

# School of Management

MONTHLY NEWSLETTER - AUGUST 2020



PAGE 2

## EVENTS

This section highlights the webinars, expert conversations, workshops, certificate courses offered for students to enrich the curriculum and to enhance their competitive edge.

PAGE 3

## STUDENTS CORNER

The awards, achievements and accolades won by students, and the micro credentials earned by them during their academic journey at KCLAS is showcased in this section.

PAGE 4

## FACULTY CORNER

This section gives insights into the contribution of the department faculty in research of social relevance, towards enriching and sharing knowledge and expertise.



## DIPLOMA IN DESIGN THINKING

**new**

Design Thinking is a leading innovation method used to generate strategic insight for product and businesses innovation. School of Management offers Diploma in Design Thinking from this year and the duration of course is 6 months. [Click here to register.](#)

## EXPERT CONVERSATION

Art of Business Communication

Mr. Arun Parasuraman, Trainer  
Innovative HR & Training  
Services, Chennai



An Expert conversation on 'Art of Business Communication' was organised by the School of Management on 18th August, 2020, at 3.00 p.m. Mr. Arun Parasuraman, Trainer @ Innovative HR & Training Services (P) Ltd., was the Expert for the Conversation. The session started with introductory remarks by Tarun C J of III BBA. The expert kicked off the session with an ice breaking question of, 'What according to you is communication' and students started interacting with the expert with their responses. The whole session was synergistic and lively as the speaker posed several interesting questions to enable the participants to understand the topic in a better way. He also explained the types and modes of communication used in businesses today. He emphasised the importance of effective communication, organisational practices, tips to improve digital communications, communication in social media to improve productivity. He also highlighted the phrases to be used in professional business communication. At the end of his talk he answered various queries raised by the participants on how to improve business communication skills? What inspired the speaker to take up training as a profession? How to connect to the Rotary club? and so on. The students felt the session was interesting and useful which they expressed in their feedback. The closing remarks were given by Ms. Prabha, Assistant Professor, School of Management.

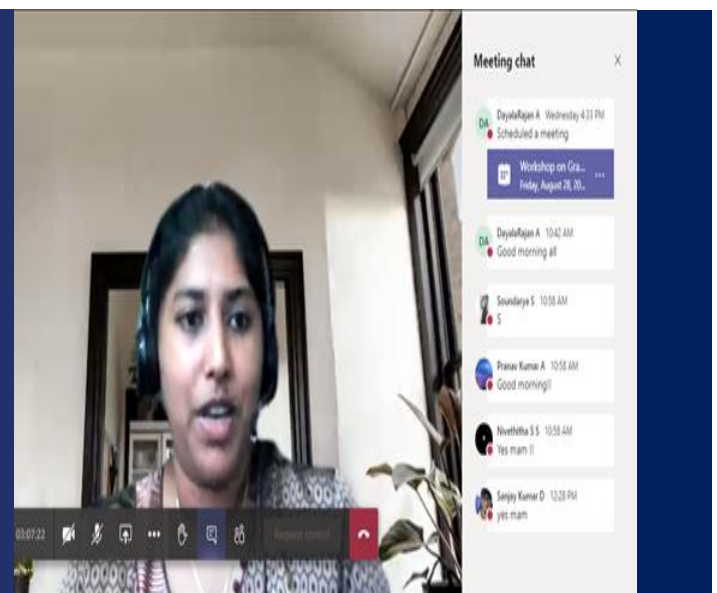
## WORKSHOP

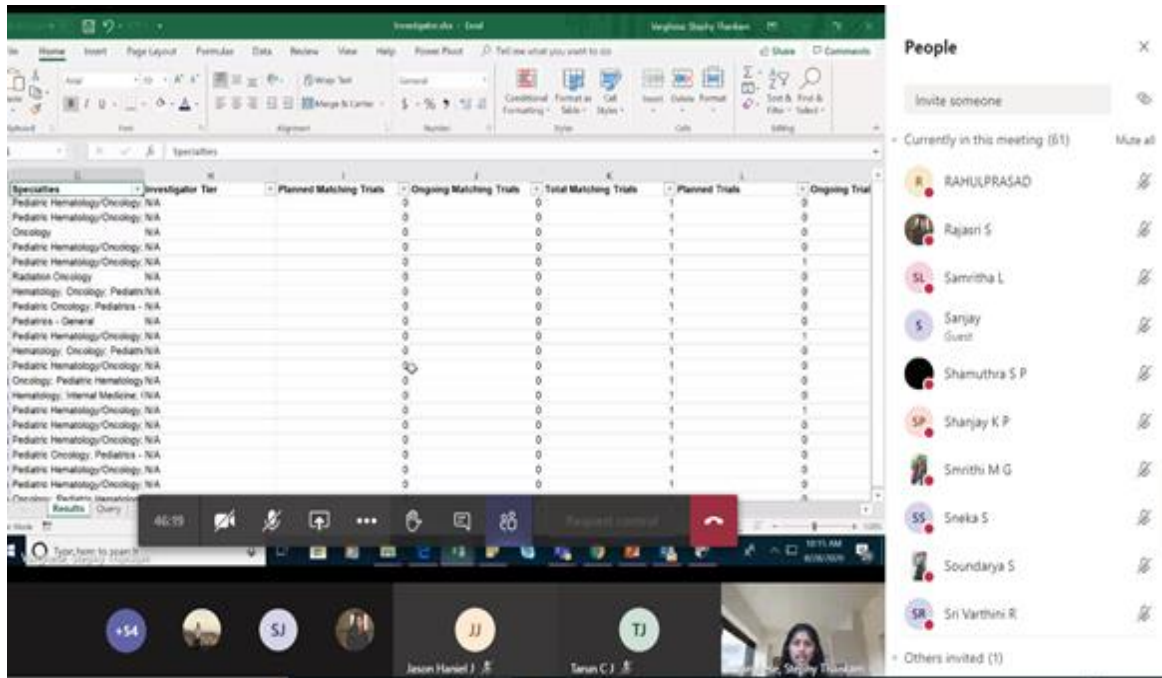
Graphic Representation of data

Ms. Stephy Thankam Varghese

Business Analyst

IQVIA, Bangalore.





A Workshop on 'Graphical Representation of Data' for Third year BBA students on 28<sup>th</sup> August 2020, virtually through Microsoft Teams platform. Ms.Stephy Thankam Varghese, Business Analyst, IQVIA, Bangalore was the resource person. Fifty-seven students participated in the workshop. The session started with the Welcome address by Mr.Tarun of III BBA. J. Subhashini of II BBA introduced the resource person to the gathering. The Resource Person started the workshop with a brief explanation about the importance of data in research and business. She further explained about data visualisation and its usefulness in presenting data. She demonstrated the usage of Excel in presenting data. The resource person told about the shortcut formulas in Excel which will help in consolidating the information. She gave a live demo on creating the various types of graphs like Bar graph, Line graph, Donut Chart, Scatter/Bubble Chart, 3 D Chart and WaterFall Chart. She used the real data of COVID 19 hospitals, doctors and Nurses to explain the 3 D chart. The session was completely interactive. Finally, the resource person conducted a quiz related to the topic discussed. Resource person also shared her experience in using live data and presenting it graphically. All the participants were highly interactive in the session. The talk helped the students in understanding various concepts of data representation. The workshop concluded with the vote of thanks by Ms.Subhashini of III BBA.

## STUDENTS CORNER

### Virtual study visit

A Virtual study visit was steered by Dr.Umarani, Professor of Management, on 21<sup>st</sup> August, 2020, for Second year BBA students to enrich them with the process of paper production at Sappi Paper Mill, Austria .

## Internship

- Nalin M of III BBA is undergoing internship in his family business Ganapathy Oil Mills, Annur and Nadhanii Motors, Authorized Yamaha Main two wheeler Dealer, Mettupalayam.
- Nithish Kumar S of III BBA is doing internship in his family business Velmurugan Borewells, Bangalore and Kangeyam.
- Hariram S of III BBA is doing internship in his family Business Sibihari Exports, Karur.
- Pranesh D of III BBA is into his family business Sri Venkateshwara Garments, Tirupur dealing with all kinds of casual wear.

## Student Participation

- ★ Preethick Roshan PJ of III BBA participated in “Power Money Workshop” organised by Sharekhan Education on 11<sup>th</sup> August 2020.
- ★ Varsha R of III BBA participated in the webinar on Significance of Sleep and its Management organised by the Department of Psychology, KCLAS on 13<sup>th</sup> August 2020.
- ★ Sri Suganthi S of III BBA participated in the webinars, “Creative writing passion to profession” on 16<sup>th</sup> August 2020, “Untold Story of a cricket match” on 18<sup>th</sup> August 2020 organised by Department of English, KCLAS and “The Great Entrepreneurial Success stories” organised by Evolve, KCLAS on 21<sup>st</sup> August 2020.
- ★ Sri Varthini R of II BBA took part in the webinars organised by Tamil Mandram & KCLAS Leadership Council on ‘Silapadhigaram Kudimakkal Kaapiyame’ on 1<sup>st</sup> August, 2020 and “Life through lenses” on 4<sup>th</sup> August, 2020, ‘Being a social media influencer’, organised by Evolve, KCLAS on 14<sup>th</sup> August, 2020 and ‘ILETS through Basics’ on 24<sup>th</sup> August, 2020.
- ★ Sri Varthini R of II BBA also participated in the webinars, “Creative writing passion to profession” on 16<sup>th</sup> August 2020, “Untold Story of a cricket match” on 18<sup>th</sup> August 2020 organised by Department of English, KCLAS

## Online Course Completion

Name of the Student	Class	Course title	Portal	University/Institution
Sri Varthini R	II BBA	Introduction to Food and Health	Coursera	Stanford University
Varsha R	IIIBBA	Emails in English	Coursera	Georgia Institute of Technology



Tarun CJ	III BBA	Business Pack101	MyCaptain	IIM, Bangalore
Rajeev R	IIIBBA	Athlete 365	Olympic.org	International Olympic Committee, Switzerland
Rajeev R	IIIBBA	COVID Safe Sport Coaches & Officials Certification	openlearning.com	Australian Coaching Council and the Martial Arts Industry Association.

## FACULTY CORNER

### Hearty Welcome to New Faculty



#### Dr. Shanthi Sampathkumar, Vice Principal & Professor

Shanthi is a PhD in Knowledge Management (KM) from Faculty of Science & Humanities, College of Engineering Guindy, Anna University Chennai. Her undergraduate degree is in Mathematics and her post graduate degrees are in Master's in Business Administration and Master's in Communication & Journalism. She is also a KM Institute certified 'Master Certified Knowledge Manager'. Keeping abreast with the latest developments in technology, she recently up skilled herself with a highly specialized 'Post Graduate Program in Data Sciences and Machine Learning' from the University of Chicago jointly offered with Jigsaw and IBM. With a broad understanding of academia and Industry through her earlier stints as Faculty, Media Sciences at Anna University Chennai and with Cognizant Technology Solutions in KM Business Development and Product Consulting, Shanthi is now looking forward to being with the young minds and to co-creating new milestones. Shanthi brings along a strong inter- disciplinary expertise – with her passionate work and leadership, Shanthi is a recipient of several business awards and was a key player in winning global recognitions for her past organization. She has presented papers in several conferences of national, international repute and industry forums. With background in media production, she has also initially worked as an independent creative director, content writer for several programs and has produced many audio titles.



#### Ms. Prabha D, Assistant Professor

She has 15+ years of Teaching, Research and Administrative experience. She completed her M.B.A(Human Resource Management and Systems) with distinction from Avinashilingam Institute for Home science and Higher education for Women and M.Phil from Alagappa University(2010). She is qualified with SLET(2004) and NET(2018). She has presented/published papers in National and International seminars, conferences and symposiums. She received funds for organising entrepreneurship awareness camps/workshops from DST-NIMAT and from ICSSR. She is a member of Board of Studies of Management(UG) of Bharathiar University for the period 2020 to 2022. Her areas of interest are Leadership, Organisational behavior and Information Technology.

## Faculty Empowerment

- ★ Dr.R.Umarani, Professor in the Department of Management served as a resource person for a guest talk on 'HR Analytics' for MBA students organised by Kongu Arts and Science College, Erode on 19<sup>th</sup> August 2020.

## Webinars/FDPs/Training programmes

- ★ Dr.N.Nandhini Devi, Assistant Professor of Management participated in the Faculty Development Programme on "How to teach Online" organised by IIM Indore from 27<sup>th</sup> July to 1<sup>st</sup> August 2020.
- ★ Dr.N.Nandhini Devi, Assistant Professor of Management participated in Germinate FDP and Hands-on Workshop organised by Project Germinate Team, KCT during 13<sup>th</sup> and 14<sup>th</sup> August 2020
- ★ Ms.D.Prabha, Assistant Professor of Management attended an AICTE sponsored Short Term Training Programme(STTP) on 'Implementation of OBE to enhance quality of HEIs' from 24<sup>th</sup> August to 29<sup>th</sup> August, 2020 organised by Sri Ramakrishna College of Arts and Science, Coimbatore.
- ★ Ms.D.Prabha, Assistant Professor of Management attended a Webinar on 'Patent Protection for Innovation Driven Academic Institutions' on 29<sup>th</sup> August, 2020 organised by Turnip Innovations, Mumbai.

## Book Chapter

- ★ Ms.D.Prabha, Assistant Professor of Management, published a chapter titled, 'Indian Higher Education system-Evolving paradigms' in the Book 'Revolutionising Indian Education system' published by Archers & Elevators Publishing House, Banqalore with ISBN: 978-81-946245-0-9.



## School of Management



1

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