



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



IQAC

QUALITY POLICY

- To create and effective incorporation of quality sustenance initiatives at M.A.M.B-School by encapsulates teaching learning process, strengthen its core and allied functions through continuous impeccable inputs from its stakeholders.

VISION:

- To build system driven and practice quality culture at all levels for holistic development of the institute.


MISSION:

- To develop and promote mechanism for quality enhancement initiatives.
- To assess and abreast the key parameters in academia, co-curricular and administrative functions.

FUNCTIONS OF IQAC:

- Formulation of quality benchmarks and its effective implementation.
- Facilitation of learner centric environment towards ensuring quality education.
- Setting up key parameters and its effective deployment for academia and administrative functions.
- Convene the periodical meetings with all stakeholders (IQAC Cell members) of the institute.
- Collection of feedback from stakeholders and analyse effectively in order to develop the quality based process at each level.
- Proper documentation of various activities/ programmes organized at the institute.
- Adoption of best practices for progressive upliftment of institute.
- Ensures highest level of understanding in each aspect of institutional initiatives.





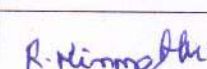
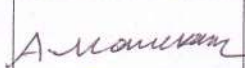
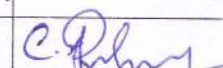
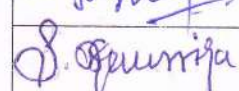
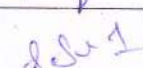
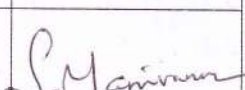
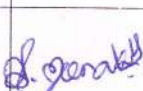
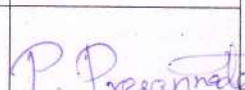
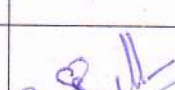
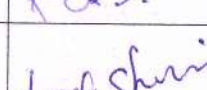
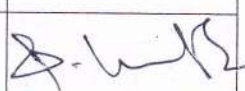

DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

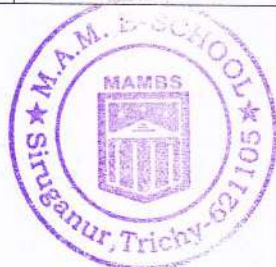
19.01.2022

CIRCULAR

Sub: IQAC (Internal Quality Assurance Cell) establishment- List of Members- Reg.

The IQAC cell is constituted at our institute on 19.01.2022 with the following members for the academic year 2022-23.

S. No.	Name of the Member	Designation	Position	Signature
1.	Dr.M.Hemalatha	Director-M.A.M.B-School	Chairperson	
2.	Mrs. Fathima Bathool Maluk	Secretary & CEO	Management Member	
3.	Mrs. R.Nimmathi	Administrative Officer	Senior Administrative	
4.	Mr.A.Manickam	College Superintendent	Officers	
5.	Dr.C.Suseendar	Assistant Professor	Three to Eight Teachers at all levels	
6.	Mrs.S.Manopriya	Assistant Professor		
7.	Mr.S.Senthilkumar	Assistant Professor		
8.	Mr.S.Manivannan	Inspector, Siruganur Police Station, Trichy – Chennai Trunk Road, Trichy.	Local Society People	
9.	Ms.K.Meenakshi	Student (II MBA- B Section : Reg. No. 812221631061)	Student	
10.	Mrs.P.Presannadevi	Entrepreneur , VAMSAM Developers (Batch: 2019-21)	Alumni	
11.	Mrs.P.Suba	Project Lead, Global Talent Track (GTT), Trichy	Employer	
12.	Mrs.A.Jeyalakshmi	Entrepreneur (Parent of A.Gowtham, II MBA- A Section: Reg. No. 812221631026)	Parent	
13.	Dr.R.Karthika	Associate Professor M.A.M.B-School.	IQAC Coordinator	



CHAIRPERSON / IQAC


 Dkt.

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



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




**REVIEWS TEACHING LEARNING PROCESS AND INCREMENTAL IMPROVEMENT IN
VARIOUS ACTIVITIES**

In M.A.M.B-School, the IQAC significantly contributes for effectively institutionalizing the quality assurance strategies and processes. The institute reviews teaching learning process, structures and methodologies of operations and learning outcomes at periodic intervals through by receiving inputs from institutional stakeholders.

- The institute prepares Academic Calendar prior to the commencement of every semester that comprises of all the proposed plan of activities of the institute based on all the curricular and co-curricular activities/ programmes are carried out accordingly.
- The institute convenes Class Committee Meeting in which the teaching learning process, methodologies of operations are reviewed effectively such as syllabus completion, academic support/ assistance etc by receiving valuable feedback from both subject in-charges and students' representatives and the same would be incorporated in due course with the approval of the Head of the Institute.
- As part of IQAC incremental improvement activities, the institute focuses special sessions on familiarization of Outcome Based Education (OBE) methodology for curriculum enrichment for faculty members and ensuring of systematized processes based on OBE parameters in curriculum practices and also other activities as following:
 - Syllabus based on OBE
 - Course Delivery (Lesson Plan)
 - Class Notes based on OBE
 - Implications of Bloom's taxonomy in curriculum practices
 - CO-PO mapping in QP setting
 - Application of CO-PO in the front page of Answer sheet
 - Encourages faculty members for book publications
 - All the programmes are organizes at the institute in association with IQAC.
 - The institute organizes outreach activities at regular intervals for the institutional development.

The institute implemented "Strategic Categorization of Students for academic and Career Upliftment" as "Best Practices-I" that includes categorization (by split them as A, B, C and D Category) as slow learners and advanced learners and take steps accordingly.




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

Minutes of the meeting

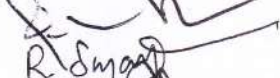
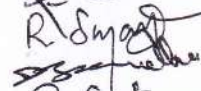
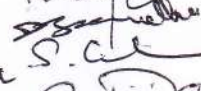

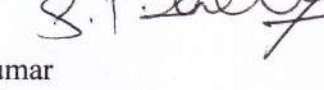

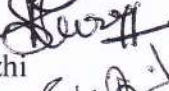

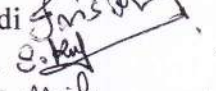
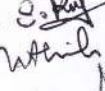
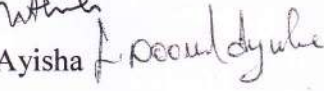
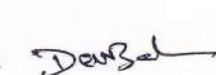
SUB: FACULTY MEETING MINUTES

DATE: 21 /11/2022


VENUE: DIRECTOR CABIN

1. We discussed about the model exam coaching and exam planning.
2. We discussed about the industrial visit and tour plan for the 2nd year students.
3. Staff members have shared their individual opinion about the IV, from that discussion the best idea will be executed.
4. We fixed the students count up to 110.
5. 6 staff members including one male staff were confirmed for this IV plan.
6. Staff members were shared their opinion regarding the departure and arrival time of the tour.
7. Also we discussed about the meeting point.
8. We discussed about Disiplinary instruction and action.
9. We have planned the NAAC Training session during the period of (24.11.2022 to 26.11.2022) November.

Faculty members attend the meeting:

- Dr.Karthika 
- Dr. Suganya 
- Dr.Jeevareka 
- Dr. Kanchana 
- Mr.Prasanna 
- Mr.Sendhilkumar
- Mr.Anburaj 
- Mrs.Surya 
- Mrs.Kayalvizhi
- Ms.Iris Rinaldi 
- Ms.Kiruthiga 
- Ms.Akila 
- Mrs. Noorul Ayisha 
- Mrs. Subha
- Ms. Devibala 

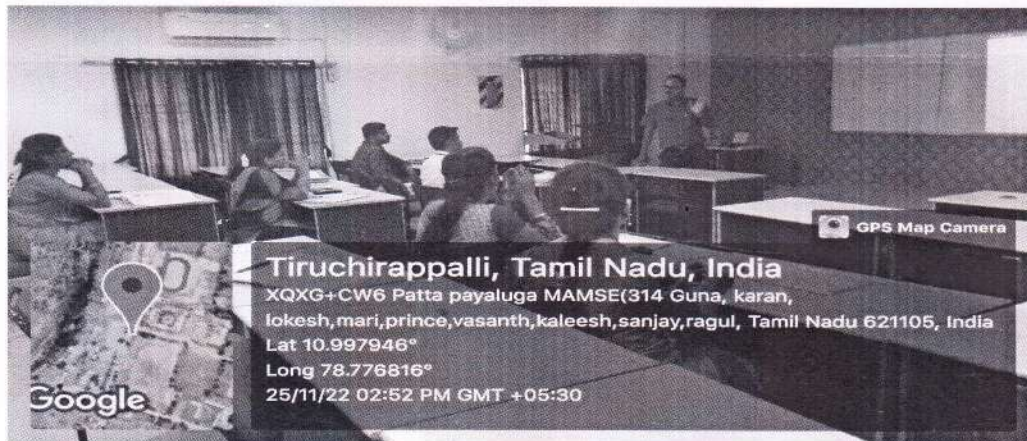
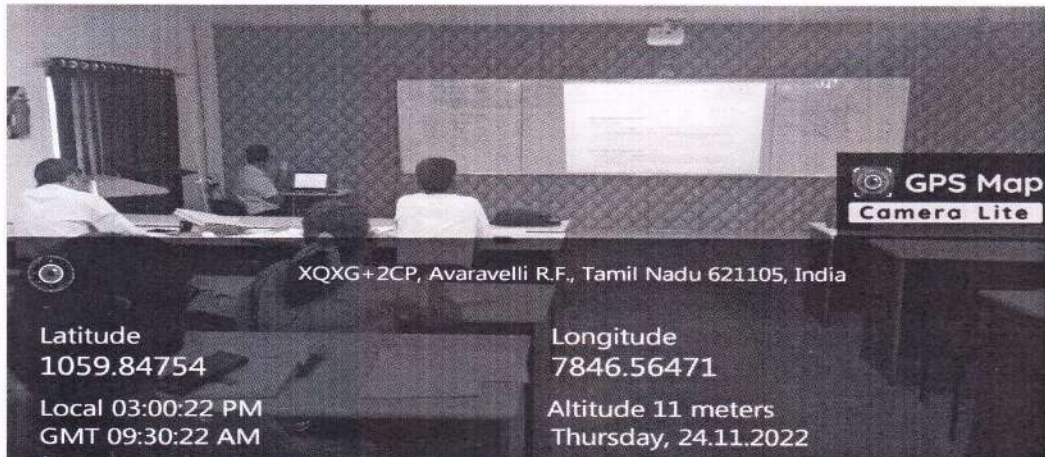



Director
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

FACULTY DEVELOPMENT PROGRAM SERIES III : OBE

GEOTAGGED PHOTOS

24.11.2022-26.11.2022




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



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



FACULTY DEVELOPMENT PROGRAM SERIES III: OBE

24.11.22 to 26.11.22

PARTICIPANTS LIST

S.No.	Name of the Participant	Signature		
		24.11.22	25.11.22	26.11.22
1.	D.M. H. H. H.			
2.	C. SUBHA			
3.	Dr. R. J. J. J.			
4.	S. K. K. K.			
5.	S. Prasad			
6.	M. AKTIA			
7.	Dr. S. Kanchana			
8.	M. S. S.			
9.	Dr. R. Karthikeyan			
10.	L. D. D.			
11.	A. A. A.			
12.	S. S. S.			
13.	N. K. K.			
14.	F. F. F.			
15.	S. DEVI BALA			





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



REPORT

M.A.M.B-School organized FDP Series III on OBE on 24.11.2022 to 26.11.2022. Prof.Dr.S.Bhaskar, Trainer, Outcome Based Education was the resource person for the programme and delivered criterion wise information on NAAC. The resource person informed by covering key metrics and methodology of various process in NAAC. He also informed about preparation of executive summary and various key areas, IQAC and its functions to the faculty members. The session was more thought provoking and covered the elements on NAAC.



CERTIFICATES



M. A. M. B - SCHOOL

(Affiliated to Anna University, Chennai Approved by AICTE, New Delhi)
Siruganur, Tiruchirappalli-621 105



MAM B-SCHOOL
TRICHY

Certificate of Participation

This is to certify that **Mr.S.SENTHILKUMAR**, Assistant Professor, M.A.M.B-School has participated in the " **FACULTY DEVELOPMENT PROGRAMME SERIES III : OUTCOME BASED EDUCATION**" organized by M.A.M. B-School on **24.11.2022 - 26.11.2022**.



Dr. R. Karthika
CO - ORDINATOR



Dr. M. Hemalatha
Director



M. A. M. B - SCHOOL

(Affiliated to Anna University, Chennai Approved by AICTE, New Delhi)
Siruganur, Tiruchirappalli-621 105



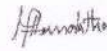
MAM B-SCHOOL
TRICHY

Certificate of Participation

This is to certify that **Mrs.M.SURYA**, Assistant Professor, M.A.M.B-School has participated in the " **FACULTY DEVELOPMENT PROGRAMME SERIES III : OUTCOME BASED EDUCATION**" organized by M.A.M. B-School on **24.11.2022 - 26.11.2022**.



Dr. R. Karthika
CO - ORDINATOR



Dr. M. Hemalatha
Director



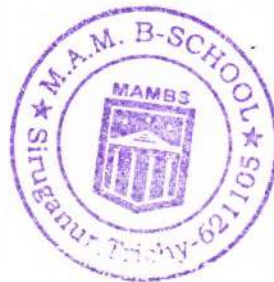
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105



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



**CURRICULAR AND CO-CURRICULAR ACTIVITIES/ PROGRAMMES CONDUCTED
BASED ON ACADEMIC CALENDAR**





M.A.M. B-SCHOOL

SIRUGANUR, TRICHY-621105



MASTER
GROUP OF
INSTITUTIONS

APPROVED BY AICTE & AFFILIATED ANNA UNIVERSITY

M.A.M. BUSINESS
SCHOOL

ACADEMIC CALENDAR EVEN SEMESTER 2021-2022

Date	Day	W days	Particulars	Remarks
4/1/2022	FRI			
4/2/2022	SAT		HOLIDAY	
4/3/2022	SUN		HOLIDAY	
4/4/2022	MON		Placement Training	
4/5/2022	TUE		Placement Training	
4/6/2022	WED		Placement Training	
4/7/2022	THU	1	College Reopens for II Sem, IV Sem (Commencement of classes unit 1)	
4/8/2022	FRI	2		
4/9/2022	SAT	3		
4/10/2022	SUN		HOLIDAY	
4/11/2022	MON	4		
4/12/2022	TUE	5		
4/13/2022	WED	6		YI-GUEST LECTURE
4/14/2022	THU		HOLIDAY - TAMIL NEW YEAR	
4/15/2022	FRI		HOLIDAY - GOOD FRIDAY	
4/16/2022	SAT		HOLIDAY	
4/17/2022	SUN		HOLIDAY	
4/18/2022	MON	7		
4/19/2022	TUE	8		
4/20/2022	WED	9	Completion of unit 1	Marketing Guest lecture
4/21/2022	THU	10	Commencement of unit 2	
4/22/2022	FRI	11		
4/23/2022	SAT	12		industrial visit
4/24/2022	SUN		HOLIDAY	
4/25/2022	MON	13		
4/26/2022	TUE	14		HR GL
4/27/2022	WED	15		
4/28/2022	THU	16		Skill Development - Retail
4/29/2022	FRI	17		
4/30/2022	SAT	18		CCM-1
5/1/2022	SUN		HOLIDAY - MAY DAY	
5/2/2022	MON	19	Completion of unit 2.5	FEEDBACK-1
5/3/2022	TUE		HOLIDAY - RAMZAN	
5/4/2022	WED	20	CIA-1 QTDM COACHING & EXAM	
5/5/2022	THU	21	CIA-1 FM COACHING & EXAM	
5/6/2022	FRI	22	CIA-1 HRM COACHING & EXAM	
5/7/2022	SAT	23	CIA-1 OM COACHING & EXAM	
5/8/2022	SUN		HOLIDAY	
5/9/2022	MON	24	CIA-1 BRM COACHING & EXAM	
5/10/2022	TUE	25	CIA-1 BA COACHING & EXAM	
5/11/2022	WED	26	CIA-1 MM COACHING & EXAM	
5/12/2022	THU	27	Commencement of Unit 3.5	
5/13/2022	FRI	28		Industrial visit
5/14/2022	SAT	29		




5/15/2022	SUN		HOLIDAY	
5/16/2022	MON	30		
5/17/2022	TUE	31		B-FEST
5/18/2022	WED	32		YI - Guest Lecture
5/19/2022	THU	33		
5/20/2022	FRI	34		
5/21/2022	SAT	35	Completion of Unit 4	CCM-2
5/22/2022	SUN		HOLIDAY	
5/23/2022	MON	36	Commencement of Unit 5	
5/24/2022	TUE	37		FEEDBACK-2/ FINANCE-GL
5/25/2022	WED	38		
5/26/2022	THU	39		EXNORA
5/27/2022	FRI	40		
5/28/2022	SAT		HOLIDAY	
5/29/2022	SUN		HOLIDAY	
5/30/2022	MON	41		ED PROGRAM
5/31/2022	TUE	42		
6/1/2022	WED	43		Skill Development - GST
6/2/2022	THU	44	Completion of Unit 5	
6/3/2022	FRI	45	CIA-2 QTDM COACHING & EXAM	
6/4/2022	SAT	46	CIA-2 FM COACHING & EXAM	
6/5/2022	SUN		HOLIDAY	
6/6/2022	MON	47	CIA-2 HRM COACHING & EXAM	
6/7/2022	TUE	48	CIA-2 OM COACHING & EXAM	
6/8/2022	WED	49	CIA-2 BRM COACHING & EXAM	
6/9/2022	THU	50	CIA-2 BA COACHING & EXAM	
6/10/2022	FRI	51	CIA-2 MM COACHING & EXAM	
6/11/2022	SAT	52		Cultural/Sports Day Celebration
6/12/2022	SUN		HOLIDAY	
6/13/2022	MON	53		
6/14/2022	TUE	54		
6/15/2022	WED	55		
6/16/2022	THU	56		
6/17/2022	FRI	57	MODEL-1 QTDM COACHING	
6/18/2022	SAT	58	QTDM COACHING & EXAM	
6/19/2022	SUN		HOLIDAY	
6/20/2022	MON	59	Model-1 FM COACHING	
6/21/2022	TUE	60	FM COACHING & EXAM	
6/22/2022	WED	61	MODEL-1 HRM COACHING	
6/23/2022	THU	62	HRM COACHING & EXAM	
6/24/2022	FRI	63	MODEL-1 OM COACHING	
6/25/2022	SAT	64	OM COACHING & EXAM	
6/26/2022	SUN		HOLIDAY	
6/27/2022	MON	65	MODEL -1 BRM COACHING	
6/28/2022	TUE	66	BRM COACHING & EXAM	
6/29/2022	WED	67	MODEL-1 BUSINESS ANALYTICS COACHING	
6/30/2022	THU	68	BUSINESS ANALYTICS COACHING & EXAM	
7/1/2022	FRI	69	MODEL-1 MARKETING MANGEMENT COACHING	
7/2/2022	SAT	70	MARKETING MANGEMENT EXAM	
7/3/2022	SUN		HOLIDAY	



7/4/2022	MON	71	DABM LAB PRACTICE SESSION	LAST WORKING DAY
7/5/2022	TUE	72	DABM LAB PRACTICE SESSION	
7/6/2022	WED		COMMENCEMENT OF PRACTICAL	
7/7/2022	THU		COMMENCEMENT OF PRACTICAL	
7/8/2022	FRI		COMMENCEMENT OF PRACTICAL	
7/9/2022	SAT			
7/10/2022	SUN		HOLIDAY	
7/11/2022	MON		UNIVERSITY EXAM COACHING	
7/12/2022	TUE		UNIVERSITY EXAM COACHING	
7/13/2022	WED		UNIVERSITY EXAM COACHING	
7/14/2022	THU		UNIVERSITY EXAM COACHING	
7/15/2022	FRI		UNIVERSITY EXAM COACHING	
7/16/2022	SAT		UNIVERSITY EXAM COACHING	
7/17/2022	SUN		HOLIDAY	
7/18/2022	MON		COMMENCEMENT OF END SEMESTER EXAMINATION	


Academic schedule incharge


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





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



CLASS COMMITTEE MEETING





M.A.M. B-SCHOOL

MASTeR GROUP OF INSTITUTION
Siruganur, Tiruchirappalli - 621 105



REPORT ON CLASS COMMITTEE MEETING

Class Committee Meeting # 1

Date: 15.12.2022

Class & Semester: I Year C Sec / I SEM

Chair Person: Dr.M. Hemalatha - Director / MAMBS Members. Santhosh Kumar, P. Vaitheeswari, Abirami.D, Sakthi.R

Name of the Subject	Faculty In-charge	Information / Data Provided by CCM Members	Remedial Action from Concern faculty	Signature of the Faculty	Comments by Director
BA4101-Statistics for management	Dr. R. Suganya	4units completed/Assignments given. Good,Understanable.	-		
BA4102-Management concepts and organisational behaviour	Prof.C. Subha	4 units completed/Good	-		
BA4103-Managerial economics	Prof.A. Anburaj	3.75 units completed/Real time examples given, Good.	-		
BA4104-Accounting for decision making	Prof.M. Akila	4.5 units completed/Not understandable,unit-2,3 redo.	NOTED		
BA4105-Legal Aspects of business	Prof.M. Surya	Started 4 th unit/Extra classes needed, Good.	Extra classes will be taken		
BA4106-Information management	Dr.R. Prema	3.75 units completed /Clear explanation needed.	Noted.		
BA4032-Entrepreneurship Development	Prof. S. Devibala	3.75 units completed/clear explanation given, Need to take class in English.	Noted		
Placement	Ms.A.Sasikala	Training conducted.	-		

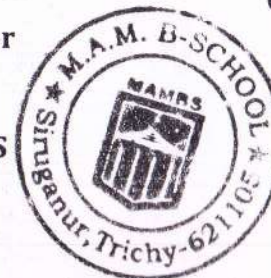
I-MBA-Students Requisition:

1. Class room cleaning needed 2. Coaching for sport activity 3. Weekly 2 hours needed for practising the problems in ADM Subject.

Class Manager - 1

Class Coordinator

Director/MAMBS



Class Manager - 2

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



**MAMBS
BUSINESS
SCHOOL**

M.A.M. B-SCHOOL

MASTeR GROUP OF INSTITUTION

Siruganur, Tiruchirappalli - 621 105



**MASTeR
GROUP OF
INSTITUTIONS**

REPORT ON CLASS COMMITTEE MEETING

Class Committee Meeting #1

Date: 16.12.2022

Class & Semester: I Year B Sec / I SEM

Chair Person: Dr.M.Hemalatha - Director / MAMBS Members :R.Kaviya, S.Logeswari,G.Nandhana Varshini,H.V.Kailash,
N.Kirubanithi,S.Mohammed Ibrahim

Name of the Subject	Faculty In-charge	Information / Data Provided by CCM Members	Remedial Action from Concern faculty	Signature of the Faculty	Comments by Director
Statistics for Management	Dr .R. Suganya	4 Units Completed	Understandable & Good		..
Management Concepts and Organisational Behaviour	Prof. S. Devibala	4 Units Completed	Good Example		
Managerial Economics	Prof.S. Prasanna	4.5 Units Completed	Good		
Accounting for Decision Making	Prof. M.Surya	4.5 Units Completed	Understandable & Good		
Legal aspects of Business	Dr .S. Kanchana	4 Units Completed	Good		
Information Management	Prof. C .Subha	4 3.5 Units Completed	Good	 22/12/22	
Entrepreneurship Development	Dr.R.Prema	3.75 Units Completed	Good-Practical example given		
Placement	Prof. A. Sasikala				

I-MBA-Students Requisition:

1. Timing Bell 2. Dust bin for Classes 3. Rest Room & Class Room Cleaning 4. Mug & Buckets for Rest Room 5. Door mat for classes 6. Activity based classes needed

Class Manager - 1

Class Coordinator



Class Manager - 2

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



M.A.M. B-SCHOOL

MASTeR GROUP OF INSTITUTION
Siruganur, Tiruchirappalli - 621 105



REPORT ON CLASS COMMITTEE MEETING

Class Committee Meeting # 1

Date: 16.12.2022

Class & Semester: I Year A Sec / I SEM

Chair Person: Dr.M.Hemalatha - Director / MAMBS Members : B. Aafrinbanu , R.Bhackiyalakshmi, R.Faithgladyna, S.Arun,
N. Abdul Hakkim , R.Janarthanam

Name of the Subject	Faculty In-charge	Information / Data Provided by CCM Members	Remedial Action from Concern faculty	Signature of the Faculty	Comments by Director
Statistics for Management	Dr .R. Suganya	4 Units Completed	Little bit faster in Explanation	<i>R. Suganya</i>	
Management Concepts and Organisational Behaviour	Ms.F.Iris Rinaldi	3.5 Units Completed	Need more Explanation	<i>F. Iris</i>	
Managerial Economics	Dr. R. Jeevarekha	4.5 Units Completed	Understandable	<i>Jeevarekha</i>	
Accounting for Decision Making	Dr. R. Karthika	3.75 Units Completed	Understandable	<i>Karthika</i>	
Legal aspects of Business	Prof. S. Senthilkumar	4 Units Completed	Understandable	<i>S. Senth</i>	
Information Management	Prof. S. Devibala	3.5 Units Completed	Understandable	<i>Devibala</i>	
Entrepreneurship Development	Prof. C .Subha	3.5 Units Completed	Understandable	<i>C. Subha</i>	
Placement	Prof. A. Sasikala		Understandable	<i>Sasikala</i>	

I-MBA-Students Requisition:
1. Timing Bell 2. Dust bin for Classes 3. Rest Room & Class Room Cleaning 4. Mug & Buckets for Rest Room

B. Aafrin Banu
Class Manager - 1



S. Arun
Class Manager - 2

Dr. M. Hemalatha
Class Coordinator

[Signature]
Director/MAMBS

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



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



SYLLABUS BASED ON OBE



Course Code	Course Name	L	T	P	C
BA4029	Social Media Web Analytics	3	0	0	3

Course Outcomes (COs)

After successful completion of the course, the students should be able to:

Course Outcome	Description of Course Outcome	RBT knowledge level (K1 to K6)
C01	Demonstrate and understanding the nature of social media and apply its techniques for effective business communication.	K3
C02	Analyse the technical determination of effective discourse on social media, apply the promotion of social media pages and its usage for effective business correspondence.	K4
C03	Understand the various social media policies and regulatory issues and apply the policies for effective business management.	K3
C04	Compare and contrast the framework of analytics with present and future scenario and apply the analytics techniques for competitive business scenario.	K3
C05	Demonstrate the various critical components of business analytics to apply the techniques for attainment of organisational objectives.	K3
C06	Analyse the different tools, services and matrix on application of search engine optimisation for effective digital business promotion.	K4

Pre-requisites:



Course Articulation Matrix

CO/PO Mapping (S/M/W indicates strength of correlation)								
S (3)-Strong, M (2)-Medium, W (1)-Weak								
CO	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2				2	2	1
CO2	3	2				2	3	2
CO3					1	1	2	
CO4	3					1	1	1
CO5	2	1			1	1	3	2
CO6	3	1				1	3	2

Course Assessment methods:

DIRECT (like Tests, assignments, End semester Exam, etc.)

1. CIA I

2. CIA II

3. MODEL I

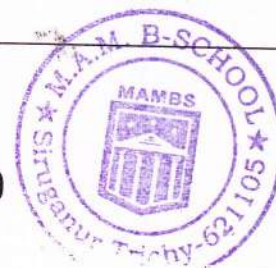
4. *Special assignments to achieve predominantly domain independent POs (PO4, PO5, PO7, and PO8):*

INDIRECT

1. Course-end survey

Content

(Enclose Anna University Syllabus)



BA4029 SOCIAL MEDIA WEB ANALYTICS

L T P C
3 0 0 3

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, Celilo Group Media and Café Press, 2004
6. TakeshiMoriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016


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

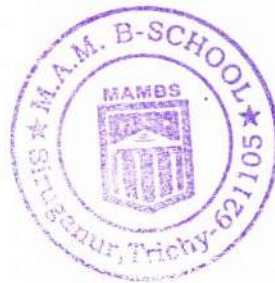




M.A.M B SCHOOL
Siruganur- Trichy-621105
(Approved by AICTE, Affiliated to Anna University, Chennai)



COURSE DELIVERY (LESSON PLAN)





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



M.A.M. B-SCHOOL

Course Delivery Plan (Lesson Plan)

FACULTY NAME	M.SURYA	DESIGNATION / DEPT.,	ASST.PROFESSOR
COURSE CODE / COURSE	BA4053 SUPPLY CHAIN INVENTORY MANAGEMENT	PROGRAM	MBA
ACADEMIC YEAR	2022-2023	SEMESTER	III

STEP 0: AT THE END OF THE COURSE, THE STUDENT WILL BE ABLE TO:
COURSE OUTCOMES (COS) ARE WRITTEN AS IN THE SYLLABUS (CO1, CO2, . . . , CO5)

COURSE OUTCOMES		RBT LEVEL
CO1	DEMONSTRATE AND UNDERSTAND THE BASIC CONCEPT OF INVENTORY MANAGEMENT MODEL AND APPLY IT MULTIDIMENSIONAL PERSPECTIVE.	K3
CO2	ANALYZE THE VARIOUS METHODS OF INVENTORY MANAGEMENT STRATEGIES FOR ENHANCING THE PERFORMANCE OF SUPPLY CHAINS.	K4
CO3	DEMONSTRATE AND UNDERSTANDING THE INVENTORY MODELS THAT ARE USED BY THE ORGANIZATION FOR EFFECTIVE FUNCTIONING OF SUPPLY CHAINS.	K3
CO4	ANALYZE THE SUPPLY CHAIN ISSUES AND USE DIFFERENT TOOLS TO REDRESS THE SUPPLY CHAIN ISSUES IN ORDER TO ATTAIN THE SPECIFIED OBJECTIVES.	K4
CO5	DEMONSTRATE AND UNDERSTAND THE BEST PRACTICES THAT ARE FOLLOWED IN INVENTORY MANAGEMENT SYSTEM AND APPLY IN PRODUCTION PROCESS OF BUSINESS.	K3
CO6	ANALYZE THE DIFFERENT TRENDS IN SUPPLY CHAIN MANAGEMENT SYSTEMS FOR EFFECTIVE ATTAINMENT OF BUSINESS OPERATIONS.	K5

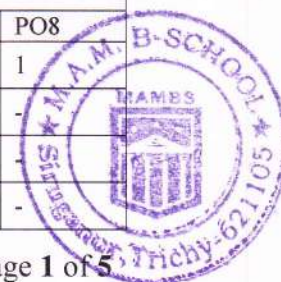
STEP 1: ASSESSMENT STRATEGY:

NOTE: MINIMUM WEIGHTAGE OF 10 WILL BE PROVIDED FOR ALL COS WHILE ASSESSING.

EFFORTS ARE TO BE TAKEN TO ACHIEVE THE FOLLOWING LEVEL OF KNOWLEDGE I.E.,K1, K2, K3,K4,K6 THROUGH THIS COURSE. (K1-REMEMBERING, K2-UNDERSTANDING, K3-APPLYING, K4-ANALYZING, K5-EVALUATING, K6-CREATING)

STEP 2: CO-PO MAPPING TABLE:

COS	PROGRAM OUTCOMES							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	-	1	-	1	2	-	1
CO2	1	-	-	1	1	1	-	-
CO3	1	-	-	1	2	2	1	-
CO4	-	1	-	-	2	-	1	-



CO5	-	-	-	-	-	1	2	-
CO6	-	-	-	1	1	-	2	-

STEP 3: TOPIC WITH LESSON PLAN WITH OUTCOME-BASED FOCUS:

NOTE: *TEACHING METHODOLOGY* (LECTURE, DISCUSSION, PANEL DISCUSSION, DEBATE, QUIZ, STUDENT SEMINAR, CASE STUDY, DEMONSTRATION, TUTORIAL, GUEST LECTURES ETC.,)

NOTE: TOPIC WISE CLASS NOTES IS TO BE PREPARED BY THE FACULTY AS PER OBE FORMAT

UNIT-I: SYLLABUS			
UNIT I INTRODUCTION TO INVENTORY MANAGEMENT 9 INVENTORY IN SCM, CASH TO CASH CYCLE TIME, MEASURE OF INVENTORY IN TERMS OF DAYS, INVENTORY TURNOVER RATIO AND ITS RELATIONSHIP WITH WORKING CAPITAL, REVIEW OF MODELS, Q-MODELS AND P-MODELS AGGREGATION OF INVENTORY, CYCLE STOCK CONCEPTS, ORDERING MULTIPLE ITEMS IN A SINGLE ORDER TO REDUCE CYCLE STOCK			
SESSION NO.	TOPIC PROPOSED TO BE COVERED	MATERIAL NO. (OF THE CLASS NOTES PREPARED AS PER OBE FORMAT)	TEACHING METHODOLOGY
1.	INVENTORY IN SCM	1.1	LECTURE
2.	CASH TO CASH CYCLE TIME,	1.2	LECTURE
3.	MEASURE OF INVENTORY IN TERMS OF DAYS	1.3	LECTURE
4.	INVENTORY TURNOVER RATIO AND ITS RELATIONSHIP WITH WORKING CAPITAL	1.4	LECTURE
5.	REVIEW OF MODELS,	1.5	LECTURE
6.	Q-MODELS AND P-MODELS	1.6	LECTURE
7.	AGGREGATION OF INVENTORY	1.7	LECTURE
8.	CYCLE STOCK CONCEPTS	1.8	LECTURE
9.	ORDERING MULTIPLE ITEMS IN A SINGLE ORDER TO REDUCE CYCLE STOCK	1.9	LECTURE
TOTAL NO. OF HOURS	9		

UNIT-II: SYLLABUS			
UNIT II INVENTORY MODELS 9 SAFETY STOCK ISSUES SAFETY STOCK WITH LEAD TIME AND DEMAND UNCERTAINTY (FOR Q-MODELS), DEMAND UNCERTAINTY (FOR Q-MODELS) & FORWARD BUYING, PERIODIC REVIEW MODELS WITH SAFETY STOCK, COMPARISON OF P AND Q SYSTEMS			
SESSION NO.	TOPIC PROPOSED TO BE COVERED	MATERIAL NO. (OF THE CLASS NOTES PREPARED AS PER OBE FORMAT)	TEACHING METHODOLOGY
1.	SAFETY STOCK ISSUES	2.1	PPT
2.	SAFETY STOCK WITH LEAD TIME	2.2	PPT
3.	DEMAND UNCERTAINTY (FOR Q-MODELS)	2.3	PPT
4.	FORWARD BUYING	2.4	PPT
5.	PERIODIC REVIEW MODELS WITH	2.5	PPT



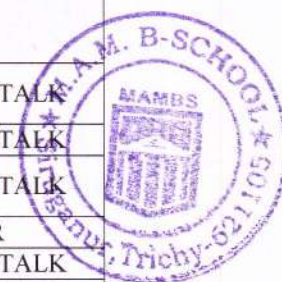
	SAFETY STOCK,		
6.	COMPARISON OF P AND Q SYSTEMS	2.6	PPT
7.	FUNCTIONS OF P MODELS IN STOCK	2.7	PPT
8.	FUNCTIONS OF Q MODELS IN STOCK	2.8	PPT
9.	PERIODIC REVIEW SYSTEM	2.9	PPT
TOTAL NO. OF HOURS	9		

UNIT-III: SYLLABUS
 UNIT III INVENTORY MANAGEMENT STRATEGIES 9 SINGLE PERIOD MODELS, INVENTORY MANAGEMENT FOR FASHION SUPPLY CHAINS, POSTPONEMENT STRATEGIES TO REDUCE INVENTORY, EXAMPLES OF FASHION SUPPLY CHAINS: NFL REEBOK, ZARA AND SPORT OBERMEYOR RISK POOLING, APPLICATIONS, RISK POOLING IN DIFFERENT FORMS- SUBSTITUTION, SPECIALISATION, POSTPONEMENT AND INFORMATION POOLING

SESSION NO.	TOPIC PROPOSED TO BE COVERED	MATERIAL NO. (OF THE CLASS NOTES PREPARED AS PER OBE FORMAT)	TEACHING METHODOLOGY
1	SINGLE PERIOD MODELS	3.1	CHALK&TALK
2	INVENTORY MANAGEMENT FOR FASHION SUPPLY CHAINS	3.2	PPT
3	POSTPONEMENT STRATEGIES	3.3	PPT
4	TO REDUCE INVENTORY,	3.4	PPT
5	EXAMPLES OF FASHION SUPPLY CHAINS:	3.5	PPT
6	NFL REEBOK, ZARA AND SPORT OBERMEYOR	3.6	
7	RISK POOLING, APPLICATIONS, RISK POOLING IN DIFFERENT FORMS- SUBSTITUTION	3.7	CHALK&TALK
8	SPECIALISATION,	3.8	CHALK&TALK
9	POSTPONEMENT AND INFORMATION POOLING	3.9	CHALK&TALK
TOTAL NO. OF HOURS	9		

UNIT-IV: SYLLABUS
 UNIT IV INVENTORY OPTIMIZATION 9 DISTRIBUTION RESOURCE PLANNING TECHNIQUES, INVENTORY AND TRANSPORTATION INTEGRATION DECISIONS, VENDOR MANAGED INVENTORY, PRODUCT AVAILABILITY MEASURES, PRODUCT FILL RATE, ORDER FILL RATE, CYCLE SERVICE LEVEL.

SESSION NO.	TOPIC PROPOSED TO BE COVERED	MATERIAL NO. (OF THE CLASS NOTES PREPARED AS PER OBE FORMAT)	TEACHING METHODOLOGY
1.	DISTRIBUTION RESOURCE PLANNING TECHNIQUES	4.1	CHALK&TALK
2.	INVENTORY OPTIMIZATION	4.2	CHALK&TALK
3.	INVENTORY AND TRANSPORTATION INTEGRATION DECISIONS	4.3	CHALK&TALK
4.	VENDOR MANAGED INVENTORY	4.4	SEMINAR
5.	PRODUCT AVAILABILITY MEASURES,	4.5	CHALK&TALK
6.	PRODUCT FILL RATE,	4.6	CHALK&TALK



7.	ORDER FILL RATE	4.7	CHALK&TALK
8.	CYCLE SERVICE LEVEL.	4.8	PPT
9.	RESOURCES PLANNING IN OPTIMIZATION	4.9	PPT
TOTAL NO. OF HOURS	9		

UNIT-V: SYLLABUS

UNIT V LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS 9 INDUSTRY INITIATIVES, EFFICIENT CONSUMER RESPONSE AND QUICK RESPONSE, CPFR AND OTHER INDUSTRY INITIATIVES, INVENTORY REDUCTION STRATEGIES, MANAGING INVENTORY IN REVERSE LOGISTICS AND REMANUFACTURING SITUATIONS , BEST PRACTICES IN INVENTORY MANAGEMENT IN A SUPPLY CHAIN

SESSION NO.	TOPIC PROPOSED TO BE COVERED	MATERIAL NO. (OF THE CLASS NOTES PREPARED AS PER OBE FORMAT)	TEACHING METHODOLOGY
1.	INDUSTRY INITIATIVES,	5.1	SEMINAR
2.	EFFICIENT CONSUMER RESPONSE	5.2	PPT
3.	QUICK RESPONSE	5.3	PPT
4.	CPFR	5.4	PPT
5.	OTHER INDUSTRY INITIATIVES,	5.5	PPT
6.	INVENTORY REDUCTION STRATEGIES	5.6	SEMINAR
7.	MANAGING INVENTORY IN REVERSE LOGISTICS	5.7	PPT
8.	REMANUFACTURING SITUATIONS	5.8	PPT
9.	BEST PRACTICES IN INVENTORY MANAGEMENT IN A SUPPLY CHAIN	5.9	PPT
TOTAL NO. OF HOURS	9		

BOOKS

PLEASE TICK (✓)

SL.NO	BOOK TITLE / AUTHOR	UNIT-I	UNIT-II	UNIT-III	UNIT-IV	UNIT-V
1.	SUNIL CHOPRA-SUPPLY CHAIN MANAGEMENT	✓	✓	✓	✓	✓

TEACHING AIDS NEEDED

SL.NO*	SESSION NO.	DETAILS OF TEACHING AIDS NEEDED
1.	3.8	BALCK BOARD,LCD PROJECTOR
2.	4.2	BALCK BOARD,LCD PROJECTOR

ACTIVITIES/ PROJECT

SL.NO	PROJECT DETAILS	SUBMISSION DATE
1.	FASHION SUPPLY CHAINS CONTEX WITH ZARA AND REEBOOK NFL	21.10.2022

ASSIGNMENTS

REGULAR ASSIGNMENTS		
SL. NO	ASSIGNMENT DETAILS	SUBMISSION DATE
1.	BEST PRACTICES IN INVENTORY MANAGEMENT IN A	2.11.22



SUPPLY CHAIN		
ASSIGNMENTS TO ATTAIN DOMAIN INDEPENDENT POS (PO4, PO5, PO7, PO8)		
1.	MANAGING INVENTORIES IN REVERSE LOGISTICS AND REMANUFACTURING SITUATIONS	PO5

TEST DATES

TEST	DATE OF TEST
CIA-1	30.9.2022
CIA-2	12.11.2022


SIGN OF COURSE FACULTY


SIGN OF DIRECTOR
DIRECTOR
M.A.M. B-SCHOOL
Siruganur, Trichy-621105

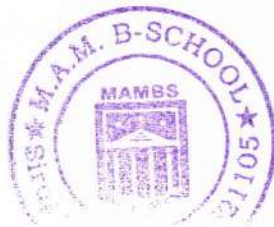




M.A.M B SCHOOL
Siruganur- Trichy-621105
(Approved by AICTE, Affiliated to Anna University, Chennai)



CLASS NOTES BASED ON OBE





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



M.A.M. BUSINESS
SCHOOL

CLASS NOTES

Material No: 1.1

Faculty Name / Designation : S.Prasanna/ Assistant Professor

Course	BA4301 STRATEGIC MANAGEMENT
Topics	Conceptual framework for Strategic Management
Duration	50 Minutes

STEP 1: INTRODUCTION

(1) LEARNING OUTCOMES


After the session, the student should be able to:

- demonstrate and understanding of basic concepts of strategic management.
- Understand the various features of strategy for effective achievement of organizational objectives.
- Understand and apply the levels and hierarchy of strategy.

(2) ICE BREAKING (optional)



STEP 2: ACQUISITION (attached)


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

Concept of Strategy:

The concept of strategy in business has been borrowed from military science and sports where it implies out- maneuvering the opponent. The term strategy began to be used in business with increase in competition and complexity of business operations.

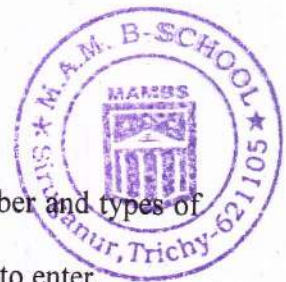
A strategy is an administrative course of action designed to achieve success in the face of difficulties. It is a plan for meeting challenges posed by the activities of competitors and environmental forces. Strategy is the complex plan for bringing the organization from a given state to a desired position in a future period of time. For example, if management anticipates price-cut by competitors, it may decide upon a strategy of launching an advertising campaign to educate the customers and to convince them of the superiority of its products.

Nature of Strategy

- Strategy is a contingent plan as it is designed to meet the demands of a difficult situation.
- Strategy provides direction in which human and physical resources will be deployed for achieving organizational goals in the face of environmental pressure and constraints.
- Strategy relates an organization to its external environment.
- Strategic decisions are primarily concerned with expected trends in the market, changes in government policy, technological developments etc.

Components of Strategy:

1. Scope; refers to the breadth of a firm's strategic domain i.e., the number and types of industries, product lines, and markets it competes in or plans to enter.



2. Goals and objectives; these specify desires such as volume growth, profit contribution or return on investment over a specified period.
3. Resource deployment; strategy should specify how resources are to be obtained and allocated across businesses, product/markets, financial departments, and activities.
4. Identification of a sustainable competitive advantage; it refers to examining the market opportunities in each business and product-market and the firm's distinctive competencies or strengths relative to competitors.
5. Synergy: this exists when the firm's businesses, products, markets, resource deployments and competencies complement one another i.e., the whole becomes greater than the sum of its parts (2+2=5).

Importance of Strategy:

- Helps in Measuring the Progress
- Improves Stability
- Fulfillment the Responsibilities of the Board Member
- Provides an Organisational Viewpoint
- Helps in Assessing the Objectives
- Identifies SWOT

Strategies can be classified into corporate, business-unit and functional strategies.

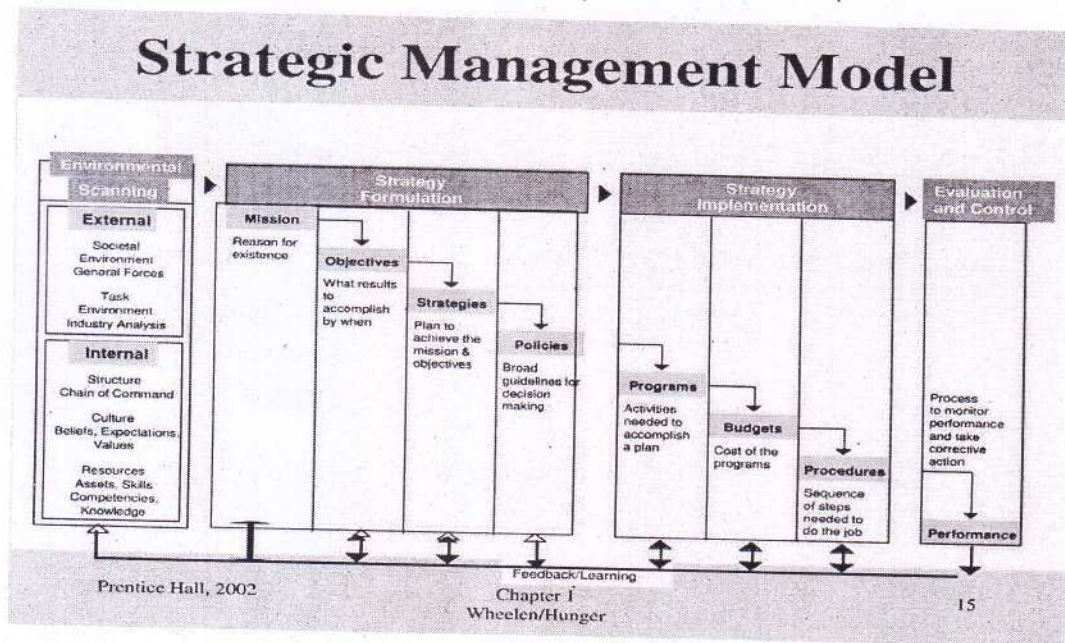
Definition:

Strategic management is the process by which top management determines the long-term direction of the organization by ensuring that careful formulation, implementation and continuous evaluation of strategy take place.



According to Lloyd L. Byars :

"Strategic Management is concerned with making decisions about organisation future direction and implementing those decisions".



Environmental Scanning –

The purpose of environmental scanning is to identify strategic factors, those internal and external elements that will determine the future of the corporation.

Environmental scanning is the monitoring, evaluating and disseminating of information from the external and internal environment to key people within the corporation.

The simplest way to conduct environmental scanning is through SWOT analysis. SWOT is an acronym used to describe those particular strengths, weaknesses, opportunities and threats that are strategic factors for a specific company.



Characteristics of Strategic Management:


- Involvement of top management.
- Handles long-term issues.
- Offers competitive advantage.
- Future-oriented.
- Long-term implications.
- It affects operational challenges positively.
- Organization-wide impact.



STEP 3: PRACTICE/TESTING

(The questions that will be asked in the class to the learner after teaching the topic to check the extent of learning. It can be an activity also.)

1. Define Strategy.
2. State the conceptual framework of strategic management.
3. Mention the stages in strategic management process.
4. Define Strategic intent and state its applicability.
5. What do you mean by environmental scanning and state with an example?
6. Define SBU.


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





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



CO-PO MAPPING IN QP SETTING



Register Number:



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



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

MAMBS
M.A.M. BUSINESS
SCHOOL

MBA DEGREE EXAMINATIONS: JANUARY 2023

(Regulation 2021)

Model Examination

Semester: I

Date: 24.01.2023

COURSE CODE / COURSE NAME: BA4105-LEGAL ASPECTS OF BUSINESS

COURSE OUTCOMES

CO1:	Understand and apply the concept of law pertaining to the contract act, agency ,sale of goods and negotiable instruments act in business organization
CO2:	Assess the legal forms of business organization and competition
CO3:	Recognize act application, appropriate regulation of factors act & payment of wages act ,bonus act and industrial disputes act in business scenario
CO4:	Effectively communicate ideas explain the procedures in oral and written forms to different audiences
CO5:	Able to formulate legal implications pertaining to business environment
CO6:	Apply the concepts of corporate tax and GST Reverse charge and evaluate its impact on business and social environment

Time: Three Hours

Maximum Marks: 100

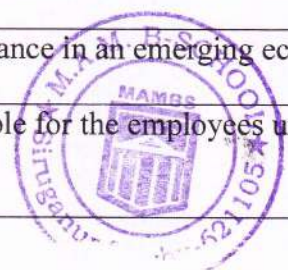
Answer all the Questions

PART A (10 x 2 = 20 Marks)

1	Define contract.	CO1	[K ₁]
2	Difference between Guarantee and Warrantee.	CO1	[K ₂]
3	What are the documents of title to goods?	CO3	[K ₂]
4	State the major principles of Company.	CO3	[K ₁]
5	What is known as minimum wages and living wages?	CO2	[K ₂]
6	What is industrial dispute?	CO2	[K ₄]
7	Give a note on Corporate Tax Planning.	CO4	[K ₄]
8	What is input tax credit?	CO5	[K ₅]
9	What is the purpose (objective) of Consumer Protection Act, 1986?	CO4	[K ₂]
10	What is Cyber Crime?	CO5	[K ₁]

PART B (5 x 13 = 65 Marks)

11a	Describe the different modes of discharging the contract.	CO1	[K ₂]
	OR		
11b	Who is an unpaid seller of goods? Explain the rights of an unpaid seller against goods	CO1	[K ₂]
12a	Describe the powers, duties and liabilities of Directors.	CO3	[K ₄]
	OR		
12b	Emphasize the significance of Corporate Governance in an emerging economy like India.	CO3	[K ₄]
13a	Briefly discuss on the Welfare measures applicable for the employees under Factories Act.	CO4	[K ₆]

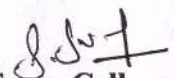


	OR		
13b	Describe the industrial disputes redressal settlement mechanism process.	CO4	[K2]
14a	Explain the scope and provisions regarding Corporate Tax Planning.	CO5	[K4]
	OR		
14b	Explain the procedures involved in handling levy and collection of CGST and IGST	CO5	[K4]
15a	What are the provisions substantiated by the Act to get the complaints redressed?	CO2	[K3]
	OR		
15b	Discuss the various penalties levied for the various offences committed as per the Information Technology Act 2000.	CO2	[K4]
PART C (1 x 15 = 15 Marks)			
16a	Mr. X went to an electronic shop to purchase a TV for his newly built house. He asked the information about Samsung 40 inches LED TV to the shop keeper. The shop keeper being a dealer of other brands misguide the customer stating that Samsung had planned to stop the production of 40 Inch LED TV's. The shopkeeper made the customer believed the same and advise him to purchase some other brand. Question: The act of Shop keeper is Restrictive trade practice or Unfair trade practices?	CO6	[K6]
	OR		
16b	A number of workers are retrenched from a large soft-drink manufacturer. They are unhappy about the way they were treated. Many of them have over ten years' service with the soft drink manufacturer. Recently, the union signed up a majority of the workers in the soft-drink manufacturer and management is very unhappy about this. Question: What are the workers' rights? What can you do?	CO6	[K6]

Course Outcome	CO1	CO2	CO3	CO4	CO5	CO6	Total Marks
Marks Distribution	17	17	17	17	17	15	100

Note: Marks Distribution - Minimum weightage of 10 will be provided for all COs while assessing.


Course in Charge


Exam Cell coordinator


Director





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



APPLICATION OF CO-PO IN THE FRONT PAGE OF ANSWER SHEET





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



MAMBS
M.A.M. B-SCHOOL

Register Number	812221631105			Test - CIA (please tick <input checked="" type="checkbox"/>)			
				CIA-1	CIA-2	Model Exam-1	Model Exam-2
Name of the Student	R SUPRIYA						
Degree	MBA	Year	II				
Semester	III	Section	B				
Course Code	BA4301	Course Name	Strategic Management				
Date	05/11/2022			Session (please tick <input checked="" type="checkbox"/>)			
				FN		AN	
No. of pages used	31	Invigilator Signature with Name / Designation. Dept.	S. DEEBALA / A/P (MBA)				

Q. No	CO1	CO2	CO3	CO4	CO5	CO6	Q. No	CO1	CO2	CO3	CO4	CO5	CO6
1		5					16					8	
2					5		17						
3	5						18						
4						5	19						
5						5	20						
6	5						21						
7			5				22						
8				5			23						
9					5		24						
10						5	25						
11	5						26						
12		5					27						
13			5				28						
14				5			29						
15						8	30						
Total-1	12	10.5	10.5	8.5	03	12.5	Total-2						8

Course Outcomes	CO1	CO2	CO3	CO4	CO5	CO6	Grand Total
Max. Marks	17	15	15	15	19	19	100
Actual Marks Awarded (Total-1 + Total-2)	12	10.5	10.5	8.5	3+8	12.5	67
Grand Total in Words	SIXTY SEVEN ONLY						



S. G. [Signature]
10/11/22
Name & Sign of Examiner with date

R. Supriya
16/11/2022 R SUPRIYA
Name & Sign of student with date (after verification of marks)



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



M.A.M. BUSINESS SCHOOL

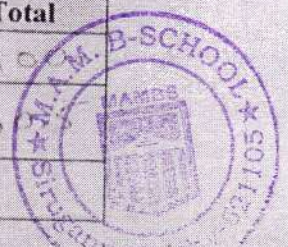
Register Number	812221631112			Test - CIA (please tick <input checked="" type="checkbox"/>)			
				CIA-1	CIA-2	Model Exam-1	Model Exam-2
Name of the Student	VAIDMEGI.V						
Degree	MBA	Year	II nd yr				
Semester	III rd	Section	"B"				
Course Code	BA4301	Course Name	Strategic Management				
Date	05.11.2022			Session (please tick <input checked="" type="checkbox"/>)			
				FN		AN	<input checked="" type="checkbox"/>
No. of pages used	34	Invigilator Signature with Name / Designation. Dept.	S. Devisal S DEVI BALA / ALP (MBA)				

Q. No	CO1	CO2	CO3	CO4	CO5	CO6	Q. No	CO1	CO2	CO3	CO4	CO5	CO6
1		1.5					16						7
2					1.5		17						
3	1.5						18						
4						1	19						
5						1.5	20						
6	1.5						21						
7			1.5				22						
8				1.5			23						
9					1.5		24						
10						1.5	25						
11	8						26						
12		8					27						
13			8				28						
14				7			29						
15						8	30						
Total-1	11	9.5	9.5	8.5	3	12	Total-2						7

Course Outcomes	CO1	CO2	CO3	CO4	CO5	CO6	Grand Total
Max. Marks	17	15	15	15	19	19	100
Actual Marks Awarded (Total-1 + Total-2)	11	9.5	9.5	8.5	10	12	60
Grand Total in Words	SIXTY ONE ONLY						

S. Devisal
05/11/22
Name & Sign of Examiner with date

812221631112 (VAIDMEGI.V)
05/11/22
Name & Sign of student with date (after verification of marks)





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



ENCOURAGES FACULTY MEMBERS FOR BOOK PUBLICATIONS




Read To Lead

As Per Anna University Syllabus
MBA
1st
Sem

Managerial Economics




THAKUR PUBLICATION PVT. LTD.
CHENNAI

Dr. M. Hemalatha
Dr. V. Mohanasundaram
Dr. J. Niruba Rani

About the Book

The objective of this book "Managerial Economics" is to introduce the principles of micro economics to managing an organisation and principles of macro economics to have an understanding of economic environment of business. This book covers the concepts of scarcity, efficiency, consumer behaviour, demand, supply, production, cost, market structure, national income, money, fiscal & monetary policy, etc.

About the Author



Dr. M. Hemalatha, Director and Professor of M.A.M B-School Trichy, hold Doctorate program from the Country's finest Prestigious Institute, NIT, Trichy in the field of Retailing and Data Analytics and have contributed her work in 23 international journals in Marketing and Finance in 18 National Conferences and in 15 International Conferences. She had contributed 2 Book Chapters on Data Mining and Business Intelligence, Won the Young Scientist Award for the year 2017 funded by TNSTSC and worked on joined research with IIM-B in the area of Multiple Intelligence. Under her dynamic leadership B school has been evolving as a leading premium institute with best of class amenities like smart classrooms, skill development and placements. In a span of two years, she has reached a milestone of 100% students with 400+ placements and 30 plus India's leading companies and Industries visiting B-School campus every year.

Graduates brag about by leaving the institute with multiple offers. Under her guidance she has trained almost 2000+ Entrepreneurs with the support of DST and EDII programs. She has bragged 24 sponsored research funds from various funding agencies like DST, AICTE, TNSTSC, EDI Chennai etc.



Dr. V. Mohanasundaram is the Director in the Department of Management Studies, Vivekanandha Institute of Information and Management Studies, Tirchengode, Namakkal. His educational qualification is M.B.A., M.Phil., DPMIR., Ph.D. He has 20 years of teaching experience and guided nearly 300 M.B.A projects. He is a recognized Ph.D supervisor of Anna University, Bharathiar University and Periyar University. He has published a Text Book on "Strategic Management". He has received fund for his researches from various funding agencies like ICTACT, EDI and AICTE. His other professional activities include Ph.D research guidance for many scholars and being the Editorial Advisory Board member for nearly twelve journals and Member of Editor Review committee for two journals. He is a

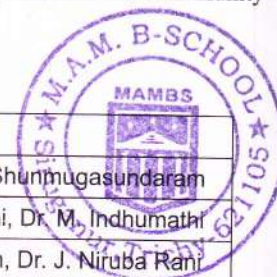
life member of ISTE. He has attended and published papers in twenty five International and National Conferences & Seminars and attended eight Faculty Development Programmes organized by various colleges and published thirty articles in reputed journals. He has organized various programmes, has given many guest lectures in many colleges and been the guest and the resource person for various programmes. His area of focus is on teaching design, implement and evaluate the students based learning.



Dr. J. Niruba Rani has done BA in Economics, MBA (HR and Marketing) and Ph.D in Management-HR from Bharathiar University. Her area of interest is HR, Economics, Marketing and General Management. She has published and presented several papers at State, National and International Conferences and has also organized State, National and International Conferences. She has attended FDPs sponsored by AICTE and IIM-K. She has chalked up experience of 8 years in industry and 20 years in Academics. She has served as NSS Program Officer during the year 2003-2008. Her interests include reading, art & craft. She is an active social worker and is currently involved in Community Development Program.

Anna University, MBA 1st Semester

Subject Name	Author Name
Statistics for Management	Dr. P. Periyasamy, Dr. R. Karthika, Dr. M. Shunmugasundaram
Management Concepts and Organisational Behaviour	Dr. G. Pandi Selvi, Dr. R. Florence Bharathi, Dr. M. Indhumathi
Managerial Economics	Dr. M. Hemalatha, Dr. V. Mohanasundaram, Dr. J. Niruba Rani
Accounting for Decision Making	Dr. P. Megaladevi, Dr. S. Shanthi, Mr. S. Merlin
Legal Aspects of Business	Prof. (Dr.) S. Chitra Devi, Dr. S. Sathyasundari, Dr. A. Kanimozhi
Information Management	Dr. V. Ravikumar, Dr. A. Manikandan
Entrepreneurship Development	Prof. Dr. J. Mohanraj, Dr. S. Kanda Prasath
Event Management	



₹215

www.tppl.org.in
www.questionpaper.org.in



Scan QR Code



Also Book Available on:



ISBN: 978-93-5480-114-3



Read to Lead

Security Analysis and Portfolio Management



THAKUR PUBLICATION PVT. LTD.
CHENNAI

Dr. G. Amutha
Dr. Senthilkumar U S
S. Senthilkumar

About the Book

The objective of this book is to provide knowledge and skill in identifying various investment alternatives and choosing the suitable one. It orients on the procedures and formalities involved in investing. This book provides essential for finance professional to have knowledge on the process of making and managing investments.

About the Author



Dr. G. Amutha is a Doctorate in Management Studies from Jawaharlal Nehru Technological University, Hyderabad. She is having more than **18 years** of teaching experience. She has been designated as **Professor and Head** in the Department of Management Studies at **Dhanalakshmi Srinivasan College of Engineering and Technology, Mamallapuram, Chennai**. She is working with the present college from 2007. She has published papers in National and International journals. She has also participated and presented 12 papers in National and International Conferences in India. She has guided more than 200 students in their project work. She has organised various workshops, guest lectures, seminars and entrepreneurship programs in the department.



Dr. Senthilkumar U S presently working as **Associate Professor** in **Akshaya Institute of Management Studies, Coimbatore**. His qualifications are B.E., MBA., MHRM., M.Sc., PGDMM., PGDPMIR., PGDPR., PGDHR., PGDE., Ph.D. He has completed his doctorate in Management with **14 years** of teaching experience. He has specialized in the area of Finance and Human Resource Management. He has published many research papers in Annexure, Scopus, National and International reputed Indexed journals. He has attended various FDPs and PDPs sponsored by NIT, UGC and AICTE. His area of interest are Financial Management, Portfolio Management, Human Resource Management, Psychology, Entrepreneurship, Organizational Behaviour.



Mr. S. Senthilkumar is an **Assistant Professor** **Department of Management Studies at M.A.M.B-School, Trichy**. He has **13 years** of experience in teaching. He completed **MBA, M.Phil., M.Com, B.L.I.Sc.** His areas of interest include Finance, Marketing and Entrepreneurship. He is a dedicated, goal-oriented person towards the profession. He received NPTEL Certification in the area of Marketing. He has actively participated and presented more than 20 papers in various National and International Conferences, Seminars and published papers in Scopus indexed journals, also got 02 patents in the area of Big Data Analysis. He has strong inquisitive pertinent to abreast the business environment. He is a member in various professional body memberships.

Anna University, MBA 3rd Semester

Subject Name	Author Name
Strategic Management	Dr. G. Pandi Selvi, Dr. M. Hemalatha
International Business	S. Jebastine Suthan Raja, A Manikandan
Security Analysis and Portfolio Management	Dr. G. Amutha, Dr. Senthilkumar U S, S. Senthilkumar
Banking and Financial Services	Dr. R. Murugesan, Dr. M. Indhumathi, R Mohan Raj
Financial Derivatives	Dr. N. Mohan, Dr. G. Arumugasamy, N Nithya
International Finance	
Retail Marketing	Dr. A. Murugan
Services Marketing	Dr. P. T. Vijaya Rajakumar, Dr. V. Mohanasundaram, Dr. S. Ravi Shankar
Product and Brand Management	Dr. S.V.Saravaṇan, Dr. Kadhivel. R, T. Krishnakumar
Consumer Behaviour	
Integrated Marketing Communication	
Strategic Human Resource Management	Dr. J. Kavitha, Dr. R. Florence Bharathi, Dr. P. Ganapathi
Industrial Relations and Labour Legislations	Dr. K. Karthikeyan, Dr. V. Mahalakshmi, S. Jebastine Suthan Raja
Organisational Design, Change and Development	Dr. J. Niruba Rani, Dr. A Jayaseelan, Dr. B. Sasikala



Scan QR Code



Also Book Available on:

Flipkart amazon
kindle tppl.org.in
www.questionpaper.org.in

ISBN: 978-93-5480-532-5



understanding. This book also contains exercise and solved papers to assist the students in preparing for the examination.

About the Author



Prof. (Dr.) S. Chitra Devi presently working in **Sri Muthukumaran Institute of Technology**, Chennai, department of Management Studies with the qualification of **MBA, M.Phil., Ph.D.** She has completed her doctorate in entrepreneurship development with **22 years** of teaching experience in various institution and 10 years research experience. She has published 22 research papers in various international journals and attend more than 20 national and international conferences. She was keynote speaker in conference and chief guest for various events. She has produced doctorate candidate under Bharathiyar University under management.



Dr. S. Sathyasundari is working as a **Professor & Head** of MBA Department at **Shree Venkateshwara Hi-Tech Engineering College, Gobi, Erode District**. She has completed **MBA, M.Phil, PGDCA, Ph.D** and is having **21 Years** of teaching Experience and **1 Year** of Industrial experience. She has participated and presented several papers at State, National and International conferences and has published several articles in leading academic National and International journals. She has attended various FDPs sponsored by UGC and AICTE. She is lifetime members in **ISTE** and **IACM**.



Dr. A. Kanimozhi has over **7 years** experience in teaching and Research field. She is able to handle multiple tasks on a daily basis and dependable person when comes to time management. She use creative approach for problem solving and always be energetic & eager to learn new skills. She is able to work in a team and as an individual able to work in evenings and weekends. She is a workaholic, ambitious and hardworking individual, with broad skills and experience in Lectures, Digital designing and Key strength is Communication and Building strong relationships with people in order to deliver the best results when comes to Marketing, Lectures and can mentor the students very well. She is currently

working as an **Assistant Professor** in **M.A.M B-SCHOOL** always committed to learn more in her Profession from the Head & Management for consistent achievement in career and engaged as a Active member of Mameet Toastmasters Club and wrote article for Toastmaters International Journals on the topic "Regale", and learning event managing skills as a Yi - Coordinator.

Anna University, MBA 1st Semester

Subject Name	Author Name
Statistics for Management	Dr. P. Periyasamy, Dr. R. Karthika, Dr. M. Shunmugasundaram
Management Concepts and Organisational Behaviour	Dr. G. Pandi Selvi, Dr. R. Florence Bharathi, Dr. M. Indhumathi
Managerial Economics	Dr. M. Hemalatha, Dr. V. Mohanasundaram, Dr. J. Niruba Rani
Accounting for Decision Making	Dr. P. Megaladevi, Dr. S. Shanthi, Mr. S. Merlin
Legal Aspects of Business	Prof. (Dr.) S. Chitra Devi, Dr. S. Sathyasundari, Dr. A. Kanimozhi
Information Management	Dr. V. Ravikumar, Dr. A. Manikandan
Entrepreneurship Development	Prof. Dr. J. Mohanraj, Dr. S. Kanda Prasath
Event Management	

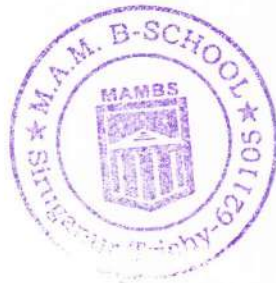
Printed at: Sovereign Printing Press, Jankipuram, Lucknow, Mob. 9235318506/07



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



**ALL THE PROGRAMMES ARE ORGANIZES AT THE INSTITUTE IN
ASSOCIATION WITH IQAC**



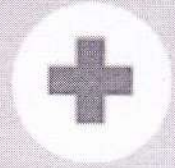


M.A.M B-School

(Approved by AICTE and Affiliated to Anna University)
Siruganur,Trichy www.mambs.com



M.A.M B-School Student Association Club , Youth Red Cross &
Internal Quality Assurance Cell (IQAC)



cordially invite you for the session on



Heartfulness Meditation

Trainers



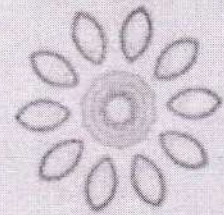
Mr. R. Raama Subramanian

Heartfulness Trainer



Mr. S. Mani Vannan

Heartfulness Trainer



Mr. C. Rengaraj

Heartfulness Trainer



28th to 30th November

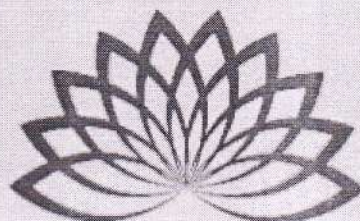


10.30 am to 11.30 am



Newton Hall

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



Dr. M. Hemalatha
Director - MAMBS



GROUP OF INSTITUTIONS



M.A.M B-SCHOOL

(Approved by AICTE, Affiliated to Anna university)
Siruganur, Trichy . www.mambs.com



M.A.M B-School Student Association Club & Internal Quality Assurance Cell (IQAC)
cordially invite you

JUNIOR JAYCEE WING

SESSION ON PROFESSIONAL ETHICS & HUMAN VALUES



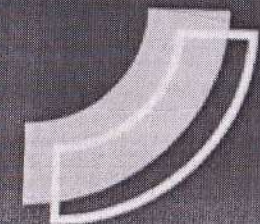
Mrs. R. INDHUMATHI
Executive Director-(SCOPE) TRICHY



ON 30/11/2022, WEDNESDAY

TIME: 3PM TO 4PM @

CHARLES CORREA HALL



H.V.KAILASH
President

V.NADEES
Vice-President

R.BHACKIYALAKSHMI
Secretary

K.JANANI
Treasurer





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



**THE INSTITUTE ORGANIZES OUTREACH ACTIVITIES AT REGULAR
INTERVALS FOR THE INSTITUTIONAL DEVELOPMENT**






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



OUTREACH PROGRAMME

INVITATION

MASTeR
GROUP OF INSTITUTIONS

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

MAM BUSINESS SCHOOL

M.A.M B- School Student Association Club & Students' ExNoRa Club
ORGANIZING
Heritage Walk
ON
16.11.2022

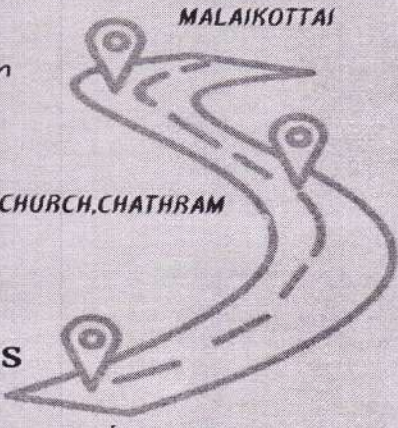
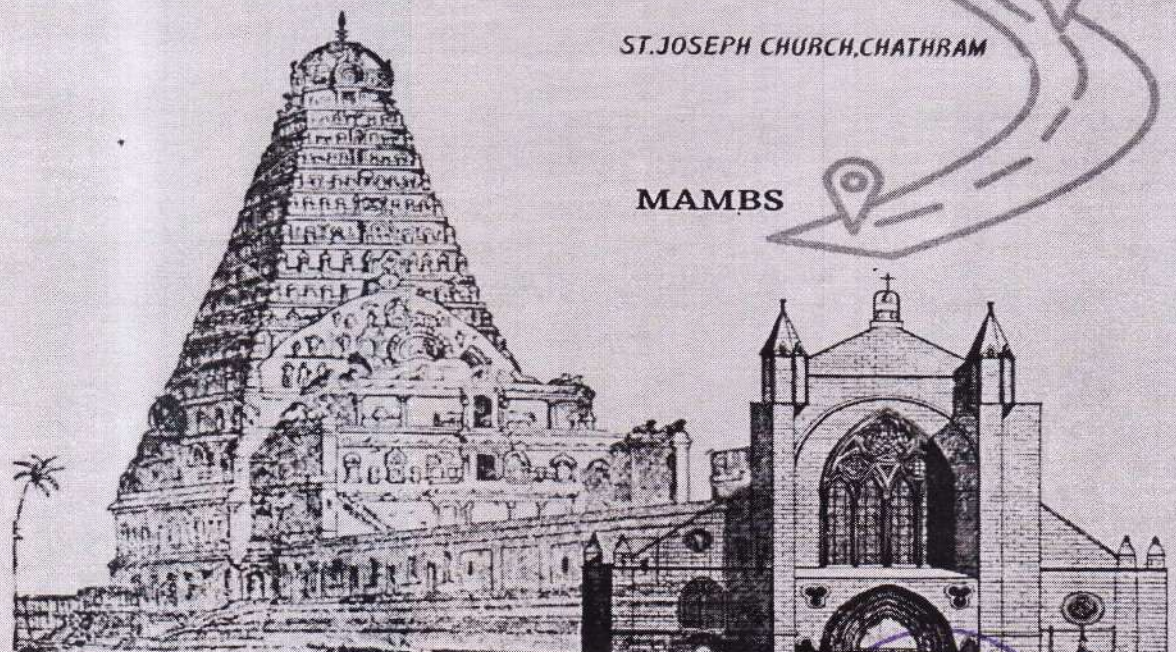
"You are a reflection of the heritage you grew up in"

Guided by
Ar.Jerrin Alphy Stephen
Artist.Dharmaraj

MALAIKOTTAI

ST.JOSEPH CHURCH,CHATHRAM

MAMBS


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

OUTREACH PROGRAMME

PHOTOS





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



GEOTAGGED PHOTOS





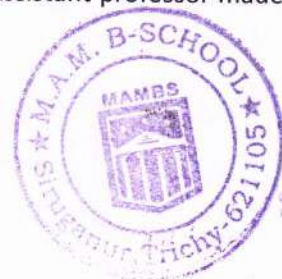
M.A.M B SCHOOL
Siruganur- Trichy-621105
(Approved by AICTE, Affiliated to Anna University, Chennai)



OUTREACH PROGRAMME
PROGRAMME REPORT
Heritage Walk

M.A.M. B-School, a standalone Business School in Trichy in association with students association club & Exnora club organized a field visit to "Heritage Walk" you are a reflection of the heritage you grew up in on 16th November, 2022. Dr. M. Hemalatha, Director, M.A.M. B-School inaugurated the trip by given the felicitation speech and accentuated the scope of cross-cultural management in modern business environment. The MBA students went on a field visit as an activity to understand cross Cultural Management and visited various heritage sites in Trichy City. The visit included a visit to the famous Our Lady of Lourdes Church is located in the city, Rockfort, the Ucchi Pillaiyar Temple, Thayumanavar Temple, and the Manikka Vinayakar Temple. The visit started with famous Our Lady of Lourdes Church is located in the city, Ar. Jerrin Alphy Stephen was a one of the guide for trip, she given lot of socio-cultural stories behind heritage sites enlightened the students. Artist. Dharmaraj was another guide for the trip who drew and explained the basic structure of the Our Lady of Lourdes Church with its architecture designs and its applications to the students. He asked the students to draw a portion of the church designs, or structure as per their wish to understand the architectural and cultural values behind it. He encouraged the students to ask more questions and given the relevant historical, cultural information to make them comprehend. Students were asked to take photography pics as a part of the visit.

The whole team walked to the Rock Fort is a historic fort and temple complex situated in Trichy. Ar. Jerrin Alphy Stephen given architecture and the socio-cultural stories behind heritage sites enlightened the students. She also explained the methods and techniques of rock carving. Students were visited the various temples which located in the rock fort like Ucchi Pillaiyar Temple, Thayumanavar Temple, and the Manikka Vinayakar Temple. Students were taken photography from the place. Artist. Dharmaraj drew structure of rockfort from the point of middle and explained the structure. The Thayumanavar Temple, the biggest of the three temples, is a rock-cut temple situated in the middle of Rock Fort Hill. The Manikka Vinayakar Temple is located at the foot of the hill, dedicated to Lord Ganesha. Students were enjoying the trip by knowing many historical and cultural information on the sites and enriched their understanding our heritage culture. Mr.S. Senthilkumar, Assistant professor made all the requisite arrangements for the programme.



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



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



“STRATEGIC CATEGORIZATION OF STUDENTS FOR ACADEMIC AND CAREER UPLIFTMENT” AS “BEST PRACTICES-I” THAT INCLUDES CATEGORIZATION (BY SPLIT THEM AS A, B, C AND D CATEGORY) AS SLOW LEARNERS AND ADVANCED LEARNERS AND TAKES STEPS ACCORDINGLY.





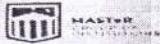
M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



GROUPING THE STUDENTS AS "ADVANCED LEARNERS AND SLOW LEARNERS" BY CATEGORIZING THEM AS A, B, C, AND D CATEGORY



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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

Academic Year 2021-2022

I Year Result - Topper List

S. No	Reg. No	Name of the Students	II Sem	Category
1	812221631061	MEENAKSHI.K	9.52	A
2	812221631105	SUPRIYA.R	9.28	A
3	812221631095	SIVA PRIYA.R	9.28	A
4	812221631071	NAVEEN.M	9.04	A
5	812221631079	PRIYADARSHINI.K	9.04	B
6	812221631112	VAIDHEGL.V	8.92	A
7	812221631075	NIVETHA.S	8.92	A
8	812221631077	POORNIMA.S	8.92	B
9	812221631078	PREMKUMAR.S.P	8.8	B
10	812221631083	RAJESHWARI.S	8.8	B
11	812221631108	SWARNAMALYA.S	8.8	B
12	812221631085	RAMYA.S	8.68	C
13	812221631074	NIVEGEETHA.V	8.68	C
14	812221631109	SWETHA.C	8.56	B
15	812221631082	RAHAMATH NISHA.P	8.56	B
16	812221631111	THUVIN KUMAR.R	8.44	B
17	812221631091	SARANYA.S	8.44	B
18	812221631052	KIRUBAVATHI.N	8.44	A
19	812221631110	THEJASWINI.P	8.44	B
20	812221631076	NIVETHA.V	8.44	B
21	812221631070	NANDHINIA	8.2	A
22	812221631073	NITHYA.M	8.2	B
23	812221631055	MADHUMITHA.P	8.2	B
24	812221631080	RAGUL.M	8.08	C
25	812221631066	MONISHA.K	8.08	B
26	812221631086	RENUKA.M	7.96	C
27	812221631012	ATHISTALAKSHMI.M	7.96	B
28	812221631072	NEELAVENI.M	7.96	B
29	812221631051	KEVIN CIASTUN J	7.84	B
30	812221631114	VASUDEVAN.T	7.84	C
31	812221631064	MOHAMED MILLATH.H	7.84	C
32	812221631069	NANDHAKUMAR.V	7.72	B
33	812221631060	MATHAVAN.R	7.72	B
34	812221631118	VINITHA.S(Sen)	7.72	C
35	812221631119	VINITHA.S(sub)	7.72	C
36	812221631056	MANICKA VASUKI.S	7.72	B
37	812221631087	REVATHI.R	7.72	C
38	812221631094	SHAMSHARMA.T	7.72	C
39	812221631113	VARATHARAJAN.C	7.72	C
40	812221631116	VIGNESH.G	7.6	C
41	812221631092	SARAVANAN.R	7.6	D





M.A.M. B-SCHOOL

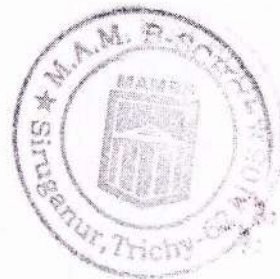
Siruganur, Trichy -621105

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



GROUPING THE STUDENTS AS "ADVANCED LEARNERS AND SLOW LEARNERS" BY CATEGORIZING THEM AS A, B, C, AND D CATEGORY

42	812221631096	SIVA SHANKAR.M	7.6	D
43	812221631102	SUBASHINI.K	7.48	C
44	812221631090	SANJAIKRISHNAN C	7.48	C
45	812221631107	SURYA.R	7.48	C
46	812221631065	MOHAMED SAMMER.M	7.48	C
47	812221631057	MANIKANDAN.K	7.24	C
48	812221631013	BARATH N	7.12	C
49	812221631097	SIVA SOORYA	7	D
50	812221631106	SURYAPRAKASH.N	6.88	D
51	812221631098	SIVA RANJAN.R	6.76	D
52	812221631084	RAJ KUMAR	6.76	D
53	812221631117	VIGNESH.S	6.64	D
54	812221631104	SUJITHRA.S	6.64	D
55	812221631081	RAGUNATH.PEE	6.64	C
56	812221631067	MONISHA.R.K	2.44	D





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



ADVANCED LEARNERS SECURED UNIVERSITY RANKS

M.A.M. B-School
 (Approved by AICTE and Affiliated to Anna University)
 Siruganur, Tiruchirappalli – 621 105
 www.mambs.com

University Rank Holders

Toppers

 K. PADMA University Rank Holder 15 th Rank	 VAIRAMANI University Rank Holder 24 th Rank	 K. ABIRAMI 2020-2022 BATCH	 S. SUPRIYA 2020-2022 BATCH
 MEHA JABEEN 2020-2022 Batch	 K. SUPRIYA 2021-2023 Batch	 K. MEENAKSI 2021-2023 Batch	 HASEENA BEGAM 2021-2023 Batch
 KAYALVIZHI 2021-2023 Batch	 AROCKIYA PRIYANKA 2021-2023 Batch	 KEERTHANA PRIYADHARSHAN 2017-2019 Batch	 R. JAYAPRIYA 2018-2020 Batch
 R. SWATHI 2018-2020 Batch	 S. KARTHICK 2018-2020 Batch	 S. MERLIN SELVA SHEELI 2017-2019 Batch	 KIRUTHIKA 2017-2019 Batch





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



GEOTAGGED PHOTOS





M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



STRATEGY FOR SLOW LEARNERS

C Category:

If the performance score of the student is between 21% to 40% in Continuous Internal Assessments (CIA), then the student is considered as C category Learners. The Subject Teachers continuously takes care and monitors the performance of these category learners and do periodic interaction with parents about the performance. They also interact frequently to understand and assist students with issues that affect their ability to learn. Further, they communicate with the parents and also inform them about the report after the completion of each assessment test. For encouraging and motivating C category students into some of the activities listed herewith are followed:

- The students are informed to study selected 05 important questions in each Unit as part of academics and special attention given to students belongs to Category C and encouraging to participate in Seminars/Conferences/Research/ Inter College Competition and Assignment, language training and club activities are also conducted periodically for the development of students.
- Language Training
- Club Activities etc.

D Category:

If the performance score of the student is below 20% then the student is considered as D category Learners. Subject Teachers continuously takes care and monitors the performance of these category learners and do periodic interaction with parents about the performance. For encouraging and motivating D category learner's special attention is paid to them and a systematic procedure as shown below.

- Remedial Class/ Coaching Class
- One Page Question Bank based on previous University Question paper
- Personal Attention to be provided by respective subject teacher in teaching
- Encourage to Participation in Seminars/Conferences/Research/ Inter College Competition
- Assignments
- Club Activities etc.

