



Sri

SAI RAM INSTITUTE OF MANAGEMENT STUDIES



A unit of Sri

SAI RAM ENGINEERING COLLEGE

(NBA Accredited & ISO Certified Institution)

(A⁺ rated by Business India & Top 100 B-school rated by Dalal Street Journal, Mumbai)

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

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| MDP Calendar 2010-11 |



SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)

SIMS was established with the motto of “prosperity through innovative management”. It offers the post graduate programme leading to the award of MBA degree by the Anna University of Technology, Chennai, approved by AICTE and the Government of Tamil Nadu. The institute is well equipped with modern facilities such as syndicate room, seminar hall, computer centre, department library, audio and video facilities and a central library with latest books and is subscribed to various national and international journals.

The highlights of the institution are that, it is ranked among the Top 100 B-Schools in India by Dalal street magazine-Mumbai, for 3 consecutive years and also catagorised as A + grade institution by Business India for the year 2007.

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.	TOPIC	FACULTY CO-ORDINATOR	DATE
1	Impact of global warming and strategies to overcome challenges	Prof. S Natarajan natarajan.MBA@sairam.edu.in	03.06.10
2	Retention strategies for middle-level managers	B Venkateswara Prasad bvprasad.mba@sairam.edu.in	17.06.10
3	e-retailing	R Suresh Suresh.MBA@sairam.edu.in	25.06.10
4	E-commerce	Sasi Rekha V Sasirekha.MBA@sairam.edu.in	02.07.10
5	Venture Capital is Boon or Bane	S Sankar Sankar.MBA@sairam.edu.in	16.07.10
6	Strategies for business transformation- from Existence to Excellence	V Hemanth Kumar Hemanthkumar.MBA@sairam.edu.in	21.07.10
7	Hedge funds	K Soundarapandiyan Soundarapandian.MBA@sairam.edu.in	03.08.10
8	EI for Managerial Excellence	P Priyadarsini Priyadarshini.MBA@sairam.edu.in	19.08.10
9	Challenges and opportunities in international business scenario	Prof. S Natarajan Natarajan.MBA@sairam.edu.in	27.08.10
10	Finance for HR professionals	B Venkateswara Prasad bvprasad.mba@sairam.edu.in	10.09.10
11	ERP implementation strategies for SME`s	R Suresh Suresh.MBA@sairam.edu.in	17.09.10
12	Trends in Web advertising	Sasi Rekha V Sasirekha.MBA@sairam.edu.in	21.09.10
13	Prospects and opportunities for FDI in Indian market	S Sankar Sankar.MBA@sairam.edu.in	01.10.10
14	Stress Management	V Hemanth Kumar Hemanthkumar.MBA@sairam.edu.in	06.10.10
15	Forex and risk management	K Soundarapandiyan Soundarapandian.MBA@sairam.edu.in	13.10.10
16	Micro management strategies for employee retention	P Priyadarsini Priyadarshini.MBA@sairam.edu.in	27.10.10
17	Impact of foreign trade in economic growth	Krishna Sudheer krishnasudheer.mba@sairam.edu.in	02.11.10
18	SAP for business excellence	Dhayalan dayalan.mba@sairam.edu.in	02.02.11
19	The role of transformational leadership in HRD	P.S.Usha usha.mba@sairam.edu.in	17.02.11
20	Growth of mutual fund in Indian market	Jayalakshmi jayalakshmi.mba@sairam.edu.in	24.02.11

S.No.	TOPIC	FACULTY CO-ORDINATOR	DATE
21	Behavioral Finance	Sundara Balamurugan balamurugan.mba@sairam.edu.in	03.03.11
22	Competency mapping in IT sector	Usman Mohideen usman.mba@sairam.edu.in	18.03.11
23	Challenges and issues in services marketing	Krishna Sudheer krishnasudheer.mba@sairam.edu.in	25.03.11
24	Innovative strategic management	Dhayalan dayalan.mba@sairam.edu.in	02.04.11
25	Online marketing developments in Indian context	P.S.Usha usha.mba@sairam.edu.in	12.04.11
26	Derivatives management	Jayalakshmi jayalakshmi.mba@sairam.edu.in	20.04.11
27	Importance of internal audit and control	Sundara Balamurugan balamurugan.mba@sairam.edu.in	28.04.11
28	Emerging trends in HR accounting	Usman Mohideen usman.mba@sairam.edu.in	03.05.11

NATIONAL-LEVEL PROGRAMS

S.No.	TOPIC	FACULTY CO-ORDINATOR	DATE
01.	Best summer project contest "Pro-pinnacle '10"	Mr.S.Sankar Cell:9710077565 Aathiya2002@yahoo.co.in	3 rd Sep 2010 Friday
02.	Entrepreneurship Awareness & Development Programme	Mr. R. Suresh Cell:9381005567 Sr2526@gmail.com	2 nd & 3 rd Feb'11 Wednesday & Thursday
03.	Manfest 2011	Mr.V. Hemanthkumar Cell:9884249862 Vhk.sai@gmail.com	21 st April 2011 Thursday
04.	Workshop on Research Paper/Article Publications	Dr.K.Soundarapandiyan Cell:9443293618 soundarfinance@gmail.com	9 th March 2011 Wednesday
05.	FDP on Research Report Writing	Dr.K.Soundarapandiyan Cell:9443293618 soundarfinance@gmail.com	10 th March 2011 Thursday
06.	National Level Seminar on Research Methodology	Dr.K.Soundarapandiyan Cell:9443293618 soundarfinance@gmail.com	10 th March 2011 Thursday

INTERNATIONAL CAREER DEVELOPMENT PROGRAMME

S.No.	TOPIC	FACULTY CO-ORDINATOR	DATE
01.	International Career development programme for Students of Eastern University Srilanka, Srilanka	Mr.S.Sankar Cell:9710077565 Mr.A.Krishnasudheer Cell:8056216306	30 th Sep 2010 to 6 th Oct 2010

Contact Details

Prof. Dr. K. Maran (Convener)
Director

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