



<sup>Sri</sup> **SAI RAM INSTITUTE OF MANAGEMENT STUDIES**  
A unit of <sup>Sri</sup> **SAI RAM ENGINEERING COLLEGE**



*(NBA Accredited & ISO Certified Institution)*

*(A<sup>+</sup> rated by Business India & Top 100 B-school rated by Dalal Street Journal, Mumbai)*

Sai Leo Nagar, West Tambaram, Chennai - 600 044.

Tel : 044 - 2251 2222 Fax : 044 - 2251 2229

[www.sims.sairam.edu.in](http://www.sims.sairam.edu.in)



**MDP Calendar 2013-14**

## **SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)**

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The institute offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of TamilNadu.

The institute is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and audio visual facilities and a central library with latest books, national and international journals.

The highlights of the institute are that, it was ranked as A+ Grade Institution by Business India. A1 rated B school by AIMA. Our institute has been awarded the Best B-School in "Innovation in Building Academic & Industry Interface" by DNA (Daily News & Analysis) and STARS Group, Mumbai, for the year 2012. Our Institute was rated in 33rd place in Best B-School among top 50 B-schools in Tamil Nadu by Career 360 magazine (Group of Outlook) 2010-11.

"Education Excellence Award" for Best Management Institute in Tamil Nadu by Big Brands Research Academy. New Delhi, 2010-11 and 2011-12. "Best Business School Award (2009-2010)" received from leading Tamil Magazine Education Today. The institute has been credited with A1 Category, one among top 15 Management Institute in South India, in 2011 by AIMA, New Delhi. Apart from these, the Institute was rated 87th Place among Top 150 B-schools in India, 7th Place among Top 10 B-schools in Tamil Nadu by THE WEEK-MaRS National Survey, 2011-12.

To provide overall exposure to the World of Business and Management, SIMS regularly organizes National Level Seminars, International Conferences and Workshops for the students.

As a contribution to the society, SIMS engages its students in various societal development activities like, Blood Donation, Awareness Camps and other Welfare activities.

SIMS also arranges Faculty Development Programmes and Workshops sponsored by AICTE and other leading associations.

### **MISSION**

We dedicate and commit ourselves to achieve, sustain and foster unmatched excellence in Education. To this end, we facilitate inspiring environment of learning, research, creativity, innovation and professional activity to inculcate ethical and moral values.

### **VISION**

Our vision is to empower young minds to achieve excellence in their profession.

## MANAGEMENT DEVELOPMENT PROGRAMME

S.NO	Faculty Name	MDP Title	Date
1.	Dr. V. Sasirekha	Empowering Women in Workplace	29/08/2013
2.	Dr. V. Hemanthkumar	Neuro Marketing for Business Success	06/09/2013
3.	Dr. K.Soundarapandiyan	Green Supply Chain Management	27/09/2013
4.	Mt. B. Venkateswara Prasad	Challenges to HR Management	07/10/2013
5.	Mr. R. Suresh	ERP Implementation Process and Challenges	25/10/2013
6.	Mr. S. Sankar	Challenges Global by Financial Managers in Modern day Business	08/11/2013
7.	Mr.K.. S. Usman Mohideen	Balance Score card Design for IT Companies	22/11/2013
8.	Ms. R. Jeyalakshmi	Spreadsheet modeling for Financial Analysis	05/12/2013
9.	Mr. P. Venkatesh	Financial Literacy – Commodity Market	18/12/2013
10.	Mr. T. Praveen Kumar	Finance for Nonfinancial Professionals	03/01/2014
11.	Ms. S. Subhashini	Psychometric Testing & Applications	29/01/2014
12.	Dr. V. Sasirekha	FDI in Railways	13/02/2014
13.	Mr. B. Venkateswara Prasad	Global Dimension of HRM	13/03/2014
14.	Mr.K.. S. Usman Mohideen	Technology transfer in garment Industry - Issues	18/04/2014
15.	Mr. T. Praveen Kumar	Leadership Programme for Educators	08/05/2014

## **INTERNATIONAL CONFERENCE - 2013**

<b>S.No.</b>	<b>TOPIC</b>	<b>DATE</b>
01.	International conference on Economics, Business, Finance HR and Technology for Sustainable development (IEBFHT2013)	20 <sup>th</sup> & 21 <sup>st</sup> DEC. 2013

## **AICTE SPONSORED NATIONAL SEMINAR 2013**

<b>S.NO</b>	<b>TOPIC</b>	<b>DATE</b>
01	Viral marketing for social media	19 <sup>th</sup> to 21 <sup>st</sup> Dec.2013

### **Contact Details**

**Prof. Dr. K. Maran (Convener)**  
**Director**

Cell : 9444189471 / 9940049663

E-mail: maran.mba65@gmail.com