



Hallmark Business School

Tiruchirappalli – 620102



Annual Report

2021 - 2022

Hallmark Business School

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

Pirattiyur – Allithurai Road, Santhapuram, Somarasampettai Post,
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Prof (Dr.) SR. RAMESHKUMAR
Director
Hallmark Business School
Pirattiyur, Allithurai Road,
Santhapuram, Somarasampettai
Tiruchirappalli - 620102

It is with great pride and profound pleasure that we present the Annual Report for the academic year 2021-2022. This report is a monument to our collective achievements, the relentless dedication of our students, the unwavering commitment of our faculty, the steadfast support of our parents, and the invaluable contributions of all our esteemed stakeholders.

The academic year commenced with an auspicious inauguration ceremony for the Fourteenth batch of MBA students at Hallmark Business School (HBS) on October 20, 2021. Dr. G. Muruganantham, Head of the Department of Management Studies at the National Institute of Technology, Trichy, graced the occasion as the guest of honor. This batch embarked on their academic journey with enthusiasm and determination, setting the stage for a year of remarkable accomplishments.

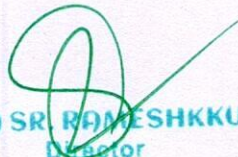
The tenth graduation day, held on December 26, 2021, was a momentous occasion celebrating the academic achievements of our graduates. Dr. E. Ramaswamy, Trustee of HBS, distributed certificates and addressed the graduating students, inspiring them to pursue their professional endeavors with passion and integrity.

Throughout the year, HBS fostered a strong sense of community. The “Elegance Gala – HBS Family Get Together” organized by the management at Hotel Kannappa on January 5, 2022, was a delightful event that brought together faculty, students, and their families.

The college celebrated Republic Day with a flag-hoisting ceremony and an inspiring address by Mr. C. Pradeep, Chair of CII-YI, on January 26. Founder Chairman Shri R. Krishnamurthy Sir’s birthday was commemorated on March 4, 2022, at the HBS campus, honoring his visionary leadership and contributions.

HBS offered a variety of enrichment activities to complement the academic programs. Tulip 2022, an inter-collegiate cultural fest for women students, was held on April 8, 2022, with participation from 230 students from 15 colleges. This event showcased the talents and creativity of young women, fostering a spirit of camaraderie and competition. The first-ever 24-hour nonstop “HR Conclave” on October 23-24, 2021, featured 20 HR professionals who shared their insights and expertise, enriching the learning experience of our students.




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Santhapuram, Somarasampettai (Po)
Tiruchirappalli - 620 102.

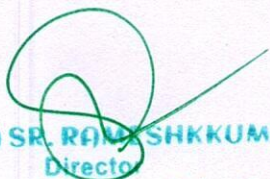
Students gained valuable industry insights through guest lectures and industry interactions. Mr. SM. Rajkumar, HR Consultant from Coimbatore, interacted with first-year MBA students on October 22, 2021. Mr. Sethuraman Sathappan, Chief Operating Officer for India at Emirates NBD Bank, delivered a compelling guest lecture on “How to start a startup company?” on November 10, 2021. Dr. Kumara Vembu, Founder & CEO of GoFrugal, served as the Chief Guest for the “CEO Talk Series” on December 18, 2021. Additional guest lectures covered topics such as “IR and Labor Welfare” by Dr. V. Chandrasekar (Labor Law Practitioner) and “Your Path to Success” by Mr. Prasath Ganiraj from Talent Metrix, providing students with diverse perspectives and practical knowledge.

Professional development workshops were a cornerstone of the academic year. The National HRD Network (NHRD) and Dalmia Discipleship Development Resource Institute & Fund (DDHRF) organized monthly meetings on topics including “Performance Management in The Virtual World,” “Skill Mapping for Manufacturing Industries,” “POSH ACT,” “The Art of Managing People,” “GREAT – Retention, Rewarding, Competence Building, Leadership in Digital Era,” and “Conversation on New Labor Codes.” These workshops were instrumental in preparing students for the evolving demands of the business world.

HBS also offered specialized workshops such as “Competency Building,” “Vision with Vision,” “Build Your Inner Citadel,” and “Craft Your Career & Interpersonal Skills” for new students. Dr. R.D. Vasudevan (Professor, Finance), Dr. AL. Alagappan (Associate Professor, Human Resource), and Dr. S. Kanimozhi (Associate Professor, Marketing) provided a comprehensive career guidance session for students on June 30, 2022, equipping them with the skills and knowledge needed for successful career progression.

Cultural and traditional celebrations were an integral part of the academic year, enhancing the vibrant campus life. Events included Saraswathi Pooja, Dhasara Function, Diwali with Pirattiyur Government School Students, FESTA HALLMARKIAN (Fresher’s Day), Men in Black (Men’s Day), Karthigai Deepam, Christmas Party, New Year Celebration with tree planting, Dhothi Day, and Colorful Pongal. The college also honored women by celebrating International Women’s Day, recognizing their invaluable contributions to the institution.




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HBS established several Memorandums of Understanding (MoUs) during the academic year 2021-2022 to enhance educational and professional experiences. These included collaborations with NIPM for training, student and faculty exchange, Data Info Academy for training and certificate programs, Synergy for training and certificate programs, Crasskills for on-the-job training and faculty exchange, and Crown Tech Surface Finishing for on-the-job training and internships.

Faculty achievements were noteworthy, with Mr. E. Prasanna achieving a 100% result in “Services Operations Management.” The total funding received from various companies for research projects and consulting during the academic year was Rs. 3,40,000, underscoring the college’s commitment to academic excellence and community service.

12 Teaching Faculty members of HBS attended a Management sponsored Five Days Management Development Program on NLP for Professionals at Kapilan Institute of Training.

A Professional Development Programme on Administrative Excellence was provided to Non – Teaching Faculty, where 9 non – teaching staffs attended and got benefitted.

In this Academic year, 12 teaching staffs received a financial support of Rs. 1,01,374 in total from the management aiming for their professional development.

HBS hosted a reunion for students from Batch 9-14 on January 26, 2022, filled with emotions, memories, and nostalgia. This event, spearheaded by Dr. SR. Rameshkkumar, Director of HBS, strengthened the bond between alumni and the institution.

The Centre for Career Development (CCD) played a pivotal role in supporting student career progression. CCD provided students with career development resources and support, including workshops, personality development programs, conclaves, alumni interactions, and counseling. Students benefited from training in aptitude, MS-Excel, group discussions, and personal interviews. As a result of CCD’s efforts, the number of companies participating in placement drives increased, and the average salary of graduates saw significant growth. In the 2021-2022 placement season, 51 companies participated in recruitment, with the highest salary being Rs. 10 Lakhs per annum and the average salary being Rs. 3.54 Lakhs per annum. Top recruiters included HDFC Bank, Nippon Paint, IDFC First Bank, AVASOFT, BYJU’S, TITAN, HDFC Mutual Funds, UBS, SBI Life Insurance, MAX, GEOJIT, OPPO, RAMCO, ADITYA BIRLA, CUB, BAJAJ, BERGER Paints, The India Cements Ltd., and EMERALD.




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The Marketing Club provided engaging activities for marketing students, such as:

“Retail Recital – Untold Story,” an activity for II MBA Marketing Students on September 24, 2021.

“Lemon Challenge,” an activity for II MBA Marketing Students on September 30, 2021.

“The Secret Operation – Brand Tour,” a micro presentation for II MBA Marketing Students on October 3, 2021.

“Vocal for Local,” an activity for II MBA Marketing Students on October 5, 2021.

“Real vs. Real,” an activity for II MBA Marketing Students on October 11, 2021.

“Mapping Math,” an activity for II MBA Marketing Students on October 19, 2021.

The HR Club also organized activities for HR students, including:

“FUN FRIDAY,” an activity for II MBA HR Students on October 8, 2021.

The Finance Club provided activities for Finance students, such as:

“Risk Return,” a stimulation game for II MBA Finance Students on October 6, 2021.

53 students of Batch 13 appeared for their final semester examinations and all 53 cleared their final semester examinations.

The academic year 2021-2022 was distinguished by outstanding accomplishments, ongoing education, and comprehensive development. We extend our deepest gratitude to all students, faculty members, parents, and stakeholders for their unwavering support and invaluable contributions to our success. As we look ahead, we eagerly anticipate another year brimming with opportunities, progress, and achievement.

Thank you.




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