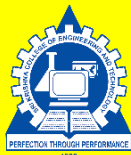# Chronicle

A Report

Aug – Dec 2023

School of Management

Sri Krishna College of Engineering and Technology
Coimbatore | Tamil Nadu | www.skcet.ac.in

Chronicle

A Report

August – December

2023

School of Management

Sri Krishna College of Engineering and Technology

Coimbatore – 641 008

www.skcet.ac.in

School of Management

Sri Krishna College of Engineering and Technology

Vision

To be a World Class B-School to develop Graduates of Excellence in Employment, Entrepreneurship, Business Leadership and Consultancy through innovative Technologies, Research and Contemporary Management Practices.

Mission

The mission of School of Management is to provide all the required inputs and support the students to gain a distinctive competitive edge and excel in the corporate world.

Program Educational Objectives

PEO 1: To prepare the management graduates for gainful employment and engage them in the holistic application of management patterns in real life business environment.

PEO 2: To ease the management graduates to explore the entrepreneurial opportunities emanating in the domestic and global environment and capitalizing those opportunities into innovative business ventures.

PEO 3: To inculcate in management graduates' academic interest and aptitude to actively pursue research and consultancy appointments.

PEO 4: To create responsibly and ethically committed corporate citizens with the thirst for knowledge through lifelong learning.

INDEX

Student Events

School of Management

01   **FIIP 2023 - Freshers Induction & Immersion Program**

30-31August, 2023

MBA Batch 2023 inauguration started with the lighting of Kuthuvilaku by Dr. J. Janet Principal, SKCET, Dr. S. Jaisankar, Head of the Department Chief guest Mr. G. Elamurugu, IRS and TANCET top scorer Ms. Asmitha, Student Batch 2023.

The program was kicked-off with the inaugural address by the chief guest. The speaker explained on Light symbolizes knowledge, enlightenment, and the eradication of ignorance.

02   **Students Outbound Training**

07-08 September 2023

An outbound training was organised for the freshers Mr. Ramani Venkat, Mentor to Startups and Sales Strategic Consultant and NLP Coach was the trainer for the program,

The primary of the 2-day training was to facilitate the participants to easily interact, socialize and network with each other. To assist in improving the communication skills, Creativity and Decision-

03   **Resurgence 2023**

03 October 2023

Resurgence 2023 for II MBA Students is a comprehensive initiative designed to support and empower students in their journey of academic and personal growth.
This program focuses on providing students with various resources, tools, and opportunities to re-engage with their studies, activities, and responsibilities. It recognizes that students often need a boost of motivation, energy, and inspiration after taking a break, whether it's a vacation, a holiday, or a more extended academic hiatus. The program aims to reignite their enthusiasm, reignite their passion for learning, and help them resume their educational journey with renewed vigor.

04   Entrepreneurial Skill Development

19-20, December 2023

IIC driven Two-day Workshop on "Entrepreneurship Skill Development". Resource Person was organised. Mr R Senthilkumar, Founder and CEO, Halcyon ventures, Coimbatore.

The session takeaways were Brainstorming on Idea generation, Value propositions on customer needs and delivery, Key resources and distribution channels, identifying customer base and establishment of customer relationships and Revenue streams on return on investment.

05   Look-Alike Products Exhibition

13 October 2023

School of Management, SKCET conducted an exhibition on Lookalike Products for Consumer Awareness, Rights and Protection based on the theme Caveat Emptor – Let the Buyer be Aware. 117 pairs of lookalikes FMCG products were displayed under 7 categories like Chocolates, Biscuits, Cool drinks, Chips, Stationeries, Toiletries and Cosmetics.

06   Case Development Workshop

21 - 24 November 2023

To enrich the students on developing cases and critical analysis, the School of Management organised a workshop on "Case Development for students" from 21 to 24 November 23.

Students were asked to select cases of their choice. Topics were finalized by every team with the help of resource Person. Each team presented their topics with vast ideas. After discussion and deliberation, the teams were asked to come up with initial presentation.

Introducing
Best Practices
School of Management

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01 Induction Program on Classroom Quality Circles

08, December 2023

About

A classroom quality circle is a small, voluntary group of students in the same class who meet regularly to provide continuous class feedback to the faculty team for the purpose of improving the course content, structure, and learning environment in the present and redesigning it for the future.

Why CQC?

The purpose of the CQCs is to act as a feedback mechanism for the faculty team, represent the class for academic issues that may arise during the semester and provide the opportunity for all students to share their input throughout the semester.

Objectives

To continuously improve the teaching-learning process with direct involvement of students enrolled in the class.

Outcome

Improves the quality of teaching-learning process.
Improves the learning environment by solving the issues and concerns.
Improves student learning of course material.
Acquires continuous feedback for improving the course now and redesigning it for next year.
Allows student input into the academic course progress such as determining the type and frequency of written assignments, the content of lectures, and testing methods to be used.
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SRI KRISHNA
COLLEGE OF ENGINEERING AND TECHNOLOGY

STUDENT AWARD FOR
BEST ATTIRE OF THE MONTH

School of Management

Objectives of the Award
The primary objective of the award to make the students to adopt appropriate dressing to maintain a positive atmosphere for teaching and learning environment. To ensure smartness and appropriateness of formal dressing and attire that will help them in placements.

Criteria for Selection
The following criteria are observed for the award:

- Wearing Identity Cards all the time in college campus for identification.
- Wearing appropriate dress for classes, lab, workshops, sports, and club activities.
- Neatly groomed hair with decent good-looking haircut.
- Presenting themselves with a clean, neat, and orderly appearance and wearing formal shoes.
- Exhibiting corporate body language and giving due respect to fellow students and stakeholders.

Who can participate? Only for Boys (I year and II Year students)

Observation Day: Every Thursdays of the working weeks

Jury: Faculty members of SoM

Frequency of award: Monthly

Announcement of Award: Last Friday of every month

Award Type: Award Certificate and Photograph of winner will be displayed on the notice board.

Head-SoM
(Dr. S. JAISANKAR)

[Your Address]
[City, ST ZIP Code]

[Your Phone]

[Your Email]

[Your Website]

You can be the one !

SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution, Approved by AICTE, Affiliated to Anna University)
Kuniamuthur, Coimbatore -641 008

SCHOOL OF MANAGEMENT

Certificate of Appreciation

This certificate is proudly awarded to

_____

Register number _____ of MBA Batch _____ for

Student Award for "*Best Attire of the Month*"

SRI KRISHNA

CLASS ADVISOR   DATE: **HEAD OF DEPARTMENT**

Students' Association

School of Management

01 Students Association Inaugural Ceremony

30-31 August 2023

SA Vision

      To create a vibrant and inclusive community within our students association, fostering personal growth, professional skill, academic excellence, and a strong sense of belonging bringing positive change within our campus and beyond.
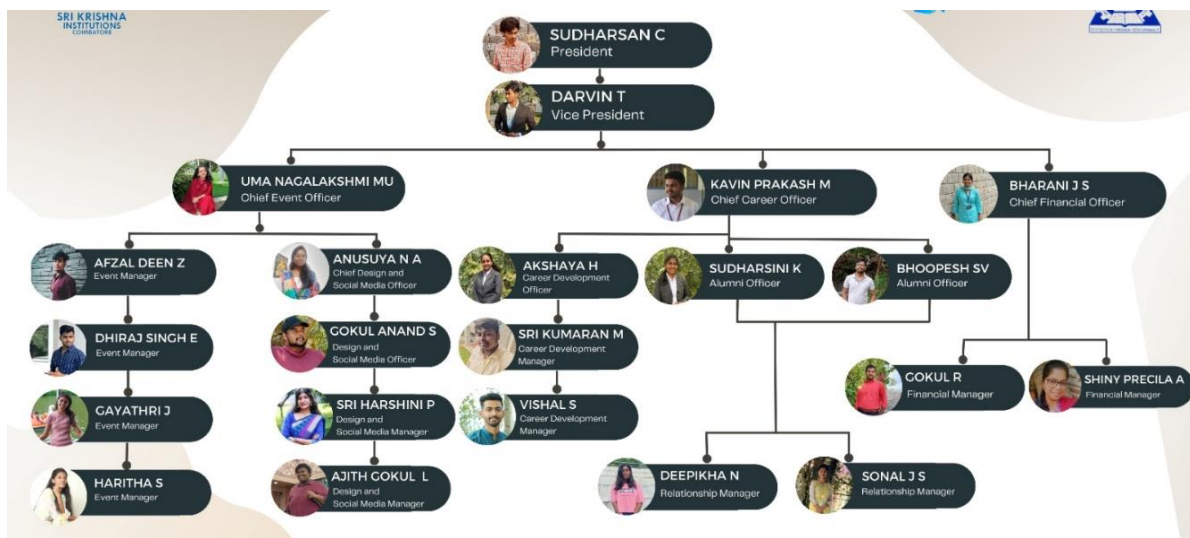
SA Objectives

- To provide students with a variety of experiences by involving them in various departmental activities that will help them succeed academically, build leadership skills, and get ready for a successful career growth.
- Providing opportunity to the students to connect with industry leaders, mentors, and alumni to improve their prospects for employment.
- To enhance the students professional and leadership skills making students showcase the effective use of technology and knowledge gained.
- To encourage students to gain real-world experience in the workplace, polish their management skills and business acumen, and develop a comprehensive grasp of business to prepare them for employment.

SA Structure

Faculty Development
School of Management

01 FDP on Case Development

21 November 2023

School of Management organised a Case Development Workshop on 21.11.2023 to enrich the students on developing cases. Resource Person: Prof. Dr. S Jaisankar, Head of the department, MBA, Sri Krishan College of Engineering and Technology, Coimbatore

02 Training on ProQuest Database

09 October 2023

The School of Management at Sri Krishna College of Engineering and Technology organized a workshop on Literature search using ProQuest. The workshop aimed to enhance knowledge of using and utilising ProQuest data source.
The workshop featured with Professor Mr. Srijith S, Customer Education Trainer, Clarivate, as the resource person. He shared valuable insights into the usage of ProQuest, providing the faculty with a broader understanding of its significance in academics.

03 Zoho CRM Certification Course

16-29, December 2023

As part of faculty skill development, a 15 days Zoho CRM training was organized. The Zoho Team trained all the faculty in the Zoho CRM Sales & Marketing product and interacted with our MBA faculty members. Functions and features of the product was demonstrated and explained its application in real time situation. The training was productive with an understanding on the topics to map with the syllabus content.

Guest Lectures & Seminars
Beyond Syllabus
School of Management

01

Making the most of my MBA
14 September 2023

Resource Person: **Alan L. Krishnan**
President, TeamUp Corporation & Board of Director,
Skillnet Solutions Inc., U.S.A

02

Tally Essentials
13 September 2023

Resource Person **Mr. R. Mylsamy**
Center Head - Software Training Division
Sri Krishna I-Tech and Management Solutions Pvt Ltd

03

ProQuest Database
09, October 2023

Resource Person **Mr Srijith Sasidharan**
Customer EducationTrainer, Asia Pacific Region, Clarivate, New Delhi

04

Economics for Budding Managers
09, October 2023

Resource Person: **Ms.Sneha Boddu**
Research Scholar London School of Engineering, USA

05

Professional Life Skills
19 October 2023

Resource Person **Mr. K. R. Shoban**
Founder-KRSHONS, NLP Practitioner, Consultant and

06

Digital Marketing
07-08 September 2023

Resource Person **Mr. Senthil Kumar Rajappan**
Founder and CEO, Halcyon Ventures, Coimbatore

07 Startup Entrepreneurship
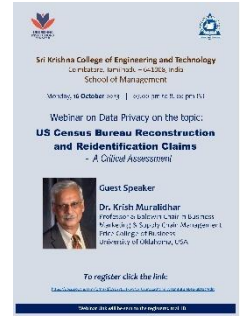
22 September 2023

Resource Person **Mr. Vishnuvardhan R**
Founder, Farm Dream Ventures, Coimbatore

08 Data Privacy

18 October 2023

Resource Person **Dr. Krish Mudaliar**
Professor, Price College of Business, USA

09 Commodity Derivatives Market

29, November 2023

Guest Speakers:
Mr.Harvinder Singh, Vice-President, Inspection & Enforcement, NCDEX
Mr.Ratnesh Mishra, Manager, Regulatory Compliance, NCDEX
Dr.K.Prabhakaran, Empaneled Resource Person - NCDEX & Director, Edify Edtech, Coimbatore

10 Stock Markets & Share Trading
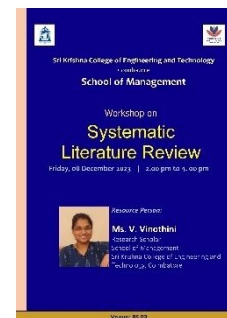
07 December 2023

Resource Persons:
Mr. L. Srinivasan & Mr. Logesh Krish,
Knowledge Vibes Academy, Coimbatore.

11 Systematic Literature Review

08 December 2023

Resource Person: **Ms. Vinothini V**
Research Scholar, School of Management, SKCET

12 Business Simulation

09, December 2023

13 Communication Skills in Digital Era

11, December 2023

Resource Person: **Ms.Vidhubala Radhakrishnan**
Academic Head, Language Leaders, Coimbatore**.**

Partnership Initiatives
School of Management

01 Academic Partnership with Bhilai Institute of Technology, Chhattisgarh

28, November 2023

School of Management initiated a discussion with Bhilai Institute of Technology, Durg for a possible academic partnership for Student Exchange Programs, Collaborative Research and Faculty exchange programs. The discussion was made online with Dr Arun Arora – Principal, Dr. Satya Vardhan Tiwari- HOD, Dr Judith Gomes and Prof. Abhishak Chakraborthy, Department of Management Studies, Bhilai Institute of Technology, Durg, Chhattisgarh. Key Discussions were possibilities of Students Exchange Program and Certifications, Student & Faculty Collaborative Research, Organising joint conferences and seminars, Explore collaboration with IIM -Raipur, Projects and Internship in Chhattisgarh industries, Industrial visits in Bhilai Steel Plant.

02 Industry Partnership with Zoho Corporation

23, November 2023

Zoho Corporation has come forward to partner with School of Management, SKCET. Zoho Corporation would support in curriculum development, adding Zoho management application tools, offering certification courses for both students and faculty. As part of this initiative Zoho Head-HR, Mr. Sohail M and Mr. Dhinesh Khanna Ramalingam Global Head – Customer Success interacted with our Principal, Dr.J.Janet, Dr. S. Sophia, Dean R&D, Dr. Jayasudha Subburaj, Dean Placements, Dr.Jaisankar, Head, SoM and the faculty members.

03 MoU with QCFI

08, December 2023

At a first level discussion, the faculty members of the department had an interaction with Ms. S. Yokeswari, Secretary, Quality Circle Forum of India, QCFI Coimbatore Chapter for possibilities of signing a memorandum of understanding, The MoU will help both the sides with exchanges of programs and industry connects that benefits the students and faculty.

Alumni Talk & Involvement
School of Management

01 Alumni in FIIP 2023
30-31 August 2023

02 Alumni in Resurgence 2023
Career Readiness
03 October 2023

Mr. Venkadesh Damodharan
Head South - Sales and Operations
Upgrade Campus, Coimbatore

03 Alumni Talk Series 1
How to Crack the Interview?
06 October 2023
Ms. K.K. Prathiksha, Guvi Geek Chennai
Ms. R. Sneha Nimbalkar, Management Trainee
HCL, Noida (Batch 2021-23)

04 Alumni Talk Series 2
Industry Readiness
07 October 2023

Mr. M. Sajudas, Business Development & Sales
Asian Paints (Batch 2021-23)

Research & Publication
School of Management

01   Seed Grant 2023

07 October 2023

Three proposals were submitted for Seed Grant sponsored by the management. Dr. K. V Manju, Assistant Professor and Dr. S. Jaisankar, School of Management presented a proposal on the topic Establishment of Financial Management Services Centre for Senior Citizens Wellbeing on 14-15 December. The proposal was selected for a grant of Rs. 25,000/-

02   Conference Presentation

14-15 December 2023

Ms. P. Suganthi, Assistant Professor, School of Management presented a Case in the 4th International Case Study Conference 2023 on 14-15 December, held at ICFAI Business School, Hyderabad

03   Paper Publication

August – December 2023

Eight research papers were published in SCOPUS, UGC Care and peer reviewed journals.

04   Association Membership

24 October 2023

Five faculty members Dr. R. Muthukrishnan, Dr. Metha Vani, Dr. P. Deepthi, Ms. P. Suganthi and Dr. S. Jaisankar registered as life membership in Quality Circle Forum of India, QCFI headquartered in Hyderabad.

Students Accolades and Awards
School of Management

01 **Runners in Business Quiz**
DHRITI' 23, Sona School of Business & Management, Salem
24 November 2023
Event: Business Quiz
Runners: Gokulapriya M, Gopika Varshini R

02 **Winners in Business Quiz**
Human Rights Day, Sri Krishna College of Engineering and Technology, Coimbatore
09 December 2023
1st Place: Vishal s, Subhiksa S, Soundarya S
3rd Place: Vivek S, Sri Kumaran, Sarjith S

03 **Winners in Team Building**
IMPRESS 23, Rathinam College Business & Management, Coimbatore
17 October 2023
Winner: Ashwin Kumar, Gayathri J, Krithika S, Hariharan N
Runner: Sri Shailesh VS, Jayashree
Runner in Ovel Deck: Ashwin Kuma R, Hariharan N

04 **Runners in Best Manager**
Takshak 23, Karpagam College of Engineering, Coimbatore
01 December 2023
Runner: Krishna Priya R G

School of Management

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