

SHIMS -2020

Sacred Heart Institute of Management Studies (SHIMS) organized a Salespreneur activity for the MBA I-Years students on 5th February, 2020. The activity aimed to hone their business acumen in the field of Management. It was inaugurated in the presence of Rev. Dr. D. Maria Antony Raj, Principal, Dr. S. Sasikumar, Head, and Staff of the Department. The Students exhibited their talents on the three levels of learning: Knowledge (Cognitive) Experience (Affective) and Application (Psychomotor). They also came up with creative and innovative brand names and erected stalls such as, U&ME (Make the Difference), Tasty to go (Eat healthy Stay Healthy), Pullingo Kadai (Eat Healthy Live Wealthy), Chat-Box (Taste and Yummy), Candy Check Point (Tempt Your Taste Buds) Rock-Vock (Stop Thinking Just Buy It), Single Pasanga (Eat Paani Poori- Enjoy the Music).

