

VOL 1 ISSUE 3 JANUARY - MARCH 2017

proclaim

the voice of the aimers

NEWSLETTER OF ALAGAPPA INSTITUTE OF MANAGEMENT



Career Guidance Programme

ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY
 (A State University Re-accredited with 'A' Grade by NAAC)
 Karaikudi - 630 003

Cordially invite you all
CAREER GUIDANCE PROGRAMME
YUVAKSHETRA - 2K17

On Friday, 24th March 2017 at 10.00 a.m
 Venue: L.C.T.I, Palanisappa Chettiyar Memorial Auditorium

Prof. S.SUBBIAH
 Vice- Chancellor, Alagappa University
 Presides

Mr. SOMA. VALLIAPPAN
 Managing Director
 Menmai Management Consultant, Chennai
 Inaugurates

Prof. V.MANICKAVASAGAM
 Dean - Faculty of Management
 &
Prof. S. KALIYAMOORTHY
 Director, Alagappa Institute of Management
 Felicitate

Dr.C.K.MUTHUKUMARAN **Mr.B.MATHAVAN**
 Faculty Co-ordinator Student Co-ordinator

Programme Schedule
 Friday
 24th March 2017

TIME	SESSION	THEME
10.00 a.m - 10.45 a.m	I	Inauguration
10.45 a.m - 11.00 a.m		Tea Break
11.00 a.m - 12.00 p.m	II	Mr. SOMA. VALLIAPPAN Managing Director Menmai Management Consultant, Chennai.
12.00 p.m - 12.15 p.m		Cultural Events
12.15 p.m - 1.15 p.m	III	Mr. V. GANAGA SABAPATHY Co-founder & Managing Director, Entecon, Madurai.
1.15 p.m - 2.15 p.m		Lunch Break
2.15 p.m - 3.15 p.m	IV	Mr. U. PETER SAHAYARAJ Director & Co-founder Jeyam Academy, Chennai.
3.15 p.m - 3.30 p.m		Tea Break
3.30 p.m - 4.00 p.m	V	Mr. P.R.M. SUNDARAN KATHIRESAN Practising Company Secretary Chennai.
4.00 p.m - 4.30 p.m		Cultural Events
4.30 p.m - 5.00 p.m	VI	Dr. G. ILANKUMARAN Assistant Professor, Alagappa Institute of Management.
5.00 p.m - 5.15 p.m		Valediction

Valedictory Function
Prof. V. BALACHANDRAN
 Registrar - i/c
 Alagappa University, Karaikudi
 Delivers Valedictory address

Dr.C.K.MUTHUKUMARAN **Mr.B.MATHAVAN**
 Faculty Co-ordinator Student Co-ordinator

The II MBA aimers are organizing a Career Guidance Programme for the College Students on March 23, 2017



Kolam



by P. Revathy - IMBA

Aimers Holi on 13.03.2017



Recent advancement in Human Resource Management

Human resource management is one of the crucial areas of overall business management. In fact, it can be aptly called as the backbone of an organization because it provides the human capital without which it is simply not possible to conduct business. Changes in technology combined with a shift in industries dynamics and attitudes of people have transformed the role of HR into a more demanding, more agile one.

Here we have compiled 4 trends that are shaping the way HRM is evolving:

Big Data:

Big data is being used in two ways. On the hand, recruiters are using analytics to predict what kind of employees will be best in a job. Say by finding the correlation between employee productivity and academic performance. On the other hand, with big data producing so much information, the onus is on HR to present all that information in way that becomes comprehensible and engaging say by storytelling.

Career Development:

Gone are the days when organizations could take employee loyalty

for granted. Attitudes have changed as people have become more career centric. They want job that not only compensate them, but also help them grow professionally. HRM must either chalk out career development paths for their employees or bear the brunt of losing them. The developments in "learning technology" are further making it possible for HR manager to dissolve the traditional "training" programs and make learning and talent development an inherent part of the work culture.

Social Media Skills and Employer Branding:

The two way communication that social media facilitates is making it possible for organization in a much better manner.

Work life Balance:

The rise of technology has made it possible for employee to maintain better work life balance. Skills your employees in a manner that is most relevant to their job also has a huge bearing on their involvement and productivity. Thus HRM must collaborate with the learning department to ensure that the training and development programs being delivered to employees are in synchronization with the need of the organization.



Arbitration An alternative dispute resolution method that uses a neutral third party (i.e. arbitrator) to resolve individual, group or labor-management conflicts and issue a binding decision.

Bumping The practice of allowing more senior level employees whose positions have been slotted for elimination or downsizing the option of accepting an alternative position within the organization, for which they may be qualified to perform and which is currently occupied by another employee with less seniority.

Cafeteria plan A benefit plan which allows employees to choose between one or more qualified tax-favored benefits and cash.

De-layering An organizational restructuring strategy meant to reduce the organization's existing levels of managers or supervisors.

EEOC guidelines Interpretations of Title VII expressed by the EEOC that don't have the force of law, but tend to be supported by the courts. These positions are outlined in various EEOC publications ("Discrimination Because of Religion," etc.)

Featherbedding An unfair labor practice occurring when a union requires an employer to pay an employee for services he or she did not perform.

Glass ceiling Used to describe the invisible barrier keeping women from advancing into executive-level positions.

Hot-desks A method of saving office space in which workers do not have their own desk but share the same desk at different times during the day or week.

Interpretive Guidelines on Sexual Harassment EEOC issued guidelines defining sexual harassment and the employer's responsibility for maintaining a workplace environment which is free from sexual harassment or intimidation.

Job scraping Refers to the process of migrating job listings to a job board from job boards where they were initially posted to enhance job site listings or hits.
Knowledge broker: The individual who facilitates the creation, sharing and use of knowledge in an organization by linking individuals with providers.

Litigation A legal proceeding occurring in a federal or state court of law to determine and enforce legal rights.

Moonlighting Working one or more full- or part-time jobs in addition to an individual's regular full-time job.

Negligent hiring A claim made against an employer based on the premise of an employer's obligation to not hire an applicant the employer knew or should have known was unsuitable and likely to behave inappropriately toward other employees.



Human Resource Glossaries



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Oh beauty oh beauty!
 How green you are
 You give me a pleasure mind
 And for you there is no end
 You make me feel energetic
 You make me feel optimistic
 You are the one to make everyone happy
 You made me sometimes feel sleepy
 You are the only friend to share my sorrow
 You touched my heart with a bow and arrow
 You are the favourite one for all kind of people
 You give a colourful sight for my ap'ple
 There is no substitute for you
 You are preserved by only a few

Nature



B. SIVAPRIYA - 1st MBA

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Relaxation In Life...

Travelling, spending time with friends, playing with children gives the relax mind to everyone. Yoga is the best way to relax both mind and body. Swimming is way to relax in the body. Due to relaxation concentration power will increase and give the innovative idea. Relaxation is the only way to reduce our stress. Relaxation gives solution to many problems.

Submitted by Vignesh. P Karthigeyan. K I, MBA

Smile, it look good on you!

No matter how many scars are on your beautiful skin.

No matter what the number is on that weighing scale.

No matter how thin or big.

No matter how tall or short.

No matter how broken you are on the inside.

You're worth something.

Keep your head held high.

Have faith in yourself.

Love yourself.

You are gorgeous.

You are a beautiful angel.

Never..... Ever..... Forget that.....

Submitted By, M. Karthika, I MBA



Walmart

HQ : Bentonville Arkansas, America

11500	28	2.3 MILLION
Branches	Countries	Employees

Annual Revenue 482.13 Billion

World Retail Leaders



Costco

Issaquah, Washington, America

700	8	2 lacs
Branches	Countries	Employees

Annual Revenue 116.199 Billion



Kroger

Cincinnati, Ohio, America

2770	1	4,31,000
Branches	Country	Employees

Annual Revenue 109.83 Billion



Carrefour

Boulogne Billancourt, France

10,102	30	3,81,220
Branches	Countries	Employees

Annual Revenue 104.4 Billion



The Home Depot

Atlanta, Georgia, America

2270	3	3,71,000
Branches	Countries	Employees

Annual Revenue 83.176 Billion



Target Minneapolis

America

1790	1	3,41,000
Branches	Country	Employees

Annual Revenue 73.785 Billion



Lidl Stiftung

Neckarsulm, Germany

10,000	25	3,15,000
Branches	Countries	Employees

Annual Revenue 64 Billion



Tesco

Hertfordshire, England, UK

6800	12	5,00,000
Branches	Countries	Employees

Annual Revenue 62.284 Billion



Metro Ag

Dusseidorf, Germany

750	30	2,26,900
Branches	Countries	Employees

Annual Revenue 59.219 Billion



Aldi

Batavia, Germany

10,000	30	2 lacs
Branches	Countries	Employees

Annual Revenue 53 Billion

Famous CEO's in India



Rahul Sharma
Micromax Informatics
 HQ : Gurgaon



Pradeep Jain
Karbonn Mobiles
 HQ : Bengaluru & Noida



Pawan Munjal
Hero Motocorp
 HQ : New Delhi



Rajiv Bajaj
Bajaj
 HQ : Pune



Sunil Bharti Mittal
Bharti Enterprises
 HQ : New Delhi



Dr. Santrupt Misra
Aditya Birla Group
 HQ : Mumbai



Sunil Duggal
Dabur
 HQ : Ghaziabad



G. V. Prasad
Dr. Reddy's Laboratories
 HQ : Hyderabad



Sanjiv Mehta
Hindustan Unilever Limited
 Mumbai



Venu Madhav
Café Coffee Day
 Bengaluru

Famous CEO's in India



Varun Berry
Britannia
HQ : Bengaluru



Schauna Chauhan
Parle Agro
HQ : Mumbai



Dinesh K. Sarraf
ONGC
HQ : Dehradun



Cyrus Pallonji Mistry
TATA Group
HQ : Mumbai



Anant Gupta
HCL Technologies
HQ : Noida



Vishal Sikka
Infosys
HQ : Bengaluru



Abidali Neemuchwala
Wipro
HQ : Bengaluru



Debnarayan Bhattacharya
Hindalco Industries
HQ : Mumbai



Tulsi Tanti
Suzlon Energy
HQ : Pune



J. P. Chalasani
Punj Lloyd
HQ : Gurgaon



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ALAGAPPA UNIVERSITY, KARAIKUDI-630004

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