



SRI CHANDRASEKHARENDRASARASWATHI  
VISWA MAHAVIDYALAYA

EXECUTIVE  
PLACEMENTS  
2013



FACULTY  
OF  
MANAGEMENT STUDIES





**Men of wisdom repeatedly urge for cultivation of four auspicious qualities;**

***"Charity with sweet words"  
"Knowledge with humility"  
"Courage with patience"  
"Wealth with renunciation"***

**Rare indeed is such an achievement!  
(Prasnottara Ratna Malika of Sri Adi Sankaracharya)**

# **SRI CHANDRASEKHARENDRA SARASWATHI VISWA MAHAVIDYALAYA (SCSVMV UNIVERSITY)**

(Declared as Deemed to be University Under Section 3 of UGC Act 1956  
vide notification No. F-9-9/92 - U.3 dated 26th May 1993 of Govt. of India.)



**EXECUTIVE PLACEMENTS 2013**  
**FACULTY OF MANAGEMENT STUDIES**

The Maha Swamigal of Kanchi Kamakoti Peetam had cherished a desire to revive Kanchipuram to its pristine glory, a centre of learning. Their Holiness Pujayasri Jayendra Saraswathi Swamigal and Pujyasri Sankara Vijayendra Saraswathi Swamigal, bestowed with the responsibility to fulfill the wishes of their guru, established the Vishwa Mahavidyalaya at Kanchi, which attained the status of Deemed University in 1993.

Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya (SCSVMV), formed under the aegis of Sri Kanchi Kamakoti Peetam Charitable Trust in 1993, is located in a sprawling complex of 50 acres at Enathur, at a distance of about four kilometers from Kanchipuram.

The University has a campus in ponnamalle, Chennai, housing an ayurveda College, research centre and Hospital.

The University has a unique focus on integrating traditional knowledge with modern scientific practices with a global outlook.

The University's emphasis is not only on acquisition of course knowledge and its application, but also on the all-round personality development of the students and their value systems.



- ☞ One of the 10 Universities selected by the University Grants Commission for Promotion of Indian Higher Education Abroad PIHEAD
- ☞ A Memorandum of Understanding was made on 13 January 2004 with Indian Institute of Technology (IIT Madras) for academic interaction
- ☞ A Memorandum of Understanding was made with BITS PILANI, in 2009.
- ☞ A Memorandum of Understanding was made with Great Lakes Institute of Management, Chennai, in 2009.
- ☞ The PG Programme and Block was inaugurated by H.E. Dr. A.P.J. Abdul Kalam, Ex President of India.
- ☞ The University is a member of the National Manuscript Mission, a National Initiative Floated by the Ministry of Culture, Government of India, to identify, collect, preserve and digitize palm leaf and manuscript treasures under the Kirti Rakshana Project.
- ☞ UGC Sponsored refresher courses are conducted by different departments.
- ☞ The University is a corporate member of Indo-Latin American Chambers of Commerce.
- ☞ The University is an institutional member in Madras Management Association.
- ☞ The University is an institutional member in British Council.
- ☞ The University is an institutional member in Association of Indian Management Schools.
- ☞ The University houses an International Library with a collection of more than two lakhs books comprising of modern books and ancient scriptures.
- ☞ University has conferred Honorary Doctorates to
  - ✦ Prof.M.S.Swaminathan, Distinguished Scientist ✦ Mrs. Nita M.Ambani
  - ✦ Dr.S.K.Khanna, Distinguished Engineer
  - ✦ Dr.Kirit Joshi. Eminent Scholar of Vedic Culture
- ☞ The University is involved in several social initiatives including active participation in training visually handicapped persons, Blood Donation Campaigns, Aids Awareness and Prevention Camps.
- ☞ A National youth festival is held every year in addition to several National Technical Symposium and Seminars.
- ☞ A Memorandum of understanding was made with knowledge Capital Investment Group, Chennai in October 2013.
- ☞ Management Department organises Management Talent meet Advaita during the month of January every year.
- ☞ Management Department is actively involved in Management research. It has produced 23 doctorates so far and 56 are pursuing their research.



I am proud to state that the Department of Management Studies of our University, has imparted training and education in various functional aspects of management, coupled with a practical perspective on approaching diverse situations and unique issues. Our students have been endowed with conceptual clarity and values based decision making skills which are the unique features of Sri Chandrasekharendra Saraswathi Viswa Maha Vidyalaya. They are waiting in their wings to fly high in their career, thereby contributing to the success of the organization and laurel their “almamater”. Each of our students, whose profiles are presented herewith, would sure fit perfectly with the culture of any organization and be an asset. My wishes to the recruiting organizations and every one of the aspiring graduates for a mutually beneficial association.

**Prof. Dr. V.S. Vishnupotty**

Vice-Chancellor



All living beings in this world wish for pleasure in life and especially man with discriminative powers is always trying to achieve it. Unless we are content in our achievements pleasure is far from us. So pleasure depends upon contentment. Contentment depends upon satisfaction of needs. As economists say, wants are unlimited. We cannot fulfill all our wants. But we should be content upon the fulfilment of normal needs.

Again, satisfaction of desire based on the means should be acquired and protected. Here arises the question of acquisition and protection of means. It can be achieved by efficient and proper management. In turn the same is based on experience and this experience based on knowledge and knowledge is based on learning and training under eminent personalities.

To acquire such knowledge one should be free from passion, anger, jealousy, pride, inflated ego, narrow mindedness, falsehood, laziness, intolerance, hatred and so on, to develop power of understanding, remembrance and execution. This brings creative positive thinking and thus motivated individual to achieve the goal.

Students trained with the above positive thinking attitude will be sought after by many organisations and we are confident that our management students trained in all environment of human values will be assets to corporate world .

Best Wishes to all.

**Prof. Dr. G. Srinivasu**  
Registrar



Being in continuous association with recruiters from corporate world for over 16 years i am confident in understanding what leading corporates expect from management graduates. Objectivity, positive attitude, result orientation, creativity, customer orientation, innovation, technical competence, and vibrancy in keeping relationships are some of the zones where our management graduates were trained. Necessary practical inputs were given to them both from in house intelligence, and expertise drawn from industry. I am confident that you will find result oriented innovators and your investment in their development will yield rich dividends.

Dr.Reddy laboratories, Tata Consultancy Services, Godrej, igate solutions, IBM, Shriramfinancial services, Aditya Birla Financial services Ltd, City Union Bank, Barclays, Tech Mahindra are some of our recruiters. Students who were churned out of rigorous training are ready for interacting with you on any day of your convenience to show case their talents that can become deliverables as per expectations of your organisations.

Please do visit our campus and i am sure you will be delighted with the professional acumen of our students.

With best wishes

**Prof. Dr. K.P.V. RAMANA KUMAR**

M.Sc., M.B.A., Ph.D.,

Dean, Faculty of Management Studies, HR & Commerce





I have immense pleasure and pride in introducing you to our bright, vibrant and young graduates. Faculty of Management Studies, SCSVMV University, located in the green environs of the temple city of Kanchipuram, Tamil Nadu; remains committed to its already established goodwill and promise to continue to bring human excellence. It aims to develop into a 21st Century Centre of Excellence in management education & research in the national and international arena.

Our Alumni are already contributing successfully in organizations of international and national repute. At our Faculty of Management Studies, SCSVMV University, besides ensuring the quality and standards considered hallmark of Management education, we emphasize on sustainable development and business practices, ethical values and behaviour, and concern for society.

Final Placements is a defining moment for our students. After nearly two years of rigorous academic work they are all eager to join the world of business. The education and exposure that they had at our institution coupled with their internships make them confident that they are adequately prepared to face the challenges of the corporate world. You and your organization would enable them to realize their potential and fulfil their aspirations.

I am confident that our participants will definitely contribute meaningfully in the growth and flourish of your organization and you will greatly benefit from their association with your company.

I cordially invite you to Placements 2013 and also extend our commitment to engage in a long term mutually enriching relation with your revered organization

With best wishes

**Sri. B. Balaji Srinivasan**

B.E., M.B.A.,( Ph.D.,)

Head of the Department, Management Studies

## **Our Vision**

“Envisaging the Faculty of Management Studies to a “Centre of Excellence with a Difference”.

## **Our Mission**

“To become a premier School of Management of International Standards with emphasis on Indian Philosophy and Ethos striving towards human Excellence”.

## **MBA PROGRAMME**

“Motivation for achieving excellence” is the Watchword of MBA programme at Faculty of Management Studies. The course design, teaching methodology and the faculty work - culture aim at manifesting the hidden potential of the student for effective managerial leadership and decision making. It is a well structured, rigorous, quality programme following the semester system and conducted under the active guidance of faculty, consisting of experienced academicians and top management professionals from the industry.

Inputs are provided to enable the students to gain an in-depth knowledge and understanding in the chosen area of specialization, so as to develop core competence.

The dual specialization offered for MBA programme are:-

**Finance, Marketing, Human Resources, Systems, Operation, Agri Business Management, Tourism Management, Infra structure Management, Hospital Management and Sports Management.**

The M.B.A. programme includes courses in all the functional areas of management and an integrated view is evolved through inter-functional case studies & exercises, and through courses on business policy and strategy. Course studies on aspects of human behaviour and development of inter-personal skills help the student to understand himself and the environment better. Enough scope and encouragement is given for development of negotiation skills and leadership qualities, both within the course programme as well as through the activities of the student's body. The Association of Management Students, which engages in organizing “extra-mural” programmes that bring the students face-to-face with real business environment. Thus, the students learn to successfully negotiate among themselves and with their environment to achieve the set objectives. The mini-projects and the final project-work undertaken by the students provide the required practical orientation & “hands on” industry experience during the programme.

The department also offers programme in MBA part time with the specialisations of Marketing, Finance, Systems, Operations & International Business.

M.Phil in Management is offered by the Department both in Regular and Part Time stream.

The Department is also planning to come out with MBA programme in infrastructure management & intergrated MBA specially for engineering graduates.

The teaching methodology is a mixture of theoretical and practical sessions along with the following activities designed to provide a wholesome learning atmosphere to the students:-

**Guest Lectures, Seminars and Work Shops** are organized on a regular basis by faculty of management studies. Academicians and experts from Corporates visit the FMS and address the students on the latest happenings in the market and in research.

**E-Learning-** In addition to the normal classroom teaching, e-learning systems are in place to offer the students a study at your pace facility. The e-learning systems also help disseminate other materials of academic interest to the students in the form of power-point presentation, graphics, charts and videos.

**Soft Skill Training:-** The FMS organizes various personality development programmes, aiming to impart soft skill training to the students, making them ready to take a plunge into the corporate world. Activity based learning is a continuous feature through workshops :

**Work Shops**

Time management

Project Management

Communication Skills

Interview Handling

Industry Expectations

Yoga, Pranayama

**Work Shops**

Business Communication

Personal Success Skills

Team building skills

Psychometric Tests

Confidence Building

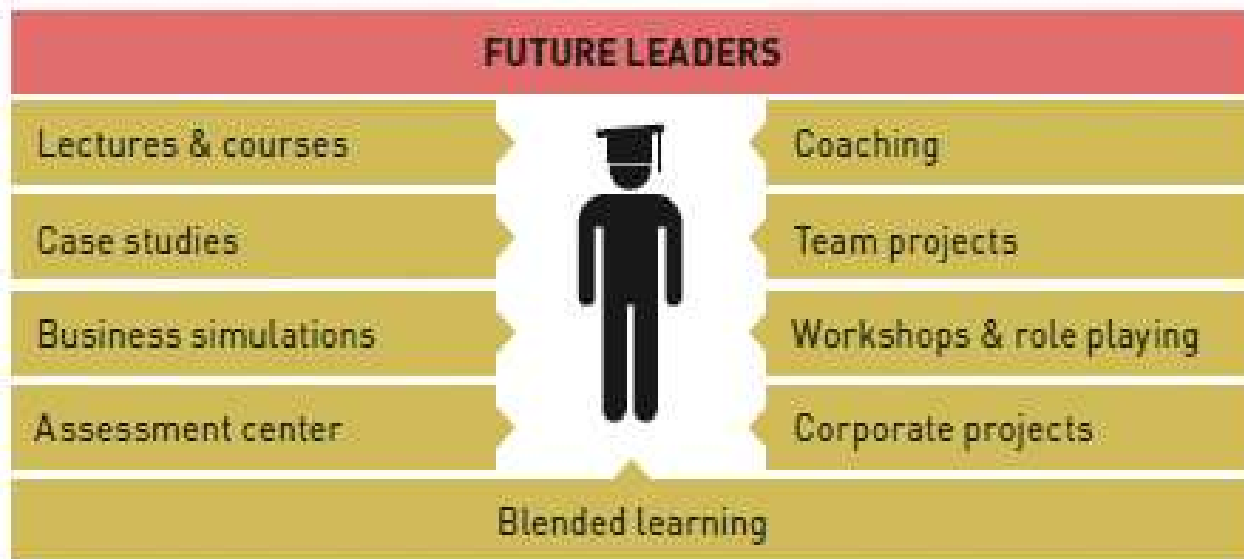
Entrepreneurial Skills

**Organizing Events:** - The MBA students of our faculty of management studies organize Executives talent Meet Advaita. It provides the platform to the management students to organize themselves and channelize their energy, enthusiasm, creative thinking and capabilities to achieve professional excellence through contribution to curricular, co-curricular and “extra-mural” programmes.

These activities help the students in understanding the environment, sharpen their skills in planning, organizing, controlling and in crisis management thereby developing leadership qualities required for an executive. This brings out the students potential to assume responsibilities and develop and fine-tune their inter-personal and communication skills, paving the way for effective leadership. They learn to negotiate among themselves and with their environment to achieve the set objectives.

Snap-Shots of our Teaching-Methodology:- The objective is to enable proper development of the students to identify, develop and sharpen the qualities that contribute to effective leadership. The method includes:

- Class-room lectures
- Group exercises
- Case studies
- Mini-projects
- Seminars
- Self Study Method
- Corporate Seminar
- Individual & group assignments & presentations
- Role plays
- Business games and simulations involving judgments
- Field Research
- Group discussions
- Training on Inter-personal relationships & art of negotiation.



The management graduates coming out of the FMS are product of a system that provides all the necessary inputs and its internalization, for a successful and challenging career in management, along with a healthy, balanced attitude of mind in pursuit of excellence with character and values in their career. We welcome you to our campus to establish a long-standing relationship for mutual benefit.

The candidates would be required to take all the core papers offered during the first and second years

## FIRST YEAR

### FIRST SEMESTER

- Principles of Management
- Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Business Mathematics and Statistics
- Business Laws - I
- Management Information Systems
- Indian Ethos for Effective Human Resources Management

### SECOND SEMESTER

- Research Methodology
- Financial Management
- Business Laws - II
- Marketing Management
- Production and Operations Management
- Human Resource Management & Industrial Relations
- Operation Research for Managers

## SECOND YEAR

### THIRD SEMESTER

#### Core Papers :

- International Business Environment

#### Specialisation Papers in Operations :

- Logistics, Supply Chain and Shipping Management
- Total Quality Management & Business Process Reengineering
- Technology Management
- Materials Management

#### Specialisation Papers in Marketing :

- Retail Management
- Advertising Management & Sales Promotion
- Consumer Behaviour
- Product and Brand Management

#### Specialisation Papers in Finance :

- Investment Management
- Emerging Trends in Financial Markets
- Corporate Finance and Working Capital Management
- Derivative Management

#### Specialisation Papers in Human Resources :

- Organisation Development
- Labour Legislations
- Strategic Human Resource Management
- Human Resource Planning and Development

#### Specialisation Papers in Systems :

- Management of Software Projects
- Relational Database Management systems
- ERP in Managerial Functions
- Data Communication Systems and Networks

### FOURTH SEMESTER

#### Core Papers

- Strategic Management
- Project Management and Entrepreneurship

#### Specialisation Papers in Operations

- World Class Manufacturing
- Production Planning and Control

#### Specialisation Papers in Marketing

- International Marketing
- Marketing of Services

#### Specialisation Papers in Finance

- International Trade & Finance
- Merchant Banking

#### Specialisation Papers in Human Resources

- International HRM
- Training and Development

#### Specialisation Papers in Systems

- Structured System Analysis and Design
- Software Quality Management

#### Final Project Work and Viva Voce



**Sri. B. BALAJI SRINIVASAN**, B.E., MBA., (Ph.D.)  
Asst. Professor Sr. Gr.

The focus of this area is on the quantitative underpinning of Operations Management, the recent developments and emerging trends in the practices of operations management.

The course covers following areas.

#### **Advanced Materials Management**

This course deals with MRP concepts related to material management. It also focuses on vendor management, supply chain management, Logistics, global sourcing techniques and pricing methodologies.

#### **Supply Chain Management**

The course objectives are to define supply chain and understand material, information and capital flows. It aims at understanding the major challenges involved in supply chain management including variability, the Bullwhip Effect and trade-offs. It aims at making the students recognize the importance of product design and manufacturing in the supply chain process. It also deals with the importance of metrics.

#### **Technology Management**

In today's environment technology management is an important area of study for a business manager, especially for the top and middle level managers who have responsibilities of general or overall nature. For repaid economic development. India needs to create greater awareness about the role of technology and internationalisation of business. It would be no exaggeration to say that we need to develop a culture of technology and a culture of outward looking.

#### **Guest Faculty Team**

Dr.N. Jayasankaran, M.Sc., M.B.A., Ph.D - Former VC, SCSVMV, NMIMS, Bangalore.

Dr.K.Shyamsundar, B.E., M.B.A., Ph.D. Director, Mohammed Sathiak College.

Dr. N.Chandrasekharan M.B.A., (IIM), Director, Take Solutions, Chennai.

Dr.T.Venugopal, M.Sc., Ph.D Director (R&P) SCSVMV.

Dr. R. Arunachalam, General Manager, Redington India Ltd., Chennai.

Sri. V. Karuppiah, Manager - Supply Chain, Coco cola, Coimbatore.

Dr.LewlynI. Raj Rodrigues, Professor & Head, Department of Humanities & Management,MIT, Karnataka.

The modus operandi adopted is unique for the marketing courses. The students are exposed to understand the concepts through mini live projects, role plays, seminars, debates and case discussions which enable them cater to the needs of the corporate requirements. In the process, the students acquire an in-depth understanding of various industries and effectively able to synthesize with practice.

## Other Electives

- Retail Management
- Advertising Management and Sales Promotion
- Consumer Behaviour
- International Marketing
- Marketing of Services
- Product and Brand Management



**Dr. V. RAMANATHAN**, B.Sc., MBA., Ph.D.  
Asst. Professor Sr. Gr.

## Guest Faculty Team

Dr. K.S. Chandrasekharan Nair, University of Kerala  
Sri. Radhakrishnan, M.B.A., (IIM) VP, Mudra Communications, Banagalore  
Sri.Bhargavan Nambiar, M.B.A., (IIM) VP, TAS Media, Chennai  
Sri. Vaitheeswaran, B.E. GM, Fambart, Bangalore  
Sri. Ganesh Natarajan, B.E., Former President - CII, Western Region, Mumbai  
Sri. Prasath Vikram Rao, PGDM GM, Dalmia Cements (Bharat) Ltd., Chennai  
Sri. V.Shiva Subramanian, B.Tech. M.B.A-CEO. SAS, Chennai  
Dr. Balakrishnan, M.B.A., (IIM) - Director, Asian School of Business  
Sri. S. Meiyappan, Deputy General Manager - Times of India, Chennai



**Sri. M.S. RAMARATNAM**, B.Sc., MBA., (Ph.D.)  
Asst. Professor Sr. Gr.



**Sri. R. JAYARAMAN**, MBA., M.Phil., (Ph.D.)  
Asst. Professor Sr. Gr.

The courses emphasize the applications of risk return paradigm of Finance in Three Broad Areas:

- Investments
- Financial Services
- International Finance

Some of the contemporary courses in this area are:

#### **Investment Analysis and Portfolio Management**

The course provides an understanding of some of the conceptual framework underlying investment analysis and portfolio management, an application of the regulatory and tax framework, circumscribing investments in the Indian stock markets.

#### **Financial Services**

Students develop an understanding of fund based and fee based financial services such as equipment leasing, hire purchase and consumer credit, bills discounting and factoring offered by financial intermediaries such as NBFCs,

#### **Other Electives**

- Financial Management
- Investment Management
- Emerging Trends in Financial Markets
- International Trade & Finance
- Merchant Banking
- Working Capital Management

#### **Guest Faculty Team**

Sri. Arun Subramanian. B.E., M.B.A., - SAP Labs, Bangalore

Dr.R.Krishnan, CA Executive Director, Malladi Pharma, Chennai

Dr.R.Pattabiraman, M.Com. M.Phil Chief Commodity Officer, Birla Apollo Sindhoori Capital, Chennai

Dr.R.Ravichandran VP, Dockside International, Secretary General, Indo-Lation Amercian Chamber of Commerce and Industry, Chennai

S. Chandrasekar, Co founder Knowledge Capital Investment group, Chennai.

J. Ragunathan, Co founder Knowledge Capital Investment group, Chennai.

N. Ram, Director ,Knowledge Capital Investment group, Chennai.

Dr. S.Rajamohan, Professor, Alagappa Institute of Management, Karaikudi.



The number of recent developments in HRM practices envisages the implementation of strategic model relating to the practices in industry. The increasing pace of globalisation has made the study of cross cultural implication compulsory. The course focuses on strategic decision making, organizational effectiveness and efficiency.

## Other Electives

- Organisational Development
- Labour Legislations
- Strategic Human Resource Management
- International Human Resource Management
- Training and Development
- Indian Ethos for Effective Human Resource Management
- Cross Cultural Management
- Human Resource Planning and Development



**Smt. T. THIRUMALESWARI**, B.E., MBA., (Ph.D.)  
Asst. Professor Sr. Gr.



**Smt. A. VANITHA**, B.Sc., MBA., (Ph.D.)  
Asst. Professor Sr. Gr.

## Guest Faculty Team

Sri. S.Rajan Trainer, Pondicherry

Sri. A.Sridhar Indian Railways, Chennai

Sri. Mahesh Masal, Belgaum.

Dr. K.S.Meenakshisundaram, Associate Professor, Great Lakes Institute Management, Thirukazhukundram.

Dr. A.J.Augustine, Deputy Chief Manager, HR Department, FACT Limited, Eloor.

Dr. C.B.Raghothaman, Professor Department of Management Studies, Rajalakshmi Engineering College, Chennai.

Dr. K.Sundar, Faculty of Commerce, Directorate of Distance Education, Annamalai University.

Dr. S.Ramachandran, Director School of Management Studies, Bharath University, Chennai.

Dr. Suja S.Nair, Assistant Professor, Vikrama Simhapuri, Nellore.

Dr. K.Balakrishnan, Director, IBS Business School.

Dr. Venkat R.Krishnan, Professor, Great Lakes Institute of Management.



**Sri. VIJAY SAI**  
MS (US), MBA  
Lead Consultant

The focus is on Managing Information Technology and developing IT as a source of competitive advantage. Some of the courses offered in this area are :

#### **Network Security Fundamentals :**

In an era of network computing, security of data has assumed tremendous importance. Keeping this in mind, students are given focus to various concepts in security procedures and controls. The focus is given to network and security, database and security concerns on the Internet.

#### **Software Systems Analysis and Design :**

This course develops a strong theoretical base in the areas of system Engineering, Project Management, Analysis Modeling and object Oriented Methodologies. It also provides exposure to software quality Assurance and Configuration Management.

#### **Other Electives**

- RDBMS
- MIS
- Data Communication and Networks
- ERP in Managerial Functions
- Software project Management
- Structured System Analysis and Design
- Software Quality Management

#### **Guest Faculty Team**

Dr. N.R. Anantha Narayanan - SCSVMV University

Sri. H. Sai Sridhar, Take Solutions

Dr. Shanmuga Priya, M.Tech, Ph.D., HOD IT Department, SCSVMV University.

Sri. N. Badrinath, M.B.A.

Dr. G. Rajesh Kumar, Assistant Professor, Department of Business Administration, Govt.Arts College, Chennai.



**Prof. Dr. Jitendra V. Singh**  
Wharton University of Pennsylvania  
Addressing on the past, present and Future of Indian Economy



**Prof. Dr. Bala V. Balachandran**  
Kellogg School of Management  
Addressing on the Functioning of the Corporate world by Correlating Lord Ganesha as the best CEO.



**Dr. G.K. Kalyana Ram**  
Director of Research, New York Institute of Technology  
Addressing on the Topic "Asymmetric Consumer and Market reactions" Pricing and Product strategies  
(Applications of Prospect Theory)



**Dr. Ganesha Murthy**, Senior Lecturer, Department of Economics, University of Colombo about "Impact of Recession on International Business"



Work Shop by **Mr. Ramanan**, Founder, RAISE, about Quality and Innovation



**Dr. Venkat Rao**, Head, Department of Tourism, Pondicherry Central University about "Importance of Tourism Industry"



Seminar on Brand Building Exercises in today's Competitive Market by **Mr. Vijay Baskar**, Managing Director, Eco Care



Sri Aravind Subramanian, (HR) GE Infrastructure Bangalore on "Change Management"



Dean welcoming **Ms.K.Sanghamitra**, Vice-President, Morgan Stanely, London.

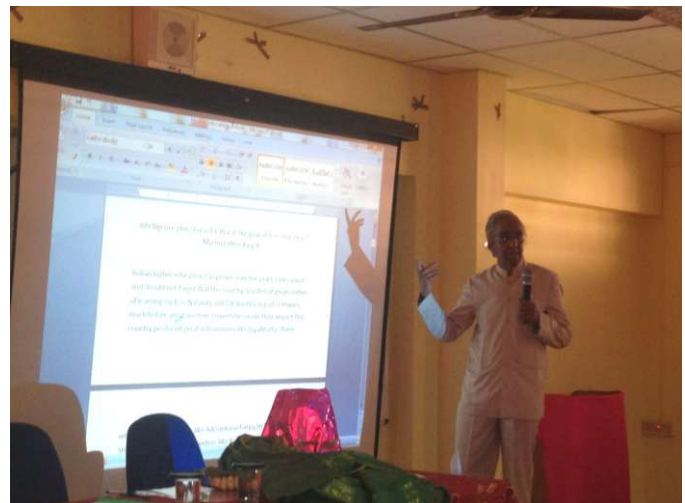
**Dr.B.N.Ramesh**, Inspector General of Police, Operations, CRPF ,Kashmir about Application of Management Principles in Military Operations



A speech by Prof. **Dr.Vishnu Potty**, Vice Chancellor of SCSVMV University



A workshop on Entrepreneurial Development for MBA students by **Sri Venkatesan**



A special lecture on leadership qualities by Professor **Dr.V.Shivkumar**, former Vice Chancellor



**Prof. Dr.K.P.V.Ramanakumar, Dean (FMS) addressing the students**



**Mr.B.Balaji Srinivasan, Head (FMS) welcoming first years MBA**



**A snapshot of faculty of management studies**



**Dr.Ramanathan's address**



**Release of prajna - News Letter**



**Prayer Participation of senior and junior executives**

# Advaita

“Advaita-2013” is a unique Management Talent Spotting Event organized by Association of Management Students (AMS) of SCSVMV University. The Objective of the meet is to bring together the talents available from various institutions, Business-Schools, University Management Departments to give a scope for interaction amongst the student fraternity and for exhibiting their knowledge and skills.

The competitions designed will focus on knowledge enhancement, through interactions and meaningful deliberations in the field of management and business. It also aims in bringing out the business sense in an individual and to encourage their entrepreneurial skills and aptitude. Experts will identify the executive talents in events like paper presentation, Business Plan, Best Manager, Dora Tora, AD Zap and Management Games. Experts from world class institutions like IBM, Hindu, DAX Networks, companies were selected to give their corporate inputs to the students. Students who excel in the competitions will be rewarded and the institution which nurtures such wonderful students better than the others will be given a special championship award. We on behalf of team Advaita 2013 wish you all a wonderful and purposeful stay with us and it is a renewed vigour in our long standing relationship in the field of management.

## Inaugural Function



**Sri. Karthik Mulakaluri** ,Deputy GM - HR, Area South HR Partner- IBM Account (Sector SPOC) - GBS GD



**Sri. V.S. Prakash** ,GM-Advt-Cifs/RTN, The Hindu

## Release of souvenir and compendium



**Prof.Dr. V.S.Vishnupotty**, Vice - Chancellor Releasing the souvenir and compendium



**Sri.Karthik Mulakaluri**, Interacting with the students



**Prof.Dr. K.P.V.Ramanakumar**, Dean FMS, Addressing the gathering

## Valedictory Function



**Sri.P.N.Prabhakar**, Deputy Executive Director, Dalmia Cement. Interacting with the students



A session on paper presentation



A Student receiving award from **Prof.Dr.G.Srinivasu**, Registrar, SCSVMV University





**Ms.A.Vishnupriya**, Receiving Gold Medal for first rank in MBA



**Mr.R.Anand**, Receiving Gold Medal for operations



**Mr.R.Vignesh**, Receiving Gold medal for Marketing



**Ms.T.Gayathri**, Receiving Gold Medal for Finance



**Ms.S.Vincy**, Receiving Gold Medal for HR



**Mr.C.Keerthi Kumar**, Receiving Gold Medal for Systems

## They are supporting us again and again

ACC Ltd  
 Accenture  
 Advanced Computing Technologies  
 Amrutanjan Ltd.  
 Anchor Airgeo Forwarding Logistics (P) Ltd  
 Andhra Bank  
 Aptech  
 Apollo Sindhoori  
 Ashok Leyland  
 ABN AMRO Bank  
 Biji Technologies  
 Blue Star Ltd.  
 Boardex  
 BPL Cellular Ltd  
 BPL Ltd.  
 Britannia Industries Ltd.  
 B Risk  
 Bush Boake Allen (India) Ltd  
 Cadbury India Ltd.  
 Cadila Pharama Ltd.  
 Capital IQ  
 Carborundum Universal Ltd  
 Chettinad Cement Corporation Ltd.  
 Cholamandalam Cazenove AMC Ltd  
 CII  
 Citygroup Credits Services India Ltd  
 Citizen Watches  
 Colgate Palmolive  
 Compleate Business Solutions(India)Ltd  
 Consolidated coffee Ltd.  
 Continental Warehousing Corporation Ltd  
 CST Systems  
 CPCL  
 Cric Info  
 Dalal & Broacha  
 Deltatech Solutions Ltd  
 Department of Atomic Energy Hospital, Kalpakam  
 Deutsche Bank  
 Department of Post, Government of India  
 Dexterity Business Solutions  
 Dr. Reddy Laboratories  
 Empee Distillers Ltd  
 Endotherm Fluids (India) Pvt Ltd  
 e-Serve International  
 Fern Securities  
 Ford India Ltd  
 Geologistics  
 Global Reality Outsourcing  
 Godavan Polymers  
 HCL Infosystems  
 HDFC Bank Ltd  
 HDFC Global  
 Hexaware Information Systems  
 HMT Bearings Ltd  
 Hewlett Packard  
 ICICI Banking Corporation Ltd  
 ICICI Prudential  
 ICICI Lombard  
 IDBI Bank Ltd  
 Igate Solutions  
 India Cements Ltd  
 India Mart  
 India Pistons Ltd  
 Indian Express News papers Ltd  
 Indian Shaving Products Ltd (Gillette)  
 INDSIL Electromeils Ltd  
 I power  
 ITC Bhadrachalam paperboard Ltd  
 ITW Signode  
 Johnson & Johnson  
 Karvy Consultancy  
 Kirloskar oil Engines Ltd  
 Kotak Mahindra  
 Kotsk urja Pvt Ltd  
 Kothari Industrial Corporation Ltd  
 Life Insurance Corporation of India Ltd  
 Lucas India Service  
 Lucas TVS  
 MBT National Informatics Center  
 Newgen Software Technologies  
 Nestle India  
 NIIT Ltd  
 Office Tigers  
 Precision Instruments & Electronics  
 Precision Technologies  
 Pepsi Cola India Marketing  
 Perambur Integral Coach Factory  
 RIPE  
 Radiant Software  
 Ramco Systems  
 Ranbaxy Laboratories  
 Redington Ltd  
 Repco Ltd  
 Sathyam Computer Services  
 Sea India Fright System Pvt Ltd  
 Softsmith Infotech  
 Seshasayee paper and Board Ltd  
 Sharp India  
 Shriram Investments  
 Siemens  
 Sify  
 Simpson & Company  
 Silicon Valley Communications Pvt Ltd  
 SmithKline Beecham  
 SPIC  
 Sriram Systems Software Development  
 Standard Chartered Bank  
 Sundaram Clayton Ltd  
 Sundaram Finance Ltd  
 Systech Technologies Ltd  
 Sutherland Technologies Ltd  
 TAFE  
 TATA BP Solar India Ltd  
 TATA Liebert Ltd  
 TCS  
 Telesys  
 Templeton  
 TI Cycles of India Ltd  
 TI Engineering (TPI)  
 Times of India  
 Timex Watches  
 Thirumalai Chemicals  
 Toyama Electricals  
 TTK LIG Ltd  
 TVS Suzuki  
 UB  
 Unitech UPS  
 UTI  
 Vardhaman Spinning & Weaving Mills  
 Videocon  
 Wimco  
 Wings Infotech  
 Wipro UBS  
 Wipro Technologies  
 Wockhardt

## Always Been a Cake Walk

The Seventeenth batch of MBA Students from Faculty of Management Studies of Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya (SCSVMV) is scheduled to complete their course by February'2014. We welcome you to participate in our

Final Project Placement Programme (Project Duration 10-12 Weeks)

Campus Placements Programme (Course to be completed by May 2014)

Based on your requirements, you may participate in either or both of the above programmes. The profile of the students have been classified and furnished based on their areas of specialization for easy access and convenience.

As a part of the MBA course, the students are required to do a full time final project for a period of 10-12 weeks in their respective areas of specialization. We offer the following streams of specialization:

- \* Marketing with Finance
- \* Marketing with Systems
- \* Marketing with Human Resource
- \* Finance with Human Resource
- \* Finance with Systems
- \* Human Resources with Systems
- \* Operations with Human Resources
- \* Operations with System
- \* Operations with Finance

The Final Project is Expected to help the Students:

- To gain “hands-on” experience in an organizational environment in applying theoretical inputs to practical work situations
- To learn for negotiating the complexities of the work environment and
- To provide for smooth transition to the corporate world that is full of challenges and opportunities
- The students are required to complete their project to the complete satisfaction of the organization that had offered the project. The project report would be placed before a board of experts in their respective area of specialization and the students would be required to present themselves for viva-voce. On completion of the project, the organization is required to send an evaluation report to the university. In case, the project/report contains matters that are confidential in nature the same may kindly be informed to the placement coordinator.

## We are here to Assist you in Every Step

### Procedure for Project Placement

If you would select the students based on the information provided in this brochure, kindly let us have the names of the students and their respective topics/subjects of the proposed project. In case you require any additional information or you would like to conduct interviews, kindly let us know at the earliest, so as to enable to make the necessary arrangements.

### Procedure for Campus Placement

You may mail us your annual report and the corporate brochure, which would enable us to interact with you better. The Department is equipped with TV, DVD, LCD and OHP that can be made available for your presentation.

On request, we can arrange for stay at Kanchipuram and local conveyance. If required, we can arrange for the interviews at Liaison office at Chennai.

On completion of the selection process, we request you to finalise and intimate us the list of selected candidates at the earliest. For additional information, please turn your attention to

### **Prof. Dr. Ramanakumar.K.P.V**

Dean (FMS)

Department of Management Studies

Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya

Enathur, Kanchipuram 631 561

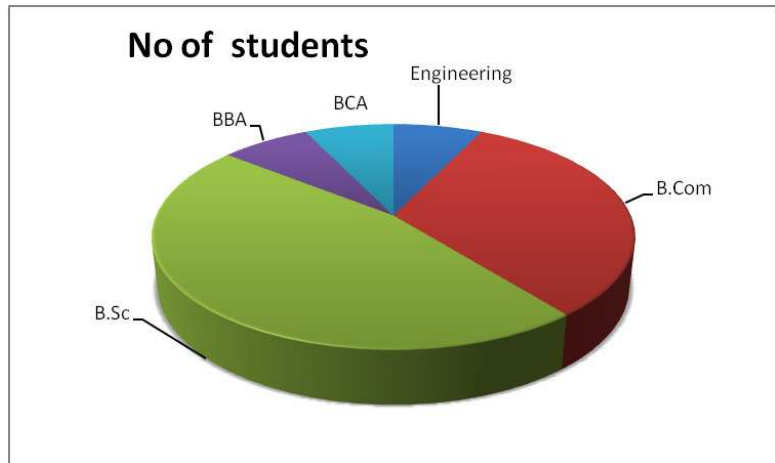
Tamilnadu

Mobile: 94437-08720

E-Mail: meherramana@yahoo.com

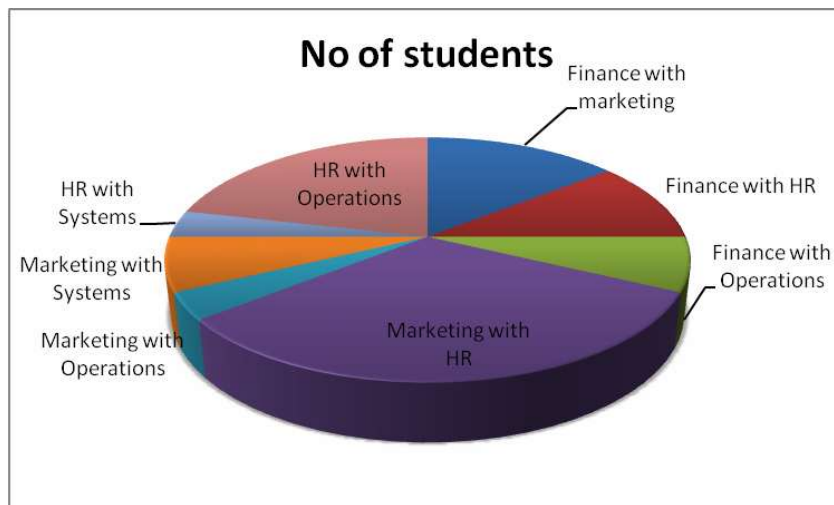
### ACADEMIC BACKGROUND

Degree	No of students
Engineering	2
B.Com	9
B.Sc	13
BBA / BBM	2
BCA	2



### SPECIALIZATION

- |                           |                        |
|---------------------------|------------------------|
| Finance with marketing    | Finance with HR        |
| Finance with Operations   | Marketing with HR      |
| Marketing with Operations | Marketing with Systems |
| HR with Systems           | HR with Operations     |



Specialization	No of Students
Finance with marketing	4
Finance with HR	3
Finance with Operations	2
Marketing with HR	9
Marketing with Operations	1
Marketing with Systems	2
HR with Systems	1
HR with Operations	6





Name of the Student : **VENKATESAN .G**  
 Age : 23  
 Date of Birth : 04.06.1990  
 Nativity : Kanchipuram  
 Permanent Address : 16 B, Kuppu street,  
 Kanchipuram .  
 Mobile No : 9894177758 , 7810860606  
 Email id : venkat1158@gmail.com  
 Bachelor Degree : B.Com , M.Com  
 Percentage Scored : Xth XIIth U.G PG(M.com) P.G(upto IInd sem)  
 50.4% 54.2% 58% 65% I SEM -4.65,II SEM - 4.98  
 Specialization in M.B.A : Finance and Marketing  
 Language Known : Tamil , English  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : PCP,SPSS  
 Summer Project Title : A Study on people opinion about after IPL scam  
 M.com project Title : A Study on customer satisfaction in SPEED petroleum products.  
 Duration of summer  
 Project : 30 days.



Name of the Student : **M.H.GOKUL**  
 Age : 25  
 Date of Birth : 08.12.1986  
 Nativity : Kanchipuram  
 Permanent Address : 12 I, Madam street, Kanchipuram-631501.  
 Mobile No : 9994612404  
 Email id : Nuro.gokul404@gmail.com  
 Bachelor Degree : B.Com  
 Percentage Scored : Xth XIIth U.G P.G(upto IInd sem)  
 50% 56% 50% I SEM -3.75,II SEM -3.57  
 Specialization in M.B.A : Finance & Marketing  
 Language Known : Tamil , English  
 (Read/Write/Speak) ( R/W/S) (R/W/S)  
 Technical Skills : MS Office,SPSS.  
 Summer Project Title : A study on Behaviour of rice shop owners in  
 Kanchipuram & chennai  
 Duration of summer  
 Project : 30 days

Name of the Student : **G.DINESH KUMAR**  
 Age : 21  
 Date of Birth : 16.08.1992  
 Nativity : Chennai  
 Permanent Address : No 18.CID Police Qts,Papanasam sivan Salai,  
 Kutchery Road,Mylapore ,Chennai-600004.  
 Mobile No : 9884749181  
 Email id : dineshkumarg35@gmail.com  
 Bachelor Degree : B.Com (Accounting & Finance)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 58.7% 74.75% 67% I SEM -5.97, II SEM -5.57  
 Specialization in M.B.A : Finance & Operations  
 Language Known : Tamil , English , Hindi , Sanskrit  
 (Read/Write/Speak) (S) (R/W/S) (R/W) (R/W)  
 Technical Skills : MS Office.  
 Summer Project Title : A study on customer satisfaction Towards ATM  
 service.  
 Duration of summer  
 Project : 30 days.



Name of the Student : **L.SURESH KUMAR**  
 Age : 25  
 Date of Birth : 04.09.1987  
 Nativity : Thangatchi madam,Rameswaram  
 Permanent Address : 1/810,Thangatchimadam,manthoppu street  
 Ramanathapuram.  
 Mobile No : 9095372947, 9787759521 , 8526020984  
 Email id : sureshmaslin.SL@gmail.com  
 Bachelor Degree : B.Sc Maths  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 87% 60% 78% I SEM -6.3,II SEM -6.00  
 Specialization in M.B.A : Finance and operations  
 Language Known : Tamil , English  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : MS Office.  
 Summer Project Title : A Study on customer satisfaction about Indian bank in  
 Kanchipuram.  
 Duration of summer  
 Projec : 30 days.







Name of the Student : **BHADRI.S**  
 Age : 22  
 Date of Birth : 19.05.1991  
 Nativity : Cheyyar  
 Permanent Address : 44/2,new no.6,chinnasami Street,  
 koddagar, Cheyyar-604407.  
 Mobile No : 9600580053  
 Email id : pvsbadri@gmail.com  
 Bachelor Degree : B.sc(computer science)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 67.2% 57% 70% I SEM-4.98,II SEM-5.48  
 Specialization in M.B.A. : HR and marketing  
 Language Known : Tamil , English , Hindi  
 (Read/Write/Speak) ( R/W/S) (R/W/S) (R/W)  
 Technical Skills : MS Office.  
 Summer Project Title : A study on customer satisfaction about the service  
 attributes of Maruthi computers with  
 special reference to browsing in Cheyyar.  
 Duration of summer  
 Project : 30 days



Name of the Student : **K.S.ASHIMA**  
 Age : 22  
 Date of Birth : 10-08-1991  
 Nativity : Kerala  
 Permanent Address : No-345,P.A.T.C quarters,  
 ponnerikarai,karaipettai ,  
 Kanchipuram  
 Mobile No : 9940931908,9791282855  
 Email id : ashimasadha@gmail.com  
 Bachelor Degree : B.Sc.Biotechnology  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 62% 67% 75% I SEM-6.5,II SEM-6.9  
 Specialization in M.B.A : HR and marketing  
 Language Known : Tamil, English, Malayalam  
 (Read/Write/Speak) (R/W/S) (R/W/S) (S)  
 Technical Skills : Ms office,SPSS  
 Summer Project Title : A study on retail investors' participation  
 matrix in Equity market in 2007-08 vs 2011-12  
 Duration of summer  
 Project : 30 days

Name of the Student : **GOPINATH .J**  
 Age : 25  
 Date of Birth : 07. 10 1989  
 Nativity : Johor bahru , Malaysia  
 Permanent Address : 55, Tharangambadi road, Mayiladuthurai.  
 Mobile No : 8870730509  
 Email id : Gopinath.j20@gmail.com  
 Bachelor Degree : B.Sc ( visual communication)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 73.5% 62.5% 65% I SEM -4.41,II SEM - 4.87  
 Specialization in M.B.A : HR & Marketing  
 Language Known : Tamil , Malay , English  
 (Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S)  
 Technical Skills : MS Office and Animation  
 Summer Project Title : A study on Buying Behavior of car owners at Mayiladuthurai.  
 Duration of summer Project : 30 days



Name of the Student : **A.K.MANISEKAR**  
 Age : 22  
 Date of Birth : 09.01.1991  
 Nativity : Arni,  
 Permanent Address : No.15/7 Arumugam Street,Arni Palayam ,  
 Arni -632301.  
 Mobile No : 9486524756 , 9789327179  
 Email id : akmaisekar@gmail.com  
 Bachelor Degree : BBA  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 51% 59% 72% I SEM -6.50,II SEM 6.45  
 Specialization in M.B.A : HR and Marketing,  
 Language Known : Tamil , English  
 (Read/Write/Speak) ( R/W/S) (R/W/S)  
 Technical Skills : MS Office  
 Summer Project Title : A Study On The User Satisfaction Of Multi Level  
 marketing (MLM) products in Arni town.  
 Duration of summer Project : 30 days.





Name of the Student : **N.SHEGATHTAJ**  
 Age : 21  
 Date of Birth : 17.05.1992  
 Nativity : Kanchipuram.  
 Permanent Address : No:12,H,Rayankuttai street,  
 Big Kanchipuram.  
 Mobile No : 9524663226  
 Email id : shegathtaj17@gmail.com  
 Bachelor Degree : BCA (Computer application)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 72% 78% 83% I SEM-7.53 , II SEM-7.64  
 Specialization in M.B.A : HR and Marketing  
 Language Known : English , Tamil , Urdu  
 (Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S)  
 Technical Skills : DTP , Spss  
 Summer Project Title : A study on Retail investors participation matrix  
 In equity market in 2007-08 vs 2011-2012.  
 Duration of summer  
 Project : 30 days.



Name of the Student : **V.SURJITH KUMAR KRISH**  
 Age : 25  
 Date of Birth : 19.10.1988  
 Nativity : Kanchipuram  
 Permanent Address : 109.Thirupuru kumaran  
 St,opp:GuruTemple,kpm  
 Mobile No : 9894257577  
 Email id : surjith.krish@gmail.com  
 Bachelor Degree : BSc Bio-technology  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 63% 52 % 50 % I SEM-4, II SEM-3.34  
 Specialization in M.B.A : HR & Marketing  
 Language Known : Tamil, English  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : MS Office  
 Summer Project Title : A study on user opinion about the suitable brands of heavy  
 load vehicles for different types of loading catogaries  
 Duration of summer  
 Project : 30 days

Name of the Student : **P.THANIGAIMALAI**  
 Age : 22  
 Date of Birth : 22.06.1991  
 Nativity : Kanchipuram  
 Permanent Address : 30H,Hospital road, Kanchipuaram.  
 Mobile No : 9894252161  
 Email id : thanigai0522@gmail.com/vasanthanncv@gmail.com  
 Bachelor Degree : B.Sc (computer science)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 53% 55% 66% I SEM-5.13 ,II SEM -5.08  
 Specialization in M.B.A : Marketing and HR  
 Language Known : Tamil, English  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : MS Office.  
 Summer Project Title : A study on preference of higher studies among  
 Arts&science graduates in kanchipuram.  
 Duration of summer  
 Project : 30 days.



Name of the Student : **ROHITHA .T**  
 Age : 23  
 Date of Birth : 05.06.1990  
 Nativity : Tirupati  
 Permanent Address : 6-1-151, 2<sup>nd</sup> floor, vardaraj nagar,Tirupati.  
 Mobile No : 9573199187, 8124179443.  
 Email id : pinkyandlucky@gmail.com,  
 Rohithareddy1990@gmail.com  
 Bachelor Degree : B.Sc(Home science),  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 72% 71% 70% I SEM -6.12,II SEM 5.20  
 Specialization in M.B.A : HR and Marketing,  
 Language Known : Telugu , English , Tamil  
 (Read/Write/Speak) (R/W/S) (R/W/S) (S)  
 Technical Skills : Medical Transcription ,PGDCA ,Spss.  
 Summer Project Title : A Study on user opinion about Amway products at  
 Trupati Town,  
 Duration of summer  
 Project : 30 days.



Name of the Student : **V.R.VIVEK**  
Age : 21  
Date of Birth : 09.01.1992  
Nativity : Tirupati  
Permanent Address : D.No.14.5,Angaru staff quarters  
,chandragiri road, Tirupati- 517508,  
Mobile No : 9688153753  
Email id : vivekvangipuram@gmail.com  
Bachelor Degree : B.com  
Percentage Scored : Xth XIIth U.G P.G(upto IInd sem)  
76% 59% 65% I SEM -5.41,II SEM - 5.00  
Specialization in M.B.A : Marketing and HR  
Language Known : Tamil, Telugu, English, Hindi  
(Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S) (R/W/S)  
Technical Skills : MS Office .  
Summer Project Title : A Study on the Preference of watching movies in  
Kanchipuram town .  
Duration of summer  
Project : 30 days.



Name of the Student : **JAMES PRAVEEN ROY. P**  
 Age : 21  
 Date of Birth : 02.05. 1992  
 Nativity : Kodaikanal,  
 Permanent Address : 22/39 ,teachers colony ,  
 mettupatti Extension area,Dindigul -2.  
 Mobile No : 7708795423,8056511325  
 Email id : jamesroy006@gmail.com  
 Bachelor Degree : B.Sc (Hotel management and catering science)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 71% 55% 76.5% I SEM -5.90,II SEM 6.1  
 Specialization in M.B.A : Marketing & Operations  
 Language Known : Tamil, English  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : MS Office.  
 Summer Project Title : A Study on issues faced by agricultural market With special  
 reference to promoting vegetables and fruits ,  
 Duration of summer  
 Project : 30 days.



Name of the Student : **V.NARASIMHAN**  
Age : 22  
Date of Birth : 01.09.1991  
Nativity : Kanchipuram  
Permanent Address : 60B, South mada street, Little kanchipuram.  
Mobile No : 9940750711  
Email id : kannanvijayv@gmail.com  
Bachelor Degree : B.Com  
Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
60% 76% 65% I SEM -5.70, II SEM -5. 38  
Specialization in M.B.A : HR and Finance  
Language Known : English, Tamil, Hindi, Sanskrit  
(Read/Write/Speak) (R/W/S) (R/W/S) (R/W) (R/w/s)  
Technical Skills : MS office.  
Summer Project Title : A Study on customer satisfaction about Indian bank in  
Kanchipuram.  
Duration of summer  
Project : 30 days.



Name of the Student : **P.C.THILAGAM**  
Age : 21  
Date of Birth : 02.06.1992  
Nativity : Podhattur Pet  
Permanent Address : 123, New street, podhattur pet, Thiruvallur dist.  
Mobile No : 9444544709  
Email id : thilagam19492@gmail.com  
Bachelor Degree : B.Sc Maths  
Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
77% 64% 78% I SEM-6.78 , II SEM-7.21  
Specialization in M.B.A : Finance and HR  
Language Known : Tamil, English  
(Read/Write/Speak) (R/W/S) (R/W/S)  
Technical Skills : Spss , DCA.  
Summer Project Title : A study on employee safety and welfare Measures.  
Duration of summer  
Project : 30 days.





Name of the Student : **R.VENUGOPAL**  
 Age : 22  
 Date of Birth : 25.05.1991  
 Nativity : Chennai  
 Permanent Address : No 30, 3<sup>rd</sup> trust cross street ,Flat no12 Jai maruti apts,  
 Mandaveli ,Chennai-600028  
 Mobile No : 9600144581  
 Email id : vngpl 38@gmail.com  
 Bachelor Degree : B.Com  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 55% 75% 70% I SEM -6.30,II SEM -6.88  
 Specialization in M.B.A : HR and Finance  
 Language Known : Tamil , Sanskrit , English  
 (Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S)  
 Technical Skills : MS Office  
 Summer Project Title : A Study on employee welfare in SMR automotive India Ltd.  
 Duration of summer  
 Project : 30 days.

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Name of the Student : **E.SAMUVEL**  
 Age : 22  
 Date of Birth : 02.02.1991  
 Nativity : Thangatchi madam [ Rameswaram ]  
 Permanent Address : 1/824,Manthoppu,thankachi madam,  
 Ramanathapuram.  
 Mobile No : 9965129404  
 Email id : samuelfrcs@gmail.com  
 Bachelor Degree : B.Sc (C.S)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 55% 55% 64% I SEM -5.22,II SEM -4.88  
 Specialization in M.B.A : Systems and HR  
 Language Known : Tamil, English  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : Ms Office.  
 Summer Project Title : A study on customer satisfaction Towards ATM service  
 .  
 Duration of summer  
 Project : 30 days.



Name of the Student : **R.RAVINDRA BHARATHI**

Age : 21

Date of Birth : 28.05.1992

Nativity : Tirupathi

Permanent Address : Flat No:204,II nd floor,Adishesha residency,  
Near leelamahal junction, akkarampalli road, Thirupathi.

Mobile No : 09486624756,09533935329

Email id : ravindrabharathi2000@gmail.com

Bachelor Degree : B.Com (computers)

Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
73% 72% 75% I SEM -6.35,II SEM -5.30

Specialization in M.B.A : Systems and marketing

Language Known : English, Telugu  
(Read/Write/Speak) (R/W/S) (R/W/S)

Technical Skills : Ms office, Spss, Software and hardware

Summer Project Title : A study on consumer behavior towards nerolac Paints in Tirupathi.

Duration of summer Project : 30 days



Name of the Student : **SAI C BHARADWAZ**

Age : 23

Date of Birth : 05.06.1989

Nativity : Nellore

Permanent Address : H3,Harish enclave,vamanthopu,Nellore.

Mobile No : 9159011528

Email id : Saibharadwazcool@gmail.com

Bachelor Degree : B.sc.Biochemistry , Organic chemistry

Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
79% 72.8% 74% I SEM -4.71,II SEM 3.85

Specialization in M.B.A : Marketing and systems

Language Known : English, Telugu, Hindi, Tamil  
(Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S) (S)

Technical Skills : C , C++ , Oracle certified programme , VB, .net

Summer Project Title : A study on customer relation management in Retail sector

Duration of summer Project : 30days





Name of the Student : **JYOTI PARIHAR,**  
 Age : 21  
 Date of Birth : 05.07.1992,  
 Nativity : Kanchipuram,  
 Permanent Address : Plot No: 101 Shri Rangakrishna nagar (opposite to adhi Shankara Nagar), Tollgate, little Kanchipuram  
 Mobile No : 9629696109, 9994838599.  
 Email id : JyotiPariharmba@gmail.com  
 Bachelor Degree : BCA  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 68% 67% 69% I SEM -6.46 ,II SEM 6.30  
 Specialization in M.B.A : HR and Operations,  
 Language Known : Tamil , English , Hindi  
 (Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S)  
 Technical Skills : MS Office.  
 Summer Project Title : A study on behavior of rational investors in selecting their investment Avenues at Kanchipuram.  
 Duration of summer Project : 30 days.



Name of the Student : **K.KAVIPRIYA**  
 Age : 21  
 Date of Birth : 24. 08 .1992  
 Nativity : Kanchipuram  
 Permanent Address : 35A/70, Malligai chetty street, kanchipuram.  
 Mobile No : 9677765203  
 Email id : kpriya688@gmail.com  
 Bachelor Degree : B.Sc-Biotechnology  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 59.7% 62% 73.3% I SEM 6.48,II SEM 7.22  
 Specialization in M.B.A : HR and Operations  
 Language Known : Tamil , English  
 (Read/Write/Speak) ( R/W/S) (R/W/S)  
 Technical Skills : MS Office, SPSS.  
 Summer Project Title : A study on retail investors participation matrix in equity market in 2007-08 Vs 2011-2012.  
 Duration of summer Project : 30 days.



Name of the Student : **Y.RAVICHANDRA**  
 Age : 23  
 Date of Birth : 12.05.1990  
 Nativity : Hyderabad (A.P)  
 Permanent Address : No:6-7-573,Flot no104,Srinivasa towers,  
 Sripuram colony,KP road,Tirupati.  
 Mobile No : 08754430602 , 09866765439  
 Email id : ravi12590@gmail.com  
 Bachelor Degree : B.E(Mechanical)  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 80.3% 71.2% 60.3% I SEM -6.78,II SEM -6.05  
 Specialization in M.B.A : HR and Operations  
 Language Known : Telugu , Hindi , English  
 (Read/Write/Speak) (R/W/S) (R/W/S) (R/W/S)  
 Technical Skills : MS Office  
 Summer Project Title : A study on employees job satisfaction in Andra  
 Bank with reference to Hyderabad .  
 Duration of summer  
 Project : 30 days



Name of the Student : **S.SANDHIYA**  
 Age : 21  
 Date of Birth : 23.01.1992  
 Nativity : Kanchipuram  
 Permanent Address : 13B/58, Nagaloothu street,  
 Little kanchipuram.  
 Mobile No : 9566464642  
 Email id : sandhiya1144@yahoo.in  
 Bachelor Degree : BBA  
 Percentage Scored : Xth XIIth U.G P.G(upto IIInd sem)  
 67% 52% 69% I SEM -6.67, II SEM- 6.28  
 Specialization in M.B.A : HR and Operations  
 Language Known : English , Tamil  
 (Read/Write/Speak) (R/W/S) (R/W/S)  
 Technical Skills : Ms Office  
 Summer Project Title : A study on behavior of rational investors in Selecting their  
 investment avenues at kanchipuram.  
 Duration of summer  
 Project : 30 days.

Alumni Association of Management Studies has come into existence from 7th May 2002. The association was formed with an objective of interacting with the Faculty of Management Studies, University and the Corporate. It also aims at providing information on placement avenues bringing eminent personalities to the Faculty of Management Studies as visiting faculty to help out the needy students by way of placements, as well as providing them scholarship by way of endowments and sponsorship. It helps in providing necessary market information both at national and international levels so that existing students do get benefit out of the information. Its professional inputs help the department in devising the syllabus according to the dynamics of market. It also forms a platform for reunion and networking. The department is blessed with more than 700 strong alumni who are interacting with the Faculty of Management Studies and giving their professional help in varied directions.



Mr. R. Anand  
Redington India Ltd.,



Mr. S. Kuppaswamy  
Tech Mahindra



Mr. S. Rajesh  
Karvy Stock Broking



Mr. R. Veeraragavan  
Impulse Scope Creators



Mr. G. Shivagandan  
Impulse Scope Creators



Mr. K. Thangadurai  
Virtuous Urja Ltd



Ms. L. Aparna  
Tech Mahindra



Ms. T. Gayathri  
Indian Overseas Bank



Ms. K. Sudharani  
Enterprise Software Solutions Pvt Ltd



Ms. V. Vinothini  
Karvy Stock Broking



SRI CHANDRASEKHARENDRA SARASWATHI  
VISWA MAHAVIDYALAYA  
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