

SRIHER

InSight

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

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SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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

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Message from the Editor

Dear Readers,

As we intersect the empires of knowledge and insight, I am delighted to present to you the latest edition of our newsletter "InSight", an ambassador of SRFMS. Inside this issue, you will discover our academic association with XLRI for offering EDPs in healthcare management for the benefit of healthcare community. On top of everything, we are able to reach school students for their self-development and helped their career orientation and improved their awareness on finance and commerce education as an alternate to medical and engineering education. As part of our social responsibility, we organised many programs for school and college teachers to widen their literacy on entrepreneurship and finance. The InSight on your hand vouches for our outreach and social responsibility mission. Our esteemed contributors, akin to experts, have poured their intellect into each piece of this newsletter, creating a blend of perspectives of our collective accomplishments regulated towards research, continuous learning, students achievements in various diversifications are presented. The articles on "The storm behind the serenity – woman" & "Influence of creativity on E-Commerce" are worth sparing mind. As we board on this intellectual odyssey together, I hope the pages before you be a source of enlightenment, inspiration, and a testament to the determined commitment we hold towards fostering to SRFMS.

- The Editor

A Milestone

SRFMS and XLRI ink pact to offer academic and professional programmes

SRFMS and XLRI (Xavier School of Management) signed an MoU on 21st November, 2023 to jointly offer various academic and professional courses in Healthcare Management, primarily in Healthcare



Leadership, Strategy and Technology to meet the growing demand for skilled healthcare management professionals. It was signed by Dr.Uma Sekar, Honourable Vice-Chancellor, SRIHER and Dr. Fr.K.S.Casimir, SJ, Director, XLRI Delhi- NCR Campus. Prof. Santosh Kumar Sangem, XLRI, New Delhi, Prof. Paramjyot Singh, XLRI, Jamshedpur, Mr.J.Ravisankar, Director (Finance & Accounts), SRIHER, Dr.T.A.Srinivasen, General Manager(Legal), SRIHER and Dr.Selvam Jesiah, Professor and Principal, SRFMS were also present during the ceremony.

RECENT HAPPENINGS

Recent years have witnessed significant transformations in the industrial sector, driven by technological advancements, a growing emphasis on sustainability, and shifts in the global economy. These changes have not only reshaped conventional manufacturing processes but have also led to a more effective, sustainable, and interconnected industrial landscape.

A notable trend is the increasing integration of Industry 4.0 technologies, ushering in an era of intelligent manufacturing. This involves the utilization of technologies like the Internet of Things (IoT), artificial intelligence (AI), and big data analytics. Factories are becoming more interconnected, enabling real-time data exchange among machines, devices, and systems, resulting in improved efficiency, predictive maintenance, and optimized production processes.

Automation has played a crucial role in recent industrial advancements, with progress in robotics and autonomous systems streamlining production lines and reducing manual labor. Collaborative robots, or cobots, are working alongside human workers to enhance productivity and safety, ensuring precision and consistency in manufacturing processes.

Sustainability is a key catalyst for change in the industrial sector, with companies adopting eco-friendly practices to minimize their ecological footprint. This includes the integration of renewable energy sources, waste reduction strategies, and the application of circular economy principles. These green manufacturing practices align with global environmental objectives and resonate with consumers prioritizing eco-conscious products.

In response to the demand for cleaner energy, the industrial sector is undergoing a notable shift towards electrification, reducing reliance on traditional fossil fuels and contributing to a decrease in carbon emissions. This move towards electrification aligns with the broader global push for sustainable energy solutions.

Additionally, additive manufacturing, or 3D printing, is revolutionizing the industrial landscape. This technology allows for the production of intricate and customized components with minimal material waste. Industries, from aerospace to healthcare, are leveraging 3D printing for rapid prototyping, on-demand production, and the creation of complex designs previously unattainable through traditional manufacturing methods.

The recent developments in the industrial sector underscore a dynamic landscape shaped by technological innovations, sustainability priorities, and evolving consumer preferences. Key trends include the integration of Industry 4.0 technologies, automation, sustainability measures, electrification, and the transformative impact of 3D printing. Staying informed about these developments is crucial for businesses seeking to thrive in this rapidly changing environment.

The Storm behind the serenity – Woman

Dr. A. Poomagal
Assistant Professor

In Indian society, contrasting views persist regarding the blessing or curse of being born a woman. While commonly perceived as the weaker gender, women are often stereotyped as physically and mentally fragile, easily deceived, yet characteristically compassionate and nurturing. Despite lacking clear explanations for these stereotypes, they persist, shaping societal perceptions. However, women consistently defy these limitations, signifying notable strength and resilience. Their unwavering dedication to their roles, whether in caregiving, motherhood, or balancing professional and familial responsibilities, showcases their boldness and fortitude. Particularly striking is their patience in child-rearing, underscoring their invaluable contributions to society. Challenging these stereotypes is essential to recognizing and appreciating the diverse talents and capabilities of women, fostering a more equitable and inclusive society that values their multifaceted strengths.

There is no room for dodging her duties and responsibilities in the family. She cannot evade her responsibilities from morning till night. She finds solace in the embrace of a loving family, her desires anchored in the warmth of familial bonds rather than the pursuit of personal accolades. Unassuming and resilient, she assumes the pivotal role of the familial linchpin, navigating the intricate web of responsibilities as a devoted wife, dutiful daughter-in-law, and nurturing mother. While she harbors no expectation of overt respect within her familial sphere, her contributions remain indispensable. However, for women entrenched in professional pursuits, the balancing act becomes more arduous. Tasked with reconciling familial commitments alongside professional responsibilities, she stands in solidarity with her spouse, sharing the financial burden and actively contributing to the family's prosperity. Hence, it is very easy to undergo stress, depression, anxiety, and anger, for a woman who takes pain from various sources of her family and Job for an assortment of reasons.

I wish to unclutter about how to get rid of these issues and stress caused by these troubles for women. Aren't you strong? Aren't you manageable? Aren't you Sturdy? If your answer is YES, the above-stated troubles are not meant for you. Yes, I will jot down a few of my experiences and useful snippets for you, my dear strong ladies.

First, Women at home, must sternly find and allocate time for their physical and mental rest. Many successful people revealed that the first few minutes of their day embark with "SILENCE" which means they initiate their day with meditation and physical exercise for keeping their body and mind fit. As soon as you complete your routine work, I suggest operating leisure hours in money making. Money making is a wonderful stress buster, I ever Say. Invest a thousand bucks and make a hundred bucks as profit, or even fifty is well. Money making during your leisure hours enhances your confidence, builds your attitude, it makes your head ahead in your further walks. Women of all ages can explore this rule.

Women who are unable to generate income without significant financial resources will never be able to generate income even with substantial funds. Secondly, invest time and effort on your creativity and passion such as drawing, cooking, cleaning, painting, tailoring, anything. One thing you must remember is, stress removes your serenity and supplements the storms in heart. It is most vital to keep up the serenity in the heart. Causes of stress can have uninvited guests. Toss it all at once from your mind; be independent in your walks. Why do you want a supporting stick when you are capable of walking strongly alone?

Sprint for your passion, run for your commitments, jog for your happiness but never stop and stagnate at a place. Desperately you need stiffness in attitude. A smart woman can juggle easily between Personal life and Job.

A good work-life balance is not giving equal importance and time to both. A good work-life is when you are capable of doing the respective duties at respective times at respective place and not interchanging priorities.

Here's another piece of advice for the hardworking women out there: do not afraid of failures and delays in success. A triangle can be sturdy and sit on the floor when its surface is broad. The tip of the triangle is a point. You cannot reverse the triangle and make it stay on the floor with its tip. Don't let the success as like the tip of triangle. You be the base. Life is not as easy-cozy. It never gives red carpet. But you are the one who attracts what you need and where you need to be, and decide on which carpet you need to walk.

Women empowerment is a complicated journey that embarks from inside. It dictates educating a strong sense of self-belief and confidence to navigate the challenges ahead. Alongside personal growth, it involves fostering a culture of support and solidarity among women, recognizing that our collective strength lies in unity. Empowerment also entails embracing one's voice and using it to inspire and effect positive change in society. Breaking barriers becomes a fearless endeavor, paving the way for future generations of empowered women.

Education is paramount, serving as the foundation for liberation and progress. Celebrating individuality is crucial, as it underscores the unique power and influence each woman possesses. Challenging stereotypes and rewriting societal tales are indispensable steps in redefining the role of women. Investing in personal dreams and passions is not just encouraged but celebrated, as they serve as the catalysts for empowerment. Leading with compassion, empathy, and strength exemplifies the essence of empowered leadership. Ultimately, women are fit to hold the pen to their own stories, crafting narratives of empowerment, resilience, and triumph.

Embrace your true essence and never forfeit your legitimacy. Refrain from uttering "YES" when your heart whispers "no," and shun the word "NO" when your spirit craves to affirm. Assume the sovereignty of your destiny, commanding both ruler and servant within. Erect the stronghold of your authority, inviting me to witness the majesty of your realm.

The Power of Networking: Building Professional Relationships for Career Success

Dr. Mudaliar Rishali P Gopikumar
MBA (Batch:2022-2024)

In today's dynamic professional environment, the importance of networking cannot be overstressed. Networking surpasses exchanging business cards or LinkedIn connections; it represents a strategic investment in cultivating relationships that can significantly shape one's career path. One of the fundamental advantages of networking is gaining exposure to diverse perspectives and industry insights. Participating in conferences, industry events, and seminars provides opportunities to connect with professionals from varied backgrounds, creating a diverse network that enhances understanding across different sectors.

Building a strong professional network is not solely about personal gain but also about contributing to others. Actively engaging in discussions, sharing knowledge, and providing support not only boosts one's reputation but also fosters a positive and reciprocal dynamic within the professional community. In the digital era, social media platforms, especially LinkedIn, play a crucial role in networking. These platforms serve as virtual spaces where professionals can connect globally, share expertise, and engage in meaningful conversations. Maintaining a dynamic and professional online presence can unexpectedly lead to valuable opportunities and connections.

Mentorship stands out as a powerful networking component, significantly influencing career development. Having a mentor offers guidance, advice, and a broader perspective on navigating one's chosen field. Likewise, serving as a mentor contributes to personal growth and plays a role in shaping future industry leaders. Networking is an ongoing commitment, requiring dedication. Regular attendance at industry events, participation in online forums, and initiating coffee meetings or virtual catch-ups all contribute to cultivating and expanding one's professional network.

The benefits of a well-nurtured network extend beyond intangibles. Tangible benefits, such as job opportunities, collaborative projects, and industry insights, often stem from connections forged through networking. Additionally, a robust professional network provides a supportive community during challenging times and serves as a source of inspiration and motivation.

To conclude, the strength of networking lies in its capacity to weave a web of relationships that propels one's career forward. It is a strategic investment that yields dividends in personal and professional growth. Through fostering genuine connections, active engagement in the professional community, and embracing mentorship, individuals can unlock the full potential of networking for sustained career success.

Influence of Creativity on E-Commerce

Samiksha
BBA (Batch:2021-2024)

Hungry? Order on Swiggy or Zomato. Imported cosmetic products? Nykaa to the rescue. Did you forget to stop by the pharmacy? Apollo can deliver in two hours. For every possible “problem” offline has a solution online. How did this become the reality? The answer is “creativity”. One human on earth had the imagination of devouring chicken wings and he made sure he got it. that is how food delivery services began flourishing. There is a popular saying that goes “Earth without art is eh”. And to do justice for that, creativity has seeped through every possible field. E-commerce chose to follow the path. Now every possible product can be bought online within seconds of surfing the internet. The creativity, however has its downsides. Artists are known to be obsessive but here the fanatics are turning into addicts. Customers find it convenient to order food than to cook. It has a huge impact on their health without even realizing. What is the point of sitting at home, binging, and then ordering medicines? The creativity is either turning out to be disastrous or being purposively used to ruin society. Will society ever realize the downsides of selfish business tycoons?

OUR STUDENTS AS GRADUATES

SRIHER held its 36th Convocation on 26th October, 2023. The Convocation was inaugurated by Thiru.V.R.Venkataachalam, Chancellor, SRIHER, Chennai. 57 students from MBA Batch (2021-2023) were conferred the Master of Business Administration and 22 students from BBA Batch (2020-2023) were also conferred the degree. Dr.Atul Goel, Director General of Health Services, Ministry of Health and Family Welfare, Government of India, New Delhi was the Chief Guest of the Convocation and delivered the Convocation Address. Ms.Pooja A, from MBA received the Murali Manohar Joshi Gold Medal and Ms.Claudia Joelle Julius from BBA received SRIHER Alumni Association Management Chapter Gold Medal.



ORIENTATION TO THE NEW BATCH OF MBA, BBA & B.COM

MBA (Hospital and Health Systems Management)

SRFMS organized a week-long orientation cum induction programme from 6th September, 2023 to 13th September, 2023 for the 22nd batch of MBA (Hospital & Health Systems Management) programme. The Chief Guest of the inaugural ceremony on 6th September, 2023 Mr. Madhusudhan, Practice Manager - Digital Workplace Services, Infosys reflected on his personal & professional experiences that are useful for the corporate career of young minds. Dr. K.V.Somasundaram, Prof of Eminence & Advisor (Academic), SRIHER and Prof. Roopa Nagarajan, Registrar, SRIHER graced the occasion. The students were oriented about the academic requirements of the program, Learning Management System, library & lab resources, NSS-outreach activities, and Hands-on-posting. In the guest talk on career opportunities in healthcare, Mr.B.G.Menon, Founder and Manager, ACME Consulting discussed about niche roles for MBA healthcare students. To understand the essence of case study as a method of teaching & learning, a session was conducted by Prof.Kshetragna, Consultant. General Manager from Madras Management Association (MMA) Group Capt. Dr. R. Venkataraman addressed the students on MMA activities that are meant to enhance the exposure of students to the management field. To understand the importance of business newspapers, Mr.Jayaraam, Deputy General Manager, Business Standard, addressed the students on the benefits of newspaper reading. Sessions on mind management for healthy living by Dr.B.Archana, Assistant Professor, Pathology, SRIHER, Safety guidelines by Mr.Ramesh, Manager – Safety, SRIHER, HR opportunities for MBAs by Ms.Swapna Ramachandran, DGM – HR & BDM, SRMC was organised. Overall, the orientation programme provided a preparation platform to make the learners ready for a rigorous MBA journey.



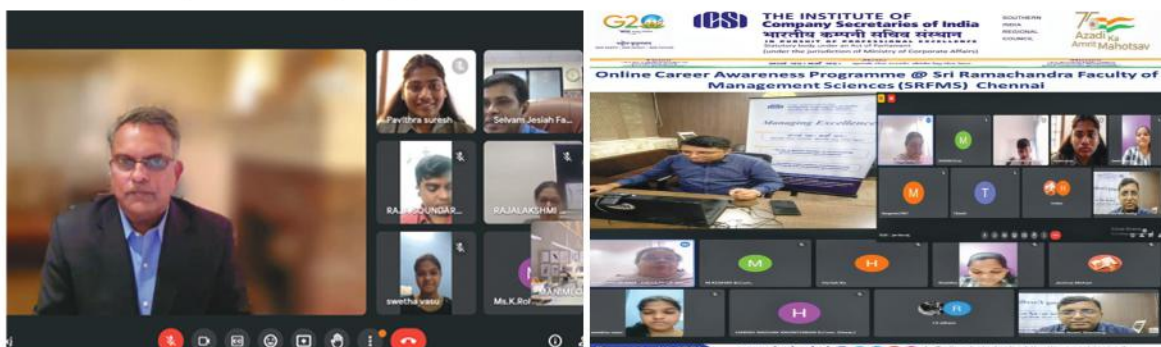
BBA (Hospital and Health Systems Management)

A four-day orientation program (virtual) for the BBA freshers (Batch - 2023-26) was organised between 13th July and 17th July, 2023. The orientation session for the newly admitted students started with a warm welcome by the Principal, Dr Selvam Jesiah, introduction of the faculty members followed by an overview of campus facilities, and the academic requirements. Dr.G.Jabarethina, Associate Professor, delivered the address on use of the LMS for online learning, Dr.K.Rohini, Assistant Professor, oriented the students on BBA Curriculum, library resources and emphasized the importance of discipline. Ms. K.N.Priya, Assistant Professor, addressed on Fit India movement, Ms.T.Bharathi, Assistant Professor oriented the students on Outreach activities, Ms Nithya Priya, Assistant Professor acquainted the students on life at SRFMS, SRIHER. Dr.Rajalakshmi Vel, Assistant Professor oriented the students on the placement opportunities, Dr.Manimegalai S, Assistant Professor conducted the session on 'Your Role Model' and Dr.A.Poomagal, Assistant Professor oriented the students on Entrepreneurship opportunities available after graduation. Mr.S.Arun, Quality Executive from SRMC oriented the students on Hospital and Quality needs.

B.COM / B.COM (Hons.) with Bentley University, USA

On 24th July, 2023, SRFMS introduced three variants of the Bachelor of Commerce with Honours (B.Com (Hons)), B.Com (Hons-Twinning program with Bentley University, USA), and B.Com (Three years). The ceremony marked a significant milestone in the institution's history, as it expanded its academic offerings beyond the healthcare domain to cater to the diverse needs and aspirations of the students. The main objective of introducing three variants of the B.Com program is to provide the students with flexibility in their academic choices and to align the curriculum with the National Education Policy 2020.

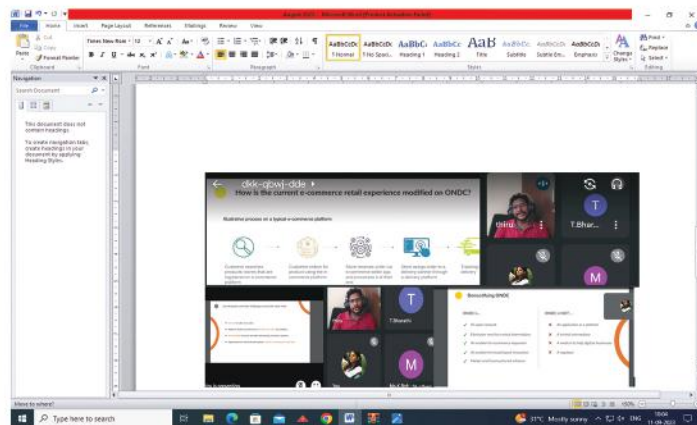
The ceremony began with a warm welcome address by the Principal, Dr.Selvam Jesiah. Dr. Karthik Raman, Professor and Chair, Department of Finance of Bentley University joined the programme from USA to orient the students about the academic experience at Bentley University. The representatives from the three professional institutes namely Mr.Srijesh, Deputy Director, Institute of Company Secretaries of India (ICSI), CMA Rakesh Shankar Ravi Shankar of Institute of Cost Accountants of India (ICAI) and CA Priya, Management Committee member, Institute of Chartered Accountants of India (ICAI) oriented the pathway for the students to progress as Company Secretary, Cost Accountant and Chartered Accountants. Mr.Jayaraman of Business Standard, stressed the need to read the business newspaper daily. In addition to the external experts, faculty members of SRFMS oriented the students on curriculum requirements, use of LMS, library resources, career opportunities, Fit India initiatives, outreach activities, placement, and entrepreneurship opportunities.



EVENTS ORGANIZED

Great IndiaStack and impact of ONDC on E-Commerce

On account of World's Entrepreneur's Day, SRFMS organized a CEO Talk series -1 on 21st July, 2023. Mr.Thirunavukarasu Jayaraman, Business Mentor and Founder of PRISI addressed on the topic "Great IndiaStack and impact of ONDC on E-Commerce". A total of 48 participants benefited from this event across SRIHER. The session was an eye-opener for all budding student entrepreneurs.



Anti-Ragging Day

SRFMS commemorated the Anti-Ragging Day on 9th August, 2023. Dr.Durgasri P, Senior Student Counsellor, SRIHER addressed the students. Various events showcasing anti-ragging measures namely slogan writing, poster making, logo designing, role play and debate were organised. Dr.Selvam Jesiah, Principal, SRFMS delivered a special message on anti-ragging and also distributed certificates to all the winners of the contest.



Healthcare Innovations and Entrepreneurship Opportunities

SRFMS in collaboration with Sri Ramachandra Innovation and Incubation Centre (SRIIC) conducted a Faculty Development Programme on Healthcare Innovations and Entrepreneurship Opportunities on 24th August, 2023. The invited speaker Dr. Anand Thirunavukarasu, from SRIIC, shared the importance of Innovation and Entrepreneurship and brainstormed business ideas from inception to pitch. The roles, activities and functions of SRIIC towards fostering the SRIHER community were briefed. The resource person encouraged faculty members to motivate the students to explore new business ideas supported by SRIIC. Many queries relating to utilization of the incubation centre, implementation of business ideas and funding opportunities for the same were clarified during the session. 14 faculty members across SRIHER attended the session.



Onboarding MBA students for an entrepreneurial journey

As part of Orientation cum Onboarding MBA students for an entrepreneurial journey, Mr. Naved Ahmed from Wadhwani Foundation addressed the students on 4th September, 2023 on the journey of Wadhwani Foundation and its role in handholding the students to access the "ignite" course contents and getting certified. The students were provided guidelines to submit Milestone of business ideas, followed by its pitching.



Unlocking Success: Mastering Career Skills in the Smart-Tech Era

Mr. John Vallogia, D.C, Global Marketing Head, Smioto Inc, USA delivered a guest talk on Unlocking Success: Mastering Career Skills in the Smart-Tech Era, on 8th September, 2023. This virtual guest talk unveiled the concept of smart lockers which is an emerging product in the digital era. An elaborate explication of the usage of smart lockers in various sectors with a special focus on the medical sector was given. The session also focused on career skills and the areas the students can explore for career opportunities. 170 participants benefited from the programme.



Movement Feminism – Empower and Entitle Womanhood
To empower feminism and Womanhood with Sustainable Development Goal (#SDG5), SRFMS organized a Women Empowerment Programme entitled “Movement Feminism – Empower and Entitle Womanhood” on 14th September, 2023. The session was handled by Dr.A.Poomagal, Assistant Professor, SRFMS and a total of 65 participants attended the session.



Delving into Entrepreneurship

SRFMS organised a seminar on “Delving into Entrepreneurship” on 16th September, 2023. Dr.E.Bhaskaran, General Manager, MSME, Government of Tamilnadu addressed the gathering on the various schemes available in Tamilnadu for promoting Entrepreneurship. Dr.Kamaludeen, CEO, Blue Bharath Exim Pvt Ltd and Managing Director of B-Accuracy focussed on the various scope and opportunities prevailing in the Healthcare Industry, and the required skills to build the career. The session was novel and the need of the hour for gaining deep insights into Entrepreneurial opportunities and challenges. A total of 80 participants across SRIHER benefited from the programme.



Transformational Leadership

Dr. S.Praveen Kumar, Dean – School of Commerce and Management, Bharat Institute of Higher Education and Research delivered a guest talk on ‘Transformational Leadership’ on 26th September, 2023. 130 participants across SRIHER attended the programme.



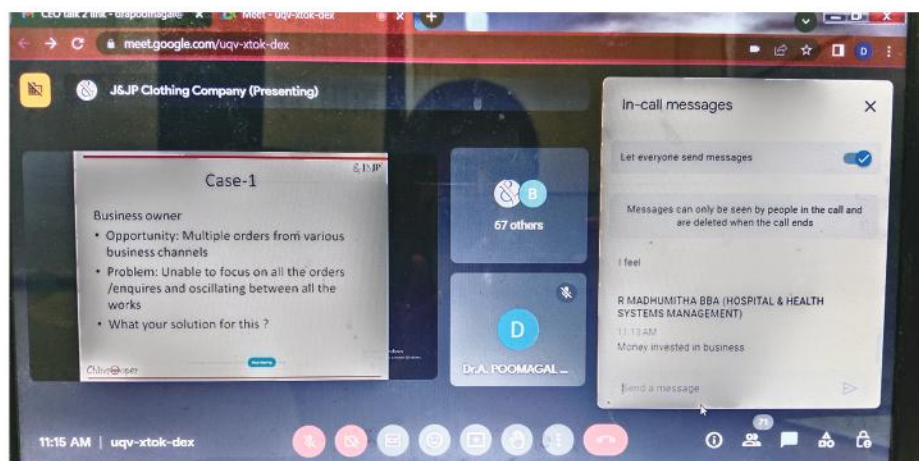
Role of SEBI in the emerging FinTech landscape

SRFMS in association with SEBI (Securities and Exchange Board of India) and NSE (National Stock Exchange of India) organised a Regional Seminar on 10th October, 2023 to explore the securities markets and the role of SEBI in the emerging FinTech landscape. Mr. Illango, Assistant General Manager, SEBI emphasized the need for Demat accounts and enlightened the benefits of investing in stocks. Based on his extensive experience in the financial sector, Mr. Suruleeshwaran, Assistant Manager, NSDL (National Securities Depository Limited) described the function of the four regulators in securities, trade settlement, the SEBI app, and employment opportunities. Mr. Kiran David, Deputy General Manager NSE, a seasoned stock market analyst, underlined the significance of financial planning. Mr. Muthun Kamal, World Bank IT Consultant, presented a glimpse into the future of data analytics by providing real-time business examples. It was an instructive and fascinating event that left attendees more prepared to negotiate the world of securities and FinTech. 130 students of SRFMS benefited from the programme.



Boulevard Approaching Business Whiz-kid

As part of a series of events inculcating entrepreneurial mindset among the students, SRFMS organised an online CEO's Talk Series-2 on 20th October, 2023. Ms. Priyanka J Palanisamy, Founder & CEO (J&JP Clothing, J&JP Printing, Chingoooper, J&JP Health) addressed the gathering on the topic "Boulevard Approaching Business Whiz-kid". The session was very interactive and made the participants share their ideas, focussing on growth strategy, case analysis and current trends. The session benefitted 72 participants from SRIHER.



Changes in the Business Landscape: Commerce and Finance Education

SRFMS in association with the Southern India Regional Council (SIRC) of the Institute of Cost & Management Accountants of India (ICMAI), organised the 1st Finance Conclave on 'Changes in the Business Landscape: Commerce and Finance Education' on 7th November, 2023. CMA Divya Abhishek, Chairperson of SIRC, ICMAI, served as the Chief Guest and inspired young minds with her eloquent talk on the need for students to be adaptable and resilient in the face of changing business dynamics. Following the inauguration, panel discussions were conducted on three themes of Digital Finance, Risk Management and Sustainable Finance drawing experts from the respective fields. The conclave concluded with a certificate distribution ceremony graced by the Pro Vice-Chancellor, SRIHER. The event attracted 250 students, Principals & Teachers from various schools in Chennai & Puducherry.



Ethoz 2023

SRFMS hosted its 10th Annual National Management Fest, Ethoz 2023, titled 'Kairoz' on 9th November, 2023. The event was sponsored by Audi Motors, Salem RR Biriyani, and co-sponsored by Kauvery Hospital, Slam Fitness Studio, Toni & Guy and Old Madras Goli Soda. The Chief Guest for the day, Mr. Sriram Venkat, leads the Data & Analytics Services team for the Devices and Services Product Area at Google, India. The fest featured diverse & innovative events such as crime scene investigation, Potpourri, IPL auction, Corporate walk, Dance and title event Mr. & Ms. Ethoz. Other events included B-Plan, Best Manager and B-Quiz. The fest was a grand carnival for SRFMS with a participation of 1500 students across 100 educational institutions.



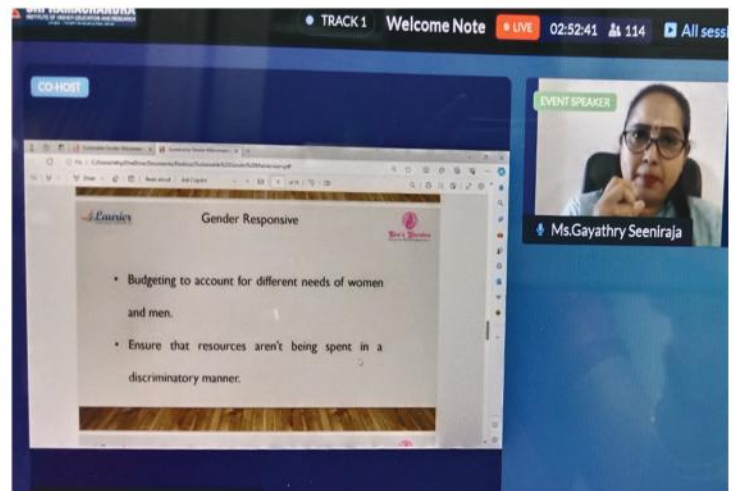
Organ Donation and Protocols

SRFMS in association with the Mohan Foundation organised a seminar on 'Organ Donation and Protocols' on 14th November, 2023. Ms. Arshiya Fathima H, a helpline counsellor at the Mohan Foundation, shared her knowledge on deceased donation and brain death. Dr. Hemal Kanvinde, Quality Assurance Officer at the Mohan Foundation emphasized the importance of organ donation and imparted extensive knowledge on national and international transplant laws through quizzes. Mr. C. Ganesh, Marketing Coordinator, at Mohan Foundation, highlighted the need for increased stakeholder involvement. Organ donation protocol was demonstrated through activity-based learning and case studies. The programme sensitized 150 students, the potential ambassadors of organ donation among the public.



Women Empowerment Programme

SRFMS organised a Women Empowerment Programme on 20th December, 2023. Dr. Deepamala Krishnamoorthy, Founder & Chairperson of the Research & Action Centre for local democracy handled the first session on the topic "Balanced participation in decision making". Ms. Gayathry S, Sr. Manager Corporate Relations, MyOS Connect handled the second session on the topic "Sustainable Gender Mainstreaming". A total of 114 participants attended the event.



INDUSTRY EXPOSURE

SRFMS organised an industrial visit to OM Logistics at Redhills, Sholavaram, Chennai on 18th November, 2023. The visit enlightened the students with real-time and practical exposure to the operations of a service-based organization about inventory and materials management. The BBA III year students (Batch: 2021-2024) along with one faculty member visited.



FACULTY MEMBER ACHIEVEMENTS

Dr.A.Poomagal, Assistant Professor, SRFMS bagged the first prize in Tamil Poetry during the 15th Anniversary of BRIDGES, SRIHER



STUDENTS' ACHIEVEMENTS

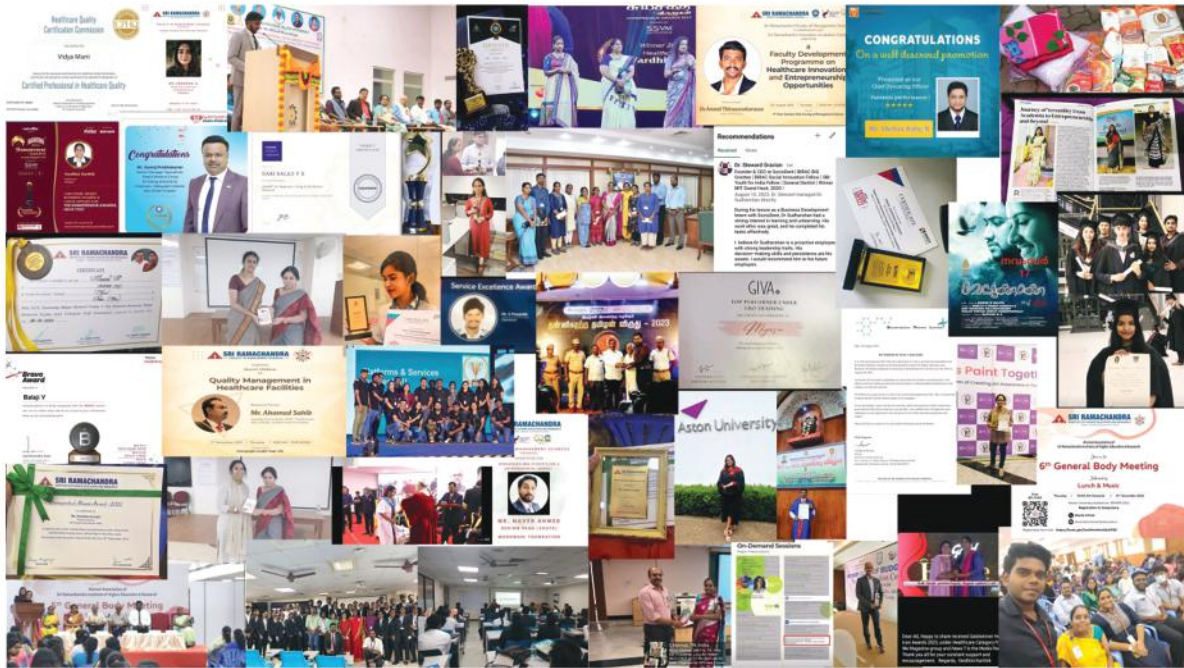
1. Ms.Rajalakshmi of MBA (Batch: 2023-25) completed the Doctorpreneur Academy's workshop in September, 2023.
2. Mr.Dhanush and Mr.Kirutheeshwaran of BBA (Batch: 2021-24) secured second place in the Tenekoit game at "SRIHER Renaissance 23" Culturals held on 19th September, 2023.
3. Mr.Jaya Kumar and Ms.Meenaa of MBA(Batch: 2023-25) won third place in Spice war, Renaissance conducted by SRIHER on 2nd October, 2023
4. Ms.Dharshini, Mr.Jose Robin and Mr.Shivaram Karthik of MBA(Batch: 2023-25) won fourth place and a cash prize of Rs.1,000 for the event Murder Mystery at Daksha 2023 conducted by SSN School of Management on 27th October, 2023
5. Mr.Vidul Aravind, B.Com (Batch: 2023-26) won third place in channel surfing at "STATISFY 2K23" organized by BIZ-STAT student Forum of the Department of Statistics, DDGD Vaishnav College on 5th October, 2023.

COMMUNITY OUTREACH

Ms.Shakthi of BBA(Batch: 2022-25) as part of the English Literary Club in collaboration with NSS went to government schools to teach English to primary school students on 5th September, 17th & 29th November, 2023.



ALUMNI CORNER



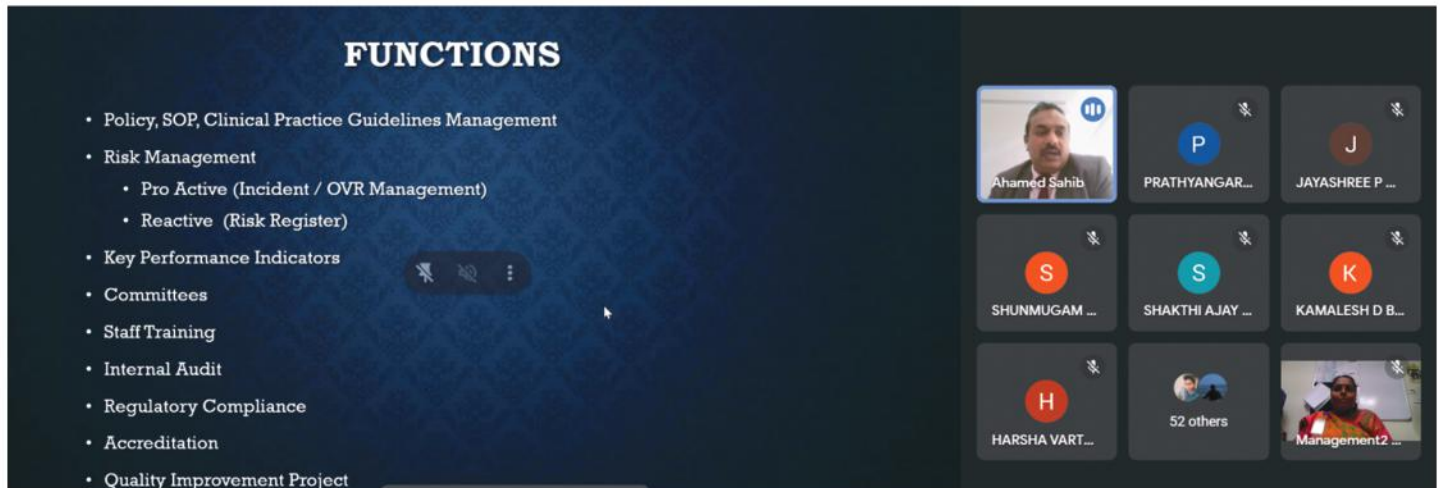
Collage Courtesy: Mr.Satheesh S, BBA (Batch:2021-2024)

Ms.Sajima Joseph, Healthcare Business Consultant at UST Global Healthcare Company and Alumna of SRFMS (MBA Batch: 2001-2003), briefed the MBA II year students on the US Healthcare IT sector on 20th September 2023. The students were enlightened about various opportunities in the US-based IT sector. The broad category of Healthcare IT which is Payer IT and Provider IT was briefed during the session. The students were acquainted with various terminologies used in the industrial space like claim engine, claim adjudication, etc., The speaker emphasized the importance of building the right attitude to have a successful career. Furthermore, she emphasized activities beyond academics to organize workshops and seminar to attain holistic development. The speaker encouraged the students to be highly participative, accentuated on committing mistakes and learning from them. A total of 57 students participated in the programme.



As part of the orientation programme for the MBA freshers (Batch: 2023-25), Ms.Vasumathi, HR-Recruitment Consultant, Macrohire and Alumna from MBA (Batch: 2010- 2012) shared her experiences with the MBA freshers. She covered the skills and certifications required for the industry. Ms.Geethika, Assistant Professor, Saveetha College of Management and Alumna from MBA (Batch: 2019 – 2021) shared her experiences with freshers. 56 students greatly appreciated the interaction with the Alumni which kindled a positive spirit for the MBA Journey at SRFMS.

SRFMS organised an Alumni Talk on 2nd November, 2023. Mr. Ahamed Sahib, Quality Consultant, NMC Healthcare, Abudhabi and Alumnus of SRFMS Batch: 2005-2007, briefed the MBA and BBA students on the importance of quality and operation function at hospitals. The speaker briefed on the standard operating procedures, risk management, Key Performance Indicators, quality improvement tools and skills required for administering a hospital. The students had a good time with the alumnus and raised questions about job opportunities in the Middle East. The outcome of the session sowed seeds for 120 young aspiring healthcare administrators and quality professionals.

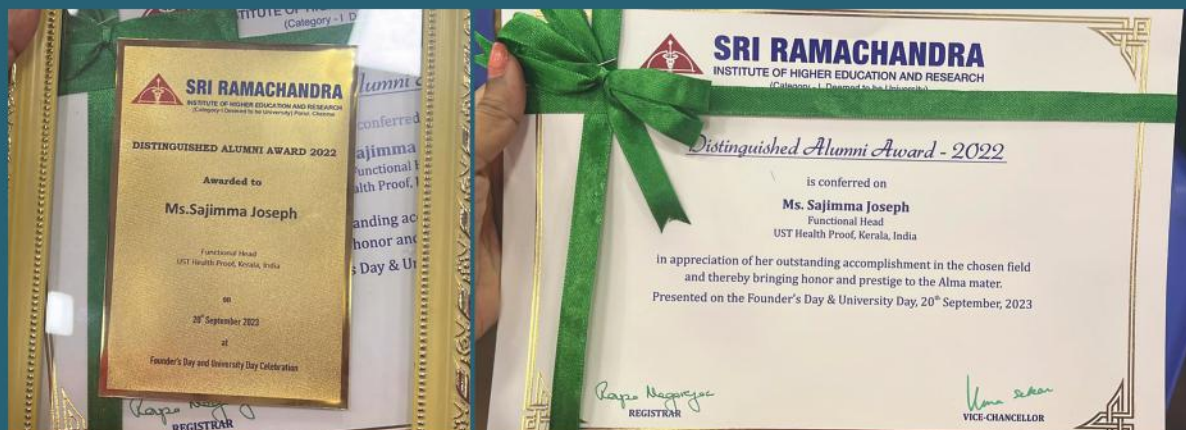


ALUMNI CONTRIBUTIONS

SRFMS always taps its shoulder for all its proud Alumni contributions. Yet another milestone, the SRIHER Alumni Association – Management Chapter initiated the Gold Medal for BBA (Hospital & Health Systems Management) topper from the academic year 2022-2023. This initiative motivates academic excellence among the students.

ALUMNI ACHIEVEMENTS

Ms.Sajimma Joseph received a distinguished Alumni Award from SRIHER on the Founder's Day and University Day celebration held on 20th September, 2023.



SRFMS congratulates Ms.Mitthra. B, Alumna (BBA Batch 2018-2021) for completing M.Sc Corporate Finance from University Galway, Ireland and Ms.Dhanya, Alumna (BBA Batch 2017-2020) for graduating from Aston University.



RESEARCH CORNER

Ms.Zerin Ziaudeen, Full-time Research Scholar presented a poster at the Institute for Healthcare Improvement Forum (IHI), Orlando Florida USA on the topic "Evolving Patterns of Medical Device Hazards: A Comprehensive Study of Trends, Impact & Prevention" on 13th December, 2023 along with Dr. Shannon Davila, the Executive Director, Total systems safety, ECRI.



She also attended the 22nd Annual meeting of the International Society of Pharmacovigilance (ISoP 2023), from 6th to 9th November, 2023 Bali, presented a poster on the topic "Insights for a Safer Future: A Comprehensive Summary of Medical Device Alerts in India". The abstract of the poster was published in the Drug Safety Journal indexed in Q1.



PAPER PRESENTATION

- Dr. Poornima A S, Assistant Professor, presented a paper titled "Decoding Mindful Leadership" at the 25th Annual Convention of the Strategic Management Forum in IIM Tiruchirappalli, held from 18th to 20th December, 2023. Her work explored the integration of the Yoga Sutras of Patanjali into strategic decision-making, providing valuable insights into the intersection of ancient wisdom and modern management.
- Ms.S. Nithya Priya, Assistant Professor, presented a research paper titled "Impact of digitalization on patient care delivery system" at ISDSI Conference, IIM Ranchi held from 26th to 29th December, 2023.
- Dr.Rajalakshmi Vel, presented a paper titled "Impact of ESG activities on Firm Performance" at the International Research Conference 2023 on "Innovations and Transformations Impacting Economy and Business in the Digital Era", on 25th November, 2023.
- The following students presented their papers co-authored by Dr.Rajalakshmi Vel, Assistant Professor in the National Conference on E-Commerce, Management & Social Innovation: Embracing Changes, Transformation, 2023 organized by SRMIST held on 25th August, 2023.

Name of the Student and Batch	Title of the research paper presented
Ms. Claudia, Ms.Ishrath Basheer, Ms. Thanisha (BBA Batch : 2020-2023)	Using Extended TAM to Evaluate Healthcare Professionals Adoption of CRM for Patient Satisfaction
Mr. Kaviyarasan (MBA Batch : 2021-2023)	Study on Factors Influencing Vendor Selection in Hospitals & Developing a Conceptual Framework on Vendor Rating
Mr. Vijay (MBA Batch : 2021-2023)	Study on Patient Satisfaction with Insurance Service Delivery in a Multispecialty Hospital
Ms. Divya Bharathi (MBA Batch : 2021-2023)	Comparative Analysis of KPIs of Listed Hospitals in India

- Dr.A.Poomagal, Assistant Professor presented a research paper titled "Moonlighting as an Innovative Strategy for Employee Engagement - Academia Perspective" in the National Conference on E-Commerce, Management and Social Innovation: Embracing, Changes and Transformation at SRMIST, on 25th August, 2023.
- Dr.A.Poomagal, Assistant Professor, Ms.U.Vetha and Ms.S.Pavithra of B.Com I year presented a research paper, "Upshots of Sustainable HRM in building employee engagement fostering towards Intrapreneurship" at an International conference on "Reinventing Business Practices, Startups, and Sustainability Responsible Consumption and Production 2023" at SRMIST, on 2nd November, 2023.

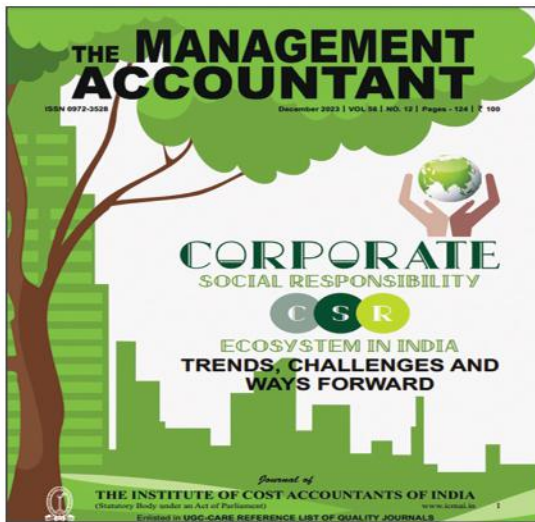
NEWSPAPER ARTICLE

- Dr.Selvam Jesiah, Professor and Principal, penned down his thoughts on "Aligning higher education with the United Nations SDGs" in The Hindu (Editorial) on 7th October, 2023



BOOK CHAPTERS/ RESEARCH ARTICLES PUBLISHED

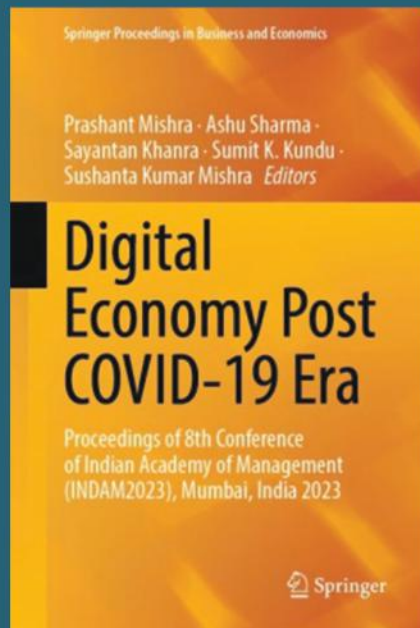
- N. Kavipriya, Selvam Jesiah, "Telemedicine: A must for digital health in India", Management Accountant Journal, Vol.58 (12), December 2023
- N. Kavipriya, Selvam Jesiah, Prof. Vidya Ramkumar, "Factors Indicating the patient perception towards virtual consultation in Healthcare: An Assessment through the service quality dimensions", Tec Empresarial, Vol.18 (2), October 2023
- G. Jabarethina, "Patients' Zone of Tolerance in the Service Process and Service Quality at A Multi-Specialty Hospital", Asia Pacific Journal of Health Management, Vol.18 (3), 2023



- Kapilashrami A, Selvam Jesiah et.al., "Bridging the gap: Using CHNRI to align migration health research priorities in India with local expertise and global perspectives". J Glob Health, Vol. 13, November 2023



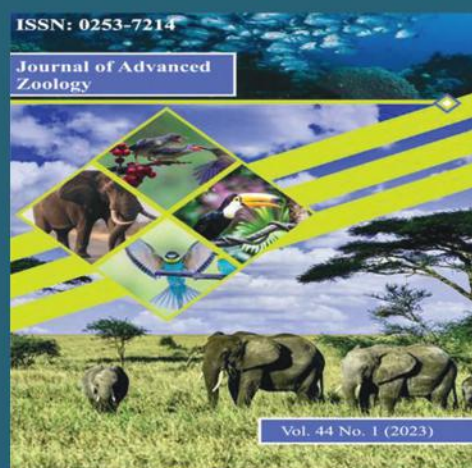
- G. Jabarethina & K. C. John, "Emergent Telemedicine Practice in India: Challenge and Response," Springer Proceedings in Business and Economics, Digital Economy Post COVID-19 Era, INDAM: Indian Academy of Management at SBM- NMIMS, 2023



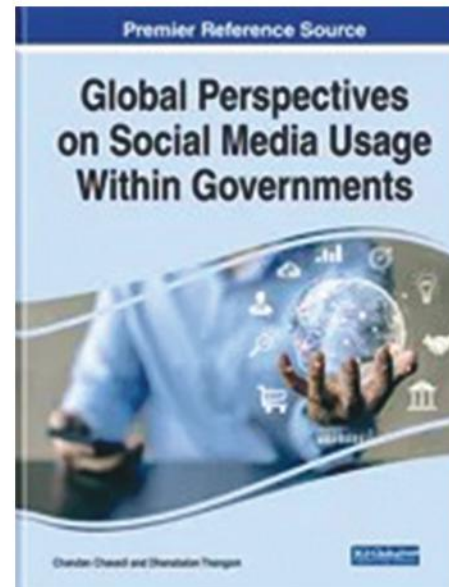
- K.N.Priya, A.Bhoomadevi, "Service Encounter and Experiences by the Insured Patients in Multispecialty Hospitals, Chennai," Journal of Research Administration, Vol.5(2), December 2023



- Abhishek, Bhoomadevi, S.Nithya Priya, Revathy, "Geographical mapping and socio-demographic analysis of out-patient at a tertiary hospital in Chennai", Journal of Advanced Zoology, Vol.44(3), October 2023



- Ravishankar Krishnan, Rajalakshmi Vel, Priyanka Zala, S. Thandayuthapani, H. Moideen Batcha, Kalyani Velusamy, Theju Kumar Chandrappa "Promoting online safety: The Government's role in combating cyber harassment and cybercrime through social media platforms", a Book Chapter in Global Perspectives on Social Media Usage Within Governments, IGI Global, 2023



- Rohini, Vinisha & Manimegalai, "Green Human Resource Practices among Chennai – Based Health care centers" Digital Transformation for organizational Sustainability: Emerging trends in Social, Business and Management Science Research, December 2023



- Basheer, Indu & Manimegalai "Green Human Resources Management Practices in the IT sector: A qualitative study", Digital Transformation for organizational Sustainability: Emerging trends in Social, Business and Management Science Research, December 2023

RECOGNITION AS INVITED SPEAKERS

- Dr.G.Jabarethina, Associate Professor, was invited as a resource person to deliver a special lecture on the topic "ANOVA and T-Test" at the Department of Commerce (Hons.) Self-Supporting, Ethiraj College for Women, Chennai on 28th October, 2023.
- Dr. K. Rohini, Assistant Professor, was invited as a resource person to handle an online session on "Human Health and Safety" organised by the National Institute of Technical Teachers Training and Research, Chennai on 1st August, 2023.
- Dr. K. Rohini, Assistant Professor, was invited as a resource person for the Professional Development Programme on "Project Mode of Fostering Managerial Skills among Diploma Engineers" organised by the National Institute of Technical Teachers Training and Research, Chennai on 2nd and 3rd August, 2023.
- Dr. K. Rohini, Assistant Professor, delivered a session on "Personality assessment and moulding to leadership demand" as part of the Induction for Senior Nursing Supervisors / Nursing Supervisors organized by the Sri Ramachandra Hospital on 23rd August, 2023.
- Ms. K.N.Priya, Assistant Professor, invited as a resource person for the "Entrepreneurship Programme" for the dental faculty members and interns organised by Sri Ramachandra Dental College and Hospital on 21st September, 2023.
- Dr.Rajalakshmi Vel, Assistant Professor, was invited as a resource person for an expert talk on "A journey into Corporate Governance: The case of Indian companies" on 26th July, 2023 at Saveetha School of Law.
- Dr.A.Poomagal, Assistant Professor delivered a special address on "Couplets for Leadership in Thirukural" (Online) at Pride of Bharat Heritage on 25th August, 2023.
- Dr.A.Poomagal was invited as Chief Guest for the "Orientation Program" held at Sabari College of Nursing, Puducherry on 11th September, 2023.
- Dr.A.Poomagal was invited as Chief Guest for "Association Inauguration of Sciences & Humanities" and delivered a special talk on "Self-Building" organised by O.P.R Memorial College (Women), Villupuram on 26th September, 2023.
- Dr. A.Poomagal, Assistant Professor, delivered a special lecture (Online) on the topic "Self-Treasure Hunt" on 17th October, 2023 at MyOS Connect platform for college students across Tamilnadu.
- Dr.A.Poomagal, Assistant Professor, participated in a TV show conducted by Vijay TV "Neeya Naana" on 21st October, 2023 on the debate topic Female employees Vs Women Bosses.

CONTINUOUS LEARNING

- Dr.Selvam Jesiah, Professor and Principal, participated as a delegate in the seminar on "Closing the loop through Circularity" organised by the Industrial Economist Magazine on 9th February, 2023
- Dr.G.Jabarethina, Associate Professor, participated as a delegate in the conference, "Role of AI in Healthcare, Recent NMC guidelines on telemedicine" (Hybrid Program) organised by the Telemedicine Society of India & MGM Healthcare on 25th August, 2023
- Dr.Srinivasan.S, Assistant Professor, participated in a one-day focused Faculty Development Program in "Outcome Mapping: Constructive Alignment in Health Science Teaching- Learning and Assessment" organised by Education Unit I & II of Health Science Colleges, Sri Ramachandra Centre of Health Professionals Education, SRIHER on 5th August, 2023
- Dr.Srinivasan.S, Assistant Professor, participated in the Online Refresher Programme on "Fast-Evolving Indian Securities Markets" from 5th to 6th October, 2023 by the National Institute of Securities Markets.
- Dr.Srinivasan.S, Assistant Professor, participated in the Faculty Development Programme on "Quantitative Data Analysis using SPSS" organized by VIT Business School, VIT, from 4th to 8th September, 2023.
- Ms.K.N.Priya and Dr.Rajalakshmi Vel, Assistant Professors, participated in the Six Days National Level Online Faculty Development Program on "Inventive Education in Sync with NEP 2020" organized by the School of Management, Hindustan Institute of Technology and Science (Deemed to be University), Chennai from 11th to 16th September, 2023.
- Ms.K.N.Priya and Ms.S.Nithya Priya, Assistant Professors attended the Accredited Evidence-Based Faculty Development Program in Teaching Bioethics on 3T- IBHSc (Integrated Bioethics for Health Sciences) conducted by Sri Ramachandra Institute of Higher Education & Research, Chennai from 4th to 6th October, 2023.
- Dr.A.Poomagal, Assistant Professor, participated in a two week National level Workshop on "Advanced Research Methodology" organised by SRM Institute of Science and Technology from 3rd to 18th July, 2023.
- Dr.A.Poomagal, Assistant Professor, participated in National level workshop on "Intellectual Property Rights" organised by National Research Development Centre & Tagore Government Arts & Science College, Puducherry on 25th July, 2023

- Dr.A.Poomagal, Assistant Professor, completed a five day online certification on "Universal Human Values" organised by AICTE from 11th to 15th September, 2023.
- Dr.C.Padma Prabha, Assistant Professor, attended a MDP on Metacognition and Self Regulated Learning (SRL) at Stella Maris college on 16th December, 2023.
- Dr.C.Padma Prabha and Dr.A.Poomagal, Assistant Professors, attended one day workshop on creating online content for learners engagement organized by Health Professional Education Unit, SRIHER on 19th December, 2023.
- All Faculty members of Sri Ramachandra Faculty of Management Sciences attended the in-house FDP on Healthcare Innovations and Entrepreneurship Opportunities conducted by SRFMS in collaboration with Sri Ramachandra Innovation Incubation Centre on 24th August, 2023.

SRFMS @ PRESS

BUSINESS STANDARD NOVEMBER 22, 2023



SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES IN ASSOCIATION WITH SOUTH INDIAN REGIONAL COUNCIL, ICMAI ORGANIZES FINANCE EDUCATION CONCLAVE

In association with the Southern India Regional Council (SIRC) of the Institute of Cost & Management Accountants of India, the 1st Finance Conclave on "Changes in the Business Landscape: Commerce and Finance Education" was organized by Sri Ramachandra Faculty of Management Sciences (SRFMS). The event attracted nearly 250 students, teachers, and Principals from various schools of Chennai & Pondicherry.

from real life. Dr Selvam Jesiah, Principal, SRFMS welcomed the gathering and highlighted the need for finance education. The inaugural ceremony was graced by Dr Uma Sekar, Vice-Chancellor, SRIHER, and Dr K V Somasundaram, Professor of Eminence & Advisor (Academic), SRIHER who offered their felicitations. Followed by the inauguration, panel discussions were conducted on three themes of Digital Finance, Risk Management, and Sustainable Finance drawing experts from the respective field. The conclave concluded with a certificate distribution ceremony graced by Prof. Mahesh Vakamudi, Pro Vice-Chancellor, SRIHER.

Campus Reporter - Inbasree Kaviya T



INDIAN EXPRESS NOVEMBER 22, 2023

Sri Ramachandra and XLRI ink MoU to offer academic, professional courses

Chennai: Sri Ramachandra Institute of Higher Education and Research and XLRI signed an MoU here on Tuesday to jointly offer various academic and professional courses in healthcare management. It was signed by Dr. Uma Sekar, Vice Chancellor, SRIHER and Dr. Fr. K.S. Casimir, SJ, Director, XLRI Delhi-NCR Campus. Speaking on occasion Fr. Casimir said that this collaboration will help develop professional healthcare managers. Dr. Selvam Jesiah, Principal, Faculty of Management Sciences, SRIHER said the first course to be offered will be Executive Development Programme for healthcare executives in medical care strategy and technology. ENS

THE ECONOMIC TIMES NOVEMBER 23, 2023



XLRI, SRFMS ink pact to offer academic and professional programmes

Both the institutions have a rich heritage of offering high quality, relevant and cutting-edge educational programmes that groom well-rounded, responsible professionals to address the growing needs of industry and the nation.

THE WEEK NOVEMBER 22, 2023



Home Wire Updates NATIONAL

XLRI SRFMS ink pact to offer academic and professional programmes

PTI

Updated November 22, 2023 11:38 AM IST

Jamshedpur, Nov 22 (PTI) Sri Ramachandra Faculty of Management Sciences (SRFMS), a constituent faculty of Sri Ramachandra Institute of Higher Education and Research (SRIHER), Chennai, and XLRI Xavier School of Management have inked a pact to jointly offer various academic and professional programmes to meet the growing demand for skilled healthcare management professionals.

Both the institutions have a rich heritage of offering high quality, relevant and cutting-edge educational programmes that groom well-rounded, responsible professionals to address the growing needs of industry and the nation.

The institutions also look forward to actively collaborate on areas of research relevant to the rapidly growing challenges faced by the healthcare sector. XLRI said in a press statement here on Wednesday.

SRIHER, which was established in 1985 as a medical college, went on to become a deemed university in 1994 offering undergraduate and postgraduate courses in most areas related to medicine and healthcare sciences.

XLRI, which is currently celebrating its platinum jubilee year, was the first to start a full-time management programme in industrial welfare in 1953 and has since successfully pioneered many educational and management development programmes, including through the online mode since 2002.

The MoU was signed on Monday at a private ceremony on SRIHER campus by Dr Fr. K.S. Casimir, (Director, XLRI Delhi-NCR Campus) and Dr. Uma Sekar (Vice-Chancellor, SRIHER).

BUSINESS STANDARD DECEMBER 01, 2023



"REMAIN STEADFAST IN CONVICTIONS AMIDST ADVERSITY", SAYS MS INNOCENT DIVYA, IAS AT LIBA LEADERSHIP LECTURE SERIES

The Centre for Leadership Excellence (CLE) at Loyola Institute of Business Administration (LIBA) hosted a captivating lecture in its Leadership Lecture Series on the topic "Leadership and Personal Excellence". The esteemed guest speaker was Ms J Innocent Divya, IAS, Managing Director of the Tamil Nadu Skill Development Corporation (TNSDC). Ms Divya, a highly accomplished IAS officer with over 20 years of experience, delivered an insightful speech that left a formative impact on the students of management and others. She shared her unique leadership perspectives on the importance of personal excellence in leading society, drawing on her own experiences and keen observation of dynamics of society and politics. Ms Divya spoke on the significance of standing by one's convictions and values, even in the face of adversity. At the same time, she highlighted how important it is to be humble and empathetic, while remaining steadfast in one's goals. She emphasized that everyone possesses unique talents and strengths and that we should always strive to expand our horizons and step outside of our comfort zones. Ms Divya's speech was a powerful reminder that leadership is not about titles or positions but about inspiring and empowering others to achieve their full potential by being a servant leader. She urged the audience to follow their passion with integrity, perseverance, and a lifelong commitment to learning. The event was a resounding success, providing participants with a rare opportunity to learn from the wisdom and insights of a distinguished leader like Ms Innocent Divya, IAS.

Campus Reporter - Gayatri Selvakumar,



ETHOZ 2023 AT SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES, CHENNAI

Sri Ramachandra Faculty of Management Sciences (SRFMS) successfully organized its 10th annual National Management Fest, Ethoz 2023, titled "Kianzo" on 9th November 2023. The event was sponsored by Audi Motors, Salem RR Biryani, and B-Plan. Best manager, and B-Quiz. The co-sponsored by Kaurvery Hospital, Slim Fitness Studio, Toni and Guy, and Old Madras Get Soda. The Chief Guest for the day, Mr. Srinivas Venkai, leads the Data & Analytics Services team for the Devices and Services Product Area at Google, India. The inaugural session had Vice-Chancellor Dr Uma Sekar, Dean of Sri Ramachandra Medical College and Research Institute, Dr. Balaji Singh, and Principal, Dr. Selvam

Campus Reporter - Inbasree Kaviya T

DELPHI CORNER - (INTERVIEW EXCERPTS)



Srinivasan Rajamanickam
Head - Supply Chain Management
MGM Healthcare Group Of Hospitals

Mr.Srinivasan Rajamanickam embarked on his journey in the field of pharmaceuticals by pursuing a Bachelor's in Pharmacy, culminating his graduation from JSS College of Pharmacy, Ooty, in 1996. With over 25 years of dedicated experience in the realm of Hospital Supply Chain Management (SCM), his journey has been one of the continuous learnings, navigated through the dynamic environment of healthcare logistics.

Q. What do you consider as your major achievements?

Throughout my career, I have steered the successful implementation of two groundbreaking hospital projects – namely SIMS and MGM – garnering accolades for their seamless execution during inspection. Notably, I have adeptly navigated numerous supply-related challenges, demonstrating resilience and resourcefulness during critical times. The pinnacle of these achievements lies in my role during national and international supply crises, including the formidable COVID-19 pandemic. In the face of adversity, my team and I ensured the uninterrupted flow of essential materials, showcasing our commitment to healthcare delivery.

Q. What are the major challenges you have faced in this industry?

The Supply Chain Management in healthcare has its own challenges, and I have encountered my fair share. One of the most significant hurdles has been navigating material management during pandemic situations. The unprecedented demand for medical supplies and equipment posed intricate logistical challenges that required innovative solutions and meticulous planning. Additionally, the complexities surrounding the import of crucial materials added another layer of complexity, emphasizing the need for strategic foresight and adaptability in the face of unforeseen circumstances.

Q. Your message for upcoming professionals.

To all aspiring individuals entering the professional arena, my advice is that be rooted in the principles that would guide you throughout the career. Remain steadfast in your commitment to your work, dedicating time and effort to truly understand the intricacies of your role. Conduct thorough comparative studies to grasp the nuances of the industry and its evolving demands. Above all, deliver consistently and punctually – these qualities not only define your professional reputation but also contribute to the success of your team and organization. Stay focused on your goals, be resilient in the face of challenges, and remember that every obstacle is an opportunity for growth.

QUIZ ZONE

1. Which business model is commonly associated with companies providing personalized healthcare services based on genetic information?
 - a. Subscription-based model
 - b. Freemium model
 - c. Direct-to-consumer model
 - d. Franchise model

2. What term is used to describe the process of collecting, organizing, and analyzing large sets of healthcare data to identify patterns and improve patient outcomes?
 - a. Predictive analytics
 - b. Agile methodology
 - c. Six Sigma approach
 - d. SWOT analysis

3. In the context of healthcare management, what does the acronym "HMO" stands for?
 - a. Health Maintenance Organisation
 - b. High-Performance Model Optimization
 - c. Humanitarian Medical Outreach
 - d. Hospital Management Operations

4. Which of the following is a key aspect of value-based healthcare delivery?
 - a. Maximizing patient volume
 - b. Minimizing technology adoption
 - c. Focusing on patient outcomes
 - d. Ignoring cost-effectiveness

5. What strategic approach involves a company providing both products and services to meet a customer's end-to-end needs in the healthcare sector?
 - a. Horizontal integration
 - b. Vertical integration
 - c. Lateral collaboration
 - d. Cross-functional synergy

Answers:

1.c , 2.a , 3.a , 4.c , 5.b

Quiz Credit: Ms.R.Madhumitha, BBA (Batch: 2022-2025)

ABOUT SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS) is one of the faculties of Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University). SRIHER is ranked among the top health sciences Universities in India and has been accredited (cycle-3) by National Assessment and Accreditation Council (NAAC) 'A++' Grade and placed in category-I Universities by the UGC and ranked 97 among Universities in NIRF-2023. Harvard Medical International, in its annual report 2007, stated that "SRIHER is the model of a learning institution in both its Medical school and Hospitals.

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 offers a Two-year Full Time MBA (Hospital and Health Systems Management) programme approved by AICTE, New Delhi in 2001 with a wide range of electives to suit industry requirement such as Healthcare Human Resource, Healthcare Finance and Healthcare Quality. Under the UG stream, SRFMS offers a three year BBA with three minors viz-a-viz International Business, Digital marketing and Hospital and Healthcare management. SRFMS has introduced three variants of the Bachelor of Commerce with Honours (B. Com (Hons)), B. Com (Hons-Twinning with Bentley University, USA) and B.Com (Three years) since 2023.

SRFMS has been rated as one of the best management schools in the State by Business Standard since 2020. It was placed under "Platinum Category" 2020-2021 by AICTE-CII Industry-Institute Survey. SRFMS also offers full-time and part-time Ph.D programmes. SRFMS has stepped into the executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals and a 50 hour Certificate Programme in Healthcare Finance in association with Institute of Cost and Management Accountants of India (ICMAI).

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.

Programme Educational Objectives (PEOs) of MBA

PEO1 Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.

PEO2 Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.

PEO3 Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.

PEO4 Graduates will excel in a competitive environment through extraordinary communication and teamwork.

PEO 5 Graduates will have a leading role in corporates and life-long learning to contribute to the society.

Programme Outcomes (POs) of MBA

The following are the Program Outcomes of the MBA programme

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop Value based Leadership.

PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Communicate effectively and use information and knowledge effectively.

PO7: Inculcate entrepreneurship ability.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning.

Programme Specific Outcomes (PSOs)

PSO1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.

PSO2: Demonstrate problem solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations.

Programme Educational Objectives (PEOs) for BBA

PEO1: Graduates will be competent to face the volatile, uncertain, complex, and ambiguous business environment

PEO2: Graduates will possess reflective thinking abilities to approach and solve business problems

PEO3: Graduates will demonstrate innovative and best practices in business, industry and employment

PEO4: Graduates will exhibit ethical and environmental values to attain sustainability of business practices

PEO5: Graduates will recognize the need for resilient business operations through continuous and lifelong learning.

Programme Outcomes (POs) for BBA

PO1: Apply the knowledge, principles, and practices of Management, Finance, Marketing, Economics, Health systems management and from a multidisciplinary perspective for business decision-making.

PO2: Develop analytical and critical thinking in understanding business problems and demonstrate the ability to make data-driven decisions.

PO3: Demonstrate good interpersonal, communication skills, and leadership capabilities.

PO4: Embrace the constitutional, humanistic, ethical and moral values and develop sustainable business practices for environment and social wellbeing.

PO5: Imbibe self-paced and self-directed lifelong learning to upgrade the skills with the changing business environment.

PO6: Develop the competence necessary to take up professional jobs in marketing, healthcare, finance and human resource

PO7: Analyse and evaluate political, economic, social, legal and technological, cultural and competitive forces affecting business environment both domestic and global.

PO8: Demonstrate innovation, skills and attitude towards setting up and successful management of a business enterprise as an entrepreneur.

Programme Specific Outcomes (PSOs)

Hospital and Healthcare Management

PSO1: Demonstrate skills, knowledge & ability in the field of hospital & healthcare management

International Business

PSO2: Demonstrate skills, knowledge & ability in the field of international business

Digital Marketing

PSO3: Demonstrate skills, knowledge & ability in the field of digital marketing

Programme Educational Objectives(PEOs) for B.Com

PEO1: Graduates will be competent to face the volatile, complex, uncertain and ambiguous business environment

PEO2: Graduates will possess reflective thinking abilities to approach and solve business problems

PEO 3: Graduates will demonstrate innovative and best practices in trade, commerce, industry and employment

PEO4: Graduates will exhibit ethical and environmental values to attain sustainability of business practices

PEO5: Graduates will recognize the need for resilient business operations through continuous and lifelong learning

Programme Outcomes (POs) for B.Com (Hons)

PO1: Apply the knowledge, principles, and practices of Commerce, Finance, Accounting, Economics, and Management and from a multidisciplinary perspective for business decision-making.

PO2: Develop analytical and critical thinking in understanding business problems and demonstrate the ability to make data-driven decisions.

PO3: Demonstrate good interpersonal, communication skills, and leadership capabilities.

PO4: Embrace the constitutional, humanistic, ethical and moral values and develop sustainable business practices for environment and social wellbeing.

PO5: Imbibe self-paced and self-directed lifelong learning to upgrade the skills with the changing business environment.

PO6: Develop the competence necessary to take up professional jobs in commerce and finance

PO7: Analyse and evaluate political, economic, social, legal and technological, cultural and competitive forces affecting business environment both domestic and global.

PO8: Demonstrate innovation, skills and attitude towards setting up and successful management of a business enterprise as an entrepreneur.

Programme Specific Outcomes (PSOs) for B.Com (Hons)- Twinning with Bentley

CORPORATE FINANCE CONCENTRATION

PSO: Apply the different tools of Corporate Finance for optimum use of Financial Resources of Business

PERSONAL FINANCIAL PLANNING CONCENTRATION

PSO: Manage the comprehensive personal financial plan and investment portfolio for individuals & institutions

CAPITAL MARKET CONCENTRATION

PSO: Evaluate the Capital market performance for timely investment decision and wealth creation

Admission Open for Academic Year 2024–2025

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)

Career/Higher Education 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



Computer Lab

BBA
With Minors in

- **Hospital and Healthcare Management**
- **International Business**
- **Digital Marketing**

Eligibility

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

Scope

A Bachelor in Business Administration (BBA) provides a comprehensive understanding of business principles, management practices, and organizational dynamics. Graduates gain skills in strategic decision-making, leadership, and effective communication. BBA opens avenue to diverse career paths, including roles in Finance, Healthcare, Digital marketing, International Human Resource Management, and Entrepreneurship. It lays a solid foundation for pursuing advanced business degrees or entering the workforce with well-rounded business acumen.



Sports

Distinctive Selling Propositions (DSP's)

- Hands on postings (In-house Hospitals)
- Practical Learning
- Global Perspective
- Digital Marketing Expertise
- Healthcare Leadership
- Networking Opportunities
- Comprehensive Business Education
- Learning through real-life experiences
- Research Opportunities

Why MBA/BBA @ 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 discussions
- 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 placement records



Guest Lecture

B.Com Honours

AT SRIHER

DURATION

4 years with an option to exit at the end of three years, in which case a 3-Year B.Com degree shall be conferred provided fulfilling all the eligibility for the award of degree.

ELIGIBILITY

55% marks in the Commerce / Accounting stream or 60% marks in Mathematics / Business Mathematics / Statistics in Higher Secondary Course / CBSE / ISC.

SHORTLISTING CRITERIA

- ♦ Merit ranking in H.Sc examination

USP's

- ♦ Curriculum based on Industry requirements
- ♦ Practitioner-teacher model
- ♦ Intense in terms of practicum
- ♦ Blended learning-online classes and use of LMS
- ♦ Job centric

CAREER PROSPECTS

- ♦ Financial Planning & Consulting
- ♦ Gateway to CA/CS/CFA/CMA/CPA
- ♦ Taxation Associate
- ♦ Banking Operations
- ♦ Financial Analyst

B.Com Honours

TWINNING WITH BENTLEY

DURATION

8 semesters: 6 Semesters at SRIHER and 7th and 8th Semesters at Bentley, USA.

ELIGIBILITY

55% marks in the Commerce / Accounting stream or 60% marks in Mathematics / Business Mathematics / Statistics in Higher Secondary Course / CBSE / ISC.

SHORTLISTING CRITERIA

- ♦ Merit ranking in H.Sc examination.

USP's

BENTLEY ADVANTAGE:

- ♦ Placement Opportunity at USA
- ♦ Free Entry without any stringent admission procedures such as SAT, IELTS & TOEFL
- ♦ ON Campus housing
- ♦ Specialisation in Three streams such as Corporate Finance, Capital markets and Personal Financial Planning
- ♦ After completion of B.Com (Hons) Leading to 1 Year MS - Finance or MS - Financial Analytics at Bentley

CAREER PROSPECTS

B.Com (Hons) Bentley graduates can have placements in USA and will be coordinated by the Bentley Placement Office.



**SRI RAMACHANDRA INSTITUTE OF
HIGHER EDUCATION AND RESEARCH**



BENTLEY UNIVERSITY



For Admissions – Contact:

Mobile: 77089 65721 / 79898 68889

Email: principal.management@sriramachandra.edu.in

Website: www.srfms.sriramachandra.edu.in



CAREER PROSPECTS

- Hospital Administrator Marketing
- Media Communication
- Logistics
- Social Media Marketing
- Business Development
- Event Management
- Consultancy
- International Business
- HR

LOCATION

- 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



For further details, Contact:

The Deputy Registrar

Sri Ramachandra Institute of Higher Education and Research (SRIHER)

(Deemed to be University)

Porur, Chennai – 600 116

Telephone: +91 – 44 – 2476 5512, Phone No: 78248 76300

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RECRUITERS

