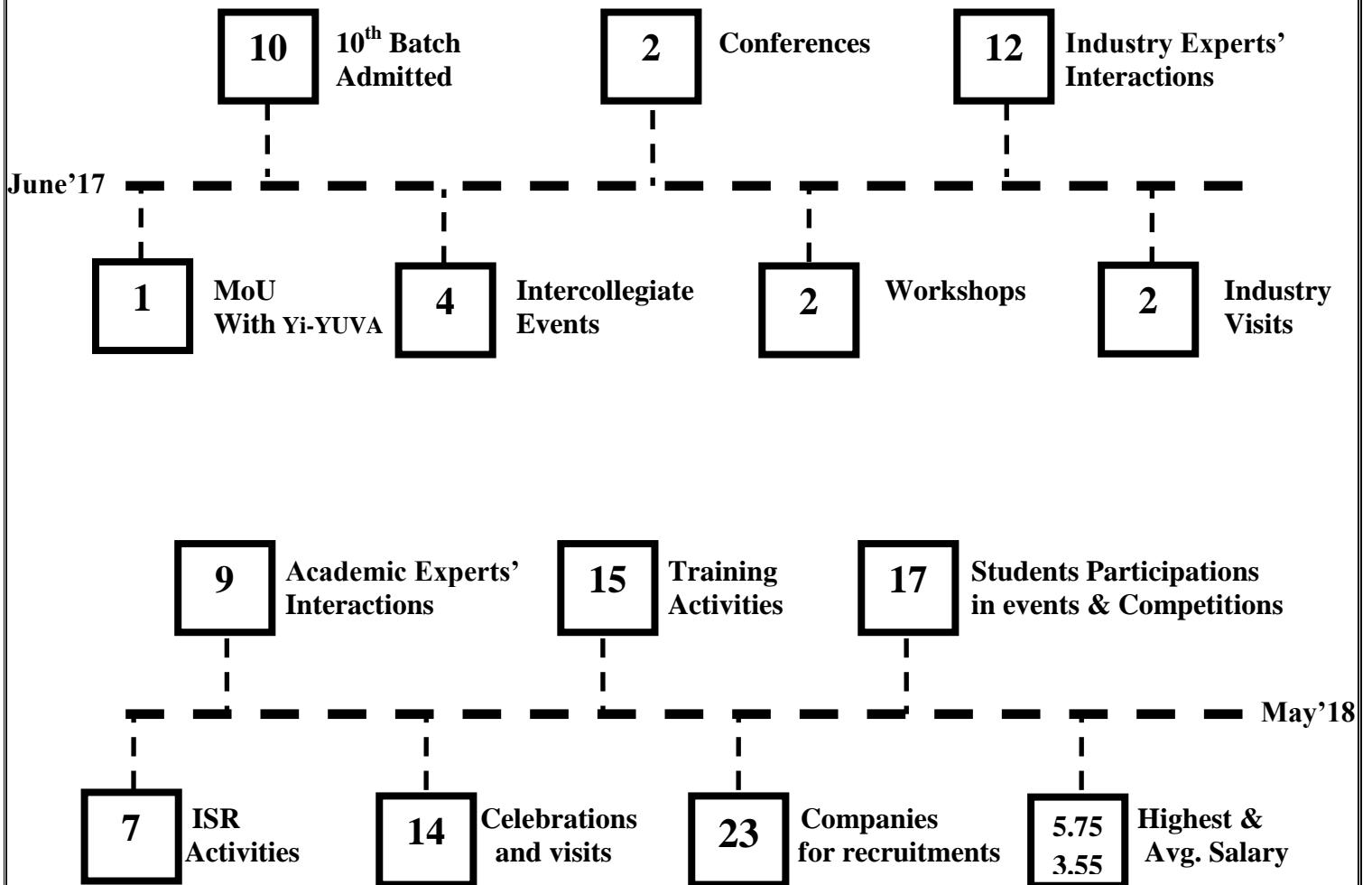




Glimpse of activities for the academic year 2017-18

(An extract from the Annual Report 2017-18)



Annual Report 2017-18

1. **MoU with Yi – YUVA** to infuse entrepreneurial spirit among students
2. **Tribute to the nation** – Independence Day and Republic Day celebrated at HBS
3. **10th Batch MBA Inaugurated by Dr P Sureshkumar**, Mentor & Director - Industrial Consultancy, KIT.

4. I MBA Orientation Program

- *Dr S Iyyampillai, Professor (Retd.), Department of Economics, BDU, Trichy* interacted with students on ‘How to Face Challenges in Life?’ on 21st August 2017
- *Mr G Shivaraj, Head - Career Management & Placements, TSM, Madurai* interacted with students on ‘Corporate Expectations & Career Management’ on 22nd August 2017
- *Dr P Ramajayam, Assistant Professor, Centre for Study of Social Exclusion & Inclusive Policy, BDU, Trichy* interacted with students on ‘Social Relevance of Management Studies’ on 22nd August 2017
- *Dr S N Rahavendran, Associate Professor, BIM, Trichy* interacted with students on ‘Why MBA?’ on 22nd August 2017
- *Prof. K Ananth, Director Blue Hat Academy*, interacted with students on ‘Corporate Lingo’ on 23rd August 2017
- *Mr.S M Rajkumar, Manager - HR, Vitae International Accounting Services Pvt. Ltd* interacted with students on ‘Integrity, Transparency & Independence for Excellence in the Profession’ on 24th August 2017
- *Mr S Manoharan, Deputy Manager - HR, Administration & CSR, BHEL, Trichy* interacted with students on ‘Career Aspirations & Competency Profile of Corporate Aspirants’ on 24th August 2017
- *Dr K Elavazhagan, Librarian & Chief Knowledge Officer, IIM, Trichy* interacted with students on ‘Effective uses of Learning Resources’ on 26th August 2017

The orientation included sessions on ‘*Ice Breaking*’ by Prof Senthil K Nathan, ‘*Know your B-School*’ by Dr R Ramesh, ‘*Professional Etiquettes*’ and ‘*Thinking Exercise*’ by Dr AL Alagappan, ‘*Team Building*’ by Prof B Dineshkumar and ‘*Academic Integrity*’ by Prof K Muthukumar. Distinguished Alumni and seniors interacted with new entrants to orient them towards the professional approach to MBA.

5. **7th Graduation Day** 7th Graduation Day of HBS held on 3rd September 2017. *Dr S Selladurai, Additional Registrar, Anna University was the chief Guest*. He distributed the degree certificates to the graduates and delivered the Graduation Day Address.

- 6. Blue Ocean Dialogue at HBS** - Yi YUVA Trichy Chapter conducted Blue Ocean Dialogue at HBS on 19.09.2017. Students presented their business ideas in teams
- 7. Explore 17 – Version 2.0** - HBS organised Explore17 – Version 2.0 an adventurous management meet on 8th November 2017, first of its kind in Tamilnadu to provide a platform for young graduates to explore their leadership skills and team player qualities. Thirty five teams from various institutions participated and experienced the adventure and thrill in the events of the game. Winners were awarded with cash prizes.
- 8. Heartfulness Meditation Club** inaugurated on 8th November 2017
- 9. 3 day Faculty Development Program** exclusively for HBS faculty to train them to be an effective mentors
- 10. 69th Republic Day** celebrated in the campus on 26th January 2018
- 11. Student Conference – Connect 2018** HBS organized 5th Student conference a state level intercollegiate paper presentation competition on 2nd and 3rd February 2018. 150 students from various colleges participated and presented their papers in functional areas of management.
- 12. Founder’s Day** - HBS organized Shri R Krihsnamurthy 2nd Memorial Lecture held on 24th February 2018. The lecture Series is organized every year in honor of Shri R Krishnamurthy, the Founder Chairman of HBS. This year, *Shri. Vijay Kapoor, Founder and Managing Director of DERBY Jeans Community, Chennai* delivered the memorial lecture.
- 13. Shri R Krishnamurthy Memorial Award for Excellence**

Every year Hallmark presents Shri R Krishnamurthy Memorial Award for Excellence to eminent socially committed leader from the industry. This year Shri Vijay Kapoor, Founder and Managing Director of DERBY Jeans Community, Chennai is awarded in recognition of his accomplishment in business.
- 14. Jigarthanda 2018** - HBS organized an inter-college cultural fest for undergraduate students on 2nd March 2018 as a platform for exhibiting their cultural talents. 160 students from various colleges across Tamilnadu participated in 9 events.
- 15. Tulip 2018** - HBS organized Tulip 2018- the pink event for ultimate women’s day out to celebrate Women’s Day on 9th March 2018. 150 female students from various colleges participated and exhibited their talents.
- 16. Parents Teachers Meeting** - HBS strongly believes in continuous engagement with the stakeholders as it enables us to understand the expectations and aspirations of them. As a part of this Parents Teachers meeting was organized on 12th April 2018.

17. National Conference - HBS organized its fourth National Conference on 'Management Challenges & Strategies for Competitiveness' on 5th November 2016. The conference attracted around 35 research papers from academicians and research scholars from various institutions. s *Dr S N Raghavendra, Professor, BIM, Trichy* , *Dr A G V Narayanan, Dean-FoM, Builders Engineering College, Kangeyam*, *Dr Muruganantham, Associate Professor, NIT – Trichy* and *Prof K Balasubramanian, Managing Director, Creative Management Consultancy, Trichy* interacted with the participations

18. Start-up Café - HBS - Center for Entrepreneurship Development has initiated Startup Cafe- an initiative in which stories of Startups will be presented by the Students on every Wednesday in order to bring in entrepreneurial spirit in students and so far 18 editions were completed.

19. CEO Connect – an interaction initiative with corporate leaders

- IIPC has organised CEO Connect on 28th October 2017. *Mr. R Kamalavel, CEO, Mallow Technologies* interacted with students.

20. Industry Experts' Interactions

- *Mr Abdul Aleem Abdul Kader*, HR Officer -Qatar Fertilizer Company
- *Mr Ravichandran Ramasamy*, Senior Media Buying Manager, Group Marketing , AL-Futtaim Pvt.Ltd, Dubai
- *Mr Suresh*, General Secretary of Indian Bank Employees' Union(IBEU)
- *Mr V Alagappan*, Chartered Accountant, Vruksha &Co
- *Mr R Rajasekar*, Manager-Shares, KVB
- *Mr. Joseph Raj*, Manager, HR, ONGC Ltd and
- *Mr. Suresh Kumar R*, Operations Manager, NaRDil

21. Academic Experts' Interactions

- *Dr A Mohamed Riyazhkan*, Department of Business studies, HCT, Muscat and
- *Dr Prasanna Balaji*, Director & Head-Physical Education Department, National College, Trichy

22. E-Talk Series – Entrepreneurs Talk

- *Mr Jujun A, Director*, JRJ Sea Foods India (P) Ltd
- *Mr S Kishore, Managing Partner*, SK Cars, Trichy
- *Mr. G. Suresh Kumar*, Co-Founder of MAcApp Studio,

23. Workshops

- *SEBI Sponsored Workshop on "Financial Planning for Young Investors"* on 27th March 2018.
- *Workshop on "Enhancing Employability Skills"* on 4th April 2018.

24. Training and Development

- A team of MBA students participated in a month long Entrepreneurship Development Program organised by Amirtha University from 15th June to 15th July 2017

- Prof G Karthikeyan was deputed to an Exclusive Session on ‘Business Model Canvas’ by Mr Manick Rajendran, Founder & CEO, iMMi Life Healthcare Pvt. Ltd on 28th July 2017
- A team of II MBA students along with Prof. K Muthukumar participated in a session on 'Romancing the Balance sheet' by Dr Anil Lamba, organised by CII on 3rd August 2017
- A team of I MBA students along with Prof G Karthikeyan participated in ‘Startup Trichy’ organised by Care School of Business on 23rd September 2017
- Team of MBA students along with Prof G Karthikeyan participated in Global Youth Initiative Week organised by Young Indians, The John Maxwell Team and Renergetics Consulting, Singapore on 11th October 2017
- II MBA students along with Dr AL Alagappan participated in CXO Connect program organised by Yi – Young Indians on 6th November 2017. Dr V Damodaran, CEO & MD of Ameex Technologies was the speaker.
- II MBA HR students along with Dr AL Alagappan, participated in a program on ‘Digital HR Challenges & Opportunities’ organised by NHRD Trichy Chapter on 18th November 2017.
- II MBA students along with Dr R Ramesh, Director, HBS attended a program on ‘Tamil Cinema - Sonnathum Sollathathum’ by film director Mr. Karuppaiya Pazhaniyappan
- Mr P Gopalakrishnan, Librarian participated in a Global Conference on ‘Emerging Trends in Business Librarianship ETBL 2017’ Organised by Indian Institute of Management, Ahmedabad from 21st to 22nd November 2017
- Prof K Muthukumar participated in a six-day Executive Development Program on ‘Introduction to Investments’ organised by Sastra Deemed University from 4th to 9th December 2017’.
- A team of students attended Start-up Trichy event and interacted with Mr. K.R.V Ganesan, Managing Director – Aswin's Sweets and Snacks on 7th April 2018
- A team of students participated in a workshop on ‘Power of Public Speaking’ by Mr. Suresh Kumar on 10th April 2018
- A team of I MBA students visited Theeran Nagar Santhai for practical learning on 22nd April 2018
- A team of I MBA students visited Manal Sirpa kankatchi on 22nd April 2018
- A team of students participated in Tamil Hindu’s “Ini oru Vidhi Seivom” a women entrepreneurship awareness program held on 29th April 2018

25. Students’ Participations and Achievements

- A team of II MBA students participated in *EXIMIUS 2017, a two-day Entrepreneur summit at IIM, Bangalore* held on 5th and 6th August 2017.
- A team of II MBA students participated in a Business Plan Competition organised by Easwari Engineering College, Chennai on 8th August 2017

- HBS students Ms. Shirly S and Ms Tamil Elakkiya S presented the findings of their study on training program effectiveness and employee attrition at Sangam Hotels, Trichy during their internship.
- A team of I MBA students participated in various event in **FIRMA'17** organised by Bishop Heber College, Trichy and won **Second Place in Business Plan Competition**
- Finance students participated in 'Stock War' a virtual trading contest organised by JIM
- 5 II MBA students presented papers in an International Conference organised by Bon Secours College for Women, Thanjavur on 27th September 2017. **Ms Shirly S of II MBA received 'Best Paper Award' for her paper.**
- A team of I MBA students participated in TIECOONS, and intercollegiate meet organised by Jamal Muhammad College, Trichy and won **'Overall Best Management Team' title.**
- A team I MBA students participated in Progyan'17, a National Level Management Meet organised by School of Management, Sastra Deemed University. Team HBS was the **'Overall Runners' of the event.**
- A team of II MBA Students presented papers in National Conference organized by School of Management Studies, Jai ShriRam Group of Institutions, Tiruppur.
- A team of I MBA students involved in the process of HR Digitization in Apollo Hospitals, Trichy

26. Students' Volunteering Activities

- HBS Students took oath of allegiance to the New India Movement
- Students organized games and events for car free Sunday activities of The Hindu Newspaper
- Students participated in marathon for creating awareness about organ donation
- Students coordinated interschool level competition for Govt. school children
- I MBA students participated in a week long 'No Food Waste' awareness campaign
- II MBA students coordinated 'Pen Indru' program of Tamil Hindu Newspaper
- HBS Social Club Members coordinated a Medical Camp organised by Sharon NGO

27. HBS Contributions to the Society

- HBS associated with The Hindu Newspaper for a program on 'GST Awareness program
- Under Social out Reach Club, HBS organised a one-day computer awareness program for primary school children
- HBS was the venue sponsor for FAMFEST'17, a mega celebration of Doctor's Day.
- HBS conducted a one-day Workshop on 'Phonetics' for Government Primary School Teachers
- HBS conducted a three-day 'Computer Literacy Program, for Primary School Teachers

28. Placements

Placement offers from companies belonging to FMCG, Banking, Financial Services, Manufacturing and IT Sectors.

S.No	Name of the Company	Designation	Salary Package CTC Pa.	No. of Offers
1	Ramco Cements	Sales Trainee	Rs. 5.75 Lakhs	1
2	City Union Bank	Sr. Associate Jr. Associate	Rs. 4.47 Lakhs / Rs. 3.8 Lakhs	10
3	Catholic Syrian Bank	Relationship Executives	Rs. 2.4 Lakhs	5
4	ICICI Securities	Sr. Relationship Manager	Rs. 3.5 Lakhs	2
5	IDBI Federal	Team Leader	Rs. 3.5 Lakhs	9
6	Anil Foods	Sales Executives	Rs. 3 Lakhs	12
7	Karvy Group	Equity Advisor	Rs. 2 Lakhs	1
8	Kotak Mahindra Bank	Executives	Rs. 3.2 Lakhs	3
9	Tinkrobot	BDE	Rs. 2.5 Lakhs	1
10	Roots Industries	Commercial Trainee	Rs. 2 Lakhs	2
11	Muthoot Finance	Probation officer	Rs. 2.27 Lakhs	1
12	Nokia Siemens	HR Coodinator	Rs. 2.66 Lakhs	1
13	BMW	Jr.HR officer	Rs. 3 Lakhs	1
14	Coco Cola	BDE	Rs. 4 Lakhs	2
15	Berger Paints	Technical In charge	Rs.4.2 Lakhs	4
16	ITC	Market Development officer	Rs.3.4 lakhs	2
17	Axis Bank	Asst. Manager -operations	Rs.3.2 lakhs	3

29. Industry Visits

- I MBA students visited TNPL Karur on 28th October 2017.
- As a practical component for the course TQM, I MBA Students visited TVS Motor Company's Plants at Hosur on 28th November 2017.

30. Colours of Life at HBS

Celebrations and events make HBS as a vibrant campus and add colors to the life at HBS.

- HBS organised heritage tour in the trails of The Great Cholas on 30th July 2017. The visit included Gangai Konda Cholapuram and Tanjore Big Temple.
- Seniors welcomed the juniors to HBS by throwing a party on 26th August 2017. The party was full of fun filled games and events for the juniors.

- HBS celebrated Onam on 4th September 2017. Students had fun filled games and events.
- Teacher's Day Celebration- students celebrated Teachers Day on 5th September 2017
- I MBA students enjoyed 'Aram' movie along with faculty members on 16th November
- HBS celebrated 'Christmas' on 20th December 2017.
- Tamilar Thirunal "Pongal" was grandly celebrated on 12th January 2018
- Juniors bid adieu to the seniors in the Farewell Party on 24th February 2018.
- HPL – HBS Premier League, an intra college sports and cultural competition was organized for the students during the month of February 2018.

31. HBS Accolades

1. HBS is a CRISIL rated Institution
2. Ranked 19th Amongst Top 20 Emerging B-school Of India By Higher Education Review 2017
3. HBS Has Been Rated As One Of The Best Top B-schools In Tamil Nadu & India By Businessline 2017
4. HBS has been rated as AA+ BY Careers 360 in the year 2017.
5. Ranked 3rd Amongst Best B-schools In Trichy By Business Today,2016

32. Road map for HBS

- HBS is taking many initiatives to strengthen the MBA programme offered and thereby to differentiate ourselves in the field of management education.
- We are planning to get NAAC accreditation by the end of the Academic Year 2019-20
- We are planning to become an Autonomous Institution by 2022

33. 10th Annual Day – HBS celebrated its 10th Annual Day on 30th April 2018. 10 years of Excellence in Management Education, 10 years of Expertise, 10 Years of Exciting Journey culminated in the 10th Annual Day at Hallmark Business School. Shri J Jayaraman, Managing Trustee presided over the function. HBS is privileged to have Dr A Amalraj, IPS, Commissioner of Police, Trichy City, as the Chief Guest and Shri A S Ananthkrishnan, Managing Director, CEEYES Pvt Limited & Chairman, CII Trichy Zone as the Guest of Honor of the annual day celebration. Students were recognized for their outstanding performance during their period of study with awards.

- **Ms Meera N**, received **SR Trust Best Academic Performer Award (Cash Prize Rs 10,000)**
- **Ms Tamilelakiya S**, received **Dr P Selvaraj Best Outgoing Student Award (Cash Prize Rs 10,000)**
- **Mr Sampathraj K**, received **CVL Best Outgoing Corporate Manager Award(Cash Prize Rs 15,000)**
- **Priyadharshini V G**, received **Mrs Hemavathy Padmanabam Meritorious Award(Cash Prize Rs 10,000)**

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