



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)

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MDP CALENDAR 2012-13



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	TOPIC	FACULTY CO-ORDINATOR	DATE
1	WINNING STRATEGIES FOR FLEDGING VENTURES IN INDIAN SCENARIO	Dr.K.SOUNDARAPANDIYAN	17/08/2012
2	CEM-CUSTOMER EXPERIENCE MANAGEMENT STRATEGY FOR BUSINESS SUCCESS	Dr.V.HEMANTH KUMAR	30/08/2012
3	GLOBALIZATION OF BUSINESS AND ITS COMPETITIVE ADVANTAGE	Mr.A.KRISHNA SUDHEER	14/09/2012
4	ROLE OF VENTURECAPITALIST IN BUSINESS SUCCESS	Mr.S.SANKAR	27/09/2012
5	CHALLENGES IN SERVICE MARKETING AND ITS IMPLICATIONS	Mr.USMAN MOHIDEEN. K. S	11/10/2012
6	EVOLUTION OF RETAIL IN INDIA	Ms.R. JEYALAKSHMI	25/10/2012
7	KNOWLEDGE MANAGEMENT APPLICATIONS FOR QUALITY IMPROVEMENT	Dr. SASIREKHA.V	07/11/2012
8	RECENT TRENDS IN GLOBAL RETAILING	Mr. B.VENKATESWARA PRASAD	23/11/2012
9	LEGAL AND ETHICAL ISSUES IN CURRENT ADVERTISING PATTERN	Ms. P.S.USHA	6/12/2012
10	EMERGENCE OF GREEN FINANCING	Ms. SUBASHINI.S	20/12/2012
11	CHANGE MANAGEMENT – CHALLENGES AND OPPORTUNITIES	Ms. G.BHAVANI DEVI	23/01/2013
12	A DETAILED PREVIEW OF FUNDAMENTAL AND TECHNICAL ANALYSIS IN STOCK MARKET	Mr. DINESH KUMAR.S	09/02/2013
13	CORPORATE GOVERNANCE IN MNC'S	Mr. V.DHAYALAN	17/02/2013
14	5A MANTRA'S FOR PROFESSIONAL SUCCESS	Mr. T.PRAVEEN KUMAR	07/03/2013
15	VIRAL MARKETING ON SOCIAL MEDIA	Mr. K.MURUGAN	21/03/2013
16	CORPORATE GOVERNANCE AND ITS INFLUENCE ON INDIAN CORPORATE IN THE GLOBAL SCENARIO	Mr. R. MURALI KRISHNAN	11/04/2013

INTERNATIONAL CONFERENCE - 2012

S.No.	TOPIC	FACULTY CO-ORDINATOR	DATE
01.	International conference on Application of Technology and Management Research in Global Economy	Dr. V. Hemanth Kumar 9884249862 Dr. K. Soundarapandiyan 9443293618	June 2nd & 3rd, 2012

NATIONAL LEVEL PROGRAMS

S.NO	TOPIC	FACULTY CO-ORDINATION	DATE
01	Workshop on Innovations in Branding	Dr. V. Hemanth kumar 9884249862 Dr. K. Soundarapandiyan 9443293618	July 28 th , 2012
02	Best summer project contest "Pro-pinnacle 2012"	Dr. V. Sasirekha 9940019336 Mr. R. Suresh 9381005567	September 14 th , 2012

Contact Details

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