



# NEWSLETTER

THE DEPARTMENT OF MANAGEMENT STUDIES  
AUGUST 2015



YUKTA

ARTICLES

INDUSTRIAL ANALYSIS

EXPLORO SERIES

FACULTY MEMBERS

STUDENT ACTIVITIES

UPCOMING EVENTS

# YUKTA - Management Student Association Inauguration

dated on 11 August, 2015

YUKTA –Management Student Association was inaugurated by **Mr. Venkatakrisnan Sankaran**, *Founder and CEO of Levergent Technologies India Pvt. Ltd.*



YUKTA office bearers were presented with the badges.

Lakshmanan M (*President*), Suguna M (*Vice President*), Vidyalakshmi R (*HR Co-Ordinator*), Ulaga Prabhu B (*Marketing Co-Ordinator*), Akshara B (*Finance Co-Ordinator*), Natarajan R (*Operations Co-Ordinator*)

The Chief guest distributing prizes to the winners of **Interdepartmental Business Quiz** conducted by **Business Standard Club** on **6 August, 2015**.

Winners:

1. Akshara B
2. Lakshmanan M
3. Manivannan P



Inauguration of Yukta – Management Students Association news displayed in the Business Standard News Paper

26 AUGUST, 2015



# Every Cloud has a Silver Lining

by Mrs. Madumitha Theagarajan (*Asst. Professor*)

Yes! As we know life is full of tribulations and happiness. Problems come into our life to make us strong and check our potential. The balance is a just a way that life chooses to reveal wonders. If you haven't faced failures in your life you will never know the importance of happiness that is rendered by success. Problems also make us realize the importance of things we had but never appreciated. There is an up for every down that has to be felt through calamitous situations.

Every failure means we are getting nearer to success and every success means that the reward to all the failures has come. Hurdles, tough times, and sorrow moments will give shape to tomorrow's life that is yet to come with more new challenges and complex moments. Hard situations are an opportunity to show our strength. The higher the performance, the greater the result. I believe it's a great creativity to god to prepare each human being with his blessing to stand up against tougher situations and find the solutions.

An optimistic approach is a motivation towards the problems we face in our life. A pinch of positivity at the verge of a rough phase is all it needs to deal with a problem and it's equally important to not lose hope. Boldness or braveness is much required to handle any situation.

The taste of success is felt with the hard work through obstacles. Every obstacle teaches us a lesson that becomes a boon in our life. And yes life is of course is also like two phases of coins- bad and good and as after every dark which is considered to be a metaphor of evils there is also mornings which gives us new hope every new day.

The way we deal with sorrow defines us. It's totally our decision to grow with the sorrow or deteriorate with the sorrow. The biggest solution for everything is time. Time is a best medicine.

Hope for the best, Always!

# INDIAN SECURITIES ARE SAFE?

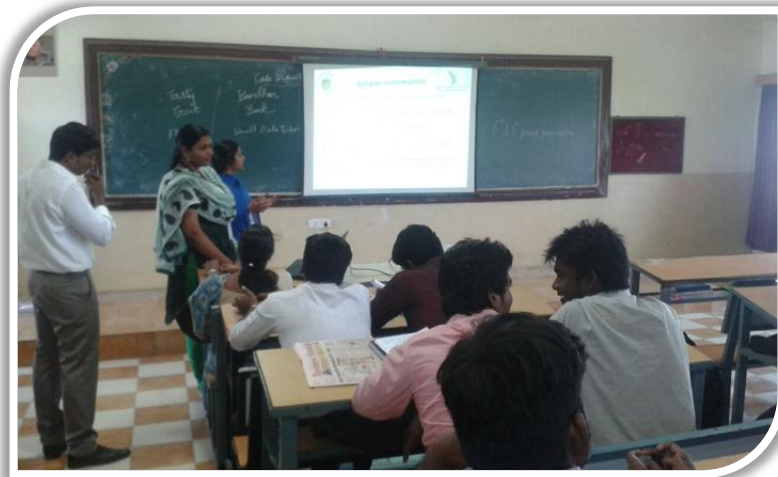
by Natarajan R (MBA - II - A)

Yes! As we know life is full of tribulations and happiness. Problems come into our life to make us strong and check Gurdaspur terrorist attack was one of the major attack held in recent times in Punjab in which 8 Indians were shot dead including the pride armed persons and an SP. Indians generally have tendency to satisfy what we have and we don't expect more since we know better that we wouldn't be satisfied for our expectations (the reason may be "we are a developing nation consists of middle-class persons majorly"). But we cannot be wondering always ourselves as self-sufficient in all areas especially in defense. India faced few worst attacks like Mumbai attack (popularly called 26/11). Even after the bloody incident we are not in a position to upgrade ourselves especially in case of security. The terrorist involved in recent Gurdaspur attack reached India through sea route which happened earlier in Mumbai attack. And the equipments and uniform given to the military men are so simple and light and they are not upgraded which has to be done for any country irrespective of its growth and economy. Our persons are wearing Brown khaki uniform and aiming for the enemies with a rickety gun-machine which has high risk. Always the annual budget has more shares for defense than any other sectors. But Armed forces are the only persons who are always die to live (in our hearts). First the security forces have to be secured and safe. Then only they can able to save the people. So the govt has to take necessary action to upgrade the security and other related factors to safe guard our nation. Let's hope that our defense sector will be upgraded in future years.

# Industry Analysis - Phase 1 & 2

Industrial Analysis Phase 1 was conducted on 1-2, 8-9 August, 2015. Students with finance specialization were presenting their reports.

1. Finance – Financial and Banking Industries
2. Operations – Manufacturing Industries
3. HR – HR Outsourcing Industries



Industrial Analysis Phase 2 was conducted on 15,16,22,23 August, 2015 and students were presenting their reports.

Industrial Analysis was done in :

- 1.Brand
- 2.Services
- 3.Retail

# MMA Workshop on Interview Skills

dated on 11 August, 2015

A workshop by Madras Management Association on 'Interview skills' was organized on 11<sup>th</sup> August, 2015. **Mr. Ravi Srinivasan** (Training head at The Equilateral) was the resource person for the workshop.



The Speaker distributed prizes to the winners of Business Plan Competition and Quiz which were organized by YUKTA

Business Plan Winners:

1. Rufus Jackson K , Prabhu R , Vishal SB
2. Suguna M, Subashree S , Satish Kumar V
3. Manivannan P, Lakshmanan M, Jebaz D Jeyaraj

Quiz Winners:

1. Preethi Nandhitha R , Vignesh T
2. Nirmal Selvan K, Nandha Gopal AR

# Exploro Lecture Series 3

dated on 27 August, 2015

Head Of the Department Welcoming Mr.S.Shyam Kumar, Manager & Operations Head, Axis Bank



Mr.S.Shyam Kumar discussing about "Banking Services" with the finance students.



# Exploro Lecture Series 3

dated on 29 August, 2015

Head Of the Department welcoming Mr.Renganathan, Junior Manager - HR, E – Com Express Pvt. Ltd , Bangalore



Mr.Renganathan discussing about the opportunities in Operations and general HR Practices.



## Faculty Members who presented papers

1. Mr. S. Purushothaman presented a paper at International Conference on “Innovative HR Practices in Corporate world”. Organized by “Rathinam College of arts and science” on Stress Management on 19<sup>th</sup> august 2015.
2. Mr.R.Vasudevan presented a paper titled “Performance Appraisal” at the international conference organized by Rathinam college of arts and science on 19<sup>th</sup> august 2015.
3. Mr.R.Vasudevan presented a paper titled E banking – innovative banking practices at the international conference organized by Shri Dharmasthala Manjunatheshwara institute for management and development, Mysore on 21<sup>st</sup> and 22<sup>nd</sup> august 2015.

# Student Activities

## 1. Students who appeared for competitive exams

Name	Exam Appeared
Anu Susan V	Railway Recruitment Board, Junior Engineer
Akshara B	Group –II
Lakshmanan M	Group –II
Kuha Priya D	Group –II
Jothi B	Group –II
Dhananjeyan L	Group –II
Jebaz Jeyaraj Balan D	Reserve Bank of India, Asst Post
Natrajan R	IBPS – PO
Nandha Gopal AR	Group – I
Manivannan P	Group – II
Dinesh Babu V	Railway Recruitment Board, Junior Engineer
Jenson	Group – II
Gobinath	Railway Recruitment Board, Junior Engineer
Karthick	Reserve Bank of India, Asst Post
Karthika C	Reserve Bank of India, Asst Post
Meenakshi N	Reserve Bank of India, Asst Post
Bhargavi Mohan S *	TNPSC – Group –II

\*Bhargavi Mohan S have been selected for revenue inspector

- N. Akshaya, II MBA has presented "Stress Management and Performance Appraisal" paper in an International Conference in "Rathnam College of Engineering, Pollachi".

# Upcoming Events

## WELCOME FRESHERS

College opens for First year students of Department of Management Studies.

DATE: 1<sup>ST</sup> SEPTEMBER, 2015

## YUKTA – CREATIVE CORNER

An advertising event for second year MBA will be conducted by YUKTA.

DATE: 14<sup>TH</sup> SEPTEMBER, 2015

## ORIENTATION

Orientation program will be conducted for the first year students.

DATE: 3<sup>TH</sup> SEPTEMBER, 2015

## YUKTA – STOCK WHIZ

A stock market investment game will be conducted by YUKTA.

DATE: 14<sup>TH</sup> SEPTEMBER, 2015

## INDUSTRIAL VISIT

Second year students will be taken to the industrial visit

DATE: 4<sup>TH</sup> SEPTEMBER, 2015

# EDITORIAL BOARD

## Chief Editor

Dr.Mu.Subrahmanian, Head of the Department

## Editor

Mrs. G.Sathya, Assistant Professor

## Student Editors

Akshaya N

Malini N

Rufus Jackson K