

1.2.1 Number of Add on/Certificate/Value added programs offered during the last five years

S.NO	Name of the Course	Type of course	Academic Year	Page.No
1.	Business Communication	Certificate	2021-2022	1-34
2.	Talent Management	Value added	2021-2022	35-61
3.	Performance Management System	Certificate	2021-2022	62-99
4.	Asset Liability Management	Value added	2020-2021	100-122
5.	Aptitude Training for Competitive Exams	Certificate	2020-2021	123-145
6.	E-Business	Value added	2020-2021	146-177
7.	Advanced Accounting Package with GST	Certificate	2020-2021	178-194
8.	Rural Marketing	Value added	2019-2020	195-219
9.	Enhancement Training on Right Attitude	Value added	2019-2020	220-244
10.	Aptitude Training	Certificate	2019-2020	245-274
11.	ISO Standards for Entrepreneurs	Certificate	2019-2020	275-295
12.	Enhancement Training on Entrepreneurship	Value added	2018-2019	296-335
13.	Payroll Process	Value added	2018-2019	336-363
14.	Funding Opportunities for Entrepreneurs	Certificate	2018-2019	364-399
15.	Advanced Accounting Package	Certificate	2018-2019	400-429
16.	Digital Marketing	Certificate	2017-2018	430-458
17.	Enrichment Programme on Personality	Value added	2017-2018	459-496
18.	Advanced Statistical Package	Certificate	2017-2018	497-522



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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MAMBS  
M.A.M. BUSINESS  
SCHOOL

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Academic Year 2021-2022

18.09.2021

Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct certificate courseon "Business Communication"

\*\*\*\*\*

We have planned to organize certificate course on "Business Communication" during (26/09/2021 - 29/09/2021) for First and Final Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



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





# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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MAMBS  
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SCHOOL

Ref: MAMBS/MBA/CC/2021-22/001

To

Mrs. Shobana,  
Assistant Professor,  
Department of Management Studies,  
MAM College of Engineering,  
Trichy.

20.09.2021

**SUB: Requisition letter to conduct a Certificate Course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, First and Final year students of **MBA** have willingness to attend Certificate Course on “**Business Communication**”. The schedule for the same is from 26/09/2021 - 29/09/2021, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student's feedback.

Anticipating a positive reply.

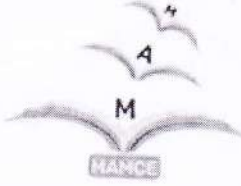
Yours Faithfully,

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

Enclosure:

1. Syllabus





# M.A.M.

## College of Engineering

Chennai Trunk Road, Siruganur, Tiruchirappalli - 621 105, Tamil Nadu, India.

22.09.2021

To

Trichy.

The Director  
M.A.M. B-School  
Trichy.

Ref.: Letter Dated 20<sup>th</sup> September 2021.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the certificate course on "**Business Communication**" – Reg.

Greetings!!!

I am overwhelmed that you sent me an invitation to the program from (26/09/2021 - 29/09/2021). I have been waiting to conduct the course on "**Business Communication**".

I would be available at the venue before time so that any service which I could provide be used for the event.



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

Thank You,

With Best Regards

*Shobana*  
Mrs. Shobana,

Assistant Professor,

Department of Management Studies,

MAM College of Engineering,

Trichy.



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Academic Year 2021-2022

MAMBS/MBA/CC/2021-22/001

24.09.2021

## CIRCULAR

It is proposed to organize Certificate Course on “**Business Communication**” during 26/09/2021 - 29/09/2021 for First and Final year MBA students. This training is to be provided in our Department.

Interested students can register their names with Ms.M.Akila, Assistant Professor, MBA on or before 25.09.2021.

**DIRECTOR**

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







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**ASSOCIATION OF MANAGEMENT STUDIES**  
**COPE**

*Cordially invites you all for the*

*Certificate Course on*

**"BUSINESS COMMUNICATION"**

*(26/09/2021 - 29/09/2021)*

**MRS. SHOBANA,**

*Assistant Professor,*

*Department of Management Studies,  
MAM College of Engineering, Trichy.*

**Venue: MBA Class at 9.45 a.m.**

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

*Chief Executive Officer*

*M.A.M.B-SCHOOL*





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M.A.M. BUSINESS  
SCHOOL

## Academic Year 2021-2022

### Name of The Course - Business Communication

#### Registration Form

Year/Sem : I/I /II/ III      Course Plan : 26/09/21 - 29/09/21  
Degree/Branch : MBA      Duration : 30 Hrs  
Batch : 2020 - 2022/  
2021-2023      Time : 09.00 Am - 05.00 Pm

S. No.	Reg. No	Students Name	Signature
1	812220631002	Abirami.K	Abirami.k
2	812220631004	Akash. C	C. Akash
3	812220631005	Akila.S	Akila.S
4	812220631006	Anandh.K	Ananth.k
5	812220631007	Anusuya.V	V. Anusuya
6	812220631008	Arul Reshma.A	A. Arul Reshma
7	812220631009	Ashokraj.V	Ashokraj.V
8	812220631010	Balakrishnan. M	Balakrishnan.M
9	812220631011	Balapriya. B	Balapriya
10	812220631012	Bavithra.R	R. Bavithra
11	812220631013	Bhavatharini.B	B. Bhavatharini
12	812220631014	Deepalakshmi.K	Deepalakshmi.K
13	812220631015	Devadharshini.G	Devadharshini.G
14	812220631017	Dhanusiya Mary. S	S. Dhanusiya Mary
15	812220631018	Dharanika D	Dharanika
16	812220631019	Dhilipkumar.B	B. Dhilipkumar
17	812220631020	Esther Evangelin.I	Esther Evangelin
18	812220631021	Farah Zainaf.A	Farah Zainaf.A
19	812220631022	Gayathri.K	K. Gayathri
20	812220631023	Girija.S	Girija.S
21	812220631024	Guna. K	K. Guna
22	812220631025	Hariharan R	R. Hariharan
23	812220631026	Harshavardhini .M	M. Harshavardhini
24	812220631027	Infant Jeromeca.S	Infant Jeromeca
25	812220631028	Ishwarya.A	Ishwarya





# M.A.M. B-SCHOOL

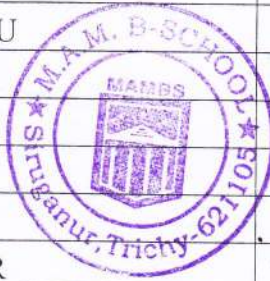
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26	812220631029	Iswarya.M	Iswarya.M
27	812220631030	Janarthan.B	B. Janarthan
28	812220631031	Jayakiruthika.S	Jaya Kiruthika
29	812220631032	Jebasuthan. S	S. Jebasuthan.
30	812220631034	Karthickraja.M	Karthickraja.M
31	812220631035	Karunamoorthi.A	Karunamoorthi.A
32	812220631036	Keerthana B	Keerthana B
33	812220631037	KethsiyaEvangelin.J	KethsiyaEvangelin.J
34	812220631038	Krishnakumar.C	Krishnakumar
35	812220631040	Loganayaki. S	Loganayaki.S
36	812220631042	Mageshwari.G	Mageshwari
37	812220631043	Manikandan.S	Manikandan.S
38	812220631044	Manimaran.A	Manimaran.A
39	812220631045	Manju.M	Manju.M
40	812220631046	Manju.T	Manju.T
41	812220631047	Mariyamarttin M	M. Mariyamarttin
42	812220631048	Mariyammal V	Mariyammal
43	812220631049	MehaJabeen Syed Mohamed Batcha	MehaJabeen Syed Mohamed Batcha
44	812220631050	Monisha R	R. Monisha
45	812220631052	Naga Jothi R	Naga Jothi.R
46	812220631053	Nandhini D	Nandhini.D
47	812220631054	Naveen Kumar U	Naveen Kumar.U
48	812220631055	Palanikumar S	Palanikumar.S
49	812220631056	Poovarasam K	Poovarasam
50	812220631057	Prakash M	Prakash
51	812220631058	Pravin Kumar E	E. Pravin Kumar
52	812220631059	Priyadharshini R	Priyadharshini.R
53	812220631060	Priyanka M	M. Priyanka
54	812220631061	RagulGanth T	Ragul
55	812220631062	Rajaselvam S	Rajaselvam
56	812220631064	Ramajeyam B	B. Ramajeyam
57	812220631065	Ramar S	Ramar
58	812220631066	Rameshkumar V	Rameshkumar.V
59	812220631067	RasheethBasha H	RasheethBasha.H







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60	812220631068	Sabarinathan T	Sabarinathan T
61	812220631070	Santhosh Kumar A	A. Santhoshkumar
62	812220631071	Saravanakumar K	K. Saravanakumar
63	812220631072	Saravanan S	S. Saravanan
64	812220631073	Sathish N	Sathish
65	812220631074	Sathishkumar S	S. Sathishkumar
66	812220631075	Savithri R	Savithri R
67	812220631076	ShanmugaPriya M	Shanmuga Priya M
68	812220631077	Shiny Reshma J	Shiny Reshma J
69	812220631079	Sivagami R	Sivagami R
70	812220631080	Sivaprakash M	Sivaprakash M
71	812220631081	SubashChandrabose P	P. SubashChandrabose
72	812220631082	Suganthi P	P. Suganthi
73	812220631083	Surya A	Surya A
74	812220631084	Surya S	S. Surya
75	812220631085	Thangeswaran K	Thangeswaran K
76	812220631087	Vasu Devan M	M. Vasu Devan
77	812220631088	Vignesh K	K. Vignesh
78	812220631089	VingolarMeshiya G	Vingolar Meshiya G
79	812220631090	Vinothini M	Vinothini
80	812220631091	Vishnu Prasanth K	Vishnu Prasanth K
81	812220631092	Viswanathan P	Viswanathan P
82	812220631093	Yannick	Yannick
83	812220631094	Yogananth K	Yogananth K
84	812220631095	Yuvaraj E	E. Yuvaraj
85	812220631096	Yuvaraj S	S. Yuvaraj
86	812221631001	Aarthi.S	Aarthi.S
87	812221631002	AjithKumar.A	Ajith Kumar
88	812221631003	Akash A	A. Akash
89	812221631004	AlaguSamy .P	Alagu samy .P
90	812221631005	Ananth.S	Ananth.S
91	812221631006	AnbuParameshwari. B	AnbuParameshwari. B
92	812221631007	Aparna. M	M. Aparna
93	812221631008	Aravindhasamy P.	Aravindhasamy P.





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94	812221631009	Arjun.A	Arjun.A
95	812221631010	Arockiyapriyanka.R	Arockiyapriyanka.R
96	812221631011	Atchaya.R	Atchaya.R
97	812221631012	Athistalakshmi. M	Athistalakshmi.M
98	812221631013	Barath N	N Barath
99	812221631014	Bavana. P	P. Bavana
100	812221631015	Bebina. S	S. Bebina
101	812221631016	Chandru.T	T. Chandru
102	812221631017	Dharshini. S	S. Dharshini
103	812221631018	Dheetchana.S	Dheetchana.S
104	812221631019	Dinesh Kumar A.	Dinesh Kumar.
105	812221631020	Divya.B	Divya B
106	812221631021	Durga R	R. Durga
107	812221631022	Elaiyaselvi E	Elaiyaselvi.E
108	812221631023	Elakkiya P	Elakkiya.P
109	812221631024	Gayathri K	Gayathri.K
110	812221631025	Gowsalya E	Gowsalya
111	812221631026	Gowtham A	Gowtham.A
112	812221631027	Guruprasanna R	Guru Prasanna.R
113	812221631028	Hariharan.I	Hariharan.R
114	812221631029	HaseenaBegam B.	Hemalatha.P
115	812221631030	Hemalatha. P	P. Hemalatha
116	812221631031	Hemamalini.A	Hemamalini.A
117	812221631032	Hemamalini. S	Hemamalini.S
118	812221631033	Hemavathy C	Hemavathy.C
119	812221631034	IjazAhamed.S	Ijaz Ahmed
120	812221631035	Infantena Lourdes Mary.D	Infantena Lourdes Mary.D
121	812221631036	IrfanaBegum.Z	Irfan Begum
122	812221631037	Ishwarya. M	Ishwarya.M
123	812221631038	Janarthan .P	Janarthan.P
124	812221631039	Jayaprabha.N	Jayaprabha.N
125	812221631040	Jayasri.R	Jayasri.R
126	812221631041	Kanmani.M	Kanmani.M
127	812221631042	Karthika. B	Karthika.B





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M.A.M. B-SCHOOL

128	812221631043	Karthika.R	Karthika.R
129	812221631044	Karthik Kumar S	Karthik Kumar
130	812221631045	Kaveri.R	Kaveri.R
131	812221631046	Kayalvizhi M	Kayalvizhi.M
132	812221631047	Kayalvizhi S	S. Kayalvizhi
133	812221631048	Keerthika P	Keerthika.P
134	812221631049	KeerthiRajan S	Keerthirajan
135	812221631050	Kesavarthini.K	Kesavarthini.
136	812221631051	Kevin Ciastun J	J. Kevin ciastun
137	812221631052	Kirubavathi.N	N. Kirubavathi
138	812221631053	Kowsalya G	Kowsalya
139	812221631054	Madhumathi.R	Madhumathi
140	812221631055	Madhumitha.P	Madhumitha
141	812221631056	ManickaVasuki.S	Manicka Vasuki.S
142	812221631057	Manikandan.K	Manikandan
143	812221631058	Manjubashini M	Manjubashini.K
144	812221631059	Mareeswaran. R	R. Mareeswaran
145	812221631060	Mathavan.R	R. Mathavan
146	812221631061	Meenakshi.K	K. Meenakshi
147	812221631062	Mohamed Ajlan.K	Mohamed Ajlan.K
148	812221631063	Mohamed Imran.A	Mohamed Imran.A
149	812221631064	Mohamed Millath.H	Mohamed Millath.H
150	812221631065	Mohamed Sammer.M	Mohammed Sammer.M
151	812221631066	Monisha.K	K. Monisha
152	812221631067	Monisha.R.K	Monisha
153	812221631068	Muthupandi S	Muthupandi.S
154	812221631069	Nanthakumar.V	Nantha Kumar
155	812221631070	Nandhini.A	A. Nandhini
156	812221631071	Naveen.M	Naveen
157	812221631072	Neelaveni.M	Neelaveni.M
158	812221631073	Nithya.M	Nithya.M
159	812221631074	Nivegeetha.V	Nivegeetha.V
160	812221631075	Nivetha.S	Nivetha.S
161	812221631076	Nivetha.V	Nivetha





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M.A.M. BUSINESS  
SCHOOL

162	812221631077	Poornima.S	Poornima.S
163	812221631078	Premkumar.S.P	Premkumar
164	812221631079	Priyadarshini.K	Priyadarshini.K
165	812221631080	Ragul M	Ragul
166	812221631081	Ragunahth.Pee	Ragunahth.Pee
167	812221631082	RahamathNisha.P	RahamathNisha.P
168	812221631083	Rajeshwari.S	Rajeshwari
169	812221631084	Raj Kumar	Raj Kumar
170	812221631085	Ramya.S	Ramya.S
171	812221631086	Renuka.M	Renuka
172	812221631087	Revathi.R	Revathi.R
173	812221631088	Sakthipriya .N	Sakthipriya .N
174	812221631089	Salman Akthar	Salman Akthar
175	812221631090	Sanjaikrishnan C	Sanjaikrishnan C
176	812221631091	Saranya.S	Saranya.S
177	812221631092	Saravanan.R	Saravanan.R
178	812221631093	Sathyaseelan. M	Sathyaseelan.M
179	812221631094	Shamsharma.T	Shamsharma.T
180	812221631095	Siva Priya.R	Siva Priya.R
181	812221631096	Siva Shankar.M	Siva Shankar.M
182	812221631097	Siva Soorya	Siva Soorya
183	812221631098	Siva Ranjani.R	Siva Ranjani.R
184	812221631099	Sneha.R	Sneha.R
185	812221631100	Sowmiya.R	R. Sowmiya.
186	812221631101	Sri Dharshini. K	Sri Dharshini. K
187	812221631102	Subashini.K	Subashini.K
188	812221631103	Subramaniyan.A	Subramaniyan.A
189	812221631104	Sujithra.S	Sujithra.S
190	812221631105	Supriya.R	Supriya.R
191	812221631106	Suryaprakash.N	Suryaprakash.N
192	812221631107	Surya.R	Surya.R
193	812221631108	Swarnamalya.S	Swarnamalya.S
194	812221631109	Swetha.C	Swetha.C
195	812221631110	Thejaswini.P	Thejaswini.P





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196	812221631111	ThivinKumar.R	Thivin Kumar.R.
197	812221631112	Vaidhegi.V	Vaidhegi.V
198	812221631113	Varatharajan.C	Varatharajan.C
199	812221631114	Vasudevan.T	Vasudevan.T
200	812221631115	Vedhavalli.V	Vedhavalli.V
201	812221631116	Vignesh.G	Vignesh.G
202	812221631117	Vignesh.S	Vignesh.S
203	812221631118	Vinitha.S(Sen)	Vinitha.S
204	812221631119	Vinitha.S(Sub)	Vinitha.S
205	812221631120	Vinothini.V	Vinothini.V



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

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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M.A.M. BUSINESS  
SCHOOL

Academic Year 2021-2022

Name of the Course - Business Communication

## ATTENDANCEFORM

Year/Sem : I/I/II/ IV Course Plan : 26/09/21 - 29/09/21  
Degree/Branch : MBA Duration : 30 hrs  
Batch : 2020-2022/  
2021-2023 Time : 09.00 am - 05.00 pm

Total no. of Students Registered:

S. NO.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			26/09/21	27/09/21	28/09/21	29/09/21
1	812220631002	Abirami.K	Abirami	Abirami	Abirami	Abirami
2	812220631004	Akash. C	Akash.c	Akash.c	Akash.c	Akash.c
3	812220631005	Akila.S	Akila	Akila	Akila	Akila
4	812220631006	Anandh.K	Anandh	Anandh	Anandh	Anandh
5	812220631007	Anusuya.V	Anusuya	Anusuya	Anusuya	Anusuya
6	812220631008	Arul Reshma.A	Arul Reshma	Arul Reshma	Arul Reshma	Arul Reshma
7	812220631009	Ashokraj.V	Ashokraj	Ashokraj	Ashokraj	Ashokraj
8	812220631010	Balakrishnan. M	Balakrishnan	Balakrishnan	Balakrishnan	Balakrishnan
9	812220631011	Balapriya. B	Balapriya.B	B.Balapriya	B.Bala.priya	B.Balapriya
10	812220631012	Bavithra.R	Bavithra	Bavithra	Bavithra	Bavithra
11	812220631013	Bhavatharini.B	Bhavi	Bhavi	Bhavi	Bhavi
12	812220631014	Deepalakshmi.K	Deepa	Deepa	Deepa	Deepa
13	812220631015	Devadharshini.G	Devika	Devika	Devika	Devika
14	812220631017	Dhanusiya Mary. S	Dhanusika	Dhanusika	Dhanusika	Dhanusika
15	812220631018	Dharanika D	Dharanika	Dharanika	Dharanika	Dharanika
16	812220631019	Dhilipkumar.B	Dhilip	Dhilip	Dhilip	Dhilip
17	812220631020	Esther Evangelin.I	Esther	Esther	Esther	Esther
18	812220631021	Farah Zainaf.A	Farah	Farah	Farah	Farah
19	812220631022	Gayathri.K	Gayathri	Gayathri	Gayathri	Gayathri
20	812220631023	Girija.S	Girija	Girija	Girija	Girija
21	812220631024	Guna. K	Guna	Guna	Guna	Guna
22	812220631025	Hariharan R	Hariharan	Hariharan	Hariharan	Hariharan
23	812220631026	Harshavardhini .M	Harshavardhini	Harshavardhini	Harshavardhini	Harshavardhini
24	812220631027	Infant Jeromeca.S	Infant	Infant	Infant	Infant



# M.A.M. B-SCHOOL

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MASTER  
GROUP OF  
INSTITUTIONS



M.A.M.  
BUSINESS  
SCHOOL

25	812220631028	Ishwarya.A	Ishwarya.A	Ishwarya.A	Ishwarya.A	Ishwarya.A
26	812220631029	Iswarya.M	Ishu	Ishu	Ishu	Ishu
27	812220631030	Janarthan.B	Jans	Jans	Jans	Jans
28	812220631031	Jayakiruthika.S	Jayakiruthika.S	Jayakiruthika.S	Jayakiruthika.S	Jayakiruthika.S
29	812220631032	Jebasuthan. S	Jebasuthan.S	Jebasuthan.S	Jebasuthan.S	Jebasuthan.S
30	812220631034	Karthickraja.M	Karthiy	Karthiy	Karthiy	Karthiy
31	812220631035	Karunamoorthi.A	Karun	Karun	Karun	Karun
32	812220631036	Keerthana B	Keerthana.B	Keerthana.B	Keerthana.B	Keerthana.B
33	812220631037	KethsiyaEvangelin.J	Kethsiya	Kethsiya	Kethsiya	Kethsiya
34	812220631038	Krishnakumar.C	Krish	Krish	Krish	Krish
35	812220631040	Loganayaki. S	Loganayaki.S	Loganayaki.S	Loganayaki.S	Loganayaki.S
36	812220631042	Mageshwari.G	Mageshu	Mageshu	Mageshu	Mageshu
37	812220631043	Manikandan.S	Mani	Mani	Mani	Mani
38	812220631044	Manimaran.A	Manimaran	Manimaran	Manimaran	Manimaran
39	812220631045	Manju.M	Manju.M	Manju.M	Manju.M	Manju.M
40	812220631046	Manju.T	manju.T	manju.T	manju.T	manju.T
41	812220631047	Mariyamarttin M	Mariya	Mariya	Mariya	Mariya
42	812220631048	Mariyammal V	Mariyammal	Mariyammal	Mariyammal	Mariyammal
43	812220631049	MehaJabeen Syed Mohamed Batcha	MJSMB	MJSMB	MJSMB	MJSMB
44	812220631050	Monisha R	Monisha	Monisha	Monisha	Monisha
45	812220631052	Naga Jothi R	Naga Jothi	Naga Jothi	Naga Jothi	Naga Jothi
46	812220631053	Nandhini D	Nandhini	Nandhini	Nandhini	Nandhini
47	812220631054	Naveen Kumar U	Naveen	Naveen	Naveen	Naveen
48	812220631055	Palanikumar S	Palan	Palan	Palan	Palan
49	812220631056	Poovarasan K	Poovarasan	Poovarasan	Poovarasan	Poovarasan
50	812220631057	Prakash M	Prakash	Prakash	Prakash	Prakash
51	812220631058	Pravin Kumar E	Pravin	Pravin	Pravin	Pravin
52	812220631059	Priyadarshini R	Priyadarshini	Priyadarshini	Priyadarshini	Priyadarshini
53	812220631060	Priyanka M	Priyanka	Priyanka	Priyanka	Priyanka
54	812220631061	RagulGanth T	Ragul	Ragul	Ragul	Ragul
55	812220631062	Rajaselvam S	Rajase	Rajase	Rajase	Rajase
56	812220631064	Ramajeyam B	B.Ramajeyam	B.Ramajeyam	B.Ramajeyam	B.Ramajeyam
57	812220631065	Ramar S	Ramar.S	Ramar.S	Ramar.S	Ramar.S
58	812220631066	Rameshkumar V	Ramesh	Ramesh	Ramesh	Ramesh



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M.A.M. BUSINESS  
SCHOOL

59	812220631067	RasheethBasha H	RasheethBasha	RasheethBasha	RasheethBasha	RasheethBasha
60	812220631068	Sabarinathan T	Sabarinathan	Sabarinathan	Sabarinathan	Sabarinathan
61	812220631070	Santhosh Kumar A	Santhosh Kumar	Santhosh Kumar	Santhosh Kumar	Santhosh Kumar
62	812220631071	Saravanakumar K	Saravanakumar	Saravanakumar	Saravanakumar	Saravanakumar
63	812220631072	Saravanan S	Saravanan	Saravanan	Saravanan	Saravanan
64	812220631073	Sathish N	Sathish	Sathish	Sathish	Sathish
65	812220631074	Sathishkumar S	Sathishkumar	Sathishkumar	Sathishkumar	Sathishkumar
66	812220631075	Savithri R	Savithri R	Savithri R	Savithri R	Savithri R
67	812220631076	ShanmugaPriya M	ShanmugaPriya	ShanmugaPriya	ShanmugaPriya	ShanmugaPriya
68	812220631077	Shiny Reshma J	Shiny Reshma	Shiny Reshma	Shiny Reshma	Shiny Reshma
69	812220631079	Sivagami R	Sivagami	Sivagami	Sivagami	Sivagami
70	812220631080	Sivaprakash M	Sivaprakash	Sivaprakash	Sivaprakash	Sivaprakash
71	812220631081	SubashChandrabose P	SubashChandrabose	SubashChandrabose	SubashChandrabose	SubashChandrabose
72	812220631082	Suganthi P	P. Suganthi	P. Suganthi	P. Suganthi	P. Suganthi
73	812220631083	Surya A	Surya	Surya	Surya	Surya
74	812220631084	Surya S	Surya S	Surya S	Surya S	Surya S
75	812220631085	Thangeswaran K	Thangeswaran	Thangeswaran	Thangeswaran	Thangeswaran
76	812220631087	Vasu Devan M	Vasu Devan	Vasu Devan	Vasu Devan	Vasu Devan
77	812220631088	Vignesh K	Vignesh	Vignesh	Vignesh	Vignesh
78	812220631089	VingolarMeshiya G	VingolarMeshiya	VingolarMeshiya	VingolarMeshiya	VingolarMeshiya
79	812220631090	Vinothini M	M. Vinothini	M. Vinothini	M. Vinothini	M. Vinothini
80	812220631091	Vishnu Prasanth K	Vishnu Prasanth	Vishnu Prasanth	Vishnu Prasanth	Vishnu Prasanth
81	812220631092	Viswanathan P	Viswanathan P	Viswanathan P	Viswanathan P	Viswanathan P
82	812220631093	Yannick	Yannick	Yannick	Yannick	Yannick
83	812220631094	Yogananth K	Yogananth	Yogananth	Yogananth	Yogananth
84	812220631095	Yuvaraj E	Yuvaraj E	Yuvaraj E	Yuvaraj E	Yuvaraj E
85	812220631096	Yuvaraj S	Yuvaraj S	Yuvaraj S	Yuvaraj S	Yuvaraj S
86	812221631001	Aarthi.S	Aarthi	Aarthi	Aarthi	Aarthi
87	812221631002	AjithKumar.A	Ajith	Ajith	Ajith	Ajith
88	812221631003	Akash A	Akash	Akash	Akash	Akash
89	812221631004	AlaguSamy .P	AlaguSamy P	AlaguSamy P	AlaguSamy P	AlaguSamy P
90	812221631005	Ananth.S	Ananth	Ananth	Ananth	Ananth
91	812221631006	AnbuParameshwari. B	Anbu	Anbu	Anbu	Anbu
92	812221631007	Aparna. M	Aparna	Aparna	Aparna	Aparna
93	812221631008	Aravindhhasamy P.	Aravindhhasamy	Aravindhhasamy	Aravindhhasamy	Aravindhhasamy



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M.A.M. BUSINESS SCHOOL

94	812221631009	Arjun.A	Arjun.A	Arjun.A	Arjun.A	Arjun.A
95	812221631010	Arockiyapriyanka.R	Arockiyapriyanka.R	Arockiyapriyanka.R	Arockiyapriyanka.R	Arockiyapriyanka.R
96	812221631011	Atchaya.R	Atchaya.R	Atchaya.R	Atchaya.R	Atchaya.R
97	812221631012	Athistalakshmi. M	Athistalakshmi. M	Athistalakshmi. M	Athistalakshmi. M	Athistalakshmi. M
98	812221631013	Barath N	Barath N	Barath N	Barath N	Barath N
99	812221631014	Bavana. P	Bavana. P	Bavana. P	Bavana. P	Bavana. P
100	812221631015	Bebina. S	Bebina. S	Bebina. S	Bebina. S	Bebina. S
101	812221631016	Chandru.T	Chandru.T	Chandru.T	Chandru.T	Chandru.T
102	812221631017	Dharshini. S	Dharshini. S	Dharshini. S	Dharshini. S	Dharshini. S
103	812221631018	Dheetchana.S	Dheetchana.S	Dheetchana.S	Dheetchana.S	Dheetchana.S
104	812221631019	Dinesh Kumar A.	Dinesh Kumar A.	Dinesh Kumar A.	Dinesh Kumar A.	Dinesh Kumar A.
105	812221631020	Divya.B	Divya.B	Divya.B	Divya.B	Divya.B
106	812221631021	Durga R	R.Durga	R.Durga	R.Durga	R.Durga
107	812221631022	Elaiyaselvi E	Elaiyaselvi E	Elaiyaselvi E	Elaiyaselvi E	Elaiyaselvi E
108	812221631023	Elakkiya P	Elakkiya P	Elakkiya P	Elakkiya P	Elakkiya P
109	812221631024	Gayathri K	Gayathri K	Gayathri K	Gayathri K	Gayathri K
110	812221631025	Gowsalya E	Gowsalya E	Gowsalya E	Gowsalya E	Gowsalya E
111	812221631026	Gowtham A	Gowtham A	Gowtham A	Gowtham A	Gowtham A
112	812221631027	Guruprasanna. R	R. Guruprasanna	R. Guruprasanna	R. Guruprasanna	R. Guruprasanna
113	812221631028	Hariharan.I	Hariharan.I	Hariharan.I	Hariharan.I	Hariharan.I
114	812221631029	HaseenaBegam.B.	HaseenaBegam.B.	HaseenaBegam.B.	HaseenaBegam.B.	HaseenaBegam.B.
115	812221631030	Hemalatha. P	Hemalatha. P	Hemalatha. P	Hemalatha. P	Hemalatha. P
116	812221631031	Hemamalini.A	Hemamalini.A	Hemamalini.A	Hemamalini.A	Hemamalini.A
117	812221631032	Hemamalini.S	Hemamalini.S	Hemamalini.S	Hemamalini.S	Hemamalini.S
118	812221631033	Hemavathy.C	Hemavathy.C	Hemavathy.C	Hemavathy.C	Hemavathy.C
119	812221631034	IjazAhamed.S	IjazAhamed.S	IjazAhamed.S	IjazAhamed.S	IjazAhamed.S
120	812221631035	Infantena Lourdes Mary.D	Infantena Lourdes Mary.D	Infantena Lourdes Mary.D	Infantena Lourdes Mary.D	Infantena Lourdes Mary.D
121	812221631036	IrfanaBegum.Z	IrfanaBegum.Z	IrfanaBegum.Z	IrfanaBegum.Z	IrfanaBegum.Z
122	812221631037	Ishwarya. M	Ishwarya. M	Ishwarya. M	Ishwarya. M	Ishwarya. M
123	812221631038	Janarthan .P	Janarthan .P	Janarthan .P	Janarthan .P	Janarthan .P
124	812221631039	Jayaprabha.N	Jayaprabha.N	Jayaprabha.N	Jayaprabha.N	Jayaprabha.N
125	812221631040	Jayasri.R	Jayasri.R	Jayasri.R	Jayasri.R	Jayasri.R
126	812221631041	Kanmani.M	Kanmani.M	Kanmani.M	Kanmani.M	Kanmani.M
127	812221631042	Karthika. B	Karthika. B	Karthika. B	Karthika. B	Karthika. B



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M.A.M. BUSINESS SCHOOL

128	812221631043	Karthika.R	Karthika	Karthika	Karthika	Karthika
129	812221631044	Karthik Kumar S	Karthik	Karthik	Karthik	Karthik
130	812221631045	Kaveri.R	Kaveri	Kaveri	Kaveri	Kaveri
131	812221631046	Kayalvizhi M	Kayalvizhi	Kayalvizhi	Kayalvizhi	Kayalvizhi
132	812221631047	Kayalvizhi S	Kayalvizhi	Kayalvizhi	Kayalvizhi	Kayalvizhi
133	812221631048	Keerthika P	Keerthika	Keerthika	Keerthika	Keerthika
134	812221631049	KeerthiRajan S	KeerthiRajan	KeerthiRajan	KeerthiRajan	KeerthiRajan
135	812221631050	Kesavarthini.K	Kesavarthini	Kesavarthini	Kesavarthini	Kesavarthini
136	812221631051	Kevin Ciastun J	Kevin Ciastun J	Kevin Ciastun J	Kevin Ciastun J	Kevin Ciastun J
137	812221631052	Kirubavathi.N	Kirubavathi	Kirubavathi	Kirubavathi	Kirubavathi
138	812221631053	Kowsalya G	Kowsalya	Kowsalya	Kowsalya	Kowsalya
139	812221631054	Madhumathi.R	Madhumathi	Madhumathi	Madhumathi	Madhumathi
140	812221631055	Madhumitha.P	Madhumitha	Madhumitha	Madhumitha	Madhumitha
141	812221631056	ManickaVasuki.S	Manicka	Manicka	Manicka	Manicka
142	812221631057	Manikandan.K	Manikandan	Manikandan	Manikandan	Manikandan
143	812221631058	Manjubashini M	Manjubashini	Manjubashini	Manjubashini	Manjubashini
144	812221631059	Mareeswaran R	Mareeswaran	Mareeswaran	Mareeswaran	Mareeswaran
145	812221631060	Mathavan.R	Mathavan	Mathavan	Mathavan	Mathavan
146	812221631061	Meenakshi.K	Meenakshi	Meenakshi	Meenakshi	Meenakshi
147	812221631062	Mohamed Adnan.K	Mohamed Adnan	Mohamed Adnan	Mohamed Adnan	Mohamed Adnan
148	812221631063	Mohamed Imran.A	Mohamed Imran	Mohamed Imran	Mohamed Imran	Mohamed Imran
149	812221631064	Mohamed Millath.H	Mohamed Millath	Mohamed Millath	Mohamed Millath	Mohamed Millath
150	812221631065	Mohamed Sammer.M	Mohamed Sammer	Mohamed Sammer	Mohamed Sammer	Mohamed Sammer
151	812221631066	Monisha.K	Monisha	Monisha	Monisha	Monisha
152	812221631067	Monisha.R.K	Monisha	Monisha	Monisha	Monisha
153	812221631068	Muthupandi S	Muthupandi	Muthupandi	Muthupandi	Muthupandi
154	812221631069	Nanthakumar.V	Nanthakumar	Nanthakumar	Nanthakumar	Nanthakumar
155	812221631070	Nandhini.A	Nandhini	Nandhini	Nandhini	Nandhini
156	812221631071	Naveen.M	Naveen	Naveen	Naveen	Naveen
157	812221631072	Neelaveni.M	Neelaveni	Neelaveni	Neelaveni	Neelaveni
158	812221631073	Nithya.M	Nithya	Nithya	Nithya	Nithya
159	812221631074	Nivegeetha.V	Nivegeetha	Nivegeetha	Nivegeetha	Nivegeetha
160	812221631075	Nivetha.S	Nivetha	Nivetha	Nivetha	Nivetha
161	812221631076	Nivetha.V	Nivetha	Nivetha	Nivetha	Nivetha





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M.A.M. B-SCHOOL

162	812221631077	Poornima.S	Poornima	Poornima	Poornima	Poornima
163	812221631078	Premkumar.S.P	Prem	Prem	Prem	Prem
164	812221631079	Priyadarshini.K	Priya	Priya	Priya	Priya
165	812221631080	Ragul M	Ragul	Ragul	Ragul	Ragul
166	812221631081	Ragunaath.Pee	Ragunath	Ragunath	Ragunath	Ragunath
167	812221631082	RahamathNisha.P	Rahamath Nisha	Rahamath Nisha	Rahamath Nisha	Rahamath Nisha
168	812221631083	Rajeshwari.S	Rajeshwari	Rajeshwari	Rajeshwari	Rajeshwari
169	812221631084	Raj Kumar	Raj Kumar	Raj Kumar	Raj Kumar	Raj Kumar
170	812221631085	Ramya.S	Ramya	Ramya	Ramya	Ramya
171	812221631086	Renuka.M	Renuka	Renuka	Renuka	Renuka
172	812221631087	Revathi.R	Revathi	Revathi	Revathi	Revathi
173	812221631088	Sakthipriya .N	Sakthipriya	Sakthipriya	Sakthipriya	Sakthipriya
174	812221631089	Salman Akthar	Salman	Salman	Salman	Salman
175	812221631090	Sanjaikrishnan C	Sanjay	Sanjay	Sanjay	Sanjay
176	812221631091	Saranya.S	Saranya	Saranya	Saranya	Saranya
177	812221631092	Saravanan.R	Saravanan	Saravanan	Saravanan	Saravanan
178	812221631093	Sathyaseelan. M	M. Sathyaseelan	M. Sathyaseelan	M. Sathyaseelan	M. Sathyaseelan
179	812221631094	Shamsharma.T	Sham	Sham	Sham	Sham
180	812221631095	Siva Priya.R	Sivapriya	Sivapriya	Sivapriya	Sivapriya
181	812221631096	Siva Shankar.M	Siva Shankar	Siva Shankar	Siva Shankar	Siva Shankar
182	812221631097	Siva Soorya	Siva Soorya	Siva Soorya	Siva Soorya	Siva Soorya
183	812221631098	Siva Ramani.R	Siva Ramani	Siva Ramani	Siva Ramani	Siva Ramani
184	812221631099	Sneha.R	Sneha	Sneha	Sneha	Sneha
185	812221631100	Sowmiya.R	Sowmya	Sowmya	Sowmya	Sowmya
186	812221631101	Sri Dharshini. K	Sri	Sri	Sri	Sri
187	812221631102	Subashini.K	Subashini	Subashini	Subashini	Subashini
188	812221631103	Subramaniam.A	Sub	Sub	Sub	Sub
189	812221631104	Sujithra.S	Sujithra	Sujithra	Sujithra	Sujithra
190	812221631105	Supriya.R	Supriya	Supriya	Supriya	Supriya
191	812221631106	Suryaprakash.N	Suryaprakash	Suryaprakash	Suryaprakash	Suryaprakash
192	812221631107	Surya.R	Surya	Surya	Surya	Surya
193	812221631108	Swarnamalya.S	Swarna	Swarna	Swarna	Swarna
194	812221631109	Swetha.C	Swetha	Swetha	Swetha	Swetha
195	812221631110	Thejaswini.P	Thejaswini	Thejaswini	Thejaswini	Thejaswini
196	812221631111	ThivinKumar.R	Thivinkumar	Thivinkumar	Thivinkumar	Thivinkumar







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M.A.M. BUSINESS SCHOOL

197	812221631112	Vaidhegi.V	Vaidhegi	Vaidhegi	Vaidhegi	Vaidhegi
198	812221631113	Varatharajan.C	Varatharajan	Varatharajan	Varatharajan	Varatharajan
199	812221631114	Vasudevan.T	Vasudevan	Vasudevan	Vasudevan	Vasudevan
200	812221631115	Vedhavalli.V	Vedhavalli	Vedhavalli	Vedhavalli	Vedhavalli
201	812221631116	Vignesh.G	Vignesh	Vignesh	Vignesh	Vignesh
202	812221631117	Vignesh.S	Vignesh	Vignesh	Vignesh	Vignesh
203	812221631118	Vinitha.S(Sen)	Vinitha	Vinitha	Vinitha	Vinitha
204	812221631119	Vinitha.S(Sub)	Vinitha	Vinitha	Vinitha	Vinitha
205	812221631120	Vinothini.V	Vinothini	Vinothini	Vinothini	Vinothini

M. Aguil.  
Co-ordinator



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



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

## Certificate

This is to certify that Mr/Ms/Mrs.

**N.SATHISH**

...

of **II** year MBA has participated in the Certificate Course on "BUSINESS COMMUNICATION" organized by COPE - An Association of Department of Management Studies from 26<sup>th</sup> September 2021 to 29<sup>th</sup> September 2021.



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

**DIRECTOR**

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

Siruganur, Trichy-621105

CO-ORDINATOR





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

# Certificate

This is to certify that Mr/Ms/Mrs. **P.BAVANA** ...

of **1** year MBA has participated in the Certificate Course on "BUSINESS COMMUNICATION" organized by COPE- An Association of Department of Management Studies from 26<sup>th</sup> September 2021 to 29<sup>th</sup> September 2021.

*M. A. A.*



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

*A. Anandhitha*

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

CO-ORDINATOR

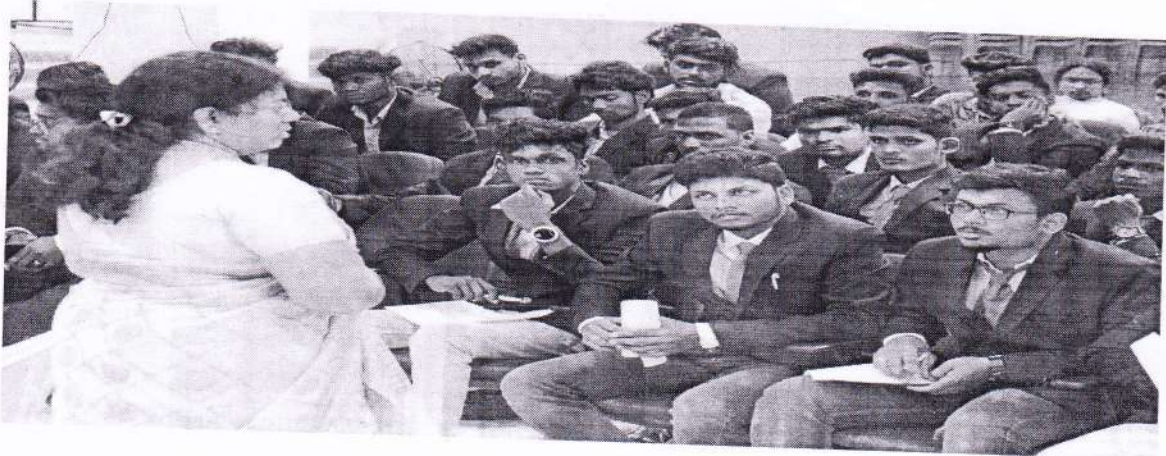


## Academic Year 2021-2022

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Business Communication**” from 26.09.2021 to 29.09.2021 for I and II Year MBA students. The resource person was Mrs. Shobana, Assistant Professor, Department of Management Studies, MAM College of Engineering, Trichy.

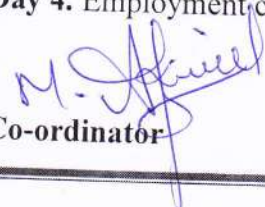
The program was inaugurated by Dr. M.Hemalatha, Director MBA along with an inaugural speech highlighting the importance of Communication for the Students. The Course was coordinated by Ms. M.Akila, Assistant Professor, MBA.




The course concentrated on importance of business communication skill like presentation skill, use of right word, precise in time and body language. First and second year students of Management studies participated in the course

The course consist of detailed theory classes followed by a discussion sessions.

- Day 1.** Learn the basic principles and channels of communication.
- Day 2.** Develop nature of business communication, guidelines for written communication.
- Day 3.** Develop oral business communication skills, reading skills, internal and external business communication.
- Day 4.** Employment communication in the modern business environment

  
Co-ordinator

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



## Academic Year 2021-2022

### BUSINESS COMMUNICATION

#### OBJECTIVES:

- To enhance students skills in developing business communication.


#### Communication for Business - Syllabus

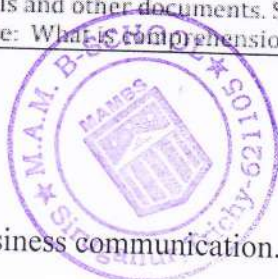
Unit	Title	Details of Topic
I & IV	<b>Basic Language Skills and Grammar (1) Phonetics and Accent (4)</b>	The students learn and practice basic communicative skills such as how to introduce themselves, how to interact with strangers and how to open the conversation. Students are also exposed to the basics of reading phonetic transcript and pronunciation.
II	<b>Communicative English</b>	Students undergo the role play activity to understand the purpose and responses in an interpersonal communication from personal to professional situations, To understand the dynamics of group communication, students are made to participate in various team activities followed by their experience sharing and learning. Students make Group Presentations which are part of their internal evaluation. To hone their writing skills, students are exposed to Essay writing which are different than the creative essays
III	<b>Theories of Communication</b>	Importance of Communication, Communication Process, Channels of communication, Significance of Feedback, Barriers to Effective Communication, Ways to overcome the Barriers.
V	<b>Précis Writing</b>	Students learn how to express the presented ideas in concise and accurate manner in their language.
VI	<b>Report Writing</b>	How to read the details and present them as a report especially in the organizational set up. Students are exposed to different nature and types of reports.
VII	<b>Creative Writing</b>	Creative writing to know one's own thoughts and creative expressions of those thoughts in different forms such as Stories, Poems, First Person Narration, Diary, Skit etc. To ignite imagination for thinking differently and having more perspectives.
VIII & IX	<b>Academic Vocabulary and English for Business</b>	Students are expected to read newspapers, business news, magazines to build vocabulary for the business communication. The reading material is provided by the faculty as and when required.
X	<b>Reading Comprehension</b>	Comprehending notices, advertisements, official documents, booklets, newspapers, instructional manuals and other documents. Students learn by practice: What is comprehension, How to comprehend,

#### OUTCOMES:

- Students know the advanced Business communication.

TOTAL: 30 PERIODS

  
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Business Communication

Semester I – Notes

Unit 1: **Theory of Communication**

## Chapter I

### Concept of Communication

The English word 'communication' has been derived from the Latin word, 'Communicare' which means to impart or participate or to transmit. The word 'Communicare' is derived from the root 'Communis' which means to make common or to share.

Communication is 1) the activity or process of sharing or exchanging ideas, feelings, information, experience between two or more persons; 2) an act or instance of transmitting; 3) the information actually communicated by some means.

Definitions of communication:

- 1) The Oxford English Dictionary defines communication as "the action of conveying or exchanging information and ideas."
- 2) Peter Little defines communication as "the process by which information is transmitted between individuals and or organizations so that an understanding response results."
- 3) Allen Lui (Louis) defines communication as "Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic process of telling, listening, understanding and responding."
- 4) Keith Davis defines communication as "Communication is the transfer of information and understanding from one person to another."

#### **Business Communication:**

William G. Scott defines business communication as "Administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals."

The last definition covers 4 aspects of administrative communication, as follows:

- 1) The sender's ability to transmit his own ideas accurately.
- 2) The receiver's mental ability to get the same idea as were transmitted i.e. accurate replication.
- 3) The feedback or the receiver's response.
- 4) Eliciting action which will help to achieve the goals.

The process of communication involves a series of stages:

- 1) An idea arises in the mind of the sender, which he wants to share.
- 2) The sender encodes the idea in the form of a 'message'.
- 3) The sender chooses some medium / channel to put across the message.
- 4) The receiver receives the message.



  
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- 5) The receiver decodes – absorbs, understands, interprets the message.
- 6) The receiver sends feedback or his response.

The components or elements of the communication process are as follows:

- 1) The sender or the communicator
- 2) The message
- 3) Encoding
- 4) The medium / channel
- 5) The receiver
- 6) Decoding
- 7) Feedback

Importance of feedback in the process of communication-

Effective feedback, both positive and negative, is very helpful. Feedback is valuable information that will be used to make important decisions.

After getting the meaning of the message', the receiver provides feedback' which he =encodes' in the form of a response/reaction/reply to the message. Feedback plays an important part in the communication process, because it is desired and expected by both the sender' and the receiver'. The sender' wants to know whether and how his =message' has been received, and the =receiver', either consciously or unconsciously, usually provides a sign indicating that he has received the message.

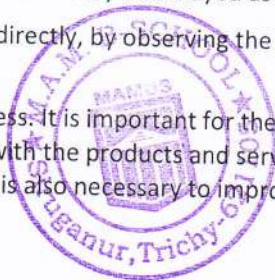
It should be noted that feedback may be positive or negative. Positive feedback indicates to the sender the fact that his message has been received, understood, and accepted; and that he can proceed to the next point. Negative feedback tells the sender that his message has not been properly understood. It, therefore, functions as a corrective, as it makes the =sender' realize the defects or flaws in his manner of encoding. He will, therefore, have to encode the same message in a different way, so as to enable the =receiver' to understand it.

Feedback may be immediate or delayed. In the case of interpersonal communication it is quick, as the sender is able to observe the response/reaction (e.g. a smile, nod, frown etc.) when he is conveying the message. He can also guess whether the =receiver' agrees or disagrees with him.

However, in the case of a letter, feedback may be delayed as the =receiver' will take time to reply.

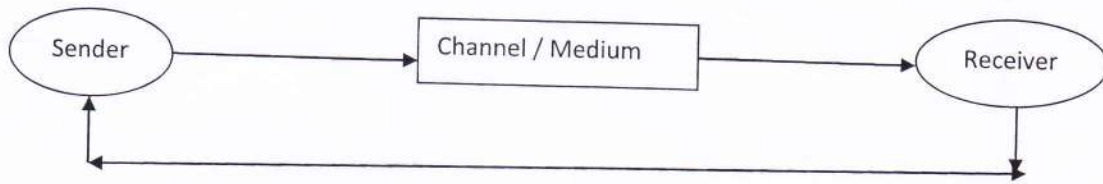
Sometimes, feedback is obtained indirectly, by observing the subsequent change of behaviour on the part of the =receiver'.

Feedback is very important in business. It is important for the businessperson to know whether his/her clients and customers are satisfied with the products and services, or whether s/he needs to make changes. Feedback from employees is also necessary to improve the performance of an organization.





The diagrammatical representation of the communication process can be shown as follows:



How to achieve effective communication:

- 1) Communicate for a purpose
- 2) Compose message with care
- 3) Study the receiver
- 4) Select appropriate medium
- 5) Provide feedback
- 6) Act promptly on receiving feedback.

Benefits of effective communication:

1. Healthy relations
2. Better performance
3. High morale
4. Good image unity
5. Reaching final goals
6. Smooth functioning
7. Greater efficiency
8. Higher productivity
9. Effective decision-making
10. Co-operation & Co-ordination

**Students are suppose to prepare notes on their own.**

Emergence of communication as a key concept in the corporate and global world.

Impact of technology enabled communication : Types – Internet, Blogs, E-mail, Moodle, Social media (Facebook, twitter and Whatsapp advantages and disadvantages)





## Chapter II Channels and Objectives of Communication

### Formal Communication

#### Downward communication ↓ ↓

#### Needed For:

- 1) To get the work done.
- 2) To prepare the workforce for challenges
- 3) To tackle misinformation & suspicion arising out of it
- 4) To create a feeling of pride & confidence in the workforce in order to motivate it and to boost its morale.
- 5) To transmit work ethics & the organization's culture.

Advantage	Disadvantage
Discipline	Lack of vision & arbitrary decision making can prove detrimental and harmful to the organization
Implementation of orders happen efficiently	Balance in sharing information is important so is judicious use of discretion
Tasks & positions can be well defined	Delay implementation of decisions
Clarity in the minds of employees about their responsibility, avoids confusion	Oral communication leads to information loss, distraction & lack of accountability
It helps in uniting different level of authority & brings in team spirit	Absence of feedback mechanism can lead to frustration, lack of trust in authority & feel exploited

#### Upward communication:

#### Needed for:

- 1) To forward employee-feedback
- 2) To report on official matters
- 3) To give voice on the difficulties, grievances, complaints, dissatisfaction, work related demands of employees
- 4) To invite suggestion, creativity & participation in problem solving
- 5) To create a sense of belonging through participation





<b>Advantage</b>	<b>Disadvantage</b>
Employees participation	Failure on the part of subordinates to take initiative & participate in the decision making
Trust , emotional bonding, understanding & cooperation between management & employees	Long line of authority, inability of the seniors to listen or to act, create barriers
Employees enthusiastic	Delays due to slow transmission, distortion of communication further hamper the process
Authority earns subordinates cooperation response to management's call	Employees failure to handle upwards communication

### Requirements:

- 1) Chain should be start
- 2) Executives should be trained for excellent listening skills
- 3) The organizations atmosphere should be conducive

### Vertical Communication ↕:

While Decisions are finally taken by the top management, there is room for employee feedback, communication, wherein the management interacts with employees, invites their participation in decision making, creates mechanisms to address their concerns without compromising on its measures of control is called vertical communication.

### Horizontal / Lateral Communication ⇔:

#### Need for:

- 1) To exchange official information
- 2) To create understanding and team spirit among members
- 3) To solve difficulties
- 4) To seek and extend co-operation
- 5) To save time when quick decisions have to be made



<b>Advantage</b>	<b>Disadvantage</b>
Helps in clarifying doubts, taking quick decisions & eliminating mistrust	Ungoverned horizontal communication to leads to discipline
It brings about better coordination, builds team spirit and ensure faster implementation of decisions	Employees tend to waste precious time arguing and debating over issues and decisions



It also check the grapevine	
-----------------------------	--

**Requirements:**

- 1) Employee must learn to extend cooperation & work towards achieving goals
- 2) The authority should delegate responsibilities to subordinates in order to quicken the pace of work.
- 3) Horizontal Communication needs to be monitored as its uncontrolled transmission can invite problems for the organization.

**Diagonal / Crosswise ↗**

**Needs for:**

- 1) Speeds up the flow of information
- 2) Creates healthy work relationships
- 3) Brings in proper co-ordination among different sections
- 4) Makes problem solving easy
- 5) Controls distortion & dilution of message because of direct, inter leave communication

**Requirements:**

- 1) Organizations atmosphere should be trust & transparency
- 2) Proper training or orientation should be given to employees to handle diagonal communication

Advantage	Disadvantage
Speeds up the flow of information	It is likely to bypass the vertical chain of commands. This may create doubts in the minds of bypassed superiors
Creates healthy work relationships	It may be seen as interference
Brings in proper co-ordination among different sections	It may create doubts the superior's accountability & cooperation
Makes problem solving easy	Decisions thus taken may be resisted by the bypassed authority and could spoil the organization atmosphere
Controls distortion & dilution of message because of direct, inter leave communication	



## INFORMAL COMMUNICATION

Grapevine is the plant or creeper on which grapes grow. The grapevine may grow or move in any direction with the support of its tendrils. In the same way, informal communication can move in any direction with the support of informal groups.

### How it is generated?

- 1) People need to share & agree on important opinions & attitudes to feel that they belong to a group
- 2) People need to share their hopes & ambitions with superiors
- 3) People need to express emotions such as joy, anger, hostility etc.
- 4) Because of the rigidity of the formal structure, the people feel the need to bypass "official channels" for the sake of expediency in getting & giving information about performance on the job.

### The various types of grapevine are:

1) Chain



2) Single strand chain

3) Gossip Chain

4) Probability Chain

5) Cluster Chain

6) Wheel



7) Star



Advantage	Disadvantage
Grapevine communication travels fast, It has vast reach	Negative information, half truths, personalized accounts of events, gross distortions are passed on by the sender
The content because of its immense personal appeal are readily believable	It often leads to lack of motivation & moral of employees



Management must be aware of the power of grapevine, it can often fail the formal system, it is difficult to trace its origin & is difficult to stop or control completely.

### **Guidelines for Management**

- 1) Circulate information that is accurate & strengthen upward channels of communication
- 2) Delegate responsibility & entrust employees with specific responsibility to strengthen trust between itself & employees
- 3) Invite suggestion form grievance & redress cells, publishing house journals, make effective use of bulletins, notice boards & employee welfare schemes
- 4) Either cut the grapevine with official communication or use grapevine itself to circulate official information

### **Objective:**

#### **1) Information :**

About organization, rules, regulations, culture, products, market, research, decisions, vision, mission, goal etc.

#### **2) Advice & Counseling:**

Providing guidance is yet another objective of downward communication, seniors, experts can help employees with troubleshooting & crisis management, assist them in solving problems that can forge bonds between employees & the managements.

#### **3) Order & Instructions:**

Orders & instruction means is giving directions to the employees. Any authoritative communication issued by a superior in order to monitor / govern the behavior of a junior is know as a 'order' when an orders is split furthers to meet specific issue, it becomes instruction.

#### **4) Suggestion:**

To suggest means to propose or put forward an idea for consideration both upward & downward communication. Employee participation & involvement encourage creative thinking & exposure to employee's talent. Employees feel valued & develop a sense of belonging.

#### **5) Persuasion:**

Persuasion is an effort to influence the mind, belief system or attitude of a person to bring about the desired change in his / her behavior.

#### **4 Steps to take while persuading :**

- 1) Identification
- 2) Preparing the Receiver
- 3) Deliver the message
- 4) Prompting action

#### **Important Factor:**

- 1) Persuader's personal character & reputation
- 2) Persuader must make suitable & effective emotional appeal
- 3) Persuader must logically present his ideas, views etc. There must be reasonable presentation of the persuaded messages.

#### **6) Education & Training:**

At the management level, at the employee's level and at the level of outside public.

#### **7) Motivation:**

Motivation means that inner state that energizes activates or moves and which directs or channels

behavior towards certain goal.

Setting up the right kind of justice & rewards system & inviting the employee's participation in decision making can create the right kind of emotional environment

#### **8) Raising the moral of Employees:**

Consequences of high moral & low moral.

Management can boost the moral of its employees by giving basis infrastructural support, creating systems that reward effort, strengthening its official channels of communication, encouraging upward

Communication, controlling the grapevine & taking measures to earn the trust of employees.

Certain strategies opted by MNCs to boost morale of the employees:

1. **Keep employees feeling their work is more than just a job.**

Everyone wants to feel that his or her work has a higher purpose. Sometimes, though, that purpose gets lost in the day-to-day grind. One of the key ways that Snagajob.com, an online job-search company, based in Glen Allen, Virginia, inspires its 126 employees is by sharing "I Got a Job!" stories that show them the value of their work. Circulated by email, the real-life stories come from grateful job seekers who recently landed a new job through the company's website.

2. **Take time to creatively celebrate accomplishments.**

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M.A.M. B-SCHOOL

## Academic Year 2021-2022

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Business Communication

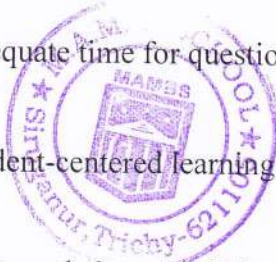
Date and Venue : 26/09/2021 - 29/09/2022, Seminar Hall

Name of the Resource Person / Speaker : Mrs. Shobana, Assistant Professor,  
Department of Management Studies,  
MAM College of Engineering, Trichy.

Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |
| 9. | The presenter(s) suggested ways to follow up the training.                                   | 4 | 3 | 2 | 1 |





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- |     |   |   |   |                                     |   |
|-----|---|---|---|-------------------------------------|---|
| 10. | The materials provided were useful and appropriate for the program.   | (4)   | 3 | 2                                   | 1 |
| 11. | The physical arrangements were adequate.                              | (4)   | 3 | 2                                   | 1 |
| 12. | How would you rate this workshop? (please check one)                  | <input checked="" type="checkbox"/> Excellent |   | <input type="checkbox"/> Good       |   |
|     |   | <input type="checkbox"/> Very Good            |   | <input type="checkbox"/> Not Good   |   |
| 13. | How comfortable are teaching the material presented in this workshop? | <input type="checkbox"/> Very                 |   | <input type="checkbox"/> Not at all |   |
|     |   | <input type="checkbox"/> Somewhat             |   |                                     |   |
| 14. | Areas/topics about which you would like to receive further training:  |   |   |                                     |   |



15. Suggestions for improving this workshop:

**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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Date: 29/9/2021

*Meenakshi*  
Signature of the participant



# M.A.M. B-SCHOOL



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(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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**Submitted to the Principal**

**25.09.2021**

Respected Sir,

**Sub:** Requisition of permission to conduct value added course on "SPECIAL TRAINING ON TALENT MANAGEMENT".


\*\*\*\*\*

We have planned to organize value added course on "SPECIAL TRAINING ON TALENT MANAGEMENT" during 05.10.2021-1-9.10.2021 for MBA students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

  
Course Coordinator



  
Director  
DIRECTOR  
M.A.M. B-SCHOOL  
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## M.A.M. B-SCHOOL



Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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Ref: MAMBSMBA/VAC/2021-22/001

To

30.09.2021

Mr.V.SarathBabu,  
Co-Founder,  
Quality Foods,  
Chennai.

**Sub: Requisition letter to conduct value added course – Reg**

Respected Sir,

With reference to the abovementioned subject, students of MBA department have willingness to attend value added course on “**SPECIAL TRAINING ON TALENT MANAGEMENT**”.

The schedule for the same is from 05.10.21-09.10.21. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the necessary supporting documents for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

  
Yours Faithfully,



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

Enclosure:

1. Syllabus



01.10.2021

Chennai.

To

The Director  
M.A.M.B-SCHOOL  
Trichy-621105

**Ref.:** Your Letter Dated 30.09.2021.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the value added course on “**SPECIAL TRAINING ON TALENT MANAGEMENT**” – Reg.

I am so pleased by confirm your requisition to organize the value added course by your department from 05.10.2021-09.10.2021 on “**SPECIAL TRAINING ON TALENT MANAGEMENT**”. I am well aware of the topics you had sent, and I would like to inform you that I can give my speech with utmost confidence and surety.

Eagerly looking forward to attending the event.

Thank you

Yours Sincerely,

*Sarath Babu*

V.SARATH BABU



*[Signature]*  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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01.10.2021

## CIRCULAR

It is proposed to organize value added course on “SPECIAL TRAINING ON TALENT MANAGEMENT” during 05.10.2021-09.10.2021 for MBA students. This training is to be provided in our campus.

Interested students can register their names with Ms.Mercy Janita Vincent, Assistant Professor, MBA of this program on or before 03.10.2021.

  
Director



  
DIRECTOR  
M.A.M. B-SCHOOL  
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## M.A.M. B-SCHOOL

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### ASSOCIATION OF MANAGEMENT STUDIES

### COPE

*Cordially invites you all for the*

*Value Added Course on*

## **SPECIAL TRAINING ON TALENT MANAGEMENT**

*(05.10.21-09.10.21)*

**Mr.V.SarathBabu,**

**Co-Founder,**

**Quality Foods,**

**Chennai**

Venue: Seminar Hall

**Dr. M.Hemalatha**

*Director,*

*IM.A.M. B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

**CEO**

*IM.A.M. B-SCHOOL*



**DIRECTOR**

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

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# M.A.M. B-SCHOOL



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**Name of the Course – SPECIAL TRAINING TALENT MANAGEMENT**

## REGISTRATION FORM

Year/Sem : II Year/ III Sem

Course Plan : 05.10.2021-09.10.2021

Degree/Branch : PG/ MBA

Duration : 45 hrs

Batch : 2020-2022

Time : 09.00 am – 05.00 pm

Sl.No	Reg.no	Student Name	Signature
1	812220631002	Abirami.K	Abirami
2	812220631004	Akash. C	Akash
3	812220631005	Akila.S	Akila
4	812220631006	Anandh.K	Anandh
5	812220631007	Anusuya.V	Anusuya
6	812220631008	Arul Reshma.A	Arul Reshma
7	812220631009	Ashokraj.V	Ashokraj
8	812220631010	Balakrishnan. M	Balakrishnan
9	812220631011	Balapriya. B	Balapriya
10	812220631012	Bavithra.R	Bavithra
11	812220631013	Bhavatharini.B	Bhavatharini
12	812220631014	Deepalakshmi.K	Deepalakshmi
13	812220631015	Devadharshini.G	Devadharshini
14	812220631017	Dhanusiya Mary. S	Dhanusiya
15	812220631018	Dharanika D	Dharanika
16	812220631019	Dhilipkumar.B	Dhilipkumar
17	812220631020	Esther Evangelin.I	Esther
18	812220631021	Farah Zainaf.A	Farah
19	812220631022	Gayathri.K	Gayathri
20	812220631023	Girija.S	Girija
21	812220631024	Guna. K	Guna
22	812220631025	Hariharan R	Hariharan
23	812220631026	Harshavardhini .M	Harshavardhini
24	812220631027	Infant Jeromeca.S	Infant
25	812220631028	Ishwarya.A	Ishwarya
26	812220631029	Iswarya.M	Iswarya
27	812220631030	Janarthan.B	Janarthan
28	812220631031	Jayakiruthika.S	Jayakiruthika





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29	812220631032	Jebasuthan. S	Jebasuthan
30	812220631033	Karthick K	Karthick
31	812220631034	Karthickraja.M	Karthickraja
32	812220631035	Karunamoorthi.A	Karunam
33	812220631036	Keerthana B	Keerthana
34	812220631037	Kethsiya Evangelin.J	Kethsiya
35	812220631038	Krishnakumar.C	Krishnakumar
36	812220631040	Loganayaki. S	Loganayaki
37	812220631042	Mageshwari.G	Mageshwari
38	812220631043	Manikandan.S	Manikandan
39	812220631044	Manimaran.A	Manimaran
40	812220631045	Manju.M	Manju
41	812220631046	Manju.T	Manju
42	812220631047	Mariyamartin M	Mariyamartin
43	812220631048	Mariyammal V	Mariyammal
44	812220631049	Meha Jabeen Syed Mohamed Batcha	Meha Jabeen
45	812220631050	Monisha R	Monisha
46	812220631052	Naga Jothi R	Naga Jothi
47	812220631053	Nandhini D	Nandhini
48	812220631054	Naveen Kumar U	Naveen Kumar
49	812220631055	Palanikumar S	Palanikumar
50	812220631056	Poovarasam K	Poovarasam
51	812220631057	Prakash M	Prakash
52	812220631058	Pravin Kumar E	Pravin Kumar
53	812220631059	Priyadharshini R	Priyadharshini
54	812220631060	Priyanka M	Priyanka
55	812220631061	Ragul Ganth T	Ragul Ganth
56	812220631062	Rajaselvam S	Rajaselvam
57	812220631064	Ramajeyam B	Ramajeyam
58	812220631065	Ramar S	Ramar
59	812220631066	Rameshkumar V	Rameshkumar
60	812220631067	Rasheeth Basha H	Rasheeth Basha
61	812220631068	Sabarinathan T	Sabarinathan
62	812220631069	Sakthivel.M	Sakthivel
63	812220631070	Santhosh Kumar A	Santhosh Kumar
64	812220631071	Saravanakumar K	Saravanakumar



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65	812220631072	Saravanan S	<i>Saravanan</i>
66	812220631073	Sathish N	<i>Sathish</i>
67	812220631074	Sathishkumar S	<i>Sathish</i>
68	812220631075	Savithri R	<i>Savithri</i>
69	812220631076	Shanmuga Priya M	<i>Shanmuga</i>
70	812220631077	Shiny Reshma J	<i>Shiny</i>
71	812220631079	Sivagami R	<i>Sivagami</i>
72	812220631080	Sivaprakash M	<i>Sivaprakash</i>
73	812220631081	Subash Chandrabose P	<i>Subash</i>
74	812220631082	Suganthi P	<i>Suganthi</i>
75	812220631083	Surya A	<i>Surya</i>
76	812220631084	Surya S	<i>Surya</i>
77	812220631085	Thangeswaran K	<i>Thangeswaran</i>
78	812220631087	Vasu Devan M	<i>Vasu</i>
79	812220631088	Vignesh K	<i>Vignesh</i>
80	812220631089	Vingolar Meshiya G	<i>Vingolar</i>
81	812220631090	Vinothini M	<i>Vinothini</i>
82	812220631091	Vishnu Prasanth K	<i>Vishnu</i>
83	812220631092	Viswanathan P	<i>Viswanathan</i>
84	812220631093	Yannick S	<i>Yannick</i>
85	812220631094	Yogananth K	<i>Yogananth</i>
86	812220631095	Yuvaraj E	<i>Yuvaraj</i>
87	812220631096	Yuvaraj S	<i>Yuvaraj</i>

*[Signature]*  
Course Coordinator



*[Signature]*  
Director

**DIRECTOR**  
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**Name of the Course – SPECIAL TRAINING TALENT MANAGEMENT**

## REGISTRATION FORM

Year/Sem : II Year/ III Sem

Course Plan : 05.10.2021-09.10.2021

Degree/Branch : PG/ MBA

Duration : 45 hrs

Batch : 2020-2022

Time : 09.00 am – 05.00 pm

S.No.	Reg.No	Student's Name	Signature of the Student				
			5.10.21	6.10.21	7.10.21	8.10.21	9.10.21
1	812220631002	Abirami.K	<i>Abi</i>	<i>Abi</i>	<i>Abi</i>	<i>Abi</i>	<i>Abi</i>
2	812220631004	Akash. C	<i>Akash</i>	<i>Akash</i>	<i>Akash</i>	<i>Akash</i>	<i>Akash</i>
3	812220631005	Akila.S	<i>Akila</i>	<i>Akila</i>	<i>Akila</i>	<i>Akila</i>	<i>Akila</i>
4	812220631006	Anandh.K	<i>Anandh</i>	<i>Anandh</i>	<i>Anandh</i>	<i>Anandh</i>	<i>Anandh</i>
5	812220631007	Anusuya.V	<i>Anusuya</i>	<i>Anusuya</i>	<i>Anusuya</i>	<i>Anusuya</i>	<i>Anusuya</i>
6	812220631008	Arul Reshma.A	<i>Arul</i>	<i>Arul</i>	<i>Arul</i>	<i>Arul</i>	<i>Arul</i>
7	812220631009	Ashokraaj.V	<i>Ashok</i>	<i>Ashok</i>	<i>Ashok</i>	<i>Ashok</i>	<i>Ashok</i>
8	812220631010	Balakrishnan. M	<i>Bala</i>	<i>Bala</i>	<i>Bala</i>	<i>Bala</i>	<i>Bala</i>
9	812220631011	Balapriya. B	<i>Bala</i>	<i>Bala</i>	<i>Bala</i>	<i>Bala</i>	<i>Bala</i>
10	812220631012	Bavithra.R	<i>Bav</i>	<i>Bav</i>	<i>Bav</i>	<i>Bav</i>	<i>Bav</i>
11	812220631013	Bhavatharini.B	<i>Bhav</i>	<i>Bhav</i>	<i>Bhav</i>	<i>Bhav</i>	<i>Bhav</i>
12	812220631014	Deepalakshmi.K	<i>Deepa</i>	<i>Deepa</i>	<i>Deepa</i>	<i>Deepa</i>	<i>Deepa</i>
13	812220631015	Devadharshini.G	<i>Dev</i>	<i>Dev</i>	<i>Dev</i>	<i>Dev</i>	<i>Dev</i>
14	812220631017	Dhanusiya Mary. S	<i>Dhan</i>	<i>Dhan</i>	<i>Dhan</i>	<i>Dhan</i>	<i>Dhan</i>
15	812220631018	Dharanika D	<i>Dhan</i>	<i>Dhan</i>	<i>Dhan</i>	<i>Dhan</i>	<i>Dhan</i>
16	812220631019	Dhilipkumar.B	<i>Dhil</i>	<i>Dhil</i>	<i>Dhil</i>	<i>Dhil</i>	<i>Dhil</i>
17	812220631020	Esther Evangelin.I	<i>Esther</i>	<i>Esther</i>	<i>Esther</i>	<i>Esther</i>	<i>Esther</i>
18	812220631021	Farah Zainaf.A	<i>Farah</i>	<i>Farah</i>	<i>Farah</i>	<i>Farah</i>	<i>Farah</i>
19	812220631022	Gayathri.K	<i>Gay</i>	<i>Gay</i>	<i>Gay</i>	<i>Gay</i>	<i>Gay</i>
20	812220631023	Girija.S	<i>Gir</i>	<i>Gir</i>	<i>Gir</i>	<i>Gir</i>	<i>Gir</i>
21	812220631024	Guna. K	<i>Guna</i>	<i>Guna</i>	<i>Guna</i>	<i>Guna</i>	<i>Guna</i>
22	812220631025	Hariharan R	<i>Hari</i>	<i>Hari</i>	<i>Hari</i>	<i>Hari</i>	<i>Hari</i>
23	812220631026	Harshavardhini .M	<i>Harsh</i>	<i>Harsh</i>	<i>Harsh</i>	<i>Harsh</i>	<i>Harsh</i>





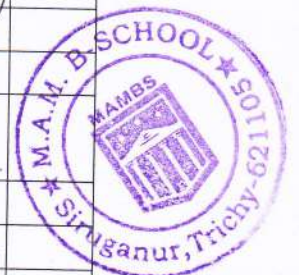
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24	812220631027	Infant Jeromeca.S	Inf	Inf	Inf	Inf	Inf	Inf
25	812220631028	Ishwarya.A	Ish	Ish	Ish	Ish	Ish	Ish
26	812220631029	Iswarya.M	Isw	Isw	Isw	Isw	Isw	Isw
27	812220631030	Janarthan.B	Jan	Jan	Jan	Jan	Jan	Jan
28	812220631031	Jayakiruthika.S	Jay	Jay	Jay	Jay	Jay	Jay
29	812220631032	Jebasuthan. S	Jeb	Jeb	Jeb	Jeb	Jeb	Jeb
30	812220631033	Karthick K	Kar	Kar	Kar	Kar	Kar	Kar
31	812220631034	Karthickraja.M	Kar	Kar	Kar	Kar	Kar	Kar
32	812220631035	Karunamoorthi.A	Kar	Kar	Kar	Kar	Kar	Kar
33	812220631036	Keerthana B	Keer	Keer	Keer	Keer	Keer	Keer
34	812220631037	Kethsiya Evangelin.J	Keth	Keth	Keth	Keth	Keth	Keth
35	812220631038	Krishnakumar.C	Kri	Kri	Kri	Kri	Kri	Kri
36	812220631040	Loganayaki. S	Log	Log	Log	Log	Log	Log
37	812220631042	Mageshwari.G	Mage	Mage	Mage	Mage	Mage	Mage
38	812220631043	Manikandan.S	Man	Man	Man	Man	Man	Man
39	812220631044	Manimaran.A	Man	Man	Man	Man	Man	Man
40	812220631045	Manju.M	Man	Man	Man	Man	Man	Man
41	812220631046	Manju.T	Man	Man	Man	Man	Man	Man
42	812220631047	Mariyamarttin M	Mari	Mari	Mari	Mari	Mari	Mari
43	812220631048	Mariyammal V	Mari	Mari	Mari	Mari	Mari	Mari
44	812220631049	Meha Jabeen Syed Mohamed Batcha	Meh	Meh	Meh	Meh	Meh	Meh
45	812220631050	Monisha R	Mon	Mon	Mon	Mon	Mon	Mon
46	812220631052	Naga Jothi R	Naga	Naga	Naga	Naga	Naga	Naga
47	812220631053	Nandhini D	Nan	Nan	Nan	Nan	Nan	Nan
48	812220631054	Naveen Kumar U	Nave	Nave	Nave	Nave	Nave	Nave
49	812220631055	Palanikumar S	Pal	Pal	Pal	Pal	Pal	Pal
50	812220631056	Poovarasam K	Poo	Poo	Poo	Poo	Poo	Poo
51	812220631057	Prakash M	Prak	Prak	Prak	Prak	Prak	Prak
52	812220631058	Pravin Kumar E	Prav	Prav	Prav	Prav	Prav	Prav
53	812220631059	Priyadarshini R	Priy	Priy	Priy	Priy	Priy	Priy
54	812220631060	Priyanka M	Priy	Priy	Priy	Priy	Priy	Priy
55	812220631061	Ragul Ganth T	Ragu	Ragu	Ragu	Ragu	Ragu	Ragu
56	812220631062	Rajaselvam S	Raja	Raja	Raja	Raja	Raja	Raja
57	812220631064	Ramajeyam B	Ram	Ram	Ram	Ram	Ram	Ram
58	812220631065	Ramar S	Ram	Ram	Ram	Ram	Ram	Ram





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59	812220631066	Rameshkumar V	Rm	Rm	Rm	Rm	Rm
60	812220631067	Rasheeth Basha H	Rsh	Rsh	Rsh	Rsh	Rsh
61	812220631068	Sabarinathan T	Sab	Sab	Sab	Sab	Sab
62	812220631069	Sakthivel.M	Sak	Sak	Sak	Sak	Sak
63	812220631070	Santhosh Kumar A	San	San	San	San	San
64	812220631071	Saravanakumar K	Sar	Sar	Sar	Sar	Sar
65	812220631072	Saravanan S	Sar	Sar	Sar	Sar	Sar
66	812220631073	Sathish N	Sat	Sat	Sat	Sat	Sat
67	812220631074	Sathishkumar S	Sat	Sat	Sat	Sat	Sat
68	812220631075	Savithri R	Sav	Sav	Sav	Sav	Sav
69	812220631076	Shanmuga Priya M	Shm	Shm	Shm	Shm	Shm
70	812220631077	Shiny Reshma J	Shi	Shi	Shi	Shi	Shi
71	812220631079	Sivagami R	Siv	Siv	Siv	Siv	Siv
72	812220631080	Sivaprakash M	Siv	Siv	Siv	Siv	Siv
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75	812220631083	Surya A	Sur	Sur	Sur	Sur	Sur
76	812220631084	Surya S	Sur	Sur	Sur	Sur	Sur
77	812220631085	Thangeswaran K	Tha	Tha	Tha	Tha	Tha
78	812220631087	Vasu Devan M	Vas	Vas	Vas	Vas	Vas
79	812220631088	Vignesh K	Vig	Vig	Vig	Vig	Vig
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81	812220631090	Vinothini M	Vin	Vin	Vin	Vin	Vin
82	812220631091	Vishnu Prasanth K	Vis	Vis	Vis	Vis	Vis
83	812220631092	Viswanathan P	Vis	Vis	Vis	Vis	Vis
84	812220631093	Yannick S	Yan	Yan	Yan	Yan	Yan
85	812220631094	Yogananth K	Yog	Yog	Yog	Yog	Yog
86	812220631095	Yuvaraj E	Yuv	Yuv	Yuv	Yuv	Yuv
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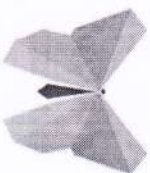
*[Signature]*  
Course Coordinator



*[Signature]*  
Director

**DIRECTOR**  
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# Certificate

*This is to certify that Mr/Ms/Mrs NAGAJOTHI.R of SECOND year MBA has participated in the Value Added Course on "Special Training on Talent Management"" from 05.10.2021 to 09.10.2021.*



COORDINATOR

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

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



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# Certificate

*This is to certify that Mr/Ms/Mrs BALAKRISHNAN.M of SECOND year MBA has participated in the Value Added Course on "Special Training on Talent Management" from 05.10.2021 to 09.10.2021.*

*[Handwritten signature]*  
COORDINATOR



*[Handwritten signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

*[Handwritten signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105



## Programme Report

The Department of Management Studies organized a value added course on “**SPECIAL TRAINING ON TALENT MANAGEMENT**” from 5.10.21 to 09.10.21 for MBA students. The resource person was Mr. Mr.V.Sarath Babu, Co-Founder, Quality Foods, Chennai.



The program was inaugurated by Dr.M.Hemalatha, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms.Mercy Janita Vincent Assistant Professor, Department of MBA. The course focused on different dimensions in talent management. The course included the theory classes and followed by the interactive sessions.

### **Training Module**

- Day 1.** Basics of “Talent Management” framework.
- Day 2.** Identify the Talent Planning and its process.
- Day 3.** Practices of developing and retaining talent in today’s competitive era.
- Day 4.** Understand the principles in e-business environment.
- Day 5.** Real time applications of talent management practices in different sectors. & Overview of competency mapping and measuring performance of individual talent.

  
Course Coordinator



  
Director

**DIRECTOR**  
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## VACMBA002 Special Training on Talent Management

### OBJECTIVES:

- To know the Talent Management concept.
- To understand Talent planning.
- To understand performance measurement.

### UNIT I INTRODUCTION 9

Talent- engine of new economy, difference between talents and knowledge workers, leveraging talent, the talent value chain, elements of talent friendly organizations, talent management process, competencies – performance management, conducting performance reviews, Appraising executive talent, selecting the right appraisal.

### UNIT II TALENT PLANNING 9

Concept, succession management process, Integrating succession planning and career planning, designing succession planning program, strategic accountability approach in developing the workforce, balanced scorecard, talent development budget, contingency plan for talent; building a reservoir of talent, compensation management within the context of talent management, Succession planning.

### UNIT III DEVELOPING AND RETAINING TALENT 9

Potential identification and development, coaching for sustained & desired change, integrating coaching, training and development with talent management, employee retention- motivation and engagement, Return on talent; age of analytics, making outplacement as a part of talent strategy.

### UNIT IV COMPETENCY MAPPING 9

Concepts and definition of competency; types of competencies, competency based HR systems, competency and performance, 5 level competency model, developing various competency models, how competencies relate to career development and organizational goals.

### UNIT V MEASURING PERFORMANCE 9

Background and approaches to performance assessment, competency based performance assessment, diagnosing reasons for performance problems, designing an effective performance management systems, sources of errors in performance measurement.

**TOTAL: 45 PERIODS**

### OUTCOMES:

- To understand scope of Talent management.
- To understand Human Resource Management concepts and its applications.



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## FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :  
 Title of Programme / Course attended : **“Special Training on Talent Management”**.  
 Date and Venue : 05.10.21 -09.10.21 & Seminar Hall.  
 Name of the Resource Person / Speaker : Mr. V.Sarath Babu, Co-Founder  
 Quality Foods, Chennai.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree**

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |





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9. The presenter(s) suggested ways to follow up the training. 4 3 2 1
10. The materials provided were useful and appropriate for the program. 4 3 2 1
11. The physical arrangements were adequate. 4 3 2 1
12. How would you rate this workshop? (please check one)
- Excellent  Good
- Very Good  Not Good
13. How comfortable are teaching the material presented in this workshop?
- Very  Not at all
- Somewhat
14. Areas/topics about which you would like to receive further training:
15. Suggestions for improving this workshop:

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

Date : 9.10.21



  
Signature of the Participant

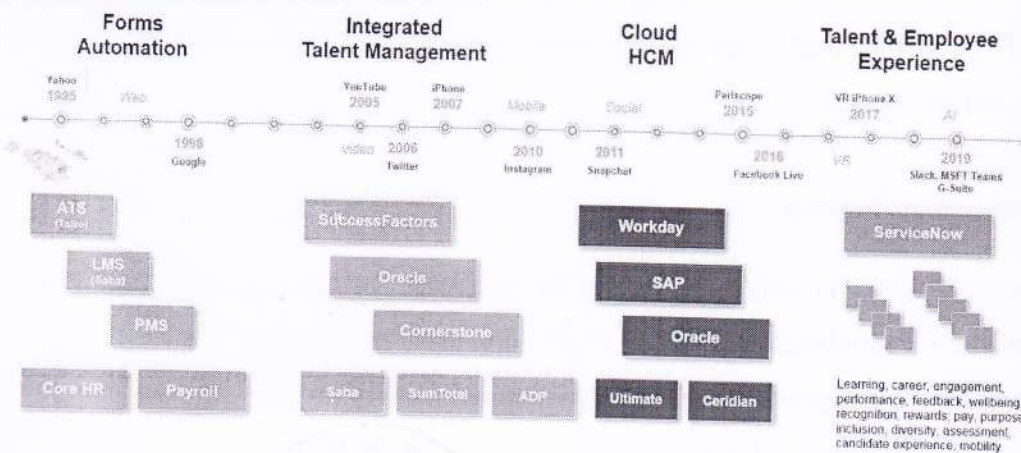
**COURSE MATERIAL  
ON**

**“SPECIAL TRAINING ON TALENT MANAGEMENT”**

Talent management is defined as the methodically organized, strategic process of getting the right talent onboard and helping them grow to their optimal capabilities keeping organizational objectives in mind.

**The Evolution of Talent Systems**

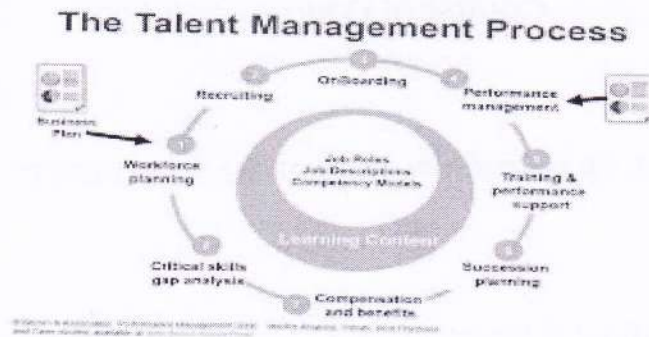
*From Process-Centric to Experience-Centric*



The process thus involves identifying talent gaps and vacant positions, sourcing for and onboarding the suitable candidates, growing them within the system and developing needed skills, training for expertise with a future-focus and effectively engaging, retaining and motivating them to achieve long-term business goals. The definition brings to light the overarching nature of talent management – how it permeates all aspects pertaining to the human resources at work while ensuring that the organization attains its objectives. It is thus the process of getting the right people onboard and engaging them to enable the business at large.







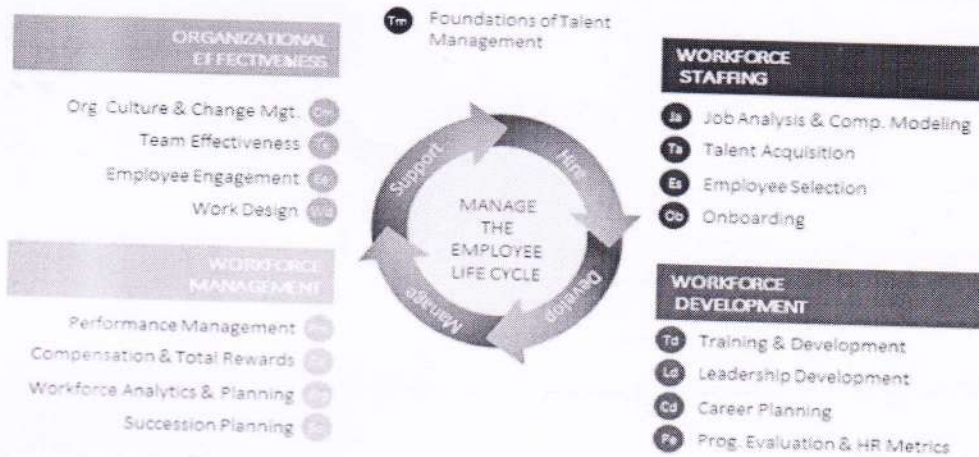
Under the umbrella of talent management, there are a string of elements and sub-processes that need to work in unison to ensure the success of the organization. For example, analyzing the right talent gaps for the present and the future, identifying the right talent pools and best-fit candidates, getting them to join and then optimizing their existing skills and strengths while helping them grow are touch-points that are all equally important. They support each other and the whole structure would crumble even if one sub-process fell out of sync.

### Talent Management Process

While often cyclical rather than a generic linear progression of events, the process of talent management could be considered, to begin with acknowledging the need for talent and leads to filling that gap and ultimately growing and optimizing the skills, traits, and expertise of employees, new and old.



## MODEL OF INTEGRATED TALENT MANAGEMENT

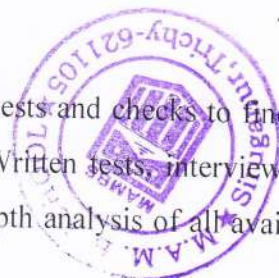


Let's get into these key steps in the process of managing talent effectively:

**1. Planning:** Like in any process with a set outcome, planning is the first step in the process of talent management. It involves the following identifying where the gaps lie - the human capital requirement, formulating job descriptions for the necessary key roles to help guide sourcing and selection and developing a workforce plan for recruitment initiatives.

**2. Attracting:** Based on the plan, the natural next step is to decide whether the talent requirements should be filled in from within the organization or from external sources. Either way, the process would involve attracting a healthy flow of applicants. The usual external sources include job portals, social network, and referrals. The talent pools that need to be tapped into must be identified in advance to keep the process as smooth and efficient as possible. This is where the kind of employer brand that the organization has built for itself, comes into play because that decides the quality of applications that come in.

**3. Selecting:** This involves using a string of tests and checks to find the right match for the job - the ideal person-organization fit. Written tests, interviews, group discussions and psychometric testing along with an in-depth analysis of all available information on





the candidate on public access platforms help in gauging an all-rounded picture of the person. Today there are software and AI-enabled solutions that recruiters can use to skim through a vast population of CVs to focus on the most suitable options and to find the ideal match.

**4. Developing:** Quite a few organizations today operate on the idea of hiring for attitude and training for skills. This makes sense because while you would want a predisposition to certain skill-sets, it is the person that you are hiring and not the CV. Developing employees to help them grow with the organization and training them for the expertise needed to contribute to business success also builds loyalty and improves employee engagement. This begins with an effective onboarding program to help the employee settle into the new role, followed by providing ample opportunities for enhancing the skills, aptitude and proficiency while also enabling growth through counseling, coaching, mentoring and job-rotation schemes.

**5. Retaining:** For any organization to be truly successful, sustainably, talent needs to be retained effectively. Most organizations try to retain their best talent through promotions and increments, offering opportunities for growth, encouraging involvement in special projects and decision-making, training for more evolved roles and rewards and recognition programs.

**6. Transitioning:** Effective talent management focuses on a collective transformation and evolution of the organization through the growth of individual employees. This involves making each employee feel that they are a part of a bigger whole. Providing retirement benefits, conducting exit interviews and effective succession planning might seem like unrelated career points but they are all transition tools that enable the shared journey.





### **Talent Management Model**

Over the years, there have been multiple models made for talent management that have been created by organizations who have felt that they have finally cracked the code on the perfect model. The thing with talent management, however, is that it needs to morph to suit the latest talent trends, digital disruptions, and employee expectations.

The following diagram is that of the integrated talent management model which appears to be the most relevant one today.

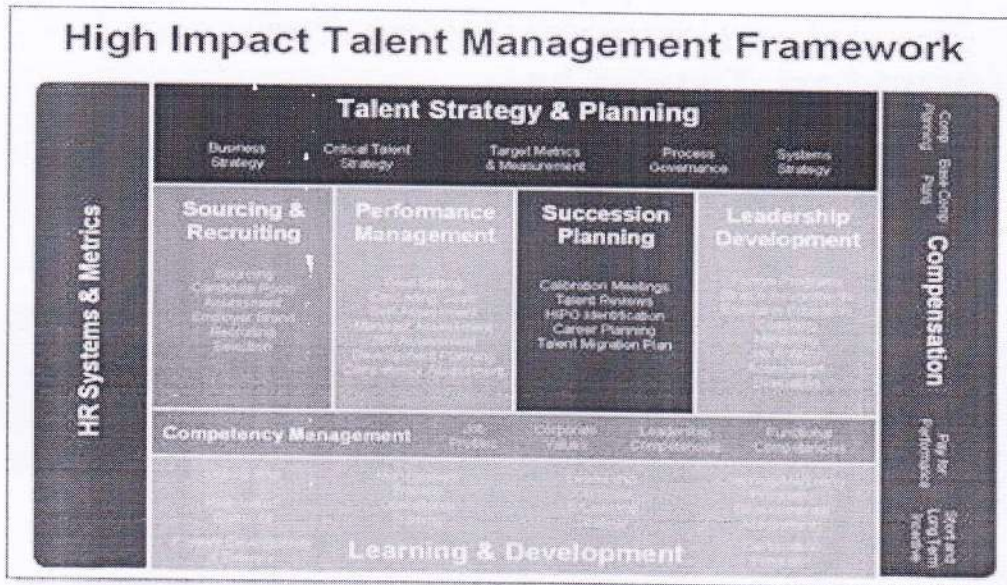
The primary components of the model are:

- Acquire – Employer branding, recruitment, onboarding
- Assess – Talent analytics, succession planning and assessments
- Develop – Workforce planning, culture at work, engagement and retention practices
- Deploy – Goal alignment, career-path planning, learning and development, and performance management

This structure of components is cyclical and goes on in a sustained loop while taking into consideration the internal climate within the organization and the external environment in which it operates.

How can an organization ensure that this model is put to the best use? The following graphic enumerates the facets that need to be kept in mind.

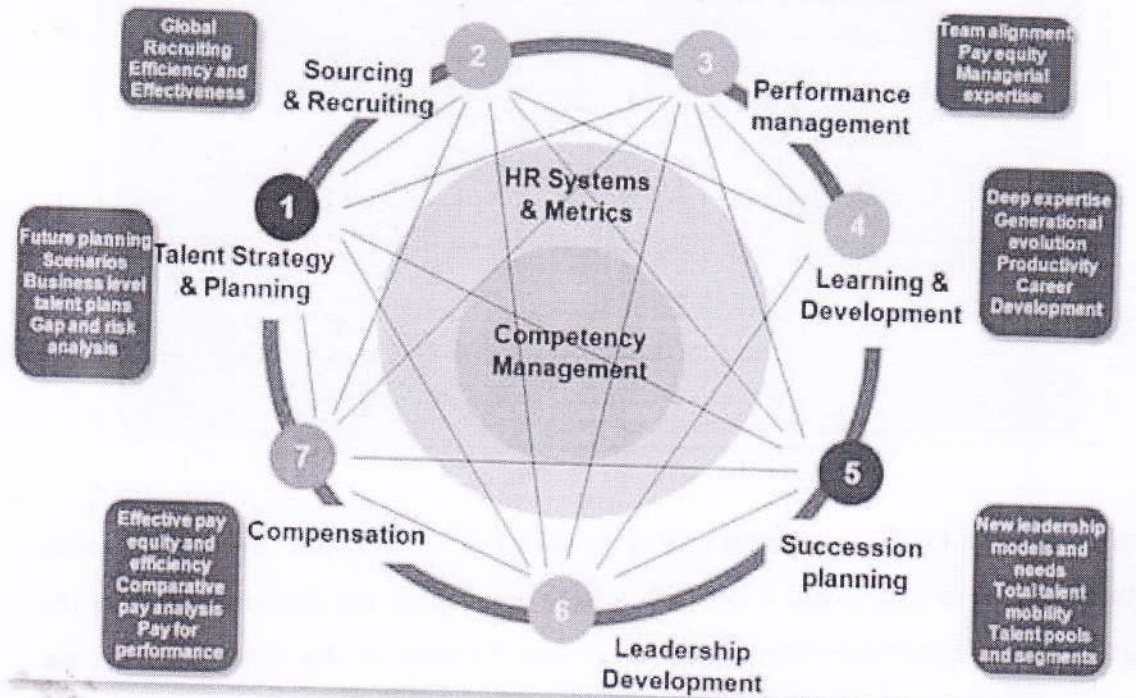




The point to be kept in mind here is that no model of something as dynamic as talent management is writ in stone. It needs to be able to adapt to the changing needs of the organization the evolving talent expectations and the pace set by changes within the industry.



# Integrated Talent Management



## Talent Management Strategy

Talent management is not a mere checklist of requirements that need to be sufficed – it is a strategy that needs careful implementation, regular checks, and continual improvement. The following are the six primary talent management strategies that serve as the pillars of people functions.

### 1. Detailed job descriptions

A well-informed, detailed job description helps the sourcer, the sourcing software, and the candidate understand the job-role better. Generic job descriptions only serve to confuse all parties involved in the talent acquisition process and lead to a wave of irrelevant applications. Information that must be a part of the job



description includes the following:

- Job title and location
- Overall duties
- Skills required
- Reporting lines
- Tools and equipment used
- Salary and benefits

With these, candidates can make an informed decision on whether to apply or not and sourcers get CVs that fit the bill better.

## **2. Person-organization fit**

An employee that does not fit into the organizational culture can neither be the happiest employee nor the most sustainably productive one. While the culture can be difficult to define in words, it is prevalent in actions and quite easy to understand whether a candidate would be a good fit or not. Personal and organizational values need to have a certain degree of overlap for any employee to feel at home within the organization. Without a comfortable person-organization fit, the most amount of time, effort and energy would go into attempts at adjustment. Hiring candidate with the right P-O fit (or PE fit) thus greatly improves the chances of better employee engagement, higher employee satisfaction, and usually better performance.

## **3. Collaborate-coach-evolve**

An important strategy to make talent management more effective involves creating a culture of coaching, mentoring (even reverse mentoring) and collaboration. Constructive feedback goes a long way when it comes to helping employees evolve and develop their skills and expertise. Managing talent is thus also about preparing them for the future of



the organization – to be ready for changes down the path and to be able to rely on each other.

#### **4. Reward and recognize right**

The process of rewards and recognition forms an important part of the strategy to motivate, engage and manage employees better. This goes beyond financial rewards and bonus packages. Studies point towards the fact that employees often want R&R schemes that motivate them with “prizes” that are most relevant to them as individuals. This is a great opportunity for organizations to show their employees how much they care for them as persons and as integral aspects of the organizational machinery.

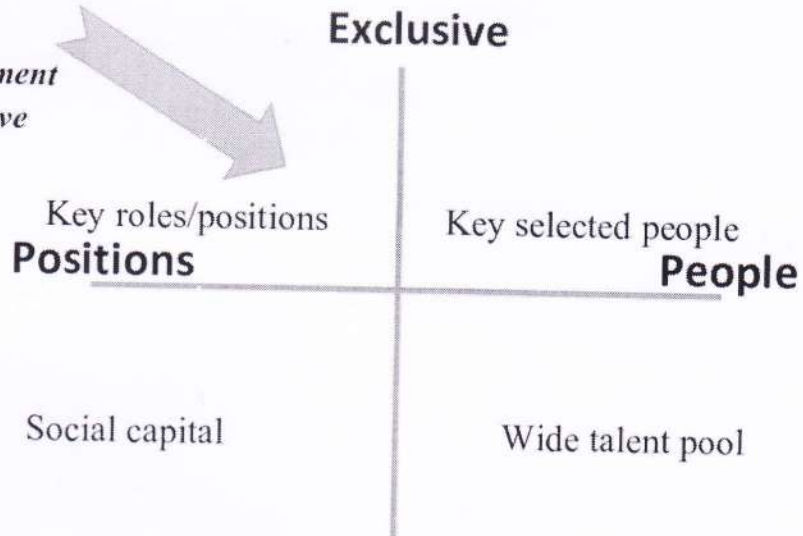
#### **5. Opportunities for continuous improvement**

Managing talent needs to be put in the context of the future that the organization has envisioned for itself. Thus, employees need to be equipped with the right tools to be able to maximize their own potential. For the continuous improvement of the organization, there needs to be the scope and opportunities for the continuous development of its employees. Moreover, this ensures that the cumulative skills within the organization is updated, upgraded and upscaled.





*Steward Bank  
Talent  
Management  
perspective*



Talent management involves strategically planning career paths that make sense for every employee. We all tend to work better we know where we are headed and what the next stop is for our careers. This does not entail making empty promises of promotions but rather creating a career map in discussion with the employee, making sure that they relate to it and feel that it is realistic while also providing them with all the necessary tools to make the map a reality. Having a map to follow also improves retention scores since employees then know what they have to look forward to and work towards and can then collaborate effectively to achieve it.



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



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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M.A.M. BUSINESS  
SCHOOL

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Academic Year 2021-2022

04.02.2022

Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct certificate course on "Performance Management Systems"

\*\*\*\*\*

We have planned to organize certificate course on "Performance Management Systems" during (13/02/2022 - 16/02/2022) for First and Final Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



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





# M.A.M. B-SCHOOL

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M.A.M. BUSINESS  
SCHOOL

Ref: MAMBS/MBA/CC/2021-22/002

To

Mr. Marudhai Raj,  
Managing Director,  
APX Pvt Ltd,  
Trichy.

06.02.2022

**SUB: Requisition letter to conduct a Certificate Course – Reg**

Respected Sir,

With reference to the above mentioned subject, First and Final year students of **MBA** have willingness to attend Certificate Course on “**Performance Management Systems**”. The schedule for the same is from 13/02/2022 - 16/02/2022, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.


Anticipating a positive reply.

Yours Faithfully,



Enclosure:

1. Syllabus

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



No. 15, 1st Floor, Selvi Complex, Tanjore Main Rd, Malaikoil, Thiruverumbur,  
Tiruchirappalli, Tamil Nadu 620013

07.02.2022

To

Trichy.

The Director  
M.A.M.B-School  
Trichy.

**Ref.:** Letter Dated 6<sup>th</sup> February 2022.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the certificate courseon "**Performance Management Systems**" – Reg.

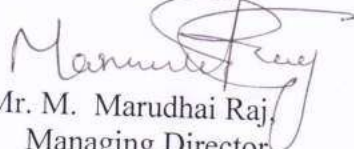
Greetings!!!


Your invitation is added to my happy mood. It will be great pleasure for me to attend the program from 13<sup>th</sup> February 2022 to 16<sup>th</sup> February 2022. I would reach the venue on time.



Thank You,

With Best Regards

  
Mr. M. Marudhai Raj,  
Managing Director,

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





MASTER  
GROUP OF  
INSTITUTIONS

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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Chennai)



MAMBS  
M.A.M. BUSINESS  
SCHOOL

---

Academic Year 2021-2022

MAMBS/MBA/CC/2021-22/002

11.02.2022

## CIRCULAR

It is proposed to organize Certificate Course on “Performance Management Systems” during 13/02/2022 - 16/02/2022 for First and Final year MBA students. This training is to be provided in our Campus to develop job skills.

Interested students can register their names with Ms.M.Akila Assistant Professor Department of management studies on or before 12.02.2022.



Director

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



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

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M.A.M. BUSINESS  
SCHOOL

**ASSOCIATION OF MANAGEMENT STUDIES**

**COPE**

*Cordially invites you all for the*

*Certificate Course on*

**"PERFORMANCE MANAGEMENT  
SYSTEMS"**

(13/02/2022 - 16/02/2022)

**MR. MARUDHAI RAJ,**

*Managing Director,*

*APX Pvt Ltd, Trichy.*



**Venue: Seminar Hall at 9.45 a.m.**

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

*Chief Executive Officer*

*M.A.M.B-SCHOOL*





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M.A.M. BUSINESS SCHOOL

Academic Year 2021-2022

Name of the Course - Performance Management Systems

## REGISTRATION FORM

Year/Sem : I/II/III/IV  
Degree/Branch : MBA  
Batch : 2020-2022/  
2021-2023

Course Plan : 13/02/22 - 16/02/22  
Duration : 30 hrs  
Time : 09.00 am - 05.00 pm

S. No.	Reg. No	Students Name	Signature
1	812220631002	Abirami.K	<i>Abirami.K</i>
2	812220631004	Akash. C	<i>Akash. C.</i>
3	812220631005	Akila.S	<i>Akila.S</i>
4	812220631006	Anandh.K	<i>Anandh</i>
5	812220631007	Anusuya.V	<i>Anusuya</i>
6	812220631008	Arul Reshma.A	<i>Arul Reshma.A</i>
7	812220631009	Ashokraj.V	<i>Ashokraj.V</i>
8	812220631010	Balakrishnan. M	<i>M. Balakrishnan</i>
9	812220631011	Balapriya. B	<i>Balapriya. B.</i>
10	812220631012	Bavithra.R	<i>Bavithra R.</i>
11	812220631013	Bhavatharini.B	<i>Bhavatharini</i>
12	812220631014	Deepalakshmi.K	<i>Deepalakshmi</i>
13	812220631015	Devadharshini.G	<i>Devadharshini.G</i>
14	812220631017	Dhanusiya Mary. S	<i>Dhanusiya Mary</i>
15	812220631018	Dharanika D	<i>Dharanika D</i>
16	812220631019	Dhilipkumar.B	<i>Dhilipkumar</i>
17	812220631020	Esther Evangelin.I	<i>Esther</i>
18	812220631021	Farah Zainaf.A	<i>Farah Zainaf.</i>
19	812220631022	Gayathri.K	<i>Gayathri.K</i>
20	812220631023	Girija.S	<i>Girija.S.</i>
21	812220631024	Guna. K	<i>Guna.K</i>
22	812220631025	Hariharan R	<i>Hariharan R.</i>
23	812220631026	Harshavardhini .M	<i>Harshavardhini</i>
24	812220631027	Infant Jeromeca.S	<i>Infant Jeromeca</i>
25	812220631028	Ishwarya.A	<i>Ishwarya.A</i>







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26	812220631029	Iswarya.M	M.S. Iswarya
27	812220631030	Janarthan.B	B. Janarthan
28	812220631031	Jayakiruthika.S	S. Jayakiruthika
29	812220631032	Jebasuthan. S	S. Jebasuthan
30	8122206310033	Karthick.k	K. Karthick
31	812220631034	Karthickraja.M	M. Karthickraja
32	812220631035	Karunamoorthi.A	A. Karunamoorthi
33	812220631036	Keerthana B	B. Keerthana
34	812220631037	KethsiyaEvangelin.J	J. Kethsiya Evangelin
35	812220631038	Krishnakumar.C	C. Krishnakumar
36	812220631040	Loganayaki. S	S. Loganayaki
37	812220631042	Mageshwari.G	G. Mageshwari
38	812220631043	Manikandan.S	S. Manikandan
39	812220631044	Manimaran.A	A. Manimaran
40	812220631045	Manju.M	M. Manju
41	812220631046	Manju.T	T. Manju
42	812220631047	Mariyamarttin M	M. Mariyamarttin
43	812220631048	Mariyammal V	V. Mariyammal
44	812220631049	MehaJabeen Syed Mohamed Batcha	Syed MehaJabeen Batcha Mohamed
45	812220631050	Monisha R	R. Monisha
46	812220631052	Naga Jothi R	R. Naga Jothi
47	812220631053	Nandhini D	D. Nandhini
48	812220631054	Naveen Kumar U	U. Naveen Kumar
49	812220631055	Palanikumar S	S. Palanikumar
50	812220631056	Poovarasam K	K. Poovarasam
51	812220631057	Prakash M	M. Prakash
52	812220631058	Pravin Kumar E	E. Pravin Kumar
53	812220631059	Priyadharshini R	R. Priyadharshini
54	812220631060	Priyanka M	M. Priyanka
55	812220631061	RagulGanth T	T. RagulGanth
56	812220631062	Rajaselvam S	S. Rajaselvam
57	812220631064	Ramajeyam B	B. Ramajeyam
58	812220631065	Ramar S	S. Ramar
59	812220631066	Rameshkumar V	V. Rameshkumar







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60	812220631067	RasheethBasha H	Rasheeth
61	812220631068	Sabarinathan T	Sabarinathan
62	812220631070	Santhosh Kumar A	Santhosh
63	812220631071	Saravanakumar K	Saravanakumar
64	812220631072	Saravanan S	Saravanan
65	812220631073	Sathish N	Sathish
66	812220631074	Sathishkumar S	Sathishkumar
67	812220631075	Savithri R	Savithri
68	812220631076	ShanmugaPriya M	ShanmugaPriya
69	812220631077	Shiny Reshma J	Shiny Reshma
70	812220631079	Sivagami R	Sivagami
71	812220631080	Sivaprakash M	Sivaprakash
72	812220631081	SubashChandrabose P	Subash Chandrabose
73	812220631082	Suganthi P	Suganthi
74	812220631083	Surya A	Surya A
75	812220631084	Surya S	Surya S
76	812220631085	Thangeswaran K	Thangeswaran
77	812220631087	Vasu Devan M	Vasu Devan
78	812220631088	Vignesh K	Vignesh K
79	812220631089	VingolarMeshiya G	Vingolar Meshiya
80	812220631090	Vinothini M	Vinothini
81	812220631091	Vishnu Prasanth K	Vishnu Prasanth
82	812220631092	Viswanathan P	Viswanathan
83	812220631094	Yogananth K	Yogananth
84	812220631095	Yuvaraj E	Yuvaraj
85	812220631096	Yuvaraj S	Yuvaraj
86	812221631001	Aarthi.S	Aarthi
87	812221631002	AjithKumar.A	Ajith Kumar
88	812221631003	Akash A	Akash
89	812221631004	AlaguSamy .P	AlaguSamy
90	812221631005	Ananth.S	Ananth
91	812221631006	AnbuParameshwari. B	Anbu Parameshwari
92	812221631007	Aparna. M	Aparna
93	812221631008	Aravindhasamy P.	Aravindhasamy







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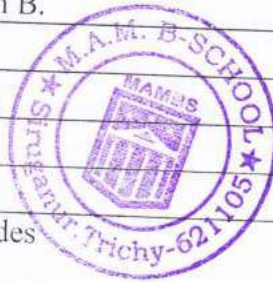
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94	812221631009	Arjun.A	Arjun
95	812221631010	Arockiyapriyanka.R	Priya
96	812221631011	Atchaya.R	Atchaya
97	812221631012	Athistalakshmi. M	Athistalakshmi
98	812221631013	Barath N	Barath
99	812221631014	Bavana. P	Bavana
100	812221631015	Bebina. S	Bebina
101	812221631016	Chandru.T	Chandru
102	812221631017	Dharshini. S	Dharshini
103	812221631018	Dheetchana.S	Dheetchana
104	812221631019	Dinesh Kumar A.	Dinesh Kumar
105	812221631020	Divya.B	Divya
106	812221631021	Durga R	Durga
107	812221631022	Elaiyaselvi E	Elaiyaselvi
108	812221631023	Elakkiya P	Elakkiya
109	812221631024	Gayathri K	Gayathri
110	812221631025	Gowsalya E	Gowsalya
111	812221631026	Gowtham A	Gowtham
112	812221631027	Guruprasanna. R	Guruprasanna
113	812221631028	Hariharan.I	Hariharan
114	812221631029	HaseenaBegam B.	Haseena Begam
115	812221631030	Hemalatha. P	Hemalatha
116	812221631031	Hemamalini.A	Hemamalini
117	812221631033	Hemavathy C	Hemavathy
118	812221631034	IjazAhamed.S	IjazAhamed
119	812221631035	Infantena Lourdes Mary.D	Infantena Lourdes Mary
120	812221631036	IrfanaBegum.Z	Irfana Begum
121	812221631037	Ishwarya. M	Ishwarya
122	812221631038	Janarthan .P	Janarthan
123	812221631039	Jayaprabha.N	Jayaprabha
124	812221631040	Jayasri.R	Jayasri
125	812221631041	Kanmani.M	Kanmani
126	812221631042	Karthika. B	Karthika
127	812221631043	Karthika.R	Karthika







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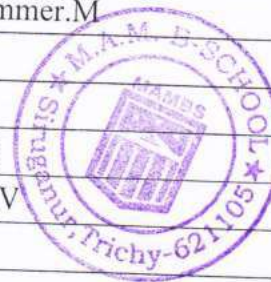
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M.A.M. BUSINESS SCHOOL

128	812221631044	Karthik Kumar S	Karthik S
129	812221631045	Kaveri.R	Kaveri
130	812221631046	Kayalvizhi M	Kayalvizhi
131	812221631047	Kayalvizhi S	Kayalvizhi S
132	812221631048	Keerthika P	Keerthika P
133	812221631049	KeerthiRajan S	KeerthiRajan S
134	812221631050	Kesavarthini.K	Kesavarthini.K
135	812221631051	Kevin Ciastun J	Kevin Ciastun J
136	812221631052	Kirubavathi.N	Kirubavathi.N
137	812221631053	Kowsalya G	Kowsalya G
138	812221631054	Madhumathi.R	Madhumathi.R
139	812221631055	Madhumitha.P	Madhumitha.P
140	812221631056	ManickaVasuki.S	ManickaVasuki.S
141	812221631057	Manikandan.K	Manikandan.K
142	812221631058	Manjubashini M	Manjubashini M
143	812221631059	Mareeswaran. R	Mareeswaran. R
144	812221631060	Mathavan.R	Mathavan.R
145	812221631061	Meenakshi.K	Meenakshi.K
146	812221631062	Mohamed Ajlan.K	Mohamed Ajlan.K
147	812221631063	Mohamed Imran.A	Mohamed Imran.A
148	812221631064	Mohamed Millath.H	Mohamed Millath.H
149	812221631065	Mohamed Sammer.M	Mohamed Sammer.M
150	812221631066	Monisha.K	Monisha.K
151	812221631067	Monisha.R.K	Monisha.R.K
152	812221631068	Muthupandi S	Muthupandi S
153	812221631069	Nanthakumar.V	Nanthakumar.V
154	812221631070	Nandhini.A	Nandhini.A
155	812221631071	Naveen.M	Naveen.M
156	812221631072	Neelaveni.M	Neelaveni.M
157	812221631073	Nithya.M	Nithya.M
158	812221631074	Nivegeetha.V	Nivegeetha.V
159	812221631075	Nivetha.S	Nivetha.S
160	812221631076	Nivetha.V	Nivetha.V
161	812221631077	Poornima.S	Poornima.S







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162	812221631078	Premkumar.S.P	Premkumar.S.P
163	812221631079	Priyadarshini.K	Priyadarshini.K
164	812221631080	Ragul M	Ragul M
165	812221631081	Ragunahth.Pee	Ragunahth.Pee
166	812221631082	RahamathNisha.P	RahamathNisha.P
167	812221631083	Rajeshwari.S	Rajeshwari.S
168	812221631084	Raj Kumar	Raj Kumar
169	812221631085	Ramya.S	Ramya.S
170	812221631086	Renuka.M	Renuka.M
171	812221631087	Revathi.R	Revathi.R
172	812221631088	Sakthipriya .N	Sakthipriya .N
173	812221631090	Sanjaikrishnan C	Sanjaikrishnan C
174	812221631091	Saranya.S	Saranya.S
175	812221631092	Saravanan.R	Saravanan.R
176	812221631093	Sathyaseelan. M	Sathyaseelan. M
177	812221631094	Shamsharma.T	Shamsharma.T
178	812221631095	Siva Priya.R	Siva Priya.R
179	812221631096	Siva Shankar.M	Siva Shankar.M
180	812221631097	Siva Soorya	Siva Soorya
181	812221631098	Siva Ranjani.R	Siva Ranjani.R
182	812221631101	Sri Dharshini. K	Sri Dharshini. K
183	812221631102	Subashini.K	Subashini.K
184	812221631104	Sujithra.S	Sujithra.S
185	812221631105	Supriya.R	Supriya.R
186	812221631106	Suryaprakash.N	Suryaprakash.N
187	812221631107	Surya.R	Surya.R
188	812221631108	Swarnamalya.S	Swarnamalya.S
189	812221631109	Swetha.C	Swetha.C
190	812221631110	Thejaswini.P	Thejaswini.P
191	812221631111	ThivinKumar.R	ThivinKumar.R
192	812221631112	Vaidhegi.V	Vaidhegi.V
193	812221631113	Varatharajan.C	Varatharajan.C
194	812221631114	Vasudevan.T	Vasudevan.T
195	812221631115	Vedhavalli.V	Vedhavalli.V







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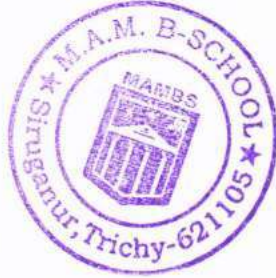
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MAMBS  
M.A.M. BUSINESS  
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196	812221631116	Vignesh.G	Vignesh.G.
197	812221631117	Vignesh.S	Vignesh.S.
198	812221631118	Vinitha.S(Sen)	Vinitha.S
199	812221631119	Vinitha.S(Sub)	Vinitha.S.



Director

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

# M.A.M. B-SCHOOL

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M.A.M. BUSINESS SCHOOL

## ATTENDANCE FORM

Year/Sem : I/II/III/IV  
Degree/Branch : MBA  
Batch : 2020-2022/  
2021-2023

Course Plan : 13/02/22 - 16/02/22  
Duration : 30 hrs  
Time : 09.00 am - 05.00 pm

Total no. of Students Registered:

S. NO.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			13/02/22	14/02/22	15/02/22	16/02/22
1	812220631002	Abirami.K	Abirami	Abirami	Abirami	Abirami
2	812220631004	Akash. C	Akash	Akash	Akash	Akash
3	812220631005	Akila.S	Akila	Akila	Akila	Akila
4	812220631006	Anandh.K	Anandh	Anandh	Anandh	Anandh
5	812220631007	Anusuya.V	Anusuya	Anusuya	Anusuya	Anusuya
6	812220631008	Arul Reshma.A	Arul Reshma	Arul Reshma	Arul Reshma	Arul Reshma
7	812220631009	Ashokraj.V	Ashokraj	Ashokraj	Ashokraj	Ashokraj
8	812220631010	Balakrishnan.M	Balakrishnan	Balakrishnan	Balakrishnan	Balakrishnan
9	812220631011	Balapriya. B	Balapriya	Balapriya	Balapriya	Balapriya
10	812220631012	Bavithra.R	Bavithra	Bavithra	Bavithra	Bavithra
11	812220631013	Bhavatharini.B	Bhavatharini	Bhavatharini	Bhavatharini	Bhavatharini
12	812220631014	Deepalakshmi.K	Deepalakshmi	Deepalakshmi	Deepalakshmi	Deepalakshmi
13	812220631015	Devadharshini.G	Devadharshini	Devadharshini	Devadharshini	Devadharshini
14	812220631017	Dhanusiya Mary. S	Dhanusiya	Dhanusiya	Dhanusiya	Dhanusiya
15	812220631018	Dharanika D	Dharanika	Dharanika	Dharanika	Dharanika
16	812220631019	Dhilipkumar.B	Dhilipkumar	Dhilipkumar	Dhilipkumar	Dhilipkumar
17	812220631020	Esther Evangelin.I	Esther	Esther	Esther	Esther
18	812220631021	Farah Zainaf.A	Farah	Farah	Farah	Farah
19	812220631022	Gayathri.K	Gayathri	Gayathri	Gayathri	Gayathri
20	812220631023	Girija.S	Girija	Girija	Girija	Girija
21	812220631024	Guna. K	Guna	Guna	Guna	Guna
22	812220631025	Hariharan R	Hariharan	Hariharan	Hariharan	Hariharan



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M.A.M. B-SCHOOL

57	812220631064	Ramajeyam B	Ramajeyam	Ramajeyam	Ramajeyam	Ramajeyam
58	812220631065	Ramar S	Ramar	Ramar	Ramar	Ramar
59	812220631066	Rameshkumar V	Rameshkumar	Rameshkumar	Rameshkumar	Rameshkumar
60	812220631067	RasheethBasha H	RasheethBasha	RasheethBasha	RasheethBasha	RasheethBasha
61	812220631068	Sabarinathan T	Sabarinathan	Sabarinathan	Sabarinathan	Sabarinathan
62	812220631070	Santhosh Kumar A	Santhosh Kumar	Santhosh Kumar	Santhosh Kumar	Santhosh Kumar
63	812220631071	Saravanakumar K	Saravanakumar	Saravanakumar	Saravanakumar	Saravanakumar
64	812220631072	Saravanan S	Saravanan	Saravanan	Saravanan	Saravanan
65	812220631073	Sathish N	Sathish	Sathish	Sathish	Sathish
66	812220631074	Sathishkumar S	Sathishkumar	Sathishkumar	Sathishkumar	Sathishkumar
67	812220631075	Savithri R	Savithri	Savithri	Savithri	Savithri
68	812220631076	ShanmugaPriya M	ShanmugaPriya	ShanmugaPriya	ShanmugaPriya	ShanmugaPriya
69	812220631077	Shiny Reshma J	Shiny Reshma	Shiny Reshma	Shiny Reshma	Shiny Reshma
70	812220631079	Sivagami R	Sivagami	Sivagami	Sivagami	Sivagami
71	812220631080	Sivaprakash M	Sivaprakash	Sivaprakash	Sivaprakash	Sivaprakash
72	812220631081	SubashChandrabose P	SubashChandrabose	SubashChandrabose	SubashChandrabose	SubashChandrabose
73	812220631082	Suganthi P	Suganthi	Suganthi	Suganthi	Suganthi
74	812220631083	Surya A	Surya	Surya	Surya	Surya
75	812220631084	Surya S	Surya	Surya	Surya	Surya
76	812220631085	Thangeswaran K	Thangeswaran	Thangeswaran	Thangeswaran	Thangeswaran
77	812220631087	Vasu Devan M	Vasu Devan	Vasu Devan	Vasu Devan	Vasu Devan
78	812220631088	Vignesh K	Vignesh	Vignesh	Vignesh	Vignesh
79	812220631089	VingolarMeshiya G	VingolarMeshiya	VingolarMeshiya	VingolarMeshiya	VingolarMeshiya
80	812220631090	Vinothini M	Vinothini	Vinothini	Vinothini	Vinothini
81	812220631091	Vishnu Prasanth K	Vishnu Prasanth	Vishnu Prasanth	Vishnu Prasanth	Vishnu Prasanth
82	812220631092	Viswanathan P	Viswanathan	Viswanathan	Viswanathan	Viswanathan
83	812220631094	Yogananth K	Yogananth	Yogananth	Yogananth	Yogananth
84	812220631095	Yuvaraj E	Yuvaraj	Yuvaraj	Yuvaraj	Yuvaraj
85	812220631096	Yuvaraj S	Yuvaraj	Yuvaraj	Yuvaraj	Yuvaraj
86	812221631001	Aarthi.S	Aarthi	Aarthi	Aarthi	Aarthi
87	812221631002	AjithKumar.A	AjithKumar	AjithKumar	AjithKumar	AjithKumar
88	812221631003	Akash A	Akash	Akash	Akash	Akash
89	812221631004	AlaguSamy .P	AlaguSamy	AlaguSamy	AlaguSamy	AlaguSamy
90	812221631005	Ananth.S	Ananth	Ananth	Ananth	Ananth





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23	812220631026	Harshavardhini .M	harshavardhini	harshavardhini	harshavardhini	harshavardhini
24	812220631027	Infant Jeromeca.S	Infant Jeromeca	Infant Jeromeca	Infant Jeromeca	Infant Jeromeca
25	812220631028	Ishwarya.A	Ishwarya	Ishwarya	Ishwarya	Ishwarya
26	812220631029	Iswarya.M	Iswarya	Iswarya	Iswarya	Iswarya
27	812220631030	Janarthan.B	Janarthan	Janarthan	Janarthan	Janarthan
28	812220631031	Jayakiruthika.S	Jayakiruthika	Jayakiruthika	Jayakiruthika	Jayakiruthika
29	812220631032	Jebasuthan. S	Jebasuthan	Jebasuthan	Jebasuthan	Jebasuthan
30	812220631033	Karthick.k	Karthick	Karthick	Karthick	Karthick
31	812220631034	Karthickraja.M	Karthickraja	Karthickraja	Karthickraja	Karthickraja
32	812220631035	Karunamoorthi.A	Karunamoorthi	Karunamoorthi	Karunamoorthi	Karunamoorthi
33	812220631036	Keerthana B	Keerthana	Keerthana	Keerthana	Keerthana
34	812220631037	KethsiyaEvangelin.J	KethsiyaEvangelin	KethsiyaEvangelin	KethsiyaEvangelin	KethsiyaEvangelin
35	812220631038	Krishnakumar.C	Krishnakumar	Krishnakumar	Krishnakumar	Krishnakumar
36	812220631040	Loganayaki. S	Loganayaki	Loganayaki	Loganayaki	Loganayaki
37	812220631042	Mageshwari.G	Mageshwari	Mageshwari	Mageshwari	Mageshwari
38	812220631043	Manikandan.S	Manikandan	Manikandan	Manikandan	Manikandan
39	812220631044	Manimaran.A	Manimaran	Manimaran	Manimaran	Manimaran
40	812220631045	Manju.M	Manju	Manju	Manju	Manju
41	812220631046	Manju.T	Manju	Manju	Manju	Manju
42	812220631047	Mariyamarttin M	Mariyamarttin	Mariyamarttin	Mariyamarttin	Mariyamarttin
43	812220631048	Mariyammal V	Mariyammal	Mariyammal	Mariyammal	Mariyammal
44	812220631049	MehaJabeen Syed Mohamed Batcha	MehaJabeen Syed Mohamed Batcha	MehaJabeen Syed Mohamed Batcha	MehaJabeen Syed Mohamed Batcha	MehaJabeen Syed Mohamed Batcha
45	812220631050	Monisha R	Monisha	Monisha	Monisha	Monisha
46	812220631052	Naga Jothi R	Naga Jothi	Naga Jothi	Naga Jothi	Naga Jothi
47	812220631053	Nandhini D	Nandhini	Nandhini	Nandhini	Nandhini
48	812220631054	Naveen Kumar U	Naveen Kumar	Naveen Kumar	Naveen Kumar	Naveen Kumar
49	812220631055	Palanikumar S	Palanikumar	Palanikumar	Palanikumar	Palanikumar
50	812220631056	Poovarasan K	Poovarasan	Poovarasan	Poovarasan	Poovarasan
51	812220631057	Prakash M	Prakash	Prakash	Prakash	Prakash
52	812220631058	Pravin Kumar E	Pravin Kumar	Pravin Kumar	Pravin Kumar	Pravin Kumar
53	812220631059	Priyadharshini R	Priyadharshini	Priyadharshini	Priyadharshini	Priyadharshini
54	812220631060	Priyanka M	Priyanka	Priyanka	Priyanka	Priyanka
55	812220631061	RagulGanth T	RagulGanth	RagulGanth	RagulGanth	RagulGanth
56	812220631062	Rajaselvam S	Rajaselvam	Rajaselvam	Rajaselvam	Rajaselvam





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M.A.M. B-SCHOOL

91	812221631006	AnbuParameshwari. B	Anbu	Anbu	Anbu	Anbu
92	812221631007	Aparna. M	Aparna	Aparna	Aparna	Aparna
93	812221631008	Aravindhasamy P.	Aravind	Aravind	Aravind	Aravind
94	812221631009	Arjun.A	Arjun	Arjun	Arjun	Arjun
95	812221631010	Arockiyapriyanka.R	Arockiya	Arockiya	Arockiya	Arockiya
96	812221631011	Atchaya.R	Atchaya	Atchaya	Atchaya	Atchaya
97	812221631012	Athistalakshmi. M	Athist	Athist	Athist	Athist
98	812221631013	Barath N	Barath	Barath	Barath	Barath
99	812221631014	Bavana. P	Bavana	Bavana	Bavana	Bavana
100	812221631015	Bebina. S	Bebina	Bebina	Bebina	Bebina
101	812221631016	Chandru.T	Chandru	Chandru	Chandru	Chandru
102	812221631017	Dharshini. S	Dharshini	Dharshini	Dharshini	Dharshini
103	812221631018	Dheetchana.S	Dheetchana	Dheetchana	Dheetchana	Dheetchana
104	812221631019	Dinesh Kumar A.	Dinesh	Dinesh	Dinesh	Dinesh
105	812221631020	Divya.B	Divya	Divya	Divya	Divya
106	812221631021	Durga R	Durga	Durga	Durga	Durga
107	812221631022	Elaiyaselvi E	Elaiyaselvi	Elaiyaselvi	Elaiyaselvi	Elaiyaselvi
108	812221631023	Elakkiya P	Elakkiya	Elakkiya	Elakkiya	Elakkiya
109	812221631024	Gayathri K	Gayathri	Gayathri	Gayathri	Gayathri
110	812221631025	Gowsalya E	Gowsalya	Gowsalya	Gowsalya	Gowsalya
111	812221631026	Gowtham A	Gowtham	Gowtham	Gowtham	Gowtham
112	812221631027	Guruprasanna. R	Guruprasanna	Guruprasanna	Guruprasanna	Guruprasanna
113	812221631028	Hariharan.I	Hariharan	Hariharan	Hariharan	Hariharan
114	812221631029	HaseenaBegam B.	Haseena	Haseena	Haseena	Haseena
115	812221631030	Hemalatha. P	Hemalatha	Hemalatha	Hemalatha	Hemalatha
116	812221631031	Hemamalini.A	Hemamalini	Hemamalini	Hemamalini	Hemamalini
117	812221631033	Hemavathy C	Hemavathy	Hemavathy	Hemavathy	Hemavathy
118	812221631034	IjazAhamed.S	Ijaz	Ijaz	Ijaz	Ijaz
119	812221631035	Infantena Lourdes Mary.D	Infantena	Infantena	Infantena	Infantena
120	812221631036	IrfanaBegum.Z	Irfana	Irfana	Irfana	Irfana
121	812221631037	Ishwarya. M	Ishwarya	Ishwarya	Ishwarya	Ishwarya
122	812221631038	Janarthan .P	Janarthan	Janarthan	Janarthan	Janarthan
123	812221631039	Jayaprabha.N	Jayaprabha	Jayaprabha	Jayaprabha	Jayaprabha
124	812221631040	Jayasri.R	Jayasri	Jayasri	Jayasri	Jayasri





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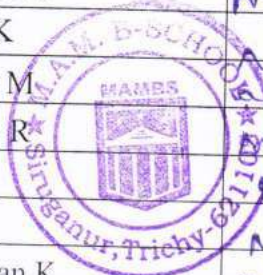
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M.A.M. B-SCHOOL

125	812221631041	Kanmani.M	Kanmani	Kanmani	Kanmani	Kanmani
126	812221631042	Karthika. B	Karthika	Karthika	Karthika	Karthika
127	812221631043	Karthika.R	Karthika	Karthika	Karthika	Karthika
128	812221631044	Karthik Kumar S	Karthik	Karthik	Karthik	Karthik
129	812221631045	Kaveri.R	Kaveri	Kaveri	Kaveri	Kaveri
130	812221631046	Kayalvizhi M	Kayalvizhi	Kayalvizhi	Kayalvizhi	Kayalvizhi
131	812221631047	Kayalvizhi S	Kayalvizhi	Kayalvizhi	Kayalvizhi	Kayalvizhi
132	812221631048	Keerthika P	Keerthika	Keerthika	Keerthika	Keerthika
133	812221631049	KeerthiRajan S	KeerthiRajan	KeerthiRajan	KeerthiRajan	KeerthiRajan
134	812221631050	Kesavarthini.K	Kesavarthini	Kesavarthini	Kesavarthini	Kesavarthini
135	812221631051	Kevin Ciastun J	Kevin	Kevin	Kevin	Kevin
136	812221631052	Kirubavathi.N	Kirubavathi	Kirubavathi	Kirubavathi	Kirubavathi
137	812221631053	Kowsalya G	Kowsalya	Kowsalya	Kowsalya	Kowsalya
138	812221631054	Madhumathi.R	Madhumathi	Madhumathi	Madhumathi	Madhumathi
139	812221631055	Madhumitha.P	Madhumitha	Madhumitha	Madhumitha	Madhumitha
140	812221631056	ManickaVasuki.S	ManickaVasuki	ManickaVasuki	ManickaVasuki	ManickaVasuki
141	812221631057	Manikandan.K	Manikandan	Manikandan	Manikandan	Manikandan
142	812221631058	Manjubashini M	Manjubashini	Manjubashini	Manjubashini	Manjubashini
143	812221631059	Mareeswaran. R	Mareeswaran	Mareeswaran	Mareeswaran	Mareeswaran
144	812221631060	Mathavan.R	Mathavan	Mathavan	Mathavan	Mathavan
145	812221631061	Meenakshi.K	Meenakshi	Meenakshi	Meenakshi	Meenakshi
146	812221631062	Mohamed Ajlan.K	Mohamed Ajlan	Mohamed Ajlan	Mohamed Ajlan	Mohamed Ajlan
147	812221631063	Mohamed Imran.A	Mohamed Imran	Mohamed Imran	Mohamed Imran	Mohamed Imran
148	812221631064	Mohamed Millath.H	Mohamed Millath	Mohamed Millath	Mohamed Millath	Mohamed Millath
149	812221631065	Mohamed Sammer.M	Mohamed Sammer	Mohamed Sammer	Mohamed Sammer	Mohamed Sammer
150	812221631066	Monisha.K	Monisha	Monisha	Monisha	Monisha
151	812221631067	Monisha.R.K	Monisha	Monisha	Monisha	Monisha
152	812221631068	Muthupandi S	Muthupandi	Muthupandi	Muthupandi	Muthupandi
153	812221631069	Nanthakumar.V	Nanthakumar	Nanthakumar	Nanthakumar	Nanthakumar
154	812221631070	Nandhini.A	Nandhini	Nandhini	Nandhini	Nandhini
155	812221631071	Naveen.M	Naveen	Naveen	Naveen	Naveen
156	812221631072	Neelaveni.M	Neelaveni	Neelaveni	Neelaveni	Neelaveni
157	812221631073	Nithya.M	Nithya	Nithya	Nithya	Nithya
158	812221631074	Nivegeetha.V	Nivegeetha	Nivegeetha	Nivegeetha	Nivegeetha





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159	812221631075	Nivetha.S	Nivetha	Nivetha	Nivetha	Nivetha
160	812221631076	Nivetha.V	Nivetha	Nivetha	Nivetha	Nivetha
161	812221631077	Poornima.S	Poornima	Poornima	Poornima	Poornima
162	812221631078	Premkumar.S.P	Premkumar	Premkumar	Premkumar	Premkumar
163	812221631079	Priyadarshini.K	Priyadarshini	Priyadarshini	Priyadarshini	Priyadarshini
164	812221631080	Ragul M	Ragul	Ragul	Ragul	Ragul
165	812221631081	Ragunath.Pee	Ragunath	Ragunath	Ragunath	Ragunath
166	812221631082	RahamathNisha.P	RahamathNisha	RahamathNisha	RahamathNisha	RahamathNisha
167	812221631083	Rajeshwari.S	Rajeshwari	Rajeshwari	Rajeshwari	Rajeshwari
168	812221631084	Raj Kumar	Raj Kumar	Raj Kumar	Raj Kumar	Raj Kumar
169	812221631085	Ramya.S	Ramya	Ramya	Ramya	Ramya
170	812221631086	Renuka.M	Renuka	Renuka	Renuka	Renuka
171	812221631087	Revathi.R	Revathi	Revathi	Revathi	Revathi
172	812221631088	Sakthipriya .N	Sakthipriya	Sakthipriya	Sakthipriya	Sakthipriya
173	812221631090	Sanjaikrishnan C	Sanjaikrishnan	Sanjaikrishnan	Sanjaikrishnan	Sanjaikrishnan
174	812221631091	Saranya.S	Saranya	Saranya	Saranya	Saranya
175	812221631092	Saravanan.R	Saravanan	Saravanan	Saravanan	Saravanan
176	812221631093	Sathyaseelan. M	Sathyaseelan	Sathyaseelan	Sathyaseelan	Sathyaseelan
177	812221631094	Shamsharma.T	Shamsharma	Shamsharma	Shamsharma	Shamsharma
178	812221631095	Siva Priya.R	Siva Priya	Siva Priya	Siva Priya	Siva Priya
179	812221631096	Siva Shankar.M	Siva Shankar	Siva Shankar	Siva Shankar	Siva Shankar
180	812221631097	Siva Soorya	Siva Soorya	Siva Soorya	Siva Soorya	Siva Soorya
181	812221631098	Siva Ranjani.R	Siva Ranjani	Siva Ranjani	Siva Ranjani	Siva Ranjani
182	812221631101	Sri Dharshini. K	Sri Dharshini	Sri Dharshini	Sri Dharshini	Sri Dharshini
183	812221631102	Subashini.K	Subashini	Subashini	Subashini	Subashini
184	812221631104	Sujithra.S	Sujithra	Sujithra	Sujithra	Sujithra
185	812221631105	Supriya.R	Supriya	Supriya	Supriya	Supriya
186	812221631106	Suryaprakash.N	Suryaprakash	Suryaprakash	Suryaprakash	Suryaprakash
187	812221631107	Surya.R	Surya	Surya	Surya	Surya
188	812221631108	Swarnamalya.S	Swarnamalya	Swarnamalya	Swarnamalya	Swarnamalya
189	812221631109	Swetha.C	Swetha	Swetha	Swetha	Swetha
190	812221631110	Thejaswini.P	Thejaswini	Thejaswini	Thejaswini	Thejaswini
191	812221631111	ThivinKumar.R	ThivinKumar	ThivinKumar	ThivinKumar	ThivinKumar
192	812221631112	Vaidhegi.V	Vaidhegi	Vaidhegi	Vaidhegi	Vaidhegi





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193	812221631113	Varatharajan.C	Varatharajan	Varatharajan	Varatharajan	Varatharajan
194	812221631114	Vasudevan.T	Vasudevan	Vasudevan	Vasudevan	Vasudevan
195	812221631115	Vedhavalli.V	Vedhavalli	Vedhavalli	Vedhavalli	Vedhavalli
196	812221631116	Vignesh.G	Vignesh	Vignesh	Vignesh	Vignesh
197	812221631117	Vignesh.S	Vignesh	Vignesh	Vignesh	Vignesh
198	812221631118	Vinitha.S(Sen)	Vinitha	Vinitha	Vinitha	Vinitha
199	812221631119	Vinitha.S(Sub)	Vinitha	Vinitha	Vinitha	Vinitha



  
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MAMBS  
M.A.M. BUSINESS  
SCHOOL

## Certificate

This is to certify that Mr/Ms/Mrs. **D.DHARANIKA** ...  
of **II** year MBA has participated in the Certificate Course on "Performance  
Management Systems" organized by COPE- An Association of Department of  
Management Studies from 13<sup>th</sup> February 2022 to 16<sup>th</sup> February 2022.

*M. Anita*

CO-ORDINATOR



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

*[Signature]*

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



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M.A.M. B-SCHOOL

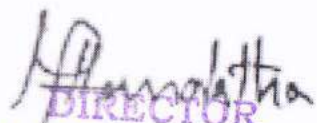
## Certificate

This is to certify that Mr/Ms/Mrs. **S.SARANYA** ...  
of ...<sup>I</sup> year MBA has participated in the Certificate Course on "Performance Management Systems" organized by COPE- An Association of Department of Management Studies from 13<sup>h</sup> February 2022 to 16<sup>th</sup> February 2022.

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



  
CO-ORDINATOR

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



## Academic Year 2021-2022

### Programme Report

The Department of MBA organized a Four-day certificate course on "Performance Management System" from 13.02.2022 to 16.02.2022 for I and II Year MBA students. The resource person was Mr. M. MarudhaiRaj, Managing Director, Apex Steel Technology India Private Limited.

The program was inaugurated by Dr. M. Hemalatha, Director MBA with an introduction speech on performance management system in today's business environment and the way the performance management system developed and structured to the different fields. The course was coordinated by Ms. M. Akila, Assistant Professor, MBA.



The course concentrated on the basics of performance improvement systems, framework, mechanics of performance systems, appraisal methods, methods to improve performance. Both first and second year students of Management studies participated in the course.

The course consists of detailed presentation classes followed by discussion sessions.

- Day 1.** Introduction to performance management and framework.
- Day 2.** Process, mechanics and overview of performance management system.
- Day 3.** Documentation of performance, performance appraisal, methods, feedback.
- Day 4.** Issues in performance management, automation of performance management system and ethics in performance appraisal.



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**Director**

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## Academic Year 2021-2022

### PERFORMANCE MANAGEMENT SYSTEMS

#### OBJECTIVES:

- To give students an understanding Performance management systems

#### Unit 1

Introduction to Performance Management: Definition of Performance Evaluation, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. What a Performance Management System Should Do? Importance of Performance Management, Linkage of Performance Management to Other HR Processes

#### Unit 2

An Overview of Performance Management: Aims of Performance Management, Purpose of Performance Management, Employee Engagement and Performance Management, Principles of Performance Management, Overview of Performance Management as a System, Dimensions of Performance Management

#### Unit 3

Performance Appraisal: Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organisations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department

#### Unit 4

Performance Appraisal Methods: Performance Appraisal Methods, Traditional Methods, Modern Methods, and Performance Appraisal of Bureaucrats – A New Approach

#### Unit 5

Performance Appraisal Feedback: Feedback – Role, Types and Principles, Situations Requiring Feedback and Pitfalls, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback

#### Unit 6

360-Degree Appraisal: Introduction, the Impact of 360-Degree Feedback on Organisations, Concept of 360-Degree Feedback System, Purpose, Methodology, Ratings, Advantages and Disadvantages of the Method, The Process of 360-Degree Feedback, Operating 360-Degree Appraisal







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## Unit 7

Issues in Performance Management – I: Team Performance, Performance of Learning Organisations and Virtual Teams: Team Performance Management, Performance Management and Learning Organisations, Performance Management and Virtual Teams

**TOTAL: 30 PERIODS**

### OUTCOMES:

- Students may understand the performance System.



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## Academic Year 2021-2022

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Performance Management Systems

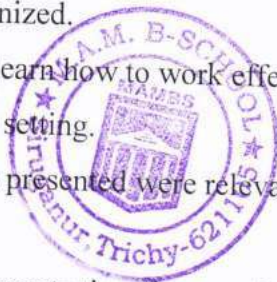
Date and Venue : 13/02/2022 - 16/02/2022 & Newton Hall

Name of the Resource Person / Speaker : Mr. Marudhai Raj,  
Managing Director,  
Apex Steel Technology India Pvt Ltd, Trichy

Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |
| 9. | The presenter(s) suggested ways to follow up the training.                                   | 4 | 3 | 2 | 1 |







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- |     |   |   |                                     |                                    |                                   |
|-----|---|---|-------------------------------------|------------------------------------|-----------------------------------|
| 10. | The materials provided were useful and appropriate for the program.   | 4   | 3                                   | 2                                  | 1                                 |
| 11. | The physical arrangements were adequate.                              | 4   | 3                                   | 2                                  | 1                                 |
| 12. | How would you rate this workshop? (please check one)                  | <input checked="" type="checkbox"/> Excellent | <input type="checkbox"/> Good       | <input type="checkbox"/> Very Good | <input type="checkbox"/> Not Good |
| 13. | How comfortable are teaching the material presented in this workshop? | <input checked="" type="checkbox"/> Very      | <input type="checkbox"/> Not at all | <input type="checkbox"/> Somewhat  |                                   |
| 14. | Areas/topics about which you would like to receive further training:  |   |                                     |                                    |                                   |



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15. Suggestions for improving this workshop:

Date: 16/2/2022

*Ajusha*  
Signature of the participant

## UNIT-1 FOUNDATIONS OF PERFORMANCE MANAGEMENT

### PERFORMANCE MANAGEMENT – INTRODUCTION

Performance management can be defined as a systematic process to improve organizational performance by developing the performance of individuals and teams working with an organization. It is a means of getting better results from the organization, teams and individuals by understanding and managing their performance within a framework of planned goals, standards and competence requirements. In other words, performance management is the process of managing an organization's management strategy. This is how plans are converted into desired outcomes in organizations.

#### **Performance management is a powerful tool**

Performance management is a difficult role to play. Some people have difficulty when it comes to performance evaluation. Performance management is about motivation and partnership. When this kind of prospective is shared with your employees and they learn to see in that way, performance management becomes a powerful tool that will help your team to become more successful.



#### **Performance Management is NOT Human Resource Planning**

Performance management is sometimes mistaken for human resources and personnel system, but it is very different when it comes to execution. Performance management comprises of the methodologies, processes, software tools, and systems that manage the performance of an organization, whereas **Human Resource Planning** only takes care of individual employee's work responsibilities and work delivery.

The benefits of performance management extend to enhancing broad cross-functional involvement in decision-making, and calculated risk-taking by providing greater visibility with accurate and relevant information, to execute an organization's strategy.

Performance management involves many managerial roles, which shows you must be a communicator, a leader and a collaborator as well. Each individual in the team should understand exactly what their responsibilities are and what the expectations from them are, and how to work accordingly to reach the goals.

#### **SIGNIFICANCE OF PM**



## Importance of PM

- Improve employee performance
- Develop people for promotional opportunities
- Meet employee need for feedback
- Ensure that employees are working toward organizational goals
- Provide the data needed to make and defend important human resources decisions.

### SCOPE AND USES

Many organizations jump from one improvement program to another, hoping that one of them will provide that big, elusive result. Most managers would acknowledge that pulling levers for improvement rarely results in a long-term sustained change. The key to improving is integrating and balancing multiple programs sustainably. You cannot break the chain by simply implementing one improvement program and exclude the other programs and initiatives.

There should be a strong bonding between the issues and the strategy of an organization. The manner in which an organization implements performance management can be influenced by its history, goals, mission, vision, strategic priorities, and the various problems it faces in its economic, political, demographic and technological environment.

**Performance management is not free floating.** If we simplify a little, performance management only exists to help the organization achieve its strategy in the best possible way to help the organization to survive and compete in the market.

**Performance management has no end point.** Sometimes, for busy, hardworking managers it seems like it is the reason we go through appraisal with staff and get the appraisal process done. Strong and improving performance by individuals and excellent performance management by all managers who are responsible to hold on with their teams are essential to achieving organizational goals.

Research has indicated that a great majority of individuals wants to perform excellently. When managers manage their teams and individual's performance skillfully, this motivates individuals to be proud of what they do. Although this is a big generalization, it does look that most individuals really do want to do a good job, making our leadership in performance management a real-time opportunity.



## SCOPE OF PERFORMANCE MANAGEMENT SYSTEM

- Identifying the parameters of performance and stating them very clearly;
- Setting performance standards;
- Planning in participative ways where appropriate, performance of all constituents;
- Identifying competencies and competency gaps that contribute/hinder to performance;
- Planning performance development activities;
- Creating ownership;
- Recognizing and promoting performance culture;



### PERFORMANCE MANAGEMENT - AIMS

Performance management is about **aligning individual objectives to organizational objectives** and ensuring that individuals hold the corporate core values. It provides for expectations to be defined in terms of role responsibilities and accountabilities expected to do, skills expected to have and behavior expected to be.

**The overall aim of performance management** is to establish a good culture in which individuals and teams take responsibility for the improvement of their own skills and their organizations.

Specifically, performance management is all about achieving the individual objectives according to the organizational objectives and ensuring that every individual is working towards it.

**Another aim** is to develop the capacity of individuals to meet the expectations of the organization. Mainly, performance management is concerned with the support and guidance for the people who need to develop.

The main points of view towards achieving the aims of performance managements are –

- Empowering, motivating and rewarding employees to perform their best for the organization.
- Focusing on employees' tasks, the right things and make them doing right. Aligning everyone's individual goals towards the goals of the organization.
- Proactively managing and resourcing performance against objectives of the organizations.
- Linking job performance to the achievement of the council's corporate strategy and service plans.
- The alignment of individual objectives with team, department and corporate plans. The presentation of objectives with clearly defined goals using measures, both soft and numeric. The monitoring of performance and tasking of continuous action as required.
- All individuals being clear about what they need to achieve and expected standards, and how that contributes to the overall success of the organization; receiving regular, fair, accurate feedback and coaching to stretch and motivate them to achieve their best.

### PERFORMANCE MANAGEMENT CHARACTERISTICS



The following are the characteristics of performance management –

**Measures outputs of delivered performance**

It is concerned with measuring outputs of delivered performance compared with expectations expressed as objectives. Its complete focus is on targets, standards and performance measures. It is based on the agreement of role requirements, objectives and performance improvement and personal development plans.

**Concerned with inputs and values**

Performance management is also concerned with inputs and values. The inputs are the knowledge, skills and behaviors required to produce the expected results from the individuals.

**Continuous and flexible process**

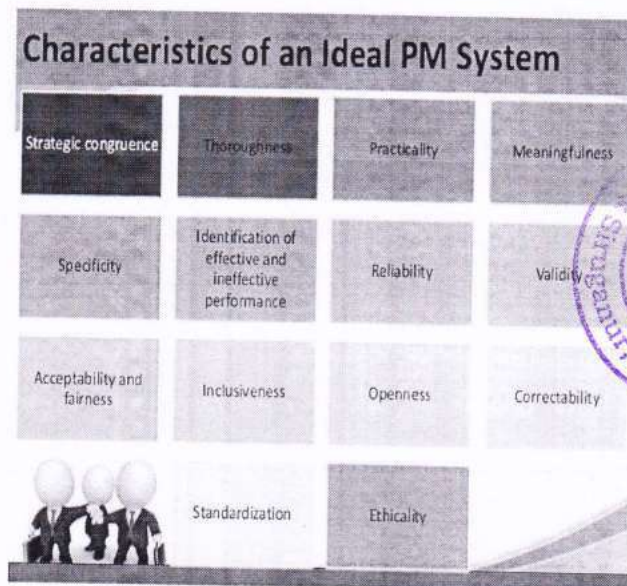
Performance management is a continuous and flexible process that involves managers and those whom they manage acting as partners within a framework that sets out how they can best work together to achieve the required results.

**Based on the principle of management by contract and agreement**

It is based on the principle of management by contract and agreement rather than management by command. It relies on consensus and cooperation rather than control or coercion.

**Focuses on future performance planning and improvement**

Performance management also focuses on future performance planning and improvement rather than on retrospective performance appraisal. It functions as a continuous and evolutionary process, in which performance improves over the period of time; and provides the basis for regular and frequent dialogues between managers and individuals about performance and development needs.



### PERFORMANCE MANAGEMENT - CONCERNS

The following are the main concerns of performance management –

- ✚ Concern with outputs, process and inputs
- ✚ Concern with planning
- ✚ Concern with measurement and review
- ✚ Concern with continuous improvement
- ✚ Concern with continuous development
- ✚ Concern for communication
- ✚ Concern for stakeholders
- ✚ Concern for transparency

## WHAT IS PERFORMANCE?

Performance could be defined simply in terms of the achievement of quantified objectives. But performance is not only a matter of what people achieve but also how they are achieving it. A high performance result comes from appropriate behavior and the effective use of required knowledge, skills and competencies.

Performance management must examine how results are attained because this provides the information necessary to consider what needs to be done to improve those results. The concept of performance has been expressed by Brumbrach (1988) as follows: 'Performance means both behaviors and results. Behavior emanates from the performer and transforms performance from abstraction to action.

Not just the instruments for results, behavior is also an outcome in its own right – the product of mental and physical effort applied to tasks – and can be judged apart from results. This definition of performance leads to the conclusion that when managing performance both behavior and results need to be considered.

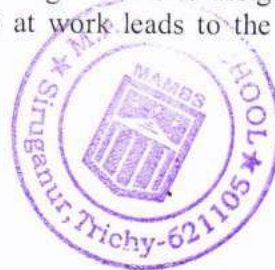
It is not a question of simply considering the achievement of targets as used to happen in **management-by-objectives** scheme. Competence factors need to be included in the process. This is the so-called '**mixed model**' of performance management, which covers the achievement of expected levels of competence as well as objective setting and review.

### *Significance of Performance*

Performance is all about the core values of the organization. This is an aspect of behavior but it focuses on what people do to realize core values such as **concern for quality, concern for people, concern for equal opportunity and operating ethically**. It means converting espoused values into values in use: ensuring that the rhetoric becomes reality.

### *Meaning of Alignment*

One of the most important purposes of performance management is to assign individual and organizational objectives. This means what people do at work leads to the achievement of organizational goals.







The real concept of performance is associated with an approach to creating a particular vision of purpose and aims of the organization, which will be helping each employee to understand and recognize their part of responsibilities by the help of which they will manage and enhance the performance of both individuals and the organization.

In an organization, alignment is a flow of objectives from the **top to bottom** and at each level, team or individual objectives are defined in comparison with higher-level goals. But it also should be a transparent process where individuals and teams are being given the opportunity to set their own goals within the framework defined by the purpose, strategy and values of the organization.

Objectives should be **agreed**, not set, and this agreement should be reached through the open dialogues that take place between managers and individuals throughout the year. In other words, this needs to be seen as a partnership in which responsibility is shared and mutual expectations are defined.

#### *Managing Expectations*

Performance management is essentially about the management of expectations. It creates a shared understanding of what is required to improve performance and how this will be achieved by clarifying and agreeing what people are expected to do and how they are expected to behave and uses these agreements as the basis for measurement, review and the preparation of plans for performance improvement and development.

#### **The Significance of Discretionary Behavior**

Performance management is concerned with the encouragement of productive discretionary behavior. Discretionary behavior refers to the choices that people make about how they carry out their work and the amount of effort, care, innovation and productive behavior they display.

It is the difference between people just doing a job and people doing a great job.

#### **GUIDING PRINCIPLES OF PERFORMANCE MANAGEMENT**

It is necessary to identify any causes that are external to the job and outside the control of either the manager or the individual. Any factors that **are** within the control of the individual and the manager can then be considered.

First, the entire performance management process – coaching, counselling, feedback,



what they need — to be able to do to do bigger and better things — they move to strategic development.

The researchers also got the following additional views from practitioners about performance management –

- A management tool which helps managers to manage.
- Driven by corporate purpose and values.
- To obtain solutions that work.
- Only interested in things you can do something about and get a visible improvement.
- Focus on changing behavior rather than paperwork.
- It's about how we manage people – it's not a system.
- Performance management is what managers do: a natural process of management.
- Based on accepted principles but operates flexibly.
- Success depends on what the organization is and needs to be in its performance culture.

#### **Performance Management is NOT Performance Appraisal**

It is sometimes assumed that performance appraisal is the same thing as performance management. But there are significant differences.

- Performance appraisal can be defined as the formal assessment and rating of individuals by their managers at, usually, an annual review meeting.
- In contrast, performance management is a continuous and much wider, more comprehensive and more natural process of management that clarifies mutual expectations, emphasizes the support role of managers who are expected to act as coaches rather than judges and focuses on the future.

Performance appraisal has been discredited because too often, it has been operated as a top-down and largely bureaucratic system owned by the HR department rather than by line managers. It was often backward looking, concentrating on what had gone wrong, rather than looking forward to future development needs.

Performance appraisal schemes existed in isolation. There was little or no link between them and the needs of the business. Line managers have frequently rejected performance appraisal schemes as being time consuming and irrelevant. Employees have resented the superficial nature with which appraisals have been conducted by managers who lack the skills required.

#### **Psychological Contract with Performance Management**

The concept of psychological contract is a system of beliefs that encompass the actions employees believe are expected of them and what response they expect in return from their employer. It is concerned with **assumptions, expectations, promises and mutual obligations**. Psychological contracts are 'promissory and reciprocal, offering a commitment to some behavior on the part of the employee, in return for some action on the part of the employer.

A positive psychological contract is one in which both parties – the employee and the employer, the individual and the manager – agree on mutual expectations and pursue courses of action that provide for those expectations to be realized.

A positive psychological contract is worth taking seriously because it is strongly linked to higher commitment to the organization, higher employee satisfaction and better employment relations. Performance management has an important part to play in developing a positive psychological contract.

Performance management processes can help to clarify the psychological contract and make it more positive by –

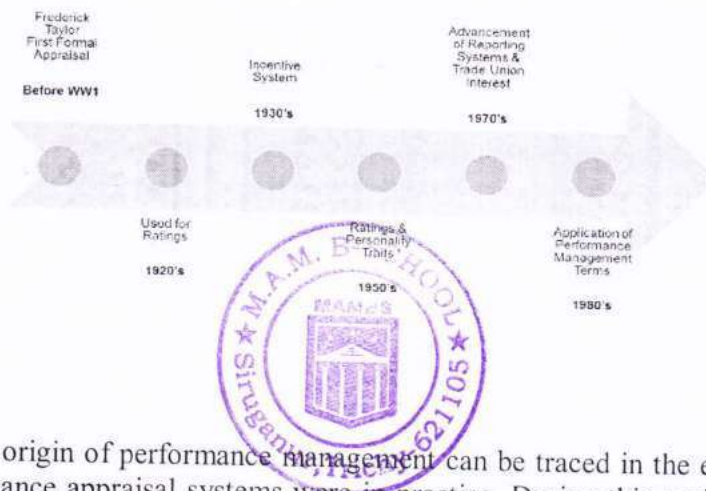
- Providing a basis for the joint agreement and definition of



- Communicating expectations in the form of targets, standards of performance, behavioral requirements (competencies) and upholding core values.
- Obtaining agreement on the contribution both parties have to make to get the results expected.
- Defining the level of support to be exercised by managers.
- Providing rewards that reinforce the messages about expectations.
- Giving employees opportunities at performance review discussions to clarify points about their work.

**THE PERFORMANCE MANAGEMENT PROCESS EVOLVED IN SEVERAL PHASES.**

The Evolution of Performance Management



1. **First Phase:** The origin of performance management can be traced in the early 1960's when the performance appraisal systems were in practice. During this period, **Annual Confidential Reports (ACR's)** which was also known as **Employee service Records** were maintained for controlling the behaviors of the employees and these reports provided substantial information on the performance of the employees.

Any negative comment or a remark in the ESR or ACR used to adversely affect the prospects of career growth of an employee. The assessments were usually done for ten traits on a five or a ten point rating scale basis. These traits were job knowledge, sincerity, dynamism, punctuality, leadership, loyalty, etc. The remarks of these reports were never communicated to the employees and strict confidentiality was maintained in the entire process. The employees used to remain in absolute darkness due to the absence of a transparent mechanism of feedback and communication. This system had suffered from many drawbacks.

2. **Second Phase:** This phase continued from late 1960's till 1970's

corrective actions for overcoming such deficiencies. In this process of appraising the performance, the reviewing officer used to enjoy a discretionary power of overruling the ratings given by the reporting officer. The employees usually used to get a formal written communication on their identified areas of improvements if the rating for any specific trait used to be below 33%.

3. **Third Phase:** In this phase the term ACR was replaced by performance appraisal. One of the key changes that were introduced in this stage was that the employees were permitted to describe their accomplishments in the confidential performance reports. The employees were allowed to describe their accomplishments in the self appraisal forms in the end of a year. Besides inclusion of the traits in the rating scale, several new components were considered by many organizations which could measure the productivity and performance of an employee in quantifiable terms such as targets achieved, etc. Certain organizations also introduced a new section on training needs in the appraisal form. However, the confidentiality element was still being maintained and the entire process continued to be control oriented instead of being development oriented.
4. **Fourth Phase:** This phase started in mid 1970's and its origin was in India as great business tycoons like Larsen & Toubro, followed by State Bank of India and many others introduced appreciable reforms in this field.

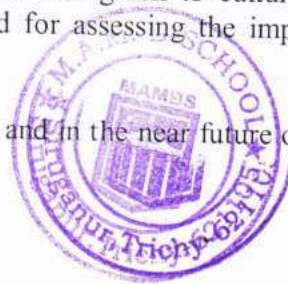
In this phase, the appraisal process was more development driven, target based (performance based), participative and open instead of being treated as a confidential process. The system focused on performance planning, review and development of an employee by following a methodical approach.

In the entire process, the appraisee (employee) and the reporting officer mutually decided upon the key result areas in the beginning of a year and reviewed it after every six months. In the review period various issues such as factors affecting the performance, training needs of an employee, newer targets and also the ratings were discussed with the appraisee in a collaborative environment.

This phase was a welcoming change in the area of performance management and many organizations introduced a new HR department for taking care of the developmental issues of the organization.

5. **Fifth Phase:** This phase was characterized by maturity in approach of handling people's issues. It was more performance driven and emphasis was on development, planning and improvement. Utmost importance was given to culture building, team appraisals and quality circles were established for assessing the improvement in the overall employee productivity.

The performance management system is still evolving and in the near future one may expect a far more objective and a transparent system.



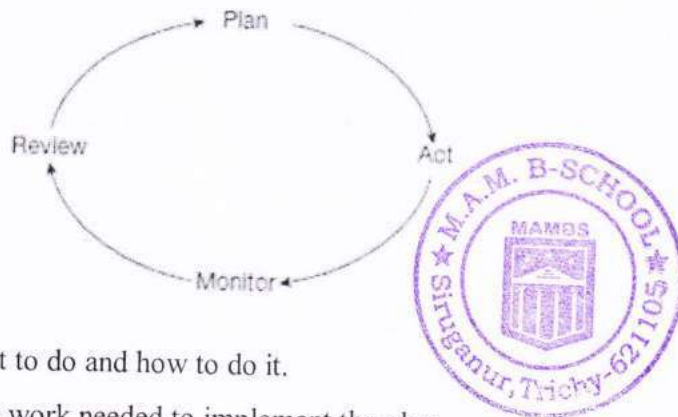


## Alignment of Strategic Plan with Performance



### PERFORMANCE MANAGEMENT - PROCESS

Performance management is a process management which consists of the following activities

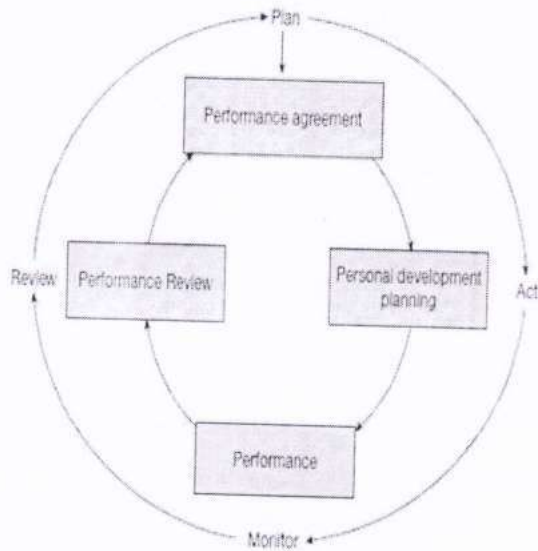


- **Plan** – decide what to do and how to do it.
- **Act** – carry out the work needed to implement the plan.
- **Monitor** – carry out continuous checks on what is being done and measure outcomes in order to assess progress in implementing the plan.
- **Review** – consider what has been achieved and, in the light of this, establish what more needs to be done and any corrective action required if performance is not in line with the plan.

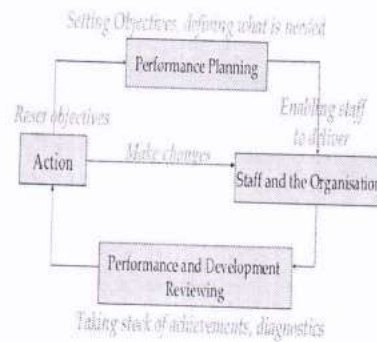
This sequence of activities can be expressed as a continuous cycle as shown in the following figure –

#### *Performance Management Cycle*

Performance management can be described as a continuous process cycle as shown in the following figure, which follows the plan–act–monitor–review sequence as described above.

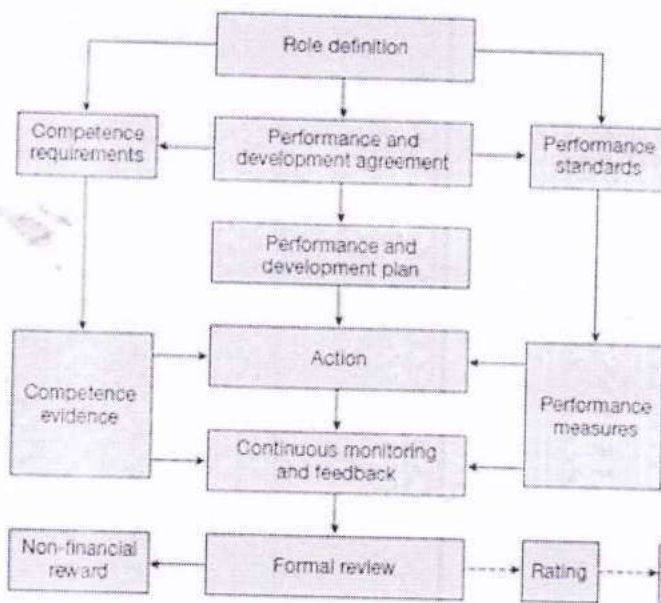


## Performance Management Cycle



### Performance Management Sequence

The sequence of processes carried out in this cycle and the likely outcomes are illustrated in the following figure –



### Performance Management Activities

Let us now discuss the activities that take place in performance management. The main activities are –

- **Role definition**, in which the key result areas and competence requirements are agreed.
- **The performance agreement, which defines expectations** – what individuals have to achieve in the form of objectives, how performance will be measured and the competences needed to deliver the required results.
- **The performance improvement plan**, which specifies what individuals should do to improve their performance when necessary.
- **The personal development plan**, which sets out the actions people should take to develop their knowledge and skills and increase their levels of competence.
- **Managing performance throughout the year**, when action is taken to implement the performance agreement and performance improvement and personal development plans as individuals carry on with their day-to-day work and their planned learning activities. It includes a continuous...



- **Performance review is an evaluation stage**, where a review of performance over a period takes place covering the aspects like achievements, progress and problems as the basis for the next part of the continuous cycle – a revised performance agreement and performance improvement and personal development plans. It can also lead to performance ratings.

# EVALUATION

## *Performance Management in Action*

Performance management should not be like a system based on periodical formal appraisals and detailed documentation. The activities should be logical in the sense of contributing to an overall approach in which all aspects of the performance management process are designed.

Thus, in every organization there is a need to declare why performance management is important, how it works and how people will be affected by it. The declaration should have the visible and continuous support of top management and should emphasize to develop a high-performance culture and integrate organizational and individual goals.

Performance management recognizes the fact that we all create the view of the people who work for the organization and it also makes sense to express that view explicitly against a framework of reference.



A handwritten signature in green ink, appearing to be "M.A.M.", written over the stamp.

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

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12.08.2020

## Submitted to the Principal


Respected Sir,

**Sub:** Requisition of permission to conduct value added course on “SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT”.

\*\*\*\*\*

We have planned to organize value added course on **SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT** during 25.08.2020-29.08.2020 for MBA students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

  
Course Coordinator



  
Director  
**DIRECTOR**  
M.A.M. B-SCHOOL  
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# M.A.M. B-SCHOOL



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(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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Ref: MAMBS/MBA/VAC/20-21/001

To

12.08.2020

Mr. V.SenthilKumar,  
HR Manager,  
Integrated Enterprises India Ltd,  
Chennai.

**Sub: Requisition letter to conduct value added course – Reg**

**Respected Sir,**

With reference to the abovementioned subject, students of MBA department have willingness to attend value added course on “**SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT**”.

The schedule for the same is from 25.08.20-29.08.20. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the necessary supporting documents for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

Yours Faithfully,

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

Enclosure:

1. Syllabus



13.08.20

Chennai.

To

The Director  
M.A.M.B-SCHOOL  
TRICHY

**Ref.:** Your Letter Dated 12.08.20

Dear Sir,

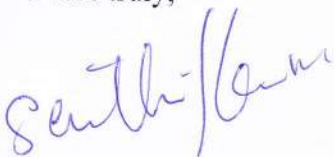
**Sub:** Accepting the invitation to conduct the Value Added Course– Reg.

I am delighted to be considered and invited to be a part of this great experience and would like to confirm that I accept the invitation to conduct the value added course on “**SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT**” that are being organized by your department which commences from 25.08.20-29.08.20. I am so acquainted of the syllabus that you had sent, and I have reviewed the same and the students will definitely get much more valuable inputs through the session.

I congratulate the initiatives that are taken by the department pertinent to organize value added course for the betterment of students in all ways and means.

Thanking you

Yours truly,



[V.Senthil Kumar]



**DIRECTOR**  
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## Department of Management Studies

17.08.2020

### CIRCULAR

It is proposed to organize value added course on “SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT” during 25.08.2020-29.08.2020 for MBA students. This training is to be provided in our campus.

Interested students can register their names with Mr.R.Jimmy Carter, Assistant Professor, MBA of this program on or before 20.08.2020.



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

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University, Chennai)

**ASSOCIATION OF MANAGEMENT STUDIES**

**COPE**

*Cordially invites you all for the*

*Value Added Course on*

**SPECIAL TRAINING ON ASSET  
LIABILITY MANAGEMENT**

(25.08.2020-29.08.2020)

**MR. V.SENTHIL KUMAR**

**HR Manager**

**Integrated Enterprises India Ltd**

**Chennai**

Venue: Seminar Hall

Dr.M.Hemalatha

Director

M.A.M.B-SCHOOL

Mrs.FathimaBathoolMaluk

Chief Executive officer

M.A.M.B-SCHOOL



**DIRECTOR**

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



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Chennai)

**Name of the Course – “SPECIAL TRAINING ON ASSET LIABILITY  
MANAGEMENT”**

## REGISTRATION FORM

Year/Sem : II Year/ III Sem

Course Plan : 25.08.2020-29.08.2020

Degree/Branch : PG/ MBA

Duration : 45 hrs

Batch : 2019 - 2021

Time : 09.00 am – 05.00 pm

.No.	Reg.No	Student's Name	Signature of the Student
1	812219631001	Anandhan.M	<i>Anandhan</i>
2	812219631002	Archana.R	<i>Archana</i>
3	812219631003	Asha.J	<i>Asha</i>
4	812219631004	Balakrishnan.A	<i>Balan</i>
5	812219631005	Deepika.K	<i>Deepika</i>
6	812219631006	Duraisamy.D	<i>Duraisamy</i>
7	812219631007	Harini.M	<i>Harini</i>
8	812219631008	Iswarya.A	<i>Iswarya</i>
9	812219631009	Josphine Carliya.A	<i>Josphine</i>
10	812219631010	Juvani Alwin Jenny.K	<i>Juvani Alwin Jenny</i>
11	812219631011	Kalaiselvi.S	<i>Kalaiselvi</i>
12	812219631012	Katherin.A	<i>Katherin</i>
13	812219631013	Mohamed Hassan.M	<i>Mohamed Hassan</i>



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14	812219631014	Nirosha.K	<i>Nirosha</i>
15	812219631016	Padma.M	<i>Padma</i>
16	812219631017	Praveen.S	<i>Praveen</i>
17	812219631018	Presanna Devi.P	<i>Presanna Devi</i>
18	812219631019	Priyadharshini.P	<i>Priya</i>
19	812219631020	Priyanka.M	<i>Priyanka</i>
20	812219631021	Sharmila.A	<i>Sharmila</i>
21	812219631022	Sharmila.S	<i>Sharmila</i>
22	812219631024	Subashini.R	<i>Subashini</i>
23	812219631025	Vairamani.K	<i>Vairamani</i>
24	812219631026	Varsha.S	<i>Varsha</i>
25	812219631028	Vijay.K	<i>Vijay</i>
26	812219631029	Vijay.R	<i>Vijay</i>
27	812219631030	Viknesh.B	<i>Viknesh</i>
28	812219631031	Vinotha.P	<i>Vinotha</i>
29	812219631032	Vishnu.K	<i>Vishnu</i>
30	812219631033	Yogesh.K	<i>Yogesh</i>
31	812219631034	Yuvaraja.V	<i>Yuvaraja</i>
32	812219631035	Megala.E	<i>Megala</i>


  
**Course Coordinator**

**HOD/MBA**


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





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 Chennai)

## Name of the Course – “SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT”

### ATTENDANCE FORM

Year/Sem : I Year/ III Sem

Course Plan : 25.08.2020-29.08.2020

Degree/Branch : PG/MBA

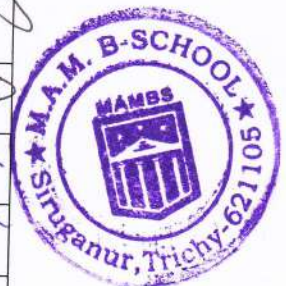
Duration : 45 hrs

Batch : 2019-2021

Time : 09.00 am – 05.00 pm

No of Students attended:

S.No.	Reg.No	Student's Name	Signature of the Student					
			25.08.20	26.08.20	27.08.20	28.08.20	29.08.20	10.06.17
1	812219631001	Anandhan.M	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
2	812219631002	Archana.R	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
3	812219631003	Asha.J	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
4	812219631004	Balakrishnan.A	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
5	812219631005	Deepika.K	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
6	812219631006	Duraisamy.D	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
7	812219631007	Harini.M	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
8	812219631008	Iswarya.A	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
9	812219631009	Josphine Carliya.A	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
10	812219631010	Juvani Alwin Jenny.K	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
11	812219631011	Kalaiselvi.S	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
12	812219631012	Katherin.A	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
13	812219631013	Mohamed Hassan.M	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
14	812219631014	Nirosha.K	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>





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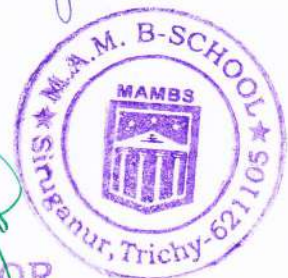
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15	812219631016	Padma.M	Paul	Paul	Paul	Paul	Paul	Paul
16	812219631017	Praveen.S	Praveen	Praveen	Praveen	Praveen	Praveen	Praveen
17	812219631018	Presanna Devi.P	Pradeep	Pradeep	Pradeep	Pradeep	Pradeep	Pradeep
18	812219631019	Priyadharshini.P	Priya	Priya	Priya	Priya	Priya	Priya
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31	812219631034	Yuvaraja.V	Yuvaraja	Yuvaraja	Yuvaraja	Yuvaraja	Yuvaraja	Yuvaraja
32	812219631035	Megala.E	Megala	Megala	Megala	Megala	Megala	Megala

  
**Course Coordinator**

  
**HOD**  
**DIRECTOR**

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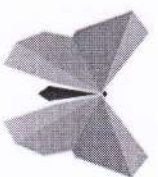
MASTER

M.A.M. COLLEGE OF ENGG. & TECH.  
M.A.M. SCHOOL OF MANAGEMENT  
M.A.M. SCHOOL OF BUSINESS

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# Certificate

*This is to certify that Mr./Ms/Mrs. N.SUJIDHA of SECOND year MBA has participated in the Value Added Course on "Special Training on Asset Liability Management" from 25.08.2020 TO 29.08.2020.*

COORDINATOR

A handwritten signature in blue ink, appearing to read "Sujidha", written over the word "COORDINATOR".



DIRECTOR

A handwritten signature in green ink, appearing to read "Sujidha", written over the word "DIRECTOR".

DIRECTOR

M.A.M. B-SCHOOL

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# M.A.M. B-SCHOOL

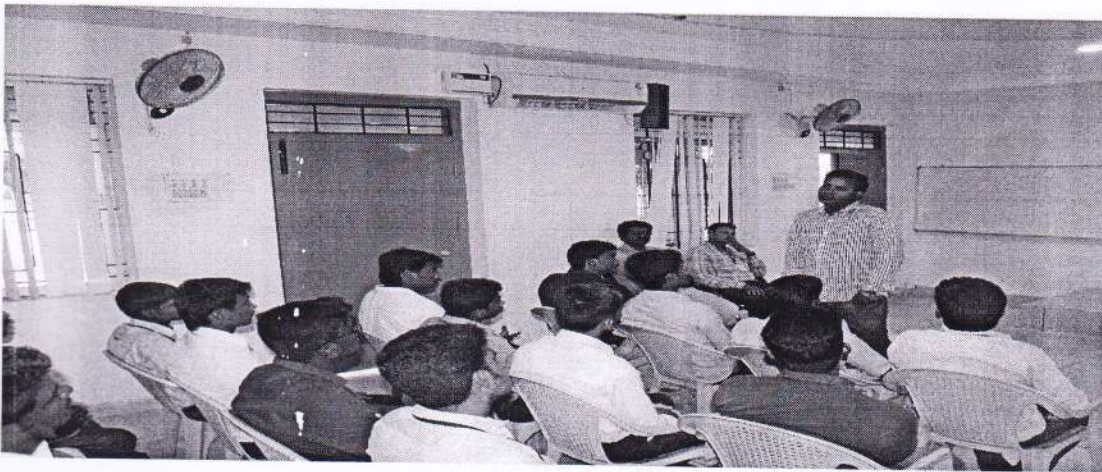


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## Programme Report

The Department of Management Studies organized a value added course on “**SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT**” from 25.08.20-29.08.20 for MBA students. The resource person was Mr. V.Senthil Kumar, HR Manager, Integrated Enterprises India Ltd, Chennai.



The program was inaugurated by Dr.M.Hemalatha Director , MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr.R.Jimmy Carter , Assistant Professor, MBA. The course focused on the aspects of importance of managing assets and liabilities in business. The course included the theory classes followed by the interactive sessions.

### **Training Module**

- Day 1.** Introduction to the conceptual framework of managing assets and liabilities.
- Day 2.** Identify the elements of managing asset and liability in business.
- Day 3.** Different practices in business corresponding to effective asset-liability provisions.
- Day 4.** Exercises/ activities to make effective proportioning of assets-liabilities.
- Day 5.** Applications of allocations in assets and liabilities for business.
- Day 6.** Understand the business principles by analyzing the computerized accounting procedures.

  
Course Coordinator



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





## VACMBA002 Special Training on Asset Liability Management

### OBJECTIVES:

- To know the basics of Assets and Liabilities.
- To understand the assets of business environment.
- To learn asset liability propositions.

### UNIT I INTRODUCTION

9

An Overview of Banks and Non-Banks and Their Services, Economic Analysis of Financial institutions, Impact of Govt. Policy and Regulations, Financial Statements of Financial Institutions

### UNIT II ASSET AND LIABILITY MANAGEMENT

9

Asset and Liability Management Strategy, Fund Management Strategy, Interest Rate Risks-Gap and Duration Management, Futures, Options and Other ALM Techniques, Investment Functions and Instruments, Demand for Supply of Liquidity, Liquidity Problems-Strategies for Liquidity Management.

### UNIT III MANAGING SOURCES OF FUND

9

Deposit and Non-Deposit Funds, Off-Balance Sheet Sources Securitization, Loan Sale etc. Management of Capital BASEL-II Framework (BB Guideline)

### UNIT IV PROFITABILITY AND PRODUCTIVITY AND CONSUMERS

9

Measuring and Evaluating Financial Institutions Performance, CAMELS Rating.

### UNIT RISK MANAGEMENT OF FINANCIAL INSTITUTIONS

Risk Identification, Measurement, Mitigation Technique, Core Risk Management Guidelines of Bangladesh Bank, Market Risk, Operational Risk & Reputation Risk.

**TOTAL: 45 PERIODS**

### OUTCOMES:

- To understand asset management concepts.
- To get clear in asset and liability principles.



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## Department of Management Studies

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : "SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT".

Date and Venue : 25.08.2020-29.08.2020 & Seminar Hall.

Name of the Resource Person / Speaker : Mr. S. Senthil Kumar, HR Manager,  
Integrated Enterprises India Ltd, Chennai

Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.

4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |





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9. The presenter(s) suggested ways to follow up the training. 4      3      2      1
10. The materials provided were useful and appropriate for the program. 4      3      2      1
11. The physical arrangements were adequate. 4      3      2      1
12. How would you rate this workshop? (please check one)  Excellent       Good  
 Very Good       Not Good
13. How comfortable are teaching the material presented in this workshop?  Very       Not at all  
 Somewhat
14. Areas/topics about which you would like to receive further training:
15. Suggestions for improving this workshop:

Date : 29.8.20



Signature of the Participant

COURSE MATERIAL  
ON

“SPECIAL TRAINING ON ASSET LIABILITY MANAGEMENT”.

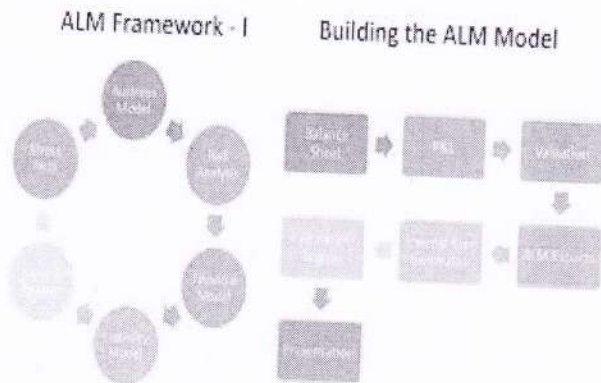
**What Is Asset/Liability Management?**

Asset/liability management is the process of managing the use of assets and cash flows to reduce the firm’s risk of loss from not paying a liability on time. Well-managed assets and liabilities increase business profits. The asset/liability management process is typically applied to bank loan portfolios and pension plans. It also involves the economic value of equity.

**Understanding Asset/Liability Management**

The concept of asset/liability management focuses on the timing of cash flows because company managers must plan for the payment of liabilities. The process must ensure that assets are available to pay debts as they come due and that assets or earnings can be converted into cash. The asset/liability management process applies to different categories of assets on the balance sheet.

**[Important: A company can face a mismatch between assets and liabilities because of illiquidity or changes in interest rates; asset/liability management reduces the likelihood of a mismatch.]**

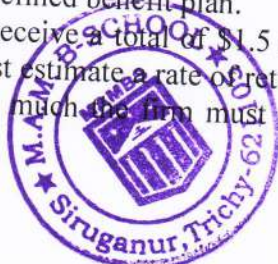


**Factoring in Defined Benefit Pension Plans**

A defined benefit pension plan provides a fixed, pre-established pension benefit for employees upon retirement, and the employer carries the risk that assets invested in the pension plan may not be sufficient to pay all benefits. Companies must forecast the dollar amount of assets available to pay benefits required by a defined benefit plan.

Assume, for example, that a group of employees must receive a total of \$1.5 million in pension payments starting in 10 years. The company must estimate a rate of return on the dollars invested in the pension plan and determine how much the firm must contribute each year before the first payments begin in 10 years.

Examples of Interest Rate Risk





Asset/liability management is also used in banking. A bank must pay interest on deposits and also charge a rate of interest on loans. To manage these two variables, bankers track the net interest margin or the difference between the interest paid on deposits and interest earned on loans.

Assume, for example, that a bank earns an average rate of 6% on three-year loans and pays a 4% rate on three-year certificates of deposit. The interest rate margin the bank generates is  $6\% - 4\% = 2\%$ . Since banks are subject to interest rate risk, or the risk that interest rates increase, clients demand higher interest rates on their deposits to keep assets at the bank.

#### The Asset Coverage Ratio

An important ratio used in managing assets and liabilities is the asset coverage ratio which computes the value of assets available to pay a firm's debts. The ratio is calculated as follows:

Tangible assets, such as equipment and machinery, are stated at their book value, which is the cost of the asset less accumulated depreciation. Intangible assets, such as patents, are subtracted from the formula because these assets are more difficult to value and sell. Debts payable in less than 12 months are considered short-term debt, and those liabilities are also subtracted from the formula.

The coverage ratio computes the assets available to pay debt obligations, although the liquidation value of some assets, such as real estate, may be difficult to calculate. There is no rule of thumb as to what constitutes a good or poor ratio since calculations vary by industry.

Price Sensitive Gap	• Impact of shifts in term structure on Economic Value
Liquidity Gap	• Gap between liquid assets and liquid liabilities
Net Interest Income at Risk	• Impact of interest rate shocks on net interest income
Duration Gap	• Impact of a rise in interest rates on market value of equity

#### Key Takeaways

- *Asset/liability management reduces the risk that a company may not meet its obligations in the future.*
- *The success of bank loan portfolios and pension plans depend on asset/liability management processes.*
- *Banks track the difference between the interest paid on deposits and interest earned on loans to ensure that they can pay interest on deposits and to determine what a rate of interest to charge on loans.*

The scope of the ALM function to a larger extent covers the following processes:



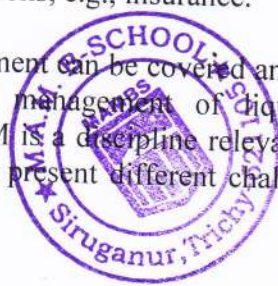
1. Liquidity risk: the current and prospective risk arising when the bank is unable to meet its obligations as they come due without adversely affecting the bank's financial conditions. From an ALM perspective, the focus is on the funding liquidity risk of the bank, meaning its ability to meet its current and future cash-flow obligations and collateral needs, both expected and unexpected. This mission thus includes the bank liquidity's benchmark price in the market.
2. Interest rate risk: The risk of losses resulting from movements in interest rates and their impact on future cash-flows. Generally because a bank may have a disproportionate amount of fixed or variable rates instruments on either side of the balance-sheet. One of the primary causes are mismatches in terms of bank deposits and loans.
3. Capital markets risk: The risk from movements in equity and/or credit on the balance sheet. An insurer may wish to harvest either risk or fee premia. Risk is then mitigated by options, futures, derivative overlays which may incorporate tactical or strategic views.
4. Currency risk management: The risk of losses resulting from movements in exchanges rates. To the extent that cash-flow assets and liabilities are denominated in different currencies.
5. Funding and capital management: As all the mechanism to ensure the maintenance of adequate capital on a continuous basis. It is a dynamic and ongoing process considering both short- and longer-term capital needs and is coordinated with a bank's overall strategy and planning cycles (usually a prospective time-horizon of 2 years).
6. Profit planning and growth.
7. In addition, ALM deals with aspects related to credit risk as this function is also to manage the impact of the entire credit portfolio (including cash, investments, and loans) on the balance sheet. The credit risk, specifically in the loan portfolio, is handled by a separate risk management function and represents one of the main data contributors to the ALM team.

The ALM function scope covers both a prudential component (management of all possible risks and rules and regulation) and an optimization role (management of funding costs, generating results on balance sheet position), within the limits of compliance (implementation and monitoring with internal rules and regulatory set of rules). ALM intervenes in these issues of current business activities but is also consulted to organic development and external acquisition to analyse and validate the funding terms options, conditions of the projects and any risks (i.e., funding issues in local currencies).

Today, ALM techniques and processes have been extended and adopted by corporations other than financial institutions; e.g., insurance.

#### Treasury and ALM

For simplification treasury management can be covered and depicted from a corporate perspective looking at the management of liquidity, funding, and financial risk. On the other hand, ALM is a discipline relevant to banks and financial institutions whose balance sheets present different challenges and who must meet regulatory standards.





For banking institutions, treasury and ALM are strictly interrelated with each other and collaborate in managing both liquidity, interest rate, and currency risk at solo and group level: Where ALM focuses more on risk analysis and medium- and long-term financing needs, treasury manages short-term funding (mainly up to one year) including intra-day liquidity management and cash clearing, crisis liquidity monitoring.

#### ALM governance

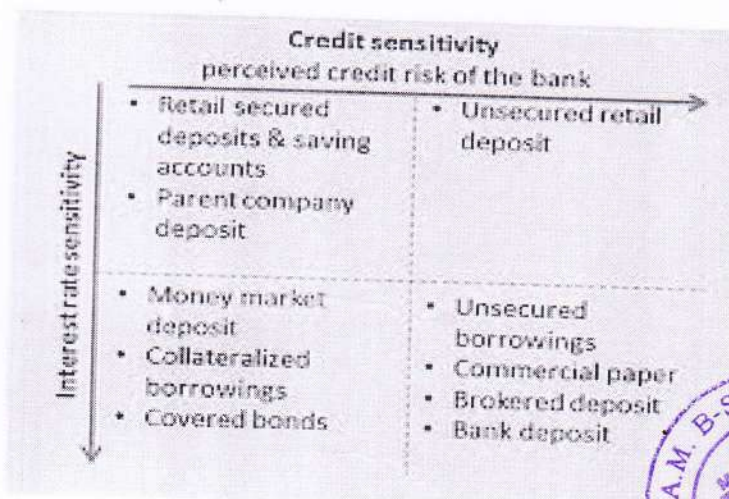
The responsibility for ALM is often divided between the treasury and Chief Financial Officer (CFO). In smaller organizations, the ALM process can be addressed by one or two key persons (Chief Executive Officer, such as the CFO or treasurer).

The vast majority of banks operate a centralised ALM model which enables oversight of the consolidated balance-sheet with lower-level ALM units focusing on business units or legal entities.

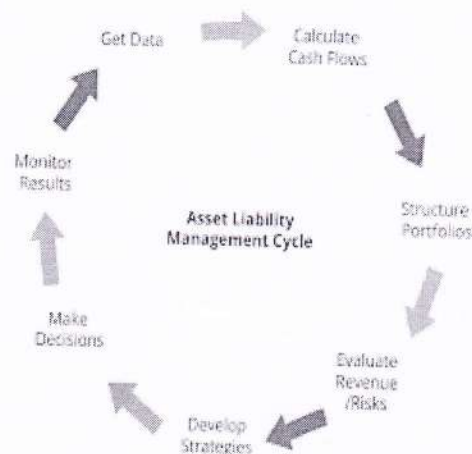
To assist and supervise the ALM unit an Asset Liability Committee (ALCO), whether at the board or management level, is established. It has the central purpose of attaining goals defined by the short- and long-term strategic plans:

- To ensure adequate liquidity while managing the bank's spread between the interest income and interest expense
- To approve a contingency plan
- To review and approve the liquidity and funds management policy at least annually
- To link the funding policy with needs and sources via mix of liabilities or sale of assets (fixed vs. floating rate funds, wholesale vs. retail deposit, money market vs. capital market funding, domestic vs. foreign currency funding...)

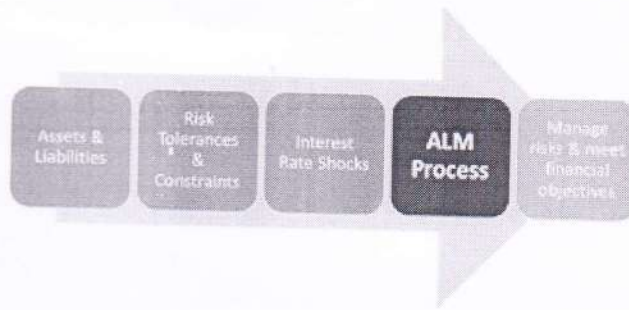
### Liability sensitivity



- **Meaning of Asset Liability Management (ALM):**
- Asset Liability Management in practical terms amounts to management of total balance sheet items, its size and quality. It involves conscious decisions with regard to asset liability structure in order to maximize interest earnings within the frame work of perceived risk with quantification of risk.
- ALM encompasses the process of managing Net interest Margin (NIM), within the overall risk. It calls for an integrated approach to decision making with regard to type (demand/time maturities) and size (portfolios) of financial assets and liabilities and their mix and volumes (turnover). The success of ALM hinges on matching of assets and liabilities in terms of Rate and maturity to optimize the yield and maintain/improve the NIM.
- In practice, assets and liabilities of a bank are continuously changing which affect interest cost and interest income. Since Micro level management of assets and liabilities is not possible, through ALM, the bank groups the assets and liabilities according to the maturity, rate, risk, and size so as to control mismatches.
- While elimination of gaps arising due to mismatches is not possible, the ALM aims at minimizing the gaps as they are risk-prone and directly affect the NIM. Thus ALM will enable the bank to protect and if possible improve the Net Interest Margin through conscious strategies and decisions.





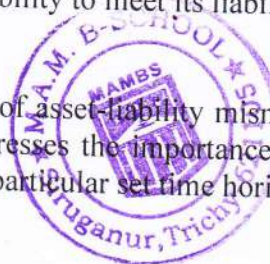


Asset/liability management is the process of managing the use of assets and cash flows to reduce the firm's risk of loss from not paying a liability on time. Well-managed assets and liabilities increase business profits.

Asset and liability management is the practice of managing financial risks that arise due to mismatches between the assets and liabilities as part of an investment strategy in financial accounting. ALM sits between risk management and strategic planning.

Asset Liability Management (ALM) can be defined as a mechanism to address the risk faced by a bank due to a mismatch between assets and liabilities either due to liquidity or changes in interest rates. Liquidity is an institution's ability to meet its liabilities either by borrowing or converting assets.

The objective is to measure the direction and extent of asset-liability mismatch through the funding or maturity gap. This aspect of ALM stresses the importance of balancing maturities as well as cash-flows or interest rates for a particular set time horizon.



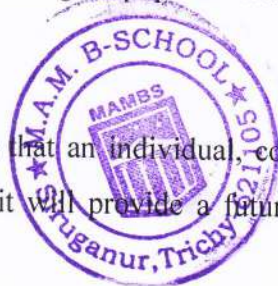
# Asset Liability Management – Key Considerations



The primary objective of the Asset/Liability Management (ALM) Policy is to maximize earnings and return on assets within acceptable levels of risk: Interest Rate - impact on earnings and net worth from potential short- and long-term changes in interest rates.

In accounting, assets are what a company owes while liabilities are what a company owns, according to the Houston Chronicle. In other words, assets are items that benefit a company economically, such as inventory, buildings, equipment and cash.

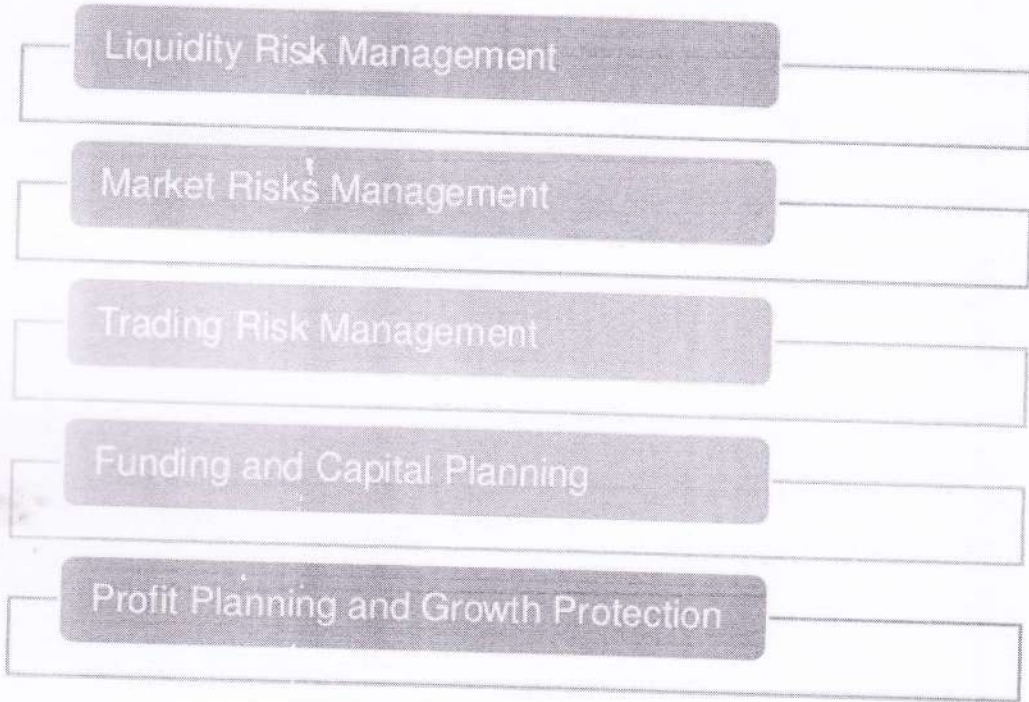
An asset is a resource with economic value that an individual, corporation, or country owns or controls with the expectation that it will provide a future benefit. Assets are





reported on a company's balance sheet and are bought or created to increase a firm's value or benefit the firm's operations

## ALM PROCESS



# Significance of Asset Liability Management

## Volatility

- Rate fluctuations affect the market value, yields, costs of assets and liabilities

## Product Innovation

- New financial products have an impact on the risk profile of the bank


## Regulatory Environment

- Central Banks issue framework and guidelines to deal with ALM policies

## Management Recognition

- Increasing awareness of the change in risk scenario and need for ALM



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



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



---

Academic Year 2020-2021

04.10.2020

**Submitted to the Principal**

Respected Sir,

**Sub:** Requisition of permission to conduct certificate course on "Aptitude training for Competitive Exams"

\*\*\*\*\*

We have planned to organize certificate course on "Aptitude training for Competitive Exams" during (11/10/2020 - 14/10/2020) for FirstYear students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



DIRECTOR

**DIRECTOR**

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

## M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Ref: MAMBS/MBA/CC/2020-21/001

To

Mr. Arivazhagan. T,  
Trainer,  
Time Institute, Trichy

05.10.2020

**SUB: Requisition letter to conduct a Certificate Course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, First year students of **MBA** have willingness to attend Certificate Course on “**Aptitude training for Competitive Exams**”. The schedule for the same is from 11/10/2020 - 14/10/2020, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

Yours Faithfully,

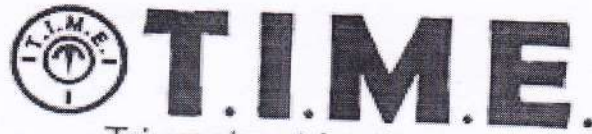
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105

Enclosure:

1. Syllabus







Triumphant Institute of  
Management Education Pvt. Ltd.

C25, 11th Cross W, West Thillai Nagar, Tennur, Tiruchirappalli, Tamil Nadu 620018

06.10.2020

Chennai.

To

THE DIRECTOR  
M.A.M.B-SCHOOL  
TRICHY.

Ref.: Your Letter Dated 5<sup>th</sup> October 2020.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the certificate course on "Aptitude training for Competitive Exams" – Reg.

Greetings!!!

I accept with pleasure your invitation for the program from 11<sup>th</sup> October 2020 to 14<sup>th</sup> October 2020. Topic of the certificate course is "Aptitude training for Competitive Exams".

It is my honor to be invited by you and will always be grateful for this wonderful gesture.

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



Thank You,

With Best Regards

*Arivazhagan*  
Mr. Arivazhagan. T,

Trainer,

Time Institute, Trichy.

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

---

Academic Year 2020-2021

09.10.2020

MAMBS/MBA/CC/2020-21/001

## CIRCULAR

It is proposed to organize Certificate Course on "Aptitude training for Competitive Exams" during 11/10/2020 - 14/10/2020 for Firstyear MBA students. This training is to be provided in our Department.

Interested students can register their names with Ms.MercyJanitaVincent Assistant Professor  
Department of management studies on or before 10.10.2020

DIRECTOR

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





MASTeR

M.A.M. COLLEGE OF ENGG. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

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

Siruganur, Trichy -621105

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**ASSOCIATION OF MANAGEMENT STUDIES**

**COPE**

*Cordially invites you all for the*

*Certificate Course on*

**"APTITUDE TRAINING FOR  
COMPETITIVE EXAMS"**

*(11/10/2020 - 14/10/2020)*

**MR. ARIVAZHAGAN. T,**

Trainer,

Time Institute, Trichy.

**Venue: Seminar Hall at 9.45 a.m.**

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

*Chief Executive Officer  
M.A.M.B-School*



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



**Academic Year 2020-2021**

**Name of the Course - Aptitude training for Competitive Exams**

**REGISTRATION FORM**

Year/Sem : I/I  
Degree/Branch : MBA  
Batch : 2020-2022  
Course Plan : 11/10/20 - 14/10/20  
Duration : 30 hrs  
Time : 09.00 am - 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	SIGNATURE
1	812220631001	Abdul Salam.A	Registered
2	812220631002	Abirami.K	Registered
3	812220631003	Abishek.R	Registered
4	812220631004	Akash. C	Registered
5	812220631005	Akila.S	Registered
6	812220631006	Anandh.K	Registered
7	812220631007	Anusuya.V	Registered
8	812220631008	Arul Reshma.A	"
9	812220631009	Ashokraj.V	"
10	812220631010	Balakrishnan. M	"
11	812220631011	Balapriya. B	"
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13	812220631013	Bhavatharini.B	"
14	812220631014	Deepalakshmi.K	"
15	812220631015	Devadharshini.G	"
16	812220631016	M.Devayani	"
17	812220631017	Dhanusiya Mary. S	"
18	812220631018	Dharanika D	"
19	812220631019	Dhilipkumar.B	"
20	812220631020	Esther Evangelin.I	"
21	812220631021	Farah Zainaf.A	"
22	812220631022	Gayathri.K	"
23	812220631023	Girija.S	"
24	812220631024	Guna. K	"
25	812220631025	Hariharan R	"
26	812220631026	Harshavardhini .M	"
27	812220631027	Infant Jeromeca.S	"
28	812220631028	Ishwarya.A	"
29	812220631029	Iswarya.M	"
30	812220631030	Janarthan.B	"
31	812220631031	Jayakiruthika.S	"
32	812220631032	Jebasuthan. S	"
33	812220631033	Karthick K	"





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34	812220631034	Karthickraja.M	✓
35	812220631035	Karunamoorthi.A	✓
36	812220631036	Keerthana B	✓
37	812220631037	KethsiyaEvangelin.J	✓
38	812220631038	Krishnakumar.C	✓
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41	812220631042	Mageshwari.G	✓
42	812220631041	Mahaprabu S	✓
43	812220631043	Manikandan.S	✓
44	812220631044	Manimaran.A	✓
45	812220631045	Manju.M	✓
46	812220631046	Manju.T	✓
47	812220631047	Mariyamarttin M	✓
48	812220631048	Mariyammal V	✓
49	812220631049	MehaJabeen Syed Mohamed Batcha	✓
50	812220631050	Monisha R	✓
51	812220631051	Muralidharan M	✓
52	812220631052	Naga Jothi R	✓
53	812220631053	Nandhini D	✓
54	812220631054	Naveen Kumar U	✓
55	812220631055	Palanikumar S	✓
56	812220631056	Poovarasana K	✓
57	812220631057	Prakash M	✓
58	812220631058	Pravin Kumar E	✓
59	812220631059	Priyadharshini R	✓
60	812220631060	Priyanka M	✓
61	812220631061	RagulGanth T	✓
62	812220631062	Rajaselvam S	✓
63	812220631063	Rakesh Kanna.K	✓
64	812220631064	Ramajeyam B	✓
65	812220631065	Ramar S	✓
66	812220631066	Rameshkumar V	✓
67	812220631067	RasheethBasha H	✓
68	812220631068	Sabarinathan T	✓
69	812220631069	Sakthivel.M	✓
70	812220631070	Santhosh Kumar A	✓
71	812220631071	Saravanakumar K	✓
72	812220631072	Saravanan S	✓
73	812220631073	Sathish N	✓
74	812220631074	Sathishkumar S	✓
75	812220631075	Savithri R	✓



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Siruganur, Trichy -621105

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76	812220631076	ShanmugaPriya M	✓
77	812220631077	Shiny Reshma J	✓
78	812220631078	Shobana.S	✓
79	812220631079	Sivagami R	✓
80	812220631080	Sivaprakash M	✓
81	812220631081	SubashChandrabose P	✓
82	812220631082	Suganthi P	✓
83	812220631083	Surya A	✓
84	812220631084	Surya S	✓
85	812220631085	Thangeswaran K	✓
86	812220631086	Thevanand. S	✓
87	812220631087	Vasu Devan M	✓
88	812220631088	Vignesh K	✓
89	812220631089	VingolarMeshiya G	✓
90	812220631090	Vinothini M	✓
91	812220631091	Vishnu Prasanth K	✓
92	812220631092	Viswanathan P	✓
93	812220631093	Yannick S	✓
94	812220631094	Yogananth K	✓
95	812220631095	Yuvaraj E	✓
96	812220631096	Yuvaraj S	✓



*(Handwritten signature in green ink)*

DIRECTOR

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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

**Academic Year 2020-2021**

**Name of the Course - Aptitude training for Competitive Exams**

**ATTENDANCEFORM**

**Year/Sem** : I/I

**Degree/Branch** : MBA

**Batch** : 2020-2022

**Course Plan** : 11/10/20 - 14/10/20

**Duration** : 30 hrs

**Time** : 09.00 am – 05.00 pm

**Total no. of Students Registered:**

S. NO	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			11/10/20	12/10/20	13/10/20	14/10/20
1	812220631001	Abdul Salam.A	/	/	/	/
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(Approved by AICTE, New Delhi & Affiliated to Anna University,  
Chennai)



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29	812220631029	Iswarya.M	/	/	/	/
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# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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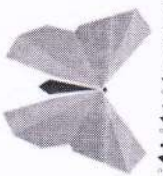
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**M.A.M. B-SCHOOL**

Siruganur, Trichy -621105

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



## Certificate

This is to certify that Mr/Ms/Mrs.

C.AKASH

...

of ... 1 year MBA has participated in the Certificate Course on "Aptitude training for Competitive Exams" organized by COPE- An Association of Department of Management Studies from 11<sup>th</sup> October 2020 to 14<sup>th</sup> October 2020.

CO-ORDINATOR



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

DIRECTOR

DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy-621105



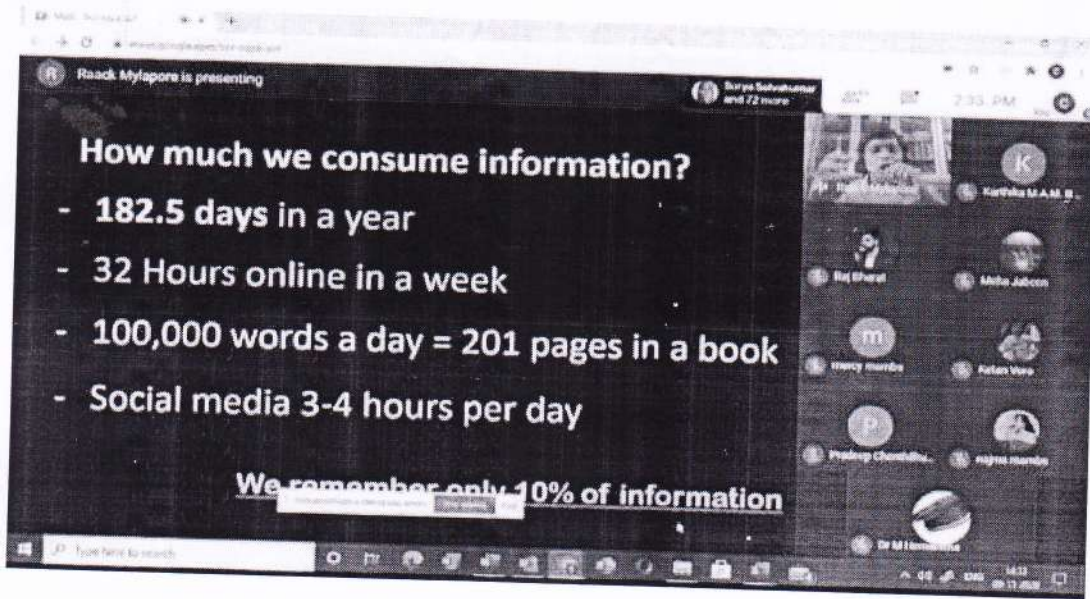


## Academic Year 2020-2021

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Aptitude training for Competitive Exams**” from 11/10/2020 - 14/10/2020 for I Year MBA students. The resource person was Mr. Arivazhagan. T, Trainer, Time Institute, Trichy.

The program was inaugurated by Dr. M. Hemalatha, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms. Mercy Janita Vincent, Assistant Professor, MBA. The course focused on Aptitude training for Competitive Exams. The course included the theory classes followed by the interactive sessions.



- Day 1. To introduce Aptitude for competitive exams.
- Day 2. To train to practice in Age problems-Algebra-Allegation or Mixture-Area-Averages-Banker's Discount-Boats and Streams.
- Day 3. To train to practice in business organization in Compound Interest-Data Interpretation-Decimal Fraction-HCF and LCM- Cylinder.
- Day 4. To train to practice in business organization in Ratio and Proportion-Sequence and Series-Set Theory-Simple Interest.





---

## Academic Year 2020-2021

### APTITUDE TRAINING FOR COMPETITIVE EXAMS

#### OBJECTIVES:

- To understand different type of aptitude methods practice aptitude problems
- To practice the aptitude types for different dimension question.

#### UNIT I INTRODUCTION TO APTITUDE 6

Definition-Meaning-Types and classifications-Basics of mathematics and calculation tricks. Area-Square- Rectangle- Triangle- Circle

#### UNIT II 6

Age problems-Algebra-Allegation or Mixture-Area-Averages-Banker's Discount-Boats and Streams-Case Studies-Charts and Graphs.

#### UNIT III 6

Compound Interest-Data Interpretation-Decimal Fraction-HCF and LCM- Cylinder, Cone, Sphere-Mixture and Allegations-Number Systems-Partnership.

#### UNIT IV 6

Percentages-Permutation, Combination and Probability-Pipes and Cisterns-Probability-Problems on Trains-Profit and Loss-Quadratic Equations-Ratio & Proportion, Percentage

#### UNIT V 6

Ratio and Proportion-Sequence and Series-Set Theory-Simple Interest & Compound Interest-Simplification-Speed, Distance and Time-

**TOTAL: 30 PERIODS**

#### OUTCOMES:

- Students can understand the fundamental in aptitude and
- Able to answer the aptitude question for placement.



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



# Introduction to Campus Recruitment Procedure

Every student chooses an educational institute on the basis of three important factors-

- A. What would be the quality of education imparted?
- B. How would the education benefit the student academically or otherwise?
- C. The potential jobs that would be offered on the campus to the students who pass out of the institute.

The last factor is apparently the most important criteria that would be evaluated by the students in choosing a particular academic institution. The campus recruitment procedure has become one of the most popular avenues to recruit people into companies.

Companies hire engineering graduates into roles that range from software application development, delivery roles, software/ hardware testing, research and development, application maintenance network security and support etc. Management graduates are hired for roles in business development, IT consulting, business analysis, customer relationship management, HR roles, sales, marketing, finance etc.

Before a student braces himself to face the arduous task of appearing for the campus selection procedure, there are a few points that he has to bear in mind –

1. Interact with senior students who have been hired into different organizations. Taking a cue from the seniors would effectively help a student to know the areas that would require extensive preparation and the ones that wouldn't.
2. Interact with the faculty and understand how the technical interviews could be facilitated.
3. Map your strengths to the profile of the job. This is extremely important because there may be scenarios in which a student may have more than one offer at hand. Understanding the profile of the job and the opportunities for growth within the organization, besides the CTC offered would benefit the students to narrow down their choices.
4. Study and understand the philosophy, culture and values of the companies that recruit college graduates.

## Campus Recruitment Procedure:

Most colleges that offer campus recruitment facilitate the recruitment through a special department known as the placement department. The placement department is steered by a placement officer who oversees the entire recruitment process.

The various stages that are involved in a typical campus recruitment program are as follows-

- Pre-placement talk
- Aptitude tests
- Group discussion
- Technical Interview
- HR Interview.

### 1. Pre Placement Talk:

The pre-placement talk is a presentation that is given by the recruiting company's HR and recruiting team. Various aspects of the company such as its profile, history, milestone achievements, organizational goals, its vision, mission, the job profile, products, services, product lines, customers, locations, branches, organizational chart, senior management etc. The role of the job offered as well as its description along with the selection criteria, CTC, designation etc. are also explained in detail. Generally the pre-placement talk is presented by a senior member of the delivery or the HR team.

The general format of the selection process remains the same across companies that hire campus graduates. Minor variation may be present. Selection happens in the following stages.

### 2. Aptitude Test:

Aptitude test is conducted to evaluate how effectively a student could respond to a task or a situation and their communication skills. In short, this area tests a candidate's problem solving ability. The areas that are normally tested are numerical or quantitative ability, logical reasoning, verbal ability and data sufficiency.



**a. Quantitative Aptitude:**

Numerical ability entails multiple choice questions that are from the topics mostly covered in high school along with some advanced topics. The various topics from which questions may be asked are Number theory, Averages, Ratio and proportion, Time and Distance, Percentages, mixtures and allegation, permutations, combinations, probability etc. The purpose of this test is to assess the problem solving ability of a candidate under constraints in time. This area can be effectively countered if a student prepares sufficiently beforehand.

**b. Verbal Ability:**

This area tests the communication skills, reading ability and also the grammatical knowledge of a candidate. The type of questions that may be asked in verbal ability include grammar based questions (sentence correction/ error identification), vocabulary based questions (para jumbles, synonyms, antonyms, fill in the blanks, cloze passages), idioms and phrases, reading comprehension and occasionally descriptive writing (essays, formal/informal letters, analytical/ issue writing section). It is mandatory for a candidate to have basic rules of English in place before he or she appears for the campus placement process.

**c. Analytical and Logical Reasoning:**

This section tests the logical reasoning and the analytical ability of a candidate. The questions are generally given in the form of puzzles and a set of questions follow the puzzle. It is required by a candidate to rationally approach the puzzle by interpreting the logic. Verbal based reasoning questions such as cause and effect, assertion and reasons may also be asked.

**d. Data Interpretation and Data Sufficiency:**

Data is presented in various forms such as bar graphs, pie charts and data should be interpreted accordingly. In data sufficiency, a problem is presented with some data and a candidate has to determine if the given amount of data is sufficient for problem solving.

The aptitude round cannot be underestimated because it is a process of eliminating candidates who do not have enough problem solving abilities, reasoning skills or acceptable levels of communication. While a few companies may lay more emphasis on communication and numerical abilities, a few others may stress upon analytical abilities. Regardless of how well a candidate fares academically, he or she should prepare sufficiently for the aptitude test as this stage in an inevitable phase of any campus selection process.

**3. Group Discussion:**

Those selected in the aptitude test will be called for group discussion. Group discussion is a process of selection rather than a process of elimination. The recruiting team will evaluate certain personality traits like confidence, communicating with the team, participation, ability to present one's views in a clear and concise manner, interpersonal skills, leadership skills etc. These are the traits that the employers would want to see in their potential employees. The main intention of group discussion is to assess the behavior of a candidate in a group. In the GD round, there are usually a minimum of 5 and a maximum of 10 candidates. The topic of the discussion is normally related current topics, hypothetical situations, problematic situations, abstract topics etc. Students who are confident, have a clear thought process and are able to articulate their thoughts lead the group discussion. Hence, students need to be positive, confident and dynamic in their attitude in this round. They should also develop effective listening skills that would enable them to listen and understand others perspective. Students are advised to keep abreast of current affairs and are expected to familiarize themselves with the popular topics in news. They are advised to form small groups and discuss various topics which would bolster their efforts to successively participate in the group discussions.

**4. Technical Interview:**

The pre final round of the selection process is the technical interview. A student appearing for the technical round should be thorough with the fundamental aspects of his subject. While a student may not be expected to know the entire subject inside out, he or she is expected to be proficient in the basic aspects of the subject and able to present the subject in a well formatted manner to his interviewers. It would greatly benefit the students if they would have completed their projects on their own rather than plagiarizing (copying) from other sources. This would exhibit the ingenuity of a student and increase his chances of clearing the technical round. Students who have interned in good organizations have an edge above the others in the technical round as company internships are greatly valued by the recruiters.



## 5. HR Interview:

The HR interview is more of a two way process. A student is assessed for his communication, attitude, confidence, flexibility, enthusiasm, behavioral skills etc. The company HR will market their company through the HR round. A student should be confident, but not over confident in the HR round. He or she should be honest and polite in answering the questions and also ask questions to the company HR regarding basic policies, procedures and of course, the CTC. Many a time it is quite common for technically strong candidates to fail to get through the HR round. This may happen if the candidate has poor presentation skills, is overconfident or is rude or extremely timid in his or her attitude. Self-grooming is very important for a candidate to clear this round of the campus selection.

The recruitment process weighs heavily on the attitude of a candidate. A candidate should exhibit positive thinking, learnability, proper body language, confidence, clarity of thought, interpersonal skills, future goals etc. This segment has about 75% weightage.

Academic knowledge has a weightage of about 10%. This test the student's fundamental knowledge of the core subjects in his or her branch and also its practical use.

Communication skills carry a weightage of about 10%.

Preparing a good resume is equally important while bracing for the campus selection process. The resume is the first impression a recruiter has of the candidate. The resume should be prepared in such a way that it reflects a candidate's capabilities, his strengths, achievements and areas of interests. Hence sufficient efforts should go into preparing a good resume. For further reading, refer to 'Resume' section of this book.

Knowledge about current affairs and extra-curricular activities carry about 5% weightage. These areas should also be concentrated upon to increase the chances of making it through the campus interviews.

Thus, a thorough and systematic preparation in each of the areas mentioned above would go a long way in ensuring that a candidate gets through the right company.



# QUANTITATIVE APTITUDE





# NUMBER SYSTEM

## CONCEPTS

In Hindu-Arabic system we use ten symbols 0, 1, 2, 3, 4, 5, 6, 7, 8, 9 called digits to represent any number. This is the decimal system where we use the digits 0 to 9. Here 0 is called *insignificant digit* where as 1, . . . . ., 9 are called *significant digits*.

### • Classification of Numbers:

**Natural Numbers:** The numbers 1, 2, 3, 4, 5, 6, . . . . . which we use in counting are known as *natural numbers*. The set of all *natural numbers* can be represented by  $N = \{1, 2, 3, 4, 5, \dots\}$

**Whole Numbers:** If we include 0 among the natural numbers then the numbers 0, 1, 2, 3, 4, 5, . . . are called *whole numbers*. Hence, every natural number is a whole number. The set of *whole numbers* is represented by  $W$ .

**Integers:** All counting numbers and their negatives including zero are known as *integers*.

The set of integers can be represented by  $Z$  or  $I$ .

$Z = \{\dots, -4, -3, -2, -1, 0, 1, 2, 3, 4, \dots\}$

Every *natural number* is an *integer* but every *integer* is not *natural number*.

**Positive Integers:** The set  $I^+ = \{1, 2, 3, 4, \dots\}$  is the set of all positive integers. Positive integers and Natural numbers are synonyms.

**Negative Integers:** The set  $I^- = \{\dots, -3, -2, -1\}$  is the set of all negative integers.

0 (zero) is neither positive nor negative.

**Non Negative Integers:** The set  $\{0, 1, 2, 3, \dots\}$  is the set of all non negative integers.

**Rational Numbers:** The numbers of the form  $\frac{p}{q}$ ,

where  $p$  and  $q$  are integers,  $p$  is not divisible by  $q$  and  $q \neq 0$ , are known as *rational numbers*.

(or) Any number that can be written in fraction form is a *rational number*. This includes *integers*, *terminating decimals*, and *repeating decimals* as well as *fractions*.

e.g.:  $\frac{3}{7}, \frac{5}{2}, -\frac{5}{9}, \frac{1}{2}, -\frac{3}{5}$  etc

The set of rational numbers is denoted by  $Q$ .

**Irrational Numbers:** Any real number that cannot be written in fraction form is an *irrational number*. Numbers which are both *non-terminating* as well as *non-repeating decimals* are called *irrational numbers*.

e.g.: Absolute value of  $\frac{10}{3}, \frac{22}{7}, \sqrt{2}, \sqrt{3}, \sqrt{10}, \dots$

**Note:** A *terminating decimal* will have a finite number of digits after the decimal point.

e.g.:  $\frac{3}{4} = 0.75, \frac{5}{4} = 1.25, \frac{25}{16} = 1.5625$ .

**Repeating Decimals:** A decimal number that has digits that repeat forever.

e.g.:  $\frac{1}{3} = 0.333\dots$  (here, 3 repeats forever.)

**Non-Repeating Decimal:** A decimal that neither *terminates* nor *repeats*.

e.g.:  $\sqrt{2} = 1.4142135623\dots$

**Real Numbers:** The rational and irrational numbers together are called *real numbers*.

e.g.:  $\frac{13}{21}, \frac{2}{5}, -\frac{3}{7}, \frac{+4}{2}$  etc are real numbers.

The set of real numbers is denoted by  $R$ .

**Even Numbers:** Any integer that can be divided exactly by 2.

e.g.: 2, 6, 0, -8, -10, . . . are even numbers.

**Odd Numbers:** An integer that cannot be divided exactly by 2 is an *Odd number*.

e.g.: 1, 3, -5, -7, . . . are odd numbers.

**Prime Numbers:** A Prime Number can be divided evenly only by 1, or itself. And it must be a whole number greater than 1.

e.g.: Numbers 2, 3, 5, 7, 11, 13, 17, . . . are prime.

All primes which are greater than 3 are of the form  $(6n+1)$  or  $(6n-1)$ .

**Note:**

- 1 is not a prime number.
  - 2 is the least and only even prime number.
  - 3 is the least odd prime number.
  - Prime numbers up to 100 are 2, 3, 5, 7, 11, 13, 17, 19, 23, 29, 31, 37, 41, 43, 47, 53, 59, 61, 67, 71, 73, 79, 83, 89, 97.
- There are 25 prime numbers up to 100.

**Composite Number:** Natural numbers greater than 1 which are not prime, are known as *composite numbers*. The number 1 is neither *prime* nor *composite*.

Two numbers which have only 1 as the common factor are called *co-primes* (or) *relatively prime* to each other. e.g.: 3 and 5 are co primes.

**Note:**

Natural Numbers = 1 + Prime + Composite Numbers.

Whole Numbers = 0 (Zero) + Natural Numbers.

Integers = Negative Integers + 0 + Positive Integers.

Real Numbers = Rational + Irrational Numbers.



• **Test of Divisibility:**

**Divisibility by 2:** A number is divisible by 2 if the unit's digit is either zero or divisible by 2.

e.g.: Units digit of 76 is 6 which is divisible by 2 hence 76 is divisible by 2.

Units digit of 330 is 0 so it is divisible by 2.

**Divisibility by 3:** A number is divisible by 3 if sum of all digits in it is divisible by 3.

e.g.: The number 273 is divisible by 3 since  $2 + 7 + 3 = 12$  which is divisible by 3.

**Divisibility by 4:** A number is divisible by 4, if the number formed by the last two digits in it is divisible by 4, or last two digits are zeros.

e.g.: The number 5004 is divisible by 4 since last two digits 04 is divisible by 4.

**Divisibility by 5:** A number is divisible by 5 if the units digit in the number is either 0 or 5.

e.g.: 375 is divisible by 5 as 5 is in the units place.

**Divisibility by 6:** A number is divisible by 6 if it is even and sum of all digits is divisible by 3.

e.g.: The number 6492 is divisible by 6 as it is even and sum of its digits  $6 + 4 + 9 + 2 = 21$  is divisible by 3.

**Divisibility by 7:**

**Step-1:** Remove unit's digit. And double it.

**Step-2:** Subtract it from the rest of the number.

**Step-3:** Check whether the resulted number is divisible by 7 or not.

**Step-4:** Repeat the above steps until the resulted number is either 0 (zero) or divisible by 7.

e.g.: Consider the number 10717.

**Step-1:** Removing the unit's digit *i.e.* 7. Double of 7 = 14.

**Step-2:**  $1071 - 14 = 1057$ .

**Step-3:** Now remove 7 from 1057 and double it *i.e.* 14.

**Step-4:**  $105 - 14 = 91$ .

**Step-5:** Now remove 1 and double it *i.e.* 2.

**Step-6:**  $9 - 2 = 7$

The final result 7 is divisible by 7. So the given number *i.e.* 10717 is also divisible by 7.

**Divisibility by 8:** A number is divisible by 8, if the number formed by last 3 digits is divisible by 8.

e.g.: The number 6573392 is divisible by 8 as the last 3 digits '392' is divisible by 8.

**Divisibility by 9:** A number is divisible by 9 if the sum of its digit is divisible by 9.

e.g.: The number 15606 is divisible by 9 as the sum of the digits  $1 + 5 + 6 + 0 + 6 = 18$  is divisible by 9.

**Divisibility by 10:** Last digit should be zero.

e.g.: The last digit of 4470 is zero. So, it is divisible by 10.

**Divisibility by 11:** A number is divisible by 11 if the difference of the sum of the digits at *odd places* and sum of the digits at the *even places* is either zero or divisible by 11. (or) Subtract the first digit from a number made by the other digits. If that number is divisible by 11 then the original number is also divisible by 11.

e.g.: In the number 9823, the sum of the digits at odd places is  $9+2=11$  and the sum of the digits at even places is  $8+3=11$ . The difference between them is  $11 - 11 = 0$ .

Hence, the given number is divisible by 11.

e.g.: 14641

$1464 - 1$  is 1463

$146 - 3$  is 143

$14 - 3 = 11$ , which is divisible by 11, so 14641 is also divisible by 11.

• If a number 'N' is divisible by two numbers 'a' and 'b', where a, b are co primes, then 'N' is divisible by 'ab'.

**Co-prime Numbers:** Two numbers are co-prime to each other if they have 'no common factor except 1'.

**Divisibility by 12:** A number is divisible by 12 if it is divisible by 3 and 4.

e.g.: The number 1644 is divisible by 12 as it is divisible by 3 and 4. Here 3 and 4 because they are co-prime to each other.

**Divisibility by 13:** Iteratively add 4 times the last digit to the rest until you get a number divisible by 13.

e.g.:  $7462 \Rightarrow 746 + (2 \times 4) = 754 \Rightarrow 75 + (4 \times 4) = 91$

91 is divisible by 13. So, 7462 is also divisible by 13.

**Divisibility by 14:** The number is divisible by 7 and 2.

**Divisibility by 15:** The number is divisible by 3 and 5.

**Divisibility by 16:**

**With a 3 digit number:** Multiply hundreds digit by 4, then add the last two digits.

e.g.:  $352 \Rightarrow (3 \times 4) + 52 = 12 + 52 = 64$

64 is divisible by 16. So, 352 is also divisible by 16.

**With a more than 3 digit number:** The last four digits form a number is divisible by 16.

e.g.: 38512  $\Rightarrow$  Here is 8512 is divisible by 16. So, 38512 is also divisible by 16.

**Divisibility by 17:**

Subtract 5 times the last digit from the rest.

e.g.:  $3961 \Rightarrow 396 - (1 \times 5) = 391 \Rightarrow 39 - (1 \times 5) = 34$

34 is divisible by 17. So, 3961 is also divisible by 17.

**Divisibility by 18:** An even number satisfying the divisibility test by 9 is also divisible by 18.

e.g.: The number 80388 is divisible by 18 as it satisfies the divisibility test of 9.



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**Divisibility by 19:** Add twice the last digit to the rest.

e.g.:  $10944 \Rightarrow 1094 + (4 \times 2) = 1102$

$\Rightarrow 110 + (2 \times 2) = 114 \Rightarrow 11 + (4 \times 2) = 11 + 8 = 19$ .

**Divisibility by 20:** Last digit is zero & tens digit is even.

e.g.: 980; Last digit is zero. And tens digit is even.

**Divisibility by 25:** A number is divisible by 25 if the number formed by the last two digits is divisible by 25 or the last two digits are zero.

e.g.: The number 7975 is divisible by 25 as the last two digits are divisible by 25.

• **Common Factors:**

A common factor of two or more numbers is a number which divides each of them exactly.

e.g.: 3 is a common factor of 6 and 15.

• **Highest Common Factor (HCF):**

Highest common factor of two or more numbers is the greatest number that divides each of them exactly.

e.g.: 3, 4, 6, 12 are the factors of 12 and 36. Among them the greatest is 12. Hence the HCF of 12, 36 is 12.

HCF is also called as Greatest common divisor (GCD) or Greatest Common measure (GCM).

**Method of Finding HCF: Method of division**

• **HCF of Two Numbers:**

**Step 1:** Greater number is divided by the smaller number.

**Step 2:** Divisor of step-1 is divided by its remainder.

**Step 3:** Divisor of step-2 is divided by its remainder.

This could be continued until the remainder is 0.

Then HCF = Divisor of the last step.

e.g.: Find the HCF of 96 and 348.

**Explanation:** Here the divisor of the last step is 12. So, HCF of 96 and 348 is 12.

$$\begin{array}{r}
 96)348(3 \\
 \underline{288} \\
 60)96(1 \\
 \underline{60} \\
 36)60(1 \\
 \underline{36} \\
 24)36(1 \\
 \underline{24} \\
 \rightarrow 12)24(2 \\
 \underline{24} \\
 \underline{0}
 \end{array}$$

• **HCF of More than Two Numbers:**

**Step 1:** Take any two numbers as your wish and find their HCF.

**Step 2:** Now find the HCF of third number and HCF obtained for the previous two numbers.

**Step 3:** Now find the HCF of fourth number and HCF obtained in the previous step. Continue the same process till the last number. The final HCF is concluded to be the HCF of all the given numbers.

e.g.: Find the HCF of 120, 246, 100.

$$\begin{array}{r}
 120)246(2 \\
 \underline{240} \\
 \rightarrow 6)120(20 \\
 \underline{120} \\
 0
 \end{array}$$

6 is HCF of 120, 246. Now take 3<sup>rd</sup> number (i.e. 100) and HCF obtained in the above step (i.e. 6) and find HCF.

$$\begin{array}{r}
 6)100(16 \\
 \underline{96} \\
 4)6(1 \\
 \underline{4} \\
 \rightarrow 2)4(2 \\
 \underline{4} \\
 0
 \end{array}$$

• **HCF of Decimals:**

e.g.: Find the HCF of 3.2, 4.12, 1.3, 7.

**Explanation:** First eliminate the influence of decimals by multiplying it either by 10 or 100 or 1000 etc. Here multiply the numbers with 100 to make all the numbers decimal free. i.e. 320, 412, 130, 700.

Now, find the HCF of above numbers. We get it as 2. Did you remember we multiplied all the numbers by 100 to eliminate the influence of decimals. Hence, now we divide the answer by 100 to get HCF of the original

numbers. The HCF is  $\frac{2}{100} = 0.02$

• **LCM (Least Common Multiple):**

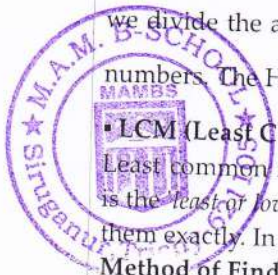
Least common multiple of two or more given numbers is the 'least or lowest number' which is divisible by each of them exactly. In the sense without a non zero remainder.

**Method of Finding LCM:**

**Step-1:** Write numbers in a line separated by comma.

**Step 2:** Divide any two of the given numbers exactly with a least possible prime number then the quotients and the undivided numbers are written in the next line.

**Step 3:** Repeat the same process till all the numbers in the line are prime to each other i.e. no more common factors exist.





**Conclusion:** The product of all divisors and the numbers in the last line is the LCM of the numbers.  
 e.g.: Find the LCM of 14, 18, 24, 30.

2	14, 18, 24, 30
3	7, 9, 12, 15
	7, 3, 4, 5

The LCM of 14, 18, 24, 30 =  $2 \times 3 \times 7 \times 3 \times 4 \times 5 = 2520$ .

▪ **LCM of Decimals:** Let us observe an example.

Find the LCM of 1.6, 0.28, 3.2, 4.9.

**Explanation:** First eliminate the decimals by multiplying with either 10 or 100 or 1000 etc. In this case, multiply all the numbers with 100.

Then numbers will become 160, 28, 320, 490.

Now, find the LCM of the above numbers as earlier.

2	160, 28, 320, 490
2	80, 14, 160, 245
2	40, 7, 80, 245
2	20, 7, 40, 245
2	10, 7, 20, 245
5	5, 7, 10, 245
7	1, 7, 2, 49
	1, 1, 2, 7

LCM 160, 28, 320, 490 =  $2 \times 2 \times 2 \times 2 \times 5 \times 7 \times 2 \times 7 = 15680$ .

Did you remember, we have multiplied all the numbers by 100 to eliminate the influence of decimals. Hence, we divide the answer by 100 to get actual LCM of the given

numbers. So, the LCM is  $\frac{15680}{100} = 156.80$

▪ **Finding LCM and HCF of Fractions:**

$$\text{LCM} = \frac{\text{LCM of the numbers in numerator}}{\text{HCF of the numbers in denominator}}$$

$$\text{HCF} = \frac{\text{HCF of the numbers in numerator}}{\text{LCM of the numbers in denominator}}$$

e.g.: Find the LCM of  $\frac{2}{5}, \frac{81}{100}, \frac{125}{302}$ .

**Explanation:** First find the LCM of the numerator.

As there is no common number (prime) which can divide any two of the numbers hence the product itself is the LCM. i.e. LCM =  $2 \times 81 \times 125 = 20250$ .

Now find the 'HCF of the numbers in denominator'. HCF of 5 and 100 is 5 and HCF of 5 and 302 is 1.

$$\therefore \text{LCM of the given fractions} = \frac{20250}{1} = 20250$$

e.g.: Find the HCF of  $\frac{4}{9}, \frac{10}{21}, \frac{20}{63}$

**Explanation:** HCF of numerators 4, 10 and 20 = 2.

LCM of denominators 9, 21 and 63 = 63.

$$\text{HCF of the given fractions} = \frac{2}{63}$$

▪ **Key Points on LCM and HCF:**

1) HCF of fractions is always a fraction but LCM of fractions may be a fraction or an integer.

2) The product of any two numbers is equal to product of their LCM and HCF.

e.g.: What is LCM and HCF of 32 and 450 ?

a) 7200, 8    b) 7100, 2    c) 7800, 2    d) 7200, 2

**Explanation:** Product of 32 and 450 is 14400

The LCM of 32 and 450 is 7200.

The HCF of 32 and 450 is 2.

(or) You can verify from options.

Option-a:  $7200 \times 8 \neq 32 \times 450$ .

Option-b:  $7100 \times 2 \neq 32 \times 450$ .

Option-c:  $7800 \times 2 \neq 32 \times 450$ .

Option-d:  $7200 \times 2 = 32 \times 450$ .

3) To find the greatest number that will exactly divide  $x$ ,  $y$  and  $z$ ; Required number = HCF of  $x, y, z$ .

4) To find the greatest number that will divide  $x, y$  and  $z$  leaving remainders  $a, b$  and  $c$  respectively.

Required number = HCF of  $(x-a), (y-b)$  and  $(z-c)$ .

5) To find the least number which is exactly divisible by  $x, y$  and  $z$ . Required number = LCM of  $x, y$  and  $z$ .

6) To find the least number which when divided by  $x, y, z$  leaves the remainders  $a, b, c$  respectively.

Then it is always observed that,

$$(x - a) = (y - b) = (z - c) = K \text{ (Assume).}$$

Required number = (LCM of  $x, y$  and  $z$ ) -  $K$ .

7) To find the least number which when divided by  $x, y$  and  $z$  leaves the same remainder ' $r$ ' in each case.

Required number = (LCM of  $x, y$  and  $z$ ) +  $r$ .

8) To find the greatest number that will divide  $x, y$  and  $z$  leaving the same remainder in each case,

If the value of remainder ' $r$ ' is given, then

Required number = HCF of  $(x-r), (y-r)$  and  $(z-r)$ .

If the value of remainder is not given, then

Required number = HCF of  $|x-y|, |y-z|, |z-x|$ .

▪ **Complete Remainder:**

A remainder obtained by dividing a given number by the method of successive division is called complete remainder.

e.g.: A certain number when successively divided by 2, 3 and 5 leave remainders 1, 2 and 4 respectively. What is the complete remainder or remainder when the same number be divided by 30?

**Explanation:** For example, if a number when divided by 2, leaves remainder 1 would be of form =  $2n + 1$ .

And a number when divided by 3, leaves remainder 2 would be of form =  $3n + 2$ .

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

## Academic Year 2020-2021

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :  
 Title of Programme / Course attended : Aptitude training for Competitive Exams  
 Date and Venue : 11/10/2020 - 14/10/2020 & Seminar Hall  
 Name of the Resource Person / Speaker : Mr. Arivazhagan. T,  
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Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

- |   |   |   |   |   |
|---|---|---|---|---|
| 1. Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. The presenter(s) provided adequate time for questions and answered them satisfactorily       | 4 | 3 | 2 | 1 |
| 6. The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |
| 9. The presenter(s) suggested ways to follow up the training.                                   | 4 | 3 | 2 | 1 |
| 10. The materials provided were useful and appropriate for the                                  | 4 | 3 | 2 | 1 |



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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program.

11. The physical arrangements were adequate.

12. How would you rate this workshop? (please check one)

13. How comfortable are teaching the material presented in this workshop?

14. Areas/topics about which you would like to receive further training:

15. Suggestions for improving this workshop:

4	3	2	1
<input checked="" type="checkbox"/> Excellent		<input type="checkbox"/> Good	
<input type="checkbox"/> Very Good		<input type="checkbox"/> Not Good	
<input checked="" type="checkbox"/> Very		<input type="checkbox"/> Not at all	
<input type="checkbox"/> Somewhat			



*[Handwritten signature]*

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

Date : 14/10/2020

*[Handwritten signature]*  
Signature of the Participant

# M.A.M. B-SCHOOL



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Chennai)

03.02.2021

## Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct value added course on "SPECIAL TRAINING ON E BUSINESS".


\*\*\*\*\*

We have planned to organize value added course on **SPECIAL TRAINING ON E BUSINESS** during 15.02.2021-19.02.2021 for MBA students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

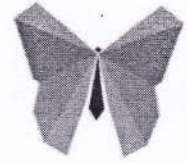
  
Course Coordinator



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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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Ref: MAMBS/MBA/VAC/2020-21/001

To

03.02.2021

Mr. V.John Clement Daniel,  
e-soft IT Solutions,  
Thillai Nagar,  
Trichy.

**Sub: Requisition letter to conduct value added course – Reg**

**Respected Sir,**

With reference to the abovementioned subject, students of MBA department have willingness to attend value added course on **“SPECIAL TRAINING ON E BUSINESS”**.

The schedule for the same is from 15.02.2021-19.02.2021. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the necessary supporting documents for your kind perusal. Hope to have fruitful relations with you in the future with respect to student's feedback.


Anticipating a positive reply.

Yours Faithfully,

Enclosure:

1. Syllabus



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

05.02.2021

To

Trichy.

The HOD,  
Department of Management Studies  
IndraGanesan College of Engineering,  
Madurai Main Road (NH-45B), Manikandam,  
Trichy – 620 012

**Ref.:** Your Letter Dated 03.02.2021.


Dear Sir/Madam,

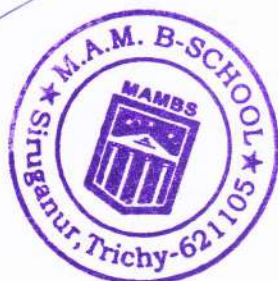
**Sub:** Accepting the invitation for the value added course– Reg.

I am pleased to be considered and also invited to be a part of this great experience and would like to give my concurrence to conduct the value added course entitled on “**SPECIAL TRAINING ON E-BUSINESS**” by your department from 15.09.2021 TO 19.02.2021. In this regard, I would like to convey that I am well aware of the syllabus contents which are sent by you and I have reviewed them so that I assure you that I will render my my speech with fullest confidence and surety.

Thank you.

Yours truly,

  
V. John Clement Daniel



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



# M.A.M. B-SCHOOL



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

06.02.2021

## CIRCULAR

It is proposed to organize value added course on “SPECIAL TRAINING ON E BUSINESS” during 15.02.2021 TO 19.02.2021 for MBA students. This training is to be provided in our campus.

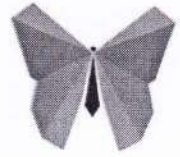
Interested students can register their names with Mr. R.Jimmy Carter, Assistant Professor/MBA of this program on or before 11.02.2021.



  
DIRECTOR

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

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



**Siruganur, Trichy -621105**

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Chennai)

**ASSOCIATION OF MANAGEMENT STUDIES**

**COPE**

*Cordially invites you all for the*

*Value Added Course on*

**SPECIAL TRAINING ON E BUSINESS**

**15.02.2021 to 19.02.2021**

**MR. V.JOHN CLEMENT DANIEL**

**e-soft IT Solutions**

**Thillai Nagar**

**Trichy**

**Venue: Seminar Hall**

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

**DIRECTOR**

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

**Siruganur, Trichy-621105**

**Mrs.FathimaBathoolMaluk**

*Chief Executive Officer*

*M.A.M.B-SCHOOL*







Siruganur, Trichy -621105

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

**Name of the Course – SPECIAL TRAINING ON E BUSINESS**  
**REGISTRATION FORM**

Year/Sem : I Year/ II Sem

Course Plan : 15.02.2021-19.02.2021

Degree/Branch : PG/ MBA

Duration : 45 hrs

Batch : 2020-2022

Time : 09.00 am – 05.00 pm

Sl.No	Reg.no	Student Name	Signature
1	812220631002	Abirami.K	✓
2	812220631004	Akash. C	✓
3	812220631005	Akila.S	✓
4	812220631006	Anandh.K	✓
5	812220631007	Anusuya.V	✓
6	812220631008	Arul Reshma.A	✓
7	812220631009	Ashokraj.V	✓
8	812220631010	Balakrishnan. M	✓
9	812220631011	Balapriya. B	✓
10	812220631012	Bavithra.R	✓
11	812220631013	Bhavatharini.B	✓
12	812220631014	Deepalakshmi.K	✓
13	812220631015	Devadharshini.G	✓
14	812220631017	Dhanusiya Mary. S	✓
15	812220631018	Dharanika D	✓
16	812220631019	Dhilipkumar.B	✓
17	812220631020	Esther Evangelin.I	✓



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Siruganur, Trichy -621105

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Chennai)

18	812220631021	Farah Zainaf.A	✓
19	812220631022	Gayathri.K	✓
20	812220631023	Girija.S	✓
21	812220631024	Guna. K	✓
22	812220631025	Hariharan R	✓
23	812220631026	Harshavardhini .M	✓
24	812220631027	Infant Jeromeca.S	✓
25	812220631028	Ishwarya.A	✓
26	812220631029	Iswarya.M	✓
27	812220631030	Janarthan.B	✓
28	812220631031	Jayakiruthika.S	✓
29	812220631032	Jebasuthan. S	✓
30	812220631033	Karthick K	✓
31	812220631034	Karthickraja.M	✓
32	812220631035	Karunamoorthi.A	✓
33	812220631036	Keerthana B	✓
34	812220631037	Kethsiya Evangelin.J	✓
35	812220631038	Krishnakumar.C	✓
36	812220631040	Loganayaki. S	✓
37	812220631042	Mageshwari.G	✓
38	812220631043	Manikandan.S	✓
39	812220631044	Manimaran.A	✓
40	812220631045	Manju.M	✓





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Siruganur, Trichy -621105

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Chennai)

41	812220631046	Manju.T	✓
42	812220631047	Mariyamartin M	✓
43	812220631048	Mariyammal V	✓
44	812220631049	Meha Jabeen Syed Mohamed Batcha	✓
45	812220631050	Monisha R	✓
46	812220631052	Naga Jothi R	✓
47	812220631053	Nandhini D	✓
48	812220631054	Naveen Kumar U	✓
49	812220631055	Palanikumar S	✓
50	812220631056	Poovarasam K	✓
51	812220631057	Prakash M	✓
52	812220631058	Pravin Kumar E	✓
53	812220631059	Priyadharshini R	✓
54	812220631060	Priyanka M	✓
55	812220631061	Ragul Ganth T	✓
56	812220631062	Rajaselvam S	✓
57	812220631064	Ramajeyam B	✓
58	812220631065	Ramar S	✓
59	812220631066	Rameshkumar V	✓
60	812220631067	Rasheeth Basha H	✓
61	812220631068	Sabarinathan T	✓
62	812220631069	Sakthivel.M	✓



## M.A.M. B-SCHOOL



**Siruganur, Trichy -621105**

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Chennai)

63	812220631070	Santhosh Kumar A	/
64	812220631071	Saravanakumar K	/
65	812220631072	Saravanan S	/
66	812220631073	Sathish N	/
67	812220631074	Sathishkumar S	/
68	812220631075	Savithri R	/
69	812220631076	Shanmuga Priya M	/
70	812220631077	Shiny Reshma J	/
71	812220631079	Sivagami R	/
72	812220631080	Sivaprakash M	/
73	812220631081	Subash Chandrabose P	/
74	812220631082	Suganthi P	/
75	812220631083	Surya A	/
76	812220631084	Surya S	/
77	812220631085	Thangeswaran K	/
78	812220631087	Vasu Devan M	/
79	812220631088	Vignesh K	/
80	812220631089	Vingolar Meshiya G	/
81	812220631090	Vinothini M	/
82	812220631091	Vishnu Prasanth K	/
83	812220631092	Viswanathan P	/
84	812220631093	Yannick S	/





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85	812220631094	Yogananth K	/
86	812220631095	Yuvaraj E	/
87	812220631096	Yuvaraj S	/

*Jenny Carter*  
Course Coordinator

*[Signature]*  
Director

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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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## Department of Management Studies

Name of the Course – “SPECIAL TRAINING ON E BUSINESS”

### ATTENDANCE FORM

Year/Sem : I Year/ II Sem

Course Plan : 15.02.2021 to 19.02.2021

Degree/Branch : PG/MBA

Duration : 45 hrs

Batch : 2020-2022

Time : 09.00 am – 05.00 pm

No of Students attended:

S.No.	Reg.No	Student's Name	Signature of the Student				
			15.02.21	16.02.21	17.02.21	18.02.21	19.02.21
1	812220631002	Abirami.K	/	/	/	/	/
2	812220631004	Akash. C	/	/	/	/	/
3	812220631005	Akila.S	/	/	/	/	/
4	812220631006	Anandh.K	/	/	/	/	/
5	812220631007	Anusuya.V	/	/	/	/	/
6	812220631008	Arul Reshma.A	/	/	/	/	/
7	812220631009	Ashokraj.V	/	/	/	/	/
8	812220631010	Balakrishnan. M	/	/	/	/	/
9	812220631011	Balapriya. B	/	/	/	/	/
10	812220631012	Bavithra.R	/	/	/	/	/
11	812220631013	Bhavatharini.B	/	/	/	/	/
12	812220631014	Deepalakshmi.K	/	/	/	/	/
13	812220631015	Devadharshini.G	/	/	/	/	/
14	812220631017	Dhanusiya Mary. S	/	/	/	/	/
15	812220631018	Dharanika D	/	/	/	/	/
16	812220631019	Dhilipkumar.B	/	/	/	/	/





# M.A.M. B-SCHOOL



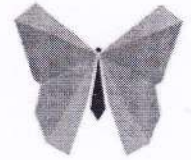
**Siruganur, Trichy -621105**

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

17	812220631020	Esther Evangelin.I	/	/	/	/	/	
18	812220631021	Farah Zainaf.A	/	/	/	/	/	
19	812220631022	Gayathri.K	/	/	/	/	/	
20	812220631023	Girija.S	/	/	/	/	/	
21	812220631024	Guna. K	/	/	/	/	/	
22	812220631025	Hariharan R	/	/	/	/	/	
23	812220631026	Harshavardhini .M	/	/	/	/	/	
24	812220631027	Infant Jeromeca.S	/	/	/	/	/	
25	812220631028	Ishwarya.A	/	/	/	/	/	
26	812220631029	Iswarya.M	/	/	/	/	/	
27	812220631030	Janarthan.B	/	/	/	/	/	
28	812220631031	Jayakiruthika.S	/	/	/	/	/	
29	812220631032	Jebasuthan. S	/	/	/	/	/	
30	812220631033	Karthick K	/	/	/	/	/	
31	812220631034	Karthickraja.M	/	/	/	/	/	
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37	812220631042	Mageshwari.G	/	/	/	/	/	
38	812220631043	Manikandan.S	/	/	/	/	/	
39	812220631044	Manimaran.A	/	/	/	/	/	
40	812220631045	Manju.M	/	/	/	/	/	
41	812220631046	Manju.T	/	/	/	/	/	



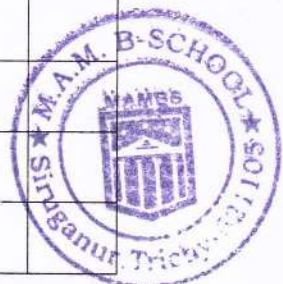
# M.A.M. B-SCHOOL



**Siruganur, Trichy -621105**

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

42	812220631047	Mariyamarttin M	/	/	/	/	/
43	812220631048	Mariyammal V	/	/	/	/	/
44	812220631049	Meha Jabeen Syed Mohamed Batcha	/	/	/	/	/
45	812220631050	Monisha R	/	/	/	/	/
46	812220631052	Naga Jothi R	/	/	/	/	/
47	812220631053	Nandhini D	/	/	/	/	/
48	812220631054	Naveen Kumar U	/	/	/	/	/
49	812220631055	Palanikumar S	/	/	/	/	/
50	812220631056	Poovarasan K	/	/	/	/	/
51	812220631057	Prakash M	/	/	/	/	/
52	812220631058	Pravin Kumar E	/	/	/	/	/
53	812220631059	Priyadharshini R	/	/	/	/	/
54	812220631060	Priyanka M	/	/	/	/	/
55	812220631061	Ragul Ganth T	/	/	/	/	/
56	812220631062	Rajaselvam S	/	/	/	/	/
57	812220631064	Ramajeyam B	/	/	/	/	/
58	812220631065	Ramar S	/	/	/	/	/
59	812220631066	Rameshkumar V	/	/	/	/	/
60	812220631067	Rasheeth Basha H	/	/	/	/	/
61	812220631068	Sabarinathan T	/	/	/	/	/
62	812220631069	Sakthivel.M	/	/	/	/	/
63	812220631070	Santhosh Kumar A	/	/	/	/	/
64	812220631071	Saravanakumar K	/	/	/	/	/
65	812220631072	Saravanan S	/	/	/	/	/





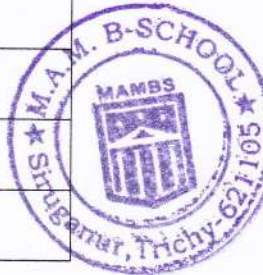
# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

66	812220631073	Sathish N	/	/	/	/	/	
67	812220631074	Sathishkumar S	/	/	/	/	/	
68	812220631075	Savithri R	/	/	/	/	/	
69	812220631076	Shanmuga Priya M	/	/	/	/	/	
70	812220631077	Shiny Reshma J	/	/	/	/	/	
71	812220631079	Sivagami R	/	/	/	/	/	
72	812220631080	Sivaprakash M	/	/	/	/	/	
73	812220631081	Subash Chandrabose P	/	/	/	/	/	
74	812220631082	Suganthi P	/	/	/	/	/	
75	812220631083	Surya A	/	/	/	/	/	
76	812220631084	Surya S	/	/	/	/	/	
77	812220631085	Thangeswaran K	/	/	/	/	/	
78	812220631087	Vasu Devan M	/	/	/	/	/	
79	812220631088	Vignesh K	/	/	/	/	/	
80	812220631089	Vingolar Meshiya G	/	/	/	/	/	
81	812220631090	Vinothini M	/	/	/	/	/	
82	812220631091	Vishnu Prasanth K	/	/	/	/	/	
83	812220631092	Viswanathan P	/	/	/	/	/	
84	812220631093	Yannick S	/	/	/	/	/	
85	812220631094	Yogananth K	/	/	/	/	/	
86	812220631095	Yuvaraj E	/	/	/	/	/	
87	812220631096	Yuvaraj S	/	/	/	/	/	



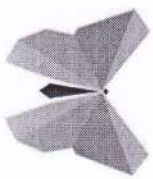
*Jenny Carter*  
Course Coordinator

*[Signature]*  
Director  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



# Certificate

*This is to certify that Mr/Ms/Mrs SARAJANJAN.S of FIRST year MBA  
has participated in the Value Added Course on "Special Training on E Business"  
from 15.02.2021 to 19.02.2021.*

*Saravanan*  
COORDINATOR

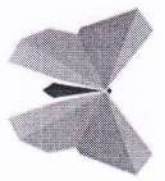


*Saravanan*  
DIRECTOR

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



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



# Certificate

*This is to certify that Mr/Ms/Mrs KEERTHANA.B of FIRST year MBA has participated in the Value Added Course on "Special Training on E Business" from 15.02.2021 to 19.02.2021.*

*[Handwritten Signature]*  
COORDINATOR



*[Handwritten Signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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## Programme Report

The Department of Management Studies organized a value added course on “SPECIAL TRAINING ON E BUSINESS” from 15.02.20 to 19.02.21 for MBA students. The resource person was Mr.V.John Clement Daniel, e-soft IT Solutions, Thillai Nagar, Trichy.



The program was inaugurated by Dr.M.Hemalatha Director/MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr.R.Jimmy Carter Assistant Professor,MBA. The course focused on the aspects of importance of e-business. The course included the theory classes and followed by the interactive sessions.

### **Training Module**

- Day 1.** Introduction to the e-business framework.
- Day 2.** Identify the B2B, B2C, C2C framework and its applications.
- Day 3.** Different practices of e-business corresponding to effective managing of digital era.
- Day 4.** Understand the principles in e-business environment.
- Day 5.** Real time applications of e-business practices. Overview of Digital marketing, SEO, other tools and scope of e-business.

  
Course Coordinator





Director

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





# M.A.M. B-SCHOOL



**Siruganur, Trichy -621105**

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## FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :  
 Title of Programme / Course attended : **“SPECIAL TRAINING ON E BUSINESS”.**  
 Date and Venue : 15.02.2021 to 19.02.2021 & Seminar Hall.  
 Name of the Resource Person / Speaker : Mr. V. John Clement Daniel,  
 e-soft IT solutions, Thillai Nagar, Trichy.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree**

- |    |  |          |          |   |   |
|----|--|----------|----------|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4        | <u>3</u> | 2 | 1 |
| 2. | The workshop was well organized.   | <u>4</u> | 3        | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4        | <u>3</u> | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | <u>4</u> | 3        | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | <u>4</u> | 3        | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4        | <u>3</u> | 2 | 1 |
| 7. | This workshop increased my knowledge and skills.   | <u>4</u> | 3        | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | <u>4</u> | 3        | 2 | 1 |





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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- 
- |     |   |  |                                     |   |   |
|-----|---|--|-------------------------------------|---|---|
| 9.  | The presenter(s) suggested ways to follow up the training.            | 4  | 3                                   | 2 | 1 |
| 10. | The materials provided were useful and appropriate for the program.   | 4  | 3                                   | 2 | 1 |
| 11. | The physical arrangements were adequate.                              | 4  | 3                                   | 2 | 1 |
| 12. | How would you rate this workshop? (please check one)                  | <input type="checkbox"/> Excellent       | <input type="checkbox"/> Good       |   |   |
|     |   | <input type="checkbox"/> Very Good       | <input type="checkbox"/> Not Good   |   |   |
| 13. | How comfortable are teaching the material presented in this workshop? | <input checked="" type="checkbox"/> Very | <input type="checkbox"/> Not at all |   |   |
|     |   | <input type="checkbox"/> Somewhat        |                                     |   |   |
| 14. | Areas/topics about which you would like to receive further training:  |  |                                     |   |   |

15. Suggestions for improving this workshop:



Date : 19-02-21

M. Akil  
Signature of the Participant

**COURSE MATERIAL  
ON  
“SPECIAL TRAINING ON E BUSINESS”**

**Introduction to e-Business**

E-business or Online business means business transactions that take place online with the help of the internet. The term e-business came into existence in the year 1996. E-business is an abbreviation for electronic business. So the buyer and the seller don't meet personally.



In today's world, we are exposed to various forms of e-Business. Since its emergence, it has grown by leaps and bounds. Some predict that it may very soon overtake brick and mortar stores completely. While that remains to be seen, we cannot ignore the immense role it plays in the current global economy.

***Features of Online Business***

Some of the features of Online Business are as follows :

- It is easy to set up
- There are no geographical boundaries
- Much cheaper than traditional business





- There are flexible business hours
- Marketing strategies cost less
- Online business receive subsidies from the government
- There are a few security and integrity issues
- There is no personal touch
- Buyer and seller don't meet
- Delivery of products takes time
- There is a transaction risk
- Anyone can buy anything from anywhere at anytime
- The transaction risk is higher than traditional business

### Major Differences between E-Business and E-Commerce

S. No.	E-Business	E-Commerce
1	Running Business using Internet is termed as E-Business.	Trading of merchandise over Internet is termed as E-Commerce
2	E-Business is the broader concept and is the superset of E-Commerce.	E-Commerce is the part of E-Business or is the subset of E-Business.
3	Business transactions are carried out in it.	Commercial transactions are carried out in it.
4	Transactions are not limited in it.	Transactions are limited in it.
5	Main Types of E-Business are: <ul style="list-style-type: none"> <li>• Pure-play(Online only)</li> <li>• Brick and Click(Combination of both offline and online)</li> </ul>	Main Types of E-Commerce are: <ul style="list-style-type: none"> <li>• Business to Business(B2B)</li> <li>• Business to Consumer(B2C)</li> <li>• Consumer to Consumer(C2C)</li> <li>• Consumer to Business (C2B)</li> <li>• Government to Consumer (G2C)</li> </ul>
6	Activities of E-Business are: <ul style="list-style-type: none"> <li>• Online store setup</li> <li>• Payment options/Gateway</li> <li>• Online customer support</li> <li>• Email marketing</li> <li>• Invoicing, Packaging and shipping</li> <li>• Supply Chain Management</li> </ul>	Activities of E-commerce are: <ul style="list-style-type: none"> <li>• Buying of mobile phone from online site</li> <li>• Online ticketing (Bus, Railway, Airlines, and Hotels etc.)</li> <li>• Electronic transfer of funds</li> <li>• Online accounting software for business</li> <li>• Paying government taxes</li> </ul>

### Types of e-Commerce

Now there are actually many types of e-Businesses. It all depends on who the final consumer is. Some of the types of e-commerce are as follows



### Business-to-Business (B2B)

Transactions that take place between two organizations come under Business to business. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce. Also, it greatly improves the efficiency of companies.

### Business-to-Consumer (B2C)

When a consumer buys products from a seller then it is business to consumer transaction. People shopping from Flipkart, Amazon, etc is an example of business to consumer transaction. In such a transaction the final consumer himself is directly buying from the seller.

### Consumer-to-Consumer (C2C)

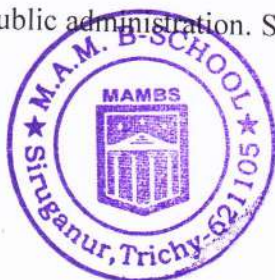
A consumer selling product or service to another consumer is a consumer to consumer transaction. For example, people put up ads on OLX of the products that they want to sell. C2C type of transactions generally occurs for second-hand products. The website is only the facilitator not the provider of the goods or the service.

### Consumer-to-Business (C2B)

In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowd sourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products.

### Consumer-to-Administration (C2A)

The Consumer-to-Administration model encompasses all electronic transactions conducted between individuals and public administration. Some examples of applications include





- Education – disseminating information, distance learning, etc.
- Social Security – through the distribution of information, making payments, etc.
- Taxes – filing tax returns, payments, etc.
- Health – appointments, information about illnesses, payment of health services, etc.

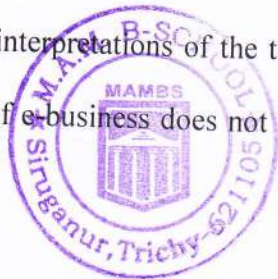
#### Business-to-Administration (B2A)

This part of e-commerce encompasses all transactions conducted online by companies and public administration or the government and its various agencies. Also, these types of services have increased considerably in recent years with investments made in e-government.

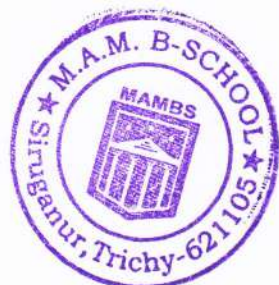
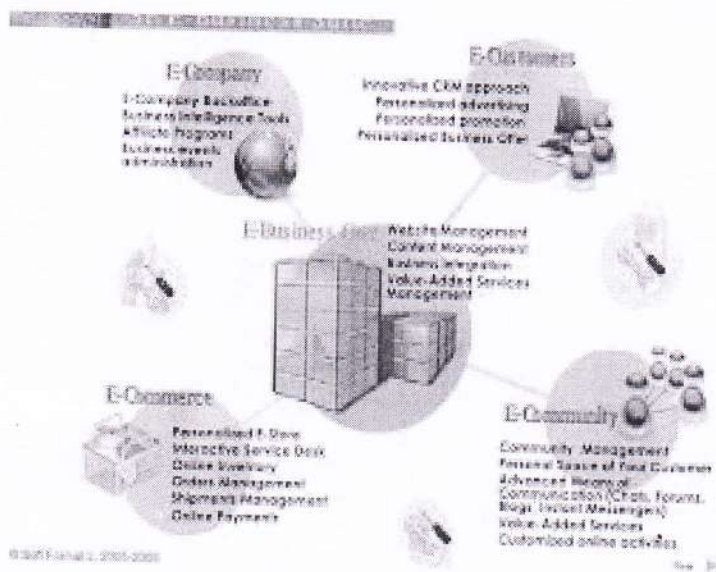
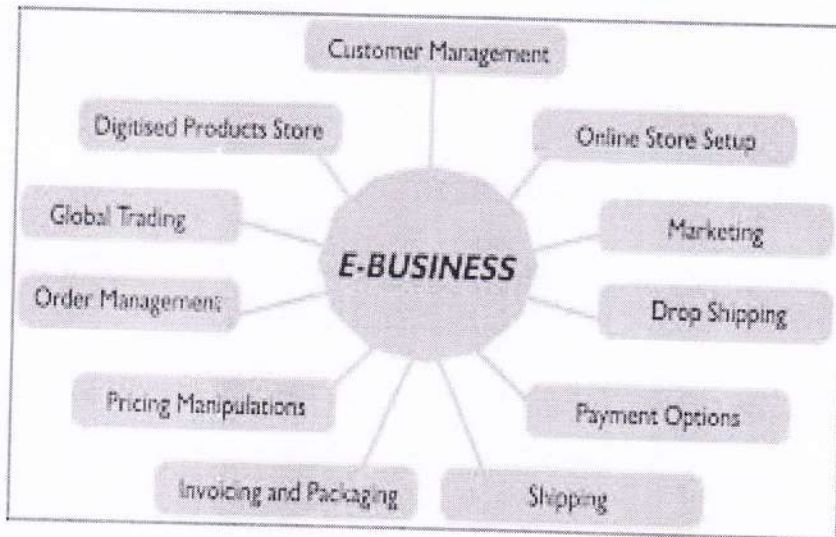
Online Business or e-business is any kind of business or commercial transaction that includes sharing information across the internet. Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business.

E-business is short for “**electronic business.**” As an **overarching term**, it refers to any method of utilizing digital information and communication technologies to support or streamline business processes – from preparation to implementation. However, it can also refer more specifically to the business processes of online stores or other internet-based companies.

These two slightly different interpretations of the term have led to a problem: a widely accepted, precise definition of e-business does not yet exist. As a result, it's interpreted



broadly, and is commonly misunderstood – mainly in relation to e-commerce. Although there is some overlap, **e-commerce refers to trading products and services online**, and so is strictly only speaking of **one aspect of e-business**.





## ADVANTAGES AND DISADVANTAGES OF ECOMMERCE

The invention of faster internet connectivity and powerful online tools has resulted in a new commerce arena – Ecommerce. Ecommerce offered many advantages to companies and customers but it also caused many problems.

### ADVANTAGES OF ECOMMERCE

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically.

### DISADVANTAGES OF ECOMMERCE

- Any one, good or bad, can easily start a business. And there are many bad sites which eat up customers' money.
- There is no guarantee of product quality.
- Mechanical failures can cause unpredictable effects on the total processes.
- As there is minimum chance of direct customer to company interactions, customer loyalty is always on a check.
- There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways, all are always prone to attack.

The main way in which e commerce will affect the economy, in general, is its impact on productivity and **inflation**. The continued expansion of electronic commerce could also lead to downward pressure on **inflation** through increased competition, cost savings and changes in sellers' pricing behaviour.



### Typical functions of an e-commerce system

- Registration.
- Basket.
- Payment.
- Product management.
- Orders management.
- VAT and shipping costs.

The infographic is divided into two main sections: 'Pros of E-commerce' on the left and 'Cons over Brick & Mortar' on the right. Each section contains four circular icons with corresponding text labels.

**Pros of E-commerce:**

- OPEN:** Represented by a sign with the word 'OPEN' on it. Below the icon is the text 'Open 24/7'.
- Automated and Customized E-Mails:** Represented by an icon of an envelope with a cursor pointing to it.
- Procurement becomes faster, transparent, and cheaper:** Represented by an icon of a piggy bank with a dollar sign on top.

**Cons over Brick & Mortar:**

- Unsatisfied Order:** Represented by an icon of a storefront with a large 'X' over it.
- Security and credit card fraud:** Represented by an icon of a person in a mask holding a credit card.
- Customers feel empty-handed:** Represented by an icon of two hands with nothing in them.

At the bottom left of the infographic, there is a logo for 'the balance'.





## How has ecommerce changed the landscape of retail?

Ecommerce services that pushed offline ones to the background.

WINNERS	LOSERS
Online rental marketplaces (Airbnb, Booking)	Hotels
Digital news (Google news, Mail Online)	Print newspapers and magazines publishers
Media services providers (Spotify)	MP3, CD players, album CDs, disk stores
Streaming services (Netflix, HBO)	DVD disk stores
Flower delivery	Flower stores
App stores, video-game digital distribution services (Steam, PlayStation Store)	Video-game disk retailers

The standard definition of **E-commerce** is a commercial transaction which is happened over the internet. Online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, Olx are **examples of E-commerce** websites.

The C2B **ecommerce** model allows individual customers to sell goods or services to businesses that are willing to purchase from them. For instance, if you are a software architect, then you can showcase your skills set to potential businesses on **platforms** like Fiverr or Upwork.



### **The Top American e-commerce platforms:**

1. **Amazon.** Founded in the US in 1994, **Amazon** started as an online bookstore that later diversified to products including media, electronics, apparel, furniture, food, toys, and jewelry.
2. **eBay.**
3. Walmart.
4. Etsy.
5. Home Depot.
6. Target.
7. Best Buy.
8. Wayfair.

### **Best Ecommerce Platforms**

- **BigCommerce.**
- **Shopify.**
- 3dcart.
- WooCommerce.
- **Volusion.**
- Prestashop.
- Weebly.
- **Squarespace.**





Is Alibaba Really The Amazon Of China?

While Amazon is the larger of the two companies by a significant margin, both companies have quite similar revenue streams. When comparing Commerce as well as Cloud revenues, Amazon's revenues are nearly 15x that of Alibaba's. However, Alibaba's advertising revenues are quite comparable to that of Amazon's.



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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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Chennai)

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## Academic Year 2020-2021

14.02.2021

### Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct certificate courseon “Advanced Accounting Package with GST”

\*\*\*\*\*

We have planned to organize certificate course on “Advanced Accounting Package with GST” during (21/02/2021 - 24/02/2021)for Final Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



  
Director

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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Ref: MAMBS/MBA/CC/2020-21/002

To

Mr. K. Sangathamizhan,  
VKS & CO Consultancy,  
Trichy.

16.02.2021

**SUB: Requisition letter to conduct a Certificate Course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, Final year students of **MBA** have willingness to attend Certificate Course on “**Advanced Accounting Package with GST**”. The schedule for the same is from 21/02/2021 - 24/02/2021, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student's feedback.

Anticipating a positive reply.

Yours Faithfully,



Enclosure:

1. Syllabus

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

# VKS & CO

Consultancy

20, Veeramamunivar Complex, College Road, Chatram Bus Stand, Teppakulam,  
Trichy-620002.

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18.02.2021

Trichy.

To

*The Director*  
M.A.M.B-School  
Trichy.

**Ref.:** Letter Dated 16<sup>th</sup> February 2021.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the certificate course on “**Advanced Accounting Package with GST**” – Reg.

Greetings!!!

I enjoyed talking with you last week and very much appreciate your invitation to conduct certificate course in the topic of “**Advanced Accounting Package with GST**” from 21<sup>st</sup> February 2021 to 24<sup>th</sup> February 2021. Thank you for your invitation.



*[Handwritten Signature]*  
**DIRECTOR**  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

Thank You,  
With Best Regards  
*[Handwritten Signature]*  
Mr. K. Sangathamizhan,  
VKS & CO Consultancy,  
Trichy.



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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Chennai)



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Academic Year 2020-2021

MAMBS/MBA/CC/2020-21/002


19.02.2021

## CIRCULAR

It is proposed to organize Certificate Course on “Advanced Accounting Package with GST” during 21/02/2021 - 24/02/2021 for Finalyear MBA students. This training is to be provided in our Department.

Interested students can register their names with Mr. R.Jimmy Carter Assistant Professor Department of management studies on or before 20.02.2021.



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

MASTeR

M.A.M. COLLEGE OF ENGG. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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Chennai)



### ASSOCIATION OF MANAGEMENT STUDIES

### COPE

*Cordially invites you all for the*

*Certificate Course on*

# "ADVANCED ACCOUNTING PACKAGE WITH GST"

((21/02/2021- 24/02/2021))

**MR. K. SANGATHAMIZHAN,**

*VKS & CO Consultancy,*

*Trichy.*

**Venue: Seminar Hall at 9.45 a.m.**

**Dr. M.Hemalatha**

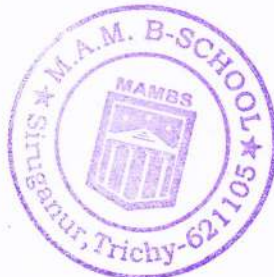
*Director,*

*M.A.M.B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

*Chief Executive Officer*

*M.A.M.B-SCHOOL*





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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**Academic Year 2020-2021**

**Name of the Course - Advanced Accounting Package with GST**

**REGISTRATION FORM**

**Year/Sem** : II/ IV  
**Degree/Branch** : MBA  
**Batch** : 2019- 2021

**Course Plan** : 21/02/21 - 24/02/21  
**Duration** : 30 hrs  
**Time** : 09.00 am - 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	SIGNATURE
1	812219631001	Anandhan.M	
2	812219631002	Archana.R	
3	812219631003	Asha.J	
4	812219631004	Balakrishnan.A	
5	812219631005	Deepika.K	
6	812219631006	Duraisamy.D	
7	812219631007	Harini.M	
8	812219631008	Iswarya.A	
9	812219631009	JosphineCarliya.A	
10	812219631010	JuvaniAlwinJenny.K	
11	812219631011	Kalaiselvi.S	
12	812219631012	Katherin.A	
13	812219631013	Mohamed Hassan.M	
14	812219631016	Padma.M	
15	812219631017	Praveen.S	
16	812219631018	PresannaDevi.P	
17	812219631019	Priyadharshini.P	
18	812219631020	Priyanka.M	
19	812219631021	Sharmila.A	
20	812219631022	Sharmila.S	
21	812219631024	Subashini.R	
22	812219631025	Vairamani.K	
23	812219631026	Varsha.S	
24	812219631028	Vijay.K	
25	812219631029	Vijay.R	
26	812219631030	Viknesh.B	
27	812219631031	Vinotha.P	
28	812219631032	Vishnu.K	
29	812219631033	Yogesh.K	
30	812219631034	Yuvaraja.V	
31	812219631035	Megala.E	





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

## Academic Year 2020-2021

### Name of the Course - Advanced Accounting Package with GST ATTENDANCEFORM

Year/Sem : II/ IV  
Degree/Branch : MBA  
Batch : 2019- 2021  
Total no. of Students Registered:

Course Plan : 21/02/21 - 24/02/21  
Duration : 30 hrs  
Time : 09.00 am – 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			21/02/21	22/02/21	23/02/21	24/02/21
1	812219631001	Anandhan.M	✓	✓	✓	✓
2	812219631002	Archana.R	✓	✓	✓	✓
3	812219631003	Asha.J	✓	✓	✓	✓
4	812219631004	Balakrishnan.A	✓	✓	✓	✓
5	812219631005	Deepika.K	✓	✓	✓	✓
6	812219631006	Duraisamy.D	✓	✓	✓	✓
7	812219631007	Harini.M	✓	✓	✓	✓
8	812219631008	Iswarya.A	✓	✓	✓	✓
9	812219631009	JosphineCarliya.A	✓	✓	✓	✓
10	812219631010	JuvaniAlwinJenny.K	✓	✓	✓	✓
11	812219631011	Kalaiselvi.S	✓	✓	✓	✓
12	812219631012	Katherin.A	✓	✓	✓	✓
13	812219631013	Mohamed Hassan.M	✓	✓	✓	✓
14	812219631016	Padma.M	✓	✓	✓	✓
15	812219631017	Praveen.S	✓	✓	✓	✓
16	812219631018	PresannaDevi.P	✓	✓	✓	✓
17	812219631019	Priyadharshini.P	✓	✓	✓	✓
18	812219631020	Priyanka.M	✓	✓	✓	✓
19	812219631021	Sharmila.A	✓	✓	✓	✓
20	812219631022	Sharmila.S	✓	✓	✓	✓
21	812219631024	Subashini.R	✓	✓	✓	✓
22	812219631025	Vairamani.K	✓	✓	✓	✓
23	812219631026	Varsha.S	✓	✓	✓	✓
24	812219631028	Vijay.K	✓	✓	✓	✓
25	812219631029	Vijay.R	✓	✓	✓	✓
26	812219631030	Viknesh.B	✓	✓	✓	✓
27	812219631031	Vinotha.P	✓	✓	✓	✓
28	812219631032	Vishnu.K	✓	✓	✓	✓
29	812219631033	Yogesh.K	✓	✓	✓	✓
30	812219631034	Yuvaraja.V	✓	✓	✓	✓
31	812219631035	Megala.E	✓	✓	✓	✓





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

Siruganur, Trichy -621105

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## Certificate

This is to certify that Mr/Ms/Mrs.....

SHARMILA.A

of .. II .. year MBA has participated in the Certificate Course on "Advanced Accounting Package with GST" organized by COPE - An Association of Department of Management Studies from 21<sup>th</sup> February 2021 to 24<sup>th</sup> February 2021.

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



  
CO-ORDINATOR

  
DIRECTOR



## Academic Year 2020-2021

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Advanced Accounting Package with GST**” from 21/02/2021 - 24/02/2021 for II Year MBA students. The resource person was Mr. K. Sangathamizhan, VKS & CO Consultancy, Trichy.

The program was inaugurated by Dr.M.Hemalatha, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr. R.Jimmy Carter, Assistant Professor, MBA. The course focused on Advanced Accounting Package with GST. The course included the theory classes followed by the interactive sessions.



- Day 1. To introduce GST along with Tally
- Day 2. To train to practice in Various vouchers making.
- Day 3. To train to practice in Activation of GST and making purchase and sales bills.
- Day 4. To train to practice in GST adjustment entries







**Academic Year 2020-2021**

**ADVANCED ACCOUNTING PACKAGE WITH GST**

**OBJECTIVES:**

- To give students an understanding of advanced accounting packages with GST

**UNIT I INTRODUCTION TO GST 6**

Tally ERP 9.0 (GST version) Introduction of Tally ERP 9 Creation of Company & ledgers, Balance Sheet; Various vouchers making (as for example – receipts, payments, contra etc);. Various vouchers making (as for example – receipts, payments, contra etc); Procedural Aspects of GST Supply Input Tax Credit • Registration • E-way bill • Payment

**UNIT II 6**

Various vouchers making (as for example – receipts, payments, contra etc); Various vouchers making (as for example – receipts, payments, contra etc); Various vouchers making (as for example – receipts, payments, contra etc); Returns summary • Computation details • Summary of exceptions • Table wise GSTR 1, 2, 3B • Status reconciliation • HSN summary • Exporting GSTR 1, 2, 3B

**UNIT III 6**

Activation of GST and making purchase and sales bills; Making purchase and sales bills; Making purchase and sales bills Entries of receipts from debtors and payments to creditors; Entries of receipts from debtors and payments to creditors;

**UNIT IV TALLY ERP 9 6**

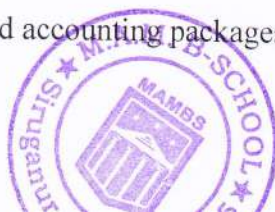
Special entries in TALLY ERP 9 TDS, stock transfer & other adjustment entries; Special entries in TALLY ERP 9 TDS, stock transfer & other adjustment entries; Special entries in TALLY ERP 9 TDS, stock transfer & other adjustment entries; Making GST adjustment entries (IGST, CGST & SGST); 16. Making GST adjustment entries (IGST, CGST & SGST);

**UNIT IV TALLY ERP 9 6**

Monthly Bank Reconciliation in TALLY; Monthly Bank Reconciliation in TALLY; Monthly Bank Reconciliation in TALLY; Various report generation & key functions in TALLY;. Back up & Restore of Data – various report generation in ERP;**TOTAL: 30 PERIODS**

**OUTCOMES:**

- Students know the advanced accounting packages with GST



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





## ACCOUNTING LEDGERS AND ENTRIES IN GST

CMA Bhogavalli Mallikarjuna Gupta  
Corporate Trainer and Advisor on GST

About nine months back Goods and Service Tax is introduced in India from 1<sup>st</sup> July 2017 and for many of the taxpayers it is knee jerk reaction as they were not prepared. Now we are approaching the new financial year, it is the right time to make certain changes to the accounting systems if not done as it will help in the filing of the monthly returns and the annual return along with reconciliation statement once notified by the Government. In the reconciliation statement it is expected to show the reconciliation between the annual return filed in the state for GST with the published financial data. For this a proper accounting system i.e. chart of accounts or ledger accounts if defined in a systematic manner will help in preparation of such statements seamlessly without spending much time and efforts.

There should be different ledgers for tracking the liability, recovery or interim recovery under GST else it will be a challenge. Say for example if there is only one account of GST liability account, then it will be a challenge to reconcile the same and state separately for the transactions related to the interstate, stock transfer or for reporting of purchases from unregistered taxpayers or advance received.

### Accounting under Goods and Service Tax

In this section, we will see the major accounting entries to be generated under GST along with the new ledger accounts / Chart of accounts to be created in the accounting software or ERP. The granular level for capturing the reporting requirements under GST. In the GST returns we need to show data under various sections.

New ledgers / chart of accounts to be created under GST are

### Output Tax Liability

For accounting, the output tax liability which is directly related to outward supplies it is recommended to have ledger accounts tax wise and for goods and services separately. This will help in reconciling the return data with the accounts directly without any manual intervention.

- Output Tax Liability – CGST A/c
- Output Tax Liability – SGST A/c
- Output Tax Liability – IGST A/c
- Output Tax Liability – UTGST A/c
- Output Tax Liability – GST Cess A/c
- Output Tax Liability – IGST – Stock Transfer A/c

### Outward Supplies – Within the State

These accounts will be used for tracking Outward supplies i.e., sales within the state. These accounts have to be created separately for goods and services as we have a requirement to show them separately basis on the format of the monthly GSTR - 1 return.

- Outward Supplies – B2B (table 4)
- Outward Supplies – B2C (table 7)
- If required can also have separate ledger accounts for B2C large, that is for supplies to unregistered taxpayers where the invoice value is more than Rs 2.5 Lacs.

### Outward Supplies – Outside the state

These accounts will be used for tracking Outward supplies i.e., sales outside the state. These accounts have to be created separately for goods and services as we requirement to show them separately basis on the format of the annual return released in September 2016.

- Outward Supplies – B2B (outside the state)
- Outward Supplies – B2C (outside the state)
- Outward Supplies – Reverse Charge
- Outward Supplies – Stock Transfer (outside the state)
- Outward Supplies – Purchase Returns (within the state)
- Outward Supplies – Purchase Returns (outside the state)

### Reverse Charge Liability Accounts

For inward supplies i.e. purchases which are made from unregistered tax payers in GST, Reverse Charge is applicable to such transactions and for tracking such liability this account will be useful. Many of the taxpayers are of the impression that the reverse charge is differed from time to time and now based on the latest notification 10/2018-Central Tax (Rate), dt. 23-03-2018 it is differed till 30th June 2018 under Section 9, Sub-section of the CGST Act but still reverse charge liability is applicable on the notified list of goods and services falling under Section 9, Sub-section 3 of the CGST Act.

- Reverse Charge Liability – CGST A/c
- Reverse Charge Liability – SGST A/c





- Reverse Charge Liability – IGSTA/c
- Reverse Charge Liability – UTGSTA/c
- Reverse Charge Liability – GST Cess A/c

#### **GST on Advances**

As per the provisions of the Time of Supply in Sections 12 and 13 of the CGST Act 2017, GST liability has to be paid on receipt of advance from the customers for goods and services, but the same is now deferred for the goods wide Notification 66/2017-Central Tax, dt. 15-11-2017. It is still applicable to service providers or the taxpayers providing services. To track the liability of such advances it has to be accounted separately and the same can be reconciled on a monthly basis in Table 11A of the GSTR – 1 and for issue of the receipt voucher and while returning the advances to the customers wide refund voucher which will be adjusted in table 11(B) of the GSTR – 1.

- GST on Advances – CGST A/c
- GST on Advances – SGST A/c
- GST on Advances – IGSTA/c
- GST on Advances – UTGSTA/c
- GST on Advances – GST Cess A/c

#### **ITC – Interim Recovery Account**

These accounts are to be created in case if the organization decides to take input tax credit only on updating in the Electronic Credit Ledger Account, this will give full control and information on which invoices input tax credit is not availed. Moreover, it helps the management in follow up and in decision making process also. This option would make sense in case of matching of suppliers and recipients returns. Though it may have some stress on the working capital it will ensure that there is no requirement of paying interest in case if the supplier of goods or services does not file the return and also safeguard the compliance ratings as and when introduced.

- ITC Interim Recovery Account – CGST A/c
- ITC Interim Recovery Account – SGST A/c
- ITC Interim Recovery Account – IGSTA/c
- ITC Interim Recovery Account – UTGSTA/c
- ITC Interim Recovery Account – GST Cess A/c

#### **Input Tax Credit – Recovery Account**

This account can be updated when the input tax credit is reflected in the Electronic Credit Ledger Account and for this accounting or ERP being used should be supporting it.

- ITC Recovery – CGST A/c
- ITC Recovery – SGST A/c
- ITC Recovery – IGSTA/c
- ITC Recovery – UTGSTA/c
- ITC Recovery – GST Cess A/c

#### **Input Tax Credit – Reverse Charge Recovery Account**

This account can be updated when the input tax credit is reflected in the Electronic Credit Ledger Account and for this accounting or ERP being used should be supporting it.

- ITC Reverse Charge – CGST A/c
- ITC Reverse Charge – SGST A/c
- ITC Reverse Charge – IGSTA/c
- ITC Reverse Charge – UTGSTA/c
- ITC Reverse Charge – GST Cess A/c

#### **Input Tax Credit – Reversal Account**

As per the provisions of the GST, the input tax credit availed if the supplier of the goods and services or both is not paid within 180 days, the input tax credit availed has to be reversed along with interest. In such cases when the input tax credit account is reversed, it will be parked in this reversal account. The input tax credit can be availed only as and when the supplier of goods or services or both is paid subsequently. These accounts have to be maintained at the registration number level i.e. at the state level in most of the cases. Based on the accounting package or ERP a new ledger account can be created or the option of using the DFF or GDF in Oracle Applications or any other name whatever it is called.

- ITC Reversal – CGST A/c
- ITC Reversal – SGST A/c
- ITC Reversal – IGSTA/c
- ITC Reversal – UTGSTA/c
- ITC Reversal – GST Cess A/c

#### **ITC – GST Interest Payable Account**

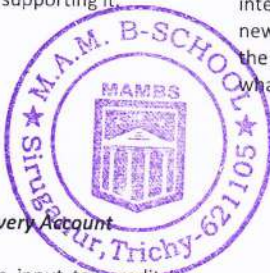
On the one hundred and eighty first day the input tax credit has to be reversed along with the interest has to be paid at the time of reversal of input tax credit, and for an accounting of the same, this account will be used. Based on the accounting package or ERP a new ledger account can be created or the option of using the DFF or GDF in Oracle Applications or any other name whatever it is called.

- GST ITC Interest Payable Account – CGST A/c
- GST ITC Interest Payable Account – SGST A/c
- GST ITC Interest Payable Account – IGSTA/c
- GST ITC Interest Payable Account – UTGSTA/c
- GST ITC Interest Payable Account – GST Cess A/c

#### **ITC – GST Interest Interim Account**

The amount of interest paid on the one hundred and eighty first day will be reversed as and when the supplier of the goods or services or both is paid back. Until the point of time the supplier is paid, the same is parked in the interest interim account. Based on the accounting package or ERP a new ledger account can be created or the option of using the DFF or GDF in Oracle Applications or any other name whatever it is called.

- GST ITC Interest Interim Account – CGST A/c
- GST ITC Interest Interim Account – SGST A/c
- GST ITC Interest Interim Account – IGSTA/c
- GST ITC Interest Interim Account – UTGSTA/c
- GST ITC Interest Interim Account – GST Cess A/c



### ITC – GST Interest Recovered Account

On payment to the supplier, the input tax credit is eligible again and at the same time the amount of interest paid at the time of reversal is also eligible, and it can be used only for future payment of interest.

- GST ITC Interest Recovered Account – CGST A/c
- GST ITC Interest Recovered Account – SGST A/c
- GST ITC Interest Recovered Account – IGSTA/c
- GST ITC Interest Recovered Account – UTGSTA/c
- *GST ITC Interest Recovered Account – GST Cess A/c*

### Input Tax Credit – Reverse Charge Recovery

On payment of taxes under reverse in cash, input tax credit is available, and for tracking of that, we will use this account.

- ITC Reverse Charge Recovery – CGST A/c
- ITC Reverse Charge Recovery – SGST A/c
- ITC Reverse Charge Recovery – IGSTA/c
- ITC Reverse Charge Recovery – UTGSTA/c
- ITC Reverse Charge Recovery – GST Cess A/c

### Inward supplies

These accounts are required to be captured to for reporting the inward supplies under various categories in the GSTR – 2 returns.

- Inward Supplies – Registered (within the state)
- Inward Supplies – Registered (Outside the state)
- Inward Supplies – Unregistered
- Inward Supplies – Composition Taxpayers A/c
- Inward Supplies – Exempted A/c
- Inward Supplies – Non-GST A/c
- Inward Supplies – Nil Rated A/c

The above accounts have to be created for each registration number in case if you have a presence in more than one state. In case if you are using any ERP, you can explore the usage of the sub-ledgers or whatever name you call it at the account level.

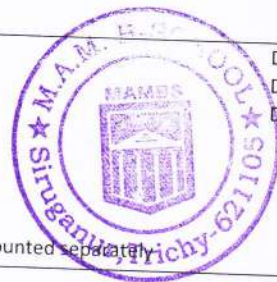
### Accounting entries for Outward Supplies

Transaction	Accounting Entry												
Outward supplies (sales within the state – B2B)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Debtors A/c</td> <td style="width: 20%; text-align: right;">Dr</td> <td style="width: 20%;"></td> </tr> <tr> <td>Outward Supplies – B2B (within the state)</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – CGST A/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – SGST A/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> </table> <p>If GST Cess is there, that will also be accounted separately</p>	Debtors A/c	Dr		Outward Supplies – B2B (within the state)		Cr	Output Tax Liability – CGST A/c		Cr	Output Tax Liability – SGST A/c		Cr
Debtors A/c	Dr												
Outward Supplies – B2B (within the state)		Cr											
Output Tax Liability – CGST A/c		Cr											
Output Tax Liability – SGST A/c		Cr											
Outward supplies (sales outside the state – B2B)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Debtors A/c</td> <td style="width: 20%; text-align: right;">Dr</td> <td style="width: 20%;"></td> </tr> <tr> <td>Outward Supplies – B2B (within the state)</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – IGSTA/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> </table> <p>If GST Cess is there, that will also be accounted separately</p>	Debtors A/c	Dr		Outward Supplies – B2B (within the state)		Cr	Output Tax Liability – IGSTA/c		Cr			
Debtors A/c	Dr												
Outward Supplies – B2B (within the state)		Cr											
Output Tax Liability – IGSTA/c		Cr											
Outward supplies (sales within the state – B2C)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Debtors A/c</td> <td style="width: 20%; text-align: right;">Dr</td> <td style="width: 20%;"></td> </tr> <tr> <td>Outward Supplies – B2C (within the state)</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – CGST A/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – SGST A/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> </table> <p>If GST Cess is there, that will also be accounted separately</p>	Debtors A/c	Dr		Outward Supplies – B2C (within the state)		Cr	Output Tax Liability – CGST A/c		Cr	Output Tax Liability – SGST A/c		Cr
Debtors A/c	Dr												
Outward Supplies – B2C (within the state)		Cr											
Output Tax Liability – CGST A/c		Cr											
Output Tax Liability – SGST A/c		Cr											
Outward supplies (sales outside the state – B2C)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Debtors A/c</td> <td style="width: 20%; text-align: right;">Dr</td> <td style="width: 20%;"></td> </tr> <tr> <td>Outward Supplies – B2C (within the state)</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – IGSTA/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> </table> <p>If GST Cess is there, that will also be accounted separately</p>	Debtors A/c	Dr		Outward Supplies – B2C (within the state)		Cr	Output Tax Liability – IGSTA/c		Cr			
Debtors A/c	Dr												
Outward Supplies – B2C (within the state)		Cr											
Output Tax Liability – IGSTA/c		Cr											
Debit Note (within the state – B2B)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Debtors A/c</td> <td style="width: 20%; text-align: right;">Dr</td> <td style="width: 20%;"></td> </tr> <tr> <td>Outward Supplies – B2B (within the state)</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – CGST A/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – SGST A/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> </table> <p>If GST Cess is there, that will also be accounted separately</p>	Debtors A/c	Dr		Outward Supplies – B2B (within the state)		Cr	Output Tax Liability – CGST A/c		Cr	Output Tax Liability – SGST A/c		Cr
Debtors A/c	Dr												
Outward Supplies – B2B (within the state)		Cr											
Output Tax Liability – CGST A/c		Cr											
Output Tax Liability – SGST A/c		Cr											
Debit Note (outside the state – B2B)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Debtors A/c</td> <td style="width: 20%; text-align: right;">Dr</td> <td style="width: 20%;"></td> </tr> <tr> <td>Outward Supplies – B2B (within the state)</td> <td></td> <td style="text-align: right;">Cr</td> </tr> <tr> <td>Output Tax Liability – IGSTA/c</td> <td></td> <td style="text-align: right;">Cr</td> </tr> </table> <p>If GST Cess is there, that will also be accounted separately</p>	Debtors A/c	Dr		Outward Supplies – B2B (within the state)		Cr	Output Tax Liability – IGSTA/c		Cr			
Debtors A/c	Dr												
Outward Supplies – B2B (within the state)		Cr											
Output Tax Liability – IGSTA/c		Cr											





Debit Note (within the state – B2C)	Debtors A/c Outward Supplies – B2C (within the state) Output Tax Liability – CGST A/c Output Tax Liability – SGST A/c	Dr   Cr Cr Cr
Debit Note (outside the state – B2C)	If GST Cess is there, that will also be accounted separately Debtors A/c Outward Supplies – B2C (within the state) Output Tax Liability – IGST A/c	 Dr  Cr Cr
Credit Note within the state – B2B	If GST Cess is there, that will also be accounted separately Outward Supplies – B2B (within the state) Output Tax Liability – CGST A/c Output Tax Liability – SGST A/c Debtors A/c	 Dr Dr Dr Cr
Credit Note Outside the state – B2B	If GST Cess is there, that will also be accounted separately Outward Supplies – B2B (within the state) Output Tax Liability – IGST A/c Debtors A/c	 Dr Dr Cr
Credit Note within the state – B2C	If GST Cess is there, that will also be accounted separately Outward Supplies – B2C (within the state) Output Tax Liability – CGST A/c Output Tax Liability – SGST A/c Debtors A/c	 Dr Dr Dr Cr
Credit Note Outside the state – B2C	If GST Cess is there, that will also be accounted separately Outward Supplies – B2C (within the state) Output Tax Liability – IGST A/c Debtors A/c	 Dr Dr Cr
Stock Transfer Within the State	If GST Cess is there, that will also be accounted separately Inter Branch Transfers A/c Outward Supplies – Stock Transfer A/c (within the state)	 Dr  Cr
Stock Transfer Outside State	Inter Branch Transfers A/c Outward Supplies – Stock Transfer A/c (within the state) Output Tax Liability – IGST Stock Transfer A/c	Dr  Cr Cr
Advance Received from Customer within the state	Cash or Bank A/c GST on Advances – CGST A/c GST on Advances Advance – SGST A/c Customers A/c Output Tax Liability – CGST A/c Output Tax Liability – SGST A/c	Dr Dr Dr Cr Cr Cr
Advance Received from Customer outside the state	If GST Cess is there, that will also be accounted separately Cash or Bank A/c GST on Advances Advance – IGST A/c Customers A/c Output Tax Liability – IGST A/c	 Dr Dr Cr Cr
Customer Advance Adjusted subsequently – within the state	If GST Cess is there, that will also be accounted separately Output Tax Liability – CGST A/c Output Tax Liability – SGST A/c GST on Advances Advance – CGST A/c GST on Advances Advance – SGST A/c	 Dr Dr Cr Cr
Customer Advance Adjusted subsequently – outside the state	Output Tax Liability – IGST A/c GST on Advances Advance – IGST A/c	Dr Cr



**Accounting entries – Inward Supplies**

Transaction	Accounting Entry		
Inward supplies (Purchases within the state – Registered)	Inward Supplies – Registered (within the state) A/c	Dr	
	ITC Interim Recovery – CGST A/c	Dr	
	ITC Interim Recovery – SGST A/c	Dr	
	Creditors A/c		Cr
Inward supplies (Purchases Outside the state – Registered)	Inward Supplies – Registered (outside the state) A/c	Dr	
	ITC Interim Recovery – IGST A/c	Dr	
	Creditors A/c		Cr
When input tax credit is taken – (Purchases within the state – Registered)	ITC Recovery – CGST A/c	Dr	
	ITC Recovery – SGST A/c	Dr	
	ITC Interim Recovery – CGST A/c		Cr
	ITC Interim Recovery – SGST A/c		Cr
When input tax credit is taken – (Purchases Outside the state – Registered)	Input Tax Credit RA – IGST A/c	Dr	
	Input Tax Credit (IRA) – IGST A/c		Cr
Inward Supplies – Composition Tax Payer	Inward Supplies – Composition Taxpayers A/c	Dr	
	Creditors A/c		Cr
Inward Supplies – Non-GST Supplies	Inward Supplies – Non-GST A/c	Dr	
	Creditors A/c		Cr
Inward Supplies – Exempted	Inward Supplies – Exempted A/c	Dr	
	Creditors A/c		Cr
Inward Supplies – Nil Rated	Inward Supplies – Nil Rated A/c	Dr	
	Creditors A/c		Cr
Inward Supplies – Unregistered Tax Payers (Reverse Charge)	Inward Supplies – Unregistered A/c	Dr	
	ITC Reverse Charge Recovery – CGST A/c	Dr	
	ITC Reverse Charge Recovery – SGST A/c	Dr	
	Creditors A/c		Cr
	Reverse Charge Liability – CGST A/c		Cr
When input tax credit is availed on the reverse charge inward supplies	Reverse Charge Liability – SGST A/c		Cr
	ITC Recovery – CGST A/c	Dr	
	ITC Recovery – SGST A/c	Dr	
	ITC Reverse Charge Recovery – CGST A/c		Cr
	ITC Reverse Charge Recovery – SGST A/c		Cr
Reversal of Input tax credit for inward supplies within the state	ITC Reversal – CGST A/c	Dr	
	ITC Reversal – SGST A/c	Dr	
	GST ITC Interest Interim Account – CGST A/c	Dr	
	GST ITC Interest Interim Account – SGST A/c	Dr	
	ITC Recovery – CGST A/c		Cr
	ITC Recovery – SGST A/c		Cr
	GST ITC Interest Payable Account – CGST A/c		Cr
	GST ITC Interest Payable Account – SGST A/c		Cr
Reversal of Input tax credit for inward supplies outside the state	ITC Reversal – IGST A/c	Dr	
	GST ITC Interest Interim Account – IGST A/c	Dr	
	ITC Recovery – IGST A/c		Cr
	GST ITC Interest Payable Account – IGST A/c		Cr
Recovery of Input tax credit after Reversal of Input tax credit for inward supplies within the state	ITC Recovery – CGST A/c	Dr	
	ITC Recovery – SGST A/c	Dr	
	GST ITC Interest Recovered Account – CGST A/c	Dr	
	GST ITC Interest Recovered Account – SGST A/c	Dr	
	ITC Reversal – CGST A/c		Cr
	ITC Reversal – SGST A/c		Cr
	GST ITC Interest Interim Account – CGST A/c		Cr
GST ITC Interest Interim Account – SGST A/c		Cr	
Recovery of Input tax credit after Reversal of Input tax credit for inward supplies outside the state	ITC Recovery – IGST A/c	Dr	
	GST ITC Interest Recovered Account – IGST A/c	Dr	
	ITC Reversal – IGST A/c		Cr
	GST ITC Interest Interim Account – IGST A/c		Cr





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

## Academic Year 2020-2021

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) : \_\_\_\_\_

Title of Programme / Course attended : Advanced Accounting Package with GST

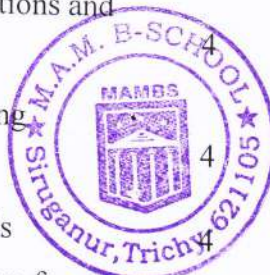
Date and Venue : 21/02/2021 - 24/02/2021 & Seminar Hall

Name of the Resource Person / Speaker : Mr. K. Sangathamizhan,  
VKS & CO Consultancy,  
Trichy.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | ③ | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | ③ | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | ③ | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | ④ | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      |   | ③ | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | ③ | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  |   | ③ | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | ③ | 2 | 1 |
| 9. | The presenter(s) suggested ways to follow up the training.                                   | 4 | ③ | 2 | 1 |



# M.A.M. B-SCHOOL



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- 
10. The materials provided were useful and appropriate for the program. 4    3    2    1
11. The physical arrangements were adequate. 4    3    2    1
12. How would you rate this workshop? (please check one)  
 Excellent     Good  
 Very Good     Not Good
13. How comfortable are teaching the material presented in this workshop?  
 Very     Not at all  
 Somewhat
14. Areas/topics about which you would like to receive further training:



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

15. Suggestions for improving this workshop: No

Anand Chari



## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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Submitted to the Director

Respected Madam,

**Sub: Requisition of Permission to conduct "Rural Marketing" Programme**

We have planned to organize certificate course on "Rural Marketing" during 18.09.2019 to 21.09.2019 for the students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

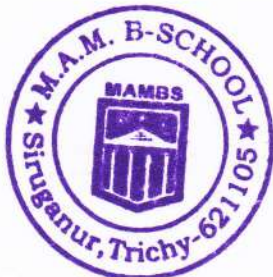
This is for your kind Perusal.

  
Coordinator



Director

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



## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



Ref:MAMBS/MBA/VAC/2019-20/001

To

K.Mayakannan  
Assistant Professor  
Muthayammal Engineering College  
Rasipuram.

**Dear Sir,**

### **Sub: Requisition Letter to conduct Certificate Course:-**

M.A.M. Business School, Siruganur, Tiruchirappalli is patronized by Maluk Educational, Health and Charitable Trust. In this competitive environment of management education, M.A.M. Business School proves their commitment to provide quality education to their students. M.A.M. Business School stands as a monument to witness the vision of Janab. M. Abdul Majedu, the founder Chairman. The scintillating shape to the dream of the Chariman was given by Dr. S. Sathikh, former Vice Chancellor of the University of Madras and the Chairman of the College Governing Council. The great vision of the Chairman is explicitly seen in the Quality Policy, the Vision and Mission of the College.

With reference to the above mentioned subject, Final Year Students of MBA have willing to attend the training programme on "RURAL MARKETING". The Schedule for the program is from 18.09.19-21.09.19 subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to the student's feedback.

Thanking You

Director



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



To

The Director  
M.A.M. B-SCHOOL  
Trichy-621105

**Ref.:** Your Letter Dated 01.09.2019.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the certificate course on “RURAL MARKETING” –  
Reg.


Pleased to communicate with you.

I am delighted by inviting me to be a part of this great experience and would like to confirm that I acknowledge the invitation to be a part of value added course being organized by your department from 18.09.19-21.09.19. I am very much familiar of the topics that you had sent, and I have completely go through the same so that I can deliver my session with full of confidence and surety.

I am looking forward to attend the event. Thank you, for the invite, and I assure you that I can give you my best.

*K. Marabannez*  
Yours truly,



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

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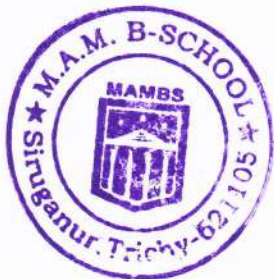


MAMBS/MBA/2019-2020/CC/

### CIRCULAR

It is proposed to organize Certificate Course on “**Rural Marketing**” during for second year students. This training is to be provided in our campus.

Interested students can register their names with Ms.Mercy Janita Vincent, Assistant Professor, of this program on or before 18.09.2019-21.09.2019.



DIRECTOR

DIRECTOR

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### ASSOCIATION OF MANAGEMENT STUDIES

#### COPE

*Cordially invites you all for the*

*Value Added Course on*

## RURAL MARKETING

*(18.09.2019 to 21.09.2019)*

**MR.K.Mayakannan**

**Assistant Professor**

**Muthayammal Engineering College**

**Rasipuram**

Venue: Seminar Hall

**Dr. M.Hemalatha**

*Director,*

*M.A.M. B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

*Chief Executive officer*

*M.A.M.B-SCHOOL*



**DIRECTOR**  
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# M.A.M. B-SCHOOL



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25	812218631030	Sudharsan Petric D.	<i>Sudharsan Petric D.</i>
26	812218631031	Sujidha N.	<i>Sujidha N.</i>
27	812218631032	Sundareeswari S.	<i>Sundareeswari S.</i>
28	812218631033	Swathi R.	<i>Swathi R.</i>
29	812218631035	Uvarani.M	<i>Uvarani.M</i>
30	812218631037	Vignesh K.	<i>Vignesh K.</i>
31	812218631038	Vimal.R	<i>Vimal.R</i>

*meeyjaita*  
**Course Coordinator**

*[Signature]*  
**Director**

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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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**Name of the Course – “SPECIAL TRAINING ON PAYROLL PROCESS”**

## ATTENDANCE FORM

Year/Sem : II Year/ III Sem

Course Plan : 18.09.2019-21.09.2019

Degree/Branch : PG/MBA

Duration : 30 hrs

Batch : 2018-2020

Time : 09.00 am – 05.00 pm

No of Students attended: 31

S.No.	Reg.No	Student's Name	Signature			
			18.09.19	19.09.19	20.09.19	21.09.19
1	812218631002	Bavani.R	B.R	B.R	B.R	B.R
2	812218631003	Divya R.	Divya	Divya	Divya	Divya
3	812218631004	Elamathi P	Elam	Elam	Elam	Elam
4	812218631007	Jayapriya R.	J.P	J.P	J.P	J.P
5	812218631008	Jeyaram.G	G	G	G	G
6	812218631009	Karthick S.	K	K	K	K
7	812218631010	Kowsalya G.	K	K	K	K
8	812218631011	Lokesh Raj M.	L	L	L	L
9	812218631012	Mathan Raj S.	M	M	M	M
10	812218631013	Mohamed Bilal I.	M	M	M	M
11	812218631014	Nagalakshmi. R	N	N	N	N
12	812218631016	Nivedha. A	N	N	N	N
13	812218631017	NoorulAmeen Z.	Z	Z	Z	Z
14	812218631018	Manjula P.	M	M	M	M
15	812218631019	Ramya P.	R	R	R	R





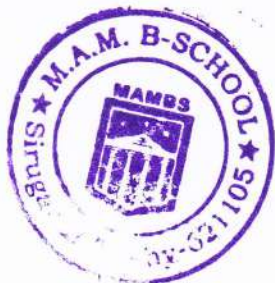
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16	812218631020	Renuka V.	Renuka	Renuka	Renuka	Renuka		
17	812218631021	Ruben Rodrigues R.	Ruben	Ruben	Ruben	Ruben		
18	812218631022	Sankari M.	Sankari	Sankari	Sankari	Sankari		
19	812218631023	Saravanan R.	Saravanan	Saravanan	Saravanan	Saravanan		
20	812218631024	Sathish P.	Sathish	Sathish	Sathish	Sathish		
21	812218631025	Sathya Priya T.	Sathya	Sathya	Sathya	Sathya		
22	812218631026	Shankar R.	Shankar	Shankar	Shankar	Shankar		
23	812218631027	Sindhu S.	Sindhu	Sindhu	Sindhu	Sindhu		
24	812218631029	Subha Shree M.	Subha	Subha	Subha	Subha		
25	812218631030	Sudharsan Petric D.	Sudharsan	Sudharsan	Sudharsan	Sudharsan		
26	812218631031	Sujidha N.	Sujidha	Sujidha	Sujidha	Sujidha		
27	812218631032	Sundareeswari S.	Sundareeswari	Sundareeswari	Sundareeswari	Sundareeswari		
28	812218631033	Swathi R.	Swathi	Swathi	Swathi	Swathi		
29	812218631035	Uvarani.M	Uvarani	Uvarani	Uvarani	Uvarani		
30	812218631037	Vignesh K.	Vignesh	Vignesh	Vignesh	Vignesh		
31	812218631038	Vimal.R	Vimal	Vimal	Vimal	Vimal		



  
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MASTAR

M.A.M. COLLEGE OF INNOV. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

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# Certificate

This is to certify that Mr./Ms/Mrs. G.JEYARAJM of SECOND year MBA has participated Certificate Course on "RURAL MARKETING " from 18.09.2019 to 21.09.2019.

  
DIRECTOR  
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Siruganur, Trichy-621105

  
COORDINATOR

  
DIRECTOR  
M.A.M. B-SCHOOL  
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# Certificate

*This is to certify that Mr./Ms/Mrs. P.ELJAMATHI of SECOND year MBA  
has participated Certificate Course on "RURAL MARKETING" from 18.09.2019  
to 21.09.2019.*

*Signature*

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

COORDINATOR

*Signature*

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


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Siruganur, Trichy -621105

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# Certificate

This is to certify that Mr./Ms/Mrs. A. NIVEDHA of SECOND year MBA  
has participated Certificate Course on "RURAL MARKETING" from 18.09.2019  
to 21.09.2019.

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

  
COORDINATOR

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



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# Certificate

*This is to certify that Mr./Ms/Mrs. T.SATHYA PRITHA of SECOND year  
MBA has participated Certificate Course on "RURAL MARKETING" from  
18.09.2019 to 21.09.2019.*

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

COORDINATOR





## RURAL MARKETING

45 hours

### Objectives:

- To understand the concept of Rural Marketing.
- To be aware of the research techniques used in Rural Marketing.

### Unit – I: Introduction to Rural Marketing

Definition – Rural Myths – Rural Marketing Mix – The Evolution of Rural Marketing – Rural Environment – Rural Economic Environment – Rural Economic Structure – Rural Infrastructure.

### Unit – II: Rural Consumer Behaviour

The Consumer Buying Behaviour Model – Influences Consumer Behaviour – Reference Groups in Rural – The Buyer Decision Process – Self Help Group (SHG).

### Unit – III: Rural Marketing Research

The Rural Marketing Research Process – Objectives – Research Budget – Designing the Research – Sampling - Research Instrument – Collection of Data – Analysing the data and Findings – Scaling Tools.

### Unit – IV: Segmentation, Targeting and Positioning Rural Markets

Heterogeneity in Rural Markets – Effective Segmentation – Degrees – Bases for Segmenting Rural Consumer Markets – Selection of Segments – Coverage – Choosing a Coverage Strategy – Positioning.

### Unit – V: Product and Pricing Strategy

Product Concept – Rural Product Classification – Individual Product Decisions – Product Line and Mix Decision – Pricing in Rural India – Distribution Channel – Rural Retail Environment.

### TEXT BOOKS

1. Pradeep Kashyap, Rural Marketing, New Delhi: Dorling Kindersley, 2<sup>nd</sup> Edition, 2012.

### REFERENCE

1. Balram Dogra and Karminder Ghuman, Rural Marketing – Concepts and Practices, Tata McGraw Hill, 7<sup>th</sup> Edition, 2010.
2. Krishnamacharyulu, C.S.G and Ramakrishnan Lalitha, Cases in Rural Marketing – An Integrated Approach, Pearson Education, 3<sup>rd</sup> Edition, 2010.



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

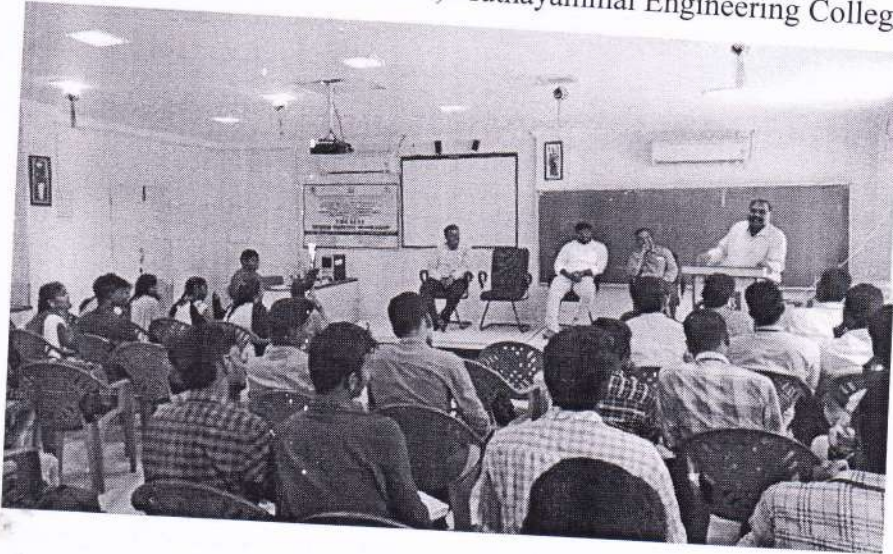
  
2012/12/17





## Programme Report

The Department of Management Studies organized a value added course on "RURAL MARKETING" from 18.09.2019 to 21.09.2019 for MBA students. The resource person was Mr.K.Mayakannan, Assistant Professor, Muthayammal Engineering College, Rasipuram



The program was inaugurated by Dr.M.Hemalatha, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms.Mercy Janita Vincent Assistant Professor, MBA. The course focused on the inputs of payroll process with the students. The course included the theory classes followed by the interactive sessions.

### **Training Module**

- Day 1.** Introduction to the rural marketing and its evolution
- Day 2.** Rural Consumer Behavior and self help group
- Day 3.** Rural marketing research and scaling tools
- Day 4.** Segmentation, Targeting and positioning rural markets and pricing strategy.



*Mercy Janita Vincent*  
Course Cooprinator

*[Signature]*  
Director  
**DIRECTOR**  
M.A.M. B-SCHOOL

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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## FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Rural Marketing

Date and Venue : Seminar Hall

Name of the Resource Person / Speaker : K.Mayakannan,AP, Muthayammal Engg. College

Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies. 4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree

- |     |  |     |     |   |   |
|-----|--|-----|-----|---|---|
| 1.  | Workshop objectives were stated clearly and met.   | (4) | 3   | 2 | 1 |
| 2.  | The workshop was well organized.   | (4) | 3   | 2 | 1 |
| 3.  | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | (4) | 3   | 2 | 1 |
| 4.  | The information and/or skills presented were relevant and useful                             | (4) | 3   | 2 | 1 |
| 5.  | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | (4) | 3   | 2 | 1 |
| 6.  | The presenter(s) modeled student-centered learning strategies and techniques.                | 4   | (3) | 2 | 1 |
| 7.  | This workshop increased my knowledge and skills  | 4   | (3) | 2 | 1 |
| 8.  | The presenter(s) allowed me to work with and learn from others.                              | (4) | 3   | 2 | 1 |
| 9.  | The presenter(s) suggested ways to follow up the training.                                   | 4   | (3) | 2 | 1 |
| 10. | The materials provided were useful and appropriate for the                                   | (4) | 3   | 2 | 1 |





## Rural Marketing

### Rural Marketing- Content

- Introduction to Rural Marketing
- Rural Consumer Behavior and Marketing Research
- Segmenting, Targeting and Positioning in Rural Markets
- Product and Services
- Pricing
- Distribution
- Promotion

### Rural Marketing

The future lies with those companies who see the "poor" as their customers.

CK Prahalad to Indian CEO's, Jan 2000.

To get rich, sell to the "poor".

Pradeep Kashyap.

### Rural Marketing- Definition

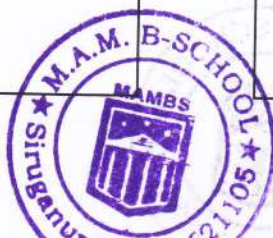
*"Rural marketing can be seen as a **function** which manages all those activities **involved in assessing, stimulating and converting the purchasing power into an effective demand for specific products and services, and moving them to the people in rural area to create satisfaction and a standard of living for them and thereby achieves the goals of the organization**".*

### NATURE AND CHARACTERISTICS OF RURAL MARKET

- Agriculture is main source of income. The income is seasonal in nature.
- Though large, the rural market is geographically scattered.
- It shows linguistic, religious and cultural diversities and economic disparities.
- The market is undeveloped, as the people who constitute it still lack adequate purchasing power.
- It is largely agricultural oriented, with poor standard of living, low-per capital income, and socio-cultural backwardness.

### SIGNIFICANCE OF THE RURAL MARKETS

1. Increase in **population**, and hence increase in demand.
2. A marked increase in the rural income due to agrarian prosperity.
3. Large inflow of investment for rural development programmes from government and other sources.
4. Increased **contact of rural people with their urban counterparts** due to development of transport and a wide communication network.



**SIGNIFICANCE OF THE RURAL MARKETS**

- 5. Increase in literacy and educational level among rural folks, and the resultant inclination to lead sophisticated lives.
- 6. Inflow of foreign remittances and foreign made goods in rural areas.

**FACTORS CONTRIBUTING TO THE CHANGE IN THE RURAL MARKET**

- Rural communication
- Emerging Role of Bio-Tech. in Indian Agriculture Sector
- Green Revolution
- Development programmes
  - Intensive Agricultural District Programme (IADP- Package Programme)
  - Intensive Agricultural Area Programme (IAAP)
  - High Yielding Varieties Programme (HYVP- Green Revolution)

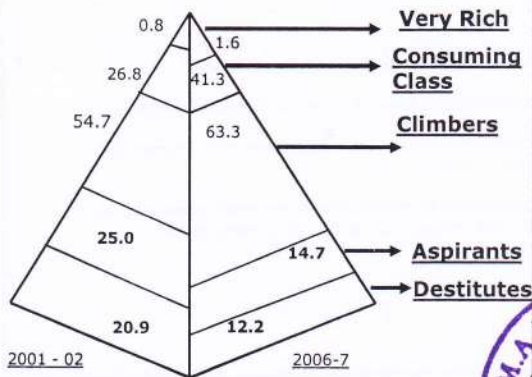
**PROBLEMS IN RURAL MARKETING**

- Transportation
- Communication
- Availability of appropriate media
- Warehousing
- Village structure in India
- Rural markets and sales management
- Inadequate banking and credit facilities
- Branding
- Packaging

**RURAL MARKETING MODEL**

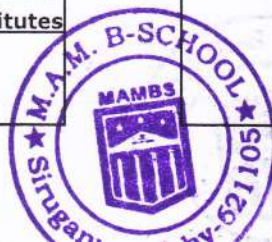
- Research
- Segmentation
- Life style analysis
- Profile study
- Define needs
- Target Market
- Marketing Mix
- Implementation
- Control

**RURAL TARGET MARKETS - CLASSIFICATION**



**Chapter-2**

Rural Consumer Behavior and Marketing Research

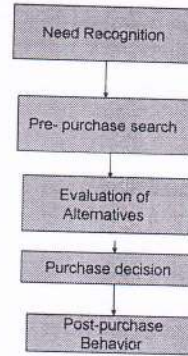




**Profile of rural consumer**

- Low literacy levels
- Low income level in general
- Location patterns of rural consumers
- Reference groups
- Occupation
- Media habits
- Other variable ( Culture, language, religion etc)

**Simple model of rural consumer behavior**



**Rural marketing research-Sources**

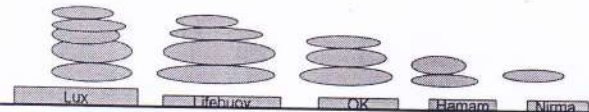
- **Primary sources**
  - Retail shops/STD booth
  - Tea stalls
  - Playgrounds/ school
  - Choupals
  - Haats and Melas
  - Influence group
- **Secondary sources**
  - Government websites
  - Private bodies
  - Publication

**Rural Research method**

**Faces** – Lux, Lifebuoy, OK, Hamam, Nirma Bath

**Colour Wheel**- Green-Good crop  
 Light green- Not very good crop  
 Yellow- Dry field (Dry sand)  
 Orange -Setting Sun  
 Red – Danger

**Dice** – Rate the items by assigning the face values of the die to the item



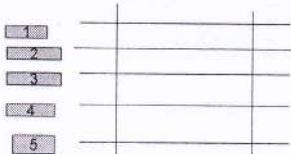
**Rural Research method**

**Rummy Coins/ Carrom Coins/ Weights**

**Stacking techniques**- Stacks of five, four, three, two and one coins are made ready.

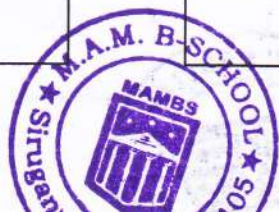
**Playing cards-**

**Ranking** : A small bamboo ladder with the same number of rungs as the number of items to be compared is constructed



**Rural Market**

**Segmentation, Targeting and positioning**



### Segmentation

1. Identify Segment Variables :

- Geographic segmentation:
- Demographic segmentation
- Psychographic segmentation
- Buyer Behavioral segmentation

- 2. Segment the market
- 3. Develop the profile
- 4. Select the target market
- 5. Evaluate the market
- 6. Evaluate the segment

### Targeting and Positioning

**Targeting:** Characteristics of each segment but also “**distinctive excellence**”

**Positioning:** Unique features of the product, some **special need in the market or some noticeable gap in the competitors.**

### Rural Market:

Product, Price , Place , Promotion

### Product

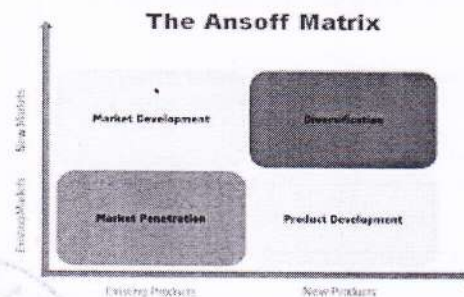
- “ Anything that has a value in exchange”
- Product – price – place – promotion
- Challenges – Availability, affordability, acceptability & awareness

Product	Acceptability
Price	Affordability
Place	Availability
Promotion	Awareness

### Rural Product

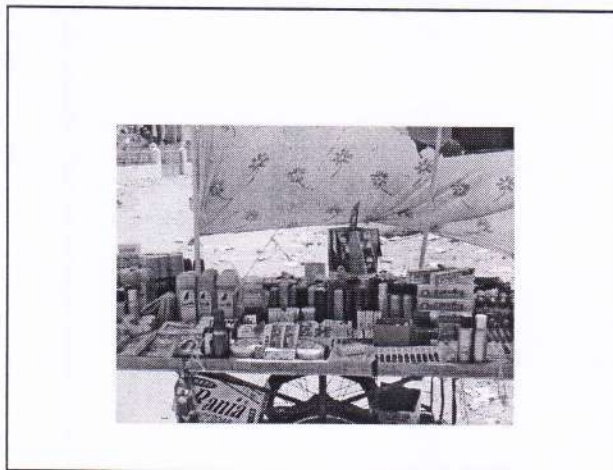
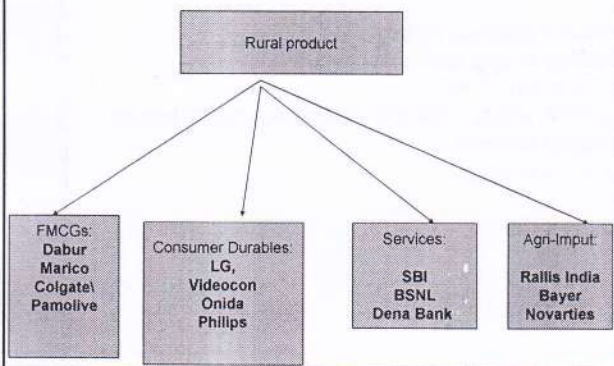
“ Product in the rural perspective is a **need- satisfying** entity unique to a rural consumer and not a **futile extension** of an urban offering”

### Rural Product: Ansoff Matrix





### Rural Product Categories



### Appropriate Product Strategies

- Existing & New Products
- Product features – service quality – price & performance relationship
- Simplicity is key
- "Sense & Simplicity"
- Urban market successes could be rural market failures
- Appropriate new product development processes

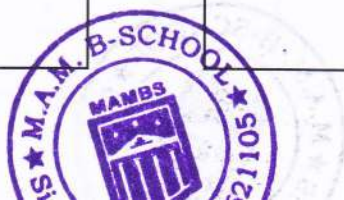
### Product Development Stages

Idea Generation	-Searching for new product ideas
Idea Screening	-Select the most promising ideas and drop those with only limited potential. Study the needs and wants of potential buyers, the environment and competition.
Concept Testing	-Describe or show product concepts and their benefits to potential customers and determine their responses. Identify and drop poor product concepts. Gather useful information from product development and its marketing personnel.
Business Analysis	-Assess the product's potential profitability and suitability for the market-place. Examine the company's research, development, and production capabilities. Ascertain the requirements and availability of funds for development and commercialisation. Project ROI.
Product Development	-Determine technical and economic feasibility to produce the product. Convert the product idea into a prototype. Develop and test various marketing mix elements.
Test Marketing	-Conduct market testing. Determine target customers' Reactions. Measure its sales performance. Identify Weaknesses in product or marketing mix.
Commercialisation	-Make necessary cash outlay for production facilities. Produce and market the product in the target market and effectively communicate its benefits.

### Packaging

- Associated with affordability - Convenience - Consumer recognition & product protection
- Packaging material, size, convenience and aesthetics
- Example: Chik Shampoo

### Fake: Some Product Examples



# Pricing

- ### Issues in Pricing
- Internal & external factors
  - Selecting pricing methods
  - Pricing adaptations
  - Low price points – Simple packaging – utility around packaging material
  - Highlighting value

- ### Price Adaptations ( Indicative)
- Product sharing services, Example: Tractors
  - Product Bundle pricing, Example: HUL Project Shakti
  - Free gifts – may sometimes not work in rural areas
  - Special event pricing-Ex: Utsav

# Place

- ### Place- Rural Distribution Challenges
- Large number of small markets
  - Dispersed population and trade
  - Poor connectivity
  - Low availability of suitable dealers
  - Inadequate banking/ credit facilities
  - Poor product display and visibility
  - Poor communication of offers and schemes

### Levels of Distribution

Level	Partner	Location
1	Company Depot/ C & FA	National/ State level
2	Distributor/ Van Operator/ Super Stockist/ Rural Distributor	District level
3	Sub Distributor/ retail Stockist/ sub stockist/star seller	Tehsil HQ, towns and large villages
4	Wholesaler	Feeder towns, large villages, haats
5	Retailer	Villages, haats





### Types of Promotions

- Advertising
- Sales promotions – coupons, contests, demonstrations and sampling, Example: Tata Shaktee Haat Hungama
- Direct marketing, Example: Videocon
- Publicity, Example: Project Shakti
- Using a direct selling through a sales force, Example: Swasthya Chetna for Lifebouy

### Promotion- Adaptations for Rural Markets

Conventional	Non- Conventional	Personalised
Television	Haat and Mela	Direct mailer
Radio	Folk Media( puppet and magic show)	POS (demonstration, leaflet)
Press	Video Van	Word of mouth
Cinema	Mandi	Interpersonal communication
Outdoor: Wall Painting, Hoarding		Animator

### Cont'd

- Push strategy – sales force and trade promotion
- Pull strategy – advertising and consumer promotion

### Rural Consumer Insights

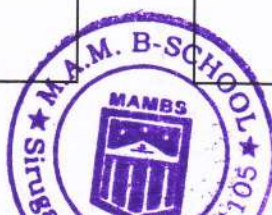
- Rural India buys
  - Products more often (mostly weekly).
  - Buys small packs, low unit price more important than economy.
  - Distribution and pricing are the mantras to success in rural India.

### Rural Consumer Insights

- In rural India, brands rarely fight with each other, they just have to be present at the right place.
- Many brands are building strong rural base without much advertising support.
  - Chik shampoo, second largest shampoo brand.
  - Ghadi detergent, second largest brand.
- Fewer brand choices in rural : number of FMCG brands in rural are half that of urban.
- Buy "value for money", not "cheap" products

### Challenges in the Future

- Reaching the product to remote rural locations and entering more rural homes (penetration)...
- Increasing rural incomes (market growth)....



## Challenges in the Future

### ▪Making effective use of the large available infrastructure:

▪Post offices		1,38,000
▪Haats (periodic markets)	42,000	
▪Melas (exhibitions)	25,000	
▪Mandis (agri markets)	7,000	
▪Public distribution shops	3,80,000	
▪Bank branches	32,000	

43

## Challenges in the Future

### ▪Using IT to transform markets :

- ITCs e-choupal and other IT initiatives EID Parry, Amul dairy information system kiosk)
- STD revolution/ mobile connectivity

44

## Challenges in the Future

### ▪Proliferation of large format rural retail stores

- DSCL Haryali stores
- M & M Shubh Labh stores
- TATA/Rallis Kisan Kendras
- Escorts rural stores
- Warnabazaar, Maharashtra (annual sale Rs 120 crore)

45





## Emerging Trends in Marketing

### Rural Marketing:

Rural marketing refers to the activities undertaken by the marketers to encourage people living in rural areas, to convert their purchasing power into an effective demand for the goods and services and making this available in the rural areas, with the intention to improve their standard of living and achieving the company's objective.

### Features

- **Large and scattered population**  
More than 70% of India's population lives in rural areas. The rate of increase in rural population is also greater than that of urban population. The rural population is scattered in over lakhs of villages. Nearly three-fourth (3/4 th) of the country's consumers are in rural markets.
- **Higher purchasing capacity**  
Purchasing power of the rural people is on a rise. Marketers have realized the potential of rural markets and are expanding their operations in rural India.
- **Heterogeneous**  
The rural market in India is not only scattered, but is also diverse and heterogeneous. Rural consumers are diverse in terms of religion, social, culture and in language factors.

### • **Low standard of living** :

The standard of living of rural areas is low and rural consumers have diverse socio-economic backwardness. A consumer in a village area has a low standard of living because of low literacy, low per Capita income and low savings.

### • **Development of Infrastructure** :

There is development of infrastructure facilities such as construction of roads and transportation, communication network, rural electrification and public service projects in rural India, which has increased the scope of rural marketing.

### • **Low exposure** :

There is also exposure to market in rural areas. Low product exposure, low exposure to branded products, limited sources of information, less retail outlets, low market reach etc... create a big challenge to marketers to stimulate the rural consumers.

### • **Buying in less quantity**

Generally, rural consumers buy loose i.e. in small quantities on account of their low per capita income and limited storing capacity.

### • **Traditional bound** :

Rural consumers are tradition bound, region, culture and tradition influences their consumption habits. They do not prefer changes.

### • **Marketing Mix** :

The urban products cannot be dumped on rural population. Separate set of products need to be designed for rural consumers to suit the rural demands. The marketing mix elements are to be adjusted according to the requirements of the rural consumers.

### • **Seasonal and irregular**

The rural market in India is seasonal and irregular. The predominance of agriculture in the income pattern of the rural people and the relatively greater influence of marriages and festivals on the purchase pattern of the villagers are the main reasons for seasonal character of the rural market.

### Causes for the changes in the volume and patterns of rural consumption

#### • **Rural communication** :

Internet and mobile have played the most important role for the growth of rural markets. Broad band services are easily available in rural area. These facilities have opened the doors for companies to use latest technologies for brand promotion.

#### • **Socio-economic changes** :

The change in lifestyle and economic status is one of the most important factors that have driven the rural sector towards improvement. The source of information and awareness of the rural people have changed their habits, tastes and preferences.

#### • **Literacy level** :

This is the major factor for the improvements of rural sector i.e. increase in literacy level of the rural people. There is huge improvement in the sources of information and education.

### • **Increase in expectations**

With the media reach and high income level, the awareness and preference of the rural people have been developed. Their demand towards quality products with better pricing has increased. Instead of being price conscious the rural people are also expecting good quality products and are aware of branded products.

### • **Increase in income** :

The growth in rural markets has reduced the complexity of its functions. With the increase in income level of rural people, their purchasing power and economic status of living have also developed.

### • **Infrastructure Facilities**

Infrastructure and communication play a vital role in bringing the improvement of rural sector. Well developed roads, hi-tech media and electricity lead to improvement of the entire marketing activities.

### • **Raising rural prosperity** :

The agricultural development programs of the govt. have helped to increase income in the agricultural sector. This has created greater purchasing power in rural markets. Rural markets are developing not only from agricultural sector but also from other sectors.

### • **Change in rural consumer behavior** :

With the economic development of rural areas, disposable income of rural people has gone up. Because of internet and TV, people have started gaining knowledge about the different trends that are available in urban markets. They have started realizing the importance of branded products.

### • **Encourable Government Policies** :

The government is being making efforts to focus on rural development. The massive investment in the rural India has generated new employment, new income and new purchasing power. Various measures like tax exemption in rural areas, subsidy, concessional insurance, literacy assistance etc. has brought in rapid development in rural markets.

### • **Remittance from family members working in urban areas** :

At least one of the family members from almost every rural family works in cities they remit their salaries back home to their family. This has contributed to growing rural income and purchasing power of rural people. Also rural people are in growing interaction with urban communities.



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

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



Submitted to the Principal

12.09.2019

Respected Sir,

**Sub:** Requisition of permission to conduct value added course on "ENHANCEMENT TRAINING ON "RIGHT ATTITUDE"

\*\*\*\*\*

We have planned to organize value added course on "ENHANCEMENT TRAINING ON "RIGHT ATTITUDE" during 23.09.2019-27.09.2019 for MBA students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

Course Coordinator

Director

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





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Ref: MAMBS/MBA/VAC/2019-2020/001

To

12.09.2019

Dr.S.Chandru  
Director,Nalandha School of Business,  
Trichy.

**Sub: Requisition letter to conduct value added course – Reg**

**Respected Sir,**

M.A.M. Business School, Siruganur, Tiruchirappalli is patronized by Maluk Educational, Health and Charitable Trust. In this competitive environment of management education, M.A.M. Business School proves their commitment to provide quality education to their students. M.A.M. Business School stands as a monument to witness the vision of Janab. M. Abdul Majedu, the founder Chairman. The scintillating shape to the dream of the Chariman was given by Dr. S. Sathikh, former Vice Chancellor of the University of Madras and the Chairman of the College Governing Council. The great vision of the Chairman is explicitly seen in the Quality Policy, the Vision and Mission of the College

With reference to the abovementioned subject, students of MBA department have willingness to attend value added course on **“ENHANCEMENT TRAINING ON "RIGHT ATTITUDE”**. The schedule for the same is from 23.09.2019-27.09.2019. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the necessary supporting documents for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.



Enclosure:

1. Syllabus

Yours Faithfully,

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

14.09.2019

Trichy.

To

The Director  
M.A.M.B-SCHOOL  
TRICHY.

**Ref.:** Your Letter Dated 12.09.2019.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the value added courseon "ENHANCEMENT TRAINING ON "RIGHT ATTITUDE" – Reg.

I am delighted to be considered and invited to be a part of this great experience and would like to confirm that I accept the invitation to conduct the workshop being organised by your department from 23.09.2019-27.09.2019. I am well aware of the topics you had sent, and I have reviewed them so that I can give my speech with utmost confidence and surety.

I am looking forward to attending the event.

Thank you, for the invite, and I will make sure that I can give you my level best.

Yours truly,

*Chandru*

Dr.S.Chandru



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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

14.09.2019

## CIRCULAR

It is proposed to organize value added course on "ENHANCEMENT TRAINING ON "RIGHT ATTITUDE" during 23.09.2019-27.09.2019 for MBA students. This training is to be provided in our campus.

Interested students can register their names with Mr. R.Anbarasan, Associate Professor, MBA of this program on or before 18.09.2019.

  
Director

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



MASTeR

M.A.M. COLLEGE OF ENGG. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

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### ASSOCIATION OF MANAGEMENT STUDIES

### COPE

*Cordially invites you all for the*

*Value Added Course on*

## ENHANCEMENT TRAINING ON "RIGHT ATTITUDE"

(23.09.2019-27.09.2019)

**Dr.S.CHANDRU**

**Director**

**Nalandha School of Business**

**Trichy**

Venue: Seminar Hall.

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

**Mrs.FathimaBathoolMaluk**

*Chief executive officer*

*M.A.M.B-SCHOOL*



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



# M.A.M. B-SCHOOL



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## Department of Management Studies

Name of the Course – "ENHANCEMENT TRAINING ON "RIGHT ATTITUDE"

### REGISTRATION FORM

Year/Sem : I Year/ I Sem

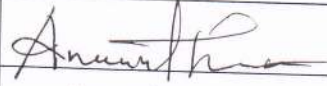
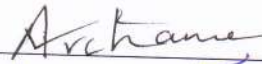


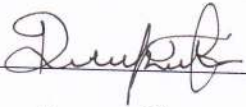
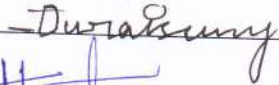

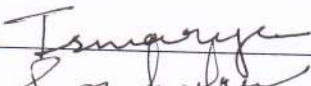
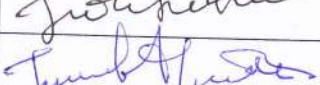
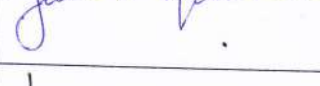
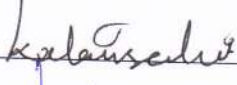
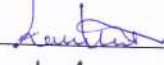
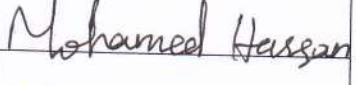
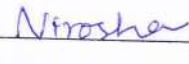
Course Plan : 23.09.2019-27.09.2019

Degree/Branch : PG/ MBA

Duration : 45 hrs

Batch : 2019-2021

Time : 09.00 am – 05.00 pm

S.No.	Reg.No	Student's Name	Signature of the Student
1	812219631001	Anandhan.M	
2	812219631002	Archana.R	
3	812219631003	Asha.J	
4	812219631004	Balakrishnan.A	
5	812219631005	Deepika.K	
6	812219631006	Duraisamy.D	
7	812219631007	Harini.M	
8	812219631008	Iswarya.A	
9	812219631009	Josphine Carliya.A	
10	812219631010	Juvani Alwin Jenny.K	
11	812219631011	Kalaiselvi.S	
12	812219631012	Katherin.A	
13	812219631013	Mohamed Hassan.M	
14	812219631014	Nirosha.K	

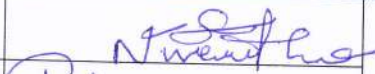

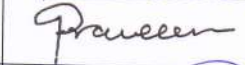
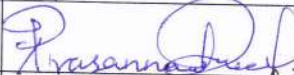
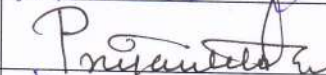

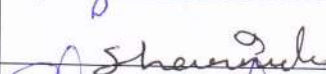
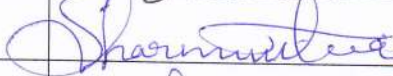
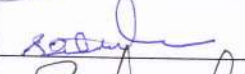
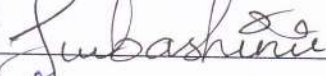
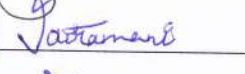
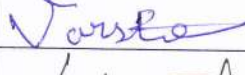
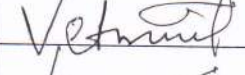

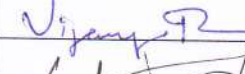
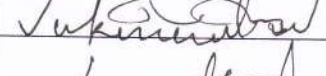
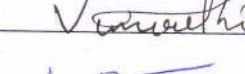
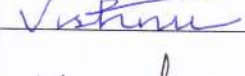
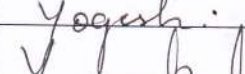
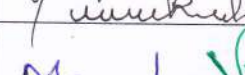



# M.A.M. B-SCHOOL



**Siruganur, Trichy -621105**

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15	812219631015	Nivetha.S	
16	812219631016	Padma.M	
17	812219631017	Praveen.S	
18	812219631018	Presanna Devi.P	
19	812219631019	Priyadharshini.P	
20	812219631020	Priyanka.M	
21	812219631021	Sharmila.A	
22	812219631022	Sharmila.S	
23	812219631023	Soniya.J	
24	812219631024	Subashini.R	
25	812219631025	Vairamani.K	
26	812219631026	Varsha.S	
27	812219631027	Vetrivel.N	
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32	812219631032	Vishnu.K	
33	812219631033	Yogesh.K	
34	812219631034	Yuvaraja.V	
35	812219631035	Megala.E	

  
**Course Coordinator**

**Director**

**DIRECTOR**

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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Name of the Course – “ENHANCEMENT TRAINING ON "RIGHT ATTITUDE"”

## ATTENDANCE FORM

Year/Sem : I Year/ I Sem

Course Plan : 23.09.2019-27.09.2019

Degree/Branch : PG/MBA

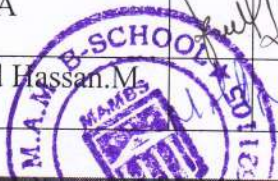
Duration : 45 hrs

Batch : 2019-2021

Time : 09.00 am– 05.00 pm

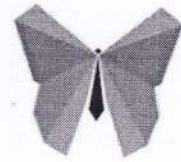
No of Students attended: 35

S.No.	Reg.No	Student's Name	Signature of the Student				
			23.09.19	24.09.19	25.09.19	26.09.19	27.09.19
1	812219631001	Anandhan.M	<i>An</i>	<i>An</i>	<i>An</i>	<i>An</i>	<i>An</i>
2	812219631002	Archana.R	<i>AR</i>	<i>AR</i>	<i>AR</i>	<i>AR</i>	<i>AR</i>
3	812219631003	Asha.J	<i>Ash</i>	<i>Ash</i>	<i>Ash</i>	<i>Ash</i>	<i>Ash</i>
4	812219631004	Balakrishnan.A	<i>Bal</i>	<i>Bal</i>	<i>Bal</i>	<i>Bal</i>	<i>Bal</i>
5	812219631005	Deepika.K	<i>Deep</i>	<i>Deep</i>	<i>Deep</i>	<i>Deep</i>	<i>Deep</i>
6	812219631006	Duraisamy.D	<i>DD</i>	<i>DD</i>	<i>DD</i>	<i>DD</i>	<i>DD</i>
7	812219631007	Harini.M	<i>Harini</i>	<i>Harini</i>	<i>Harini</i>	<i>Harini</i>	<i>Harini</i>
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9	812219631009	Josphine Carliya.A	<i>Jos</i>	<i>Jos</i>	<i>Jos</i>	<i>Jos</i>	<i>Jos</i>
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13	812219631013	Mohamed Hassan.M	<i>MH</i>	<i>MH</i>	<i>MH</i>	<i>MH</i>	<i>MH</i>





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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14	812219631014	Nirosha.K	Nirosha	Nirosha	Nirosha	Nirosha	Nirosha
15	812219631015	Nivetha.S	Nivetha	Nivetha	Nivetha	Nivetha	Nivetha
16	812219631016	Padma.M	Padma	Padma	Padma	Padma	Padma
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29	812219631029	Vijay.R	Vijay	Vijay	Vijay	Vijay	Vijay
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31	812219631031	Vinotha.P	Vinotha	Vinotha	Vinotha	Vinotha	Vinotha
32	812219631032	Vishnu.K	Vishnu	Vishnu	Vishnu	Vishnu	Vishnu
33	812219631033	Yogesh.K	Yogesh	Yogesh	Yogesh	Yogesh	Yogesh
34	812219631034	Yuvaraja.V	Yuvaraja	Yuvaraja	Yuvaraja	Yuvaraja	Yuvaraja
35	812219631035	Megala.F	Megala	Megala	Megala	Megala	Megala

Course Coordinator

*(Signature)*



Director

DIRECTOR  
M.A.M. B-SCHOOL



M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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## *Certificate*

*This is to certify that Mr./Ms/Mrs. VISHNU.K of FIRST year MBA has  
participated in the Value Added Course on "Enhancement Training on Right  
Attitude" from 23.09.2019-27.09.2019.*

*Arthy*

COORDINATOR

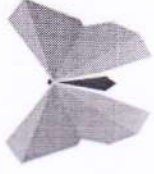


*[Handwritten Signature]*

DIRECTOR  
DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy-621105



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

**Siruganur, Trichy -621105**

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University, Chennai)

## *Certificate*

*This is to certify that Mr./Ms/Mrs. Katherine.A of FIRST year MBA has  
participated in the Value Added Course on "Enhancement Training on Right  
Attitude" from 23.09.2019-27.09.2019.*

  
**COORDINATOR**



**DIRECTOR**

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





## Department of Management Studies

### Programme Report

The Department of Management Studies organized a value added course on **ENHANCEMENT TRAINING ON "RIGHT ATTITUDE"** from 30.05.16-04.06.16 for MBA students. The resource person was Dr.S.Chandru, Director, Nalandha School of Business, Trichy.



The program was inaugurated by Dr.M.Hemalatha HOD, MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr.R.Anbarasan, Associate Professor, MBA. The course focused on the inputs of importance of Positive Attitude with the students. The course included the theory classes followed by the interactive sessions.

### **Training Module**

- Day 1.** Introduction to the fundamental elements of the Attitude and overview of psychology.
- Day 2.** Identify the importance and types of attitude.
- Day 3.** Different aspects of human behavior and its impact.
- Day 4.** Attitude Theories and understanding the people's attitude with exercises/ activities.
- Day 5.** Attitude Formation and its implications. Positive Attitude – The Mantra for Success.

  
Course Coordinator



  
Director

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



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## VACMBA002      Enhancement training on "Right Attitude"

### OBJECTIVES:

- To familiarize students to the field of psychology.
- To understand the different aspects of human behavior
- To explore strategies formulating right attitude.

### UNIT I                      INTRODUCTION                      9

Definition and goals of Psychology, Role of a psychologist in society, Modern perspectives, Biological, Psychodynamic, Behaviouristic, Gestalt, Cognitive, Cross cultural, Humanistic and Evolutionary perspective, Brief introduction to Indian Psychology. Methods: Experimental, Observation, Survey Method, Archival method, Interview.

### UNIT II                      PERCEPTUAL PROCESSES                      9

Sensation: Basic concepts and Processes in sensation. Sensory thresholds. Types of senses (an overview) - visual, auditory, gustatory, olfactory, tactile, vestibular, kinesthetic and organic senses. Sensory adaptation-advantages and disadvantages, Integration of senses, Perception: Understanding perception, Gestalt laws of organization.

### UNIT III                      SOCIAL INFLUENCES                      9

Attitudes – Definition ; Theories – Cognitive Dissonance and Dual Processing ; Attitude and Behaviour ; Attitude change. Group - Basic features; Group performance – Types of tasks , Brainstorming ; Group decision making – Biases in information, Group polarization , Group thinking.

### UNIT IV                      PERSONALITY                      9

Definition. Approaches – Psychodynamic, Humanistic, Dispositional (Type and Trait) and Social Cognitive approach Assessment of Personality – Questionnaire, Rating Scales and Projective tests – Characteristics, Advantages and disadvantages.

### UNIT V                      COGNITIVE PROCESSES                      9

Cognition-definition. Attention: definition, Characteristics, Selective attention, Divided attention Thinking- Process of thinking, Image and thinking, Language and thought Types of Thinking Concept formation, Reasoning, Problem solving, Decision Making, Creative thinking, Language language elements, grammar and meaning, pragmatics

**TOTAL: 45 PERIODS**

### OUTCOMES:

- To understand the mental behavior for attitude development.
- To develop understanding of people right attitude.



  
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## Department of Management Studies

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : "ENHANCEMENT TRAINING ON "RIGHT ATTITUDE".

Date and Venue : 23.09.2019-27.09.2019 & Seminar Hall.

Name of the Resource Person / Speaker : Dr.S.Chandru, Director,  
Nalandha School of Business, Trichy.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree**

- |    |  |     |     |   |   |
|----|--|-----|-----|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4   | (3) | 2 | 1 |
| 2. | The workshop was well organized.   | (4) | 3   | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | (4) | 3   | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4   | (3) | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | (4) | 3   | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4   | (3) | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | (4) | 3   | 2 | 1 |



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8. The presenter(s) allowed me to work with and learn from others. 4 3 2 1
9. The presenter(s) suggested ways to follow up the training. 4 3 2 1
10. The materials provided were useful and appropriate for the program. 4 3 2 1
11. The physical arrangements were adequate. 4 3 2 1
12. How would you rate this workshop? (please check one)
- Excellent       Good
- Very Good       Not Good
13. How comfortable are teaching the material presented in this workshop?
- Very       Not at all
- Somewhat
14. Areas/topics about which you would like to receive further training:
15. Suggestions for improving this workshop:



Date : 27/9/21

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

  
 Signature of the Participant



**COURSE MATERIAL  
ON**

**“ENHANCEMENT TRAINING ON "RIGHT ATTITUDE"”**

Current conceptions of attitude do not adequately distinguish between attitudes and factual beliefs on the one hand, or between attitudes and preferences on the other. To hold an attitude is to ascribe an objective moral property to the attitude-object; however, the conception of such properties rests on an incoherent theory of relations as constitutive of their terms, and the belief in them has only pseudo-cognitive content. Moralism, or the maintaining of attitudes, is a special technique for disguising and promoting interests. Attitudes serve as rationalizations for concealed or unconscious impulses and are themselves defended by further rationalizations. These considerations call into question some common techniques of attitude-assessment. Some apparent exceptions, namely ‘aesthetic attitudes’ and ‘authentic values’, reveal themselves to be either (a) factual beliefs about aesthetic properties or about human motivation respectively, (b) preferences, or (c) moral attitudes as defined. Moralism is not essential to socialization and is inimical to the ‘social feelings’.

A positive attitude helps you cope more easily with the daily affairs of life. It brings optimism into your life, and makes it easier to avoid worries and negative thinking. If you adopt it as a way of life, it would bring constructive changes into your life, and makes them happier, brighter and more successful.

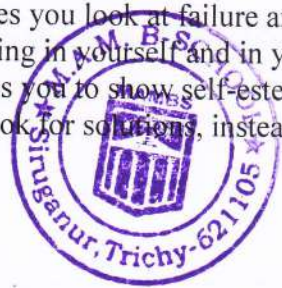
With a positive attitude you see the bright side of life, become optimistic, and expect the best to happen. It is certainly a state of mind that is well worth developing.

**Positive attitude manifests in the following ways:**

- Positive thinking.
- Constructive thinking.
- Creative thinking.
- Optimism.
- Motivation and energy to do things and accomplish goals.
- An attitude of happiness.

**A positive frame of mind can help you in many ways, such as:**

- Expecting success and not failure.
- Making you feel inspired.
- It gives you the strength not to give up, if you encounter obstacles on your way.
- It makes you look at failure and problems as blessings in disguise.
- Believing in yourself and in your abilities.>
- Enables you to show self-esteem and confidence.
- You look for solutions, instead of dwelling on problems.



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

- You see and recognize opportunities.

A positive attitude leads to happiness and success and can change your whole life. If you look at the bright side of life, your whole life becomes filled with light. This light affects not only you and the way you look at the world, but it also affects your environment and the people around you.

If this attitude is strong enough, it becomes contagious. It's as if you radiate light around you.

#### ***More Benefits of a Positive Attitude:***

This might seem like a repetition of the above, but it helps to make this message clearer.

- It helps you achieve goals and attain success.
- It brings more happiness into your life.
- It produces more energy.
- Positive attitude increases your faith in your abilities, and brings hope for a brighter future.
- You become able to inspire and motivate yourself and others.
- You encounter fewer obstacles and difficulties in your daily life.
- You get more respect and love from people.
- Life smiles at you.

**Negative attitude says: you cannot achieve success.**

**Positive attitude says: You can achieve success.**

Developing this attitude, would make you a happier person, who sees the bright side of life and expects the best to happen. This is certainly a state of mind that is well worth developing.

What Is a Positive Attitude?

Here are a few definitions that attempt to describe what is a positive attitude, and how it manifests.

1. It is a mental state that expects the best to happen.
2. It means positive thinking, the habit of believing that things would turn well. With this mental state, you do not allow negative thoughts and doubts to disturb your mind.
3. It is constructive thinking – You think about solutions and believe that you can find them. It means being active about solving problems. It is not enough just to



believe that things will turn out okay. You also need to seek constructive solutions and carrying them out.

4. It means creative thinking – Looking at life and situations with a broader vision and finding creative solutions. With a positive attitude, you are not afraid to look for new ways of doing things. This makes you unique and can help you do things in a better way than others.
5. Optimism – This is one of its main characteristics. It means hope and expecting situations to improve and plans to turn out well.
6. Motivation – This is the energy and zest to do things and accomplish goals. When motivation is present you are keen on doing, spending energy and time on work, studies, or accomplishing a goal. You become more motivated when you are sure of yourself, believe in your abilities, and do not allow anything to discourage you.
7. Happiness – A person with a positive attitude is usually happy and content.
8. A positive frame of mind can help you in many ways and in many situations. It will help you stay calm in difficult situations, stay hopeful, and persevere with whatever you are doing, despite difficulties or failure.

#### Check if You Have a Positive Attitude

If you wish to know if you display a positive or a negative attitude toward life, check whether you possess the following habits:

1. Do you expect a successful outcome of your actions?
2. Do you inspire and encourage yourself and other people?
3. Do you refuse to give up and feel down when meeting obstacles and encountering problems?
4. Do you look at failure and problems as blessings in disguise. Do you learn from them, so you do not repeat them?
5. Do you believe in yourself and in your abilities and skills..
6. Do you feel that you possess enough self-esteem and self-confidence to handle confidently the affairs of your daily life?

1. One of the main features of a positive frame of mind is the ability to stay immune to negative thoughts, negative comments, negative people, and to discouragement, and not allow them to affect your state of mind.
2. Do you look for solutions, instead of dwelling on problems?
3. Are you curious, open-minded, able to recognize opportunities, and dare to explore them?

If you answered 'yes', to all these questions that's great.

If you answered 'no', you need to start working to change this attitude. It is quite simple to build a positive attitude, but it requires persistence and dedication.

A positive attitude leads to happiness and success, and can change your whole life, because you stop worrying and doubting and look for solutions.

#### The Benefits of a Positive Attitude

I have already mentioned many of the benefits of adopting a positive attitude and the importance of developing it. However, a little repetition would make things even clearer.

- This attitude helps you achieve goals and attain success.
- It can bring more joy and happiness into your life.
- It makes you a pleasant person to be with, and makes it easier to be liked and gain friends.
- It produces more energy, enthusiasm, interest, and even curiosity, making life more interesting.
- Positive attitude increases your confidence in your abilities, and brings hope and expectation of a brighter future.
- It enhances your motivation when carrying out tasks and working on goals, and makes it possible to inspire and motivate others.
- With a positive attitude, obstacles and difficulties do not spoil your happiness and optimism. You do not focus on them, you focus on solutions.
- One's attitude is contagious and affects other people. When you radiate a pleasant and optimistic personality, people like you more and seek your company.
- When you feel good and happy, and expect good things to happen, life smiles at you.



## Tips for Developing a Positive Attitude

How to develop and how to keep a positive attitude? Here are a few, simple tips.

1. Choose to be happy. Yes, it is a matter of choice. When negative thoughts enter your mind, just refuse to look at them and think them. Do your best to substitute them with happy thoughts.
2. Look at the bright side of life. It's a matter of choice and repeated attempts. No matter how tough a situation is, there is always some good in it, some insight and lessons to learn. If you think about the situation with the desire of learning from it, you will discover some great insights.
3. Choose to be optimistic. Choose to believe that things would change for the better.
4. Find reasons to smile more often. You can find such reasons, if you look around you. There are funny events, funny incidents, pleasant events and small daily accomplishments. All of them are reasons for a smile.
5. Have faith in yourself, and believe that the Universe can help you. A strong belief in yourself and in your ability to cope with every situation fosters a positive attitude in you.
6. Associate yourself with happy people, since happiness is contagious.
7. Read inspiring stories about inspiring, happy or successful people. Do not envy them or be jealous of them. Just learn from their stories, and let them inspire and motivate you to do similar things.
8. Read inspiring quotes. You can find such quotes on the Internet and at our quotes directory. I suggest you read a few in the morning, before going to work, and at night, before you go to sleep.
9. Repeat affirmations to inspire and motivate you.
10. Visualize only what you want to happen in your life, and avoid thinking and visualizing what you do not want.



11. Learn to develop a focused mind that will help you master your thoughts. When you can focus, you can direct your attention more easily to thoughts that you choose, and avoid negative thoughts.

### **What is a Positive Mindset and Attitude? A Definition**

You probably have an idea of what a positive mindset or positive attitude is already, but it's always helpful to start with a definition.

This definition from Remez Sasson (n.d.) is a good general description:

*"Positive thinking is a mental and emotional attitude that focuses on the bright side of life and expects positive results."*

Another, more comprehensive definition comes from Kendra Cherry at Very Well Mind (2017B):

*"[P]ositive thinking actually means approaching life's challenges with a positive outlook. It does not necessarily mean avoiding or ignoring the bad things; instead, it involves making the most of the potentially bad situations, trying to see the best in other people, and viewing yourself and your abilities in a positive light."*

We can extrapolate from these definitions and come up with a good description of a positive mindset as the tendency to focus on the bright side, expect positive results, and approach challenges with a positive outlook.

Having a positive mindset means making positive thinking a habit, continually searching for the silver lining and making the best out of any situation you find yourself in.

### **Characteristics and Traits of a Positive Mindset: 6 Examples**

So, now we know what a positive mindset is, we can dive into the next important question: What does it look like?

There are many traits and characteristics associated with a positive mindset, including:

- **Optimism:** a willingness to make an effort and take a chance instead of assuming your efforts won't pay off.
- **Acceptance:** acknowledging that things don't always turn out how you want them to, but learning from your mistakes.



- **Resilience**: bouncing back from adversity, disappointment, and failure instead of giving up.
- **Gratitude**: actively, continuously appreciating the good things in your life (Blank, 2017).
- **Consciousness/Mindfulness**: dedicating the mind to conscious awareness and enhancing the ability to focus.
- **Integrity**: the trait of being honorable, righteous, and straightforward, instead of deceitful and self-serving (Power of Positivity, n.d.).

Not only are these characteristics of a positive mindset, but they may also work in the other direction—actively adopting optimism, acceptance, resilience, gratitude, mindfulness, and integrity in your life will help you develop and maintain a positive mindset.

#### **A List of Positive Attitudes**

If you found the list above still too vague, there are many more specific examples of a positive attitude in action.

For example, positive attitudes can include:

- It is looking adversity in the eye... and laughing.
- Getting what you get, and not pitching a fit.
- Enjoying the unexpected, even when it's not what you wanted originally.
- Motivating those around you with a positive word.
- Using the power of a smile to reverse the tone of a situation.
- Being friendly to those you don't know.
- It's getting back up when you fall down. (No matter how many times you fall down.)
- Being a source of energy that lifts those around you.
- Understanding that relationships are more important than material things.
- Being happy even when you have little.
- Having a good time even when you are losing.
- Being happy for someone else's success.
- Having a positive future vision, no matter how bad your current circumstances.

- Smiling.
- Paying a compliment, even to a total stranger.
- Tell someone you know that they did a great job. (And mean it.)
- Making someone's day. (Not just a child's... adult's like to have their day be special, too!)
- It's not complaining no matter how unfair things appear to be. (It is a waste of time... instead, do something!)
- Not letting other people's negativity bring you down.
- Giving more than you expect to get in return.
- Being true to yourself... always (Jarrow, 2012).

### **10 Benefits of a Positive Mental Attitude in the Workplace**

No construct better captures the essence of a positive attitude in the workplace quite like **psychological capital** (or PsyCap for short). This multicomponent construct is made up of four psychological resources:

1. Hope
2. Efficacy
3. Resilience
4. Optimism

PsyCap was first conceptualized as "positive psychological capital" by renowned management and leadership researchers Luthans and Youssef in 2004. The concept quickly took off among positive organizational psychologists, and by 2011 there were already hundreds of citations of PsyCap in the literature.

The first meta-analysis of all the research on PsyCap was conducted in 2011, and it outlined some of the many benefits of PsyCap in the workplace:

- PsyCap was positively related to job satisfaction, organizational commitment, and psychological well-being.
- PsyCap was also positively related to organizational citizenship (desirable employee behaviors) and multiple measures of performance (self-rated, supervisor evaluations, and objective measures).



- PsyCap was negatively related to cynicism, turnover intentions, job stress, and anxiety.
- PsyCap was also negatively related to negative employee deviance (bad employee behaviors; Avey, Reichard, Luthans, & Mhatre, 2011).

It seems pretty straightforward that positive attitudes like optimism and resilience lead to positive outcomes for the organization and for the employees!

Another study by a few of the giants in the field of positive psychology (Sonja Lyubomirsky, Laura King, and Ed Diener, 2005) investigated the relationship between happiness and benefits to employees. They showed that positive attitudes in the workplace also benefit the employee in addition to the organization:

- Happier employees are more productive than other employees.
- Happy salespeople have higher sales than other salespeople.
- Happy employees are more creative than other employees.
- Happy employees are evaluated more positively by their supervisors.
- Happy employees are less likely to show job withdrawal (absenteeism, turnover, job burnout, and retaliatory behaviours).
- Happy employees make more money than other employees.

So, a positive attitude can have great benefits for the organization as a whole and for all of its employees.

It turns out that a positive attitude can also result in benefits for leaders and their followers (as well as spreading positivity throughout the organization).

### **The Importance of a Positive Mindset for Leadership**

As important as a positive mindset is for the rank-and-file, it's easy to see why it is vital for those in a position of leadership.

Researchers Hannah, Woolfolk, and Lord (2009) outlined a framework for positive leadership that rests on the idea that leaders with a positive self-concept (a positive idea of who they are and a habit of thinking positively about themselves) are more able to bring the "right stuff" to their leadership role.

In their theory, a leader with a positive mindset is not only more likely to be actively engaged and to perform at a high level, he or she is also more able to influence followers toward a more positive mindset through role modeling and normative influence.

A study completed around the same time provides support for the relationship between leader and follower positivity; trust in management influenced positive PsyCap, which had a big impact on performance for leaders and followers (Clapp-Smith, Vogegesang, & Avey, 2008).

Further, trust in management was linked to positive leadership and performance. While trust in management isn't necessarily indicative of a positive mindset in both leader and follower, it is certainly a likely outcome of a generally positive attitude in the workplace.

Forbes writer Victor Lipman (2017) puts findings like these in simpler terms:

*"It's always easier to follow someone with a positive outlook."*

In other words, positive attitudes in a leader will draw followers and encourage motivation and engagement in subordinates. Lipman also notes that having a positive outlook and being resilient is vital in leadership positions because there is a lot of stress involved in managing and leading others.

Leaders must always be "on" and spend much of their time "performing" as a strong, confident leader and perhaps even a public face. This role is a tiring one, and being optimistic and resilient will help leaders stay sane and healthy in challenging contexts.



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



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**Academic Year 2019-2020**

21.09.2019

**Submitted to the Principal**

Respected Sir,

**Sub:** Requisition of permission to conduct certificate courseon "Placement Aptitude Training"

\*\*\*\*\*

We have planned to organize certificate course on "Placement Aptitude Training" during (28/09/2019 - 01/10/2019)for Firstand Final Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



**DIRECTOR**

**DIRECTOR**

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

---

## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



Ref: MAMBS/MBA/CC/2019-20/001

To

22.09.2019

Mr. Santha Kumar,  
HR Training and Development  
Infacindia ltd,  
Chennai.

**SUB: Requisition letter to conduct a Certificate Course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, First and Final year students of **MBA** have willingness to attend Certificate Course on “**Placement Aptitude Training**”. The schedule for the same is from 28/09/2019 - 01/10/2019, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

Yours Faithfully,

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

Enclosure:

1. Syllabus





# INFAC

113, Ellaiamman Koil St, Srlperumbudur, Chennai, Tamil Nadu 601301

23.10.2019

Chennai.

To

The Director  
M.A.M.B-SCHOOL  
Trichy.

**Ref.:** Your Letter Dated 22<sup>nd</sup> October 2019.

Dear Sir/Madam,


**Sub:** Accepting the invitation to conduct the certificate courseon “**Placement Aptitude Training**” – Reg.

Greetings!!!

I recently received a letter notifying me of my acceptance for handling course from (28/09/2019 - 01/10/2019). On the topic of “**Placement Aptitude Training**”. I am pleased to accept this offer.

I will get in touch with you soon to discuss further details of the same.



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

Thank You,  
With Best Regards  
Mr. Santha Kumar,



# M.A.M. B-SCHOOL



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Chennai)

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Academic Year 2019-2020

26.09.2019

MAMBS/MBA/CC/2019-20/001

## CIRCULAR

It is proposed to organize Certificate Course on "Placement Aptitude training "during 28/09/2019 - 01/10/2019 for Firstand final year students. This training is to be provided in our Department.

Interested students can register their names with Mr. R.Anbarasan, Associate Professor, on or before 27.09.2019.



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



MASTeR

M.A.M. COLLEGE OF ENGG. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

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

Siruganur, Trichy -621105

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



**ASSOCIATION OF MANAGEMENT STUDIES**

**COPE**

*Cordially invites you all for the*

*Certificate Course on*

**"PLACEMENT APTITUDE TRAINING"**

*(28/09/2019 - 01/10/2019)*

**MR. SANTHA KUMAR,**

HR Training and Development

Infac india ltd,

Chennai.

**Venue: Seminar Hall at 9.45 a.m.**

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

**Mrs.Fathima Bathool Maluk**

*CEO,*

*M.A.M.B-SCHOOL*



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



## Academic Year 2019-2020

### Name of the Course - Placement Aptitude Training

#### REGISTRATION FORM

Year/Sem : II/III / I/I  
Degree/Branch : MBA  
Batch : 2018- 2020/  
2019-2021

Course Plan : 28/09/19- 01/10/19  
Duration : 30 hrs  
Time : 09.00 am – 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	SIGNATURE
1	812218631002	Bavani.R	Bavani
2	812218631003	Divya R.	Divya
3	812218631004	Elamathi P	Elamathi
4	812218631007	Jayapriya R.	Jayapriya
5	812218631008	Jeyaram.G	Jeyaram
6	812218631009	Karthick S.	Karthick
7	812218631010	Kowsalya G.	Kowsalya G.
8	812218631011	Lokesh Raj M.	Lokesh
9	812218631012	Mathan Raj S.	Mathan
10	812218631013	Mohamed Bilal I.	Mohamed
11	812218631014	Nagalakshmi. R	Nagalakshmi
12	812218631016	Nivedha. A	Nivedha
13	812218631017	NoorulAmeen Z.	Noorul Ameen
14	812218631018	Manjula P.	Manjula
15	812218631019	Ramya P.	Ramya P.
16	812218631020	Renuka V.	Renuka
17	812218631021	Ruben Rodrigues R.	Ruben
18	812218631022	Sankari M.	Sankari
19	812218631023	Saravanan R.	Saravanan
20	812218631024	Sathish P.	Sathish
21	812218631025	Sathya Priya T.	Sathya
22	812218631026	Shankar R.	Shankar
23	812218631027	Sindhu S.	Sindhu
24	812218631029	Subha Shree M.	Subha
25	812218631030	Sudharsan Petric D.	Sudharsan
26	812218631031	Sujidha.N	Sujidha



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27	812218631032	Sundareeswari S.	Sundareeswari
28	812218631033	Swathi R.	Swathi
29	812218631035	Uvarani.M	Uvarani
30	812218631037	Vignesh K.	Vignesh
31	812218631038	Vimal.R	Anandhan.M
32	812219631001	Anandhan.M	Anand..
33	812219631002	Archana.R	Archana
34	812219631003	Asha.J	Asha
35	812219631004	Balakrishnan.A	Balakrishnan
36	812219631005	Deepika.K	Deepika
37	812219631006	Duraisamy.D	Duraisamy
38	812219631007	Harini.M	Harini
39	812219631008	Iswarya.A	Iswarya
40	812219631009	Josphine Carliya.A	Josphine
41	812219631010	Juvani Alwin Jenny.K	Juvani Alwin
42	812219631011	Kalaiselvi.S	Kalaiselvi
43	812219631012	Katherin.A	Katherin
44	812219631013	Mohamed Hassan.M	Mohamed Hassan
45	812219631014	Nirosha.K	Nirosha
46	812219631015	Nivetha.S	Nivetha
47	812219631016	Padma.M	Padma
48	812219631017	Praveen.S	Praveen
49	812219631018	Presanna Devi.P	Presanna
50	812219631019	Priyadharshini.P	Priyadharshini
51	812219631020	Priyanka.M	Priyanka
52	812219631021	Sharmila.A	Sharmila
53	812219631022	Sharmila.S	Sharmila
54	812219631023	Soniya.J	Soniya
55	812219631024	Subashini.R	Subashini
56	812219631025	Vairamani.K	Vairamani
57	812219631026	Varsha.S	Varsha
58	812219631027	Vetrivel.N	Vetrivel
59	812219631028	Vijay.K	Vijay
60	812219631029	Vijay.R	Vijay
61	812219631030	Viknesh.B	Viknesh





Academic Year 2016-2017

Name of the Course - Placement Aptitude Training

ATTENDANCE FORM

Year/Sem : I/I / II/III  
Degree/Branch : MBA  
Batch : 2018- 2020/  
2019-2021

Course Plan : 28/09/19 - 01/10/19  
Duration : 30 hrs  
Time : 09.00 am - 05.00 pm

Total no. of Students Registered:

S. N O.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			28/09/19	29/09/19	30/09/19	01/09/19
1	812218631002	Bavani.R	Bavani	Bavani	Bavani	Bavani
2	812218631003	Divya R.	Divya	Divya	Divya	Divya
3	812218631004	Elamathi P	Elamathi	Elamathi	Elamathi	Elamathi
4	812218631007	Jayapriya R.	Jaya	Jaya	Jaya	Jaya
5	812218631008	Jeyaram.G	Jeyaram	Jeyaram	Jeyaram	Jeyaram
6	812218631009	Karthick S.	Karthick	Karthick	Karthick	Karthick
7	812218631010	Kowsalya G.	Kowsalya	Kowsalya	Kowsalya	Kowsalya
8	812218631011	Lokesh Raj M.	Raj	Raj	Raj	Raj
9	812218631012	Mathan Raj S.	Mathan	Mathan	Mathan	Mathan
10	812218631013	Mohamed Bilal I.	Bilal	Bilal	Bilal	Bilal
11	812218631014	Nagalakshmi. R	Nagalakshmi	Nagalakshmi	Nagalakshmi	Nagalakshmi
12	812218631016	Nivedha. A	Nivedha	Nivedha	Nivedha	Nivedha
13	812218631017	NoorulAmeen Z.	Noorul	Noorul	Noorul	Noorul
14	812218631018	Manjula P.	Manjula	Manjula	Manjula	Manjula
15	812218631019	Ramyia P.	Ramyia	Ramyia	Ramyia	Ramyia
16	812218631020	Renuka V.	Renuka	Renuka	Renuka	Renuka
17	812218631021	Ruben Rodrigues R.	Ruben	Ruben	Ruben	Ruben
18	812218631022	Sankari M.	Sankari	Sankari	Sankari	Sankari
19	812218631023	Saravanan R.	Saravanan	Saravanan	Saravanan	Saravanan
20	812218631024	Sathish P.	Sathish	Sathish	Sathish	Sathish
21	812218631025	Sathya Priya T.	Sathya	Sathya	Sathya	Sathya
22	812218631026	Shankar R.	Shankar	Shankar	Shankar	Shankar
23	812218631027	Sindhu S.	Sindhu	Sindhu	Sindhu	Sindhu
24	812218631029	Subha Shree M.	Subha	Subha	Subha	Subha
25	812218631030	Sudharsan Petric D.	Sudharsan	Sudharsan	Sudharsan	Sudharsan



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26	812218631031	Sujidha.N	Sujidha	Sujidha	Sujidha	Sujidha
27	812218631032	Sundareswari S.	Sundareswari	Sundareswari	Sundareswari	Sundareswari
28	812218631033	Swathi R.	Swathi	Swathi	Swathi	Swathi
29	812218631035	Uvarani.M	Uvarani	Uvarani	Uvarani	Uvarani
30	812218631037	Vignesh K.	Vignesh	Vignesh	Vignesh	Vignesh
31	812218631038	Vimal.R	Vimal	Vimal	Vimal	Vimal
32	812219631001	Anandhan.M	Anandhan	Anandhan	Anandhan	Anandhan
33	812219631002	Archana.R	Archana	Archana	Archana	Archana
34	812219631003	Asha.J	Asha	Asha	Asha	Asha
35	812219631004	Balakrishnan.A	Balakrishnan	Balakrishnan	Balakrishnan	Balakrishnan
36	812219631005	Deepika.K	Deepika	Deepika	Deepika	Deepika
37	812219631006	Duraisamy.D	Duraisamy	Duraisamy	Duraisamy	Duraisamy
38	812219631007	Harini.M	Harini	Harini	Harini	Harini
39	812219631008	Iswarya.A	Iswarya	Iswarya	Iswarya	Iswarya
40	812219631009	Josphine Carliya.A	Josphine Carliya	Josphine Carliya	Josphine Carliya	Josphine Carliya
41	812219631010	Juvani Alwin Jenny.K	Juvani Alwin Jenny	Juvani Alwin Jenny	Juvani Alwin Jenny	Juvani Alwin Jenny
42	812219631011	Kalaiselvi.S	Kalaiselvi	Kalaiselvi	Kalaiselvi	Kalaiselvi
43	812219631012	Katherin.A	Katherin	Katherin	Katherin	Katherin
44	812219631013	Mohamed Hassan.M	Mohamed Hassan	Mohamed Hassan	Mohamed Hassan	Mohamed Hassan
45	812219631014	Nirosha.K	Nirosha	Nirosha	Nirosha	Nirosha
46	812219631015	Nivetha.S	Nivetha	Nivetha	Nivetha	Nivetha
47	812219631016	Padma.M	Padma	Padma	Padma	Padma
48	812219631017	Praveen.S	Praveen	Praveen	Praveen	Praveen
49	812219631018	Presanna Devi.P	Presanna Devi	Presanna Devi	Presanna Devi	Presanna Devi
50	812219631019	Priyadharshini.P	Priyadharshini	Priyadharshini	Priyadharshini	Priyadharshini
51	812219631020	Priyanka.M	Priyanka	Priyanka	Priyanka	Priyanka
52	812219631021	Sharmila.A	Sharmila	Sharmila	Sharmila	Sharmila
53	812219631022	Sharmila.S	Sharmila	Sharmila	Sharmila	Sharmila
54	812219631023	Soniya.J	Soniya	Soniya	Soniya	Soniya
55	812219631024	Subashini.R	Subashini	Subashini	Subashini	Subashini
56	812219631025	Vairamani.K	Vairamani	Vairamani	Vairamani	Vairamani
57	812219631026	Varsha.S	Varsha	Varsha	Varsha	Varsha
58	812219631027	Vetrivel.N	Vetrivel	Vetrivel	Vetrivel	Vetrivel
59	812219631028	Vijay.K	Vijay	Vijay	Vijay	Vijay
60	812219631029	Vijay.R	Vijay	Vijay	Vijay	Vijay
61	812219631030	Viknesh.B	Viknesh	Viknesh	Viknesh	Viknesh

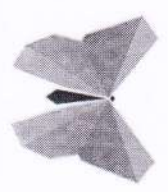




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# Certificate

This is to certify that Mr/Ms/Mrs...

**M.SUBHASHREE**

..

of **II** Year **MBA** has participated in the Certificate Course on "Placement Aptitude training" organized by COPE - An Association of Department of Management Studies from 28<sup>th</sup> September 2019 to 1<sup>st</sup> October 2019.



**CO-ORDINATOR**

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

**DIRECTOR**



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

Siruganur, Trichy -621105

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# Certificate

This is to certify that Mr/Ms/Mrs...

**P.PRIVADHARSHINI**

..

of 1 year MBA has participated in the Certificate Course on "Placement Aptitude training" organized by COPE - An Association of Department of Management Studies from 28<sup>th</sup> September 2019 to 1<sup>st</sup> October 2019.

DIRECTOR

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

CO-ORDINATOR



DIRECTOR



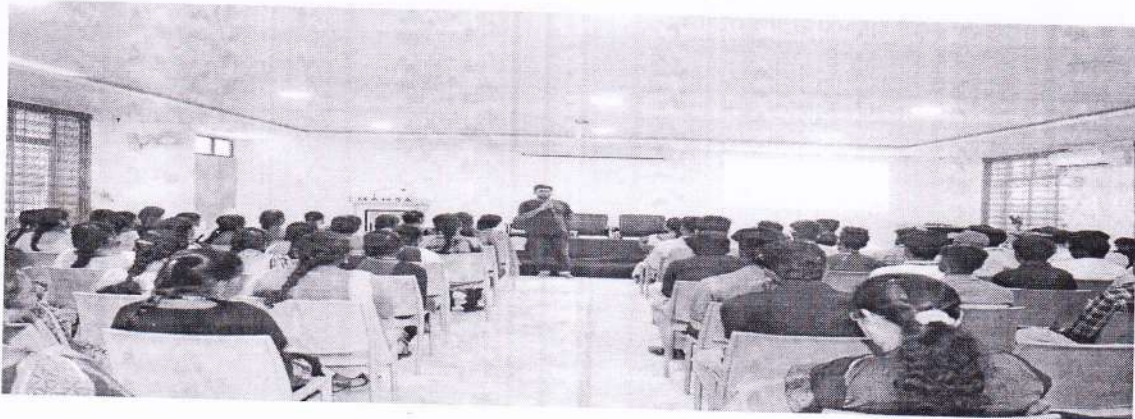
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## Academic Year 2019-2020

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Placement Aptitude training**” from 28/09/2019 - 01/10/2019 for I and II Year MBA students. The resource person was. Mr. Santha Kumar, HR Training and Development, Infacindia Ltd, Chennai.

The program was inaugurated by Dr.M.Hemalatha, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr.R.Anbarasan, Associate Professor, MBA. The course focused on Aptitude. The course included the theory classes followed by the interactive sessions.

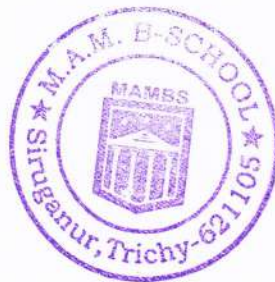


**Day 1.** To give introduction to Aptitude.

**Day 2.** To teach problems in Charts and Graphs -Algebra-Allegation.

**Day 3.** To facilitate students to understand Decimal Fraction-HCF and LCM– Cylinder, Cone, Sphere-Mixture and Allegations-Number Systems-Partnership

**Day 4.** To facilitate the student to understand Ratio and Proportion-Sequence and Series-Set Theory-Simple Interest & Compound Interest-Simplification-Speed







---

## Academic Year 2019-2020

### PLACEMENT APTITUDE TRAINING

#### OBJECTIVES:

- To understand different type of aptitude methods practice aptitude problems
- To practice the aptitude types for different dimension question.

#### UNIT I INTRODUCTION TO APTITUDE 6

Definition-Meaning-Types and classifications-Basics of mathematics and calculation tricks. Area-Square- Rectangle- Triangle- Circle

#### UNIT II 6

Age problems-Algebra-Allegation or Mixture-Area-Averages-Banker's Discount-Boats and Streams-Case Studies-Charts and Graphs.

#### UNIT III 6

Compound Interest-Data Interpretation-Decimal Fraction-HCF and LCM- Cylinder, Cone, Sphere-Mixture and Allegations-Number Systems-Partnership.

#### UNIT IV 6

Percentages-Permutation, Combination and Probability-Pipes and Cisterns-Probability-Problems on Trains-Profit and Loss-Quadratic Equations-Ratio & Proportion, Percentage

#### UNIT V 6

Ratio and Proportion-Sequence and Series-Set Theory-Simple Interest & Compound Interest-Simplification-Speed, Distance and Time-

**TOTAL: 30 PERIODS**

#### OUTCOMES:

- Students can understand the fundamental in aptitude and
- Able to answer the aptitude question for placement.



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



### Academic Year 2019-2020

#### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Placement Aptitude training

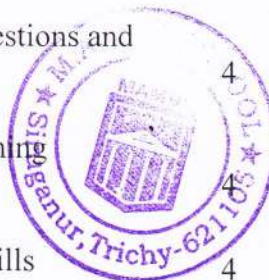
Date and Venue : 28/09/2019 - 01/10/2019&Seminar Hall

Name of the Resource Person / Speaker : Mr. Santha Kumar,  
HR Training and Development  
InfacIndia ltd,  
Chennai.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree**

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |
| 9. | The presenter(s) suggested ways to follow up the training.                                   | 4 | 3 | 2 | 1 |





# M.A.M. B-SCHOOL



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- 
10. The materials provided were useful and appropriate for the program. (4) 3 2 1
11. The physical arrangements were adequate. (4) 3 2 1
12. How would you rate this workshop? (please check one)  Excellent  Good  
 Very Good  Not Good
13. How comfortable are teaching the material presented in this workshop?  Very  Not at all  
 Somewhat
14. Areas/topics about which you would like to receive further training:

15. Suggestions for improving this workshop:



Date : 1.10.19.

*Ravani*  
Signature of the Participant

**COMPLETE REFERENCE**

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**Praxis Group**  
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**Books**

**Books** (Author: Ravi, S.K., MCA, PGD, BA, PGD, etc.)

**Books** (Author: Ravi, S.K., MCA, PGD, BA, PGD, etc.)

**Books** (Author: Ravi, S.K., MCA, PGD, BA, PGD, etc.)

**Books** (Author: Ravi, S.K., MCA, PGD, BA, PGD, etc.)

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Probability: 136-138	Assertion-Reasoning: 148-150
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**CONCEPTS**

**CLOCKS**

1. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

2. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

3. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

4. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

5. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

6. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

7. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

8. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

9. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

10. If a watch gains or loses  $x$  minutes in a day, it will gain or lose  $\frac{x}{24}$  hours in a month.

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**PROFIT AND LOSS**

**CONCEPTS**

1. Profit = Selling Price - Cost Price

2. Loss = Cost Price - Selling Price

3. Profit % =  $\frac{\text{Profit}}{\text{Cost Price}} \times 100$

4. Loss % =  $\frac{\text{Loss}}{\text{Cost Price}} \times 100$

5. If a shopkeeper sells an article at a profit of  $x\%$ , then the selling price is  $(100 + x)\%$  of the cost price.

6. If a shopkeeper sells an article at a loss of  $x\%$ , then the selling price is  $(100 - x)\%$  of the cost price.

7. If a shopkeeper sells an article at a profit of  $x\%$  and then sells it at a profit of  $y\%$ , then the total profit is  $x + y - \frac{xy}{100}$ .

8. If a shopkeeper sells an article at a loss of  $x\%$  and then sells it at a loss of  $y\%$ , then the total loss is  $x + y + \frac{xy}{100}$ .

9. If a shopkeeper sells an article at a profit of  $x\%$  and then sells it at a loss of  $y\%$ , then the total profit or loss is  $x - y - \frac{xy}{100}$ .

10. If a shopkeeper sells an article at a loss of  $x\%$  and then sells it at a profit of  $y\%$ , then the total profit or loss is  $y - x - \frac{xy}{100}$ .

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**CONCEPTS**

**BASIC GEOMETRY**

1. A straight line is a line that extends infinitely in both directions.

2. A ray is a part of a line that starts at a point and extends infinitely in one direction.

3. A line segment is a part of a line that has two endpoints.

4. A point is a location in space that has no dimensions.

5. A plane is a flat surface that extends infinitely in all directions.

6. A solid is a three-dimensional figure that has length, width, and height.

7. A circle is a closed curve that is equidistant from a central point.

8. A triangle is a closed figure with three sides.

9. A quadrilateral is a closed figure with four sides.

10. A pentagon is a closed figure with five sides.

11. A hexagon is a closed figure with six sides.

12. A heptagon is a closed figure with seven sides.

13. An octagon is a closed figure with eight sides.

14. A nonagon is a closed figure with nine sides.

15. A decagon is a closed figure with ten sides.



**TRIANGLE**

**CONCEPTS**

1. The sum of the interior angles of a triangle is  $180^\circ$ .

2. The sum of the exterior angles of a triangle is  $360^\circ$ .

3. In a right-angled triangle, the square of the hypotenuse is equal to the sum of the squares of the other two sides.

4. In an isosceles triangle, the angles opposite to the equal sides are equal.

5. In an equilateral triangle, all three sides are equal and all three angles are  $60^\circ$ .

6. In a scalene triangle, all three sides are of different lengths and all three angles are of different measures.

7. In a right-angled triangle, the altitude drawn from the right angle to the hypotenuse divides the hypotenuse into two segments such that the altitude is the geometric mean between these two segments.

8. In a right-angled triangle, the square of the altitude drawn from the right angle to the hypotenuse is equal to the product of the two segments of the hypotenuse.

9. In a right-angled triangle, the square of the hypotenuse is equal to the sum of the squares of the two segments of the hypotenuse.

10. In a right-angled triangle, the square of the side adjacent to the right angle is equal to the product of the hypotenuse and the segment of the hypotenuse adjacent to that side.

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**PERMUTATIONS AND COMBINATIONS**

**CONCEPTS**

1. Permutation is the arrangement of objects in a definite order.

2. Combination is the selection of objects without regard to the order.

3. The number of permutations of  $n$  objects taken  $r$  at a time is  $P(n, r) = \frac{n!}{(n-r)!}$ .

4. The number of combinations of  $n$  objects taken  $r$  at a time is  $C(n, r) = \frac{n!}{r!(n-r)!}$ .

5. The sum of the number of permutations of  $n$  objects taken  $r$  at a time for  $r = 1$  to  $n$  is  $\sum_{r=1}^n P(n, r) = n \sum_{r=0}^{n-1} (n-1)^r = n(2^n - 1)$ .

6. The sum of the number of combinations of  $n$  objects taken  $r$  at a time for  $r = 0$  to  $n$  is  $\sum_{r=0}^n C(n, r) = 2^n$ .

7. The number of permutations of  $n$  objects taken  $r$  at a time is  $n$  times the number of permutations of  $(n-1)$  objects taken  $(r-1)$  at a time.

8. The number of combinations of  $n$  objects taken  $r$  at a time is  $\frac{n}{r}$  times the number of combinations of  $(n-1)$  objects taken  $(r-1)$  at a time.

9. The number of permutations of  $n$  objects taken  $r$  at a time is  $\frac{n!}{(n-r)!}$ .

10. The number of combinations of  $n$  objects taken  $r$  at a time is  $\frac{n!}{r!(n-r)!}$ .



PROBABILITY

Probability is the chance of an event occurring. It is measured as a fraction of the total number of possible outcomes. This section covers various probability problems, including independent and dependent events, conditional probability, and probability distributions.

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**CODING-DECODING**

**CONCEPTS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**EXPLANATIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**QUESTIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

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**DAY-SEQUENCE/CALENDAR**

**CONCEPTS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**EXPLANATIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**QUESTIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

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**DIRECTION SENSE TEST**

**CONCEPTS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**EXPLANATIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**QUESTIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**DAY-SEQUENCE/CALENDAR**

**CONCEPTS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

**EXPLANATIONS**

1. In a system of words, letters or signs which are used to represent a message, the code is a set of symbols which are used to represent the message. The code is a set of symbols which are used to represent the message.

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### SYLLOGISMS

**Example:** "All humans have two heads or tails. No humans are bipedal."  
 (Condition 1: All humans have two heads or tails.)  
 (Condition 2: No humans are bipedal.)  
 To test the validity of the syllogism, we need to find a counterexample.

**Explanation:** The possible truth values for the premises are as follows:

Head	Tail	Bipedal
True	True	True
True	True	False
True	False	True
True	False	False
False	True	True
False	True	False
False	False	True
False	False	False

From the given statements, statement 1 follows from the above logic. Statement 2 follows from the above logic. Statement 1 and 2 together imply that all humans have two heads or tails. Statement 2 implies that no humans are bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal.

**Answer:** (A) All humans have two heads or tails and are not bipedal.

### CONCEPTS

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 (Condition 1: All humans have two heads or tails.)  
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True	True	True
True	True	False
True	False	True
True	False	False
False	True	True
False	True	False
False	False	True
False	False	False

From the given statements, statement 1 follows from the above logic. Statement 2 follows from the above logic. Statement 1 and 2 together imply that all humans have two heads or tails. Statement 2 implies that no humans are bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal.

**Answer:** (A) All humans have two heads or tails and are not bipedal.

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### CHARACTER PUZZLE

**Example:** "All humans have two heads or tails. No humans are bipedal."  
 (Condition 1: All humans have two heads or tails.)  
 (Condition 2: No humans are bipedal.)  
 To test the validity of the syllogism, we need to find a counterexample.

**Explanation:** The possible truth values for the premises are as follows:

Head	Tail	Bipedal
True	True	True
True	True	False
True	False	True
True	False	False
False	True	True
False	True	False
False	False	True
False	False	False

From the given statements, statement 1 follows from the above logic. Statement 2 follows from the above logic. Statement 1 and 2 together imply that all humans have two heads or tails. Statement 2 implies that no humans are bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal.

**Answer:** (A) All humans have two heads or tails and are not bipedal.

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### ARITHMETIC REASONING

**Example:** "All humans have two heads or tails. No humans are bipedal."  
 (Condition 1: All humans have two heads or tails.)  
 (Condition 2: No humans are bipedal.)  
 To test the validity of the syllogism, we need to find a counterexample.

**Explanation:** The possible truth values for the premises are as follows:

Head	Tail	Bipedal
True	True	True
True	True	False
True	False	True
True	False	False
False	True	True
False	True	False
False	False	True
False	False	False

From the given statements, statement 1 follows from the above logic. Statement 2 follows from the above logic. Statement 1 and 2 together imply that all humans have two heads or tails. Statement 2 implies that no humans are bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal.

**Answer:** (A) All humans have two heads or tails and are not bipedal.

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### STATEMENTS AND ARGUMENTS

**Example:** "All humans have two heads or tails. No humans are bipedal."  
 (Condition 1: All humans have two heads or tails.)  
 (Condition 2: No humans are bipedal.)  
 To test the validity of the syllogism, we need to find a counterexample.

**Explanation:** The possible truth values for the premises are as follows:

Head	Tail	Bipedal
True	True	True
True	True	False
True	False	True
True	False	False
False	True	True
False	True	False
False	False	True
False	False	False

From the given statements, statement 1 follows from the above logic. Statement 2 follows from the above logic. Statement 1 and 2 together imply that all humans have two heads or tails. Statement 2 implies that no humans are bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal. Statement 1 and 2 together imply that all humans have two heads or tails and are not bipedal.

**Answer:** (A) All humans have two heads or tails and are not bipedal.

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### CONJUNCTION

1. **Coordinate**  
 a. *and* - connects two things of equal rank.  
 b. *or* - connects two things of equal rank.  
 c. *but* - connects two things of equal rank.  
 d. *so* - connects two things of equal rank.  
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### ANTONYMS

1. **Opposite**  
 a. *black* - *white*  
 b. *hot* - *cold*  
 c. *up* - *down*  
 d. *day* - *night*  
 e. *love* - *hate*  
 f. *rich* - *poor*  
 g. *young* - *old*  
 h. *happy* - *sad*  
 i. *fast* - *slow*  
 j. *light* - *heavy*  
 k. *begin* - *end*  
 l. *start* - *finish*  
 m. *beginning* - *end*  
 n. *start* - *finish*  
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### SYNONYMS

1. **Similar**  
 a. *black* - *dark*  
 b. *hot* - *warm*  
 c. *up* - *high*  
 d. *day* - *noon*  
 e. *love* - *affection*  
 f. *rich* - *wealthy*  
 g. *young* - *juvenile*  
 h. *happy* - *glad*  
 i. *fast* - *quick*  
 j. *light* - *bright*  
 k. *begin* - *start*  
 l. *start* - *begin*  
 m. *beginning* - *start*  
 n. *start* - *beginning*  
 o. *beginning* - *start*  
 p. *start* - *beginning*  
 q. *beginning* - *start*  
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### ANALOGY

1. **Relationship**  
 a. *black* is to *white* as *dark* is to *light*  
 b. *hot* is to *cold* as *warm* is to *cool*  
 c. *up* is to *down* as *high* is to *low*  
 d. *day* is to *night* as *noon* is to *midnight*  
 e. *love* is to *hate* as *affection* is to *dislike*  
 f. *rich* is to *poor* as *wealthy* is to *impoverished*  
 g. *young* is to *old* as *juvenile* is to *senescent*  
 h. *happy* is to *sad* as *glad* is to *gloomy*  
 i. *fast* is to *slow* as *quick* is to *leisurely*  
 j. *light* is to *heavy* as *bright* is to *dull*  
 k. *begin* is to *end* as *start* is to *finish*  
 l. *start* is to *begin* as *beginning* is to *end*  
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**READING COMPREHENSION**

Reading a text which has been selected for its content and style is a more complex task than simply reading for information. It is not just a matter of understanding the main ideas and details of the text, but also of understanding the author's purpose and the text's structure. This section contains a series of questions designed to test your ability to understand and interpret a text. The questions are divided into three parts: (a) Main Idea, (b) Detail, and (c) Inference. Each part contains a short passage followed by a series of questions. The questions are designed to test your ability to understand the main idea of the passage, to find specific details, and to make inferences about the author's purpose and the text's structure. The questions are as follows:

1. Read the text and answer the questions. (10 marks)

2. Read the text and answer the questions. (10 marks)

3. Read the text and answer the questions. (10 marks)

4. Read the text and answer the questions. (10 marks)

5. Read the text and answer the questions. (10 marks)

6. Read the text and answer the questions. (10 marks)

7. Read the text and answer the questions. (10 marks)

8. Read the text and answer the questions. (10 marks)

9. Read the text and answer the questions. (10 marks)

10. Read the text and answer the questions. (10 marks)

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**CLOSED-FILL IN THE BLANKS**

1. The first part of the text is a short story. The story is about a man who is very poor and is looking for a job. He has been looking for a job for a long time but has not been able to find one. He is very sad and is thinking about giving up. One day, he goes to a job interview. The interviewer asks him some questions and he answers them. The interviewer is impressed with his answers and offers him a job. The man is very happy and goes to work. He works hard and soon becomes a successful man. He is able to support his family and is able to help other people who are in need. The story is a good example of how hard work and determination can lead to success.

2. The second part of the text is a short story. The story is about a man who is very poor and is looking for a job. He has been looking for a job for a long time but has not been able to find one. He is very sad and is thinking about giving up. One day, he goes to a job interview. The interviewer asks him some questions and he answers them. The interviewer is impressed with his answers and offers him a job. The man is very happy and goes to work. He works hard and soon becomes a successful man. He is able to support his family and is able to help other people who are in need. The story is a good example of how hard work and determination can lead to success.

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5. The fifth part of the text is a short story. The story is about a man who is very poor and is looking for a job. He has been looking for a job for a long time but has not been able to find one. He is very sad and is thinking about giving up. One day, he goes to a job interview. The interviewer asks him some questions and he answers them. The interviewer is impressed with his answers and offers him a job. The man is very happy and goes to work. He works hard and soon becomes a successful man. He is able to support his family and is able to help other people who are in need. The story is a good example of how hard work and determination can lead to success.

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**SENTENCE REARRANGEMENT**

1. Read the text and rearrange the sentences in the order in which they should appear. (10 marks)

2. Read the text and rearrange the sentences in the order in which they should appear. (10 marks)

3. Read the text and rearrange the sentences in the order in which they should appear. (10 marks)

4. Read the text and rearrange the sentences in the order in which they should appear. (10 marks)

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10. Read the text and rearrange the sentences in the order in which they should appear. (10 marks)

**PLACEMENT PAPERS**

1. Read the text and answer the questions. (10 marks)

2. Read the text and answer the questions. (10 marks)

3. Read the text and answer the questions. (10 marks)

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9. Read the text and answer the questions. (10 marks)

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**PLACEMENT PAPER-1**

1. Read the text and answer the questions. (10 marks)

2. Read the text and answer the questions. (10 marks)

3. Read the text and answer the questions. (10 marks)

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1. **Profile completion:** Complete your profile as soon as possible. It will help you to get more responses from employers. 2. **Search filters:** Use filters to narrow down your search. 3. **Alerts:** Set up alerts to get notified about new job openings. 4. **Networking:** Connect with other professionals in your field. 5. **Resume:** Keep your resume updated and tailored to the job you are applying for. 6. **Interviews:** Prepare for interviews by researching the company and practicing common interview questions. 7. **Follow-up:** Send a thank-you email after an interview. 8. **Stay active:** Regularly check your profile and respond to messages. 9. **Use mobile app:** Download the Naukri app for easy access on your phone. 10. **Be persistent:** Job hunting can be a long process, so stay motivated and keep applying.

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### Tips to use Monster.com

1. **Profile completion:** Complete your profile as soon as possible. 2. **Search filters:** Use filters to narrow down your search. 3. **Alerts:** Set up alerts to get notified about new job openings. 4. **Networking:** Connect with other professionals in your field. 5. **Resume:** Keep your resume updated and tailored to the job you are applying for. 6. **Interviews:** Prepare for interviews by researching the company and practicing common interview questions. 7. **Follow-up:** Send a thank-you email after an interview. 8. **Stay active:** Regularly check your profile and respond to messages. 9. **Use mobile app:** Download the Monster app for easy access on your phone. 10. **Be persistent:** Job hunting can be a long process, so stay motivated and keep applying.

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### RESUME PREPARATION

1. **Objective:** Clearly state your career goals. 2. **Education:** List your degrees and institutions. 3. **Work Experience:** Detail your roles, responsibilities, and achievements. 4. **Skills:** Highlight your technical and soft skills. 5. **References:** Provide contact information for former employers. 6. **Formatting:** Use a clean, professional layout. 7. **Proofreading:** Check for errors and typos. 8. **Customization:** Tailor your resume for each job application. 9. **Length:** Keep it concise, ideally one page. 10. **Keywords:** Use keywords from the job description to pass ATS filters.

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### GROUP DISCUSSION

1. **Introduction:** Start with a clear and concise introduction. 2. **Structure:** Organize your points logically. 3. **Participation:** Engage with other group members. 4. **Clarity:** Express your ideas clearly and concisely. 5. **Time Management:** Stay within the allotted time. 6. **Conclusion:** Summarize your key points. 7. **Body Language:** Maintain good posture and eye contact. 8. **Listening:** Listen actively to others' contributions. 9. **Teamwork:** Collaborate and support your teammates. 10. **Confidence:** Speak with confidence and authority.

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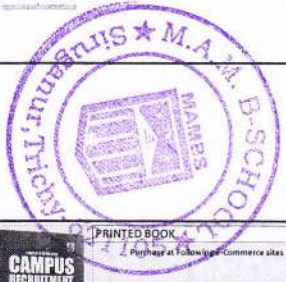
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# M.A.M. B-SCHOOL



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Chennai)

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Academic Year 2019-2020

26.02.2020

**Submitted to the Principal**

Respected Sir,

**Sub:** Requisition of permission to conduct certificate courseon "ISO Standards for Entrepreneurs"

\*\*\*\*\*

We have planned to organize certificate course on "ISO Standards for Entrepreneurs" during (06/03/2020 - 09/03/2020) for finalYear students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



DIRECTOR

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

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## M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

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Ref: MAMBS/MBA/CC/2019-20/002

To

28.02.2020

Mr. Siddhique,  
Head Quality Control,  
RK Industries, Viralimalai.

**SUB: Requisition letter to conduct a Certificate Course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, Final year students of **MBA** have willingness to attend Certificate Course on “**ISO Standards for Entrepreneurs**”. The schedule for the same is from 06/03/2020 - 09/03/2020, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student's feedback.

Anticipating a positive reply.

Yours Faithfully,

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

Enclosure:

1. Syllabus





# R k industries

DOOR NO.550, RAMAKRISHNA NAGAR, VADUGAPATTI, VILLAGE, Viralimalai,  
Tamil Nadu 621316

29.02.2020  
Chennai.

To

The Director  
M.A.M. B-SCHOOL  
TRICHY.

**Ref.:** Your Letter Dated 28<sup>th</sup> February 2020.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the certificate course on “**ISO Standards for Entrepreneurs**” – Reg.

Greetings!!!

Thank you very much for inviting me to conduct certificate course from 06<sup>th</sup> March 2020 to 09<sup>th</sup> March 2020. It is an honor for me to conduct course in your institution. I will assure my presence.



Thank You,  
With Best Regards

Mr. Siddhique,  
Head Quality Control,  
RK Industries, Viralimalai.

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



MASTeR

M.A.M. COLLEGE OF ENGG. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



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Academic Year 2016-2017

04.03.2020

MAMBS/MBA/CC/2019-20/002

## CIRCULAR

It is proposed to organize Certificate Course on "ISO Standards for Entrepreneurs" during 06/03/2020 - 09/03/2020 for Finalyear students. This training is to be provided in our Department.

Interested students can register their names with Mr. R.Anbarasan, on or before 05.03.2020.



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

MASTeR

M.A.M. COLLEGE OF ENGG. & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

## M.A.M. B-SCHOOL

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Chennai)



### ASSOCIATION OF MANAGEMENT STUDIES

### COPE

*Cordially invites you all for the*

*Certificate Course on*

# "ISO STANDARDS FOR ENTREPRENEURS"

*(06/03/2020 - 09/03/2020)*

**MR. SIDDHIQUE,**

Head Quality Control,  
RK Industries, Viralimalai.

**Venue: Seminar Hall at 9.45 a.m.**

**Dr. M.Hemalatha**

*Director,*

*M.A.M.B-SCHOOL*

*Mrs. FATHIMA BATHOOL MALUK*

*Chief Executive Officer*

*M.A.M.B-SCHOOL*





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Academic Year 2019-2020

## Name of the Course - ISO Standards for Entrepreneurs REGISTRATION FORM

Year/Sem : II/ IV  
Degree/Branch : MBA  
Batch : 2018-2020

Course Plan : 06/03/20 - 09/03/20  
Duration : 30 hrs  
Time : 09.00 am - 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	SIGNATURE
1	812218631002	Bavani.R	R. Revu
2	812218631003	Divya R.	R. Revu
3	812218631004	Elamathi P	P. Glanthy
4	812218631007	Jayapriya R.	R. Jayam
5	812218631008	Jeyaram.G	G. Jayaram
6	812218631009	Karthick S.	S. Karthick
7	812218631010	Kowsalya G.	G. Kowsalya
8	812218631011	Lokesh Raj M.	M. Lokesh
9	812218631012	Mathan Raj S.	S. Mathan
10	812218631013	Mohamed Bilal I.	I. Mohamed
11	812218631014	Nagalakshmi. R	R. Nagalakshmi
12	812218631016	Nivedha. A	A. Nivedha
13	812218631017	NoorulAmeen Z.	Z. NoorulAmeen
14	812218631018	Manjula P.	P. Manjula
15	812218631019	Ramya P.	P. Ramya
16	812218631020	Renuka V.	V. Renuka
17	812218631021	Ruben Rodrigues R.	R. Ruben
18	812218631022	Sankari M.	M. Sankari
19	812218631023	Saravanan R.	R. Saravanan
20	812218631024	Sathish P.	P. Sathish
21	812218631025	SathyaPriya T.	T. SathyaPriya
22	812218631026	Shankar R.	R. Shankar
23	812218631027	Sindhu S.	S. Sindhu
24	812218631029	Subha Shree M.	M. Subha Shree
25	812218631030	SudharsanPetric D.	D. SudharsanPetric
26	812218631031	Sujidha.N	N. Sujidha
27	812218631032	Sundareeswari S.	S. Sundareeswari
28	812218631033	Swathi R.	R. Swathi
29	812218631035	Uvarani.M	M. Uvarani
30	812218631037	Vignesh K.	K. Vignesh
31	812218631038	Vimal.R	R. Vimal





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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Chennai)

Academic Year 2019-2020

Name of the Course - ISO Standards for Entrepreneurs

ATTENDANCEFORM

Year/Sem : II/ IV

Degree/Branch : MBA

Batch : 2018- 2020

Total no. of Students Registered: 31

Course Plan : 06/03/20 - 09/03/20

Duration : 30 hrs

Time : 09.00 am - 05.00 pm

S. NO	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			06/03/20	07/03/20	08/03/20	09/03/20
1	812218631002	Bavani.R	P. Par.	P. Par.	R. Par.	R. Par.
2	812218631003	Divya R.	R. Divya	R. Divya	R. Divya	R. Divya
3	812218631004	Elamathi P	P. Elamathi	P. Elamathi	P. Elamathi	P. Elamathi
4	812218631007	Jayapriya R.	R. Jayapriya	R. Jayapriya	R. Jayapriya	R. Jayapriya
5	812218631008	Jeyaram.G	G. Jeyaram	G. Jeyaram	G. Jeyaram	G. Jeyaram
6	812218631009	Karthick S.	S. Karthick	S. Karthick	S. Karthick	S. Karthick
7	812218631010	Kowsalya G.	G. Kowsalya	G. Kowsalya	G. Kowsalya	G. Kowsalya
8	812218631011	Lokesh Raj M.	M. Lokesh Raj	M. Lokesh Raj	M. Lokesh Raj	M. Lokesh Raj
9	812218631012	Mathan Raj S.	S. Mathan Raj	S. Mathan Raj	S. Mathan Raj	S. Mathan Raj
10	812218631013	Mohamed Bilal I.	I. Mohamed Bilal	I. Mohamed Bilal	I. Mohamed Bilal	I. Mohamed Bilal
11	812218631014	Nagalakshmi. R	R. Nagalakshmi	R. Nagalakshmi	R. Nagalakshmi	R. Nagalakshmi
12	812218631016	Nivedha. A	A. Nivedha	A. Nivedha	A. Nivedha	A. Nivedha
13	812218631017	NoorulAmeen Z.	Z. NoorulAmeen	Z. NoorulAmeen	Z. NoorulAmeen	Z. NoorulAmeen
14	812218631018	Manjula P.	P. Manjula	P. Manjula	P. Manjula	P. Manjula
15	812218631019	Ramya P.	P. Ramya	P. Ramya	P. Ramya	P. Ramya
16	812218631020	Renuka V.	V. Renuka	V. Renuka	V. Renuka	V. Renuka
17	812218631021	Ruben Rodrigues R.	R. Ruben Rodrigues	R. Ruben Rodrigues	R. Ruben Rodrigues	R. Ruben Rodrigues
18	812218631022	Sankari M.	M. Sankari	M. Sankari	M. Sankari	M. Sankari
19	812218631023	Saravanan R.	R. Saravanan	R. Saravanan	R. Saravanan	R. Saravanan
20	812218631024	Sathish P.	P. Sathish	P. Sathish	P. Sathish	P. Sathish
21	812218631025	Sathya Priya T.	T. Sathya Priya	T. Sathya Priya	T. Sathya Priya	T. Sathya Priya
22	812218631026	Shankar R.	R. Shankar	R. Shankar	R. Shankar	R. Shankar





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

23	812218631027	Sindhu S.	S. Sindhu	S. Sindhu	S. Sindhu	S. Sindhu
24	812218631029	Subha Shree M.	M. Subha	M. Subha	M. Subha	M. Subha
25	812218631030	Sudharsan Petric D.	D. Sudharsan	D. Sudharsan	D. Sudharsan	D. Sudharsan
26	812218631031	Sujidha.N	N. Sujidha	N. Sujidha	N. Sujidha	N. Sujidha
27	812218631032	Sundareswari S.	S. Sundareswari	S. Sundareswari	S. Sundareswari	S. Sundareswari
28	812218631033	Swathi R.	R. Swathi	R. Swathi	R. Swathi	R. Swathi
29	812218631035	Uvarani.M	M. Uvarani	M. Uvarani	M. Uvarani	M. Uvarani
30	812218631037	Vignesh K.	K. Vignesh	K. Vignesh	K. Vignesh	K. Vignesh
31	812218631038	Vimal.R	R. Vimal	R. Vimal	R. Vimal	R. Vimal

DIRECTOR

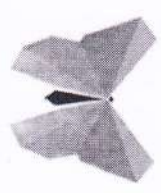
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105



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

Siruganur, Trichy -621105

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



# Certificate

This is to certify that Mr/Ms, D.SUDHARSAN PETRIC  
of II year MBA has participated in the Certificate Course on "ISO Standards  
for Entrepreneurs" organized by COPE - An Association of Department of  
Management Studies from 6<sup>th</sup> March 2020 to 9<sup>th</sup> March 2020.

*[Handwritten Signature]*  
CO-ORDINATOR



*[Handwritten Signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

*[Handwritten Signature]*  
DIRECTOR  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

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## Academic Year 2019-2020

### Programme Report

The Department of MBA organized a Four-day certificate course on “ISO Standards for Entrepreneurs” from 06/03/2020 - 09/03/2020 for II Year MBA students. The resource person was Mr. Siddhique, Head Quality Control, RK Industries, Viralimalai.

The program was inaugurated by Dr.M.Hemalatha, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr.R.Anbarasan, Associate Professor, Department of MBA. The course focused on ISO Standards for Entrepreneurs. The course included the theory classes followed by the interactive sessions.



- Day 1. To introduce international standards to students.
- Day 2. To train to practice in business organization in world standards ISO 11000.
- Day 3. To train to practice in business organization in world standards ISO 20000.
- Day 4. To train to practice in business organization in world standards ISO 80601.



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



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## Academic Year 2019-2020

### ISO STANDARDS FOR ENTREPRENEURS

#### OBJECTIVES:

- To introduce international standards to students.
- To train to practice in business organization in world standards.

#### UNIT I INTRODUCTION TO APTITUDE 6

Definition-Meaning-Types and classifications-Basics of Quality Standards and industry based standards – Procedure and practices.

#### UNIT II 6

ISO 11000 – ISO 11999-ISO 12000 – ISO 12999-ISO 13000 – ISO 13999-ISO 14000 – ISO 14999-  
ISO 15000 – ISO 15999-ISO 16000 – ISO 17999-ISO 18000 – ISO 19999

#### UNIT III 6

ISO 20000 – ISO 21999 /ISO 22000 – ISO 23999/ISO 24000 – ISO 25999/ISO 26000 – ISO  
27999/ISO 28000 – ISO 29999

#### UNIT IV 6

ISO 41012:2017 - ISO/TR 41013:2017- ISO/IEC 42010:2011- ISO 44001:2017 - ISO 45001- ISO  
46001:2019

#### UNIT V 6

ISO 80601-2-12:2011 - ISO 80601-2-67:2014 - ISO 80601-2-70:2015- SO 80601-2-74:2017 - ISO  
81714-1:2010-ISO/IEC/IEEE 90003:2018 - ISO/IEC TR 90006:2013

**TOTAL: 30 PERIODS**

#### OUTCOMES:

- Students can understand the international standards.
- Able to practices the best quality standards in the business organizations



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





# ISO 21001

Briefing notes

## Educational organization management systems


### What is ISO 21001?

ISO 21001 provides a common management tool for organizations providing educational products and services capable of meeting the needs and requirements of learners and other customers. It is a stand-alone management system standard, aligned with other ISO management system standards (such as ISO 9001, ISO 14001, etc.) through the application of the high level structure.

ISO 21001 focuses on the specific interaction between an educational organization, the learner, customers and other relevant interested parties: It specifies requirements for an Educational Organization Management System (EOMS) when such an organization :

- Needs to demonstrate its ability to consistently provide, share and facilitate the construction of knowledge while conforming with applicable statutory and regulatory requirements
- Aims to enhance the satisfaction of learners, other customers and personnel through the effective application of its EOMS, including processes for improvement of the system



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





## To whom does this standard apply?

All requirements of ISO 21001 are generic and intended to be applicable to educational organizations that provide, share and facilitate the construction of knowledge through teaching, training or research, regardless of type, size and the product and service provided. The standard therefore applies to the management system of any organization utilizing a curriculum to provide, share and transfer knowledge.

## Why is ISO 21001 important?

There is a critical and continuous need for educational organizations to evaluate the degree to which they meet the requirements of learners and other customers, in order to improve their ability to continue to do so.

ISO 21001 focuses on the specific interaction between an educational organization, the learner and other customers. Current educational processes are becoming increasingly focused on co-creation where the traditional customer-supplier relationship is refined into a collaborative partnership. This standard will give guidance on how to deliver quality in this challenging new environment.

Education differs from many other sectors in that a successful educational process maximizes the chance that a learner will succeed, though it cannot guarantee that outcome. The effort and capability of both the learner and educational organization are crucial variables for the educational process to be successful. Learning involves the internalization of knowledge, methods and skills. The educational organization stimulates this internalization and provides the framework, input, processes and learning resources for it to take place. However, it is the effort and capability of the learner that ultimately determines the success of the educational process.





## Who can benefit from ISO 21001?

Although learners and educational organizations worldwide are the main beneficiaries of this new management system standard, all stakeholders (i.e. everyone) will benefit from the output of standardized management systems in educational organizations.

Educational organizations that will benefit from the standard include pre-school, primary, elementary, middle schools and high schools, colleges, universities, adult education, special education schools, vocational education and training, tutoring or coaching centres, training organizations, education/training departments, consultants, and non-formal educational service providers. This is true regardless of the funding source, which can be public (subsidized), private (commercial), self-sufficient (internally generated revenue) or not for profit (sponsored).

Finally, all interested parties involved in determining requirements will benefit from this International Standard (teachers, parents, government, NGOs, trade unions, etc.).

## What benefits can ISO 21001 provide?

The potential benefits to an organization of implementing an EOMS based on this International Standard are:

- Better alignment of objectives and activities with policy
- Enhanced social responsibility by providing inclusive and equitable quality education for all
- More personalized learning and effective response to all learners, in particular those with special education needs and distance learners
- Consistent processes and evaluation tools to demonstrate and increase effectiveness and efficiency
- Increased credibility of the educational organization
- Ability to demonstrate commitment to effective quality management practices
- Development of a culture for organizational improvement
- Harmonization of regional, national, open and proprietary standards within an international framework
- Widened participation of interested parties
- Stimulation of excellence and innovation





## ISO 21001 principles

Implementing an EOMS draws on the following principles:

- Focus on learners and other beneficiaries
- Visionary leadership
- Engagement of people
- Process approach
- Continual improvement
- Evidence-based decisions
- Relationship management
- Social responsibility
- Accessibility and equity
- Ethical conduct
- Data security and protection

## Who developed ISO 21001?

ISO 21001 was developed by an international cross-sectoral group of experts (WG 1) working under project committee ISO/PC 288, *Educational organizations management systems – Requirements with guidance for use*. Eighty-six experts from 39 national standardization bodies were involved in developing the standard, with the added participation of stakeholder organizations from various educational sectors.

More information at [www.iso.org/committee/4960304.html](http://www.iso.org/committee/4960304.html).



### International Organization for Standardization

ISO Central Secretariat  
Chemin de Blandonnet 8  
Case Postale 401  
CH – 1214 Vernier, Geneva,  
Switzerland

**iso.org**

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## ISO-9000 Standard

*Compiled by-Shamon Ahmad., M.Pharma (O.A) Chandigarh Group of Colleges, Landra, Mohali(Punjab India)email-shmmon@gmail.com*

- Quality Assurance always been tried to set up A quality management systems that meet world-class standards which ascepted at International Market.
- Over the last few years, the **ISO-9000** has become the most popular quality standard in the Pharma industry, with practically all major companies rushing to get ISO-9000-certified. In fact, companies not ISO-certified would find it difficult to do business, given that certification is a basic requirement of would-be customers. The ISO-9000 series of standards was developed by the International Organization for Standardization.
- ISO-9000 currently has three quality standards:
  - the **ISO-9000:2000**,
  - the **ISO-9001:2000**,
  - and the **ISO-9004:2000**.
- Of these, only the ISO-9001:2000 outlines specific requirements for compliance, while the ISO-9000:2000 and the ISO-9004:2000 merely present information or guidelines.
- All of these quality standards are process-oriented, and not product-oriented(chamk,lightly). This means that ISO-9000 is more particular about how a company conducts its processes, and not what products it ships or level of product quality it has.
- The main objective of ISO is to facilitate international trade by providing a single internationally-accepted set of standards for everybody's reference.

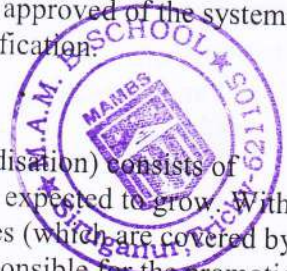
• **Table 1. ISO9000-2000's Standards and Guidelines**

• Standards and Guidelines	• Purpose
<ul style="list-style-type: none"> <li>• <b>ISO 9000:2000</b></li> <li>• Quality Management Systems - Fundamentals and Vocabulary</li> </ul>	<ul style="list-style-type: none"> <li>▪ - Establishes a starting point for understanding the standards</li> <li>- Defines the fundamental terms and definitions used in the ISO 9000 family to avoid confusion in their use</li> </ul>
<ul style="list-style-type: none"> <li>• <b>ISO 9001:2000</b></li> <li>• Quality Management</li> </ul>	<ul style="list-style-type: none"> <li>▪ - Defines the requirements for</li> </ul>



Systems - Requirements	<p>assessing the ability to meet customer and applicable regulatory requirements and thereby address (identify) customer satisfaction</p> <p>- Now the only standard in the ISO 9000 family against which third-party certification can be carried out</p>
<ul style="list-style-type: none"> <li>• <b>ISO 9004:2000</b></li> <li>• Quality Management Systems - Guidelines for performance improvements</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provides guidance for continual improvement of the quality management system to benefit all parties through sustained customer satisfaction</li> </ul>

- The first ISO standards were published in 1987, which were revised in 1994 as the ISO-9000:1994. The next and latest revision of ISO standards was released in 2000, and is therefore referred to as "ISO-9000:2000 Standards". The ISO-9000:2000, being process-oriented, can be applied to virtually any industry worldwide, and is certainly widely embraced in the semiconductor industry.
- The ISO-9000:1994 had 3 standards: the ISO-9001:1994, the ISO-9002:1994, and the ISO-9003:1994. ISO-9002:1994 and ISO-9003:1994 had been dropped, so companies who are certified to any of these two standards only should be re-certified to the ISO-9001:2000. Companies certified to the ISO-9001:1994 need to update their quality systems to the ISO-9001:2000 requirements for future recertification.
- Getting ISO-certified will not only bring about customer orders, it will also bring about efficiency and cost-effectiveness as a result of better process controls, operational systems, and problem resolution mechanisms.
- The process of getting ISO 9000-certified generally consists of the following steps: 1) development of a quality management system that meets the ISO 9000 standards; 2) conduct of internal audits to ensure that the quality system is working as planned; 3) invitation of an accredited external auditing body to audit the quality system and its implementation; 4) receipt of accreditation if the external auditor approved of the system; and 5) conduct of regular surveillance audits to maintain the certification.
- **FOUNDED** in 1946, ISO (International Organisation for Standardisation) consists of approximately 90 member countries at present and this number is expected to grow. With the exception of the electrical and electronic engineering industries (which are covered by International Electrotechnical Commission - IEC), the ISO is responsible for the promotion and development of international standards and related activities, including conformity assessments such as testing, inspection, laboratory accreditation, certification and quality assessments.





- “The ISO 9000 series standards have been adopted by some 45 countries and its equivalent standard in the Indian context is the Bureau of Indian Standards' (BIS) 14000 series. In the United States, the series is known as the ANSI/ASQC Q 9000 series”.
- The standard finds its origin in the European Community (EC) July 1985 product liability directives (also known as the single market directives) which state that for certain regulated products, manufacturers exporting to the EC and, eventually, to the European Free Trade Association, would need to have a well documented and implemented Quality Assurance System.
- The ISO 9000 series standards provide the requirements to which organisations desirous of certification must conform. One very important aspect of the standards is that they were very generic in nature and ingenuity is required while interpreting the standards' applicability to the industry or firm in question.

#### WHAT ARE THE ISO STANDARDS?

- Developed by the ISO Technical Committee 176, published in 1987 and updated approximately every five years, the standards comprise five documents whose focus is Quality Assurance Systems.
  - These five documents are:
    - **ISO 9000 -**  
Quality Management and Quality Assurance Standards - Guidelines for selection and use and avoid confusion in their use
    - **ISO 9001 - Quality systems**

Model for quality assurance in design, production, installation and servicing. This is the most comprehensive(high) standard with 20 clauses.

- **ISO 9002 - Quality systems –**

Model for quality assurance in **production and installation**. This standard has 18 clauses(sarte).

- **ISO 9003 - Quality systems –**

Model for quality assurance in **final inspection and test**. Requires conformity with 12 clauses(sarte).

- **ISO 9004:2000**

- Provides guidance for **continual improvement of the quality management system** to benefit all parties through sustained customer satisfaction.

- Quality management and quality system elements - Guidelines.

- **ISO 9000 in India**





- While certain bodies like BVQI and DNV have already started operations in India, others are expected to be following suit. This is because the number of companies desirous of getting an ISO9000 series registration is ever increasing. In addition to the registrars, the number of people providing ISO related services such as consultancy on ISO implementation and lead assessor courses is also showing exponential growth. Apex industry associations such as the CII (Confederation of Indian Industry) have also started providing services such as the lead assessor course.

- **THE PROCESS**

- One of the important aspects of the ISO registration process is to verify whether the unit seeking registration is indeed doing what is being claimed in its quality manual.
- The best strategy to adopt when embarking on the road to ISO registration is to adopt a simple model: design a quality assurance model from bottom up to ensure that what is done is indeed what is documented. Most auditors, while doing third party audits for registration, like to follow the "show me mapping" process.
- The process should begin with a familiarisation with the standard, followed by an assessment of the current quality assurance system with a special focus on how it addresses the ISO requirements. Thereafter, corrective actions to remove the gaps should be initiated and continuous monitoring via internal quality audits should take place to prevent the degradation of the systems' entropy to a higher level. It is advisable to have the assistance of a consultant to guide the implementation efforts.
- The registrars, after conducting the audit, send their recommendations to the accrediting body, which gives the certification. After certification, periodic "unannounced" audits are conducted to ensure that the unit is complying with the requirements of the standard.
- Incidentally, it makes good sense to decentralise registration efforts both from the point of view of acquiring as well as retaining certification.
- The designed Quality Assurance system should:
  - suit the unit's need,
  - not be restrictive to the point of being impractical
  - be continuously upgraded.
- Indeed the implicit driving force behind the registration process should be the formulation of a well throughout, effective system designed to bring about improved performance.



- **THE BENEFITS OF REGISTRATION:**

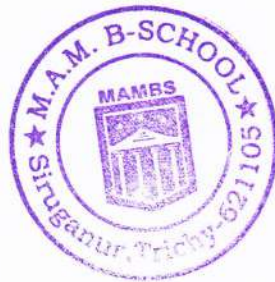
- The ISO certification should not be seen as a panacea to all quality-related problems. In fact, it is only a base line model for quality assurance, which can and should be upgraded continuously. It represents a documented system for quality assurance and the real benefit (besides improved quality) it offers is that it raises the confidence of the third party dealing with the registered unit. There is indeed a facelift in the organisation's corporate image and not surprisingly, an advertising campaign follows the registration.
- There are other technical benefits of registration as well. Since the adoption of the Resolution of May 7, 1985, concerning a new approach towards technical



harmonisation and standardisation, the EC has adopted 8 modules, which apply to products covered under different directives of the Council. Companies exporting any of the products covered under the directives will need to conform to the requirements of the applicable module. The eight modules are:

- Manufacturer's self declaration of conformity
- EC type examination
- EC declaration of conformity to type
- Production quality assurance (ISO 9002)
- Final inspection and testing (ISO 9003)
- Product verification by EC third party series production
- Same as F but for unit verification

- **Full quality assurance (ISO 9001)**
- Thus, if a company is exporting to the European Union, a product covered under one of the directives, which require conformity with modules D, E or H, the need for registration is done.
- Though ISO 9000, in its present form, does not deliver a comprehensive Total Quality Management System, it is rapidly gaining ground as the base line model. Its popularity is one the rise and even the Ministry of Small Scale Industries has declared an assistance of up to Rs 75,000 to the small scale unit which secures an ISO 9000 series registration which goes towards the cost of registration.
- What is true is that these international standards affect national standards, international trade and even national laws and regulations. The vigilance of the TC/176 committee (the international committee in charge of updating the ISO 9000 series) would probably ensure that standards are adopted. Therefore, companies wishing to increase or even maintain their niches in the European or global markets must seriously consider obtaining ISO registration as soon as possible.



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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Chennai)

## Academic Year 2019-2020

### FEEDBACK FORM

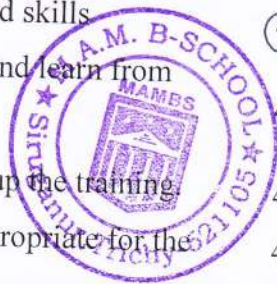
(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) : \_\_\_\_\_  
 Title of Programme / Course attended : ISO Standards for Entrepreneurs  
 Date and Venue : 06/03/2020 - 09/03/2020 & Seminar Hall  
 Name of the Resource Person / Speaker : Mr. Siddhique,  
 Head Quality Control,  
 RK Industries, Viralimalai.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree**

- |     |  |     |     |   |   |
|-----|--|-----|-----|---|---|
| 1.  | Workshop objectives were stated clearly and met.   | (4) | 3   | 2 | 1 |
| 2.  | The workshop was well organized.   | (4) | 3   | 2 | 1 |
| 3.  | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4   | (3) | 2 | 1 |
| 4.  | The information and/or skills presented were relevant and useful                             | 4   | (3) | 2 | 1 |
| 5.  | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4   | (3) | 2 | 1 |
| 6.  | The presenter(s) modeled student-centered learning strategies and techniques.                | (4) | 3   | 2 | 1 |
| 7.  | This workshop increased my knowledge and skills  | (4) | 3   | 2 | 1 |
| 8.  | The presenter(s) allowed me to work with and learn from others.                              | 4   | (3) | 2 | 1 |
| 9.  | The presenter(s) suggested ways to follow up the training.                                   | 4   | (3) | 2 | 1 |
| 10. | The materials provided were useful and appropriate for the                                   | 4   | (3) | 2 | 1 |





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105


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program.

11. The physical arrangements were adequate. 4 (3) 2 1
12. How would you rate this workshop? (please check one)  Excellent  Good  
 Very Good  Not Good
13. How comfortable are teaching the material presented in this workshop?  Very  Not at all  
 Somewhat
14. Areas/topics about which you would like to receive further training:



15. Suggestions for improving this workshop:

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

Date : 9.3.20

R. Vimal.  
Signature of the Participant

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

(Approved by AICTE, New Delhi & Affiliated to Anna University,  
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10.07.2018

## Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct value added course on “**Enhancement Training on Entrepreneurship**”.

\*\*\*\*\*

We have planned to organize value added course on “Enhancement Training on Entrepreneurship” during 16.07.2018-20.07.2018 for MBA students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



Course Coordinator

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

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



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



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

Ref: MAMBS/MBA/VAC/2018-2019/001

To

10.07.2018

Mr.S. Vimal Kumar,  
Branch Manager,  
UKR Promoters,  
Trichy.

**Sub: Requisition letter to conduct value added course – Reg**

Respected Sir,


With reference to the above mentioned subject, First Year Students of MBA have willing to attend value added course on “**Enhancement Training on Entrepreneurship**”. The schedule for the same is from 16.07.2018-20.07.2018. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.


We have attached the necessary supporting documents for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

Yours Faithfully,



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

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

Enclosure:

1. Syllabus

12.07.2018

Trichy

To

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

**Ref.:** Your Letter Dated 10.07.2018

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the value added course on “**Enhancement Training on Entrepreneurship**” – Reg.

At the outset, I feel so honour and happy to be a part of this great experience and would like to confirm that I accept the invitation to conduct the value added course that are being organized by your department commences from 16.07.2018-20.07.2018. I am so much aware of the topics you had sent, and I have completely reviewed them so that I can give my speech with utmost confidence and to the best satisfaction of students.

I am so much eager and looking forward to attend the event and I assure you that I will give my level best.

Yours truly,

S. VIMAL KUMAR



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

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



**M.A.M. B-SCHOOL**  
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12.07.2018

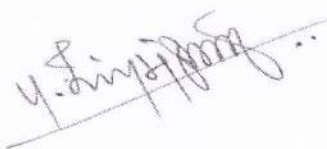
**CIRCULAR**

It is proposed to organize value added course on “**Enhancement Training on Entrepreneurship**” during 16.07.2018-20.07.2018 for MBA students. This training is to be provided in our campus.

Interested students can register their names with Ms.S.Najma, Associate Professor, MBA of this program on or before 14.07.2018.



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

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

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**ASSOCIATION OF MANAGEMENT STUDIES**  
**COPE**

*Cordially invites you all for the*

*Value Added Course on*

**"ENHANCEMENT TRAINING ON  
ENTREPRENEURSHIP"**

(16.07.2018-20.07.2018)

**MR.S. VIMAL KUMAR**

**Branch Manager**

**UKR Promoters**

**Trichy**

Dr. P.Subburethina Bharathi  
Director,

M.A.M.B-SCHOOL,Trichy

Mrs.Fathima Bathool Maluk

Chief Executive Officer

M.A.M.B-SCHOOL,Trichy

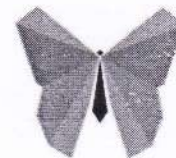


Venue: Seminar Hall.

  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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**Name of the Course -- Enhancement Training on Entrepreneurship**

**REGISTRATION FORM**

**Year : II Year/ III Sem**

**Course Plan : 16.07.2018-20.07.2018**

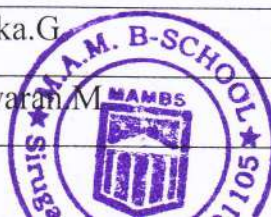
**Degree/Branch : PG/ MBA**

**Duration : 45 hrs**

**Batch : 2018-2019**

**Time : 09.00 am – 05.00 pm**

S.No.	Reg.No	Student's Name	Signature
1	812217631001	Agnes Sheeba.J	<i>Agnes Sheeba.J</i>
2	812217631002	Ajithkumar.R	<i>Ajithkumar.R</i>
3	812217631003	Alex Antony.G	<i>Alex Antony.G</i>
4	812217631004	Arockia Stephen Raj.D	<i>Arockia Stephen Raj.D</i>
5	812217631005	Arul Pandi.M	<i>Arul Pandi.M</i>
6	812217631006	Devakumar.S	<i>Devakumar.S</i>
7	812217631007	Dhivakar.S	<i>Dhivakar.S</i>
8	812217631008	Dinesh.M	<i>Dinesh.M</i>
9	812217631010	Jayapriya.D	<i>Jayapriya.D</i>
10	812217631011	Jeevitha.C	<i>Jeevitha.C</i>
11	812217631012	Kamali.K	<i>Kamali.K</i>
12	812217631013	Kamesh.K	<i>Kamesh.K</i>
13	812217631014	Kanagaraj.S	<i>Kanagaraj.S</i>
14	812217631015	Kanimozhi.N	<i>Kanimozhi.N</i>
15	812217631016	Kavikuyil.T	<i>Kavikuyil.T</i>
16	812217631017	KeerthanaPriyadarshini.P	<i>KeerthanaPriyadarshini.P</i>
17	812217631018	Keerthana Sri.T	<i>Keerthana Sri.T</i>
18	812217631019	Kiruthika.G	<i>Kiruthika.G</i>
19	812217631020	Logeswaran.M	<i>Logeswaran.M</i>




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20	812217631021	Merlin Selva Sheeli.S	<i>Merlin Selva Sheeli.S</i>
21	812217631022	Mohan Raj.G.T	<i>Mohan Raj.G.T</i>
22	812217631023	Muruganantham.R	<i>Muruganantham.R</i>
23	812217631025	Priya.S	<i>Priya.S</i>
24	812217631026	Rajachidambaram.N	<i>Rajachidambaram.N</i>
25	812217631027	Ramprakash.M	<i>Ramprakash.M</i>
26	812217631028	Rangeela.N	<i>Rangeela.N</i>
27	812217631029	Sakthivel.K	<i>Sakthivel.K</i>
28	812217631030	Sangavi.V	<i>Sangavi.V</i>
29	812217631033	Sathish Kumar.P	<i>SATHISH KUMAR.P</i>
30	812217631034	Senthilkumar.M	<i>Senthilkumar.M</i>
31	812217631035	Senthilkumar.P	<i>P Senthil</i>
32	812217631036	Shandeep S.K	<i>Shandeep S.K</i>
33	812217631037	Shankaran.S	<i>Shankaran.S</i>
34	812217631038	Shree Arvind.K	<i>Shree Arvind.K</i>
35	812217631039	Sivasankari.N	<i>Sivasankari.N</i>
36	812217631040	Suganthi.S	<i>Suganthi.S</i>
37	812217631041	Sugapriya.R	<i>Sugapriya.R</i>
38	812217631042	Suriya.S	<i>Suriya.S</i>
39	812217631043	Susinthar.V	<i>Susinthar.V</i>
40	812217631044	Yugan.L	<i>Yugan.L</i>

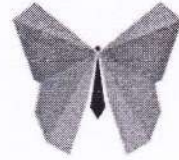


  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
**Siruganur, Trichy-621105**

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



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



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**Name of the Course – Enhancement Training on Entrepreneurship**

**ATTENDANCE FORM**

**Year/Sem : II Year/ III Sem**

**Course Plan : 16.07.2018-20.07.2018**

**Degree/Branch: PG/MBA**

**Duration : 45 hrs**

**Batch : 2018-2019**

**Time : 09.00 am – 05.00 pm**

**No of Students attended: 40**

S.No.	Reg.No	Student's Name	Signature of the Student				
			16.07.18	17.07.18	18.07.18	19.07.18	20.07.18
1	812217631001	Agnes Sheeba.J					
2	812217631002	Ajithkumar.R					
3	812217631003	Alex Antony.G					
4	812217631004	Arockia Stephen Raj.D					
5	812217631005	Arul Pandi.M					
6	812217631006	Devakumar.S					
7	812217631007	Dhivakar.S					
8	812217631008	Dinesh.M					
9	812217631010	Jayapriya.D					
10	812217631011	Jeevitha.C					
11	812217631012	Kamali.K					
12	812217631013	Kamesh.K					
13	812217631014	Kanagaraj.S					
14	812217631015	Kanimozhi.N					





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



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

15	812217631016	Kavikuyil.T	Kavikuyil	Kavikuyil	Kavikuyil	Kavikuyil	Kavikuyil
16	812217631017	Keerthana Priyadharshini.P	Keerthana Priyadharshini.P	Keerthana Priyadharshini.P	Keerthana Priyadharshini.P	Keerthana Priyadharshini.P	Keerthana Priyadharshini.P
17	812217631018	Keerthana Sri.T	Keerthana Sri.T	Keerthana Sri.T	Keerthana Sri.T	Keerthana Sri.T	Keerthana Sri.T
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21	812217631022	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T
22	812217631023	Muruganantham.R	Muruganantham.R	Muruganantham.R	Muruganantham.R	Muruganantham.R	Muruganantham.R
23	812217631025	Priya.S	Priya.S	Priya.S	Priya.S	Priya.S	Priya.S
24	812217631026	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N
25	812217631027	Ramprakash.M	Ramprakash.M	Ramprakash.M	Ramprakash.M	Ramprakash.M	Ramprakash.M
26	812217631028	Rangeela.N	Rangeela.N	Rangeela.N	Rangeela.N	Rangeela.N	Rangeela.N
27	812217631029	Sakthivel.K	Sakthivel.K	Sakthivel.K	Sakthivel.K	Sakthivel.K	Sakthivel.K
28	812217631030	Sangavi.V	Sangavi.V	Sangavi.V	Sangavi.V	Sangavi.V	Sangavi.V
29	812217631033	Sathish Kumar.P	Sathish Kumar.P	Sathish Kumar.P	Sathish Kumar.P	Sathish Kumar.P	Sathish Kumar.P
30	812217631034	Senthilkumar.M	Senthilkumar.M	Senthilkumar.M	Senthilkumar.M	Senthilkumar.M	Senthilkumar.M
31	812217631035	Senthilkumar.P	Senthilkumar.P	Senthilkumar.P	Senthilkumar.P	Senthilkumar.P	Senthilkumar.P
32	812217631036	Shanceep S.K	Shanceep S.K	Shanceep S.K	Shanceep S.K	Shanceep S.K	Shanceep S.K
33	812217631037	Shankaran.S	Shankaran.S	Shankaran.S	Shankaran.S	Shankaran.S	Shankaran.S
34	812217631038	Shree Arvind K	Shree Arvind K	Shree Arvind K	Shree Arvind K	Shree Arvind K	Shree Arvind K
35	812217631039	Sivasankar.N	Sivasankar.N	Sivasankar.N	Sivasankar.N	Sivasankar.N	Sivasankar.N
36	812217631040	Suganthi.S	Suganthi.S	Suganthi.S	Suganthi.S	Suganthi.S	Suganthi.S





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



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

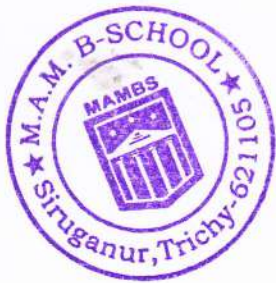
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38	812217631042	Suriya.S	Suriya	Suriya	Suriya	Suriya	Suriya	Suriya
39	812217631043	Susinthar.V	Susinthar	Susinthar	Susinthar	Susinthar	Susinthar	Susinthar
40	812217631044	Yugan.L	Yugan	Yugan	Yugan	Yugan	Yugan	Yugan

*MP*

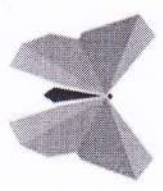
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
 Siruganur, Trichy-621105

*Y. Srinivasan*

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



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



# Certificate

*This is to certify that Mr./Ms/Mrs. R.SUGAPRIYA of II year MBA has participated in the Value Added Course on "Enhancement Training on Entrepreneurship" from 16.07.2018-20.07.2018.*



*[Handwritten signature]*  
COORDINATOR

*[Handwritten signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

*[Handwritten signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105



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



## Certificate

This is to certify that Mr./Ms/Mrs. *L.VUGGAN* of II year MBA has participated in the Value Added Course on "Enhancement Training on Entrepreneurship" from 16.07.2018-20.07.2018.



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

COORDINATOR

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

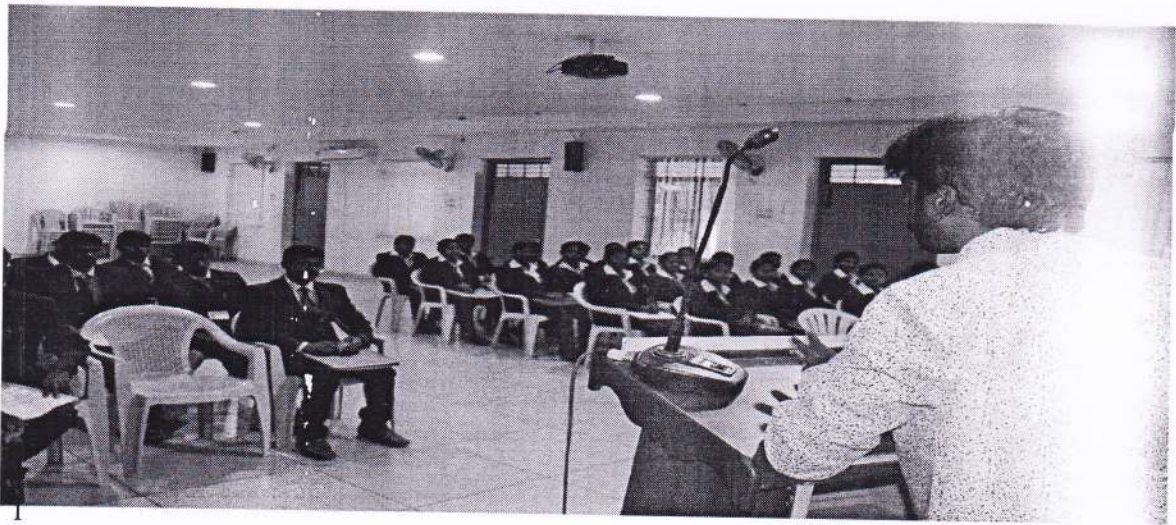
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105



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

### Programme Report

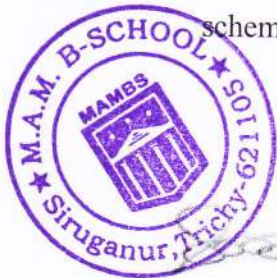
The Management Studies organized a value added course on “**Enhancement Training on Entrepreneurship**” from 16.07.2018-20.07.2018 for MBA students. The resource person was Mr.S.Vimal kumar, Branch Manager, UKR Promoters, Trichy.




The program was inaugurated by Dr.P.Subburethina Bharathi, Director along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms.S.Najma Associate Professor, MBA. The course focused on the inputs of identify and nurturing the entrepreneurial inclination of students. The course included the theory classes followed by the interactive sessions.

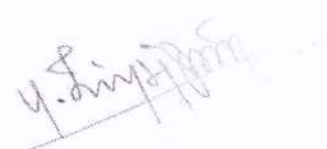
### **Training Module**

- Day 1.** Introduction to the major elements of the entrepreneurial frame work.
- Day 2.** Identify and develop the entrepreneurial qualities of individual.
- Day 3.** Understand the success/ failure stories of entrepreneurs and learning lessons.
- Day 4.** Formulate the strategies for new business development through various exercises/ activities.
- Day 5.** What it takes for Entrepreneurship- Opportunities and Challenges& Government Support and schemes for Entrepreneurs & overview of “Startup India” .



Course Coordinator

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

  
DIRECTOR  
M.A.M. B-SCHOOL





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

---

**VACMBA002 Enhancement training on Entrepreneurship**

**OBJECTIVES:**

- To learn the Entrepreneurship concepts and basics.
- To understand the Entrepreneurship environment.
- To formulate strategies for new business development.

**UNIT I INTRODUCTION**

9

Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

**UNIT II Business Planning Process**

9

Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.

**UNIT III Institutions supporting Entrepreneurs**

9

Small industry financing developing countries - A brief overview of financial institutions in India - Central level and state level institutions - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India

**UNIT IV Family Business**

9

Importance of family business - Types - History - Responsibilities and rights of shareholders of a family business - Succession in family business - Pitfalls of the family business - strategies for improving the capability of family business - improving family business performance.

**UNIT V International Entrepreneurship Opportunities**

9

The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

**OUTCOMES:**

- To strategies entrepreneurship formulae.
- To understand grabbing of business opportunities.



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

**TOTAL: 45 PERIODS**

*Y. Srinivasan*  
**DIRECTOR**  
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**Department of Management Studies**

**FEEDBACK FORM**

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :  
 Title of Programme / Course attended : Enhancement Training on Entrepreneurship.  
 Date and Venue : 16.07.2018-20.07.2018 & Seminar Hall.  
 Name of the Resource Person / Speaker : Mr.S.Vimal kumar, Branch Manager  
 UKR Promoters, Trichy.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree**

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from                                      | 4 | 3 | 2 | 1 |







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others.

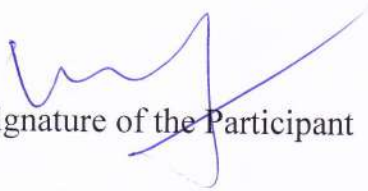
9. The presenter(s) suggested ways to follow up the training. 4 3 2 1
10. The materials provided were useful and appropriate for the program. 4 3 2 1
11. The physical arrangements were adequate. 4 3 2 1
12. How would you rate this workshop? (please check one)
- Excellent  Good
- Very Good  Not Good
13. How comfortable are teaching the material presented in this workshop?
- Very  Not at all
- Somewhat
14. Areas/topics about which you would like to receive further training:

15. Suggestions for improving this workshop:

Date: 20.7.18



  
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Signature of the Participant



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COURSE MATERIAL  
ON

ENHANCEMENT TRAINING ON ENTREPRENEURSHIP

**Entrepreneurship**

Entrepreneurship can be defined by describing what entrepreneurs do. "Entrepreneurs use personal initiative, and engage in calculated risk-taking, to create new business ventures by raising resources to apply innovative new ideas that solve problems, meet challenges, or satisfy the needs of a clearly defined market."

But as the following definitions state, entrepreneurship is not restricted to business and profit:

"Entrepreneurship involves bringing about change to achieve some benefit. This benefit may be financial but it also involves the satisfaction of knowing you have changed something for the better.

"Entrepreneurship is essentially the act of creation requiring the ability to recognize an opportunity, shape a goal, and take advantage of a situation. Entrepreneurs plan, persuade, raise resources, and give birth to new ventures."

**Entrepreneur**

The word „Entrepreneur“ has been taken from the French word. It means Between Takers. Entrepreneur is another name of Risk Taker. An entrepreneur is an individual who takes moderate risks and brings innovation. Entrepreneur is a person who organises/ manages the risks in his/her enterprise.

“Entrepreneur is a individual who takes risks and starts something new”

According to J.B.say, “Entrepreneur is an Economic agent to unites all the means of production”

An entrepreneur is an individual who takes moderate risks and brings innovation.

An **entrepreneur** is a person who has possession of a new enterprise, venture or idea and assumes significant accountability for the inherent risks and the outcome.





An entrepreneur is "one who undertakes an enterprise, especially a contractor, acting as intermediately between capital and labour."

Some facts about entrepreneurs and entrepreneurship:

**E:**xamine needs, wants, and problems to see how they can improve the way needs and wants are met and problems overcome.

**N:**arrow the possible opportunities to one specific "best" opportunity.

**T:**hink of innovative ideas and narrow them to the "best" idea.

**R:**esearch the opportunity and idea thoroughly.

**E:**nlist the best sources of advice and assistance that they can find.

**P:**lan their ventures and look for possible problems that might arise.

**R:**ank the risks and the possible rewards.

**E:**valuate the risks and possible rewards and make their decision to act or not to act.

**N:**ever hang on to an idea, no matter how much they may love it, if research shows it won't work.

**E:**mploy the resources necessary for the venture to succeed.

**U:**nderstand that they will have to work long and hard to make their venture succeed.

**R:**ealize a sense of accomplishment from their successful ventures and learn from their failures to help them achieve success in the future.

## Characteristics of Successful Entrepreneurs

Entrepreneurs are different from each other, but successful entrepreneurs tend to share certain characteristics. Not all of them have developed each of the following to the same degree, but they tend to have developed most of them to some degree. Here are some common characteristics of successful entrepreneurs.

Entrepreneurs tend to:

- Be passionate about achieving their goals



- Have a spirit of adventure (in fact, the word "adventure" is derived from the latin word meaning "to venture")
- Have a strong need to achieve and seek personal accomplishment
- Be self-confident and self-reliant
- Be goal-oriented
- Be innovative, creative, and versatile
- Be persistent
- Be hardworking and energetic
- Have a positive attitude
- Be willing to take initiative
- Have a strong sense of commitment

**An eye for opportunity:** Many entrepreneurs start by finding a need and quickly satisfying it.  
**Independence:** Even though most entrepreneurs know how to work within the framework for the sake of profits, they enjoy being their own boss.

**An appetite for hard work:** Most entrepreneurs start out working long, hard hours with little pay.

**Self-confidence:** Entrepreneurs must demonstrate extreme self-confidence in order to cope with all the risks of operating their own business.

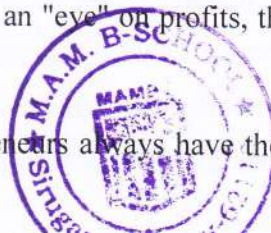
**Discipline:** Successful entrepreneurs resist the temptation to do what is unimportant or the easiest but have the ability to think through to what is the most essential.

**Judgment:** Successful entrepreneurs have the ability to think quickly and make a wise decision.  
**Ability to accept change:** Change occurs frequently when you own your own business, the entrepreneur thrives on changes and their businesses grow.

**Make stress work for them:** On the roller coaster to business success the entrepreneur often copes by focusing on the end result and not the process of getting there.

**Need to achieve:** Although they keep an "eye" on profits, this is often secondary to the drive toward personal success.

**Focus on profits:** Successful entrepreneurs always have the profit margin in sight and know that





their business success is measured by profits. Is this your profile or would you rather do your job, pick up your paycheck and leave the headaches to someone else? Most of us, quite easily, choose the later.

### **Entrepreneurship as a Career**

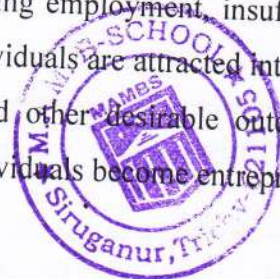
The greatest challenge before the youngsters in India today is to build the country into an economic global giant. The obvious questions that come to the minds of most of them are - "Why should we in India think of being an entrepreneur? Why not work as part of a larger organisation where the opportunities and resources to scale ideas are perhaps far greater?"

Entrepreneurship is important for two reasons. One, it furthers innovation to find new solutions to existing and emerging demands. Two, it offers far greater opportunities for wealth creation for self and the society than anything else. Entrepreneurship has its challenges. It is about 20 per cent luck and 80 per cent effort, clarity, courage, confidence, passion and above all smartness.

What leads a person to take up entrepreneurship as a career option? There can be a number of reasons including displacement from a job, frustration in the present job, not getting a job of his/her choice, etc. Sometimes a person realises much in advance that his/her job is in jeopardy, as the organisation is moving towards closure. At times a deserving employee getting superseded in promotion is compelled to quit the job and look for doing something on his own. Some people object to a system wherein reward is often based on seniority rather than merit.

Above facts are corroborated by the research findings of Gilad and Levine (1986). They proposed two closely-related explanations of entrepreneurial motivation, the "push" and the "pull" theory. The "push" theory argues that individuals are pushed into entrepreneurship by negative external forces, such as job dissatisfaction, difficulty in finding employment, insufficient salary, or inflexible work schedule. The "pull" theory contends that individuals are attracted into entrepreneurial activities seeking independence, self-fulfillment, wealth, and other desirable outcomes. Research (Keeble et al., 1992; Orhan and Scott, 2001) indicates that individuals become entrepreneurs primarily due to "pull" factors rather than "push" factors.

Some of the prominent pull factors that attract individuals towards entrepreneurship as a career option are: High Need for Independence: There are personalities who would like to have freedom about: with whom to work, when to work, with whom to do business at what terms etc. It is this instinct in them that pushes such personalities to start something of their own.



To satisfy the dream of having high Financial Rewards: To satisfy the need to derive high financial rewards as an outcome of efforts leads some to start a business of their own. The fundamental difference between job and own venture lies in the degree of financial rewards for the efforts put in to achieve organisational goals.

Opportunity to deal with all aspects of a business: No job can provide an opportunity to learn and deal effectively with a wide spectrum of business activities starting from idea generation, conceptualisation, design, creation, marketing to customer response and customer satisfaction.

Vision to leave a long lasting mark: Entrepreneurship creates an opportunity to make definite contribution to the society by lifting the people in and around the venture. A continuous zeal to innovate helps in touching the heads and hearts of people at large.

A strong urge from within to start a business, combined with workable innovative ideas, careful planning, and hard work can lead to a very engaging, self-satisfying, enjoyable and profitable endeavour. The greatest contributory factor to entrepreneurship is an intention i.e. a strong purpose in life coupled with determination to produce desired results.

Positive aspects of entrepreneurship.

There is no age bar to entrepreneurship. But youth is certainly more suited to take up an entrepreneurial venture because they are technologically precocious, do not fear from change and challenge, and have greater ability to see things differently.

Thus, leaving aside the pull and push factors leading to entrepreneurship, the fundamental decision to take up entrepreneurship as a career option gets guided by a three part process in which an individual weighs the desirability of self-employment with the desirability of working for others, possession of competencies and capabilities to undertake entrepreneurial venture. The fact remains that present environment provides great entrepreneurial opportunities and more and more youngsters are consciously opting for it as a career option.

- Being the boss if his own business, he enjoys unlimited powers. He can do things in his own way and he need not take orders from someone else. He can make his own decisions and act on them.
- There are numerous opportunities for his self- development.



- Working on one's own and thus getting rewards yields immense satisfaction and pleasure for more than what he can get in a job.
- Monetary rewards can be more than commensurate with his capacity and capabilities.
- He can command deference and respect of his immediate family and friends. It is a kind of intangible reward.
- Instead of depending on others, he generates employment for others.
- He can make significant contribution to the development of the country and be proud of taking part in nation building activities.
- He can be a great achiever realising his goals and proving his achievements to the world. He can be recognised for his outstanding efforts.

### **Negative aspects**

- Though an entrepreneur is his own boss, in some respects he is not. It is so because he is constrained by various people like his financiers, labourers, suppliers, customers and so on.
- He may have to face frustration since the scope of his operations is limited by his limited resources.
- He has to work long and hard hours from morning to dusk and his venture tends to absorb all his energy and time. This may affect his social and family life.
- At times he may have to face disappointments and frustrations since everything in his venture may not always work the way he would like it to.
- He has to always work with tension since there is always the risk of failure.

### **Entrepreneurial Personality**

Starting and growing your own business requires many skills to be successful. Take a look at the business personality types and find out what you need to succeed.

Your business personality type are the traits and characteristics of your personality that blend with the needs of the business. If you better understand your business personality, then you can give



your company the best part of you. Find others to help your business in areas you aren't prepared to fulfill.

There are 9 key types of personality and understanding each will help you enjoy your business more and provide your company with what it needs to grow. This entrepreneur personality profile is based on the 9-point circle of the Enneagram.

### **The 9 Personality Types of Entrepreneurs**

**1. The Improver:** If you operate your business predominately in the improver mode, you are focused on using your company as a means to improve the world. Your overarching motto is: morally correct companies will be rewarded working on a noble cause. Improvers have an unwavering ability to run their business with high integrity and ethics.

Personality Alert: Be aware of your tendency to be a perfectionist and over-critical of employees and customers.

Entrepreneur example: Anita Roddick, Founder of The Body Shop.

**2. The Advisor:** This business personality type will provide an extremely high level of assistance and advice to customers. The advisor's motto is: the customer is right and we must do everything to please them. Companies built by advisors become customer focused.

Personality Alert: Advisors can become totally focused on the needs of their business and customers that they may ignore their own needs and ultimately burn out.

Entrepreneur example: John W. Nordstrom, Founder Nordstrom.

**3. The Superstar:** Here the business is centered around the charisma and high energy of the Superstar CEO. This personality often will cause you to build your business around your own personal brand.

Personality Alert: Can be too competitive and workaholics.

Entrepreneur example: Donald Trump, CEO of Trump Hotels & Casino Resorts.

**4. The Artist:** This business personality is the reserved but highly creative type. Often found in businesses demanding creativity such as web design and ad agencies. As an artist type you'll tend to build your business around the unique talents and creativities you have.

Personality Alert: You may be overly sensitive to your customer's responses even if the feedback is constructive. Let go the negative self-image.

**5. The Visionary:** A business built by a Visionary will often be based on the future vision and





thoughts of the founder. You will have a high degree of curiosity to understand the world around you and will set-up plans to avoid the landmines.

Personality Alert: Visionaries can be too focused on the dream with little focus on reality. Action must proceed vision. Entrepreneurial example: Bill Gates, Founder of MicroSoft Inc.

**6. The Analyst:** If you run a business as an Analyst, your company is focus on fixing problems in a systematic way. Often the basis for science, engineering or computer firms, Analyst companies excel at problem solving.

Personality Alert: Be aware of analysis paralysis. Work on trusting others. Entrepreneurial example: Intel Founder, Gordon Moore.

**7. The Fireball:** A business owned and operated by a Fireball is full of life, energy and optimism. Your company is life-energizing and makes customers feel the company has a get it done attitude in a fun playful manner.

Personality Alert: You may over commit your teams and act to impulsively. Balance your impulsiveness with business planning.

Entrepreneurial example: Malcolm Forbes, Publisher, Forbes Magazine.

**8. The Hero:** You have an incredible will and ability to lead the world and your business through any challenge. You are the essence of entrepreneurship and can assemble great companies.

Personality Alert: Over promising and using force full tactics to get your way will not work long term.

To be successful, trust your leadership skills to help others find their way.

Entrepreneurial example: Jack Welch, CEO GE.

**9. The Healer:** If you are a Healer, you provide nurturing and harmony to your business. You have an uncanny ability to survive and persist with an inner calm.

Personality Alert: Because of your caring, healing attitude toward your business, you may avoid outside realities and use wishful thinking. Use scenario planning to prepare for turmoil.

### Characteristics of successful Entrepreneur

- Capacity to take risk
- Capacity to work hard
- Above average intelligence and wide knowledge

- Self Motivation
- Vision and foresight
- Willingness to defer consumption
- Imagination initiative and emulation
- Incentive ability and sound judgment
- Flexibility and sociability
- Desire to take personal responsibility.
- Desire to seek and use feedback
- Persistence in the face of adversity
- Innovativeness and future orientation
- Mobility and drive
- Creative Thinking.
- Strong need for achievement
- Ability to Marshall resources
- High degree of ambition
- Will to conquer & impulse to fight.
- Will to prove superior to others.

## **Knowledge and Skills of Entrepreneur**

Idea generation & scanning of the best suitable idea

Determination of the business objective

Product analysis and market research

Determination of form of ownership

Completion of promotional formalities

Raising necessary funds





Procuring machine & material

Recruitment of men

Undertaking the business operations

Types of Entrepreneur:

✓ Innovative Entrepreneur

✓ Imitative Entrepreneur

## 7 key Qualities of Entrepreneurs:

Being an entrepreneur is about more than just starting a business or two, it is about having attitude and the drive to succeed in business. All successful Entrepreneurs have a similar way of thinking and posses several key personal qualities that make them so successful in business. Successful entrepreneurs like the ambitious Richard Branson have an inner drive to succeed and grow their business, rather than having a Harvard Business degree or technical knowledge in a particular field.

All successful entrepreneurs have the following qualities:

### **Inner Drive to Succeed**

Entrepreneurs are driven to succeed and expand their business. They see the bigger picture and are often very ambitious. Entrepreneurs set massive goals for themselves and stay committed to achieving them regardless of the obstacles that get in the way.

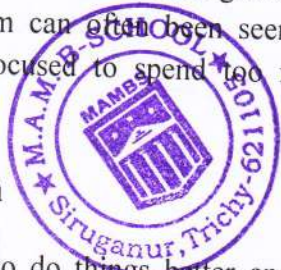
### **Strong Belief in themselves**

Successful entrepreneurs have a healthy opinion of themselves and often have a strong and assertive personality. They are focused and determined to achieve their goals and believe completely in their ability to achieve them. Their self optimism can often be seen by others as flamboyance or arrogance but entrepreneurs are just too focused to spend too much time thinking about un-constructive criticism.

### **Search for New Ideas and Innovation**

All entrepreneurs have a passionate desire to do things better and to improve their products or service. They are constantly looking for ways to improve. They're creative, innovative and resourceful.

### **Openness to Change**



If something is not working for them they simply change. Entrepreneurs know the importance of keeping on top of their industry and the only way to being number one is to evolve and change with the times. They're up to date with the latest technology or service techniques and are always ready to change if they see a new opportunity arise.

## **Competitive by Nature**

Successful entrepreneurs thrive on competition. The only way to reach their goals and live up to their self imposed high standards is to compete with other successful businesses.

## **Highly Motivated and Energetic**

Entrepreneurs are always on the move, full of energy and highly motivated. They are driven to succeed and have an abundance of self motivation. The high standards and ambition of many entrepreneurs demand that they have to be motivated!

## **Accepting of Constructive Criticism and Rejection**

Innovative entrepreneurs are often at the forefront of their industry so they hear the words "it can't be done" quite a bit. They readjust their path if the criticism is constructive and useful to their overall plan, otherwise they will simply disregard the comments as pessimism. Also, the best entrepreneurs know that rejection and obstacles are a part of any leading business and they deal with them appropriately.

True entrepreneurs are resourceful, passionate and driven to succeed and improve. They're pioneers and are comfortable fighting on the frontline The great ones are ready to be laughed at and criticized in the beginning because they can see their path ahead and are too busy working towards their dream.

### **WOMEN ENTREPRENEUR IN INDIA:**

The Indian sociological set up has been traditionally a male dominate done. Women are considered as weaker sex and always to depend on men folk in their family and outside, throughout their life. They are left with lesser commitments and kept as a dormant force for a quite long time. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure.

The traditional set up is changing in the modern era. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women.

Indian families do have the privilege of being envied by the westerners, since women here are taking more responsibilities in bringing up children and maintaining a better home with love and affection. At the family level, the task of coordinating various activities in a much effective manner, without feeling the pinch of inconveniences, is being carried out by the women folk.





Thus, the Indian women have basic characters in themselves in the present sociological and cultural setup as follows.

- Indian women are considered as Sakthi, which means source of power.
- Effectively coordinating the available factors and resources.
- Efficient execution of decisions imposed on them.
- Clear vision and ambition on the improvement of family and children.
- Patience and bearing the sufferings on behalf of others and
- Ability to work physically more at any age.

#### NEED OF THE HOUR:

Women sector occupies nearly 45% of the Indian population. The literary and educational status of women improved considerably during the past few decades. More and more higher educational and research institutions are imparting knowledge and specialisation. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programmes to women. The institutions available at present are very limited. Moreover, their functions and opportunities available with them are not popularised much.

#### QUALITIES REQUIRED FOR AN ENTREPRENEUR:

An effective entrepreneur requires certain basic qualities, which can be listed as follows.

- Innovative thinking and farsightedness.
- Quick and effective decision making skill.
- Ability to mobilise and marshal resources.
- Strong determination and self confidence.
- Preparedness to take risks.
- Accepting changes in right time.
- Access and alertness to latest scientific and technological information.



Matching the basic qualities required for entrepreneurs and the basic characters of Indian women reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilisation in productive and service sectors for the development of the nation.

#### Factors affecting Entrepreneurship growth:

1. Economic factors
2. Social factors
3. Cultural factors
4. Personality factors
5. Psychological and sociological factors.

### **Economic Factors:**

1. Lack of adequate basic facilities
2. Non- availability of capital
3. Non- availability of raw materials and finished goods.
4. Greater risk involved in business
5. Non- availability of skilled labour

### **Social factors**

1. Customs and traditions
2. Rationality of the society
3. Social system
4. Social set-up

### **Personality Factors**

1. Suspect personality
2. Emergence of planning

### **Financial Planning**

### **Working Capital Management**





yet been sold. These are considered liquid assets, since they can be converted into cash quite easily.

Policies, procedures, and techniques employed in maintaining the optimum number or amount of each inventory item. The objective of inventory management is to provide uninterrupted production, sales, and/or customer-service levels at the minimum cost.

## Techniques: -

- ABC
- JIT
- FSN
- VED
- BILLS OF MATERIAL
- BIN CARDS
- EOQ-ECONOMIC RE-ORDER QUANTITY
- INVENTORY/TURNOVER

## Inventory Management

### Importance:-

#### - TRANSCATIONS MOTIVE:

It emphasizes the need to maintain inventories to facilitate smooth production and sales operations.

#### - PRECAUTIONARY MOTIVE: -

It necessitates holding of inventories to guard against the risk of unpredictable changes in demand and supply forces and other factors

#### - SPECULATIVE MOTIVE: -

It influences the decision to increase or reduce inventory levels to take the advantage of price level fluctuations

Conflicting needs : -



- Working capital management is concerned with making sure we have exactly the right amount of money and lines of credit available to the business at all times
- Working Capital is the money used to make goods and attract sales
- The less Working Capital used to attract sales, the higher is likely to be the return on investment
- Working Capital = Current Assets – Current Liabilities

## Working Capital Management

- Cash Management
- Receivables Management
- Inventory Management

## Cash Management

- Identify the cash balance which allows for the business to meet day to day expenses reduces cash holding costs

## Receivables Management

- Money which is owed to a company by a customer for products and services provided on credit
- Identify the appropriate credit policy

## • Inventory Management

- Identify the level of inventory which allows for uninterrupted production
- Reduces the investment in raw materials, minimizes reordering costs and hence increases cash flow

## Inventory Management

A company's merchandise, raw materials, and finished and unfinished products which have not





## **Models of inventory mgt:-**

Several models & methods have been developed in recent past for determining the optimum level of inventories.

### **Classified into two types:- Deterministic models:-**

There is no uncertainty associated with demand supply of inventory.

### **Probabilistic models:-**

It always some degree of uncertainty associated with demand pattern & lead times of inventories.

Unusually deterministic models associated:

- Economic ordering quantity.(EOQ)
- ABC analysis.
- Inventory return over ratio.

### **EOQ:**

Important decision to be taken by a firm in inventory mgt is how much to buy at a time. This is called EOQ.

EOQ give solution to other problem like: How frequently to buy? When to buy? What should be the reserve stock?

### **Assumptions:-**

EOQ is based on certain assumption.

- The firm knows how much items of particular inventories will be used or demanded.
- Use of inventories/sales made by the firm remains constant, or unchanged.



- To maintain a large size of inventories of raw materials and WIP for efficient and smooth production and of finished goods for uninterrupted sales operations
- To maintain a minimum investment in inventories to maximize profitability

### **Objective: -**

- determine and maintain optimum level of inventory investment
- to maintain sufficient inventory for the smooth production and sales operations
- to avoid excessive and inadequate levels of inventories
- Making adequate inventories available for production & sales when required.

### **Benefits of holding inventories:**

Avoiding losses of sales □ avoid non-supply of goods at times demands by understands.

Reducing ordering costs □ cost associated with individual order such as typing approving mailiyet can be reduced.

Achieving efficient production run □ Supply of sufficient inventories protects against shortage of raw materials that may interrupt production operation.

### **Cost of holding inventories:-**

#### **Ordering cost :**

cost which are associated with placing of orders to purchase raw materials & components. Salary, rent. "More the order the more will be ordering costs vice verse".

#### **Carrying costs :**

cost involved in holding or carrying inventories like insurance. Charger for covering risk, thefts. It includes opportunity cost.

Money blocked in inventories been invested. It would earn a certain return. Loss of such return may be considered opportunity cost.





P = Cost of placing an order. (ordering cost)

S = Annual/ monthly cost of storage of one unit known (carrying cost)

### **Trial & Error Approach:-**

Carrying & ordering cost should be studied “order formula approach”.

### **Graphic Approach:**

EOQ can found by drawing a graph.

### **ABC Analysis:-**

A – Items with highest value.

B – Items with

relatively low

value. C – Items

with least

valuable.

A – items maintain bare minimum necessary level of inventories.

B – items will be kept under

reasonable control. C – items



The moment inventories reach the zero level, the order of inventory is placed without delay. These assumptions are also called limitations of EOQ.

### Determination of EOQ:-

#### **Ordering cost:**

Cost concerned with the placing of an order to acquire inventories. Yes it way from time to time depending upon the no of items orders places & no of items ordered in each order.

#### **Carrying cost:**

Cost related to carrying or keeping inventories in a firm.

Ex: interest on investment, obsolescence, losses,

insurance, premium. Volume of inventory & carrying

cost.

EOQ can be determined by an approach.

### **The order-formula approach:-**

There are number of mathematical formula to calculate EOQ. The most frequently

used formula is  $Q = \sqrt{\frac{2DU}{C_o}}$

$Q = EOQ$ .

$U =$  Quantity purchased in a year/month.





The use of these guides makes the selection process to a great extent, more effective.

2. How many people do we need?

In fact, the previous question deals with the quality of personnel. This question deals with the quantity of personnel the enterprise needs. We must answer several questions to determine the number of people required for various positions throughout the enterprise.

1. Is the demand for certain skills and occupations growing, constant or shrinking?
2. How much work can the average person do in a specified period of time?
3. What is the level of absenteeism?
4. What is the level of turnover?

Manpower planning can be defined as "the process by which an entrepreneur ensures that he has the right number of people and right kind of people with appropriate skills, at the right place and the right time to do work for which they are economically most suitable".

Job Requirements:

The job requirements must be identified before an enterprise select employees for itself.

1. Conducting Job Analysis:

This is an investigation into various aspects of a task in terms of skill, qualification, duties and responsibilities.

It covers job title, the department to which it relates line of supervision, relationship with other jobs, types of material and equipment used, mental and manual dexterity, working condition etc.

2. Job Description:

Simply stated, job description deals with what, why, when and how tasks are to performed. In other words, it is a written statement of work conditions, time involvement and job responsibilities.

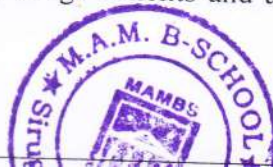
3. Job Specification:

Job specification is a description of the salient features of the person to be recruited in the specific job. It is standard against which the salient features of the employee are matched how far he matches with the job specifications. In other words, it describes the personal qualities of the employees like their

knowledge, skills, experience, qualities of leadership and decision making abilities etc.

Recruitment:

Recruitment in small scale industries is more difficult because they cannot compete with their large counterparts in salary, fringe benefits and apparent stability. These



would be under simple control.

### **FSN – Fast moving, Slow moving, Non-moving.**

Fast moving in order to have smooth production. High demand – adequate inventory of these items maintained

Slow moving items slowly moving indicated by a low turnover ratio needed to maintain at minimum level.

Dormant/obsolete items have no demand these should be disposed of as early as possible to curb further losses caused by them.

## **Human Resource Mobilization**

### **Meaning of Manpower Planning:**

Small scale enterprises also need to draw plans to take various decisions and perform multi various activities. In simple words, plans are basic to any sort of enterprise - whether large, medium or

small. This includes the plans or provisions for manpower also. Unfortunately, the man power planning is neglected area in the Indian context especially in small scale industry. Under manpower planning, the management needs to ask itself two basic questions of:

1. What kinds of people do we need?

Before we ask this question, we must first understand the types of jobs to be filled. For example, do these jobs require someone with training in typing or shorthand or can they be done by an individual without any specialized training but who can learn our billing system quickly and who enjoys assignment requiring attention to small details?

To answer such questions in a systematic manner, enterprises often do develop job descriptions. In simple words, job descriptions are written explanations of the duties of a job together with a list of the minimum qualification necessary to hold the job.



The use of these guides makes the selection process to a great extent, more effective.

2. How many people do we need?

In fact, the previous question deals with the quality of personnel. This question deals with the quantity of personnel the enterprise needs. We must answer several questions to determine the number of people required for various positions throughout the enterprise.

1. Is the demand for certain skills and occupations growing, constant or shrinking?
2. How much work can the average person do in a specified period of time?
3. What is the level of absenteeism?
4. What is the level of turnover?

Manpower planning can be defined as "the process by which an entrepreneur ensures that he has the right number of people and right kind of people with appropriate skills, at the right place and the right time to do work for which they are economically most suitable".

Job Requirements:

The job requirements must be identified before an enterprise select employees for itself.

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This is an investigation into various aspects of a task in terms of skill, qualification, duties and responsibilities.

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knowledge, skills, experience, qualities of leadership and decision making abilities etc.

Recruitment:

Recruitment in small scale industries is more difficult because they cannot compete with their large counterparts in salary, fringe benefits and apparent stability. These



limitations impose severe problems for small enterprises for attracting qualified and committed work force. The entrepreneur should also strive hard to create a public image of his enterprise as a worthy place to work and proper.

As regards recruitment in small scale industries, the most prevalent practice exercised in small scale units is to seek out and select candidates rather than wait for applications as happens in the case of large scale industrial unit. Broadly, these could be two sources of recruitment in small scale enterprises:

1. Internal Sources:

Internal sources refer to recruitment from the present workforce of the enterprise itself. Filling vacancies from own existing employees boost the morale of the employees because they look forward scope and avenues for their career development and advancement. Such hope for future often motivates the employees to put in their best performance. This manner of recruitment has other side also. One of the serious drawbacks of this manner, to mention, is what while the quality of level of employee"s remains limited to that of the existing employees, on the other hand, the advantages of including the induction of fresh blood is missed.

2. External Sources:

(a) Employees Referrals: Many a times, the existing employees of the enterprise and other sister organizations can refer to suitable candidates. In this case, kinship, friendship and village ties of the existing employees expectedly play a major role in the recruitment process.

(b) Recommendations: Sometimes the entrepreneurs receive recommendations from their friends and relatives to employ the persons known to them. The experience suggests that the entrepreneurs need to be cautions in considering such recommendations. The best principle in such case will be "Never hire a person to please someone, make sure that you want him."

(c) Unsolicited Applications: This is one of the common manners exercised to recruiting employees in small enterprises. The enterprise receives application and require for jobs from several sources.

The applications are kept and as and when there is a need to recruit people, these applicants are contacted if still available.

(d) Advertisements: If the entrepreneurs have sufficient time at their disposable to process and interview the candidates. They advertise their vacancies in the newspaper and other medias like radio and television. This manner ensures better choice for entrepreneurs to recruit the employees. Recruitment Kinship, friendship and relatives

Unsoli  
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applica  
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Gate





hiring  
Referrals and  
recommendati  
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Advertisements  
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Employment Exchanges

#### Selection:

Selection process starts where recruitment ends. Selection means fitting a round peg in a round hole. This is done by comparing the requirements of job with the qualifications and experience of a candidate.

The basic purpose of selection is to find out right kind of people to fill the available positions; an orderly and systematic procedure is therefore always advisable selection of over qualified people results frustration on the part of the employees, selecting under qualified people invites indignation of the employer frequently.

Although, the selection procedure varies from place to place and enterprise to enterprise, most commonly used selection procedures in small scale industries are:

##### 1. Preliminary Interview:

If the recruitment programme is non-selective, the preliminary interview is likely to be used in selection. This interview is short, often lasting for ten-fifteen minutes. The basic purpose of the preliminary interview is to determine an applicant's suitability for further consideration. The kind of work available in the enterprise is explained by the interviewer. If there is felt some chance of successful placement, the applicant is allowed to continue the rest of the selection procedure.

##### 2. Application Blank:

It is commonly used in the selection process. Questions like work history, education level, work experience and the type of work applied for are asked in the question blank. Application blanks contain certain questions related to the probability of job success.

##### 3. Psychological Test:

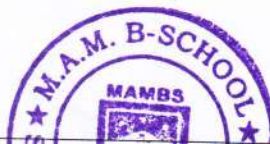
Most psychological tests administered in the enterprise are paper and pencil. The test taker is given a series of questions and a choice of two or more possible answers to each question.

**Aptitude Test:** This is a test measuring intelligence of the applicant and his ability to learn certain skills.

**Performance Test:** It is a test that measures one's current knowledge of a specific test.

**Personality Test:** Under the test, an applicant's personality traits such as dominance, sociability and conformity are measured.

**Interest Test:** As the name of the test itself denotes, this is the test measures



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



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

Ref:MAMBS/MBA/VAC/2018-19/001

To

28.08.2018

Mr.S.Saravanan,  
Branch Manager,  
Karvy Stock Broking Limited,  
Chennai.

**Sub: Requisition letter to conduct value added course – Reg**

**Respected Sir,**


With reference to the above mentioned subject, First Year Students of MBA have willing to attend value added course on **SPECIAL TRAINING ON PAYROLL PROCESS**". The schedule for the same is from 04.09.2018-08.09.2018. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.


We have attached the necessary supporting documents for your kind perusal. Hope to have fruitful relations with you in the future with respect to student's feedback.

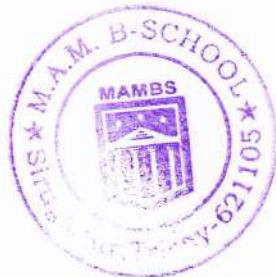
Anticipating a positive reply.

Yours Faithfully,

Enclosure:  
Syllabus

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

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





30.08.2018

Chennai.

To

The Director  
M.A.M. B-SCHOOL  
Trichy-621105

**Ref.:** Your Letter Dated 28.08.2018.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the value added course on “**SPECIAL TRAINING ON PAYROLL PROCESS**” – Reg.

Pleased to communicate with you.

I am delighted by inviting me to be a part of this great experience and would like to confirm that I acknowledge the invitation to be a part of value added course being organized by your department from 04.09.2018-08.09.2018. I am very much familiar of the topics that you had sent, and I have completely go through the same so that I can deliver my session with full of confidence and surety.

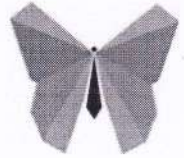
I am looking forward to attend the event. Thank you, for the invite, and I assure you that I can give you my best.

Yours truly,  
SARAVANAN.S



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

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**Siruganur, Trichy -621105**



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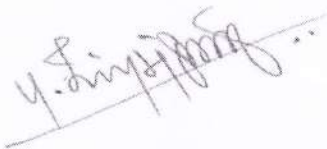
31.08.2018

**CIRCULAR**

It is proposed to organize value added course on “**SPECIAL TRAINING ON PAYROLL PROCESS**” during 04.09.2018-08-09.2018 for MBA students. This training is to be provided in our campus.

Interested students can register their names with Mr. R.Anbarasan, Associate Professor, MBA of this program on or before 02.08.2018.

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

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





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Chennai)



### ASSOCIATION OF MANAGEMENT STUDIES

#### COPE

*Cordially invites you all for the*

*Value Added Course on*

## **SPECIAL TRAINING ON PAYROLL PROCESS**

*(04.09.2018 to 08.09.2018)*

**MR.S.SARAVANAN**

**Branch Manager**

**Karvy Stock Broking Limited**

**Chennai**

Venue: Seminar Hall

**Dr. P.SubburethinaBharathi Mrs.FathimaBathoolMaluk**

*Director,*

*M.A.M. B-SCHOOL*

*Chief Executive officer*

*M.A.M.B-SCHOOL*

**DIRECTOR**  
**M.A.M. B-SCHOOL**  
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Name of the Course – “SPECIAL TRAINING ON PAYROLL PROCESS”

## REGISTRATION FORM

Year/Sem : I Year/ I Sem

Course Plan : 04.09.2018-08.09.2018

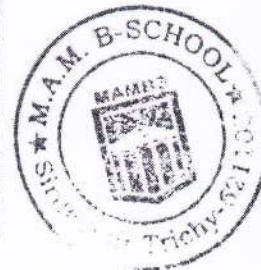
Degree/Branch: PG/ MBA

Duration : 45 hrs

Batch : 2018-2020

Time : 09.00 am – 05.00 pm

Sl.No	Reg.NO	Student Name	Signature
1	812218631001	Arunkumar	<i>[Signature]</i>
2	812218631002	Bavani.R	<i>[Signature]</i>
3	812218631003	Divya R.	<i>[Signature]</i>
4	812218631004	Elamathi P	<i>[Signature]</i>
5	812218631005	Gopinath.K	<i>[Signature]</i>
6	812218631006	Gowthaman	<i>[Signature]</i>
7	812218631007	Jayapriya R.	<i>[Signature]</i>
8	812218631008	Jeyaram.G	<i>[Signature]</i>
9	812218631009	Karthick S.	<i>[Signature]</i>
10	812218631010	Kowsalya G.	<i>[Signature]</i>
11	812218631011	Lokesh Raj M.	<i>[Signature]</i>
12	812218631012	Mathan Raj S.	<i>[Signature]</i>
13	812218631013	Mohamed Bilal I.	<i>[Signature]</i>
14	812218631014	Nagalakshmi. R	<i>[Signature]</i>
15	812218631015	Nafeesa Azam	<i>[Signature]</i>
16	812218631016	Nivedha. A	<i>[Signature]</i>
17	812218631017	Noorulameen Z.	<i>[Signature]</i>
18	812218631018	Manjula P.	<i>[Signature]</i>
19	812218631019	Ramya P.	<i>[Signature]</i>
20	812218631020	Renuka V.	<i>[Signature]</i>
21	812218631021	Ruben Rodrigues R.	<i>[Signature]</i>
22	812218631022	Sankari M.	<i>[Signature]</i>
23	812218631023	Saravanan R.	<i>[Signature]</i>
24	812218631024	Sathish P.	<i>[Signature]</i>





MASTeR

M.A.M. COLLEGE OF ENGG. & TECH.  
M.A.M. GROUP OF INSTITUTIONS  
M.A.M. SCHOOL OF DISTANCE

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25	812218631025	Sathya Priya T.	Sathya Priya T.
26	812218631026	Shankar R.	Shankar R.
27	812218631027	Sindhu S.	Sindhu S.
28	812218631028	SUBHA.B	Subha B.
29	812218631029	Subha Shree M.	Subha Shree M.
30	812218631030	Sudharsan Petric D.	Sudharsan Petric D.
31	812218631031	Sujidha N.	Sujidha N.
32	812218631032	Sundareeswari S.	Sundareeswari S.
33	812218631033	Swathi R.	Swathi R.
34	812218631034	Sylvester.A	Sylvester.A
35	812218631035	Uvarani.M	Uvarani.M
36	812218631036	Vennila	Vennila
37	812218631037	Vignesh K.	Vignesh K.
38	812218631038	Vimal.R	Vimal.R

*[Handwritten signature]*  
Course Coordinator



*[Handwritten signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

*[Handwritten signature]*  
Director  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

# M.A.M. B-SCHOOL



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## Name of the Course -- "SPECIAL TRAINING ON PAYROLL PROCESS"

### ATTENDANCE FORM

Year/Sem : I Year/ I Sem

Course Plan : 04.09.2018-08.09.2018

Degree/Branch : PG/MBA

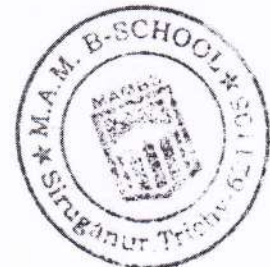
Duration : 45 hrs

Batch : 2018-2020

Time : 09.00 am – 05.00 pm

No of Students attended: 38

S.No.	Reg.No	Student's Name	Signature of the Student				
			04.09.18	05.09.18	06.09.18	07.09.18	08.09.18
1	812218631001	Arunkumar	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
2	812218631002	Bavani.R	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
3	812218631003	Divya R.	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
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5	812218631005	Gopinath.K	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
6	812218631006	Gowthaman	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
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15	812218631015	Nafeesa Azam	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]
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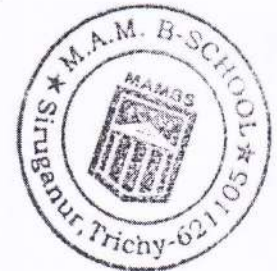
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17	812218631017	Noorul.Ameen Z.	NZ	NZ	NZ	NZ	NZ	
18	812218631018	Manjula P.	MP	MP	MP	MP	MP	
19	812218631019	Ramya P.	RP	RP	RP	RP	RP	
20	812218631020	Renuka V.	RV	RV	RV	RV	RV	
21	812218631021	Ruben Rodrigues R.	RR	RR	RR	RR	RR	
22	812218631022	Sankari M.	SM	SM	SM	SM	SM	
23	812218631023	Saravanan R.	SR	SR	SR	SR	SR	
24	812218631024	Sathish P.	SP	SP	SP	SP	SP	
25	812218631025	Sathya Priya T.	ST	ST	ST	ST	ST	
26	812218631026	Shankar R.	SR	SR	SR	SR	SR	
27	812218631027	Sindhu S.	SS	SS	SS	SS	SS	
28	812218631028	Subha.B	SB	SB	SB	SB	SB	
29	812218631029	Subha Shree M.	SSM	SSM	SSM	SSM	SSM	
30	812218631030	Sudharsan Petric D.	SD	SD	SD	SD	SD	
31	812218631031	Sujidha N.	SN	SN	SN	SN	SN	
32	812218631032	Sundareswari S.	SS	SS	SS	SS	SS	
33	812218631033	Swathi R.	SR	SR	SR	SR	SR	
34	812218631034	Sylvester.A	SA	SA	SA	SA	SA	
35	812218631035	Uvarani.M	UM	UM	UM	UM	UM	
36	812218631036	Vennila	VE	VE	VE	VE	VE	
37	812218631037	Vignesh K.	VK	VK	VK	VK	VK	
38	812218631038	Vimal.R	VR	VR	VR	VR	VR	



V. Srinivasan  
DIRECTOR  
M.A.M. B-SCHOOL

M.A.M. B-SCHOOL

Siruganur, Trichy -621105


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



# Certificate

*This is to certify that Mr./Ms/Mrs. R. BAVANI of FIRST year MBA has participated in the Value Added Course on "Special Training on Payroll Process" from 04.09.2018 to 08.09.2018.*



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

COORDINATOR

DIRECTOR  
DIRECTOR  
M.A.M. B-SCHOOL



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

This is to certify that Mr./Ms/Mrs P. SATHISH of FIRST year MBA has participated in the Value Added Course on "Special Training on Payroll Process" from 04.09.2018 to 08.09.2018.



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

COORDINATOR

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

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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# Certificate

*This is to certify that Mr./Ms/Mrs. P. RAMYA of FIRST year MBA has participated in the Value Added Course on "Special Training on Payroll Process" from 04.09.2018 to 08.09.2018.*



COORDINATOR



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



DIRECTOR  
DIRECTOR  
M.A.M. B-SCHOOL

Siruganur, Trichy-621105





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# Certificate

*This is to certify that Mr./Ms/Mrs.M.VJAYARANI of FIRST year MBA has participated in the Value Added Course on "Special Training on Payroll Process" from 04.09.2018 to 08.09.2018.*

COORDINATOR



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

DIRECTOR

DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy-621105





## Programme Report

The Department of Management Studies organized a value added course on “SPECIAL TRAINING ON PAYROLL PROCESS” from 04.09.2018 to 08.09.2018 for MBA students. The resource person was Mr. S. Saravanan, Branch Manager, Karvy Stock Broking Ltd, Chennai.



The program was inaugurated by DrP.Subburethina Bharathi, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr.R.Anbarasan Associate Professor, Department of Management Studies. The course focused on the inputs of payroll process with the students. The course included the theory classes followed by the interactive sessions.

### **Training Module**

- Day 1.** Introduction to the major elements of the payroll process.
- Day 2.** Identify the stages in payroll process.
- Day 3.** Apply the payroll process in real time applications.
- Day 4.** Formulate the payroll code and payroll transactions.
- Day 5.** Understand the different payroll application software and its uses & Understand the payroll legal procedures.



*[Handwritten signature]*

Course Coordinator

*[Handwritten signature]*  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105

*[Handwritten signature]*  
**Director**  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

## VACMBA001 Special Training on Payroll Process

### OBJECTIVES:

- To learn the payroll concepts and basics.
- To understand payroll process in advance.
- To explore in recent payroll procedures and proceedings.

### UNIT I INTRODUCTION 9

Using the Payroll setup routine. Payment and adjustment numbers in Payroll, Overtime in Payroll 10 Calculating overtime pay Setting up Payroll default entries, required Payroll posting accounts.

### UNIT II SETTING UP CODES 9

Setting up department codes, Setting up position codes, Setting up pay codes, To set up pay codes: Setting up shift codes, Setting Up Deductions and Benefits, Setting up a deduction, Setting up a deduction sequence

### UNIT III PAYROLL CONCEPTS 9

Resources as a function and its various sub-functions and its implication and connection with payroll processing. Salary Components and salary fixation, Employee and CTC master data, Attendance and Processing cycle, Statutory compliances (taxation, PF & ESIC), Labour Related Legislation Affecting Payroll.

### UNIT IV PAYROLL TRANSACTIONS 9

Entering employee mass transactions Entering Payroll computer check transactions Correcting Payroll computer check transactions Entering manual check transactions Correcting manual check transactions. Processing advance pay runs Building Payroll checks Calculating Payroll checks Printing and posting checks Voiding a Payroll check.

### UNIT V REIMBURSEMENTS 9

Reimbursements, Salary revisions, Full and Final Settlement, MIS, JV and other reports, Pay sheet review process, Basics of Excel, Advance Excel, Payroll software, Managing Payroll Queries

**DIRECTOR**

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

Siruganur, Trichy-621105

**TOTAL: 45 PERIODS**

### OUTCOMES:

- To strategies payroll process.
- To understand advanced payroll process



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

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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## FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : "SPECIAL TRAINING ON PAYROLL PROCESS".

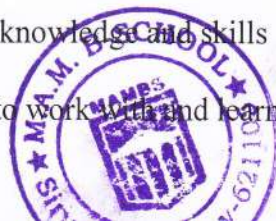
Date and Venue : 04.09.18-08.09.18 & Seminar Hall.

Name of the Resource Person / Speaker : Mr. S. Saravanan, Branch Manager,  
Karvy Stock Broking Ltd, Chennai.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree**

- |    |  |     |     |   |   |
|----|--|-----|-----|---|---|
| 1. | Workshop objectives were stated clearly and met.   | (4) | 3   | 2 | 1 |
| 2. | The workshop was well organized.   | 4   | (3) | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | (4) | 3   | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4   | (3) | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | (4) | 3   | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4   | (3) | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4   | (3) | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from                                      | 4   | (3) | 2 | 1 |





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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others.

9. The presenter(s) suggested ways to follow up the training. 4 3 2 1
10. The materials provided were useful and appropriate for the program. 4 3 2 1
11. The physical arrangements were adequate. 4 3 2 1
12. How would you rate this workshop? (please check one)
- |   |                                   |
|---|-----------------------------------|
| <input checked="" type="checkbox"/> Excellent | <input type="checkbox"/> Good     |
| <input type="checkbox"/> Very Good            | <input type="checkbox"/> Not Good |
13. How comfortable are teaching the material presented in this workshop?
- |  |                                     |
|--|-------------------------------------|
| <input checked="" type="checkbox"/> Very | <input type="checkbox"/> Not at all |
| <input type="checkbox"/> Somewhat        |                                     |
14. Areas/topics about which you would like to receive further training:

15. Suggestions for improving this workshop:

Date: 8/9/18

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

  
Signature of the Participant



**COURSE MATERIAL  
ON  
SPECIAL TRAINING ON PAYROLL PROCESS**

Payroll involves performing many tasks to ensure accurate and timely paychecks and payroll tax and record-keeping compliance. These duties cannot be rushed, and they should be performed with painstaking detail. Otherwise, erroneous paychecks and improper payroll tax and record-keeping procedures can result.

The former situation can cause employees to become upset; the latter two situations can cause penalties from the Internal Revenue Service and the U.S. Department of Labor. Consequently, when doing payroll, apply a step-by-step process.

**Process Payroll Ahead of Time**

Process the payroll ahead of time. Devise a payroll-processing schedule that allows you ample time to process the payroll and to correct detected errors before employees receive their paychecks. For example, perform payroll processing two or three days before the actual pay date.

**Update Employees' Records**

Make changes to the employee's payroll record, if applicable. This includes: address changes; payroll deduction changes, such as W-4 and state income tax form changes; and voluntary deduction changes, such as retirement and health benefits. Furthermore, enter new hire information for employees hired in the current pay period.

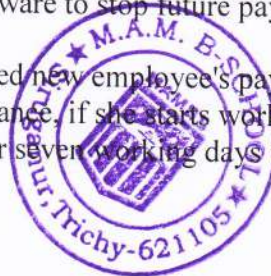
**Compute Timekeeping Data**

Compute timekeeping data from time cards or time sheets and enter the hours to be paid into the system, such as regular, overtime and vacation hours. If you use a computerized timekeeping system, you can import the time into the payroll software. All you have to do is ensure the time is transported correctly and make the necessary edits.

**Prorate Pay as Required**

Pay other types of income, such as bonuses, commissions and retroactive pay due to a pay raise. Perform other adjustments, such as additional pay or wage deduction due to overpaying or underpaying from a prior pay period. Prorate the salaried employee's pay if she terminates but does not work the entire pay period, and enter stop dates in the payroll software to stop future payments.

Furthermore, prorate the salaried new employee's pay if she's hired after the current pay period begins. For instance, if she starts working on the fourth day of the biweekly pay period, pay her for seven working days instead of 10.





### Verify Payroll Reports

Print reports that allow you to verify the payroll before you print paychecks and generate the direct deposit file. Make adjustments, if necessary.

### Print Paychecks and Pay Stubs

Print paychecks and pay stubs. Generate the direct deposit file and forward to the bank. Contact the bank and ensure it is appropriately received, and verify the amount received.

### Keep Payroll Records

Print payroll registers showing employees' gross-to-net wages for the current payroll. File in a confidential storage area. Keep these records for a minimum of three years. Keep timekeeping records and those upon which wage computations are based for a minimum of two years.

### Print and Distribute Reports

Print and distribute reports needed by related departments, such as human resources and finance, for benefits administration and reconciliation purposes. If a separate department or company handles payroll taxes, forward the necessary tax records for each pay period to the appropriate individual.

### Tip

Payroll software calculates payroll taxes for you. Still, always keep a copy of Internal Revenue Service Circular E handy to help you understand your payroll tax obligations. Contact your state taxation agency for guidelines on your state payroll tax obligations.

### What are payroll records?

Payroll records are documents that have anything to do with an employee's paycheck. The documents can be related to employment taxes, benefits, hours worked, or anything else you use for running payroll.

### Why do you need payroll records?

Keeping a payroll file for each employee helps you stay organized. When you run payroll or need to look up payroll information, all the documents you need are in one place. You don't have to search through a bunch of files to get to your payroll records.

Also, each individual payroll record contains sensitive, confidential information. Not everyone should have access to employee payroll records. It is important to maintain a payroll file that is separate from other employment information. When you keep payroll documents apart from the rest of the employee file, you can limit who has access to the information.



### Where should you keep payroll documents?

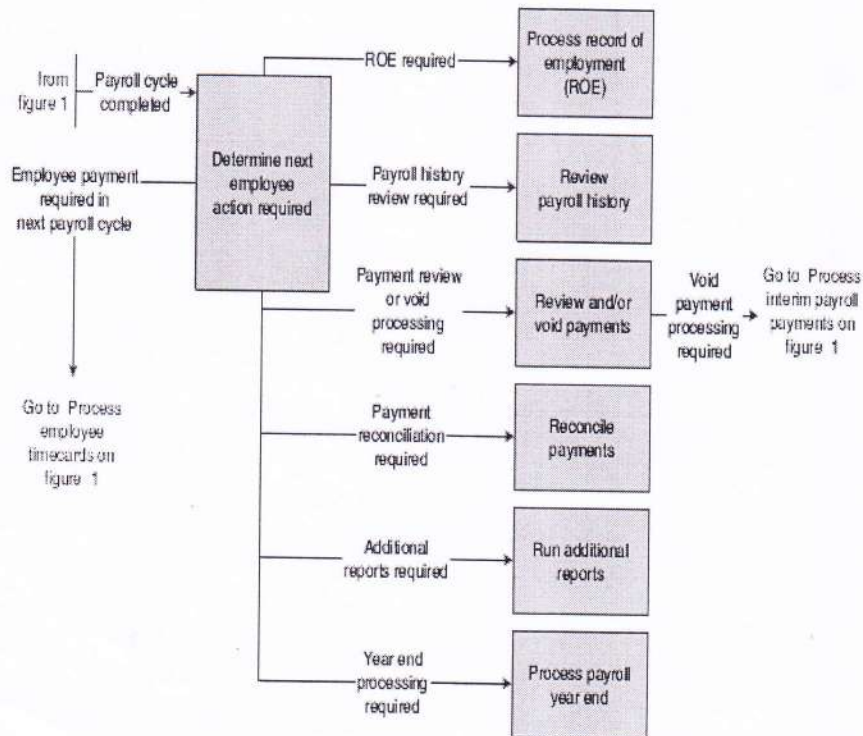
You should keep employee payroll records at your business or a central records office. Put the records in a secure location. The records must be out of reach from people who are unauthorized to view them.

If you use online payroll software, you can use the system to hold most—if not all—of your employee payroll documents. If you have printed payroll information, make sure the documents are locked up and safe from damage.

### What goes in a payroll file?

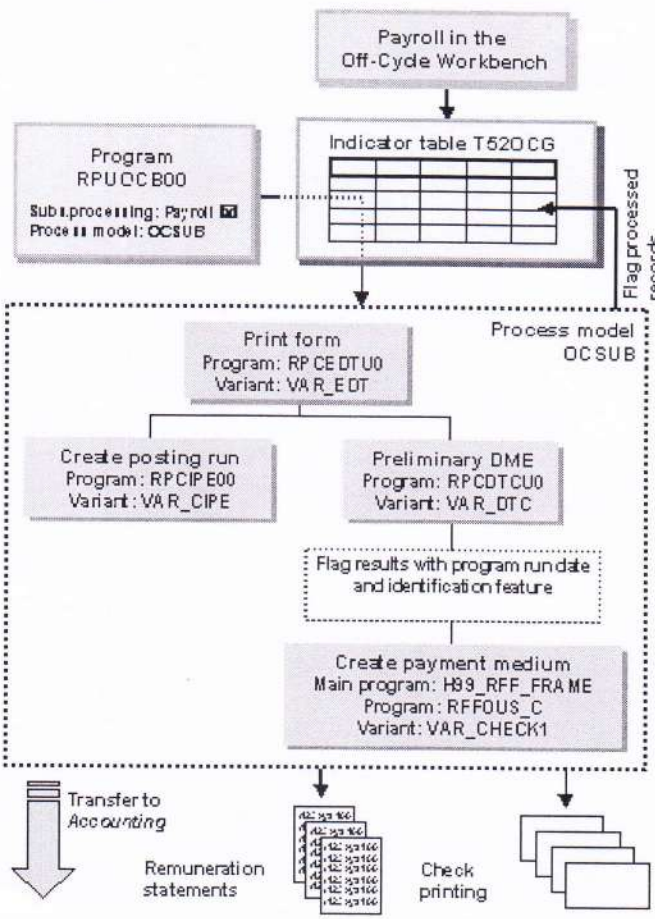
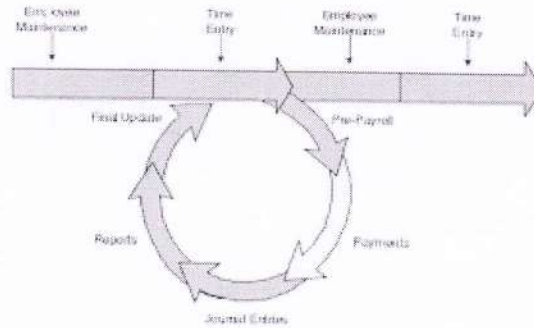
You should keep many documents and information in an employee's payroll file. What is a payroll record supposed to include, exactly? In general, if something helps you run payroll for an employee, put it in the payroll file.

Figure 2

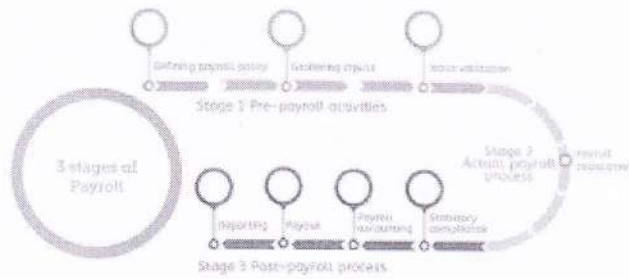












### How to process payroll

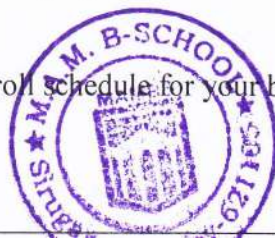
1. Step 1: Establish your employer **identification** number. ...
2. Step 2: Collect relevant employee tax information. ...
3. Step 3: Choose a payroll **schedule**. ...
4. Step 4: Calculate gross pay. ...
5. Step 5: Determine each employee's deductions. ...
6. Step 6: Calculate net pay and pay your employees. ...
7. Step 7: Keep payroll records and adjust to mistakes.

When it comes to processing payroll, investing in a payroll system or working with an accountant is usually the best choice. There are endless administrative and tax-related responsibilities involved with payroll that can make it a real chore. According to the pitch from major payroll providers, you're better off spending time working on growing your business than processing payroll. Yet, many small businesses process their own payroll.

If you're interested in processing payroll manually and saving a few dollars each month in payroll solution fees, there are a few steps you need to take. Keep in mind that, depending on the size of your business, this can be a very complicated process.

#### Before you start calculating pay:

- Get an employee EIN number
- Establish state or local tax IDs
- Collect employee tax and financial information
  - W-4 forms
  - 1099 forms (if you're employing contract-based workers)
- **Set up a payroll schedule**
  - Choose the right payroll schedule for your business



- Establish tax payment dates
- **How to manually process payroll:**
  - Review employee hourly schedules
  - Determine overtime pay
  - Calculate gross pay
  - Determine deductions
  - Calculate net pay
  - Issue payments to employees through their preferred delivery method: paper check, direct deposit, etc.
- **What to keep in mind after each pay period:**
  - Keep payroll records
  - Be aware of potential miscalculations and mistakes
  - You have to report new hires to the IRS

## **How to process payroll**

### **Step 1: Establish your employer identification number**

The first step you need to take in processing payroll is determining your employer identification number (EIN), and establishing your state and local tax IDs. These identifications will be used by the government to track your businesses payroll taxes and ensure you're meeting requirements. If you don't know your EIN, or don't have one, you can visit the IRS website to set it up. For your state and local tax IDs, you'll have to go through your state and municipality.

### **Step 2: Collect relevant employee tax information**

Before you start processing payroll, you'll have to have your employees fill out various tax forms so you can account for allowances and other tax details. These forms include W-4, I-9 (if it is a new employee) and W-2. There are various state and local forms you will have to provide, but these will hinge on where your business is operating. If you have contract-based employees, you'll have to provide 1099s.





### **Step 3: Choose a payroll schedule**

Once you have the relevant tax and legal information to set up payroll, you can choose a schedule that works best for your business. There are four main schedules: monthly, semi-monthly, biweekly and weekly. It's important to understand a full breakdown of each plan before deciding which is best for your business. Once you choose a schedule, set up a calendar with paydays and make note of days where you'll have to process payroll for your workers to get their money on that defined day. Build in important quarterly tax dates, holidays and annual tax filings. Keep in mind you'll have to do this at the start of every year. You'll also want to establish the preferred delivery method of each employee. Many businesses offer both paper checks and direct deposit options, for example.

### **Step 4: Calculate gross pay**

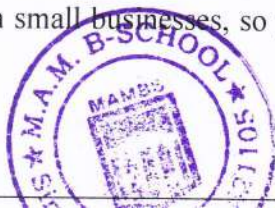
Now that you've set a payroll and work schedule, you can start processing your first payroll. To do this, you must calculate each employee's gross pay. An employee's gross pay is the sum of the number of hours an employee works in a given pay period multiplied by their hourly rate. Start by calculating the number of hours an employee has worked in a given pay period, and take note of overtime hours. The extra time has to be paid out at a higher rate consistent with federal law. If an hourly worker puts in more than 40 hours per week, you'll have to pay time and a half, or an employee's hourly wage plus half that wage.

Here's an example of calculating gross pay.

- Worker A has worked 50 hours for your weekly pay period and earns \$10 per hour.
- $40 \text{ hours} \times \$10/\text{hour} = \$400$
- $10 \text{ hours} \times \$15/\text{hour} \text{ (time and a half)} = \$150$
- Gross pay = \$550

### **Step 5: Determine each employee's deductions**

Gather information from your workers' W-4s, federal and state requirements, insurance requirements, and benefits requirements to determine each employee's deductions. This is where the legwork comes in to processing payroll for your company. Each state is different and takes different taxes from small businesses, so you'll have to research your



state's policies before you complete this step. Here's a basic list of some hypothetical requirements:

- Federal taxes
- Social Security
- State taxes
- Local taxes
- Medicare
- 401(k) contributions
- Workers' compensation contribution
- Other benefits

#### **Step 6: Calculate net pay and pay your employees**

Take each employee's gross pay and subtract their deductions from this amount. What's leftover is the employee's net pay, or take home pay. This is what you'll have to pay out to each employee via direct deposit or paper check, depending on what your workers prefer and what you can provide. The deductions you'll have to hold and pay with your payroll taxes each month or quarter, depending on the schedule you establish.

Once you've established each employee's net pay, you can pay out your workers on their scheduled payday.

#### **Step 7: Keep payroll records and adjust to mistakes**

As you process payroll, it's important to keep records of your transactions for tax and compliance purposes. If an employee disputes payment, or the IRS needs some kind of documentation down the line, you need to have records at the ready. Especially in the case of an employee disputing a pay check, it's important to maintain records, including year-to-date payment, so you can sort out any issues that arise.

#### **Step 8: Other considerations**

Keep in mind that you have to file your business's taxes on a quarterly and annual basis. It's important to consult with an accountant to understand how your payroll taxes fit into this aspect of your operations. It's also important to remember that you'll have to report any new hires you make. Working with a payroll solution or an accountant means that this usually isn't your responsibility.





## Plan to offer employee benefits

Healthcare and other benefits play a significant role in hiring and retaining employees. Some employee benefits are required by law, but others are optional.

### **Required employee benefits**

- Social Security taxes: Employers must pay Social Security taxes at the same rate as their employees
- Workers' Compensation: Required through a commercial carrier, self-insured basis, or state Workers' Compensation Program
- Disability Insurance: Disability pay is required in California, Hawaii, New Jersey, New York, Rhode Island and Puerto Rico
- Leave benefits: Most leave benefits are optional outside those stipulated in the Family and Medical Leave Act (FMLA)
- Unemployment insurance: Varies by state, and you may need to register with your state workforce agency

### **Optional employee benefits**

Your small businesses can offer a complete range of optional benefits to help attract and retain employees. Even if a benefit you offer is optional, it might still have to comply with certain laws if you choose to offer it.

Businesses that offer group health plans must comply with federal laws, for which the Department of Labor hosts a guide.

Employees can expand coverage through the Affordable Care Act and some may qualify for benefits via the Consolidated Omnibus Budget Reconciliation Act (COBRA). Businesses must extend the option of COBRA benefits to employees who are terminated or laid off.

Retirement plans are a very popular employee benefit. Consider offering an employer-sponsored plan like a 401k or a pension plan. The federal government offers a wide range of resources to aid small business owners in choosing their retirement plan and pension.

### **Employee incentive programs**

Employee incentive programs can boost morale and create more draw for open positions: Common incentives such as stock options, flex time, wellness programs, corporate memberships and company events.



Consider benefits administration software if your budget allows. It can make your accounting easier and more efficient. Detailing these benefits in the employee handbook helps your staff make decisions, and they can use it as a reference for workplace requirements.

#### Federal and State Labour laws

Protect workers' rights and your business by adhering to labor laws, which means you must ensure that business practices align with industry regulations.

This includes learning applicable laws for hiring veterans, foreign workers, household employees, child labour and people with disabilities, among others groups. You must also comply when terminating an employee, laying off workers, or downsizing the company.

There are four main ways employees can be paid (cash, check, direct deposit or debit card). Employers can do the payroll themselves or contract it out to accountants or payroll-service companies.

#### Importance of Payroll processing:

Employees are considered the most important resource of the organisation. Thus companies spend copious amounts of time recruiting, training and maintaining sufficient employment for their business operations. One of the most important tasks thus is processing of their payroll. Employees need to be able to rely on being paid on a consistent basis without delays. Irrespective of the size of the organisation, payroll plays a huge role in maintaining the morale of employees to the financial stability of the company.

Typically processing of a payroll is time consuming and complex task. More so for smaller companies who do not have a dedicated person to manage their payroll. Bigger companies may have entire department dedicated to process payroll. Medium companies on the other hand may find it more efficient and cost effective to outsource their payroll needs.





### **Determine compensation**

Payroll shows an employee what his net worth is within the company. Every individual's total compensation is built into payroll. This covers everything from their salary, benefits to bonuses, increments. Usually everyone has to go annual performance evaluations by their managers after which they are either given an increase in their salary or a bonus or both.

### **Increase morale**

Out of all the aspects of payroll, one of the most important is its impact on employee morale. If at any point of time payroll is late, employees may begin to question the company's financial integrity. It may eventually lead to employees to start underperforming and be less engaged in their job if they feel it is not secure. They may also look for better opportunities and leave the company without prior warnings. Thus it is necessary that payroll be paid in a timely manner to keep employee morale high.

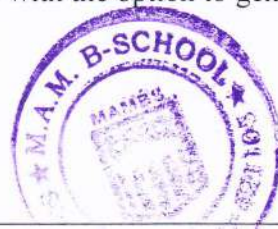
### **Maintain company reputation**

Apart from all the financial obligations that the companies has towards its employees, they also have to ensure that all payroll activities adhere to the country's tax obligations and comply with employment legislations. Efficiently being able to meet these tax obligations on time as well as upholding of legislative laws is a sure way to establish the organisation's reputation as a stable employer. It is well proven to be a value-added branding proposition which helps to ultimately attract and retain the right pool of talent to the organisation.

### **Re-allocation of Resources**

There are hundreds of manual tasks associated with payroll, which can be an extremely time-consuming and manual job. In addition it is mandatory that payroll be performed regularly every month. Thus many a times additional resources need to be employed to make sure that the accuracy and precision of payroll calculations is maintained.

It is for this very reason that companies these days tackle this issue by engaging a reliable payroll service provider. Their services allow for a more comprehensive data management and provides companies with the option to generate customised reports.



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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




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**Academic Year 2018-2019**

06.10.2018

**Submitted to the Principal**

Respected Sir,

**Sub:** Requisition of permission to conduct certificate courseon “Funding Opportunities for Entrepreneurs”

\*\*\*\*\*

We have planned to organize certificate course on “Funding Opportunities for Entrepreneurs” during (14/10/2018- 17/10/2018)for First Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

*P. Janet*

**Co-ordinator**



*Y. Srinivasan*

**Director**

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

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# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Ref: MAMBS/MBA/CC/2018-19/001

To

08.10.2018

Mrs. Mahalakshmi. S,  
Founder,  
Fantasy Solutions,  
Trichy.

**SUB: Requisition letter to conduct a Certificate Course – Reg**

Respected Sir,

With reference to the above mentioned subject, First year students of **MBA** have willingness to attend Certificate Course on “**Funding Opportunities for Entrepreneurs**”. The schedule for the same is from 14/10/2018- 17/10/2018, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student's feedback.


Anticipating a positive reply.

Yours Faithfully,



Enclosure:

1. Syllabus

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



# FANTASY SOLUTION

*Find Ur Passion...*

16, Samnath Plaza, Third Floor, Madurai Main Rd, Melapudur, Tiruchirappalli, Tamil Nadu 620001

09.10.2018

Trichy.

To

THE DIRECTOR  
M.A.M. B-SCHOOL  
TRICHY.

Ref.: Your Letter Dated 8<sup>th</sup> October 2018.

Dear Madam,

**Sub:** Accepting the invitation to conduct the certificate course on "**Funding Opportunities for Entrepreneurs**" – Reg.

Greetings!!!

Thank you very much for your invitation to conduct the certificate course from 14<sup>th</sup> October 2018 to 17<sup>th</sup> October 2018. I have always respected your efforts to enhance the skills, and development of students.

I have free schedule during the event. Therefore I will ensure my presence.



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

Thank You!  
With Best Regards

Mrs. Mahalakshmi. S

Founder  
Fantasy Solutions.



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

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Academic Year 2018-2019

12.10.2018

MAMBS/MBA/CC/2018-19/001

## CIRCULAR

It is proposed to organize Certificate Course on "Funding Opportunities for Entrepreneurs" during 14/10/2018- 17/10/2018 for First year students. This training is to be provided in our Department.

Interested students can register their names with Mr. R.Jimmy Carter, Assistant Professor, on or before 13.10.2018.



Director

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

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## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



### ASSOCIATION OF MANAGEMENT STUDIES

### COPE

*Cordially invites you all for the*

*Certificate Course on*

# "FUNDING OPPORTUNITIES FOR ENTREPRENEURS"

*(14/10/2018- 17/10/2018)*

**MRS. MAHALAKSHMI. S,**

*Founder, Fantasy Solutions,*

*Trichy.*

Venue: MBA Class room.

**Dr. P.SubburethinaBharathi**   **Mrs.FathimaBathoolMaluk**

*Director,*

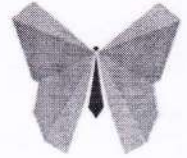
*M.A.M. B-SCHOOL*

*Chief Executive officer*

*M.A.M.B-SCHOOL*







Siruganur, Trichy -621105

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

Academic Year 2018-2019

Name of the Course - Funding Opportunities for Entrepreneurs

REGISTRATION FORM

Year/Sem : I / I Course Plan : 14/10/18- 17/10/18  
Degree/Branch : MBA Duration : 30 hrs  
Batch : 2018 - 2019 Time : 09.00 am – 05.00 pm

S. NO	REG. NO	STUDENTS NAME	SIGNATURE
1	812218631001	Arunkumar	Arunkumar
2	812218631002	Bavani.R	Bavani.R
3	812218631003	Divya R.	Divya R.
4	812218631004	Elamathi P	Elamathi P
5	812218631005	Gopinath.K	Gopinath.K
6	812218631006	Gowthaman	Gowthaman
7	812218631007	Jayapriya R.	Jayapriya R.
8	812218631008	Jeyaram.G	Jeyaram.G
9	812218631009	Karthick S.	Karthick S.
10	812218631010	Kowsalya G.	Kowsalya G.
11	812218631011	Lokesh Raj M.	Lokesh Raj M.
12	812218631012	Mathan Raj S.	Mathan Raj S.
13	812218631013	Mohamed Bilal I.	Mohamed Bilal I.
14	812218631014	Nagalakshmi. R	Nagalakshmi. R
15	812218631015	NafeesaAzam	NafeesaAzam
16	812218631016	Nivedha. A	Nivedha. A
17	812218631017	NoorulAmeen Z.	NoorulAmeen Z.
18	812218631018	Manjula P.	Manjula P.
19	812218631019	Ramya P.	Ramya P.
20	812218631020	Renuka V.	Renuka V.
21	812218631021	Ruben Rodrigues R.	Ruben Rodrigues R.
22	812218631022	Sankari M.	Sankari M.
23	812218631023	Saravanan R.	Saravanan R.
24	812218631024	Sathish P.	Sathish P.
25	812218631025	SathyaPriya T.	SathyaPriya T.
26	812218631026	Shankar R.	Shankar R.
27	812218631027	Sindhu S.	Sindhu S.
28	812218631028	Subha.B	Subha.B
29	812218631029	Subha Shree M.	Subha Shree M.

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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30	812218631030	SudharsanPetric D.	
31	812218631031	Sujidha.N	<i>Sujidha . N .</i>
32	812218631032	Sundareeswari S.	<i>Sundareswari</i>
33	812218631033	Swathi R.	<i>Swathi . R</i>
34	812218631034	Sylvester.A	<i>Sylvester</i>
35	812218631035	Uvarani.M	<i>Uvarani</i>
36	812218631036	Vennila	<i>Vennila .</i>
37	812218631037	Vignesh K.	<i>Vignesh K .</i>
38	812218631038	Vimal.R	<i>Vimal .</i>

*R. Janet*

**Co-ordinator**

*Y. Srinivasan*

**Director**







## Academic Year 2018-2019

### Name of the Course - Funding Opportunities for Entrepreneurs

#### ATTENDANCE FORM

Year/Sem : I / I

Course Plan : 14/10/18- 17/10/18

Degree/Branch : MBA

Duration : 30 hrs

Batch : 2017 - 2018

Time : 09.00 am – 05.00 pm

Total no. of Students Registered: 38

S. NO.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			14/10/18	15/10/18	16/10/18	17/10/18
1	812218631001	Arunkumar	AK	AK	AK	AK
2	812218631002	Bavani.R	Bavani	Bavani	Bavani	Bavani
3	812218631003	Divya R.	Divya	Divya	Divya	Divya
4	812218631004	Elamathi P	Elamathi	Elamathi	Elamathi	Elamathi
5	812218631005	Gopinath.K	Gopinath	Gopinath	Gopinath	Gopinath
6	812218631006	Gowthaman	Gowthaman	Gowthaman	Gowthaman	Gowthaman
7	812218631007	Jayapriya R.	Jayapriya	Jayapriya	Jayapriya	Jayapriya
8	812218631008	Jeyaram.G	Jeyaram	Jeyaram	Jeyaram	Jeyaram
9	812218631009	Karthick S.	Karthick	Karthick	Karthick	Karthick
10	812218631010	Kowsalya G.	Kowsalya	Kowsalya	Kowsalya	Kowsalya
11	812218631011	Lokesh Raj M.	Lokesh	Lokesh	Lokesh	Lokesh
12	812218631012	Mathan Raj S.	Mathan	Mathan	Mathan	Mathan
13	812218631013	Mohamed Bilal I.	MBIL	MBIL	MBIL	MBIL
14	812218631014	Nagalakshmi. R	Ngal	Ngal	Ngal	Ngal
15	812218631015	NafeesaAzam	Nafeesa	Nafeesa	Nafeesa	Nafeesa
16	812218631016	Nivedha. A	Nivedha	Nivedha	Nivedha	Nivedha
17	812218631017	NoorulAmeen Z.	Noor	Noor	Noor	Noor
18	812218631018	Manjula P.	Manjula	Manjula	Manjula	Manjula
19	812218631019	Ramya P.	Ramya	Ramya	Ramya	Ramya
20	812218631020	Renuka V.	Renuka	Renuka	Renuka	Renuka
21	812218631021	Ruben Rodrigues R.	Ruben	Ruben	Ruben	Ruben
22	812218631022	Sankari M.	Sankari	Sankari	Sankari	Sankari
23	812218631023	Saravanan R.	Sarav	Sarav	Sarav	Sarav
24	812218631024	Sathish P.	Sathish	Sathish	Sathish	Sathish
25	812218631025	SathyaPriya T.	Sathya	Sathya	Sathya	Sathya
26	812218631026	Shankar R.	Shankar	Shankar	Shankar	Shankar



# M.A.M. B-SCHOOL



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27	812218631027	Sindhu S.	Sindhu	Sindhu	Sindhu	Sindhu
28	812218631028	Subha.B	Subha	Subha	Subha	Subha
29	812218631029	Subha Shree M.	Subha	Subha	Subha	Subha
30	812218631030	SudharsanPetric D.	Sudharsan	Sudharsan	Sudharsan	Sudharsan
31	812218631032	Sundareeswari S.	Sundareeswari	Sundareeswari	Sundareeswari	Sundareeswari
32	812218631033	Swathi R.	Swathi	Swathi	Swathi	Swathi
33	812218631034	Sylvester.A	Sylvester	Sylvester	Sylvester	Sylvester
34	812218631035	Uvarani.M	Uvarani	Uvarani	Uvarani	Uvarani
35	<b>812218631036</b>	<b>VENNILA</b>	Vennila	Vennila	Vennila	Vennila
36	812218631037	Vignesh K.	Vignesh	Vignesh	Vignesh	Vignesh
37	812218631038	Vimal.R	Vimal	Vimal	Vimal	Vimal

*P. Suresh*

*Y. S. Srinivasan*

**Coordinator**

**Director**





# M.A.M. B-SCHOOL

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



## Certificate

This is to certify that *Mr/Ms/Mrs...* **M.LOKESH RAJ** .....  
of *...I...* year *MBA* has participated in the Certificate Course on "Funding  
Opportunities for Entrepreneurs" organized by COPE- AN Association of  
Department of Management Studies from 14<sup>th</sup> October 2018 to 17<sup>st</sup> October 2018  
during the Academic Year 2018-2019.

*P. Janet*

CO-ORDINATOR



*[Signature]*  
DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

*[Signature]*

DIRECTOR

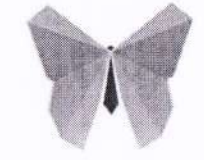
DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy -



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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## Certificate

This is to certify that Mr/Ms/Mrs... **S.SINDHU** .....

of ...I... year MBA has participated in the Certificate Course on "Funding Opportunities for Entrepreneurs" organized by COPE - AN Association of Department of Management Studies from 14<sup>th</sup> October 2018 to 17<sup>st</sup> October 2018 during the Academic Year 2018-2019.

*P. Janet*  
CO-ORDINATOR



*[Signature]*

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

*[Signature]*

**DIRECTOR**



## M.A.M. B-SCHOOL


Siruganur, Trichy -621105


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



# Certificate

This is to certify that *Mr/Ms/Mrs...* **D.SUDHARSAN PETRIC** ..  
of ...I... year *MBA* has participated in the Certificate Course on "Funding  
Opportunities for Entrepreneurs" organized by COPE- AN Association of  
Department of Management Studies from 14<sup>th</sup> October 2018 to 17<sup>st</sup> October 2018  
during the Academic Year 2018-2019.

  
CO-ORDINATOR

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



  
DIRECTOR



# M.A.M. B-SCHOOL

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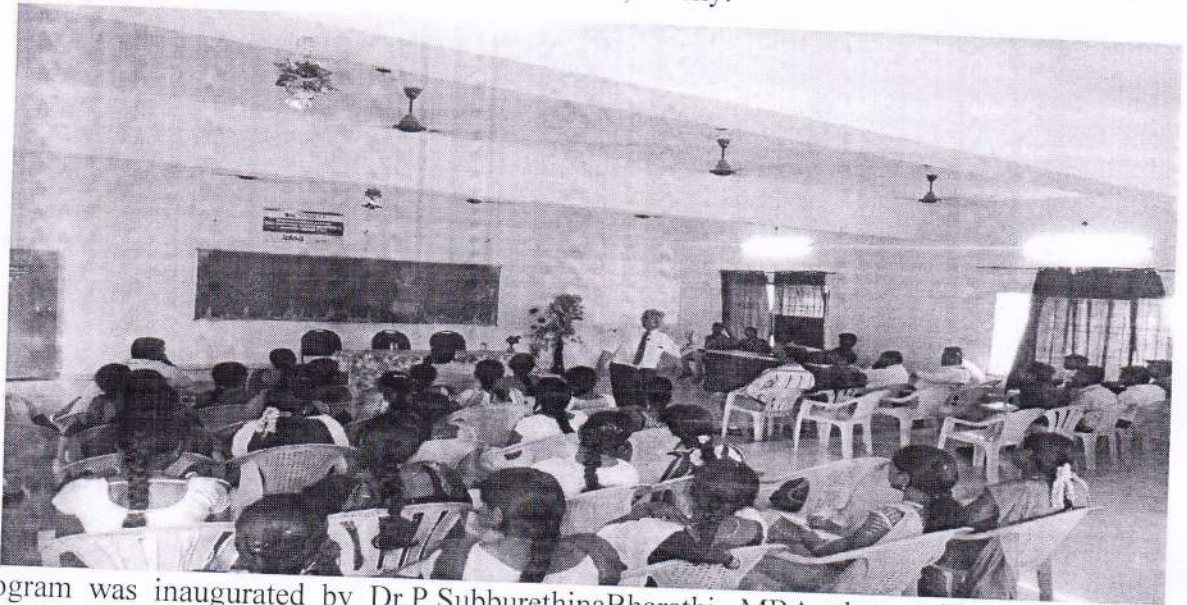
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Chennai)



## Academic Year 2018-2019

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Funding Opportunities for Entrepreneurs**” from 14/10/2018- 17/10/2018 for I Year MBA students. The resource person was. Mrs. Mahalakshmi. S, Founder, Fantasy Solutions, Trichy.



The program was inaugurated by Dr.P.SubburethinaBharathi, MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr. R.Jimmy Carter,Assistant Professor, Department of MBA. The course focused on Marketing . The course included the theory classes followed by the interactive sessions.

**Day 1.**

**Day 2.** To give introduction to entrepreneurship.

**Day 3.** Provide legal framework of entrepreneur.

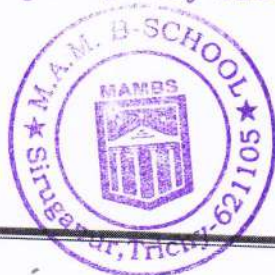
**Day 4.** To facilitate students to understand Venture Capital.

**Day 5.** Valuing entrepreneur investment funding opportunities in india.

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

*P. Janet*

Co-ordinator



*Y. Jimmy Carter*  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Director  
Siruganur, Trichy-621105





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**Academic Year 2018-2019**

**FUNDING OPPORTUNITIES FOR ENTREPRENEURS**

**OBJECTIVES:**

- To give students an understanding of how financing from venture capital and private equity funds and angel investors finds its way to entrepreneurial ventures.
- To be analyzed and understood but so too are the concerns of the entrepreneurs.

**UNIT I INTRODUCTION TO ENTREPRENEURSHIP 6**

Definition- Meaning- Scope and evaluation- Funding requirements- Funding options – Latest trends

**UNIT II LEGAL FRAMEWORKS 6**

Term Sheet and Deal Structure-Shareholders Agreement-Subscription Agreement-Intellectual Property Acknowledgement Deed-Directors and Board Representation-Preference Shares & Common Stock-Equity Crowd Funding

**UNIT III ORGANIZING AND FINANCING A NEW VENTURE 6**

Venture Capital - Venture Capital Investments – Venture types – Venture capital for entrepreneur in Global- Venture capital india.

**UNIT IV VALUING ENTREPRENEUR INVESTMENT 6**

Earnings-Based Valuation Models-Asset-Based Valuation Models - Industry-Specific Based Valuation Model -Exit Strategies-IPO-Trade Sale-The Investment Process

**UNIT V FUNDING OPPORTUNITIES IN INDIA 6**

Funding Schemes- Funding Schemes by state and central authority- Schemes by finance ministry and commerce ministry – private funding opportunities.

**TOTAL: 30 PERIODS**

**OUTCOMES:**

- Students know the fundamentals of Entrepreneurship
- Can understand funding opportunities in india.

*R. Janet*

Co-ordinator



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

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

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# Review Session: Entrepreneurial Finance

Antoinette Schoar  
MIT Sloan School of Management  
15.431

Spring 2011



  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621101





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## **Four major parts to the course:**

- New venture valuation
- Deal structure
- Private equity partnership structure and incentives
- Exiting from private equity investments



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## Evaluating a business plan/opportunity:

- Very difficult in entrepreneurial situations
- Does not mean you shouldn't do it
- Valuation is as good as its assumptions
  
- We looked at three methods:
  - Discounted cash flow (APV) method
  - VC method
  - Real options





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## Discounted cash flow method (APV)

- Economics of business
  - Where does positive NPV come from?
  - Most important
- Cash flows
  - Free cash flow to all equity investment =  
$$\text{EBIT} * (1 - t) + \text{DEPR} - \text{CAPX} - \Delta \text{NWC}$$
- Discount rate

→**Economics + Cash Flows + Rate = VALUE**

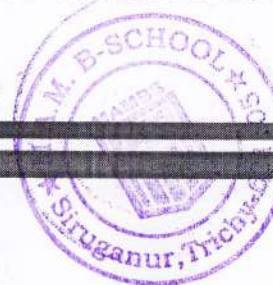


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# APV Approach for New Ventures

- The Standard APV Calculations
  - **Step 1:** Calculate *Free Cash Flows* (FCFs) to an “all-equity” firm for a period of years until company has reached a “steady-state.”
  - **Step 2:** Discount these FCFs at the discount rate of an all-equity firm ( $k$ ).
  - **Step 3:** Calculate a *Terminal Value* as the present value of a growing perpetuity of FCFs assuming some growth rate in FCFs and discounting by  $k$ .
  - **Step 4:** Value tax shields of debt financing separately ( $trD$ ) and discount by a rate that reflects the riskiness of those cash flows.
  - **Step 5:** Steps 1- 4 give you the Enterprise Value. To determine the Equity Value subtract the market value of debt.





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## Generate cash flows:

- Value after-tax cash flows to all-equity firm / investment:
  - Start with free cash flows to all-equity firm
- For start-ups:
  - Generate different scenarios
    - Expect substantial non-linearity
    - Assign probabilities to the different scenarios
  - Value company as expected value of different scenarios

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## The Venture Capital Method

- **Step 1:** Forecast sales/revenues to equity for a period of years.
- **Step 2:** Estimate the time at which the VC will exit the investment (typically through an IPO or sale to strategic buyer).
- **Step 3:** Value the exit price based on an assumed multiple of earnings or sales or customers, etc. The multiple is typically based on comparable public companies or comparable transactions.
- **Step 4:** Discount interim cash flows and exit value at rates ranging from 25% - 80%.
- **Step 5:** Determine the VC's stake





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## Why are Discount Rates so High?

- Such high discount rates cannot be explained as being a reward for systematic risk. In most cases, CAPM would give discount rates well below 25%, let alone 80%.
- Three (limited) “rationales”:
  - Compensate VC for illiquidity of investment
  - Compensate VC for adding value
  - VC market power
  - Should not use high discount rates to correct for overoptimistic projections, better build it in cash flow scenarios



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## Strengths and weaknesses of methods

- VC method relies on market multiples
  - Strengths
    - Implicitly uses market consensus of real options
    - Market prices may capture “missing” values in DCF
      - Helps to free ride on market’s research capabilities?
  - Weaknesses
    - Cannot always (if ever) get close comparable
      - Firm-level idiosyncrasies
      - Changes in strategy
    - Problem in overheated market: Herding
      - Mean reversion





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## Strengths and weaknesses of methods

- APV

- Strengths

- Model cash flows as coming from specific set of operating strategies / assumptions

- Can see impact of changes in strategies on valuation

- Valuation tied to fundamentals

- Weaknesses

- Difficult to know right market risk premium and risk factor

- May leave things out?

- Strategic value?



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## Conclusion: Valuation

- The different methods are not mutually exclusive
- VC method and comparables are important but
  - Do not tell you where value comes from
  - Whether comparables are really comparable
- DCF analysis (+ Real options) forces to justify valuation but
  - Only as good as the data input
  - Relies on imperfect models
- Go back and forth between the two approaches





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## Venture Capitalist as Intermediaries

- VC himself faces agency issues with regard to his LPs
  - Limited partners have very little control over GPs once the money has been invested
  - Large information asymmetries between GPs and LPs
- VCs objectives:
  - Maximize financial returns to justify the risk and effort of the investment for their LPs (GP compensation is largely based on carried interest)
  - Building own reputation to facilitate fundraising for later funds and improve deal flow
  - Eventually achieve “liquidity”, since fund has limited lifetime



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## Structure of compensation

- Base compensation as a % of committed capital (or assets under management) plus carried interest
  - Management fee: 1.5% - 2.5% of capital
  - Carried interest: 20% share of profits
- Positive:
  - Induces effort
  - Attracts talented individuals (really?)
- Negative:
  - Huge incentives and potential for opportunism:
  - Increasing fund size
  - Changing deal mix





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## Potential conflict of interest between VC and entrepreneur

- The split of financial returns
- The allocation of control rights
- Perception/valuation of future success rate of the company
  - Uncertainty
  - Asymmetric information and moral hazard
- The time horizon of the venture and the type of liquidation event



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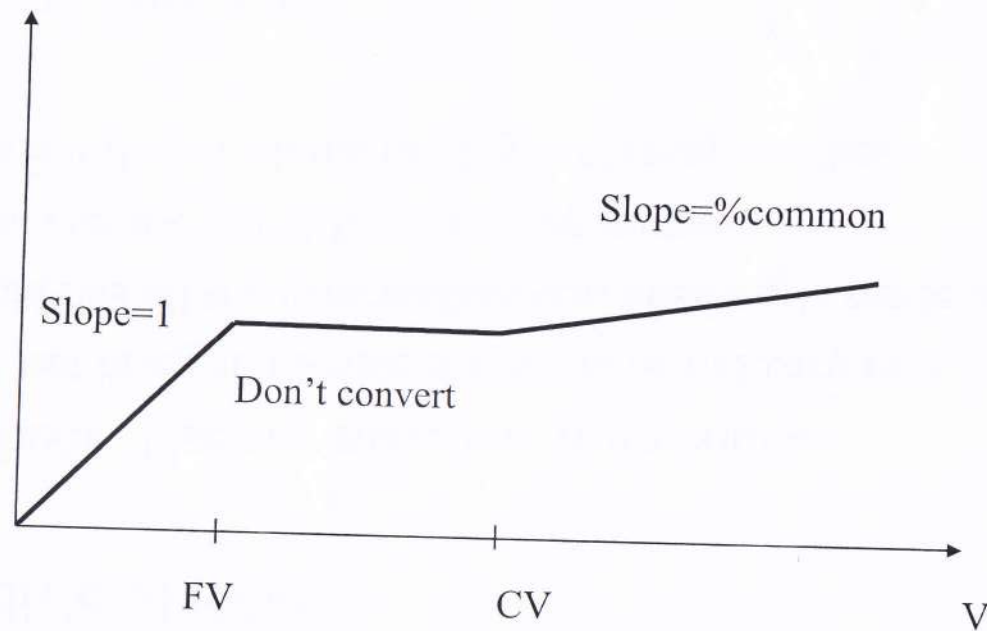
## Logic behind the term sheet is to mitigate potential conflicts between the two parties

- **Financial returns** divided to:
  - Reward investors for their investments in the firm
  - Provide high-powered incentives to entrepreneurs to maximize value and stay with the firm
  - Provide VCs with incentives to add value
- **Dynamic allocation of control:**
  - Gives more control to entrepreneur if things turn out well
  - Gives more control to VC if things do not turn out well
- **Provides incentives to achieve a liquidity event**
  - Prevents entrepreneur from settling for “life-style” firm





## Example: Convertible preferred payoffs



$V$ : Liquidation Value  
 $FV$ : Face value of preferred stock  
 $CV$ : Min. enterprise value at conversion



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## Final Exam: The Rules

- An individual effort
- Open book: Use any materials from course
  - Do not bring in outside historical or industry info
  - Final has all the information you need – it's made up anyway!!
  - You can use excel for valuation purpose
    - But do not blame me if your laptop crashes!
- What you cannot use:
  - Mobile devices, Ipad, Pda etc.
  - Your neighbors' brains





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## The Exam should be:

- Clearly label your calculations and spell out any assumptions that are non-obvious
- Write short and precise answers, no need for long  
→ Do not “fish around” for an answer
- Put name on cover page only  
→ We grade them anonymously



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## ADVICE ?

- Exams should address the issues raised in the questions
- Be very clear about what you are assuming and calculating

!!!!!! GOOD LUCK !!!!!!





MIT OpenCourseWare  
<http://ocw.mit.edu>

15.431 Entrepreneurial Finance  
Spring 2011

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.





## Academic Year 2017-2018

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Funding Opportunities for Entrepreneurs

Date and Venue : 14/10/2018- 17/10/2018& MBA Class

Name of the Resource Person / Speaker : Mrs. Mahalakshmi. S, Founder,  
Fantasy Solutions,  
Trichy.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree**

- |    |  |     |     |   |   |
|----|--|-----|-----|---|---|
| 1. | Workshop objectives were stated clearly and met.   | (4) | 3   | 2 | 1 |
| 2. | The workshop was well organized.   | 4   | (3) | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | (4) | 3   | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4   | (3) | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4   | (3) | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4   | (3) | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4   | (3) | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4   | (3) | 2 | 1 |





# M.A.M. B-SCHOOL



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9.	The presenter(s) suggested ways to follow up the training.	4	3	2	1
10.	The materials provided were useful and appropriate for the program.	4	3	2	1
11.	The physical arrangements were adequate.	4	3	2	1
12.	How would you rate this workshop? (please check one)	<input type="checkbox"/> Excellent		<input type="checkbox"/> Good	
		<input type="checkbox"/> Very Good		<input type="checkbox"/> Not Good	
13.	How comfortable are teaching the material presented in this workshop?	<input checked="" type="checkbox"/> Very		<input type="checkbox"/> Not at all	
		<input type="checkbox"/> Somewhat			
14.	Areas/topics about which you would like to receive further training:				

15. Suggestions for improving this workshop:

*[Handwritten Signature]*  
 DIRECTOR  
 M.A.M. B-SCHOOL  
 Siruganur, Trichy-621105



Date : 17.10.18

*[Handwritten Signature]*  
 Signature of the Participant

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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Chennai)

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## Academic Year 2018-2019

14.03.2019

### Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct certificate course on "Advanced Accounting Package"

\*\*\*\*\*

We have planned to organize certificate course on "Advanced Accounting Package" during (21/03/2019- 24/03/2019) for First and Final Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.



*[Handwritten signature]*

Co-ordinator

*[Handwritten signature]*

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

*[Handwritten signature]*

Director



# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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Chennai)



Ref: MAMBS/MBA/CC/2018-19/002

To

16.03.2019

Mr.Ramanathan. R  
Program coordinator, ERP Tally 9  
Raman Academy,  
Karur.

**SUB: Requisitionletter to conduct a Certificate Course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, First and Final year students of **MBA** have willingness to attend Certificate Course on “**Advanced Accounting Package**”. The schedule for the same is from 21/03/2019- 24/03/2019, subject to changes on your convenience.Irequest you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the coursefor your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.



*Y. S. Srinivasan*

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

Enclosure:

1. Syllabus

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



# RAMAN ACADEMY

"inspiring excellence"

iswa Complex, No 17, Pattabi Raman Pillai Street, Tennur, Tennur, Trichy - 620017

17.03.2019

To

Karur.

THE DIRECTOR  
M.A.M.B-SCHOOL  
TRICHY

**Ref.:** Your Letter Dated 16<sup>th</sup> March 2019.

Dear Madam,

**Sub:** Accepting the invitation to conduct the certificate courseon "**Advanced Accounting Package**" – Reg.

Greetings!!!

I am pleased to accept this offer, and I am excited to begin taking classes from 21<sup>st</sup> March 2019 to 24<sup>th</sup> March 2019. Thank you for the opportunity .I have attached the required documents which includes the details of mine and content of course.



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

Thank You  
With Best Regards  
Mr. Ramanathan. R





# M.A.M. B-SCHOOL



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Chennai)

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Academic Year 2018-2019

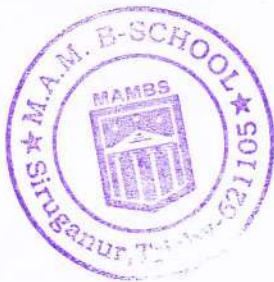
19.03.2019

MAMBS/MBA/CC/2018-19/002

## CIRCULAR

It is proposed to organize Certificate Course on “Advanced Accounting Package” during 21/03/2019- 24/03/2019 for Firststand Final year students. This training is to be provided in our Department.

Interested students can register their names with Ms.R.Karthika, Associate Professor, on or before 20.03.2019.



**DIRECTOR**

**DIRECTOR**

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

---

## M.A.M. B-SCHOOL

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### ASSOCIATION OF MANAGEMENT STUDIES COPE

*Cordially invites you all for the*

*Certificate Course on*

# "ADVANCED ACCOUNTING PACKAGE"

*(21/03/2019- 24/03/2019)*

**MR. RAMANATHAN,**

Program coordinator, ERP Tally 9

Raman Academy, Karur.

**Venue: MBA Class room.**

**Dr. P.SubburethinaBharathi    Mrs.FathimaBathoolMaluk**

*Director,*

*M.A.M. B-SCHOOL*

*Chief Executive officer*

*M.A.M.B-SCHOOL*







## Academic Year 2018-2019

### Name of the Course - Advanced Accounting Package

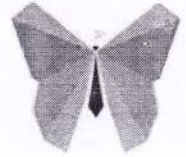
#### REGISTRATION FORM

Year/Sem : I/II / II/IV Course Plan : 21/03/19- 24/03/19  
Degree/Branch : MBA Duration : 30 hrs  
Batch : 2017-2019/  
2018- 2020 Time : 09.00 am – 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	SIGNATURE
1	812217631001	Agnes Sheeba.J	Agnes Sheeba J
2	812217631002	Ajithkumar.R	Ajithkumar R
3	812217631003	Alex Antony.G	Alex Antony G.
4	812217631004	Arockia Stephen Raj.D	Arockia Stephen Raj D
5	812217631005	Arul Pandi.M	Arul Pandi M
6	812217631006	Devakumar.S	Devakumar S
7	812217631007	Dhivakar.S	Dhivakar S
8	812217631008	Dinesh.M	Dinesh M
9	812217631010	Jayapriya.D	Jayapriya D
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11	812217631012	Kamali.K	Kamali K
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14	812217631015	Kanimozhi.N	Kanimozhi N
15	812217631016	Kavikuyil.T	Kavikuyil T
16	812217631017	KeerthanaPriyadarshini.P	Keerthana Priyadarshini P
17	812217631018	KeerthanaSri.T	Keerthana Sri T
18	812217631019	Kiruthika.G	Kiruthika G
19	812217631020	Logeswaran.M	Logeswaran M
20	812217631021	Merlin SelvaSheeli.S	Merlin Selvasheeli S
21	812217631022	Mohan Raj.G.T	Mohan Raj G.T
22	812217631023	Muruganantham.R	Muruganantham R



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Chennai)

23	812217631025	Priya.S	Priya. S.
24	812217631026	Rajachidambaram.N	Raja
25	812217631027	Ramprakash.M	Ramprakash M.
26	812217631028	Rangeela.N	Rangeela
27	812217631029	Sakthivel.K	Sakthivel. K.
28	812217631030	Sangavi.V	Sangavi
29	812217631033	SathishKumar.P	Sathish Kumar. P
30	812217631034	Senthilkumar.M	Senthilkumar. M
31	812217631035	Senthilkumar.P	Senthilkumar. P.
32	812217631036	Shandeep S.K	S.K. Shandeep.
33	812217631037	Shankaran.S	Shankaran
34	812217631038	Shree Arvind.K	Shree Arvind. K.
35	812217631039	Sivasankari.N	S. Sivasankari
36	812217631040	Suganthi.S	Suganthi. S.
37	812217631041	Sugapriya.R	Sugapriya. R.
38	812217631042	Suriya.S	Suriya
39	812217631043	Susintha.V	Susintha. V
40	812217631044	Yugan.L	Yugan. L
41	812218631002	Bavani.R	Bavani. R.
42	812218631003	Divya R.	Divya
43	812218631004	Elamathi P	P. Elamathi
44	812218631007	Jayapriya R.	R. Jayapriya.
45	812218631008	Jeyaram.G	Jeyaram. G
46	812218631009	Karthick S.	S. Karthick.
47	812218631010	Kowsalya G.	Kowsalya
48	812218631011	Lokesh Raj M.	Lokesh Raj
49	812218631012	Mathan Raj S.	Mathan Raj S.
50	812218631013	Mohamed Bilal I.	Mohamed Bilal.
51	812218631014	Nagalakshmi. R	Nagalakshmi. R
52	812218631016	Nivedha. A	Nivedha



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53	812218631017	NoorulAmeen Z.	Noorul Ameen Z.
54	812218631018	Manjula P.	Manjula P.
55	812218631019	Ramya P.	Ramya P.
56	812218631020	Renuka V.	Renuka V.
57	812218631021	Ruben Rodrigues R.	Ruben Rodrigues R.
58	812218631022	Sankari M.	M. Sankari.
59	812218631023	Saravanan R.	P. Saravanan.
60	812218631024	Sathish P.	Sathish P.
61	812218631025	SathyaPriya T.	Sathyapriya T.
62	812218631026	Shankar R.	Shankar R.
63	812218631027	Sindhu S.	Sindhu S.
64	812218631029	Subha Shree M.	Subha Shree M.
65	812218631030	SudharsanPetric D.	Sudharsan Petric D.
66	812218631031	Sujidha.N	Sujidha N.
67	812218631032	Sundareeswari S.	Sundareeswari S.
68	812218631033	Swathi R.	R. Swathi
69	812218631035	Uvarani.M	M. Uvarani
70	812218631037	Vignesh K.	G. Vignesh
71	812218631038	Vimal.R	Vimal R.

Co-ordinator

Director

DIRECTOR  
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## Academic Year 2018-2019

### Name of the Course - Advanced Accounting Package

#### ATTENDANCEFORM

**Year/Sem** : I/II / II/IV                      **Course Plan** : 21/03/19-24/03/19  
**Degree/Branch** : MBA                        **Duration** : 30 hrs  
**Batch** : 2017-2019/  
2018-2020                      **Time** : 09.00 am – 05.00 pm

**Total no. of Students Registered: 71**

S. N O.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			21/03/19	22/03/19	23/03/19	24/03/19
1	812217631001	Agnes Sheeba.J	Agnes sheeba	Agness sheeba	Agnes sheeba	Agnessheeba
2	812217631002	Ajithkumar.R	Ajithkumar	Ajithkumar	Ajithkumar	Ajithkumar
3	812217631003	Alex Antony.G	Alex antony.g	Alex Antony.g	Alex antony	Alex antony.g
4	812217631004	Arockia Stephen Raj.D	Arockia Stephen Raj.D	Arockia Stephen Raj.D	Arockia Stephen Raj.D	Arockia Stephen Raj.D
5	812217631005	Arul Pandi.M	Arul Pandi.M	Arul Pandi.M	Arul Pandi.M	Arul Pandi.M
6	812217631006	Devakumar.S	Devakumar.S	Devakumar.S	Devakumar.S	Devakumar.S
7	812217631007	Dhivakar.S	Dhivakar.S	Dhivakar.S	Dhivakar.S	Dhivakar.S
8	812217631008	Dinesh.M	Dinesh.M	Dinesh.M	Dinesh.M	Dinesh.M
9	812217631010	Jayapriya.D	Jayapriya.D	Jayapriya.D	Jayapriya.D	Jayapriya.D
10	812217631011	Jeevitha.C	Jeevitha.C	Jeevitha.C	Jeevitha.C	Jeevitha.C
11	812217631012	Kamali.K	Kamali.K	Kamali.K	Kamali.K	Kamali.K
12	812217631013	Kamesh.K	Kamesh.K	Kamesh.K	Kamesh.K	Kamesh.K
13	812217631014	Kanagaraj.S	Kanagaraj.S	Kanagaraj.S	Kanagaraj.S	Kanagaraj.S
14	812217631015	Kanimozhi.N	Kanimozhi.N	Kanimozhi.N	Kanimozhi.N	Kanimozhi.N
15	812217631016	Kavikuyil.T	Kavikuyil.T	Kavikuyil.T	Kavikuyil.T	Kavikuyil.T
16	812217631017	KeerthanaPriyadharsini.P	KeerthanaPriyadharsini.P	KeerthanaPriyadharsini.P	KeerthanaPriyadharsini.P	KeerthanaPriyadharsini.P
17	812217631018	KeerthanaSri.T	KeerthanaSri.T	KeerthanaSri.T	KeerthanaSri.T	KeerthanaSri.T
18	812217631019	Kiruthika.G	Kiruthika.G	Kiruthika.G	Kiruthika.G	Kiruthika.G
19	812217631020	Logeswaran.M	Logeswaran.M	Logeswaran.M	Logeswaran.M	Logeswaran.M
20	812217631021	Merlin SelvaSheeli.S	Merlin SelvaSheeli.S	Merlin SelvaSheeli.S	Merlin SelvaSheeli.S	Merlin SelvaSheeli.S
21	812217631022	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T	Mohan Raj.G.T
22	812217631023	Muruganatham.R	Muruganatham.R	Muruganatham.R	Muruganatham.R	Muruganatham.R



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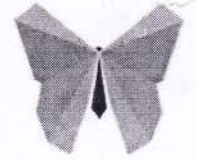
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Chennai)



23	812217631025	Priya.S	Priya	Priya	Priya	Priya
24	812217631026	Rajachidambaram. N	Raja	Raja	Raja	Raja
25	812217631027	Ramprakash.M	Ramprakash	Ramprakash	Ramprakash	Ramprakash
26	812217631028	Rangeela.N	Rangeela	Rangeela	Rangeela	Rangeela
27	812217631029	Sakthivel.K	Sakthi	Sakthi	Sakthi	Sakthi
28	812217631030	Sangavi.V	Sangavi	Sangavi	Sangavi	Sangavi
29	812217631033	SathishKumar.P	Sathish	Sathish	Sathish	Sathish
30	812217631034	Senthilkumar.M	Senthil	Senthil	Senthil	Senthil
31	812217631035	Senthilkumar.P	Senthilkumar	Senthilkumar	Senthilkumar	Senthilkumar
32	812217631036	Shandeep S.K	Shandeep	Shandeep	Shandeep	Shandeep
33	812217631037	Shankaran.S	Shankaran	Shankaran	Shankaran	Shankaran
34	812217631038	Shree Arvind.K	Shree Arvi	Shree Arvi	Shree Arvi	Shree Arvi
35	812217631039	Sivasankari.N	Siva N	Siva N	Siva N	Siva N
36	812217631040	Suganthi.S	Sugani	Sugani	Sugani	Sugani
37	812217631041	Sugapriya.R	Sugapriya	Sugapriya	Sugapriya	Sugapriya
38	812217631042	Suriya.S	Suriya	Suriya	Suriya	Suriya
39	812217631043	Susinthar.V	Susinthar	Susinthar	Susinthar	Susinthar
40	812217631044	Yugan.L	Yugan	Yugan	Yugan	Yugan
41	812218631002	Bavani.R	Bavani	Bavani	Bavani	Bavani
42	812218631003	Divya R.	Divya	Divya	Divya	Divya
43	812218631004	Elamathi P	Elamathi	Elamathi	Elamathi	Elamathi
44	812218631007	Jayapriya R.	Jayapriya	Jayapriya	Jayapriya	Jayapriya
45	812218631008	Jeyaram.G	Jeyaram	Jeyaram	Jeyaram	Jeyaram
46	812218631009	Karthick S.	Karthick	Karthick	Karthick	Karthick
47	812218631010	Kowsalya G.	Kowsalya	Kowsalya	Kowsalya	Kowsalya
48	812218631011	Lokesh Raj M.	Lokesh M	Lokesh M	Lokesh M	Lokesh M
49	812218631012	Mathan Raj S.	Mathan	Mathan	Mathan	Mathan
50	812218631013	Mohamed Bilal I.	Bilal	Bilal	Bilal	Bilal
51	812218631014	Nagalakshmi. R	Nagalakshmi	Nagalakshmi	Nagalakshmi	Nagalakshmi
52	812218631016	Nivedha. A	Nivedha	Nivedha	Nivedha	Nivedha
53	812218631017	NoorulAmeen Z.				
54	812218631018	Manjula P.	Manjula	Manjula	Manjula	Manjula
55	812218631019	Ramya P.	Ramya	Ramya	Ramya	Ramya
56	812218631020	Renuka V.	Renuka	Renuka	Renuka	Renuka
57	812218631021	Ruben Rodrigues R.	Ruban	Ruban	Ruban	Ruban



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58	812218631022	Sankari M.	Sankari	Sankari	Sankari	Sankari
59	812218631023	Saravanan R.	Saravanan	Saravanan	Saravanan	Saravanan
60	812218631024	Sathish P.	Sathish	Sathish	Sathish	Sathish
61	812218631025	SathyaPriya T.	Sathyapriya	Sathyapriya	Sathyapriya	Sathyapriya
62	812218631026	Shankar R.	Shankar	Shankar	Shankar	Shankar
63	812218631027	Sindhu S.	Sindhu	Sindhu	Sindhu	Sindhu
64	812218631029	Subha Shree M.	Subha shree	Subha	Subha	Subha
65	812218631030	SudharsanPetrie D.	Sudharsan D	Sudharsan D	Sudharsan D	Sudharsan D
66	812218631031	Sujidha.N	Sujidha	Sujidha	Sujidha	Sujidha
67	812218631032	Sundareeswari S.	Sundareeswari	Sundareeswari	Sundareeswari	Sundareeswari
68	812218631033	Swathi R.	Swathi	Swathi	Swathi	Swathi
69	812218631035	Uvarani.M	Uvarani	Uvarani	Uvarani	Uvarani
70	812218631037	Vignesh K.	Vignesh	Vignesh	Vignesh	Vignesh
71	812218631038	Vimal.R	Vimal	Vimal	Vimal	Vimal

Co-ordinator

Director

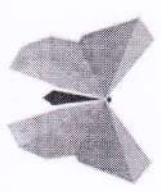




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# Certificate

This is to certify that Mr/Ms/Mrs...

**G.KOWSALYA**

of 1 year MBA has participated in the Certificate Course on "Advanced Accounting Package" organized by COPE- An Association of Department of Management Studies from 21<sup>ST</sup> March 2018 to 24<sup>TH</sup> March.

*[Handwritten signature]*



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



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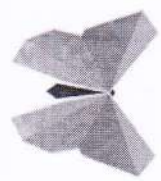
**DIRECTOR**

**CO-ORDINATOR**

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

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# Certificate

This is to certify that Mr/Ms/Mrs... **S.DEVAKUMAR** ..

of **II** year MBA has participated in the Certificate Course on "Advanced Accounting Package" organized by COPE- An Association of Department of Management Studies from 21<sup>ST</sup> March 2018 to 24<sup>TH</sup> March.



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

*Handwritten signature*

**CO-ORDINATOR**

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**DIRECTOR**





## Academic Year 2018-2019

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Advanced Accounting Package**” from 21/03/2019- 24/03/2019 for I and II Year MBA students. The resource person was. Mr.Ramanathan, Program coordinator, ERP Tally 9,Raman Academy, Karur.

.The program was inaugurated by Dr.P.SubburethinaBharathi, Director/ MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms.R.Karthika Associate Professor, MBA. The course focused on Accounting. The course included the theory classes followed by the interactive sessions.

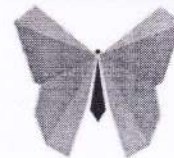


- Day 1.** To give introduction to introduction to accounting packages.
- Day 2.** Provide payroll model in terms of accounting.
- Day 3.** To facilitate students to understand Accounting SAP.
- Day 4.** To facilitate the student to understand Tally ERP 9.



*Y. Srinivasan*

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



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**Academic Year 2018-2019**

**ADVANCED ACCOUNTING PACKAGE**

**OBJECTIVES:**

- To give students an understanding of advanced accounting packages undergoing in industry.
- Based on SAP Financials, Tally ERP 9 & Advance Excel

**UNIT I INTRODUCTION TO ACCOUNTING PACKAGES**

**6**

Definition-Meaning-Scope and evaluation-Accounting Packages –Advantages and benefits –  
Characteristics-Latest packages.

**UNIT II PAYROLL 6**

EPF computation-Payment of EPF liability - Filing of PF Return - ESIC computation-  
Payment of ESIC liability - Filing of ESIC Return-Profession Tax computation-  
Payment of Profession Tax liability Filing of Profession Tax Return

**UNIT III SAP MODULES 6**

SAP Modules Introduction to SAP R/3-  
Introduction to ERP, Advantages of SAP over other ERP packages.- Introduction to SAP R/3 FI -  
Financial Accounting Basic settings - Enterprise Structure Configuration -  
Enterprise Structure Assignment - Financial Accounting Global Settings

**UNIT IV TALLY ERP 9 6**

Understand Tally Features and Benefits - Accounting on computers - Starting Tally ERP 9 -  
Creating Master for Accounts - Creating Master for Inventory - Exploring Transactions -  
Performing Everyday Tasks like Invoicing, Bookkeeping and Billing in Tally

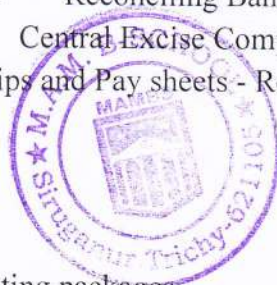
**UNIT V TALLY ERP 96**

Creating and managing Invoices - Creating Advanced Accounting Masters -  
Creating Advanced Inventory Masters - Reconciling Bank Accounts - Taxation -  
Computation of VAT, Service Tax, CST - Central Excise Computation - Computation of TDS -  
Payroll Management -Preparation of Pay slips and Pay sheets - Reporting

**TOTAL: 30 PERIODS**

**OUTCOMES:**

- Students know the advanced accounting packages
- Can understand and get job opportunities in the area of accounting





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## Academic Year 2018-2019

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :  
 Title of Programme / Course attended : Advanced Accounting Package  
 Date and Venue : 21/03/2019- 24/03/2019& MBA Class  
 Name of the Resource Person / Speaker : Mr.Ramanathan,  
 Program coordinator, ERP Tally 9  
 Raman Academy,  
 Karur.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

1.	Workshop objectives were stated clearly and met.	(4)	3	2	1
2.	The workshop was well organized.	4	(3)	2	1
3.	The workshop helped me to learn how to work effectively with my peers in a workshop setting.	(4)	3	2	1
4.	The information and/or skills presented were relevant and useful	(4)	3	2	1
5.	The presenter(s) provided adequate time for questions and answered them satisfactorily.	4	(3)	2	1
6.	The presenter(s) modeled student-centered learning strategies and techniques.	4	(3)	2	1
7.	This workshop increased my knowledge and skills	4	(3)	2	1
8.	The presenter(s) allowed me to work with and learn from others.	4	(3)	2	1
9.	The presenter(s) suggested ways to follow up the training.	(4)	3	2	1
10.	The materials provided were useful and appropriate for the	(4)	3	2	1







In chapter 12, you have learnt about the need for use of computers in accounting the nature and use of accounting information system. In this chapter, we shall discuss the nature of computerised accounting system, its advantages, limitations and sourcing.

### 13.1 Concept of Computerised Accounting System

A computerised accounting system is an accounting information system that processes the financial transactions and events as per Generally Accepted Accounting Principles (GAAP) to produce reports as per user requirements. Every accounting system, manual or computerised, has two aspects. First, it has to work under a set of well-defined concepts called *accounting principles*. Another, that there is a user-defined framework for maintenance of records and generation of reports.


In a computerised accounting system, the framework of storage and processing of data is called *operating environment* that consists of hardware as well as software in which the accounting system, works. The type of the accounting system used determines the operating environment. Both hardware and software are interdependent. The type of software determines the structure of the hardware. Further, the selection of hardware is dependent upon various factors such as the number of users, level of secrecy and the nature of various activities of functional departments in an organisation.

#### LEARNING OBJECTIVES

After studying this chapter, you will be able to :

- define a computerised accounting system;
- distinguish between a manual and computerised accounting system;
- highlight the advantages and limitations of computerised accounting system; and
- state the sourcing of a computerised accounting system.



  
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Take the case of a club, for example, where the number of transactions and their variety is relatively small, a Personal Computer with standardised software may be sufficient. However, for a large business organisation with a number of geographically scattered factories and offices, more powerful computer systems supported by sophisticated networks are required to handle the voluminous data and the complex reporting requirements. In order to handle such requirements, multi-user operating systems such as UNIX, Linux, etc. are used.

Modern computerised accounting systems are based on the concept of *database*. A database is implemented using a database management system, which is defined by a set of computer programmes (or software) that manage and organise data effectively and provide access to the stored data by the application programmes. The accounting database is well-organised with active interface that uses accounting application programs and reporting system. Every computerised accounting system has two basic requirements:

- *Accounting Framework* : It consists a set of principles, coding and grouping structure of accounting.
- *Operating Procedure* : It is a well-defined operating procedure blended suitably with the operating environment of the organisation.

The use of computers in any database oriented application has four basic requirements as mentioned below ;

- *Front-end Interface* : It is an interactive link or a dialog between the user and database-oriented software through which the user communicates to the back-end database. For example, a transaction relating to purchase of goods may be dealt with the accounting system through a purchase voucher, which appears on the computer's monitor of data entry operator and when entered into the system is stored in the database. The same data may be queried through reporting system say purchase analysis software programme.
- *Back-end Database* : It is the data storage system that is hidden from the user and responds to the requirement of the user to the extent the user is authorised to access.
- *Data Processing* : It is a sequence of actions that are taken to transform the data into decision useful information.
- *Reporting System*: It is an integrated set of objects that constitute the report.

The computerised accounting is also one of the database-oriented applications wherein the transaction data is stored in well-organised database. The user operates on such database using the required and desired interface and also takes the desired reports by suitable transformations of stored data into information. Therefore, the fundamentals of computerised accounting

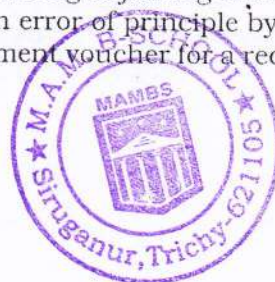


embrace all the basic requirements of any database-oriented application in computers. Accordingly, the computerised accounting system has the above four additional requirements.

### 13.2 Comparison between Manual and Computerised Accounting

Accounting, by definition, is the process of identifying, recording, classifying and summarising financial transactions to produce the financial reports for their ultimate analysis. Let us understand these activities in the context of manual and computerised accounting system.

- *Identifying* : The identification of transactions, based on application of accounting principles is, common to both manual and computerised accounting system.
- *Recording* : The recording of financial transactions, in manual accounting system is through books of original entries while the data content of such transactions is stored in a well-designed accounting database in computerised accounting system.
- *Classification* : In a manual accounting system, transactions recorded in the books of original entry are further classified by posting into ledger accounts. This results in transaction data duplicity. In computerised accounting, no such data duplication is made to cause classification of transactions. In order to produce ledger accounts, the stored transaction data is processed to appear as classified so that the same is presented in the form of a report. Different forms of the same transaction data are made available for being presented in various reports.
- *Summarising* : The transactions are summarised to produce trial balance in manual accounting system by ascertaining the balances of various accounts. As a result, preparation of ledger accounts becomes a prerequisite for preparing the trial balance. However, in computerised accounting, the originally stored transactions data are processed to churn out the list of balances of various accounts to be finally shown in the trial balance report. The generation of ledger accounts is not a necessary condition for producing trial balance in a computerised accounting system.
- *Adjusting Entries* : In a manual accounting system, these entries are made to adhere to the principle of cost matching revenue. These entries are recorded to match the expenses of the accounting period with the revenues generated by them. Some other adjusting entries may be made as part of errors and rectification. However, in computerised accounting, Journal vouchers are prepared and stored to follow the principle of cost matching revenue, but there is nothing like passing adjusting entries for errors and rectification, except for rectifying an error of principle by having recorded a wrong voucher such as using payment voucher for a receipt transaction.





- *Financial Statements* : In a manual system of accounting, the preparation of financial statements pre-supposes the availability of trial balance. However, in computerised accounting, there is no such requirement. The generation of financial statements is independent of producing the trial balance because such statements can be prepared by direct processing of originally stored transaction data.
- *Closing the Books* : After the preparation of financial reports, the accountants make preparations for the next accounting period. This is achieved by posting of closing and reversing journal entries. In computerised accounting, there is year-end processing to create and store opening balances of accounts in database.

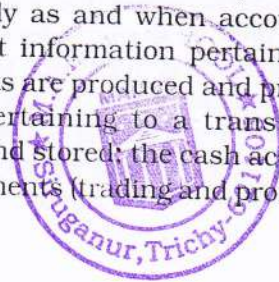
It may be observed that conceptually, the accounting process is identical regardless of the technology used.

### 13.3 Advantages of Computerised Accounting System

Computerised accounting offers several advantages vis-a-vis manual accounting, these are summarised as follows ;

- *Speed* : Accounting data is processed faster by using a computerised accounting system than it is achieved through manual efforts. This is because computers require far less time than human beings in performing a task.
- *Accuracy* : The possibility of error is eliminated in a computerised accounting system because the primary accounting data is entered once for all the subsequent usage and processes in preparing the accounting reports. Normally, accounting errors in a manual accounting system occur because of repeated posting of same set of original data by several times while preparing different types of accounting reports.
- *Reliability* : The computer system is well-adapted to performing repetitive operations. They are immune to tiredness, boredom or fatigue. As a result, computers are highly reliable compared to human beings. Since computerised accounting system relies heavily on computers, they are relatively more reliable than manual accounting systems.
- *Up-to-Date Information* : The accounting records, in a computerised accounting system are updated automatically as and when accounting data is entered and stored. Therefore, latest information pertaining to accounts get reflected when accounting reports are produced and printed.

For example, when accounting data pertaining to a transaction regarding cash purchase of goods is entered and stored; the cash account, purchase account and also the financial statements (trading and profit and loss account) reflect the impact immediately.





- *Real Time User Interface* : Most of the automated accounting systems are inter-linked through a network of computers. This facilitates the availability of information to various users at the same time on a real time basis (that is spontaneously).
- *Automated Document Production* : Most of the computerised accounting systems have standardised, user defined format of accounting reports that are generated automatically. The accounting reports such as Cash book, Trial balance, Statement of accounts are obtained just by click of a mouse in a computerised accounting environment.
- *Scalability* : In a computerised accounting system, the requirement of additional manpower is confined to data entry operators for storing additional vouchers. The additional cost of processing additional transactions is almost negligible. As a result the computerised accounting systems are highly scalable.
- *Legibility* : The data displayed on computer monitor is legible. This is because the characters (alphabets, numerals, etc.) are type written using standard fonts. This helps in avoiding errors caused by untidy written figures in a manual accounting system.
- *Efficiency* : The computer based accounting systems ensure better use of resources and time. This brings about efficiency in generating decisions, useful informations and reports.
- *Quality Reports* : The inbuilt checks and untouchable features of data handling facilitate hygienic and true accounting reports that are highly objective and can be relied upon.
- *MIS Reports* : The computerised accounting system facilitates the real time production of management information reports, which will help management to monitor and control the business effectively. Debtors' analysis would indicate the possibilities of defaults (or bad debts) and also concentration of debt and its impact on the balance sheet. For example, if the company has a policy of restricting the credit sales by a fixed amount to a given party, the information is available on the computer system immediately when every voucher is entered through the data entry form. However, it takes time when it comes to a manual accounting system. Besides, the results may not be accurate.
- *Storage and Retrieval* : The computerised accounting system allows the users to store data in a manner that does not require a large amount of physical space. This is because the accounting data is stored in hard-disks, CD-ROMs, floppies that occupy a fraction of physical space compared to books of accounts in the form of ledger, journal and other accounting registers. Besides, the system permits fast and accurate retrieval of data and information.





- **Motivation and Employees Interest** : The computer system requires a specialised training of staff, which makes them feel more valued. This motivates them to develop interest in the job. However, it may also cause resistance when we switch over from a manual system to a computer system.

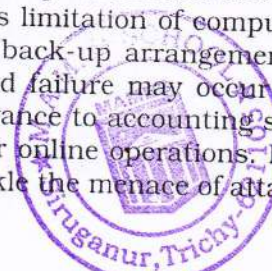
**Test Your Understanding - I**

1. The framework of storage and processing of data is called as .....
2. Database is implemented using .....
3. A sequence of actions taken to transform the data into decision useful information is called.....
4. An appropriate accounting software for a small business organisation having only one user and single office location would be .....

### 13.4 Limitations of Computerised Accounting System

The main limitations emerge out of the environment in which the computerised accounting system is made to operate. These limitations are as given below ;

- **Cost of Training** : The sophisticated computerised accounting packages generally require specialised staff personnel. As a result, a huge training costs are incurred to understand the use of hardware and software on a continuous basis because newer types of hardware and software are acquired to ensure efficient and effective use of computerised accounting systems.
- **Staff Opposition** : Whenever the accounting system is computerised, there is a significant degree of resistance from the existing accounting staff, partly because of the fear that they shall be made redundant and largely because of the perception that they shall be less important to the organisation.
- **Disruption** : The accounting processes suffer a significant loss of work time when an organisation switches over to the computerised accounting system. This is due to changes in the working environment that requires accounting staff to adapt to new systems and procedures.
- **System Failure** : The danger of the system crashing due to hardware failures and the subsequent loss of work is a serious limitation of computerised accounting system. However, providing for back-up arrangements can obviate this limitation. Software damage and failure may occur due to attacks by viruses. This is of particular relevance to accounting systems that extensively use Internet facility for their online operations. No full-proof solutions are available as of now to tackle the menace of attacks on software by viruses.





- *Inability to Check Unanticipated Errors* : Since the computers lack capability to judge, they cannot detect unanticipated errors as human beings commit. This is because the software to detect and check errors is a set of programmes for known and anticipated errors.
- *Breaches of Security* : Computer related crimes are difficult to detect as any alteration of data may go unnoticed. The alteration of records in a manual accounting system is easily detected by first sight. Fraud and embezzlement are usually committed on a computerised accounting system by alteration of data or programmes. Hacking of passwords or user rights may change the accounting records. This is achieved by tapping telecommunications lines, wire-tapping or decoding of programmes. Also, the people responsible for tampering of data cannot be located which in a manual system is relatively easier to detect.
- *Ill-effects on Health* : The extensive use of computers systems may lead to development of various health problems: bad backs, eyestrain, muscular pains, etc. This affects adversely the working efficiency of accounting staff on one hand and increased medical expenditure on such staff on the other.

#### Do It Yourself

Visit a commercial organisation where the accounting is performed manually. Observe the various accounting activities. Now list the advantages, which would have accrued, had the accounting being performed through computers.

### 13.5 Sourcing of Accounting Software

Accounting software is an integral part of the computerised accounting system. An important factor to be considered before acquiring accounting software is the accounting expertise of people responsible in organisation for accounting work. People, not computers, are responsible for accounting. The need for accounting software arises in two situations : (a) when the computerised accounting system is implemented to replace the manual system or (b) when the current computerised system needs to be replaced with a new one in view of changing needs.



**Box 1**  
**Accounting Software**

Variety of accounting software is available in the market. The most popular software used in India are Tally and Ex. The basic features of all accounting software are same on a global basis. The legal reporting requirements in a given country and the business needs affect the software contents. The other popular softwares are Sage, Wings 2000, Best Books, Cash Manager, and Ace Pays, etc.

### **13.5.1 Accounting Packages**

Every Computerised Accounting System is implemented to perform the accounting activity (recording and storing of accounting data) and generate reports as per the requirements of the user. From this perspective,

The accounting packages are classified into the following categories :

- (a) Ready to use
- (b) Customised
- (c) Tailored

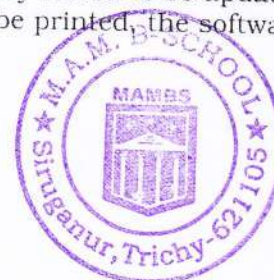
Each of these categories offers distinctive features. However, the choice of the accounting software would depend upon the suitability to the organisation especially in terms of accounting needs.

### **13.5.2 Ready-to-Use**

Ready-to-Use accounting software is suited to organisations running small/conventional business where the frequency or volume of accounting transactions is very low. This is because the cost of installation is generally low and number of users is limited. Ready-to-use software is relatively easier to learn and people (accountant) adaptability is very high. This also implies that level of secrecy is relatively low and the software is prone to data frauds. The training needs are simple and sometimes the vendor (supplier of software) offers the training on the software free. However, these software offer little scope of linking to other information systems.

### **13.5.3 Customised**

Accounting software may be customised to meet the special requirement of the user. Standardised accounting software available in the market may not suit or fulfil the user requirements. For example, standardised accounting software may contain the sales voucher and inventory status as separate options. However, when the user requires that inventory status to be updated immediately upon entry of sales voucher and report be printed, the software needs to be customised.





Customised software is suited for large and medium businesses and can be linked to the other information systems. The cost of installation and maintenance is relatively high because the high cost is to be paid to the vendor for customisation. The customisation includes modification and addition to the software contents, provision for the specified number of users and their authentication, etc. Secrecy of data and software can be better maintained in customised software. Since the need to train the software users is important, the training costs are therefore high.

#### 13.5.4 Tailored

The accounting software is generally tailored in large business organisations with multi users and geographically scattered locations. These software requires specialised training to the users. The tailored software is designed to meet the specific requirements of the users and form an important part of the organisational MIS. The secrecy and authenticity checks are robust in such softwares and they offer high flexibility in terms of number of users.

To summarise, the following table represents the comparison between the various categories of accounting software :

<i>Basis</i>	<i>Ready to use</i>	<i>Customised</i>	<i>Tailored</i>
Nature of business	Small, conventional business	Large, medium business	Large, typical business
Cost of installation and maintenance	Low	Relatively high	High
Expected Level of secrecy (Software and Data)	Low	Relatively high	Relatively high
Number of users and their interface	Limited	As per specifications	Unlimited
Linkage to other information system	Restricted	yes	Yes
Adaptability	High	Relatively high	Specific
Training requirements	Low	Medium	High

#### 13.6 Generic Considerations before Sourcing an Accounting Software

The following factors are usually taken in considerations before sourcing an accounting software.



### **13.6.1 Flexibility**

An important consideration before sourcing an accounting software is flexibility, viz. data entry and the availability and design of various reports expected from it. Also, it should offer some flexibility between the users of the software, the switch over between the accountants (users), operating systems and the hardware. The user should be able to run the software on variety of platforms and machines, e.g. Windows 98/2000, Linux, etc.

### **13.6.2 Cost of Installation and Maintenance**

The choice of the software obviously requires consideration of organisation ability to afford the hardware and software. A simple guideline to take such a decision is the cost benefit analysis of the available options and the financing opportunities available to the firm. Some times, certain software which appears cheap to buy, involve heavy maintenance and alteration costs, e.g. cost of addition of modules, training of staff, updating of versions, data failure/restoring costs. Conversely, the accounting software which appear initially expensive to buyers, may require least maintenance and free upgrading and negligible alteration costs.

### **13.6.3 Size of Organisation**

The size of organisation and the volume of business transactions do affect the software choices. Small organisations, e.g. in non-profit organisations, where the number of accounting transactions is not so large, may opt for a simple, single user operated software. While, a large organisation may require sophisticated software to meet the multi-user requirements, geographically scattered and connected through complex networks.

### **13.6.4 Ease of Adaptation and Training needs**

Some accounting software is user friendly requiring a simple training to the users. However, some other complex software packages linked to other information systems require intensive training on a continuous basis. The software must be capable of attracting users and, if its requires simple training, should be able to motivate its potential users.

### **13.6.5 Utilities/MIS Reports**

The MIS reports and the degree to which they are used in the organisation also determine the acquisition of software. For example, software that requires simply producing the final accounts or cash flow/ratio analysis may be ready-to-use software. However, the software, which is expected to produce cost records needs to be customised as per user requirements.





Customised software is suited for large and medium businesses and can be linked to the other information systems. The cost of installation and maintenance is relatively high because the high cost is to be paid to the vendor for customisation. The customisation includes modification and addition to the software contents, provision for the specified number of users and their authentication, etc. Secrecy of data and software can be better maintained in customised software. Since the need to train the software users is important, the training costs are therefore high.

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Adaptability	High	Relatively high	Specific
Training requirements	Low	Medium	High

#### 13.6 Generic Considerations before Sourcing an Accounting Software

The following factors are usually taken in considerations before sourcing an accounting software.



### **13.6.6 Expected Level of Secrecy (Software and Data)**

Another consideration before buying accounting software is the security features, which prevent unauthorised personnel from accessing and/or manipulating data in the accounting system. In tailored software for large businesses, the user rights may be restricted to purchase vouchers for the purchase department, sales vouchers to the billing accountants and petty cash module access with the cashier. The operating system also matters. Unix environment allows multi-users compared to Windows. In Unix, the user cannot make the computer system functional unless the user clicks with a password, which is not a restriction in Windows.

### **13.6.7 Exporting/Importing Data Facility**

The transfer of database to other systems or software is sometimes expected from the accounting software. Organisations may need to transfer information directly from the ledger into spreadsheet software such as Lotus or Excel for more flexible reporting. The software should allow the hygienic, untouched data transfer.

Accounting software may be required to be linked to MIS software in the organisation. In some ready to use accounting softwares, the exporting, importing facility is available but is limited to MS Office modules only, e.g. MS Word, MS Excel, etc. However, tailored softwares are designed in manner that they can interact and share information with the various sub components of the organisational MIS.

### **13.6.8 Vendors Reputation and Capability**

Another important consideration is the reputation and capability of about the vendor. This depends upon how long has he been the vendor is in business of software development, whether there are other users of the software and extent of the availability of support mechanisms outside the premises of the vendor.

#### **Key Terms Introduced in the Chapter**

- Computerised Accounting System
- Generally Accepted Accounting Principles
- Accounting Software
- Manual Accounting System
- Operating Environment
- Accounting Packages





### Summary with Reference to Learning Objectives

- 1 **Computerised Accounting System :** A computerised accounting system is an accounting information system that processes the financial transactions and events to produce reports as per user requirements. It is based on the concept of database and has two basic requirements: (a) Accounting framework and (b) Operating Procedure.
- 2 **Advantages of Computerised Accounting System :**
  - Speed
  - Reliability
  - Scalability
  - Efficiency
  - MIS Reports
  - Storage and Retrieval
  - Automated document production
  - Accuracy
  - Up-to-date
  - Legibility
  - Quality Report
  - Real time user interface
  - Motivation and Employees interest
- 3 **Limitations of Computerised Accounting System :**
  - Cost of training
  - Disruption
  - Breache of security
  - Inability to check unanticipated errors
  - Staff Opposition
  - System failure
  - Ill-effects on health
- 4 **Categories of Accounting Packages :**
  - Ready-to-Use
  - Tailored
  - Customised

### Questions for Practice

#### Short Answers

1. State the four basic requirements of a database applications.
2. Name the various categories of accounting package.
3. Give examples of two types of operating systems.
4. List the various advantages of computerised accounting systems.
5. Give two examples each of the organisations where 'ready-to-use', 'customised', and 'tailored' accounting packages respectively suitable to perform the accounting activity.
6. Distinguish between a 'ready-to-use' and 'tailored' accounting software.

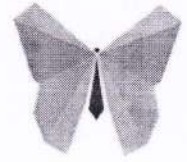
#### Long Answers

1. Define a computerised accounting system. Distinguish between a manual and computerised accounting system.
2. Discuss the advantages of computerised accounting system over the manual accounting system.
3. Describe the various types of accounting software along with their advantages and limitations.
4. 'Accounting software is an integral part of the computerised accounting system' Explain. Briefly list the generic considerations before sourcing an accounting software.
5. 'Computerised Accounting Systems are best form of accounting system'. Do you agree? Comment.

### Checklist to Test Your Understanding

1. Operating environment
2. DBMS
3. Data Processing
4. Ready to use

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

---

Academic Year (2017-2018)

27.08.2017

**Submitted to the Principal**

Respected Sir,

**Sub:** Requisition of permission to conduct certificate course on "Digital Marketing"

\*\*\*\*\*

We have planned to organize certificate course on "Digital Marketing" during (03/09/2017 - 06/09/2017) for First Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

*[Handwritten signature]*

**Coordinator**

*[Handwritten signature]*

**Director**



*[Handwritten signature]*  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105



## M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

Ref: MAMBS/MBA/CC/2017-18/001

To

29.08.2017

Mr. S. Prasanna,  
Assistant Professor,  
Department of Management,  
Velammal Institute of Technology,  
Chennai.

**SUB: Requisition letter to conduct certificate course – Reg**

**Respected Sir,**

With reference to the above mentioned subject, First year students of MBA have willingness to attend certificate course on “Digital Marketing”. The schedule for the same is from 03/09/2017 - 06/09/2017, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

Yours Faithfully,

Enclosure:

1. Syllabus



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



# VELAMMAL INSTITUTE OF TECHNOLOGY

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai  
ALL DEPARTMENTS ACCREDITED BY NBA & NAAC  
"Velammal Knowledge Park", Chennai - Kulkatta Highway, Ponneri - 601204

30.08.2017

Chennai.

To

The Director  
M.A.M.B-School  
Trichy .

**Ref.:** Your Letter Dated 29<sup>th</sup> August 2017.

Dear Madam,

**Sub:** Accepting the invitation to conduct the certificate course on "**Digital Marketing**" –  
Reg.

Greetings!!!

I am happy to inform you that I accept the invitation to conduct the certificate course being organized by your department from 3<sup>rd</sup> September 2017 to 6<sup>th</sup> September 2017. As stated, the topic of the said certificate course is "**Digital Marketing**".

In the request letter wherein, you asked me to conduct the certificate course, I received a detailed description of what you expect from the certificate course and motives with which you are conducting it. I will get in touch with you soon to discuss further details of the certificate course.

Thank You!

With Best Regards

Mr. S. Prasanna,



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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

---

**Academic Year (2017-2018)**

01.09.2017

**MAMBS/MBA/2017-2018/CC/01**

## CIRCULAR

It is proposed to organize Certificate Course on "Digital Marketing" during 03/09/2017 - 06/09/2017 for First year students. This training is to be provided in our campus.

Interested students can register their names with Ms. Mercy Janita Vincent, Assistant Professor, Management Studies of this program on or before 02.09.17.



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

## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



### ASSOCIATION OF MANAGEMENT STUDIES COPE

*Cordially invites you all for the*

*Certificate Course on*

## "DIGITAL MARKETING"

*(03/09/2017 - 06/09/2017)*

*Mr. S. Prasanna,*

*Assistant Professor,  
Velammal Institute of Technology, Chennai.*

Venue: Seminar Hall at 9.40 am.

**Dr. P.SubburethinaBharathi    Mrs.FathimaBathoolMaluk**

*Director,*

*M.A.M. B-SCHOOL*

*Chief Executive officer*

*M:A.M.B-SCHOOL*







Siruganur, Trichy -621105

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Chennai)

Academic Year 2017-2018

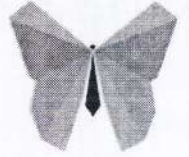
Name of the Course - Digital Marketing

REGISTRATION FORM

Year/Sem : I / I Course Plan : 03/09/17 - 06/09/17  
Degree/Branch : MBA Duration : 30 hrs  
Batch : 2017 - 2019 Time : 09.00 am – 05.00 pm

S. NO.	REG. NO	STUDENTS NAME	SIGNATURE
1	812217631001	Agnes Sheeba.J	Agnes Sheeba
2	812217631002	Ajithkumar.R	Ajithkumar.R
3	812217631003	Alex Antony.G	Alex Antony.G
4	812217631004	Arockia Stephen Raj.D	Arockia Stephen Raj.D
5	812217631005	Arul Pandi.M	Arul Pandi M
6	812217631006	Devakumar.S	Devakumar.S
7	812217631007	Dhivakar.S	Dhivakar.S
8	812217631008	Dinesh.M	Dinesh.M
9	812217631009	Govindharasu.K	Govindharasu.K
10	812217631010	Jayapriya.D	Jayapriya.D
11	812217631011	Jeevitha.C	Jeevitha.C
12	812217631012	Kamali.K	Kamali.K
13	812217631013	Kamesh.K	Kamesh.K
14	812217631014	Kanagaraj.S	Kanagaraj.S
15	812217631015	Kanimozhi.N	Kanimozhi.N
16	812217631016	Kavikuyil.T	Kavikuyil.T
17	812217631017	Keerthana Priyadarshini.P	Keerthana Priyadarshini.P
18	812217631018	Keerthana Sri.T	Keerthana Sri.T
19	812217631019	Kiruthika.G	Kiruthika.G
20	812217631020	Logeswaran.M	Logeswaran.M
21	812217631021	Merlin Selva Sheeli.S	Merlin Selva Sheeli.S
22	812217631022	Mohan Raj.G.T	Mohan Raj.G.T
23	812217631023	Muruganantham.R	Muruganantham.R
24	812217631024	Parthipan.R	Parthipan.R
25	812217631025	Priya.S	Priya.S
26	812217631026	Rajachidambaram.N	Rajachidambaram.N
27	812217631027	Ramprakash.M	Ramprakash.M
28	812217631028	Rangeela.N	Rangeela.N
29	812217631029	Sakthivel.K	Sakthivel.K



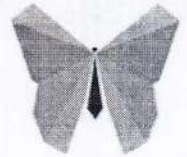
**M.A.M. B-SCHOOL****Siruganur, Trichy -621105**(Approved by AICTE, New Delhi & Affiliated to Anna University,  
Chennai)

30	812217631030	Sangavi.V	Sangavi.V
31	812217631031	Sathish.G	Sathish.G
32	812217631032	Sathish.R	Sathish.R
33	812217631033	Sathish Kumar.P	Sathish Kumar.P
34	812217631034	Senthilkumar.M	Senthilkumar.M
35	812217631035	Senthilkumar.P	Senthilkumar.P
36	812217631036	Shandeeep S.K	Shandeeep S.K
37	812217631037	Shankaran.S	Shankaran.S
38	812217631038	Shree Arvind.K	Shree Arvind.K
39	812217631039	Sivasankari.N	Sivasankari.N
40	812217631040	Suganthi.S	Suganthi.S
41	812217631041	Sugapriya.R	Sugapriya.R
42	812217631042	Suriya.S	Suriya.S
43	812217631043	Susinthar.V	Susinthar.V
44	812217631044	Yugan.L	Yugan.L

Coordinator

Director





Siruganur, Trichy -621105

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

Academic Year 2017-2018

Name of the Course - Digital Marketing

ATTENDANCE FORM

Year/Sem : I / I

Course Plan : 03/09/17 - 06/09/17

Degree/Branch : MBA

Duration : 30 hrs

Batch : 2017 - 2018

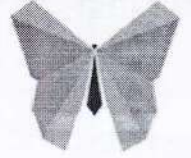
Time : 09.00 am - 05.00 pm

Total no. of Students Registered: 44

S. NO.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			3/09/17	4/09/2017	5/09/2017	6/09/2017
1	812217631001	Agnes Sheeba.J	agnes she	agnes she	agnes she	agnes she
2	812217631002	Ajithkumar.R	Ajith	Ajith	Ajith	Ajith
3	812217631003	Alex Antony.G	Alex Antony	Alex Antony	Alex Antony	Alex Antony
4	812217631004	Arockia Stephen Raj.D	Arockia	Arockia	Arockia	Arockia
5	812217631005	Arul Pandi.M	Arul Pandi	Arul Pandi	Arul Pandi	Arul Pandi
6	812217631006	Devakumar.S	Devakumar	Devakumar	Devakumar	Devakumar
7	812217631007	Dhivakar.S	Dhivakar	Dhivakar	Dhivakar	Dhivakar
8	812217631008	Dinesh.M	Dinesh	Dinesh	Dinesh	Dinesh
9	812217631009	Govindharasu.K	Govindharasu	Govindharasu	Govindharasu	Govindharasu
10	812217631010	Jayapriya.D	Jayapriya	Jayapriya	Jayapriya	Jayapriya
11	812217631011	Jeevitha.C	Jeevitha	Jeevitha	Jeevitha	Jeevitha
12	812217631012	Kamali.K	Kamali	Kamali	Kamali	Kamali
13	812217631013	Kamesh.K	Kamesh	Kamesh	Kamesh	Kamesh
14	812217631014	Kanagaraj.S	Kanagaraj	Kanagaraj	Kanagaraj	Kanagaraj
15	812217631015	Kanimozhi.N	Kanimozhi	Kanimozhi	Kanimozhi	Kanimozhi
16	812217631016	Kavikuyil.T	Kavikuyil	Kavikuyil	Kavikuyil	Kavikuyil
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25	812217631025	Priya.S	Priya	Priya	Priya	Priya



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26	812217631026	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N	Rajachidambaram.N
27	812217631027	Ramprakkash.M	Ramprakkash.M	Ramprakkash.M	Ramprakkash.M	Ramprakkash.M
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38	812217631038	Shree Arvind.K	Shree Arvind.K	Shree Arvind.K	Shree Arvind.K	Shree Arvind.K
39	812217631039	Sivasankari.N	Sivasankari.N	Sivasankari.N	Sivasankari.N	Sivasankari.N
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43	812217631043	Susinthar.V	Susinthar.V	Susinthar.V	Susinthar.V	Susinthar.V
44	812217631044	Yugan.L	Yugan.L	Yugan.L	Yugan.L	Yugan.L

*S. P. S.*

**Coordinator**

*Y. S. S.*

**Director**



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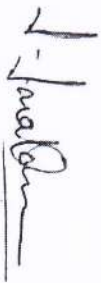


## *Certificate*

This is to certify that Mr/Ms/Mrs.....

**RANGEELAN**

of 1 year MBA has participated in the Certificate Course on "Digital Marketing" organized by COPE An Association of Department of Management Studies from 3<sup>rd</sup> September 2017 to 6<sup>th</sup> September 2017 during the Academic year 2017-2018.



**COORDINATOR**





**DIRECTOR**

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

Siruganur, Trichy-621105



**DIRECTOR**



## Academic Year (2017-2018)

### Programme Report

MAMBS organized a Four-day certificate course on “**Digital Marketing**” from 03/09/2017 - 06/09/2017 for I Year MBA students. The resource person was Mr.S. Prassanna, Assistant Professor, Department of Management Studies, Velammal Institute Technology.

The program was inaugurated by Dr. P.SubburethinaBharathi, Director MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms.Mercy Janita Vincent, Assistant Professor, MBA. The course focused on Marketing. The course included the theory classes followed by the interactive sessions.



- Day 1.** To give introduction to digital marketing.
- Day 2.** Provide fundamental understanding on Digital marketing.
- Day 3.** To facilitate students to understand different functional concepts of digital marketing.
- Day 4.** Design and implementation demo digital market concent.



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





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## Academic Year (2017-2018) DIGITAL MARKETING

### OBJECTIVES:

- To give introduction to digital marketing
- To provide fundamental understanding on Digital marketing
- To facilitate students to understand different functional concepts of digital marketing.

### UNIT I

#### Introduction to Digital Marketing 6

Digital Marketing-Why Digital Marketing-Digital Marketing platforms-Digital Marketing – Organic & Paid-Digital Marketing era and the way forward-Digital Marketing for students, professionals and businesses

### UNIT II

#### Search Engine Optimization (SEO)6

SEO-Growth of SEO in the recent years-Ecosystem of a search engine-What are the kinds of traffic-On Page Optimisation (OPO)-What is on-page optimization-HTML basics-CSS basics-Meta Tags usage-Using Javascript to our Advantage-Graphics -Optimization

### UNIT III

#### Off-Page Optimization -Misc Tools 6

Linking Strategies-Competitor Analysis-Sculpting-Link Baiting-Professional Article –xchangeSocial Book Marking and Promotions-Directory submissions- Google Webmaster Tools-Site Map Creators-Browser-based analysis tools-Page Rank tools-Pinging & indexing tools-Dead links identification tools-

### UNIT IV Advanced Campaign Settings 6

Handle different devices -Mobile-specific bids-Ad Scheduling-Ad Rotation-Ad delivery settings-Open site explorer-Domain information/whois tools-Quicksprout

### UNIT V Analyzing Account Performance 6

Account interface analysis of data -Understanding metrics- Search Terms report-Placement Performance report-Analyzing keywords, Ads-Landing page relevance-Quality score-Ad Rank-Cost/Benefit analysis of campaigns-How to add / remove relevant keywords-Optimization Process-Keyword Optimization

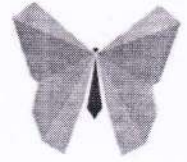
**TOTAL: 30 PERIODS**

### OUTCOMES:

- Students know the fundamentals of digital marketing.
- Can understand how digital marketing is plays important role in marketing



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### Academic Year 2017-2018

#### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Digital Marketing

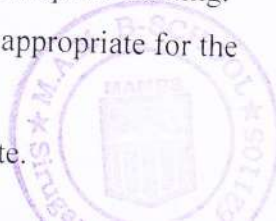
Date and Venue : 03/09/2017 - 06/09/2017 & Seminar Hall

Name of the Resource Person / Speaker : Mr. S. Prasanna, Assistant Professor,  
Velammal Institute of Technology, Chennai.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

- |     |  |   |   |   |   |
|-----|--|---|---|---|---|
| 1.  | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2.  | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3.  | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4.  | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5.  | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | 4 | 3 | 2 | 1 |
| 6.  | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7.  | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8.  | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |
| 9.  | The presenter(s) suggested ways to follow up the training.                                   | 4 | 3 | 2 | 1 |
| 10. | The materials provided were useful and appropriate for the program.                          | 4 | 3 | 2 | 1 |
| 11. | The physical arrangements were adequate.   | 4 | 3 | 2 | 1 |





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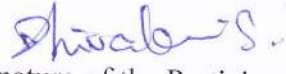
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- 
12. How would you rate this workshop? (please check one)  Excellent  Good  
 Very Good  Not Good
13. How comfortable are teaching the material presented in this workshop?  Very Good  Not at all  
 Somewhat
15. Suggestions for improving this workshop:

  
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Date : 6/9/07

  
Signature of the Participant






**Digital Marketing**  
Strategies focused on increasing the Reach & Visibility of Your Business.

**References**

- Smith P R Chaffey Dave, *E-Marketing Excellence: The Heart of E-Business*, Butterworth Heinemann, USA.
- Strauss Judy, *E-Marketing*, Prentice Hall, India

**DIGITAL MARKETING INTRODUCTION**

Also referred as online marketing, internet marketing and web marketing, it is a service using digital technologies.



**Digital marketing activities**

- SEO
- Search Engine marketing
- Content marketing
- Influencer marketing
- Content automation
- Campaign marketing
- E-Commerce
- Marketing
- Social media marketing
- Email direct marketing
- Mobile phones(SMS & MMS)



**Advantage of Digital marketing**

- Able to reach vast numbers of potential consumers at one time.
- Consumers are exposed to the brand and the product that is being advertised directly.
- Easy to access as well it can be accessed any time any place.
- Its reach is so large.

**Limitation of Digital marketing**

- Highly dependent on the internet.
- Internet is subject to a lot of clutter.
- Large amount of competing goods and services.
- Some consumers lack trust online
- Even an individual or small group of people can harm image of an established brand.
- Useful for specific categories of products
- Disseminates information to the prospects who do not have purchasing power.

**Principles of marketing environment**

- Customer Value
- Competitive Advantage
- Concentration on customer needs

**Drivers of marketing environment**

- Market needs and efforts
- Technology
- Cost
- Quality
- Communication and Transportation
- Leverage

**Digital media industries**

- Entertainment
- Technology
- E-Commerce
- Education
- Marketing and advertising
- Sports
- Television
- Publishing



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**Contd...**

- The digital media industry in India would set to touch the Rs. 200-billion mark by 2020, with the digital advertisement spend growing at 23-28 per cent.

**Reaching audience through Digital channels**

- Four ways you can identify and engage the right audience with digital marketing

- Learn What's Important to Your Audience
- Speak Your Audience's Language
- Know Your Organic Keywords
- Stay Top of Mind with Retargeting

**Learn What's Important to Your Audience**

- As marketers and business operators, we have near limitless amounts of data at our fingertips. In today's world, we can use this data to help us better understand our customers. Some ways we can do this are:
  - Facebook Insights and Ad Manager can tell us the age, location, relationship status, interests and behaviors of our fans and customers.
  - Social media listening tools can tell us what customers are saying about our products, and what other topics are interesting to them.
  - Use these tools to unearth insights about your audience's demographic and psychographic profiles.
  - Retarget or push ads out to pull additional clients back to your site.

**Speak Your Audience's Language**

- To relate to and connect with your audience, you need to speak their language. That means not only using the appropriate voice and tone, but also peppering in actual words and phrases (for example, "bling" - woman's apparel brand) in advertising creative and social media conversations to better connect with their customers will give an increase in the campaign's click-through rate.
- You don't need a large-scale and lengthy study. Like this, you can use social media listening tools or manual monitoring of social media conversations can reveal your audience's common dialect.

**Know Your Organic Keywords**

Organic search is typically the largest source of traffic for any website. It's important to know what keywords your audience is using to find your website. Here are some tips to help you find the right keywords for your business:

- Use tools like Google Keyword Planner, SEMrush, or Ahrefs to find relevant keywords.
- Look for keywords that have a high search volume and a low competition.
- Use long-tail keywords (keywords with three or more words) as they are often more specific and have less competition.
- Use keywords that are relevant to your business and your target audience.
- Use keywords that are easy to remember and type.
- Use keywords that are unique to your business.
- Use keywords that are easy to spell and pronounce.
- Use keywords that are easy to remember and type.
- Use keywords that are unique to your business.
- Use keywords that are easy to remember and type.

**Stay Top of Mind with Retargeting**

- When customers reach your store early in their purchase journey, they are more likely to make a purchase. You can reach these customers back to your store through retargeting efforts.
- Numerous digital channels offer retargeting campaign options. Knowing who your audience is and what they are interested in can help you choose the best channels for your retargeting initiatives.
- Gaining a deep understanding of who your customers are and what motivates them will help you define a more qualified audience. Only then can you use digital retargeting to reach the right people with the right quality traffic, improve on-site engagement and, most importantly, increase sales.

**Traditional vs. Digital marketing**

Traditional	Digital
<ul style="list-style-type: none"> <li>Print media</li> <li>Television</li> <li>Radio</li> <li>Direct mail</li> <li>Out-of-home</li> <li>Event marketing</li> <li>Sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>Search engine marketing (SEM)</li> <li>Social media marketing (SMM)</li> <li>Display advertising</li> <li>Video marketing</li> <li>Mobile marketing</li> </ul>
<ul style="list-style-type: none"> <li>Printed materials are still king</li> <li>Costly to produce</li> <li>Hard to track results</li> <li>Long lead times</li> <li>Difficult to measure ROI</li> </ul>	<ul style="list-style-type: none"> <li>Cost-effective marketing</li> <li>Highly measurable</li> <li>Easy to track results</li> <li>Instant feedback</li> <li>Targeted advertising</li> </ul>

**Introduction to online marketing Environment**

- Also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM)
- set of powerful tools and methodologies used for promoting products and services through the Internet

**Limitation**

- The main limitation of online marketing is where goods are being sold, the lack of tangibility means that consumers are unable to try out, or try on items they might wish to purchase.
- Generous return policies are the main way to circumvent such buyer apprehension.



### Advantage of online marketing

- Low costs: Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.
- Flexibility and convenience: Consumers may research and purchase products and services at their leisure.
- Analytics: Efficient statistical results are facilitated without extra costs.
- Multiple options: Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google Maps).
- Personalized targeting: Consumers can be demographically targeted much more effectively in an online rather than an offline process.

### Dotcom Evolution

- Internet in the 1980s, a system of "country codes" was developed to differentiate the Web sites registered in each country from each other
- Canada, Germany, and Libya have been allowing companies to register domain names within their country (for a fee of course) so that the domain name ends with such as .ca, .de, or .ly
- Restrictions, policies, and regulations of Internet usage differ from country to country

### Contd ..

- The Internet Corporation for Assigned Names and Numbers (ICANN), the non-profit tasked with monitoring and regulating internet domains and activity, will now be allowing any group to register their own generic top level domain, or gTLD
- The first seven domain names were introduced in the 1980s: .com, .edu, .gov, .int, .mil, .net, .org.
- In the 2000s, more were added by ICANN

### Relationship Marketing And The Internet

• Relationship marketing is all about keeping the customer for the long-term so that you can benefit from the life time value the customer has to offer.

• Some of the strategies firms use to develop long term relationships with customers through the internet.

1. Social Networking
2. Customisation
3. Online Questionnaires
4. E-vouchers
5. Online Chat
6. Customer Service

### Social Networking

- Social network strategies are an essential part of relationship marketing.
- Many firms have a business profile on popular social network sites like Facebook
- Consumers are encouraged to join the firm's social network group/profile through things like only allowing competition entries to social network members.
- Once consumers have joined the firm's social network group the firm has valuable information about the consumer (through the consumer's profile information) which can be used for relationship marketing.

### Customisation

- Some websites offer customers the opportunity to customise their products online and view how they would look if purchased.
- This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customised.
- Shoe manufacturer Nike and car manufacturer Mini Cooper allow their customers to customise their products when visiting their website.

### Online Questionnaires

- Many websites ask customers to feedback their experience of using the website at the end of their visit to the web site.
- Feedback information can be analyzed very quickly to find out what improvements can be made.
- Some changes such as website navigation can be implemented within a short space of time

### E-vouchers

- Regular customers are often sent e-vouchers that give them discounts off their next purchase. Vouchers can be targeted around what the customer frequently buys.
- Firms may have software to identify customers that have not purchased from them for a while and send a voucher to try and entice them back and re-establish the online relationship

### Online Chat

- To recreate a high street shop environment some websites offer the option to chat via web cam or chat window. This gives the opportunity for users to talk to a sales persons via the web.
- The customer is able to have their questions answered straight away and the firm has an opportunity to try and sell their products to an interested customer.
- For example Dell the computer group's online chat facility allow customers to talk through computer specifications with a qualified member of their team.





### Customer Service

- Customer service is the key to maintaining long term online relationships.
- It is important to ensure that the customer receives excellent customer service prior to, during and after a sale (post-transactional strategy)
- No matter how hard a firm tries things still go wrong, for customers this isn't usually an issue for them it's about how you resolve it.
- For example how efficient and easy is your process for returning items. Some online firms give customer to log the fault through the website, enter a number and select a date for the item to be picked up from their home.

### Internet

- Due to the advent and large spread, usage of internet, customers are able to purchase the product in depth even before entering the store. Furthermore, there is a lot of reference selling wherein a customer buys a product because their friends have recommended it. For example – if 10 of your friends recommend 1 movie as very good, you will definitely check out the movie as early as possible.
- Thus, internet marketing and digital campaigns have become an important part of marketing strategy.

### Integrating E Business to an existing business model

- The e-Business model, like any business model, describes how a company functions, how it provides a product or service, how it generates revenue, and how it will create and adapt to new markets and technologies

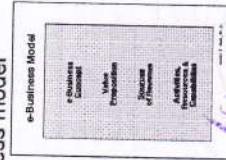
### Business in modern economy

- Today's economic environment is tough
  - Consumer spending is low and at the same time consumers have become very knowledgeable and selective about the product they buy
  - Some of the traits of current economic environment
1. Competition
  2. Internet
  3. Consumer decision making
  4. Niche markets rising up

### Consumer decision making

- With so much competition already present in the market, and with a powerful medium like internet being used, there is too much noise for the customer to make a sound decision. Thus, today the focus is equally on the complete marketing mix as well as on manufacturing products which are unique.
- The recent success of Micromax against Samsung is an example of how penetrative pricing can be used along with product

### Four traditional components of E-Business model



### Competition

- Every brand and product is being affected by competition. There are many categories of products and brands present in any category.
- Each product has a USP of its own and each brand is targeting one particular niche. Thus the choices for consumers have increased a lot which causes loss of brand loyalty. Due to lessening of brand loyalty, customers can be lost to competition much faster than was previously possible.
- The way to fight against competition is to offer unique products and build a better process such that the customer is thoroughly satisfied and sticks with your product

### Niche markets rising up

- there is huge market for cell phone accessories, automobile accessories as well as home decoration. These markets are niche markets but they are on the rise

### 1) E-Business Concept

- The **e-Business Strategy** describes the rationale of the business, its goals and vision, and products or offerings from which it will earn revenue.
- **Content Objectives** - The e-business concept should be based, in part, on goals such as "become a major car seller." Objectives are more specific and measurable.
- **Corporate Strategies** - strategies that describe how the business concept will be implemented.
- **Market Research** - the selection and refinement of the business concept should be integrally tied into knowledge of the market it serves
- **Pricing** - pricing is an important part of the e-business concept and should be established on the basis of market research

### 2) Value Proposition

- Company attempts to offer better value to its customers than competitors.
- Value Delivery through Integration of Activities - link front-end with back-end systems in order to automate the online buying process.
- External Integration: The Supply Chain- Electronic Data Interchange (EDI) technology to buy and sell components and products.
- Structure and functions according to the type of product or offering delivered.
- The value chain, describes a linear set of steps, which could be actions of business process a manufacturing company, producing products and services. The value chain aims to reduce value - strives for overall efficiency and cost reduction by increasing the efficiency and reducing the cost of each business process.

### Contd...

- The value shop describes a service accounting firm, that focuses on customer needs rather than on the production process of the value chain.
- The value network is a type of e-business where networked users negotiate a transaction on a web site. The value network hosts online auctions, brokering, market making, intermediation, or other types of transactions.

### 3) Sources of Revenue

- Several revenue sources may be available to an e-business. Many online businesses will have a blend of most of these sources. Many of these sources of revenue are:
  - Advertising
  - Affiliation
  - Agent commissions
  - Licensing
  - Sales commissions
  - Sales profits
  - Sponsorship
  - Subscription
  - User fees

### 4) Activities, Resources and Capabilities

- Activities are specific business processes or groups of processes such as design, production and sales that implement the business concept.
- In order to perform activities an organization requires human, tangible, intangible and supporting resources.
- In order for the business to be successful, workers with certain skills, or capabilities, must be available.
- Competences result from workers with distinctive capabilities, skills and combinations that efficiently utilize resources, and combinations of activities that add significantly to the value of the output.

### Online Marketing Mix (7 P's)

- The digital marketing Mix is essentially the same as the marketing mix. It is simply the adaptation of price, place, product and promotion to the digital marketing context. Of course one could also include physical evidence, people and process when marketing planning for an online service.

### Digital marketing Product

- When it comes to deciding which products a company has to put out in the market, research plays a big role.
- use of computers and smart phones because at least, they could easily get people's opinions and use graphs and statistics found online to see which products people actually want.
- save more time and effort.

### Digital marketing Price

- The digital marketing mix is simply an adaptation of the traditional marketing mix, and 'P' for price. However, the Internet has influenced how online businesses price in a number of ways.
- Research online about how much a product really costs and it's also easy to compare prices.

### Digital marketing Place

- Online could also help out a lot in knowing the easiest routes to deliver products to customers, or which places on a certain city, town, or country should the products be placed. The places where most of the business, or the purchases could be.
- It could also be a means of knowing which products to make for various places, because it's a given fact that people living in different areas have their own likes and dislikes. So it's just right that manufacturers cater to their customers.
- The digital marketing space consists of new internet companies that have emerged as the internet has developed, as well as those pre-existing companies that now employ digital marketing approaches as part of their overall marketing plan.

### Digital marketing Promotion

- Ways of increasing the popularity of your website by looking at the internal optimization of the website itself. It considers many important ways of building your traffic, including Search Engine Optimization (SEO) approaches.
- Use of social media platforms to let people know about product.

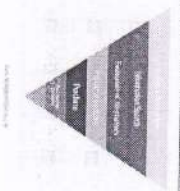






### Online B2C buying process

#### The Consumer Buying Process



### Online B2B buying behavior

- Identifying Need - Businesses are more likely to proactively identify a need as a part of their overall business strategy.
- Product Specification - Most businesses have purchasing specifications. An individual or committee will articulate exactly what they want and how they should do. How much it should cost, and the best price they should pay.
- Evaluating Suppliers - Businesses evaluate suppliers. Many have sources that exist upon obtaining quotes from at least three different suppliers in order to make a decision. They also assess the reliability and reputation of suppliers.
- Purchase Decision - For businesses, this comes after a long Post-Purchase Behavior - Businesses are more likely to be satisfied as longer-term buyers. Typical business purchases, such as computer parts, as a result, have a longer time span and are often a major part of a business's decision to purchase.

### Website design

- Serves primarily as an electronic brochure, including current product and company information.
- Website is a door into a company and must provide inviting, organized and relevant content.
- Steps for designing website
  1. Develop your website platform - content management system (CMS) like WordPress
  2. Find a Domain Name and Address the requirements (name and host) a service like Let's Get It and Host Your Website or a name to get your website up and online
  3. Choosing a Theme/Template for your site
  4. Add content and create new pages
  5. Handling Payment to Get Your Site Online and the Website

### Website content

- Get to Know your Audience and Target Market
- Organize Content Across Your Website Strategically
- Connect Your Content with Search Results
- Follow the Basics of Formatting On-Page Text for SEO
- Don't Underestimate the Value of New Article Titles
  - choose a title that makes sense
- Tag Your Content Wisely
- Use Consistent Formatting
- Utilize the Value of Your Social Reach
- Prepare to Pivot - The final step to effective content is to measure, analyze, and incorporate the results of your content engagement and feed this data back into your current content and search marketing strategy

### Advantage of using website

- It is a low cost alternative to paper brochures or press release.
- Product information is easily updated in web page
- The web can reach new prospects who are searching for particular products.

### Forms of search engine

- Criteria-based search engines, such as Google, AllTheWeb, and Ask.com, create web and then make what it finds to build the search list. What they do is that they get the top 1000 results from the search engine and will alert you those web pages that they think are the most relevant to your search.
- They have a specific search type in mind. They are designed to give them the best results possible and they are designed to give you the best results possible.
- They are designed to give you the best results possible and they are designed to give you the best results possible.
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### Working of search engine

- Search engines have two major functions, crawling and indexing. Crawling is the process of finding and indexing the billions of documents, pages, files, news, videos, and media on the World Wide Web.
- Indexing is the process of organizing the crawled pages into a database that they are retrieved and ranked for relevancy.
- Popularity, and relevance aren't determined manually. Instead, the engines employ mathematical equations (algorithms) to determine the ranking of each document. These algorithms often comprise hundreds of variables in factors.

### Revenue model in Search engine positioning

- A revenue model is a framework for generating revenues. It identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value.
- Search engines and web directories have typically had three main revenue streams: advertising, providing search results at their party sites and, in some cases, adopting their technology for internal company networks, usually referred to as enterprise search.

### Contd..

- Search engines and web directories have increasingly been challenging companies to be considered for advertising.
- Pay for placement merely guarantees that a site will be crawled or indexed and then listed somewhere within the index or directory.
- Pay for placement places some promotional text and a web link within the search results.
- Pay for click, if using Google they pay for their ad to appear and only appears within the search results of a page. The keyword the user has been searching on.
- Enterprise search is the application of technology developed for web-wide searching to company intranets and systems.





### SEO

- Search engine optimization – process of maximizing the number of visitors to a web or social media site by ensuring that either the site name and links appear high on a search engine result page for appropriate key words or
- Ads on search engine sites get a high click through
- Two type of SEO - natural or organic search and paid search
- Search marketing is an umbrella term that refers to the act of marketing a search engine, website, or product through search engines, with the goal of increasing the number of visitors purchasing paid listing or combination of these.

### Natural or Organic search

- Is a search marketing strategy involving optimizing a website so it will appear as close to the first search engine result page as possible.
- It is a free search engine result page (SERP) – Few scroll onto next pages
- Many ways to improve site ranking-every search engine use different criteria for ranking
- Ranking algorithm with over 200 variables with popularity as one of the most important
- By increasing relevant and high quality incoming links to website will improve its ranking in Google.

### Contd..

- Another important tactic involves keywords – the words users type into the search query box.
- Website are optimized in both content and HTML meta tags that hold keywords.
- Meta tags are seen only in page source code
- To discover these keywords, compare their visitors type into search engines before arriving at their site
- Use web tools, such as Google's AdSense keyword auctions, to discover the keywords used in their industry so they can find unique words for their site
- By polling customers and prospects to see what words they actually use when looking for firms in the industry

### Principles in SEO

- Spread fresh content all over the web – more sites and social media platforms, the more links will appear on search engine result pages.
- Relevance and popularity – Google judges relevance by incoming links to a webpage and popularity based on clicks from SERP
- Target markets for searching – use keywords to populate the sites used by target markets for searching
- Use a verify URL – usually associated with a brand name to make fresh content more likely to remember (eg – fresh food.com)
- Image search – Increasingly, images are searchable online by the graphics, not the text descriptions.
- Video search – Increasingly, video is searchable online by the content, not the text descriptions.
- SEO tactics constantly change – Google is famous for adjusting its search algorithm both to improve results and so that sleazy site searchers can't game the system without being caught. Most constantly watch development and change tactics accordingly.

### Vertical search

- It is site specific search on very specialized topics such as travel, books, hotels etc
- Vertical sites are destinations for fewer user seeking very specific content.
- Eg. Tripadvisor.com had 75million reviews about various hotels worldwide, YouTube for videos etc
- Vertical search is growing – 20% of online users
- Companies need to learn whether or not there are vertical sites for their industries and see if they are indexed.

### Paid Search

- It occurs when an advertiser pays a search engine a fee for inclusion in a search engine index or to display its ad when user type in keyword.
- Three tactics to paid search marketing:
  - Keyword advertising: At search engine prompts sponsored text or display ads to appear on SERP
  - Paid inclusion: Occurs when sites receive guaranteed indexing in a search engine.
  - Directory submission: Is when an organization pays to be included in a searchable directory.

### Display advertising - Trends

- Online display ads improved online and offline ads
- Video display ads are expected to see huge growth through to the end of the decade
- Interactive standard banner ads have proved standard dimensions for display ads
- Rich media ads: this category are highly prominent. Some of them are:
  1. Banner video ad/Actual moving video displays without viewer being to open
  2. Expandable banner ads: These become larger as viewer scroll through to open
  3. Rich media ads: These are interactive ads that allow users to click through to the content
  4. Product rich media ads: These are ads that feature a product image and a call to action
  5. Floating ad: An ad that floats or moves across user screen
  6. Interactive banner ads: These are ads that allow users to click through to the content
  7. Wallpaper ad: An ad that changes the background of the page being viewed
  8. Track banner: An ad that contains an error message or an alert
  9. Rich media ads: These are interactive ads that allow users to click through to the content
  10. Rich media ads: These are interactive ads that allow users to click through to the content

### Contd...

- Contextual advertising: It occurs when an ad system scans a web page for content and serves an appropriate ad
- Retargeting: This is a form of display advertising, but follows user behavior instead of web page level.
- E-Mail advertising
- Text link ads – hyperlinks placed in specified text in a blog post or other content
- Sponsored content – e.g. a food company sponsor space on a cooking blog to insert recipes using its product as ingredients
- Classified ads – the ads are grouped according to classification eg. real estate, job openings, etc.
- Product placement - non-traditional advertising technique, usually through appearances in online games or other media.
- Social media advertising- social media sites set space to advertisers
- Mobile advertising – ads in mobile search engine, SMS etc

### MODULE 3



### Product attributes and web marketing implications

- Product is a bundle of benefits that satisfies the needs of consumers and for which they are willing to exchange money
- Product attributes include overall quality and special features
- Internet increases customer benefits in many ways that have revolutionized marketing practice
- Internet offer users the unique opportunity to customize product automatically, e.g. Blue Nile, online jewelry retailer allows user to select customized jewelry
- Creating customer value online- entire product experience via website and email from firm- purchase and post purchase service

### Augmented product concept

### Contd....

- The AUGMENTED product is the non-physical part of the product. It usually consists of lots of added value, for which you may or may not pay a premium.
- So when you buy a car, part of the augmented value you pay for is the warranty, the customer service support offered by the car's manufacturer and any after-sales service.
- The augmented product is an important way to tailor the core or actual product to the needs of an individual customer. The features of augmented products can be converted in to benefits for individuals.

### Customizing the offering

- User personalization is another form of customization
- Through website registration and other techniques, website greets users of the site and suggests products or services based on previous purchases
- E.g. Amazon.com greets user and give recommendation based on previous purchase. It also allow user to create wish lists
- Another form of personalization occurs when sites allow registration via visitors Facebook or other social network membership - making convenient for the customer

### Dimensions of branding online

- Abbrand include a name, a symbol or other identifying information
- When brand is registered with any patent office, it becomes trademark
- Trademark is used distinguish goods/service of one company from other
- Abbrand also includes -
  - A promise to customer
  - Beliefs in the market that continues to improve on brand
  - Innovation to the product that reducing stress in making promises that in customer
  - Product switching decision
  - The sum of all customer touch point experiences
- Relationship between buyer and brand

### Contd..

- E.g. Amazon and Apple generate customer trust
- Brand equity - is the intangible value of brand
- According to Durcan, Five possible levels of brand relationship intensity -
  1. Anonymous customers, talk others about their favorite brand
  2. Community - customers in communities, such as facebook, communicate about brand with each other
  3. Connection - customers purchase event
  4. Identity - customers proudly display the brand name of products they use
  5. Awareness - consumers include the brand in their list of possible purchases.

### Contd....

- Digital user interface (UI) and user experience (UX) are important factors in determining the success of the customer connects to and interacts with a business is digital rather than human interface
- When developing a brand it's essential that the visual and verbal messaging be kept as simple as possible
- customers now expect advanced technology and great graphics and UI design in the same package
- Using existing brand name and web if it is well established is a good idea
- Creating new brands for internet marketing - short, memorable, easy to spell and translate well into other language. E.g. dell.com
- Co-branding - occurs when two different companies from an alliance to work together and put their brand name on the same product or service

### Internet pricing influences

- Price is the sum of all the values (such as money, time, energy and cost), that buyers exchange for the benefits of having or using goods or service.
- Price transparency- the idea that both buyers and sellers can view competitive prices for items sold online - making internet an efficient market
- Reverse auction - buyers set prices for products and sellers decide whether to accept these prices
- Reverse process- common in B2B and B2C market
- Buyers perspective on pricing includes both internal and external factors

### Internal factors

- Pricing objectives: profit oriented objective, market oriented objective or sales oriented objective
- Internal is only one sales channel and must be used in concert with other marketing technology effects such as:
- 1. Internet (with special pricing on price)
- 2. Direct customer service
- 3. Affiliate programs
- 4. Social media relationships
- 5. Internal sales department pressure on price
- 6. Order processing self service
- 7. Light on time inventory
- 8. Customer service - automated
- 9. Pricing and selling
- 10. Digital product developers low cost





### External factor

- The competition, market factors, price-demand relationship, and consumer behavior all affect firm's pricing strategies online and offline.
- Market structure: The seller's leeway to set prices varies with different types of markets.
  - a) Uniform competition: many buyers and sellers trading in a uniform commodity market. Products are in pure competition e.g. mps/downloads
  - b) Monopolistic competition: Many buyers and sellers who offer to buy or sell a wide range of products can differentiate their products to each others pricing e.g. online travel agents
  - c) Oligopolistic competition: Few sellers who produce a pure monopoly, one seller whose prices are usually small town
  - d) Pure monopoly: one seller whose prices are usually small town
  - e) government e.g internet service provider in

### Online pricing strategies

- Fixed pricing or menu pricing: It occurs when sellers set the price and buyers must use it or leave it. Three common fixed pricing strategies are:
  1. Price leadership: A price leader is the lowest priced product entry in a particular category. This strategy is used to attract customers, although competition is fierce and price leadership is often lasting for short period.
  2. Promotional pricing: To encourage a first purchase, repeat business and close a sale. Most promotions include an expiration date that helps create a sense of urgency.
  3. Freemium pricing: It is a combination of free and premium, where companies offer a basic product for free and then provide upgraded version for a fee. E.g. Angry birds free.

### Contd..

- Dynamic pricing: Dynamic pricing, also referred to as surge pricing, demand pricing, or time-based pricing is a pricing strategy in which businesses set flexible prices for their goods or service based on current market demands.
- Businesses are able to change prices based on algorithms that take into account competitor pricing, supply and demand, and other external factors in the market.
- Dynamic pricing is a common practice in several industries such as air travel, entertainment, retail, electricity, and public transport.
- Dynamic pricing can be initiated by the seller or the buyer.
- Two type of dynamic pricing – segmented pricing and price negotiation

### Contd..

- Segmented pricing: where the company sets a good or service at different prices for different types of differentiation rather than cost alone.
- It uses the internet properties for mass customization, automatically devising pricing based on order size and factors like demand and supply levels and other present decision
- Two types
  1. Geographic segment pricing: A company sets different prices when selling a product in different geographic areas.
  2. Version pricing: The seller recognizes that not all customers provide the same value and price accordingly. Price negotiation, where the company negotiates prices set more than once in a deal, and often discussion.

### Renting Software

- Companies developing software sometimes decide to rent rather than sell it to customer.
- Buyers wants to use software for a short term project or don't want to go to the expense of installing and maintaining it on their servers, renting makes sense.

### Price placement on web pages

- Many retailers found that if they first offer customers a higher priced product overall sales will be higher than if they first offer a lower priced product
- E.g. platinum plan - \$235/month, Gold plan - \$59/month and silver plan - \$20/month

### Personalized pricing

- Selling to each customer at a different price, this is also called one-to-one marketing. The optimal incarnation of this is called perfect price discrimination and maximizes the price that each customer is willing to pay.
- Online retailers such as Amazon.com have done for years: Use customers shopping history to make intelligent guesses about what they will want to buy next, when they'll want it, and how much they'll be willing to pay.

### Bundle pricing

- The act of placing several products or services together in a single package and selling for a lower price than if the items were sold separately. The package includes one big ticket product and at least one complementary good. Bundled pricing is a marketing method used by retailers to sell products in high supply.
- Common examples include option packages on new cars, value meals at restaurants and cable strategy offers you to increase your profit by giving customers a discount.

### MODULE 4

### Internet enabled retailing

- The increasing popularity and quality of broadband Internet access as well as advanced Web technologies have allowed online retailers to provide more effective services to their existing and potential customers.
- These technologies allow retailers to build their online stores and services, and effectively deploy strategies in all aspects of their operations.
- Increasingly employing new information technologies and innovative features for delivering service to their customers.
- Advanced technologies such as personalization, advanced search tools, product cataloging, and product visualization are just a few.

### Contd...

- Four broad retail service management areas, namely,
- content management,
- customer management,
- multi-channel management, and
- visitor traffic management.

### Content management

- Content management is a combination of technology and business processes that allow businesses to efficiently manage and deliver large amounts of diverse information to their customers.
- Facilitates product presentation and product visualization
- Provides product-related content in more convenient ways, such as top selling items, new items, daily ideas or seasonal specials, online catalog centers, merchandise recommendations, and share merchandise or product information.
- Helps customers search and compare products and services, merchandise.
- Allows a retailer to target customers or personalize sites for customers based on their shopping and purchasing data.

### Customer management

- Customer service management refers to the range of activities around creating and retaining the customer base
- Facilitates marketing and selling programs to customers, such as through coupons and rebate tools, online circulars.
- Facilitates customer service application that allows a retailer to communicate interactively, such as through live chat, emails.
- Provides customers with alternate payment services.
- Allows customers to post comments, suggestions, and complaints about products and services.

### Multi-Channel management

- Multi-channel management, sometimes referred to as the "click-and-mortar" or "brick-and-click" strategy, involves the combined use of channels supported by the Internet and related technologies as well as the traditional, physical channels to serve the same market and customer groups
- allowing customers to use multiple service channels (both online and offline)
- Provides customers with alternate convenient purchases, such as mobile commerce through cell phones

### Visitor Traffic management

- Attract new customers as well as retain existing customers
- Attempt to increase the traffic flow – advertisement – online news
- Allows retailers to increase visits to their sites or conversion rates
- Facilitates programs to attract traffic to a retailer's site, such as through affiliate programs with commissions, email a friend, frequent shoppers reward programs.
- Manages traffic through online pre-order forms.

### Turning Experience Goods into Search Goods

- Experience good is a product or service whose product characteristics, such as quality or price, are difficult to observe in advance, but these characteristics can be ascertained upon consumption.
- Paper (notebook, copier)
- The Internet presents a great opportunity for businesses with experience goods (restaurants, bars, their e-clubs, theme parks, etc.) to take, and showcase, their products.
- Not only will it reduce uncertainty amongst first-time users, but it can tap into people's emotions, thereby creating a stronger bond.
- Internet advertisement

### Personalization Approaches

1. Mass Customization: blending standard products with individual information
2. Choice Assistance: advice giving systems cut clutter of product choice
3. Personalized Messaging: consumer needs and choices tracked across repeated interaction

### Personalization through Mass Customization

- "Mass customization" is the use of flexible computer-aided manufacturing systems to produce custom output.
- "Mass personalization" is the custom tailoring by a company in accordance with its end users tastes and preferences.
- Mass Customization involves providing tailored content to a group with similar interests.
- In content marketing, personalized content can help sell your products or services based on people's web interactions.





**Example.....**

- e-cards -You can personalize them by choosing a design you like, and then add your name, message, and any other available options. When you save your choices, you have a personalized card.
- In Windows, you can customize the default desktop by using themes to personalize the background color, window border, sounds, and screen saver.

**Contd..**

- Advantages
  - Allows customers to create customized products
  - delivers excellent value for money
  - Makes comparative shopping difficult
  - Shifts the focus from price to benefits
  - Economies of scale/mass efficiency
  - Manufacturer can justify charging a premium
  - Easily differentiated against similar products and data
- Hard to evaluate experience goods become predictable search goods
- Survival through differentiation

**Choice Assistance**

- Determining if a recommendation system could enhance online marketing
- Choice Assistance: Approaches
  - Rules-based: Combines information about customers with understanding of how products are used
  - Computer-assisted self-explication (CASE): Advice generated from databases of consumer input
  - Collaborative Filtering: For complex product choices, linking like-minded individuals for recommendations

**Personalized Messaging**

- With an established address, online behavior patterns suggest best approach for personalized messaging
- Distinct online events or inquiries can provide trigger moments for messaging
- Example: A user searching for home value calculator could need real estate services

**4 ways to create personalized marketing messages**

- Ask questions and store them in your digital marketing database - survey via email
- Integrate data from other systems in your company -CRM, order management, shopping cart, call center, and ERP systems are all great candidates for integrations
- Capture and use behaviors from within your own marketing systems -web tracking to your website, PDFs viewed, videos watched, emails opened and clicked, SMS messages opened
- Link to data from other systems - social media

**Selling through online intermediaries**

- Distribution channel - Producers, Intermediaries and buyer
- Four major elements to be considered:
  - Types of the online channel intermediaries
  - Length of the online channel
  - Functions performed by members of the channel
  - Information system that link channel members for effective management

**Contd...**

- For some digital products such as software the entire distribution channels internet based.
- For non digital product like flowers, the channel is partially web enabled.
- Channel intermediaries - Wholesalers, retailers, brokers and agents.
- Online channel intermediaries

- Brokerage models
- Agent models
- Online retailer

**Brokerage models**

- Create market where buyer and seller negotiate and complete transaction
- Primary benefit are convenience and speed of transaction processing
- Operate website exchanges in B2B, B2C and C2C market
- Two types:
  - Online exchange - lower transaction fee. Eg. Autobuyer.com - online broker for vehicle sales Alibaba.com - online international trade broker
  - Online Auction - third party auctioneer. Eg. ebay.com

**Agent models**

- Unlike brokers, agent do represent either buyer or seller
- Agent model representing sellers
  - Selling agents/affiliate programs pay commissions to website owner for referrals
  - Manufacturer's agent (seller aggregators representing many sellers on website. Eg travel agent website)
- Agent model representing buyers
  - Shopping agent
  - Reverse auction - buyer specifies prices
  - Buyer cooperative - pools many buyers together. More buyer lower price



### Marketing communication tools

- Advertising – Any paid form of non personal presentation and promotion of ideas, goods or service by identified sponsor  
Eg. Paid message placed in YouTube, Facebook etc.
- Public relations – Building good relations with the company's various publics by obtaining favorable publicity, building corporate image and handling off unfavorable rumors.  
Eg. Creating online videos, blogs, social media press releases etc.

### Contd...

- Sales promotion- Short term incentives to encourage the purchase/sale of product. Eg. Free sampling of digital products, discounts etc
- Direct marketing- Interactive process of addressable communication using digital media. Eg. Email, text messaging etc
- Personal selling- Personal interaction between customer and firm's sales force for making sales and building customer relationships. Eg. Online chatting etc

### Online Advertising

- Senders and recipients – one to one, one to many and many to many communication
- Media type – internet, mobile and social media
- Communication media –
  1. Owned media : Company owned websites
  2. Paid media - Advertisement on Facebook et
  3. Earned media - Sharing of opinions/ experiences by internet users about company products

### Email marketing

- Communication technique for building customer relationships
- directly sending a commercial message, typically to a group of people, using email
- Most often used marketing tactic in B2B market.
- Advantages – low cost, direct response and personalized message to customer.
- To encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately

### Viral Marketing

- Marketing technique whereby information about a company's goods or services is passed electronically from one internet user to another.
- Analogous to the spread of viruses or computer viruses
- It can be delivered by word of mouth, or enhanced by social media and other networks
- Ultimate goal – creating viral word-of-mouth that spreads to a large number of individuals with high social networking potential (SNP) and that have a high probability of being presented and spread by these individuals and their competitors in communications with others in a short period of time

### Affiliate Marketing

- Type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts
- Affiliate marketing relies purely on financial motivations
- Affiliate marketing carries a much lower profile
- Four core players
  1. Merchant (also known as 'retailer' or 'brand')
  2. Network (that contains offers for the affiliate), choose from and also takes care of the payments).
  3. Publisher (also known as 'the affiliate'), and
  4. Customer

### Participatory communication networks

- Participatory communication is the theory and practices of communication used to involve people through various digital media network
- Participatory media includes community media, blogs, tagging and social bookmarking, music-photo-video sharing, podcasts, participatory video projects and videoblogs.
- All together they can be described as "e-services, which involve end-users as active participants in the value creation process"

### Social media communities

- Social media communities are basically groups of users rallying around a common interest or goal (ideally, your business or product).
- 'Rallying' in this case can take the form of following, engaging, sharing and promoting your content, social presence or brand.
- composed of prospective buyers; it's also full of potential advocates—the people who will spread your message beyond your reach to their own networks

### Contd...

- Three main stages
  - Stage 1: Building a Foundation for Social Media Community: One-way communication should be used to establish a brand identity and create a social media strategy.
  - Stage 2: Growing Your Social Media Community: Engage, encourage, and be involved in conversations. Connect with your audience. Connect with your affiliates. Most businesses have existing social media communities. Be generous - introduce them to your site, and engage with the content they share. Build your community members who contribute positively to your website discussions.
  - Stage 3: Leveraging Your Social Media Community: Create a content calendar. Post a photo content and post the entire on Instagram. Update your website. When the premier product of having a social media community, you can start to see the results of your efforts. Productivity of your content and how it is shared in your spaces or to productivity of your content and how it is shared in your spaces or to





### Consumer Engagement

- Customer engagement (CE) is an effect, a reaction, a connection, a response and/or an experience of customer with a company or a brand.
- The initiative for engagement can be either consumer- or company-led and the medium of engagement can be online or offline.
- Engage customers by offering content downloading/uploading, webpage personalization and one to one contact opportunities.

### Co created content management

- Get the community to be part of the content creation process.
- 7 steps
  1. Decide who you're targeting
  2. Find your heroes - Identify the right few individuals who can be passionate advocates
  3. Invite them into the ecosystem
  4. Create a communication cadence
  5. Co-create together - Bring these brand advocates into your content management system and let them create drafts
  6. Co-promote shamelessly
  7. Repeat and refine

### Legal and ethical aspects related to digital marketing

- Ethics refers the values and practices of professionals in a field or others who have expert knowledge of a specific field.
- Law is similar to ethics as it is also expression of values addressing national or international.
- Law is enforced by executives/agencies and interpreted by court.
- Due to internet landscape changes, some laws are outdated by the time they are passed consistency and trustworthiness to the community at large.
- American marketing associations(AAMA) statement of ethics

### Five level of engagement

1. Consumer: Least engaged internet users consume only online content – read blogs, view videos etc
2. Connect: User connect with others by creating a creating profile on social network-do not actively post anything
3. Collect: Consumers who collect information files content and tag valuable content in social media sites.
4. Creator: Creator actually write or upload original multimedia content to websites/YouTube etc.
5. Collaborate: Most engaged customers collaborate with the company when they work with others in creating and ways to improve products. Eg Dell ideastorm site

### Interactive digital networks

- It refers to products and services on digital computer-based systems which respond to the user's actions by presenting content such as text, moving image, animation etc.
- Eg. Websites, Social networking websites, touch screen smartphones, tablets and video games
- Distributed interactive media - The media which allows several geographically remote users to interact synchronously with the media applications/system. Eg. Online Gaming, Distributed Virtual Environment etc.
- Interactive media promotes dialogic communication

### Contd...

- Online Privacy concerns, data protection, internet crime and fraud prevention
- Australian Competition and Consumer Commission(ACCC) Office of fair trading in UK and consumer protection agencies in several countries implemented various programs decreasing online deception
- International consumer protection and enforcement network(CPEN)- uniting consumer protection authorities from almost 40 countries
- Cyber law – Information Technology Act 2000
- Copyright, patent, trademark, and data ownership issues related to internet.

### Techniques for engaging users

- Viral marketing
- Viral blogging
- Multimedia sharing
- Rating and reviews
- Social recommendation and referrals
- Email
- Social media site discussions
- Online forums

### Customer led marketing campaign

- It's a guiding philosophy whereby a 'know/high value customer' is placed at the heart of every decision a company takes
- Focusing all your activity/campaign around them.
- Net Promoter Score (NPS) = the percentage of 'promoters' (customers who are highly likely to recommend your company or its products), and subtract the percentage of detractors (those who are less likely to recommend).
- Influence of social networks

### Privacy within Digital context

- Four categories – Unreasonable intrusion, unreasonable publicity of another's private life, appropriation of another's name or likeness and publication of another's personal information in a false light
- Online data is obtained through cookies- packets of data created within user hard drive in response to web page
- Permission from user before using commercial purpose
- Consumer privacy bill of rights and Children's online privacy protection act(COPPA)



### Online Retailing

- E-commerce –merchant setup online storefronts. Digital products delivered directly over internet.
- Mobile commerce- transaction with smart phones. Subset of e-commerce
- Social commerce- e-commerce through social media. Users prefer to use facebook/Google/Yahoo to sign into website known as social sign in. social shopping is one aspect. F-commerce or Facebook commerce is subset of s-commerce.

### Tangible Products and Digital Product

- Tangible products sold online are distributed through conventional channels. Eg. Books, shoes etc
- Digital products like songs, movie, education via online class etc. internet serves as the actual distribution channel.
- Paywall: user allowed to read part of an article and then require subscription fees for the remainder.

### Direct Distribution

- Direct to customer interaction
- Manufacturer sells directly to the consumer/business. Eg. Dell
- Offline selling – bypass intermediaries
- Successful in B2B and B2C markets
- Saves customer money and rapid delivery of the product.

### Online channel design for B2C

- E-commerce has grown consistently - \$1.55 trillion worldwide in 2015
- Individual retailer sales vary based on online strategies – refine website, cross channel promotion, online and offline communication to achieve better result.
- Two strategies effective online retailing
  - a) Targeting high margin customers with cost effective conversion (high frequency purchase of low margin products)(eg. Amazon.com)
  - b) Niche strategy with narrow focus on particular product(eg. Dell)
- Creating viral content is a product of focusing on increasing awareness through social media.
- All forms of online channel intermediaries are used in B2C

### Online channel design for B2B

- Internet improved quality, efficiency and timeliness of orders
- Business use web to search for suppliers – online ordering, shipment tracking etc
- The number one goal for B2B marketers with regards to their content is lead generation
- Measure their content's effectiveness via web traffic
- Small, focused target market
- Purchaser often expects an ongoing relationship with the seller.
- Direct distribution channel is followed in B2B

## MODULE 5

### IMC

- Integrated marketing communication
- Cross functional process for planning, executing and monitoring brand communications designed to profitably acquire, retain and grow customers.
- Cross functional bcz every touch point with customer form brand images.
- Best marketing communication – online and offline contact experiences communicate in a unified way to have positive brand.
- Profitable customer relationships – pay more attention to high value customers both online and offline

### Steps for good marketing communication

- Set clear and measurable objectives and strategies.
- Understand your audience motivations and behavior, especially in social media.
- Develop a creative approach appropriate for the brand in using a more platform.
- Define success metrics (eg. increasing website registration)

### IMC Goals and Strategies

- Setting digital media goals from broad business strategies
- Marketing communication objectives based on overall marketing goals
- AIDA (Awareness, interest, desire and action) or Hierarchy of effect(think, feel, do) model guides setting online/offline tools to meet goals
- E-marketers select appropriate IMC online and offline tools





MASTER

M.A.M. COLLEGE OF ENGG & TECH  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



Submitted to the Principal

07.09.2017

Respected Sir,

**Sub:** Requisition of permission to conduct value added course on “ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT”

\*\*\*\*\*

We have planned to organize value added course on “ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT” during 11.09.2017 to 15.09.2017 for MBA students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

*S. P. S.*  
Course Coordinator



*Y. S. S.*  
Director

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

*Y. S. S.*  
DIRECTOR

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

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



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

Ref: MAMBS/MBA/VAC/2017-18/001

To

07.09.2017

Mr. V.Kumanan,  
HR Manager,  
Infact India Private Ltd,  
Chennai.

**Sub: Requisition letter to conduct value added course – Reg.**

**Respected Sir,**

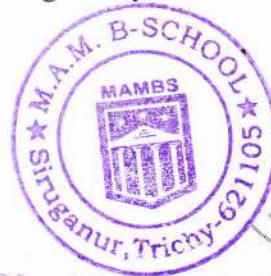
M.A.M. Business School, Siruganur, Tiruchirappalli is patronized by Maluk Educational, Health and Charitable Trust. In this competitive environment of management education, M.A.M. Business School proves their commitment to provide quality education to their students. M.A.M. Business School stands as a monument to witness the vision of Janab. M. Abdul Majedu, the founder Chairman. The scintillating shape to the dream of the Chariman was given by Dr. S. Sathikh, former Vice Chancellor of the University of Madras and the Chairman of the College Governing Council. The great vision of the Chairman is explicitly seen in the Quality Policy, the Vision and Mission of the College.

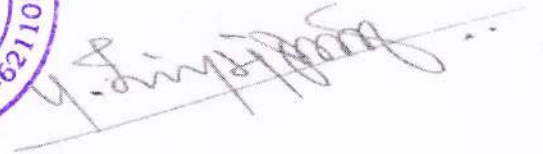
With reference to the above mentioned subject, First Year Students of MBA have willing to attend the training programme on **“ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT”**.. The Schedule for the program is from 11.09.2017 to 15.09.2017.I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful. subject to changes on your convenience.

Yours Faithfully,

Enclosure: Syllabus

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







09.09.2017

Chennai.

To

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

**Ref.:** Your Letter Dated 07.09.2017.

Dear Sir/Madam,

**Sub:** Accepting the invitation to conduct the value added course on **“ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT”** – Reg.

It gives me an immense pleasure and privilege to be a part of this great experience and would like to confirm that I accept the invitation to conduct the value added course being organized by your department from **11.09.2017-15.09.2017**. I am well aware of the topics you had sent, and I have reviewed them so that I can deliver my speech with utmost confidence and surety.


I am looking forward to attend the event.

Thank you, for the invite, and I will make sure that I can give you my best.

Yours truly,  
V.KUMANAN



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

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

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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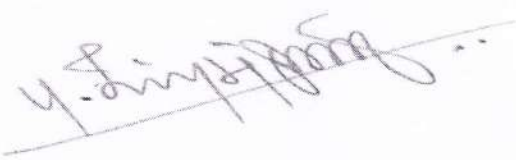
09.09.2017

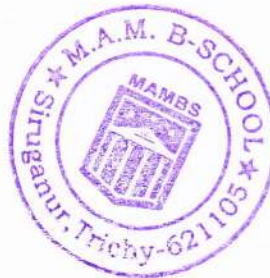
## CIRCULAR

It is proposed to organize value added course on “ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT” during 11.09.2017-15.09.2017 for MBA students. This training is to be provided in our campus.

Interested students can register their names with Ms.Mercy Janita Vincent, Assistant Professor/MBA of this program on or before 10.09.2017.

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

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





M.A.M. B-SCHOOL



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Anna University, Chennai)

**ASSOCIATION OF MANAGEMENT STUDIES**  
**COPE**

*Cordially invites you all for the*

*Value Added Course on*

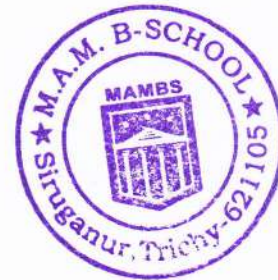
**"ENRICHMENT PROGRAMME ON  
PERSONALITY DEVELOPMENT"**

(11.09.2017-15.09.2017)

**MR. V.KUMANAN**

**HR Manager**

**Infact India Private Ltd  
Chennai.**



Venue: Seminar Hall.

Dr. P.Subburethina Bharathi  
Director,  
M.A.M.B-SCHOOL, Trichy

Mrs.Fathima Bathool Maluk  
Chief Executive Officer  
M.A.M.B-SCHOOL, Trichy

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

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



### Programme Report

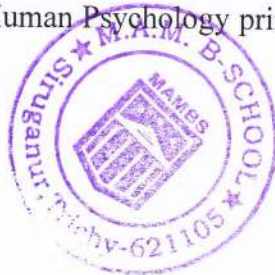
The Department of Management Studies organized a value added course on “**Enrichment Programme on Personality Development**” from 11.09.2017-15.09.2017 for MBA students. The resource person was Mr. V.Kumanan, HR Manager, Infact India Private Ltd, Chennai.




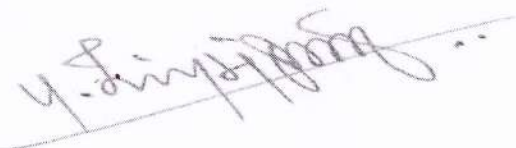
The program was inaugurated by Dr.P.SubburethinaBharathi Director, MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Ms.Mercy Janita Vincent Assistant Professor, Department of MBA. The course focused on the inputs of developing the Personality of individual. The course included the theory classes followed by the interactive sessions.

### **Training Module**

- Day 1.** Introduction to the major elements of the personality frame work.
- Day 2.** Develop and implementation elements on personality of individual.
- Day 3.** Applying various behavioural approaches and theories on Personality.
- Day 4.** Implementation of identifying the personality stages through various exercises/ activities.
- Day 5.** Types of Personality and Human Psychology principles & Famous Business Personalities and their success stories.



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



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



# M.A.M. B-SCHOOL



Siruganur, Trichy -621105  
(Approved by AICTE, New Delhi & Affiliated to Anna University,  
Chennai)

## Name of the Course – ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT

### REGISTRATION FORM

Year/Sem : I Year/I Sem

Degree/Branch : PG/MBA

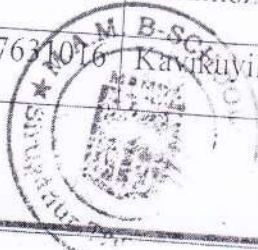
Batch : 2017-2018

Course Plan : 11.09.2017-15.09.2017

Duration : 40 hrs

Time : 09.00 am– 05.00 pm

S.No.	Reg.No	Student's Name	Signature
1	812217631001	Agnes Sheeba.J	
2	812217631002	Ajithkumar.R	
3	812217631003	Alex Antony.G	
4	812217631004	Arockia Stephen Raj.D	
5	812217631005	Arul Pandi.M	
6	812217631006	Devakumar.S	
7	812217631007	Dhivakar.S	
8	812217631008	Dinesh.M	
9	812217631010	Jayapriya.D	
10	812217631011	Jeevitha.C	
11	812217631012	Kamali.K	
12	812217631013	Kamesh.K	
13	812217631014	Kanagaraj.S	
14	812217631015	Kanimozhi.N	
15	812217631016	Kavikuyil.T	



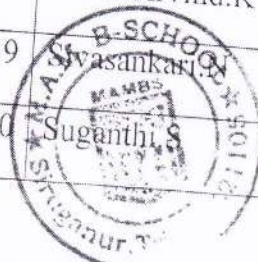
# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

16	812217631017	Keerthana Priyadharshini.P	Keerthana Priyadharshini.P
17	812217631018	Keerthana Sri.T	Keerthana Sri.T
18	812217631019	Kiruthika.G	Kiruthika.G
19	812217631020	Logeswaran.M	Logeswaran.M
20	812217631021	Merlin Selva Sheeli.S	Merlin Selva Sheeli.S
21	812217631022	Mohan Raj.G.T	Mohan Raj.G.T
22	812217631023	Muruganantham.R	Muruganantham.R
23	812217631025	Priya.S	Priya.S
24	812217631026	Rajachidambaram.N	Rajachidambaram.N
25	812217631027	Ramprakkash.M	Ramprakkash.M
26	812217631028	Rangeela.N	Rangeela.N
27	812217631029	Sakthivel.K	Sakthivel.K
28	812217631030	Sangavi.V	Sangavi.V
29	812217631033	Sathish Kumar.P	Sathish Kumar.P
30	812217631034	Senthilkumar.M	Senthilkumar.M
31	812217631035	Senthilkumar.P	Senthilkumar.P
32	812217631036	Shandeep S.K	Shandeep S.K
33	812217631037	Shankaran.S	Shankaran.S
34	812217631038	Shree Arvind.K	Shree Arvind.K
35	812217631039	Sivasankari.S	Sivasankari.S
36	812217631040	Suganthi.S	Suganthi.S





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Chennai)

37	812217631041	Sugapriya.R	Sugapriya
38	812217631042	Suriya.S	Suriya
39	812217631043	Susinthar.V	Susinthar
40	812217631044	Yugan.L	Yugan

*Y. Sugapriya*

DIRECTOR

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

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

## Name of the Course – ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT

### ATTENDANCE FORM

Year/Sem : I Year/ I Sem

Degree/Branch : PG/MBA

Batch : 2017-2018

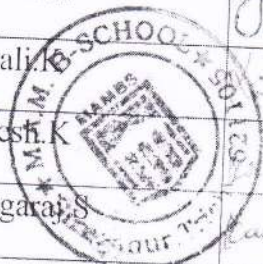
No of Students attended: 40

Course Plan : 11.09.2017-15.09.2017

Duration : 40 hrs

Time : 09.00 am – 05.00 pm

S.No.	Reg.No	Student's Name	Signature of the Student				
			11.09.17	12.09.17	13.09.17	14.09.17	15.09.17
1	812217631001	Agnes Sheeba.J	<i>Agnes</i>	<i>Agnes</i>	<i>Agnes</i>	<i>Agnes</i>	<i>Agnes</i>
2	812217631002	Ajithkumar.R	<i>Ajith</i>	<i>Ajith</i>	<i>Ajith</i>	<i>Ajith</i>	<i>Ajith</i>
3	812217631003	Alex Antony.G	<i>Alex Antony</i>	<i>Alex Antony</i>	<i>Alex Antony</i>	<i>Alex Antony</i>	<i>Alex Antony</i>
4	812217631004	Arockia Stephen Raj.D	<i>Arockia</i>	<i>Arockia</i>	<i>Arockia</i>	<i>Arockia</i>	<i>Arockia</i>
5	812217631005	Arul Pandi.M	<i>Arul</i>	<i>Arul</i>	<i>Arul</i>	<i>Arul</i>	<i>Arul</i>
6	812217631006	Devakumar.S	<i>Devakumar</i>	<i>Devakumar</i>	<i>Devakumar</i>	<i>Devakumar</i>	<i>Devakumar</i>
7	812217631007	Dhivakar.S	<i>Dhivakar</i>	<i>Dhivakar</i>	<i>Dhivakar</i>	<i>Dhivakar</i>	<i>Dhivakar</i>
8	812217631008	Dinesh.M	<i>Dinesh</i>	<i>Dinesh</i>	<i>Dinesh</i>	<i>Dinesh</i>	<i>Dinesh</i>
9	812217631010	Jayapriya.D	<i>Jayapriya</i>	<i>Jayapriya</i>	<i>Jayapriya</i>	<i>Jayapriya</i>	<i>Jayapriya</i>
10	812217631011	Jeevitha.C	<i>Jeevitha</i>	<i>Jeevitha</i>	<i>Jeevitha</i>	<i>Jeevitha</i>	<i>Jeevitha</i>
11	812217631012	Kamali.K	<i>Kamali</i>	<i>Kamali</i>	<i>Kamali</i>	<i>Kamali</i>	<i>Kamali</i>
12	812217631013	Kamesh.K	<i>Kamesh</i>	<i>Kamesh</i>	<i>Kamesh</i>	<i>Kamesh</i>	<i>Kamesh</i>
13	812217631014	Kanagaraj.S	<i>Kanagaraj</i>	<i>Kanagaraj</i>	<i>Kanagaraj</i>	<i>Kanagaraj</i>	<i>Kanagaraj</i>





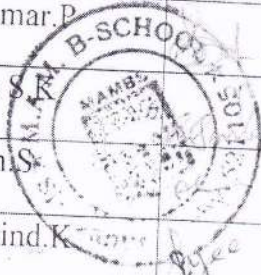
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Siruganur, Trichy -621105

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

14	812217631015	Kanimozhi.N	<i>Kanimozhi.N</i>	<i>Kanimozhi.N</i>	<i>Kanimozhi.N</i>	<i>Kanimozhi.N</i>	<i>Kanimozhi.N</i>	<i>Kanimozhi.N</i>
15	812217631016	Ka/rikuyil.T	<i>Ka/rikuyil.T</i>	<i>Ka/rikuyil.T</i>	<i>Ka/rikuyil.T</i>	<i>Ka/rikuyil.T</i>	<i>Ka/rikuyil.T</i>	<i>Ka/rikuyil.T</i>
16	812217631017	Keerthana Priyadharshini.P	<i>Keerthana Priyadharshini.P</i>	<i>Keerthana Priyadharshini.P</i>	<i>Keerthana Priyadharshini.P</i>	<i>Keerthana Priyadharshini.P</i>	<i>Keerthana Priyadharshini.P</i>	<i>Keerthana Priyadharshini.P</i>
17	812217631018	Keerthana Sri.T	<i>Keerthana Sri.T</i>	<i>Keerthana Sri.T</i>	<i>Keerthana Sri.T</i>	<i>Keerthana Sri.T</i>	<i>Keerthana Sri.T</i>	<i>Keerthana Sri.T</i>
18	812217631019	Kiruthika.G	<i>Kiruthika.G</i>	<i>Kiruthika.G</i>	<i>Kiruthika.G</i>	<i>Kiruthika.G</i>	<i>Kiruthika.G</i>	<i>Kiruthika.G</i>
19	812217631020	Logeswaran.M	<i>Logeswaran.M</i>	<i>Logeswaran.M</i>	<i>Logeswaran.M</i>	<i>Logeswaran.M</i>	<i>Logeswaran.M</i>	<i>Logeswaran.M</i>
20	812217631021	Merlin Selva Sheeli.S	<i>Merlin Selva Sheeli.S</i>	<i>Merlin Selva Sheeli.S</i>	<i>Merlin Selva Sheeli.S</i>	<i>Merlin Selva Sheeli.S</i>	<i>Merlin Selva Sheeli.S</i>	<i>Merlin Selva Sheeli.S</i>
21	812217631022	Mohan Raj.G.T	<i>Mohan Raj.G.T</i>	<i>Mohan Raj.G.T</i>	<i>Mohan Raj.G.T</i>	<i>Mohan Raj.G.T</i>	<i>Mohan Raj.G.T</i>	<i>Mohan Raj.G.T</i>
22	812217631023	Muruganantham.R	<i>Muruganantham.R</i>	<i>Muruganantham.R</i>	<i>Muruganantham.R</i>	<i>Muruganantham.R</i>	<i>Muruganantham.R</i>	<i>Muruganantham.R</i>
23	812217631025	Priya.S	<i>Priya.S</i>	<i>Priya.S</i>	<i>Priya.S</i>	<i>Priya.S</i>	<i>Priya.S</i>	<i>Priya.S</i>
24	812217631026	Rajachidambaram.N	<i>Rajachidambaram.N</i>	<i>Rajachidambaram.N</i>	<i>Rajachidambaram.N</i>	<i>Rajachidambaram.N</i>	<i>Rajachidambaram.N</i>	<i>Rajachidambaram.N</i>
25	812217631027	Ramprakkash.M	<i>Ramprakkash.M</i>	<i>Ramprakkash.M</i>	<i>Ramprakkash.M</i>	<i>Ramprakkash.M</i>	<i>Ramprakkash.M</i>	<i>Ramprakkash.M</i>
26	812217631028	Rangeela.N	<i>Rangeela.N</i>	<i>Rangeela.N</i>	<i>Rangeela.N</i>	<i>Rangeela.N</i>	<i>Rangeela.N</i>	<i>Rangeela.N</i>
27	812217631029	Sakthivel.K	<i>Sakthivel.K</i>	<i>Sakthivel.K</i>	<i>Sakthivel.K</i>	<i>Sakthivel.K</i>	<i>Sakthivel.K</i>	<i>Sakthivel.K</i>
28	812217631030	Sangavi.V	<i>Sangavi.V</i>	<i>Sangavi.V</i>	<i>Sangavi.V</i>	<i>Sangavi.V</i>	<i>Sangavi.V</i>	<i>Sangavi.V</i>
29	812217631033	Sathish Kumar.P	<i>Sathish Kumar.P</i>	<i>Sathish Kumar.P</i>	<i>Sathish Kumar.P</i>	<i>Sathish Kumar.P</i>	<i>Sathish Kumar.P</i>	<i>Sathish Kumar.P</i>
30	812217631034	Senthilkumar.M	<i>Senthilkumar.M</i>	<i>Senthilkumar.M</i>	<i>Senthilkumar.M</i>	<i>Senthilkumar.M</i>	<i>Senthilkumar.M</i>	<i>Senthilkumar.M</i>
31	812217631035	Senthilkumar.P	<i>Senthilkumar.P</i>	<i>Senthilkumar.P</i>	<i>Senthilkumar.P</i>	<i>Senthilkumar.P</i>	<i>Senthilkumar.P</i>	<i>Senthilkumar.P</i>
32	812217631036	Shandeep S.K	<i>Shandeep S.K</i>	<i>Shandeep S.K</i>	<i>Shandeep S.K</i>	<i>Shandeep S.K</i>	<i>Shandeep S.K</i>	<i>Shandeep S.K</i>
33	812217631037	Shankaran.S	<i>Shankaran.S</i>	<i>Shankaran.S</i>	<i>Shankaran.S</i>	<i>Shankaran.S</i>	<i>Shankaran.S</i>	<i>Shankaran.S</i>
34	812217631038	Shree Arvind.K	<i>Shree Arvind.K</i>	<i>Shree Arvind.K</i>	<i>Shree Arvind.K</i>	<i>Shree Arvind.K</i>	<i>Shree Arvind.K</i>	<i>Shree Arvind.K</i>



MASTeR

M.A.M. COLLEGE OF ENGG. & TECH.  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

35	812217631039	Sivasankari.N					
36	812217631040	Suganthi.S					
37	812217631041	Sugapriya.R					
38	812217631042	Suriya.S					
39	812217631043	Susinthar.V					
40	812217631044	Yugan.L					

DIRECTOR

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



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



# Certificate

*This is to certify that Mr./Ms/Mrs. JAGNEES SHEEBA of I year MBA has participated in the Value Added Course on "Enrichment Programme on Personality Development" from 11.09.2017 to 15.09.2017.*

*[Handwritten signature]*

COORDINATOR

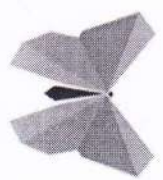


*[Handwritten signature]*  
DIRECTOR  
M.A.M. B-SCHOOL  
Siruganur, Trichy-621105

*[Handwritten signature]*

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

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



# Certificate

*This is to certify that Mr./Ms/Mrs. S. DEVI AKUMAR of I year MBA has participated in the Value Added Course on "Enrichment Programme on Personality Development" from 11.09.2017 to 15.09.2017.*

*S.P.S.P.*

COORDINATOR



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

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





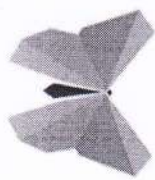
MASTER

M. COLLEGE OF INNOV. & TECH.  
M.A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



# Certificate

*This is to certify that Mr./Ms/Mrs. S.KANAGARAJ of 1 year MBA has participated in the Value Added Course on "Enrichment Programme on Personality Development" from 11.09.2017 to 15.09.2017.*

*S.Kanagaraj*

COORDINATOR



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DIRECTOR

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

*[Handwritten signature]*

DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy-621105





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**VACMBA001 Enrichment Programme on Personality Development**

**OBJECTIVES:**

- To understand the foundations of personality.
- To learn the basics of personality traits.
- To bring about personality development with regard to the different behavioral dimensions

<b>UNIT I</b>	<b>INTRODUCTION</b>	<b>8</b>
Introduction to Leadership, Leadership Power, Leadership Styles, Leadership in Administration. Introduction to Interpersonal Relations, Analysis Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position.		
<b>UNIT II</b>	<b>COMMUNICATION</b>	<b>8</b>
Introduction to Communication, Flow of Communication, Listening, Barriers of Communication, How to overcome barriers of communication.		
<b>UNIT III</b>	<b>PERFORMANCE APPRAISAL</b>	<b>8</b>
Introduction to Conflict, Causes of Conflict, Management Managing Conflict. Introduction to Performance Appraisal, Appraisal Vertical Appraisal, Horizontal Appraisal, 360 Performance Appraisal, Methods of improving Techniques of Performance Appraisal.		
<b>UNIT IV</b>	<b>TIME MANAGEMENT</b>	<b>8</b>
Time as a Resource, Identify Important Time Management Wasters, Individual Time Management Styles, Techniques for better Time Management.		
<b>UNIT V</b>	<b>MOTIVATION</b>	<b>8</b>
Introduction to Motivation, Relevance and types of Motivation, Motivating the subordinates, Analysis of Motivation		

**TOTAL: 40 PERIODS**

**OUTCOMES:**

- To understand importance of personality development.
- To incorporate required personality traits and skills.

**DIRECTOR**  
M.A.M. B-SCHOOL  
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*Y. S. Srinivasan*  
**DIRECTOR**  
**DIRECTOR**  
M.A.M. B-SCHOOL

# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

## Department of Management Studies

### FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : **Enrichment Programme on Personality Development.**

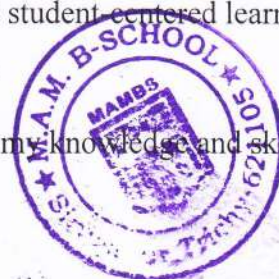
Date and Venue : 11.09.2017 to 15.09.2017 & Seminar Hall.

Name of the Resource Person / Speaker : Mr. V.Kumanan,, HR Manager, Infact India Private Ltd, Chennai.

**Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.**

**4= Strongly Agree 3= Agree 2= Disagree 1= Strongly Disagree**

- |    |  |          |          |   |   |
|----|--|----------|----------|---|---|
| 1. | Workshop objectives were stated clearly and met.   | <u>4</u> | 3        | 2 | 1 |
| 2. | The workshop was well organized.   | <u>4</u> | 3        | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4        | <u>3</u> | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4        | <u>3</u> | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily.      | <u>4</u> | 3        | 2 | 1 |
| 6. | The presenter(s) modeled student centered learning strategies and techniques.                | 4        | <u>3</u> | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4        | <u>3</u> | 2 | 1 |







Program


11. The physical arrangements were adequate. 4 3 2 1
12. How would you rate this workshop? (please check one)  Excellent       Good  
 Very Good       Not Good
13. How comfortable are teaching the material presented in this workshop?  Very       Not at all  
 Somewhat
14. Areas/topics about which you would like to receive further training:

15. Suggestions for improving this workshop:



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

Date : 15.09.2017

  
Signature of the Participant

## COURSE MATERIAL

ON

### “ENRICHMENT PROGRAMME ON PERSONALITY DEVELOPMENT”

#### Personality

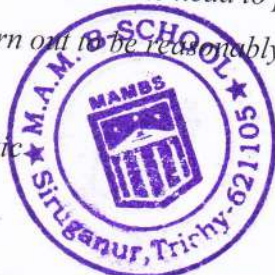
- I. What is Personality?
- II. Theories
  - A. Type
  - B. Trait
  - C. Behavioral & Social Learning
  - D. Humanistic
  - E. Psychoanalytic
- III. Measurement

#### What is Personality?

- Your Definitions*
- Guilford - A person's unique pattern of traits.*
- McClelland - The most adequate conceptualization of a person's behavior in all its detail.*
- Hilgaard - The characteristic patterns & modes of thinking that determine a person's adjustment to the environment.*
- Hall & Lindsey - The study of individual differences.*
- Cacioppo & Freberg - Characteristic patterns of thinking, feeling, & behaving.*

#### Theories

- A. Type Theories
  - Phrenologists believed the shape of a person's skull reflects their personality. They carefully measured the shape of the skull & related different locations on the head to personality characteristics.
  - Notion of localization of function did turn out to be reasonably true.
- B. Trait Theories
  - Trait is a stable personality characteristic





❑ *What traits describe personality?*

❑ Catell's Factor Theory

○ *One of the best known trait theories. Used a complex statistical technique called factor analysis to derive 16 basic traits.*

○ *Measured with the 16PF - 16 Personality Factor Questionnaire*

○ *Supporting Data*

○ *Criticism is that factor analysis has a subjective element.*

❑ Big Five Theory

○ *A common theme of trait theories is that a few traits can describe personality. Studies have indeed identified a set of 5 core dimensions of personality referred to as the "Big Five." Researchers believe these may be core traits because of their importance in social relationships.*

1. Openness

2. Conscientiousness

3. Extraversion

4. Agreeableness

5. Neuroticism

○ *Measured with a survey called the BFI*

○ *Notice the acronym "OCEAN".*

C. Social Learning Theory - Emphasizes 3 points:

1. Vicarious Learning - Learning by observing others.

*Classic Ex. Bandura (1973) - Had groups of children watch either a:*

1. *live adult being aggressive to a bobo doll*

2. *filmed adult being aggressive*

3. *cartoon character being aggressive*

4. *non aggressive person*

5. *or nothing*

2. Self-Evaluation - *People monitor their own behavior & can reward or punish themselves.*

3. Expectancies & Values - *The person's expectancies regarding the consequences of behavior, as well as the subjective value of the consequence to the person, determine whether the behavior will occur.*

D. Humanistic Theory

❑ *Are a number of similar theories here.*

❑ *Two Famous Humanists:*

1. *Carl Rogers (1902-1987)*



○ Id

- Concerned with passion (*I want*).
- Is the first structure to develop & provides the energy (or libido) for the other structures.
- Contains sexual & aggressive instincts.
- Operates according to the pleasure principle.
- Uses primary process thinking. An example is wish fulfillment.

○ Ego

- Concerned with reality.
- Develops to help satisfy the organisms needs.
- Tries to satisfy the id (& superego) while considering reality.
- Operates according to the reality principle.
- Uses secondary process thinking.

○ Superego

- Concerned with morality.
- Has 2 parts:
  1. Conscience - Represents an incorporation of what the child has been punished for.
  2. Ego-ideal - Represents an incorporation of what the child has been rewarded for.

○ Summary

Id tells us what we want to do.

Superego tells us what we should do.

Ego tells us what we can do.

○ Iceberg analogy revisited

□ Personality Dynamics

○ Conflict

- Is inevitable according to this view.
- Are 2 basic kinds:
  1. Between society & the individual, since the rules of society are restrictive to the id.
  2. Intrapsychic.

○ Anxiety

- Is created by conflict.





## 2. Abraham Maslow (1908-1970)

### Important Ideas

1. Actualizing Tendency - An inborn tendency for the organism to develop to its fullest potential. Consider Maslow's Hierarchy of Needs.
2. Self - All of the ideas, perceptions, & values that characterize "I".
3. Unconditional Positive Regard - Warmth, acceptance, liking, love.
4. Incongruence of Self & Experience - A discrepancy between the self as perceived & the experience of the person.

### Characteristics of the Self Actualized

- perceive reality accurately & fully.
- demonstrate a greater acceptance of themselves, others, & nature in general.
- exhibit spontaneity, simplicity, & naturalness.
- typically concerned w/ problems rather than themselves.
- have a quality of detachment & a need for privacy.
- are autonomous & tend to be independent of their environment & culture.
- exhibit a continued freshness of appreciation.
- have periodic mystic or peak experiences.
- tend to identify with all of mankind.
- develop deep relationships with only a few individuals.
- tend to accept democratic values.
- have a strong ethical sense.
- have a well-developed, non-hostile sense of humor.
- are creative & resist enculturation.

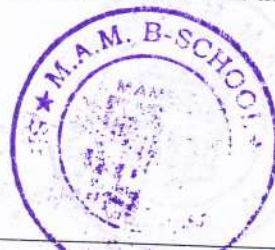
## E. Psychoanalytic Theory

### Sigmund Freud (1856-1939)

"I started as a neurologist trying to bring relief to my neurotic patients. I discovered some important new facts about the unconscious, the role of instinctual urges, and so on. Out of these findings grew a new science, Psychoanalysis, a part of psychology and a new method of treatment of the neurosis. I had to pay heavily for this bit of good luck. People did not believe in my facts and thought my theories unsavory. Resistance was strong and unrelenting. In the end I succeeded. But the struggle is not yet over."

### The Unconscious

### Personality Structures



*An impulse that cannot be satisfied in one form is directed to another in a positive way. Ex. Sadism may be displaced to surgery.*

#### □ Summary & Critique

##### ○ Major Ideas

1. *We are in a constant struggle with ourselves & our world.*
2. *We are plagued by unacceptable, unconscious desires.*
3. *We perceive ourselves only dimly through the defensive maneuvers we enact.*
4. *The psychodynamics of the person are established in early childhood.*

##### ○ Contributions

1. *Recognition that unconscious needs & conflicts may motivate behavior.*
2. *Importance of early childhood experiences in personality development.*
3. *Emphasis on adjustment problems stemming from sexual factors.*

##### ○ Criticisms

1. *Sexual standards were very strict then (or at least different) as compared to now.*
2. *Theory is based on observations of disturbed people.*
3. *Observations were made under artificial conditions ignoring the interpersonal context of behavior.*
4. *Theory is not scientific. It was not designed to yield predictions & is not testable. Lastly, the concepts are difficult to measure.*

#### **Measurement**

#### □ Reasons for Using

##### 1. Vocational

- Help people make career choices.
- Help employers choose appropriate employees.

##### 2. Forensic

- Is a particular criminal mad or bad?

##### 3. Diagnosis & Therapy

- Classify type & gain information for treatment.

##### 4. Research - Exs.

- Basic - better understand the differences in how & why people behave the way they do.
- Applied - help folks with personalities that are predisposed to illness.

#### □ Types

##### 1. Interviews





- *Is an unpleasant feeling that people try hard to avoid.*

○ Defense Mechanisms - *Unconscious processes that defend the person against anxiety by distorting reality in some way. Examples:*

1. Denial

*Occurs when unacceptable ideas are not allowed into awareness (external threat). Ex. Parents of a fatally ill child may deny there is anything wrong.*

2. Repression

*Forcing painful or unacceptable thoughts out of awareness (internal threat). Ex. Sexual attraction to one's sibling may be repressed.*

3. Regression

*Reverting to immature behavior. Ex. An adult doesn't know how to cook.*

4. Projection

*Attributing our own undesirable impulses to others. Ex. One's own tendency toward homosexuality may be attributed to another.*

5. Reaction Formation

*Replacement in consciousness of an anxiety producing impulse by its opposite. Ex. A person who's own sexual impulses are anxiety producing may become active in anti-pornography groups.*

6. Rationalization

*Assigning a logical or socially desirable motive to what we do. Ex. It's my girlfriend's fault that I did poorly on the test because she kept me up late & I couldn't study.*

7. Identification

*Taking on the characteristics of others. Ex. When I grow up I want to be just like my dad.*

8. Displacement

*An impulse that cannot be satisfied in one form is directed to another in a negative way. Ex. Kick the dog phenomena.*

9. Sublimation



Validity Scales

High score means:

1. Lie (L) Denial of common frailties.
2. Frequency (F) Invalidity of profile (not careful or have schizo).
3. Correction (K) Defensive, evasive.

◆ *Clinical Scales - Originally named for categories of mental disorders, but now emphasize personality dimensions.*

Clinical Scales

High score means:

1. Hypochondriasis (Hs) Emphasis on physical complaints.
2. Depression (D) Unhappy, depressed.
3. Hysteria (Hy) Physical impairment without organic basis. Reacts to stress by denying problems.
4. Psychopathic Deviation (Pd) Impulsive, antisocial, immoral tendencies.
5. Masc/Femininity (Mf) Sexual orientation/interests.
6. Paranoia (Pa) Suspicious tendencies.
7. Psychasthenia (Pt) Worried, anxious, obsessive.
8. Schizophrenia (Sc) Withdrawn, disturbed thinking, odd behavior.
9. Hypomania (Ma) Impulsive, excitable, overactive.
10. Social Introversion (Si) Introverted, shy.

◆ Example Profile

3. Projective Techniques

- Provide an ambiguous stimulus for the subject to project their personality upon.
- Two that we will discuss:

1. Rorschach - In spite of very poor validity & reliability, it continues to be widely used.

- *Inkblots - are 10*
- *Procedure*

- I'm going to show you some pictures of inkblots. Please use your imagination and tell me what they could look like.
- The subject is then handed each of 10 cards in sequence & allowed 2-4 responses/card.
- After the cards are completed, the subject is handed the first card & asked: Where was it that you saw \_\_\_\_? & What about the blot made it look like that?





- Conversation between 2 people during which info is gathered.
- Two general types:
  1. Structured - follows a set pattern.
  2. Unstructured - is more spontaneous.
- Rules for interviewing:
  1. Shouldn't be too personal. Mechanical x Personal
  2. Should appear to be an expert seeking info from someone who has something to contribute.
  3. Your own personal attitude should not be revealed.
  4. Timing of questions can be important.

## 2. Surveys

- Provide measures of all kinds of characteristics, abilities, interests, & attitudes.
- We have already talked about the 16PF & the BFI.
- A common & important survey in psychology is the **MMPI**.

### ◆ History/Rationale

- Developed by Hathaway & McKinley (1943) & was revised in 1989 (now called the MMPI-II).
- Used a technique called Criterion-Keyed Method or Empirical Construction – 100's of true/false questions were given to normal people, & those with different psychological disorders. The person simply responds true, false, or cannot say.
- The 550 questions capable of distinguishing between the different disorders were retained & the response pattern generates 3 Validity & 10 Clinical Scales.

### ◆ Some Sample Questions

1. I like mechanics magazines.
2. I have a good appetite.
3. I wake up fresh & rested most mornings.
4. I think I would like the work of a librarian.
5. I am easily awakened by noise.
6. I like to read newspaper articles on crime.
7. My hands & feet are usually warm enough.
8. My daily life is full of things that keep me interested.
9. I am about as able to work as I ever was.
10. There seems to be a lump in my throat most of the time.

- ◆ Validity Scales - Attempt to determine if the test taker has answered the items carefully & honestly.



Freud believed that two basic drives—sex and aggression—motivate all our thoughts and behaviour. He referred to these as Eros (love) and Thanatos. Eros represents the life instinct, sex being the major driving force. Thanatos represents the death instinct (characterised by aggression), which, according to Freud, allowed the human race to both procreate and eliminate its enemies.

### Tripartite personality

Freud believed that personality had three parts—the id, ego, and super-ego—referring to this as the tripartite personality. The id allows us to get our basic needs met. Freud believed that the id is based on the pleasure principle, i.e. it wants immediate satisfaction, with no consideration for the reality of the situation.

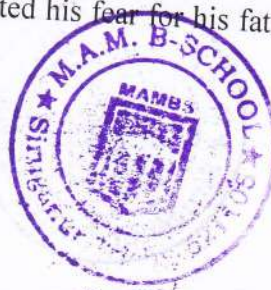
As a child interacts more with the world, the ego begins to develop. The ego's job is to meet the needs of the id by taking into account the constraints of reality. The ego acknowledges that being impulsive or selfish can sometimes hurt us, so the id must be constrained. The superego develops during the phallic stage as a result of the moral constraints placed on us by our parents. It is generally believed that a strong superego serves to inhibit the biological instincts of the id (resulting in a high level of guilt), whereas a weak superego allows the id more expression (resulting in a low level of guilt).

### Structure of personality

Freud conceived the mind as only having a fixed amount of psychic energy (libido). The outcome of the interaction between the id, ego and the superego, (each contending for as much libidinal energy as possible) determines our adult personality.

### Defense Mechanisms

The ego, having a difficult time trying to satisfy both the needs of the id and the superego, employs defense mechanisms. Repression is perhaps the most powerful of these. Repression is the act by which unacceptable id impulses (most of which are sexually related) are "pushed" out of awareness and into the unconscious mind. Another example of a defense mechanism is projection. This is the mechanism that Freud used to explain Little Hans' complex. Little Hans is said to have projected his fear for his father onto horses, which is why he was afraid of them.



### Psychosexual Stages



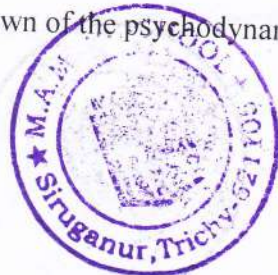
- *Interested In*
  1. Content - *What was seen. Exs. angels, butterflies, dead people.*
  2. Location - *Where in the inkblot it was seen. Exs. a large piece, a detail, white space.*
  3. Determinants - *What about the inkblot made it look that way. Exs. form, movement, color, shading.*
  4. Test Taking Attitude - *How the person deals the test taking situation.*
- 2. Thematic Apperception Test (TAT)
  - *Sample picture & Procedure: I'm going to show you a picture. Please make up a story about it. The story should be complete, that is, it should have a beginning, middle, and an end.*
  - *The subject is then handed each of 10 cards in sequence (chosen from a larger set of 20).*
  - *Tester is interested in themes & especially those themes that are common across pictures.*
  - Drawn pictures are sometimes analyzed as well.
  - Comments
    - ◆ *A battery of tests is considerably more effective than any single test.*
    - ◆ *Care & expertise must be used when interpreting the results of projective tests.*

An individual's personality is an aggregate conglomeration of the decisions they have made throughout their life, and the memory of the experiences to which these decisions led. There are inherent natural, genetic, and environmental factors that contribute to the development of our personality. According to process of socialization, "personality also colors our values, beliefs, and expectations ... Hereditary factors that contribute to personality development do so as a result of interactions with the particular social environment in which people live." There are several personality types as Katharine Cook Briggs and Isabel Briggs Myers illustrated in several personalities typology tests, which are based on Carl Jung's school of Analytical psychology. However, these tests only provide enlightenment based on the preliminary insight scored according to the answers judged by the parameters of the test. Other theories on personality development include Jean Piaget's stages of development, Erik Erikson's Stages of Psychosocial Development, and personality development in Sigmund Freud's theory being formed through the interaction of id, ego, and super-ego.

Personality is defined as the enduring personal characteristics of individuals.

Although some psychologists frown on the premise, a commonly used explanation for personality development is the psychodynamic approach. The term *ambot* describes any theory that emphasizes the constant change and development of the individual. Perhaps the best known of the psychodynamic theories is Freudian psychoanalysis.

Drives



- Smartness.
- Trustworthy, High integrity and Responsible.
- Knowledge, in depth.
- Management.
- Efficiency.
- Economic independence.
- Morality / Character.
- Being beneficial / advantageous

The four aspects influencing personality are:

- Physical,
- Social
- Psychological
- Philosophical.

Physical personality depends upon pleasing personality indirectly supported by

- health, strength and withstanding capacity.

Social personality's main factors are: social values, communication skill, attitude and economic independence especially in relation with wealth.

Psychological personality is in tune with personal values, approach, thinking pattern, emotional management and influenced by knowledge, intelligence and smartness.

Philosophical personality is on account of maturity of values.

### **SELF DEVELOPMENT**

Self Development is an approach that emphasizes the importance of lifelong learning. It recognizes that we all have a great potential for learning and for changing what we do.





Freud believed that at particular points in the child's development, a single part of the body is particularly sensitive to sexual stimulation. These erogenous zones are the mouth, anus and the genital region. At any given time, the child's libido is focused on the primary erogenous zone for that age. As a result, the child has certain needs and demands that are related to the erogenous zones for that stage. Frustration occurs if these needs are not met, but, a child may also become overindulged, and so may be reluctant to progress beyond the stage. Both frustration and overindulgence may lead to fixation—some of the child's libido remains locked into that stage. If a child is fixated at a particular stage, the method of obtaining satisfaction that characterised that stage will dominate their adult personality.

Although many people view Freud's descriptions of personality development as pure fantasy, his ideas have endured and have had far reaching influences both in and outside psychology. Freud has changed the way we think about the importance of childhood, and also made us aware of the unconscious elements of our psyche that are essential for development.

### WHAT IS PERSONALITY ?

It is the totality of a person's quality, both desirable and undesirable as revealed in response to the various situations presented to you in life. Your personality is the total Impact you make on other people.

The personality each one of has is determined by many factors. The level of one's intelligence. One's physical limitations, extent of one's education, heredity and environmental, in which one is brought up. The strength of our basic emotions, anxiety

According to Bradshaw—" An individual's personality is an aggregate conglomeration of decisions we've made throughout our lives..."

A personality is an improvement in all spheres of an individual's life, be it with friends, in the office or in any other environment.

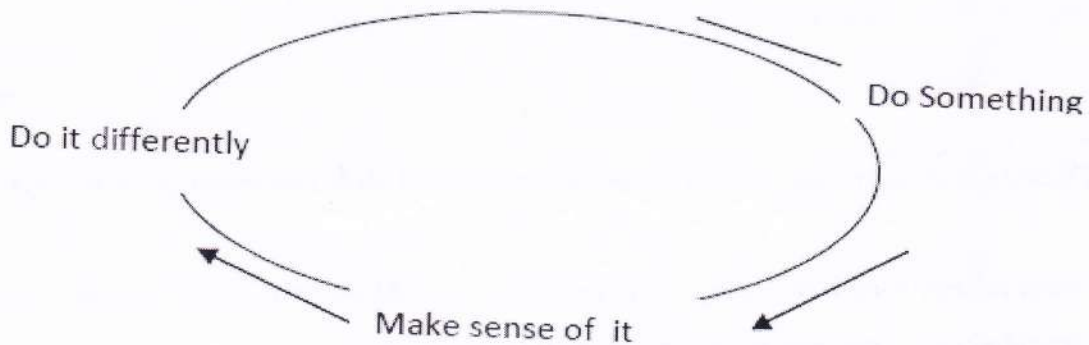
Personality development is the developing a personality cult so as to create a strong positive impression about self with the targeted group, or in general; and more pertinent aspect of such personality is to maintain and prove in a long run.

#### Ten Imp. Points for an Ultimate Personality:

- Appearance.
- Intelligence.



## The Learning Cycle



Self development focuses on the above mentioned cyclical process of learning, which encourages us to build the ability to take responsibility and be proactive – initiating action , rather than being reactive- in the way we work. Being proactive assist us in gaining more awareness of our power to respond to any situation by recognizing our own role in influencing its outcome. Self development recognizes us to recognize , and to own , our responsibility in influencing outcomes by taking risks and doing things differently.

## SWOT Analysis

A SWOT is a planning tool used to understand the Strengths, Weaknesses, Opportunities, and Threats. It involves specifying the objective of the business or project or individual and identifying the internal and external factors that are supportive or unfavourable to achieving that objective.

SWOT is an acronym for Strengths, Weaknesses, Opportunities, Threats.

A SWOT analysis generates information that is helpful in matching an organization or group's goals, programs, and a capacity to the social environment in which it operates.

### Strengths

- Positive tangible and intangible attributes, internal to an organization.
- They are within the organization's control.

### Weakness

- Factors that are within an organization's control that detract from its ability to attain the desired goal.
- Which areas might the organization improve?

### Opportunities





6. **Social Skills** – It means one's ability to relate to people, having insights, helping others and facilitating. Interdependence today is of greater value than independence. Thus it becomes that much more important for you to take a genuine interest in people with whom you work and spent time, emotion and money on them.

7. **Managing Money** - If in spite of possessing all the above mentioned skills you fail to achieve success it may be because you are poor in the number game! You must have your figures, statistics and accounts in place. You must be shrewd in the money matters. As an old saying goes. "Money begets Money".

Personality is the sum total of ways in which an individual reacts and interacts with others. Or Personality is generally defined as the deeply ingrained and relatively enduring patterns of thought, feeling and behavior. In fact, when one refers to personality, it generally implies to all what is unique about an individual, the characteristics that makes one stand out in a crowd.

Personalities is the sum total of individual's Psychological traits, characteristics, motives, habits, attitudes, beliefs and outlooks.

### **Personality determinants:**

*Heredity* : Heredity refers to those factors that were determined at conception. Physical structure, facial attractiveness, gender, temperament, muscle composition and reflexes, energy level, and biological rhythms are characteristics that are generally considered to be either completely or substantially influenced by who your parents were, that is by their biological, physiological and inherent psychological makeup.

*Environment* : The environmental factors that exert pressures on our personality formation are the culture in which we are raised, our early conditioning, the norms among our family, friends and social groups, and other influences that we experience. The environment to which we are exposed plays a substantial role in shaping our personalities.

*Situation* : A third factor, the situation, influences the effects of heredity and environment on personality. An individual's personality although generally stable and consistent, does change in different situations. The varying demand of different situation calls forth different aspects of one's personality. We should not therefore look upon personality patterns in isolation.



- Facilitating the transfer of knowledge
- Creating a knowledge sharing environment
- Building an organizational culture focused on innovation and knowledge creation.

### **TOOLS OF SUCCESS**

*“Success is to be measured not so much by the position one has reached in life, as by the obstacles which one has overcome while trying to succeed”*

The Following are the seven mantras for success:

1. **Communication Skills** – Most of what goes on as business in an organisation is, in fact, communication. Anything that is not communication is probably dependent on something to initiate communication or keep it going. This is why one needs to master the art of communication both verbal as well as written.
2. **Influencing Abilities:** This is more of a leadership trait. It includes persuading and negotiating skills. Persuasion means convincing and encouraging people to do, as against being pushy and aggressive. It is a very powerful tool, especially in conflicting situations both in your professional as well as personal life.
3. **Managing Skills:** - In layman’s words this term means getting things done. But from the career perspective it means managing things, people and of course, managing yourself, that is, your time, resources and money. To be able to achieve success one needs to prepare and train himself/ herself in the art of effective management.
4. **Problem Solving** – It means knowing how to recognize and define problems, implement solutions and track and evaluate results. Effective problems solving skills will help to become the backbone of any team, which in turn will help in career prospects.
5. **Creative Thinking** – It is said that intelligence is central to both the right and left modes of the brain. But the majority of people give more importance only to the logical approach in problem solving. What is really required is a blend of logical and lateral thinking processes together to generate new ideas and solutions, seeing things in the ‘round’ and having an open mind.





productive work environments. Working effectively with others will therefore increase managerial and Organizational effectiveness.

Self-awareness is also a crucial component in understanding the Organization in which one is operating, as each of us can be thought of as an instrument for assessment and change. By asking us a series of questions we can diagnose our situation and develop some solutions to problems our Organizations or we are experiencing. Doing this requires strong self-awareness of our emotional reactions, initial perceptions, biases and judgments.

Lack of self-awareness can lead to poor decisions, to an unrealistic notion of one's competencies and to even career derailment.

### How to Gain?

The first step in becoming aware of ourselves is to recognize our weaknesses, strengths, biases, attitudes, values and perceptions. There are many ways to enhance our self-awareness. Some of these include analyzing our own experiences, looking at ourselves through the eyes of others, self-disclosure, acquiring diverse experiences and increasing our emotional intelligence.

- **Self-analysis** requires people to examine themselves as an object in an experience or event. It requires a person to step back and observe the positive and the negative impact that may have influenced behaviours, attitudes, thoughts or interactions. Self-analysis is not always an easy process, yet it is a necessary skill for synthesizing information relevant to professional or personal effectiveness.

The self-analysis process should begin with reflection on and exploration of thoughts and feelings associated with effective events. By reflecting on these feelings and thoughts, individuals can obtain new perspectives relevant to their lives based on these learning experiences. From obtaining new knowledge and perspectives, individuals can become more effective by implementing new behavioural and cognitive changes in future situations.

One of the means to gain insight about our self is through reflecting on, examining and analyzing our behaviour, personality, attitudes and perceptions.

- **Behaviour** is the way in which we conduct ourselves-the way in which we act. Our behaviour is influenced by our feelings, judgments, beliefs, motivations, needs, experience



## Self Awareness:

Self Awareness knows your motivations; preferences, personality and understanding how these factors influence your judgment, decisions and interactions with other people. Through self-awareness one “develops the ability to know how you are feeling and why, and the impact your feelings have on your behaviour. But it involves a capacity to monitor and control those strong but subliminal biases that all us harbor and that skew our decision making”. Internal feelings and thoughts, interests, strengths and limitations, values, skills, goals, abilities, leadership orientation and preferred communication style are just a few elements that self awareness comprises.

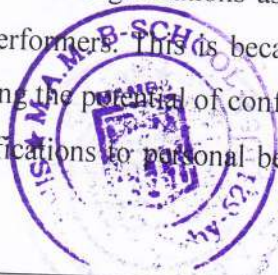
## Benefits:

Self-awareness or self-knowledge is the starting point for effectiveness at work. Machiavelli, the astute author and statesman, wrote, “ To lead or attempt to lead without first having a knowledge of self is foolhardy and sure to bring disaster and defeat.” Self-awareness has many benefits, among them.

- Understanding yourself in relation to others
- Developing and implementing a sound self-improvement program
- Setting appropriate life and career goals
- Developing relationships with others
- Understand the value of diversity
- Managing others effectively
- Increasing productivity
- Increasing your ability to contribute to Organizations, your community and family.

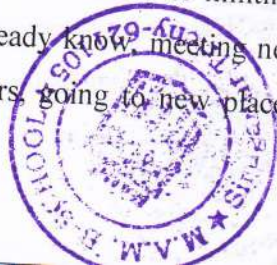
In others words it helps one to know what one is good at and choose a career they enjoy. Depending on others thoughts or beliefs in terms of what is good for us leads to personal and professional unhappiness. By knowing our strengths, weaknesses, likes and dislikes by ourselves - will help us know where we stand?

Self-awareness is also important for managers and Organizations as one who have attained heightened states of self-awareness tend to be superior performers. This is because they can relate and understand others better and thus will be capable of reducing the potential of conflict. Usually this kind of person will be open to feedback and make positive modifications to personal behavior so as to create trusting and





- \* **Extroversion:** represents the degree to which an individual is social or antisocial, outgoing or shy, assertive or passive, active or inactive and talkative or quiet. A person who rates high for first traits in these pairs is extroverted, while someone who rates high for second traits is introverted. Extroversion or introversion, in itself, is not necessarily bad, but extremes at both the ends of the spectrum can be equally dysfunctional. A person who is too outgoing could be perceived as overbearing and a person who is too reserved would lack the skills to relate to others.
- \* **Agreeableness:** measures the degree to which a person is friendly or reserved, cooperative or guarded, flexible or inflexible, trusting or cautious, good natured or moody, softhearted or tough and tolerant or judgmental. Those scoring high on the first element of these paired traits are viewed as more disagreeable and difficult to work with. Being too agreeable could cause a person to be too accommodating, however the others may take advantage of this weaknesses.
- \* **Emotional Stability:** characterizes the degree to which a person is consistent or inconsistent is how they react to certain events, reacts impulsively or weighs options before acting and takes things personally or looks at a situation objectively. Those who rate high on emotional stability are viewed as generally calm, stable having a positive attitude, able to manage their anger, secure, happy and objective. Those who rate low are more likely to be anxious, depressed, angry, insecure, worried and emotional.
- \* **Conscientiousness:** represents the degree to which an individual is dependable or inconsistent, can be counted on or is unreliable, follows through on commitments or are generally perceived to be careful, thorough, organized, persistent, achievement oriented, hardworking and persevering. Those who score lower on this dimension are more likely to be viewed as inattentive to detail, uncaring, disrespectful, not interested or motivated unorganized, apt to give up easily and lazy.
- \* **Openness to experience:** characterizes the degree to which people are interested in broadening their horizons or limiting them, learning new things or sticking with what they already know, meeting new people or associating with current friends and co-workers, going to new places or restricting themselves to known places.

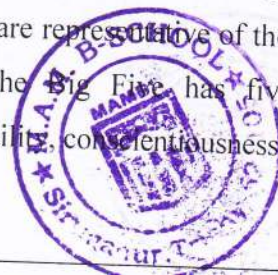




and opinions of others. Patterns of behaviour develop through our reactions to events and actions over a period of time. Behaviour consist of four components:

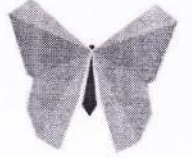
- \* *Motivation:* The drive to pursue one action over another. Being aware of our core drivers, those things that motivate you positively or negatively- can help you understand the roots of your behaviour and make adjustments as necessary to modify your behaviour.
  - \* *Modes of thinking:* the way you process the various inputs your brain receives. Being aware of how you take in and make sense of information can help you understand how you make judgments or decisions that lead to choosing one behaviour or course of action over another.
  - \* *Modes of acting:* the course of action you apply in a given situation. Being aware of how you express your reaction to the things that happen to and around you can help you understand the alternatives available to you when certain events arise.
  - \* *Modes of interacting:* the way in which you communicate and share ideas, opinions and feelings with others. Being aware of how you talk and work with others can help you understand how your preferred style meshes with those with whom you work and live.
- o **Personality:** describes the relatively stable set of characteristics, tendencies and temperaments that have been formed by heredity and by social, cultural and environmental factors. These traits determine how we interact with and react to various people and situations. Some of the aspects of personality are believed to be a result of nature-those traits with which we are born and that we possess through heredity. Other characteristics of our personality are thought to be as a result of our environment-those factors that we acquire through exposure to people and events in our lives.

Personality traits are enduring characteristics that describe an individual's attitude and behaviour. Examples are agreeableness, aggression, dominance and shyness. Most of these traits have been found to be quite stable over time. This means a person who is cold and uncaring in one situation is likely to behave similarly in other situations. The "Big five" model is a powerful instrument because it organizes numerous concepts into a "short list" of just five factors that are representative of the characteristics that can be linked with satisfaction and success. The Big Five has five primary components: extroversion, agreeableness, emotional stability, conscientiousness and openness to experience.





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

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**Academic Year 2017-2018**

10.02.2018

Submitted to the Principal

Respected Sir,

**Sub:** Requisition of permission to conduct certificate courseon "Advanced Statistical Package"

\*\*\*\*\*

We have planned to organize certificate course on "Advanced Statistical Package" during (21.02.2018-24.02.2018)for Final Year students. This training is to be provided in our campus. In this regard we request you that permission may kindly be given to conduct the above course.

This is for your kind perusal and consideration.

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



**COORDINATOR**

**DIRECTOR**

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## M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



Ref: MAMBS/MBA/CC/2017-18/002

To

Dr. M. Chandrasekar,  
Associate Professor,  
Department of Management Studies,  
Dhanalakshmi Srinivasan College of Engineering,  
Perambalur.

13.02.2018

**SUB: Requisition letter to conduct Certificate Course – Reg**

**Respected Sir,**

With reference to the abovementioned subject, Secondyear students of MBA have willingness to attend certificate course on “Advanced Statistical Package”. The schedule for the same is from 21/02/2018- 24/02/2018, subject to changes on your convenience. I request you to positively guide, motivate and nurture them so that the course will prove to be fruitful.

We have attached the syllabus for the course for your kind perusal. Hope to have fruitful relations with you in the future with respect to student’s feedback.

Anticipating a positive reply.

Yours Faithfully,

Enclosure:

1. Syllabus



*[Handwritten Signature]*  
**DIRECTOR**  
**M.A.M. B-SCHOOL**  
Siruganur, Trichy-621105





# DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE

Approved by AICTE,  
New Delhi and Affiliated to Anna University, Chennai.  
(An ISO 9001-2008 Certified Institution)

bsi.

14.02.2018

Perambalur.

To

The Director  
M.A.M.B-SCHOOL  
Trichy.

**Ref:** Your Letter Dated 13<sup>th</sup> February 2018.

Dear Madam,

**Sub:** Accepting the invitation :- Reg.

Greetings!!!

Referring your letter of invitation to conduct the certificate course from 21<sup>st</sup> February 2018 to 24<sup>th</sup> February 2018. As stated, the topic of the said certificate course is "**Advanced Statistical Package**".

We are grateful for endorsing certificate course in your esteemed institution.

Thank You!

With Best Regards

Dr. M. Chandra Sekar.



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

# M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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Chennai)



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Academic Year 2017-2018

MAMBS/MBA/CC/2017-18/002


16.02.2018


## CIRCULAR

It is proposed to organize Certificate Course on "Advanced Statistical Package" during 21.02.2018-24.02.2018 for Final year students. This training is to be provided in our Department.

Interested students can register their names with Mr. J.Chandrakhanthan, Associate Professor, Management Studies on or before 17.02.18.



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

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





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



Siruganur, Trichy -621105

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

**ASSOCIATION OF MANAGEMENT STUDIES**

**COPE**

*Cordially invites you all for the*

*Certificate Course on*

**"ADVANCED STATISTICAL  
PACKAGE"**

*(21/02/2018- 24/02/2018)*

**DR. M. CHANDRA SEKAR,**

Associate Professor,

Dhanalakshmi Srinivasan College of Engineering,

Perambalur.

Venue: Seminar Hall at 9.30 am.

**Dr. P.SubburethinaBharathi   Mrs.FathimaBathoolMaluk**

*Director,*

*M.A.M. B-SCHOOL*

*Chief Executive officer*

*M.A.M.B-SCHOOL*

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A.M. SCHOOL OF ARCHITECTURE  
M.A.M. SCHOOL OF BUSINESS

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



## Certificate

*This is to certify that Mr/Ms/Mrs R.PARKAVI of SECOND year MBA has participated in the Certificate Course on "Advanced Statistical Package" organized by COPE - An Association of Management Studies from 21st February 2018 to 24<sup>th</sup> February 2018 during the Acedemic year 2017-2018.*

COORDINATOR



DIRECTOR

DIRECTOR

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



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M.A.M. SCHOOL OF BUSINESS

M.A.M. B-SCHOOL

Siruganur, Trichy -621105

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



## Certificate

*This is to certify that Mr/Ms/Mrs S.KARTHIK of SECOND year MBA has participated in the Certificate Course on "Advanced Statistical Package" organized by COPE - An Association of Management Studies from 21st February 2018 to 24<sup>th</sup> February 2018 during the Academic year 2017-2018.*

COORDINATOR



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

DIRECTOR

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## Certificate

*This is to certify that Mr/Ms/Mrs A.NANDHINI of SECOND year MBA has participated in the Certificate Course on "Advanced Statistical Package" organized by COPE - An Association of Management Studies from 21st February 2018 to 24<sup>th</sup> February 2018 during the Academic year 2017-2018.*

COORDINATOR



DIRECTOR

DIRECTOR

M.A.M. B-SCHOOL

Siruganur, Trichy-621105



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Chennai)

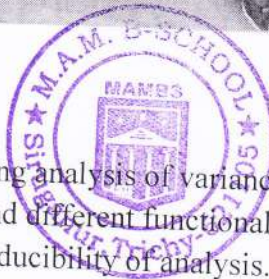
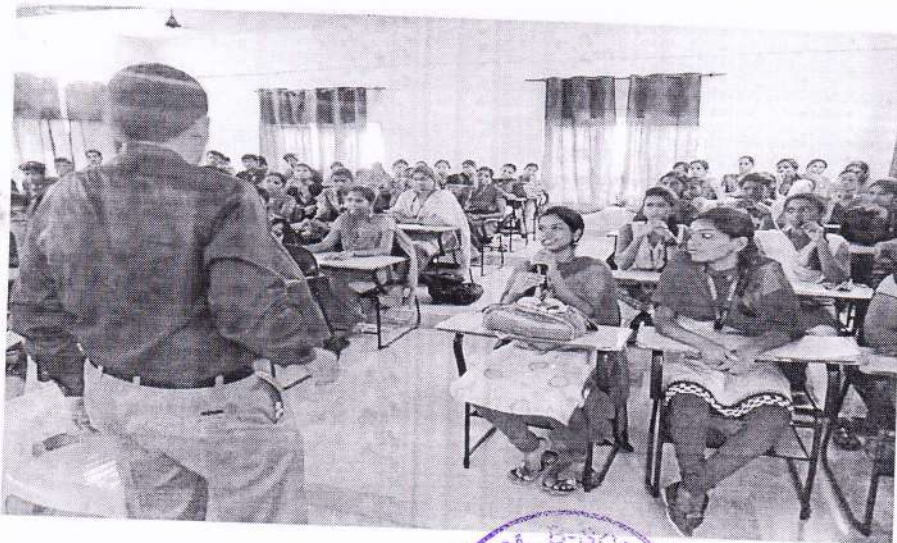


## Academic Year 2017-2018

### Programme Report

The Department of MBA organized a Four-day certificate course on “**Advanced Statistical Package**” from 21/02/2018- 24/02/2018 for II Year MBA students. The resource person was. Dr. Chandra Sekar, Associate Professor, Dhanalakshmi Srinivasan College of Engineering, Perambalur.

The program was inaugurated by Dr. M. RamkiMurugan, Head of the Department, MBA along with an inaugural speech highlighting the importance of these topics for the Students. The Course was coordinated by Mr. J.Chandrakhanthan, Associate Professor, Department of Management Studies. The course focused on Marketing . The course included the theory classes followed by the interactive sessions.



- Day 1. To give introduction to Statistics.
- Day 2. Provide fundamental understanding analysis of variances.
- Day 3. To facilitate students to understand different functional regression analysis.
- Day 4. Design and implementation reproducibility of analysis.

Co-ordinator

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

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





Academic year 2017-2018

Name of the Course - Advanced Statistical Package

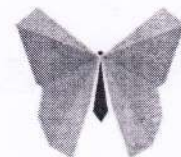
REGISTRATION FORM

Year/Sem : II / IV Course Plan : 21/02/18- 24/02/18  
 Degree/Branch : MBA Duration : 30 hrs  
 Batch : 2017 - 2018 Time : 09.00 am – 05.00 pm

S. NO.	REG. NO.	STUDENTS NAME	SIGNATURE
1	812216631001	Abinaya.S	Abinaya.S
2	812216631002	Anitha .A	Anitha .A
3	812216631003	Arun Kumar. M	Arun Kumar. M
4	812216631004	Chinnarasu. N	Chinnarasu. N.
5	812216631005	Elamaran. R	Elamaran. R.
6	812216631006	Gnana Mari Valan. V	Gnana mari Valan. V
7	812216631007	Helan. E	Helan. E
8	812216631008	Illayaraja. V	Illayaraja. V
9	812216631009	Jayabharathi. J	J. Jayabharathi
10	812216631010	Jeyabal. A	Jeyabal. A
11	812216631011	Joan of Arc. M	Joan of Arc. M
12	812216631012	Kamal Raj. M	Kamal Raj. M.
13	812216631013	Karthik. S	Karthik. S
14	812216631014	Kirubanandham. M	Kirubanandham. M.
15	812216631015	Lakshmi Priya. C	Lakshmi Priya. C
16	812216631016	Mahendran. D	Mahendran. D.
17	812216631017	Nandhini. A	A. Nandhini
18	812216631018	NirmalSavarinathan.S	Nirmal Savarinathan
19	812216631019	Parkavi. R	Parkavi. R.
20	812216631020	Prabhakaran. A	Prabhakaran
21	812216631021	Prabhu. G	Prabhu. G.
22	812216631022	Priyanga. P	Priyanga P
23	812216631023	Ranjith Kumar. S	Ranjith Kumar. S
24	812216631024	Ravi Chandran. R	Ravi Chandran. R.
25	812216631025	Selvamani. A	Selvamani. A.
26	812216631026	Sindhu. S	Sindhu. S.
27	812216631027	Sivaprakash. A	Sivaprakash
28	812216631028	Sri Rengaraj. S	Sri Rengaraj
29	812216631029	Thamilselvan. S	Thamilselvan. S.
30	812216631030	Venkateshwaran. R	Venkateshwaran. S
31	812216631032	Vinolia. P	Vinolia P.

Y. S. Srinivasan





Siruganur, Trichy -621105

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Academic Year 2017-2018

Name of the Course - Advanced Statistical Package

ATTENDANCE FORM

Year/Sem : II/ IV Course Plan : 21/02/18- 24/02/18  
 Degree/Branch : MBA Duration : 30 hrs  
 Batch : 2017 - 2018 Time : 09.00 am – 05.00 pm  
 Total no. of Students Registered:

S. NO.	REG. NO	STUDENTS NAME	STUDENTS SIGNATURE			
			21/02/18	22/02/18	23/02/18	24/02/18
1	812216631001	Abinaya.S	Abinaya.S	Abinaya.S	Abinaya.S	Abinaya.S
2	812216631002	Anitha .A	Anitha .A	Anitha .A	Anitha .A	Anitha .A
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5	812216631005	Elamaran. R	Elamaran. R	Elamaran. R	Elamaran. R	Elamaran. R
6	812216631006	Gnana Mari Valan. V	Gnana Mari Valan. V	Gnana Mari Valan. V	Gnana Mari Valan. V	Gnana Mari Valan. V
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8	812216631008	Illayaraja. V	Illayaraja. V	Illayaraja. V	Illayaraja. V	Illayaraja. V
9	812216631009	Jayabharathi. J	Jayabharathi. J	Jayabharathi. J	Jayabharathi. J	Jayabharathi. J
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12	812216631012	Kamal Raj. M	Kamal Raj. M	Kamal Raj. M	Kamal Raj. M	Kamal Raj. M
13	812216631013	Karthik. S	Karthik. S	Karthik. S	Karthik. S	Karthik. S
14	812216631014	Kirubanandham. M	Kirubanandham. M	Kirubanandham. M	Kirubanandham. M	Kirubanandham. M
15	812216631015	Lakshmi Priya. C	Lakshmi Priya. C	Lakshmi Priya. C	Lakshmi Priya. C	Lakshmi Priya. C
16	812216631016	Mahendran. D	Mahendran. D	Mahendran. D	Mahendran. D	Mahendran. D
17	812216631017	Nandhini. A	Nandhini. A	Nandhini. A	Nandhini. A	Nandhini. A
18	812216631018	NirmalSavarinathan.S	NirmalSavarinathan.S	NirmalSavarinathan.S	NirmalSavarinathan.S	NirmalSavarinathan.S
19	812216631019	Parkavi. R	Parkavi. R	Parkavi. R	Parkavi. R	Parkavi. R
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# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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29	812216631029	Thamilselvan. S	Thamilselvan S	Thamilselvan S	Thamilselvan S	Thamilselvan S
30	812216631030	Venkateshwaran. R	Venkateshwaran R	Venkateshwaran R	Venkateshwaran R	Venkateshwaran R
31	812216631032	Vinolia. P	Vinolia P	Vinolia P	Vinolia P	Vinolia P

Co-ordinator

Director





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**Academic Year 2017-2018**  
**ADVANCED STATISTICAL PACKAGE**

**OBJECTIVES:**

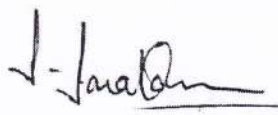
On completion of the course, the student should on advanced level be able to - chose, motivate their choice and critically evaluate statistical analysis methods in relation to research questions - perform, interpret and report analysis of variance, regression analysis and factor analysis on data arranged to fit these analysis methods - perform, interpret and report .

<b>UNIT I</b>	<b>CHOICE OF ANALYSIS METHODS</b>	<b>8</b>
Introduction to statistical packages- history – trends- development- recent issues in statistical packages and choice of analysis methods		
<b>UNIT II</b>	<b>ANALYSIS OF VARIANCE</b>	<b>8</b>
One-way ANOVA: Linear Model & Assumptions ; Effect Size, Power, and Sample Size- One-way ANOVA: multiple groups, orthogonal contrasts, planned comparisons, pair wise comparisons, Trend Analysis with Quantitative IVs, controlling for Type I error		
<b>UNIT III</b>	<b>REGRESSION ANALYSIS</b>	<b>8</b>
Simple linear regression. Multiple linear regression. Variable selection. F-tests. Least-squares estimation. Co linearity. Residual analysis. Nonlinear regression. R commands-		
<b>UNIT IV</b>	<b>REPRODUCIBILITY OF ANALYSIS</b>	<b>6</b>
Structuring and organizing a data analysis-Markdown and R Markdown-Reproducible research check list-Evidence-based data analysis		

**TOTAL: 30 PERIODS**

**OUTCOMES:**

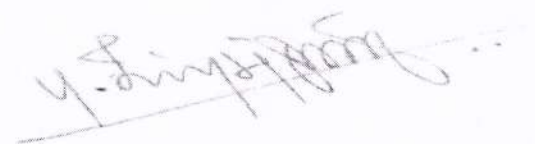
- Students know the report preparation and interpretation methods
- student can get advanced level be able to - chose, motivate their choice and critically evaluate statistical analysis methods in relation to research questions - perform, interpret and report analysis of variance



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## 1.2 Mathematical preliminaries

### 1.2.1 Measure and integration

Measure theory is the foundation on which modern probability theory is built. All statisticians should, at least, be familiar with the terminology and the key results (e.g., Lebesgue's dominated convergence theorem). The presentation below is based on material in Lehmann and Casella (1998); similar things are presented in Keener (2010).

A *measure* is a generalization of the concept of length, area, volume, etc. More specifically, a measure  $\mu$  is a non-negative set-function, i.e.,  $\mu$  assigns a non-negative number to subsets  $A$  of an abstract set  $\mathbb{X}$ , and this number is denoted by  $\mu(A)$ . Similar to lengths,  $\mu$  is assumed to be *additive*:

$$\mu(A \cup B) = \mu(A) + \mu(B), \quad \text{for each disjoint } A \text{ and } B.$$

This extends by induction to any finite set  $A_1, \dots, A_n$  of disjoint sets. But a stronger assumption is  $\sigma$ -additivity:

$$\mu\left(\bigcup_{i=1}^{\infty} A_i\right) = \sum_{i=1}^{\infty} \mu(A_i), \quad \text{for all disjoint } A_1, A_2, \dots$$

Note that finite additivity does not imply  $\sigma$ -additivity. All of the (probability) measures we're familiar with are  $\sigma$ -additive. But there are some peculiar measures which are finitely additive but not  $\sigma$ -additive. The classical example of this is the following.

**Example 1.1.** Take  $\mathbb{X} = \{1, 2, \dots\}$  and define a measure  $\mu$  as

$$\mu(A) = \begin{cases} 0 & \text{if } A \text{ is finite} \\ 1 & \text{if } A \text{ is co-finite,} \end{cases}$$

where a set  $A$  is "co-finite" if it's the complement of a finite set. It is easy to see that  $\mu$  is additive. Taking a disjoint sequence  $A_i = \{i\}$  we find that  $\mu(\bigcup_{i=1}^{\infty} A_i) = \mu(\mathbb{X}) = 1$  but  $\sum_{i=1}^{\infty} \mu(A_i) = \sum_{i=1}^{\infty} 0 = 0$ . Therefore,  $\mu$  is not  $\sigma$ -additive.

In general, a measure  $\mu$  cannot be defined for all subsets  $A \subseteq \mathbb{X}$ . But the class of subsets on which the measure can be defined is, in general, a  $\sigma$ -algebra, or  $\sigma$ -field.

**Definition 1.1.** A  $\sigma$ -algebra  $\mathcal{A}$  is a collection of subsets of  $\mathbb{X}$  such that:

- $\mathbb{X}$  is in  $\mathcal{A}$ ;
- If  $A \in \mathcal{A}$ , then  $A^c \in \mathcal{A}$ ;
- and if  $A_1, A_2, \dots \in \mathcal{A}$ , then  $\bigcup_{i=1}^{\infty} A_i \in \mathcal{A}$ .

The sets  $A \in \mathcal{A}$  are said to be *measurable*. We refer to  $(\mathbb{X}, \mathcal{A})$  as a measurable space and, if  $\mu$  is a measure defined on  $(\mathbb{X}, \mathcal{A})$ , then  $(\mathbb{X}, \mathcal{A}, \mu)$  is a *measure space*.



  
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A measure  $\mu$  is *finite* if  $\mu(\mathbb{X})$  is a finite number. Probability measures (see Section 1.3.1) are special finite measures where  $\mu(\mathbb{X}) = 1$ . A measure  $\mu$  is said to be  $\sigma$ -finite if there exists a sequence of sets  $\{A_i\} \subset \mathcal{A}$  such that  $\bigcup_{i=1}^{\infty} A_i = \mathbb{X}$  and  $\mu(A_i) < \infty$  for each  $i$ .

**Example 1.2.** Let  $\mathbb{X}$  be a countable set and  $\mathcal{A}$  the class of *all* subsets of  $\mathbb{X}$ ; then clearly  $\mathcal{A}$  is a  $\sigma$ -algebra. Define  $\mu$  according to the rule

$$\mu(A) = \text{number of points in } A, \quad A \in \mathcal{A}.$$

Then  $\mu$  is a  $\sigma$ -finite measure which is referred to as *counting measure*.

**Example 1.3.** Let  $\mathbb{X}$  be a subset of  $d$ -dimensional Euclidean space  $\mathbb{R}^d$ . Take  $\mathcal{A}$  to be the smallest  $\sigma$ -algebra that contains the collection of open rectangles

$$A = \{(x_1, \dots, x_d) : a_i < x_i < b_i, i = 1, \dots, d\}, \quad a_i < b_i.$$

Then  $\mathcal{A}$  is the Borel  $\sigma$ -algebra on  $\mathbb{X}$ , which contains all open and closed sets in  $\mathbb{X}$ ; but there are subsets of  $\mathbb{X}$  that do not belong to  $\mathcal{A}$ ! Then the (unique) measure  $\mu$ , defined by

$$\mu(A) = \prod_{i=1}^d (b_i - a_i), \quad \text{for rectangles } A \in \mathcal{A}$$

is called *Lebesgue measure*, and it's  $\sigma$ -finite.

Next we consider integration of a real-valued function  $f$  with respect to a measure  $\mu$  on  $(\mathbb{X}, \mathcal{A})$ . This more general definition of integral satisfies most of the familiar properties from calculus, such as linearity, monotonicity, etc. But the calculus integral is defined only for a class of functions which is generally too small for our applications.

The class of functions of interest are those which are *measurable*. In particular, a real-valued function  $f$  is measurable if and only if, for every real number  $a$ , the set  $\{x : f(x) \leq a\}$  is in  $\mathcal{A}$ . If  $A$  is a measurable set, then the indicator function  $I_A(x)$ , which equals 1 when  $x \in A$  and 0 otherwise, is measurable. More generally, a simple function

$$s(x) = \sum_{k=1}^K a_k I_{A_k}(x)$$

is measurable provided that  $A_1, \dots, A_K \in \mathcal{A}$ . Continuous  $f$  are also usually measurable.

The integral of a non-negative simple function  $s$  with respect to  $\mu$  is defined as

$$\int s \, d\mu = \sum_{k=1}^K a_k \mu(A_k). \quad (1.1)$$

Take a non-decreasing sequence of non-negative simple functions  $\{s_n\}$  and define

$$f(x) = \lim_{n \rightarrow \infty} s_n(x). \quad (1.2)$$

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It can be shown that  $f$  defined in (1.2) is measurable. Then the integral of  $f$  with respect to  $\mu$  is defined as

$$\int f d\mu = \lim_{n \rightarrow \infty} \int s_n d\mu,$$

the limit of the simple function integrals. It turns out that the left-hand side does not depend on the particular sequence  $\{s_n\}$ , so it's unique. In fact, an equivalent definition for the integral of a non-negative  $f$  is

$$\int f d\mu = \sup_{0 \leq s \leq f, \text{ simple}} \int s d\mu. \quad (1.3)$$

For a general measurable function  $f$  which may take negative values, define

$$f^+(x) = \max\{f(x), 0\} \quad \text{and} \quad f^-(x) = -\min\{f(x), 0\}.$$

Both the positive part  $f^+$  and the negative part  $f^-$  are non-negative, and  $f = f^+ - f^-$ . The integral of  $f$  with respect to  $\mu$  is defined as

$$\int f d\mu = \int f^+ d\mu - \int f^- d\mu,$$

where the two integrals on the right-hand side are defined through (1.3). In general, a measurable function  $f$  is said to be  $\mu$ -integrable, or just integrable, if  $\int f^+ d\mu$  and  $\int f^- d\mu$  are both finite.

**Example 1.4** (Counting measure). If  $\mathbb{X} = \{x_1, x_2, \dots\}$  and  $\mu$  is counting measure, then

$$\int f d\mu = \sum_{i=1}^{\infty} f(x_i).$$

**Example 1.5** (Lebesgue measure). If  $\mathbb{X}$  is a Euclidean space and  $\mu$  is Lebesgue measure, then  $\int f d\mu$  exists and is equal to the usual Riemann integral of  $f$  from calculus whenever the latter exists. But the Lebesgue integral exists for  $f$  which are not Riemann integrable.

Next we list some important results from analysis, related to integrals. The first two have to do with interchange of limits<sup>1</sup> and integration, which is often important in statistical problems. The first is relatively weak, but is used in the proof of the second.

**Theorem 1.1** (Fatou's lemma). *Given  $\{f_n\}$ , non-negative and measurable,*

$$\int \left( \liminf_{n \rightarrow \infty} f_n \right) d\mu \leq \liminf_{n \rightarrow \infty} \int f_n d\mu.$$

*The opposite inequality holds for limsup, provided that  $|f_n| \leq g$  for integrable  $g$ .*

<sup>1</sup>Recall the notions of "limsup" and "liminf" from analysis. For example, if  $x_n$  is a sequence of real numbers, then  $\limsup_{n \rightarrow \infty} x_n = \inf_n \sup_{k \geq n} x_k$  and, intuitively, this is the largest accumulation point of the sequence; similarly,  $\liminf_{n \rightarrow \infty} x_n$  is the smallest accumulation point, and if the largest and smallest accumulations points are equal, then the sequence converges and the common accumulation point is the limit. Also, if  $f_n$  is a sequence of real-valued functions, then we can define  $\limsup f_n$  and  $\liminf f_n$  by applying the previous definitions pointwise.



**Theorem 1.2** (Dominated convergence). Given measurable  $\{f_n\}$ , suppose that

$$f(x) = \lim_{n \rightarrow \infty} f_n(x) \quad \mu\text{-almost everywhere.}$$

and  $|f_n(x)| \leq g(x)$  for all  $n$ , for all  $x$ , and for some integrable function  $g$ . Then  $f_n$  and  $f$  are integrable, and

$$\int f \, d\mu = \lim_{n \rightarrow \infty} \int f_n \, d\mu.$$

*Proof.* First, by definition of  $f$  as the pointwise limit of  $f_n$ , we have that  $|f_n - f| \leq |f_n| + |f| \leq 2g$  and  $\limsup_n |f_n - f| = 0$ . From Exercise 8, we get

$$\left| \int f_n \, d\mu - \int f \, d\mu \right| = \left| \int (f_n - f) \, d\mu \right| \leq \int |f_n - f| \, d\mu$$

and, for the upper bound, by the “reverse Fatou’s lemma.” we have

$$\limsup_n \int |f_n - f| \, d\mu \leq \int \limsup_n |f_n - f| \, d\mu = 0.$$

Therefore,  $\int f_n \, d\mu \rightarrow \int f \, d\mu$ , which completes the proof. □

Note, the phrase “ $\mu$ -almost everywhere” used in the theorem means that the property holds everywhere except on a  $\mu$ -null set, i.e., a set  $N$  with  $\mu(N) = 0$ . These sets of measure zero are sets which are “small” in a measure-theoretic sense, as opposed to meager first-category sets which are small in a topological sense. Roughly, sets of measure zero can be ignored in integration and certain kinds of limits, but one should always be careful.

The next theorem is useful for bounding integrals of products of two functions. You may be familiar with this name from other courses, such as linear algebra—it turns out actually, that certain collections of integrable functions act very much the same as vectors in a finite-dimensional vector space.

**Theorem 1.3** (Cauchy–Schwarz inequality). If  $f$  and  $g$  are measurable, then

$$\left( \int fg \, d\mu \right)^2 \leq \int f^2 \, d\mu \cdot \int g^2 \, d\mu.$$

*Proof.* If either  $f^2$  or  $g^2$  is not integrable, then the inequality is trivial; so assume that both  $f^2$  and  $g^2$  are integrable. Take any  $\lambda$ ; then  $\int (f + \lambda g)^2 \, d\mu \geq 0$ . In particular,

$$\underbrace{\int g^2 \, d\mu}_{a} \cdot \lambda^2 + 2 \underbrace{\int fg \, d\mu}_{b} \cdot \lambda + \underbrace{\int f^2 \, d\mu}_{c} \geq 0 \quad \forall \lambda.$$

In other words, the quadratic (in  $\lambda$ ) can have at most one real root. Using the quadratic formula,

$$\lambda = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}.$$





it is clear that the only way there can be fewer than two real roots is if  $b^2 - 4ac$  is  $\leq 0$ . Using the definitions of  $a$ ,  $b$ , and  $c$  we find that

$$4\left(\int fg d\mu\right)^2 - 4\int f^2 d\mu \cdot \int g^2 d\mu \leq 0,$$

and from this the result follows immediately. A different proof, based on Jensen's inequality, is given in Example 1.8.  $\square$

The next result defines "double-integrals" and shows that, under certain conditions, the order of integration does not matter. Fudging a little bit on the details, for two measure spaces  $(\mathbb{X}, \mathcal{A}, \mu)$  and  $(\mathbb{Y}, \mathcal{B}, \nu)$ , define the product space

$$(\mathbb{X} \times \mathbb{Y}, \mathcal{A} \otimes \mathcal{B}, \mu \times \nu),$$

where  $\mathbb{X} \times \mathbb{Y}$  is usual set of ordered pairs  $(x, y)$ ,  $\mathcal{A} \otimes \mathcal{B}$  is the smallest  $\sigma$ -algebra that contains all the sets  $A \times B$  for  $A \in \mathcal{A}$  and  $B \in \mathcal{B}$ , and  $\mu \times \nu$  is the product measure defined as

$$(\mu \times \nu)(A \times B) = \mu(A)\nu(B).$$

This concept is important for us because independent probability distributions induce a product measure. Fubini's theorem is a powerful result that allows certain integrals over the product to be done one dimension at a time.

**Theorem 1.4 (Fubini).** *Let  $f(x, y)$  be a non-negative measurable function on  $\mathbb{X} \times \mathbb{Y}$ . Then*

$$\int_{\mathbb{X}} \left[ \int_{\mathbb{Y}} f(x, y) d\nu(y) \right] d\mu(x) = \int_{\mathbb{Y}} \left[ \int_{\mathbb{X}} f(x, y) d\mu(x) \right] d\nu(y). \quad (1.4)$$

The common value above is the double integral, written  $\int_{\mathbb{X} \times \mathbb{Y}} f d(\mu \times \nu)$ .

Our last result has something to do with constructing new measures from old. It also allows us to generalize the familiar notion of probability densities which, in turn, will make our lives easier when discussing the general statistical inference problem. Suppose  $f$  is a non-negative<sup>2</sup> measurable function. Then

$$\nu(A) = \int_A f d\mu \quad (1.5)$$

defines a new measure  $\nu$  on  $(\mathbb{X}, \mathcal{A})$ . An important property is that  $\mu(A) = 0$  implies  $\nu(A) = 0$ ; the terminology is that  $\nu$  is *absolutely continuous with respect to  $\mu$* , or  $\nu$  is *dominated by  $\mu$* , written  $\nu \ll \mu$ . But it turns out that, if  $\nu \ll \mu$ , then there exists  $f$  such that (1.5) holds. This is the famous Radon-Nikodym theorem.

**Theorem 1.5 (Radon-Nikodym).** *Suppose  $\nu \ll \mu$ . Then there exists a non-negative  $\mu$ -integrable function  $f$ , unique modulo  $\mu$ -null sets, such that (1.5) holds. The function  $f$ , often written as  $f = d\nu/d\mu$  is the Radon-Nikodym derivative of  $\nu$  with respect to  $\mu$ .*

<sup>2</sup> $f$  can take negative values, but then the measure is a *signed measure*.



We'll see later that, in statistical problems, the Radon–Nikodym derivative is the familiar density or, perhaps, a likelihood ratio. The Radon–Nikodym theorem also formalizes the idea of change-of-variables in integration. For example, suppose that  $\mu$  and  $\nu$  are  $\sigma$ -finite measures defined on  $\mathbb{X}$ , such that  $\nu \ll \mu$ , so that there exists a unique Radon–Nikodym derivative  $f = d\nu/d\mu$ . Then, for a  $\nu$ -integrable function  $\varphi$ , we have

$$\int \varphi d\nu = \int \varphi f d\mu;$$

symbolically this makes sense:  $d\nu = (d\nu/d\mu) d\mu$ .

## 1.2.2 Basic group theory

An important mathematical object is that of a *group*, a set of elements together with a certain operation having a particular structure. Our particular interest (Section 1.3.6) is in groups of transformations and how they interact with probability distributions. Here we set some very basic terminology and understanding of groups. A course on abstract algebra would cover these concepts, and much more.

**Definition 1.2.** A *group* is a set  $\mathcal{G}$  together with a binary operation  $\cdot$ , such that:

- (closure) for each  $g_1, g_2 \in \mathcal{G}$ ,  $g_1 \cdot g_2 \in \mathcal{G}$ ;
- (identity) there exists  $e \in \mathcal{G}$  such that  $e \cdot g = g$  for all  $g \in \mathcal{G}$ ;
- (inverse) for each  $g \in \mathcal{G}$ , there exists  $g^{-1} \in \mathcal{G}$  such that  $g^{-1} \cdot g = e$ ;
- (associative) for each  $g_1, g_2, g_3 \in \mathcal{G}$ ,  $g_1 \cdot (g_2 \cdot g_3) = (g_1 \cdot g_2) \cdot g_3$ .

The element  $e$  is called the *identity*, and the element  $g^{-1}$  is called the *inverse* of  $g$ . The group  $\mathcal{G}$  is called *abelian*, or *commutative*, if  $g_1 \cdot g_2 = g_2 \cdot g_1$  for all  $g_1, g_2 \in \mathcal{G}$ .

Some basic examples of groups include  $(\mathbb{Z}, +)$ ,  $(\mathbb{R}, +)$ , and  $(\mathbb{R} \setminus \{0\}, \times)$ ; the latter requires that the origin be removed since 0 has no multiplicative inverse. These three groups are abelian. The general linear group of dimension  $m$ , consisting of all  $m \times m$  non-singular matrices, is a group under matrix multiplication; this is not an abelian group. Some simple properties of groups are given in Exercise 10.

We are primarily interested in groups of transformations. Let  $\mathbb{X}$  be a space (e.g., a sample space) and consider a collection  $\mathcal{G}$  of functions  $g$ , mapping  $\mathbb{X}$  to itself. Consider the operation  $\circ$  of function composition. The identity element  $e$  is the function  $e(x) = x$  for all  $x \in \mathbb{X}$ . If we require that  $(\mathcal{G}, \circ)$  be a group with identity  $e$ , then each  $g \in \mathcal{G}$  is a one-to-one function. To see this, take any  $g \in \mathcal{G}$  and take  $x_1, x_2 \in \mathbb{X}$  such that  $g(x_1) = g(x_2)$ . Left composition by  $g^{-1}$  gives  $e(x_1) = e(x_2)$  and, consequently,  $x_1 = x_2$ ; therefore,  $g$  is one-to-one. Some examples of groups of transformations are:

- For  $\mathbb{X} = \mathbb{R}^m$ , define the map  $g_c(x) = x + c$ , a shift of the vector  $x$  by a vector  $c$ . Then  $\mathcal{G} = \{g_c : c \in \mathbb{R}^m\}$  is an abelian group of transformations.





- For  $\mathbb{X} = \mathbb{R}^m$ , define the map  $g_c(x) = cx$ , a rescaling of the vector  $x$  by a constant  $c$ . Then  $\mathcal{G} = \{g_c : c > 0\}$  is an abelian group of transformations.
- For  $\mathbb{X} = \mathbb{R}^m$ , let  $g_{a,b}(x) = ax + b1_m$ , a combination of the shift and scaling of  $x$ . Then  $\mathcal{G} = \{g_{a,b} : a > 0, b \in \mathbb{R}\}$  is a group of transformations; not abelian.
- For  $\mathbb{X} = \mathbb{R}^m$ , let  $g_A(x) = Ax$ , where  $A \in GL(m)$ . Then  $\mathcal{G} = \{g_A : A \in GL(m)\}$  is a group of transformations; not abelian.
- Let  $\mathbb{X} = \{1, 2, \dots, m\}$  and define  $g_\pi(x) = (x_{\pi(1)}, \dots, x_{\pi(m)})$ , where  $\pi$  is a permutation of the indices. Then  $\mathcal{G} = \{g_\pi : \text{permutations } \pi\}$  is a group of transformations; not abelian.

In the literature on groups of transformations, it is typical to write  $gx$  instead of  $g(x)$ . For a given group of transformations  $\mathcal{G}$  on  $\mathbb{X}$ , there are some other classes of functions which are of interest. A function  $\alpha$ , mapping  $\mathbb{X}$  to itself, is called *invariant* (with respect to  $\mathcal{G}$ ) if  $\alpha(gx) = \alpha(x)$  for all  $x \in \mathbb{X}$  and all  $g \in \mathcal{G}$ . A function  $\beta$ , mapping  $\mathbb{X}$  to itself, is *equivariant* (with respect to  $\mathcal{G}$ ) if  $\beta(gx) = g\beta(x)$  for all  $x \in \mathbb{X}$  and all  $g \in \mathcal{G}$ . The idea is that  $\alpha$  is not sensitive to changes induced by mapping  $x \mapsto gx$  for  $g \in \mathcal{G}$ , and  $\beta$  doesn't care whether  $g$  is applied before or after. Next is a simple but important example.

**Example 1.6.** Let  $\mathbb{X} = \mathbb{R}^m$  and define maps  $g_c(x) = x + c1_m$ , the location shifts. The function  $\beta(x) = \bar{x}1_m$  is equivariant with respect to  $\mathcal{G}$ , where  $\bar{x}$  is the average of the entries of  $x$ . The function  $\alpha(x) = x - \bar{x}1_m$  is invariant with respect to  $\mathcal{G}$ .

A slightly different notion of invariance with respect to a group of transformations, in a context relevant to probability and statistics, will be considered in Section 1.3.6.

### 1.2.3 Convex sets and functions

There is a special property that functions can have which we will occasionally take advantage of later on. This property is called *convexity*. Throughout this section, unless otherwise stated, take  $f(x)$  to be a real-valued function defined over a  $p$ -dimensional Euclidean space  $\mathbb{X}$ . The function  $f$  is said to be *convex* on  $\mathbb{X}$  if, for any  $x, y \in \mathbb{X}$  and any  $\alpha \in [0, 1]$ , the following inequality holds:

$$f(\alpha x + (1 - \alpha)y) \leq \alpha f(x) + (1 - \alpha)f(y).$$

For the case  $p = 1$ , this property is easy to visualize. Examples of convex (univariate) functions include  $e^x$ ,  $-\log x$ ,  $x^r$  for  $r > 1$ .

In the case where  $f$  is twice differentiable, there is an alternative characterization of convexity. This is something that's covered in most intermediate calculus courses.

**Proposition 1.1.** A twice-differentiable function  $f$ , defined on  $p$ -dimensional space, is convex if and only if

$$\nabla^2 f(x) = \left( \left( \frac{\partial^2 f(x)}{\partial x_i \partial x_j} \right) \right)_{i,j=1,\dots,p}$$

the matrix of second derivatives, is positive semi-definite for each  $x$ .

Convexity is important in optimization problems (maximum likelihood, least squares, etc) as it relates to existence and uniqueness of global optima. For example, if the criterion (loss) function to be minimized is convex and a local minimum exists, then convexity guarantees that it's a global minimum.

“Convex” can be used as an adjective for sets, not just functions. A set  $C$ , in a linear space, is convex if, for any points  $x$  and  $y$  in  $C$ , the convex combination  $ax + (1 - a)y$ , for  $a \in [0, 1]$ , is also a point in  $C$ . In other words, a convex set  $C$  contains line segments connecting all pairs of points in  $C$ . Examples of convex sets are interval of numbers, circles in the plane, and balls/ellipses in higher dimensions. There is a connection between convex sets and convex functions: if  $f$  is a convex real-valued function, then, for any real  $t$ , the set  $C_t = \{x : f(x) \leq t\}$  is convex (see Exercise 15). There will be some applications of convex sets in the later chapters.<sup>3</sup>

## 1.3 Probability

### 1.3.1 Measure-theoretic formulation

It turns out the mathematical probability is just a special case of the measure theory stuff presented above. Our probabilities are finite measures, our random variables are measurable functions, our expected values are integrals.

Start with an essentially arbitrary measurable space  $(\Omega, \mathcal{F})$ , and introduce a probability measure  $P$ ; that is  $P(\Omega) = 1$ . Then  $(\Omega, \mathcal{F}, P)$  is called a probability space. The idea is that  $\Omega$  contains all possible outcomes of the random experiment. Consider, for example, the heights example above in Section 1.4.1. Suppose we plan to sample a single UIC student at random from the population of students. Then  $\Omega$  consists of all students, and exactly one of these students will be the one that's observed. The measure  $P$  will encode the underlying sampling scheme. But in this example, it's not the particular student chosen that's of interest: we want to know the student's height, which is a measurement or characteristic of the sampled student. How do we account for this?

A random variable  $X$  is nothing but a measurable function from  $\Omega$  to another space  $\mathbb{X}$ . It's important to understand that  $X$ , as a mapping, is not random; instead,  $X$  is a function of a randomly chosen element  $\omega$  in  $\Omega$ . So when we are discussing probabilities that  $X$  satisfies such and such properties, we're actually thinking about the probability (or measure) the set of  $\omega$ 's for which  $X(\omega)$  satisfies the particular property. To make this more precise we write

$$P(X \in A) = P\{\omega : X(\omega) \in A\} = PX^{-1}(A).$$

To simplify notation, etc, we will often ignore the underlying probability space, and work simply with the probability measure  $P_X(\cdot) = PX^{-1}(\cdot)$ . This is what we're familiar with from basic probability and statistics; the statement  $X \sim N(0, 1)$  means simply that the probability

<sup>3</sup>e.g., the parameter space for natural exponential families is convex; Anderson's lemma, which is used to prove minimaxity in normal mean problems, among other things, involves convex sets; etc.



measure induced on  $\mathbb{R}$  by the mapping  $X$  is a standard normal distribution. When there is no possibility of confusion, we will drop the “ $X$ ” subscript and simply write  $P$  for  $P_X$ .

When  $P_X$ , a measure on the  $X$ -space  $\mathbb{X}$ , is dominated by a  $\sigma$ -finite measure  $\mu$ , the Radon–Nikodym theorem says there is a density  $dP_X/d\mu = p_X$ , and

$$P_X(A) = \int_A p_X d\mu.$$

This is the familiar case we’re used to; when  $\mu$  is counting measure,  $p_X$  is a probability mass function and, when  $\mu$  is Lebesgue measure,  $p_X$  is a probability density function. One of the benefits of the measure-theoretic formulation is that we do not have to handle these two important cases separately.

Let  $\varphi$  be a real-valued measurable function defined on  $\mathbb{X}$ . Then the expected value of  $\varphi(X)$  is

$$E_X\{\varphi(X)\} = \int_{\mathbb{X}} \varphi(x) dP_X(x) = \int_{\mathbb{X}} \varphi(x)p_X(x) d\mu(x),$$

the latter expression holding only when  $P_X \ll \mu$  for a  $\sigma$ -finite measure  $\mu$  on  $\mathbb{X}$ . The usual properties of expected value (e.g., linearity) hold in this more general case; the same tools we use in measure theory to study properties of integrals of measurable functions are useful for deriving such things.

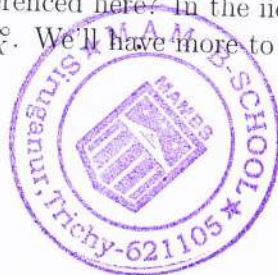
In these notes, it will be assumed you are familiar with all the basic probability calculations defined and used in basic probability and statistics courses, such as Stat 401 and Stat 411 at UIC. In particular, you are expected to know the common distributions (e.g., normal, binomial, Poisson, gamma, uniform, etc) and how to calculate expectations for these and other distributions. Moreover, I will assume you are familiar with some basic operations involving random vectors (e.g., covariance matrices) and some simple linear algebra stuff. Keener (2010), Sections 1.7 and 1.8, introduces these concepts and notations.

In probability and statistics, product spaces are especially important. The reason, as we eluded to before, is that independence of random variables is connected with product spaces and, in particular, product measures. If  $X_1, \dots, X_n$  are iid  $P_X$ , then their joint distribution is the product measure

$$P_{X_1} \times P_{X_2} \times \dots \times P_{X_n} = P_X \times P_X \dots \times P_X = P_X^n.$$

The first term holds with only “independence;” the second requires “identically distributed;” the last term is just a short-hand notation for the middle term.

When we talk about convergence theorems, such as the law of large numbers, we say something like: for an infinite sequence of random variables  $X_1, X_2, \dots$  some event happens with probability 1. But what is the measure being referenced here? In the iid case, it turns out that it’s an *infinite product measure*, written as  $P_X^\infty$ . We’ll have more to say about this when the time comes.



### 1.3.2 Conditional distributions

Conditional distributions in general are rather abstract. When the random variables in question are discrete ( $\mu =$  counting measure), however, things are quite simple; the reason is that events where the value of the random variable is fixed have positive probability, so the ordinary conditional probability formula involving ratios can be applied.

When one or more of the random variables in question are continuous (dominated by Lebesgue measure), then more care must be taken. Suppose random variables  $X$  and  $Y$  have a joint distribution with density function  $p_{X,Y}(x, y)$ , with respect to some dominating (product) measure  $\mu \times \nu$ . Then the corresponding marginal distributions have densities with respect to  $\mu$  and  $\nu$ , respectively, given by

$$p_X(x) = \int p_{X,Y}(x, y) d\nu(y) \quad \text{and} \quad p_Y(y) = \int p_{X,Y}(x, y) d\mu(x).$$

Moreover, the conditional distribution of  $Y$ , given  $X = x$ , also has a density with respect to  $\nu$ , and is given by the ratio

$$p_{Y|X}(y | x) = p_{X,Y}(x, y) / p_X(x).$$

As a function of  $x$ , for given  $y$ , this is clearly  $\mu$ -measurable since the joint and marginal densities are measurable. Also, for a given  $x$ ,  $p_{Y|X}(y | x)$  defines a probability measure  $Q_x$ , called the *conditional distribution of  $Y$ , given  $X = x$* , through the integral

$$Q_x(B) = \int_B p_{Y|X}(y | x) d\nu(y).$$

That is,  $p_{Y|X}(y | x)$  is the Radon–Nikodym derivative for the conditional distribution  $Q_x$ . For our purposes, conditional distribution can always be defined through its conditional density though, in general, a conditional density may not exist even if the conditional distribution  $Q_x$  does exist. There are real cases where the most general definition of conditional distribution (Keener 2010, Sec. 6.2) is required, e.g., in the proof of the Neyman–Fisher factorization theorem and in the proof of the general Bayes theorem. Also, I should mention that conditional distributions are not unique: the point being that the conditional density can be redefined arbitrarily on a set of  $\nu$ -measure zero, without affecting the integral that defines  $Q_x(B)$  above. We will not dwell on this point here, but students should be aware of the subtleties of conditional distributions; the wikipedia page<sup>4</sup> on the *Borel paradox* gives a clear explanation of these difficulties, along with references, e.g., to Jaynes (2003), Chapter 15.

Given conditional distribution with density  $p_{Y|X}(y | x)$ , we can define conditional probabilities and expectations. That is,

$$P(Y \in B | X = x) = \int_B p_{Y|X}(y | x) d\nu(y).$$

<sup>4</sup>[https://en.wikipedia.org/wiki/BorelKolmogorov\\_paradox](https://en.wikipedia.org/wiki/BorelKolmogorov_paradox)





# M.A.M. B-SCHOOL



Siruganur, Trichy -621105

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

**Academic Year 2017-2018**

## FEEDBACK FORM

(Please fill-up the form to help us improve and maintain the quality of the programme)

Name of the Participant (Optional) :

Title of Programme / Course attended : Advanced Statistical Package

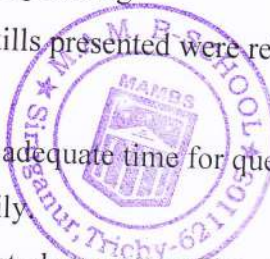
Date and Venue : 21/02/2018- 24/02/2018& MBA Class

Name of the Resource Person / Speaker : Dr. M. Chandra Sekar, Associate Professor,  
Dhanalakshmi Srinivasan College of Engineering, Perambalur.

Please respond to the following statements by using the 4-point rating scale to indicate the extent to which you agree or disagree with each statement. Please circle the number that applies.

4= Strongly Agree    3= Agree    2= Disagree    1= Strongly Disagree

- |    |  |   |   |   |   |
|----|--|---|---|---|---|
| 1. | Workshop objectives were stated clearly and met.   | 4 | 3 | 2 | 1 |
| 2. | The workshop was well organized.   | 4 | 3 | 2 | 1 |
| 3. | The workshop helped me to learn how to work effectively with my peers in a workshop setting. | 4 | 3 | 2 | 1 |
| 4. | The information and/or skills presented were relevant and useful                             | 4 | 3 | 2 | 1 |
| 5. | The presenter(s) provided adequate time for questions and answered them satisfactorily       | 4 | 3 | 2 | 1 |
| 6. | The presenter(s) modeled student-centered learning strategies and techniques.                | 4 | 3 | 2 | 1 |
| 7. | This workshop increased my knowledge and skills  | 4 | 3 | 2 | 1 |
| 8. | The presenter(s) allowed me to work with and learn from others.                              | 4 | 3 | 2 | 1 |
| 9. | The presenter(s) suggested ways to follow up the training.                                   | 4 | 3 | 2 | 1 |



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- |   |   |   |                                     |   |
|---|---|---|-------------------------------------|---|
| 10. The materials provided were useful and appropriate for the program.   | 4   | 3 | 2                                   | 1 |
| 11. The physical arrangements were adequate.                              | 4   | 3 | 2                                   | 1 |
| 12. How would you rate this workshop? (please check one)                  | <input checked="" type="checkbox"/> Excellent |   | <input type="checkbox"/> Good       |   |
|   | <input type="checkbox"/> Very Good            |   | <input type="checkbox"/> Not Good   |   |
| 13. How comfortable are teaching the material presented in this workshop? | <input checked="" type="checkbox"/> Very      |   | <input type="checkbox"/> Not at all |   |
|   | <input type="checkbox"/> Somewhat             |   |                                     |   |
| 14. Areas/topics about which you would like to receive further training:  |   |   |                                     |   |

15. Suggestions for improving this workshop:

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



Date : 24/02/2018

  
 Signature of the Participant