



# School of Management

MONTHLY NEWSLETTER – SEPTEMBER 2020



PAGE 2

## # IGNITE 2020

Ignite 2020 - orientation programme was organized for the new comers by the Senior students and faculty. It was a 3 day programme conducted virtually in Ms Teams.

PAGE 3

## # KCLAS EDGE

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

PAGE 7

## # STUDENTS FOLIO

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 9

## # FACULTY FOLIO

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

## VIRTUAL OPEN HOUSE



Open Virtual house for Diploma in Design Thinking was organised on 23<sup>rd</sup> September, 2020 at 5.00 p.m in Youtube live platform. Mr.Sudhakar Duraisamy, Industrialist and Dr.A.Dayalarajan Head, School of Management elaborated on the Diploma program offered by KCLAS

[Click here to register.](#)



**Freshers Feel - IGNITE 2020**

"The team which conducted IGNITE has very creatively opened my eyes to the world that KCLAS is going to be for the next 3 years. They have been able to break the ice between different departments and break the unseen barrier between seniors and freshers. I also loved the virtual activities conducted, especially 'Snowflake' and 'I am Unique' which was fun-filled and exciting. To sum it up, it was a fabulous start to my college life". - Srilakshmi S

"Butterflies in the stomach!! Was what I was feeling when the orientation programme as they call it IGNITE 2020 in KCLAS was announced but the way it was designed and executed keeping in mind the thoughts of freshers was commendable. Ignite provided us the platform where we could know our college and make ourselves comfortable in the new environment. KCLAS has definitely given me the opportunity to think, plan and act to start my new journey towards success providing me with full support and guidance". - Ikshitha Agarwal



"KCLAS has one of the best liberal arts education. A student can be nurtured at the best and can bring out his/her inner skills. Freshers are not be worried of the new atmosphere in this college. Because here in KCLAS, the seniors and faculties gave us a refreshing and warm welcome. Even though we are separated in distance, they made us feel close enough. The experience is new; Meeting friends of different departments from the college, friendly seniors and helping faculties". - Aishwarrya.M

"First day of college is always a nervous and excited situation for everyone, but in my case it was different, the ignite program conducted by the college made me more excited and less nervous, I learnt various things about our college and how the college treats their students and help them achieve their goals and passion. For me it was the most exciting three days in this covid -19 period". – Yash



"Entering a college like KCLAS, couldn't get any better by Ignite 2020. It just wasn't any 3 day camp with monotonous intro or activities. But also, we learnt a lot not only about academics, also about health and life. It was a very nice opening and refreshing too!" - Ashutosh Kabra

## # KCLAS EDGE

**EXPERT  
CONVERSATION**

Market Research in Business

**Mr.D.Manoj,**  
Senior Associate,  
Ernst & Young LLP, Bangalore.

The School of Management has organised an Expert Conversation on "Market Research in Business" for Third year BBA students on 8<sup>th</sup> September, 2020 virtually through MS Teams. Mr.D.Manoj, Senior Associate, Ernst & Young LLP, Bangalore was the resource person. Thirty seven students and three faculty participated in the Expert Conversation. The session started with the Welcome address by Mr.Tarun of III BBA. Tarun after welcoming gave a brief introduction about the guest. The conversation started with the concept of Business. The Resource Person has explained about what is business and what are the concepts that a business man has to be careful with in the business. He further explained about the importance of research in business. He also explained how the research helps in the development of business. The resource person has connected the market research with business environment. Resource person has explained about



some of the firms which has succeeded because of effective market research like Pricol, Byju, Oyo, Ola, Uber etc. He discussed about the Byju Case which is the best example of market research. He finally discussed with the economic crisis and its impact on GDP. All the participants were highly interactive in the session. The talk helped the students in understanding various concepts in a better way. The event was concluded with the vote of thanks by Mr.Tarun of III BBA.

**WORKSHOP**

**Accounting and compliance for MSMEs**

**CA Mr. Manjunath Subramaniam,**  
Partner and Executive Director,  
TKMS Associates LLP,  
Chennai

**Skill Sets for an Accountant**

- Analytical Skills
- Organization
- Critical Thinking - encounter errors, discrepancies, and inaccuracies
- Interpersonal Communication
- Adaptability - be prepared to adapt to changing standards and protocols, as well as technological advances, workplace dynamics, and new platforms for client interaction
- Time Management
- Industry Knowledge
- Spreadsheet Proficiency
- Team Collaboration
- Writing
- Active learning

The bottom right corner of the slide features a video feed showing two participants: a man in a blue shirt and a woman in a pink sari.

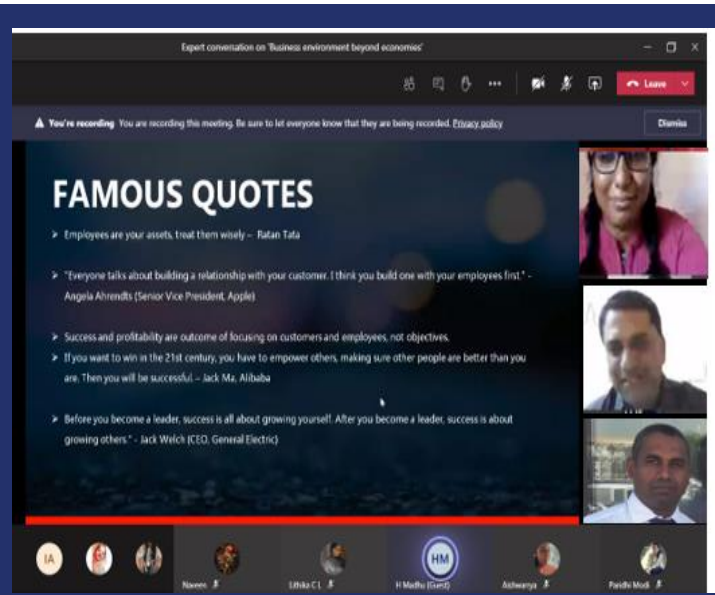
The students of Second year BBA had a workshop on 'Accounting and compliance for MSME' on 15/9/2020. The resource person for the workshop was CA.Manjunath subramaniam.the session was divided into two sessions from 10:00 a.m to 11:45 a.m and from 2:00 p.m to 2:45 p.m. The resource person had a brief discussion about how the micro, small, medium enterprises were been divided in india and its enterprise qualities. He explained the major issues concerning the MSME sector such as high cost of credit, lack of global acess market, taxation which is direct and indirect. He also mentioned about the non compliance area such as working capital management, market research and demand studies. He also shared his personal experience of applying for bank loan and the reason for getting rejected. This gave the students an idea of the list of documents to be attached while applying for loan.

The first part of the session was all about MSME's, its support and emerging areas and financial sectors, details about AI and he also spoke about how technology is shaping the future of accounting. The upcoming accounting software plays a huge role in the financial sectors such software could create unemployment, these software are quickbooks, tally erp, sage, zoho, microsoft dynamics, SAP, xero and MYOB. In the afternoon session, we had a great exposure and insights on how Insurance exams are quite cheap where the qualification is also till 10th and in MCQ mode. In case of MBA/PGDM one should qualify in the following competitive exams like CAT,MAT,XAT,GMAT,etc .. International course-ACCA,CIMA,CMA,CPA are added advantages.

## EXPERT CONVERSATION

Business Environment beyond  
economies

Mr. Madhu Haridas,  
Country Head, Global Corp  
Logistics LLC, Bahrain



The School of Management organized an Expert Conversation on "Business Environment beyond economies" for first year BBA students 22<sup>nd</sup> September, 2020 virtually through MS Teams. The session started with introductory remarks by Ms. Prabha, Assistant Professor of Management. The expert started his session asking what was the aim of the students and as some of them wanted to become entrepreneur, he explained who is an entrepreneur. The session was interactive and he covered all the environmental factors affecting a business, He elaborated the micro and macro environment, the internal and external factors. He gave a different perspective to the concept of internal environment. He said if the leader is able to face anything, then the business will sustain on all odds. He quoted Ratan Tata, Jack Ma and Jack Welch what was their perspective on leadership. He concluded the session with the quote, "Before you become a leader, success is all about growing yourself; after you become a leader, success is about growing others". Dr. Dayalarajan, Head, School of Management gave the concluding remarks. 62 students from BBA and 12 students from Economics department participated in the Conversation.

## EXPERT CONVERSATION

Product Diversification

Mr. S. Ramesh,  
Senior Manager Sourcing,  
Raymond India Limited,  
Bengaluru.

### CHALLENGES OF DENIM INDUSTRY & HOW TO OVERCOME

Based on various studies that Indian market are biggest established denim segment for youth 15-32 yrs which make 26% of consuming population & 9% contributes by women's & 6% by kids.

40% of people are using denim in India & still 60% of people are in other fabric, in this case, how we are going to convert few % in to denim segment & what will be our Raymond contribution to achieve the same?

denim mills are not focusing the Age Group between 45yrs & above, we have to concentrate in this segment by increasing awareness of sustainable fashion provides additional opportunity to promote denim as a product of natural cotton fiber which is perceived as more eco-friendly than synthetics & educating of denim products that easy to wear for all occasions with comfort feel. A two-prong strategy that in one hand addresses the needs of consumers encourages.

#### INTRODUCTION OF NEW PRODUCTS:

- More sustainable cotton
- More sustainable cellulosic fibers
- Recycled polyester and nylon
- Fewer chemicals
- Recycled pet bottle & used garments

On the 29<sup>th</sup> September 2020, the BBA Students of KCLAS, had a pleasure of attending a Expert Conversation by Mr.S.Ramesh, Senior Manager Sourcing, Raymond India limited on Product Diversification.

The session started with a welcome speech by Mr Jason Haniel of II BBA, and Mr.S.Ramesh, started the session by sharing his own professional experience with a short story .

He gradually shared the success story of Raymond India Limited, and he accurately recounted the status of the clothing market before and after COVID. Mr. Ramesh rightly pointed out that the entire market is forced to rethink and restructure the operational areas of the organization. Additionally, this pandemic has opened up avenues for new products and businesses. The pandemic has prompted companies to consider diversification due to an unexpected economic crisis. Raymond was famous for his fabrics, but it found another door opened to expand the market by offering a new product.

As the pandemic spreads across the world, the demand for medical clothing is too high, especially PPE KIT, Glows, Mask and more. This is why Raymond decided to manufacture these products, Mr. Ramesh responded to the need for diversification and to strategies designed quickly to capture market demand. As he said, it is not easy to conquer the market during this crisis, but the Raymond and Aravind factories have done it successfully. What Made Them Succeed - Identifying the right demand, studying the economy before mapping out prices, demand and supply.

He made the students understand the importance of analysing demand and supply even if the product is the market leader.

At the end, the students had the opportunity to interact with Mr. Ramesh and he patiently answered any questions raised by the students.

The session ended with a vote of thanks from Ms. Prabha, Assistant Professor and Jason Haniel of II BBA.

## Certificate Courses

- ✓ A certificate course on **Data Science with Python** was offered to III BBA students in association with Finland Labs, NewDelhi from 24<sup>th</sup> August 2020 to 4<sup>th</sup> September, 2020.
- ✓ 'MS – Office' was the certificate course undergone by II BBA students from 19<sup>th</sup> August, 2020 to 12<sup>th</sup> September, 2020. The course was offered by KCLAS in collaboration with NIIT, Coimbatore. 51 students of II BBA completed the course.

## Upcoming Courses

- ✓ Certificate course on 'Design thinking' for I BBA will be held in the third week of October. The course will be offered by Spread Design and Innovation Pvt. Ltd., Bangalore. Spread Design is a transdisciplinary business design firm with experts of over 20 years of experience in Design, Advertising, Architecture, Business and Culture. Spread Design works with Business, Government and Entrepreneurs, taking ideas from start to scale with skill, speed, and imagination.

## # STUDENTS FOLIO

### Congratulations!



Final year BBA student, Mr. Preethick Roshan was selected to participate in Group D Bike Race (under 24 category) in the upcoming National Bike Race Championship to be held in October, 2020.

### Online Courses

- ★ J. Karthika of II BBA has completed a course on 'Buddhism and modern psychology' offered by Princeton University in the portal Coursera.
- ★ R.S. Karthikeyan of II BBA has completed a course on 'The Science of well being' offered by Yale University
- ★ L. Samritha of II BBA has completed a course on 'Our Earth's future' offered by American museum of natural history.

### FRESHERS DAY

'Vanga palakalam' was organized by Second year students to welcome their Juniors on 26th September, 2020 from 4.00 to 6.00 pm in Ms Teams



"The program was just amazing with lots of fun, thank you seniors"- was the comment from I BBA students.



## How to Be Happy: 5 Habits to Add to Your Routine

By: Samyuktha Senthilkumar from 1st year BBA



Is it possible to be Happy all the time?

Yes, it is....

Happiness has different meaning in everyone's perspective. For you, maybe it means being at peace with who you are. Or having a secure and close network of friends who accept you unconditionally. Or the freedom to pursue your long time and deepest dreams.

To live your life to the fullest, you just have to change some of your regular habits which helps you get there.

Here are some regular habits which makes your life happy. Just remember that everyone have their way of achieving it.

If some of these habits creates stress or don't fit your lifestyle, just ditch them. With little practice you can figure out what does and doesn't work for you. So let's get started.

Tip No.1 Smile:

Everyone tend to smile when we are happy, and smiling causes the brain to release dopamine, which makes you even more happier. That doesn't mean that you should always put a fake smile on your face. But if you feel yourself low, try smiling. It works, or each morning wake up by smiling at yourself at the mirror.

Tip No.2 Exercise:

Exercise isn't just for your body. Regular exercise can help to reduce stress, depression and feelings of anxiety, which boosts your happiness.

For this it doesn't mean you have to go to GYM or do heavy work out. Even a small amount of physical activity makes a difference.

Tip No.3 Get plenty of sleep:

No matter how busy schedules you have or how heavy workload you have, spend your quality time towards sleeping. That gives good health, brain function, and emotional well-being.

Most adults need about 7 to 8 hours of sleep everyday at night. If you feel drowsy or lazy, your body may be telling you that it needs some rest. So go for sleep.

Tip No.4 Breathe deeply:

The next time you feel stressed, take a long, deep breathe to calm yourself down. According to Harvard Health, deep breathing exercises can help reduce stress. Work through these steps



when you feel stressed: Close your eyes. Try to think about a happy moment of your life or a beautiful place. Take a slow, deep breath in through your nose. Slowly breathe out through your mouth or nose. Repeat this process several times, until you feel yourself calm down or try counting to 5 in your head with each inhale and exhale.

Tip No.5 Acknowledge the unhappy moments:

Bad things happen to everyone. It's just part of life. If you get any bad news, don't pretend you are happy. Let yourself experience it for a moment. Then think what makes you recover from it.

Would a deep breathing exercise help? A long drive outside? Talking it over with someone? Do what you feel to recover from it. Then forget it. Remember that no one is happy all the time.

In conclusion, happiness is not something that comes to everyone randomly. One has to work very hard for a very long time to finally find happiness, to create the best possible version of it. So, follow these steps to lead a happy life!!

## # FACULTY FOLIO

### Faculty Empowerment

- ★ Dr.R.Umarani, Professor in the Department of Management served as a resource person for a guest talk on 'Research and Business Analytics' at EVOLVE, students club of KCLAS on 18<sup>th</sup> September, 2020.

### Webinars/FDPs/Training programmes

- ★ Ms.D.Prabha, Assistant Professor of Management attended a Webinar on 'Dialogue on NEP 2020: Transforming education system of India' on 7<sup>th</sup> September, 2020 organised by IHMR University, Jaipur.

Follow us on:



Visit Us



KCLAS, KCT Campus, Chinnavedampatti,  
Coimbatore 641049, Tamil Nadu, India.



Call us  
+91 422 266 1555

