

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF DECEMBER 2009

1. Arts and Aesthetic forum conducted Mehandhi and Hair Dressing competition on 2nd December, 2009.
2. Mr. Ramkutty, Chairman of Niswin Business Sources delivered a guest lecture on “Brand Positioning and Brand Mantra” on 3rd December 2009.
3. Mr. S. Ramesh Kumar, Regional Head, HDFC Coimbatore delivered a guest lecture on “Selling Services” on 4th December 2009.
4. Mrs. Vandana Madhavkumar, Lecturer handled a session on “Oral Communication” in “The Changing Face of Executive Secretaries – Adapting to the Current Business Needs” programme organized by CII Coimbatore on 5th December 2009. Mrs. V. Sumathi, Secretary to Director attended the programme.
5. Four students from II MBA participated in the management event COGESTOR’09 conducted by The Gandhigram Rural Institute on 8th December 2009. Ms. R. Bhuvanesh Devi and G. Naga Jeyashree won 1st prize in Paper Presentation on “Corporate Social Responsibility” and R. Prabha and K.N. Angaiyarkanni won the 2nd prize in Business Quiz.
6. Mr. A. Sathyamurthy, CFO, Rajshree Sugars and Chemicals delivered a guest lecture on “Role and Scope of Finance in Various Industry Sectors” on 8th December 2009.
7. Department of Commerce and Department of Business Management, PSGR Krishnammal College for Women together with GRG School of Management Studies organised an International Conference on “Managing Education for Business and Commerce in a Globalized World: Strategies for Excellence” during December 10-12, 2009. Dr. B. Sripirabaa, Assistant Professor, co-authoring with Mrs. Vandana Madhavkumar, presented a paper on “Recommendations for the Enhancement of Quality in Higher Education in India”.
8. An article on “Women Entrepreneurship – Lessons from India” written by Mrs. R. Savitha, Senior Lecturer was published in The Southern India Engineering Manufacturers’ Association (SIEMA) monthly magazine (December 09, Volume 8, Issue 12).
9. Our Director, Prof. S. Balasubramanian attended the “Innovating for Excellence” programme for Leaders in Management Education from December 14–19, 2009 at the Indian Institute of Management, Ahmedabad.
10. Mrs. Kanchana Iyer, Lecturer attended a 2-day National Seminar on “Global Economic Crisis – Perspectives and policies” on December 14-15, 2009 at Christ University, Bangalore and presented a paper on “Beating the Downturn: Fine Tuning Fiscal and Monetary Policy and Its Effectiveness”.

11. A workshop on Windows 7 was organised on 15th December 2009. Mr. Mark D'Souza Marketing Head, Microsoft India conducted the workshop.
12. Mrs. R. Savitha, Senior Lecturer delivered an internal faculty seminar on "Issue Management Services in Merchant Banking" on 19th December 2009.
13. Students of "Services Marketing" course in II MBA were taken on a visit to PSG Hospital by Mr. M. Venkatesh Prabu, Lecturer on 19th December 2009.
14. Mr. P. Ramakrishnan, CEO, Active Media delivered a guest lecture on "Creativity, Copy Writing and Campaign Planning" on 22nd December 2009.
15. Knowledge Forum conducted a Paper Presentation contest on 23rd December 2009.
16. Mrs. R. Chitra, Lecturer attended the Inauguration of Silver Jubilee Event of IGNOU, Regional Workshop on "Skill Development through Community Colleges in Apparel Design and Manufacturing" held at Sardar Vallabhai Patel Institute of Textile Management on 29th December 2009.
17. Our Director, Prof. S. Balasubramanian conducted a session on "Business Leadership: Contemporary Practices" as a part of the Faculty Development Programme on "Emerging Paradigms in Indian Business Education" conducted by Dr. NGP Business School on 30th December 2009.
18. Mr. M. Venkatesh Prabu, Lecturer presented a paper on "Social Business – A Model to Link Tribes and Others" and Mr. M. Senthil Nathan, Lecturer presented a paper on "Linking Tribes through Employment Opportunities" at the Government of India sponsored seminar on "Tribes" organised by Yadava College, Madurai on 30th December 2009.
19. Mr. M. Venkatesh Prabu, Lecturer and Mr. M. Senthil Nathan, Lecturer jointly presented a paper on "A Study on Premium Car Segment" at the National Conference organised by Paavai Engineering College, Namakkal on 31st December 2009.