



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

COIMBATORE - 641048.

DEPARTMENT OF INTERNATIONAL BUSINESS

## NEWSLETTER 2014 - 2015



### PATRONS

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Asst Prof, Dept of International Business

**Mrs. R. Karthika**

Asst Prof, Dept of International Business

**Mr. R. Manoj Kumarr**

Asst Prof, 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 quality personals 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.

### ASSOCIATION ACTIVITIES OF THE DEPARTMENT: SUI GENERIS

#### Special Lectures and Workshops

1. Organized a special lecture on Logistics by Mr. Dileep Abraham, Senior Vice President, AV Thomas & Company Limited, Coimbatore, on 14.02.2014.
2. A one day Workshop on "Soft Skills Development" by Ms. D.R.Ramya, Assistant Professor in



English & Soft Skills Trainer, on 10.03.2014.

3. A Guest lecture on Fourth Party Logistics (4PL) by Mr. K.Vasanth Kumar, Assistant Manager, Business Development, SDV Logistics, on 17.07.2014.
4. On 08.08.2014 organized an Awareness speech on Logistics by Mr.Anand Sukumar, General Manager, Indian Institute of Logistics.
5. A Special Lecture on Customs Formalities and Exim Clearance by Mr. B.Venkateswaran, Superintendent, Department of Customs and Central Excise, Coimbatore on 16.09.2014.
6. Mr. Siva Chenduran, CEO and Chairman, MALESHAA INC., gave a special lecture on Intellectual Property Rights on 23.09.2014.
7. On 06.01.2015, an Export Entrepreneur Development Programme on the topic "See the world through Exports" by Mr. Rajasekar, Managing Director, Super Canning, Coimbatore.
8. Mr. J. Nagaraj, Project Officer, Tamilnadu Agricultural University gave an Export Entrepreneurship Development Programme on 23.01.2015.
9. A special lecture on Export Procedures and Documentation by Mr. G.A. Kalyana Moorthy, Manager, Customs clearance, SDV Logistics, Coimbatore, on 30.01.2015.
10. Mr. Saravana Muthu, Managing Director, Filterex Technologies Private Limited, gave a seminar on Marketing Strategies, on 11.02.2015.
11. On 17.02.2015 a guest lecture on "Export opportunities in Coir Products" by Mr. G.Boopalan, Regional Officer, Coir Board, Pollachi.
12. Mr. V. Muthu Kumar, Managing Partner, Tidal Trading Solutions, Coimbatore gave a special lecture on " Foreign Currency Trading" on 18.02.2015.

#### **Extension Activities**

1. On 13.06.2014 conducted an Awareness Programme on Blood donation in view of "World Blood Donor Day - 14th June" to the General Public and the College Students.
2. Conducted a Awareness Programme on "Adolescence and Substance Abuse" for the I year UG Students by Dr.C.R. RAJENDRAN., M.B.B.S., D.P.M., M.D, Consultant Psychiatrist, Naveen Hospital For Mental Health And De - Addiction Centre and a Awareness Programme on "International Day Against Drug Abuse and Illicit Trafficking 26th June" to the General Public on 26.06.2014.
3. Organized an Awareness Programme on Human Rights on 10.12.2014, the International Human Rights Day, to the General Public.
4. On 12.01.2015, organized an Awareness Programme on Thought's of Swami Vivekananda for the 12th Standard Students of Kalapatti higher secondary school by issuing books on his thoughts and Students of MIB given speech about (Swami Vivekananda's Birthday) to the college Students in the view of National youth day.

#### **Alumini Interaction**

1. Mr. J. Nithin (2011-2013 Batch) Documentation Executive, TRANSWORLD CHA, Mumbai shared his experience with the students of I and II MIB on 09.09.2014.
2. On 10.09.2014, Ms. A. Vigneshwari (2011-2013 Batch), Documentation Executive, Perfect Garments, Tirupur shared her experience with the I and II MIB students.
3. Mr. Bibin Thomas (2010-2012 Batch) Junior Sales Executive, Greenwich meridian logistics, Tirupur, shared his experience about sales activities in Logistics on 25.09.2014.
4. Ms. H. Janani (2011-2013), HCL Technologies, Chennai, shared her job experience with the students, on 27.09.2014.
5. On 06.02.2015, Mr.C.Manoharan (2010-2012 Batch) Senior Process Associate, Encore+Pierian Logistics Business, Bangalore, shared his working experience on Logistics and Documentation to the I and II MIB Students.
6. Mr. J. Antony Justin (2004 - 2006 Batch) gave job oriented tips to the I and II MIB students on 18.02.2015



### **Port Visit**

On 09.01.2015, the staff and students visited the Chennai Sea Port for obtaining Practical Knowledge in Logistics.

### **Add - on Course**

The Department organized Spoken Hindi classes for the students of MIB.

### **Staff Achievements**

#### **Paper Presentations**

1. Mrs. K. Bagyalakshmi, Assistant Professor, has presented a paper on the topic "Usage of Information Technology in Supply Chain Management" in a International Conference organized by Kongunadu Arts and Science College, on 03.02.2014.
2. Mrs. R. Karthika, Assistant Professor, has presented a paper on the topic "Enhancing Operational Excellence of Transshipment" in a International Conference organized by Kongunadu Arts and Science College, on 03.02.2014.
3. Mrs K.Bagyalakshmi and R.Karthika, Assistant Professors have presented papers in National Level Seminar on Women Empowerment Organized by PKR Arts college for Women, Gobichettipalayam on 2nd and 3rd January 2015.
4. Mrs. K. Bagyalakshmi and Mr. R.Karthika, Assistant Professors have presented papers in National Level Seminar on Logistics and Supply Chain Management organized by Dr. G.R.D College of Science on 16th February 2015.

#### **Article Publications**

1. Mrs. K.Bagyalakshmi, Assistant Professor, has published a paper on the topic, "A Study on Freight Forwarders hurdles in Air and Sea Shipments with Special Reference to Coimbatore" in Inter Continental Journal of Marketing Research Review, Vol 2, Issue 2, February 2014, with an Impact Factor 0.612.
2. Mr. S.Mohan Raj, Head of the Department and Mrs. K.Bagyalakshmi, Assistant Professor have published a paper on the topic, "A Study on the Strategies to be adopted by Garment exporters to manage business crises in Tirupur" in Indian Journal of Applied Research, Vol 4, Issue 8, August 2014, with Impact Factor 2.1652.
3. Mrs. K.Bagyalakshmi, Assistant Professor and Mrs. R.Karthika, Assistant Professor, have published a paper on the topic, "An Analytical Study on the Exporters Satisfaction Level towards the International Trade Finance Service provided by banks with special reference to Coimbatore City" in Indian Journal of Applied Research, Vol 4, Issue 10, October 2014, with an Impact Factor 2.1652.
4. Mr. S. Mohan Raj, Head of the Department has published an article in the Indian Journal of Research on the topic, "A Study on the future market potential towards Coir Products Export with special reference to Pollachi" in Vol 3, Issue 11, and November 2014 with an Impact Factor of 1.6714.
5. Mr. S. Mohan Raj, Head of the Department has published an article on the topic, "A Study on the opportunities and challenges for apparel exporters in Tirupur", in the International Journal of Scientific Research Vol 3, Issue 12, and December 2014 with an Impact Factor of 1.8651
6. Mrs. K. Bagyalakshmi, Assistant Professor has published a paper on the topic, "An Exploratory Study on Efficiency and Solvency position of aluminum Industry (with special reference to Bharat aluminum company limited)" in International journal of scientific research Vol 3, issue 12, December 2014 with an Impact Factor of 1.8651
7. Mr. R. Manoj Kumarr, Assistant Professor has published a paper on the title , 'A study on the challenges faced by Automobile component exporters", in Indian journal of applied research, Vol 5, issue 2, February 2015 with an Impact factor of 1.6714.

#### **Faculty Development Programme**

1. Mrs. K.Bagyalakshmi, Assistant Professor and R.Karthika, Assistant Professor attended a One day National Level Faculty Development Programme organized by Kongunadu Arts and Science College.

## Student's Achievement

### Paper Presentations

Following students of MIB have presented papers in National and International conferences

- ❖ Ms. Ruhamah Ann Boben and Mr. Shayar of I MIB has presented paper entitled "Business Sustainability" in a National Conference organized by Dr.N.G.P Arts and Science College on 30.09.2014.
- ❖ Ms. M.R. Varune Sri, I MIB has presented a paper entitled "Corporate Social Responsibility" in a National Conference organized by Dr.N.G.P Arts and Science College on 30.09.2014.
- ❖ Ms. N.Nethra and Ms. M.Kiruthika of I MIB, has presented a paper on "E – Governance" in a National Conference organized by Dr.N.G.P Arts and Science College on 30.09.2014.
- ❖ Ms. M.R. Varune Sri and Ms. N.Nethra I MIB, has presented a paper on "Tree Climber – Innovation" in a Two Day National S e m i n a r organized by Rathinam College of Arts and Science College on 23.01.2014 and 24.01.2015.
- ❖ Ms. Ruhamah Ann Boben and Ms. M.R. Varune Sri of I MIB, has presented a paper on "Corporate social Responsibility" in a National Level Conference on 04.02.2015 by Kongunadu Arts and Science College.
- ❖ Mr. S.Karthik I MIB, has presented a paper entitled "An Emprical study on employees attitude towards safety measures" in a National Level Conference on 04.02.2015 by Kongunadu Arts and Science College.
- ❖ Ms. Ruhamah Ann Boben and Ms. D.Jayashree of I MIB, has presented a paper on the topic "Women entrepreneurship" in a National level Seminar organised by P.S.G.R. Krishnammal College for Women on 11.02.2015 and secured II Place.
- ❖ Ms. M.R. Varune Sri, Ms. M.Kiruthika, Ms. N.Nethra and Ms. Ruhamah Ann Boben of I MIB, has presented papers in a National Level Conference organised by Karpagam University on 12.02.2015.
- ❖ Ms. M.R. Varune Sri, Ms. N. Nethra, Ms. M. Kirithika, Ms. Ruhamah Ann Boben, Ms.P. Mythili of I MIB has presented papers in National Level Conference organized by Dr. G.R.D College of Science on 16.02.2015.
- ❖ Ms. S. Getsia and Ms. S. Kiruthika of II MIB has presented a paper in one day National seminar organized by Dr.N.G.P Arts and Science College.
- ❖ Mr. S.Karthik and Ms. M.R.Varune Sri of I MIB has presented papers in an International Conference organized by S.N.R Sons College.

### Competitions

1. Ms. V.Divya, I MIB won I place in Tamil Essay Writing Competition in NGP Fest 2014.

### Workshops

1. Mr. M. Mohan Kumar, Ms. S.Kiruthika, Ms. S. Getsia and Ms. M. Ilakkiya of II MIB have attended a Three days Entrepreneurship Awareness Camp organized by Dr. N.G.P Institute of Technology from 12.03.2014 to 14.03.2014.
2. The II MIB Students have attended a one day seminar on "Opportunities in logistics" on 25.07.2014 organized by EXIM Academy.
3. Ms. T. Bhuvaneshwari, Ms. P. Sri Renga Monica, Ms. N. Nethra and Ms. M.R. Varune Sri attended a Workshop on "Export Procedure and Documentation" on 19.12.2014 organized by N.G.M College, Pollachi on 19.12.2014.
4. The II MIB students attended a workshop on "Younger Generations - Financial way" organized by B.Com.,(PA), the Chief Guest was Dr. K. Prabakaran, SEBI certified Financial Instructor.

### Sports Achievements

Ms. Sowmiya Sri, I MIB

1. Participated in Bharathiar University Intercollegiate Athletic Meet held at Coimbatore and won I place in Race Walking and III place in 4 X 400 Mts Relay.
3. Got III place in mini marathon organized by PPG Institute of Technologies.

4. Won III place in Green Marathon held at Karamadai.
5. Participated in Marathon organized by CIT Institute of Technology, Coimbatore and won IV Place.
6. Secured III Place in Covai Open Mini Marathon, Coimbatore.
7. Won III place in KMCH Marathon held at Coimbatore.

Ms. Anupriya, I MIB

1. She has participated in Bharathiar University Intercollegiate Cross Country meet held at Gobichettipalayam and Won IV place.
2. Participated in Bharathiar University Intercollegiate Athletic Meet held at Coimbatore and won I place in 1500 Mts, III place in 800 Mts and III place in 4 X 400 Mts relay
3. Got I place in mini marathon organized by PPG Institute of Technologies.
4. Won I place in Green Marathon held at Karamadai.
5. Participated in Marathon organized by CIT Institute of Technology, Coimbatore and won II Place.
6. Secured II Place in Covai Open Mini Marathon, Coimbatore.
7. Won III place in KMCH Marathon held at Coimbatore.
8. Participated in Marathon organized by Rotary Club, Coimbatore and Won I place.
9. Won III place in SNMV Marathon Coimbatore.
10. Participated in CM Athletic Tournament district level meet held at Coimbatore and won II place in 3000 Mts.
11. Won I place in 1500 Mts in Women's District level Athletic meet held at Coimbatore.

DATE	ACTIVITY CONDUCTED	NAME OF THE STAFF
09.06.2014	Creation of Symbols using Keyboard to II MIB	R.Karthika (Assistant Professor)
12.06.2014	General Article - RBI's relaxation on KYC guidelines and Infosys's New CEO to II MIB	R.Karthika (Assistant Professor)
24.06.2014	Book Review: Men are from Mars and Women are from Venus - John Gray to II MIB	R.Manoj Kumarr (Assistant Professor)
21.07.2014	General Article - Homi Bhabha's House Auction, Turkmenistan's Crater and North Siberian's new crater to II MIB Students	R.Karthika (Assistant Professor)
22.07.2014	Career Opportunities in Logistics Sector to II MIB	K.Bagyalakshmi (Assistant Professor)
13.08.2014	General Article - VISTAARA Airlines & 3 Day Work order pattern in India to I & II MIB Students	R.Karthika Assistant Professor
14.08.2014	Logo finding competition to I MIB Students	S.MohanRaj (HOD)
23.08.2014	Newspaper Article Review by I MIB Students	S.Mohanraj (HOD)
25.08.2014	General Article - Indigo Airbus to I & II MIB Students	R.Karthika (Assistant Professor)
26.08.2014	Discussion about various Countries and Shipping companies by II MIB Students to I MIB Students	S.Mohanraj (HOD)
27.08.2014	Discussion about various countries and its currencies to II MIB Students	S.Mohanraj (HOD)
28.08.2014	Discussion about various countries and its capitals to II MIB Students	S.Mohanraj (HOD)
10.09.2014	Case Analysis Presentation by I MIB Students	S.Mohanraj (HOD)
23.09.2014	Brain Storming on new product to I MIB Students	S.Mohanraj (HOD)



15.10.2014	Personal SWOT Analysis	S.Mohanraj (HOD)
06.12.2014	Seminar on Regional Grouping	S.Mohanraj (HOD)
10.12.2014	Mankind and His Rights to I & II MIB Students	S.MohanRaj (HOD)
11.12.2014	General Article - RBI's Agility helps Tame Money Market Volality to II MIB Students	K.Bagyalakshmi (Assistant Professor)
11.12.2014	General Article - Oil Price fall a "Golden" chance to shift to clean energy to II MIB Students	R.Karthika (Assistant Professor)
12.12.2014	General Article - India Should allow Banks & Oil hits five year low to II MIB Students	R.Karthika (Assistant Professor)
12.12.2014	Difference between CV, Resume and Bio Data to I & II MIB Students	R.Manoj Kumarr (Assistant Professor)
12.12.2014	General Article - 3rd International Tourism Mart by II MIB Students	R.Manoj Kumarr (Assistant Professor)
06.01.2015	Eppadiyum Sella Manithargal to I & II MIB Students	R.Manoj Kumarr (Assistant Professor)
06.01.2015	More Focus to fight against black - money in 2015: Jaitley to II MIB Students	R.Karthika (Assistant Professor)
12.01.2015	NITI Aayog will set policy agenda to II MIB Students	S.Mohan Raj (HOD)
19.01.2015	Phone Etiquette matters, Choose words wisely to I & II MIB students	S.Mohan Raj (HOD)
29.01.2015	Meet the world's " Most travelled man" to I MIB Students	R.Karthika (Assistant Professor)
29.01.2015	The World's largest ship is on its Maiden Voyage to I MIB Students	R.Karthika (Assistant Professor)

### Student Development Program

DATE	ACTIVITY CONDUCTED	NAME OF THE STUDENT
07.07.2014	Newspaper Article Review i) Indian Shipping needs a Tug & a Shove ii) How Pepsi is Building its Future Leadership iii) In India deadlines do not work says Panasonic Country President iv) Exports post double digit growth in May	P. Sri Renga Monica S. Kiruthika  S. Getsia M. Ilakkiya - II MIB
08.07.2014	Powerpoint presentation on i) INCOTERMS ii) Top 10 Logistics companies in World and Top 5 Logistics companies in India.	S. Getsia M. Ilakkiya - II MIB
09.07.2014	Newspaper Article Review i) Cabinet approves MOU for India-China Industrial Park	C.Shylesh - II MIB
31.07.2014	Power point presentation on SEBI, NSE & BSE	R.A.L.Gokul Raj - II MIB
13.08.2014	Seminar on Competitive Dynamics	T.Sumithra - II MIB
13.08.2014	Case Analysis on i) Leather Exports ii) Corporate Level of Strategy used in Industries iii) SWOT Analysis for Small Scale Industries	T. Bhuvaneshwari & S. Getsia T. Sumithra & M. Ilakkiya P. Sri Renga Monica & S. Kiruthika II MIB

18.08.2014	Power point presentation on i) Indian & International Law in World Trade ii) WTO	P. Sri Renga Monica T. Bhuvaneshwari - II MIB
20.08.2014	General Presentation by II MIB Students to I MIB Students i) Opportunity ii) Good Citizen iii) Placement iv) Time Management v) Life vi) Personal Development vii) Importance of International Business viii) Secret ix) Goal x) Franchising xi) Women Empowerment - Jhansi Rani	T. Bhuvaneshwari M. Ilakkiya S. Kiruthika M. Mohan Kumar R. Praveen Kumar G. Sandeep C. Shylesh P. Sri Renga Monica N. Vedha Nayaka Chakravarthy R.A.L. Gokul Raj P. Panneer Selvam
21.08.2014	Power point presentation on World's top Shipping Companies by II MIB Students i) Hanjin - South Korea ii) MSC - Switzerland iii) EverGreen - Taiwan iv) Hapag - Lloyd - Germany v) CMA - CGM - France	C. Shylesh M. Ilakkiya T. Bhuvaneshwari R. Praveen Kumar S. Kiruthika
23.08.2014	Newspaper Article Review by I MIB Students i) Repo Rate Declared by RBI? ii) How to Make Trade policy more effective? iii) Japan's GDP. iv) How IIM is reading tomorrow's Manager's? v) Why the White Cars are used more? vi) How the Chennai Port is using the Vessels?	Ruhamah Ann Boben P. Mythili H. Shayar N. Sharanya M. Boopalan G. Santhosh Kumar
09.12.2014	Train the Trainers - Business Relations	S. Kiruthika, C. Shylesh, R.A.L. Gokul Raj, P. Manikandan & P. Sri Renga Monica II MIB
20.01.2015	Reserve Bank's surprise move endorses the growth salary	S. Getsia - II MIB
21.01.2015	India, Japan hold talks and RBI against inclusion of Gold, Forex under CRR.	M. Ilakkiya - II MIB

#### Notice Board Activity

1. Building the World's Biggest Ship - S. Getsia, II MIB.
2. Cars and their Manufacturers and their country -M.R. Varune Sri, I MIB
3. Top 25 Women in Business - R. Karthika, Assistant Professor.
4. Top Apparel Name and its Manufacturing Countries -M. Kirithika, I MIB
5. Top 100 Most Valuable global brands 2014 - II MIB Students.

6. The World's biggest airlines - P. Mythili, I MIB
7. Chocolates and their Origin - N. Sharanya, I MIB
8. List of Major Home Appliance Manufacturers - K. Malathy, I MIB
9. Footwear companies and their countries - K. Shayar, I MIB
10. Mobile phones and their country - G. Santhosh Kumar, I MIB
11. Sunglasses and their Manufacturing Country - N. Nethra, I MIB

12. List of famous fast food companies and their headquarters - V.Divya, I MIB
13. Top 10 places in Japan - T. Bhuvaneshwari , II MIB
14. Top Founders and their Companies - M. Ilakkiya, II MIB.
15. Vistara Airlines and Top 10 Exports of India - S. Kirthika, II MIB
16. Top 10 imports of India - P. Manikandan, II MIB
17. Decoding the oil price fall - S. Getsia, II MIB
18. Exports and Imports of Merchandise - S. MohanRaj, Head of the Department.
19. Top 10 Exporting Countries - T. Bhuvaneshwari, II MIB
20. Top 10 Importing Countries - T. Sumithra, II MIB

### Top 10 World Container Ports

Rank	Port	Country
1	Shanghai	China
2	Singapore	Singapore
3	Shenzhen	China
4	Hong Kong	China
5	Busan	South Korea
6	Ningbo-Zhoushan	China
7	Qingdao	China
8	Guangzhou Harbor	China
9	Jebel Ali, Dubai	United Arab Emirates
10	Tianjin	China

Complied By  
S. Getsia - II MIB

### Top Ten Shipping Companies

1. Mediterranean Shipping Company (MSC)
2. CMA CGM
3. Evergreen Line
4. Hapag-Lloyd
5. Cosco
6. Hanjin Shipping
7. American President Lines (APL)
8. China Shipping Container Lines (CSCL)
9. United Arab Shipping Company (UASC)
10. Maersk

Complied By  
S.Kiruthika - II MIB

### Top 10 International Airports:

1. Singapore Changi Airport
2. Incheon International Airport
3. Munich Airport
4. Hong Kong International Airport
5. Amsterdam Schiphol Airport
6. Tokyo International Airport
7. Beijing Capital International Airport
8. Zurich Airport
9. Vancouver International Airport
10. London Heathrow Airport

Complied By  
P. Sri Renga Monica - II MIB.

### INCOTERMS:

Incoterms are a set of rules which define the responsibilities of sellers and buyers for the delivery of goods under sales contracts for domestic and international trade.

**Group 1.** Incoterms that apply to any mode of transport are

<b>EXW</b>	Ex Works
<b>FCA</b>	Free Carrier
<b>CPT</b>	Carriage Paid To
<b>CIP</b>	Carriage and Insurance Paid To
<b>DAT</b>	Delivered at Terminal
<b>DAP</b>	Delivered at Place
<b>DDP</b>	Delivered Duty Paid

**Group 2.** Incoterms that apply to sea and inland waterway transport only

<b>FAS</b>	Free Alongside Ship
<b>FOB</b>	Free on Board
<b>CFR</b>	Cost and Freight
<b>CIF</b>	Cost, Insurance, and Freight

Complied By  
M. Ilakkiya - II MIB



Awareness Speech- Anand Sukumar

Awareness Speech - Extension

Drug Abuse Day



Special Lecture - Coir Boopalan

Alumini Interaction  
Mr. C.Manoharan

Alumini Interaction Justin

Extension Activity - Blood Donor Day