Bound Training, workshop on creativity and a national level Symposium for the outgoing batch.

The molding of the fresh batch will continue with various value added programs and events.

Placements are off to a fantastic start and it gives me great satisfaction to find Velammal MBAs to be perfect for the needs of the Industry in terms of knowledge, skills and attitude.

Dr. A. Nirmal Raj
Head of Department

From HOD’s Desk

It has been quite an eventful semester for the Department of Management Sciences, Velammal Engineering College. For the 2nd years it was a really hectic semester, with value added certifications from Excel goodies, FLIP and KPMG. In addition, the consultancy projects kept them very busy. Online courses from EDX and Alison as well as the regular classroom sessions, 80:20 internships and Seminars by Guest Faculty were more things on their already overflowing plate.

The high pressure grooming of the outgoing MBA batch has made them a highly valued resource for any organization that is fortunate to recruit them.

We welcomed the new batch with an excellent Orientation program, that has set the stage for their evolvement over the four semesters at Velammal. Adding Yoga to the MBA curriculum was a decision that I am proud of. I am sure it is going to make them calmer and more intuitive Managers.

Various entrepreneurial exercises have kindled the entrepreneurial spirit in the students.

My plans for the next semester include Out

Placements

The Placement Season has begun and the final year MBAs are going through the various rounds of Aptitude tests, GDs and interviews. The intense training, courses and certifications on which they worked very hard, are starting to payoff, with attractive offers from top companies. It has been a wonderful start to the placement season. More than 40 more companies are expected in the final semester and it is going to be a tough choice for some of the final years.

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Volume 1, Issue 3 November 2015
The students of School of Banking and Financial Services took up FLIP’s job oriented certifications that are designed to make Velammal MBA students ready to take up decisive roles in the Banking and Finance Sector.

The FLIP certifications train the students in the following areas:

- Branch Banking, Alternate channels & Payments
- Deposits & Fee based Products & Process
- Retail Trade and Branch Forex
- Consumer Lending
- Wealth Management Lifecycle

Investment Products
Technical Analysis
FLIP-NCFM: Equity Research
Smart Banker Program
The FLIP course equips them to take up the following positions in the Finance sector immediately without any additional training:

- Branch Relationship Manager
- Sales/Relationship Manager roles in Retail Lending.
- Relationship Manager roles in Wealth Management / Priority Banking.
- Research Analysts roles in Equities
- Customer Service/Personal Banker roles in banks

Intensive 2 days Program on Banking by Banking Professionals

3. Payment Mechanism in Banks & Retail banking MR. MURALI, FACULTY & SENIOR MANAGER, CENTRAL BANK OF INDIA, ZSTC, CHENNAI

4. Foreign Exchange & Banks
MR. SHYAM SUNDAR, FACULTY & SENIOR MANAGER, CENTRAL BANK OF INDIA, ZSTC, CHENNAI

The School of Banking and Finance conducted a WORKSHOP ON BANKING AND FINANCIAL SERVICES on 9TH & 10TH OCTOBER 2015.

Senior Executives from Central Bank and Canara Bank came together to conduct an intensive program on core concepts in banking for our Finance MBAs

The session details:

1. Evolution of Banking & Role of Reserve Bank Of India- as a regulator Mr. ASHOK, EX. SENIOR MANAGER, CANARA BANK.
2. Asset products of a Bank MR. MURTHY EX. SENIOR MANAGER, CENTRAL BANK OF INDIA.
KPMG Certification in Six Sigma for Manufacturing and Logistics Professionals

Lean Six Sigma Green Belt Competency Development 4 days Program

The School of Manufacturing and Logistics were certified in lean six sigma green belt by none less than KPMG.

What the Students learnt as part of their Certification

Define
Customer Expectations of the process?
- Understand Six Sigma
- Project definition and Charter
- High level Process Mapping – COPIS

Measure
What is the frequency of defects?
- Critical to Quality (CTQ) Characteristics – Learning and usage of tools like FMEA, Cause and Effect diagram, Pareto and detailed process mapping
- Performance standards
- MSA - Gage R&R, Attribute Agreement Analysis

Analyze
Why, Where & When do defects occur?
- Graphical Analysis
- Process Capability – Cp, Cpk, Zst and Zlt
- Identify variation sources – Hypothesis testing
- ANOVA, Chi Square, 1-sample t, 2-sample t, 1-proportion, 2-proportion, Regression Analysis

Improve
How can we fix the Process?
- Brainstorming techniques and TRIZ
- Solution Selection, error proofing - FMEA
- Pilot Improvement plans
- Deployment – Cost Benefit Analysis

Control
How can we keep the process fixed?
- Control Charts – Variable and Attribute Charts
- Implement Process control
- Project closure
A Warm Welcome to the new batch of Future Managers

The PG Inauguration on September 2nd, 2015 extended a warm welcome to the fresh batch of MBAs. Principal Dr Duraipandian welcomed the MBA students, asking them to use the two years fruitfully to utilize the facilities offered by the Institution, to specialize in their domains and to become excellent Managers.

An Inspiring Talk for MBAs

Dr Stanley D Isaac is Director of SSB SOL an organization that empowers youth in their quest for quality education overseas. Dr Stanley delivered a highly inspiring and motivating lecture to the fresh batch of MBAs. He spoke about the importance of grasping every opportunity that comes their way and to aspire for the stars. He also spoke about entrepreneurship being an avenue that they should consider after their MBA.

Sensitizing Velammal MBAs to Significant Social Issues

The first year MBA students had the wonderful opportunity to be addressed by renown Social Activist Abdul Ghani. The Social Activist spoke about social entrepreneurship, waste management and working towards a green India. Abdul Ghani has been actively involved in issues related to global warming, waste management and other environment issues. He is often invited to institutions to talk about social issues and has won many awards for his contribution to a greener environment.
One day Workshop on 'Creativity and Problem solving'

Gopinath Kollipara, veteran Corporate Trainer, engaged the new MBA 1st year batch in a One day Workshop on 'Creativity and Problem solving'. The workshop consisted of experiential learning through games and problem solving puzzles that inculcates creative, analytical and logical thinking.

Inner Development for Managers

Dharmarajan, an American Corporate Trainer, addressed the new batch of MBA students on "Inner Development of Managers" on September 3rd. The MBAs were taught tools and techniques such as deep breathing and meditation to reduce stress and be great Managers. Dharmarajan, graduated from the Massachusetts Institute of Technology with a Masters Degree in Computer Science. As CEO of Harmony at Work, Dharmarajan conducted yoga-based corporate training all over India.

Developing Calm and Composed Managers through Yoga

The first year MBAs now have yoga as part of their MBA curriculum. The Yoga Program was inaugurated by HOD of Mechanical Engineering Dr. Prabhakaran. The Yoga Trainer is Vijay Rampal, a trained Yoga Instructor.
Apart from mastering advanced skills in EXCEL, the Velammal MBA students developed the skills to build their own financial reports. For most Financial Professionals, Excel is the most-used spreadsheet and analysis application. The students mastered the numerous ways spreadsheets can be used to support financial decision-making.

They learnt how to create interactive three statement financial models in Microsoft Excel to facilitate more informed finance decisions within their organization.

Using true to life data and blank Excel spreadsheet, they learnt to create a full set of financial statements and a comprehensive financial model for business, which is pliable, sustainable and reusable.

The students learnt both strategic and operating Finance as both are vital for Financial Professionals.

The students of the School of Manufacturing and Logistics were trained in advanced Excel that focused on creating sophisticated EXCEL solutions using advanced formulas, dashboards, pivot tables and charts. They learnt how to develop these advanced solutions on the worksheet and how to assemble and apply the proper Excel tools in Manufacturing and Logistics.
The online courses offered the opportunity of blended learning for the students. By learning from the best in the world the gain in conceptual knowledge and skills was unbeatable. The student undertook 45 hours of online learning in the 3rd semester.
Market Research Consultancy Projects : Experiential Learning for MBA Students

Ad Effectiveness Study for Saravana Selvaratnam Brand

A study was carried out on Ad Effectiveness for Saravana Selvaratnam brand. The 3rd semester students carried out a comprehensive market research covering a sample size of above 400. The data collection and analysis was a tremendous learning experience for the student and a boon to the company.

Marketing Strategy for a New School in Guduvanchery

A survey was conducted in the Guduvanchery area in September, 2015 by the 3rd semester students to study the feasibility of starting a school under the Velammal brand, in Guduvanchery. A total of 42 students and 5 Faculty were allocated to key schools and locations in the Guduvanchery areas to execute the survey. A total of 220 parents and 204 students were surveyed in the areas of Nandivaram, Arulnagar, Adhanoor, Maraimalai nagar, Kattankulathur, Kulathur, Kayarambedu, Urapakkam, Kilambakam, Kulakarai and Kalivanthapattu in Guduvanchery.
Amplifying your Career through Business Analytics

Mr Srikanth KA from Amity Soft Technologies Private Limited gave a lecture on "Amplifying your Career through Business Analytics" on August 25th, 2015 to the 2nd year MBA students. Mr Srikanth KA is a Big Data Specialist with 2 decades of experience in India, US and Singapore. Mr Srikanth walked the students through the role of Big Data in current business scenario and its importance, the meaning of Big Data and Analytics as well as the opportunities in this area for MBA graduates who equip themselves with the Tools and Techniques such as R programming and other big data tools.

Workshop on Resume Writing

Mr Yogesh Resume Building Expert from Ethus coached the final year students in Resume Writing.

Workshop: New Investors Financial Planning in Stock Market

Mr Balamurugan, Area Head and Mr Prasanna, Manager, from LKP Securities Ltd, addressed the School of Banking MBAs on “New Investors Financial Planning in Stock Market”.

Business Simulation Games

Mr Ganesh S Co-Founder LearnBiz Simulations introduced the first year MBAs to business simulation games to teach key management concepts. The students played an economics simulation game which helped in clarifying basic concepts in supply, de-

A Visit to Reserve Bank of India Financial Gallery

"The School of Banking and Finance" had the opportunity to visit the Reserve Bank of India Financial Gallery. The Financial Gallery was the brain child of Mr Raghuram Rajan, Governor of RBI. The gallery gives information about the fundamentals of financial system like purpose of savings account, recurring deposits, awareness on banking and finan-
A Day with Mohammad Yunus Nobel Prize Winner

The final year MBAs had the rare opportunity to listen to Muhammad Yunus a Bangladeshi social entrepreneur, banker, economist and civil society leader who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of micro-credit and microfinance.

MBA First Year Toppers

Anusuya T
CGPA 8.6

Sharmelaa P
CGPA 8.5

Sowmya Bharathi S
CGPA 8.4

Latshumi K G
CGPA 8.2

Ongoing Internships through 80:20

The final year MBAs participated in these companies for their 80:20 internships. The learning was immense in terms of hands on training in functional areas of management.

Internships are the key to job success

21% 13% 12% 10% 8% 9% 9% 5%

Internships Employment During College College Major Volunteer Experience Extracurricular Activities College GPA Relevance of Coursework Callow Resolutions

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