

SRIHER

# InSight

**A Bi-annual Newsletter from  
Sri Ramachandra Faculty of Management Sciences**

Volume 1  
Issue 2

March 2021



**SRI RAMACHANDRA**

**INSTITUTE OF HIGHER EDUCATION AND RESEARCH**

(Category - I Deemed to be University) Porur, Chennai

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## Message from the Editor

### Greetings!

We are delighted to release the second issue of our Newsletter "InSight" capturing the activities of the SRFMS. It has been a year since the outbreak of Covid-19 and when we look back, each one of us has encountered a lot of challenges that we could have never imagined. Especially the organizations were left with uncertainty and fear of disruption spreading like a contagious disease. In the world of uncertainty what is certain is our freedom of choice to be positive. The world looks for optimistic, smartest and passionate individuals. Let's create and nurture positivity in thinking leading to the virtue of 'Hope'. This issue gives you a positive vibe that we continue to perform, achieve and excel because nothing stopped us, be it an online learning, online Convocation, Healthcare Leadership Summit, signing of MoUs, publications and so on. We hope you will find 'InSight' inspiring.

*-Editor*

## Message from the Director

Of course, every newsletter issue is different. The InSight debuted in October '20, at the peak of COVID-19 pandemic. Undoubtedly, the pandemic upended every aspect of life.

However, we have good news in the New Year 2021 backed by stellar scientific advances and institutional progress on any diseases in a year than the humankind did on COVID-19 the past year. Multiple vaccines were created, tested and approved by regulators in less than one year. India's vaccination rollout campaign has covered the frontline healthcare professionals and is set to expand the coverage to the 45+ demography. Students are scheduled to return to physical classes. There is an optimism in the air and is reflected in the new InSight issue.

I wish the InSight editorial team, staff and students every best wishes!

*-Director*



## A NEW DIRECTOR FOR SRFMS



SRFMS is happy to announce that Dr. K. C. John joined our team as the new Director on 12th October, 2020. He served as Professor of Technology, Innovation & Entrepreneurship and Director of Center of Excellence for Technopreneurship in Great Lakes, Chennai.

He has a distinguished record of entrepreneurial leadership in convergence innovation space of mobile computing, communication and collaboration, healthcare, inter-networking and smart communities. As a founding partner in entrepreneurial companies, John has successfully addressed major strategic and operating challenges in scaling high-technology start-ups since 1995. His cross-functional experience includes Product Development, Product Management, Business Development and Strategic Alliances for Creating Innovation Network. He has been involved in multiple merger & acquisitions and post-merger integrations in the technology space. His professional association included Qualcomm, River Run, BayPackets, GENBAND and AGNITY. Dr. John also had extensive experience in international development agencies – the Ford Foundation, the World Bank and the UN Agencies.

His areas of interest include Strategy, Entrepreneurship, Innovation and Technology Management. He also mentors a group of first-generation entrepreneurs. Dr. John is a Fellow, Indian Institute of Management, Ahmedabad.

## RECENT HAPPENINGS IN HEALTHCARE INDUSTRY

### **Mayo Clinic's 2020 profit down, but net assets increased considerably**

The Mayo Clinic saw a modest uptick in revenue but a significant decline in profit for calendar 2020, the Rochester, Minnesota-based nonprofit hospital system reported.

Overall, Mayo Clinic's revenues were up 1.5%, including donations, while net income was down 23.5%. However, total assets increased 19% and now are well over \$12 billion. Two actions suggest that the worst financial gyrations of the COVID-19 pandemic have passed for the organization. In December, it returned \$156 million of the \$338 million it received in Corona virus relief payments from the federal government. The system also sent back \$915 million in advanced Medicare payments last July.

Courtesy : <https://bit.ly/3u9PlzF>

## ARTICLE

### **MISINFORMATION ON COVID-19 VACCINE AND HERD IMMUNITY THROUGH VACCINE: AN OVERVIEW**

*-Dr. A. Bhooma Devi, Associate Professor, SRFMS*

Misinformation on vaccine would push down the success of covid-19 vaccination campaigns, researchers found that fewer people will volunteer to take the vaccine that is required for achieving herd immunity in the US and UK. In a study published in the journal Nature Human Behaviour, researchers from Imperial College London and the London School of Hygiene & Tropical Medicine (LSHTM) asked 8,000 people in the UK and US about their willingness to accept a potential Covid-19 vaccine when exposed to misinformation. The study revealed that prior to being exposed to misinformation; around 54 percent of those surveyed in the UK said that they would 'definitely' accept a vaccine and around 42 percent in the US. When exposed to online misinformation, the number reduced by 6.2 percent in the UK and 6.4 percent in the US. India too is struggling to fight vaccine hesitancy among beneficiaries who are turning up in lesser numbers to take the vaccine shot.



It is estimated that a Covid-19 vaccine will need to be accepted by at least 55 per cent of the population to provide herd immunity, and some scientists anticipate even higher numbers.

First, it is important to raise awareness of the fact that false claims exist (deaths after vaccines /deaths without a vaccine on little or no evidence or against the evidence) and are spread. At the same time, people should be encouraged to take care in evaluating claims of vaccine harms.

Second, fast exposure of anti-vaccine misinformation will continue to be important. Mainstream media increased their efforts there, which helps, but much of this is still done by the people who have been inflating anti-vaccine misinformation for over a period. Third, promoting accurate information about vaccine risks – and benefits – as they appear will continue to be important, too. If reliable sources directly address issues that do come up – like allergic reactions – the claim of harms being hidden will be less reasonable.

Fourth, the efforts of social media to reduce the spread of misinformation are helpful, although imperfect. Social media uses blunt instruments, and is often slow to respond. Anti-vaccine misinformation may contribute to vaccine hesitancy among the wider public, which in turn will hinder national and global public health efforts.

“Covid-19 vaccines will be crucial to helping to end this pandemic and returning our lives to near normal. However, vaccines only work if people take them. Misinformation plays into existing anxieties and uncertainty around new vaccines, as well as the new platforms that are being used to develop them. This threatens to undermine the levels of Covid-19 vaccine acceptance required,” said Heidi Larson, anthropology professor at LSHTM and lead author of the study, in a statement.

To safely achieve herd immunity against COVID-19, a substantial proportion of a population would need to be vaccinated, lowering the overall amount of virus able to spread in the whole population. One of the aims with working towards herd immunity is to keep vulnerable groups who cannot get vaccinated (e.g. due to health conditions like allergic reactions to the vaccine) safe and protected from the disease.

The percentage of people who need to be immune in order to achieve herd immunity varies with each disease. For example, herd immunity against measles requires about 95% of a population to be vaccinated. The remaining 5% will be protected by the fact that measles will not spread among those who are vaccinated. Achieving herd immunity with safe and effective vaccines makes diseases rarer and saves lives. (WHO)

## STUDENTS' CORNER

### APPLICATION MARKETPLACE FOR HEALTHCARE PROVIDERS

#### *On the rise of the Hype Cycle 2020*

- Geethika K, II MBA, 11th December 2020

The past decade has seen healthcare technology take large strides in almost every scope of the healthcare industry. With the rapid and consistent improvement in smart-phone devices, various healthcare applications (or Apps) with a wide range of purposes have become the core of the health-tech. The utility of such apps is very wide ranging from basic diagnosis support to home healthcare services, drawing in various investors and providers to take advantage of this expanding and rising market. The evolution of application technology into healthcare has led to the branching of a new division called m-health which is defined as the medical and public health practices involving mobile devices such as mobile phones, digital assistance, wireless devices, and many such.



The healthcare application market size was estimated at USD236 billion in 2026, globally. Researchers attributed this rapid growth to the factors like the need to reduce long waiting periods to access healthcare facilities, self-management apps that have made the patient's life easy, increase in health-conscious population, and the rising importance of patient's role in staying updated and informed about one's own healthcare decisions. While the above points are from the consumer point of view, for healthcare providers it is more of an inclination towards a value-based model. The increase in various health disorders along with its awareness among consumers are pushing the healthcare providers to adopt a dynamic model of preventive care, in turn forcing them to invest in innovations to enhance the delivery rate and also spread its utility to the therapeutic wing.

Having realized its importance, the next big question the providers face is from whom to buy? The application software needs to have enhanced security as its dealing with highly sensitive patient data. Therefore, the providers have to keep in mind a lot of factors (reliability, responsiveness, security, etc.) while addressing this problem. The top vendors in the healthcare applications market are Cerner Corporation, McKesson Corporation, IBM, GE Healthcare, Allscripts Healthcare Solutions, Koninklijke Philips N.V., Cognizant Technology Solutions Corporation, Athenahelath, UnitedHealth Group Incorporated, Infor Inc. It is estimated that there will be more than eight hundred such vendors by 2023. Some of the start-ups that have revolutionized the healthcare application marketplace are DocTalk, Oncostem, PharmaEasy, Molcure, Medifi, and also the current Arogya Setu (a GOI initiative) to combat the pandemic. Moreover, the upfront costs of such software companies are low as compared to traditional device companies hence, luring the value of VCs and investors. It is no wonder; Gartner plotted the healthcare application marketplace on the rise of the healthcare hype cycle 2020.

## PREDICTIVE ANALYSIS IN HEALTHCARE 4.0

- AFRAH MUSTAFA-G0119018, SWETHA.K.L.-G0119015, BBA II YEAR.

With the use of statistics and modeling techniques, Predictive Analysis can be used to determine future performance in healthcare. With the rise of Artificial Intelligence (AI) and Internet of things (IOT) in healthcare, we can feed historical data into algorithms to make meaningful predictions. These algorithms can be used to support clinical decision making for patients and it also can be applied to hospital administrative challenges. For example, it helps in delivering predictive care for patients at risk in their homes, by combining data from multiple sources like EMR, fall detection pendants, and previous use of medical alert services.

References : <https://philips.to/3u7fZyQ>



## NAAC ACCREDITATION

The NAAC Cycle 3 Accreditation visit of SRIHER was held from 18th to 20th January 2021. The assessment process of the Self Study Report of the New Health Sciences Manual for Universities submitted by SRIHER comprises of three stages. The first being Student Satisfaction Survey, wherein the students were selected by NAAC through automation process and sends a questionnaire to their mail. The students filled it and submitted to NAAC through online. The 2nd stage is the evaluation of Quantitative metrics by a 3rd party identified by NAAC, viz. Data Validation and Verification system. The 3rd stage is the evaluation of the Qualitative metrics by the eleven member Peer Team headed by Dr. Subhash Chandra Parija, Vice Chancellor of Sri Balaji Vidyapeeth, Deemed to be University, Puducherry. The Expert committee of NAAC consolidated the scores obtained from all three stages and declares the grade and CGPA. SRIHER scored A++ grade, highest among Health Sciences University with CGPA of 3.53 on a 4 point scale.

The accreditation is valid for seven years



This achievement is an offshoot of coordinated efforts and team work of academic and administrative staff of SRIHER. Each cell and every individual turned out a splendid output in terms of Quality and excellence that resulted in a higher grade, according to Dr. A. Ravi, Senior Coordinator, IQAC

## SRI RAMACHANDRA INNOVATION INCUBATION CENTRE

The "Sophisticated Instrumentation Laboratory" and other facilities of CRF were elevated as "SRI RAMACHANDRA INNOVATION INCUBATION CENTRE" (SRIIC), an ideal Research and Development Innovation Ecosystem of the University. The Centre will function on the creativity and motivational mechanism to facilitate academia-academia / academia-industry and industry-industry collaborations. The ecosystem created would nurture "start-up" culture among the young entrepreneurs and work as a catalyst for product (drugs etc.,)/ process development, acquiring patents for inventions leading, paving the way for technology-transfer.

## SRIHER ONLINE CONVOCATION 2020

Sri Ramachandra Institute of Higher Education and Research, Chennai held its 32nd Convocation on 4th of January, 2021. The Convocation was organized virtually in the light of the pandemic. It was inaugurated by Thiru.V.R.Venkataachalam, Chancellor, Sri Ramachandra Institute of Higher Education and Research, Chennai. 36 students of Batch (2019-2021) were conferred Masters in Business Administration, Ms. Reshma Ann Mathen received Murali Manohar Joshi Gold Medal and 30 students of Batch (2018-2021) were conferred Bachelors in Business Administration. The Chief Guest for the Convocation was Dr. Harsh Vardhan, Hon'ble Minister of Health and Family Welfare & Minister of Science & Technology and Earth Sciences, Government of India, New Delhi. Dr. Harsh Vardhan, announced the Central government's plan of vaccination for combating the COVID during the convocation.





## FRESHERS' VIRTUAL ORIENTATION FOR BBA BATCH (2020-2023) AND MBA BATCH (2020-2022)

A virtual Orientation program for the newly admitted undergraduate students of B.B.A (Hospital and Health Systems Management) was designed and organized to prepare the students to have a successful time studying at Sri Ramachandra Faculty of Management Sciences, SRIHER.

On 02/11/2020, the ceremony commenced with a hearty welcome speech by Ms. K. Rohini, Senior Lecturer, UG Programme Coordinator, followed by the introduction of faculty members and key highlights of B.B.A (Hospital and Health Systems Management) program by Dr. Selvam Jesiah, Vice-Principal, SRFMS.

The session continued with briefing of the SRIHER BBA - Academic Requirements by Ms.K.Rohini once again. The requirement to take up classes virtually has made it essential to orient the freshers about LMS platform of Sri Ramachandra Institute of Higher Education and Research which was carried out by Dr. Jabarethina, Assistant Professor, SRFMS.

The orientation programme on day one was wrapped up after the students introduced themselves.

On 03/11/2020, Dr. A. Bhoomadevi, Associate Professor, SRFMS, began the session with a speech on an interesting topic "Hospital Administration as a career", to give students an idea of what it takes to become an administrator in healthcare industry and to emphasize on why it is the best option for students. The second day was largely focused on orienting the students on the regular events at SRFMS like NSS activities, Student development activities and Hands-on postings.

Ms. T. Bharathi, briefed the students about NSS activities and educated them as to how best they can contribute to the community development, an introduction to the Student Development Activities was given by Ms. S. Nithyapriya, Lecturer, SRFMS. This was followed by an orientation on Hands-on postings by Ms. K. N. Priya, Lecturer, SRFMS and a talk on enhancing competency & employability skills by Dr. A. S. Poornima, Asst. Prof, SRFMS. The valedictory speech was given by Dr. A. Subashree, Asst. Prof, SRFMS. This initiative to orient the B.B.A (Hospital and Health Systems Management) students of batch 2020-2023 was made to impart the students' responsibilities, commitment and to get them connected to the program by letting them know about the available resources, activities and many more at Sri Ramachandra Faculty of Management Sciences, SRIHER. The Orientation programme was co-ordinated by a team consisting of Dr. P. Amalanathan, Dr. A. Bhoomadevi and Dr. A. Subashree.

The Faculty of Management Sciences organized an alumni interaction for the Undergraduate students (2020 – 2021) as a part of the Orientation program on 5th November 2020. Mr. Mathew Maurice, Ms. Baby. M, Ms. Catakam Keshika and Ms. Suganya. C 2016-2019 batch Alumni of the department were the resource persons. The session was informative and interactive, allowing the freshers to help come out of the beginner's stigma. The student participants registered their positive feedback about the session



*Virtual orientation of BBA Batch 2020-2021*



SRFMS delightfully welcomed Batch (2020-2022) to the MBA program through a five-day Orientation that ensued from 18th November 2020 to 21st November 2020, between 10 A.M and 4 P.M.

The Orientation program was conducted through online platform, precautionary to COVID protocols. The committee for the induction, headed by Dr. Selvam Jesiah, Vice-Principal, SRFMS, had on board Dr. Amalanathan, Dr. Bhooma Devi, and Dr. Subhashree.

On day one of the orientation program, the freshers were introduced to the faculty members by our Vice-Principal and the welcome address was given by Ms. K. Rohini. The students were oriented on how they should prepare for the MBA program. Dr. Srinivasan, PG Program coordinator, educated the students on academic requirements, while Dr. G. Jabarethina introduced the LMS/Moodle platform, which is the main student portal for all college-related information, news, exams, etc. Post lunch, the freshers were asked to introduce themselves. Dr. Amalanathan, then, emphasized the importance of research in MBA. Ms. Bharathi and Ms. Nithya Priya articulated on NSS/Outreach activity and Student development activity respectively. The first day of the program ended with enunciation on Hand-on-Posting by Ms. K. N. Priya. On day two, the students were taught the case study method of learning, by Dr. K. Shetragna, from XIME, Chennai. Dr. Suhas Prabhakar, M.D, SRMC, gave an overview of the institution while Ms. Latha Vijayakumar, CHA, SRMC, shed light on hospital administration. The post-lunch Business Standards (BS) quiz was conducted by Mr. S. Jayaram, Region Head – Market Development, BS, and thereupon prizes were distributed. Dr. Santhosh Muruganathan, M.D, Kolapasi, Chennai, ended the day's session with an entrepreneurial talk.

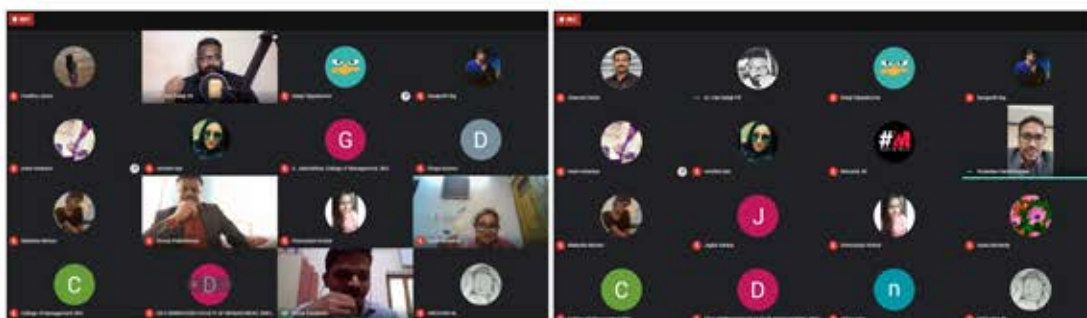
Understanding the learning profile was the theme for day three, under which, students were illuminated on leadership and management by Rev. George Sebastian, Director, XLRI, New Delhi. They were also enlightened on hospital administration as a career by Dr. A Bhooma Devi. Before breaking for lunch, students were subjected to group discussions on current topics by our faculty members. The session post-lunch consisted of an address by Capt. R. Vijayakumar, Executive Director, Madras Management Association (MMA), and a Personality development class by faculty from the psychology department.

On day four, students were given the assignment to write about their role model in about 500 words. Ms. Bonnika Sarawathy, Consultant & Trainers spoke on the industry readiness of the students, followed by Dr. Rajendiren, Professor, Dept. of Pathology, SRMC, who contemplated on goal setting, along with the importance of personal and professional development. Ms. K.N. Priya, then, inducted students on Fit India. The second phase of the session after lunch was mentoring by faculty members, life skills & social entrepreneurship talk by Mr. R. Sathishraj, CEO, E-Crusaders, and finally ended with alumni interaction.

The final day of the orientation program had Dr. G. Jabarethina emphasizing the importance of universal human values. Mr. Sundera Vadivel, Deputy Director – Placement, SRIHER (DU), reflected on placement opportunities for MBA students, and Dr. A.S. Poornima elicited on enhancing competency and employability skills. Post lunch, the final year MBA students interacted with the freshers, where they welcomed their juniors joyfully, attended to their queries, and also put forth the hand of support. Dr. Subashree acted as valedictorian for the session and the orientation program ended with students' feedback.



The Faculty of Management Sciences organized an alumni interaction for the Postgraduate students (2020 – 2022) as part of the Orientation program on 21st November 2020. Mr.R.Somu Sundaram.R (2002- 2004), Mr.Sooraj Prabhakaran (2002 – 2004), Dr.Ragini Mohanty (2004- 2006), Mr.Ahamed Meera Sahib (2005- 2007), Mr.Sivabalan.G (2006 -2008), Dr.V.R.Haribalaji (2010 – 2012) batch alumni of the department were the resource persons. The session was informative and interactive, helping the freshers to help come out of the beginner's stigma. The student participants gave positive feedbacks about the session.



Virtual orientation of MBA Batch 2020-2022

## HEALTHCARE LEADERSHIP SUMMIT 2020

Sri Ramachandra Faculty of Management Sciences organized Health Care Leadership Summit 2020 on 16th December, 2020. In the aftermath of Covid-19 pandemic which has widened impoverishment and inequalities globally, vaccination of 7.8 billion people in the world should not endanger it further, said Dr. Mukesh Kapila, Former Director of WHO and Professor of Global Health and Humanitarian Affairs, Manchester University. Drawing lessons from the massive disruption and global response, we should move away from human centric healthcare to one health system for humans, animals, plants and the entire eco system. We should also move away from the high cost – low output health system favouring the elite to low cost high output for all, he said.



## Healthcare leadership summit 2020

December 16th 2020

Organised by Sri Ramachandra Faculty Of Management Sciences, SRIHER, Chennai

*Professionalism and Beyond*



Speaking on the occasion, Dr. Jebamalai Vinanchiarachi, Former Principal Advisor to the Director General, UNIDO, Vienna said that only Taiwan stood out in effectively meeting the Covid challenge. Learning from the 2003 SARS outbreak, Taiwan for 16 years developed a rapid response system and was ready when Covid19 broke out and though just 80 kms from China, quickly created a high quality isolation centre, and for a population of 23 million people it had only 441 patients and seven deaths. Sounding a caution on vaccine safety he said on an average vaccine developments had taken 10 to 15 years but now within eight months we have eight candidates. He was against industries funding laboratory research for a vaccine.

Dr. Narottam Puri, Advisor Medical Operations, Fortis Medical Council, said the Covid pandemic has brought back the attention on healthcare at the highest political level. It has also shifted leadership in health care from the top to the bottom with doctors and nurses treating the patients from admission to discharge becoming innovators in handling the unexpected challenge. Dr. Sumanth C Raman, Domain Health-Healthcare, TCS, Mr. S. Sanjeev, MD & CEO, Mediff Technologies, Bangalore, Mr. Raj Gore, Chief Executive Officer, Southern Region, Apollo Hospitals and Mr. Gautam Khanna, CEO, P.D. Hinduja Hospital & MRC, Mumbai also joined the discussion.

Earlier Dr.P.V.Vijayaraghavan, Vice Chancellor, SRIHER said there is an urgent need to change the healthcare system from consultant centric to patient centric. The biggest challenge for the University was to make Students, Faculty and Alumni to adapt to online education. Technology now enables even virtual care for patients which should be expanded, he added. Among the other speakers were Dr. Mahesh Vakamudi, Dean of Faculties, Dr. Selvam Jesiah, Vice-Principal, Faculty of Management Sciences, SRIHER.





## INDUSTRY CONNECT

Sri Ramachandra Faculty of Management Sciences signed a Memorandum of Understanding (MoU) with GurHealth and ACME Consulting Private Limited on December 24, 2020



## RELEASE OF NEWSLETTER – MAIDEN ISSUE

SRFMS released the first issue of their Bi-annual newsletter 'INSIGHT' in September 2020, our Honourable Vice-Chancellor Dr. P.V. Vijayaraghavan released the issue in the august presence of Dr. K. V. Somasundaram, Professor of Eminence, Advisor (Academic) along with the editorial board Dr. Selvam Jesiah, Vice-Principal, Ms. T. Bharathi –Managing Editor, Ms. K. Rohini – Associate Editor.



## STUDENTS' VENTURES

### CRAZY PLAZA

NAME: ABITHA R, BBA II Year

This venture was not my idea from the beginning but at a point of time I have realized that, I do not want to be dependent on my parents for my small needs, so I have started "CRAZY PLAZA" on Instagram which has quite a good reach and now I feel myself independent and satisfied by seeing my customer's happiness.

ABITHA.R

EMAIL:

[crazyplaza987@gmail.com](mailto:crazyplaza987@gmail.com)

CONTACT NUMBER:

8754504961





NAME : SRINIDHI S , BBA II Year

VENTURE NAME : Senpriya Embroidery Works And Jewellery Making (Teracotta And Silk Thread Jewellery)

ADDRESS : No.10, Sri Vivekananda Nagar, Kalaivanar Street Thiruvallur-602001.

CONTACT NUMBER : 6380925828

EMAIL ID : [srinidhisenthilvelan@gmail.com](mailto:srinidhisenthilvelan@gmail.com)

I have always been creative and I thought why don't I put this creativeness into a product and make others happy. So I came up with the venture "SENPRIYA EMBROIDERY WORKS AND JEWELLERY MAKING". It has been 3 years since I had started this venture. I have been making good amount of profits and I am self-sufficient to be independent.



## MICKY MINNIE DECORS

Event planner

CEO : [Jayasree.G](#)

Contact Number : 7397351948

Instagram I'D : [@micky\\_minnie\\_decors](#)

Email I'd : [mickeyminniejm@gmail.com](mailto:mickeyminniejm@gmail.com)

Making others happy has been the reason for my contentment. I thought a decoration venture would be best suited for my need as I could be directly involved to be a part of someone's happiness. Then I mustered my courage to finally change my idea into reality and came out with "micky\_minnie\_decors".

It has been a year since "micky\_minnie\_decors" has become a reality. More than the profits I get I feel happy for what I am doing.





## STUDENTS' ACHIEVEMENTS

Ms. P. Hindhuja, II BBA, SRFMS won Gold medal in OGKSI & IBGKKA GOJU-RYU International e-KATA Online Championship 2021, on 11th October, 2020. She also participated in the International Tournament conducted by Circulo Deportivo Policia Municipal Republica Dominicana held online on 31st October, 2020.

### *Excelling Performance of SRFMS*

Name of the award/ medal	Sports/ Cultural	Name of the student
First Prize	Avant Grade (Business Plan Competition) organized by Prince Shri Venkateshwara Padmavathy Engineering College on 30th August, 2020	Mr. Prabhu, II MBA
2nd Place	King of marketing held at DG Vaishnav	Ms.C Varshini, and Ms. Kaavya, I MBA
Qualified	Ganesar college of Arts and Science -E quiz on social work research	Ms.Aarthi, II MBA
Qualified	Lakireddy Balireddy College of Engineering - GST quiz	Ms. Nandhini, II MBA
Qualified	University of Allahabad - COVID 19 awareness quiz	Ms.Kirthana, II MBA
Qualified	University of Allahabad - COVID 19 awareness quiz	Ms.Alice, II MBA
Qualified	DG Vaishnav college - Intellectual property rights quiz	Mr.Yeshwanth, II MBA

**Sarath Chandrika.E of III BBA, attended various online quiz which are listed below:**

- E-Quiz on 'Women and Environment' organised by the Centre for Women's Studies, Bangalore University, Bengaluru on 7/10/2020
- E-Quiz on 'Climate Change, Environment, Biodiversity and COVID-19 preparedness' organized by the Department of Environmental Science, Bangalore
- National Level Online "Business Quiz" organized by Department of Management, S. B. Jain Institute of Technology, Management & Research, Nagpur
- National Level Online E-Quiz on "MARKETING" Organized by IQAC and Department of Corporate Secretaryship from 15th July to 18th July 2020.

### *Research Publication*

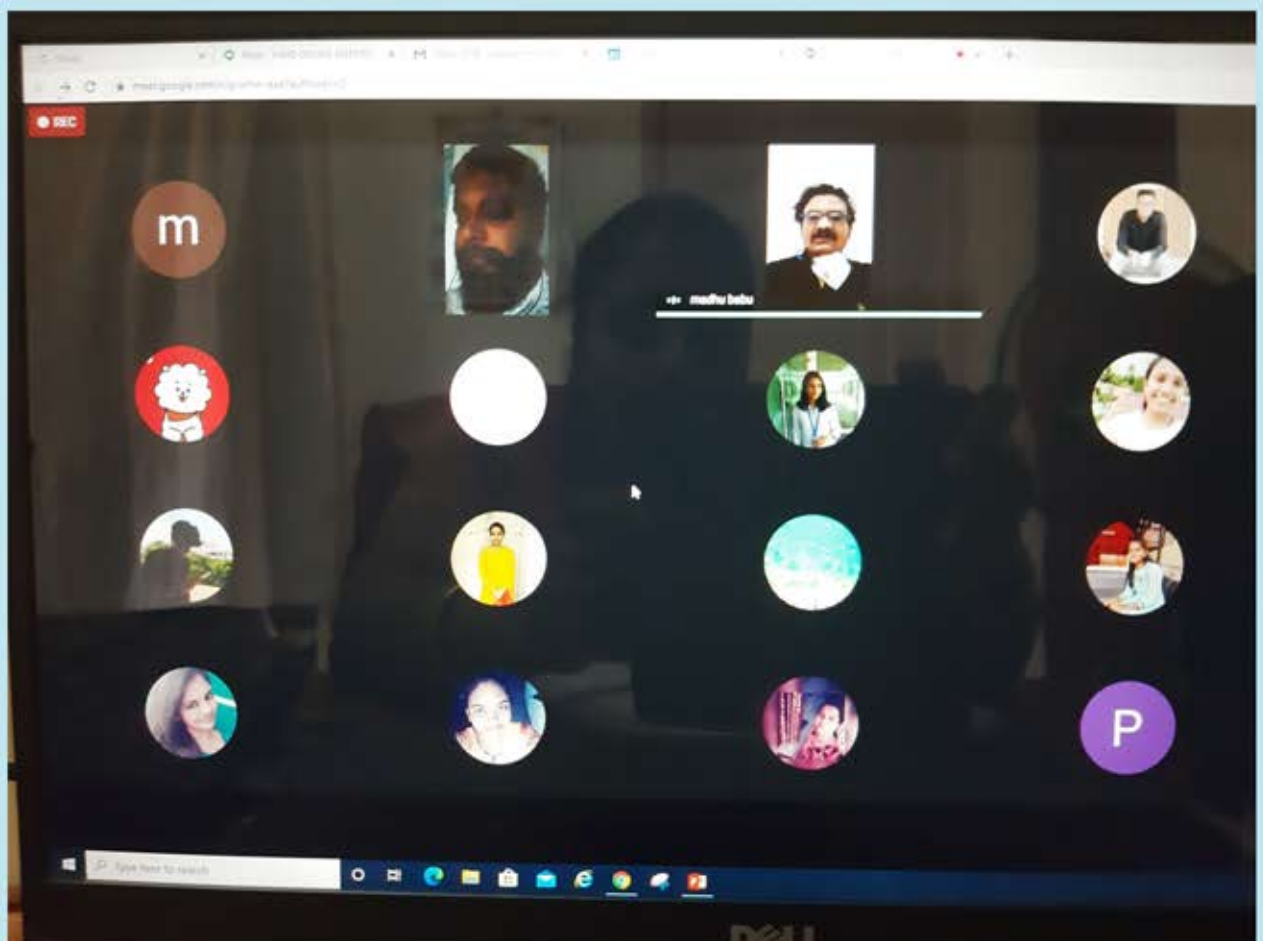
Narahariseti Vooha Prasanna Lakshmi and Ms, Soniya K, students of III BBA, published articles on topics, "Opportunities and challenges for health industry post corona crisis" and "Emotional distress among youngsters in course of pandemic", in an edited book of "Economic, social, psychological, political, educational and literary impact of Covid-19 & all multidisciplinary subjects for research", Red'shine Publication Pvt. Ltd, ISBN: 978-93-89840-55-1 (paperback)



## ALUMNI CONTRIBUTION

Alumni of SRFMS shared how the institution was instrumental in shaping their career and delivered a talk in their area of expertise to enrich students.

Name of the Alumni	Designation	Topic	Date
Mr. Ahmed Meera Sahib (2005 - 2007 Batch)	Quality Manager, LLH & Lifecare Hospitals, Medical Centres, United Arab Emirates	Make your Career in Healthcare Administration	17.07.2020
Mr. A. Karunakaran Joseph (2009 - 2011 Batch)	Operations Manager, Blooms Hospital	Licenses required for a Hospital	28.07.2020
Ms. Sajima (2001 - 2003 Batch) Mr. Madhu Babu (2003 - 2005 Batch)	Ms. Sajima is Senior healthcare consultant at UST Global hospital in Ernakulam, Kerala and Mr. Madhu Babu is the group head of operations at Rainbow children's hospital, Hyderabad, Telangana.	Opportunities in Healthcare IT and Operations	31.07.2020
Mr. Sooraj Prabhakaran (2002 - 2004 Batch)	Manager – Ahalia Medical Group, UAE	Career Talk	28.08.2020





## FACULTY MEMBERS INVITED AS GUEST SPEAKERS

Dr. Selvam Jesiah, Vice-Principal, Sri Ramachandra Faculty of Management Sciences, delivered an invited lecture on "The Challenge of Offering Multidisciplinary Courses In Professional Colleges" in the National Webinar on Understanding National Education Policy 2020, organized by Stella Maris Institute of Development Studies and Vishwa Yuvak Kendra, New Delhi on 1st September, 2020. Padma Shri Dr. J S Rajput, Former Director NCERT also delivered a session on NEP: An overview and Challenges in implementation.

Present  
Webinar on

**UNDERSTANDING NATIONAL EDUCATION POLICY 2020**

Tuesday, 1<sup>st</sup> September 2020 11:00 AM to 1:00 PM

**Dr. Selvam Jesiah**  
Vice-Principal  
Faculty of Management Sciences  
Sri Ramachandra Institute of Higher Education and Research

**The Challenge of Offering Multidisciplinary Courses In Professional Colleges**

Dr.G.Jabarethina, Assistant Professor, Faculty of Management Sciences, Sri Ramachandra Institute of Higher Education and Research, was invited as a resource person to deliver the lecture on "Applications of various Statistical Tools" for B.Com (Hons.) students at Department of Commerce (Self Supporting), Ethiraj College for Women, Chennai on 11.11.2020. She was the speaker for the webinar on the topic "Industry Readiness", conducted by Department of Mechanical Engineering, M.Kumaraswamy College of Engineering, Karur. Dr.G.Jabarethina was also invited as a resource person to conduct a session on "SRIHER Connection Quiz" for the Undergraduate Paramedical students Orientation Program (virtual mode) of Our University on 09.11.2020 between 10:35 am – 10:50 am organized by The Education Unit of Health Science Colleges, SRIHER.

**M.KUMARASAMY COLLEGE OF ENGINEERING**  
NAAAC Accredited Autonomous Institution  
Approved by AICTE & Affiliated to Anna University  
REG. NO. 2019 & 2016-18001-2019-C Certified Institution  
Thalavapalayam, Karur - 639 113.

Department of Mechanical Engineering

Proudly presents  
**Webinar on "Industry Readiness"**

**Resource Person**  
**Dr. G. Jabarethina**  
Faculty of Management Sciences  
Sri Ramachandra Institute of Higher Education and Research  
(Deemed to be University)  
Porur, Chennai

DATE & TIMING  
03.10.2020(SAT)  
02.30pm to 03.30pm

PLATFORM: Google Meet

Dr.F.RAMAKRISHNAN SECRETARY | Dr.N.RAMESHBABU PRINCIPAL | Dr.S.KUPPUSAMY EXECUTIVE DIRECTOR | Dr.C.RAMESH HODMECH | Dr.K.KAMALAKANNAN STAFF CO-ORDINATOR

Dr.A.Subashree, Assistant Professor, SRFMS presented a session on 'Cyber Security' organized by Rotary Club of Pollachi for MSMEs. The session coverage was security requirements for Small and medium enterprises, the threat they are under today and what they should do to secure their digital assets. She also detailed on how the hardware, firewall, Wi-fi network, password management and the cyber security planning can be done to minimize the risks. The session can be viewed on their youtube channel: [bit.ly/rcpollachi](https://bit.ly/rcpollachi).

Dr. Subashree, Assistant Professor from Faculty of Management Sciences, published an article in a Tamil daily magazine dated 29-08-2020 on the topic "Risk in consumption of chicken among adolescent girls"



## FACULTY RESEARCH CONTRIBUTION

1. Dr. P. Amalanathan, "Risk Optimization Analytics-A Case Study on Brown Research Associates India", International Journal of Social Ecology and Sustainable Development (IJSESD), Vol.20 (2), June, Scopus Indexed Journal, ISSN No. 1947-8402.
2. Dr. A. Subhasree, "Impact of poultry consumption by adolescent females - An analytical study ", Drug Invention Today , Volume 13, Issue 7, 2020
3. Ms. K. N. Priya, "Human Factors in Healthcare", in Solid State Technology, Volume 63, Issue 2, 2020
4. Ms. K. N. Priya, "Blue Ocean Strategy in healthcare ", Mukta Shabd Journal, Volume IX, Issue VI, June 2020, Page No. 3832-3836
5. K.N.Priya, Dr.A.Bhoomadevi (2020) RATER MODEL: An Assessment among Health Insurance Patients, International Journal of Management, Vol. 11, Issue 12, pp 2430-2437 ISSN Online 0976-6510
6. Ranjith.R, K.N.Priya (2020) Knowledge and awareness of Health Insurance Policy among Health Insurance patients in Multi-specialty hospital, Chennai, Solid State Technology Vol.63 No.6
7. K. Rohini, P. Jakulin Divya Mary, "Holistic Transformation of Higher Education Institutions", GIS SCIENCE JOURNAL, Volume 7, Issue 8 , July 2020
8. S. Nithya Priya, Dr.A.Bhooma Devi, "Effective doctor - patient communication in a healthcare service delivery", Solid State Technology, Vol. 63 No 6 (2020) ISSN 2817-2824
9. S. Madhan Brito, S.Nithya Priya, "A Perception Study on e-Health and Its Application among Healthcare Professionals in a Tertiary care Hospital", Psychology And Education (2020) 57(9): 4427-4432.



## FACULTY PAPER PRESENTATION

1. Dr. Selvam Jesiah, "Literature Review of Customer Knowledge Management" at the International conference on MARKETING, TECHNOLOGY and SOCIETY organized by Indian Institute of Management, Kozhikode on 7th -9th of December, 2020.
2. Dr. G. Jabarethina, "Zone Of Tolerance In Service Process And Service Quality During The Master Health Checkup At A Multi-Speciality Hospital", The International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth, held on 24 th of October, 2020, organized by Vellore Institute of Technology.
3. Dr.S.Srinivasan, "Examining The Awareness Level Of Turmeric Farmers' Towards Futures Markets", The International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth, held on 24th of October, 2020, organized by Vellore Institute of Technology.
4. Dr. A. Poornima, "Impact of Social media on Customer Intentions and subsequent purchase: a Case study of High fashion retail in India", in seventh European conference of social media held at University of Central Lancashire, Cyprus
5. Ms. S.Nithya Priya, "Workforce Engagement Using Green Ocean Strategy among Nurses In A Tertiary Care Hospital", The International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth, held on 24th of October, 2020, organized by Vellore Institute of Technology.

## CONTINUOUS LEARNING OF FACULTY MEMBERS

Dr. G. Jabarethina, Assistant Professor, SRFMS participated and successfully completed the online workshop on Universal Human Value on the theme "Inculcating Universal Human Values in Technical Education" during 10-14 August, 2020 as organized by All India Council for Technical Education(AICTE).



# EXECUTIVE DIPLOMA IN HEALTHCARE MANAGEMENT

In Association with



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## Eligibility Criteria

Any Healthcare Professional with Graduate or Post-Graduate Degree from a recognized university in any discipline and having Minimum experience of 1 year in a Healthcare organization.

## Selection Process

- Candidates should apply online at <https://admissions.sriramachandra.edu.in> on or before 14<sup>th</sup> June 2021
- Application Fee: Rs.1000/- (including GST)

## Admission Requirements

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

- Degree certificate in Original/Provisional along with an attested Copy
- Mark Sheet in Original along with an Attested Copy
- Two Passport-Sized Colour Photographs
- Candidates awaiting results should produce the Degree Certificate (final / provisional) once they receive from the University. Failure to do so will result in the removal of the candidate's name from the rolls of the Institute and forfeiture of fees paid.

## Fee

- Rs. 1, 50,000 (inclusive of GST); to be paid in two instalments
- Last instalment should be paid before the end semester exam of Semester I



## About SRIHER

Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-3) by National Assessment and Accreditation Council (NAAC) with 'A++' Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF-2020. SRFMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of hospital & health systems management.

## About SRFMS

Sri Ramachandra Institute of Higher Education and Research appreciated the need for efficient Health care administrators who can relieve the administrative burden of the doctors and help enhance the service potentials of the Hospital and came up with the idea of introducing a 2- year Full Time MBA ( Hospital and Health Systems Management) programme approved by AICTE , New Delhi and a three-year B.B.A. programme in Hospital and Health Systems Management, under Choice Based Credit System affiliated to Sri Ramachandra Institute of Higher Education and Research with a wide range of electives to suit industry requirement.

The M.B.A. programme has been approved by the All India Council for Technical Education, New Delhi and is popularly sought after by aspiring youngsters. The placement record of the Department has been consistently high, right from its inception.

## Vision

To make the Sri Ramachandra Faculty of Management Sciences, a potential global centre of excellence in education, healthcare and research

## Mission

- To educate and develop individuals to be Professionally ethical and socially responsible
- To provide a culture of care and empathy committed to Innovation and adoption of new and cost-effective technology.
- To undertake quality research, consultancy and training programs.
- To collaborate with stakeholders for support and participation in its program in education, service, outreach and research
- To strive for the promotion of health and wholeness in individuals and the community at large with special concern for the differently-abled and underprivileged.





# SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

## FACULTY OF MANAGEMENT SCIENCES ADMISSIONS OPEN 2021-22

### CAREER OPPORTUNITIES

- Hospital administrators
- Healthcare consultants (NABH, Quality Consultants, Digital Marketing)
- Business analyst in IT / healthcare
- Health insurance executives
- Pharma company executive

### Eligibility

#### MBA (2-year Full Time AICTE Approved)

- Any Degree with minimum 50% marks (45% for SC/ST) from a recognized University / Institution
- Good score in MAT / CMAT / XAT / CAT or any other nationally recognized management admission tests
- Note : SRIHERMAT will be conducted at a later date

#### Hospital and Health Systems Management (HHSM)

Elective Streams:

- Healthcare Quality
- Healthcare Finance
- Healthcare HR

#### BBA (3-year Full Time)

- Candidates should have secured at least 50% in the HSC / CBSE / ISC or equivalent examination



## Hospital and Health Systems Management (HHSM)

For further details, please contact:  
The Deputy Registrar (Admissions)

Sri Ramachandra Institute of Higher Education and Research (SRIHER) (Deemed to be University)  
Porur, Chennai – 600 116

Tel: +91-44-2476 5512 Extn: 293 / 208 / 192

Email: dracademic@sriramachandra.edu.in / admissionsfom@gmail.com



If undelivered, please return to:

Sri Ramachandra Faculty of Management Sciences,  
Sri Ramachandra Institute of Higher Education and Research, Porur,  
Chennai – 600 116



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