

PRAXIS



Foreword

Look around everywhere. You have bad news grabbing you by your collar and staring you in the face. First thing first. Indian economy's growth trajectory is slipping. And How! The media, both national and international is crying itself Hoarse stating that Indian Economy has just lost the plot. Western Media is dissecting whether India is a first fallen Angel among BRIC nations. As the economy starts stuttering, Indian rupee hardening and the Deficit widening, things look far from rosy. To add to our overflowing woes, monsoon is threatening to play truant raising the bogey of much higher Inflation. Not a good news for India's Burgeoning Middle class which is already groaning under the weight of soaring prices of Essential commodities. Job Markets looks equally depressed with many leading companies going slow on fresh recruitments and merging existing job positions to tide over the crisis. Certainly not a Lip-smacking prospects for all the Students pursuing their management education with a dream in their twinkling eyes. Is there a silver lining at all? Crisis of these proportions should serve as an object reminder to the students to upgrade their skills so that they remain relevant to the companies that are looking to hire them. Ideally, companies also prefer candidates with relevant skills sets and this is the right time for companies also to separate the wheat from the Chaff. May be the students with enviable skills will still manage to find the job. Touché. Moving on to the sunnier side, it is a matter of privilege to bring out the next edition of our News letter "PRAXIS" from the stable of Department of Management Studies, Mahendra Institute of Technology. We welcome suggestions /feedback from all our readers.

N. R. ARAVAMUDHAN
HOD

MAHENDRA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

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Tête-à-Tête

Getting upclose and personal with Mr.H.Vasanthakumar, Vice President- HR Excerpts from the Interview



Describe your job in a nutshell?

Managing HR operations and employee's life cycle of Tamil Nadu and Andhra Pradesh as Regional HR Manager.

What are you working on right now?

Focusing more on new initiatives to create effective and efficient HR operations. More emphasis given on OB Area to create value based organization.

Give an example of how HR has been important to the bottom line of your business?

Not only meeting the talent crunch, but also the time demands to create talent pool to meet multi faceted resource requirements. When the organization is growing multi fold, it is eminent to focus more on employee engagement and to enhance the employee satisfaction level for better resource retention.

What is the greatest risk you took to get where you are today?

Risk always directly tagged with rewards. In My career, Contra thinking helps me lot to get good mileage.

What is the main challenge facing HR over the next Three years?

In nut shell, I can say enhancing and maintaining employee satisfaction and timely deployment of right resource. Inflation factor influences more towards Compensation and Benefits resulting in huge manpower cost.

What is your selection process like? How long does it take?

In a normal scenario we use to have two rounds of interviews i.e., HR & Functional. In addition, for all frontline positions we have Psycho Metric Test. We use to close the positions within 45 days maximum.

What are the five top-notch qualities you look for in a candidate?

First and foremost we use to see the candidates attitude, basic skill set and result orientation. And also as an unique matter, we use to check more on data analysis & presentation skill.

What piece of advice would you give to jobseekers looking to Sony?

No short cut, strongly believe in ethics & be strong on basics. Always ensure that you are part of Value Chain.

Sum up your philosophy on life in one sentence?

Be happy, never forget to smile and keep your life more simple manner.

The views expressed by Mr.H.Vasanthakumar are his own and do not reflect the views of the organization.

Corporate Terra-firma Industry-Academy Connect



Mrs.GITA SRIVATSAN, Chartered Accountant

interacted with the students on “Corporate Governance” on 13th August 2011



Mr.VASANTHKUMAR , VICE PRESIDENT - HR , SONY ASIA PACIFIC
interacted with the students on “Process Management” on 20th August 2011



PROF.R.CHANDARASEKHAR Ph.D., PROFESSOR/CONSULTANT, DIRECTOR OF DUBAI AND SINGAPORE CAMPUSES OF S.P.JAIN COLLEGE OF MANAGEMENT. interacted with the students on “Process Management” on 13th September 2011

Mr.GANESH GANETHRI, DIRECTOR - MAITRE D PEOPLES SOLUTIONS , CHENNAI
interacted with the students on “Relevance of Strategic Planning For Organisation”
on 17th September 2011



Mr. C.S.CHANDRASEKAR PANDYAN, KNOWLEDGE CONSULTANT- MIND SPREE ,CHENNAI.
interacted with the students on “Six Thinking Hats for Individual and Organisational Effectiveness”
on 13th September 2011

MR.KUMARASAMY, RETIRED LABOUR OFFICER, SALEM & NAMAKKAL DISTRICTS
interacted with the students on “Payment of Wages & Bonus Act”
on 24th September 2011



Corporate Terra-Firma

Industry - Academic Interface

MR.AMBROSE, SR MANAGER PERSONNEL,STEEL AUTHORITY OF INDIA LTD, SALEM interacted with the students on “Performance Mngement System” on 27th September 2011



MR.ETHIRAJAN, DEPUTY GENERAL MANAGER - PERSONNEL AUDCO INDIA LIMITED, CHENNAI interacted with the students on “Industrial Relations” on 15th October 2011

Mr.DINAKARAN, GENERAL MANAGER HR,CEE DEES GROUP - ERODE interacted with the students on “Inner Reengineering - A Behavioral Thoughts” on 6th November 2011



MR.SREERAMAN,CHARTED ACCOUNTANT interacted with the students on “How to Analysis the Balance Sheet” on 8th November 2011

MR.BALAJI , ASST PROFESSOR -ECONOMICS WING, ANNAMALAI UNIVERSITY interacted with the students on “Economic Analysis for Business” on 23rd December 2011



SHRI.PALANIAPPAN ,MANAGING DIRECTOR NACHAMMAI COTTON MILLS,SALEM interacted with the students on “Crisis Management” on 4th October 2011

Snapshot



MR. JON PETER, EDITOR, ECONOMIC TIMES, CHENNAI interacted with the students on “Economic Analysis for Business” on 1st December 2011

SHRI.PALANIAPPAN ,MD NACHAMMAI COTTON MILLS,SALEM Inauguration of Association of Management and Entrepreneurship on 4th October 2011



SHRI.PALANIAPPAN , MD NACHAMMAI COTTON MILLS, SALEM introduction of office bearers on 4th October 2011

M.MANOJ, ASST GERAL MANAGER, STEEL MELTING SHOP STEEL AUTHORITY OF INDIA LIMITED, SALEM Distributed the prizes to the Winners of “Jaagruti-2012” Inter-College Business Quiz Competition



JAAGRUTI - 2012
Inter-College Business Quiz Competition



Events @ MIT

PROF.UMESH CHANDARASEKHAR, PROFESSOR- PSG INSTITUTE OF MANAGEMENT
Inaugurated the national level seminar on New Age Branding
on 21st April 2012



PROF.UMESH CHANDARASEKHAR, PROFESSOR- PSG INSTITUTE OF MANAGEMENT
interacted with the students on “Branding in New Age-Era” on 21st April 2012



MR.P.S.KASHI VISHWANATHAN, DIRECTOR - PREMCOMM , COIMBATORE
interacted with the students on “Branding and Social Media” on 21st April 2012



Mrs. SUKANYA ASHOKKUMAR, EDUCATIONALIST, interacted with
the students on “Marketing of Barack Obama” A Case Study Presentation on
Social Media on 21st April 2012



Mr.N.R.Aravamudhan was invited to give a professional talk by
National Institute of Personnel Management (NIPM) , Salem
Chapter . He presented a talk on “Green Recruiting? Is it a
concept whose time has come?” on 27th March, 2012



INDUSTRIAL VISIT - Second Year MBA Students



MYSORE SANDAL SOAP FACTORY - MYSORE



MYSORE SILKS WEAVING & PROCESSING FACTORY - MYSORE

The golden rule for every business man is this: “Put yourself in your customer’s place. – Orison Swett Marden

Faculty Publications/ FDP Attended/ Paper Presented

Faculty Publications:

Mr.N.R.Aravamudhan published an article on "Green HR: Getting in to the Business of Green" in Journal of HRM review March 2012.

Ms.M.Dhanalakshmi published an article on "Stress: one's best friend or worst enemy" in Journal of HRM review on Aug 2011.

Ms.M.Dhanalakshmi published an article on "CSR Activities by SAIL" in HRDTIMES on Jan 2012.

Ms.M.Dhanalakshmi published an article on "Tricky co-worker how to handle?", In HRDTIMES on May 2011.

Faculty Development:

Mr.N.R.Aravamudhan attended a AICTE sponsored SDP on "Transforming and Empowering the Managerial and Professional Skills In Management" organized by Sengunthar Engineering College on May 2012.

Ms.A.Geetha attended a AICTE sponsored SDP on "Transforming and Empowering the Managerial and Professional skills In Management" organized by Sengunthar Engineering College on may 2012.

Mr.K.Saravanan attended a AICTE sponsored SDP on "Transforming And Empowering The Managerial And Professional Skills In Management" organized by Sengunthar Engineering College on may 2012.

Mr.Jagadeeswaran.K attended a AICTE sponsored workshop on "Security Analysis And Portfolio Management" organized by Shri Venkateswara Institute of Information Technology and Management on December 2011.

PAPERS PRESENTED IN SEMINAR AND CONFERENCE:

Ms.M.Dhanalakshmi presented a paper in National Conference on "Green Climate Building Positive Insights for Employee Enactment- UGC Sponsor organized by Bharathidasan university.

Ms.M.Dhanalakshmi and Mr.Jagadeeswaran.K presented a paper in National Conference on "Ever Growing and Ever Challenging Contemporary Women Entrepreneur"- AICTE sponsor organized by Muthayammal College Of Engineering.

Ms.M.Dhanalakshmi presented a paper in National Seminar on "Impact of Economic Modernization on Steel industry" organized by Knowledge Institute of Technology.

Ms.M.Dhanalakshmi presented a paper in National Seminar on "Green Management in 22nd century" organized by Paavai Engineering College.

Ms.M.Dhanalakshmi presented a paper in National Seminar on "Enhancement of Service Quality in Higher Education Institution"- NAAC Sponsored organized by Dr G R Damodaran College Of Science.

Ms.A.Geetha presented a paper in International Conference on "Talent Management- a Trigger for Organizational Success" organized by Muthayammal College Engineering .

Ms.A.Geetha presented a paper in National Conference on "Issues in Talent Acquisition" organized by Muthayammal College Engineering.

Ms.A.Geetha presented a paper in National Seminar on "Talent Management" organized by Knowledge Business School.

Ms.A.Geetha presented a paper in National Seminar on "Talent Management: a Key to Workforce Performance" organized by Paavai Group of Institutions.

Mr.K.Saravanan presented a paper in National Conference on "An Innovative Management Practices In Rural marketing". Organized by Nandha College of Technology.

Mr.K.Saravanan presented a paper in National Conference on "Technological Changes faced by Rural Entrepreneurs" organized by Muthayammal College Engineering.

Mr.K.Saravanan presented a paper in National Seminar on "Intended Use Of The Child Model In Advertising" organized by Knowledge Business School.

Ms.S.Suvitha presented a paper in National Seminar on "Talent Management" organized by Knowledge Institute Of Technology.

Ms.S.Suvitha presented a paper in National Seminar on "Employee engagement" organized by Paavai Group of Institutions.

Mr.Jagadeeswaran.K presented a paper in National Seminar about "Importance And Optimisation Of Working Capital In An Industries" organized by Knowledge Institute Of Technology.

Mr.Jagadeeswaran.K presented a paper in National Seminar about "E-Banking Sustaining Innovation in The Banking Industry In 22nd Century" organized by Paavai Group Of Institutions.

Faculty Corner

Teaching Management concepts through Films

BY

N.R.Aravamudhan, HOD

The title may sound trite baffling and even audacious. Ahem! Management concepts can be disseminated through films. Films and Management concepts make for a wonderful combination. Naysayers may argue that both of them make strange bedfellows. Purists may consider the whole idea déclassé. But popular films can be a great pedagogical technique. The trick lies in how and where to use it. Popular films can be interpreted at two levels. At one level, they are a part of entertainment potpourri intended to make audience shell out money and flock to the theaters so that the box-office keep jingling with money and the producer can laugh all the way to bank. The narratives of the films are surreally unreal; Characters are, to borrow the cliché larger than life. In a plain speak, films are all fiction. But at another level, films also depicts concepts such as risk-taking, decision-making, leadership networking, culture, team dynamics, resource management, communication, negotiation and influencing. Popular films are fit case for case studies though puritans may stoutly disagree that films cannot be substituted for conventional cases. But films are replete with narratives and plots that can be used as a case study to discuss theories.

Take for an instance a movie like Charlie and Chocolate factory. Strictly made as a movie for kids, the film deals with knotty issues such as succession problem. Evergreen Hollywood movie Dirty Dozens (1967) a high adrenaline, blood and gut war movie is a fit case study in project management dealing with issues such as teamwork, motivation, group formation, training interventions etc. Devil wears Prada (2006) Comedy based drama (with a tour-de-force performance from Meryl streep) is a film that takes a gritty look at corporate culture of back-stabbing, bullying and personal sacrifices for career gain. Ocean eleven (2001) is a film that beautifully captures the development, training and modus operandi of high functioning team of crooks. Michael Douglas starrer Wall Street (1987) depicts the underbelly of the ruthless and capricious filled corporate world. The Graduate (1967), American comedy drama deals with the turbulent phase of Young man desperately attempting to make a transition from a freshly minted graduate to a professional. Patton (1970) American autobiographical war film deals with leadership and big-picture vision. Films provides an excellent means to Faculty members to teach intricate theories and phenomenon that students are likely to encounter in their lives.

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