

MBA ROUTE TO HONE THE BUSINESS SKILLS



SREE NARAYANA GURU INSTITUTE OF MANAGEMENT STUDIES

A Stand Alone B-School

(Affiliated to Anna University, Chennai & Approved by AICTE, New Delhi)

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EDITORS' DESK

In the wake of this new era, we find that every sector of the job industry demands efficient managers who can aid in the smooth working of an organization. Our country requires a pool of professionals who are trained in the field of business management and it can be found that this demand is steadily expected to rise in the upcoming years as well. However, the matter of concern is that although the number of management graduates is enough to meet the industry's demands, the quality in them is not up to the expected level. It has become the need of the hour to have quality in management education, and to foster an environment ideal for meeting the industry requirements. As the pasture of management is dynamic in nature, new tools and techniques are always being introduced to improve the competence, efficiency and prosperity of any organization.

Here, in SNGIMS, we believe that accepting challenges is the best way of grooming oneself. A challenge helps in building the strength and the character. It becomes imperative for one to equip so that the upcoming confrontations can be faced with much ease. SNGIMS in the past few years has been constantly focusing on this grave issue of producing students who are industry ready. A number of activities are designed to shape and mould the students into promising management graduates. These activities help to give a new definition to management education. Anuvrithi 2014 showcases before you this endless striving of a b-school which has been ever trying its best to add a different meaning to the world of business.



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THEORETICAL KNOWLEDGE THROUGH ACADEMIC EXCELLENCE

SNGIMS has made its mark in the field of academics with the best results it has been consistently producing. This institute has its affiliation in Anna University Chennai, the top technical University of India. Anna University has been persistently striving to improve the quality of education by constantly upgrading the syllabus and curriculum. The results that SNGIMS produce are the fruits of painstaking efforts of the faculty team.

The lectures are always very interactive and are imparted in such a way that the students gain adequate knowledge supported with current information. The case study methodology is practiced; this ensures better understanding of the theoretical concepts. The students are also oriented from examination point of view thereby helping them to crack the examinations with much ease. The weekly monitoring system followed by SNGIMS, on the performance of the students helps in categorizing them so that more attention and support can be provided to the needy. Extra contact hours are allotted for numerical papers; this helps the students to have more practice sessions thereby guaranteeing better results.

IMPARTING PRACTICAL KNOWHOW THROUGH SUPPORT ACTIVITIES

ORIENTATION

Orientation Program at SNGIMS is aimed at helping the freshers to come out of their shells and be ready for a positive behavioural change in the days to come. This year, the students of I MBA were taken to the Outbound Experimental Learning Camp of PACE Academy, Near Siruvani, Coimbatore in two batches, the first one on 4th & 5th and the second one on 6th & 7th of September 2013. The learning exercises at the camp, which were good ice-breakers, included team activities like Trekking, Team building, Creativity, Interpersonal skills, Goal orientation, Motivation, Time Management, Leadership etc. The program was a memorable one for the students and they returned to the college with elevated energy levels and satisfaction.



ATTITUDE SHAPING

'Our life is what our thoughts make it and our thoughts depend on our attitude". As the saying goes, we realize that the success of our life largely depends upon the way we look at it. A multifaceted activity like management needs people with good attitude to handle it.

The attitude of the students are molded and shaped at SNGIMS through lot of group activities. The student assessment is the first activity that is carried out at SNGIMS. The students interact with all the faculty members and the faculty members carry out a complete SWOT analysis, on the basis of which the students are grouped into various teams, so that



each team is a mixed bag and each student tries to learn a lot from his team members. Various real life situations are given to the students and the students are asked to enact and solve the same. In the process, the students start understanding each other, they are also made to understand the world better in which they have to survive in future. Lot of importance is given to develop a positive attitude among the students, eradicating the negativity in them, so that they become ready to face the outside world with confidence. The students are required to come to the college in pleasant corporate attire. Two days in a week, they wear uniform with blazers.

All festivals such as Onam, Pongal, Diwali, Independence Day, Republic Day and Dussera are celebrated with much pomp and show at SNGIMS. Students through these celebrations understand the diversity in culture and customs. They actively take part in all the programs thus creating an environment of unity and tranquility in the campus. The celebrations at SNGIMS help in building a good and positive attitude among the students there by moulding them into promising future managers.



TRAINING TO INFUSE SKILLS

The training activities at SNGIMS are well organized with a clear vision and focus that the students should be facilitated to transform themselves to the levels of industry expectations. The in-house training sessions form a part of our daily routine activities, which include Mentoring, Soft Skills Training, Language lab and Seminars & Presentations. Training by external experts includes Soft Skills Training, Workshops, Industrial Visits, Guest Lectures etc.

MENTORING

Mentoring is a unique process of SNGIMS, which ensures informal transmission of knowledge, social capital, and psycho-social support to a student. The students are allotted in groups and the faculty members acting as mentors help the students gain wisdom through various exercises. At SNGIMS, the day begins with a mentoring session. Each student is provided with a business daily, either Economic Times or The Hindu Business line, and newspaper reading and discussion is a compulsory exercise. This face-to-face communication helps the students to enhance their General & Business knowledge, Communication skills and Confidence levels. Individual counseling also forms a vital part of mentoring and it creates a bond between the faculty and the students. The students feel comfortable and enlightened in such an environment.



IN-HOUSING SOFT SKILLS TRAINING



Every week at SNGIMS, four hours of intense training are conducted for the upliftment of students' skills. SWOT Analysis is done on every individual student to identify their strengths and weaknesses and their training needs are identified. The students who lack communication skills are given special training on English grammar and Spoken English. The other training activities include Team building, Creative problem solving, Strategic thinking, Leadership training, Group Discussions, Body language & Eye contact etc. Language lab is effectively used to improve the communication skills of the students.

SEMINARS & PRESENTATIONS

Seminar is a regular weekly activity at SNGIMS wherein students are required to make presentations on various predetermined topics, followed by a question and answer session. This is done in a professional way, where all the students assemble in the Seminar hall and the presenting team faces the crowd with the stage and mike arrangements. This helps them to overcome the stage fear and to improve their communication skills, non verbal communication such as body language, gestures & postures and thereby elevating their confidence levels.



SOFT SKILLS TRAINING BY EXTERNAL EXPERT

Mr. Moncy Thomas, Director, The Infaact Foundations, Coimbatore handled a training session on 'Spoken English Magic' for the students of I MBA on September 21, 2013. His simple and lucid session stimulated the students to communicate in English. The program was well received and appreciated by the students.



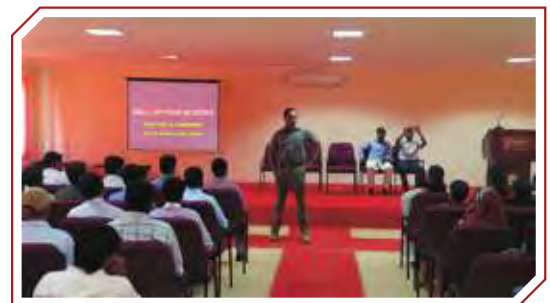
WORKSHOP ON EXPERIENTIAL MARKETING

Mr. Chandrasekar, Director, MU Space, Chennai, conducted a workshop on 'Experiential Marketing' for the students of I MBA on 10th & 11th of March, 2014, which gave a practical exposure to the students in the area of Marketing. It also helped the students to understand the difference between marketing and sales. The changing phase of Indian advertising was well portrayed by the resource person. The workshop helped in inculcating interest in the area of advertising and marketing in the minds of the students.

GUEST LECTURES

Interaction with experts is the key to success in this ready for action state, for the business management students. We at SNGIMS always bring in the best of experts from the business arena, which help the students in filling the gap between the class rooms and the corporate world.

- Mr. Shivaramakrishnan, Vice President, Premier Marketing, Chennai addressed the students on 'Opportunities in Retail Industry' on August 20, 2013
- Mr. Nanjan, Librarian, Sree Narayana Guru College, Coimbatore gave a lecture on 'Effective use of Library' on September 29, 2013
- Mr. Surendran, Coordinator, The Placement Center, Coimbatore addressed the students on 'Developing Competitive Skills' on September 25, 2013



- Mr. V Arvind, AGM, State Bank of India, Coimbatore spoke on 'Opportunities in Banking Sector' on February 21, 2014
- Dr. A G V Narayanan, Director, Faculty of Management, EBET, Erode spoke on 'Breaking the Advertisement Clutter' on March 3, 2014.



INDUSTRY VISIT



To connect the class rooms with corporate, SNGIMS makes Industrial Visit a mandatory activity where the students get a chance to see in reality the happenings in an Industry. This year on April 8, 2014 our students visited apm Group of Companies, Coimbatore which include Madras Radiators, Universal Heat Exchangers and Uni Drivelines. The production process and the financial aspects were briefed to the students and they had an interactive session post shop floor visit which helped the students to clear their doubts.

BUILDING COMPETITIVE SKILLS

'Survival of the Fittest' is the mantra of today's competitive world. SNGIMS organizes and conducts a lot of programs aimed at building competitive skills in the students, which is very much essential for their future success. The programs are invariably given to the students as event management exercises to bring out their inert skills. The students of SNGIMS have always been successful in fulfilling our expectations.

PRABHODHANA '13

Prabhodhana, an exceptional program of SNGIMS, is an Outbound Personality Development Program conducted every year, aimed at the holistic development of the students. The objective of the program is to offer a high class residential learning environment for the students to make them understand their latent skills and to help them identify their areas to progress, ultimately leading to their holistic development. This year's Prabhodhana was organized at Karl Kubel Institute for Development Education, Anaikatty for 4 days from 16.08.2013 to 20.08.2013.



The students were divided into groups and put in a very busy and interesting schedule during these four days. Every day, the sessions commenced at 6 am with warm-up exercise & yoga and ended at 10 pm with sports and cultural events. Activities aimed at developing various skills such as negotiation, strategy building, creativity, innovation, leadership etc. were conducted, which include Presentations on various corporate scenarios,

Business & GK Quiz, Finance Games, HR Games, Marketing Games, Business Plan, Mock Press and Best Manager. The events were given as group activities to the students and the winning teams were awarded with certificates and cash prizes. Mr. Shivaramakrishnan, Vice President, Premier Marketing, Chennai, the Chief Guest for the valedictory function, distributed the prizes to the winners and Dr. V P Prabhakaran, Secretary, SNGET, presided over the function. Prabhodhana is one of the most applauded events of SNGIMS and the students participated with bursting enthusiasm and returned to the college rejuvenated.



VIKRAYANA '13

Vikrayana was a program organized by SNGIMS on 11th November 2013 for the first year MBA students to inculcate the art of selling in them. Selling is an activity that revolves around various sub activities like negotiation, communication and understanding of consumer behavior. Through Vikrayana, the students were exposed to the various nuances of this complex activity. The students were grouped and goods worth Rs 500 were provided to each team. A nearby village was selected as the activity



area, where the students started their selling exercise. The villagers welcomed our students' effort and encouraged them in the process. At the end of the day all the teams came out successful, selling the items at reasonable profit. The feedback sessions conducted thereafter at the campus revealed myriads of experiences of the whole day's ordeal. Vikrayana sketched a realistic picture of sales and the associated activities in the minds of our students. It also strengthened the team spirit among the students.



TEJOMAYAA '14

Tejomayaa, the South Indian management meet of SNGIMS with a special objective of equipping our students with event management skills was organized on 21st of February, 2014. This year 274 students from 24 colleges made Tejomayaa a magnanimous event. Many events having management flavor was organized on the day. The events included Paper Presentation, Business Quiz, Ad War, Business Plan, Best Management Team & Best Manager. The competitions were judged by external experts namely Dr. Manova Raja, CEO, Fragrhen Academy, Tirunelveli, Dr. Jayabharathi, Dr. Gopalakrishnan, Dr. Poonkodi, Ms Indira, Academicians & Mr. Manoj Kumar Nithyanandam, Dy. Manager, HR, ELGI Ultra Industries, Coimbatore.



Mr. Sathish Santhanam, GM - Service, CAI Industries Pvt. Ltd, who was the Chief Guest for the inaugural session, released the second issue of GYANDHEEP, the prestigious National Journal of SNGIMS. The valedictory session in the evening saw many intellectuals sharing the dais with Mrs. Lakshmi Narayanan, Whole-time Director, T Stanes & Company, Coimbatore being the Chief Guest and Mr. V Arvind, AGM, State Bank of India, Coimbatore as the Guest of Honour. The Trustees of SNGET Dr. V P Prabhakaran and Mr. P M Vasu honoured the occasion with their valuable presence. The winners were awarded with cash prizes and certificates.

SNGIMS has always believed and understood the importance of the rich heritage that we carry in us. To mark this, the students of SNGIMS came out with an exhibition which connected modernism and purana krithis. The concepts were intricately woven in such a way that the pictures exhibiting them represented and upheld the greatness of Indian thoughts and their relevance in the current scenario - Darwin's theory of evolution to *Dhasavadhara*, Cloning to *birth of Kauravas*, Test tube Babies to *birth of Pandavas*, Head transplantation to *Lord Ganesh*, Aeroplane to *Pushpak Vimana*, Nuclear weapons to *Brahmastra*, Atom structure to *Trimurthies*, Rejuvenation to *Kayakalpa* etc. The exhibition was much applauded and appreciated and our students were invited to share their thoughts in different platforms. The students of other colleges participated with lot of enthusiasm.





Samvikshana 2014 was a collaborative learning exercise, covering two important areas in Management namely Marketing & Research Methodology, assigned to the students of SNGIMS. This innovative assignment helped in orienting the students towards marketing research. The college has established links with various retail centers namely FUN Republic Mall, Big bazaar and Kannan Departmental Stores, and these centers supported the students to do real time research. The research was undertaken on various realms of marketing like branding, consumer behavior, customer preference and private labeling. The students

formed groups and data was collected from consumers arriving at these retail outlets on March 29, 2014. The data collected was then analyzed and the results revealed a plethora of information to the retail centers and research insights to our students.

PARTICIPATION IN INTERCOLLEGIATE EVENTS/ COMPETITIONS

SNGIMS always encourages the students to participate in intercollegiate management meets, seminars and conferences organized by other institutions. This helps the students to understand the present business scenario and to update their knowledge in current events, apart from enabling them to do a self SWOT analysis to realize where they stand in this competitive world. The students of SNGIMS have actively participated in the following events and brought laurels to the institution.



- 03.09.2013 - Team SNGIMS participated in AUDACIOUS '13, Intercollegiate Business Quiz organized by Karpagam College of Engineering Coimbatore. Among 15 teams, our team represented by Maria Angel and Ramya of II MBA won second prize.

- 05.10.2013 - Team SNGIMS participated in NISHAN 2013, National Level Management Meet conducted at KPR School of Business, Coimbatore.

- 18.10.2013 - Team SNGIMS participated in OLYMPUS 2013, National level Management meet conducted by RVS Faculty of Management Studies, Coimbatore. The team won many events and also bagged the overall championship - Saravanan.C, Karthikeyan.K, Manas Kumar.P, Prasanth.A, Abijith.M, Vivek.K.R & Sumesh B.R of I MBA bagged first prize in Corporate Fashion Show. Jovin Jose of I MBA won the Best Manager title.



- 29.10.2013 - Team SNGIMS participated in PROTENTOSO'13, organized by Nehru Institute of Information Technology and Management. The Team represented by Saravanan. C. and Sruthi .K.Soman won the first prize in Business plan event.

- 08.11.2013 - Team SNGIMS participated in ARTHASHASTRA'13, National Level Management Meet organized by School of Management, SNS College of Engineering.



- 08.02.2014 - Team SNGIMS participated in SIGRUN 2014, National Level Management Meet organized by RVS Institute of Management Studies, Coimbatore. Ad-Zap team represented by Karthikeyan.K, Chithirai Selvam.K, Jai Ragavendra.R, Manas Kumar P & Prasanth.A won the second prize.

- 08.02.2014 - Team SNGIMS participated in Business Quiz event organized by PSG Institute of Management Studies, Coimbatore in association with Coimbatore Management Association.
- 28.02.2014 - Team SNGIMS participated in GIM Fest 2014 organized by Guruvayurappan Institute of Management Studies, Coimbatore.
- 06.03.2014 - Team SNGIMS participated in EX-COM, Exhibition organized by Government College of Victoria, Palakkad. The concept ANVAYA VYATHIREKHA, replicating the connectivity between puranas and modern technology was portrayed by team SNGIMS represented by Rahul. M.K, Vignesh. C.K, Sarup. P, Vibin.B, Sreejith. P, Safna.S.M, Shilpa.S, Neena. P, Jobin J John, Sabeela. J. & Selvaraj.R. N.
- 14.03.2014 - Team SNGIMS participated in Business Quiz event, organized by GRD Institute of Management Studies, Coimbatore in association with The Economic Times. Five teams participated in the event.
- 18.03.2014 - Team SNGIMS participated in ASPIRE' 14, a Technical Symposium organized by Kalaivani College of Technology, Coimbatore. Team represented by Rahul M.K, Vignesh. C.K, Sarup. P, Sreejith, Saravanan.C, Praseetha.S, Sujitha Jeyadevan were the special invitees for exhibiting the concept "ANVAYA VYATHIREKHA", a replication of the connectivity between puranas and modern technology.

INCULCATING INDUSTRY READY SKILLS

Training & Placement Cell is an integral part of the SNGIMS which puts all its efforts to satisfy the student's expectations for their future career goals. The main task of the Cell is to address the behavioral and attitude issues of the students and to create an overall positive attitude among them.

IN-HOUSE PLACEMENT TRAINING

Training and Placement cell of SNGIMS assess each student's on different parameters like communication, attitude, aptitude, interpersonal skills & domain knowledge. Customized training programs are designed to overcome the areas of concern which will assist them to find right job in the right companies, before they pass out. Group discussions and mock interviews are regularly conducted to make the students ready for the selection process.



PLACEMENT TRAINING BY EXTERNAL EXPERTS



Apart from the regular in-house training, experts are also called in to train our students to equip with the skills necessary for good placements. Placement training for II MBA students was conducted by external experts organised by Launchpad LLC, Coimbatore on 28th to 30th of September 2013. The training commenced with competency mapping of students on various parameters like quantitative aptitude, communication, confidence level, presence of mind, body

language, domain knowledge, logical reasoning etc. Resume preparation, Network building and Group discussions also formed a part of the training program. Mr. Shambu, HR Manager of First Source Technologies, Coimbatore conducted mock interviews for the students.



PLACEMENTS

SNGIMS is known for its remarkable placement records, it has been producing consistently. Training & Placement cell at SNGIMS has been working tirelessly to connect the Industry with the Campus. Regular Industry-Campus Connect programs like seminars and workshops by domain experts are arranged for the benefit of the students' community. Regular visits to the Industries were arranged for students interactions and networking. As a result, this year too, we were able to place our students in reputed companies with good pay packages. The following is the list of students who are already placed:

Name of the Company	Date	List of students placed			Position offered
Sans Pareil IT Services Pvt. Ltd.	18-10-2013	1. Sreesha.O			Marketing Executive
		2. Nimisha.M	3. Shabeena.B		HR Executive
Jaro Education Solutions	06-12-2013	1. Mohamad Haris.A			Business Development Executive
		2. Balraman.B 3. Akbarrali.S 4. Nagaraj.N	5. Prakash Kumar.M 6. Mahesh.R 7. Aneesha Basheer	8. Balraj.S	The students are given projects for 3 months; Upon successful completion they will be offered jobs
Wild Craft	09-12-2013	1. Vijaya Kumar.S 2. Sreesha.O	3. Athira.R.S 4. RamyaK.P	5. Uttam Kumar.R 6. Mohamad Haris.A	The students are given projects for 3 months; Upon successful completion they will be offered jobs
Corporate Bridge	19-12-2013	1. Vignesh.S			Project for 3 months; Upon successful completion he will be offered job
Aditya Birla Retail(MORE)	29-12-2013	1. Ajantha.R			Management Trainee
HDFC Bank	10-01-2014	1. Mohamad Haris.A 2. Pooja.T.M	3. Preethi.R 4. Nimisha.M	5. Aneesha Basheer	Business Development Executive
Trayee Business Solutions	10-01-2014	1. Gayathri.K.R 2. Nandha Kumar.N	3. Ramya.K.P		Business Development Executive
Indus Ind Bank	21-01-2014	1. Nimisha.M 2. Mohamad Haris.A			Customer Relationship Manager
Career Net Solution	22-01-2014	1. Mohamad Haris.A			Business Development Executive
Suguna Poultry	29-01-2014	1. Abumon. M 2. Nishad. J	3. Nandha Kumar. N 4. Sharath Kumar.R	5. Prakash Kumar. M	Business Development Executive
Tech Affinity	08-02-2014	1. Anfaj.A	2. Balasubramanian.K.T 3. Balraj.S		Business Development Executive
Trade India	20-02-2014	1. Kumar. M 2. Balraman. B			Business Development Executive
Thakur Publications	15-03-2014	1. Thangaraj. M			Sales Executive

We have a lot more companies in the pipe-line, who have agreed to visit our campus soon; some of them are listed below:

- Trade India.com
- Religare Securities Ltd.
- ELF Kitchen & Appliances Pvt. Ltd

We are sure of placing all the eligible students before they walk out of this B-school.

CSR ACTIVITIES

Now-a-days, Corporate Social Responsibility is an integral element in any business model. SNGIMS is keen in organizing and participating in programs aimed at this noble cause.

- The students of SNGIMS participated in the Blood Donation Camp organized by SNT Global Business School, Coimbatore on 05.02.2014.
- SNGIMS has a long association with ASSISI Snehalaya, an NGO supporting HIV affected children with accommodation, food, medical facilities and education. The staff and students of SNGIMS visited them on February 8, 2014 and spent half a-day with the inmates entertaining them with songs, dance etc. and donated Rs. 5000/- to them. Students whole heartedly donated the entire profit that they made in 'Vikrayana' activity to this social cause.



EXTRA CURRICULAR ACTIVITIES



Like any other activity, Sports Day is also celebrated with lot of enthusiasm. The boys of 1st & 2nd MBA had a nerve cracking match of Cricket & Foot Ball. The girls also played their part making the sports day a memorable one. The students also participated enthusiastically in indoor games like chess & carroms.

The sports activity at SNGIMS as always instilled the spirit of unity and sportsman ship among the students of SNGIMS.

SUCCESS SHARING

SNGIMS has a very strong Alumni strength and our alumnae have a constant touch with the college and share their views and success stories with us. The following are a few among the numerous feedbacks we get from our former students:



My transformation from a village lad to a Corporate Executive was a journey that started at SNGIMS. A temple of learning, this b-school helped me to realize that there is lot more things, which are unknown to me. The activities at the campus slowly started building my confidence and in due course I was successful in getting placed through an on campus placement drive. Today, I can proudly say that I have been voted as the best performer of the



year 2013. I attribute my success to this great institute, SNGIMS.

Sujith. S, Business Development Executive, Getit Infomedia.

Experience at SNGIMS is something where words fall short. Every day, the campus taught me things that added new perspectives to my life. I take this opportunity to thank my beloved faculty members, who in all sense were second parents to me. The practical exposures that we get at the campus are incomparable and surely help in moulding a student into a promising personality.

Anu Anna Alexander, Executive Director, csf Projects & Infrastructure Pvt. Ltd.



I am sure that some of the wonderful memories that I have are indeed associated with SNGIMS. I miss my friends, the classrooms and all the faculty members. I learnt how to coordinate with my classmates and I am thankful to SNGIMS for honouring me with the best outgoing student award. SNGIMS provides excellent training sessions in English and Soft Skills. These sessions helped me to familiarize in English which otherwise was an alien language. Glimpses of true essence of management can be seen in every activity conducted by SNGIMS.

Jithin George, Business Development Executive, Axis Bank.

I take this opportunity to thank all the faculty members of SNGIMS who had supported me in all my endeavors during my stay at SNGIMS. This indeed has helped me to transform into a personality, ready to face any challenge in life. Many many thanks to SNGIMS

Sumesh. R. Krishnan, Chief Accountant Officer, Eagle Logistics, Dubai.



Life at SNGIMS is unique with its culture and the Gurus we have. This B-School has given all the assistance that is needed to reach our full potential. The extra-curricular activities like Karikaparampara, Tejomaya, Prabhodhana and also the Mentoring program have helped us to face the challenges in this highly competitive world. I am really grateful to the faculty members for their guidance and support.

Sowmya T S, Business Process Executive, Tata Consultancy Services.

NETWORKING

ONLINE NETWORKING

If Facebook were a country, it would be the third most populous one in the world. This is how networking is evolving in the current scenario. In today's world, networking is found to be the single most powerful marketing tactic which helps to accelerate and sustain success. SNGIMS has understood its importance and is way ahead of its peers in making connection to this unreal world. SNGIMS facebook page has more than 100 visitors and garnered more than 1000 likes. SNGIMS twitter account has more followers than its peers.



KNOWLEDGE SHARING

SNGIMS faculty members have been actively involved in sharing their knowledge with the students' community. Mr. T K Ashvin, Dr P Radhakrishnan, Dr. P Jayakumar, Mr. M Rajesh, Mr. P Mayilrajan, Dr. Devi Premnath & Mr. S Balachandran have conducted Soft Skills Development and Placement Training programs for the students in more than 30 colleges in Tamil Nadu. Dr. P Jayakumar & Ms. P Ponmeenakshi have delivered Guest lectures in many colleges on domain specific topics.



MEMBERSHIP IN PROFESSIONAL BODIES

Most of SNGIMS faculty members are actively associated in various professional bodies like NIPM, AIMA, IIB, CII & SHRM. They regularly participate in conferences conducted by these professional bodies and update knowledge in their respective fields.

ENHANCING RESOURCE SKILLS THROUGH R & D

In an era where knowledge creation and research is being acknowledged as the primary basis for the development and growth of society, SNGIMS is also moving in the same direction.

Gyandheep, National Journal (ISSN 2250-3374)

SNGIMS has made significant contribution to the field of research starting with the release of its widely circulated National Journal “Gyandheep”, the second issue of which was published in the month of January 2014.



SNGIMS faculty up gradation with R & D Activities

SNGIMS, with its vast pool of teaching experts, saw a tremendous progress this year, with two of its faculty members getting awarded with PhD degree. Dr. P Radhakrishnan, HOD, SNGIMS was awarded Doctor of Philosophy by Bharathiar University on December 23, 2013. His research in the field of Finance was well appreciated by the International expert and panel members. Dr. Devi Premnath, Associate professor, SNGIMS was also awarded Doctor of Philosophy in Marketing by Bharathiar University on March 5, 2014. Her



remarkable presentation during her public viva voce held at Jansons School of Business, Coimbatore was well appreciated by the expert panel members.



Our faculty members have over the years, published numerous articles in some of the high impact journals.

SNGIMS contributing to R & D through Support Activities



Under the supervision of our Principal Dr. Rajeswari Krishnan, Dr. Gopalakrishnan, Associate Professor, Sakthi Institute of Information and Management Studies, Pollachi was awarded Doctor of Philosophy in the field of Finance by Anna University, upon the successful conduct of Public Viva-Voce examination at SNGIMS on January 10, 2014 and Dr. Jacob George, Associate Professor, Saintgits Institute of Management, Kottayam was also awarded Doctor of Philosophy in the field of Human Resource Management by Anna University, upon his successful performance at the Public Viva-Voce examination organized at Saintgits Institute of Management, Kottayam on March 17, 2014.

SNGIMS contributing to Marketing Research through Student Activities

SNGIMS always takes effort to induce research awareness in the minds of the students by assigning exercises of data collection and analysis, as a routine activity. This year's research activities include the following:

A special exercise 'Samvikshana', a marketing research activity, was given to the students making them undertake the study in association with prominent retail marketing outlets of Coimbatore such as Big bazaar, Fun Republic Mall and Kannan Departmental Stores.



Five of our students are given a special assignment by apm United Group of Companies, Coimbatore, which involve undertaking a survey on employee satisfaction and to devise and recommend an acceptable appraisal system to the organization.

ANNUAL DAY

SNGIMS annual day is a mega event. All achievers are appreciated and awarded on this day. Our management felicitates the achievers and rank holders with Gold, Silver medals and cash prizes. Cultural events encouraging the students to bring out the talents formed a part of the Annual Day.

The "Light of Glory" is a traditional event where the outgoing students symbolically pass on the SNGIMS culture to the junior batches. It is on this day, Anuvrithi, our newsletter is released.



STUDENTS COUNCIL

SNGIMS gives a lot of importance in developing leadership skills by assigning responsibilities to the students for organising and conducting various quality activities. Each activity requires a good captiancy and this is ensured through our student council. The following are this year council members.



Ajantha. R
II MBA
Chair Person



Praseetha. S
I MBA
Vice Chair Person



Jobin. J. John
I MBA
Secretary



Rahul. R
II MBA
Joint Secretary

AWARD WINNERS OF 2012 - 14 BATCH

Academic Excellence



Shija Raj Pillai

Best Outgoing Student



Sharath Kumar. R

Best Co-ordinator



Nanda Kumar. N

OUR FACULTY TEAM



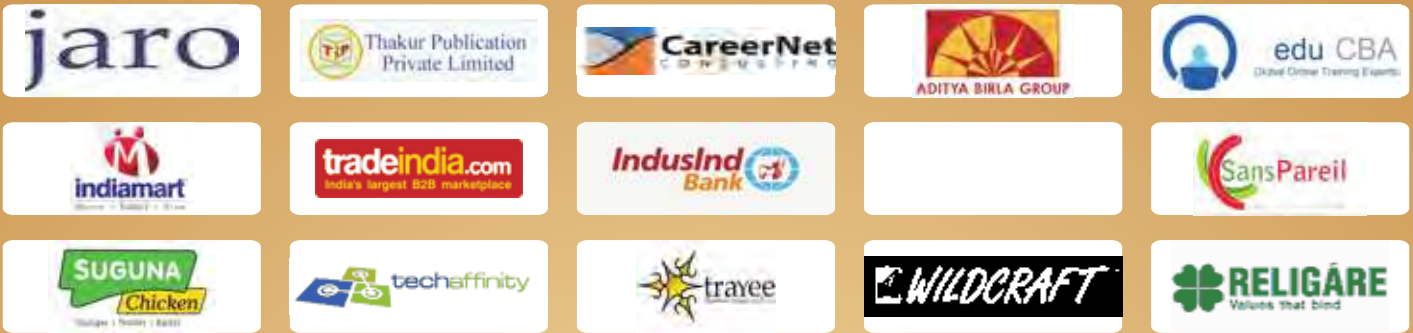
OUR OUT GOING BATCH (2012 - 14)



PLACEMENTS @ SNGIMS

PLACEMENTS @ SNGIMS

CURRENT RECRUITERS - 2014



OUR PREVIOUS PLACEMENT PARTNERS

