

Info

Name	: Mrs.K.Shenbaga Lakshmi
Designation	: Assistant Professor
Qualification	: M.B.A, UGC NET, M.A(Women Studies), PGDHRM
Specialisation	: Marketing and Human Resources
Experience	: UG 12 Years ; PG15 Years
Publications	: National Journal (8)
Paper Presentations	: 10
Academic Honour	: Secured College First and University II Rank in BBA Received NPTEL Discipline Star Award from IIT Madras during February 2025

Faculty Development Programme:

- Participated in the one day FDP on “*Management Education and Case Method as a Pedagogy*” at KLN College of Engineering, Madurai , in Feb 2006
- Attended a five days FDP on ‘*Pedagogy in Management Education*’ at Indian Institute of Management, Kozhikode (IIMK) from 8th to 12th September 2014
- As Faculty Coordinator, Organised and Participated in the One day FDP on Case Study Analysis: An Effective Teaching Pedagogy on 15th December 2017
- Organised and Participated in the One day FDP on Mentoring & Counselling on 22nd April 2019
- Organised and Participated in the One day FDP on Teaching Learning and Evaluation Online on 17th February 2021
- Organised and Participated in the Five days FDP on “Unleashing the Power of Mind” from 19 th to 23 rd February 2024
- Completed 9 AICTE approved FDP through NPTEL Certification Courses

Refresher Course :

Attended the UGC sponsored 21 Days Refresher Course on Commerce and Management, conducted by Academic Staff College, University of Kerala, Kariavottam during December 2008.

Training Programmes:

Participated in the One week National Level Training Course for Trainers in Soft Skills, organized by All India Association for Christian Higher Education (AIACHE) at Kristu Jyoti College, Bangalore, from 19th to 25th May 2006.

Online Certification Courses:

Successfully completed 10 NPTEL Courses in Management and has been Top Topper in 6 Courses
 Successfully completed three Certificate courses through Coursera

Discipline	Year Course	Course	Institution	Duration	Marks	Performance Grade
Humanities and Arts	2018	Developing Soft Skills and Personality	IIT KANPUR	8 Weeks	83%	Elite
Management	2018	Leadership	IIT KHARAGPUR	4 Weeks	82%	Elite
Management	2019	Business Analytics for Management Decision	IIT KHARAGPUR	12 Weeks	60%	Elite
Management	2019	Marketing Management –I	IIT KANPUR	8 Weeks	84%	Elite- Top 2%
Management	2020	Design Thinking – A Primer	IIT MADRAS	4 Weeks	87%	–
Management	2023	Retail Marketing Strategy	IIT ROORKEE	8 Weeks	94%	Elite Gold- Top 2%
Management	2024	Innovations in Marketing and Marketing of Innovations	IIT ROORKEE	12 Weeks	87%	Elite Silver- Top 5%
Management	2024	Product and Brand management	IIT ROORKEE	12 Weeks	91%	Elite Gold- Top 1%
Management	2025	AI in Marketing	IIT ROORKEE	12 Weeks	83%	Elite Silver- Top 1%
Management	2025	Integrated Marketing Communication	IIT ROORKEE	12 Weeks	84%	Elite Silver- Top 1%

National Level Seminars and Workshops

- Participated in 15 National Level Seminars, Workshops and Conferences.

Delivered Guest Lectures in

- Arasan Ganesan Polytechnic College.
- AJ Polytechnic.
- Sivakasi Institute of Printing Technology.
- NSS Camp of SFR College.
- Sri Kaliswari College.
- SFR College, Sivakasi.
- Ayya Nadar Janaki Ammal College.

Subjects Handled:

- Environment of Business
- Principles of Management
- Strategic Management
- Entrepreneurship
- Financial Management
- Insurance Management
- Marketing Management and Electives
- Human Resource Management Electives
- Labour Laws
- Total quality management
- Case analysis

Contact Details

E-mail id : shenbags@gmail.com

Phone : 04562 232649

