

RESUME

Mrs. C.S.VIDHYA

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Career profile

Dedicated and dynamic management professional with years of combined experience as an assistant professor and entrepreneur, aspiring to contribute to the academic excellence of Anna university. Possess strong foundation in management theory enriched by real world business practice, enabling the delivery of application- focused learning. Skilled in curriculum development, student mentoring and fostering innovation through interdisciplinary teaching and research. Committed to nurturing industry- ready graduates and contributing to high impact research in alignment with university's vision for academic leadership and societal relevance.

Education

Master of Business Administration, May 2005, Percentage: 62%, First class

Bharathiar University, Coimbatore, India

Bachelor of Engineering (EIE), April 2002, Percentage 66.7%, First class

Noorul Islam College of Engineering, MS University, Kumarakoil, India

XII (State Board), May 1998, Percentage: 86%

Little Flower Girls Higher Secondary School, Nagercoil, Tamil Nadu, India

X (State Board), May 1996, Percentage: 86.6%

Little Flower Girls Higher Secondary School, Nagercoil, Tamil Nadu, India

Additional qualification

UGC NET- June 2019, Subject- Management, Organized by NTA, Noida, Score: 55.33% / Percentile score 91.6576343 (Qualified)

Work Experience

St.Xavier's Catholic College of Engineering, Nagercoil

July 2017 to October 2019

Assistant professor (Permanent), Department of Management Studies

St.Xavier's Catholic College of Engineering, Nagercoil

July 2007 to March 2010

Assistant professor (Permanent), Department of Management Studies

Key Responsibilities

- Teach classes for BE students (UG) and MBA students (PG)
- Prepare course reading materials, tests, and quizzes for the students.
- Create a course delivery plan following departmental standards.
- Deliver lectures and facilitate classroom discussions on analysis, critical theory, structure, and style.
- Publish papers in professional journals through extensive research.
- Mentoring the students and closely monitoring their academic performances during the course period
- Giving soft skills development training to the students
- Provide letters of recommendation and other referrals to students pursuing further programs.
- Grade exams and papers, giving detailed feedback.
- Performed as an Internal Exam Coordinator for the MBA department and responsible for preparing examination schedules, Question Paper setting, and other arrangements.

Skills

- Strong critical and analytical skills
- Skilled at explaining and explicating material in a manner that students of varying levels can understand
- Exceptional communication skills
- Pleasant personality to connect with students and colleagues
- The voracious appetite for increased knowledge

Subjects handled

PG: Business Research Methods, Consumer Behavior, e-Business Management, Organizational behavior, Total Quality Management, Production & Operations Management and Principles of Management

UG: Total Quality Management, Principles of Management and Professional ethics for Engineering

Academic Achievements

Achieved centum results for the Management subjects

- e-Business Management (BA 7042), 2017-2018
- e-Business Management (BA 5021), 2018-2019
- Total Quality Management (MG 1401), 2008-2009

Certificate Courses

- Certified in ***Fundamentals of Outcome-Based curriculum in Engineering Education*** From Swayam, MHRD, INDIA,2019
- Certified in ***Google Analytics*** from GOOGLE,2019
- Certified in ***Fundamentals of Digital marketing*** from GOOGLE,2018

Training

- Attended an onsite training ***“Digital Marketing”*** organized by NETWORK SYSTEMS (Nsim, NDA, Govt. of India) from December 18 – 21, 2018.

Journal Publications

- C.S.VIDHYA, ***“Evaluation of stress among nurses in Kanyakumari District TamilNadu, India”***, International Journal of Management IT and Engineering, Vol. 9, Issue 7, July 2109, pg 142-156 ISSN: 2249- 0558
Impact factor: 7.119.

Faculty Development programs Attended

- Attended a Faculty Development Program on ***“Teaching Techniques”*** in the **Amrita Institute of Technology**.
- Attended a Faculty Development Program on ***“Statistical Package for Social Science”*** in **St.Xavier’s Catholic College of Engineering**, Chunkankadai, Nagercoil.
- Attended an orientation program on ***“Mentoring Students for success”*** in **St.Xavier’s Catholic College of Engineering**, Chunkankadai, Nagercoil.
- Attended an orientation program on ***“OBE Assessment and Evaluation”*** in **St.Xavier’s Catholic College of Engineering**, Chunkankadai, Nagercoil.
- Attended an orientation program on ***“OBE Methods and Strategies”*** in **St.Xavier’s Catholic College of Engineering**, Chunkankadai, Nagercoil.
- Attended a workshop on ***“Intellectual Property Rights”*** in **St.Xavier’s Catholic College of Engineering**, Chunkankadai, Nagercoil.

Entrepreneurial experience

Founder – Purple (Home based clothing business)
Self-employed / Nagercoil
2015- Present

- Established and operated a home-based apparel venture, handling end to end operations including product selection, supplier coordination, pricing, customer engagement and delivery.
- Developed a loyal customer base through word of mouth and social media marketing achieving steady revenue growth with minimal overhead.
- Applied key principles of small business management, inventory control, customer relationship management and financial planning.
- Gained hands on experience in entrepreneurship market adaptation and consumer behavior - insights now brought into classroom teaching.

Independent Brand partner - Oriflame India

Network marketing / part time

2021– Present

- Built and managed a personal sales network within Oriflame direct selling model, achieving regular monthly targets.
- Conducted product demonstrations online campaigns and peer level training to grow the network and sales volume
- Practical exposure to B2C sales MLM structures and motivation techniques relevant to real world business strategy and marketing
- In hand skills in personal branding leadership team building and digital marketing.

Personal Details

DOB: 03.02.1981
Languages: English, Tamil, and Malayalam
Husband's Name: Valentino Peters
Permanent address: 303, Block A,
Baraka Aishwarya Apartments, Golden Nager,
KP Road, Nagercoil
Kanyakumari district,
Tamilnadu-629003.