

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,

Welcome to the latest edition of "InSight," Volume 5, Issue 2. As we continue to chronicle the journey of SRFMS, this issue is a celebration of the remarkable accomplishments and relentless pursuit of excellence by our faculty members, students, and institution as a whole. Our faculty's dedication to research and innovation shines through in the numerous publications and accolades received this term. Their work not only advances knowledge but also sets a high standard for academic excellence within our community. Our students' achievements in academics and extracurricular activities are equally commendable. From stellar performances in competitions to active participation in various clubs and societies, our students exemplify the spirit of holistic development that SRFMS stands for.

This issue also highlights the importance of continuous learning and industry engagement. Our recent industrial visit gave students invaluable insights and practical exposure, bridging the gap between classroom theory and real-world application. Furthermore, the signing of new Memoranda of Understanding (MoUs) with leading industry partner Zoho Corporation underscores our commitment to fostering strong, mutually beneficial relationships that enhance learning and professional opportunities.

Celebrating these milestones reminds us that each accomplishment is a step towards a greater goal. The journey of SRFMS is one of continuous growth and striving for higher achievements. We are proud of how far we have come and excited about the endless possibilities that lie ahead. Thank you for being a part of our community and for your continued support. We hope you find this issue of "InSight" as inspiring and motivating as we do.

Happy reading!

*Warm regards,
Dr. Selvam Jesiah
Editor, "InSight"*

ARTICLE CORNER

INFLUENCE OF CREATIVITY ON E-COMMERCE

*SAMIKSHA.S.M
I Yr MBA Student*

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. 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's 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. Creativity, however, has its downsides. Artists are known to be obsessive but here the fanatics are turning into addicts. Customers find it more 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, bingeing, and ordering medicines? The creativity is either turning out to be disastrous or being purposely used to ruin society. Will society ever realize the downsides of selfish business tycoons?

"THE ECONOMICS OF LOVE, RELATIONSHIPS, AND MENTAL HEALTH: FINDING BALANCE IN LIFE"

*Mr. KIRUTHEESWARAN R
I Yr. MBA Student*

In economics, the Law of Variable Proportions explains how output changes when we vary one input while keeping others constant. Initially, increasing an input (like labor) boosts output, but beyond a certain point, the returns diminish. This principle, while rooted in production, surprisingly mirrors aspects of life—especially in relationships, love, and student mental health. At first glance, economics might seem far removed from our personal lives. But when we apply the Law of Variable Proportions—a principle that governs production—we discover striking parallels with love, relationships, and student mental health. This law explains how increasing one input while keeping others constant can initially improve output, but after a certain point, the returns begin to diminish. Understanding this concept can offer profound insights into how we manage our relationships and mental well-being.

The Phase of Growth Think of the early days of a relationship, where small actions—sending a thoughtful message or spending quality time together—lead to a growing bond. Similarly, when students first dive into their studies, dedicating more time yields better results. These are the "increasing returns" phases, where every additional effort leads to noticeable improvements.

The Plateau However, there's a limit to how much we can give or take before the benefits level off. Excessive attention in a relationship might feel overwhelming. For students, relentlessly studying without breaks leads to diminishing focus and retention. This is the "constant returns" phase, where the additional effort yields little to no added value.

The Decline Pushing beyond balance leads to stress, burnout, or strained connections—the "diminishing returns" phase. Over-investing time in one area, whether it's a relationship or academics, at the expense of mental health, can have negative outcomes.

The Takeaway The Law of Variable Proportions teaches us an important life lesson: balance is essential. Just as economists seek the optimal mix of inputs to maximize output, students and individuals in relationships must find harmony. Investing in quality over quantity—be it in love, friendships, or self-care—ensures sustainable happiness and growth.

In our increasingly busy lives, this principle is a reminder that more is not always better. True success—whether in academics, love, or personal health—comes from moderation, mindfulness, and an awareness of when to step back and recharge. Balancing our inputs ensures we avoid burnout and achieve long-term fulfilment.

NEWSPAPER ARTICLES

On 2nd November 2024, Dr.Selvam Jesiah, Principal penned down his thoughts for "The Hindu Newspaper" titled "How to reduce the burden of entrance exams on students" gave the best experience to the readers.



MoU and Collaborations

Sri Ramachandra Faculty of Management Sciences signed a MoU with ZOHO Corporation Private Limited on 14th August 2024 to train the Faculty on CRM & HRM Modules. Two faculty members Dr S Srinivasan & Dr K Rohini successfully completed the training modules and are authorized as "ZOHO Certified Trainers" who in turn will train the students as a part of the ZOHO Spark Education Program which certifies successful students. The main aim of the MoU is to develop industry-ready students with good employability credentials.



PAPERS PRESENTED



International Conference

On 11th and 12th July 2024, Dr.Poomagal.A, Asst.Prof presented a research article titled "Impact of Workplace ostracism on employee well-being and efficiency among healthcare professionals" in an International conference held at National University of Singapore (NUS), Singapore.

National Conferences

* Ganesh B and Dr.Jabarethina.G, presented a research paper titled " Role of Human Resource Technology in Enhancing Employee Engagement using the Deloitte Model in a Human Resource Consultancy Firm" in the UAE International Conference on Multidisciplinary Research and Innovation (ICMRI-2024) held between 19th and 21st September, 2024, organized by Saveetha College of ARTs and Sciences.

* Swathi B and Dr.Jabarethina.G presented a research paper titled "Mediating role of technology between Employee Commitment and Organizational Performance" in the UAE International Conference on Multidisciplinary Research and Innovation (ICMRI-2024) held between 19 and 21st September, 2024, organized by Saveetha College of ARTs and Sciences.

* Rufus Shakin.M and Dr.G.Jabarethina presented a paper on "Healthcare workers perception of sustainable operations management through Hospital Information Systems in Multi speciality Hospitals" in the 3rd International Conference on Innovation and Sustainable Business Practices in Digital Era: Harnessing Radical Transformation - 21st September 2024 organized by MEASI Institute of Management

* Lavanya C G, Dr Rajalakshmi Vel, Assistant Professor presented a paper on "Analyzing the Relationship between Medical Inflation and Economic Indicators" in the UAE International Conference on Multidisciplinary Research" 19-21 September 2024 organized by Saveetha College of Liberal arts and sciences in collaboration with Westford University College, UAE

* Pandiyarajan R, Dr Rajalakshmi Vel, Assistant Professor presented a paper on "A Cross-sectional Study on Health Insurance Coverage Among Aging Population" in the UAE International Conference on Multidisciplinary Research" 19-21 September 2024 organized by Saveetha College of Liberal arts and sciences in collaboration with Westford University College, UAE

* Dr.Dinesh.S presented a paper titled "Exploring Student Perceptions and Behavioral Intentions in Online Learning" at the International Conference on Smart Technologies for Sustainable Development Goals held on 7th November 2024 at SA Engineering College, Chennai.

* Dr.Prasanna Venkatesh. E II MBA(2022-24) and Dr.S.Srinivasan Asst.Prof presented a research article titled "Cost of Neuro navigation and its impact on outcomes" in the UAE International Conference on Multidisciplinary Research and Innovation (ICMRI-2024) held between 19th - 21st September 2024

* Ms.Varsha Nair II MBA(2022-24) and Dr.S.Srinivasan Asst.Prof presented a research article titled "Factors affecting Revenue Cycle Management: A study with reference to Healthcare" in the UAE International Conference on Multidisciplinary Research and Innovation (ICMRI-2024) held between 19th - 21st September 2024

* Dr. Nithya Priya.S, presented research paper titled "Healthcare Outcomes in Hospitals: Development of a conceptual framework" at 3rd International Conference on Recent Trends in Engineering, Technology and Business Management (ICRTETBM 2024) held from 21st to 23rd February, 2024 organized by Amity University, Noida.

* Dr .Nithya Priya.S, presented research paper titled "Improving Handoffs and Transitions Process Using I-Pass in In-Patient Services" at 3rd International Conference on Recent Trends in Engineering, Technology and Business Management (ICRTETBM 2024) held from 21st to 23rd February, 2024 organized by Amity University, Noida.

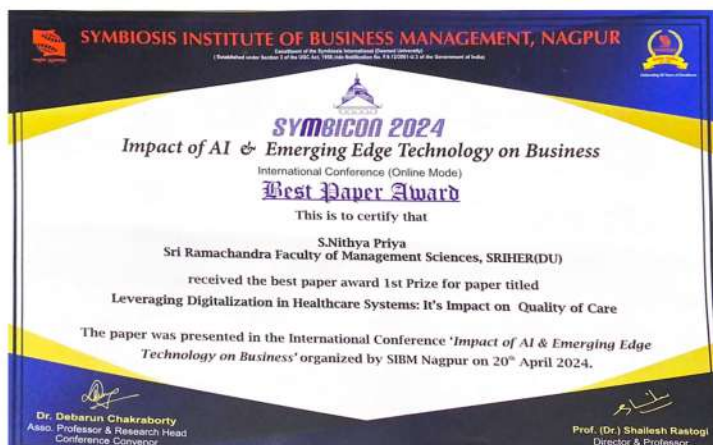
* Allan Bijukoshy II MBA (2022 - 24) and Dr. S. Balakrishnan, Assistant Professor presented a research paper titled " Employee's Perception of Virtual Training to Determine the Performance at the Workplace" in the UAE International Conference on Multidisciplinary Research and Innovation (ICMRI-2024) held between 19th and 21st September, 2024, organized by Saveetha College of Liberal Arts and Sciences.

* Dr.Padma Prabha Presented a paper titled "Exploring the Impact of Pharmaceutical Supply Chains on the Advancement of Sustainable Development Goals: A Comparative Study across Cases" on 7th November 2024, at International Conference on Smart Technologies for Sustainable Development Goals (ICSTSDG), organized by SA engineering college, Chennai .

* Dr. Padma Prabha.C, presented a research article on "Exploring the Impact of Pharmaceutical Supply Chains on the Advancement of Sustainable Development Goals: A Comparative Study",at the IEEE International Conference on Smart Technologies for Sustainable Development Goals, organized by SA Engineering College, November 7, 2024

* Dr. Poomagal.A and Dr.Poornima.A.S presented a research article titled : Tamil women personalities in sangam era: a systematic review" on 7th December 2024 in Two days national workshop on Management and NEP 2020 organized Indira Gandhi National Open University in association with AICTE.

BEST PAPER AWARD



Dr.Nithya Priya.S, received best paper award for the paper titled " Leveraging Digitalization in Healthcare Systems: Its Impact on Quality of Care" at an international conference on " Impact of AI & Emerging Edge Technology on Business," organized by Symbiosis Institute of Business Management, Nagpur, on April 20th, 2024 and awarded cash prize of Rs 17,000.

PAPERS PUBLISHED

Dr. Selvam Jesiah published a paper titled "Effectiveness of Innovation for Organizational Excellence in the Information Technology Sector" in Journal of Lifestyle & SDG's Review, Vol-4, ISSN: 2965-730X, Scopus Q3, Cite Score 0.6.

Ms.Zerin Ziaudeen, Dr.Selvam Jesiah, Dr.Anusha Dakshinamoorthi, Dr.Priestly Vivekkumar published paper titled " Knowledge, Attitude and Reporting Practices of Ventilator-Related Errors Among Nursing Professionals" in the Journal Clinical Epidemiology and Global Health - Vol-29, September - October 2024,Scopus Q2, Cite score 4.6, Impact factor 2.3

Dr R. Anitha, Dr.K.C.John, and Dr.G.Jabarethina, Published a research paper titled " Stakeholder perspectives on Scaling Robotic Surgery in India: Qualitative Study" in Journal of Robotic Surgery, June 2024, Vol-18, Scopus Q1, Cite Score 4.2, Impact Factor 2.2.

Dr.R.Anitha, Dr.John.K.C and Dr.Jabarethina.G, published a paper titled "Managerial perspectives of Scaling up robotic-assisted Surgery in Healthcare Systems: A Systematic Literature Review" in Laparoscopic, Endoscopic and Robotic Surgery, September 2024, Volume7, issue 3, Scopus Q3, Cite Score 1.4.

Dr.Jabarethina.G, Dr.John.K.C, Tanya Sruti.I, and Anitha.R, published a research paper titled" Strategic Competency Framework for Digital India Healthcare: Qualitative Research on Stakeholders' perspective of the post implementation phase of administrative applications in a structured Public Health Setting, Tamilnadu, in Tamilnadu Journal of Public Health and Medical Research, Government of Tamilnadu, Volume 4, Issue 3, July-September, 2024.

Dr.Poornima.A.S Asst Prof, Dr Padma Prabha.C Asst Prof and Dr. Poomagal.A Asst Prof, published a paper titled "Satisfaction Level of Medical Tourism Services Based on Classified Factors - A Discriminatory Approach", in South Eastern European Journal of Public Health, September 2024:10.70135/seejph.vi.871, Scopus (Q3)

Dr Rajalakshmi Vel, Dr Poornima.A.S published a paper on "Medimix: A 50-Year Journey of Entrepreneurial Innovation and Brand Leadership in Ayurveda Personal Care" in Indian Journal of Natural Sciences, Vol-15/Issue 86, WoS Journal

Dr Rajalakshmi Vel published a paper titled "Impact of Financial Literacy on Investment Decisions of Working Women" Annals of Bhandarkar Oriental Research Institute (Issn 0378-1143), Vol. CV, Issue-8, 2024, 86-97, UGC Care Group 1 Journal

Dr. Dinesh.S, Dr. Selvam Jesiah published a research paper titled "Posterior estimate to measure the effectiveness of Unified Payment Interface in retail sector during and after pandemic – A comparative study" in AIP Conference Proceedings, Vol. 3180, ISSN: 1551-7616, pp. 50007-1-11, indexed in SCOPUS & WoS (Cite score: 0.5).

Dr. Dinesh.S co-authored a research paper titled "Adoption Of Fintech Payment Services - An Extended Expectation Towards Core Constructs Of Technology Acceptance Model" in AIP Conference Proceedings, Vol. 3180, ISSN: 1551-7616, pp. 50010-1-10, indexed in SCOPUS & WoS (Cite score: 0.5).

Dr. Dinesh.S co-authored a research paper titled "Gauging acuity of online shoppers towards digital payments apps– Fisher analysis of variance" in AIP Conference Proceedings, Vol. 3180, ISSN: 1551-7616, pp. 50012-1-10, indexed in SCOPUS & WoS (Cite score: 0.5).

Dr. Dinesh.S co-authored a research paper titled "Upshot of Total Quality Management practices on sustainable operational performance in SMEs- A structural modeling approach" in AIP Conference Proceedings, Vol. 3180, ISSN: 1551-7616, pp. 50008-1-9, indexed in SCOPUS & WoS (Cite score: 0.5).

Dr. Dinesh.S co-authored a research paper titled "Developing Sustainable Circular Economy through Sustainable Manufacturing Practices-Evidence from Small Indian Firms" in Advances in Science and Technology – Springer Nature, ISSN: 2522-8722, indexed in SCOPUS (Impact Factor: 0.7).

Dr. Dinesh.S co-authored a research paper titled "Discernment of Latchkey Generation Towards Mobile Commerce Services – A Garrett Ranking Analysis" in AIP Conference Proceedings, Vol. 3180, ISSN: 1551-7616, pp. 50001-1-10, indexed in SCOPUS & WoS (Cite score: 0.5).

Dr. Dinesh.S published a research paper titled "Examining Key Factors Influencing Perception of Nurses towards Patient Safety Culture" in African Journal of Biomedical Research, Vol. 27(3), ISSN: 1119-5096, pp. 1718-1728, indexed in SCOPUS & WoS (Impact Factor: 0.5).

Dr. Dinesh.S, Dr. Balakrishnan.S, Dr. Renuka Vidyashankar published a book chapter titled "User Perceptions in Measuring the Impact of Digital Health Platforms on Social Care" in IGI Global - Corporate Social Responsibility in Health and Social Care, ISBN: 9798369359914, indexed in SCOPUS.

Dr. Dinesh.S co-authored a book chapter titled " Fusion of Social Responsibility and Digital Health: An Indian Scenario" in IGI Global - Corporate Social Responsibility in Health and Social Care, ISBN: 9798369359914, indexed in SCOPUS.

Dr. Balakrishnan.S, Dr. Dinesh.S, Dr. Renuka Vidyashankar co-authored a research paper titled "Green Supply Chain Practices in Healthcare Industry" in African Journal of Biomedical Research, Vol. 27(3), ISSN: 1119-5096, pp. 1711-1717, indexed in SCOPUS & WoS (Impact Factor: 0.5).

Dr. Nithya Priya.S, published a paper titled "Healthcare Outcomes in Hospitals: Development of a conceptual framework", in the International Journal of System Assurance Engineering and Management, ISSN 0975-6809, pg 1-9, Cite Score 4.2, Q2, Impact factor 1.6, indexed in SCOPUS.

HAPPENINGS AT SRFMS

Anti Ragging Event

On 16th August, the 4th Floor Seminar Hall at SRFMS hosted an Anti-Ragging Event organized by the BBA 2nd Year students. The primary aim of the event was to elevate awareness about the harmful effects of ragging and to promote a culture of mutual respect and integrity among the students.



HR Leadership Series - 1

SRFMS conducted an HR Leadership Series – 1 titled "The Leadership Blueprint for Effective Talent Acquisition" on 21st September. Mr. K. Dinesh, Principal Employee Relations, Infosys Pvt Ltd addressed the students. Dr.A.Poomagal, Asst Prof of SRFMS authored a book titled "Naruvi", The first copy of the book was released by Dr.Selvam Jesiah, Principal SRFMS and received by Mr.Dinesh, Infosys & Dr.Leena Dennis, Dean of students, SRIHER. A total of 330 participants across SRIHER participated in the event.



NPV Ramasamy Udayar Debate Competition

SRFMS conducted NPV Ramasamy Udayar Debate Competition on 25th October 2024 for the school students which is first ever in the history of Sri Ramachandra Institute of Higher Education and Research (DU) in the memory of our Founder Chancellor NPV Ramasamy Udayar. A total of 135 students participated, approximately from about 25 schools across the state.



Compassionate Leadership Programme

The Compassionate Leadership Programme (CLP) 2024 is a collaborative program that emphasizes the integration of compassion into leadership strategies, fostering a proactive mindset among healthcare teams. Partnering with esteemed institutions like the RMD Group of Hospitals and the Sri Ramachandra Faculty of Management Sciences (SRFMS), CLP seeks to inspire and transform healthcare management with a multidisciplinary and holistic approach. The day began with an Inaugural address by Prof. Uma Sekar, the Honorable Vice Chancellor of SRIHER (DU), who set an inspiring and collaborative tone for the program. This was followed by a deep introduction to compassionate leadership by Dr. Selvam Jesiah, Professor and Principal of Sri Ramachandra Faculty of Management Sciences. He set a tone for emphasizing the vision and objectives of compassionate leadership in healthcare. Dr. Selvam Jesiah introduced participants to the concept of compassionate leadership, setting the stage for understanding its importance in the medical field. Dr. Chitra Venkateswaran and Dr. Ganpathy KV provided an overview of essential leadership tools, Dr. Mhoira Leng, who elaborates on the key elements of compassionate leadership, Dr. Gauthaman Kalamegam sheds light on leadership in the digital age, focusing on adapting to evolving technological landscapes. Dr. Biju Raghavan then addresses leadership and communication, focusing on effective interaction and relationship-building within healthcare teams. Dr. Latha Ravichandran discussed the significance of compassionate education leadership, aiming to inspire participants to integrate compassion into academic and training settings.



AURA holistic wellness team conducted games and activities for the participants on leadership and it encouraged the students and participants to learn compassionate leadership.



The session concludes with a panel discussion on "Workplace Well-being and Mental Health: A Compassionate Leadership Approach," featuring esteemed panelists who provide actionable strategies for addressing mental health challenges in professional environments. The day ends with a valedictory session, summarizing key takeaways and celebrating the participants' engagement and learning. Ms. Ramya, Hindu, Dr.Sudagar Singh, Professor, SRMS, Dr.Veera Raghavan, Director, XIME, Dr.Selvam Jesiah, Principal SRFMS, Mr.B.K.Manikan CA, Mr. V.Shankar, Wing Commander, Shankar eye hospital and Trust have graced the panel discussion and shared their insights.



World Quality Day

World Quality Day was celebrated at SRFMS on 14th November 2024 . The event was graced by Dr K.V.Somasundaram Professor of Eminence, and Advisor (Academic) who gave opening remarks , Dr P.Surendran, Medical Superintendent, SRH gave the Inaugural address. The esteemed speaker Dr Abel Asirvatham , senior healthcare quality professional and Former Joint Director NABH, QCI spoke on sessions based on the theme Compliance to Performance - Elevating our standards in healthcare . He spoke on Building Excellence and JCI standards. Later, Dr T K Parthasarathy also joined and gave away the trophies to winners of the quiz and poster competition. As part of World Quality Day Celebration, Pre events like were held for Post graduate and undergraduate students .Quiz saw an overwhelming response and Poster presentation was judged by Mr Arun S Senior Manager Quality, SRMC , Ms Selma Thomas, DNS, SRH and SRFMS faculty members Dr A Poomagal and Dr Asokk , where students prepared posters on this years theme . Pre events -Quiz and Poster competition conducted by Quality Elective students on 13th November 2024



Poster Competition & Quiz

Prize	Prize Winners	Class
1 st Prize	Ms. Nandhini and Mr. Dinesh	BBA III Yr.
2 nd Prize	Dr. Malavika and Ms. Jeevitha	MBA II Yr.
3 rd Prize	Dr. Malavika and Ms. Jeevitha	MBA II Yr.

Prize	Prize Winners	Class
1 st Prize	Mr. Jayakumar and Ms. Nithyashree	MBA II Yr.
2 nd Prize	Dr. Sanjay and Dr. Dharshini	MBA II Yr.
3 rd Prize	Ms. Samiksha and Mr. Janarthanan	MBA II Yr.



Faculty Development Program

SRFMS organized a one day Faculty Development Program (FDP) on "Mastering the Art of Online Content Creation" was held on 8th November, 2024, at the Sri Ramachandra Faculty of Management Sciences (SRFMS) in collaboration with the Internal Quality Assurance Cell (IQAC). As digital transformation continues to redefine education, SRFMS is dedicated to equipping its faculty with the tools and skills necessary to excel in online teaching. This full-day program brought together 35 faculty members who gained insights into innovative content creation methods, interactive engagement techniques, and digital pedagogy for creating impactful online courses. Through expert-led sessions and collaborative discussions, the FDP provided valuable knowledge, fostering a shared commitment to enhancing the quality and effectiveness of online learning resources.



The Crafting Self-Learning Materials session was Presented by Dr. Selvam Jesiah, Principal of SRFMS, this session explored effective strategies for creating impactful educational content that empowers students to engage in self-directed learning. Interactive Learning – Tools and Techniques for Online Engagement led by Dr. S. Dinesh, Associate Professor at SRFMS, this session provided practical insights into enhancing student interaction and engagement in online courses through interactive tools and techniques. Digital Pedagogy – Crafting Engaging Online Courses was handled by Mr. C. Shanathkumar, Director of the Centre for Distance and Online Education (CDOE), highlighted the importance of adapting pedagogical approaches to digital platforms, focusing on creating more engaging and learner-centered online courses. After each session, participants engaged in dynamic discussions, sharing ideas and best practices to enhance digital content creation and improve online course delivery. The program concluded with a Certificate Distribution Ceremony, chaired by the Honorable Pro-Vice Chancellor, Dr. Mahesh Vakamudi, and the Registrar Dr. Roopa Nagarajan. A particularly celebratory moment was the launch of introductory videos for two new value-added courses: "Business Analytics" by Dr. S. Dinesh and Dr. A.S. Poornima, and "Retail Logistics and E-Commerce" by Dr. A. Poomagal and Dr. C. Padmaprabha.



HR Panel Discussion

SRFMS conducted a HR panel discussion on the topic "Key Competencies for Career Advancement" for MBA students and other students of SRIHER on 16th November 2024. Dr. Israel Inbaraj, HR, Adani Group, Ms. Julie Kribhavathi from CPC Diagnostics, Mr. C. Dinesh, Plant Head - HR & IR, Classic Industries & Export Limited, Ms. Prajitha Devi, Lead HRBP, Metayb, and Mr. Vignesh Paramasivam, Walmart have served as panelists and provided insightful feed to the young minds.



ORIENTATION CUM INDUCTION PROGRAM

B.Com & B.B.A (2024 - 2026/2027 Batch) Orientation

Sri Ramachandra Faculty of Management Sciences (SRFMS) organized a 4-day Orientation cum induction program from 16th July to 20th July 2024 for BBA & B.Com programs. The first two days were common for both BBA & B.Com programs. The third & fourth days focused on exclusive areas of the BBA & B.Com program. The Chief guest of the inauguration event was Mr. Wilson Anandaraj, PMP, Senior VP, Digital Engineering Services, Infinite Computer Solutions. The event was graced by Dr K V Somasundaram, Prof of Eminence & Advisor (Academic), SRIHER who gave the felicitation address. Dr Selvam Jesiah, Principal, SRFMS welcomed the gathering. He shared some of the milestones achieved by SRFMS and urged the young minds to be ambitious and self-disciplined. Prof K V Somasundaram shared a thought provoking message for the freshers. The Chief Guest Mr. Wilson Anandaraj gave 4 mantras for life & professional career which motivated the young minds to be aspirational & enthusiastic. Ms. Mithra.B (BBA 2018-2021) working as Financial Accountant, Abbvie Inc. Westport Site, Ireland for joining us through google meet and sharing her insights with BBA Freshers as part of Orientation, Mr. Arun.S (MBA 2009-2011) for joining us for a wonderful session on "Hospital Management" as part of Orientation for BBA Freshers.



MBA (2024 - 2026 Batch) Orientation

SRFMS organized a three-day long Induction cum orientation program for MBA (Batch 2024 -2026) students who embarked on 23rd August 2024. Mr. Kalyan Durairaj, Director, People Function, APAC Region, FourKites Inc. addressed the gathering and empowered the new cohorts. Ms. Vidya Mani one of our alumni of MBA 2006 - 2008 batch addressed our MBA Freshers on "Hospital Management" as part of Orientation. A total of 46 students attended the induction program. On August 26, 2024, the MBA freshers' batch (2024- 2026) had the privilege of attending an insightful session led by Mr. Narasimhan, an esteemed alumnus of our institution.



ALUMNI MEET

The Faculty of Management Sciences (SRFMS) organized an Alumni Meet on 31st August 2024. 25 alumni participated.



Knowledge shared outside SRFMS

Dr. Poornima AS served as a resource person addressing the students of Law at Saveetha University on 19th September 2024.

Dr. K.N. Priya, Assistant Professor, was invited as an expert for the Board of Studies meeting for UG Hospital Administration on 11th June 2024 at Bon Secours College for Women, Thanjavur.



Dr. A. Poomagal acted as resource person and Addressed the higher secondary school students at coimbatore on "Opportunities in Management Education" on 9th October 2024.



Dr. A.S. Poornima, Asst Prof. of SRFMS participated in a panel discussion conducted by "The Business World Healthcare Summit" held at New Delhi on 31st August 2024.

Dr.A.Poomagal acted as Trainer in the Faculty Development Program on "Team Building" conducted by Annai Velankanni Women's Arts and Science College at Joe Beach Resort on 28th September 2024. A total of 38 faculty members and the Principal attended.



Dr Renuka Vidyashankar ,Assistant Professor, SRFMS, was invited as Guest Speaker by Kauvery Hospital, Vadapalani to talk on Workplace Violence in Hospitals on 17th September 2024 . A total of 150 were benefitted.



Dr Renuka Vidyashankar, Assistant Professor, SRFMS was invited to Sri Ramachandra Hospital to take a workshop for 26 Nursing Leaders on Hazard Identification Risk Analysis and Process Improvement Methods in the Hospital on 9th November 2024.



Dr. Selvam Jesiah, Principal, SRFMS delivered a session on 14th November 2024, titled "Practice Management for Dental Professionals" at Sri Ramachandra Dental College & Hospital.



Dr. Selvam Jesiah, Principal delivered a session for teachers organized by the Faculty of Pharmacy on 28th August 2024.

On 16th November 2024, Dr Poornima A S and Dr Renuka Vidyashankar successfully conducted the workshop on Healthcare Administration and Healthcare finance jointly organised by ICAI Coimbatore Chapter and Sri Ramachandra Faculty of management Sciences. Dr Renuka spoke on Understanding the uniqueness of Hospital Administration and Healthcare Quality Management, Dr Poornima A S spoke on Improving financial performance in Healthcare: Healthcare finance Key performance Indicators. CMA Rakesh Shankar Ravishankar spoke on Healthcare Finance : Compliance and Reporting. Thanks to our Principal for his continued support and encouragement. Thanks to Dr Renuka mam for her involvement and ready agreement to accompany me to Coimbatore at short notice. We took this opportunity to spread awareness of all the programmes offered by Srfms in the Executive education sphere. The sessions were well received by the ICAI members of the Coimbatore chapter.

Student Development Activity

SRFMS proudly organized Guest talk on by Dr.Israel Inbaraj, Group Head, HR compliances and Vice President, Adani Group addressed on "Corporate opportunities & talent management" on 8th July 2024, fostering the career opportunities and corporate requirements from the budding management aspirants. A total of 96 students attended the talk and it was an interactive session between the speaker and the participants where students were acquainted with the demands of the corporate houses.



Organization Synergy Summit 2024

On 9th July, SRFMS conducted "Organization Synergy Summit" on 9th July 2024 for I Yr. MBA students exhibit various organizational cultures that prevail in other countries through role play activity, where they are brought into an office set up in different countries. 56 students participated and the event was inaugurated by Dr.Selvam Jesiah, Principal by cutting the ribbon.



SRFMS organized a student development activity on 24th July 2024, by Mr. Collin Bruno, Asst. Manager – HR, Trinity Life Sciences, delivered a guest lecture for B. Com and BBA 1st and 2nd Yr. students. The lecture provided practical insights into key business concepts. The session was interactive, with students actively participating and asking questions. Collin Bruno's responses offered practical advice and real-world examples. Students found the lecture informative and motivating, appreciating the relevance to their studies and career aspirations. Mr. Collin Bruno's lecture was a valuable contribution to the Student Development Activity, enhancing students' understanding of essential business skills and concepts. A total of 108 students participated.



As part of their Student Development Activity on 24th July 2024 the B. Com 1st Yr and 2nd Yr students of SRFMS organized and conducted a series of management games. These games were designed to enhance teamwork, problem-solving, and strategic thinking skills among the participants. A total of 62 students benefited.



On July 31st 2024, SRFMS conducted student development activity featuring a session by Mr. John Emmanuel, State Head, Wiz Klub Learning Pvt Ltd, delivered a comprehensive lecture on interpersonal communication for B. Com and BBA 1st and 2nd year students. The event also included a felicitation ceremony honoring students of B. Com 2nd year who presented research papers in the International Conference held at SSN school of Management. Students gained valuable insights into interpersonal communication skills applicable in both personal and professional settings. Mr. John Emmanuel recognized the efforts and achievements of these students, encouraging them to continue their academic and professional pursuits. The lecture comprises the Importance of effective communication in personal and professional settings, Key components of successful interpersonal interactions. Techniques for active listening and empathetic communication, Strategies for clear and effective verbal and non-verbal communication were the essence of the event.

On 23rd July 2024, Students of SRFMS actively participated in mega Budget Meeting – 2024 titled “Budget – How will it impact you?” organized by All India Taxpayers Association (AITPA). A total of 4 students with 1 faculty participated.



SRFMS organized a guest talk on “Why branding is important for hospitals? A Multifaceted role of PR in Hospitals” on 13th September 2024. Mr. Mohammed Ilias, Founder, BCC Marketing addressed the students. A total of 40 students benefited.



On 27th September, SRFMS organized a guest talk by Ms. Sathiya Annadurai, Founder and Managing Director of the Varah Group of Companies, titled "The Emanation of an Entrepreneur". A total of 45 students participated.



On 5th December 2024, part of student development activity, SRFMS in association with National Institute of Personnel Management (NIPM) organized a workshop on "effective utilization of LinkedIn for personal management". Mr. Collin Bruno, Executive Member of NIPM addressed the students of BBA & B.Com. A total of 68 students participated.



LEARNING OUTSIDE THE CLASSROOM (INDUSTRIAL VISIT)

SRFMS organized a one-day industrial visit on 14th August 2024 for I yr B.B.A & B.Com students to K2 cranes, Uthiramerur, where they were explored and it offered a rare and immersive experience to the students that bridge the gap between academia and industry. A total of 72 students were benefitted.



ENTREPRENEURSHIP AWARENESS CAMP

One-day Entrepreneurship Awareness Camp was organized on 22nd August 2024 for 73 students from the Faculty of Management Sciences and Dr. S. Dinesh has coordinated this camp. The camp featured a range of activities, including an entrepreneurial talk, an industrial visit, and mentoring support. Representatives from TN RISE, the Rural Incubator and Start-up Enabler, including CEO Dr. Uma Maheswari, Mr. Shaik Salman Asharaf, Project Manager at WE HUB, Telangana, and Mr. Rahul from TN RISE, discussed the onboarding process for Non-Tech startups with the students. TN RISE is committed to promoting innovation and entrepreneurship in rural Tamil Nadu, offering incubation, mentorship, and resources to bridge the urban-rural divide and drive sustainable economic growth across the state. Key speakers included Mr. V.K. Girish Pandian, President of the Industrial Estate Manufacturer's Association (IEMA), Guindy; Mr. S. Srikanth, Additional Secretary of IEMA, Guindy; and Executive Committee Members Mr. R. Siddhartha and Mr. V. Sivapragatheesh. Mr. M. Aanandhan, Managing Director of Lakshmi Industries, engaged with the students, sharing insights into his entrepreneurial journey. Lakshmi Industries, located in the Guindy Industrial Estate, is a leading manufacturer of automobile components, renowned for its precision engineering and commitment to quality. The company plays a vital role in the automotive supply chain in India by serving major OEMs and suppliers with innovative and reliable products.

The students also visited Necco Tools, another key player in the Guindy Industrial Estate. Necco Tools specializes in producing high-quality industrial tools and equipment, known for their durability and precision. The company's contributions significantly enhance the productivity and efficiency of various manufacturing sectors.



Prizes / Awards by Faculty Members

Dr. Selvam Jesiah received Chancellor Shri V R Venkataachalam Research award for best publication in high impact factor Journal "Journal of Global Health" for the paper titled " Bridging the gap: Using CHNRI to align migration health research priorities in India with local expertise and global perspectives" with Cite score 6.1 on 20th September.

CONTINUOUS IMPROVEMENTS (WORKSHOPS/FDP/SEMINARS ATTENDED)

*Dr.Jabarethina.G participated in the “ National Level Webinar on Nuances for publishing in premier Journals” organized by Patrician Research Center in Association with IQAC, Patrician College of Arts and Science, on 14th September 2024.

*Dr.Jabarethina.G participated on 7-days online International professionals development program on ‘Research Craftsmanship’ mastering the art of scholarly inquiry, organized by Patrician Research Center in Association with IQAC of Patrician College of Arts and Sciences, Adar, Chennai from 16th August 2024 to 23rd August 2024.

*Dr.Jabarethina.G participated in “ Multilateral Partnerships: Exploring the power of collaborative ventures in Higher Education” organized by Faculty Quality Cell of Sri Ramachandra Dental College and Hospital, Chennai on 13th November 2024.

*Dr.Jabarethina.G has completed the NEP 202 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme of University Grants Commission (UGC) Organized by Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai, Tamilnadu from 20th June 2024 to 28th June 2024.

*Dr.Jabarethina.G, has been an resource person for the “Basic course workshop in Education Technologies” Organized by Education Unit I & II of Health Sciences Colleges, SRIHER(DU) from 4th July 2024 to 06th July 2024 and 01st August 2024 to 03rd August 2024 respectively.

*Dr.Poomagal.A has participated in the ‘Online Capacity-Building Workshop on Advanced Methods for Transportation and Logistics Research and Practice’ organized by the Centre for Transportation and Logistics (CTL) of the Indian Institute of Management Ahmedabad conducted through ve (05) online sessions of two (02) hours duration each held between nd th 2 August, 2024 to 30 August, 2024.

*Dr.Poomagal.A, Assistant Professor, has completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), organized by UGC-Malaviya Mission Teacher Training Centre (UGCMMTTC), Bharathidasan University, Tiruchirappalli, Tamil Nadu from 02.09.2024 to 12.09.2024 and obtained the Grade ‘A’.

*Dr.Padma Prabha.C attended 3 days FDP organized by global institute of statistical solutions on data analysis using excel and AI tools from 14th -16th September, 2024*Dr.Padma Prabha.C attended and completed the NEP 2020 Orientation & Sensitization Programme under the Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), organized by UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC), Gandhigram Rural Institute - DTBU, Gandhigram, Dindigul, Tamil Nadu from 19.06.2024 to 28.06.2024.

*Dr.Padma Prabha.C participated in 5 DAYS National Level FDP in Indian Knowledge System from 2nd - 6th Sep, 2024

*Dr.Dinesh.S has participated in the workshop titled "Crafting a Curriculum: Fostering Critical Thinking and Problem-Solving Abilities" organized by the Department of Health Professions Education at Sri Ramachandra Institute of Higher Education and Research, Porur, Chennai. The workshop took place on 5th June 2024.

*Dr. Dinesh.S successfully participated in the Five-Day International Faculty Development Program on Outcome-Based Education, organized by the Department of Management Studies, Velammal College of Engineering and Technology, Madurai, in collaboration with Allana Institute of Management Sciences, Pune, from 1st July 2024 to 5th July 2024.

*Dr. Dinesh.S successfully attended the lecture on "Multilateral Partnerships: Exploring the Power of Collaborative Ventures in Higher Education", organized by the Faculty Quality Cell of Sri Ramachandra Dental College and Hospital, Chennai, on 13th November 2024.

*Dr. Dinesh.S successfully participated in the "Industry 4.0 - Embracing the Future" program, organized by Marconi Technologies, Siemens, and the MSME Development & Facilitation Office, on 14th June 2024.

*Dr. Dinesh.S has successfully completed the eLearning course Online Dispute Resolution (ODR) Mechanism conducted by National Institute of Securities Markets, A Capacity Building Initiative of SEBI.

*Dr.Renuka Vidyashankar ,, Assistant Professor, has completed the NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), organized by UGC-Malaviya Mission Teacher Training Centre (UGCMMTTC), Bharathidasan University, Tiruchirappalli, Tamil Nadu from 02.09.2024 to 12.09.2024 and obtained the Grade 'A'.

*Dr.Srinivasan.S completed the "Certification Program in Digital Health Standards" on 28th July 2024 conducted by Consortium of Accredited Healthcare Organization.

*Dr.Srinivasan.S participated in the "Basic Course workshop in Education Technologies" organized by the Education Unit-2 of the Health Sciences Colleges, Sri Ramachandra Institute of Higher Education and Research from 01st August 2024 to 03rd August.2024

*Dr.Srinivasan.S participated in the 7-days online International professional development program on "Research Craftsmanship" mastering the art of scholarly inquiry, organized by Patrician Research Center in Association with IQAC of Patrician College of Arts and Sciences, Adar, Chennai from 16th August 2024 to 23rd August 2024.

*Dr.Srinivasan.S participated in the Online Professional Development Programme on "Intrapreneurship Facilitator: Nurturing Intrapreneurial Talent" conducted by National Institute of Technical Teachers Training and Research, Chennai from 19th August to 23rd August 2024.

*Dr.Srinivasan.S participated in the Online Professional Development Programme on "Social Media Marketing" conducted by National Institute of Technical Teachers Training and Research, Chennai from 23rd September 2024 to 27th September 2024

*Dr.Srinivasan.S attended the "Online Training Program on Lean Healthcare: Improving Quality and Efficiency" on 29th September 2024 conducted by Consortium of Accredited Healthcare Organization.

STUDENTS ACCOLADE

Three students of SRFMS namely Ms. Aakashsha of I Yr BBA and Mr. Prayag & Mr. Pranav of I Yr B.Com participated and won First Place in Business Plan Contest held at Saveetha University on 24th August 2024



Ms Diviya Dharshini S , (MBA 2022-2024) won Best Paper Award in the international Conference held at Auxilium College, CMC Vellore on 19th September 2024



PLACEMENT ACHIEVEMENTS/HIGHLIGHTS

Ten Students of MBA (Hospital & Health Systems Management) Batch 2022-2024 are successfully placed in UST Global at 4.2 LPA.

Ms. Swathi.B, Ms. Jayashree. P, Mr. Arun Kumar. N.S, Mr. Diwakar. N Ms. Swetha. K.L, Mr. Pandiyarajan. R Ms. Jayalakshmi. J, Ms. Reshma. I Miss. Prithiyangara Devi.

Two students Ms Sowmiya P & Mr Ganesh B of MBA (Hospital & Health Systems Management) Batch 2022-2024 are successfully placed in Dr Aggarwal's Eye Hospital at 5 LPA

Two students Mr. Dayanidhi.K & Ms. Divyadarshini. S of MBA (Hospital & Health Systems Management) Batch 2022-2024 are successfully placed in ASWA Group of Hospitals at 3.6 LPA

Two Students Dr. Sudharshan. & S S Dr. Swetha Preeti. R of MBA (Hospital & Health Systems Management) Batch 2022-2024 are successfully placed in ICICI Lombard at 5.95 LPA

Mr Jai Sai of MBA (Hospital & Health Systems Management) Batch 2022-2024 is successfully placed in ASTER Digital Health at 4.2 LPA

Dr Vishalini Vijayakumar of MBA (Hospital & Health Systems Management) Batch 2022-2024 is successfully placed in ACME Consulting at 3.6 LPA

ALUMNI PARTICIPATION

Mr.Aravind.M (MBA Batch 2015 - 2017) Pursuing post graduate degree in Business Analysis and Process Management in Canada, addressed our students on 28th August 2024.



Mr.Aravind.M (MBA Batch 2015 - 2017) Pursuing post graduate degree in Business Analysis and Process Management in Canada, addressed our students on 28th August 2024.



Mr.Syed Inzimamullah S (MBA, Batch 2019-21) has received "Best Presentation Award" for the presentation on "Budget control and Team management strategies for small hospital Businesses" on 13th September, 2024 by the Business Network International.



Mr Gnana Sangeethraj Edward Raj (MBA Batch 2020 -2022) was conferred with "Certificate of Appreciation" for his outstanding performance and commitments to excellence on 23rd July, 2024 by UST Health Proof.



Dr. Julliyann Dilleban (MBA, Batch 2020- 2022) received the "Academic and Research Excellence Award" from Dr. Montukumar M. Patel, President of the Pharmacy Council of India on 28th September, 2024 at Arulmigu Kalasalingam College of Pharmacy



Ms. Vidya Mani, MBA (2006-2007) Quality Manager, Apollo Proton Cancer Centre, Chennai, received Distinguished Alumni Award 2023 on 20th September 2024 during University day and Founders day celebration



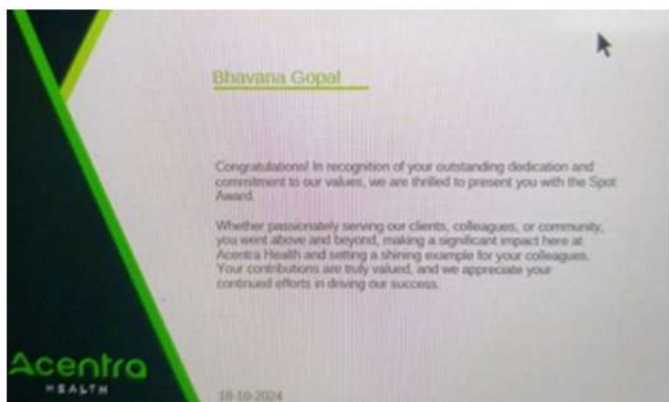
Congratulations Ms. Shally Dass (MBA, Batch 2016-2018) for receiving the "Best Chief Squad Award" from the Apollo Proton Cancer Centre on 5th October, 2024.



Congratulations Ms. Shally Dass (MBA, Batch 2016-2018) for receiving the "Best Chief Squad Award" from the Apollo Proton Cancer Centre on 5th October, 2024.



Ms. Sindhura.J (MBA 2008-2010) for receiving the Super Star award



Ms.Vardhini Karthik (MBA 2008-2010) receiving CEM - EDU Awards 2024 award in Management category.



Mr.Somasundaram.R (MBA 2002-2004) has received the Star of the Conference award at the International E-Conference held on 29th June 2024



Mr.Madhubabu.V completed the Executive Programme in Leadership and Management held during July 2023 - July 2024 conducted by Indian Institute of Management Calcutta.



Mr. Prabhuniteja. G BBA 2017-2020 completed the Executive Certificate Program on Data Analytics and Data-driven decision making conducted by IIM Visakhapatnam.



Ms.Shally (MBA 2016-2018) won 3rd prize in the poster presentation as part of Medication Safety Focus Activity for August 2024 organized by Apollo Proton Cancer Centre, Chennai



Ms Lipika Sarmah.N (MBA 2010-2012) successfully completed Ph.D from the University of Science and Technology, Meghalaya



Ms.Shradha.G BBA 2017 - 2020 earned a Bronze badge in Athena's health Value-based Care Champion Program.



Mr.Satheesh.S (BBA 2021-2024) won the 1st prize in Campus Photography Competition conducted by Bridges, a University Newsletter, SRIHER on account of 16th Anniversary



Dr. Sudharshan, MBA Graduate (2022-2024) received the Pan India Top Performer Certificate from the President and Chief Manager of ICICI Lombard.



SCHOLARS CORNER

Dr Rajalakshmi Vel, Assistant Professor, Ms. Zerine Ziaudeen, Research Scholar, Dr Selvam Jesiah, Principal & Professor, presented a paper on "Designing an Experiential Learning for Understanding Sustainable Practices in Hospital Administration" in the 3rd International Conference on Innovation and Sustainable Business Practices in Digital Era: Harnessing Radical Transformation - 21st September 2024 organized by MEASI Institute of Management

Ms. Zerine Ziaudeen, Research Scholar, Dr Selvam Jesiah, Principal & Professor, Dr.Anusha , Professor (Dept. Pharmacology) presented a paper on "Evolving patterns of medical device hazards: Identifying issues and Opportunities for Entrepreneurial Innovations" in the International Conference on Emerging Trends in Research, Innovation and Entrepreneurship - A Way Forward, organised by the Mount Carmel Centre of Innovation , Incubation and Entrepreneurship (MCCIIE) on 24th and 25th September 2024.

QUIZ CORNER

1. Which of the following is NOT a function of Human Resource Management?

- A. Recruitment and selection
- B. Employee training and development
- C. Product Marketing.
- D. Compensation management.

Ans: C. Product marketing.

2. What is the primary goal of performance appraisal?

- A. To punish underperforming employees
- B. To assess and improve employee performance
- C. To reduce organizational costs
- D. To avoid employee promotions

Answer: B. To assess and improve employee performance.

3. What does the term "employee engagement" refer to?

- A. The legal contract between an employee and employer
- B. The level of an employee's commitment and connection to their work and organization
- C. The benefits provided to employees
- D. The frequency of employee appraisals

Answer: B. The level of an employee's commitment and connection to their work and organization.

4. Which of the following is an example of intrinsic motivation?

- A. A salary bonus
- B. A sense of accomplishment
- C. A paid vacation
- D. An employee recognition award

Answer: B. A sense of accomplishment.

5. What does the term "job analysis" typically include?

- A. Determining the market salary rates for a position
- B. Reviewing the financial performance of a department
- C. Analysing the tasks, duties, and responsibilities of a job
- D. Assessing the performance of employees in a job

Answer: C. Analysing the tasks, duties, and responsibilities of a job.

SRFMS organized Smt. Poovaiammal Endowment Oration in on the topic "The Role of RBI on the economic reforms" on 16th December 2024. Smt .Uma Sankar Regional Director of RBI (TN & Puducherry) addressed the gatherings. A total 312 participants benefitted.



An NBA expert team visited the Faculty of Management Sciences from 20th Dec to 22nd Dec for accrediting the MBA Programme.



About SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS), a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), is one of the leading management hubs in India offering very unique programs at PG levels in field of Hospital & Health Systems Management besides BBA (Minors: Hospital and Healthcare Management, Digital Marketing, International Business), B.Com (Hons.) and B.Com (Twinning) in Collaboration with Bentley University, USA. The Faculty has been rated as one of the best management schools in the State by Business Standard B-School Survey. 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 curriculum is designed with the needs of industry in mind and is constantly revised to reflect emerging developments in the area of healthcare.

USPs:

- A leading and highly ranked management hub in the State offering very unique programs in the field of Hospital & Health Systems Management. The elective streams such as Healthcare Quality, Healthcare Human Resource & Healthcare Finance are the first of its kind in India.
- Rigorous teaching and learning environment with industry-oriented curriculum delivered by the eminent visiting faculty from IIMs, IITs and healthcare industry. Hands on Posting, SIP and Projects of 24 credits provide lots of practical exposure to students while learning.
- The admission to MBA is made through the nationally administered tests such as CAT, MAT, XAT, CMAT, TANSET, SRFMSMAT along with group discussions and personal interview.
- Recognised as Championship Scheme Centre by the Ministry of MSME coupled with the collaboration with many leading healthcare organizations and educational institutions such as SRMC, ACME, NEN, BENTLEY University, USA, ICAI, XLRI.
- The placement record of the Faculty has been consistently good, right from its inception with very strong corporate and alumni network.

Programs Offered

MBA (Hospital and Health Systems Management)

MBA in Hospital and Health Systems Management, which is approved by the AICTE, New Delhi, is a unique and highly career-centric program offered with three different elective streams: Healthcare Quality, Healthcare Finance and Healthcare Human Resource. The differentiating factors in this program include exposing students to real-life situations in hospitals and health-care providers. Teaching and learning process is characterised by strong practical exposure thanks to summer internship, and project work. The program uses the case method of instruction, meets international standards, and enables the cultivation of multi-disciplinary skills on the part of students. Two hospitals, Sri Ramachandra Medical Centre & Sri Ramachandra 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 its academic standing. The admission to this programme for any eligible graduate is made through the nationally administered tests such as CAT, MAT, XAT, CMAT, TANSET, SRFMSTEST along with group discussions and personal interview. The placement record of the Faculty has been consistently good, right from its inception.

BBA

SRFMS offers a Three Year Full Time BBA with three minors in Hospital and Healthcare Management, International Business and Digital Marketing under NEP framework for aspiring students who have passed the Higher Secondary or an equivalent examination from a recognized Board. This programme is a successful venture at UG level owing to the deep-drive learning assisted by case discussions, role play, book review, video discussions, hands on posting, internship and project. The graduates enjoy a considerable number of placements from leading hospitals.

A Three-year B.Com & B.Com (Hons)

SRFMS also offers a three year B.Com & a four year B.Com(Hons) in order to produce talented finance and accounting professionals. The curriculum of these programs is in sync with the industry requirements, and designed and developed in collaboration with ICMA. B.Com (Hons)-Twinning Arrangement with Bentley University, USA is a foreign collaborative program where the students pursue the first three years at SRIHER and the final year at Bentley. Bentley being a topper in career and placement in the USA, lucrative jobs with attractive package are guaranteed to the graduates.

Executive Diploma in Healthcare Management

A One-year Executive Diploma in Healthcare Management is being offered for working healthcare professionals. The curriculum was designed in collaboration with AHPI (Association of Health Providers of India) & SRMC. Any Healthcare Professional with Graduate or Post-Graduate Degree from a recognized university in any discipline and having Minimum experience of 1 year in a Healthcare organization can seek admission into this programme.

Certificate Program in Healthcare Finance

A 50 hour short term program in collaboration with Institute of Cost Accountants of India stuffed with modules in training healthcare professionals on healthcare costing.



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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

Sri Ramachandra Faculty of Management Sciences

In Collaboration with



The Institute of Cost Accountants of India
(Statutory body under an Act of Parliament)

ADMISSION OPEN FOR
THE SECOND BATCH
IN BLENDED MODE

CERTIFICATE COURSE IN HEALTHCARE FINANCE

Objectives

To enable Finance Professionals, Healthcare Administrators, Medical Practitioners and Consultants appreciate and understand:

- > Role of Finance & Accounting in a Hospital
- > Importance of Budgeting, Internal Control in Finance
- > Compliance & Statutory Requirements related to Finance
- > Importance of MIS Reporting
- > Marching Towards Quality Initiatives

Target Audience

- > Hospital Administrators
- > Medical Practitioners and Consultants
- > CMA members & students
- > Finance Professionals (CA, CS, CFA, MBAs)
- > Students pursuing UG/PG aspiring to enter into Healthcare Finance

Methodology

- > Class room lectures (blended) followed by simple exercises to understand the application of the concepts.

Duration of the Course

- > 50 Hours

Mode of Delivery

- > Classroom Lectures/Online

Eligibility

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

4 modules

Module 1: Introduction to Healthcare and Hospital management
Module 2: Role and functions of Finance department
Module 3: Management and Internal control in Finance Function
Module 4: Budgeting and reporting in Healthcare

Rs 7500/-+ applicable GST of 18%=Rs 8850/- for course registration
Rs 1000/-+applicable GST of 18 % = Rs 1180/- for examination



Google form link: <https://mba.sriher.com/>

Contact us

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Phone no : 97910 43382
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The healthcare industry in India is rapidly growing, with multi-million dollar investments made by various national and international agencies, the pharmaceutical sector, central and state governments, and developmental partners. The hospital industry in India is expected to grow at CAGR of 16-17 percent to reach to a record US\$132 billion by FY 2022 from US\$ 62 billion in FY 2017. The High Level Committee Report on Universal Health Coverage in India, 2011, recommended "strengthening health sector management by supporting post-graduate courses in public health and hospital management for the health professionals and health program management for medical, dental, AYUSH (Ayurveda, Yoga, Unani, Siddha and Homeopathy), nursing, and allied health professionals".

Partnering Institutions

Sri Ramachandra Faculty of Management Sciences (SRFoMS) 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-2) by National Assessment and Accreditation Council (NAAC) with CGPA of 3.62 on a four-point scale at 'A' Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF-2020. SRFoMS, 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.

SRMC is a quaternary care multi-specialty hospital. The medical Centre was founded as a teaching hospital of Sri Ramachandra Medical College and Research Institute in 1985, with the intention of translating the experience and expertise in medical education into tangible and affordable health care to the community. We are the first and only hospital affiliated to a medical university in India that has the privilege of JCI, NABH, NABL and AAB accreditations. The hospital facility with 800 beds and 200 intensive care units that provides healthcare treatment for over 35,000 inpatients and 2,50,000 outpatients every year.

Programme Title	Executive Diploma in Healthcare Management
Duration	1 Year (Only Saturdays) – 38 Weeks
Semesters	2
No. of Modules	12 modules (each module carries the credit from 2-3) A Project report of 6 credits (90 hrs)
Conduct of Classes	6 Classes each weekend

- Class room sessions by expert faculty from AHPI, SRMAC & FoM
- Self-Study through pre-supplied course material
- Live projects
- Case studies and Assignments
- Hospital visits
- Project work under the mentorship of senior experts.

Semester I		Semester II	
Course Title	Credits	Course Title	Credits
Introduction to Healthcare Management	2	Marketing of Healthcare Services	3
Human Resource in Healthcare Management	3	Quality & Accreditation in Healthcare	3
Healthcare Communication	3	Public Health Management	3
Hospital Operations Management- Non Clinical Services	3	Financial Management of Healthcare Organizations	3
Hospital Operations Management- Clinical Services	3	Healthcare Technology	3
Regulatory Aspects in Healthcare	3	Healthcare Analytics	2
		Research Project	6



SRI RAMACHANDRA
MEDICAL CENTRE

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

- Candidates should apply online at <https://admissions.sriramachandra.edu.in>
- Application Fee: Rs.1000/- (including GST)
- The selection committee will scrutinize the applications and the short-listed candidates will be issued the provisional admissions. The call letter will have the exact date and timing.

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

- Degree certificate in Original/Provisional along with an attested Copy
- Mark Sheet in Original along with an Attested Copy
- Two Passport-Sized Colour Photographs
- Candidates awaiting results should produce the Degree Certificate (final/provisional). Failure to do so will result in the removal of the candidate's name from the rolls of the Institute and forfeiture of fees paid.

Programme expertise: Teaching faculty of FoM, AHPI & SRMC Class Room (Air-conditioned) with AV facility

Central Computing Facility: The computing facility, which the participants can have access to, has 30 computers equipped with software for data analysis, creating presentations, word processing and multimedia activity.

Central Library: The participants will be entitled to the library which has a wide range of intellectual material from archives and books to magazines, newspapers, audio video cassettes and CDs. The participants will also have access to the EBSCO-Health Elite of 450 journals.

Library Deposit Rs. 5,000

The refundable deposit will be payable along with the First semester Fees. The same will be refunded to the student at the end of programme provided no outstanding dues.

SRIHER reserves the right to change and requirements for admission or graduation, course content fee structure and regulations affecting students or to make any other suitable amendments, should these be deemed necessary in the interest of students, institute or the profession.

Admission Open

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



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.



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



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

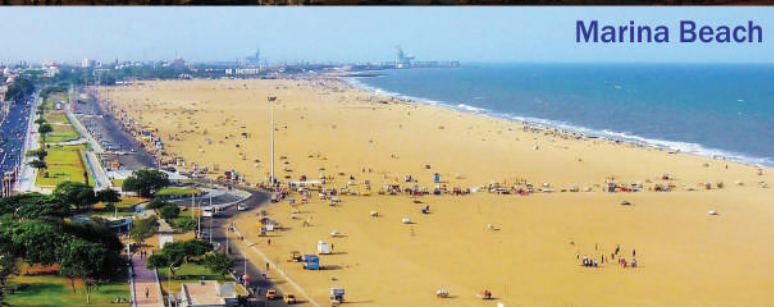
- Hospital Administrator Marketing
- Media Communication
- Logistics
- Social Media Marketing
- Business Development
- Event Management
- Consultancy
- International Business
- HR

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)

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RECRUITERS

