

Rated by CRISIL

Ranked in AA+ Category by Careers 360^o in 2016

Ranked in B+ Category by AIMA Survey 2015

Ranked 18th amongst Top 20 Emerging B - School of India by Higher Education Review 2015

Ranked 19th amongst Best B- Schools in Tamil Nadu by the WEEK - HANSA Research 2015

Ranked 3rd amongst Best B- Schools in Trichy by Business Today, 2015

HBS has been rated as one of the Best Top B - Schools in Tamil Nadu & India by Businessline 2015



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The Practical Business School



Hallmark Business School Enabling Leadership

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8 Victory belongs to only the most persevering - Napoleon



Hallmark Business School Enabling Leadership

HBS - 360^o

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From Editor's Desk

We are glad to present HBS 360^o to the readers as a quarterly newsletter from 2016-17 onwards.

Wishing you a happy reading!

Prof K Muthukumar, HBS

Kindly send your feedback / articles to muthukumar@hbs.ac.in

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Quarterly Newsletter

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Vision

To be a leading Business School in India, mentoring value - driven leadership.

Mission

To achieve excellence in business education through dissemination of expert knowledge, sharing experiences and preparing the future business leaders and entrepreneurs, through a life oriented education programme which rests on sound business and social ethics.

Quality Policy

To strive for continuous improvement through quality upgradation which infuses confidence and fulfills the expectations of the students, employers and the society.

Follow us at

Director's Message

Dear Readers,

It fills my heart with joy to present before you the first issue of HBS - 360^o newsletter. It is the much awaited mouthpiece of HBS to reach out to its stakeholders. In the days to come, HBS - 360^o will assume a much larger roll acting as a platform for exchange of views, a one - stop destination for students both existing and prospective to have glimpse of the happenings at HBS and much beyond it.

Best wishes to the HBS Team for a continued success of the newsletter.

May it flourish and bloom resplendent with each new issue.

Dr R Ramesh
Director

It makes great man to make a good listener

Academic Experts Interactions



- Mr Ilango Ramasamy, Lecturer, Nizwa College of Technology, Oman, interacted with students on 'How to Keep Yourself Motivated' on 13th August 2016. The interaction focused on self confidence, being motivated and facing challenges in life.
- Dr G Muruganatham, NIT, Trichy, interacted with II MBA Students on 'Brand Building & Brand Positioning' on 8th September 2016. The interaction focused on steps in brand building and brand positioning with many illustrations.

- Dr. N Thamaraiselvan, Associate Professor, NIT, Trichy, interacted with II MBA students on 'Public Relations and Publicity' on 9th September 2016. The interaction focused on various concepts of PR, logic of spending budget on PR, Social Publicity, Web Publicity and Social Media Publicity and Publicity Campaign in Promoting Brands with real time examples.



Workshops



- HBS organized 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. The workshop aimed at providing a platform to students to understand the trends prevailing in the Ad industry, making Ads and various opportunities available for the students in Ad industry. As a part of the workshop students prepared advertisement for a specified product which exposed their creativity.

- HBS organized a one-day workshop on 'Ignited Passionate Life' on 28th September 2016. Mr Nicholas Francis, Human Resource Mentor, Madurai, was the resource person. The workshop focused on giving self awareness, developing personal mission statement and improving the decision making skills of the students through various exercises.



- HBS organized 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. The Workshop focused on importance of investment, investment avenues, financial goal setting and prudence required while investing.



Training and Development

- Prof K Muthukumar attended a one day FDP on 'Research and Challenges: Way Forward' organised by TSM on 13th August 2016
- Prof G Karthikeyan and Prof E Prasanna were deputed to 'Blue Ocean Dialogue' – a workshop to identify Untapped / Unexplored White Spaces in a Market/ Sector organized by CII and Young Indians at Trichy on 17th August 2016.



- Mr Nallathambi, Senior Sales Manager, Kotak Mahindra Life Insurance, conducted management games to improve leadership and team building skills of I MBA students on 23rd August 2016.

- A team of II MBA Students attended Bengaluru Space Expo 2016 (BSX 2016) organized 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.

- Dr R Ramesh and Prof M Pravinkumar participated in a two-day HR Conclave organized by ISTD, Indian Society for Training & Development at Pondicherry on 17th & 18th September 2016.

Invited Lectures

- Dr R Ramesh, Director, HBS delivered a special talk on 'Creativity and Innovation for Management Students' at Seimad Andavan Arts and Science College.
- Prof M Pravin Kumar, HBS interacted with BSc, MSc & PhD Bio - Sciences Students of Vivekananda Arts & Science College, Tiruchengode on 'Career Opportunities for Bio - Sciences Students' on 16th August 2016.

Poster Competition



- HBS organized a one-day poster competition on the theme 'Business Leaders' on 10th September 2016 for II year MBA students. The objective of the competition is to bring out the creativity and hone the presentation skills of the students. Also to provide a platform for collective learning to them on impressive life stories of many prominent and successful business leaders in the world. The student teams prepared posters on the above said theme and presented to their juniors, faculty members and the external Judge Mr K Srinivas, Head – Business Development and Operations, Chennai Medical College, Trichy. Based on the scores, top three teams were adjudged as winners and awarded with cash prizes.

Industry Visits



- I MBA students visited TVS Motors, Hosur on 12th September 2016. Students got an exposure to assembly line production, learned about industry trends and production strategies adopted by TVS Motors.

- I MBA students visited Happy Hens, Tiruchirappalli on 24th September 2016. The firm is into production of eggs from native breeds of hens and sells at a premium price to a niche market. Mr Ashok, Co-partner of the firm gave exposure to students on starting ventures in areas ignored or unexplored by others and make a profitable business.



Field visits / Real Time Projects:

- A team of II MBA students participated in the Foundation Day of National Research Centre for Banana (ICAR - NRCB), Tiruchirapalli on 21st August 2016. The students learned the profitable banana cultivation techniques and prospects of banana value added products business from Successful farmers and entrepreneurs
- Another team of II MBA students visited Madhur Fruits (Thottiyam Banana Growers Group) to learn the process of making banana value added products like banana candy, sun dried organic fruits and other banana products. Based on the interaction with the farmers turned entrepreneurs, the team identified gaps in marketing and is in the process of preparing marketing strategy for the same.
- II MBA Finance students visited Sharekhan Stock Broker's office in Trichy on 22nd September 2016. Mr J Arun, Branch Manager engaged them the whole day with interactive session and trade watch in NSE and BSE. The students learned how stocks are traded, pre-market and post market activities, stock price and index movements and few technical analysis tools. They also interacted with clients and learned about their trading and investment Strategies.

Infotainment

All II year students along with faculty members enjoyed the movie 'Joker' at LA Cinemas, Trichy on 16th August 2016

Marathon

HBS students participated in a marathon to create 'Awareness on Organ Donation' organized by Kauvery Hospitals in association with CII on 25 September 2016



Entertainment / Celebrations

- Hostellers enjoyed Moon Light Dinner with faculty on 18th August 2016.
- HBS celebrated freshers' day on 24th August 2016. Seniors welcomed juniors to HBS family. The day was fun filled with lots of games conducted by the seniors.

• HBS celebrated Onam on 13th September 2016. Students and faculty members participated in various games organized.

• Students organized 'Estrella Noche' – a star night programme fully loaded with fun. Students staged their talents in singing, dancing, mime and poetry. Faculty members too participated and exhibited their talents.



Trekking

II MBA students along with few faculty members went for trekking to Thalamalai hills near Namakkal on 11th September 2016. The Students experienced the beauty of Nature.



Faculty Corner



How Self-service delivery is changing the way analytics are being done in the BFSI industry - A write up

Prof. SYED NAZIMUDDIEN

The way the data explosion is happening in different industries due to the higher capture rate recently being carried out has become one phenomenon in which every sector and every company is fishing to figure how they can increase their profitability by understanding the innate needs of the customer. Ten years back the biggest challenge companies were facing was about how to properly extract, transact and load data so that they don't have to miss to capture anything which data is trying to tell or reveal. But now they don't have to be worried much because of the given new technologies and tools at their disposal. Due to the new advancement in the data processing technologies right from how a data is getting stored to how data are transferred, the analysis for driving business rules and getting insights about every aspect of business are becoming easier day by day at-least at the descriptive analytics level.

The Business Intelligence (BI) sector is the one which has gone through a major overhaul in terms of the way every activity which is being carried out. The whole operational activity of ETL (Extract, Transact & Load) has metamorphosed in such a way that when someone tries to do the same activity with the latest tools & techniques in hand it will look very different from what they did in the past. The self-service delivery mechanism which is being enabled by companies/tools like Tableau, Qlikview and MS PowerBI has opened up a new door for every sector and industry which either uses it to bring insights for themselves or runs it to bring the customer knowledge to their clients.

By giving a closer look to the given tools it can be observed that every tool has been loaded with sub-tools which take care of every important aspect that in turn makes up the analytics. For e.g. the PowerPivot add-on of PowerBI helps one to do data modeling and relationship management while the PowerQuery will enable the user to query not only the local database but also the online databases along with the available online data sources.

Hence in BFSI Industry, PowerBI is poised to change the way data wrangling & insightful are done.



Gartner's Hyper Cycle Indicating Self-Service Delivery on Top (2015 onwards)

Clubs Inauguration

Mr R D 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 and interacted with students on developing leadership skills. He insisted that leadership skills are important to excel in one's career and life.

I MBA Orientation

HBS organized orientation programme for the I MBA Students which spanned for 3 days from 18 to 20 August 2016. 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 thy Sell' by Mrs. Sheela Chellaiah, Family Counselor & Nursing Tutor, 'Management Communication' by Dr. Belarmino, SRM University, Chennai, 'Ethics, Values, Integrity & Ownership' by Prof. M. Pravin Kumar, HBS, 'Aspire - Entrepreneurship' by Prof. G. Karthikeyan, HBS and 'Think Big' by Mr. Seerivasan, Head-Operations, Chennai Medical College & Hospital, Trichy.

Independence Day Celebrations



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.

Alumni Interaction

2008-10 batch alumnus Mr. Syed K. Ibrahim, Manager - Inside Sales, July Systems, Bengaluru interacted with first year students on 24th September 2016.

9th Batch MBA inauguration



Dr. M. Selvalakshmi, Principal, TSM, Madurai, inaugurated the 9th Batch MBA on 18th August 2016. She interacted with the students on 'Learn to Learn' in which she insisted that

continuous learning is vital to stay ahead of others in career and life. She beautifully quoted that learning is a wonderful journey that gives us wings to fly high. She inspired the students to be good learners.

CEO Connect



Mr. S. P. Annamali, MD, PLA Group, interacted with the students on 30th August 2016. He highlighted the good changes happening in politics, economics and business in India.

He assured that the young generation will have a lot of opportunities for career and business and will enjoy the benefits from the transformation of India into a developed nation.

Mr. L. Letchumanan, Managing Director, Nagappa Corporation, Trichy, shared the success story of his firm with the students on 30th September 2016. He highlighted that the integrity and the reputation are the



most important factors for success of any firm. He also insisted that happy employees and real service to the customers makes the difference. He inspired the students to be persons of high integrity in profession and life.



Foundation Day Lecture

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., Madurai, delivered the foundation day lecture. He eloquently stated that employee empowerment is the most important factor for the success of his company. He explained that now the need of the hour is entrepreneurs (generalist) rather than managers (specialist), who can take strategic decisions to meet the challenges and succeed in business.



Industry Experts' Interactions

Mr. Senthil K. Nathan, Manager, SAP Education & Placements, Cronos Group, Germany, interacted with students on 'Enhancing Employability Skills through SAP' on 5th August 2016.

Mr. T. Saravanan, Craftskills, Coimbatore, interacted with students on 'Goal Setting' on 9th August 2016. An assessment on students' nature was done with an exercise. The students identified their strengths and based on those strengths their goals were built on.



Mr. Jayachandran, Head - Partner Development, Native Lead Foundation, Trichy interacted with students on 'Entrepreneurial Tri Spark' on 9th August 2016. He emphasized the need for developing entrepreneurship skills to utilize the opportunities that growing India offers to the youth.

Mr. J. Arun, Branch Manager, Sharekhan, Trichy, interacted with students on 'The Art of Stock Trading' on 11th August 2016. He discussed the importance of saving and investing in avenues that can help beating the inflation. He highlighted that stock and Mutual Fund investments are such avenues which may help to create wealth in long term.



Mr. Kesava Prabhu, Direct Sales Force, Branch Manager, Birla Sunlife Insurance, interacted with students on 'Insurance' on 13th August 2016. The interaction focused on understanding risk, managing risks with insurance and the evolution of insurance industry in India.



Prof. K. Ananth, Director, Blue Hat Academy, conducted a quiz on corporate language in the name 'Corporate Lingo' on 17th September 2016. The session provoked the students to learn the same in order to survive and excel in their careers.

Mr. Agilam Nas Jeyabalan, Director, Agilam Marketing, Madurai, interacted with II Year MBA students on 'Opportunities in Foreign Trade' on 28th September 2016.