



Dhwani

Our Voice

A BI-ANNUAL NEWSLETTER

Volume 1 Issue 3 January 2011

RVS Institute of Management Studies and Research

Proud to be RVS IMSRian

RVS Institute of Management Studies and Research, established in 1994, with the prime aim of carving out an outstanding academic niche, in the enterprising, enlightening and innovatively advancing modern domain of management studies. RVS IMSR embarks into one of the leading B-Schools, proved by the leading Magazines through their latest surveys.

CAREERS360

- ★ RVS IMSR is identified as the emerging B-School in South India.
- All India Survey, February 2010
- ★ RVS IMSR is identified as a top B-School in Tamilnadu.
- All India Survey, December 2010



RVS IMSR is rated as A Grade B-School by All India Management Association.
- September, 2010

Vision

We strive to be a distinctive research driven institution for building the careers of global leaders.

Mission

To be a leading management institution for building business leaders through providing a culture of excellence in research, teaching and learning to make a strong positive influence in the corporate world.

THE WEEK

RVS IMSR ranked...

- 👍 2nd in Coimbatore
- 👍 6th in Tamilnadu
- 👍 13th in South India
- 👍 44th in India

- (MaRS Survey), October 17, 2010



RVS IMSR ranked...

- ☆ 36th in South India
- ☆ 16th in Tamilnadu
- ☆ 4th in Coimbatore
- ☆ 2nd in Bharathiar University

(The edex-Centre for Management Education and Research Survey
- December 13, 2010



New Courses Introduced

Board of Studies Meeting was conducted on May 29, 2010 and the following new courses were introduced in the MBA programme for the 2011 batch

Core Courses

- | | |
|----------------------------|----------------------------------|
| 1. Field Study | 3. Business Environment & Ethics |
| 2. Statistics for Managers | 4. Entrepreneurship Development |

Finance Stream

1. Financial Engineering
2. Mergers, Acquisition & Restructuring
3. Export Finance and Foreign Exchange Management
4. International Financial Management
5. Principles of Taxation

Marketing Stream

1. Advertising and Media Management

HR Stream

1. Recruitment and Selection
2. Business Leadership

Systems Stream

1. Business Intelligence

General Management

1. Legal Aspects of Business
2. Management of NGOs
3. Participation in Faculty Development Programmes

Investment Banking

1. Wealth Management

2. Behavioural Finance
3. Investment and Finance in India

Hospital Management

1. Hospital and Health Care Management
2. Hospital Planning, Design and Maintenance
3. Legal and Ethical Issues in Hospitals
4. Hospital Information Systems

Hotel & Tourism Management

1. Hotel Information Management
2. Tourism Concepts and Principles
3. Hotel and Resort Management
4. Eco-Tourism

Retail Management

1. Mall Management
2. Direct and Network Marketing
3. Retail Operations, Systems and Inventory

Banking & Insurance

1. Insurance Laws and Regulations
2. E- Banking

Research Activities

- 29 research scholars are pursuing M.Phil and Ph.D programmes in the Institution in the areas of HR, Marketing and Strategic Management
- 3 M.Phil Degrees have been awarded :
 - + M. Muthumani on the dissertation topic "A study on Awareness of Occupational Diseases among the Employees of Garment Industry" under the Supervision of Dr. Vijila Kennedy
 - + Kowsalya on the dissertation topic "A Study on QWL of Lecturers in Self Financing Colleges in Coimbatore" under the Supervision of Dr. Kowsalya Devi
 - + Suguna on the dissertation topic "Consumers' Pre and Post Purchase Behaviour towards TVS Scooty Branded Two-Wheeler" under the Supervision of Dr. Kowsalya Devi

Consultancy Assignments

- Proposals were submitted to KTM Jewellery Ltd & Chennai Silks, Coimbatore on Effectiveness of ads of KTM jewellery, Scope of corporate gifts, Corporate HR Training, Issue of IPO, Study on Vivaga outlet on August 28, 2010
- Faculty Effectiveness Programs were designed and delivered to St. Joseph's College for Women, Tirupur by Dr. Vijila Kennedy on October 24, 2010

Orientation Programme

RVS Institute of Management Studies and Research, Sulur, Coimbatore conducted the orientation programme for I MBA – 2010 Batch students from July 12 - 21, 2010. Mrs. Manjula Narasimhan, Manager - Finance & Presales, KGFSL inaugurated the programme. The programme was to highlight the importance of value-enhanced learning, being inculcated in the MBA Programme. Experts from various industries and academicians were the key speakers during the orientation programme. The topics were enriched with multi-disciplinary perspectives, which included communication today, finance in MBA, knowing yourself & goal setting, current trends in management, self-awareness & self-esteem, see you at the top, motivational skills, leadership & placement opportunities for MBA.

Freshers' Parents Meet

Freshers' Parents Meet was organized on August 16, 2010. The parents were oriented about the Institution and its contribution to the development of the students. After the orientation, parents met faculty counsellors. 101 Parents attended the meeting.



Out Bound Leadership Training

43 students of 2009 batch participated in a three days training programme from September 9-11, 2010 at Breakthrough, Bangalore. Using their unique methodology – action learning – they address behavioural issues to achieve functional solutions. Students participated in high ropes course which comprised of different activities built on utility poles with cables and ropes at a height of 35 feet. They also actively participated in the low challenge activities which comprised of a variety of tasks ranging from activities on cables and poles to a range of activities like the spider's web etc. These activities challenged the leadership, communication and problem solving skills of individuals and groups.

MAGNA – Management Association Inauguration

Management Association was inaugurated by Mr. Vijay Plakkat, Head IAAS, 24 x 7, Bangalore on September 8, 2010. Investiture of Office Bearers for 2010 – 2011 was also held.

Office Bearers 2010 - 11

President	Bivin. V
Vice President	Pradeep Amarnath
Secretary	Nithila. R
Joint- Secretary	Aruna. V
Class Representatives	Manu K. Jose
	Betsy Xaviour
	Gowtham Raj
	Jagan. P

Industrial Visits

- Industrial visit was organized for 2010 batch to Lakshmi Machine Works, Coimbatore on July 21, 2010.
- Visit to Zenith PC and United Breweries, Goa was organized for II MBA – B (2009 Batch) from September 14 - 17, 2010.
- The students of II MBA – A of 2009 Batch visited Zenith PC, Goa from September 20 – 23, 2010.
- The students of Retail electives visited and interacted with the Sales Manager at Big Bazaar, Coimbatore on October 20, 2010.

Entrepreneurship Development Programmes

- Jaganathan, NEN Consultant, addressed the 2010 batch on the topic "Entrepreneurship Opportunities" on September 9, 2010
- Aruna and Roshni of 2010 batch participated in the Regional E-Leaders Workshop conducted by NEN at Sri Krishna Engineering College on November 22, 2010

Guest Lectures Organized



Date	Resource Person	Topic
16.07.2010	Mr. Ravikumar, CFO, IBM India, Bangalore	Significance of Business Insights for Management Students
17.07.2010	Mr. Velu, Secretary Anti Corruption Movement, Coimbatore	Anti Corruption Movement
19.07.2010	Mr. Ranjith Sebastain, Regional Manager Marico, UAE	Industry's Expectation from Management Graduates
20.07.2010	V.P. Krishnan, Manager Sales & Service (SME), Mushraq Bank, Dubai	Global Careers for Managers
30.07.2010	Mr. Milton, GM, Vishal Precision Pvt Ltd, Coimbatore	Industry Exposure to management students
05.08.2010	Prof. Kumar Kangayappan, Professor of Economics, University of Wisconsin, USA	Financial Crisis in United States
17.08.2010	Mr. Kumar Chander, Asst Prof, SCMS Business School, Chennai	Using Search Engines Effectively
03.09.2010	Mr. Shanmugam, Lead Auditor, TUV Rheinland, Coimbatore	Quality and Strategic Human Resource Development
07.09.2010	Mr. Joshua Anand, CEO, Coral Reef, Coimbatore	Global goals for Business
15.09.2010	Mr. Anantha Hariharan, Trainer, Career Ladder, Coimbatore	Communication for Success
28.09.2010	Mr. P. Sakthi, Regional Head, Geojith BNP Paribas Financial Services Ltd	Investment opportunities in India
28.09.2010	Mr. S. Babu Nirmal Raj, Branch Manager, Geojith BNP Paribas Financial Services Ltd, Coimbatore	An overview of Securities Market
29.09.2010	Mr. Raju Cherian, CFO, KOB Medical Textiles Pvt Ltd, Coimbatore	Mergers & Acquisitions
04.10.2010	Mrs. Gita Srivatsan, Partner, Srivatsan & Gita, Chartered Accountants	Economics for Decision Making
06.10.2010	Mr. Hariharan, Asst Branch Manager, Sharekhan Ltd, Coimbatore	Risk Analysis in Investment
07.10.2010	Mr. Raveendran, GM - ERP, Sakthi Finance Ltd, Coimbatore	IT in Business
09.10.2010	Mr. Vinod Sharma, Credit Manager, DBS Cholamandalam, Coimbatore	Credit Risk Analysis
09.10.2010	Mr. O.A. Balasubramaniam, Vice President-IT, Roots Industries Ltd	Security and IT challenges in Business
13.10.2010	Mr. Rajesh Govindarajulu, CEO, PA Raju Chettiar & Sons Jewellers	Insight into Retail Operations
21.10.2010	Mr. Jeyaraman, Career Strokes, Coimbatore	Managerial Skills
18.11.2010	Mrs. Arthi, Faculty, Avinashilingam University, Coimbatore	Report Writing
20.11.2010	Dr. Ravi Shankar, Sr. Lecturer, CMS College, Coimbatore	Multivariate Analysis
23.11.2010	Ms. Zhang Juan, Asst. Prof, Hebei College of Finance, China	Business Culture in China
24.11.2010	Dr. Muralidharan, Asst. Prof, PSG CAS, Coimbatore	Research Process
25.11.2010	Dr. Sivakumar, Asst. Prof, PSG CAS, Coimbatore	Statistics in Management
26.11.2010	Mr. Senthil Kumar, Asst. Prof, KCT, Coimbatore	Marginal Costing for Managerial Decision Making

Forum Activities

Forum activities are conducted for the students during afternoon sessions of the working days. Credit points are given for the teams and the prizes were distributed on the last day of forum activities.

Forum	Activities
Marketing	4 Ps of Marketing, Collage, Product Launch, Ads-Zap, Logo Creation, Marketing Quiz and Article Review
Finance	Quiz, Stock Games (BSE & NSE), Puzzles, Case Analysis and Business Plan
Human Resource	Simulation Games, Documentary, Group Debate, Tallest Tower and Paper Dressing
Quiz	Logo, Tagline, Identify the CEO, Business Scenario and video/ audio ads

Personality Development Programme

m-POWER organized Personality Development Programme for 2010 batch students from September 24 – October 1, 2010. The programme facilitators were Mr. Krishnakumar and Mrs. Mridula of Vertical Eye, Kotagiri. To facilitate learning and retention, the methodologies included: presentations, small group activities, management games, theatre based experiential learning, individual action planning, events – quizzes and competitions, video / audio based content and questionnaires.



Placement Training

- 4 days Placement Training was conducted by mPower which focussed on Understanding self, Industry expectations, Selling one-self, group discussions, personal interviews and presentation skills in September, 2010
- Placement Training is provided by 24X7 Learning, Bangalore to train the final year students in aptitude, group discussion and personal interview
- In-house placement training is also provided to support the external training programmes

Soft Skill Training

Along with functional competencies, students are trained to be equipped with Soft Skills through training on a weekly basis in the areas like listening skill, non- verbal communication, leadership, positive attitude, time management, ethics, problem solving, adaptability, self-confidence etc.



Students turned effective leaders - Training Programme by Students

The students of HR elective, 2009 batch conducted training programme for UG Students. The main objective of the programme is to motivate, identify their hidden potential, enhance leadership quality and inculcate team spirit.



Faculty Awards – 2010

The Following Faculty members of RVS IMSR received Faculty Excellence Award for the year 2010 from Cricket Fame Mr. Srikanth



Dr. Vijila E. Kennedy, Director, RVS IMSR



Ms. Uma Rani. K, Assistant Professor, RVS IMSR



Mr. Kadirvel M. D, Assistant Professor, RVS IMSR



Mr. Grace Antony Rose. A, Assistant Professor, RVS IMSR

Participation in Faculty Development Programmes

- Dr. Joji Chandran participated in the FDP on Commodity Futures at Tamilnadu Agricultural University on July 21-22, 2010
- All the faculty members participated in the MDP on Business Intelligence & Cyber security at RVS Institute of Management Studies & Research on August 20, 2010
- Juliet Gladies participated in the Teacher Support Programme- Business English Communication organized by British Council, Chennai on August 3- 5, 2010
- Dr. Vijila E. Kennedy, Juliet Gladies and Rajarajeswari. B participated in the interactive Workshop on Effective Usage of ICT in Educational Institutions” organized by CII, Coimbatore on August 7, 2010
- All the faculty members participated in the FDP on iTunes & Efficient Use of Search Engines at RVS Institute of Management Studies & Research on August 25, 2010
- Kadirvel M.D and Grace Antony Rose. A participated in the FDP on Effective Pedagogy to Prepare MBA students Industry Ready at Coimbatore Institute of Management and Technology on September 6, 2010
- Rajarajeswari. B and Kadirvel M.D participated in the FDP on Effective Pedagogy to Prepare MBA students Industry Ready at PSG Institute of Management on September 8, 2010

- Umarani. K, Kanakaraj. N, Kadirvel M.D., Vinoth. S, & Vijila E. Kennedy participated in the FDP on Creativity in Management organized by The Hindu at GRD Institute of Management on September 25, 2010
- All the faculty members participated in the FDP on Case Writing at RVS Institute of Management Studies & Research on October 12, 2010

Publications

Book

- Vijila E. Kennedy & Joji Chandran (2010) Strategic Management - Competitiveness & Globalization, New Delhi: Excel (ISBN: 978-93-80697-30-7)

Journals

- Joji Chandran (2010), Challenges for India in moving towards Financial Inclusion, Journal of contemporary Research in Management, Vol 5, No.2, April - June, (ISSN: 0973-9785)
- Vinoth (2010), Housing Finance - Borrowers Preference, Satisfaction & Problems in Strategic Issues in Business, Ed.Panchanathan, Ananth, Rajamohan & Karthikeyan, Chennai: SCITECH (ISBN - 978-81-8371-289-7)
- Joji Chandran (2010), Understanding Credit Derivatives, Journal of Indian Management Research & Practices, Vol 1, No.1, May-August (ISSN 0976-8262)
- Vinoth (2010), An Empirical Study on Inclusive Growth in Indian Commercial Banking Sector In Financial Inclusive Growth in India , Ed. Catherine, Anita Rajendran & Geetha, New Delhi: Excel ,October, 2010 (ISBN - 978-93-80697-21-5)
- Joji Chandran (2010), Micro Finance : An Impact Analysis, Inclusive Growth in India (Conference Proceedings - Book), October, 2010 (ISBN - 978-93-80697-21-5)
- Vijila Kennedy & Janani (2010), Organizational Commitment, RVS Journal of Management, Vol 3, No 2, November (ISSN:0975-3435)
- Joji Chandran & Kanakaraj (2010), Status of Women Managers in Software Industry, RVS Journal of Management, Vol 3, No 2, November (ISSN:0975-3435)
- Vijila Kennedy (2010), Information Security Culture in Banking Sector, International Journal of Management research and Technology, Vol 4, No.2, July - Dec (ISSN:0974-3502)
- Vinoth & Gopalakrishnan (2010), Strategic Entrepreneurship, In: Strategic Management - Competitiveness & Globalization, Ed. Vijila Kennedy, Joji Chandran, New Delhi: Excel (ISBN: 978-93-80697-30-7)
- Umarani (2010), HRM - Concept adoption & Managerialism, In: Strategic Management - Competitiveness & Globalization, Ed. Vijila Kennedy, Joji Chandran, New Delhi: Excel (ISBN: 978-93-80697-30-7)
- Juliet Gladies & Grace Antony Rose (2010), Strategic Analysis of FMCG industry in India, In: Strategic Management - Competitiveness & Globalization, Ed. Vijila Kennedy, Joji Chandran, New Delhi: Excel (ISBN: 978-93-80697-30-7)
- Joji Chandran (2010), Micro Finance : An Impact Analysis, In: Strategic Management - Competitiveness & Globalization, Ed. Vijila Kennedy, Joji Chandran, New Delhi: Excel (ISBN: 978-93-80697-30-7)
- Vijila Kennedy & Janani (2010), Strategic Fit - A strategy to Align Organization & Environment, In: Strategic Management - Competitiveness & Globalization, Ed. Vijila Kennedy, Joji Chandran, New Delhi: Excel (ISBN: 978-93-80697-30-7)

Papers presented in International Conferences

- Vijila Kennedy & Preetham Sridhar presented a paper on “Sexual Harassement of Women Nurses: Current Scenario in Hospitals” in the International Conference on Intelligent Information Systems and Management, RVS Group of Engineering & Management Institutions, June12, 2010.

- Vinoth. S & Gopalakrishnan. G presented a paper on “Consumers Attitude towards Organized Retailing in Global Scenario - An Empirical Study with reference to Coimbatore” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Juliet Gladies & Grace Antony Rose. A presented paper on “Global Market Information System” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Kanakaraj. N & Prasath Kumar presented a paper on “Interactive Marketing” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Kadirvel. M. D & Arjun. R. N presented a paper on “A two-pronged International Marketing Strategy for Managing Bank Services in the International Market Place” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Rajarajeswari. B & Jijith Kishan presented a paper on “Green Marketing strategies and Issues” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Uma Rani. K & Sandeep Balakrishnan presented a paper on “Environmental factors that affect Global Marketing” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Uma Rani. K, Karma & Poornima Devi presented a paper on “Global Market Information System” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.

Papers Presented in National Conferences

- Kanakaraj. N & Jayashree presented a paper on “Impact of Innovative Financial Instruments in Banking, Insurance & Mutual Funds” in the National Conference on Crisis Management at Adithya Institute of Technology, September 23, 2010.
- Vinoth. S, Bivin. V & Vancheeswaran presented a paper on “Personal Finance to Manage Financial Crisis” in the National Conference on Crisis Management at Adithya Institute of Technology, September 23, 2010.
- Juliet Gladies & Pradeep Amarnath presented a paper on “Investing on Workforce for Sustaining Talents and Providing Quality Education” in the National Conference on Crisis Management at Adithya Institute of Technology, September 23, 2010.
- Rajarajeswari. B & Bivin. V presented paper on “E- Waste Management” in the National Conference on Green Management at Dr. SNS College of Management, September 29, 2010.
- Kadirvel. M. D & Dhandapani presented paper on “Green Management” in the National Conference on Green Management at Dr. SNS College of Management, September 29, 2010.
- Uma Rani. K & Gowtham Raj presented a paper on “Eco-Friendly Environment” in the National Conference on Green Management at Dr. SNS College of Management, September 29, 2010.
- Rajarajeswari & Bivin. V presented a paper on “Viral Marketing - A New Promotion Tool” in the National Conference on Global Competitiveness through Managerial Excellence at Dr. GRD College of Arts & Science, October 6, 2010.
- Vijila Kennedy & Janani Presented a paper on “Executive Stress in Manufacturing Sector” in the National Conference on Global Competitiveness through Managerial Excellence at Dr. GRD College of Arts & Science, October 6, 2010.
- Juliet Gladies & Grace Antony Rose. A presented a paper on “Driving Excellence in Management Education through Performance Management System” in the National Conference on Global Competitiveness through Managerial Excellence at Dr. GRD College of Arts & Science, October 6, 2010.
- Vinoth. S & Saravanakumar. V presented a paper on “Emerging Trends , Growth and Strategies for Bancassurance in India” in the National Conference on Global Competitiveness through Managerial Excellence at Dr. GRD College of Arts & Science, October 6, 2010.

- Umarani.K & Gowtham Raj presented a paper on “Stress Management in Garments Sector” in the National Conference on Global Competitiveness through Managerial Excellence at Dr. GRD College of Arts & Science, October 6, 2010.
- Vinoth. S presented a paper on “An Empirical Study on Inclusive Growth in Indian Commercial Banking Sector “ in the National Conference on Inclusive growth in India at Women's Christian College, Chennai, October 8, 2010.
- Joji Chandran presented a paper on “Micro Finance : An Impact Analysis” in the National Conference on Inclusive growth in India at Women's Christian College, Chennai, October 7 - 8, 2010.
- Jayashree. T & Kanakaraj. N presented a paper on “Measuring and Managing Risk in Financial Service Sector” in the National Conference on Risk management at Karpagam University, October 8, 2010.
- Vijila Kennedy & Janani presented a paper on “Organizational Commitment” in the National Conference on Business Strategies at Karpagam College of Engineering, October 29, 2010.
- Kanakaraj & Janendra Routery presented a paper on “Corporate Restructuring Strategies for Sustainable Growth” in the National Conference on Business Strategies at Karpagam College of Engineering, October 29, 2010.
- Vinoth. S & Jayashree. T presented a paper on “Strategies for Increasing Retail Banking Business” in the National Seminar on “Service Sector - Strategies to win Global Competition” at BSMED, Bharathiar University, November 3, 2010.

Faculty Development Programmes Organized at RVS IMSR

- Faculty Development Programme on “iTunes and Efficient Use of Search Engines” was organized on August 25, 2010. Mr. Kumar Chander, SCIMS, Cochin was the resource person. 27 faculty members participated in the programme
- Faculty Development Programme on “Case Writng” was organized on November12, 2010. Mr. Murali, Executive Director, NCRCL, Chennai was the resource person. 32 faculty members from various Institutions in Tamilnadu participated in the programme.



Management Development Programme

Management Development Programme on “Business Intelligence & Cyber Security for Nimbler Organizatons” was organized on August 20, 2010 at Hotel Sabari’s Nest, Coimbatore. The Resource Persons were Mr. O.A. Balasubramaiam, Vice President, Roots Industries & Mr. Raveendran, GM, Sakthi Finance Ltd. 33 participants from industry and management educational Institutions participated in the programme.

Students’ Paper Presentations in National & International Conferences

- Pradeep Amarnath & Vancheeswaran presented a paper on “Crisis Management” in the National Conference on Crisis management at Adithya Institute of Technology, September 23, 2010.
- Sreedhar & Sreeraj presented a paper on “Green Jobs” in the National Conference on Green Management at Dr. SNS College of Management, September 29, 2010.
- Bhuvaneshwari & Roshni Ravindran presented a paper on “Waste Management” in the National Conference on Green Management at Dr. SNS College of Management, September 29, 2010.
- Gowtham Raj presented a paper on “Eco-Friendly environment” in the National Conference on Green Management at Dr. SNS College of Management, September 29, 2010.

- Gowtham Raj, Pravin, Vancheeswaran presented a paper on “Risk Management in Internet banking” in the National Conference on Risk Management at Karapagam University, October 8, 2010.
- Sreeraj, Sreedhar & Dileep presented a paper on “Risk Management in Banking Sector” in the National Conference on Risk Management at Karpagam University, October 8, 2010.
- Jayashree & Sugamya presented a paper on “Role of Forward Contracts in Corporate Risk Management” in the National Conference on Risk Management at Karpagam University, October 8, 2010.
- Sreeraj & Bhuvaneshwari presented a paper on “Green Management in Global Markets” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Sreedhar, Gowtham Raj presented a paper on “Supply Chain Management in Global Markets” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Karma & Poornima Devi presented a paper on “Global Market Information System” in the International Conference on Global Marketing Strategies and Practices, Nehru Institute of Management Studies, October 8 – 9 2010.
- Muthuraj & Anand P presented a paper on “Business Intelligence: A Tool for Sustainable Growth” in the National Conference on Business Strategies for Sustainable Growth at Karpagam College of Technology, October 29, 2010.
- Balakumar. S presented a paper on “Drucker's Concepts of Management Practices” in the celebration of Peter Drucker’s Birthday at Coimbatore Institute of Management and Technology and **Won II Prize**, November 19, 2010.

Students Participation & Achievements

- In the Inter-MBA meet, Awakening organized by CMS Institute of Management, held from August 11 – 21, 2010, Rahul Ravindran, Jijth Kishan participated.
- In the Management meet organized by Kalignar Karunanidhi Institute of Technology held on September 18, 2010, Anand P, Pradeep Amarnath, Aruna, Nithya, Bhuvaneshwari, Sugamya, Vivek Raj participated in Ad-Zap, Business Quiz and Best Manager
- In the Management meet, ARAGONS - 2010 organized by Vysya Institute of Management Studies, Salem, held on September 25, 2010, Jibils Jose, Aruna.B, Bala Sarathe.R.L won I prize in Marketing Event. Mithun.F, Balakumar.S, Vivek Raj.V.T, Bhuvaneshwari, Sreeraj, Sreedhar, Sugamya, Nageer Nafsal, Roshni Ravindran, Gowtham raaj, Pradeep Amarnath, Vijayakuamr.A participated in business quiz, best manager, finance game, marketing games, enter into mountain and HR games.
- In the Management Meet, ACME – 2010 organized by PKR College, Erode, held on September 9, 2010, Gowtham Raaj, Balakumar, Sankaran. R, Balasarathe R.L, Mithun. F, Pradeep Amarnath participated in Business Plan, Case Analysis, Business Quiz and Real ACME.
- In the Business Quiz organized by Divyodhaya on September 17, 2010, Bivin. V and Jijith Kishan participated.
- In the Super Curriculum Vitae Competition organized by Placement and Training Division, RVS College of Arts and Science on September 28, 2010, Jijith Kishan, Sandeep Balakrishnan, Ashok Kumar, Athith, Pradeep Kumar, Suresh, Marimuthu, Joyson, Karthika S. Nair, Remya Krishnan participated.
- In the Group Discussion Contest organized by Placement and Training Division, RVS College of Arts and Science on October 4, 2010, Jijith Kishan, Sandeep Balakrishnan, Vijish, Bivin, Subin, Arjun **won II Prize**.
- In the Brain Busters Contest organized by Placement and Training Division, RVS College of Arts and Science on October 5, 2010, Athith, Pradeep Kumar, Ashok Kumar, Marimuthu, Suresh.K, Palanippa participated.
- In the Management Meet, Ascend – 2010 organized by University of Calicut, Calicut on October 7 – 8, 2010, Muhammed Sabir, Anoop. S, Nithin. J. J, Shyam Kumar, Jibu Mathew, Dinoop, Anish, Shahjahan, Rojith Abraham, Majo Daniel, Nidhin George, Sino Thomas, Jibils Jose, Nageer Nafsal, Muhammed Rafi, Bijo John, Balakumar. S, Mageesh Mani participated in Systems Game, Best Management Team, Business Plan, Finance Game, HR Games, Brand War and Business Quiz.

- In the Management Meet, Crezils, organized by Ramakrishna Engineering College, Coimbatore on October 20, 2010, Nithin Jacob James, Rajesh, Athira Antony, Neethumol, Roshini, Poornima Devi, Shankar, Anjitha, Majo Daniel, Rojith participated in Business Quiz, Ad-Zap and Best Management Team.
- In the Inter-MBA Meet, Tiecoons 2K10 organized by Jamal Institute of Management, Trichy on October 20 – 21, 2010, Balakumar. N, Mohamed Muhsin, Pradeep Amarnath, Praveen. J, Mohammed Ashkar. T.P, Mithun. K, Arun. D.S, Muhammed Fasal. P, Vahcheeswaran. R, Thennarasu. R, Anand. P, Muthuraj, Arun. D.S, Vancheeswaran participated in Business Quiz, Ad-Zap, HR Game and Retail Game.
- In the Management Meet, Elixir’10 organized by Sourashtra College, Madurai on October 20 – 21, 2010, Balakumar. S, Mohammed Salim Malik. S, Parthiban. S, Vinoth. S, Nagarajan. V, Ravikumar. S, Ramesh. N, Suresh. M, Praveen. S, Antony Jude, Parthiban. S, Ravikumar. S participated in Business Quiz, Marketing Game, Innovators and Retail Game.



Anti Corruption Movement - Inauguration



Anti Corruption Movement was Inaugurated on July 17, 2010. The chief guest for the day was Mr. Velu, Secretary Anti Corruption Movement, Coimbatore. The movement started to create awareness among the young management students about the ill-effects of corruption prevailing in our country. The legal aspects of anti corruption was explained in detail by the chief guest. The students interactive session was also held.

Extension Activities

- For 30 top performing students of Panchayat Union Primary School, Sulur, stationeries and educational aids were sponsored by the students of RVS IMSR
- Every week MBA students visit the Panchayat Union Primary School, Sulur and conduct spoken English Classes for the children
- The students of I MBA – A (2010 Batch) visited CMS Orphanage, Patnam, Coimbatore and sponsored stationeries worth Rs. 5, 000 to school children on October 30, 2010.



Extension Activities



- The students of I MBA – B (2010 Batch) visited St. Joseph's Home for old and destitute, Podanur, Coimbatore and sponsored provisions and eatables worth Rs. 4, 000 on October 30, 2010.

Alumni 1996 Batch – Back to RVS IMSR

The students of 1996 batch were back to RVS IMSR on 19th July 2010. Old memories were rejuvenated and they had a formal interaction with 2009 & 2010 batch students. They appreciated the management, Director and the faculty team for such a remarkable changes happened in RVS IMSR. Few highlights were on the infrastructure, library, latest techno packed sessions for the students, placements, Industry-Institution interface, Students' Forum activities, Research and consultancy activities.



EDITORIAL TEAM

Patron-in-Chief

Mr. K. Senthil Ganesh, Managing Trustee, RVS Trust

Director

Dr. Vijila E. Kennedy, Director

Editor

Mr. A. Grace Antony Rose, Asst. Professor

PUBLISHED BY

RVS INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

242 B, Trichy Road, Sulur, Coimbatore - 641 402.

Ph : 0422 - 6517171, 2687603, 2687421

Fax : 0422 - 2687604

Email : rvsimsr@rvsgroup.com

Web : www.rvsimsr.ac.in