

SRIHER

# InSight

**A Bi-annual Newsletter from  
Sri Ramachandra Faculty of Management Sciences**

Volume 3  
Issue 2

January 2023



**SRI RAMACHANDRA**

**INSTITUTE OF HIGHER EDUCATION AND RESEARCH**

(Category - I Deemed to be University) Porur, Chennai



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## INSIDE THIS ISSUE

|                                     |    |
|-------------------------------------|----|
| Message from the Editor             | 1  |
| New Certificate course              | 1  |
| Article Corner                      | 2  |
| Recent happenings in the industry   | 3  |
| Our students as graduates           | 3  |
| Orientation to the new batch        | 4  |
| Events conducted                    | 5  |
| Learning outside the classroom      | 8  |
| Institutional Social Responsibility | 9  |
| Students' achievements              | 9  |
| Alumni talk                         | 11 |
| Alumni contributions                | 12 |
| Alumni achievements                 | 13 |
| Faculty members' achievements       | 15 |
| Research Articles published         | 16 |
| Student's perspective               | 16 |
| SRFMS and NEP                       | 17 |
| Recognition as Invited Speakers     | 17 |
| MDPs Organized                      | 18 |
| Continuous Learning                 | 18 |
| About SRFMS                         | 19 |

## Message from the Editor

This issue captures the launch of a new certificate programme on “Healthcare Finance” in association with the Institute of Cost Accountants of India (ICAI). The world is full of opportunities -- interaction with Bentley University, USA and India Immersion Programme by Hull University, UK, exposed our students to explore international voyage and cross cultural lessons. Numerous guest talks by Alumni and entrepreneurs paved a way to refine our students industry ready. Ethoz 22’, an annual management extravaganza, is a perfect model to showcase the leadership sculpting of students who completely drove the entire event which attracted around 500 participants across India. We expanded our horizons to other sections of SRIHER family by up-skilling the talents of SRH through Management Development Programme on Nursing Stewardship. We take pride in faculty awards and student achievements and we hope this issue would delight you with the glorious happenings of SRFMS.

Cheers to the New Year and we wish you all a happy beginning and prosperity

*-The Editor*

## AN INNOVATIVE PROGRAM LAUNCHED

Sri Ramachandra Faculty of Management Sciences, SRIHER, Chennai in association with the Institute of Cost Accountants of India (ICAI) launched a Certificate Course in Healthcare Finance (50 hours) on 3<sup>rd</sup> November, 2022. The President of ICAI, CMA P Raju Iyer inaugurated the course. Dr Mahesh Vakamudi, Dean of Faculties, SRIHER, delivered the presidential address. Shri Ravishankar, Director Finance, SRIHER felicitated the guests from ICAI. Dr KC John, Director, SRFMS and Dr Selvam Jesiah Principal, SRFMS applauded the efforts in promoting academia Industry relationship. Dr. A. S. Poornima and CMA Rakesh Shankar Ravi Shankar coordinated the launch of the course.





### Juxtaposition: Technology and its Impact on Human Sustainability

- Dr. Manimegalai Santhosh,  
Assistant Professor, SRFMS

When was the last time we fed our children by showing and describing the beauty of the stars and the sky? When was the last time you felt the warmth of love from the tightly held palms of your elderly parents during a stroll around the park and along the sandy beach? When was the last time you sneaked out of your virtual world to visit the real, remote world called your hometown?

These open-ended questions suddenly arise in everyone's mind as we are immersed in technology, and they create ripples in our consciousness with the stone of thought that technology is an exploitation of human well-being. Though it may appear monotonous, simply contemplating about them provide immense satisfaction rather than evading or sincerely attempting to answer them. The agenda of our daily lives may look as if we orchestrated it, but it is not—the entities in the revolving earth revolutionize the way we perceive and feel things.

On the one hand, 21<sup>st</sup> century businesses gain attention and reputation by incorporating novel technology into their business models. Some of the most exciting technologies include Necrorobotics - the transformation of dead things into robots; Sand batteries - the transformation of sand into a massive battery; Intelligent Exoskeletons - a mobile medical exoskeleton designed specifically for children; AI image generation - the creation of images from worded prompts; 3D Printed bones—and the list goes on indefinitely. Human dependence on technology, on the other hand, has invariably reached greater heights by losing the core values of the very nature of human creation.

The point to ponder here is: "creating sustainable humanity amidst sustainable technologies." The four pillars of sustainability are economic, human, social, and environmental. Of these four, the crucial element of human sustainability, i.e., the development of skills is highly challenged among the younger generations. Among the students, AI technology stands by their side to complete their projects and assignments by lessening their efforts. Though technology creates avenues for new learning, it prevents humans from upskilling due to the ample resources in the digital world.

The overutilization of technology in every field has raised the global platform for India by compromising on the basic human elements of love, emotions, sharing, etc. More worryingly, technology is able to tilt the ecosystem and thus serves as an alarming signal among the fraternity to delve into it before the purpose of human creation is transitioned from the noble values of India. Tangible assets or growth cannot be tantamount with intangible assets such as human qualities.

To conclude, technology is required to upgrade the system without abandoning the existing good practices that are inclined towards human sustainability. Deriving caution from these adversaries of technologies and foreseeing the well-being of future generations, Government agencies can draft policy for embracing technology for all constructive purposes and without humanity getting deviated from its core humaneness.



## RECENT HAPPENINGS IN THE INDUSTRY

Bharat Biotech's intranasal Covid vaccine has been approved with the aid of the Union fitness Ministry for inclusion in the vaccination programme as a booster dose for the ones above 18 years of age. The needle-less vaccine is available at centres and added on the Co-WIN platform. This nasal vaccine BBV154 has been in use since November, 2022 for restrained use in an emergency situation for those above 18 as a heterologous booster dose. Consistent with Bharat Biotech, the intranasal vaccine has numerous benefits because the nasal direction has remarkable capacity for vaccination due to the prepared immune structures of the nasal mucosa. It is also non-invasive and needle-less and has ease of management since it does not require educated healthcare workers.

## OUR STUDENTS AS GRADUATES

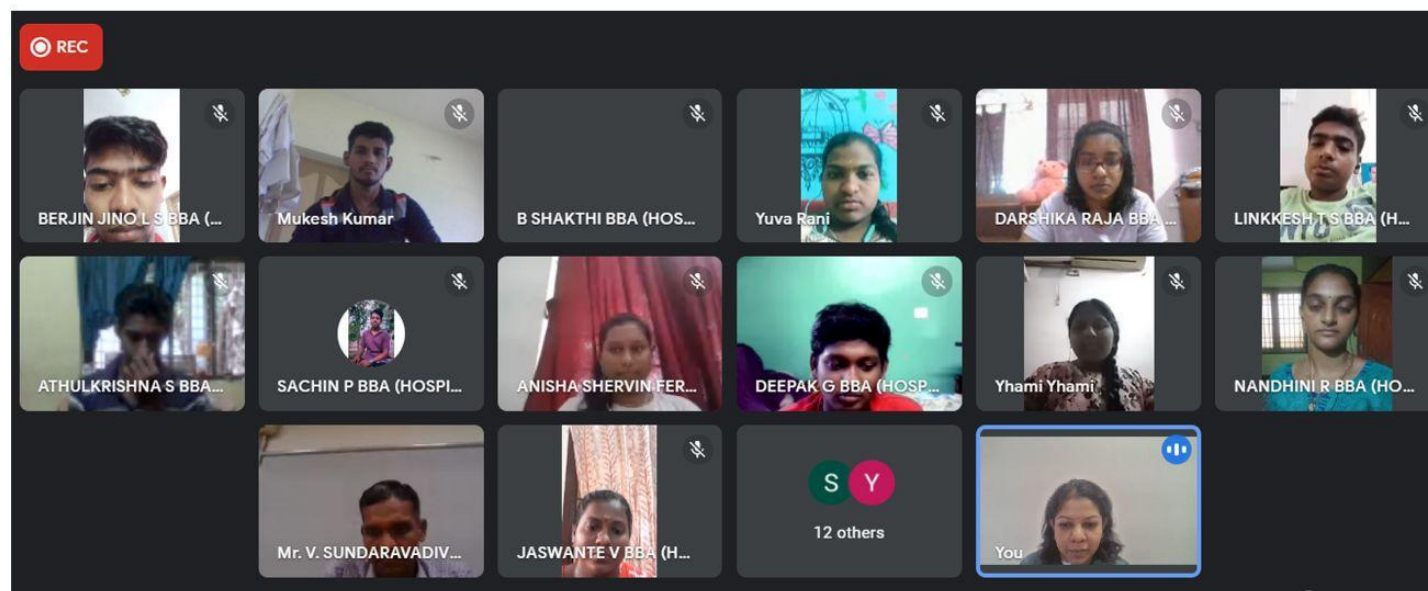
SRIHER, Chennai held its 34<sup>th</sup> Convocation on 8<sup>th</sup> October 2022, was inaugurated by Thiru.V.R.Venkataachalam, Chancellor, Prof. V. Kamakoti, Director, Indian Institute of Technology, Madras was the chief guest. Dr.K.J. Sreeram, Director, Central Leather Research Institute, Government of India, the Chief Guest of the Graduation Day distributed the degree certificates on 12<sup>th</sup> October, 2022. 2 Students from Batch (2019-2021) were conferred Masters in Business Administration, and 35 students from Batch (2019-2022) were conferred Bachelors in Business Administration.





## ORIENTATION TO THE NEW BATCH OF MBA & BBA

Sri Ramachandra Faculty of Management Sciences organised a five day orientation program for BBA 2022-2025 batch from 29<sup>th</sup> August, 2022 to 3<sup>rd</sup> September, 2022. Faculty members of SRFMS oriented them on all academic requirements, co-curricular and extra-curricular activities of the faculty. Industry experts oriented them on how to equip themselves as per market standards. All the sessions were well received by the students.



Sri Ramachandra Faculty of Management Sciences organised an orientation program from 16<sup>th</sup> to 21<sup>st</sup> September, 2022 for first year MBA students (2022-2024 batch) through virtual mode. This orientation programme was designed to support new students as they begin their journey at SRFMS. The speakers oriented them as to how to prepare themselves for a better MBA.





## EVENTS CONDUCTED

Faculty of Management Sciences had the privilege of hosting an India Immersion Program with the students from the University of Hull, who visited the institution during 6<sup>th</sup> to 14<sup>th</sup> July, 2022. A batch consisting of 11 students of diverse backgrounds was accompanied by one faculty member from the University of Hull and along with three facilitators from Think Education as a part of the international visit program.

With a view to acclimatize the learners with experiences which were truly Indian, a 5-day program was designed with a combination of expert talks, student interactions and in-house cultural events. The students from the visiting university learnt about Indian economy, the socio-cultural diversity with much awe and curiosity. They were invited to share snippets of life at the University of Hull. The interactive information exchange enabled our learners to appreciate cross cultural experiences and opportunities for higher education. Start-up founders Mr. Avnish Parekh and Ms.Sujini shared insights about the innovations in health care in a high-powered session.



Dr. Kartik Raman, Professor and Chairman of Finance, from Bentley University, USA addressed the students of Faculty of Management Sciences, about exploring international collaboration with Bentley on 15<sup>th</sup> July, 2022. Dr. Selvam Jesiah, Principal, SRFMS, delivered the welcome address and Dr. Kartik Raman shared his experiences as a student and answered all the queries regarding the educational opportunities and system in Bentley university. He also gave an insight about the education on finance and its applications in the business context. His thoughts enlightened the young minds and showed a new path for a bright future.





Sri Ramachandra Faculty of Management Sciences hosted its Annual Management Talent Extravaganza Ethoz 22' themed as "YUDDHNA" on 12<sup>th</sup> August, 2022, inaugurated by Shri M. Venkateshan, COO of Integra Software Services and guest of honour in the presence of Dr. P.V. Vijayaraghavan, Vice Chancellor, SRIHER(DU). The valedictory address was delivered by PMJF Lion Shri S.V.Manickam, Multiple Council Chairperson in and PMJF (Progressive Melvin Jones Fellowship), Lion Shri K.V. Gopalakrishnan, Managing Director, KVP properties Ltd the presence of Dr.K.V.Somasundaram, Professor of Eminence and Advisor (Academic), SRIHER (DU). This event attracted approximately 500 participants from 40 institutions across India. The overall winners were from Loyola College, Chennai and overall runners were from DG Vaishnav College, Chennai.



SRFMS organised a lecture on 'Drive against Drugs' by Smt. Shobana Kalyanaraman on 16<sup>th</sup> August, 2022 at Seminar Hall, Smt. Kamalam Ramaswamy Udayar Block. The session began with the guest speech regarding various misuse of drugs, and how it was earlier used for therapeutic purposes. The session ended with the pledge, "Say Yes to Life, No to Drugs".





Sri Ramachandra Faculty of Management Sciences organised a guest talk on “SET THE RIGHT GOAL AND STAY MOTIVATED” by Mr. Jaleesh Rahman on the occasion of “World Students Day” to motivate students on how to set the right goal and stay motivated to reach them successfully.



A Cyber Security awareness programme was organized on 27<sup>th</sup> October, 2022. More than 150 students from various departments were benefitted and the event was honoured in the presence of Ms. M. Sri Lisha Stebila Theras, DSP, State Cyber Command Centre, Mr. M. Rajaram Tech SI, State Cyber Command Centre, Mr. V. Gopiraja Tech SI, State Cyber Command in Chennai.



A guest talk was hosted on 16<sup>th</sup> November, 2022 on ‘Nuances of Investing’. The invited guest O.R Nirmal, Founder of Setty Picks LLC addressed the audience about unique investing strategies for earning superior returns through stock investment. Being an young and enthusiastic speaker, he shared his thoughts on the popular stock picking model, ‘The Biryani way of Investing’. This interesting session was attended by students of MBA (21-23) & BBA (20-23).





A workshop was organized on Financial Empowerment and Literacy, in association with Stucrud, Chennai on 23<sup>rd</sup> November, 2022. It was conducted by Ms. Sandhanakumari & Ms. Vidya, Certified Financial Education Instructors.



A guest lecture was organized as part of the Entrepreneurship course on 2<sup>nd</sup> December, 2022. The resource person Ms. Jaisri Chety, Serial Entrepreneur, Philadelphia, USA, addressed 50 MBA II year students. She shared her entrepreneurial journey with our students. It was an interactive session.



## LEARNING OUTSIDE THE CLASSROOM

III Year BBA Students of SRFMS visited M.A.J Hospital, Edappally, Kerala on 7<sup>th</sup> November, 2022 along with the faculty. The visit helped them to understand the day to day operations of various departments in the hospital.





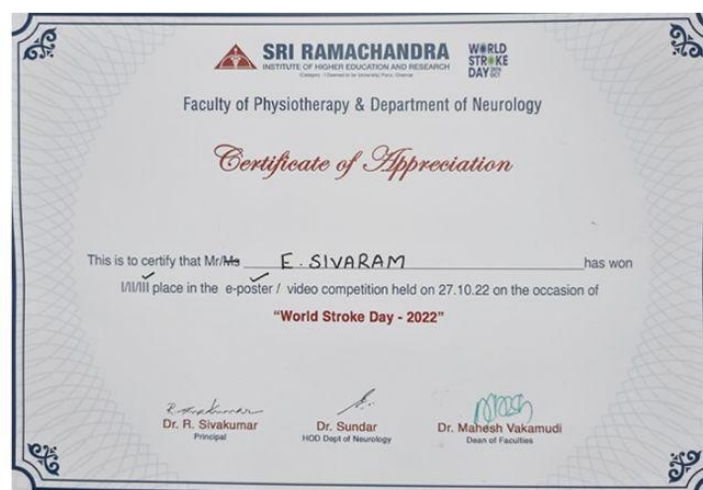
## INSTITUTIONAL SOCIAL RESPONSIBILITY

SRFMS in collaboration with Urbaser Ltd and Greater Chennai Corporation organised a Beach Clean-up Drive at Besant Nagar on 03<sup>rd</sup> December, 2022. 85 students actively participated in the drive.



## STUDENTS' ACHIEVEMENTS

Dr Sivaram and Dr Prasanna Venkatesh, I MBA students bagged a prize in the World Stroke day poster competition. The event was conducted jointly by Sri Ramachandra Faculty of Physiotherapy and Department of Neurology on 27<sup>th</sup> October, 2022.



S. Samiksha, BBA II year, SRFMS has won the first prize in the creative writing competition conducted by Government Kilpauk Medical College (an Inter- Collegiate cultural) on 13<sup>th</sup> November, 2022.





Congratulations to Dr. Sudarshan, Dr. Rishali Mudaliar, Dr. Sushumna Saproo and Dr. V. Vishalini on winning the second prize in AICTE sponsored National level Business plan competition 2022 conducted by Sai Ram Institute of Management Sciences on 16<sup>th</sup> November, 2022.



Students of Sri Ramachandra Faculty of Management sciences took part in various events in DAKSHA'22 a National Level Management Fest organised by SSN School of Management on 16<sup>th</sup> December 2022. Daksha is a combat of managerial acumen where the skill sets of thorough-bred future professionals were put through a series of stringent tests. Ms. T. Inbasree Kaviya, MBA I Year, received first prize in chain shot relay (operation management). Dr. S.S. Sudarshan, Dr. Rishali Mudaliar, Dr. V. Vishalini and Dr. Sushumna Saproo, MBA I year have won the first prize in Bootstrap outline- Business Plan. Dr. Rishali Mudaliar, Dr. S.S. Sudarshan and Mr. S.N. Arun Raj kumar from MBA I year have won the first prize in Red handed - Crime Scene Investigation. Mr. S.N. Arun Raj kumar and Dr. S.S. Sudarshan, MBA I year, received first in trial by fire (general quiz).



Final Project of Harini S (MBA 20-22 Batch) was shortlisted in the first screening as one among the 15 projects from the 187 projects received under PAN India.



**Business Standard**  
Best B-School  
Project Award 2022

**THE LONGLIST**  
The best 15 projects have  
advanced to the next round.

| QUALIFIED FOR ROUND 2  |   |
|--|---|
| <b>Navrang Agrawal</b><br>ASTHA School of Management                             | <b>Roshan Kumar</b><br>ICFAI Business School, Ahmedabad   |
| <b>Prabha B.K</b><br>VGS Institute of Management                                 | <b>Varunesh Kumar</b><br>BSP Lucknow  |
| <b>Soumajit Chai</b><br>VGSIM, Kharagpur   | <b>Jatin Malve</b><br>BSP Lucknow   |
| <b>Prit Chaudhary</b><br>V.S. Patel Institute of Management, Gangotri University | <b>Ankita Petti</b><br>Indira School of Business Studies  |
| <b>Shreyas Ghosalkar</b><br>Jainnagar Bajaj Institute of Management Studies      | <b>Harini S</b><br>Faculty of Management Sciences, Sri Ramachandra<br>Institute of Higher Education and Research (SRIHER) |
| <b>C Hari Gowtham</b><br>BSP Lucknow   | <b>Aneela Satapathy</b><br>Xavier Institute of Management, Shrubanwar   |
| <b>Saurabh Ingavale</b><br>BSP Lucknow   | <b>Valbhav Vaja</b><br>Entrepreneurship Development Institute of India  |
| <b>Jasleen Kaur Juneja</b><br>Management Development Institute, Gurgaon          |   |

**Business Standard**  
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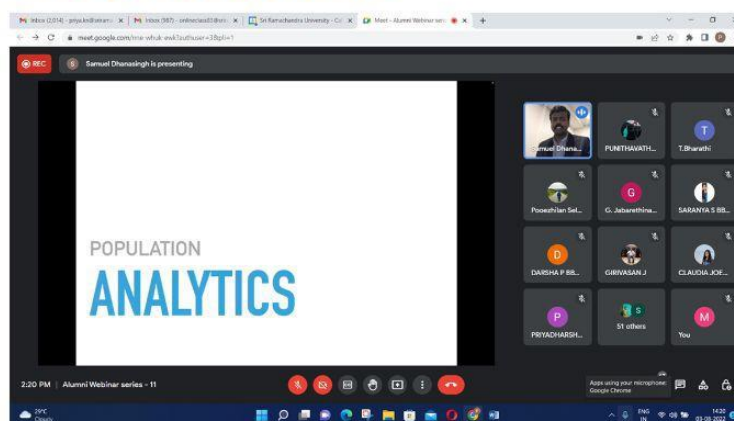


## ALUMNI TALK

Mr. Hari Prasad (MBA 2005-2007 batch), working as Senior Hospital Administrator at Sri Ramachandra Medical Centre addressed the BBA and MBA students on Healthcare Laws and Legislations for budding healthcare professionals on 22<sup>nd</sup> July, 2022 at SRFMS. The talk truly enlightened and educated on legal matters related to hospitals. Around 50 students benefited.



Mr. Samuel Dhanasingh (MBA 2017-2019 batch), associated with Pen computing systems, Australia as Data Analyst – Population Health, connected with SRFMS online and addressed 65 MBA students on health informatics on 3<sup>rd</sup> August, 2022. He provided insights and skills to be equipped by the students to excel in their career. He shared his journey on how he landed up in health informatics being an English Literature graduate. He also enlightened the gathering on the various tools to create dashboards, Power BI in healthcare and other data visualization tools.



Ms. Vardhini Karthik (MBA 2008-2010 batch), Founder and Director of Unigeneus addressed our students on opting marketing as a career on 19<sup>th</sup> October, 2022 at SRFMS. She started her career as a business development executive and now reached as an Entrepreneur. She enriched the students by discussing the way on how hospitals should communicate or deliver messages through social media. She has thrown lights on Ethical issues in marketing the hospital. She conducted a bingo game for the students.





SRFMS organized an alumni talk by Ms. Baby Masilamani (BBA 2016-2019 batch), Founder, ZZUP – Community Delivery Service System on 05<sup>th</sup> November, 2022 at SRFMS. She shared her personal experience in entrepreneurship and discussed Lean canvas. She advised the students to read books and watch videos from Think school.



Ms. Kalpana ( MBA 2007-2009 batch), Business Manager - Support and Operations, ONDC Hearing Specialists, addressed the gathering online from Australia and shared her experiences. She emphasized ABC i.e., A – Attitude B- Behaviour and C- Consistent and its importance to our students. Ms. Kalpana highlighted some of the important criteria which industry seeks from any candidate and motivated the students to understand the fundamentals of every subject so that after completion of their program it becomes easy for them to choose a specific area in a healthcare industry.



## ALUMNI CONTRIBUTIONS

We are happy that the following alumni are instrumental for summer internship and placement opportunities for our students

**Ms. Sajimma Joseph** (MBA 2001-2003 batch), Functional Head – Advisory and Consulting, UST – HealthProof

**Ms. Tinu Anna Sam** (MBA 2003 -2005 batch), Subject Matter Expert – Special Education, Daffodil Health, Bengaluru

**Ms. Vidya Mani** (MBA 2006-2008 batch), Head - Quality, Fortis Healthcare, Chennai

**Ms. K. Vasumathi** (MBA 2010-2012 batch), Manager Recruitment, MacroHire LLP (Simplifying hiring)

**Mr. Richards Sugirtharaj D** (MBA 2011-2013), Manager - International Division, Dr.Rela Institute and Medical Centre, Chennai

**P. Tharani** (MBA 2017-2019 batch), Healthcare Consultant, Kavi Healthcare, Chennai

**Ms. Prarthi Balaji** (BBA 2016-2019, MBA 2019-2021 batch), Business Analyst, Kranium Healthcare Systems (P) Ltd

**Mr. Sam Wessley Mohan M** (BBA 2019-2022 batch), HR Associate - Learning & Development, Apollo Hospitals, Chennai



## ALUMNI ACHIEVEMENTS

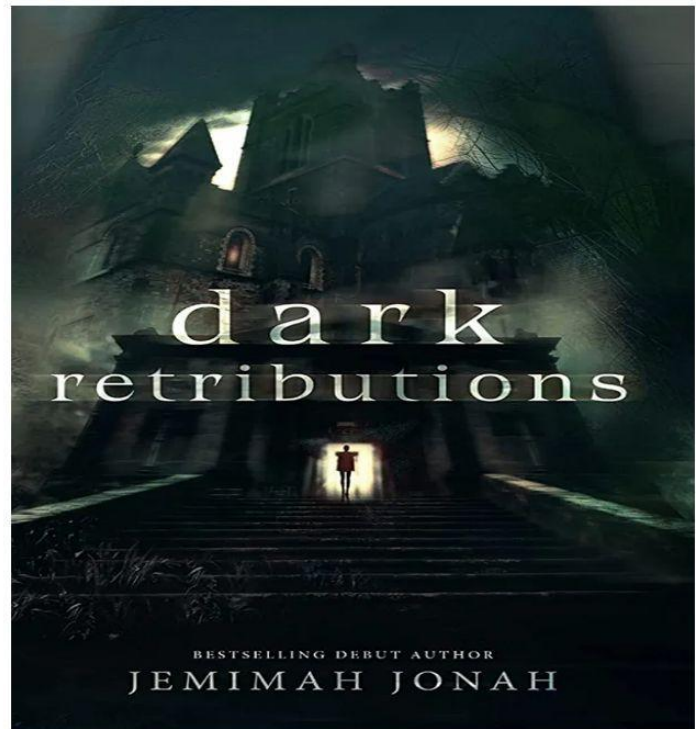
Ms. Preethi (MBA 2010-2012 batch), Quality and Patient Safety Officer, Doha Clinic Hospital, successfully completed an examination on Certified Professionals in Patient Safety.



Dr. Renuka Vidyashankar (MBA 2011-2013 batch), Director MiTran Innovation Systems Pvt. Ltd., Bengaluru, received Distinguished Alumni Award – 2021 from the Honourable Chancellor, Thiru. V.R. Venkataachalam at the Founder's Day & University Day celebration held on 20<sup>th</sup> September, 2022.



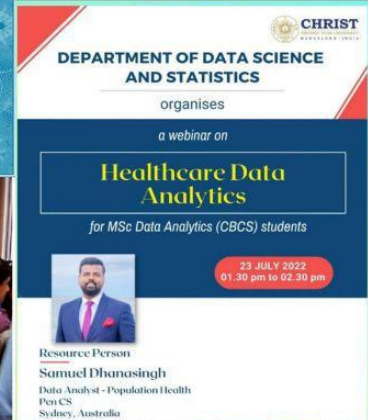
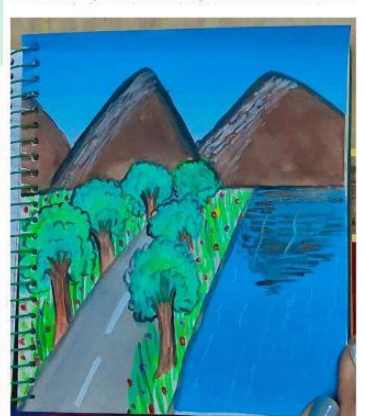
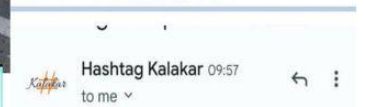
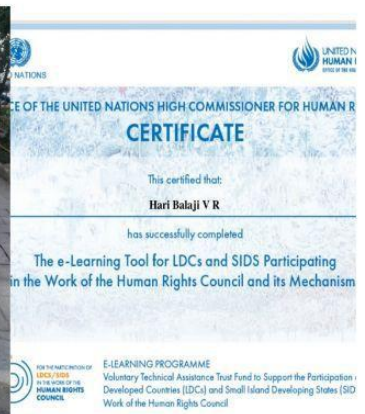
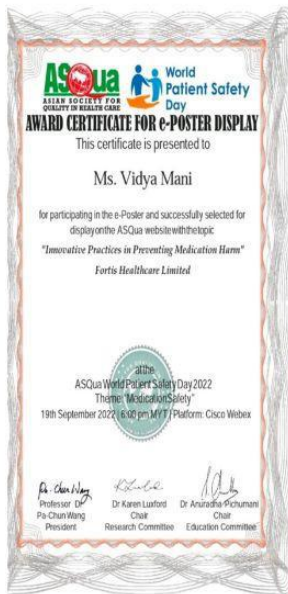
We are happy to congratulate Ms. Jemimah Jonah (MBA 2017- 2019 batch) for authoring the book “dark retributions”. The story ink is a Mumbai based production company famously known for its book to screen adaptation. They seek out authors who are trending in recent times and check out their books. After assessment they reach out if the book meets all the criteria to be turned into a movie.



Ms. Swathilakshmi (BBA 2017-2020 batch), received Best Carnatic artist award for Tamilnadu in Kasi Tamil Sangamam from the Honourable Collector, Varanasi on 16<sup>th</sup> December, 2022 at Banaras Hindu University.







Collage Courtesy: Mr. S. Satheesh, BBA II Year

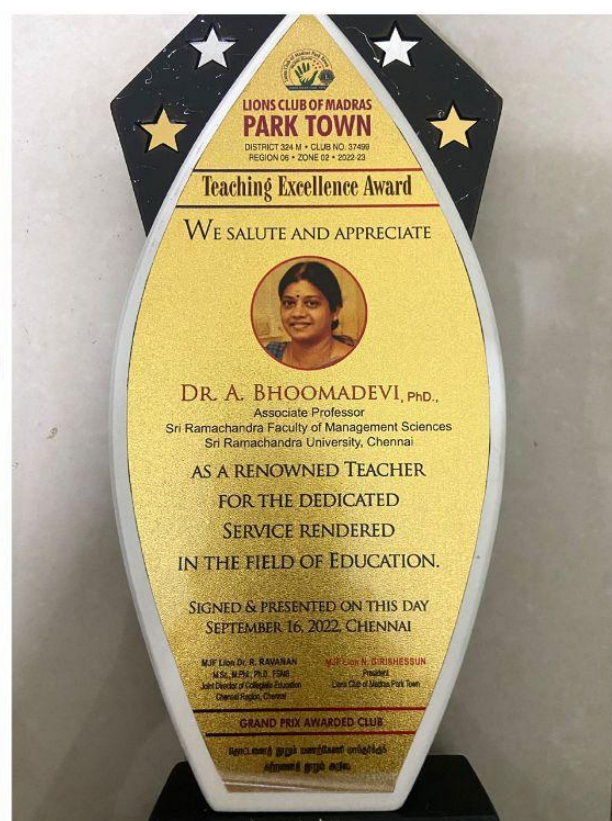


## FACULTY MEMBER ACHIEVEMENTS

Prof. Selvam Jesiah, Professor and Principal, Sri Ramachandra Faculty of Management Sciences got the QCI recognition for the best Monograph. He received the reward at the QCI's Silve Jubilee celebration held at Dr. Ambedkar International Centre, New Delhi on 6<sup>th</sup> October, 2022. Shri Piyush Goyal inaugurated the event in the presence of Shri. Suresh Prabhu, Shri Amitabh Kant, Sherpa to G20, Shri. Anurag Jain, Secretary to DoPITT and Shri. BVR Subrahmanyam, Chairman and MD, India Trade Promotion Council. It is the only monograph representing educational institutions.



Dr. A. Bhoomadevi, Associate Professor, SRFMS, received Teaching Excellence Award as a renowned teacher for the dedicated service rendered in the field of education by Lions Club of Madras, Park Town on 16<sup>th</sup> September, 2022.





## RESEARCH ARTICLES PUBLISHED

Geethika K. and A. Bhooma Devi, A Sustainable Approach On Socio-Ecological And Socio-Economical Impact Of Hospitals, Journal of Pharmaceutical Negative Results | Volume 13 | Special Issue 9, 2022; PP: 3130 – 3141.

S. Srinivasan and G. Jabarethina, "The challenges of sanitary workers: a case study of the multi-speciality hospital, Chennai", Shodh Prabha, 0974-8946, 305-308, UGC CARE indexed.

S. Srinivasan, "Dataset on farmers perception of commodity futures market", Data in Brief, SCOPUS Indexed.

Rajalakshmi Vel, "Assessing corporate failure risk of real estate companies in India", Journal of North Eastern University, Volume 25, Issue 4, SCOPUS Indexed.

## A STUDENT CUM ARMY OFFICER'S PERSPECTIVE ON LEARNING AT SRFMS

As an army officer, I have endeavoured to bring a unique perspective and set of skills to my MBA classroom. My experiences while leading soldiers and making strategic decisions in high-pressure environments has been valuable assets to my classmates and professors.

However, I have found myself to be in the unique position of being older and more experienced than many of my classmates. Based on my 18 months at SRFMS, I am sharing a few tips to help make the most of my experience while studying with younger students:

- Leverage my experience:** My experience as an army officer gave me a unique perspective on leadership, strategy, and decision-making that has been valuable to my classmates. Sharing my insights and experiences in class discussions and group projects.
- Be open-minded:** My classmates come from a variety of backgrounds and have different experiences and perspectives. I have been open to learning from them and their ideas. At times I have been surprised by the fresh perspectives they bring to the table.
- Stay engaged:** MBA courses are rigorous and fast-paced, so it's important to stay engaged and participate in class. Ask questions, contribute to discussions, and be an active member of your study groups.
- Network:** MBA programs are a great opportunity to expand your professional network. Get to know your classmates, professors, and alumni. You never know when a connection you make in business school may come in handy later in your career.
- Maintain a work-life balance:** Balancing the demands of the MBA program with the rest of your life can be challenging. Make sure you take time to take care of yourself and maintain a healthy work-life balance.

- Mr. S. Ashwin  
MBA II year



## SRFMS AND NEP

Dr. Selvam Jesiah, Principal, SRFMS, served as a lead discussant and resource faculty on a Round Table Discussion on “National Education Policy 2020: Changing Role of Teachers” organized by SRIHER on 16<sup>th</sup> September, 2022.

Dr. Selvam Jesiah, Principal, SRFMS, delivered a talk on the FDP of National Education Policy 2020, organized by Education Unit for Health Sciences Colleges (Unit 2) on 29<sup>th</sup> October, 2022.



## RECOGNITION AS INVITED SPEAKERS

Dr. Selvam Jesiah, Professor and Principal, delivered a talk on academic accreditations at Nanjil Catholic College of Arts & Sciences on 23<sup>rd</sup> December, 2022.

Dr. G. Jabarethina, Associate Professor, delivered an online session on “ANOVA and T- test” on 26<sup>th</sup> November, 2022 to B.Com students of Ethiraj College for Women, Chennai.

Dr. K. Rohini, Assistant Professor, conducted management games at a state level workshop on the theme “Soft skills for nurses” organized by Sri Ramachandra Faculty of Nursing on 14<sup>th</sup> October, 2022.

Dr. K. Rohini, Assistant Professor, delivered a talk on career opportunities in Hospital Management at D.A.V. group of school on 15<sup>th</sup> October, 2022.

Ms. K.N. Priya, Assistant Professor, delivered an online session on “Venturing ideas in Healthcare Entrepreneurship” on 13<sup>th</sup> August, 2022 to the hospital administration students from Bon Secours College for Women, Thanjavur.

Ms. K.N. Priya, Assistant Professor, delivered an online session on “Lean Start-up & Minimum Viable Product” on 20<sup>th</sup> August, 2022 to the students from PSG College of Arts and Science College, Coimbatore.

Ms. T. Bharathi, Assistant Professor, SRFMS delivered a guest lecture for Value Added Program on “Management of Healthcare Services”, invited by Department of Sociology and Population Studies, Bharathiar University on 15<sup>th</sup> September, 2022.





## MDPs ORGANIZED

Sri Ramachandra Faculty of Management Sciences in collaboration with Sri Ramachandra Hospital organized a MDP on “Nursing Stewardship” for the Nursing Supervisors and Ward-Incharges. The first batch with 18 participants attended a three day programme scheduled from 26<sup>th</sup> July to 28<sup>th</sup> July, 2022 designed by Dr.K.Rohini. Dr.K.C.John, Director, Dr. Selvam Jesiah, Principal and Dr.K.Rohini, Assistant Professor, were the resource persons for the programme.



Sri Ramachandra Faculty of Management Sciences in collaboration with Sri Ramachandra Hospital organized the second batch of MDP on “Nursing Stewardship” for the Nursing Supervisors and Ward-Incharges of SRH. 15 participants attended a three day programme scheduled from 6<sup>th</sup> to 8<sup>th</sup> September, 2022 designed by Dr.K.Rohini. The key topics of the programme were Personality Type Identification, Role Clarification, Collaboration, Motivation, Conflict Management, Motivation and Positive Stroking. Dr.K.C.John, Director, Dr. Selvam Jesiah, Principal and Dr.K.Rohini, Assistant Professor, were the resource persons for the programme.

## COMMITMENT TO CONTINUOUS LEARNING

Dr.A.Bhooma Devi, Associate Professor, attended a three days workshop “Real time applications of machine learning in health sciences” organized by Department of computational intelligence, School of Computing , SRM Institute of Science and Technology, Kattankulathur Campus on 7<sup>th</sup> December to 9<sup>th</sup> December, 2022.

Dr.A.Bhooma Devi, Associate Professor, attended a one day FDP on “Intellectual Property right” organized by SRM Institute of Science and Technology College of management from 26<sup>th</sup> December to 30<sup>th</sup> December, 2022.

Dr.G.Jabarethina, Associate Professor, attended a Focused Faculty Development workshop on “Bloom's Taxonomy for Assessment Design-Phase-II” organized by Education Unit -II, Health Science Colleges, Sri Ramachandra Centre of Health Professional Education, SRIHER (DU), Chennai on 24<sup>th</sup> August, 2022.

Dr.G.Jabarethina, Associate Professor, attended a training programme and online workshop on “Providing Telemedicine Facilities in Rural Areas” organized by National Institute of Rural Development and Panchayati Raj, Ministry of Rural Development, Government of India, Hyderabad, India on 9<sup>th</sup> November to 10<sup>th</sup> November, 2022.

Dr.K.Rohini, Assistant Professor, attended a four days online workshop on Decoding Personalities through Personality Assessment Tests conducted by Silicon City College of Management and Commerce, Bengaluru, from 29<sup>th</sup> July to 1<sup>st</sup> August, 2022.

Ms. K.N. Priya, Assistant Professor, has successfully completed various modules of National Initiative for Technical Teachers Training.

Dr. Rajalakshmi Vel, Assistant Professor, attended a FDP on “Scale Development and SEM” from 14<sup>th</sup> to 16<sup>th</sup> September 2022, organized by VIT Business School.



## ABOUT SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS) is a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-3) by National Assessment and Accreditation Council (NAAC) with A++ Grade and placed in category-I Universities in India by the UGC and ranked 48 among Universities in NIRF-2022. SRFMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of Hospital & Health Systems Management. SRFMS has been ranked 13<sup>th</sup> position among business schools from south zone & 37<sup>th</sup> position in the national ranking (IIRF-2023).

SRFMS offers a Two-year Full Time MBA (Hospital and Health Systems Management) programme approved by AICTE, New Delhi in December, 2001 and a three-year B.B.A. programme in Hospital and Health Systems Management, under Choice Based Credit System, with a wide range of electives to suit industry requirement. It also offers full time and part-time Ph.D programmes. Teaching and learning process is characterized by strong practical exposure thanks to summer internship, hands-on posting and project work. Two hospitals, SRMC & University Hospital within the campus are a great advantage providing hands-on training to students. Visiting faculty members from IIMs and IITs add a great value to the academic standing of SRFMS.

SRFMS has been rated as one of the best management schools in the State by Business Standard B-School Survey, since 2018. It has continuously been placed under “Platinum Category” by AICTE-CII Industry-Institute Survey since 2019. It forges partnership with outstanding academic institutions and healthcare organizations like ICAI, XLRI, Qur Health, Mellon Ai to learn and acquire knowledge and practices for the benefit of students and fosters collaborative research and training for mutual benefit. The faculty has now stepped up to offer executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals.

### Vision:

To make the Sri Ramachandra Faculty of Management Sciences, a potential, global centre of excellence in education, healthcare and research.

### Mission:

To educate and develop individuals to be professionally ethical and socially responsible

To provide a culture of care and empathy committed to innovation and adoption of new and cost-effective technology.

To undertake quality research, consultancy and training programs

To collaborate with stakeholders for support and participation in its education, service, outreach and research program.

To strive to promote health and wholeness in individuals and the community at large, with special concern for the differently-abled and underprivileged



# Admission Open for Academic Year 2023-2024

## MBA

2-year  
Full Time  
AICTE Approved

Hospital and Health Systems  
Management

### Elective Streams:

- Healthcare Quality
- Healthcare Finance
- Healthcare HR

### Eligibility

- Any Degree with minimum 50% (45% for SC/ST) from a recognized University
- Good score in MAT / CMAT / XAT / CAT / ATMA or any other nationally recognized Management Admission tests
- Good score in SRFMS MAT (will be conducted as per university schedule)

## BBA

3-year  
Full Time

Hospital and Health Systems  
Management

### Eligibility

- Candidate should have secured at least 50% pass in the HSC/CBSE/ISC or equivalent examination.

## EXECUTIVE DIPLOMA IN HEALTHCARE MANAGEMENT

In Association with Sri Ramachandra Medical Centre & AHPI (Association of Healthcare Providers India)

### Eligibility

Any Healthcare Professional with Graduate or Post - Graduate Degree from a recognized university in any discipline and having minimum experience of 1 year in healthcare organization.

## CERTIFICATE COURSE IN HEALTHCARE FINANCE

*In collaboration with*

**The Institute of Cost  
Accountant of India(ICAI)**

### Eligibility

- Any degree with a minimum of 50 percent marks
- UG /PG students pursuing their final semester

### Differentiating factors

- Exposes students to real-life situations in SRIHER and in nearby hospitals and with service providers of healthcare.
- Case study method of instruction to meet international standards
- Develops analytical abilities and research skills.
- Students also gain hands-on training through "postings" on a rotation basis in various departments of the multi-specialty hospital on campus known as Sri Ramachandra Medical Centre.

## WHY MBA & BBA AT SRIHER

- Excellent learning environment
- ICT enabled learning
- World-class teaching by experienced and dedicated faculty
- Eminent visiting faculty from IIM's, IIT's and from the industry
- Industry-oriented moving curriculum
- Innovative pedagogy
- Intensive hands-on posting
- Group discussion areas
- Digital classrooms
- State-of-the-art computer laboratory
- Well-stocked central and the faculty libraries
- Modern sports facilities and cafeteria
- Separate in-campus hostels for men and women
- Excellent placements records



Sports zone



Rowing zone



Computer Lab



Garden Restaurant



University Hall



Study Zone





## CAREER OPPORTUNITIES

Students can opt for working in areas such as finance, human resources, patient care, IT systems or supply chain management. More specifically,

students will have opportunity to work as:

- Hospital Administrators
- Healthcare Consultants (NABH, Quality consultants, Digital Marketing)
- Business Analyst in IT/ Healthcare Analytics
- Health Insurance Executives
- Executives in Pharmaceutical Industry

## LOCATION

- The Sri Ramachandra Faculty of Management Sciences has several locational advantages.
- It is close to the Chennai airport and has proximity to railway stations and bus terminals.
- Chennai is a leading industrial city of India as well as a home to large number of health care providers and medical schools.



Chennai Airport



Marina Beach

## RECRUITERS



For admissions - contact:

The Deputy Registrar(Academics)

Sri Ramachandra Institute of Higher Education and Research (SRIHER)  
(Deemed to be University)

Porur, Chennai – 600 116

Tel: +91-44-24765512 Extn: 293 / 208 / 192

Phone number - 79898 68889 / 97910 43382

Email: dracademic@sriramachandra.edu.in

principal.management@sriramachandra.edu.in

Website: <https://www.srfms.sriramachandra.edu.in/index.html>



If undelivered, please return to:

Sri Ramachandra Faculty of Management Sciences,  
Sri Ramachandra Institute of Higher Education and Research, Porur,  
Chennai – 600 116



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Mail your comments and feedback to: [insightsriher@sriramachandra.edu.in](mailto:insightsriher@sriramachandra.edu.in)