



SAI RAM INSTITUTE OF MANAGEMENT STUDIES

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 2014-15

www.sairamgroup.in

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. M.J.F. 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 COORDINATOR	DATE
1.	STRATEGIES FOR SUSTAINED ECONOMIC GROWTH	Dr. V. Sasirekha	21/08/2015
2.	GREEN MARKETING – Problems & Prospects	Dr. V. Hemanth Kumar	16/09/2015
3.	ONLINE MARKETING TRENDS	Dr. A. Krishna Sudheer	25/09/2015
4.	STRATEGIES TO MITIGATE FOREX RISK	Dr. K. Soundarapandiyan	16/10/2015
5.	STRATEGIES FOR MANAGING DIVERSITY	Dr. B. Venkateswara Prasad	19/11/2015
6.	FINANCIAL INSTRUMENTS IN BANKING SECTOR	Dr. S. Sankar	27/11/2015
7.	ONE PERSON COMPANY – AN INTRODUCTION	Mr. V. Dhayalan	18/12/2015
8.	NEURAL MARKETING	Mr. K. Murugan	23/01/2016
9.	ENCHANCING EXECUTIVE EFFICIENCY THROUGH ORGANISATION LEARNING	Mr. K. S. Usman Mohideen	18/02/2016
10.	PRODUCT PROMOTIONAL STRATEGIES	Mr. S. Dinesh Kumar	26/02/2016
11.	EGOGRAM FOR MANAGERS	Mr. T. Praveen Kumar	12/03/2016
12.	HEDGE FUNDS - TRENDS & OPPORTUNITIES	Mr. P. Venkatesh	26/03/2016
13.	CROWD FUNDING – NEED OF THE HOUR	Ms. R. Jeyalakshmi	10/04/2016

We build a Better Nation
through Quality education!



Contact Details

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