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The Pathfinder

Newsletter of Dept. of Management Studies

Path 7

Light 2

May 2017

Chief Patrons

Dr. Nalla G. Palaniswami
Chairman / KMCH

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

Patrons

Dr. O.T. Buvaneshwaran
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. D. Abinaya Bharathi	II MBA
Mr. P. Anandh	II MBA
Mr. M. Nagaraju	II MBA
Ms. M. Reshma	II MBA
Ms. P. Kalpana	I MBA
Mr. Muhammed Mubashir	I MBA
Ms. K.T. Nivethalaxmi	I MBA
Mr. B. Pradeep Kumar	I MBA



Management Meet



Meet the CEO



Panel Discussion on Union Budget 2017

DEPARTMENT ACTIVITIES

PROGRAMMES ORGANISED

1. Training on Disaster Management by Dr.E.S.Manikandan, Coimbatore Medical College, 23.11.2016.
2. Panel Discussion on Union Budget 2017 by Mr. P. Viswanathan, Chartered Accountant, SRV& Associates, Coimbatore and Mr. E. Mohanraj, Assistant Vice President, Commercial Business Banking, Yes Bank Ltd, Coimbatore, 08.02.2017.
3. Career Enhancement Programme by Dr.P.R.Muthuswamy, Principal, Dr. N.G.P. ASC, Mr.K.R.Amarnath, NSE & MCX Certified Professional, Capital Market Academy, Salem, Mr.R.Maheshwaran, Vice President - Finance & Infrastructure, KGISL Technologies & Infrastructures Pvt. Ltd., Coimbatore, 15.02.2017.
4. Online Workshop on Business Strategy Simulation Games by Mr.S.Ganesh, Co-founder, Learnbiz Simulations, Chennai, 23.02.2017.
5. Management Meet inaugurated by Dr.V.Valaarmathi, CEO, Protons Academy, Coimbatore, 08.03.2017.
6. Meet the CEO by Mr.V.R.Muthu, Chairman, VVV&Sons Edible Oils Ltd.,Virudhunagar,16.03.2017.
7. Extension Activity – TANCET Coaching to Dr. N.G.P. ASC Students, 21&22.03.2017.
8. Startup Conclave with Special Emphasis on Coimbatore Region Startups, Mr.D.Venkateswaran, Venbro Polymers, Mr.A.V.Gnanasambandam, TNAU, Mr.Nandakumar, Pixel Social Media, Dr.V.Valaarmathi, Protons Academy, Mr.Dinesh Paranthaman, Hackup Technologies and Mr.Naveen Krishnamurthy, Ladder Minds were the resource persons, 27.04.2017.

SEMINARS ORGANISED

1. Basics of Investment and Smart Investing by Mr.Venkata Ramana, Assistant Manager, NSE, Chennai, 21.11.2016.
2. Live Telecast of Union Budget 2017, 01.02.2017.
3. CII Webinar on Business Protection for MSMEs by Mr.Kunal Anana, Chief Strategic Alliances Officer, AVIVA Life Insurance, 10.02.2017.
4. CII Webinar on Negotiation Skills by Ms.Chitra Rangamani, Lead Consultant & Trainer, Provata Technologies, 28.02.2017.

INDUSTRIAL VISITS ORGANISED

1. SNQS Socks Private limited, Coimbatore, 2016-18 Batch, 31.01.2017 & 22.02.2017.
2. Bindhu Engineering Industries, Coimbatore, 2016-18 Batch, 21.02.2017 &22.02.2017.

GUEST LECTURES ORGANISED

1. Importance of Professional Certifications and Job Opportunities in Financial Services Industry by Mr.K.R.Amarnath, NSE & MCX Certified Professional, Capital Market Academy, Salem, 30.01.2017.

		
<p style="text-align: center;">Lecture on Importance of Professional Certifications and Job Opportunities in Financial Services Industry</p>	<p style="text-align: center;">Career Enhancement Programme</p>	<p style="text-align: center;">Online Workshop on Business Strategy Simulation Games</p>

SHORT TERM COURSES

1. Online Course on Quantitative Techniques and Accounting Foundation by MaxValue Talent Central, Chennai for 2016-18 batch from 15.11.2016 to 18.11.2016.
2. NSE's NCFM Financial Market for Beginners Module Certification Course by Capital Market Academy, Salem from 09.03.2017 to 28.03.2017.

STAFF ACTIVITIES

PAPER PUBLICATIONS

In Journals

1. R. Rajendra Kumar, Demonitization and its Effect on Life of Common People in India, Indian Journal of Economics and Development, 4(11), 1-3.
2. R. Rajendra Kumar, Trumplization and its Impact on World Economy, Indian Journal of Economics and Development, 4(12), 1-3.
3. A. Saravanakumar, A Study on Stress Management Techniques in a Hospital, IAEME International Journal of Management, 7(7), 418-425.
4. J. Mageswaran & V. Ambika, Preferential Factors of FMCG (Dental Care) Products w.r.t. Organised Retail Stores in Erode, International Journal of Multidisciplinary Research Centre, 2(12), 67-74.
5. V. Ambika & J. Mageswaran, A Study on Micro Insurance: Awareness and Need for Employed Rural Women w.r.t. Coimbatore Southern Region, International Journal of Multidisciplinary Research Centre, 2(12), 46-66.
6. R. Rajendrakumar, The Behavioural Aspects of Online Consumers and its Impact on their Purchase Pattern, Argos, Special Issue Part 2, 263-278.
7. Dr.J.Srikanth, R.Rajendrakumar, Dr.S.Mohanavel, Analysis of Effectiveness of Promotional Methods Adopted by Mobile Phone Service Providers, Argos, Special Issue Part 2, 324-344.
8. Dr. S. Mohanavel, Performance of Statistics Based Line Segmentation System for Unconstrained Handwritten Text, International Journal of Innovative Research in Advanced Engineering, 4(1),13-18.
9. K. Rajeswari & R. Saranya, Impact of Demonetisation in India, International Journal of Multidisciplinary Research Centre, 3(1), 10-15.
10. K.Umamaheswari & CR Vijay, Mobile Banking Technology Emphasis and its Impact on Enhancement of Digitisation, International Journal of Social and Economic Research, 7(1),9-16.
11. J. Megalatha & V. Dhanavelpandi, A Study on Problems and Prospects of Women Entrepreneurs, International Journal of Multidisciplinary Research Centre, 3(1),27-34.
12. R. Rajendrakumar, (2017), Pattern of Internet Usage of Online Consumers and Their Performance towards Website Selection, World Applied Sciences Journal, 33(11),1591-1597.
13. R. Rajendrakumar, Influence of Components of Marketing Factor on Attitude of Online Shopping Consumers, Middle East Journal of Scientific Research, 22(11), 3620-3626.
14. M. Muralikrishnan, A Study on Perception Towards Satisfaction After VRS w.r.t. BSNL Employees, International Journal of Applied Business and Economic Research, 15(3).
15. V.Ambika & J.Maheswaran, Financial Inclusion in Banking Services – New Initiatives and Opportunities, International Journal of Advanced Research in Management, Engineering & Technology, 2(1),364-367.



Extension Activity –
TANCET Coaching



CII Webinar on Business
Protection for MSMEs



Seminar on Basics of
Investment and Smart Investing

16. Dr.J.Srikanth & Dr.S.Mohanavel, Transformation of Emerging Market Multinational Corporations - The Indian Context, Asian Journal of Research in Social Sciences & Humanities, 7(4), 280-288.
17. V.Dhanavelpandi, A Study on Customer Awareness, Perception and Satisfaction towards Retail Banking Services with Special Reference to Coimbatore Dist., Asian Journal of Research in Social Sciences & Humanities,7(4),119-135.
18. J Megalatha, V Ambika & V Dhanavelpandi, A Study on Customer Satisfaction in Direct Marketing of Financial Products and Services, International Journal of Advanced Research in Management, Engineering & Technology, 2(3), 667-674.
19. A Saravanakumar, A Study on Major Impact Factors in Employee Retention in an Organisation, International Journal in Management and Social Science, 5(4),108-109.

In Conferences

In 19th ISTE Annual Convention at Dr. N.G.P. IT, 02 & 03.12.2016.

1. J. Megalatha & K. Rajeswari, Education Governance.
2. Dr. S. Mohanavel, Knowledge Management for Globalisation of Technical Education.
3. Dr. J. Srikanth & Dr. S. Mohanavel, Gamification in Education.
4. A. Saravanakumar, Work-Life Balance for Women Entrepreneurs.
5. R. Saranya, & C.R. Vijay, Entrepreneurial Education Methods.
6. M. Murali Krishnan, R. Rajendrakumar & Dr. V. Abirami, Retention of Faculty in Engineering Institution.
7. V. Dhanavel Pandi & K. Umamaheswari, I.C.T. in Education System.
8. R. Rajendrakumar, M. Murali Krishnan & Dr. V. Abirami, Factors Towards Improving the Standards of Higher Education.
9. V. Ambika, Online Marketing-Impact of Recent Innovation in the Business, National Conference on Impact of Recent Advances and Innovations in Business Administration at Karpagam University, 21.02.2017.

In IEEE International Conference on Innovation on Green Energy and Healthcare Technologies at Dr. N.G.P. IT, 16-18.03.2017.

10. Dr.J.Srikanth, Energy Management in Hospitals towards Go Green.
11. Dr.S.Mohanavel, Big Data Analytics of MHC Patients' Blood Test Reports.
12. Dr.S.Mohanavel, A Framework for Stable Vegetable and Fruit Prices through Sustainable Supply Chain in India.

GUEST LECTURES DELIVERED

1. Dr. J. Srikanth, Delivering Superior Performance through Effective Faculty Team and Supportive Leadership in Faculty Orientation Programme on Professional Development, Dr. N.G.P. IT, 26.12.2016.
2. Dr. J.Srikanth, How to Handle Slow Learners & Effective Classroom Communication in FDP on Shifting Paradigm: Improving Mentor Competencies to Match Present Day Academic Priorities, Dr. N.G.P. IT, 28.12.2016.



Industrial Visit to Bindhu Engineering Industries



CII Webinar on Negotiation Skills



Online Foundation Course on Quant. Techniques & Accounting

3. Dr. N. Rajendiran, Know Your Confidence Level, Dr. N.G.P. ASC, 05.01.2017.
4. V.Ambika, VAISKA, Dr. N.G.P.IT, 09.01.2017.
5. Dr. N. Rajendiran, Self Esteem, Dr. N.G.P. ASC, 10.01.2017.
6. Dr. N. Rajendiran, Personality Development, Dr. N.G.P.IT, 30.01.2017.
7. Dr. J. Srikanth, Indian Healthcare Sector and Green Hospitals – The Roadmap, Keynote Address in IEEE International Conference on Innovations in Green Energy and Healthcare Technologies, Dr. N.G.P. IT,18.03.2017.
8. Dr. J. Srikanth & Dr. S. Mohanavel acted as Chair Persons in IEEE International Conference on Innovations in Green Energy and Healthcare Technologies, Dr. N.G.P. IT,18.03.2017.
9. V.Dhanavelpandi, J.Megalatha and V.Ambika, Income Tax, IV Yr. BE(Mech), 22.03.2017.
10. Dr. S. Mohanavel, Workshop on SPSS, Vimal Jyothi Institute of Management and Research, Kannur, 20&21.04.2017.

PROGRAMMES ATTENDED

1. Dr.J.Srikanth, Dr.S.Mohanavel, Dr.N.Rajendiran, J.Mageswaran, CR.Vijay, V.Ambika, K.Rajeswari, FDP on Academic Audit, Dr. N.G.P. IT, 16.12.2016.
2. CR.Vijay, V.Ambika, K.Rajeswari, R.Saranya, Faculty Orientation Programme on Professional Development, Dr.N.G.P.IT,26&27.12.2016.
3. Dr.S.Mohanavel, CR.Vijay, A.Saravanakumar, K.Rajeswari, competed in ICTACT DigiGuru Contest, 31.12.2016.
4. V.Dhanavelpandi, Online Course on Marketing Management - Analysing Competitors and Customers (Alison), Jan 2017.
5. V. Ambika, National Conference on Recent Advances and Innovations in Business Administration, Karpagam University, Coimbatore, 21.02.2017.
6. Dr.J.Srikanth, NPTEL Online Certifications – i. Foundation Course in Managerial Economics and ii. Services Marketing- A Practical Approach, March 2017.
7. Dr.J.Srikanth, Regional Start up Activation Programme organised by EDI Chennai at Forge Factory, KCT Tech Park, 26.04.2017.

HIGHER EDUCATION

1. Dr.M. Muralikrishnan, Ph.D. viva voce completed, 10.03.2017.

FACE TO FACE INTERACTION WITH ALUMNI

1. R.Selvaprakash, 2014-16 Batch, HR Recruiter, Fresh Mindz Management, Coimbatore with 2016-2018 Batch Students, 03.02.2017.

CLUB ACTIVITIES

Tamil Mandram

1. Rashtriya Ekta Diwas, National Unity Day in memory of SV Patel Birth Anniversary by Dr. V.Durairaj, Vice Principal, Dr. N.G.P. ASC, 02.11.2016.



Seminar on IELTS Exam - Overview & How To Score Better



Guest Lecture on Global Educational Opportunities



FDP on Psychological Dimensions

Career Guidance Cell

1. Seminar on IELTS Exam - Overview And How To Score Better and Inauguration of IELTS Registration Center by Mr. Anil Kumar Peruka, Regional Head, IDP - IELTS, Hyderabad, 10.01.2017.
2. Guest Lecture on Global Educational Opportunities by Mr. Pragyat Singh, Country Head, University of Wolverhampton, Liaison Office, India, 09.02.2017.

Counselling Cell

1. FDP on Psychological Dimensions by Dr.N.Rajendiran, Prof./MBA, Dr. N.G.P. IT, 04.02.2017.

Journal Club

1. Articles & Case Presentation by 2016-18 Batch on 04, 11.03.2017.

PLACEMENT (2015-17 Batch)

1. Aspire Systems Pvt. Ltd., Chennai

1. Nagaraju M
2. Shanmugapriya.C

2. ATS Private Limited, Chennai

1. Anandh P
2. Antony T
3. Azharudheen I
4. Gokila S
5. Gopinath G
6. Jamunarani S
7. Kathambari R
8. Preethi A
9. Sabareesh K
10. Shallwin Juby
11. Soniya
12. Soundharyam G
13. Sujith Kumar R
14. Vignesh T
15. Yogeswaran R

3. Cease Fire Industries Limited, Bengaluru

1. Melvin Gabriel
2. Prabhakar T

4. GNTS Technologies Pvt. Ltd., Coimbatore

1. Anjumol Thomas
2. Arun Kumar K
3. Dhivya K
4. Jeevakani A
5. Poornima M
6. Sowndaryalaxhmi S
7. Syed Idris Rahuman N
8. Varun Kumar K

5. Gofrugal Technologies Pvt. Ltd., Coimbatore

1. Jeevakani A

6. Just Dial India Pvt. Ltd., Coimbatore

1. Reshma M

7. NDOT Technologies Pvt. Ltd., Coimbatore

1. Daarini D
2. Gayathiri M
3. Sandeep S
4. Poornima M

8. PPTS India Private Limited, Coimbatore

1. Mohammed Shadil K B
2. Shallwin Juby
3. Sunil L

9. Kotak Mahindra Life Insurance Pvt. Ltd., Coimbatore

1. Abilash G
2. Arunkumar S
3. Aswathi Ashokan
4. Gokulprasad N
5. Gowtham S
6. Gowtham S
7. Jijithra S
8. Karpagavalli E
9. Ponmanikandan G
10. Pushpalatha V
11. Sabareesh K
12. Santhosh S
13. Sasikumar R
14. Sathish Kumar A
15. Shibhi S S
16. Sukan S
17. Surendran R V
18. Suresh P
19. Vetrivel M
20. Vigneshkumar K
21. Gokila S
22. Kathambari R
23. Kaviya O M

24. Nagaraj H
25. Narmadha M
26. Palanisamy M
27. Soundharyam G
28. Sunil L

10. Talent Pro India Pvt. Ltd., Coimbatore

1. Abinaya Bharathi D
2. Abinesh T
3. Arthihashri G P
4. Deepika A
5. Duwarahi L
6. Gangadevi S
7. Gokul N
8. Karthik R
9. Karthikeyan R R
10. Kaviya O M
11. Manikandan E
12. Manivannan A
13. Mathan Kumar M

14. Mugesh M
15. Nagaraj H
16. Narmadha M
17. Navaneetha krishnan
18. Palanisamy M
19. Saravanakumar D
20. Senthil Kumar G
21. Shamili k
22. Abilash G
23. Gowtham S
24. Ponmanikandan G
25. Sasikumar R

11. Motherson Automotive Technologies, Chennai

1. Mathan Kumar M

12. Aristo Pharma Pvt. Ltd., Coimbatore

1. Sriprasath S

STUDENTS ACTIVITIES

S.No.	Date	Events	Students Participated / Won
1	11.11.2016 & 12.11.2016	LUMINANCE 2K16, DC School of Management and Technology, Vagamon, Kerala	I MBA: K. Mohammed Arus Khan (Selfie Contest - First Prize: Cash of Rs.1200 and Shield) A. Mohammed Abdul Kareem, S. Hari Krishnan, J.Guru Prasad, S.Aravind Kumar, I. Michael Aravindh, V. Chandrasekaran, R. Kannappan, R. Kamalahasan, K. Bhaskar
2	30.12.2016	ICTACT Digital Beti Contest	P.Kalpana, M.Uthraa I MBA D.Daarini, A Preethi II MBA
3	09.01.2017	VISAKA	Delivered Sessions By A.Jeevakani, K.Arunkumar & K.Varunkumar, II MBA
4	22.02.2017 & 23.02.2017	Science Academies' Lecture Workshop on Big Data Analytics, SNR Sons College	KT. Nivethalakshmi, M. Uthraa, S. Gokulraj, K. Mahalakshmi I MBA
5	25.02.2017	Dr. N.G.P.IT Annual Sports Meet, 200mts	Third Prize: R.Kamalahasan, I MBA
6	25.02.2017	Dr. N.G.P.IT Annual Sports Meet, Shotput	Third Prize: R.Kamalahasan, I MBA
7	27.02.2017 to 30.04.2017	Internship, L&T Construction Buildings Ltd., Chennai	B.Pradeep Kumar, I MBA
8	01.03.2017 to 05.03.2017	PSGCT Hockey League Major Dhayan Chand Memorial Trophy, PSGCT	IV Prize: R. Kamalahasan, D. Vignesh, I MBA
9	02.03.2017 & 03.03.2017	International Conference on Digital India- The Unfolding Opportunities and Challenges, Vivekanandha Institute of Information and Management Studies, Tiruchengode	Paper Presentation: BTMAP Smart Card J. Guruprasath, I MBA

10	03.03.2017	GIMFEST 2017, Guruvayurappan Institute of Management	S.Tamilselvan, M. Praveenkumar, S.Prathap, S.Sudhakaran, T.Premkumar I MBA
11	07.03.2017	ACM Eminent Speaker Program, "Software Refactoring", MCA Dept., Dr.N.G.P.IT	I MBA: A. Kaleeswari, M. Kavin Kumar, K. Mahalakshmi, M. Meega, I. Michael Arvinth, C. Mythili, J. Naveen, KT. Nivethalaxmi, T.Premkumar, A. Selvabharathi, T.Saran Kumar
12	09.03.2017	StockMind'5 by NSIM, ICICI Direct Coimbatore	I MBA A.Selvabharathi, Winner, Reward Rs.1600 J.Naveen, Runner, Reward Rs.800 S.Sriram, Runner, Reward Rs.600
13	09.03.2017 to 11.03.2017	CIT Trophy Inter Engineering Tournament, CIT	III Prize with Cup: R.Kamalahasan, D. Vignesh, S.Yogesh , I MBA
14	16.03.2017 to 18.03.2017	IEEE International Conference on Innovation on Green Energy and Healthcare Technologies, Dr. N.G.P. IT	Paper Presentation: J.Guruprasath, I MBA A Framework for Stable Vegetable and Fruit Prices through Sustainable Supply Chain in India
15	23.03.2017 to 25.05.2017	Internship, ELGI Equipments Pvt. Ltd., Coimbatore	R.Nirmal, I MBA
16	20,21.04.2017	National Conference on Shaping the Future: Digitise India! Startup India! at Sai Vidya Institute of Technology, Bengaluru	Paper Presentation 1. J.Guruprasath & T.Sarankumar, I MBA, Multipurpose Smart Card 2. A.Selvabharathi & J.Naveen, I MBA, Demonetisation
17	April 2017	TNSCST- Student Project Scheme Fund Received Rs.10000	I. Melvin Gabriel I & S. Sri Prasath, II MBA, Guided by Mr. R.Rajendrakumar, Asso. Prof., A Study on the Social Status of Sanitary Workers with reference to Coimbatore Municipal Corporation



Startup Conclave with Special Emphasis on Coimbatore Region Startups