



**M.A.M B SCHOOL**  
**Siruganur- Trichy-621105**  
(Approved by AICTE, Affiliated to Anna University, Chennai)




**PROFESSIONAL ETHICS ACTIVITIES**

**By**

**M.A.M. B- SCHOOL**



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
**Siruganur, Trichy-621105**



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**LIST OF EVENTS**

S.NO	Name of the Event	Date
1	Cyber Safety	16.09.2022
2	Youth Red Cross First Aid Program	12.09.2022
3	Business Mantras	15.07.2021
4	How Do You Build A Self-Organising Teams	08.12.2020
5	Ethical Issues In Business	16.08.2019
6	Voters Awareness Campaign	25.03.2019 26.03.2019 28.03.2019
7	Mantras And Mahimas	04.10.2017

  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105





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**CYBER SAFETY**



**M.A.M B-School**

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 Siruganur,Trichy  
 www.mambs.com



M.A.M B-School Student Association Club & Student's ExNoRa Club  
 cordially invite you for the



**Installation of Student's ExNoRa Club**

and

**Workshop on Cyber Safety**

16th Sep 2022 @ 10 am    Newton Hall



Our Guest Speaker

**Mr. S. Anbuselvan**

Inspector of Police  
 Cyber Crime Police Station  
 Tiruchirappalli

Installation by

**Mr. R. Thirukannan**

Educationalist & Hospitality Professional  
 Chennai



Dr. M. Hemalatha  
 Director - MAMBS

Mrs. Farhina Banoor Malik  
 Secretary & CEO -MAMBS GL

**SESSION ON CYBER SAFETY- PRESS REPORT**

M.A.M.Business School, a standalone Business School in Trichy organized a programme "Installation of students ExNoRa and Session on Cyber Safety" on 16<sup>th</sup> September, 2022. Dr.M.Hemalatha, Director, M.A.M.Business School given the felicitation address and highlighted that all need to take more number of steps and come voluntarily pertinent to save the environment and to focus on eco-friendly aspects by actively becoming the member in ExNoRa Club. Mr.S.Anbuselvan, Inspector of Police, Cyber Crime Police Station, Trichy and Mr.R.Thirukannan, Educationist & Hospitality Professional, Chennai were the resource persons for the programme. Mr.R.Thirukannan installed the ExNoRa Club at M.A.M.B-School and highlighted the importance of ExNoRa and its various services for the welfare of society. Mr.S.Anbuselvan initiated the session with the principles and practices on cyber safety and it protects all categories of data from theft and damage that includes sensitive data, Personally





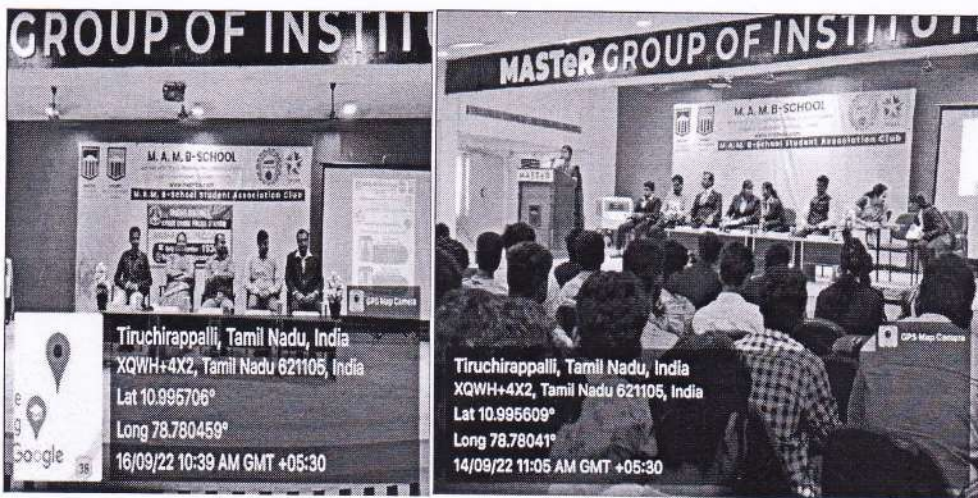


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Identifiable Information (PII), Protected Health Information (PHI), personal information, intellectual property, data, and governmental and industry information systems. As part of the programme, the students also took charge as office bearers of ExNoRa club.

Mr.S.Anbuselvan also stated the Cyber Security professionals are in high demand in the industry today. He spoke about the importance of Cyber safety and it is the safe and responsible use of information and communication technology. He informed about keeping information safe and secure, but also about being responsible with that information, being respectful to other people online, and using good Internet etiquette. The resource person focused on Cyber Security and told the students about the different modes of cyber crimes, virus attacks, social networking security, password protection, financial frauds and its legal scenario with relevant examples. The students also asked their queries about cyber bullying and harassments. The students listened to the lecture with rapt attention and expressed the feeling of satisfaction and they were also informed about where to file a complaint about such threats and frauds. Mrs.S.Senthilkumar, ExNoRa Coordinator, M.A.M.Business School stated that all need to maintain a healthy environment of the planet, and thereby save the environment in all ways and means by inquisitively becoming the member in ExNoRa club and made the requisite arrangements for the programme.












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**YOUTH RED CROSS FIRST AID PROGRAM**


**M.A.M B-School**

  
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M.A.M B-School Student Association Club  
 cordially invites you for the  

**YOUTH RED CROSS**  
**FIRST AID PROGRAM**


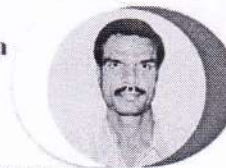


**Red Crossor Mr. C. Siva Ramalingam**  
 Lecturer in First Aid & Assistant Commissioner    × ×  
 St. John Ambulance , Southern Railway, India        × ×  
 Life Member, Indian Red Cross Society, Tiruchirappalli × ×

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**Red Crossor Dr. R. Elangovan**

Naturopathy Consultant  
 Advisor, Indian Red Cross Society, Tiruchirappalli



**>>>>> 12 SEP 2022 | 2 PM | NEWTON HALL**

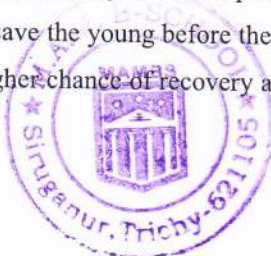
Dr. M. Hemalatha  
 Director - MAMBS

Mrs. Fathima Bathool Malak  
 Secretary & CEO -MASTER GL

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**YOUTH RED CROSS FIRST AID PROGRAM-PRESS REPORT**

M.A.M. B-School Student Association Club in association with Youth Red Cross organized session “First Aid Program” on 12<sup>th</sup> September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the rationale behind the inauguration of Youth Red Cross Society at M.A.M.B-School. Red Crossor Mr. C.Siva Ramalingam, Lecturer in First Aid & Assistant Commissioner, St.John Ambulance, Southern Railway, Life Member, Indian Red Cross Society, Tiruchirappalli and Red Crossor Dr. R.Elangovan, Naturopathy Consultant, Advisor, Indian Red Cross Society, Tiruchirappalli was the resource persons for the programme. Mr. C.Siva Ramalingam initiated the Youth Red Cross Society and briefed his speech by giving brief introduction about Youth Red Cross Society. He discussed that Youth Red Cross Unit members are the builders of the nation who take part actively in bringing the motto of Red Cross, that is, "Service to society". He also provided some first aid tips in saving casualties by prioritize them in order such as save the young before the old, save the conscious casualties before the unconscious ones as they have a higher chance of recovery and casualties should always be treated in the





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order of priority, usually given by breathing, bleeding and bones. As a part of the Youth Red Cross inauguration, the new office bearers took as YRC in-charges during the programme.

Dr. R.Elangovan explained in detail about first aid as emergency care or treatment given to an ill or injured person before regular medical aid can be obtained. He said that the aim of first aid is to preserve life, prevent the casualty's condition from becoming worse and promote recovery. He also thought some responsibilities of first aider as assess the situation quickly and safely and summon appropriate help, protect casualties from possible danger and to identify the nature of illness or injury affecting casualty, to arrange for the casualty's removal to hospital or into the care of a doctor and to remain with a casualty until appropriate care is available. He also gave information in detail regarding the victims with hyperventilation and fainting which causes stress, anxiety, sweating and unconsciousness and its proper treatments. Mr.A.Anburaj, Youth Red Cross (YRC) Coordinator, M.A.M.B-School made the requisite arrangements and proposed vote of thanks for the programme.







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**BUSINESS MANTRAS**

Wonderful session by LNSP. Raviramsamy Director of Nagappa group of companies. A real business man shared his Business Mantras with Yuva students today. Special Thanks to Yi for providing us such a vibrant and inspiring guest.

The poster features the following elements:

- Logos:** Yi Young Indians (WE CAN | WE WILL), Yuva (Yi Inspiring Digital Education), and MAMBS M. A. M. BUSINESS SCHOOL.
- Title:** BUSINESS MANTRAS
- Date/Time:** 15 JULY 2021, 12 PM - 01 PM
- Speaker:** LNSP. RAVIRAMASAMY B.E. (Director of Nagappa Stores, Sri Nagappa Shelters, Nagappa Trading Company, Sri Nagappa & Co.)
- Contact:** +91 8220727888, www.mambs.com, Trichy - Chennai Trunk road, Siruganur, Tiruchirappalli.
- Image:** A circular portrait of the speaker and a screenshot of a Zoom meeting with the speaker in the main window and a grid of other participants on the right.

Learn how to succeed in Business through "Business Mantras" directly from the Director of Nagappa Groups LNSP. RAVIRAMASAMY B.E. Who are the leading dealers in Construction Materials on 15th July 2021 between 12 pm - 1 pm.







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### HOW DO YOU BUILD A SELF-ORGANISING TEAMS

M.A.M.B-School Cordially Invites you all for a online session on "How do you Build a Self-Organising Teams" on 08-12-2020.

**M.A.M. B-SCHOOL**

**How do you Build a Self-Organising Teams**  
8th, December 2020 (12:00 - 1:00 p.m)

**Chief Guest**  
**Mrs.Sukitha Kunnamareddi**  
Senior Agile Program Manager & Coach  
@ Bloomberg LP  
London, United Kingdom

**Mrs. Fathima Bathool Maluk**  
MBA, SMP (IIM-A), WEP (ISB)  
Secretary & CEO - MASTeR GI.

**Dr. M. Hemalatha**  
MBA, Ph.D (NITT)  
Director - MAMBS

### ETHICAL ISSUES IN BUSINESS

Ethical Issues in Business a special Guest Lecture by Mr.TM R.Veerasekaran, Process Engineer, Mustang HDP, Kingdom of Saudi Arabia held at M.A.M.B-School Today 16-08-2019.





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**MEGA VOTER AWARENESS CAMPAIGN**

MAMBS jointly Organised a Mega Voter Awareness Campaign (17 Programmes in Three Days on March 25th, 26th & 28th 2019) in various places of Tiruchirappalli District with District Administration and Youth Exnora International.

Our Sincere thanks to the District Collector, Tiruchirappalli and Mr. Mohan, President of Youth Exnora International.

**DISTRICT ADMINISTRATION, TIRUCHIRAPPALLI**  
**MEGA VOTER AWARENESS CAMPAIGN**



YOUTH EXNORA INTERNATIONAL  
STUDENTS' EXNORA



MASTeR GROUP OF INSTITUTIONS



**M.A.M. COLLEGE OF ENGINEERING AND TECHNOLOGY**  
**M.A.M. SCHOOL OF ARCHITECTURE / M.A.M. B-SCHOOL**  
Siruganur, Tiruchirappalli - 621 105

We cordially invite you for the Inauguration of Mega Voter Awareness Campaign (17 Programmes in Three Days on March 25<sup>th</sup>, 26<sup>th</sup> & 28<sup>th</sup> 2019) in various places of Tiruchirappalli District

**Chief Guest**

**Mr. S. SIVARASU I.A.S,**

District Collector, Tiruchirappalli

Will Inaugurate the First Campaign at Central Bus Stand on 25.03.2019 - 9.30 am

**Guest of Honour**

**Mrs. T. SANTHI**

District Revenue Officer, Tiruchirappalli

&

**All R.D.Os and Thasildars of Tiruchirappalli**

**Felicitation**

**Mrs. FATHIMA BATHOOL MALUK**

Secretary and CEO, MASTeR Group of Institutions, Tiruchirappalli

*Soliciting your august presence*

**Mr. P. Mohan**

Founder, Youth Exnora International  
Tiruchirappalli/Tamilnadu

**Dr. P. Subburethina Bharathi**

Director, M.A.M. B-School







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THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION  
CENTRAL BUS STAND, TRICHIRAPPALLI (23.03.2019)



THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION  
SAMATAPURAM, TRICHIRAPPALLI (23.03.2019)



THUMB IMPRESSION CAMPAIGN AND PAMPHLET DISTRIBUTION  
CHATTIRAM BUS STAND, TRICHIRAPPALLI (23.03.2019)



DISTRICT ADMINISTRATION  
VOTER AWARENESS CAMPAIGN  
எங்கள் ஓட்டு விற்பனைக்கு அல்ல  
கைரேகை பதித்து உறுதியேற்போம்.  
YOUTH EXNORA INTERNATIONAL MASTeR GROUP OF INSTITUTIONS

M.A.M. COLLEGE OF ENGINEERING AND TECHNOLOGY  
M.A.M. SCHOOL OF ARCHITECTURE / M.A.M. B-SCHOOL  
Siruganur, Tiruchirappalli - 621 105

வாக்காளர் விழிப்புணர்வு உறுதிமொழி  
VOTER AWARENESS PLEDGE

வாக்காளர் விழிப்புணர்வு மனித சங்கிலி  
VOTER AWARENESS HUMAN CHAIN

வாக்காளர் விழிப்புணர்வு பேரணி  
VOTER AWARENESS RALLY









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**MANTRAS AND MAHIMAS**

We cordially invite you all on behalf of the Management, Director, Faculty and Students to learn the Mantras and Mahimas. Soliciting your august presence. Date: 04.10.2017 (Wednesday)

One Day Workshop on Mantras and Mahimas of **ENTREPRENEURSHIP**

**M.A.M. B-School**  
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 www.mamb.edu

**MASTeR**  
 GROUP OF INSTITUTIONS

Date: 04.10.2017 (Wednesday) Time: 10.00 a.m. to 5.00 p.m. Venue: MAMSA

**Chief Guest**  
**N P SUKUMAR**  
 Managing Director  
 ACOUSTICS INDIA PRIVATE LIMITED,  
 SISCO PROJECTS PRIVATE LIMITED & SISCO SOLAR PRIVATE LIMITED  
 Tiruchirappalli

**Resource Person**  
**R. SIVASUBRAMANIAN**  
 Director  
 Edison Group of Companies and Edison Research Foundation  
 Tiruchirappalli

**Resource Person**  
**K RAVISHANKAR**  
 Industrial Consultant  
 Aslehaa Consultancy Services  
 Perambalur

**Resource Person**  
**DR R VICTOR LAZARUS**  
 Former Chief HR Trainer, Southern Railways  
 Associate Professor, DeMS, Bishop Heber College  
 Tiruchirappalli

Soliciting your august presence.

Dr. P. Subburethina Bharathi  
 A.C. HR CONSULTANTS, PERAMBALUR, INDIA  
 @www.ac-hr.com

Mrs. Fathima Rafiqul Meekat  
 www.masterrg.com  
 Chief Executive Officer - MASTeR G.I.

Dr. M.A. Malik Mohamed  
 MA (C)SIRUGANUR  
 Correspondence - MAMSA



**DIRECTOR**  
**M.A.M. B-SCHOOL**  
**Siruganur, Trichy-621105**





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# HUMAN VALUES

By

**M.A.M. B- SCHOOL**



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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**LIST OF EVENTS**

S.No	List of Events	Date
1	Session On Soft Skills & Life skills	07.09.2022
2	Disaster Management	14.06.2022
3	Session Of Mental Health	25.05.2022
4	Healthy Environment	30.12.2021
5	Optimistic Behaviour	28.11.2020
6.	Job Fair for Differently Abled	17.11.2019



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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**SESSION ON SOFT SKILLS & LIFE SKILLS**

M.A.M. B-School Student Association Club in association with Placement Cell organized Guest Lecture “Soft Skills & Life Skills” on 07<sup>th</sup> September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted that the ICICI Foundation for Inclusive Growth greatly trains the rural youth to find attractive jobs pertinent to attain the holistic development for the student.

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Siruganur,Trichy www.mambs.com

M.A.M B- School Student Association Club & Placement Cell  
cordially invite you for the session on

**Soft Skills & Life Skills**



**Mrs Navajothi**  
Faculty & Center Incharge  
ICICI Foundation for Inclusive Growth

 **7th September**  
 **10 am**  
 **Newton Hall**



**Dr. M. Hemalatha**  
Director - MAMBS

**Mrs. Fathima Bathool Maluk**  
Secretary & CEO -MASTeR GL

**SOFT SKILLS & LIFE SKILLS**

M.A.M. B-School Student Association Club in association with Placement Cell organized Guest Lecture “Soft Skills & Life Skills” on 07<sup>th</sup> September, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted that the ICICI Foundation for Inclusive Growth greatly trains the rural youth to find attractive jobs pertinent to attain the holistic development for the students. Mrs.K.Navajothi, Chairman, Faculty & Center In Charge, ICICI Foundation for Inclusive Growth was the guest speaker for the programme and delivered a session on Soft Skills & Life Skills as part of Skill Development Practices. She highly motivated







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the students to identify their lucrative chances to reap the fruit of success in their ever competitive job market. She stated that life skills are abilities for adaptive and positive behaviour that enable humans to deal effectively with the demands and challenges of life.

Mrs.K.Navajothi highlighted the various Soft Skills that includes Communication, Flexibility, Leadership, Teamwork, Time Management etc. She further explained that soft skills dealt with a wide variety of topics such as vocal and verbal communication with specific reference to corporate communication. She also discussed how to give self introduction, Do's and Don'ts in group discussion, various steps in succeeding interview to the students. She asserted that the most appropriate body language for leadership can have an indelible impact to face the corporate world. She also briefly discussed matters pertaining to interview skills, stress management, presentation and motivational skills, power of positive attitude with the students. She also emphasized the importance of flexibility and adoptability, Problem solving and Interpersonal skills. The session was very much informative by making the realization of soft skills as life skills and also instilled a lot of confidence for the students to face ever competitive challenges at large. Ms. Iris Rinaldi. F, Placement Coordinator, M.A.M.B-School made the requisite arrangements for successful completion of the programme.







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எம்ஏஎம் மேலாண் கல்லூரி:  
திறன் மேம்பாட்டுப் பயிற்சி  
முகாம், பங்கேற்பு ஐசிஐசிஐ  
பயிற்சி மைய நிர்வாகி கே. ந  
வஜோதி, கல்லூரி வளாகம்,  
காலை 10.30.







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## DISASTER MANAGEMENT



## Youth Red Cross

Cordially invites you for

### INSTALLATION

and

### DISASTER MANAGEMENT WORKSHOP

**Red Crossor Er. G. Rajasekaran**  
Chairman,  
Indian Red Cross Society,  
Tiruchirappalli District Branch

**Red Crossor. M. Jawahar Hasan**  
Hon. Secretary,  
Indian Red Cross Society  
Tiruchirappalli District Branch

**Red Crossor. P. Mohan**  
Jt. Secretary,  
Indian Red Cross Society,  
Tiruchirappalli District Branch

Date & Time: 14.06.2022 & 9.30 to 11.30 am  
Venue: MAMBS Seminar Hall

**Dr. M. Hemalatha**  
Director - MAMBS

**Mrs. Fathima Bathool Maluk**  
Secretary & CEO -Master GI.

M.A.M. B-School, a standalone Business School Trichy in association with Indian Red Cross Society organized programme entitled "Youth Red Cross Installation and Disaster Management Workshop" on 14<sup>th</sup> June, 2022. Er.G.Rajasekaran, Chairman, Indian Red Cross Society, Tiruchirappalli District Branch & M.Jawahar Hasan, Honourable Secretary, Indian Red Cross Society, Tiruchirappalli District Branch was the chief guests and Mr.P.Mohan, Joint Secretary, Indian Red Cross Society, Tiruchirappalli District Branch was the resource person for the workshop. Er.G.Rajasekaran inaugurated the Youth Red Cross Society and briefed his speech by giving brief introduction about Youth Red Cross Society. He also





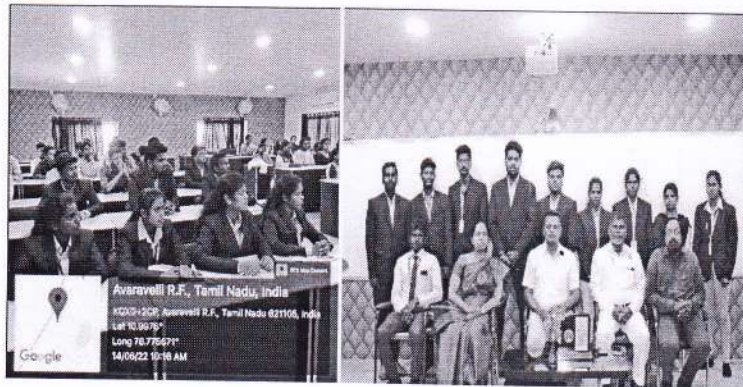


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highlighted that the Youth Red Cross is a constituent of the Indian Red Cross Society and the hope of every nation in the world is its young people. He also informed that Youth Red Cross Unit members are the builders of the nation who take part actively in bringing the motto of Red Cross, that is, "SERVICE TO SOCIETY". He also opined that Youth Red Cross is a voluntary humanitarian organization and, providing relief in times of disasters/emergencies and promotes health & care of the vulnerable people and communities. He also pinpointed the objectives and the fundamental principles of the youth Red Cross and its movement, namely: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality. As a part of the Youth Red Cross inauguration, the new office bearers took-in-charges during the programme.

Mr.P.Mohan explained that the disaster management is the efficient management of resources and responsibilities that will help in lessening the impact of the disaster and it involves a well-planned plan of action that leads to effective efforts to reduce the dangers caused by the disaster to a minimum. Also, he informed that the disaster management aims to reduce, or avoid, the potential losses from hazards, assure prompt and appropriate assistance to victims of disaster, and rapid recovery works. He also shared the types of disasters such as floods, droughts, earthquakes, cyclones and the process of preventing those disasters includes prevention, mitigation, preparedness, response and recover were important during the disaster. The students expressed that they were able to understand the importance of disaster management and it was useful for them. Dr.M.Hemalatha, Director, M.A.M.B-School highlighted the rationale behind the inauguration of Youth Red Cross Society and she thanked the resource persons for highlighted the precautionary acts of disaster management with real time examples. Mr.A.Anburaj, Youth Red Cross (YRC) Coordinator, M.A.M.B-School made the requisite arrangements and proposed vote of thanks for the programme.







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## MENTAL HEALTH

The poster is for a session titled "SESSION OF MENTAL HEALTH" organized by the Junior Jaycee Wing of M.A.M B-School. It features a central graphic of a person in a meditative pose within a lotus flower. The text on the poster includes the school's name, accreditation details, the date (25.05.2022), time (11AM to 1PM), and venue (MAMSA). The guest speaker is Dr. K. Ramakrishnan, Chief Psychiatrist and Managing Director & CEO of Athma Hospital. The poster also lists the Secretary & CEO of MASTER GI (Mrs. Fathima Bathool Maluk) and the Director of MAMBS (Dr. M. Hemalatha).

**MASTER** GROUP OF INSTITUTIONS **JCI** **M.A.M B-School** **MAMBS**  
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**JUNIOR JAYCEE WING**  
**SESSION OF MENTAL HEALTH**

Date: 25.05.2022  
Time: 11AM to 1PM  
VENUE: MAMSA

**Dr.K.Ramakrishnan**  
Chief Psychiatrist  
Managing Director and CEO  
ATHMA HOSPITAL

Mrs. Fathima Bathool Maluk  
Secretary & CEO -MASTER GI

Dr. M. Hemalatha  
Director - MAMBS

M.A.M. B-School, a standalone Business School, Trichy in association with Junior JAYCEE Wing organized Guest Lecture on "Session of Mental Health" on 25<sup>th</sup> May, 2022. Dr.K.Ramakrishnan, Chief Psychiatrist, Managing Director & CEO, Athma Hospitals, Trichy was the guest speaker for the programme and delivered key insights on the importance of maintaining mental health and live the life joy and in a peaceful way. The guest speaker initiated the session by stating that maintaining proper mental health is pivotal for holistic development of an individuals. The speaker shared thought provoking inspirational words on ways and means of encountering challenges and be courage to face the competitive world, need for mentoring and counseling and various issues that are faced by today's younger generations with real time examples.

Dr.K.Ramakrishnan highlighted the factual elucidation of the topics like the importance of practicing meditation, yoga in daily life, the power of positive attitude, and cope up the mental pressures. He also







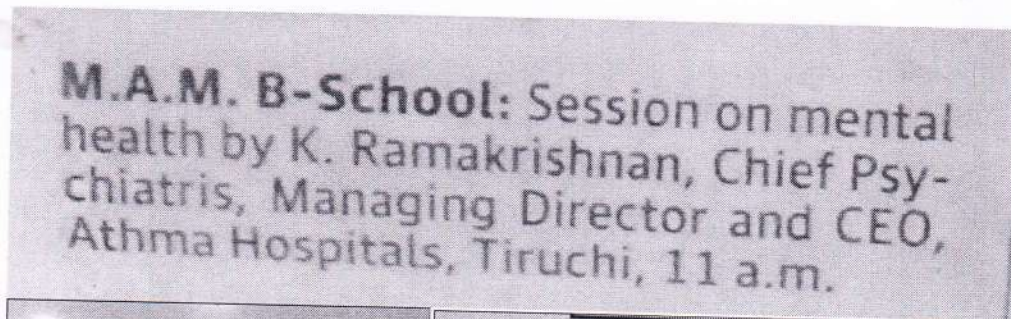
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shared the management of emotional up – downs, how to cope up with the stress and discussed various insights regarding the emotional balance. He also discussed further that some solutions on recuperation from such hard times, practice of SWOT analysis, and follow the principle of “Think, Do, Act”. The guest speaker also pinpointed some valuable tips to live the healthier life such as be an voracious reader, understand the value of life, elements of self introspection (know thyself), Inter Personal Relationships (IPR’s) etc with the students.

The guest speaker also encapsulated plethora of intricacies of the human mind and its way of moulding the personality of an individual. The session was more informative and interactive by the students and the guest speaker answered all the queries of the students in the field of mental health. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and highlighted the essence to live the happy life that are pivotal in today’s hectic competitive challenging world. Ms.F.Iris Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School made the requisite arrangements and proposed vote of thanks for the programme.



Tiruchirappalli, Tamil Nadu, India  
 Unnamed Road, Tamil Nadu 621105, India  
 Lat 10.965947°  
 Long 78.77873°  
 26/05/22 11:58 AM



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## HEALTHY ENVIRONMENT



**M.A.M.B-SCHOOL**  
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SIRUGANUR, TRICHY WWW.MAMBS.COM



**MAMBS**  
M.A.M. BUSINESS  
SCHOOL

### INSTALLATION OF STUDENTS' EXNORA AND HEALTHY ENVIRON

**Exn. R. Sridhar**

Director - Youth Exnora International  
Founder - Vivekanda Yoga Centre

**"AM I CELEBRITY!"**

**Mr. P. Mohan**

Consultant, Master HR Trainee &  
Former State Member - TN  
Commission For Protection of Child Rights,  
Govt. of Tamil Nadu  
Founder - Youth Exnora International

Date 30.12.2021 | 10.00 am to 1.00 pm

Venue : Newton Hall

**Mrs. Fathima Bathool**  
Secretary & CEO -Master GI.

**Dr. M. Hemalatha**  
Director - MAMBS

M.A.M.Business School, a standalone Business School in Trichy organized a programme installation of students Exnora and Healthy Environ: and conducted workshop on : "Am I Celebrity" on 30<sup>th</sup> December, 2021. Mr.P.Mohan, Consultant, Master HR Trainer, Former State Member-TN Commission for Protection of Child Rights, Founder- Youth Exnora International was the guest speaker for the programme. He informed that every student need to understand the role played by them corresponding to save the society and to follow eco-friendly practices in all ways and means. He also stated that students need to motivate themselves to combat challenges and other environment related issues, and it is basic necessity for everyone to protect the environment by and large..The chief guest also addressed that practicing of various eco-friendly initiatives are the backbone to humans as they benefit them in various ways. He also stressed the importance of trees and focuses on safeguarding of nature and preventing environmental de-gradation. He also pointed the rationale behind the installation of Exnora club by becoming a member and all students need to inculcate a spirit of social service and patriotism that results





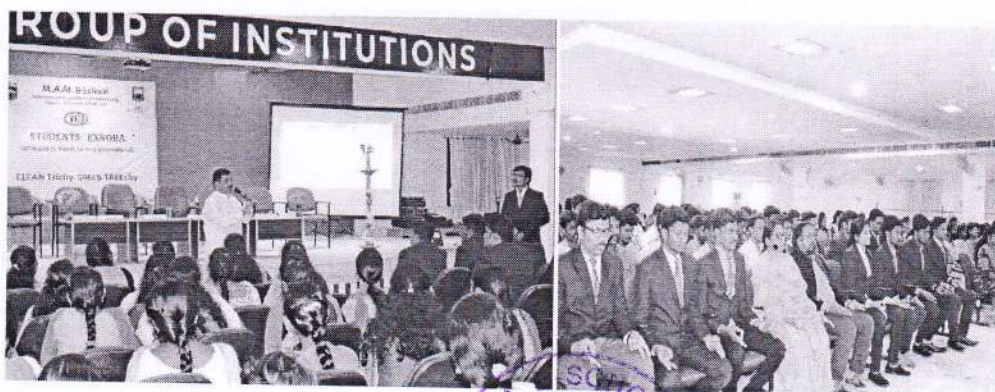


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in various advantages for every citizen and country as a whole. He also conveyed that all students need to actively participate themselves in Exnora club and to take various leadership roles voluntarily and to come up with innovative means corresponding to address environment related issues., as there are several harmful implications to humans, hence always strive to keep our environment clean and free from pollution.

Mr.P.Mohan also stated the importance of plant sapling and highlighted the green practices that are considered quintessential to preserve the environment. Mr.P.Mohan also informed that it is the responsibility of everyone to plant a tree by considering the rise in pollution levels in today's challenging scenario. Mr.P.Mohan also stated that keeping the river water in a clean condition is quintessential in order to make the environment healthy. Mr.P.Mohan also pinpointed the ways and means of safeguarding the environment in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, avoidance of releasing construction waste into the river etc that paves the way of sustained earth's surface. As part of the programme, the students also took charge as office bearers of Exnora club. The programme definitely served the purpose pertaining to not to pollute the environment and thereby to save our eco-friendly society by and large. Dr.M.Hemalatha, Director, M.A.M.Business School welcomed the gathering and highlighted that all need to take more number of steps and come voluntarily pertinent to save the environment and to focus on eco-friendly aspects by actively becoming the member in Exnora Club. Mrs.M.Manopriya, Exnora Coordinator, M.A.M.Business School stated that all need to maintain a healthy environment of the planet, and thereby save the environment in all ways and means by inquisitively becoming the member in Exnora club. Exn.R.Sridhar, Director-Youth Exnora International, Founder-Vivekanda Yoga Centre also spoke about the importance of using eco friendly practices which saves the society and also the environment as a whole.





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## OPTIMISTIC BEHAVIOR

M.A.M.B-School Cordially invites you all for a online session on "Optimistic Behavior"  
on 28-11-2020.



We Cordially invite you all on behalf of the Management,  
Director, Faculty and Students for the Online Session on

## "Optimistic Behaviour"



Chief Guest  
**Ms. K. NAVAJOTHI**  
Faculty & Center In Charge  
ICICI Foundation for Inclusive Growth

DATE: 28.11.2020

TIME:10:00 am -11.00 a.m

**Mrs. Fathima Bathool Maluk**  
MBA, SMP (IIM-A), WEP (ISB)  
Secretary & CEO - MASTeR GI.

**Dr. M. Hemalatha**  
MBA., Ph.D (NITT)  
Director - MAMBS





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Prof. Jimmy Carter along with First Year MBA Students of M.A.M.B-School Voluntarily Supported the Exclusive Job Fair for Differently Abled held on 17th November 2019 at St.Joseph's College, Trichy.

WE ARE YOUR **Voice**

in ASSOCIATION with **DDU-GKY**

**HEARTIEST WELCOME TO EXCLUSIVE JOB FAIR FOR DIFFERENTLY ABLED**

DATE: 17<sup>th</sup> NOVEMBER 2019      TIME: 8.30 AM TO 9.30 AM

ST. JOSEPH'S COLLEGE TRICHY

SPONSORSHIP: TRIRM, MAMBS, JOSEPH ENGINEERING COLLEGE

**THANK YOU VOLUNTEERS FOR YOUR SUPPORT**

**DOYARA LIVE T LIFE** #WeAreYourVoice #JobFair #17Nov2019 #Trichy

WE ARE YOUR **Voice**



**DIRECTOR**  
**M.A.M. B-SCHOOL**  
 Siruganur, Trichy-621105



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# **GENDER CLUB ACTIVITIES**

**By**

**M.A.M. B -SCHOOL**



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105





**M.A.M B SCHOOL**  
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**LIST OF EVENTS**

S.No	Name of the Event	Date
1.	Menstruation Matters	15.09.2022
2.	Work Place Sexual Harassment	23.04.2022
3	Awareness of Menstruation Health	08.04.2022
4	Women & Child Safety Rights Act	20.03.2022
5	Women's Day Celebration	07.03.2022 08.03.2021 08.03.2018
6	Gender Sensitization	18.02.2022
7	Integral Development	06.10.2021
8	Women Excellence in Entrepreneurship	06.03.2020
9	Women Sports Day	11.06.2022 02.03.2019



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
**Siruganur, Trichy-621105**



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## MENSTRUATION MATTERS

**M.A.M B-School**  
(Approved by AICTE and Affiliated to Anna University)  
Siruganur, Trichy (www.mambs.com)

**M.A.M B - School Student Association Club & Women Empowerment Cell**  
cordially invite you for the session on

### Menstruation Matters & Inauguration of Menstrual Cafe

**THURSDAY**  
15 SEPTEMBER 2022

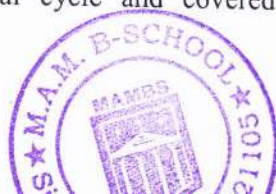
**11:00 AM**

**NEWTON HALL**

**Ms. Preethi Damodaran**  
MHM - DIRECTOR  
GRAMALAYA

### MENSTRUATION MATTERS –PRESS REPORT

M.A.M. B-School, in association with Women Empowerment Cell jointly organized Guest Lecture on “Menstruation Matters & Inauguration of Menstrual Cafe” on 15<sup>th</sup> September, 2022. Ms.Preethi Damodaran, MHM-Director-GRAMALAYA was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos associated with









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menstruation. The resource person also covered PCOD and foods to eat during menstruation with the participants. The resource person also stated sensitizing the participants on various complications arising out of lack of menstrual hygiene.

Ms.Preethi Damodaran focused on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good Menstrual Hygiene Management (MHM). She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. The resource person also informed that the high level of stress that are faced by young women and highlighted the students to carry out various exercises to keep themselves healthy during their menstruation. The resource person stated that menstruation is a normal and natural part of biological changes and all women need to handle with hygienic manner. In the interaction session, the resource person answered the queries that are asked by the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants. Ms.M.Akila, Women Empowerment Cell Coordinator, M.A.M.B-School made the requisite arrangements for the programme.

**M.A.M. B-School: Career Guidance Programme on 'Shaping Lives through Education', talk by Dane Reeves, Principal Consultant, EducateMe, 3 p.m.; inauguration of Menstrual Cafe, talk by Preethi Damodharan, Director, Gramalaya, 11 a.m.**







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**WORK PLACE SEXUAL HARRESMENT**

**M.A.M. B-School**  
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Siruganur, Trichy  
www.mambs.com

Women Empowerment Cell & POSH Cell

**WORK PLACE SEXUAL HARASSMENT**

**FAST FACTS AND STATS**  
**YOU NEED TO KNOW**

**R. Sridevi B.A., B.L.,**  
Advocate  
Radio Jockey in Suryan FM

Join with us

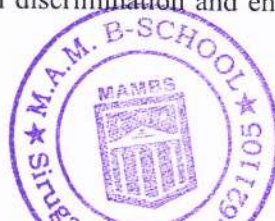
APRIL 23 | 11 am - 12 pm | Charles Correa Hall

Mrs. Fathima Bathool Maluk  
Secretary & CEO - Master GI

Dr. M. Hemalatha  
Director - MAMBS

**WORK PLACE SEXUAL HARASSMENT : FAST FACTS AND STATS YOU NEED TO KNOW**

M.A.M.B-School, a standalone Business School, Trichy in association with Women Empowerment Cell and POSH Cell organized guest lecture entitled "Work place Sexual Harassment" on 23<sup>rd</sup> April, 2022. Mrs.R.Sridevi, Advocate, Radio Jockey in Suryan FM, Trichy was the resource person for the programme. The resource person initiated the session by giving information about POSH (Prevention of Sexual Harassment) under IPC Act 354 and 503. She said that in recent times the role of women at workplace has increased tremendously. However, they are vulnerable to harassment in the workplace. The Constitution of India plays a pioneer role in protecting the women from discrimination and ensuring gender justice in the present







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times. The guest speaker explained about Vishakha guidelines, what constitutes a sexual harassment, method of lodging complaint and the conduct of investigation. She pinpointed on the various circumstances leading to abuse, women's rights at the work place, the relevant laws and the officials they should report to in case of any adverse situation.

Mrs.R.Sridevi, also informed that in order to curb this problem, the Government of India enacted a law on 'The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 to ensure safe working place for women and to build enabling work environment. She urged the students to remain alert and fight against the crime. She briefly explained about various provisions related to punishments that can be awarded was highlighted. She also mentioned the laws which supports the female gender. She opined that sexual harassment is a form of violence and discriminatory treatment against women. The session was significant and beneficial thought provoking programme for the students. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and emphasized on the importance given to women in the law and also some preventive measures to be taken by all women in all ways and means to ensure the safety aspects of women at society at large.





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## AWARENESS OF MENSTRUATION HEALTH

Yi Trichy  
YUVA  
Yi HEALTH  
PUSAT  
CII  
SRM TRICHY  
MAMBS

In Association with Women Empowerment Cell

**AWARENESS ON MENSTRUAL HEALTH**

April 08, 2022, Friday | 02:30 PM  
Venue : Charles Correa Hall

**Dr. T. Dhivyaa Narbhavi** MBBS, MCh (DGO), DNB (OG)  
Assistant Professor  
Dept. of Obstetrics & Gynaecology  
Trichy SRM Medical College

**Dr. M. Hemalatha**  
Director  
MAMBS

**Mrs. Fathima Bathool**  
Secretary & CEO,  
MASTeR Group of Institutions

An initiative of Yi Trichy

Trichy SRM TRICHY

## AWARENESS ON MENSTRUAL HEALTH

The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Yi Trichy and YUVA jointly organized Guest Lecture on “Awareness on Menstrual Health” on 08<sup>th</sup> April, 2022. Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, Trichy SRM Medical College was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos





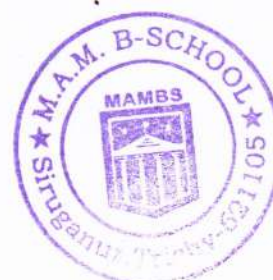
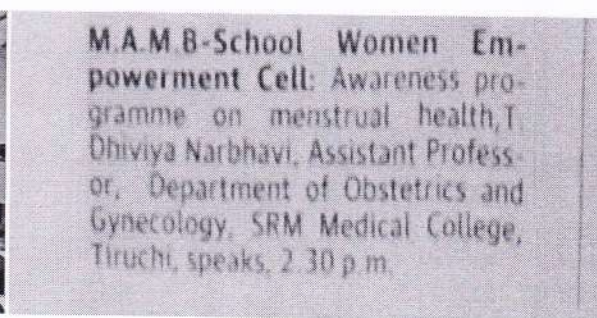


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associated with menstruation. The resource person also covered polycystic ovarian syndrome (PCOD) and foods to eat during menstruation with the participants.

Dr.T.Dhiviya Narbhavi focuses on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good menstrual hygiene management. She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. Dr.T.Dhiviya Narbhavi also stated that the high level of stress that are faced by young women and highlighted by teaching the students to carry out various exercises to keep themselves healthy during their menstruation. In the interaction session, the resource person answered the queries that are asked by the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants.






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**WOMEN & CHILD SAFETY RIGHTS ACTS**

Ms.Iris Rinaldi.F, Assistant Professor, M.A.M.B-School and I MBA students attended "Women & Child Safety Rights Acts" programme organized by THE 1234 FOUNDATION through virtual platform on 20/03/2022 and Gr. P.G.Rajan, Gr.Oudaya Coumarin and Mr. P.Mohan was the resource persons for the programme.



**THE 1234 FOUNDATION**  
 CORDIALLY INVITS YOU !!  
**WOMEN & CHILD SAFETY RIGHTS, ACTS**

THE  
**ZOOM MEETING**  
 ON 20.03.2022 @ 6.30 PM TO 7.30 PM

BY

GR Oudaya Coumarin      GR P.Mohan  
 Administrator, Empowerment      Administrator, Liaison

MEETING ID: 895 8763 0632      PASSCODE:12234

Close      Participants (21)

Search

Iris MAMBS (host)	95%
The 1234 Foundation (host)	95%
GR P.G.RAJAN (co-host)	95%
GR. OUDAYA (co-host)	95%
GR. P.MOHAN (co-host)	95%
merugesan k.p (member)	95%
Aparna MAMBS	95%
Gr Ananthakrishnan	95%
Gr Kannapiran	95%
Gr M.Sasikala	95%







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## WOMENS DAY CELEBRATION

**M.A.M.B-SCHOOL**  
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Siruganur, Trichy www.mambs.com

**WOMEN EMPOWERMENT CELL**  
Invites you all for the Women's Day Celebration on  
**7th March, 2022 | 10.00 am to 12.30 pm**  
Venue: Charles Correa Hall

 Guest Speaker Mrs. R. Nandhini Entrepreneurs ISP and Security Solutions & Franchise Green Trends Unisex	 Guest Speaker Dr. M. Gowri Proprietor Gowri Parvathi Silks & iGrow & Gowri IMPEX	 Guest Speaker Mrs. M. Rajamaheswari Managing partner Jayem Industries Engineering Fabricators
 Dr. M. Hemalatha Director - MAMBS	 Mrs. Fathima Bathool Secretary & CEO - Master GI.	

## WOMEN'S DAY CELEBRATION

The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Junior JAYCEE Wing organized "Women's Day Celebration" on 07<sup>th</sup> March, 2022. Mrs.R.Nandhini, Entrepreneur, ISP and Security Solutions & Franchise Green Trends Unisex, Dr.M.Gowri, Proprietor, Gowri Parvathi Silks & iGrow & Gowri IMPEX, Mrs.M.Rajamaheswari, Managing Partner, Jayem Industries Engineering Fabricators were the guest speakers for the programme and delivered key insights of rationale behind the celebration of Women's day. Mrs.R.Nandhini initiated about womanhood and pays tribute to the indomitable spirit of women across the globe. Mrs.R.Nandhini shared that all women need to have the urge and passion in order to do something new and better that shall bring about a meaningful form of living the life progressively as well as inspiring in the way things are done and the crucial role played by women for the holistic upliftment of nation.



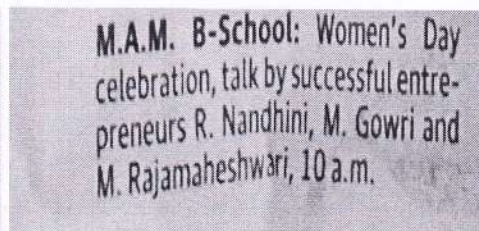


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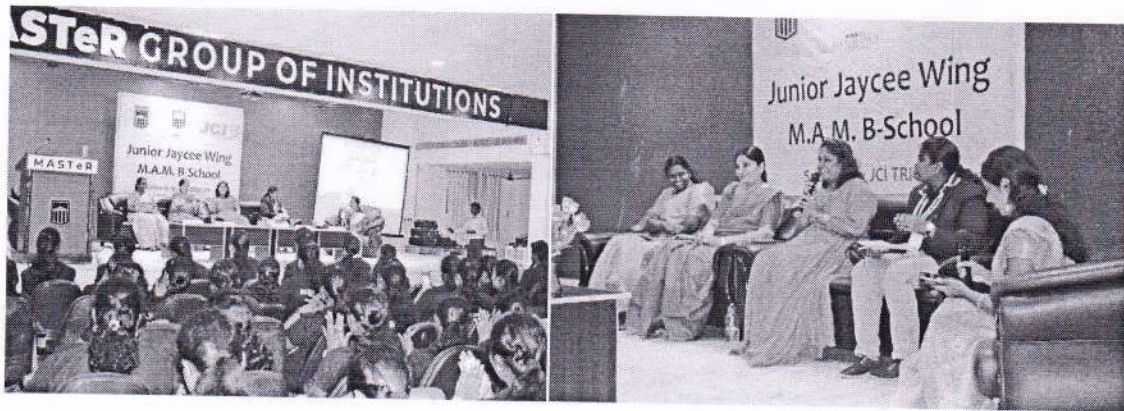
Dr.M.Gowri stated that this day brings many things for women – a cause for celebration, a reason to pause and re-evaluate a remembrance, an inspiration and a time to honour, admired and loved in all ways and means. Dr.M.Gowri pointed out that there need to be a balance between career and family and without a family support a women can't achieve success. Mrs.M.Rajamaheswari also stated that women need to know their rights and privileges to defend themselves and need to have focus and strong determination to face the ever challenging corporate world with courage. Mrs.M.Rajamaheswari stated various significant challenges faced by women in society and recalled the sacrifices made by women and their selfless contributions towards societal as well as nation's development by and large. Mrs.M.Rajamaheswari also highlighted that all girl students need to celebrate every day as a women's day. As part of the programme, there was a panel discussion by the students on plethora of entrepreneurial opportunities and challenges faced by them as part of their entrepreneurial journey and also covered challenges faced by women in 21<sup>st</sup> century with real time examples. The guest speakers shared their valuable insights during the session and it was much thought provoking to the budding managers at large. Dr.M.Hemalatha, Director, M.A.M.B-School graced the occasion and stated that it is a day on which all women come together to celebrate, and to recognize the hope, aspirations and empowerment of women. Junior Jaycee Wing students representatives of M.A.M.B-School made the requisite arrangements under the guidance of Ms. F.Irish Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School for the programme.












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M.A.M. B-School wishes you all a Happy Women's Day by organizing "Women Leaders Conclave" session at M.A.M. B- School, 10 am.


**M.A.M BUSINESS SCHOOL**


**"Women Leaders Conclave"**

		
Dr. R. Bhargavi Chairperson, MPR Foods	Mrs. R. Gokila Director (HR & Legal) Monitpro Solution Pvt Ltd	Dr. M. Hemalatha Director - MAMBS



On Monday 8th March 2021  
 @ Charles Correa Hall  
**Mrs. Fathima Bathool Maluk**  
 Secretary & CEO - MASTeR GI

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On the eve of Women's Day Celebration: The following students delivered a speech on Women's Empowerment. Ms. R. Sugapriya (I-MBA) Ms. N. Kanimozhi (I-MBA) Ms. T. Keerthana sri (I-MBA) Ms. G. Kiruthika (I-MBA)







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### GENDER SENSITIZATION

The Gender Champion Club of M.A.M.B-School organized Guest Lecture: "Gender Sensitization" on 18.02.22 and Dr.N.Manimegalai, Director & Head, Department of Women Studies, Bharathidasan University, Tiruchirappalli was the chief guest for the programme.

The poster is for a "Gender Sensitization" event. At the top, it features the M.A.M. B-SCHOOL logo and text: "Approved by AICTE and Affiliated to Anna University, Siruganur, Trichy www.mambs.com". Below this, it says "Gender Champion Club invite you all for initiating 'Gender Sensitization'". The date and time are "18th February, 2022 | 9.30 to 11.30 AM". A circular portrait of Dr. N. Manimegalai is shown. Her name and title "Guest Speaker Dr. N. Manimegalai" are prominently displayed, followed by "Director & Head, Department of Women's Studies, Bharathidasan University, Trichy". The venue is listed as "Charles Correa Hall". At the bottom, the names of the organizers are given: "Dr. M. Hemalatha, Director - MAMBS" and "Mrs. Fathima Bathool, Secretary & CEO -Master GI."

### GENDER SENSITIZATION

M.A.M. B-School, a standalone Business School, Trichy in association with Gender Champion Club organized Guest Lecture on "Gender Champion Club initiating Gender Sensitization" on 18<sup>th</sup> February, 2022. Dr.N.Manimekalai, Director & Head, Department of Women Studies, Bharathidasan University was the resource person for the programme and delivered a session on gender sensitization. The resource person initiated with an overview by stating that gender sensitization is one of the basic and fundamental requisite for the normal development of an individual. The resource person stated that the need for this sensitivity has been realized through immemorial times and prevails all kinds of human existence. The resource person spoke about the various issues and challenges and sensitized the students about the sensitivity development particularly women's development. She also spoke about the need and importance of gender sensitivity in today's challenging world.





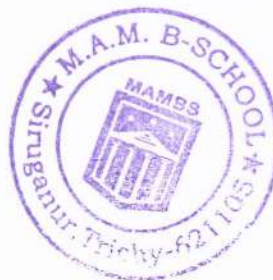
**M.A.M B SCHOOL**  
**Siruganur- Trichy-621105**  
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Dr.N.Manimekalai informed that gender sensitization is extremely essential which is about to changing the behavior and instilling empathy into the views that individual hold with their own and with the other genders. She stated that gender sensitization is a basic requirement that immensely helps to examine personal attitudes and beliefs that paves the way to understand the realities. She also informed that the governing stereotypes prevalent in our progressive society that tend to make it regressive. She discussed about the role of family, peer groups and mass media in framing ideology that are associated with various genders. She informed some of the traditionally expected roles and behavioural patterns based on social identified norms. The session ended with a discussion on bridge the gender gap and view things from a humanitarian perspective. Dr.M.Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the importance of gender sensitization as it paves the way to introspection and nurtures critical thinking. The session was more interactive and informative by the effective inputs that are shared by the resource person. The faculty members and students expressed their sincere gratitude towards fruitful session had by the resource person.



**Gender sensitisation**  
The Gender Champion Club of M.A.M. B-School, Virudhal, organised a guest lecture programme on Gender Sensitization to apprise students of their roles in bringing about women's development in the society. Handling a session, N. Manimekalai, Director and Head, Department of Women Studies, Dharmadaman University, said gender sensitization was a basic and fundamental requisite for normal development of an individual. There was an imperative need for gender sensitivity in today's challenging world to examine personal attitudes and beliefs that paves the way to understand the realities. M. Hemalatha, Director, M.A.M. B-School, also addressed the students.



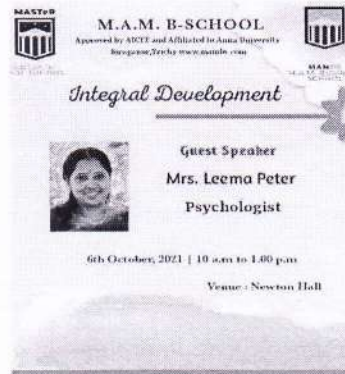




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## INTEGRAL DEVELOPMENT



### Integral Development

M.A.M. B-School, a standalone Business School in Trichy organized “Integral Development” on 06<sup>th</sup> October, 2021. Mrs.Fathima Bathool Maluk, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and highlighted the overview of integral development aspects. Mrs.Leema Peter, A leading renowned Psychologist was the guest speaker for the programme and delivered a session on “Integral Development”. She informed the students to identify their inner self through self introspection and excel in their career.

The chief guest discussed on by highlighting that Integral Human Development is the holistic development of the human person, covering all aspects of life: social, economic, political, cultural, personal and spiritual. It promotes the dignity of the human person, equality between every individual and the common good of all people in the community. She pinpointed that integral growth is pivotal with respect to fostering self-awareness, conscious leadership, collaboration and innovative organizational practices so that every individual may flourish and thrive, together, in today's ever challenging world. She encapsulated the integral development aspects which includes life with dignity, peaceful relationships with each other, sustained economic well being, resilience, power of influence and independence etc. She covered the conceptual framework of integral development which is universal way of thinking about,

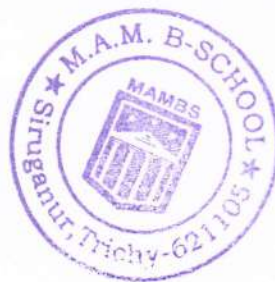




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interacting with, and understanding others. The chief guest also focused on the essence of integral development principles and how it aligns pertaining to balanced life of an individual. She encapsulated various guidelines of integral development to budding professionals through inquisitive activities. The session was very much thought provoking for all the MBA students and remarkable by and large.







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### WOMEN EXCELLENCE IN ENTREPRENEURSHIP

M.A.M.B-School in Association with Young Indians Organised Guest Lectures on "**Women Excellence in Entrepreneurship**" by Ms. Vinothini Sekar, Entrepreneur & Fashion Designer, Manjal Couture an Online Clothing Brand for Women & Kids and "Women and Law" by "Ms. R. Gokila, Advocate in Trichy Court on 06.03.2020.





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**WOMEN SPORTS DAY**

The poster for the Annual Achievers Sports Day Celebration 2022 features a central graphic with the text '12 Years of Excellence' above 'ANNUAL ACHIEVERS SPORTS DAY'. Below this, it says 'We cordially invite you for the CELEBRATION 2022'. The Chief Guest is listed as Dr. B. MURUGANATHAM, Registrar, MASTeR Group of Institutions. The event is scheduled for Saturday, 11.06.2022, at 11:00 am, at Newton Hall, MAMCET. The poster also includes logos for MASTeR Group of Institutions, M.A.M. Business School, and the M.A.M. B-School Student Association Club. At the bottom, the names of the convener, Mrs. M. Surya, and the secretary, Mrs. Fathima Bathool Malik, are listed.

**ANNUAL DAY ACHIEVERS DAY AND SPORTS DAY CELEBRATION**

M.A.M. B-School, a standalone Business School Trichy in association with Students Association Club organized one day workshop on Annual day, Achievers day and Sports day on 11<sup>th</sup> June, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering by highlighted that like every year, this year also our college organized this programme with the grand splendour even after 12 years of excellence. She also encouraged the students with her motivational speech by saying that it is very important and everyone need to focus both academic as well as extracurricular activities in all ways and means. She opined that participation of these sort of activities, during college life, keep the students more positive, fresh, energetic and go a long way in making them more productive. There were various sports which includes the events 400 meters, 4\*100 meters relay, 100 meters, 200 meters, disc throw and short put and also cricket, volley ball and throw ball games. The various cultural events were also performed by the students that includes solo dance, group dance, solo singing, group singing, mime, ad-zap and whatsapp war were performed by the students as part of the programme.



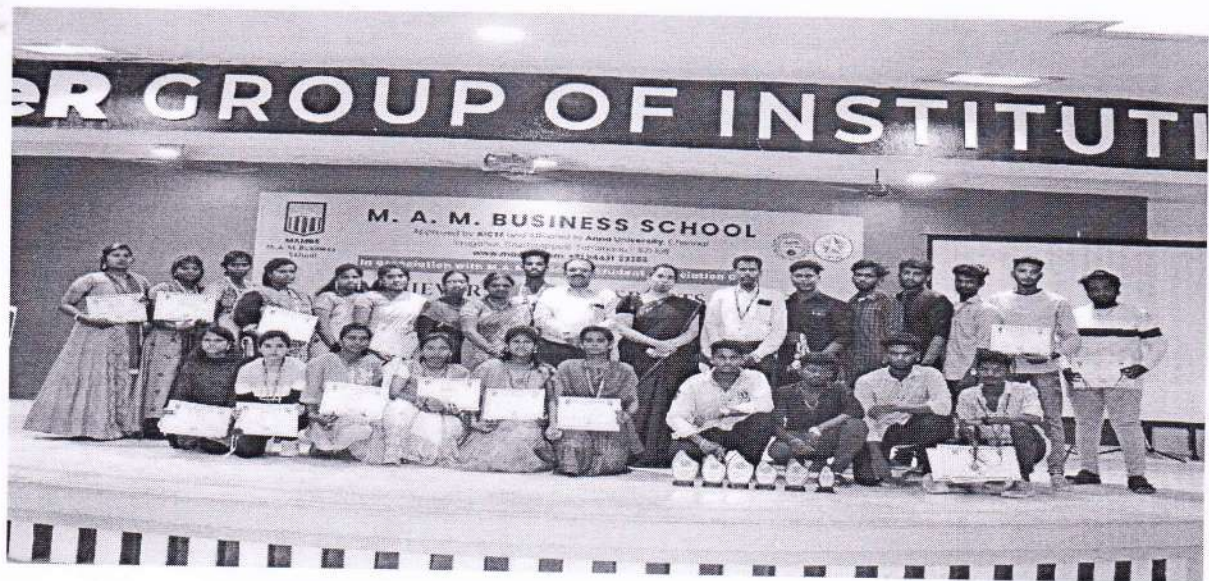




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Dr.B.Muruganatham, Registrar, MASTeR Group of Institutions was the chief guest for this programme and he encouraged the students by informed that this is an occasion of celebration, felicitation, feast and festivity when students present not only their wonderful performances but also receive honours for their curricular and extra-curricular achievements. He informed that the strong will and determination are the essential requirements to attain success. He also stated the importance of sports by highlighted that participation in sports will not only help them to improve their physical health but will also give them the mental energy to cope and study well. The chief guest also pinpointed that all the students were very much excited after all this was the time to enjoy beyond their studies. The certificates, medals and prizes were also given to the academic toppers and students who won prizes in various cultural and sports events. Mr.S.Senthil kumar, Convener-Sports Day and Mrs.M.Surya, Convener-Annual Day & Achievers Day made the requisite arrangements for the programme. Dr.M.Hemalatha, Director, M.A.M.B-School immensely applauded the winners and achievers in both academia and extra-curricular aspects.







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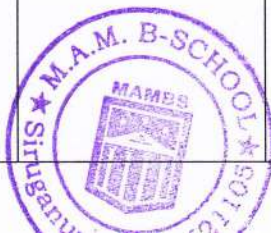




**MASTeR Group of Institutions  
MAMBS & MAMCET  
Siruganur, Trichy**

**SPORTS EVENT WINNERS LIST (WOMEN)**

Sl.No.	Event Name	Winners List	Year & Dept. / College Name
1	<b>100 Metres Running (WOMEN)</b>	First Place – Ms.P.Elamathi Second Place – Ms..M.Rajarajeswari Second Place – Ms.N.Sujidha	I MBA – MAMBS I MBA – MAMCET I MBA - MAMBS
2	<b>200 Metres Running (WOMEN)</b>	First Place – Ms.P.Elamathi Second Place – Ms..M.Rajarajeswari Third Place – Ms.N.Sujidha	I MBA – MAMBS I MBA – MAMCET I MBA - MAMBS
3	<b>Shot Put (WOMEN)</b>	First Place – K.Divyabharathi Second Place – R.Bavani Third Place – T.Sathyapriya	I MBA MAMCET I MBA – MAMBS I MBA – MAMBS
4	<b>Kho-Kho (WOMEN)</b>	<p style="text-align: center;"><b><u>WINNERS</u></b></p> <ol style="list-style-type: none"> <li>1. Ms.P.Elamathi</li> <li>2. Ms.N.Sujidha</li> <li>3. Ms.S.Sindhu</li> <li>4. Ms.R.Nagalakshmi</li> <li>5. M.Subhashree</li> <li>6. Ms.G.Kowsalya</li> <li>7. Ms.R.Bavani</li> <li>8. Ms.M.Sankari</li> <li>9. Ms.R.Jayapriya</li> </ol> <p style="text-align: center;"><b><u>RUNNERS</u></b></p> <ol style="list-style-type: none"> <li>1. Ms.M.Rajarajeswari</li> <li>2.Ms.S.Surya</li> <li>3.Ms.K.Divyabharathi</li> <li>4.Ms.M.Maheswari</li> </ol>	<p style="text-align: center;"><b>I Year MAMBS</b></p> <p style="text-align: center;"><b>I Year MAMCET</b></p>



5	THROWBALL (WOMEN)	<p>5. Ms.A.Nandhini 6.Ms.G.Rajeswari 7. Ms.K.Anitha 8.Ms.K.Deepik a 9.Ms.J.Mahalakshmi</p> <p style="text-align: center;"><b><u>WINNERS</u></b></p> <p>1.Ms.M.Rajarajeswari 2.Ms.S.Surya 3.Ms.K.Divyabharathi 4.Ms.M.Maheswari 5. Ms.A.Nandhini 6.Ms.G.Rajeswari 7.Ms.B.Sathyapriya 8.Ms.M.Akila 9.Ms.K.Anitha</p> <p style="text-align: center;"><b><u>RUNNERS</u></b></p> <p>1.Ms.R.Swathi 2.Ms. R.Jayapriya 3. Ms.R.Nagalakshmi 4. Ms.N.Sujidha 5. Ms.T.Sathyapriya 6. M.Subhashree 7. Ms.R.Bavani 8.Ms.S.Sindhu 9. Ms.P.Elamathi</p>	<p style="text-align: center;">I Year MAMCET</p> <p style="text-align: center;">I Year MAMBS</p>
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**DIRECTOR**  
**M.A.M. B-SCHOOL**  
**Siruganur, Trichy-621105**





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# **ENVIRONMENTAL ACTIVITIES**

**By**

**M.A.M B SCHOOL**



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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**LIST OF THE EVENTS**

S.No	Name Of The Event	Date
1.	Eco-Friendly Ganesha Making	30.09.2022
2.	Seed Ball Making	21.09.2022
3	Hygiene Alone Triumphs	06.09.2022
4	Environmental Protection	18.04.2022
5	Energy Swaraj Yatra	12.04.2022
6	Tree Plantation Tree plantation & Cleaning Museum	08.02.2022& 05.06.2022
7	Nadi Utsav Drawing Competition	07.01.2022
8	Save Cauvery River	23.12.2021
9	Essence Of Water To Life	21.10.2021
10	Forest Conservation-Pachamalai	28.02.2021
11	Business Vision 2020: E-Mobility In India	06.02.2019
12	Sapling Trees	21.11.2018



  
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**ECO-FRIENDLY GANESHA MAKING**

**M.A.M B-School**  
M.A.M B-School Student Association Club,  
Women Empowerment Cell & Institute Innovation Cell (IIC)  
cordially invite you  
**Eco-friendly  
Ganesha Making Workshop**  
i make\_it  
Make your own Idol  
30th Aug, 3 pm  
M.A.M B-School  
**Ms.M.Akila**  
Assistant Professor - MAMBS  
Dr. M. Hemalatha  
Director - MAMBS  
Mrs. Fathima Bathool Maluk  
Secretary & CEO -Master GI.

**Eco-friendly Ganesha Making Workshop: Make Your Own Idol- PRESS REPORT**

M.A.M. B-School Student Association Club, Women Empowerment Cell & Institute Innovation Cell (IIC) jointly organized “Eco-friendly Ganesha Making Workshop: Make Your Own Idol” on 30th August, 2022. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and stated that Ganesh Chaturthi is a festival that is celebrated on the birthday of Lord Ganesha who is the son of Lord Shiva and Goddess Parvathi. She also informed that the everyone need to adopt and follow eco-friendly practices in order to sustain the environment from detrimental effects. She reiterated that any celebrations should not harm, hurt or disturb anyone right from aged to children and also to our precious ecology. It is our responsibility to make use of eco-friendly festivals in a larger way so that there will be a pollution free atmosphere everywhere and we can celebrate it without any harm to our environment. She also opined that the rationale







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behind to organize this workshop with the motto of creation of awareness on environmental sustainability, in the form of make the Ganesha idol by using clays and other eco friendly properties. It was a great celebration and it brought the students together to celebrate the festival together.

As part of this workshop, the students were divided into so many teams and informed to make Ganesha idol. A special kind of sweet called modak is prepared in the joy of the special occasion. During the workshop various Eco Friendly Ganesh Idols with "Mud/Clay" or "Turmeric" or "Flour", "Wheat", "Ganesh Idol by leafs", "Be The Change Go For Green (Clay Ganesh)" etc were made by the team of students. The entire workshop was a very much creative and as well as quite inquisitive for all the students and learnt the basic skills of making idols and save the environment by and large. Ms.M.Akila, Assistant Professor informed that this festival celebrates the birthday of the Hindu deity Lord Ganesha who is believed to be the remover of obstacles of life and she made the requisite arrangements and also guided the students for successful completion for the programme.

**M.A.M.B-School: Workshop on  
making eco-friendly Ganesh idols, 3  
p.m.**

**List of Teams Participants**

- TEAM 1:** Kesavarthini , Divya, Jayasri  
**TEAM 2:** Iswarya, Kayalvizhi, Aarthi  
**TEAM 3:** Sivapriya, Thejaswini , Manickavasuki  
**TEAM 4:** Mathumathi ,Guruprasana ,Deetchana  
**TEAM 5:** Saravanan, Rahul , Surya Prakash







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**TEAM 6:** Meenakshi, vaitheeki, Supriya

**TEAM 7:** Varatharajan, Rajkumar, Naveen

**TEAM 8:** Madhumitha, Nivetha, Poornima

**WINNERS:**

1<sup>st</sup> Prize – R.Madhumathi, Guruprasanna, Sathyaseelan, Dheetchana

2<sup>nd</sup> Prize – Arun, Gowsalya, Vidyasri

3<sup>rd</sup> Prize – Naveen, Varatharajan, Raj Kumar





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### SEED BALL MAKING

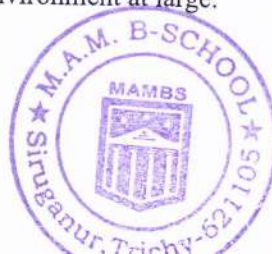


### M.A.MB-School

M.A.MB-School Student Association Club & Yi Yuva Club  
cordially invite you for  
**Workshop on Seed Ball Making**  
Speaker  
**Mr. Uzhavan Jagan**  
Native Agricultural Trainer &  
Environmental Enthusiast  
21st Sep @ 3 pm  
M.A.MB-School  
Dr. M. Hemalatha  
Director - MAMBS  
Mrs. Fathima Bathool Maluk  
Secretary & CEO - MASTeR GI.

### WORKSHOP ON SEED BALL MAKING- PRESS REPORT

M.A.M.Business School, a standalone Business School in Trichy, in association with YiYuvaClub organized "Workshop on Seed Ball making" on 21<sup>st</sup> September, 2022. Dr.M.Hemalatha, Director, M.A.M.Business School given the felicitation address and emphasized the importance of environment protection and highlighted that Seed balls have an 80 percent growth success rate in comparison to regular seedings, which helps people farming in rural areas have a more consistent supply of food. Mr.UzhavanJagan, Native Agricultural Trainer & Environmental Enthusiast was the resource person for the programme.He started the session with the environment issues that causes due to human activity such as the extended use of natural resource, less concern on natural order, immoderate use of resources. He particularly pinpointed the contribution of forest in ecology balance system which maintain the favourable ecological environment at large.







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Mr. UzhavanJaganinformed thatthe seed balls work as a pollination technique. He stated that the seeds are dropped on fertile forest land, where they grow on their own taking nutrients from their surroundings. He also explained that trees cannot be planted in the middle of forests and discussed thatthe new trees there grow on their own. He also shared that the use of new technology by following old methods in a unique way for afforestation. He informed the various advantages of the seed Balls by discussed about the size of a quarter to make for easy throwing, in order to maximize the seeds' chances of sprouting roots, spring and summer are the best times to deploy the seed balls. He also shared inputs on ways and means of making seed balls for trees, seeds to be used for seed balls, how to prepare seed balls for planting etc.The resource person encouraged the participants by stating the lines as “Don’t wait for someone to bring flowers. Plant your own garden and decorate your own soul”. He also spoke on different types of trees and its ecological benefits, steps to be followed for prevention of soil erosion and protection of environment etc. Ms.S. Kiruthika, Yi Yuva Club Coordinator made all the requisite arrangements for the programme.

**M.A.M.B-School: Workshop on seed ball making, 3 p.m.**





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## HYGIENE ALONE TRIUMPHS

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M.A.M B-School Student Association Club & Student Thanneer Club  
cordially invite you for the session on

### Hygiene Alone Triumphs

தூய்மையே வெல்லும்

**Padma Shri S. Damodaran**  
Founder & CEO of Gramalaya

6th Sep 2022 @ 10 am  
Newton Hall

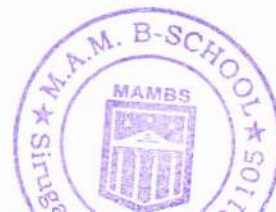
**Thiru. K. C. Neelamegam**  
President  
Thanneer Organization, Trichy

**Prof. K. Sathis Kumar**  
Secretary  
Thanneer Organization, Trichy

**Mrs. Fatima Bathool Maluk**  
Secretary & CEO - MASTeR GI

**Dr. M. Hemalatha**  
Director - MAMBS

M.A.M. B-School Student Association Club and Student Thanneer Club jointly organized guest lecture: "Hygiene Alone Triumphs - தூய்மையே வெல்லும்" on 6<sup>th</sup> September 2022. Padma Shri. S.Damodaran, Founder & CEO of Gramalaya, Tiruchirappalli was the resource person for the programme. Dr.M.Hemalatha, Director, M.A.M.B-School welcomed the gathering and briefed the hygienic practices and its quintessentialities to the students. She also highlighted the resource person as "Social Worker who has dedicated his life to sanitation promotion in villages and slums in South India". Thiru.K.C.Neelamegam, President and Prof. K.Sathis Kumar, Secretary, Thanneer Organization, Trichy given the felicitation address and shared the various remarkable achievements and societal services undertaken by the resource person of the day. Padma Shri S.Damodaran initiated his session by giving the introduction about Gramalaya and he has been working in villages and urban slums across South India for the last 35 years, to end open defecation by building toilets and promoting sanitation etc. He also spoke about Menstrual Hygiene Management (MHM) such as importance of female hygiene, effective menstrual hygiene practices, affordable and appropriate menstrual hygiene materials etc to the students.





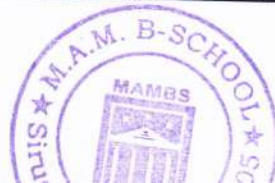
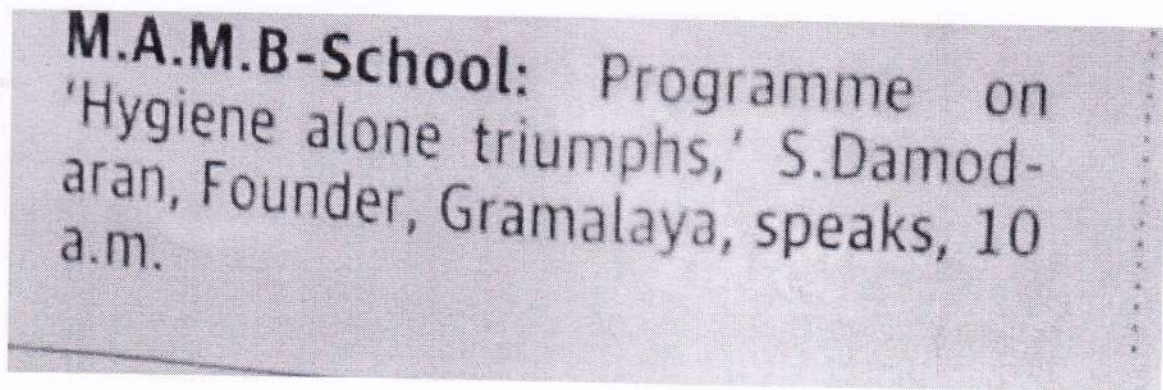


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Padma Shri S.Damodaran also stated the major aim of Gramalaya is to eradicate open defecation by providing eco-friendly toilets and it is an important resource centre of the Ministry of Jalshakti, Govt of India. He also shared the various challenges faced by him regarding the successful implementation of hygienic practices by the society at large. He opined that the toilet is more than just a four-walled structure; it is a way to a healthy life and it is absolutely necessary to work on changing behaviours and developing habits through a number of IEC (Information, Education and Communication) activities. Finally, he advised all the students need to actively come forward pertinent to undertake various initiatives as part of ensuring access to Water, Sanitation and Hygiene (WASH) in villages and urban slum areas. Mr.S.Prasanna, Thanneer Club Coordinator, M.A.M.B-School made the requisite arrangements for the programme.







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**TREE PLANTATION**

M.A.M. B SCHOOL in association with Thanneer Club organized "Tree Plantation Programme" on **08.02.2022**. M.A.M.B-School students Manikandan, Surya Prakash, Saravanan(I MBA) and Ms.S.Kiruthiga, Yi Club Coordinator were actively took part in Tree Plantation and Campus Cleaning Drive organized by Yi Club as part of "World Environment Day"- (**05.06.2022**) at Railway Museum, Trichy.











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## ENVIRONMENTAL PROTECTION


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**EXNORA**

Paper Presentation Competition

**Topic : Environmental Protection**

---



**18th April**  
3 - 4.10 pm


**M.A.M.Business School**

**Rewards >>>**

Certificate will be given for the best one....

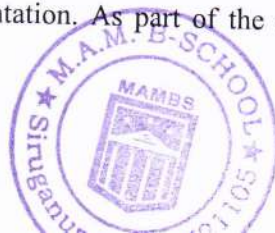
**Mrs. Fathima Bathool Maluk**  
Secretary & CEO -Master GI.

**Dr. M. Hemalatha**  
Director - MAMBS



### **Paper Presentation Competition: Environmental Protection & Growth and Development**

M.A.M. B-School, a standalone Business School Trichy in association with EXNORA (YEI) organized paper presentation competition "Environmental Protection" on 18<sup>th</sup> April, 2022. The students presented their papers on "Environmental Protection". Under the theme, the students were presented on the areas that comprise Global Warming, Issues & Challenges in industries, various forms of pollution and steps to mitigate, Environmental Sustainability were some of the themes as part of the paper presentation. As part of the competition, the students covered on





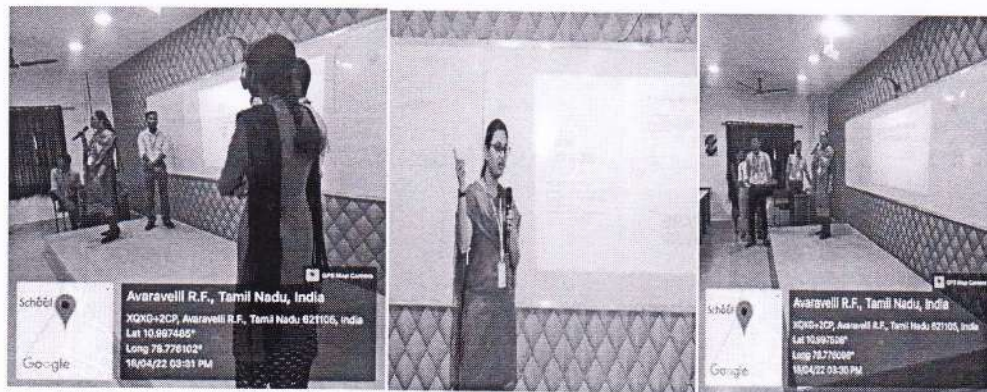
## M.A.M B SCHOOL Siruganur- Trichy-621105

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overview of Environment and its nature, plant sapling, eco-friendly practices and initiatives, various government schemes for protection of environment etc.

M.A.M.B-School, a standalone Business School Trichy in association with Junior Jaycee wing (Zone XXIII) organized paper presentation competition “Growth and Development” on 18<sup>th</sup> April, 2022. The students presented their papers on “Growth and Development” aspects. Based on these, the students were presented on the areas that comprises “Attitudes and behaviours that lead to success” and “Strategies and techniques for building professional brand”. As part of the competition, the students stated that attitude is one that decide everyone’s altitude and covered the importance of attitude in one’s personal life as well as professional career. Dr.M.Hemalatha, Director, M.A.M.B-School also congratulated the winners as well as participants and distributed the certificates at the end of the programme. Mr.S.Senthilkumar, EXNORA Coordinator, M.A.M.B-School and Ms.Iris F. Rinaldi, Junior Jaycee Wing Co-ordinator, M.A.M.B-School made the requisite arrangements for the programme.







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## ENERGY SWARAJ YATRA



M.A.M. B-School

THE BUILD CLUB

BUILD CLUB & YUVA CLUB

presents



**ENERGY SWARAJ YATRA**

Energy, Climate Change & I

2020 - 2030



**Prof. Chetan Singh Solanki**  
 Head of Energy Sciences & Engineering, IIT Bombay  
 Brand ambassador of Solar Energy  
 Founder of the Energy Swaraj Foundation  
 Brand Ambassador of Solar Energy  
 Govt of MP

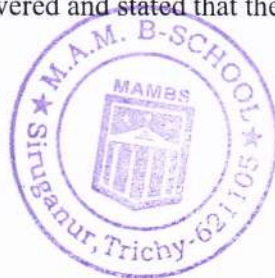
12 April | 4.30 pm

MAMCET  
 ENTRANCE



### ENERGY SWARAJ YATRA : “Energy, Climate Change & I”-2020-2030”

M.A.M. B-School, a standalone Business School Trichy in association with Build Club of IIT Madras, Yuva Club Trichy Chapter jointly organized “ENERGY SWARAJ YATRA : “Energy, Climate Change & I”-2020-2030” on 12<sup>th</sup> April, 2022. Dr. Chetan Singh Solanki, Department of Energy Sciences & Engineering, Professor-IIT Bombay, Brand ambassador of Solar Energy for Govt. of MP, Founder of the Energy Swaraj Foundation (Energy by locals for locals) was the guest speaker for the programme. He came as an yatra pertaining to impart solution to climate change, job creation, energy security and improving local economy in all ways and means. He said that he has undertaken 11 years long Energy Swaraj Yatra (2020- 30) through a solar bus in order to bring awareness and encourage actions towards climate change mitigation and adoption of 100% solar energy by masses. Dr. Chetan Singh Solanki lives in the bus and he has pledged to not go home until 2030. He explained that this bus is fitted with 3.2 kw solar panels and 6 kwh of battery storage. It has a 3 kVa inverter. Lights, cooler, cookstove, TV, AC, laptop charging inside the bus are all solar-powered and stated that the engine on the bus runs on diesel.



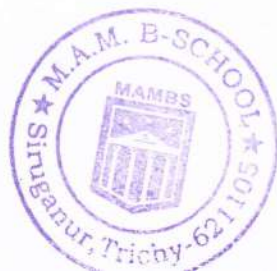


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Dr. Chetan Singh Solanki stated that the energy is the driver of our social and economic growth and while on the other side excessive use of fossil energy has caused climate change, which is becoming catastrophic and an threat to human existence. He highlighted various actions module that includes Energy Literacy Training, Organize a talk and demonstration of solar bus, and also informed Discussion on Energy consumption, Energy Audit and pledge to reduce electricity consumption, Solar system installation training to students and faculty members to power classrooms, Rally on Climate Change, One Plant for One Plan (sustainable living) as part of Energy Swaraj Yatra. He also pinpointed that everyone needs to understand of energy generation, its use, misuse, inefficient use and opportunities to conserve energy and generate clean energy by stating that an energy literate person would become sensitive towards efficient use of energy. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address by stating that climate change is threatening not only sustainable life but the sustainability of life on the planet and highly appreciated the commendable initiatives taken by the resource person towards restoring the environment towards sustainable living by and large.

**"Solar Energy, Today's resource for a brighter tomorrow"**







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**GENERAL**

**M.A.M.B-School: 'Energy Swaraj Yatra: Energy, climate and I,' Chetan Singh Solanki, founder, Energy Swaraj Foundation, chief guest, 4.30 p.m.**





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**NADI UTSAV DRAWING COMPETITION**

AIRPORTS AUTHORITY OF INDIA  
TIRUCHIRAPPALLI

In Association with

**M.A.M.B-SCHOOL & THANNEER CLUB**  
Conducts

**Drawing & Painting Competition**  
To Celebrate NADI UTSAV

**THEMES**

- நதிமீசை பாதிப்புகள்
- நதி மீசை குறைக்க முறைகள்
- நதியை சுத்தமாகவும் பாதுகாக்கவும்
- நதி கிடைக்கும் தண்ணீரின் முக்கியத்துவம்
- நதிமீசை குறைக்க முறைகள்

Attractive Prizes, Awards & Certificate for Participation

Last Date for Submission January 7th 2022

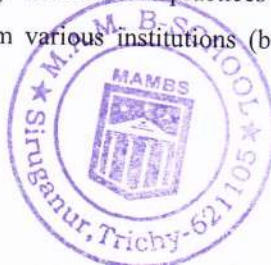
Mode : Online

Eligibility: UG & Diploma Students

Contact : 94864 48692, 9443133385

Airports Authority of India, Tiruchirappalli in association with M.A.M.Business School, a standalone Business School in Trichy and Thanneer Club, jointly conducted a programme: "Drawing & Painting Competition" (Ministry of Jal Shakthi, Ministry of Culture, National Mission for Clean Ganga and Azadi Ka Amrit Mahotsav associated to Celebrate "Nadi Utsav" and 73<sup>rd</sup> Republic Day) on 07<sup>th</sup> January, 2022 through online platform. As part of the competition, the students made an visual representation of their ideas corresponding to create awareness by conveying the needs and importance of safeguarding environment. They also portrayed that keeping the river water in a clean condition is quintessential in order to make the environment healthy. The students are also made an painting by emphasizing the waters are the elixir to human's life, focus on eco-friendly practices, rivers are the lifeline to human's, importance of keeping rivers clean and free from pollution etc.

The students also painted their innovative themes and thought provoking inputs by stating the various information of safeguarding the environment in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, Tree plantation, Drip irrigation, water recycling, avoidance of releasing construction waste into the river etc. The drawing and painting competition programme definitely served the purpose pertaining to not to pollute the water and thereby to save the river, eco-friendly environment practices by and large. 265 students from Under Graduation and Diploma streams from various institutions (both at intra and inter institutional level)





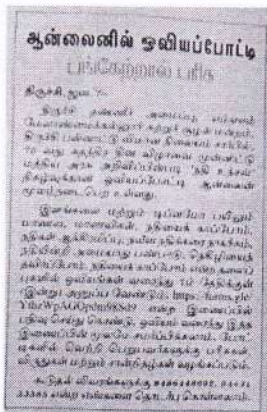


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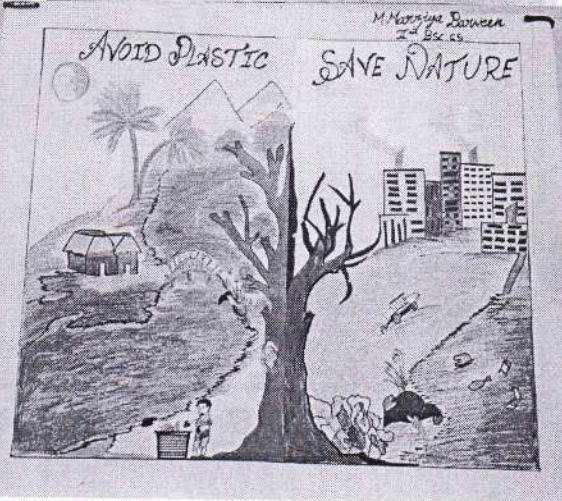
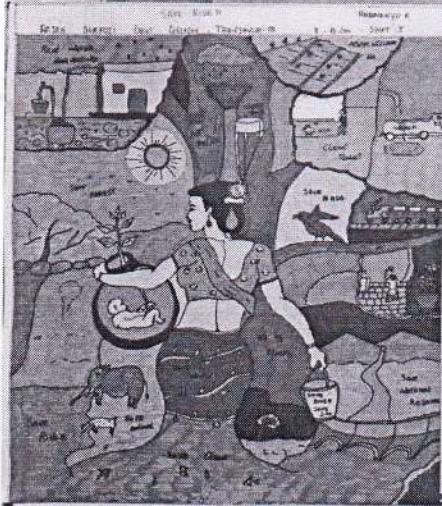
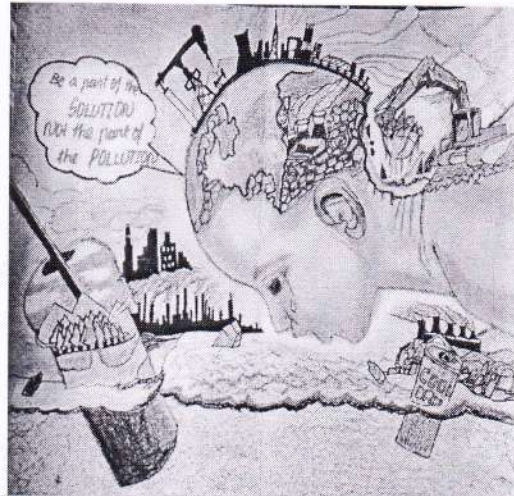
inquisitively participated in the competition with the rationale of creating awareness to every citizen pertinent to save the environment.

All the themes painted by the students were judged by team of experts and finally Harikrishnan.T, I-Agricultural Engineering, M.A.M. College of Engineering, Trichy, Habimanyu.A., II-B.Com, Rajah Serfoji Government College, Tanjore, and Marziya barveen.M., II-B.Sc. (Computer Science), Jamal Mohamed College (Autonomous), Trichy announced as winners of the competition and received first, second and third prize respectively. The winners of the competition were honoured and prizes were given by Mr.J.Unnikrishnan, Director In-Charge, Airports Authority of India, Tiruchirappalli during “73<sup>rd</sup> Republic Day Celebration” held on 26.01.2022 at Airport Authority of India, Tiruchirappalli. Dr.M.Hemalatha, Director, M.A.M.Business School also took part of the programme and appreciated the winners and participants and also highlighted that all remember and rejoice in the glory of India and its freedom fighters on this Republic Day.





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**SAVE CAUVERY RIVER**

**M.A.M.B-SCHOOL**  
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Siruganur,Trichy www.mambs.com

**MAMCET**  
M.A.N INSTITUTE OF  
ENGINEERING  
& TECHNOLOGY

**MAMBS**  
M.A.M. BUSINESS  
SCHOOL

We Cordially Invite You All For the  
**SAVE CAUVERY RIVER**  
23rd December, 2021 | 8.00 am to 10.00 am  
In the presence of  
**Mr. S. DHARMAJ**  
Airport Director  
Airports Authority of India  
Tiruchirappalli International Airport

**Mr. K. C. Neelamegam**  
President  
Thanneer Club

**Prof. K. Sathish Kumar**  
Asst.Professor & Secretary  
Thanneer & Students Club.

**Mrs. Fathima Bathool**  
Secretary & CEO -Master GI.

**Dr. X. Susan Christina**  
Principal - MAMCET

**Dr. M. Hemalatha**  
Director - MAMBS

Venue : Cauvery Bridge ( Connects Between Chathiram to Srirangam )





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**SAVE CAUVERY RIVER**

M.A.M Business School, a standalone Business School in Trichy in association with Thanneer Club, Thanneer & Students Club Trichy jointly organized a programme: "Save Cauvery River" at 8:00 am on 23<sup>rd</sup> December, 2021 at Cauvery Bridge (Connects Between Chathiram to Srirangam). Mr. S.Dharmaraj, Airport Director, Airports Authority of India, Tiruchirappalli International Airport was the guest speaker for the programme. He informed that every student and society need to understand the role played by them corresponding to save the Cauvery river and to follow eco-friendly practices in all ways and means. He also stated that river which provides fresh water, one cannot live without water and it is basic necessity for everyone to protect the river from environmental detriments. The chief guest also addressed that the rivers are a lifeline and backbone to humans as they benefit them in various ways. Rivers are not only the main source of water for human consumption but they also sustain agriculture and benefit us in other ways. He also conveyed that if the water in rivers gets polluted, there are several harmful implications to humans, hence always strive to keep our rivers clean and free from pollution.

As part of the programme, the students made an human chain with 'Manjappal' and distributed yellow cloth bags in Cauvery Bridge (Connects Between Chathiram to Srirangam) to public corresponding to create awareness by conveying the needs and importance of safeguarding environment especially to save Cauvery river. They also stated that keeping the river water in a clean condition is quintessential in order to make the environment healthy. The students are also highlighted the necessity of properly manage the river's freshwater that paves the way of sustained earth's surface. The students also pinpointed the ways and means of safeguarding the Cauvery river in the form of non usage of plastic bags, don't throw solid waste into water streams as it clogs the water flow that results in pollution, avoidance of releasing construction waste into the river etc with the public. The programme definitely served the purpose pertaining to not to pollute the water and thereby to save the river Cauvery by and large. Dr.M.Hemalatha, Director, M.A.M Business School welcomed the gathering and highlighted that all need to take proper steps to save the rivers and avoid using plastic bags which are essential to maintain a healthy environment of the planet, and thereby save the country in all ways and means. Mr.K.C.Neelamegam, President, Thanneer Club and Prof. K.Sathish Kumar, Secretary, Thanneer & Students Club also spoke about the importance of using eco friendly practices especially "Manjappal" which saves the society and also the environment. More than 800 students from M.A.M Business School under the aegis of MASTeR Group of Institutions inquisitively participated the programme with the rationale of creating awareness to every citizen pertinent to save river Cauvery.

Dr. M. Hemalatha, BBA, Ph.D., M.T.,  
 Professor & Director,  
 M.A.M. B-SCHOOL,  
 Trichy-Chennai Trunk Road, Siruganur, Tiruchirappalli - 621 105.  
 Tel: 8431 2510 222, Mob: 82207 27888, Web: www.mambs.com, e-Mail: director@mambs.com

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**M.A.M. B-School and M.A.M. College of Engineering and Technology: 'Save River Cauvery' program, talk by S. Dharmaraj, Airport Director, Tiruchi International Airport, 8 a.m.**







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**ESSENCE OF WATER TO LIFE**

**M.A.M.B-SCHOOL**  
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Siruganur, Trichy www.mambs.com

we cordially invite you all for the Installation of  
**THANNEER CLUB -2021**  
21st October, 2021 | 11.00 am to 12.00 pm

**Guest Speaker**  
**Mr. R. Manoharan**  
**Founder - Banana Leaf Restaurants**

In the presence of

<b>Mr. K. C. Neelamegam</b> President Thanneer Club	<b>Prof. K. Sathish Kumar</b> Asst. Professor & Secretary Thanneer & Students Club.
<b>Mrs. Fathima Bathool Maluk</b> Secretary & CEO -Master GI.	<b>Dr. M. Hemalatha</b> Director - MAMBS

**MAM B-School Installs Thanneer Club**  
Tiruchy: MAM B-School, in Tiruchy held a Thanneer Club Installation on Thursday. R Manoharan, Proprietor, Banana Leaf spoke about the need for in-depth knowledge on various methods to preserve water. KC Neelamegam, president, Thanneer Club shared various programs organised by Thanneer Club and how they renovate and replenish waterbodies with the support of members and student volunteers. Fathima Bathool Maluk, secretary & CEO, MASTER Group of Institutions, M Hemalatha, Director, M.A.M.B-School were present at the event. ENS







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**Thaneer Club Installation**

M.A.M. B-School, a standalone Business School in Trichy organized one day program on "Thaneer Club Installation" on 21<sup>st</sup> October, 2021. Mrs.Fathima Bahool Malak, Secretary & CEO, MASTeR Group of Institutions presided over the programme. Dr.M.Hemalatha, Director, M.A.M.B-School, welcomed the gathering and highlighted the overview of the importance of "water as elixir of life". Mr. R. Manoharan, Proprietor, Basana Leaf was the guest speaker for the programme and delivered a session on "Essence of Water to Life". He informed that every student need to understand the role played by them corresponding to preserving the water.

The guest speaker discussed that the water is one of the most important resources gifted to us. He also explained that the water forms the basis of human's life in all ways and means. He also demonstrated the in depth knowledge about various methods of preserving water and its usefulness to society. He highlighted that all individuals need to conserve every drop of water through rain water harvesting and also through other methods thereby not to waste the same unnecessarily. He also informed that some of the ancient methods of water conservation shall be practiced. The students are also encouraged to improve water management practices that reduce the wastage of water that immensely paves the way to safeguard the environment at large. He covered that everyone need to make use of water in an appropriate and judicious manner. He also pinpointed that all our lives entirely depends on water, it is our responsibility to think about water conservation and how everyone can contribute towards the same. The entire session definitely served the purpose pertaining to not to pollute and abuse the water. The session was highly interactive, enlightening experience and thought provoking by realizing the essence of water in all walks of our life.

Mr.K.C. Narayanan (President, Thaneer Club) shared the importances of water and the program organized by Thaneer club for cleaning the ponds with the support of the club members and student volunteers from various colleges.

Prof.K.Sahid Kumar addressed the students regarding the importance of water and he compared water with the women empowerment.

Dr. M.Hemalatha, 984 763 1511  
 Professor & Director  
 M.A.M. B-School  
 Siruganur, Trichy-621105  
 Phone: 04220127095 - Web: www.mambs.com - e-Mail: director@mambs.com  
 Web: 8770 17777777777



FOREST CONSERVATION-PACHAMALAI

பச்சைமலையில் கல்லூரி மாணவர்கள்  
சூழலியல் பசுமை வன உலா

திருச்சி. 28: தண்ணீர் அடையப் பட்ட சார்பில் கல்லூரி மாணவர்களுடைய சூழலியல் பசுமை வன உலா விழா முடிவடைந்தது. தண்ணீர் அடையப் பட்ட சார்பில் அன்றுதொடும் திருச்சியிலுள்ள பல்வேறு கல்லூரிகளின் தண்ணீர் கற்றுச்சூழல் மன்றமாணவர்களை சூழலியல் பசுமை வன உலாவாக அழைத்து செல்வது வழக்கம். அந்த வகையில் நிகழாண்டும் எம். ஏ.எம் பொறியியல் தொழில்நுட்பக் கல்லூரி மேலாண்மை பிரிவு தண்ணீர் கற்றுச்சூழல் மாணவர் மன்றத்தை சேர்ந்த 40 மாணவர்களை விழாக்கிரமம் அழைத்துக் கொண்டு பச்சைமலை சென்றனர். சுமார் 4 கி.மீ தொலைவுக்கு

நடைபெற்ற பசுமை வன உலா நிகழ்ச்சியில், மாணவ மாணவிகள் இயற்கையில் எழிலையும் அதன் மகத்துவத்தையும் அந்நூடே உயலித்து உணர்ந்தனர். மேலும் சூழல் வகைகள் புதர்க் காடுகள், நெடுமரங்கள், ஏராளமான வண்ணத்துப்பூச் சிவனையும் கண்டுகளித்தனர். மாலை நேரத்தில் மங்களம் அருவி பகுதியில் உலா வந்த மாணவர்கள் விலைப் படுத்துகளை துவீனர். தொடர்ந்து அப்பகுதியில் கற்றுலாப் பயணிகள் விசுவேந்த நெடுமரப் பொருள்களைச் சேகரித்து அகற்றினர். இயற்கை தண்ணீர் அடையின் நிர்வாகிகள் ஒருங்கிணைத்து அழைத்துச் சென்றனர்.

Sat, 29 February 2020  
தினமணி <https://epaper.dinamani.com/c/49474395>

TREKKING PROGRAMME

NGO lays down the path to forest conservation

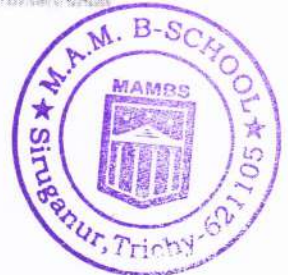
EXPRESS NEWS SERVICE @Trichy was recently organised. The one-day programme saw the participation of 40 students from both institutions' MBA programmes as they visited Pachamalai forest range in the district. Forest officers took the students on a 4-km trek and sensitised them to the importance of forest conservation.

Thaneer secretary KC Neelamegam said, "The primary goal was to give the students a forest experience, thereby encouraging them to strive towards conserving forests and the environment." Forest officers spoke about the flora and fauna at Pachamalai and their peculiar characteristics. The

students also visited the Forest department's artificial tree-houses built for tourists there. Teacher coordinator S Nagma of MAM B School said, "Many of our students did not know about the existence of such a forest atop the hills. The cool weather, which is in stark contrast to the weather of the



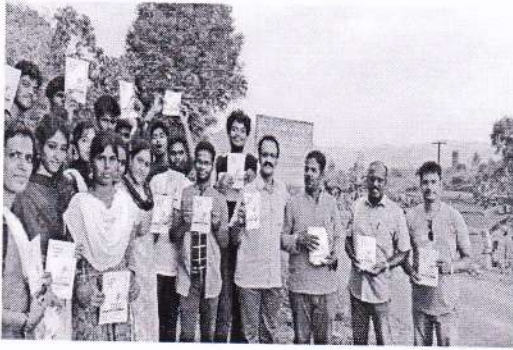
Students of MAM B School and MAM College of Engineering and Technology at Pachamalai forest in Trichy Jawara







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**FOREST CONSERVATION-PACHAMALAI**

**பச்சைமலையில் கல்லூரி மாணவர்கள்  
குழுவியல் பசுமை வன உலா**

திருச்சிபி28: தண்ணீர் அமைப்பு சார்பில் கல்லூரி மாணவர்களுடான குழுவியல் பசுமை வன உலா விழா முடிவடைந்தது. தண்ணீர் அமைப்பு சார்பில் ஆண்டுதொடும் திருச்சிபிலுள்ள பல்வேறு கல்லூரிகளின் தண்ணீர் கற்றுச்சூழல் மன்ற மாணவர்களை குழுவியல் பசுமை வன உலாவாக அழைத்து செல்வது வழக்கம். அந்த வகையில் திருமாவட்டம் ஏளம் பொறியியல் தொழில்நுட்பக் கல்லூரி மேலாண்மை பிரிவு தண்ணீர் கற்றுச்சூழல் மாணவர் மன்றத்தை சேர்ந்த 40 மாணவர்களை விழா முடிவடைந்த அழைத்துக் கொண்டு பச்சைமலை சென்றனர். சுமார் 4 கி.மீ. தொலைவுக்கு

நடைபெற்ற பசுமை வன உலா நிகழ்ச்சியில், மாணவ மாணவிகள் இயற்கையின் எழிலையும் அதன் மகத்துவத்தையும் அணுகி உணர்ந்துகொண்டனர். மேலும் மூலிகைகள் புதர்க் காடுகள், நெடுமரங்கள், ஏராளமான வண்ணத்துப்பூச்சிகளையும் கண்டுபிடித்தனர். மாலை நேரத்தில் மங்களம் அருவி பகுதியில் உலா வந்த மாணவர்கள் விதைப் பந்துகளை தூவினர். தொடர்ந்து அப்பகுதியில் கற்றுலாய் பயணிகள் விசியெறித்த நெகிழிய் பொருள்களைச் சேகரித்து அந்நினை. இவர்களை தண்ணீர் அமைப்பின் நிர்வாகிகள் ஒருங்கிணைத்து அழைத்துச் சென்றனர்.

Sat, 29 February 2020  
தினமணி <https://epaper.dinamani.com/c/49474395>

**TRAINING PROGRAMME**

*NGO lays down the path to forest conservation*

**EXPRESS NEWS SERVICE @Trichy**  
IN an event arranged by Trichy-based environmental group Thaner, a trekking-cum-forest induction programme at Pachamalai in Trichy for students of MAM B School and MAM College of Engineering and Technology

was recently organised. The one-day programme saw the participation of 40 students from both institutions' MBA programmes as they visited Pachamalai forest range in the district. Forest officers took the students on a 4-km trek and sensitised them to the importance of forest conservation. Thaner secretary KC Neelamegam said, "The primary goal was to give the students a forest experience, thereby encouraging them to strive towards conserving forests and the environment." Forest officers spoke about the flora and fauna at Pachamalai and their peculiar characteristics. The

students also visited the Forest department's artificial tree-houses built for tourists there. Teacher coordinator S Nagma of MAM B School said, "Many of our students did not know about the existence of such a forest atop the hills. The cool weather, which is in stark contrast to the weather of the city and other parts of the district, surprised students." The students scattered seed balls and cleared plastic from Mangalam falls. Thaner members said they would organise more such trips for students of other colleges to sensitise them to environmental conservation.



Students of MAM B School and MAM College of Engineering and Technology at Pachamalai forest in Trichy (Express)







**M.A.M B SCHOOL**  
**Siruganur- Trichy-621105**  
(Approved by AICTE, Affiliated to Anna University, Chennai)



**BUSINESS VISION 2020: E-MOBILITY IN INDIA**

**(06.02.2019) - A Snapshot**

Dr.Kumaresan, Associate Professor, NIT, and Trichy gave the key note address in which he spoke that the e-Mobility industry is driving the future of transportation and it is focused on developing efficient and safe offerings that will meet regional emission standards and ownership demands. He said the industry that is moving forward quickly requires timely access to trustworthy guidance. Finally he concluded by saying that e-mobility is going to be the future.

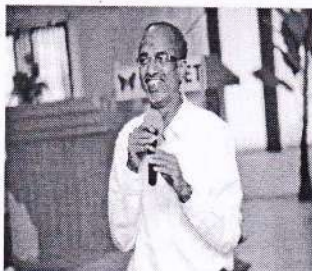
Dr.R.Elankovan, DGM, BHEL gave the felicitation address and spoke about the electric batteries which are the key factor for electric vehicles, he spoke about the standards. Where next generation batteries and electrical systems can help our societies get from place to place in a clean, efficient, and safe way.

The first session of the seminar was handled by Dr.Duraiselvam in which he spoke about the history of electric vehicle .He said it is a 90 year old technology .In 1837 the first electric robotics-vehicle car was produced .He also spoke about electrification path he said the best part of electrification path is E-bus and also explained the life cycle of E-bus. Finally he concluded by asking the students to update their knowledge in recent technologies.

The second session was handled by Prof.K.Balasubramaniyan in which he spoke about the E-mobility ecosystem and categorized it into

- Provision for electric business
- Provision for electric vehicles

He spoke about Indian e-mobility scenario in which he said by 2020 there will be 5 to 7 million electrical vehicles in the country. He said there are two government initiatives which is Department of heavy energy and Ministry of Urban development they are responsible for developing E-vehicles in the country.





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**SAPLING TREES**

ExNoRa & Rotaract Club of M.A.M.B-School Organised - sapling plantation @ our college campus on 21-11-2018. Sincere Thanks to Dr.M.A.Maluk Mohamed, Chairman - MASTeR Group of Institutions and Mrs. Fathimabathool Maluk, Secretary - MASTeR Group of Institutions.



  
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**INDEX**

List and description of courses which address the Professional Ethics, Gender, Human Values, Environment and sustainability into the curriculum.

**REGULATION 2021**

S.No	Program Name	Course Code	Course Name
1.	MBA- Master Of Business Administration	BA4111	Indian Ethos
2.	MBA- Master Of Business Administration	BA4203	Human Resource Management
3	MBA- Master of Business Administration	BA4205	Business Research Methods
4	MBA- Master of Business Administration	BA 4207	Marketing Management
5	MBA- Master of Business Administration	BA 4211	Business Ethics
6	MBA- Master of Business Administration	BA4301	Strategic Management
7	MBA- Master of Business Administration	BA4302	International Business
8	MBA- Master of Business Administration	BA4311	Creativity And Innovation
9	MBA Master of Business Administration	BA4011	Services Marketing
10	MBA- Master of Business Administration	BA 4015	Strategic Human Resource Management
11	MBA- Master of Business Administration	BA4016	Industrial Relations And Labour Legislations
12	MBA- Master of Business Administration	BA4029	Social Media And Web Analytics
13	MBA- Master of Business Administration	BA4032	Entrepreneurship Development
14	MBA- Master of Business Administration	BA4052	Sourcing And Supply Management



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**COURSE OBJECTIVES:**

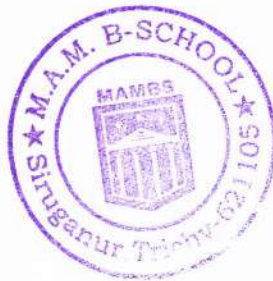
- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.

**NOTE:**

- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
  - 1) Indian Ethos and Personality Development
  - 2) Work ethos and ethics for Professional Managers
  - 3) Indian Values, Value Systems and Wisdom for modern managers
  - 4) Ethos in leadership development
  - 5) Indian system of learning – Gurukul system of learning, Law of humility, Law of growth, Law of responsibility

**TOTAL: 60 PERIODS****COURSE OUTCOMES:**

1. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
2. The learners can handle issues of business ethics and offer solutions in ethical perspectives
3. The learners are professionally efficient and skilful in value systems and culture
4. The learners are capable in ethically manage business towards well being of the society.
5. The learners can be socially effective in undertaking business responsibilities.



  
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BA4203

**HUMAN RESOURCE MANAGEMENT**

L T P C

3 0 0 3

**COURSE OBJECTIVE:**

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

- UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 9**  
Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.
- UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 9**  
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Induction and Socialization- Theories, Methods and Process.
- UNIT III TRAINING AND DEVELOPMENT 9**  
Types of training methods –purpose- benefits- resistance. Executive development programme – Common practices - Benefits – Self development – Knowledge management.
- UNIT IV EMPLOYEE ENGAGEMENT 9**  
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.
- UNIT V PERFORMANCE EVALUATION AND CONTROL 9**  
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

**TOTAL: 45 PERIODS**

**COURSE OUTCOMES:**

1. Students would have gained knowledge on the various aspects of HRM
2. Students will gain knowledge needed for success as a human resources professional.
3. Students will develop the skills needed for a successful HR manager
4. Students would be prepared to implement the concepts learned in the workplace.
5. Students would be aware of the emerging concepts in the field of HRM

**REFERENCES :**

1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
3. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
4. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
5. Wayne Cascio, Managing Human Resource, McGraw Hill, 2015.
6. Ivancevich, Human Resource Management, McGraw Hill 2012.
7. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012





**COURSE OBJECTIVE:**

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

**UNIT I INTRODUCTION**

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

**UNIT II RESEARCH DESIGN AND MEASUREMENT**

9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

**UNIT III DATA COLLECTION**

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

**UNIT IV DATA PREPARATION AND ANALYSIS**

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

**UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**

9

Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.

**TOTAL : 45 PERIODS****COURSE OUTCOMES :**

1. Students will understand and appreciate scientific inquiry
2. Students would know to write research proposals
3. The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
4. Students would be able to analyze data and find solutions to the problems.
5. Students could prepare research reports

**REFERENCES:**

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
3. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
4. William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
5. Panneerselvam. R, Research Methodology, 2nd Edition, PHI Learning, 2014.



**COURSE OBJECTIVES:**

- To understand the changing business environment and the fundamental premise underlying market driven strategies.
- To identify the indicators of management thoughts and practices.

**UNIT I INTRODUCTION**

9

Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process – Scanning Business environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing – Rural Marketing – Prospects and Challenges.

**UNIT II MARKETING STRATEGY**

9

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.

**UNIT III MARKETING MIX DECISIONS**

9

Product planning and development – Product life cycle – New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods

**UNIT IV BUYER BEHAVIOUR**

9

Understanding Industrial and Consumer Buyer Behavior – Influencing factors – Buyer Behaviour Models – Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.

**UNIT V MARKETING RESEARCH & TRENDS IN MARKETING**

9

Marketing Information System – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations – Cause related marketing – Ethics in marketing – Online marketing trends - social media and digital marketing

**COURSE OUTCOMES:****TOTAL: 45 PERIODS**

1. Applied knowledge of contemporary marketing theories to the demands of business and management practice.
2. Enhanced knowledge of marketing strategies for consumer and industrial marketing
3. Deep understanding of choice of marketing mix elements and managing integrated marketing channels
4. Ability to analyze the nature of consumer buying behaviour
5. Understanding of the marketing research and new trends in the arena of marketing

**REFERENCES:**

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012
3. Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning, 2012.
4. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.
5. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.
6. A. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
7. Micheal R.Czinkota, Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2002.



BA4211

**BUSINESS ETHICS (SEMINAR)**

L T P C  
0 0 4 2

**COURSE OBJECTIVE:**

- To enable the learners to have exposure on business ethics and ethical business perspectives.

**NOTE :**


- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
  - 1) Individual Culture and Ethics
  - 2) Ethical codes of conduct and value Systems
  - 3) Loyalty and Ethical Behaviour, Ethical decision making
  - 4) Ethical business issues and solutions
  - 5) Corporate Social Responsibilities of Business

**TOTAL: 60 PERIODS**

**COURSE OUTCOMES:**

1. The learners can handle issues of business ethics and offer solutions ethical perspectives
2. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
3. The learners can handle issues of business ethics and offer solutions in ethical perspectives
4. The learners are professionally efficient and skilful in value systems and culture
5. The learners are capable in ethically manage business towards well being of the society.
6. The learners can be socially effective in undertaking business responsibilities.



  
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PROGRESS THROUGH KNOWLEDGE



**COURSE OBJECTIVE:**

- To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels. The course adopts a functional approach to management developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

**UNIT I STRATEGY AND PROCESS**

9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

**UNIT II COMPETITIVE ADVANTAGE**

9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

**UNIT III STRATEGIES**

9

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

**UNIT IV STRATEGY IMPLEMENTATION & EVALUATION**

9

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

**UNIT V OTHER STRATEGIC ISSUES**

9

Managing Technology and Innovation - Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study Challenges in Strategic Management: Introduction, Strategic Management as an Organisational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges

Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy

**COURSE OUTCOMES:****TOTAL: 45 PERIODS**

1. Ability to understand the Strategic management process and social responsibility of business organizations
2. In-depth understanding about the need for developing competitive advantage for organizations
3. Provides insights into various corporate and business level strategies
4. Facilitates to identify the various control systems required for organizational strategy implementation process
5. Enhances the cognitive knowledge about various strategic issues and development of new business models

## REFERENCES:

1. Hill. Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008
4. Adriaan H Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
5. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2nd edition, 2013.
6. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.
7. Dr.Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
8. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012
9. Lafley AG and Roger L Martin, Playing to Win : Strategy really works, Harvard Business Review Press





**COURSE OBJECTIVE:**

- To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.

**UNIT I AN OVERVIEW OF INTERNATIONAL BUSINESS 9**

Definition and drivers of International Business- Changing Environment of International Business- Country attractiveness- Trends in Globalization- Effect and Benefit of Globalization-International Institution: UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD, Role and Advantage of WTO.

**UNIT II THEORIES OF INTERNATIONAL TRADE AND INVESTMENT 9**

Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher-Ohlin Theory-Theories of Foreign Direct Investment : Product Life Cycle, Eclectic, Market Power, Internationalisation-Instruments of Trade Policy : Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy, Balance of Payment.

**UNIT III GLOBAL ENTRY 9**

Strategic compulsions— Strategic options – Global portfolio management- Global entry strategy, different forms of international business, advantages - Organizational issues of international business – Organizational structures – Controlling of international business, approaches to control – Performance of global business, performance evaluation system.

**UNIT IV PRODUCTION, MARKETING, FINANCIALS OF GLOBAL BUSINESS 9**

Global production: Location, scale of operations- cost of production- Standardization Vs Differentiation- Make or Buy decisions- global supply chain issues- Quality considerations. Globalization of markets: Marketing strategy- Challenges in product development- pricing- production and channel management. Foreign Exchange Determination Systems: Basic Concepts-types of Exchange Rate Regimes- Factors Affecting Exchange Rates.

**UNIT V HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS 9**

Selection of expatriate managers- Managing across cultures -Training and development- Compensation- Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation –Ethical issues in international business – Ethical decision-making.

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

1. In Depth knowledge of driving factors of international Business
2. Understanding of theories of trade and investment practiced in the global world
3. Deep Insights in to various market entry strategies followed by Global Organizations
4. Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
5. Enhance the cognitive knowledge of managing business across the cultures

**REFERENCES:**

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6<sup>th</sup> edition, Tata McGraw Hill, New Delhi, 2010.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7<sup>th</sup> Edition, Cengage Learning, New Delhi, 2010.
3. K. Aswathappa, International Business, 5<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 12<sup>th</sup> edition.
5. Vyuptakesh Sharan, International Business, 3<sup>rd</sup> Edition, Pearson Education in South Asia, New Delhi, 2011.
6. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.



**COURSE OBJECTIVES:**

- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

**UNIT I INTRODUCTION**

12

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, Components of Creativity, Methodologies and approaches, individual and group creativity, Organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

**UNIT II MECHANISM OF THINKING AND VISUALIZATION**

12

Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, colour symmetry. Spatial relationships and compositions in 2- and 3-dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

**UNIT III CREATIVITY**

12

Nature of Creativity: Person, Process, Product and Environment, Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

**UNIT IV CREATIVITY IN PROBLEM SOLVING**

12

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences. Assessing Your Personal Creativity and Ability to Innovate, Enhancing Your Creative and Innovative Abilities

**UNIT V INNOVATION**

12

Innovation- radical vs evolutionary, – Introduction to TRIZ methodology of Inventive Problem Solving – the essential factors – Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption —Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton, Entrepreneurial Tools for Creativity and Innovation

**TOTAL: 60 PERIODS****COURSE OUTCOMES:**

1. Provides insights about approaches to creativity and innovation
2. Understanding of heuristic models and its applications
3. Enhances the knowledge of nature of creativity
4. Ability to apply creativity in problem solving
5. Knowledge about radical and disruptive models of innovation

**Note:** Students will undergo the entire programme similar to a Seminar. It is an activity-based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

**REFERENCES:**

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc.1999
2. Geoffrey Petty, " How to be better at Creativity", The Industrial Society 2012
3. Clayton M. Christensen Michael E. Raynor, " The Innovator's Solution", Harvard Business School Press Boston, USA, 2007
4. Semyon D. Savransky, " Engineering of Creativity – TRIZ", CRC Press New York USA, " 1<sup>st</sup> edition 2000
5. CSG Krishnamacharyalu, Lalitha R Innovation management , Himalaya Publishing House 2013





**COURSE OBJECTIVES:**

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

**UNIT I ENTREPRENEURIAL COMPETENCE 9**

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

**UNIT II ENTREPRENEURIAL ENVIRONMENT 9**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

**UNIT III BUSINESS PLAN PREPARATION 9**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

**UNIT IV LAUNCHING OF SMALL BUSINESS 9**

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

**UNIT V MANAGEMENT OF SMALL BUSINESS 9**

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

**TOTAL : 45 PERIODS****COURSE OUTCOMES:**

After the completion of the course, the students will be able to:

1. The learners will gain entrepreneurial competence to run the business efficiently.
2. The learners are able to undertake businesses in the entrepreneurial environment
3. The learners are capable of preparing business plans and undertake feasible projects.
4. The learners are efficient in launching and develop their business ventures successfully
5. The learners shall monitor the business effectively towards growth and development..

**REFERENCES:**

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
3. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
4. Donald F Kuratko,T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
5. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH,2006.
6. Arya Kumar. Entrepreneurship, Pearson,2012.
7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition ,2017.





**COURSE OBJECTIVE:**

- To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.
- To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

**UNIT I INTRODUCTION 9**

Introduction– Definition– Service Economy – Evolution and growth of service sector – Nature and Scope of Services –Difference between services and tangible products– Unique characteristics of services– Challenges and issues in Services Marketing.

**UNIT II SERVICE MARKETING OPPORTUNITIES 9**

Assessing service market potential – Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

**UNIT III SERVICE DESIGN AND DEVELOPMENT 9**

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

**UNIT IV SERVICE DELIVERY AND PROMOTION 9**

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication.

**UNIT V SERVICE STRATEGIES 9**

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

On successful completion of the course students will be able to:

1. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
2. Develop and justify marketing planning and control systems appropriate to service-based activities
3. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
4. Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
5. Recognise the challenges faced in services delivery as outlined in the services gap model

**REFERENCES:**

1. Christropher H. Lovelock and JochenWirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi,8<sup>th</sup> edition, 2016.
2. John.E.G.Bateson, K.Douglas Hoffman, Services Marketing, South Western Cengage learning, 4th Edition, 2011.
3. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
4. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
5. Christian Gronroos, Services Management and Marketing a CRM in Service Competition, 3<sup>rd</sup>Edition,Wiley,2007.
6. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited,4<sup>th</sup> Edition 2014, New Delhi.
7. Vinnie Jauhari&kirti Dutta (2017), Services Marketing, Text and cases, 2nd edition.





**COURSE OBJECTIVE:**

- To help students understand the transformation in the role of HR functions from being a support function to strategic function.

**UNIT I CONTEXT OF SHRM 9**

SHRM - SHRM models - strategic HRM vs Traditional HRM - Barriers to Strategic HR- Adopting an Investment Perspective - Understanding and Measuring Human capital - Human side of corporate strategies - strategic work redesign - Strategic Capability - Bench Marking.

**UNIT II HUMAN RESOURCE DEVELOPMENT 9**

Meaning – Strategic framework for HRM and HRD – Vision, Mission and Values – Importance – Challenges to Organisations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures of HRD performance – Links to HR, Strategy and Business Goals – HRD Program Implementation and Evaluation – Recent trends –HRD Audit.

**UNIT III E-HRM 9**

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e-learning strategies- e- Performance management - and Compensation design - Use of mobile applications in HR functions– Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy – Employee surveys online.

**UNIT IV CAREER & COMPETENCY DEVELOPMENT 9**

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Managing Career plateaus- Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

**UNIT V EMPLOYEE COACHING & COUNSELING 9**

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling - Components of Counseling Programs – Counseling Effectiveness – Employee Health and Welfare Programs.

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

1. Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.
2. Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.
3. To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
4. Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations
5. Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers

**REFERENCES :**

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 7<sup>th</sup> edition, 2016.
2. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, 3rd edition, 2011.
3. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007.
5. Pulak Das. Strategic Human Resource Management- A Resource Driven Perspective- Cengage Learning 4th Indian Reprint- 2013.
6. Teresa Torres Coronas & Mario Arias Olivia. e-Human Resource Management- Managing Knowledge People- Idea Group Publishing, 2005.
7. Randall S Schuler and Susan E Jackson. Strategic Human Resource Management. Wiley Publications- 2007



**COURSE OBJECTIVES:**

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.
- To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.

**UNIT I INDUSTRIAL RELATIONS**

9

Concept, scope- objectives- Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act, 1926- trade union movement in India- objective -role - functions-procedure for registration of trade unions- Rights and responsibilities- problems- Employee relations in IT sector.

**UNIT II INDUSTRIAL CONFLICTS AND LABOUR WELFARE**

9

The Industrial Disputes Act, 1947-Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication. Labour welfare- statutory- Voluntary- welfare funds-welfare of unorganized labour

**UNIT III LABOUR LEGISLATIONS-I**

9

Origin and growth of labour legislation in India- Principles of labour legislations-Factories Act 1948- Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965-

**UNIT IV LABOUR LEGISLATIONS-II**

9

The Industrial employment (standing orders) Act, 1946- The Apprentices act, 1961-The Equal Remuneration act, 1976- Payment of Gratuity act 1972- Employee compensation act in 2013

**UNIT V LABOUR LEGISLATIONS-III**

9

Employees' Provident fund and Miscellaneous provisions act, 1952- Employees' state insurance (ESI) Act, 1948- Maternity Benefit Act, 1961- Contract Labour Regulations and Abolition Act, 1970 -The Child Labour Prevention and Regulation Act, 1986.

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

The student gets to learn about

1. Industrial relations system and Trade unions
2. Industrial Disputes and labour welfare measures
3. Labour legislation introduction and legal provisions for factory workers, wages and Bonus
4. Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
5. Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.

**REFERENCES :**

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.
2. Kapoor N. D , Elements of Mercantile Law, Sultan Chand, 2014.
3. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations &Labour Laws. Tata McGraw Hill. 2012
5. P.K. Padhi, Industrial Laws, PHI, 2017.
6. P.R.N Sinha, InduBala Sinha, Seema PriyadarshiniShekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2017
7. Tax Mann, Labour Laws, 2018.
8. Srivastava, Industrial Relations and Labour laws, Vikas, 2015.
9. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
10. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
11. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books, 2007.





**COURSE OBJECTIVE:**

- To showcase the opportunities that exist today to leverage the power of the web and social media

**UNIT I INTRODUCTION 9**

Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Virality - Social theory and social media - technological determinism in popular discourse on social media technologies.

**UNIT II COMMUNITY BUILDING AND MANAGEMENT 9**

Science of Social Media - Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

**UNIT III SOCIAL MEDIA POLICIES AND MEASUREMENTS 9**

Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

**UNIT IV WEB ANALYTICS 9**

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.

**UNIT V SEARCH ANALYTICS 9**

Search engine optimization (SEO), non-linear media consumption, user engagement, user-generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

1. The students will be able to enhance the social media skills.
2. The students will be able to develop a mass communication strategy and guide campaigns.
3. To get an idea of social media policies.
4. Understand the fundamentals and concepts of web analytics.
5. How to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.

**REFERENCES:**

1. K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
3. Bittu Kumar, Social Networking, V & S Publishers, 2013
4. Avinash Kaushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007
5. ric T. Peterson, Web Analytics Demystified, Cello Group Media and Café Press, 2004
6. TakeshiMoriguchi, Web Analytics Consultant Official Textbook, 7<sup>th</sup> Edition, 2016





**COURSE OBJECTIVES**

- To provide understanding of the framework.
- To illustrate current practices in industries.
- To provide knowledge on certain tools & techniques

**UNIT - I INTRODUCTION TO PURCHASING AND SUPPLY CHAIN MANAGEMENT 9**  
The Purchasing Process. Purchasing Policies and Procedures. Supply Management Integration for Competitive Advantage, Purchasing and Supply Management Organization.

**UNIT - II STRATEGIC SOURCING 9**  
Supply Management and Commodity Strategy Development, Supplier Evaluation and Selection Supplier Quality Management Supplier Management and Development, Creating a World-Class Supply Base, Worldwide Sourcing.

**UNIT - III STRATEGIC SOURCING PROCESS 9**  
Strategic Cost Management, Purchasing and Supply Chain Analysis: Tools and Techniques, Negotiation and Conflict Management Contract Management Purchasing Law and Ethics.

**UNIT - IV SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT 9**  
Performance Measurement and Evaluation: Strategies, tools and techniques for measuring and managing supplier performance, Supplier performance evaluation, Purchasing services, Supply Chain Information Systems and Electronic Sourcing.

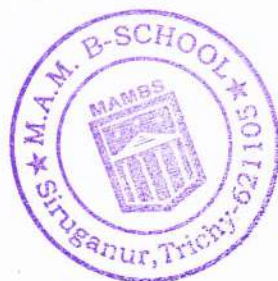
**UNIT - V FUTURE DIRECTIONS 9**  
Purchasing and Supply Strategy Trends Green Buying, Sustainability, material research, Lean supply Chain Management

**TOTAL: 45 PERIODS****COURSE OUTCOMES:**

- To understand basic functions and nuances.
- To understand the holistic dimensions of SCM & corporate perspectives.
- Learn to acquire skills to become a sourcing professional.

**TEXT BOOKS:**

1. Purchasing and Supply Chain Management, Robert .M. Monczka, Handfield, Glunipero Paterson, Waters, 6th Edition, Cengage Publication
2. Purchasing and Supply Chain Management, Benton, 3 rd Edition, Tata Mc Graw Hill.
3. World Class Supply Chain Management, Burt, Dobler, Starling, 7th Edition, Tata Mc Graw Hill.
4. Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education,2001







**M.A.M. B-SCHOOL**

**Siruganur, Trichy**

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)



### INDEX

List and description of courses which address the Professional Ethics, Gender, Human Values, Environment and sustainability into the curriculum.

### REGULATION 2017

S.NO	Program Name	Course Code	Course Name
1.	MBA- Master of Business Administration	BA5105	Organizational Behaviour
2.	MBA- Master of Business Administration	BA5202	Business Research Methods
3	MBA- Master of Business Administration	BA5205	Information Management
4	MBA- Master of Business Administration	BA5204	Human Resource Management
5	MBA- Master of Business Administration	BA5206	Operations Management
6	MBA- Master of Business Administration	BA5207	Marketing Management
7	MBA- Master of Business Administration	BA5301	International Business Management
8	MBA- Master of Business Administration	BA5302	Strategic Management
9	MBA- Master of Business Administration	BA5006	Services Marketing
10	MBA- Master of Business Administration	BA5014	Entrepreneurship Development
11	MBA- Master of Business Administration	BA5015	Industrial Relations And Labour Welfare
	MBA- Master of Business Administration	BA5019	Strategic Human Resource Management



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
**Siruganur, Trichy-621105**

**OBJECTIVE:**

- To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

**UNIT I FOCUS AND PURPOSE**

5

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

**UNIT II INDIVIDUAL BEHAVIOUR**

12

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification.

Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement-Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – Importance – Types – Effects on work behavior.

**UNIT III GROUP BEHAVIOUR**

10

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – **Team building** - Interpersonal relations – Communication – Control.

**UNIT IV LEADERSHIP AND POWER**

8

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

**UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR**

10

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness Developing Gender sensitive workplace

**TOTAL: 45 PERIODS****OUTCOME:**

- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

**REFERENCES :**

- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, Edition 17, 2016 (Global edition)
- Fred Luthans, Organisational Behavior, McGraw Hill, 12<sup>th</sup> Edition,
- Mc Shane & Von Glinov, Organisational Behaviour, 4<sup>th</sup> Edition, Tata Mc Graw Hill, 2007.
- Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage, 2<sup>nd</sup> edition. 2012
- Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7<sup>th</sup> edition, Tata McGraw Hill, 2008.
- Udai Pareek, Understanding Organisational Behaviour, 3<sup>rd</sup> Edition, Oxford Higher Education, 2011.
- Jerald Greenberg, Behaviour in Organization, PHI Learning. 10<sup>th</sup> edition. 2011





**OBJECTIVE:**

- To familiarise the students to the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications.

**UNIT I INTRODUCTION**

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

**UNIT II RESEARCH DESIGN AND MEASUREMENT**

9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

**UNIT III DATA COLLECTION**

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.

**UNIT IV DATA PREPARATION AND ANALYSIS**

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

**UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**

9

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research.

**TOTAL: 45 PERIODS****OUTCOME:**

- Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications.

**REFERENCES :**

- Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi, 2012.
- Alan Bryman and Emma Bell, Business Research methods, 3<sup>rd</sup> Edition, Oxford University Press, New Delhi, 2011.
- Uma Sekaran and Roger Bougie, Research methods for Business, 5<sup>th</sup> Edition, Wiley India, New Delhi, 2012.
- William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8<sup>th</sup> Edition, Cengage Learning, New Delhi, 2012.





**OBJECTIVES :**

- To understand the importance of information in business
- To know the technologies and methods used for effective decision making in an organization.

**UNIT I INTRODUCTION**

10

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

**UNIT II SYSTEM ANALYSIS AND DESIGN**

10

Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram.

**UNIT III DATABASE MANAGEMENT SYSTEMS**

9

DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart

**UNIT IV SECURITY, CONTROL AND REPORTING**

8

Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.

**UNIT V NEW IT INITIATIVES**

8

Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.

**TOTAL: 45 PERIODS****OUTCOME**

- Gains knowledge on effective applications of information systems in business

**REFERENCES :**

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
3. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
4. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21<sup>st</sup> Reprint 2008.
5. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9<sup>th</sup> edition, 2013.
6. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy, John Wiley, 6<sup>th</sup> Edition, 2008.
7. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.
8. James O Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2004.
9. Raph Stair and George Reynolds, Information Systems, Cengage Learning, 10<sup>th</sup> Edition, 2012
10. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – A Roadmap to Information Security, Tata McGraw Hill, 2007.
11. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4<sup>th</sup> Edition, 2013.



BA5204

## HUMAN RESOURCE MANAGEMENT

LT P C  
3 0 0 3

### OBJECTIVE:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

### UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT

5  
Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

### UNIT II THE CONCEPT OF BEST FIT EMPLOYEE

8  
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – induction – Socialization benefits.

### UNIT III TRAINING AND EXECUTIVE DEVELOPMENT

10  
Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

### UNIT IV SUSTAINING EMPLOYEE INTEREST

12  
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.

### UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS

10  
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

**TOTAL: 45 PERIODS**

### OUTCOME:

- Students will gain knowledge and skills needed for success as a human resources professional

### REFERENCES :

- Dessler Human Resource Management, Pearson Education Limited, 14th Edition, 2015.
- Decenzo and Robbins, Fundamentals of Human Resource Management, Wiley, 11<sup>th</sup> Edition, 2013.
- Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
- Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8<sup>th</sup> edition 2012.
- Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
- Ivancevich, Human Resource Management, McGraw Hill 2012.
- Uday Kumar Halder, Juthika Sarkar. Human Resource management. Oxford. 2012





BA5207

## MARKETING MANAGEMENT

L T P C  
4 0 0 4

### OBJECTIVES:

- Developing an understanding of ideas and nuances of modern marketing
- Describe the process to formulate and manage the B2B marketing strategy including all key components.
- Explain the techniques to conduct market analysis practices including market segmentation and targeting.
- Compare and contrast different perspectives that characterize the study of consumer behavior.
- Explain the role of IMC in the overall marketing program.

### UNIT I INTRODUCTION

Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges. 12

### UNIT II MARKETING STRATEGY

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components. 12

### UNIT III MARKETING MIX DECISIONS

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods. 12

### UNIT IV BUYER BEHAVIOUR

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection. 12

### UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends. 12

### OUTCOMES:

TOTAL: 60 PERIODS

- knowledge of analytical skills in solving marketing related problems
- awareness of marketing management process

### REFERENCES :

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14<sup>th</sup> Edition, 2012
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill, First edition, 2010
3. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012
4. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2<sup>nd</sup> Edition, 2011.
5. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Cengage, 2000.





**OBJECTIVE:**

- To familiarize the students to the basic concepts of international business management.

**UNIT I INTRODUCTION**

6

International Business –Definition – Internationalizing business-Advantages – factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.

**UNIT II INTERNATIONAL TRADE AND INVESTMENT**

11

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.

**UNIT III INTERNATIONAL STRATEGIC MANAGEMENT**

11

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages – organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

**UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS**

11

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

**UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT**

6

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

**TOTAL: 45 PERIODS****OUTCOME:**

- Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

**REFERENCES :**

- Charles W.I. Hill and Arun Kumar Jain, International Business, 6<sup>th</sup> edition, Tata McGraw Hill, New Delhi, 2010.
- John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, 12th Edition, New Delhi, 2010
- K. Aswathappa, International Business, 6<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi, 2015.
- Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7<sup>th</sup> Edition, Cengage Learning, New Delhi, 2010.
- Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
- Vyuptakesh Sharan, International Business, 3<sup>rd</sup> Edition, Pearson Education in South Asia, New Delhi, 2011.



**OBJECTIVE:**

- To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

**UNIT I STRATEGY AND PROCESS**

9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

**UNIT II COMPETITIVE ADVANTAGE**

9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

**UNIT III STRATEGIES**

10

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis – M C Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

**UNIT IV STRATEGY IMPLEMENTATION & EVALUATION**

9

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

**UNIT V OTHER STRATEGIC ISSUES**

8

Managing Technology and Innovation-Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study

**TOTAL: 45 PERIODS****OUTCOME :**

- This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

**REFERENCES :**

- Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
- John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
- Azhar Kazmi, Strategic Management and Business Policy, 3<sup>rd</sup> Edition, Tata McGraw Hill, 2008
- Adriau H Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
- Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.
- Dr.Dharma Bir Singh, Strategic Management & Business Policy, Ko Gent Learning Solutions Inc., Wiley, 2012.
- John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGrawHill, 12<sup>th</sup> Edition, 2012



**OBJECTIVE:**

- To understand the meaning of services and the significance of marketing the services.

**UNIT I INTRODUCTION**

9

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

**UNIT II SERVICE MARKETING OPPORTUNITIES**

9

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

**UNIT III SERVICE DESIGN AND DEVELOPMENT**

9

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

**UNIT IV SERVICE DELIVERY AND PROMOTION**

9

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

**UNIT V SERVICE STRATEGIES**

9

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services

**TOTAL: 45 PERIODS****OUTCOME:**

- Will be able to apply the concepts of services marketing in promoting services.

**REFERENCES :**

- Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7<sup>th</sup> edition, 2011.
- Hoffman, Marketing of Services, Cengage, 4<sup>th</sup> Edition, 2010.
- Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2<sup>nd</sup> Edition, New Delhi, 2004.
- Valarie Zeithaml et al, Services Marketing, 5<sup>th</sup> International Edition, Tata McGraw Hill, 2007.
- Gronroos, Service Management and Marketing –Wiley India, 3<sup>rd</sup> Edition, 2009.





**OBJECTIVE:**

- To help students understand the transformation in the role of HR functions from being a support function to strategic function.

**UNIT I HUMAN RESOURCE DEVELOPMENT**

10

Meaning – Strategic framework for HRM and HRD – Vision, Mission and Values – Importance – Challenges to Organisations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures of HRD performance – Links to HR, Strategy and Business Goals – HRD Program Implementation and Evaluation – Recent trends – Strategic Capability , Bench Marking and HRD Audit.

**UNIT II E-HRM**

6

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e- Performance management and Compensation design – Development and Implementation of HRIS – Designing HR portals – Issues in employee privacy – Employee surveys online.

**UNIT III CROSS CULTURAL HRM**

7

Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs – Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, Cross border Mergers and Acquisitions - Repatriation etc - Building Multicultural Organisation - International Compensation.

**UNIT IV CAREER & COMPETENCY DEVELOPMENT**

10

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Managing Career plateaus- Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

**UNIT V EMPLOYEE COACHING & COUNSELING**

12

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling - Components of Counseling Programs – Counseling Effectiveness – Employee Health and Welfare Programs – Work Stress – Sources - Consequences – Stress Management Techniques.- Eastern and Western Practices - Self Management and Emotional Intelligence.

**TOTAL: 45 PERIODS****OUTCOME:**

- Students will have a better understanding of the tools and techniques used by organizations to meet current challenges.

**REFERENCES :**

- Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, Edition 6, 2012.
- Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2012.
- Jeffrey A Mello, Strategic Human Resource Management, Cengage, Southwestern 2007.
- Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage, 2007.
- Monir Tayeb. International Human Resource Management. Oxford. 2007
- Randall S Schuler and Susan E Jackson. Strategic Human Resource Management. Wiley India. 2<sup>nd</sup> edition
- McLeod. The Counsellor's workbook. Tata McGraw Hill. 2011





**OBJECTIVE:**

- To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

**UNIT I ENTREPRENEURIAL COMPETENCE**

6

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

**UNIT II ENTREPRENEURIAL ENVIRONMENT**

12

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

**UNIT III BUSINESS PLAN PREPARATION**

12

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

**UNIT IV LAUNCHING OF SMALL BUSINESS**

10

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

**UNIT V MANAGEMENT OF SMALL BUSINESS**

5

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

**TOTAL: 45 PERIODS****OUTCOME:**

- Students will gain knowledge and skills needed to run a business.

**REFERENCES:**

- Hisrich, Entrepreneurship, Edition 9, Tata McGraw Hill, New Delhi, 2014
- S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, (Revised Edition) 2013.
- Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra, 2<sup>nd</sup> Edition, 2005
- Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
- P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai
- 1997.
- Arya Kumar. Entrepreneurship. Pearson, 2012.
- Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage, 2012



BA5015

**INDUSTRIAL RELATIONS AND LABOUR WELFARE**

**L T P C**  
**3 0 0 3**

**OBJECTIVE:**

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

<b>UNIT I</b>	<b>INDUSTRIAL RELATIONS</b>	<b>7</b>
Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.		
<b>UNIT II</b>	<b>INDUSTRIAL CONFLICTS</b>	<b>12</b>
Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.		
<b>UNIT III</b>	<b>LABOUR WELFARE</b>	<b>8</b>
Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.		
<b>UNIT IV</b>	<b>INDUSTRIAL SAFETY</b>	<b>9</b>
Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.		
<b>UNIT V</b>	<b>WELFARE OF SPECIAL CATEGORIES OF LABOUR</b>	<b>9</b>
Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – BPO & KPO Labour – Social Assistance – Social Security – Implications.		

**TOTAL: 45 PERIODS**

**OUTCOME:**

- Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.

**REFERENCES :**

1. Mamoria C.B., Sathish Mamoria, Gankar, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2012.
2. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012.
3. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
4. C.S.Venkata Ratnam, Globalisation and Labour Management Relations, Response Books, 2007.
5. Srivastava, Industrial Relations and Labour laws, Vikas, 2007.
6. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
7. P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2004







### INDEX

List and description of courses which address the Professional Ethics, Gender, Human Values, Environment and sustainability into the curriculum.

### REGULATION 2013

S.NO	Program Name	Course Code	Course Name
1.	MBA- Master of Business Administration	BA7101	Principles of Management
2.	MBA- Master of Business Administration	BA 7105	Organizational Behavior
3	MBA- Master of Business Administration	BA 7108	Written communication
4	MBA- Master of Business Administration	BA 7201	Operations Management
5	MBA- Master of Business Administration	BA 7203	Marketing Management
6	MBA- Master of Business Administration	BA 7204	Human Resource Management
7	MBA- Master of Business Administration	BA 7302	Strategic Management
8	MBA- Master of Business Administration	BA7401	International Business Management
9	MBA- Master of Business Administration	BA7402	Business Ethics, Corporate Social Responsibility
10	MBA- Master of Business Administration	BA7411	Creativity and Innovation
11	MBA- Master of Business Administration	BA 7013	Services Marketing
12	MBA- Master of Business Administration	BA7032	Entrepreneurship Development



  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy 621105

**COURSE OUTCOME:**

The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

**UNIT I INTRODUCTION TO MANAGEMENT**

9

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business.

**UNIT II PLANNING**

9

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

**UNIT III ORGANISING**

9

Nature and purpose of organizing- Organization structure- Formal and informal groups/ organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal

**UNIT IV DIRECTING**

9

Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

**UNIT V CONTROLLING**

9

Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

**TOTAL: 45 PERIODS****COURSE OBJECTIVE:**

To expose the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

**TEXT BOOKS:**

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9<sup>th</sup> edition, 2012.
2. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12<sup>th</sup> edition, 2012.
3. Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9<sup>th</sup> edition, Tata McGraw-Hill Education, 2012.
4. Charles W.L Hill and Steven L McShane, „Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.

**REFERENCES:**

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11<sup>th</sup> edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12<sup>th</sup> edition, 2008.
3. Stephen P. Robbins, David A.De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.





**COURSE OBJECTIVE:**

To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

**UNIT I FOCUS AND PURPOSE****5**

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

**UNIT II INDIVIDUAL BEHAVIOUR****12**

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification.

Misbehaviour – Types – Management Intervention.

Emotions - Emotional Labour – Emotional Intelligence – Theories.

Attitudes – Characteristics – Components – Formation – Measurement- Values.

Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management.

Motivation – Importance – Types – Effects on work behavior.

**UNIT III GROUP BEHAVIOUR****10**

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – **Team building** - Interpersonal relations – Communication – Control.

**UNIT IV LEADERSHIP AND POWER****8**

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

**UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR****10**

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness Developing Gender sensitive workplace

**TOTAL: 45 PERIODS****COURSE OUTCOME:**

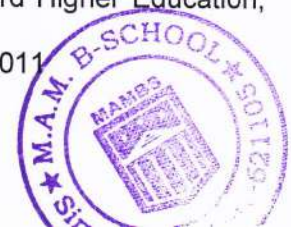
Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

**TEXT BOOKS**

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11<sup>th</sup> edition, 2008.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 11<sup>th</sup> Edition, 2001.

**REFERENCES**

1. Mc Shane & Von Glinov, Organisational Behaviour, 4<sup>th</sup> Edition, Tata Mc Graw Hill, 2007.
2. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2<sup>nd</sup> edition. 2012
3. Ivancevich, Konopaske & Maheson, Oranisationl Behaviour & Management, 7<sup>th</sup> edition, Tata McGraw Hill, 2008.
4. Udai Pareek, Understanding Organisational Behaviour, 3<sup>rd</sup> Edition, Oxford Higher Education, 2011.
5. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10<sup>th</sup> edition. 2011





**COURSE OBJECTIVE:**

To familiarize learners with the mechanics of writing.  
To enable learners to write in English precisely and effectively.

**UNIT I PERSONAL COMMUNICATION**

9

Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information.

**UNIT II SOCIAL COMMUNICATION**

9

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

**UNIT III WORK PLACE COMMUNICATION**

9

e-mails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

**UNIT IV RESEARCH WRITING**

9

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

**UNIT V WRITING FOR MEDIA AND CREATIVE WRITING**

9

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing

**TOTAL: 45 PERIODS****COURSE OUTCOME:**

Learners should be able to

- i) get into the habit of writing regularly,
- ii) express themselves in different genres of writing from creative to critical to factual writing,
- iii) take part in print and online media communication,
- iv) read quite widely to acquire a style of writing, and
- v) identify their areas of strengths and weaknesses in writing.

**TEXT BOOKS**

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic BusinessCommunication. 11<sup>th</sup> ed. Tata McGraw-Hill, New Delhi.
2. Sharan J Gerson, and Steven M Gerson. 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.

**REFERENCE:**

1. E. H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9<sup>th</sup> ed. Prentice-Hall of India, New Delhi

- |                    |   |
|--------------------|---|
| Management books   |   |
| Robin sharma       | - The greatness guide                   |
| Steven Covey       | - 7 Habits of Effective people          |
| Arindham Chaudhuri | - Count your chickens before they hatch |
| Ramadurai          | - TCS Story                             |

Blogs : Seth Godwin, Guy Kawasaki, Kiruba Shankar

Review: Harvard Business review

Reports: Deloitte, Netsis

Magazines: Bloomberg Businessweek, Economis





**COURSE OBJECTIVE:**

To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

**UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9**

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit, framework; Supply Chain Management

**UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN 9**

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Developing capacity alternatives. Overview of sales and operations planning. Overview of MRP, MRP II and ERP.

Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.

**UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9**

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

**UNIT IV MATERIALS MANAGEMENT 9**

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT.

**UNIT V SCHEDULING AND PROJECT MANAGEMENT 9**

Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules and techniques, shopfloor control; Flow shop scheduling – Johnson's Algorithm – Gantt charts; personnel scheduling in services.

**TOTAL: 45 PERIODS****COURSE OUTCOME:**

Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

**TEXT BOOKS**

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12<sup>th</sup> Edition, 2010.
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002.

**REFERENCES**

1. William J Stevenson, Operations Management, Tata McGraw Hill, 9<sup>th</sup> Edition, 2009.
2. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
3. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2004.
4. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008.
5. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.
6. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007.
7. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition,





**COURSE OBJECTIVE:**

- To understand the changing business environment
- To identify the indicators of management thoughts and practices
- To understand fundamental premise underlying market driven strategies

**UNIT I INTRODUCTION**

12

Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

**UNIT II MARKETING STRATEGY**

12

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components.

**UNIT III MARKETING MIX DECISIONS**

12

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

**UNIT IV BUYER BEHAVIOUR**

12

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

**UNIT V MARKETING RESEARCH & TRENDS IN MARKETING**

12

Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

**TOTAL: 60 PERIODS****COURSE OUTCOME:**

- knowledge of analytical skills in solving marketing related problems
- awareness of marketing management process

**TEXT BOOKS**

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14<sup>th</sup> Edition, 2012
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGrawHill-Vijaynicole, First edition,2010
3. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2<sup>nd</sup> Edition,2011.
4. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning — 2012

**REFERENCES**

1. Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000.
2. Duglas,J.Darymple, Marketing Management, John Wiley & Sons, 2008.
3. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
4. Boyd Walker, Marketing Management, McGraw Hill, 2002.
5. Paul Baines, Chriss Fill Kelly Pagb, Marketing, II edition, Asian edition.





BA7204

HUMAN RESOURCE MANAGEMENT

LT PC  
3 0 0 3

**COURSE OBJECTIVE:**

To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

- UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 5**  
Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.
- UNIT II THE CONCEPT OF BEST FIT EMPLOYEE 8**  
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – induction – Socialization benefits.
- UNIT III TRAINING AND EXECUTIVE DEVELOPMENT 10**  
Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.
- UNIT IV SUSTAINING EMPLOYEE INTEREST 12**  
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.
- UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS 10**  
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

**TOTAL: 45 PERIODS**

**COURSE OUTCOME:**

Students will gain knowledge and skills needed for success as a human resources professional

**TEXT BOOKS**

1. Dessler Human Resource Management, Pearson Education Limited, 2007
2. Decenzo and Robbins, Human Resource Management, Wiley, 8<sup>th</sup> Edition, 2007.

**REFERENCES**

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
2. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8<sup>th</sup> edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012



This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.

#### **TEXT BOOKS**

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3<sup>rd</sup> Edition, Tata McGraw Hill, 2008.

#### **REFERENCES**

1. Adria H Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008.
2. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2005.
3. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.
4. Dr.Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
5. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12<sup>th</sup> Edition, 2012





**COURSE OBJECTIVE:**

To expose the students to the basic concepts of international business management

- UNIT I INTRODUCTION 6**  
International Business –Definition – Internationalizing business-Advantages –factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.
- UNIT II INTERNATIONAL TRADE AND INVESTMENT 11**  
Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.
- UNIT III INTERNATIONAL STRATEGIC MANAGEMENT 11**  
Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.
- UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS 11**  
Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.
- UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT 6**  
Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

**TOTAL: 45 PERIODS****COURSE OUTCOME:**

Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

**TEXT BOOKS**

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6<sup>th</sup> edition, Tata Mc Graw Hill, New Delhi, 2010.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.
3. K. Aswathappa, International Business, 5<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7<sup>th</sup> Edition , Cengage Learning, New Delhi, 2010.
5. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
6. Vyuptakesh Sharan, International Business, 3<sup>rd</sup> Edition, Pearson Education in South Asia, New Delhi, 2011.





**COURSE OBJECTIVE:**

To have grounding on theory through the understanding of real life situations and cases.

**UNIT I INTRODUCTION**

9

Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

**UNIT II ETHICS THEORY AND BEYOND**

9

Management of Ethics - Ethics analysis [ Hosmer model ]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies.

**UNIT III LEGAL ASPECTS OF ETHICS**

9

Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.

**UNIT IV ENVIRONMENTAL ETHICS**

9

Economic Environment; Philosophy of economic grow and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

**UNIT V CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE**

9

Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt.

**TOTAL: 45 PERIODS**

**COURSE OUTCOME:**

To understand ethical issues in workplace and be able to find solution for „most good“.

**TEXT BOOKS**

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc., 2011
3. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.

**REFERENCES**

1. W.H. Shaw, Business Ethics, Cengage Learning, 2007.
2. Beeslory, Michel and Evens, Corporate Social Responsibility, Taylor and Francis, 1978.
3. Philip Kotler and Nancy Lee, Corporate social responsibility, doing the most good for company and your cause, Wiley, 2005.





4. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the ugly, Edward Elgar Publishing, 2007.
5. Satheesh kumar, Corporate governance, Oxford University, Press, 2010.
6. Bob Tricker, Corporate governance- Principles, policies and practices, Oxford University Press, 2009.
7. Larue Tone Hosmer and Richard D., The Ethics of Management, Irwin Inc., 1995.
8. Joseph A. Petrick and John F. Quinn, Management Ethics - integrity at work, Sage, 1997.

**BA7411**

**CREATIVITY AND INNOVATION**

**L T P C**  
**0 0 4 2**

**COURSE OBJECTIVES:**

- (i) To understand the nuances involved in Creativity & Innovation.
- (ii) To get hands on experience in applying creativity in problem solving.

**UNIT I INTRODUCTION**

**12**

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

**UNIT II MECHANISM OF THINKING AND VISUALIZATION**

**12**

Definitions and theory of mechanisms of mind heuristics and models : attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

**UNIT III CREATIVITY**

**12**

Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

**UNIT IV CREATIVITY IN PROBLEM SOLVING**

**12**

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.

**UNIT V INNOVATION**

**12**

Achieving Creativity – Introduction to TRIZ methodology of Inventive Problem Solving - the essential factors – Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption - Commoditization and DE-commoditization – Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton

**TOTAL: 60 PERIODS**

**Note:** Students will undergo the entire programme similar to a Seminar. It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course



**COURSE OUTCOMES:**

Student will be equipped to apply his/her creative and innovative skills in solving complex problems confronting corporate realm.

**REFERENCES**

1. Rousing Creativity: Think New Now Floyd Hurr, ISBN 1560525479, Crisp Publications Inc. 1999
2. Geoffrey Petty, "how to be better at Creativity", The Industrial Society 1999
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2003
4. Semyon D. Savransky, "Engineering of Creativity – TRIZ", CRC Press New York USA, 2000



**COURSE OBJECTIVE:**

To understand the meaning of services and the significance of marketing the services.

**UNIT I INTRODUCTION**

9

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

**UNIT II SERVICE MARKETING OPPORTUNITIES**

9

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

**UNIT III SERVICE DESIGN AND DEVELOPMENT**

9

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

**UNIT IV SERVICE DELIVERY AND PROMOTION**

9

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

**UNIT V SERVICE STRATEGIES**

9

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services

**TOTAL: 45 PERIODS****COURSE OUTCOME:**

Will be able to apply the concepts of services marketing in promoting services.

**TEXT BOOKS**

1. Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7<sup>th</sup> edition, 2011.
2. Hoffman, Marketing of Services, Cengage Learning, 1<sup>st</sup> Edition, 2008.

**REFERENCES**

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2<sup>nd</sup> Edition, New Delhi, 2004.
2. Halen Woodroffe, Services Marketing, McMillan, 2003.
3. Valarie Zeithaml et al, Services Marketing, 5<sup>th</sup> International Edition, Tata McGraw Hill, 2007.
4. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
5. Gronroos, Service Management and Marketing –Wiley India.



**COURSE OBJECTIVE:**

To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

<b>UNIT I</b>	<b>ENTREPRENEURIAL COMPETENCE</b>	<b>6</b>
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.		
<b>UNIT II</b>	<b>ENTREPRENEURIAL ENVIRONMENT</b>	<b>12</b>
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.		
<b>UNIT III</b>	<b>BUSINESS PLAN PREPARATION</b>	<b>12</b>
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.		
<b>UNIT IV</b>	<b>LAUNCHING OF SMALL BUSINESS</b>	<b>10</b>
Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.		
<b>UNIT V</b>	<b>MANAGEMENT OF SMALL BUSINESS</b>	<b>5</b>
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.		
<b>TOTAL: 45 PERIODS</b>		

**COURSE OUTCOME:**

Students will gain knowledge and skills needed to run a business.

**TEXT BOOKS**

1. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

**REFERENCES**

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2<sup>nd</sup> Edition ,2005
2. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
3. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai -1997.
4. Arya Kumar. Entrepreneurship. Pearson. 2012
5. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning. 2012



  
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