



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

COIMBATORE-641048

Accrdited by NAAC & Certified by ISO 9001 : 2008
(An Institution of Kovai Medical Center Research & Educational Trust)
(Affiliated to Bharathiar University, Coimbatore)

NEWS LETTER 2014 - 2015

DEPARTMENT OF MANAGEMENT STUDIES



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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, delivered by eminent scholars, academicians and corporate personalities. Students gain a sound understanding of the fundamentals of 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.Nimal.C.Nambodripod, Director, Trioka Communication, Coimbatore delivered a Lecture on "Branding and its importance" on 26.06.2014.
- * Mr.R.Ramanamoorthy, Director, Speak English Training (Pvt) Ltd., Coimbatore delivered a Lecture on "How to Improve Presentation Skill" on 24.07.2014.
- * Mr.S.Mohan raj, Head, Department of International Business, Dr.N.G.P Arts and Science College delivered a Lecture on "Confidence Building" on 17.07.2014.
- * Mr.John Fraklin, Director, De Frank group, Coimbatore delivered a Lecture on "Career Enrichment" on 03.08.2014.
- * Mr.R.G.Nawin Krishna, Creative Head, Mind Wiz Technologies, Coimbatore delivered a Lecture on "How to become an Entrepreneur" on 28.08.2014.
- * Mrs.Swarna Latha, Founder, Swarga Foundation, Coimbatore delivered a Lecture on "Life Finds a Way" on 11.12.2014.
- * Mr.Ramaswamy, Managing Director, Ledaa Tax & Auditing Consultancy, Coimbatore delivered a lecture on "How to face the competitive exams successfully" on 21.01.2015.
- * Mr.R.J.Priyan, Chief Executive, Genesis Global Education Consultancy, Coimbatore delivered a lecture on "Global Education" on 24.02.2015.



Conference :

A One day Conference on "Redefining HR Strategies - Emerging Perspectives" on September 17, 2014.

1. Dr.Kavidasan, Director -HR, Roots Industries India Ltd., Coimbatore delivered a Lecture on "Outline about Human Resource Manipulation".
2. Mr.W.S.Satchidanadam, Chief Mentor, Zen Consulting group, Coimbatore delivered a Lecture on "Self Directed work team".
3. Mr.Pon Annadurai, Senior Manager - HRD, Lakshmi Machine Works Ltd, Coimbatore delivered a Lecture on "Redefining HR Strategies".
4. Dr.K.Natesan, Vice President (HR & OSM), Sakthi Group, Coimbatore delivered a Lecture on "Traits in HR Strategies."



Workshops

- * Our Students from various teams have totally conducted 10 workshops on various activities like Best Manager, Business Quiz, Product Launch, Just a Minute, Logo Creation, CEO Identification, Role Play, Slogan Identification etc.,
- * A special self employment Programme on "Jewellery Making" was conducted exclusively for the girl students in our department on 03.02.2015.



Extension Activity

Our department student Mr.S.Krishanth a certified First Aider from St.John Ambulance,Sri Lanka has conducted a "First Aid -Awareness Programme" on 05.12.2014 at Government Middle School, Nehru Nagar, Coimbatore.



"NGP Expo" was a splendid act that suited the wordings "bring the world into classroom and classroom into world" such small level trials should be encouraged and the department is looking forward to elevate it to the next level in future.

Based on the marketing Skills and the creativity of the students the teams have been awarded with three places:

Place	Team
I Place	CORAL
II Place	RUBY
III Place	PERL

Entrepreneurship Week

1. Mr.R.Saravana Krishnan, Loan Syndicate cell, NSIC has delivered a lecture on "Steps to start a business" on 27.01.2015.
2. Mr.V.S.Manoharan, Branch Manager, TIIC, Coimbatore has delivered a lecture on "Budget Preparation to start a business" on 28.01.2015.
3. Mr. G.Vijesh Kumar and Mr.M.Mahendra Prabhu, Indian Bank, Coimbatore have delivered a lecture on "Schemes available for Entrepreneurs in bank" on 30.01.2015.
4. Ms.Asha Devi, Assistant Engineer, DIC, Coimbatore has delivered a lecture on "Role of DIC" on 31.01.2015.
5. Mr.Selvanayagam (Alumni), Proprietor, Kutty Departmental Stores, Coimbatore has shared his own experience on business pathway on 31.01.2015.



Citizens Consumer Club

Our department has inaugurated Citizen's Consumer Club, jointly with Tamilnadu Consumer Association, Bureau of Indian Standards (BIS), Coimbatore and Federation Consumer Organization Tamilnadu & Pondicherry on 17.02.2015.

- * Dr.N.Pratheep kumar, State Level Jt.Secretary-FEDCOT, Chennai has delivered a keynote address.
- * Shri.M.Sadasivam, Scientist 'F' & Head, Bureau of Indian Standards,Coimbatore gave a talk on "General activities of BIS".
- * Shri. Er.K.Gururajan, SE/TANGEDCO/CEDC/Metro circle/Coimbatore gave a talk on "Energy conservation".



NGP EXPO- 2015

NGP EXPO 2015 was conducted on 13.02.2015.To impart the importance of marketing and to create awareness on the risk factors inclining the marketing area, our department has organized a one day NGP EXPO. Such small level of programme will teach great things in small ways, which cannot be done in classrooms. Thus



Value Added Courses

1. Max Value, Chennai has conducted an online course on "Retail Banking and Financial Services" for II Year Students.
2. Energetic Byz Plus, Coimbatore has conducted classes on "Marketing and Selling techniques" for III year Students.



Students Achievement

- * Ms. M. Iswarya from II BBA (CA) has been selected as the Vice Chairman of the Students council for the Academic Year 2014-2015.
- * Our Department has won the overall Championship in NGP Fest'14. (Won the overall championship for the 7th time)
- * Totally 11 students from final year have attended SPSS workshop in G.R.D College of Science, Coimbatore on 11.08.2014.
- * 5 students from the first year have presented paper in the International Conference on "Global Finances: Issue and challenges AFICA 2014" conducted by S.N.R.Sons college, Coimbatore on 27.08.2014.
- * 2 students from the final year have participated in the International Workshop on Android Application Development-IWAAS 14 conducted by LansA Informatics Pvt.Ltd, Coimbatore on 30.08.2014.

- * 10 students from the final year have participated in a One day awareness Programme (ACME 2015) conducted by P.K.R Arts College for Women on 22.01.2015.
- * 5 students from the First year have participated in a National Conference on "Challenging Perspectives and trends in business" conducted by AJK Institute of Management on 23.01.2015.
- * Ms.Radurzini from second year has presented a paper on "Sustainable Business Practices for Emerging Business World" in the National Conference on 'Next best practices for emerging business world' conducted by KG College of Arts and Science, Saravanampatti, Coimbatore on 21.02.2015.
- * Ms.Dharani Khathiresan from II BBA (CA) has got second place in the Oratorical Competition conducted by Podigai Television on 20.02.2015.
- * Our students from the second year has participated and won 1st Prize in Treasure Hunt, 1st Prize in Word Power and 2nd Prize in Group Discussion conducted by Kongu Arts and Science College on 24.02.2015.
- * Mr.A.Dharun from I BBA (CA) has got two bronze medals in All Indian University meet.



University Rank Holders

- * Ms.Thushanthany Ramanathan has secured 2nd rank with the percentage of 85.03.
- * Ms.Durgadevi SureshKumar has secured 5th rank with the percentage of 83.02.



Ms.Thushanthany Ramanathan. Ms.Durgadevi SureshKumar

Best Outgoing Student:

Ms.C.Gayathiri from III BBA (CA) has been awarded the best outgoing student for the Academic year (2014-2015).



Publications by staff members

1. Mr. S. Mohan has published an article entitled "A study on the level of attitude of employees on factor contributing to training programme, Promotion and job rotation in private sector banks" in the Global journal for Research Analysis, ISSN 2277-8160 with impact factor 1.5408 in the July 2014 | Volume:3 | Issue :7 edition.
2. Mr. S. Mohan has published an article entitled "A study on cultivation and Marketing of vegetables with special reference to Nilgris district" in the Indian Journal of Applied Research, ISSN 2249-555X with impact factor 2.1652 in the July 2014 | Volume:4 | Issue :7 edition.
3. Mr. S. Mohan has published an article entitled "An Empirical study on customer Awareness, Satisfaction and media Influence among the Life Insurers of Coimbatore" in the International Journal of Scientific Research, ISSN 2277-8179 with impact factor 1.8651 in the August 2014 | Volume 3 | Issue 8 edition.
4. Mr. S. Mohan has published an article entitled "A Study on Employees Retention in BPO Sector with special reference to Coimbatore city" in the International Journal of Informative and Futuristic Research, ISSN-2347-1697 with impact factor 3.059 in the February 2015 | Volume 2 | Issue 6 edition.
5. Mr. S. Mohan has published an article entitled "A Study on work environment in Tea Industry with reference to Nilgiri District" in the Indian Journal of Research, ISSN-2250-1991 with impact factor 1.6714 in the February 2015 | Volume 04 | Issue 02 edition.
6. Ms. K.E. Hemapriya has published an article entitled "Split Multipath Routing with Maximally Disjoin path in Ad-Hoc Network" in the International Journal of Emerging Technologies in Computational and Applied Sciences, ISSN -2279-0047 in the August 2014 | Volume 3 | Issue 02 edition.

7. Mr. R. Venkatesan has published an article entitled "A study on perception of women investors towards investments" in the Paripex-Indian Journal of Research, ISSN -2250-1991 with impact factor 1.6714 in the July 2014 | Volume 3 | Issue 7 edition.
8. Mr. R. Venkatesan has published an article entitled "A study on quality work Life among the women nurses" in the Global Journal for research analysis, ISSN-2277-8160 with impact factor 1.5408 in the July 2014 | Volume 3 | Issue 7 edition.
9. Ms. Shobana.T has published an article entitled "Spatial-spectral Hyperspectral Image Classification using Self Adaptive Genetic Algorithm" in the International Scientific Journal on Science Engineering & Technology, ISSN: 2349-6657 with the impact factor 1.873 in the February 2015 | No.1 | Volume 18 edition.

Seminar/Conference/Workshop Attended by Faculty Members

1. Mrs.N.Vanitha has attended Hands on training in the topic "Network Simulator (NS2)" in Kongu Engineering College, Erode on 17.07.2013-19.07.2014.
2. Ms.Hemapriya has attended ICTACT Sponsored workshop in the topic PHP & My SQL in Ranganathar Engineering College, Coimbatore on 04.08.2014-08.08.2014.
3. Mrs.Vanitha.N has presented a Paper in a National Conference on Wireless Communication on the Topic "Recent Trends in Computing Techniques" Organised by the department of Computer Applications, PSGR Krishnammal College of Arts and Science, Coimbatore on 29.01.2015
4. Mrs.N.Vanitha has presented a paper in a one day National Seminar on "Recent Trends in Computing Techniques" organized by the Department of Computer Science & Applications, Aringar Anna Arts and Science College on 07.02.2015.
5. Mr.Rukmathan.R has presented a paper on the topic "Types of Sampling" in the ICSSR sponsored two day National seminar on sampling techniques and data analysis in social science research held on 20.02.2015 - 21.02.2015.

Staff Achievements:

Mr.S.Mohan, Head, Department of Management Studies has received "Best Teacher Award" for the year 2014 in recognition for excellent achievements in teaching by Akshaya Institute of Management Studies, Coimbatore.



Staff Members as Resource Persons

1. Ms.Shobana.T has delivered a lecture on the topic "Self Awareness" to the students of Computer Science Department on 17.06.2014.
2. Mr.S.Mohan has delivered a lecture on the topic "Body Language" to the students of Computer Science Department on 21.06.2014.
3. Mr.S.Mohan has delivered a lecture on the topic "Body Language" to the students of Catering Science and Hotel Management Department on 24.06.2014.

Staff Consultancy:

Mrs.N.Vanitha has undergone a consultancy assignment for the period from 02.06.2014 to 30.11.2014 in the following area:

1. Updating and maintenance of Database Management.
2. Software designing and Implementation.
3. Maintenance of Existing Software System.

Placement Details:

Total Number of students placed : 18

Name of the Companies :

- Tata Consultancy Service
- IQ Back Office
- Dicom.

- Infosys.
- CTS
- Larsen & Tubro

Articles by our students :

Principles Lead To a Path

The TOYOTA Production System (TPS) is an integrated socio-technical system, developed by TOYOTA that comprises its management philosophy and practices. The TPS organizes manufacturing and logistics for the automobile manufacturer, including interaction with suppliers and customers. Originally called "Just-in-Time Production", it builds on the approach created by the founder of Toyota, Sakshi Toyota his son Kiichiro Toyota, and the engineer Taiichi Ohno.

The underlying principles, called the TOYOTA Way have been outlined by follows:

Continuous Improvement

Challenge : We from a long-term vision, meeting challenges with courage and Creativity to realize our dreams.

Kaizen : We improve our business operations continuously, always driving for Innovation and evolution.

Genchi Gehbutsu : Go to find the facts to make correct decisions.

Respect for people: We respect others, make every effort to understand each other, take Responsibility and do our best to build mutual trust.

Teamwork : We stimulate personal and professional growth, share the opportunities of development and maximize individual and team performance.

Dharani Katheraesan

IIBBA (CA)-B

Top 3 Business Mistakes of April-2014

Freedom Industries

The company that introduced thousands of West Virginia natives to polluted water in January 2014, files for chapter 11 bankruptcy only a week later. The elk river chemical spill was only the tipping point, as it owed millions to the IRS in unpaid taxes and millions to creditors (west Virginia gazette). Unfortunately, with the protection of chapters 11, freedom industries would still be allowed to operate, although it may be unlikely as the damage has affected locals for year to come from its widespread media coverage and national discussion on government regulation and the environment, freedom industries could remain the biggest business mistake of 2014.

Tesla

This crown jewel of electric car auto maker has begun 2014 with a rocky start: banned from states including New Jersey, Arizona, Texas and others. The expectation is more states will follow through 2014. The direct sales models adopted by Tesla isn't so different from Apple

(or) other companies, yet the auto maker can't get approval of its direct sales models in additional states, it will negatively affect the growth of the small auto maker and its future.

Comcast Corporation

The announcement in 2014 of Comcast America's biggest cable company to merge with Time Warner Cable, the second biggest cable company has already sparked outrage and confused many consumers, not to mention government regulators. The aggressive approach is likely backfire, despite the positive spin of the merger crafted by Comcast CEO, Brian Roberts. There's a rare chance this deal will be approved, as it would essentially combine in America, where the average cable bill per month is significantly higher than most other countries what's more likely to happen from this merger? It won't be approved and consumers will be further pushed to streaming service such as Netflix, Hulu and devices like Apple TV.

Gnaaraj Radurzini
II BBA (CA) - B



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

Dr. N.G.P. - Kalapatti Road, Coimbatore - 641 048, INDIA.

Phone : (0422) 2369100, 2628944, 4274680 Fax : 2369206, E-mail : drngparts@kmch.ac.in

