



Chairman's Message

I feel happy that VIMS is completing the sixth academic year successfully and the fifth batch is leaving the college. The range and depth of activities are increasing. I wish that the faculty and students of VIMS will continue to work so that VIMS gains a respectable place in the society.

S. Periasamy Managing Director
Zawawi Powertech LLC.Muscat Sultanate of Oman

Secretary's Message

The scenario in Management Education is rapidly changing. The trend is perceived as two directional: one is **prognostic**, which is largely towards domain specific skills which is largely technology related skills such as Analytics, Digital Marketing etc., to make the Management graduates Employable. The second one is **trend reversal** towards Entrepreneurship. And a kind of new generation entrepreneurs are emerging with creative-innovative mind set, and there should be enough scope for nurturing the entrepreneurial spirit in the students. I hope the faculty of VIMS are keenly observing such trends and are capable of acting smartly. The Techno Management Cell and ED Cell of VIMS will strengthen our resolve to serve the student community better.



Dr.V.Kulandaiswamy Secretary VIMS

Director's Message



A successful Mentor-Mentee Relationship is an effective means of helping students to develop professionalism. Effective implementation of mentorship at VIMS helps the students' personal development, potential, skills, performance, etc.

Let me take the opportunity through this newsletter, to congratulate all our, friends and well-wishers from the industry. I look forward for your suggestions and future contributions to make this newsletter a harmony. Wish you all the best.

Dr.A.Valarmathi Director VIMS

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EVENTS AT VIMS-A GLIMPSE:

GRADUATION DAY



- On 9th July 2018 6th **Graduation Day** was held @ VIMS Campus. The chief Guest Dr.L.S.Jayagopal, M.Tech.,Ph.D.,FIV Professor (Rtd.), Managing Director, Mithran Structural (P) Ltd addressed the students.

ORIENTATION PROGRAMME

- On 12th July 2018 **I MBA Orientation Programme** for the newly admitted Ist batch students (2018-2020) was conducted. Mr.Prasidh Prasad Chief Trainer, Praxis Knowledge Solutions was invited as the chief guest. In his address, he emphasized the need for career goal setting, corporate readiness traits re-discovering yourself.
- On 14th July 2018 Third day of **I MBA Orientation Programme** Mr Ravindhran John Bosco CEO, Turning Point Business Solutions Meet ,Greet and Break the Ice Mrs. Anita Anand, Senior Project Manager with an UK based IT firm –Starberry Ltd addressed the students about Management Education and Corporate Opportunities

INTERNATIONAL VIRTUAL E-CON SERIES 2018

- On 5th December 2018 VIMS Global Resource Center organized the seminar series on International Business Trends and Practices in Specific to South East Asia by Mr. Tan William Principal, IHM College, Kuala Lumpur, Malaysia Former Director, Raffles Design Institute, Makati, Philippines & Indonesia
- On 11th December 2018, VIMS Global Resource Center organized the seminar series on Global Hospitality Industry Management Practices : An Overview by Ms. Kamala Suppiah Visiting Faculty (OUM) Former Deputy Principal, Olympia College Kuantan, Malaysia

WEBINAR

- On October 31st Webinar on “3-Part Framework for Procurement Talent Transformation: Vision, Realism, and Accountability” was facilitated by Kelly Barner Owner, Buyers Meeting Point.

INAUGURAL FUNCTION



- The inauguration for batch 2018-2020 held on 16-08-2018 **Mr.Rajashekar.V.M, Executive Director** – Roots Casting Pvt Ltd, Corporate Director – Manufacturing Excellence, **Roots Group of Companies** was the chief guest. In his address, he persuades students by sharing his own experience and also motivates students to choose better career pathway based on their skill set.

INDUSTRIAL VISITS



- On September 2nd 2018, II MBA students were taken for an Industrial Visit to Aquasub Industries, Coimbatore. Mr.R.Lakshmikanth, Mrs. P. Kowsalya and Mrs.S.Kalaivani faculty members accompanied the students.
- On September 11th 2018 II MBA students were taken for Educational Tour to Goa. Mrs. P. Kowsalya, Mr.K.Durai (faculty members) and Mr.Karuppusamy (system admin) accompanied the students.
- On December 12th 2018, I MBA students were taken for an Industrial Visit to Prominace UPVC Window Systems, Coimbatore. Mr.R.Lakshmikanth and Mrs.S.Kalaivani faculty members accompanied the students.

Ranked as one among the **Top 100 B-Schools** in India for its **Return on Investment (ROI) & Learning Experience** by **Business Today**.

Ranked as one among the **Top 10 in India** in National **Entrepreneurship Challenge Contest 2018** by **IIT Mumbai**

CAMBISTA: EXECUTIVE BUSINESS CLUB ACTIVITIES

- On 9th June 2018 3D Event – MBA DESIGN: DECIDE YOUR DESTINATION was conducted @ VIMS Campus for UG passed out students. About 30 MBA Aspirants from different colleges in Tamilnadu attended & gained a lot of insights.
- On 20th June 2018 an enlightened speech about “LEADERSHIP: INNOVATION – TRANSFORMATION – MAKING A DIFFERENCE” was facilitated by Mr.Jayaprakash Gandhi, Career Consultant and Analyst, Organized by VIMS.
- On 19th July 2018 “5 STEPS TO BULLETPROOF BUSINESS CASES” sponsored by IIBA Chennai Chapter was conducted @ VIMS.
- On 13th of August 2018 VIMS Fitness Centre (GYM) was inaugurated by Mr. Viswakumar Mister Coimbatore (2017), Mr Palakkad (2007) and Mr South India (2017)



- On 18th August 2018, Onam festival celebrated at VIMS with cultural events.
- On 24th September 2018 Mr. Rakesh Raman (CRO) Manager, National Stock Exchange of India Limited (NSE), Chennai addressed the students on Capital Markets
- Student Engagement and Applied Learning (SEAL) a two day Financial Workshop organized by Executive Business Club of VIMS in association with Karvy Stock Broking Limited, Hyderabad. This workshop was conducted during 3rd and 4th October 2018, Dr.A.Valarmathi, Director, VIMS presided the function.Mr.Pulakit Suryakar Deputy Manager; Fundamental Equity Research Karvy was the Resource Person.
- On October 8th 2018, Executive Business club of VIMS organized the seminar on 'Ways of Effective Wealth Creation' in which Mr N. Mahesh Kumar, Investment Executive Lotus Knowlwealth Pvt Ltd
- On October 31st 2018, Centre for Techno Management of VIMS organized the seminar on 'Cloud Management' and the guest speaker was Mr.Sripathi Raj Corporate Consultant.
- On 16th October 2018, the students of I MBA completed their Empirical Micro Learning (EML) practical coursework team projects. They visited Sri Arunachala Industries, Grandma's Food Product, Meridien Alloys, Krillo Garments, The Alley Cooperative Spinning Mill,Glenrock Rubber Products Pvt Limited, Nexo Footwear Pvt Limited and etc.,

CAMBISTA INAUGURATION



- On 5th September 2018, Inaugural function of the Students Association “CAMBISTA was held in the seminar hall of VIMS. Ms.Monisha II MBA, President Cambista welcomed the guests and Dr.V.Kulandaiswamy, Secretary and Correspondent of VIMS gave the presidential address. The Chief Guest Dr.S.Nakkiran, Professor of Cooperative Management, AMBO University, Ethiopia, delivered the Inaugural address.Dr.N.Sundarapandiyam, HOD, VIMS announced Cambista New Office Bearers. Dr.A.Valarmathi, Director, VIMS hosted the incumbent office bearers followed by the oath taking ceremony. Ms. Sanafa I MBA, Vice President of Cambista proposed vote of thanks.

GLOWMA (Global Warming Mitigation Advocacy)

- On 29th September 2018, VIMS organized a Global warming Awareness Programme under the auspices of GLOWMA (Global Warming Mitigation Advocacy) in association with TNSCST Chennai and NCSTC New Delhi, GLOWA. Mrs.Jayapriya Maheswaran, Board Member of The Power Foundation, Srilanka was the chief guest.

ENTREPRENEURIAL DEVELOPMENT CELL EVENTS

- On 7th September 2018, Dr.P.S.Venkateshwaran from P.S.N.A. College of Engineering and Technology, Dindigul delivered a guest lecture on 'Entrepreneurial Insights'.
- On 20th September 2018, Mr.R.Vijayakumar Assistant Director, from MSME delivered a guest lecturer on 'Entrepreneurial Opportunities'.
- On 14th December 2018, VIMS ED Cell Organized “YE-CON” Young Entrepreneurs Conclave 2018 inaugurated by Mr T.K. Karuppanaswamy MD – Barani Hydraulics Pvt Ltd. Smt B. Kayalvizhi Asst. Director, MSME,Coimbatore and Er R. Kannan GM, District Industries Centre, Coimbatore were the Key Resource Persons. The following young entrepreneurs guided the panel discussion;



- Mr. Gopalan Kannan, Mr.P.Amarnath, Mr.Kamal Panneerselvam, Mr.Naveen Manickam, Mr.M.Siddharthan, & Mr M.Sivakumar.

CORPORATE SOCIAL RESPONSIBILITY

- On 8th September 2018 I MBA Students visited the Universal Peace Foundation, an orphanage & conducted fun games besides making material contribution

CENTRE FOR RESEARCH CONSULTANCY & PUBLICATION (CRCP)

- On 12th December 2018, FDP ON “MBA EDUCATION QUALITY PARAMETERS” was held and Dr.Srini.R.Srinivasan, Jammalal Bajaj Institute of Management Studies, University of Mumbai was the Resource Person.

FACULTY CONTRIBUTIONS

- On June 12th 2018 Professor Mr.N.Sundarapandiyam successfully completed his PhD, Viva Voce @ Bharathiyar University, Coimbatore.
- On 17th July 2018, Mrs.P.Kowsalya Assistant Professor delivered guest lecture on “Basics of Stock Market and Online Trading an Overview” @ Pioneer College of Arts & Science, Coimbatore
- Dr.A.Valarmathi, Director attended NBA Awareness Programme on 4th August 2018 organized by Anna University of Technology
- During the month of September Dr.V.Kulandaiswamy, Secretary & Dr.N.Sundarapandiyam, HOD developed the following case studies: Rasi Seeds – Dr.M.Ramasamy, The Harbinger of Seed Revolution & Kovai Pazhamudir Nilayam – Mr.Chinnaswamy
- On 25th September 2018, PG Freshmen Orientation was organized by Entrepreneurial Development Cell & Mr.R.Lakshmikanth Assistant Professor; VIMS oriented entrepreneurial aspirants by sharing successful CEO story.
- On 8th September 2018, Mrs.S.Kalaivani Assistant Professor presented a paper on International Conference titled ‘Sustainable Development in Organizations through Leadership’ at KG College of Arts and Science

- Dr.N.Sundarapandiyam attended CII Tamil Nadu MSME Summit: Sixth Edition at Trichy on 12th October 2018
- On 12th October 2018, Dr.A.Valarmathi, Director and Mr.R.Lakshmikanth Assistant Professor undertook the Faculty Industry Training (FIT) to Podaran Foods India Pvt Ltd
- Dr.A.Valarmathi, Director, VIMS attended a program TEDxJSB: on October 27th 2018.
- On 30th October 2018, guest lecture on ‘Business Plan Model’ was organized by ED Cell. Dr.M.Parimalam Assistant Professor, VIMS addressed the young entrepreneur on how to write to Business Plan Model.
- Dr. Dr.N.Sundarapandiyam, published a Research paper on ‘A Study on Talent Management Practices for Succession Planning with Reference to Selected IT/ITES Organizations in Coimbatore, Tamil Nadu’ in Prabandan: Indian Journal of Management Vol.11, ISSN No.10, October 2018, Scopus Indexed Journal
- On 27th November 2018, Mr.Lakshmikanth Assistant Professor and Mr.K.Durai Adjunct Faculty of VIMS conducted Management Games & Personality Development Programme organized by Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore
- Dr.N.Sundarapandiyam participated at AIMA Academic Conference on “Managing in the Age of Disruption: Future of Organizations” in New Delhi on 6th and 7th December 2018

PLACEMENT ACTIVITIES

- VIMS Placement cell organized the following Placement drives during 2017-18: Karvy Stock Broking, Hyderabad, Micro Laboratories, Coimbatore, Ms.Wiredelta Pvt Ltd, Mindnotix Technologies, Maiwand Technogix, Future Generali, Venpa Staffing Solutions, Pinclick properties Pvt Ltd, Ramraj Cotton.

IMPORTANT VISITORS

- Dr.Srini.R.Srinivasan, Associate Professor Jammalal Bajaj Institute of Management Studies, University of Mumbai
- Mr.Rajashekar.V.M, Executive Director – Roots Casting Pvt Ltd, Corporate Director – Manufacturing Excellence, Roots Group
- Mr. Pradeep Nayak Sridhar, Assistant General Manager, Karvy Stock Broking Ltd.
- Mr T.K. Karuppanaswamy Managing Director – Barani Hydraulics India Pvt Ltd.

EDITORIAL BOARD

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