr. P. R. Muthusamy, Principal, Dr. N.G.P. ASC, Mr. Anand Sivaprakasam, HOD-B. Sc (IT), Dr. N.G.P. ASC and Mr. V. Harish, AP, MBA, PSGIM, 21.06.2017 to 23.06.2017.
2. Career Day 2017 by Mr. K.P. Krishnamurthy, MD, Match Point, Chennai, 18.07.2017.
3. Department Association "EQUILIBER" Inauguration by Mr. K. Vivekanandan, Managing Director, Faraday Ozone Products Pvt. Ltd., Coimbatore, 24.08.2017.
4. Panel Discussion on GST & its Impact, Challenges & Issues by Mr. N. Eswara Krishnan, Chartered Accountant, Coimbatore, Mr. Amit Kumar Prasad, Director-Operations, PETEXX Hosiery India. Pvt. Ltd, Tirupur, Mr. R. Maheshwaran, Vice President, Finance & Infrastructure, KGISL Technologies & Infrastructure Private Ltd., Coimbatore and Mrs. Subahshini Eswar, Chartered Accountant, Coimbatore, 24.08.2017.
5. Training Programme on Managerial Effectiveness by Mr. K.P. Krishnamurthy, Managing Director Match Point, Chennai, 14.10.2017.

SPONSORED WORKSHOP

A two day Science Academies' Lecture Workshop on Healthcare Analytics was organised on 26 and 27 September 2017. It is a Science Education Programme sponsored by Indian Academy of Sciences, Bengaluru, Indian National Science Academy, New Delhi and The National Academy of Sciences India, Allahabad. 125 participants from various institutes attended the workshop.

The Workshop was convened by Dr. R. Krishnan, Fellow, The National Academy of Sciences India and coordinated by Dr. S. Mohanavel, Professor, Dept. of Management Studies. Dr. R. Krishnan, Prof. A. Rajagopal, Sr. Technical Officer, SQC & OR Unit, Indian Statistical Institute, Coimbatore, Dr. Krishnan Swaminathan, President, KMCH Research Foundation, Dr. Ganesh Veerasekar, Head, Business Development & Strategic Initiatives, KMCH and Dr. L.M. Patnaik, Senior Scientist, Indian National Science Academy were the resource persons.

GUEST LECTURES ORGANISED

1. Enterprise Resource Planning & E-Business Management by Mr. Jeeva Prakash Premkumar Proprietor, Time Passers, Salem, 12.07.2017.
2. Data Mining Techniques for Business Intelligence in the Current Scenario by Mr. R. Anjit Raja, AP, MCA, Dr. N.G.P. IT, 20.07.2017.
3. Forex Market by Dr. Prabhakaran, AP, Department of Business and Accounting, Muscat College, Oman, 21.07.2017.



FDP on Recent Trends in Management



Science Academies' Lecture Workshop on Healthcare Analytics



SEMINARS ORGANISED

1. CII Webinar on Benchmarking your Company's Competitiveness for Manufacturing Companies by Mr. Yogita Mittal, Executive Officer , Confederation of Indian Industry, New Delhi, 19.06.2017.
2. Invest to Create Wealth by Mr. N. Mahesh Kumar, Financial Consultant, Lotus Knowl Wealth Pvt. Ltd., Mumbai, 28.08.2017.
3. Digital Marketing by Mr. Arun Mozhi Varman, CEO - IT Operations, White Bear Technologies Pvt. Ltd., Coimbatore, 29.08.2017.
4. Mutual Fund Awareness by Mr. K. Thangaraj, Managing Partner, Aashirvaadh Financial Services Coimbatore, 30.08.2017.
5. Business Dynamics by Mr. P. Nanda Kumar, Managing Partner, Maya Bazaar & Gadothgaja Restaurant, Bubbles Kids Shop, Erode, 01.09.2017.
6. Entrepreneurial Journey by Mr. T. Gokul, Executive Director, Glossil International Pvt. Ltd., Coimbatore, 01.09.2017.

FIELD VISITS ORGANISED

1. Isha Yoga Centre, Coimbatore, 2017-19 Batch, 25.07.2017.
2. Arivu Thiru Koil, Aliyar, Coimbatore, 2017-19 Batch, 26.07.2017.

ONGOING RESEARCH PROJECTS

Predictive Analytics on Type I Diabetic Patients Medical Records of KMCH in association with KMCH Research Foundation, Investigators: Dr. J. Srikanth, Director, Dr. S. Mohanavel, Professor.

STAFF ACTIVITIES

1. Dr. S. Mohanavel has been appointed as Editorial Board Member of The Journal of Social Sciences Research, Pakistan.
2. Dr. M. Muralikrishnan has been appointed as a VC Nominee for a Bharathiar University Ph.D. scholar.
3. Mr. R. Rajendrakumar, Dr. M. Muralikrishnan and Ms. K. Umamaheswari visited Glossil International Pvt. Ltd., Coimbatore, 30.09.2017.

PAPER PUBLICATIONS

In Journals

1. A.Saravanakumar, A Study on Stress Level Among Employees in a Private Organisation in Coimbatore City, International Journals Applied Research, 3, 5, 224-227.
2. R.Rajendrakumar & Dr. J.Srikanth, Opinion Towards Online Shopping with special reference to Post Graduate Students, International Journal of Current Engineering & Scientific Research, 4, 6, 24-27.
3. R.Rajendrakumar & Dr. J. Srikanth, SWOT Analysis of Online Shopping Models, International Journal of Current Engineering & Scientific Research, 4, 6, 28-31.



Career Day 2017



Training on Managerial Effectiveness



Guest Lecture on Forex Market

4. R.Rajendrakumar & R.Saranya, The Status of Global Economy in the Aftermath of Globalisation, International Journal of Current Engineering & Scientific Research, 4, 6, 32-35.
5. R.Saranya & R.Rajendrakumar, A Case Study on Opinion towards Low Cost Products and Impact on their Behaviour, International Journal of Research in Commerce, Economics & Management, 7, 6, 5-6.
6. Dr.J.Srikanth & Dr. M. Murali Krishnan, A Case Study on Start - Ups Eco System in Coimbatore, Asian Journal of Research in Business Economics and Management, 7,5, 368-378.
7. Dr.M.Muralikrishnan & R.Rajendrakumar, A Study to Know the Perceived Enjoyment Factors in the Voluntary Retirement Life w.r.t. BSNL, International Journal of Current Engineering & Scientific Research, 4,7,22-23.
8. Dr.M.Murali Krishnan & V. Ambika, A Study on Patient Opinion and its Impact towards Nurses in Coimbatore, International Journal of Current Engineering & Scientific Research, 4,7,44-48.
9. Dr.M.Murali Krishnan & C.R.Vijay, Retention of Faculty in Engineering Institution: Case Study with Tamilnadu, International Journal of Current Engineering & Scientific Research, 4, 7, 54-56.
10. Dr.M.Murali Krishnan & J.Mageswaran, A Survey on Customer Preference Towards Trigger Apparels, International Journal of Current Engineering & Scientific Research, 4, 7, 74-78.
11. R.Rajendra Kumar, Profitability - Dream or Reality for Online Shopping Companies, Asian Journal of Management, 8,3, 439-441.
12. R.Rajendra Kumar, Analyse the Factors of Promoting Arts Organizations and its Products through Electronic Mode (Online Mode): Certain issues and Challenges, Asian Journal of Management, 8,3, 451-454.
13. R.Rajendra Kumar, A Study on Gender based Library Usage Behaviour with Special Reference to MBA Students of Dr. N.G.P. Institute of Technology, Coimbatore, International Journal of Next Generation library and Technologies, 3, 3, 1-13.
14. Dr.M.Muralikrishnan, Quality of Work Life among Employees in Textile Industry with Reference to Coimbatore District, Asian Journal of Management, 8,3,572-576.
15. Dr.M.Muralikrishnan & J.Mageswaran, Examining the Customer Reflection on Emotional Attachment Towards Brand 'Richo' Copier Machine Coimbatore, International Journal of Current Engineering & Scientific Research, 4, 9, 27-35.
16. Dr.J.Srikanth & Dr.S.Mohanavel, Preference on Mobile Phone Service Providers -A Study in Coimbatore with Focus on Vodafone, Asian Journal of Research in Business Economics and Management, 7,10, 42-51.

PROGRAMMES ATTENDED

1. Mr.R.Rajendra Kumar, Dr.M.Murali Krishnan, Shaping Young Minds Programme @PSGIMSR, Coimbatore organized by CMA, 27.10.2017.
2. Dr.S.Mohanavel, Mr.R.Rajendra Kumar, Dr.M.Murali Krishnan, Ms.K.Uma Maheshwari Ms.K.Rajeswari, AI for BI Achieving CI @ Karunya School of Management, organized by ISI, Coimbatore, 28.10.2017 & 29.10.2017.



Seminar on Digital Marketing



Seminar on Business Dynamics



Guest Lecture on Entrepreneurial Journey

ONLINE COURSES COMPLETED

No.	Staff Name	Course Name
1	Dr.M.Murali Krishnan	Marketing Yourself for Career Success
2	Mr.R.Rajendra Kumar	
3	Dr.M.Murali Krishnan	Financial Analysis – A Recipe for Success
4	Mr.R.Rajendra Kumar	
5	Dr.M.Murali Krishnan	Maintaining Cyber Security
6	Mr.R.Rajendra Kumar	
7	Ms.J.Megalatha	Financial Management
8	Ms.V.Ambika	Sales and Marketing for Online Businesses
9	Ms.R.Saranya	
10	Dr.S.Mohanavel	Financial Accounting – A Brief Introduction
11	Mr.V.DhanavelPandi	
12	Mr.R.Rajendra Kumar	
13	Mr.M.Murali Krishnan	
14	Mr.J.Mageswaran	
15	Mr.A.SaravanaKumar	
16	Dr.S.Mohanavel	The Core Four of Personal Finance
17	Mr.V.DhanavelPandi	
18	Mr.R.Rajendra Kumar	
19	Mr.M.Murali Krishnan	
20	Mr.J.Mageswaran	
21	Mr.A.Saravana Kumar	
22	Dr.S.Mohanavel	Strategic Planning & Innovation Management
23	Mr.V.DhanavelPandi	
24	Mr.R.Rajendra Kumar	
25	Mr.M.Murali Krishnan	
26	Mr.J.Mageswaran	
27	Mr.A.Saravana Kumar	
28	Mr.V.DhanavelPandi	Management for a Competitive Edge
29	Ms.K.Uma Maheshwari	
30	Dr.S.Mohanavel	Gender Justice and Workplace Security
31	Mr.R.Rajendra Kumar	
32	Ms.J.Megalatha	
33	Mr.A.Saravana Kumar	Outcome Based Pedagogic Principles for Effective Teaching
34	Ms.K.Rajeswari	Project Management for Managers



Seminar on Mutual Fund Awareness



Special Session on “Kurinji Muthal Neithal Varai Oru Pinnal”



Seminar on Study in Germany

FACE TO FACE INTERACTION WITH ALUMNI

1. S. Soundaryalaxhmi & N. Syed Idris Rahuman (2015-2017 Batch) with 2017-19 Batch Students, 04.08.2017.
2. S.Varun & E.Karpagavalli, (2015-2017 Batch) with 2017-19 Batch Students, 09.08.2017.
3. P.Manimaran (2008-2010 Batch), Assistant Manager, Punjab National Bank, Dharapuram, with 2016-2018 Batch Students on 05.10.2017. Alumni Lecture Series, Banking & Financial Services Marketing.

CLUB ACTIVITIES

Career Guidance Cell

1. Seminar on Higher Education Abroad & IELTS Examination by Mr. Anil Kumar Peruka, Asst. Manager - IELTS Operations, AP, Telangana & Kerala, 23.08.2017.
2. Seminar on Study in Germany by Dr. Rainer Lasch, DIU Board Member & Scientific Director, MBA Programme on Logistics, Dresden International University, Germany, 11.09.2017.
3. Seminar on GATE & Competitive Exams - Challenges & Opportunities by Mr. A. Saravana Kumar, Director, GATE Forum, Coimbatore, 04.10.2017.

Tamil Mandram

4. Tamilmozhi Valarchiyil Angila Uudagathin Pangu by Mr. Meenakshi Sundaram, Chief Editor, The Indian Express, Coimbatore, 26.09.2017.

Rotaract Club

5. Installation of Office Bearers 2017 & Awakening Joy of Giving 2017 by Rtn. N. Damodaran, President, Rotary Coimbatore Central & Rtn. N. KrishnaKumar, Project Director, Joy of Giving, Rotary Coimbatore Central, 26.09.2017.
6. Amudhu Pagirvom - A Hand Full of Rice Programme, 13.10.2017.

Journal Club

7. Articles & Case Study Presentation by 2017-19 Batch, 08.09.2017.

Environmental Awareness Club

8. Inauguration of Environmental Awareness Club, Kurinji Muthal Neithal Varai Oru Pinnal by Prof. P. Kandasamy, Honorary Wildlife Warden, Erode, 05.09.2017.



Amudhu Pagirvom



Alumni Lecture Series



Seminar on Invest to Create Wealth

STUDENTS ACTIVITIES

S.No.	Date	Events	Students Participated
1.	12.07.2017 to 14.07.2017	Entrepreneurship Awareness Camp @PPG Business School, Coimbatore	II MBA K. Baskar J. Guruprasath M. Ragavan B. Pradeep Kumar T. Premkumar D. Vignesh
2.	28.07.2017 & 29.07.2017	SNR Chinnaasamy Naidu Memorial Trophy (Football) @ Sri Ramakrishna Engineering College	Second Prize with Cup and Rs.2000 Cash Award II MBA A. Mohd. Abdul Kareem
3.	01.08.2017 & 02.08.2017	UGC Sponsored State Level Workshop on Goods & Services Tax in India @ Erode Arts & Science College, Erode	II MBA J. Naveen M. Ragavan
4.	10.08.2017 to 18.08.2017	Arutselvar Dr. N. Mahalingam Rolling Trophy -Football @ KCT	Third Prize: II MBA A. Mohd. Abdul Kareem I MBA C. Ubaid Favas
5.	21.08.2017& 22.08.2017	Anna University Zonal Tournament 2017 - 18 @ PSG College of Technology	Hockey (Men) Winners II MBA D.Vignesh R.Kamalhasan S.Yogesh
6.	21.08.2017& 23.08.2017	IC-38 Training Program @ IDBI Federal Life Insurance Co Ltd, Coimbatore	II MBA S.Gokul Raj A.Mohammed Abdul Kareem
7.	02.09.2017	Dr. N.G.P. IT Alumni Hockey Tournament	Hockey (Men) III Prize D.Vignesh R.Kamalhasan S.Yogesh
8.	09.09.2017	News Article published in Indian Express - Is suicide a solution, Who is to blame, (world Suicide Prevention Day)	II MBA Students A.Kaleeswari A Selvabharathi T.Sarankumar P.Martin Vimal C.Swathi G.Divya R.Nandhini S.Gokulraj M.Ragavan V.Sowndharya
9.	05.10.2017	Recrufest'17 @ Sri Krishna College of Engineering & Technology, School of Management	First Prize with Shield Event: Baron(Best Manager) II MBA J.Guruprasath



Guest Lecture on Data Mining Techniques for Business Intelligence in the Current Scenario



Seminar on Higher Education Abroad and IELTS Examination



Seminar on Invest to Create Wealth

S.No.	Date	Events	Students Participated
10.	27.10.2017	Shaping Young Minds Programme @PSGIMSR, Coimbatore organized by CMA	I MBA Y.Bharathi R.Dhanyashree H.Manisha S.Kaviya J.Lalitha Priyadarshini A.Anusha A.Vignesh T.Pandikumar T.Pranesh M.Aarthi A.Madhumathi
11.	28.10.2017 & 29.10.2017	AI for BI, Achieving CI @ Karunya School of Management, organized by ISI, Coimbatore	I MBA Y.Bharathi R.Dhanyasree K.Govindharasu R.Ramamoorthi R.Ranjithkumar
12.	Sep 2017	Internship Training @ Sony India Private Ltd	II MBA S.Aravind Kumar, M.Kavin Kumar, M.Ragavan, I.MichaelArvinth, E.P.Suboth, R.Kanappan, M.Aswin, P.Martin Vimal, S.Pramoth Christuraj, K.Samuvel, D.Vignesh, M.Praveen Kumar, K.Hima, L.Pavithra, D.Saravana Selvi, V.Sowndharya, R.Nirmal K.Bhuvaneshwaran, S.Tharani, S.Sinitha, V.Chandrasekar, R.Priya, K.T. Nivethalaxshmi

PLACEMENT (2015-2017 Batch) - Upto October 2017

1. S.Harikrishnan, Accura Weldrods Kovai Private Limited, Coimbatore
2. B.PradeepKumar, E Cloud Energy, Coimbatore
3. M.Praveen Kumar, Sony India, Chennai
4. M. Shadhanithi, Glossil International Pvt. Ltd., Chennai
5. S. Saji Simon, Glossil International Pvt. Ltd., Bengaluru



Guest Lecture on Enterprise Resource Planning & E-Business Management



Rotaract Club - Installation of Office Bearers 2017 & Awakening Joy of Giving 2017



Seminar on Tamilmozhi Valarchiyil Angila Uudagathin Pangu