

[A bi-annual Newsletter]

# ACUITY... Unleash Knowledge

VOLUME: 01, ISSUE: 01, DECEMBER 2014



[2014]

## VISION

- Craft an Institution with a highly collaborative culture and compelling learning experience which would create tomorrow's leaders for our Nation and the State.
- To be an upcoming Business School in the State by providing meticulous business education and modernize our students into highly respected and valued executives.
- Create firm engagement with the Community by creating and sharing knowledge which enriches human values.

## MISSION

- Impart quality management education and provide students with state of art facilities.
- Educate one to achieve self-reliance and inculcate good values.
- Develop graduates into leaders with a capacity for keen intellect and thought leadership.
- Ensure everyone, irrespective of their social and economic strata, gets an equitable opportunity to pursue management education.
- Pioneer relevant teaching techniques and processes to provide a distinct infrastructure for students.

## FORWARD

Dear Reader(s),

**It gives me mammoth pleasure and delight to launch the first edition of Acuity – a biannual newsletter from the stable of DoMS, AR School of Business. The first edition donning with a new appearance that includes various areas of interest.**

**I take this opportunity to thank all the readers who spared their indispensable time to come out with valuable suggestions to enhance the quality of reading.**

**Wish you a joyful learning!**

**Dr. D. Mahesh  
Chief Editor**

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**AR SCHOOL OF BUSINESS**  
**(Approved by AICTE, New Delhi,**  
**Affiliated to Anna University, Chennai)**

J.Oothupatty, Dindigul – 624 206, Tamil Nadu.

Reach us: + 91 822000707 2 /3 /5 /6 /8

info@arsb.co.in | contact.arsb@gamil.com |

www.arsb.co.in

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## About Us:

Our Chairman Ln.Prof.K. Abdul Rahman, having 30+ years of experience in Higher Education envisioned need for a standalone management institute with world class infrastructure within the reach of people in southern parts of Tamil Nadu. As a result of that AR School of Business arises in the foothills of Sirumalai, Dindigul, TN to provide quality learning experience which would create not just MBA graduates rather efficient leaders for tomorrow's world.

## Our Logo:

The bird in the logo is a Dove. We chose the dove because it has several positive traits like that the Newsletter stands for. Dove is an archetype of community living and sharing and loving of each other which are the good of Acuity. Dove's are very adaptable, blend of the best and can live in different climatic conditions. The bird has been created in a manner that it looks like a forward arrow, taking everybody along together for the journey. The three strokes symbolize the teaching, learning and extension. The newsletter is working to bring change towards success, not only for one's self but also for the society.

## Events Held @ ARSB

### Guest Lecture Series:

**Guest Lecture on Body Language** - organized on 6<sup>th</sup> August 2014 Mr. Anandraj.G was the resource person working as consultant. He enlightened and guided the students in various career aspects where the students can aspire and initiate their career. The presentation and interaction of the speaker was very effective, wherein he showed many related visuals. Both I & II MBA students interacted enthusiastically and the resource person answered their queries and cleared their

doubts. Dr.K.Aiyadurai, Director delivered welcome note and Dr.D.Mahesh, HoD introduced the guests. The session came to an end with the vote of thanks by the student.

A guest lecture programme was organized by the DoMS for the both I & II MBA students on 18<sup>th</sup> September 2014. The resource person was Dr.S.Nakkiran, Ambo University, Ethiopia, South Africa. He gave his presentation on the topic "**Global Business Environment**", he explained the students about the pros and cons of business at global level, trade barriers across cross cultures etc., the session to be highly informative and useful. Nearly 125 students got benefitted through this lecture. The programme came to the end with the vote of thanks proposed by Dr.Mahesh, Head of the Department, DoMS.

**A Guest lecture on "Talent Management System and Soft Skill Development"** organized on 31.07.14 & 07.11.14 2014, Mr. Antony Sahaya Raj, was the resource person working as consultant. The session started with welcome address by Dr.K.Aiyadurai, Director of ARSB. He laid emphasis on more interactive session for the students with corporate person in order to bridge the gap of practical learning and experience sharing. The series provides the requisite knowledge and skills for candidates to improve their business, management and communication abilities. This series provides candidates with the tools necessary to take rational decisions, to conduct polished briefings and to communicate in all situations with clarity, confidence, poise and presence. Students were updated about the latest market trends, up skilled to do new and different tasks. Students gain awareness and better knowledge of the business and management principles. Students were given inputs on how to prepare for Interview and



other sort listing process for their forthcoming placement activity.

### **Third Batch Inauguration cum Orientation Programme:**

Inaugural function of MBA Batch 2014-16 was held on 1<sup>st</sup> September 2014 in ARSB campus. The Chief guest(s) for the function was Ln.Dr.K.Rethinam, CEO, GTN Arts College,Dindigul,Nattamai .M.B.K.Mohideen, MD, B.M.N.Mills&Tanners, Dindigul and Er.Sheik Dawood, District Secretary and Red Cross, Dindigul. Dr.Rethinam narrated his own life story in emphasizing the importance of determination and self-discipline. The other speakers gave very invigorating, inspirational and motivating talk about the need to realize and build the inherent potential in each one of us to be a good corporate leader. Our Chairman emphasizes the qualities of ARSB students which includes adaptability, discipline and soft skills and how these qualities make them very different from any other B-School graduates. A large number of parents and students also attended the ceremony and conveyed their wards were in safe and good hands that they will come out not just MBA degree but as responsible, confident and effective leaders at global level. Dr.K.Aiyadurai, Director and Dr.D.Mahesh, HoD spoke on the present corporate scenario and what the industry expects in an MBA graduates. Staff and senior students welcomed the budding managers into ARSB Family.



The senior batch students also gave their introduction and shared with their junior participants their experiences of the past one year at ARSB. Director along with other members of the faculty and staff were also present.

### **Outbound & Trekking Activity**

Trekking was always a great dream of mine. Trek to new relationship..... Sirumalai (Asalai) a hill so beautiful and walking along the cross roads in the wild, chilling both body and mind. The moment we reached the top, the view was so spectacular that we wanted to stay on there. Students and staff were filled with an amazing feeling of satisfaction of remote and lonely beauty of the nature. Every moment was filled with excitement and wonder experience. Dr.Mahesh and his team spent time with our students with colorful games, quick to lend a hand, musical, courageous and kind. Everyone truly honored to now consider them a good trekker forever.



### **Events Day Celebration:**

**Celebration of Independence Day** - On the occasion of the celebration of 67<sup>th</sup> Independence Day (15<sup>th</sup> August, 2014), the Flag Hoisting ceremony is organized by our beloved Chairman Prof.K.Abdul Rahman, in the College at 8.30 A.M. The students sing patriotic songs and he addressed the audience about the importance of Independence. This day reminds us of the great sacrifices made by



our leaders to win freedom. The Secretary, CEO and the staff should take an oath to protect our freedom with all our might. Similar functions are held in our campus. On this function, prizes were also given to 3 teams who topped the “Business Plan” that were conducted during in the first week of August 2014

**Celebration of Teacher’s Day** - We celebrate Teachers’ day every year throughout the country on 5th September. Students express their gratitude and appreciation for their teachers on this day. A celebration also conducted in our college on its own way. The whole function was planned by students with faculty coordinators. We decided that, the responsibility of teaching is taken up by the students as an appreciation for their teachers. Games conducted by the students were arranged in form of competition. So, all the faculty members were in the Kasim seminar hall. Management along with Director and other staff members was also present.

**Celebration of Children’s Day** – Children’s Day is to celebrate “Childhood”. Children are loved by one and all. They win our hearts with their innocent smiles. We celebrated in our campus and by taking our students to the two schools (Government ADW Primary School, Muruganpatti and Orchid Special School, Pajampatti) located near by the village. Activities were carried out simultaneously and students took part in them according to their interest. Children’s took active part in the various competitions and some of them won prizes. Parents are also very happy to see their children participating in the celebration and thankful to both the headmistress for their generous support. It was just the end of the day but the flavor of the event was absorbed by our hearts.



### Club New Activity – WOM (Word of Mouth Marketing)

The creative brief is the foundation of marketing activity. It’s the treasure map that creative follow and it tells them where to start digging those golden ideas. The four students from II MBA create a hybrid strategies incorporate both resellers and end users at the same time. Buying T-shirts, vests and Inner wears from Tirupur. They put stalls and sold their product to the general public across 2 prime locations in Dindigul Town. It was pleased to see that most of the visitors were youngsters. Even adult’s were enthusiastically bought the products and this type of activity is to nurture about customer buying patterns as well as the nature and extend of the cooperation and competition in the field of Marketing.





## Club New Activity – Brand Promotion Campaign (Pull & Push Marketing)

Our school got a noble cause on 09-10<sup>th</sup> October 2014. This campaign was jointly organized by Memoriyes, Dindigul. The camp was held at different prime locations in Dindigul and target audience were general public, students, children etc., Team of students engaged consumers through “Pull & Push Marketing strategies”. This is about the various brands to get wide coverage of general public. They find more about the products and it helps to create interest about the brand awareness and grow sales. The campaign aim is to build brand loyalty by creating relationships with consumers. This event was a remarkable success and gain insights about the NPD. It was awesome to be able to interact with customers in real time (or we tried to make it real time) and share our mutual excitement during the campaign.



## Brand Promotion Activity @ Big Bazaar, Madurai – 5 student’s (01-12 October 2014) shop more earn more concept

The campaign started during the October month at the behest of the Manager – HR, Big Bazaar for the advertising campaign entitled “Free Shopping Festival”.



For the event our first year five MBA students were actively participated in the Big bazaar, Madurai from 01-Oct -2014 to 12-Oct-2014. The students elucidate about the free shopping at Big bazaar to the general public.



## Eco Club - Green Environment Campaign:

This activity was a part of the many activities undertaken by the Eco Club of our b-school every year. The event was organized on 20<sup>th</sup> October 2014 at our campus. Mr.Abdul Rahman, Chairman, ARSB explained to the students about the need to conserve nature and its various methods. After reaching the destination the group, consisting of 25 students was divided into 5 groups of 5 members each. Each one was assigned various jobs. Each group was given a certain number of species which had to be planted. In all, 25 species had been planted. It was definitely an enriching experience for all those who participated as it helped widen the horizons of the thought

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process of not only the students but also the teachers.



## ARSB EDITORIAL BOARD:

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Aerial View of ARSB



Central Library - ARSB

