



**K.S.Rangasamy College of Arts and Science**  
**(Autonomous)**  
**KSR Kalvi Nagar, Tiruchengode – 637215**  
**Namakkal Dt, Tamilnadu.**

**Department of Business Administration (UG)**

**Route map to Global Trade**

**Date: 27.6.2019**

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**K.S. Rangasamy College of Arts and Science, Tiruchengode - 637 215**

**Department of Business Administration**

**Proposal for Guest lecture**

27.06.2019

From	To
HOD - BBA K.S.R CAS	The Principal K.S.R CAS

Sub: Proposal for Guest lecture - Reg;

We have planned to organize a guest lecture on "Route Map to Global Trade" in our BBA department during the last week of June 2019.

The name of the programme and the details of expenses are given below.

Name of the programme : Guest lecture on "Route Map to Global Trade"

Name of the Guest : Dr.R.Ganeshmurthi, MFT, MBA., Ph.D., D.Lit (USA),  
Managing Partner, GIIT and Head-BBA (Logistics & Shipping)  
Coimbatore Marine College,  
Coimbatore

Participants : III BBA Students

Date : 27<sup>th</sup> June 2019.

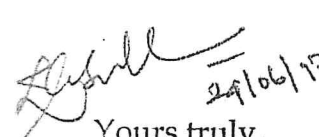
Venue : A/C Gallery Hall, KSRCAS

Details of Expenses : Honorarium to Guest - Rs. 3,000/-  
Refreshment - Rs. 150/-

Total Rs. 3,150/-

We request you to grant us permission for organizing the above mentioned programme and sanction the amount from Association fund contributed by BBA students

Thanking you

  
Yours truly,  
Dr.K.G.SENTHILKUMAR  
HOD - BBA

*Submitted to  
vice chairman*

  
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(Autonomous)  
TIRUCHENGODE - 637 215  
Namakkal-Dt. Tamil Nadu, INDIA

  
Principal

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**Tiruchengode - 637 215**

**Department of Business Administration**

**Circular**

Department of Business Administration	Students of BBA and Faculty Members
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KSRCAS/BBA

27.06.2019

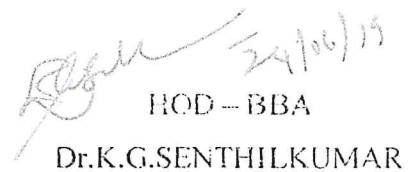
Dear Colleagues,

Sub: Guest lecture on **"Route map to Global Trade"**-Reg

This is to inform that Guest lecture on **"Route map to Global Trade"** for the III BBA students (27.06.2019(10am-1.00pm) at A/C Gallery Hall. **Dr.R.Ganeshmurthi, MFT., MBA., Ph.D., D.Lit (USA Managing Partner, GIIT(An Autonomous body registered under MSME Govt of India, Associate member of world trade centre) and Head-BBA(Logistics & Shipping), Coimbatore Marine College Coimbatore.** All the students and faculty members are requested to attend the same.

  
Ms. S. MEENA

Ms. G. LAMARAVATHI

  
HOD - BBA  
Dr. K. G. SENTHILKUMAR

Cc: III BBA - (A & B)

All the Faculty members of Department of Business Administration

  
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Namakkal-Dt, Tamil Nadu, INDIA

# Department of Business Administration

*Cordially invites you for the*

**Guest Lecture**

**On**

**“ROUTE MAP TO GLOBAL TRADE”**

**By**

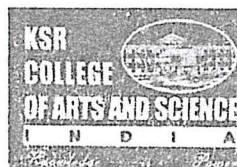
**Dr.R.Ganeshmurthi, MFT., MBA., Ph.D., D.Lit (USA),  
Managing Partner,  
GIIT**

**(An Autonomous body registered under MSME Govt of India,  
Associate member of world trade centre)  
Head- BBA(Logistics & Shipping),  
Coimbatore Marine College,  
Coimbatore**

*Venue:* A/C Gallery Hall

*Time:* 10am

*Date:* 27<sup>th</sup> JUNE 2019



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**Dr.R.Ganeshmurthi, MFT., MBA., Ph.D., D.Lit**  
**(USA),Managing Partner,**  
**GIIT**  
**(An Autonomous body registered under MSME**  
**Govt of India,**  
**Associate member of world trade centre)**  
**Head- BBA(Logistics & Shipping),**  
**Coimbatore Marine College,**  
**Coimbatore**




### Career Objective

To be able to work as a **Marine Engineer** in a first class international vessel where I can impart my skills and knowledge in **marine engineering** areas such as survival techniques, handling **marine** equipments of up to 750KW, maneuvering **engineering** systems and other related machineries. **Highlights in MBA**

- Complete shipping atmosphere with classes in Ship in Campus.
- Well Experienced and Professional as faculties.
- Free of the cost internship training program in reputed Shipping and Logistics companies.
- Free of cost mock interview at the Shipping companies.
- Frequent port visits and industrial visits.
- Guest Lectures by eminent professionals from the Shipping & Logistics industry.
- Practical sessions and classes with industry experts.
- Additional communication training sessions for English and Hindi language.
- Additional Soft skills Training program.
- Additional personality development sessions.

### Career Flow:

After successful completion the course he/she will be join as a Management Trainee then promoted to Asst. Manager (Logistics and Shipping) then promoted to Manager (Logistics and Shipping) then promoted to Regional Manager then promoted to General Manager. Give strategic advice and report results and findings to chairman and board members. Keep all relevant stakeholders informed of developments online with company's objectives. Manage resources, including the attracting, hiring and retention of personnel. Ensure employees move in the same strategic direction to achieve its mission. Create and report on business plans, monitoring its efficacy and progress. Remain close to all stakeholders including the chairman and board members, staff, clients, key-decision makers and external service suppliers. Research and implement new initiatives to drive revenue, lower operating costs while maintain quality products that are competitive, all while delivery excellent customer support. Continuous monitoring of the annual budget and ensure that revenue/sales targets are met. Manage and report on the effective implementation of a marketing strategy to maintain market relevance and promote products and services to increase sales. Manage key personnel, clients and service providers. Maintain the quality of products, services, customer support and level of service inline with service level agreements and other retention strategies. Promote the wellness of staff and implementing policies inline with labour legislation and health and safety guidelines to create a diverse and positive working environment. Preparation of annual reports and attending/presenting at board meetings.

  
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## **Skills**

A Managing Director will need a variety of skills. Some of the most important include:

- A proven track record of successfully managing a company.
- Experience in the management senior staff, employees and available resources.
- A high level of business awareness and acumen.
- Understanding the intricacies of financial management and management.
- Excellent Leadership, communication and organisational skills.
- Excellent analytical and problem-solving skills.
- Strong crisis management and conflict mediation skills.

## **Managing Director CV Must-Haves**

As a Managing Director, your CV needs to highlight and focus on your ability to:

- Successfully build and manage a diverse group of employees.
- Achieve company growth projections and targets in a dynamic and competitive environment.
- Manage operations and adapt processes within time and budgets.
- Be a strong team leader with a pragmatic approach in getting the best out of your talent.
- Build and nurture trust with teams, customers and external suppliers.

## **Qualifications**

Qualifications you will need for this job will vary based on the company size and the industry they operate in. Here's a selection of qualifications you might need to get the job:

- Degree in a Business/Finance related field.
- Masters or MBA degree would definitely count in your favour.
- A Honours Degree/Postgraduate Diploma.



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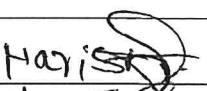

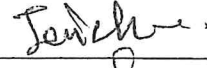
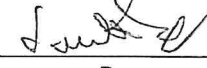


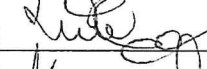
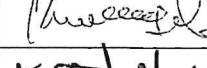

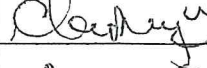
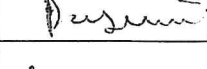

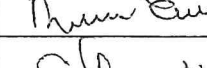
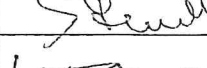

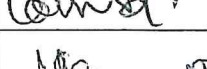

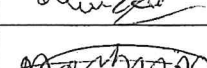

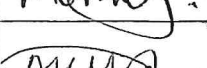
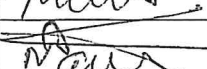
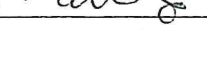
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**Department of Business Administration – UG**

**2019-2020**

S.NO.	NAME	COURSE & CLASS	SIGNATURE
1	HARISH S	III - BBA	
2	INDHUMATHI M	III - BBA	
3	JAICHANDRU R	III - BBA	
4	JANARTHANAN A	III - BBA	
5	JAWAHAR S	III - BBA	
6	JEEVANANDHAM S	III - BBA	
7	KAMALAKANNAN V	III - BBA	
8	KAMALESAN S	III - BBA	
9	KARTHI S	III - BBA	
10	KARTHICKRAJA G	III - BBA	
11	KARUPPUSAMI T	III - BBA	
12	KAVIN K	III - BBA	
13	KIRAN KUMAR M	III - BBA	
14	KRISHNAN G	III - BBA	
15	LOGESH K	III - BBA	
16	LOGESHWARAN M	III - BBA	
17	MANIKANDAN S	III - BBA	
18	MOHAMED MUZAMILL H	III - BBA	
19	MOHAMEDYASARARAFATH A	III - BBA	
20	MOHANA L	III - BBA	
21	MOHANRAJ S	III - BBA	
22	NAVEEN P	III - BBA	


  
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23	NAVEENKUMAR K	III - BBA	Naveen
24	PRASANNA KUMAR S	III - BBA	Prasanna
25	PRIYADHARSHINI M	III - BBA	Priya
26	RAKUL T	III - BBA	Rakul
27	RAMACHANDRAN P	III - BBA	Ramachandran
28	SAKTHIMURUGAN G	III - BBA	Sakthimurugan
29	SAKTHIVEL R	III - BBA	Sakthivel
30	SANJEEV KUMAR G	III - BBA	Sanjeev
31	SANTHOSH A	III - BBA	Santhosh
32	SANTHOSH KUMAR R	III - BBA	Santhosh
33	SATHISH KUMAR P	III - BBA	Sathish
34	SELVAPRIYA G V	III - BBA	Selvapriya
35	SHAMEENA S	III - BBA	Shameena
36	SINDHU R	III - BBA	Sindhu
37	SUDHAGAR S	III - BBA	Sudhagar
38	SUDHAN S	III - BBA	Sudhan
39	SUDHARSAN S	III - BBA	Sudharsan
40	SURESH A	III - BBA	Suresh
41	TAMILARASAN P	III - BBA	Tamilarasan
42	VARSHINI M	III - BBA	Varshini
43	VIGNESHWARAN G	III - BBA	Vigneshwaran
44	VIJAYABOOPATHI G	III - BBA	Vijayaboopathi
45	GOKUL S	III - BBA	Gokul

  
Co-Ordinator

  
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HoD



## PHOTO GALLERY



Program Name: "Route map to Global Trade"

Date: 27.6.2019

Venue: A/C Gallery Hall, KSRCAS

  
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**KSR COLLEGE OF ARTS AND SCIENCE, TIRUCHENGODE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

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**Dated: 27/06/2019**

**GUEST LECTURER REPORT**

**ROUTE MAP TO GLOBAL TRADE**


This report elaborates a brief summary of guest lecture organized by department of Business Administration the title on "Route Map to Global Trade" on 09<sup>th</sup> of August, 2019. The Programme was started around 10.00 am and ended around 01.00 Pm in A/C Gallery Hall.

The Event was started with welcome speech was delivered by Dr.A.Sentil Nathan, Expressed his gratitude towards the guest and welcome the audience. The guest lecture was based on "Route Map to Global Trade" and it was presented by Dr.R.Ganesh Murthi, Managing Patner, Coimbatore Marine College, Coimbatore.

Dr.R.Ganesh Murthi explaining about the history of globalization from 1000Ad to till date. He pointed international trade was dominated by China, India, and America but there are some changes to the trading map, as time goes by. We have to be careful with free trade because it has potential to be trade war and can be feeling like the true war.


Dr.R.Ganesh Murthi shifted her focus to India and told us how India maintains a positive balance of payments since its credits from services better its debits from trade of goods and services.

Dr.Ganesh Murthi also encouraged all the students to visit the Reserve Bank of India's website and use its annual economic survey as a part of their research. Dr.Ganesh Murthi concluded by opening the floor to questions and patiently answered all the queries that the students had. Over all, the lecture was very interactive and broadened the horizons of all students present.



**Signature of the HOD**

**(Dr.K.G.Senthil Kumar)**



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