



# Hallmark Business School

Tiruchirappalli – 620102



## Annual Report 2018 - 2019

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### Hallmark Business School

[Approved by AICTE, Delhi & Affiliated to Anna University, Chennai]

Pirattiyur – Allithurai Road, Santhapuram, Somarasampettai Post,  
Tiruchirappalli – 620102



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Distinguished guests on and off the dais, my fellow colleagues, my dear students, beloved parents, ladies and gentlemen, good morning to one and all present here.

It gives me immense pleasure to present the brief report on the academic and non-academic activities of Hallmark Business School for the year 2018-2019 on the occasion of the 11th Annual Day.

The 11th Batch MBA was inaugurated by Dr. P. Vijaya Raghavan, Secretary of Cauvery College for Women, Trichy on 16th August 2018. This batch comprised 39 enrolments in admissions.

During the academic year 2018-19, HBS hosted a series of interactions with distinguished academicians who shared their insights on various aspects of learning and development. On 18th August 2018, Mr. Ilango Ramasamy from Nizwa College of Technology, Oman, spoke about "Leadership and Communication Skills." The following day, Dr. Mohamed Riyazh Khan from Higher College of Technology, Muscat, addressed "HR Service Quality Measurements in Corporate Hospitals." Dr. Umesh Samuel of Bishop Heber College, Trichy, discussed "Going High" on 20th August 2018, the same day Mr. Thiyagarajan from NIT, Trichy, covered "Life Skills." On 21st August 2018, Dr. N. Prasanna, Placement Officer at BDU, elaborated on "Corporate Expectations and Career Planning," while Dr. Ramajayam from BDU explored "Democracy Development and Management" on 22nd August 2018. Mr. K. Anand, Head of the Department of Management Studies at Jairam Arts and Science College, discussed "Management Through Pink Papers" on 25th August 2018, the same day Dr. K. Elavalagan from IIM, Trichy, spoke about "The Effective Uses of Learning Resources." Dr. Rajasekar from VIT, Chennai, provided insights on "Business English" on 27th August 2018, and Dr. S. N. Raghavendra from BIM, Trichy, focused on "Goal Setting" on 1st September 2018. The series concluded with an interaction on 31st January 2019, where Dr. G. Gopalakrishnan, Director of BIMHRD, Pune, engaged with first-year MBA students. These sessions offered a rich diversity of perspectives and expertise, greatly enriching the learning experience for HBS students.

In the 2018-2019 academic year, HBS offered eight value-added courses designed to enhance students' skills and knowledge in key areas.

These courses included HR Analytics, which provided insights into human resources data analysis, and Models in Business Proposals, focusing on creating effective business proposals. Students also benefited from a Workshop on MS Excel, which improved their proficiency with this essential software.






Modern Practices of Logistics covered contemporary logistics management techniques, while Asset Management Models explored strategies for managing business assets. The course on the Effectiveness of Business Communication aimed to improve communication skills in a corporate setting. Brand Positioning Strategies provided insights into creating and maintaining strong brand identities, and Trends in Export Marketing examined the latest developments in international marketing. These courses collectively aimed to provide practical, industry-relevant knowledge to better prepare students for their careers.

During the 2018-2019 academic year, 43 students from Batch 10 of HBS undertook one-month internships across various industries, where they had the opportunity to demonstrate and apply their managerial skills in real-world settings. Additionally, Management Scholarships amounting to Rs. 1,32,000 were awarded to students from both Batch 10 and Batch 11, supporting their academic pursuits. Moreover, the students of HBS received Government Scholarships totalling Rs. 3,50,000, further aiding their educational expenses and contributing to their academic success.

56 students of Batch 10 appeared for the Final semester examinations and all 56 students cleared the examinations.

Dr. Senthil K Nathan presented a paper, A Study on the Issues Related to Resistance to Change in the Organisation in National Conference on "Multidisciplinary research in Social Sciences and Management Studies, Dr. Senthil K Nathan presented a paper, A study on the gap between the employee's potential and productivity in the organization in National Conference on "Multidisciplinary research in Social Sciences and Management Studies, Dr. Senthil K Nathan presented a paper, Customer opinion on the usage of mobile ecommerce in National Conference on "Multidisciplinary research in Social Sciences and Management Studies, Prof. D.J. Abirami presented a paper, Consequences of occupational stress and strategies for stress management on National Conference on Multidisciplinary research in Social Sciences and Management Studies, Dr. R. Rameshkkumar presented a paper, Talent analytics — an incredible predictive tool to leading people at workplace on National Conference on Multidisciplinary research in Social Sciences and Management Studies.



  
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The 2018-2019 academic year at HBS was marked by a vibrant array of events and celebrations. The 72nd Independence Day was commemorated with a flag hoisting and an address by Mr. Vinoth Krishnamoorthy on 15th August 2018. The Fresher's Party on 29th August 2018 welcomed the juniors of Batch 11. On 24th September 2018, the Learning Resource Centre organized a "Book Fair." Gent Fezt 2K18 celebrated Men's Day on 24th November 2018, followed by a festive Christmas celebration on 23rd December 2018. Pongal was celebrated on 12th January 2019, and Republic Day was marked by a flag hoisting and address from Prof. P. Kandasamy, Honorary Wildlife Warden, Sathyamangalam Tiger Reserve, Erode, on 26th January 2019. The II MBA students explored historical sites on the trails of the Cholas during a Heritage Tour on 30th January 2019. Women's Day was celebrated on 8th March 2019, followed by Holi on 21st March 2019, and Tamil New Year and Vishu on 13th April 2019. Throughout the year, HBS also conducted 14 sports events and 17 cultural events, enriching the student experience with a blend of tradition, festivity, and active engagement.

In 2018, HBS was rated AA+ by Career 360 and ranked 5th among the best B-Schools in Trichy by Business Today. In 2019, it was ranked 80th among the best B-Schools in India by MBA Universe. Several awards were also presented to outstanding students: the Sivagami Ramasamy Educational, Health and Charitable Trust Best Academic Performer Award went to Ms. Durka S, who received a merit certificate and a cash prize of Rs. 10,000. The Dr. P. Selvaraj Best Outgoing Student Award was given to Ms. Deepika K, along with a merit certificate and Rs. 10,000. The CVL Best Outgoing Corporate Manager Award was presented to Ms. Sruthi B, who also received a merit certificate and Rs. 10,000. Lastly, the Mrs. Hemavathy Padmanaban Meritorious Award was awarded to Ms. Neshma N, who received a merit certificate and a cash prize of Rs. 10,000.

Seven non – teaching faculty members of HBS attended an Administrative Training Program on Empowerment Essentials from 6/5/2019 to 10/5/2019.

Eight faculty members of HBS attended Five Days Faculty Development Programme on Case analysis and Discussion at Shivani School of Business Management, from 21.01.2019 to 25.01.2019, which was funded by the Management of HBS.

In this Academic year, 11 teaching staffs received a financial support of Rs. 1,07,867 in total from the management aiming for their professional development.





During the placement drives in the 2018-2019 academic year, HBS saw participation from 25 companies. The highest salary offered was Rs. 7.13 Lakhs per annum, while the average salary was Rs. 3.53 Lakhs per annum. Top recruiters included prominent names such as Reliance Trends, In22labs, Naukri, Nippon Paint, Berger Paint, Bandhan Bank, Godrej, HDFC Asset, Mondelez, HDBFS, Kotak Mahindra, Karvy, Udaan, Neeyamo, Indus Bank, 99acres.com, Equitas, Avasoft, JSW, Apollo Munich, Kotak Life, ICICI Bank, CUB, IDBI Federal, and Ultra Tech. These companies provided students with diverse opportunities across various industries, reflecting the strong industry connections and the employability of HBS graduates.

HBS provided comprehensive guidance and support for competitive exams during the academic year 2018-2019. Students benefited from specialized sessions on Computer Awareness for Competitive Exams, equipping them with essential skills and knowledge required for various competitive examinations. Additionally, workshops and seminars focused on making competitive exams more manageable, offering strategies and insights to enhance exam preparation and performance. Career counselling sessions were also integral, involving SWOT analysis to assess students' strengths, weaknesses, opportunities, and threats, helping them make informed career decisions. Career assessment tools were utilized to assist students in setting clear goals aligned with their aspirations and capabilities, ensuring they were well-prepared for future professional endeavours.

In 2019, HBS hosted two vibrant cultural fests showcasing talent and fostering inter-collegiate camaraderie. Jigarthanda 2019, held on 1st March, attracted 225 students from diverse colleges across Tamil Nadu who participated in a variety of cultural events, promoting cultural exchange and friendly competition. Later in the year, Tulip - 2K19, exclusively for women students, took place on 13th April with 165 participants from 11 colleges engaging in a range of cultural activities. These fests not only provided a platform for students to showcase their talents in arts, music, and dance but also reinforced HBS's commitment to fostering cultural diversity and creativity among its student community.

During the 2018-2019 academic year, several significant Memorandums of Understanding (MoUs) were signed to enhance various aspects of training, development, and academic exchange. These MoUs included partnerships with CII - Young Indians for Training & Development, D.Y. Patil Institute of Management Studies for Student & Faculty Exchange, and Balaji Institute of Management for Student & Faculty Exchange. Additionally, an MoU was signed with Ashwin Sweets to facilitate research, internships,





and consultancy opportunities. These collaborations aimed to enrich the educational experience and professional growth of students and faculty members.

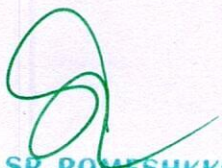
Throughout the academic year 2018-2019, HBS organized a diverse range of workshops and seminars aimed at enriching students' knowledge and skills. Highlights included a Workshop for Aspiring Entrepreneurs on Startup Essentials, a Seminar on Intellectual Property for Competitiveness, and a Workshop on Management of Intellectual Property in the Publishing Industry. Expert talks covered topics such as open-source software and copyright interfaces, enhancing students' understanding of legal and technological intersections. Workshops on Research Methodology, Social Entrepreneurship, Structural Equation Modelling, and Digital Marketing Strategies provided practical insights into academic and entrepreneurial disciplines.

Extension activities further strengthened community engagement, including initiatives like English through Fun Learning, educational programs, health camps, and social awareness campaigns. The academic year also saw significant funding from numerous firms amounting to Rs. 9,60,000 for research and consulting projects. The culmination of the year was marked by the 8th Graduation Day on 14th October 2018, where Mr. F. Isarel Inbaraj from TCS served as the chief guest, distributing degree certificates and inspiring students with his address.

My sincere gratitude to one and all gathered here, let's meet for another fantastic Annual day with great records!

Thank you all.



  
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