



that it compliments with institution's core strength in academic excellence. To facilitate learning and retention, the trainers blended their training with small group activities, Corporate communication, office etiquettes and social graces, corporate values and ethics, corporate expectations and professionalism, resume development, and impression management were some of the topics covered.

## National Conference



Second National Conference on Strategic Management was organized by the department on February 20, 2009. 72 papers were presented by academicians, students and industry professionals. The sessions

were chaired by Mr. Y.S Hegde, Advisor, TCS, Bangalore and Mr. Srinivasan, Accountant General - Tamil Nadu, Chennai. 250 students and academicians participated in the conference.

## Research Activities

\* UGC Grant of Rs. 4,27,200/- has been sanctioned for the Major Research Project entitled "Impact of Global Financial Crisis on Human Resource Strategies and Employee Behaviour in Textile Industries in Tamilnadu". Dr. Vijila Kennedy was the Principal Investigator and Dr. Joji Chandran, the Co investigator.

\* Mr. Lingeswaran of I MBA 'A' and Ms Reshma Begum of I MBA 'B' were selected for the award of the UGC-Project grant of Rs.3000/- and a stipend of Rs.2000/-

## Placement Details

2007-2009 batch students are placed in the following companies

- ICICI Prudential
- Infosys
- GM
- India Infoline
- Lakshmi Vilas Bank
- Bajaj Alliance
- Mahindra Finance
- Birla Sunlife
- Crux Technologies
- KGiSL
- HDFC
- Reliance Capital
- Wilco Shipping
- Royal Bank of Scotland Group
- Kotak Mahindra

## Students Participation in Management Meets

Date	Institution	Programme/Topic	Students of 2007 & 2008 batch participated
12.1.09	GRG School of Management - Urjith 2009	Best Manager Best Management Team  Business Quiz Management Games	Vineeth Kumar Mohammed Shaheen, Anu, Hari, Thomas Mathew, Durugesh, Manikandan, Linto Thomas, Leo Arun KK, Aneej Rajesh Khanna, Prajesh, Priyanka, Arathi, Rohini, Keith, Vineed
30.1.09	Vivekananda Institute of Information & Management Studies-International Seminar on Recent Trends in Global Business Order-Impact in Asia	Presented a paper on "Impact of Real-Estate in IT Sector"	S. Supreeth, John Peter
20.3.09	SAN International - AIANMA '09	HR Event Finance Event Best Manager Marketing Event	Balaji, Sunoj and Shankar won I prize Shine Scaria, Tijin Thambi, Prajesh won III prize Abdul Ajis Christina, Dhivya, Rukmani, Selvi
20.3.09	Hindustan College of Arts & Science - Exempler '09	Best Manager Brand War Business Quiz Best Corporate Team	Vishal Vishambharam Rajalakshmi, Leelavathi, Reshma Begum, Geetha Venkatesh, Prasanth Thomas Mathew, Vineed Kumar, Naveen Nair, Giljith
9.4.09	Sree Saraswathi Thiagaraja College, Pollachi - Exal '09	CEO meet and Panel Discussion	Arokya Rajesh, Arun.K, Sunoj, Mohan Kumar, Banuchander
11.4.09	Amrita School of Management and CII	CEO meet	Vineeth, Prajesh, Mohan Kumar, Balaji
22.8.09-1.9.09	CMS College of Management & Karl Kubel-Awakening 2009	All India Residential Personality Development programme	Rakhi.Y, Vishal.K. Viswambaran

“As a leader you should always start with where people are before you try to take them to where you want them to go” - Jim Rohn



## Foreign language Learning

*Learning another language opens one's mind to new ideas and new ways of looking at the world.*

The 2008-10 batch students are going through an international experience and a new learning skill at RVS IMSR campus. French classes are conducted to build in another tool required for the success in the quest for global careers and helps to get to know the other people and culture, as language and culture go hand in hand.

## Class Toppers

*We like to congratulate our class toppers of 2008 batch*



Reshma Begum - 82%



Rajalakshmi V - 79%



### EDITORIAL TEAM

**Patron-in-Chief**  
Mr. K. Senthil Ganesh, Managing Trustee, RVS Trust

**Director**  
Dr. Vijila E. Kennedy, Director

**Editor**  
Mrs. B. Raja Rajeswari, Sr. Lecturer

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## 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.

## Faculty Excellence Award

The Faculty Excellence Award is given every year to recognize quality teaching and research for outstanding contribution of faculty in the areas of teaching, research and extension.

The Faculty Excellence Award was bagged by three faculty members of RVS IMSR. The award recipients are Mrs. Juliet Gladies, Mr. M.D Kadirvel, and Mr. K Kanakaraj. The award carries a citation, cash prize of Rs.5,000/-, and a trophy which were given by Dr.Prof. Rajesh Anand, Joint Secretary, UGC, New Delhi on June 6, 2009.

## Industrial Visits

The II MBA of RVS IMSR visited TATA Tea Company Ltd, Munnar and the I MBA students, were taken to an industrial trip to PepsiCo and Asian Fabricators at Madurai on March 24-25, 2009.



NEWSLETTER



## Recognition for Research Guidance

Dr.Vijila E.Kennedy,Dr.Joji Chandran, Dr.P.Anu Valentina are recognized as supervisors for guiding research scholars for Ph. D and M. Phil. programmes of the Bharathiar University, Coimbatore.

Mr. N. Kanakaraj has been recognized to guide M.Phil. research scholars of Bharathiar University, Coimbatore.

## Orientation Programme



An Orientation Programme for 2009- 2011 batch students was held from July 7-15, 2009. The programme consisted of various activities like management games, treasure hunt, lecturers by the guest speakers, and an introduction to the basics in

all the functional areas of management including Economics, Statistics, Mathematics, Marketing, Finance, and communication were covered in the programme. The guest speakers included Mr. J. Suriyaprakash, Organizational Transactional Analyst and Consultant, Mr. Anantha Hariharan of Career Ladder Consultancy, Ms Joanna David, Faculty, CSI Bishop Appasamy College, Prof. Magesh and Prof. Kannabiran, Associate Professors of RVS College of Physiotherapy, Mr. Leo Arun Kumar, Alumnus, RVS IMSR, Mr. Preetham Sridhar, Sr. Lecturer, RVS IMS, Kannampalayam, Mr. Joshua Anand, Director of Coral Reef Cottons. The 9 day Orientation Programme ended with an outbound and a leadership programme at Aaliyar dam, with various activities like Trekking, motivational and leadership skill development games.



## Faculty Contributions in Seminars & Conferences

Faculty members of RVS IMSR participated in Seminars and Conferences and presented/ published papers. Some were:

- **Dr. Joji Chandran**, Professor attended a workshop on 'Publishing in International Journals' organised by Santgits Institute of Management on January 3, 2009.
- **Ms. Juliet Gladies**, Faculty presented a paper titled 'Work life Balance of Women in Information Technology Sector' at

an International Seminar on Recent Trends in Global Business Order-Impact in Asia organized by Vivekananda Institute of Information and Management Studies on January 30-31, 2009.

- **Mr. N. Kanakaraj**, Faculty, presented a paper titled 'Current Inflation with Indian Economy' at a National Level seminar on Indian Business Strategies for Management organised by Sri Saraswathi Thiyagaraja College of Arts & Science, Pollachi on January 30, 2009.
- **Ms. K. Umarani**, Senior Lecturer attended a workshop on 'An Introductory course in Latex' organised by CMS College of Science & Commerce on February 1, 2009.
- **Mr. N. Kanakaraj**, Faculty, presented a paper titled 'Impact on New Model Mortgage Lending' and Impact of Financial Crisis in US Economy' at a National Level seminar on Global Financial Crisis and its Impact on India organised by Navarasam Arts & Science College on February 7, 2009.
- **Dr. Vijila E Kennedy**, Director, RVS IMSR presented a paper titled 'Impact of Sub prime Mortgage Crisis in the Globe' at a National Seminar on Impact of Sub prime Mortgage Crisis in the world Economy organized by Parks College of Engineering & Technology on February 11, 2009.
- **Mr. N. Kanakaraj**, Faculty, presented a paper titled 'Employment of Unorganised Sector in India' and **Mrs. B. Raja Rajeswari**, Senior Lecturer presented a paper titled 'New Healthy Human Resource Model' at a National Level seminar on Changing Dimensions of HR in the globalised scenario organised by Gobi Arts & Science, Gobi on February 20, 2009.
- **Mr. N. Kanakaraj**, Faculty, presented a paper titled 'Employment of unorganised sector in India' at a National Level seminar on 'Changing Dimensions of HR in Globalised Scenario' organised by Gobi Arts & Science, Gobi on February 21, 2009.
- **Mrs. B. Raja Rajeswari**, Senior Lecturer attended and presented a paper titled 'Improving manpower productivity and quality MSME's' and **Mr. M. D. Kadirvel**, Lecturer presented a paper titled 'Management curriculum for entrepreneurship training' at a National Conference sponsored by the Department of Science and Technology, Government Of India on Role of management institutions in enhancing Entrepreneurship for MSME Development organized by GRD Institute of Management on February 21, 2009.
- **Mrs. B. Raja Rajeswari**, Senior Lecturer presented a paper titled 'Challenges for e-Governance : e-Waste' **Ms. K. Umarani**, Senior Lecturer presented a paper titled 'Cyber Crime', **Mr. M. D. Kadirvel**, Lecturer presented a paper titled 'e-Agriculture', **Mr. Grace Antony Rose**, Lecturer presented a paper titled 'e-government for young



people' and **Mr. N. Kanakaraj**, Lecturer presented a paper titled 'e-banking' at an UGC sponsored National level Seminar on e-Governance: Issues and Challenges organized by Department of Political Science, Gobi Arts College on August 7-8, 2009.

## Faculty Development Programme attended

- **Dr. Vijila E. Kennedy**, Director, RVSIMSR attended short term course for Research guides organised by UGC-Academic Staff College, Bharathiar University during January 27-31, 2009.
- **Dr. Vijila E. Kennedy**, Director, RVSIMSR attended a FDP on 'Case Teaching & Writing' organised by IIM, Kozhikode during June 8-13, 2009.
- **Mr. Grace Antony Rose**, Faculty & **Ms. K. Umarani**, Sr. Lecturer attended a FDP on 'Research Methodology' at RVS Engineering College, Coimbatore on July 6, 2009.
- **Dr. Joji Chandran**, Professor, attended a FDP on 'Case Method of Teaching & Learning' conducted by Asian School of Business, Trivandrum from July 31 - August 1, 2009.

## Seminar, Conferences, Workshops, Guest Lectures as organised

S.No.	Date	Topic	Resource Person
1.	Jan 23, 2009	Basics on Statistics	Dr. Radhakrishnan, Reader, PSG College of Arts & Science, Cbe
2.	Jan 27, 2009	Recent trends and future of Indian Retailing Industry	Mr. Sam Nicholas, Director-Business Operations, V4 Edge Franchise Solutions Pvt. Ltd. Coimbatore
3.	Jan 29, 2009	Financial Planning and Derivatives	Mr. Y.S. Hegde, Consultant Advisor, TCS, Bangalore
4.	Jan 30, 2009	Workshop on "Investor Awareness on Indian Capital Market" - Equity Currency Futures" by & Derivatives & Arbitration	Mr. M. Vishnu Vardhan, Business Development & Marketing, Bombay Stock Exchange, Mumbai Mr. S. Periyasamy, Asst. Manager, Investor Services, Bombay Stock Exchange, Mumbai
5.	Jan 30, 2009	Current Trends and Challenges in Employability	Mr. S. Rajkannan, Sr. Officer, HRD Elgi Equipments, Coimbatore
6.	Feb 16, 2009	Strategy Execution	Mr. Senthil Ganesh, Managing Trustee, RVS Trust, Sulur
7.	Feb 18, 2009	Significance of 7S model in today's Business Scenario	Mr. Jeyaseelan, MD, Vishal Precision Tools, Coimbatore
8.	Feb 28, 2009	Corporate Governance Today	Mrs. Gita Srivatsan, Director of English Tools & Castings, Coimbatore
9.	Mar 6, 2009	Consumer Awareness	Mr. Kathirmathiyon, Secretary, Coimbatore Consumer Cause, Cbe
10.	April 3, 2009	Strategic Planning and Operational Control Quality is not free	Mr. Rajasukumar, GM, Universal Radiators, Coimbatore Mr. Shanmugham, Lead Auditor, TUV Rheinland, Coimbatore
11.	July 10, 2009	TA 101 Certification Programme	Mr. Mohanraj, Transactional analyst, Asha Consultancy Pvt. Ltd, Cbe
12.	July 9, 2009	Effective Communication	Mrs. Joanna David, Placement Officer, CSI Bishop Appaswamy College, Coimbatore Mr. Anantha Hariharan, Trainer cum Placement Co-ordinator, Career Ladder Academy, Coimbatore
13.	July 8, 2009	Personal Leadership	Mr. Suriyaprakash, Organisational Transactional Analyst & Consultant

## Publications

An article titled 'Strategic Asset Management with Reference to Indian Education Institutions' written by **Dr. Joji Chandran** was published in April-June 2009, Vol. 4, No 2, ISSN:0973-9785.

An article titled 'The Scope of Reverse Mortgage in India' written by **Dr. Joji Chandran** was published in BIFTS Journal of International Management & Research in April-June 2009, Vol.1, No.3, ISSN:0975-1378.

**Dr. P. Anuvalenteena**, Professor and **J. Juliet Gladies**, Lecturer (2009) published a chapter 'Organisational Climate & Job Stress in IT Organisations' in a book titled "Transcending Horizons through Innovative Global Practices", Editors: Alok Bansal, Yogeshwari Pathak. I.C. Gupta, Rajendra Jain, Excel Books, New Delhi, ISBN:978-81-7446-708-9

## Consultancy Services

**RACE - RVS ADVISORY CENTRE OF EXCELLENCE** established in the year 2006 under the umbrella of the RVS Educational Trust with the objective of providing a wide range of consultancy services to improve organisational performance through

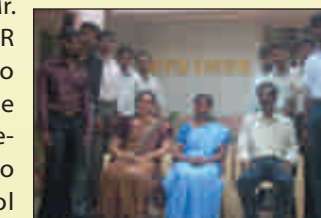


dissemination of latest knowledge and skills. RACE is committed to provide high quality, efficient and reliable services to corporates and educational institutions.

Consultancy assignments like Market Research & Survey, Executive Development Programmes, HR Systems Design and Implementation, Feasibility Study, Quality Certifications, Channel Management, Team Building, Attitude Building are the services provided by faculty team and students of RVS IMSR on a regular basis.

## Extension Activities

Students of RVS IMSR recognise their social responsibility and contribute towards the betterment of the society. A team of students viz. Kathiresan.M, Arokyia Rajesh.R, Mohankumar.K, Arunraj.M, Soundararajan.M, Banuchandran. R and other student volunteers work under the guidance of Mr. Kanakaraj, Faculty, RVS IMSR and involve themselves into various activities like visiting orphanages, rendering special coaching to under privileged school students, sponsoring education to economically weak students, offering teaching and educational aids to schools.



## Sigrun 2009



Sigrun in Scandinavian means "victory secret", and RVS IMSR provided a platform for the management students to taste success in the management arena. Various management competitions

in Finance, Marketing, Human Resource and IT were conducted to test the managerial skills of the participants. 220 participants representing 16 management institutions participated in the programme. PSG Institute of Management bagged the overall champion's trophy and Ms. Gayathri of PSG Institute of Management won the Best Manager Award.

In the inaugural Session Mr. Chandrasekhar, Executive Director, Roots group of companies, delineated the skills needed for the leaders in the competitive business scenario.

The valedictory session was presided by Mr. K. Senthil Ganesh, Managing Trustee, RVS Trust and the valedictory address was delivered by Mr. Pandi Raja, Regional Head Sales - TN, ICICI Bank Limited.



## Connect -2009 Parents Meet



Parents Meet "Connect" was organized on February 28, 2009. A presentation about the various activities of the department was made followed by individual interaction with faculty mentors. 115 parents were present for the occasion

## Confluence-2009 Alumni Meet

Alumni meet was conducted on January 26, 2009. 42 alumni participated from various batches. 1999 - 2001 batch of alumni were present with their families. 1999-2001 batch has contributed a corpus fund of Rs. 25,000 for best student award. The recipient of the first award - "Choice of the Millennium" was Ms. Gayathri of 2006 -08 batch. She received a crystal trophy, and a cash award of Rs. 3000/-.



RVS IMSR Alumni Meet- Middle East Chapter was held on May 5, 2009 at Ponderosa Restaurant, Deira, Dubai. Mrs. Vrinda read the message sent by Dr. Vijila E. Kennedy, Director, RVS IMSR and the office bearers were unanimously elected for the year 2009-2010.

The next RVS IMSR Alumni - Middle East Chapter Alumni meet will be held on November 6, 2009.

## Placement Training Programme

A four day placement training programme titled "Sparkle" was conducted from Jan 5-8, 2009 for the II MBA students. Mrs. Mridula and Mr. Krishnakumar from Vertical Eye, Coonoor were the trainers. The programme was organised to build up the employability competency of the students with respect to effective development of their soft skills so