

### ACTIVITIES ORGANISED BY RVS IMSR FOR THE ACADEMIC YEAR JUNE 2023-APR 2024

1. BOS MEETING scheduled held on the 17<sup>th</sup> April 2024 at 10.00 AM in the MBA Dept. Conference Hall.
2. HBS CASE STUDIES handled by the faculty members

S.No	Batch	Faculty Name	Course Name	Unit No	Topic	Case Title	Case	Teaching Note
1	2023	Ms.Lovelyn	Leadership Principles	YTR	Yet To Receive	Yet To Receive	Yet To Receive	Yet To Receive
2	2023	Dr.Rajamani.A	Accounting and Finance	I to IV	Accounting Principles and Assumptions, Accounting Equation, Components of Various Financial Statements	A Gaming App: Introduction to Accounting Framework, Concepts, and Issues	YES	YES
3	2023	Dr.S.Yamini	Statistics for Management**	I to IV	Describing & Summarising Data, Sampling & Estimation, Hypothesis Testing and Regression	St. Mary Maternity Hospital: Introduction to Statistical Analysis	YES	YES
4	2023	Dr.Rajaraman	Statistics for Management**	I	Describing & Summarising Data	MBA Starting salaries	YES	YES
5	2023	Dr. B. Raja Rajeswari	Marketing Management	III	Market Segmentation	Maison Singulier: Marketing Communications for an Online Vintage Furniture Store	YES	YES
6	2023	Mr.Mohammed Al Basidh	Excel for Managers - I**	II & III	Finance Functions & Charts	Excel(lence) with Interest	YES	YES
7	2023	Mr.N.Vellingiri	Excel for Managers - I**	II & III	Finance Functions & Charts	Excel(lence) with Interest	YES	YES
8	2023	Mr.N.Vellingiri	Computer Lab - I** - R for Data Science	I & III	Data Visualization with ggplot2 and readr Function	London Hydro Inc Evaluating Different Electricity Pricing Schemes	YES	YES

II MBA	Batch	Faculty Name	Course Name	Unit No	Topic	Case Title	Case	Teaching Note
1	2022	Dr.S.Suganya	Design Thinking-I	I to V	Empathize, Define, Ideate, Prototype, Test	Smile again! Applying design thinking to improve the dental patient's experience	YES	YES
2	2022	Mr.P.Sriram	Design Thinking-II	I to V	Concept generation , prototype creation	MY T BREWER	YES	YES
3	2022	Dr.R.Karpagam	Machine Learning** (Major)	I, II, III	Linear Regression	Amazon facing low customer satisfaction index in Singapore	YES	YES
4	2022	Mrs.D.Shanmuga Rajathi	Data Visualization using Tableau** (Major)	I to V	Visualization Best Practices	Pitcher Perfect : Visualizing Interactive Beer Profiles	YES	YES
5	2022	Dr.N.Kanakaraj	Wealth Management (Major & Minor)	III	Financial Planning	Krishna's Retirement Plan	YES	YES
6	2022	Dr.Rajamani.A	Capital Markets (Major)	II	IPO	Narayana Health: The Initial Public Offering Decision	yes	yes
7	2022	Mr.Vengatesan Sivaramakrishnan	Introduction to Digital Marketing (Minor)	IV	Strategic Integration of Paid Search, paid ads Metrics	Boots Unlimited - Getting a Foot in the Door	Yes	Yes
8	2022	Mr.Vengatesan Sivaramakrishnan	Search Engine Optimization (Major)	IV	SEO Strategy, Google Analytics	Thunderbird-Improving the Online Experience Web Performance Analytics	Yes	Yes
9	2022	Ms.Neya	Search Engine Marketing -	III	Online Marketing	Measuring ROI on Sponsored Search Ads	Yes	Yes

			Practical** (Major)					
10	2022	Dr.Thulasivelu	Employees Relationship Management (Major & Minor)	III	Resolution of Industrial Conflicts	Maruthi Suzuki India Ltd., - Industrial Relations	Yes	Yes
11	2022	Dr.R.Karpagam	HR Analytics (Major)	I-V	Charts, Pivot Tables and Pivot Charts, Regression	Apturja Power Limited: Human Resource Analytics	Yes	Yes
12	2022	Mr.Christopher Xavier	Skills On Sourcing and Procurement (Major)	IV	Developing buyer supplier relationship	Agile electric: Quality Issues in a Global Supply Chain	Yes	Yes
13	2022	Mr.Jeyaraj	Warehousing and Distribution Facilities Management (Major)	I TO V	Responding to global supply chain shifts	Rain Industries Limited: Responding To Global Supply Chain Shifts	YES	YES

3. Guest lecture on Trends in SALES Management by Mrs. S.S. Vetrivelvi , Chairman, distributor's association , Sulur , and President, World council for women rights. on the topic Recent trends in Sales management from 10.30 am to 12.00 pm in C.K . Prahalad hall
4. Guest lecture on Advanced products and portfolio in the capital market by Mr. C.K. Arivazhagan Empaneled Trainer to BSE on 13 .10.2023
5. Guest lecture on US taxation theories by Mr. Kamal Chhabra, CEO and Lead Instructor KC Globed on 03.11.2023
6. Demo HBS CASE STUDY by all the faculties on 05.06.2023 for their respective courses.
7. Ph..D Viva voce of Mrs Teena Jaculin candidate of Dr.S.Suganya on 18.07.2023 on the topic “ An analysis and impact on the quality of work life and role stress among the selected self - financing higher secondary school teachers in the Nilgiri district ” and the external examiner was Dr. J. SENTHIL VELMURUGAN, Professor , Department of Management Studies, Periyar University, Salem – 636011

8. RVS IMSR organizes ON CAMPUS Interview for M/s PARK INTELLI GLOBAL SOLUTIONS ,Date: 02-Feb-2024 ,Time: 9.30 a.m ,Position: APPRAISAL ANALYST , Salary: Rs.3.00 Lakhs Per Annum ,Eligibility: MBA Finance (Major & Minor) Venue: CK Prahalad Hall - RVS IMSR
9. Ph..D Viva voce of Mr. Prakash candidate of Dr.S.Suganya on 9.02.2024 on the topic “A Study on the Impact of Work Life Balance on the Entrepreneurial Success of Women” and the external examiner was Dr. M. Muthu Gopala Krishnan , Associate Professor , Department of Business, School of Business and Management, CHRIST (Deemed to be University), Bangalore Bannerghatta Road, Hulimavu, Bangalore – 560076.
10. AVANTOR - ON CAMPUS INTERVIEW (22-FEB-2024)
11. OM LOGISTICS - COMPANY INTERVIEW ,Date: 24-Feb-2024, 10.30 a.m
12. PTA meeting on 2.03.2024 from 10.00 am to 12.30 pm
13. WALKAROO: ON Campus DRIVE on 08-03-2024.
14. CONSERVE SOLUTIONS - ON CAMPUS DRIVE on 21.03.2024
15. Panel discussion on 19.01.2024
16. BOS on 13.06.2023
17. Academic council meeting on 7.07.2023
18. The orientation program for I MBA will commence from 07.08.2023
19. Career enhancement program is planned 28.12.2023 to 30.12.2023 and 4.01.2024 to 6.01.2024
20. Ph..D Viva voce of Mrs. Nithya candidate of Dr.A.Rajamani on 4.4.2024 on the topic “ Occupational stress of doctors and nurses in selected multispecialty hospitals with special reference to Coimbatore and Tirupur district
21. Leading business transformation classes from 20.01.2024 till 15.04.2024

### **ON CAMPUS PLACEMENTS**

**RVS INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**  
**Sulur, Coimbatore - 641402.**

**MBA : 2022-24 Batch - Placement Activities**

S.No	Date	Company Name	Position	Domain	Salary offered	Final Selects
1	15-Dec-2023	<b>Bigbull Capital Services</b>	Finance Intern	Finance	Internship	<b>2</b>
2	19-Dec-2023	<b>Sutherland Global</b>	Associate	Finance	Rs.1,80,000/- PA	<b>1</b>
3	08-Jan-2024	<b>GreenDelight Innovations</b>	- Junior Content Writer: - Junior SEO Executive - Junior Busi.Dev Executive - Junior Digital Marketing - Junior HR and Admin Executive - Junior Data Analytics	HR Finance	Rs. 1,18,000 /- (Intern) Rs. 2,40,000 (Salary)	<b>2</b>
4	19-Jan-2024	<b>GKM Global Services P.Ltd</b>	US Tax Analyst	Finance	Rs. 1,18,000 /- to Rs. 2,40,000	<b>2</b>
5	23-Jan-2024	<b>Integrated Enterprise India P.Ltd</b>	Relationship Manager - Sales Relationship Manager - Customer Care	Marketing	Rs. 1,18,000 /- (Intern- Stipend) Rs. 2,40,000 (Salary)	<b>5</b>
6	02-Feb-2024	<b>Park Global Intelli</b>	Appraisal Analyst	BA & Finance	Rs. 3,00,000 PA	<b>1</b>
7	07-Feb-2024	<b>Equitas Small Finance Bank Ltd</b>	1. Sales Executive 2. HR Assistant	Sales	Rs. 3,00,000 PA	<b>1</b>
8	22-Feb-2024	<b>Avantor-VWR</b>	Jr.Associate-Pricing	Finance	Rs.3,20,000 PA	<b>0</b>
9	23-Feb-2024	<b>Carisma Solutions</b>	Jr.Accountant-Financial Planning	Finance	Rs.2,60,000 PA	<b>0</b>
10	19.Feb-2024	<b>OM Logistics</b>	Operations Executive- Warehouse	Logistics	Rs.2,16,000 (Training) Rs.3,00,000 (Salary)	<b>5</b>
11	29-Feb-2024	<b>Airlift Trans Pacific</b>	Inside Sales, Logistics & Finance	Logistics	Rs.1,80,000 (Intern) Rs.2,40,000 (Salary)	<b>5</b>
12	01-Mar-2024	<b>AppLogic</b>	Business Analyst	BA	Rs.1,80,000 (Intern) Rs.2,40,000 (Salary)	<b>0</b>

13	07-Mar-2024	<b>AXIS Bank</b>	Sales Officer	Finance	Rs.2,40,000 LPA	2
14	08-Mar-2024	<b>Walkaroo International (VKC)</b>	Inside Sales-Demand Planning & Order Management	Logistics	Rs.3,50,000 PA	0
15	22-Mar-2024	<b>Conserve Solutions</b>	Management Trainee-HR Management Trainee-BDM	HR & Finance	Rs.3,00,000 PA	2
16	06-Apr-2024	<b>Trendwise Analytics</b>	Data Analyst	BA	Rs.3,00,000 to Rs.10,00,000 PA	0