



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

An Autonomous Institution, Approved by Government of Tamil Nadu
Affiliated to Bharathiar University, Coimbatore. Re-accredited by NAAC with 'A' Grade

Coimbatore - 641 048

News Letter 2017 - 18

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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, Science and Engineering 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 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.

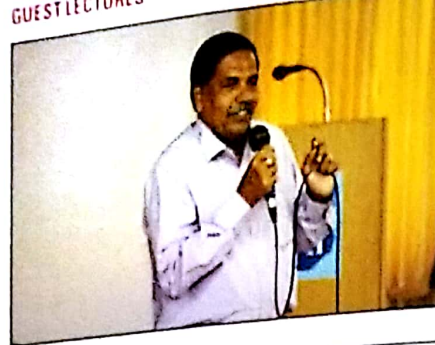
VISION

To make the department a center of academic and managerial excellence and to ensure better quality of 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.





- Lenin Kumar, Dean, BIMS College, UAE has delivered a Lecture on "Avenues of Investments" on 29.06.2017.
- Mr. Elangovan Thangavel, Department of psychology, Bharathiar University, Coimbatore has delivered a lecture on "Goal Setting and Team Building" on 05.07.2017.
- Mrs. M. Vennila, B.A., B.L., Advocate- Civil & Criminal, Coimbatore has delivered a lecture on "Legal Rights of Women" on 20.07.2017.
- Mr. A.R. Sethu, Company Secretary in Practice, Coimbatore has delivered a lecture on "GST – An Overview" on 28.07.2017.
- Mr. S. Dhyanithi, Business Instructor, Shinas Vocational Training Centre, Sultanate of Oman has delivered a lecture on "Communicative English" on 19.08.2017.
- Mr. U. Pandhalaraja, Business Head, Bank Naukri, Coimbatore has delivered a lecture on "Industry Opportunities and Expectation for 2018" on 28.12.2017.
- Dr. B. Selvaraj, Associate Professor, Psychology, Government Arts College, Coimbatore has delivered a lecture on "Managerial Personality" on 06.01.2018.
- Ms. Geetha Senniappan, II M.Sc. Food and Nutrition, Proprietor: HIBI Health Drink, Tirupur has delivered a lecture on "Steps to Start Small Business" on 15.02.2018.



- Our department students have conducted a one day "BRAND EXPO" on 21.09.2017 to create awareness about the newly launched brands in the market and explain their features.

CITIZENS CONSUMER CLUB



- Dr. N. Pradeep Kumar, General Secretary, Tamil Nadu Consumer Association, Coimbatore, Mr. Murugesan, Labour Inspector, Coimbatore district, Addl-in-charge- Tirupur District and Mr. N. Divakar, Secretary- Coimbatore District FEDCOT has delivered a speech on "Consumer Rights and Awareness" on 29.08.2017.

INTERACTION WITH ALUMNI

- Mr. G. Yuvaraj, Company Secretary in Practice, Coimbatore has interacted with the final year students on the topic "General Awareness- Professional Courses" on 14.06.2017.
- Mr. S. Soorya Narayanan, Lead-HR (Strategy & Planning) - Daimler India Pvt. Ltd. Chennai has interacted with the final year students on "HR Strategies" on 18.12.2017.



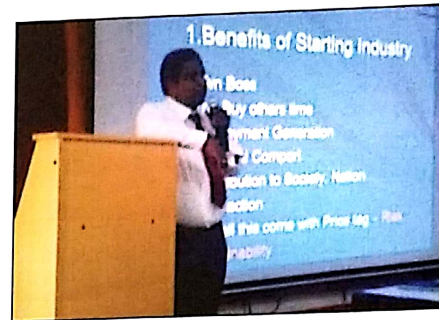
ENTREPRENEURSHIP DEVELOPMENT PROGRAM



EXTENSION ACTIVITY



- Mr. Sankarapandian, Sub-Inspector, Peelamedu law and order police station, Peelamedu, Coimbatore has delivered a talk on "Social Responsibility of the Students" on 16.08.2017 at Panchayat Union Middle School, Veerampalayam, Coimbatore.



- Mr.V.Saravana Krishnan, Officer- Business Development, National Small Industries Corporation Ltd. (NSIC), Coimbatore has delivered a Lecture on "Small Industries Business Development" on 29.01.2018.
- Mrs. B. Kayalvizhi, Assistant Director Micro, Small and Medium Enterprise (MSME), Coimbatore has delivered a Lecture on "Steps & Schemes to Start up Enterprises" on 30.01.2018.
- Mr. P. Shanmugasivan, Assistant Director, District Industrial Centre (DIC), Coimbatore has delivered a lecture on "Support Services to MSME" on 31.01.2018.
- Mr. Ranjith Kumar, Proprietor, Ranjith Enterprise, Coimbatore has delivered a lecture on "Opportunities for Entrepreneurs" on 01.02.2018.
- Mr. A. Tamizharasan, General Manager, Tamil Nadu Industrial Investment Corporation Ltd(TIIC), Coimbatore has delivered a lecture on "Benefits of Starting Industry" on 02.02.2018.

NGP EXPO

- The Department of Management Studies has conducted "NGP EXPO 2018" on 28th February 2018. The purpose of the Expo is to enhance the Entrepreneurial skill, Marketing skills, Leadership skills and Organizing skills.

Board of Studies in P.K.R. Arts College for Women, Gobichettipalayam on 07.03.2018.

- Dr. S. Mohan has been acted as Subject Expert in the Board of Studies in Kongunadu Arts and Science College, Coimbatore on 10.03.2018.
- Dr. V. Abirami has been acted as an Expert Member in the Board of Studies in P.K.R. Arts College for Women, Gobichettipalayam on 12.08.2017.

M. PHIL VIVA-VOCE EXAMINATION

- Ms. S. M. Divya Bharathi, Department of Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore presented her M Phil thesis on the title "A Study on Quality of Work Life as a Predictor of Women Employees Mental Health in Textile Mills, Coimbatore City" under the guidance of Dr. V. Abirami on 14.03.2018 at PG Seminar Hall, Dr.NGP ASC.

FACULTY DEVELOPMENT PROGRAMME

- R. Rukmathan, has presented a paper on "Insurance for Business Process Services" organized by Tata Consultancy Services at Dr. N. G. P. Arts & Science College, Coimbatore on 07.06.2017 to 09.06.2017.
- R. Rukmathan has presented a paper on "Triangle of Leadership, Change and Strategy" organized by GRD Institute of Management – Dr. G. R. Damodaran College of Science, Coimbatore on 21.07.2017.

INTER DEPARTMENT GUEST LECTURE BY STAFF MEMBERS

- Dr. S. Muruganandam has given a speech on "How to Win Competitive Exams" organized by the Department of Computer Science, Dr. N. G. P. Arts and Science College on 17.07.2017.
- Dr. V. Abirami has given a speech on "Small Scale Entrepreneurs" organized by the Department of Microbiology, Dr. N. G. P. Arts and Science College on 18.07.2017.

COLLABORATIVE PROGRAM (Inauguration of NGP Bakes)

- Department of Catering Science & Hotel Management (Production of Eatables) and Management Studies (Sales) collaboratively conducts NGP Bakes near Catering Department on every Friday.



SUBJECT SEMINAR FOR STUDENTS

- Dr. J. Srikanth Director, MBA, Dr. N. G. P. Institute of Technology has conducted a seminar on "Customer Relationship Management" on 07.07.2017.
- Dr. M. Muralikrishnan, Associate Professor - MBA, Dr.N.G.P. Institute of Technology has conducted a seminar on "Research Project - A Report Preparation" on 22.08.2017.
- Dr. M. S. Ranjith Kumar, Associate Professor, Dr. N. G. P. Arts and Science College has conducted a seminar on "Research Analysis" on 29.08.2017.

FACULTY UP GRADATION

- Dr. V. Abirami has successfully completed her M.Sc (Psychology) from Tamilnadu Open University on July 2017.

BOOK PUBLICATION BY STAFF MEMBER

- Dr.S.N.Selvaraj has published a book on "Management Process (ISBN 978-93-86-770-39-4)", Kongunadu Publications India Pvt Ltd, Erode, Tamil Nadu, India.

