



# **Hallmark Business School**

**Enabling Leadership**

The  
**Practical**  
Business  
School



## **9<sup>th</sup> Annual Report**

**2016-17**

It gives me immense pleasure to present the brief report on the academic and extracurricular activities of Hallmark Business School for the academic year 2016-2017. This academic year is certainly a milestone in Hallmark History as we have done the maximum to enhance the MBA program. To improve the academic rigor, reality in learning and overall performance and development of the students, HBS organised various programs during the academic year 2016-17. They are classified into 19 specific areas namely

### ACADEMIC HIGHLIGHTS

1. Academic Experts Interaction Programs
2. Academic Performance
3. Alumni Interactions
4. Centre for Entrepreneurship Development (CED) Activities
5. CEO Connect Programs
6. Club Activities
7. Field Visits & Industrial Visits
8. Important events , Cultural and other Celebrations at HBS
9. Industry Experts Interaction Programs
10. MoU with NHRD
11. National Conference
12. Placements
13. Student Conference
14. Students Awards
15. Students' Participations
16. Training and Development
17. Workshops organised at HBS
18. HBS Accolades
19. Road Map for HBS

## 1. ACADEMIC EXPERTS INTERACTION PROGRAMS

HBS regularly conducts Academic Experts Interaction Programs as a platform for the students to interact and learn from eminent people from academia. The following programs were organised during 2016-17:

Sl. No	Academic Expert	Title	Date
1	Mr Ilango Ramasamy, Lecturer, Nizwa College of Technology, Oman	How to Keep Yourself Motivated	13th August 2016
2	Dr G Muruganantham, NIT, Trichy	Brand Building & Brand Positioning	8th September 2016
3	Dr. N Thamaraiselvan, Associate Professor, NIT, Trichy	Public Relations and Publicity	9th September 2016
4	Dr K V Nithyananda, Assistant Professor, Legal Systems & Finance, IIM, Trichy	Intellectual Property Rights and Intellectual Property Management	17th October 2016
5	Dr K Elavazhagan, Librarian & Chief Knowledge officer, IIM, Trichy	Effective Uses of Learning Resources	18th October 2016
6	Dr G Suresh, Associate Professor, Faculty of Management, EBET Group of Institutions	Quantitative Aspects of Operations Management	9th & 16th April 2017

## 2. ACADEMIC PERFORMANCE

Students performed well in Anna University Examinations held during the academic Year 2016-17. The overall pass percentage in III semester of 2015-17 batch was 91.2 % and I semester of 2016-18 batch was 70%. The overall pass percentage in IV semester of 2015-17 batch was **100%** and II semester of 2016-18 batch was **95.5%**. The performances of the students during the academic year 2016-17 and 2017-18 in Anna University Examinations were excellent.

## 3. ALUMNI INTERACTION

Mr Syed K Ibrahim, Manager – Inside Sales, July Systems, Bangalore an alumnus of HBS interacted with our students on 24th September 2017.

Sangamam 2017 – Alumni meet was organised on 25th February 2017. 40 alumni belonging to various batches have graced the function with their presence and shared their experiences with the students.

#### 4. AWARDS

We are happy to communicate that our Management and Trustee are giving away student awards in recognition of the performance of students under various categories since inception. These awards were constituted to encourage students for improving their proficiency in academics. The awards are

1. **SR Trust Award** for Academic Excellence
2. **Dr P Selvaraj Award** for Best Outgoing Student
3. **Cethar Vessels Ltd Award** for Best Outgoing Corporate Manager
4. **Mrs Hemavathy Padmanaban Award** for Academic Excellence to Girl Student

The awardees of 2016-17 batch were:

Sl. No.	Award Category	Name of the Awardee
1	'Mrs. Hemavathy Padmanaban' Meritorious Award	G Lavanya
2	Best Outgoing Student Award	G Saranya
3	'Sivagami Ramasamy Educational Health and Charitable Trust' Best Academic Performer Award	K Lekha
4	CVL Best Outgoing Corporate Manager Award	R Saranya

HBS recognizes the contribution of faculty by awarding for 100% results in various subjects in Anna University Exams held during 2016-17. The Following are the Subjects for which 100% result awards were given:

1. Enterprise Resource Planning
2. Brand Management
3. Services Marketing
4. Merchant Banking and Financial Services
5. Security Analysis and Portfolio Management
6. Entrepreneurship Development

#### 5. CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (CED)

Students and faculty members have been deputed to participate in many entrepreneurship development programs during 2016-17. The following programs were

1. Conference on Women role in Nation building
2. Startup and Blue Ocean Dialogue
3. CXO Connect Session

4. Workshop on Lean Management
5. Workshop on Lean Manufacturing
6. YUtry - National Conference on Entrepreneurship – “Sharpen Your Saw”
7. Role of Human Resource in Gaining Productive Employee Relations : “Towards Make in India” by CII
8. Thought Leader Conclave
9. Annual Session of Young Indians Trichy Chapter
10. Visit to Banana Research Institute, Trichy and Young entrepreneur school, Trichy

## 6. CEO CONNECT PROGRAMS

It is a platform for students to interact with CEOs and to learn from them. The following CEO Connect Programs were conducted during 2016-17

Sl. No.	Name of the CEO	Name of the Corporate	Date
1	Mr S P Annamalai,	PLA Group of Companies	30th August 2016
2	Ln. Lecthumaman	Nagappa Corporation	
3	Mr Srinivasan K Swamy (in CXO Connect Session organised by CII)	R K Swamy BBDO	8th November 2016

## 7. CLUB ACTIVITIES

The following were the activities of various clubs during the academic year 2016-17

1. Mr RD Vasudevan, Head Strategic Initiatives, URC Group of Companies, Erode, inaugurated Finance Casino Club, Rendezvous Human Resource Club and Conaro Marketing Club on 30th July 2016.
2. HBS Nature Club was inaugurated by Prof. P Kandasamy, Honorary Wildlife Warden, Erode on 1st February 2017.
3. **Finance Casino Club activities**
  - a. Workshop on technical analysis
  - b. SEBI sponsored workshop on capital markets
  - c. A special talk on Insurance
4. **Nature Club Activities**
  - a. **Vanavasam** - a four day camping by first year students near Berijam Lake from 3rd to 6th April 2017.
5. **Social Outreach Club Activities**

- a. HBS students celebrated the Republic Day with children in an orphanage in Trichy on 26th January 2017. They conducted various games, entertainment events and provided gifts to the children.
- b. I MBA students volunteered to coordinate in the Health Camps organised by Sharon NGO and GVN Hospitals in association with HBS held at Iniyanur and at Santhapuram.

#### **6. Rendezvous Human Resource Club Activities**

- a. Orange HRM certificate program
- b. Workshop on life skills

#### **7. Conaro Marketing Club**

- a. Marketing quiz
- b. Workshop on Integrated Marketing Communication
- c. Special talk on brand management

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### **8. FIELD VISITS & INDUSTRIAL VISITS**

The following Field Visits & Industrial Visits were organised in 2016-17

1. I MBA students visited TVS Motors, Hosur on 12th September 2016
2. II year students visited and interacted with managers of reputed companies under the banner “Meet the Manager”
3. I MBA students visited Happy Hens, Tiruchirappalli on 24th September 2016
4. A team of II MBA students participated in the Foundation Day of National Research Centre for Banana (ICAR - NRCB), Tiruchirappalli on 21st August 2016
5. Another team of II MBA students visited Madhur Fruits (Thottiyam Banana Growers Group)
6. A batch of II MBA Finance students visited Sharekhan Stock Broker’s office in Trichy on 22nd September 2016

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### **9. IMPORTANT EVENTS , CULTURAL AND OTHER CELEBRATIONS AT HBS**

1. Dr M Selvalakshmi, Principal, TSM, Madurai, inaugurated the 9th Batch MBA on 18th August 2016.
2. HBS organised orientation program for I MBA students which spanned for 3 days. Orientation started with Ice Breaking Session followed by sessions on ‘Technical Capability Improvement’ by Prof Syed Nazimudeen, HBS, ‘Impressing through Expressing’ by Dr K Alex, Soft Skill Trainer & Author, Trichy, ‘Academic Integrity’ by Prof K Muthukumar, HBS, ‘Excellence in Management Education’ by Dr R Thiyagarajan, HBS, ‘Discover



thymself' by Mrs Sheela Chellaiah, Family Counselor & Nursing Tutor, 'Management Communication' by Dr Belarmine, SRM University, Chennai, 'Ethics, Values, Integrity & Ownership' by Prof M Pravinkumar, HBS, 'Aspire – Entrepreneurship' by Prof G Karthikeyan, HBS and 'Think Big' by Mr Srinivasan, Head-Operations, Chennai Medical College & Hospital, Trichy.

3. HBS celebrated 70th Independence Day in the campus. Dr E Ramasamy, Advisor, HBS, hoisted the tricolor flag on 15th August 2016. Faculty and students participated in the event. As a part of I-Day celebrations, students initiated campus cleaning on 16th August 2016
4. HBS celebrated its 9th foundation day on 9th September 2016. Shri R Rajangam, Trustee, HBS felicitated the gathering. Mr B T Bangera, Managing Director, Hi-Tech Arai Pvt. Ltd., delivered the foundation day lecture.
5. Poster Competition: HBS organised a one-day poster competition on the theme 'Business Leaders' on 10th September 2016 for II year MBA students.
6. All II year students along with faculty members enjoyed the movie 'Joker' at LA Cinemas, Trichy on 16th August 2016.
7. Hostellers enjoyed Moon Light Dinner with faculty members on 18<sup>th</sup> August 2016.
8. HBS celebrated freshers' day on 24th August 2016. Seniors welcomed juniors to HBS family.
9. Students organised 'Estrella Noche' – a star night program fully loaded with fun. Students staged their talents in singing, dancing, mime and poetry. Faculty members too participated and exhibited their talents.
10. II MBA students along with a few faculty members went for trekking to Thalamalai hills near Namakkal on 11th September 2016.
11. HBS celebrated women's day on 8th March 2017. As a part of it Ms Sheela, Principal, Manasamithra Vidya Peetam, an Educational & Training Centre for the Differently abled Children interacted with MBA students.
12. Radio Mirchi conducted a one-day fun filled events for students in HBS campus.
13. Students celebrated Diwali in the campus on 26th October 2016.
14. II MBA students conducted a two-day cultural feast "ICARUS" and organised various competitions and cultural events on 26th & 27th of October 2016.
15. HBS had its 9th sports meet on 25th and 26th of February 2017. Mr Sathamussain, Alumnus of HBS inaugurated the Sports Meet a
16. HBS organised **Explore-17** an adventurous management meet on 10th and 11th March 2017, first of its kind in Tamilnadu to provide a platform for young graduates to explore their leadership skills and team player qualities. Twenty teams from various institutions



participated and experienced the adventure and thrill in the events of the game. Winners were awarded with cash prizes.

17. HR Concentration Area Selection Process for 2016-18 batch students was conducted at HBS on 13th May 2017. Ms M Meera , Process Associate - BNP Paribas, Chennai, Mr K Srinivas, Head–Marketing & Operations, Chennai Medical College, Trichy and Mr S R Ramesh, Sadhana Learning Academy, Chennai conducted the Screening Process for I MBA Students who wish to pursue their career in HR, Marketing and Finance domain respectively.
18. As an enrichment to the curriculum, Enterprise desk research is added as a self-study course and the presentation of the same is scheduled on 31<sup>st</sup> May 2017

## 10. INDUSTRY EXPERTS INTERACTION PROGRAMS

HBS regularly conducts Industry Experts Interaction Programs to provide a platform for the students to interact and learn from eminent people from the corporate world. The following programs were organised during 2016-17:

S.No	Industry Expert	Title	Date
1	<b>Mr Senthil K Nathan</b> , Manager, SAP Education & Placements, Cronos Group, Germany	Enhancing Employability Skills through SAP	5th August 2016
2	<b>Mr Jayachandran</b> , Head – Partner Development, Native Lead Foundation	Entrepreneurial Tri Spark	9th August 2016
3	<b>Mr T Saravanan</b> , Craskills, Coimbatore	Goal Setting	9th August 2016
4	<b>Mr J Arun</b> , Branch Manager, Sharekhan, Trichy	The Art of Stock Trading	11th August 2016
5	<b>Mr Kesava Prabhu</b> , Direct Sales Force, Branch Manager, Birla Sunlife Insurance	Insurance	13th August 2016
6	<b>Prof K Ananth</b> , Director, Blue Hat Academy	Corporate Lingo - A quiz on corporate language	17th September 2016
7	<b>Mr Nallathambi</b> , Senior Sales Manager, Kotak Mahindra Life Insurance,	Management games - To improve leadership and team building skills	23rd August 2016
8	<b>Mr Agilam Nas Jeyabalan</b> , Director, Agilam Marketing, Madurai	Opportunities in Foreign Trade'	28th September 2016
9	<b>Mr Harikrishnan</b> , BPCL		22nd January 2017
10	<b>Mr James Arun</b> , Managing Director, Beehive Consultant	Career Opportunities in FMCG Sector & how to	29th November 2016



	Venture and LLP, Madurai	groom oneself with qualities expected by the corporate	
11	Lt. Col. (Retd.) N S Pandian, DGM, RAMCO Cements	The Industry expectations and the skill sets present among fresh management graduates	18th April 2017

### 11. MoU with NHRD

HBS has signed an MoU with NHRD and NHRD Trichy Chapter – Hallmark Business School Centre was inaugurated on 9th November 2016 by Mr Premanand Sivalingam, Founder and CEO, ARRANT HR Solutions (NHRD Trichy Secretary), Mr Krishnan, Group Leader, SRF Ltd (NHRD Trichy Treasurer), Mr Sankar Ganesh, Senior Manager - HR, Bunge India Pvt. Ltd (NHRD Trichy Vice President) and they interacted with the students.

### 12. NATIONAL CONFERENCE

HBS organised its third National Conference on ‘Management Challenges & Strategies for Competitiveness’ on 5th November 2016. The conference attracted around 50 research papers from academicians and research scholars from various institutions. Dr T Govindaraj, Former Dean, AVVM SPC, Thanjavur a notable social scientist, eminent economist and former member, Tamilnadu Planning Commission inaugurated the conference and interacted with the participants on ‘The Indian Economy: Current state’.

As a part of the conference, knowledge sessions were organised. Eminent speakers from academia and industry interacted with the participants Dr SN Raghavendra, Professor, BIM, Trichy interacted on ‘HR Profession: Opportunities and Challenges’, Dr AGV Narayanan, Dean-FoM, EBET Group of Institutions, Kangeyam interacted on ‘Breaking Advertisement Clutter: Using Innovation’ and Prof K Balasubramanian, Managing Director, Creative Management Consultancy, Trichy interacted on ‘Entrepreneurship Opportunities’.

Selected research papers were published in ‘International Journal on Management Review’ - an in-house journal of HBS.

### 13. PLACEMENTS

Placements for the year 2016–17 were a remarkable achievement by the Centre for Career Development (CCD) team of HBS.

In order to enhance the employability skills among the students, CDC has implemented English and aptitude training for both I and II year students. This training was inter-twined throughout the MBA program. CCD has also trained students in Public Speaking, GD and Personal Interview.

Placement Brochure of 8th batch (2015-17) was released by Mr James Arun, Managing Director, Beehive Consultant Venture and LLP, Madurai on 29th November 2016.

We have placed our students in companies like Karur Vysya Bank, Complete Digital Judgements, Bandhan Bank, ICICI Securities, SS Motors, City Union Bank, Woodland retail, Nippon Paints, State Street HCL Services, Oppo Mobiles, Kosamattam Finance, Karvy, Manapuram, Capgemini, Kotak Mahindra Bank and Axis Bank.

53 offers out of 55 students were made by the above said companies. At this juncture we thank all our prestigious recruiters for having recruited our management students.

**Project Shri** - HBS has associated with Nippon Paints for Project Shri. It is a pilot project at Tiruchirappalli by Nippon Paints in the whole of India. 12 of our II MBA students were involved in it. Mr R Srinivasan, Cluster Head, Trichy of Nippon Paints reviewed the progress of "Project Shri" held at HBS campus and highly appreciated the work done by the team.

#### **14. STUDENT CONFERENCE**

HBS organised fourth Student conference 'Connect 17' on Contemporary Issues and Innovations in Business Management on 10.02.2017. Dr Sr Cristina Briget, Head of the Department, Commerce & Business Administration, Holy Cross College, Trichy inaugurated the conference and interacted with the participants. Dr S Sakthivel, GM – Quality Management (Retd), BHEL, Dr Vincent, Coordinator, Commerce-IT, St. Joseph's College Trichy, Ms Thamaraiselvi, Head, BBA, Cauvery College for Women and Dr B Prabhakaran, Head, BBA, BDUC College, Vedharaniam were the external evaluators of the papers presented. Students from various institutions across Tamilnadu participated and presented papers in Finance & Accounting, Marketing, HRM functional areas and in General management. Best three papers in each category were awarded with cash prizes.

#### **15. STUDENTS' PARTICIPATIONS**

1. HBS students participated in a marathon to create 'Awareness on Organ Donation' organised by Kauvery Hospitals in association with CII

2. Team of nine students from II MBA presented papers in a One-day National Conference on ‘Growth Strategies for Business Development in India’ organised by PG & Research Department of Commerce (SF), Jamal Mohamed College, Trichy on 28th September 2016.
3. A team of MBA students participated in Ticoons – an inter-collegiate management meet organised by Jamal Mohamed College on 4th October 2016.
4. Mr R Vasanthakumar of II MBA won II Prize for solo singing in Ticoons - an inter-collegiate meet organised by Jamal Mohamed College, Trichy
5. A team of MBA students participated in inter-collegiate management meet organised by SASTRA University
6. I MBA girls organised Tamil Hindu’s program “Pen Indru” on 29th January 2017
7. A team of I MBA students participated in ‘Kalam’ – a book release event held on 29th January 2017
8. Two teams of II MBA participated and presented their business ideas in YUtry 17 -National Conference on Entrepreneurship – “Sharpen Your Saw” organised by CII-Yi, Trichy held on 6th and 7th January 2017

## 16. TRAINING AND DEVELOPMENT

**HBS** attaches much importance towards training of students and faculty in order to ensure them to be in the learning curve. In this regard HBS encourages faculty to participate in FDPs, Workshops and other knowledge sharing sessions organised by institutes like CII, NEN, etc.

HBS organises training on Business English Communication and on Aptitude for students throughout the MBA program.

The following is the list of training programs attended by students and faculty in 2016-17

1. Prof K Muthukumar attended a one day FDP on "Research and Challenges: Way Forward" organised by TSM on 13th August 2016.
2. Prof G Karthikeyan and Prof E Prasanna were deputed to attend a workshop on ‘Blue Ocean Dialogue’ to identify Untapped/Unexplored White Spaces in a Market/Sector organised by CII and Young Indians at Trichy on 17th August 2016
3. A team of II MBA students attended Bengaluru Space Expo 2016 (BSX 2016) organised by CII on 3rd September 2016 and listened to series of talks on ‘Space Start Up’ by eminent personalities from national and international Space Industry.
4. Dr R Ramesh and Prof M Pravinkumar participated in a two-day HR Conclave organised by ISTD, Indian Society for Training & Development at Pondicherry on 17<sup>th</sup> & 18<sup>th</sup> September 2016.

5. Prof B Dineshkumar participated in an interactive session with Mr Kyungsoo Kim, Consulate General of South Korea, Chennai organised by CII-Yi, Trichy on 7th October 2017.
6. HBS organised a certificate course 'Orange HRM' for II MBA HR students offered by Sinai Global, a Bangalore based HR Consultancy firm on 25th October 2016.
7. Prof G Karthikeyan participated in a workshop on 'Lean Management' organised by CII on 19th November 2016.
8. Prof G Karthikeyan participated in a workshop on 'Lean Manufacturing' organised by CII on 26th November 2016.
9. HBS organised an intensive five-day Aptitude training for II MBA students from 12th to 16th December 2016.
10. I MBA students participated in HR Conference on 'Role of Human Resource in Gaining Productive Employee Relations: Towards Make in India' organised by CII on 16th February 2017.
11. HBS has associated with National Entrepreneurship Network (NEN), funded by Wadhvani Foundation Bangalore for entrepreneurship development. I MBA students enrolled for a course of LEARNWISE, titled "Orientation Program on Entrepreneurship (WF 100)".
12. Prof B Dineshkumar participated in a four-day FDP on 'Training of Trainers in Life Skills' organised by NIT, Trichy from 28th February to 3rd March 2017.
13. Prof G Karthikeyan participated in Thought Leader Conclave on 'Role of Public Sector Banks in the India Growth Story' organised by SASTRA University on 11th March 2017.
14. Prof G Karthikeyan participated in a five-day FDP on 'Entrepreneurs Training Program' organised by Coimbatore Institute of Technology, sponsored by UGC

## **17. WORKSHOPS ORGANISED AT HBS**

HBS regularly organises workshops in different functional areas of management to bring in practice oriented learning and for improving life skills among the students. The following workshops were organised in 2016-17:

1. HBS organised a one-day workshop on 'Integrated Marketing Communication' for II MBA students on 24th September 2016. Mr V S Sashikumar, Creative Director, Praanha Marcomm Solutions, Chennai, was the resource person.
2. HBS organised a one-day workshop on 'Ignited Passionate Life' on 28<sup>th</sup> September 2016. Mr Nicholas Francis, Human Resource Mentor, Madurai, was the resource person.

3. HBS organised a SEBI sponsored workshop on ‘Financial Planning for Young Investors’ on 08.10.2016. Mr P Sivarajadhanavel, Assistant Professor, Department of Management Studies, Kongu Engineering College, Perundurai, was the resource person.
4. Centre for Entrepreneurship Development of HBS organised a one-day workshop on ‘Business Plan and Beyond’ for II MBA students on 14th October 2016. Prof K Balasubramanian, Managing Director, Creative Management Consultancy, Trichy was the resource person.
5. Finance Club of HBS organised a one-day workshop on ‘Technical Analysis’ for II MBA students on 15th October 2016. Mr J Arun, Branch Manager, Sharekhan, Trichy was the resource person.
6. HBS organised a three-day Professional Development Program for II MBA Students. It was an unconventional workshop aimed at sensitising participants to themselves and groups partly through their own work in groups and through facilitator. Dr S N Raghavendra, Professor, BIM, Trichy was the facilitator of the workshop.

## 18. HBS ACCOLADES IN 2016-17

1. HBS is a CRISIL rated Institution.
2. Ranked 19<sup>th</sup> 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 3<sup>rd</sup> Amongst Best B-schools In Trichy By Business Today, 2016.

Rankings and Accolades	
<p>Ranked A++ by  in 2017</p> <p>Ranked B+ by <b>Business Standard</b> in 2016</p>	<p>Rated as One of the Best B-Schools in Tamil Nadu by <b>BusinessLine</b> in 2017</p> <p>Ranked 3<sup>rd</sup> amongst best B-Schools in Trichy by  in 2016</p>

## 19. ROAD MAP FOR HBS

- HBS is taking many initiatives to strengthen the MBA program 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 2017-18.
- We are planning to become an Autonomous Institution by 2020.

At this juncture let me thank the management, Faculty members, students, Alumni, recruiters, media and people from corporate for their contributions in all our endeavors. We solicit the support of all the stakeholders in our future endeavors and in the making of HBS as a reputed business school in this part of the country.



## Hallmark Business School

(An ISO 9001:2008 Certified Institution)

Tiruchirappalli – 620 102

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai



[hbs.ac.in](http://hbs.ac.in)



[director@hbs.ac.in](mailto:director@hbs.ac.in)