



CHAIRMAN'S MESSAGE:

Mr. S. Periyasamy, Managing Director,
Zawawi Powertech LLC. Muscat, Sultanate of OMAN.

I am very glad that VIMS has completed the Ninth academic year successfully. VIMS is always known for its professionalism and it has become a hub for experiential learning on Business Administration in direct association with different industries. I congratulate the efforts taken by the CEO, Director, faculty and students of VIMS for publication of this

CEO's MESSAGE:

Dr. C. Guna Sekaran, CEO, VIMS

It is appreciable that the students and faculty are working with great zeal to achieve our targets. We have immense pleasure to inform you through "VIMPRINT" that the Institution has made remarkable achievements in spite of Pandemic scenario, in professional development of budding managers. I congratulate all the VIMSANS for their sincere effort in bringing this newsletter.



DIRECTOR'S MESSAGE:

Dr. A. Valarmathi, Director



We, VIMSANS celebrate the achievements of our students, faculty and our beloved institution in this newsletter V-imprint, a bi-annual (July- December 2021) endeavour of the institution. VIMS has organized many programs under Campus to Corporate Connect such as Industry scan, Webinars, Empirical Micro Learning, Out Bound Training, HR practices, Corporate Expert's meet, Placement, etc., and also organized certification programs on Entrepreneurship, Digital Marketing and Advanced Excel for our Students to develop their professional skills. Executive Business Club activities were carried out to ensure the participative learning of students. Our faculty members have presented and participated in National and International seminars at various reputed Institutions and also organized one-week National FDP program at VIMS and contributed as resource persons. These credentials help us to move forward to reach our Vision and Mission of the Institute.

Stay safe, stay connected.

Inside.....

EVENTS AT VIMS – A GLIMPSE

- **CAMBISTA INAUGURATION**
- **ORIENTATION PROGRAMME**
- **BRIDGE COURSE**
- **FACULTY DEVELOPMENT PROGRAM**
- **EXPERT LECTURES**
- **ENTREPRENEURSHIP DEVELOPMENT CELL ACTIVITIES**
- **WEBMINAR**
- **EXECUTIVE BUSINESS CLUB ACTIVITIES**
- **PLACEMENT ACTIVITIES**
- **FACULTY CONTRIBUTION**
- **IMPORTANT VISITORS**

**Karuvalur Road,
Kovilpalayam,
Coimbatore-641107
Phone: 7708363333**

Visit us: www.vimsce.ac.in

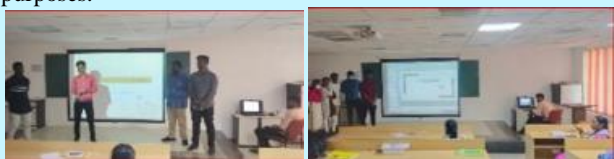
Follow us in:
www.facebook.com/vims.cbe

EVENTS AT VIMS - A GLIMPSE:

- On August 2nd, “The Research Scan” presentations on research proposals on different topics were made by First year MBA Students.
- On August 4th, “Industry Scan” presentations on different industries: Features, Challenges, Opportunities and Trends were made by First year MBA Students.
- On August 30th, Students of VIMS presented Marketing Strategy Documentary which they developed by meeting marketing professionals.
- On November 1st, VIMS CAMBISTA- the Students Association was inaugurated. Shri. IAKOKA.N. Subramaniam, Managing Director of M/S. Sagotharen, Coimbatore, delivered the Chief Guest address. He addressed the students to set their vision as becoming an Entrepreneur, since Indian culture, Political and Economic Environment are more encouraging. The new office bearers and various clubs in charges were installed.



- On December 2nd, all First year MBA students made their presentation on “Registration Formalities for Business Promotion” for different Business Establishment on different purposes.

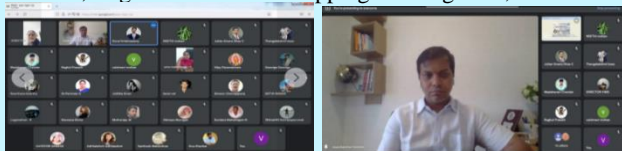


- On December 17th, VIMS jointly as a Knowledge Partner organized an International Conference in Lead Business School on the topic, “Business Management, Economics, Commerce and Technology in the New Normal”. All the first year MBA students of VIMS presented 17 articles on different topics.
- On December 18th & 19th, I & II MBA Students went on Industrial Visit to Kodaikanal where they surveyed the Tourism Management, Event Management practices and had a feel on Hospitality Industry.



WEBINAR:

- On July 14th, Webinar on “Business Analytics” was facilitated by Mr.G.Raghavendran, Assistant Vice President, CMIE.
- On July 23rd, Webinar on “Wealth Awareness” was facilitated by Mr.Krishnan Iyer, Corporate Trainer & Financial Coach.
- On August 21st, Webinar on “Sustainable Solutions for Logistic Management” was facilitated by Mr. Jayachandran Seeman, Co-Founder, Logwiz Institute of Shipping and Logistics, Chennai.



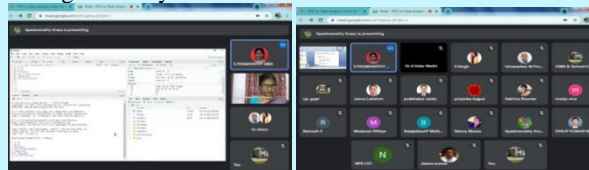
FACULTY CONTRIBUTIONS:

- On 24th July, Mr. K. Durai, Senior Assistant Professor imparted a training on “Resilience” for JCI Club members in South Tamilnadu.

- On August 11th, a seminar on “Entrepreneurship Awareness” was delivered by Mr. K. Durai, Senior Assistant Professor, VIMS in association with Viditsia, Virudhunagar and EDI Chennai
- On October 19th, Mr. K. Durai, Senior Assistant Professor imparted a training on “K-ommunication for NSS students of SFR college for Women Sivakasi.
- On November 17th, Dr. A.Valarmathi, Director VIMS, Dr. S. Uma Maheswari, Associate Professor, VIMS and Mr. K. Durai, Senior Assistant Professor VIMS acted as a resource persons in One week Faculty Development Program on “Data Analytics tools for Business Research” organized by VIMS and addressed on topics “Teaching and Learning with Simulation”, “Introduction to Research” and “Recent Trends in Research Activities” respectively.
- On December 17th, Our Faculty Members Dr. S. Uma Maheswari, Associate Professor, Mr. K. Durai, Senior Assistant Professor, Mrs. S. Kalaivani, Assistant Professor, have presented papers in International Conference organized by Lead Business School on the topic, “Hydroponics: Agriculture 2.0 – New Gen Entrepreneur”, “Organisational Citizenship Behaviour as a Criterion Variable for predicting Organisational Commitment”, “Importance of Employee Motivation in Tourism Industry” respectively.
- From December 22nd to 24th Mr. K. Durai, Sr. Assistant Professor, VIMS and Mrs. S. Kalaivani, Assistant Professor, VIMS have attended the Three Day National Level Virtual Faculty Development Program on “Research Methodology” organized by Department of Business Administration (SF)- ANJA College.

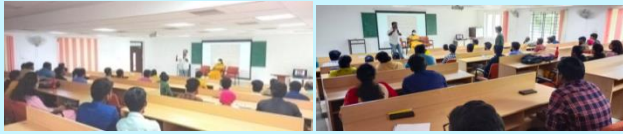
FACULTY DEVELOPMENT PROGRAM

- On November 17th to 23rd, A One-week Faculty Development Program on Data Analytics tools for Business Research (R Tools and AMOS) was conducted. Dr. M. Uma Shankar, Assistant Professor, Christ University Bangalore, Dr. S. Padmavathy, Assistant Professor, Kongu Engineering College, Dr.A.Valarmathi, Director, VIMS, Dr. S. Uma Maheswari, Associate Professor and Mr. K. Durai, Assistant Professor, VIMS were the Resource persons. 25 participants from various colleges across our nation participated in the program and gained hands on experience with statistical Packages namely R Studio and AMOS.



EXECUTIVE BUSINESS CLUB EVENTS:

- On September 3rd, Corporate Expert’s Meet was organized and it was facilitated by Mr. D. Ramakrihnan, CEO, Coindsyz software solutions
- On September 17th, Corporate Expert’s Meet was organized and it was facilitated by Dr. M. Venkatesan, Senior Manager Marketing, Royal Care Speciality Hospital who addressed the gathering on “Industry Demands in Hotel Sector”
- On September 24th, Corporate Expert’s Meet was organized on the topic “Corporate Expectations in the Service Sector” which was facilitated by Shri. Suganthi Gowtham, HR Manager, LeMeridien.
- On October 27th, Corporate Expert’s Meet was organized and it was facilitated by Shri. P. Navaneetha Krishnan, Sales Associate, BYJUS, an Alumni Mentor who addressed the gathering on Marketing Techniques in Modern Era.



- On November 11th, Dr. K. Prabhakaran, SEBI and DEXIPET delivered an expert lecture on “Financial Awareness and Consumer Training” to First and Second year MBA students. The students were given awareness on various investment avenues and demonstrated with live stock trading activity.



- On November 12th, & 19th, Business Quiz Competitions were conducted to motivate the students to update themselves with current business practices. The winners were appreciated with special pins.
- On November 19th, a workshop on Payroll process was organized by Business Executive Club (HR Wing). The Resource person Mr. M. Ananth, Assistant Manager, HR and Compliance, Augustan Knitwear Pvt Ltd, gave a live demo on calculation of wages and salaries in a manufacturing company.



- On December 2nd, “Wall-E” a movie was screened as a process of Communication Skill Development and also a Stress Buster, at Movie Room.

VIMS CENTER FOR TECHNO - MANAGEMENT:

- On September 4th, 11th and 18th, a Certificate Course was conducted on “Securities Market” by Mr. V. Sri Harikumar, Corporate Trainer & VIMS Alumni Mentor.
- On 9th and 16th September, a certificate course was conducted on “Digitus Ipsum”. Ms. Sneha Nesarajan, Corporate Trainer demonstrated how to create contents and use social media for promotion.
- On December 9th & 10th, Two Days Workshop on “Tally Prime & GST” was organized. Mr. L. Kaja Hussain Technical Programmer, PotOut Solutions has imparted training on how to post entries in Tally Prime, Reading Financial Reports and GST e-filling procedures for the entire First and Second year MBA students participated.



ORIENTATION PROGRAMME:

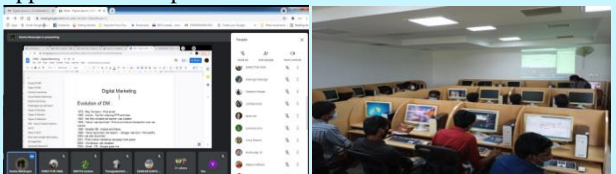
- On September 20th, Inaugural function of Orientation Programme for First year MBA students (Batch 2021-2023) was conducted. Opening address was delivered by Dr. A. Valarmathi, Director, VIMS and subsequently felicitation address was delivered by Dr. C. Gunasekaran CEO, VIMS. Dr. Snehal Donde, Founder & Chairperson of SKECT and Mr. Francis David, Managing Trustee, Coimbatore Education Foundation were invited as guest of honors. Mr. Anmol vij, Chief Operating Officer, Keyslab Software India Pvt., Ltd, was invited as Chief Guest. In his address, he emphasized on Culture, Attitude and Values followed in the organization as well as in the society are the key elements for sustainable development. On the same day, Profile counseling for every individual was given by the faculty members using psychometric tools.



- On September 21st, One day training on student Enrichment and Empowerment was imparted by Mr. Prasadh Prasadh, Corporate trainer. He delivered the content on “Leadership skills and Self Motivation”.
- On September 22nd, a corporate training on “Meet & Greet and Break the Ice” was given by Mrs. Anita Anand, Corporate trainer. The need and ways for Socialization and self branding were discussed. On the same day afternoon all the first year MBA students made Sectoral Presentation on Recent trends, Challenges and Opportunities in different industrial sectors.



- On September 22nd, Corporate Hi -tea, a student interaction session with Mr. Balakrishnan, HR Manager, JJ coatings was conducted. Students were given exposure on HR practices and how to develop skills and knowledge to become a HR.
- On September 23rd, Digital marketing certificate course was conducted for all First MBA students. The students were trained on using social media for Digital Promotions. On the same day afternoon, all First year MBA students participated in the product launch session, where they presented various imaginative products with strategies. The winning teams were appreciated with prizes.



- On September 24th, Corporate Experts Meet was organized by VIMS Business Executive Club in which Mrs. Suganthi Gowtham, HR Manager, Le Meridien addressed the gathering on industry demands in Hotel sector, its challenges and opportunities.

BRIDGE COURSE EVENTS:

- On September 27th to 30rd, the bridge course was conducted for First year MBA students on basics of Accounting, Introduction to Statistics, Business Communication, Basics of Economics and Case Analysis.
- On September 27th, in the Afternoon session Mr. K. Durai, Sr. Assistant Professor imparted Presentation Skills Training to First year MBA students.
- On September 28th, First year MBA students were trained on Developing Interpersonal Skills, Leadership and Communication Skills through role play by Mrs. M. Vaishnavi, Assistant Professor, VIMS.
- On October 1st, Team Building and Decision Making Skills were developed through Management Games.

OUTBOUND TRAINING:

- On September 25th, all I MBA students underwent outbound training at Kallar, Mettupalayam. Management games regarding team building, decision making and communication were conducted.



- On October 8th, outbound training was conducted to develop Positive Attitude and Interpersonal Relationship through Management Games.

ENTREPRENEURSHIP DEVELOPMENT CELL:

- On November 10th, “One Day Entrepreneur” a skill development programme was conducted. All the first year MBA students invested a nominal amount on selective products, formulated business strategies and sold the products and gained practical experience.
- On November 25th, a Presentation on ‘Investing in Securities Market’ was conducted Ms. A. Soundarya, Chairperson, VIMS-Entrepreneurship Development Cell addressed First and Second year MBA students on how to perform technical analysis and fundamental analysis while taking investment decisions.



- On November 26th, a presentation on “One day Entrepreneur” program was organized. First year MBA students presented their product choice, strategies adopted and their financial performance during their field work. Mr. Sivaganesan Kalimuthu, Farmer, Founder and CEO, Uyir Mei Food Forest and Mrs. Anitha, Farmer, Director, Uyir Mei Food Forest, the Resource persons insisted the students on focusing on Customer Value Proposition and Branding.



PLACEMENT ACTIVITIES:

- On October 23rd and 24th, HCL Mega Recruitment drive was conducted in VIMS premises for 2021 passed out UG and MBA Graduates. 260 students attended three rounds of selection process and 15 students got selected for the position of Management Trainee-Finance for MBAs and Voice Process for others.



- On October 23rd, Professional Skill development Program was conducted for First and Second year MBA students on “Reasoning and Numerical Ability”.
- On 13rd, 20th and 27th November “Professional Skill Development Program” was conducted for First year and Second year MBA students. Training sessions were conducted in developing “Aptitude and Analytical skills”.

- On November 24th and 25th, Business Communication Training sessions were conducted for First year and Second year MBA students. Ms. Jeya Priya, Corporate Trainer, imparted sessions on “Creative Content Writing, Business Conversations and Group Discussion”.
- On November 26th Second year MBA students attended Off Campus interview at Evangelical Social Action Forum a small finance bank for the position of Teller and Sales Officer. Ms. Naveenashree, Mr. Gladson and Mr. Loganathan got selected as Sales Officers.
- On December 1st and 16th, Mrs. Jayapriya, Corporate Trainer imparted session on Creative Writing in Content Management, Report Preparation and Minutes of Meeting.
- On December 9th, Mr. G. Bharath Kumar got selected as Sales Associate in BYJUS and Mr. B. Shyam Harish as a HR Executive in HR Terrys.
- On December 11th, Professional Skill development Program was conducted for First and Second year MBA students on Spatial Reasoning and Psychometric Test.

IMPORTANT VISITORS:

- Mr. G. Raghavendran, Assistant Vice president, CMIE
- Mr. Krishnan Iyer, Corporate Trainer & Financial Coach
- Mr. Jayachandran Seeman, Co-Founder, Logwiz Institute of Shipping and Logistics, Chennai.
- Mr. D. Ramakrishnan, CEO, Coindsys software solutions.
- Mr. V. SriHarikumar, Corporate Trainer & VIMS Mentor.
- Dr. M. Venkatesan, Senior Manager Marketing, Royal Care Speciality Hospital addressed the gathering on industry demands in Hotel sector.
- Mr. Anmol vij, Chief Operating Officer, Keyslab Software India Pvt., Ltd
- Mr. Prasadh Prasadh, Corporate trainer
- Mr. Balakrishnan, HR Manager, JJ Coatings
- Mrs. Suganthi Gowtham, HR Manager, Le Meridien
- Mr. Loganathan, Trainer for Competitive Examinations
- Mr. P. Navaneetha Krishnan, Senior Business Development Associate, BYJUS
- Mr. Vignesh, HR Manager HCL Technologies Ltd
- Shri. IAKOKA. N. Subramaniam, Managing Director of M/S. Sagotharen, Coimbatore
- Dr. K. Prabhakaran, SEBI and DEXIPET
- Mr. M. Ananth, Assistant Manager, HR and Compliance, Augustan Knitwear Pvt Ltd
- Mr. Sakthivel Shanmugam, Business Service Manager, Canali Business Services, Dubai
- Mrs. Anitha Anand, Senior Project Management, Starberry Pvt Ltd
- Dr. M. Umashankar, Assistant Professor, Christ University Bangalore
- Dr. S. Padmavathy, Assistant Professor, Kongu Engineering College
- Mr. Sivaganesan Kalimuthu, Farmer, Founder and CEO, Uyir Mei Food Forest and Mrs. Anitha, Farmer, Director, Uyir Mei Food Forest
- Ms. Jeya Priya, Corporate Trainer
- Mr. L. Kaja Hussain Technical Programmer, PotOut Solutions

EDITORIALBOARD

Patron	: Dr. C. Guna Sekaran, CEO
Chief Editor	: Dr. A. Valarmathi, Director
Executive Editor	: Mr. K. Durai, Sr. Assistant Professor
Editor	: Mrs. S. Kalaivani, Assistant Professor

“Talent wins games, but Team work and intelligence wins Championships” – Michael Jordan