



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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

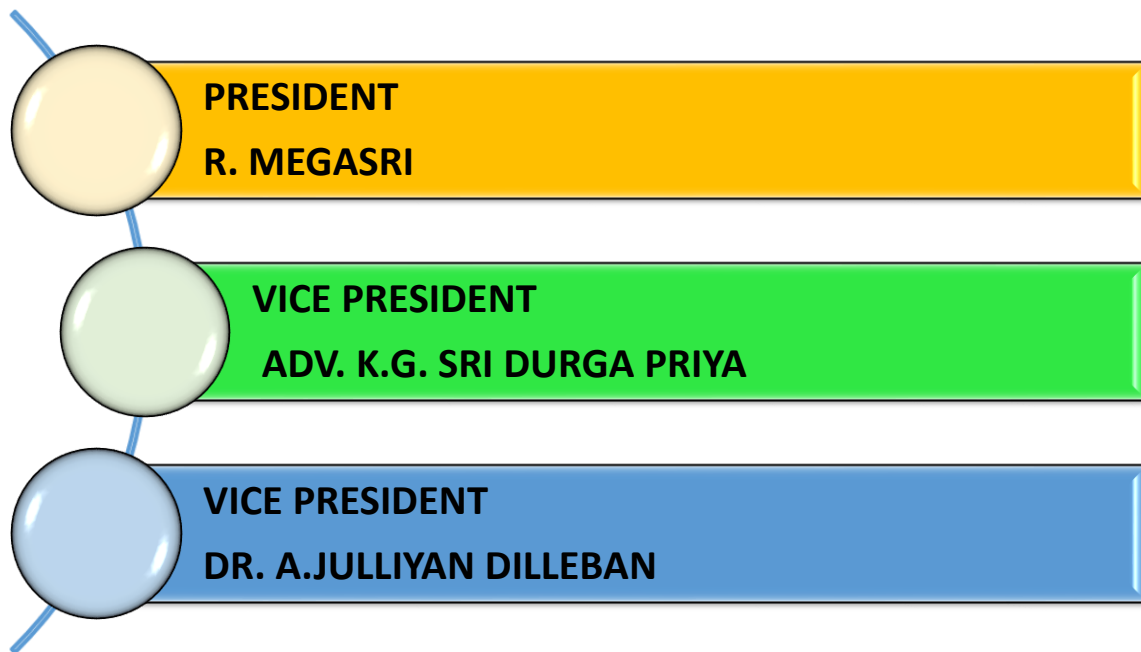
SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES



STUDENT DEVELOPMENT ACTIVITIES MANUAL

Objectives of student development activities

- ❖ Support student's health, well-being, academic and personal success.
- ❖ Create and implement programs that foster student engagement, learning and development.
- ❖ Initiate and advance campus and community partnerships for effective, seamless student services and experiences.
- ❖ Build community and foster an inclusive, respectful living and learning environment.



Role of the President

A president is like the captain of a ship. He/she needs to handle many types of situations, be mature, organized, have sound judgment, and possess an ability to work with many different kinds of people. Keeping the delicate balance between leading the students and encouraging other members and interested students to take on leadership responsibilities is a challenge. In addition, the practical side of being president requires energy, careful management of time, and a good relationship with the student body.

President's Responsibilities:

- ❖ Preside over all student council meetings
- ❖ Coordinate the work of the students through the committees. Give assistance, guidance, and praise when appropriate.
- ❖ Act as a facilitator of group discussions by summarizing, clarifying, etc.
- ❖ Know basics of meeting procedures to ensure smooth meetings
- ❖ Maintain frequent contact with faculty and administrators.
- ❖ Keep the principal informed of the student council activities.

The president's responsibilities extend beyond the students within the student council. An important responsibility of a president is to serve as a spokesperson for the student body at large, since representing the students is the primary goal.

Role of the Vice President

The role of the vice president must be defined with the president. A good president is eager to help develop the vice-presidential position into a creative and productive one, but sometimes the president must be reminded to do that. The vice president can become the right hand assisting the president.

Vice-President's Responsibilities:

- ❖ Keep student body informed of events and projects.
- ❖ Preside over Student Council meetings in the absence of the president.
- ❖ Assume the president's duties, if necessary.
- ❖ Coordinate the work of the committees and chair an important committee,
- ❖ Work with the president and faculty in preparing activities and calendar.
- ❖ Assist in preparing meeting agendas.
- ❖ Responsible for gathering student feedback outside of the Council.

In addition to formal responsibilities, the Vice-president has a wide range of responsibilities and should constantly try to be aware of students needs and deal positively with them.

LIST OF CLUBS

- * LITERARY CLUB (FEEDER TOUCH)**
- * ENTREPRENEURSHIP DEVELOPMENT TEAM**
- * MARKETING MAESTROS**
- * QUALITY MASTERS 4.0**
- * MAVERICKS DIGITAL CLUB**
- * CORPORATE RELATIONS**
- * CULTURAL ACTIVITIES**
- * SPORTS CLUB**
- * TOAST MASTER**
- * “RAVENCLAWS” HUMAN RESOURCE TEAM**

FEEDER TOUCH

CLUB COORDINATOR: Nobin Karthik

OVERVIEW:

The club offers a competing platform for the knowledge-hungry students. It promises to cultivate a passion for quizzing, Debating, creative writing, literature, Elocution, etc. Among the students.

OBJECTIVE:

- ❖ To provide professional writing skills and to improvise vision about the socialization and improve creativity and thinking ability.
- ❖ To up light enlightenment in every one.
- ❖ To draw our journey magazine.

CLUB ACTIVITIES:

- ❖ To write an essay or official reports –once a week
- ❖ Weekly book review
- ❖ Image dice
- ❖ Case study discussion
- ❖ To write individual blog and update monthly.

ENTREPRENEURSHIP DEVELOPMENT CLUB

CLUB COORDINATOR: Manikandan.S

OVERVIEW:

The mission of the entrepreneurship development club (EDC) is to develop institutional mechanism to create entrepreneurial culture among the stakeholders and to foster growth entrepreneurship amongst the students.

OBJECTIVES:

- ❖ To train students to have the appropriate business insights & entrepreneurial skills
- ❖ To cultivate the entrepreneurial skills & values among students, in order to develop knowledgeable & enterprising graduates.
- ❖ To nurture the development of quality entrepreneurs who will be capable of competing in the local & global business industries.
- ❖ To inculcate a culture of innovation driven entrepreneurship through student projects.

CLUB ACTIVITIES:

- ❖ Idea Diffusion
- ❖ Mentoring
- ❖ Case Studies
- ❖ Start a Venture
- ❖ Big Bouts

“MARKETING MAESTROS”

CLUB COORDINATOR: Kaavya.P

OVERVIEW:

The main aim of this club is to offer students an all-round experience of marketing through interactions and activities and to identify and bring out the student's inner capabilities and to improve effective communication and negotiation skills. It also helps to inculcate sociological and significant green marketing environment.

OBJECTIVES:

- ❖ To develop know-how on marketing strategies, marketing terms.
- ❖ To implement/apply various marketing, business concepts through events and games so as to be able to cover topics ranging from strategies, branding etc.
- ❖ To constantly update the recent happenings in the global arena of business.

CLUB ACTIVITIES:

- ❖ Product development and marketing – the students would be given with a particular product and are expected to present it with the 4p's of marketing.
- ❖ Dynamic advertising – the students can use their skills and creativity in marketing products /services. Students will act out on various advertisement script and ideas relevant for different sectors including products, goods, services, automobiles and social awareness etc.
- ❖ Case studies/quiz
- ❖ Mentoring

QUALITY MASTER 4.0

CLUB COORDINATORS: Anjanapriya.S & Varshini.C

OVERVIEW:

The club will provide various in class activities like role –plays, mini projects, case study, real life exercises, critical thinking, team collaboration, and alignment with gamification, developing the communication gaps with the customer, in developing the empathy, customer experience simulations etc.

OBJECTIVE:

The “**Quality Master 4.0 Club**” will train and develop the students to inculcate the service quality practically with other fellow students. We aim in cultivating the standards and the philosophies in quality. Also, the club concentrates on service strategy, service performance and customer results. We also train them with the latest techniques and the updates in the field of quality. Overall we make sure that our students are able to deliver the standard of quality with others and we make sure that we develop a competent quality masters to battle the future world.

CLUB ACTIVITIES:

- ❖ Whisperers and Listeners“
- ❖ “Here’s What, This is Why“
- ❖ Customer Service Charade”
- ❖ “The Heard Technique”
- ❖ “Group discussion”

MARVERICKS DIGITAL COMMUNICATION

CLUB COORDINATOR: Dr.E. Gnana Sangeeth Raj

OVERVIEW:

Mavericks are visionaries who want to achieve what's never been achieved before. They're not fans of the status quo and will shake things up. Mavericks tend to be innovative, influential, daring, and direct—with a remarkably high tolerance for taking chances.

OBJECTIVES:

Establishing the student's innovation and creativity to the public by making use of latest digital communication technologies. Make students learn digital communication practically through events and games.

CLUB ACTIVITIES:

- ❖ Poster making
- ❖ Social media advertising
- ❖ Webpage designing
- ❖ Digital content creation
- ❖ "Misunderstanding"
- ❖ "Blindfold game"
- ❖ "Four at a time"
- ❖ "Adzap"

CORPORATE RELATIONS

CLUB COORDINATOR: Dr Zahra Shahmalak

OVERVIEW:

The Corporate Relations Club is committed to promote and facilitate interaction between academia, industry and students to act as a facilitator in building, maintaining & enhancing the corporate presence of the institute. Our primary focus is to bridge the expectation gap that exists between industry and the student community.

OBJECTIVES:

- ❖ Help all the students to have good exposure and internet best places
- ❖ Enhance student's communication and networking skills through various events and seminars
- ❖ To share knowledge and management techniques
- ❖ To have practical application of theories through sessions and field visits at various companies and hospitals
- ❖ Help students with the best placements at the end of the course

CLUB ACTIVITIES:

- ❖ Interactive session from LinkedIn how to create resume and networking
- ❖ MOU with other healthcare companies hands-on training and internship
- ❖ Field Visits To Various Healthcare Companies
- ❖ Mock MUN sessions
- ❖ Events and seminars with people related to Healthcare companies

CULTURALS CLUB

CLUB COORDINATOR: Shamreen mohd ilyas

OVERVIEW:

Cultural activities not only help students to identify themselves, but also assist students to develop themselves in a desired field and also improve skills such as organizational, presentation, leadership and interpersonal communication..

OBJECTIVE:

- ❖ The cultural Club aims to magnify, explore the talent of the students apart from academic ability, and also focus on all on all development students.
- ❖ There is an abundance of cultural talent in the college premises and the Cultural club provides a platform for those talents to flourish.
- ❖ Promote opportunities for everyone to experience culture, participate in educational programmers and develop their creative abilities.
- ❖ Promote quality and artistic renewal.
- ❖ Promote a dynamic cultural heritage that is preserved, used and developed.
- ❖ Promote accessibilities.
- ❖ Pay particular attention to the rights of young people to culture.

CLUB ACTIVITIES:

- ❖ Inter college competition
- ❖ Guest performance
- ❖ Find the Hook-up step season
- ❖ Learning choreography
- ❖ Rangoli competition
- ❖ Find me(all the students must write 2 words about themselves and hand it over ten each one of us must pick up random chits and find the person)
- ❖ Personal talent showcase
- ❖ Color-O-Mate (Face Painting)
- ❖ Mr. and Miss. SRIHER

SPORTS CLUB

CLUB COORDINATOR: Vignesh .G

OVERVIEW:

To be an exciting social, entertainment sports club which places members first. And to explore and develop opportunities to support and enlighten sport and physical education to youngsters.

OBJECTIVE: The Sports club is committed to provide a healthy sporting habit among the students. It helps to learn teamwork at work, coordination among diverse cultural & ethnic groups and mainly infuses discipline & instills the value system in one individual.

CLUB ACTIVITIES:

- ❖ Chess
- ❖ Inter college events
- ❖ Carom
- ❖ Separate sports event for women
- ❖ Strava app

TOAST MASTER CLUB

CLUB COORDINATOR: Aishwarya.A

OVERVIEW:

Helps individuals become better communicators through leadership training and public speaking practice through various activities. Focuses on representation of a individual in a public forum.

OBJECTIVES:

- ❖ Our objectives are to bring every individual forward to speak in public forums to develop their self-confidence and also leadership skill.
- ❖ Help students how to speak in public gatherings, and how to be successful in public speaking.
- ❖ To nurture the development of effective communication skill.
- ❖ Ability to develop their problem-solving attitude and listening skills.

CLUB ACTIVITIES:

- ❖ Story Telling
- ❖ Extempore
- ❖ Block and tackle
- ❖ Misunderstanding
- ❖ Clap and Follow

“RAVENCLAWS” HUMAN RESOURCE TEAM

CLUB COORDINATOR: Heciba Thomas

OVERVIEW:

The HR club named as “RAVENCLAWS” is designed and promotes students to learn about team building spirit and leadership quality with active participation. Its aims to introduce the HR practices and decision making skills in challenging situations, it also enables them to create interest towards Human Resource Management and develop interpersonal skills needed in the corporate world. The HR club has one focus on how to have better human resources and to maintain the good human relations in terms of organization.

OBJECTIVES:

- ❖ Try and bridge the gap between the expectations and reality of potential recruiters.
- ❖ Chisel the students to be great human beings with the qualities of people manager.
- ❖ Utilize the treasure of alumni base of HR for insights on making ourselves more employable.
- ❖ Inculcate as many interactive modes of learning as possible.
- ❖ To provide a forum for discussion and interaction and a platform for enhancing Skills.

CLUB ACTIVITIES:

- ❖ Ice-breakers
- ❖ Team building activity
- ❖ Personality development activities
- ❖ Role play activities
- ❖ Special lecture series by corporate HR person