

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)
UG - CSE, EEE & MECH Programs Accredited by NBA, New Delhi.
(An ISO 9001:2015 Certified Institution)
TRICHY - PUDUKKOTTAI ROAD, TIRUCHIRAPPALLI - 620 007.
Email: principalengg@miet.edu, contact@miet.edu
Website: - www.miet.edu



Ph: 0431 - 2660 303

## 1.2.2 Number of Add on /Certificate programs offered during the last five years (10)

	2016-2017							
Sl. No	Name of Add on /Certificate programs offered	Pg.No						
	MBA16171 - Investor Awareness							
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	Circular	3						
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	Willing Student List	5-7						
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	MBA16172-Branding Strategies							
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	Syllabus	32						
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	Student list	39-40						
	Attendance	41-48						
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	MBA16173-Design Thinking of Management skills							
	Permission	56						
	Circular	57						
	Syllabus	58						
	Willing Student List	59-61						
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	Certificates	79-83						



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Ph: 0431 - 2660 303

Date: 04.07.2016

To

The Principal
M.I.E.T Engineering College,
Trichy – 620007

Respected Madam,

Sub: Permission to conduct the Certificate Program – Reg...

We have planned to conduct the Certificate Program for our Second year students from 08.07.2016 to 15.07.2016

Name of the Certificate Program	Course Coordinator
Investors awareness	Mr.S.Kumar

So kindly give us permission to conduct the course and to utilize the class room

Thanking you

Course Coordinator

HOD/MBA

Principal

M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 007.



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CIRCULAR

Date: 06.07.2016

Sub: Certificate Program

It is planned to conduct the Certificate Program for II MBA students

The Certificate Programs are short term certificate courses which are designed and offered by our department for the benefit of our students. Course will be conducted at free of cost and based on the performance of the participated students; the merit certificate will be issued after the successful completion of the course.

Students those who are willing to attend the below mentioned course can enroll their name to the course coordinator.

Name of the Value Certificate Program	Course Coordinator
Investors awareness	Mr.S.Kumar
Commencement of course Time: 9.30 am to	The state of the s

Course Coordinator

BRADA

Principal

M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 007.

# M.I.E.T ENGINEERING COLLEGE, TRICHY – 7. DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

Course Syllabus

Name of the course: Investor Awareness

Course Coordinator: Mr.S.Kumar

Total Hours: 34 Hrs

Course Code: MBA16171

Academic Year: 2016-17

#### **OBJECTIVES:**

1. To teach the students regarding the investment alternatives.

- 2. To educate that the framework of their analysis with related to investment
- 3. To highlight the role of SEBI towards investor protection.

#### Unit-1 Investment

Investment- Introduction & decision process - Need and Importance - Types of Investments - Commodities, Real Estate and Financial Assets (Equity, Mutual funds, Debt).

#### Unit-11 Indian Securities Market

The Indian securities market, the market participants (Stock exchanges, Stock brokers, Clearing House, Depositories, Depository Participants, FIIs, Domestic institutional investors, Individual investors), Online and offlinetrading in securities, security market indices.

### Unit- III Analysis of Equity and Debt Instruments

Fixed Income Securities - Bond features, types of bonds, estimating bond yields, Bond Pricing, Bond market indices. Approaches to Equity Analysis - Introduction to Fundamental Analysis, Technical Analysis and dividend capitalisation models.

### Unit- 1V Portfolio Analysis and Financial Derivatives

Portfolio and Diversification, Portfolio Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India.

#### Unit- V Investor Protection

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investor awareness and activism.

#### COURSE OUTCOME

The students can be able to find out the best portfolio of investment which is being very important for the establishment of business as well as for the personal life.

Course Coordinator

HoD/MBA



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#### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

Willing Student list

CP1 Coordinator: S.Kumar., AP/MBA

CP2 Coordinator: G.Sathishkumar., AP/MBA CP3 Coordinator: K.Rahmathnisha., AP/MBA

Academic Year: 2016-2017

SL. NO	STUDENT NAME	<u>CP1</u> Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
1.	Abdhullah Hasan. R			V
2.	Ananthi. A	V	V	~
3.	Anitha. P	V	v ·	· V
4.	Azhagentheran, N		1	
5	Dharmaraj. G	V	V	V
6.	Dhineshkumar. S	V	V	V
7.	Divyasri. V	V	V	V
8.	Faizal Ahamed. M	V	V	V
9.	Gayathri. S	V	V	V
10.	Gayathri, G	V	~	V
11.	Gokulakannan. V	V	V	V
12.	Gunasundari. S	V	V	· V .
13.	Jenifer. S	V	V	~
14.	Jesuraj. M	V	~	V
15.	Krishnaveni. V	V	V	V
16.	Logapriya. C	V	~	~
17.	Mahalakshmi. R	V	~	V



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SL. NO	STUDENT NAME	<u>CP1</u> Investors Awareness	<u>CP2</u> Branding Strategics	CP3 Design Thinking of Management Skills
18.	Mary Priyanga, C	V	V	V
19.	Mohamed Niyasudeen. N	V	V	V
20.	Mohamed Safvan, K	V	~	V
21.	Mohammed Shabeer Tharuthiruthiyil	V	V	V
22.	Mufaris. J	V	V	V
23.	Muhammed Rayees. EK	V	V	V
24.	Nagarajan, C	V	V	
25.	Nagasundar. N	V.	· · ·	V
26.	Nazeeya. J	V	· ·	V
27.	Parthiba Raja. V	V	V	V
28.	Parthiban. D	V	V	V
29.	Podhu. K	V	V	V
30.	Prakash. K	V	V	V
31.	Premkumar, S	V	V	V
32.	Priya. D	V	V	V
33.	Rahila Begam. M	V	V	~
34.	Rajesh. G	V	V	~
35.	Ranjith. U	v	V	V
36.	Rathika. R	V	V	V
37.	Rupitha. M	V	V	V
38.	Sagayaraj. A	~	~	V
39.	Sakthi Priyadharshini. T	V.	V	V
40.	Sangeetha, R	V	V	V
41.	Santhosh Kumar. M	~	V	· · · ·



S. Burner



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SL. NO	STUDENT NAME	<u>CP1</u> Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
42.	Shanmugam. R	V	V	V
43.	Sowmiya GM	V	V	V
44.	Sukanya. K	V	V	V
45.	Thangavel. P	V	V	V
46.	Vanishree, N	V	· V	V
47.	Venkatesan. R	V	V	V
48.	Vignesh Boominathan. R	V	V	V
49.	Vijayakumar. M	V	V	V
50.	Vinothini. V	V	V .	V
51.	Vinothkumar. S	V	V	V
52.	Yahkoob M Mangattil	V	V	V
53.	Yaseen. C	V	V	V
54.	Yuvarani. R	1/	1	/

Course Coordinator

H. H. MBA

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#### DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year – III Semester)
Course Delivery

Name of the Course: Investor Awareness

Course Coordinator: Mr.S.Kumar

Total Hours: 34 hrs

Course Code: MBA16171

Academic Year: 2016-17

Sl.No	Topics to be Covered	Hours	Date of Delivery
1.	Introduction to Investment and it's need		
2.	Importance of Investment and its impact on decision		
3.		-	
4.	Types of Investment – Commodities and Real Estates	6	08.07.2016
5.	Types of Investment – Financial Assets	-	
6.	Group Discussion about Equity, Mutual Fund and Debt		
7.	45		
8.	The Indian Securities Market and introduction of its participants		
9.			11.07.2016
10.	Role of Stock Brokers and Clearing Houses	6	11.07.2016
11.	Depositories and its functions		
12.	Foreign Institutional Investors (FIIs) Vs. Domestic Institutional Investors Vs. Individual Investors		
13.	m :		
14.	Trading modes in stock market – Online/Offline		
15.		6	12.07.2016
16.	2 2 3 5 10	0	12.07.2016
17.	Stock market indices		
18.	Bond - Introduction, features and types		
19.			
20.	Bond pricing and Bond yields		12.07.0017
21.	Bond market indices	6	13.07.2016
22.	Equity Analysis – Intro and approaches		

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Sl.No	Topics to be Covered	Hours	Date of Delivery
23.	Introduction to Fundamental Analysis		
24.	Introduction to Technical Analysis		
25.			
26.	Dividend capitalization models		
27.	Portfolio Analysis and Diversification		
28.	Portfolio – Risk Vs.Return	6	14.07.2016
29.	Concepts related to Mutual Funds		
30.	Financial Derivatives and its status in India		
31.	SEBI – Introduction, Role on the functions of Securities Market		
32.	SEBI – Role on investors protection	<b>1</b>	
-33.	SEBI – investor grievances and redressal	4	15.07.2016
34.	Concepts related to insider trading and investor awareness		

Course Coordinator

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#### Resource Person Details

Title of the program	Investors awareness
Course Code	MBA16171
Duration and timing of the program	34 Hrs, 9:30 AM to 5:00 PM
Name of the resource person	Mr.S.Kumar
Photo of the resource person	
Email address	Kumarbcom@gmail.com
Contact number	9786723436
Designation	Associate Professor
Educational qualification	<ul> <li>Completed B.Com from Jamal Mohamed college Trichy</li> <li>Completed M.Com from Jamal Mohamed college Trichy</li> </ul>
Experience	<ul><li>➤ Teaching Experience –5 Years.</li></ul>



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### MDEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Student list

Name of the course: Investors awareness

Course Code: MBA16171

Course Coordinator: Mr.S.Kumar

Total Hours: 34 Hrs

Academic Years: 2016-17

SL.NO	ROLL NO	STUDENT NAME
1.	E4158002	Abdhullah Hasan. R
2.	E4158003	Ananthi. A
<sup>-</sup> 3.	E4158004	Anitha. P
4.	E4158005	Azhagentheran. N
5.	E4158007	Dharmaraj. G
6.	E4158008	Dhineshkumar. S
7.	E4158009	Divyasri. V
8.	E4158010	Faizal Ahamed. M
9.	E4158011	Gayathri. S
10.	E4158012	Gayathri. G
11.	E4158013	Gokulakannan. V
12.	E4158014	Gunasundari, S
13.	E4158015	Jenifer. S
14.	E4158016	Jesuraj. M
15.	E4158017	Krishnaveni, V
16.	E4158018	Logapriya. C
17.	E4158019	Mahalakshmi. R
18.	E4158020	Mary Priyanga. C
19.	E4158021	Mohamed Niyasudeen, N
20.	E4158022	Mohamed Safvan, K
21.	E4158023	Mohammed Shabeer Tharuthiruthiyi
22.	E4158024	Mufaris. J
23.	E4158025	Muhammed Rayees. EK
24.	E4158026	Nagarajan. C
25.	E4158027	Nagasundar. N
26.	E4158028	Nazeeya, J

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SL.NO	ROLL NO	STUDENT NAME
27.	E4158029	Parthiba Raja. V
28.	E4158030	Parthiban, D
29.	E4158031	Podhu, K
30.	E4158032	Prakash. K
31.	E4158033	Premkumar. S
32.	E4158034	Priya. D
33.	E4158035	Rahila Begam. M
34.	E4158036	Rajesh. G
35.	E4158038	Ranjith. U
36.	E4158039	Rathika. R
37	E4158041	Rupitha. M
38	E4158042	Sagayaraj. A
39	E4158043	Sakthi Priyadharshini. T
40	E4158044	Sangeetha, R
41	E4158045	Santhosh Kumar. M
42	E4158046	Shanmugam, R
43	E4158047	Sowmiya GM
44	E4158048	Sukanya, K
45	E4158049	Thangavel. P
46	E4158051	Vanishree. N
47	E4158052	Venkatesan. R
48	E4158053	Vignesh Boominathan. R
49	E4158054	Vijayakumar. M
50	E4158055	Vinothini. V
51	E4158056	Vinothkumar, S
52	E4158057	Yahkoob M Mangattil
53	E4158058	Yaseen. C
54	E4158059	Yuvarani. R

Course Coordinator

MOD/MBA



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#### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Attendance Sheet

Name of the course: Investors awareness

Course Code: MBA16171

Course Coordinator: Mr.S.Kumar

Total Hours: 34 Hrs

Academic Years: 2016-17

SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
SLINO	KOLLINO	STODENT NAME																				
1 , ,	E4158002	Abdhullah Hasan. R	1	1	1	1	_	1	,	1	1	1	1	1	1	1	1	*	1	1	1	1
2	E4158003	Ananthi. A	<i>†</i>	/	^	1	1	1	,	,	,	1	1	1	1	7	1	1	1	1	1	1
3	E4158004	Anitha. P	1	1	1	1	1	1	,	1	1	/	1	1	. /	1	1	1	1	1	1	1
4	E4158005	Azhagentheran. N	1	_	1	1	,	,	1	1	,i	1	1	-/	1	1	1	1	A	1	1	1
5	E4158007	Dharmaraj. G	1	1	1	1	. ,	1	,	1	1	1	1	1	1	1	1	1	1	1	1	1
6	E4158008	Dhineshkumar. S	,	/	,	1	1	a	,	,	1	1	1	1	1	1	1	1	1	1	1	1
7	E4158009	Divyasri. V	1	1	1	1	1	1	,	1	1	1	1	1	1	1	1	1	1	1	1	,
8	E4158010	Faizal Ahamed, M	F	1	1	1	1	1	1	1	,	1	1	1	1	1	1	1	1	1	1	1
9	E4158011	Gayathri. S	1	1	1	1	1	1	,	1	*	1	,	/	1	1	1	1	1	1	1	,



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SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
10	E4158012	Gayathri. G	- /	1	,	1	1	/	1	1	1	*	1	1	1	1	j	1	^	1	,	1
11	E4158013	Gokulakannan. V	1	1	1	1	1	1	_	1	1	1	1	1	1	1	1	1	1	1	1	^
12	E4158014	Gunasundari. S	1	1	1	1		1	1	A	1	1	1	1	1	,	1	1	,	1	,	1
13	E4158015	Jenifer. S	1	1	1	1	1	1	1	1	1	1	1	1	1	/	1	1	1	,	,	1
14	E4158016	Jesuraj. M	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1.	1	1	1
15	E4158017	Krishnaveni. V	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	,
16	E4158018	Logapriya. C	1	1	1	1	1	1	1	/	1.	1	1	1	1	1	1	1	1	1	1	1
17	E4158019	Mahalakshmi. R	1	1	1	1	1	1	1	1	,	1	1	1	1	1	1	1	,	1	1	1
18	E4158020	Mary Priyanga. C	1	1	1	,	1	1	,	1	1	1	1	1	1	1	1	1	1	1	1	1
19 .	E4158021	Mohamed Niyasudeen. N	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	/	,	1
20	E4158022	Mohamed Safvan, K	1	1	1	1	1	1	1	1	,	,	1	,	1	1	1	1	1	1	1	. /
21	E4158023	Mohammed Shabeer Tharuthiruthiyil	1	1	1	1	1	1	1	1	1	1	1	1	A	1	/	1	_	1	,	p
22	E4158024	Mufaris. J	1	1	1	7	/	1	1	1	,	1	1	1	1	1	1	1	1	a	1	1
23	E4158025	Muhammed Rayees. EK	7	1	1	1	1	1	,	1	1	1	1	1	1		1	_	1	1	1	1
24	E4158026	Nagarajan. C	1	1	,	1	1	1	1	1	1	1	1	1	/	,	1	1	1	1	M	



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SL.NO	ROLL NO	STUDENT NAME	_ 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
O.L.II.	ROBETTO														-							
25	E4158027	Nagasundar. N	<u></u>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26	E4158028	Nazeeya. J		1	1	1	1	1	1	1	1	1	1	1	1	1	1	ト	1	1	1	1
27	E4158029	Parthiba Raja. V	1	1	-	1	1	1	1	1	/	1	1	1	1	1	1	1	1	1	1	1
28	E4158030	Parthiban. D	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	,
29	E4158031	Podhu. K		1		1	1	1	1	1	1	1	1	1	,	1	1	1	1	1	1	,
30	E4158032	Prakash. K	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
31	E4158033	Premkumar. S		1	1	/	1	1	1	1	1	1	1	1	1	1	1	_/	1	ſ	1	1
32	E4158034	Priya. D	1	1	1	1	1	1	1	1	1	,	1	/	1	1	1	1	1	1	1	7
33	E4158035	Rahila Begam. M	1	1	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1	1	1	1.
34	E4158036	Rajesh. G	1	1	./	1	1	1	1	/.	,	,	1	1	/	1.	1	1	1	1	1	. /
35	E4158038	Ranjith. U	1	/	1	1	1	,	1	11	/	,	1	1	1	1	1	1	1	1	1	,
36	E4158039	Rathika. R	1	1	1	1	1	1	1	,	,	1	1	1	,	,	1	,	1	,	1	,
37	E4158041	Rupitha. M	1	1	1	1	/	1	1	1	1	1	1	,	1	/	/	,	1	1	1	1
38	E4158042	Sagayaraj. A	. /	1	1	1	1	,	1	1	1	1	1	,	1	1	,	,	1	1	1	,
39	E4158043	Sakthi Priyadharshini. T	1	1	1	/	1	1	1	,	1	1	1	1	1	1	1	1,	/	1	1	,

PRINCIPAL

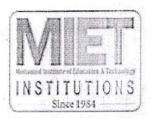
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Website: - www.miet.edu

SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
40	E4158044	Sangeetha. R	/	1	1	1	1	-	1	_	1	1	1	1	1		1	1	1		1	/
41	E4158045	Santhosh Kumar. M	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
42	E4158046	Shanmugam. R		1	1	1	1	1	1	1	1	1	1	1	1	1	A	1	1	1	1	1
43	E4158047	Sowmiya GM		1,	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1	1	1	1
44	E4158048	Sukanya. K		1	1	1	1	1	1	1	1	1	1	1	1	1	,	/	1	1	1	1
45	E4158049	Thangavel. P		1	1	- /	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
46	E4158051	Vanishree. N	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	,	1	1
47	E4158052	Venkatesan. R	1	-	1	1	/	/	1	1	1	1	1	1	jr		1	/	1	1	1	1
48	E4158053	Vignesh Boominathan. R	1	1	1	1	1	1	1	1	1	1	,	1	1		/	1	^	1		1
49	E4158054	Vijayakumar. M	7	1	/	1	1	1	1	,	1	1	1	1	/	1	1	1	1	1	1	
50	E4158055	Vinothini. V		1	1	^	1	1	1	,	1	1	/	1	/	1	1	1	1	(	1	_
51	E4158056	Vinothkumar, S		1	1	,	1	1	/	1	1	1	1	1,	7	1	1	1	1	,	1	-
52	E4158057	Yahkoob M Mangattil	. /	1	1	1	1	1	1	1	1	a	1	1	1	1	1	1	/		1	
53	E4158058	Yaseen, C		,	1	1	1	1	1	1	1	1	1	,	1	1	1	1	1	1	1	1
54	E4158059	Yuvarani. R	1	1	1	1	1	1	1	1	1	1	1	1	/	1	1	,	1	/	1	1



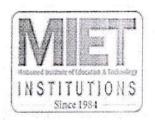


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Ph: 0431 - 2660 303

SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6,	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Taking in		Total No Students Present	54	54	54	54	54	53	54	57	54	53	34	Sy	54	54	54	54	54	<u>5</u> 3	54	54
		Total No Students Absent	-	-	_	1	-	01	-	-	-	01	,-		_	_		~		01	1	,
	w 1	Signature of Course Coordinator	SL	s.k	5.8	912	Str	SP	SK	s.b	s.k	SŁ	S.E	S· Z	Sit	SZ	S.K	s-k	S:Ł	SIZ	S-Ł	S-K

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#### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Attendance Sheet

Name of the course: Investors awareness

Course Code: MBA16171

Course Coordinator: Mr.S.Kumar

Total Hours: 34 Hrs

Academic Years: 2016-17

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34
SL.NU	ROLL NO	STUDENT NAME														
1	E4158002	Abdhullah Hasan. R	1	1	(	1	1	1	1	1	r	1	ſ.	1	1	1
2	E4158003	Ananthi. A		1	(	1	1	1	(	,	1		1	1	,	1
3	E4158004	Anitha. P	0	1	(	1	1	1		1	_/	1	1	1 -		1
4	E4158005	Azhagentheran. N	^	1	1	1	1	1	1	a	1	1	1	j	_	/
5	E4158007	Dharmaraj. G		1	1	1				1	1	1	1	1		1
6	E4158008	Dhineshkumar. S	1	1.	1	1		,	1	1	1	1	1	1	1	1
7	E4158009	Divyasri. V		/	1	1		_/		1	1	,	^	,	/	1
8	E4158010	Faizal Ahamed. M	1	1	ſ	1	r	1	1	1	1	1	1	1	1	1
9	E4158011	Gayathri. S	1	1			,	1	1	j	,	1	1	1	1	1
10	E4158012	Gayathri. G	1	1	1	1	1	ſ	1	,	1	1	1	1	1	1



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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34
			-	_	,		,		,		,	1	,		,	,
11	E4158013	Gokulakannan. V	/_		1	/	/	/	/	1	1	/_	1	/	/_	
12	E4158014	Gunasundari. S	1	1		1	1	1	1	1	1		1	1	1	1
13	E4158015	Jenifer. S		1		1	^	/	1	^	1		1	1	,	1
14	E4158016	Jesuraj. M	1		a_	/	1	1	/	1	1	1	1	1	. 1	1.
15	E4158017	Krishnaveni. V	1 7	1	1	/	,	/	1	1_	1	1	j	1		/
16	E4158018	Logapriya. C			1	1	1	1	1	1	1	/	1	1	^	1
17	E4158019	Mahalakshmi. R		1	1	1	1	1	1	1	/	/	1	1	1	1
18	E4158020	Mary Priyanga. C		1	1	1	1	1	1	1	1	/	1	1	1	1
19	E4158021	Mohamed Niyasudeen. N	1	1	1	1	1	1	1	1	1	1	1	Ĺ	1	/
20	E4158022	Mohamed Safvan. K	1	. /	1	1	1	1	1	1	1	1	1	1	1	- /
21	E4158023	Mohammed Shabeer Tharuthiruthiyil	/	1	1	1	1	,	-1	,	1	1	1	,	,	./
22	E4158024	Mufaris. J	1	/	1	1	1	1	1	1	1	1	1	<i>^</i>	1	1
23	E4158025	Muhammed Rayees. EK		1		1	1	1	1	1	1	1	1	1	1	1
24	E4158026	Nagarajan. C		1		1	1	1	1	1	1	1	1	1	1	1
25	E4158027	Nagasundar, N		1	1	1	1	1	1	1	1	1	1	1	1	/



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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34
26	E4158028	Nazeeya. J	1	1	1	1	1	1	1	1	1	1	1	1	1	1
27	E4158029	Parthiba Raja. V	,	1	1	1	1	1	1	1	1	1	1	1	1	1
28	E4158030	Parthiban. D	1	1	1	1	1	1	1	1	1		1	1	1	1
29	E4158031	Podhu. K	1	1	1	1	1	1	1	1	1	,	1	1	1	1
30	E4158032	Prakash. K	1	1	1	-7	1	1	1	1	1	1	1	_	1	1
31	E4158033	Premkumar. S	1	1	1	1	1	1	- /	1	1	1	1		1	1
32	E4158034	Priya, D	1	1	1	1	1	1	1	1	1	1	1		1	1
33	E4158035	Rahila Begam. M	1	1	1	1	1	1	1	1	1	1	j	(	1	1
34	E4158036	Rajesh. G	1	1	1	1	1	1	1	1	1	1	1	,	/	/
35	E4158038	Ranjith. U	/	1	1	1	1	,	1	1	1	1	1		/	1
36	E4158039	Rathika. R	1	1	1	1	1	1	1	~	1	N	1	,	1	/
37	E4158041	Rupitha. M	1	1	1	1	1	1	1	1	1	1	1	,		1
38	E4158042	Sagayaraj. A	1	^	1	1	1	1	1	1	1	1	1	1	1	/
39	E4158043	Sakthi Priyadharshini. T	- 1	,	1	1	1	1	1	1	1	1	1	1	/	
40	E4158044	Sangeetha, R	1	1	1	1	1	1	/	1	j	1	/	/	1	1



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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34
41	E4158045	Santhosh Kumar. M	-	1	1	1	1		1	)		1	1	1		1
42	E4158046	Shanmugam. R	1	1	1	^	1	1	1	1	1	1	1	1	1	1
43	E4158047	Sowmiya GM	1	1	_	1	1	1	1	1	1	1	1	,	1	1.
44	E4158048	Sukanya, K	1	1	_	1	1	1	1	1	1	1	1	1	1	./
45	E4158049	Thangavel. P	1	1	6	1	1	1	1	1	1	1	1	1	1	1
46	E4158051	Vanishree. N	1	1		/	1	1	1	1	1	1	1	1	1	1
47	E4158052	Venkatesan, R	1	1	/	1	1		1	_	1	1	1	1	1	1
48	E4158053	Vignesh Boominathan. R	1	/	1	1	1	1	1	1	1	1.	1	,	,	1
49	E4158054	Vijayakumar, M	1	1	1	/	1	1	1	1	1	1	1	1	1	1
50	E4158055	Vinothini. V	_	/	1	1	1	1	- /	-/	1	1	1	,	1	1
51	E4158056	Vinothkumar. S	/	1	1	1	1	1	11	1	1	1	1	1	1	11
52	E4158057	Yahkoob M Mangattil	1	1	1	1	1	1	1	1	1	1	1	1	1	1
53	E4158058	Yaseen. C	^	- 1	-/	/	1	1	1	1	1	1	1	1	1	1
54	E4158059	Yuvarani. R	1	1	1	/	1	1	1	1	1	,	1	/	1	. ,
		Total No Students Present	54	54	\$3	54	54	54	54	53	54	54	54	54	54	51,

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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34
		Total No Students Absent	<u></u>	-	01	-	-	-	_	01			-	,	-	_
	7-1	Signature of Course Coordinator	SE	SK	SK	S.F	SK	St	SK	S.Ł	S.K	S-E	C.10	S. E	s.k	s.E

Course Course Coordinator

HoD/MBA

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#### One Page Report

Name of the course: Investors awareness

Course Code: MBA16171

Course Coordinator: Mr.S.Kumar

Total Hours: 34 Hrs

tor: Mr.5. Kumar

Academic Years: 2016-17

I hereby affirm that the entire course contents in the certificate program "Investors awareness" listed in the certificate program syllabus have been performed by the students as the part of the prescribed co – curricular activities through add on course by NAAC and NBA.

I confirmed that the certificate program title as "Investors awareness" was done by me in the beginning of the semester and course delivery with attendance of the students were recorded.

I confirmed that all the students for this certificate program were actively attended and performed well throughout the duration and eligible students received the participation certificate.

Course Coordinator

loD/MBA

GUNDUR, TIRUCHIRAPPALLI-620 007.



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Ph: 0431 - 2660 303

### Certificate Program Assessment Test

Name of the course: Investor Awareness

Course Code: MBA16171 Academic Year: 2016-2017

Date: 18.07.16 Time: 01:30 hrs

#### Answer All the Questions (5\*2=10)

#### PART-A

- 1. What is Investment?
- 2. Enumerate the advantages and disadvantages in making Investment
- 3. Classify the types of Investment.
- 4. What is Diversification?
- 5. List two functions of SEBI.

#### Answer All the Questions (4\*10=40)

PART-B

6.a. Describe the Role of Stock Brokers and Clearing Houses.

(Or)

- 6.b. Discuss the importance of Depositories and its functions.
- 7.a. What is relay logic and explain about PLC architecture.

(Or)

- 7.b. Elaborate the Trading Modes in Stock market.
- 8.a. Discuss in detail about the various concepts of Mutual Funds.

(Or)

- 8.b. Discuss in detail about the SEBI investor grievances and redressal
- 9.a. Discuss in detail about the Dividend capitalization models

(Or)

9.b. Write in detail about Financial Derivatives and its status in India

pordinator

Principal

M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 907

# .I.E.T. ENGINEERING COLLEGE Trichy, Pudukkottai Road, Trichy - 620 007. Course Completion Certificate

This is to Certify that Mr/Ms. NACTAR	ALBN - C
of II . MBA - III SEMESTER	has Completed the Course on
INVESTOR AWARENESS fro	om <u>e. 07.2016</u> to 15.07.2016

Course Coordinator

PRINCIPAL
M.I.E.T. ENGINEERING COLLEGE
GUNDUR, TIRUCHIRAPPALLI-620 007

# MILET ENGINEERING COLLEGE ST. Trichy, Pudukkottai Road, Trichy - 620 007.

Mehamed Institute of Education & Technology
INSTITUTIONS
Since 1984

Course Completion Certificate

This is to Certify that Mr/Ms. <u>Tenifor</u>. s

of IT MBA - ITI Semester has Completed the Course on

Toyestor awareness from 8.07.2016 to 15. 67.2016

Course Coordinator

P. Hill

n. et

Principal

PRINCIPAL
M.I.E.T. ENGINEERING COLLEGE
GUNDOR, THRUCHIRAPPALLI-620 007.

Page 26 of 83

# M.I.E.T. ENGINEERING COLLEGE Trichy, Pudukkottai Road, Trichy - 620 007.

Mohamed Institute of Education & Technology
INSTITUTIONS
Since 1984

Course Completion Certificate

This is to Certify that Mr/Msijo	yakumax . M
of I year MBA - TI Somester	has Completed the Course on
Investor awareness	from 8.07.9016 to 15.07.9016

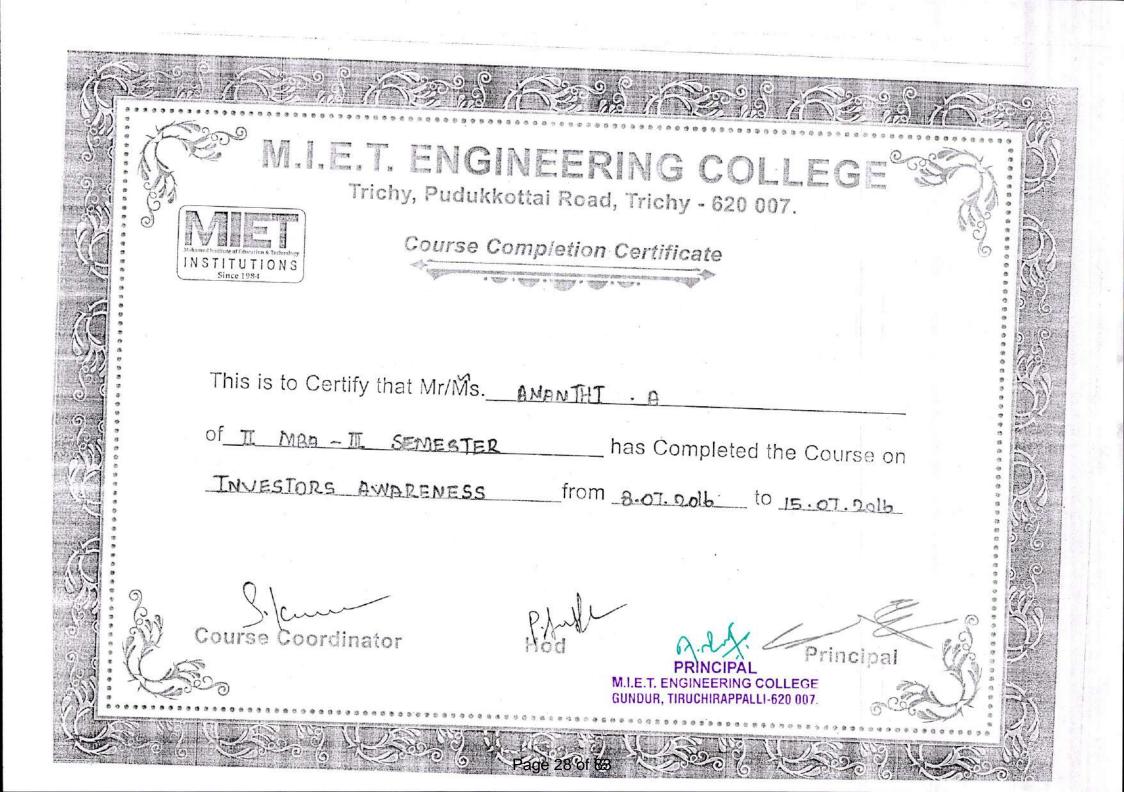
Course Coordinator

P.MV

DRINCIPAL.

Principal

M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 007.



Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. GRYATHRY . CO

of II MBB - II SEMESTER has Completed the Course on

INVESTORS BWARENESS from 8.07.2016 to 15.07.2016

Course Coordinator

Pod

DRINCIPAL.

Frincipal

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Website: - www.miet.edu

Ph: 0431 - 2660 303

Date: 03-08-2016

To

The Principal
M.I.E.T Engineering College,
Trichy – 620007

Respected Madam,

Sub: Permission to conduct the Certificate Program – Reg...

We have planned to conduct the Certificate Program for our Second year students from 08.08.2016 to 16.08.2016

Name of the Certificate Program	Course Coordinator
Branding Strategies	G.Sathishkumar

So kindly give us permission to conduct the course and to utilize the class room

Thanking you

Course Coordinator

HoD/MBA



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Ph: 0431 - 2660 303

CIRCULAR

Date: 05.08.2016

Sub: Certificate Program

It is planned to conduct the Certificate Program for II MBA students

The Certificate Programs are short term certificate courses which are designed and offered by our department for the benefit of our students. Course will be conducted at free of cost and based on the performance of the participated students; the merit certificate will be issued after the successful completion of the course.

Students those who are willing to attend the below mentioned course can enroll their name to the course coordinator.

Name of the Certificate Program	Course Coordinator	
Branding Strategies	G.Sathishkumar	
Commencement of a Time: 9.30 AM		

Course Coordinator

HoD/MBA

## M.I.E.T ENGINEERING COLLEGE, TRICHY - 7. DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (H Year - HH Semester)

Course Syllabus

Name of the course: BRANDING STRATEGIES

Course Code: MBA16172

Course Coordinator: G.Sathishkumar

Total Hours: 32 Hrs

Academic Years: 2016-17

#### OBJECTIVES:

- 1. To provide an insight about Branding and its impact on sale of a good/service.
- 2. To provide a knowledge on various models with respect to building brands.
- 3. To inculcate the need of brand for a good/service in the current scenario.
- 4. To educate the concept of CBBE with its relevancy.

#### Unit I BRANDING

Definition – Impact on Sales – Brand Building – Impact of Brands on Perception of Consumers – ICEBERG Model.

### Unit II BUILDING OF BRANDS AND MODELS

Brand Personality – Brand Image – Brand Identity – Kasperer's Model. Brand Equity – David Aaker's Model on Brand Personality and Brand Equity, Brand Architecture – Designing Brand Architecture.

#### Unit III BRANDED CONTENT VS.TRADITIONAL ADVERTISING

Differences between Branded Content and Traditional Advertising - Influence of Brand Value on a Product - Brand House - Visual Aspects of Brand: Logo, Name and Colors.

#### Unit IV BRAND ANALYSIS AND POSITIONING

Brand Analysis – Importance for Continues Creativity – Brand Positioning – Preparation of Brand Positioning Statement.

#### Unit V CONSUMER BASED BRAND EQUITY

CBBE - Five Tenets of Brand Building - CBBE Pyramid - Brand Management Framework - Keller's Model.

### COURSE OUTCOME

The students can be able to create their own brand for a new product and also understood how to position the brand in the cosmpetitive market through the helps of models.

Course Coordinator

Harman



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### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

Willing Student list

CP1 Coordinator: S.Kumar., AP/MBA

CP2 Coordinator: G.Sathishkumar., AP/MBA CP3 Coordinator: K.Rahmathnisha., AP/MBA

Academic Year: 2016-2017

SL. NO	STUDENT NAME	CP1 Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
1.	Abdhullah Hasan, R	V	V	~
2.	Ananthi. A	V	V	· · ·
3.	Anitha. P	~	V	~
4.	Azhagentheran. N	~	v .	V
5.	Dharmaraj. G	V		V
6.	Dhineshkumar. S	V	V	V
7.	Divyasri. V	V	V	V
8.	Faizal Ahamed. M	V	V	V
9.	Gayathri. S	V	V	V
10.	Gayathri. G	V	V	V
11.	Gokulakannan. V	V	V	~
12.	Gunasundari. S	V	V	V
13.	Jenifer. S	V	V	V
14.	Jesuraj. M	V	V	
15.	Krishnaveni. V	V	V	V
16.	Logapriya. C	V	~	~
17.	Mahalakshmi. R	V	V	V

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SL. NO	STUDENT NAME	CP1 Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
18.	Mary Priyanga. C	V	V	~
19.	Mohamed Niyasudeen. N	V	V	V
20.	Mohamed Safvan, K	V	V	~
21.	Mohammed Shabeer Tharuthiruthiyil	V	V	V
22.	Mufaris. J	V	V	V
23.	Muhammed Rayees. EK	V	V	~
24.	Nagarajan. C	V	V	V
25.	Nagasundar. N	V	V	V
26.	Nazeeya. J	v.	V	- V
27.	Parthiba Raja. V	V	V	V
28.	Parthiban, D	V	V	
29.	Podhu. K	V	V	
30.	Prakash. K	V	V	V
31.	Premkumar. S	V	V .	~
32.	Priya. D	V	V	V
33.	Rahila Begam. M	V	V	V
34.	Rajesh. G	V	V	v
35.	Ranjith. U	V	V	V
36.	Rathika. R	V	~	V
-37.	Rupitha. M	V	V	V
38.	Sagayaraj. A	V	~	V
39.	Sakthi Priyadharshini. T	V	V	V
40.	Sangeetha. R	V	V	~
41.	Santhosh Kumar, M	V	V	V



GS -> Branding



## M.I.E.T. ENGINEERING COLLEGE

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Website: - www.miet.edu

Ph: 0431 - 2660 303

SL. NO	—STUDENT NAME	CP1 Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
42.	Shanmugam. R	V	V	
43.	Sowmiya GM	V	V	V
44.	Sukanya. K	V	V	V
45.	Thangavel. P	V	V	V
46.	Vanishree. N	V	v .	V
47.	Venkatesan. R	V '		V
48.	Vignesh Boominathan. R	V	V	V
49.	Vijayakumar. M	V	V	V
50.	Vinothini. V	V	V	V
51.	Vinothkumar, S	V	V	V
52.	Yahkoob M Mangattil	V	V	V
53.	Yaseen. C	V	V	V
54.	Yuvarani. R	V	· V	V

Course Coordinator

Hallymba



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#### DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year – III Semester) Course Delivery

Name of the Course: Branding Strategies Course Coordinator: G.Sathishkumar

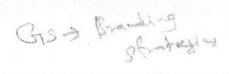
Total Hours: 32 hrs

Course Code: MBA16172

Academic Year: 2016-17

Sl.No	Topics to be Covered	Hours	Date of Delivery
1.	Branding - Introduction, Need and Importance		
2.	Branding – Impact on sales, CASES		
3.		6	08.08.2016
4.	How to build a brand? GD		
5.	1		
6.	Building Brands - Process		
7.	How brand influence a customer and his/her perception		
8.	Iceberg Model		
9.	Combo of Brand Personality, Brand Image and Brand Identity  6		09.08.2016
10.			
11.	Brand Equity and Brand Architecture - GD		
12.	How to design a Brand Architecture?		
13.	88		
14.	Kasperer's Model and David Aaker's Model	6	10.08.2016
15.	Intro of Brand content and Traditional Advertising		
16.			
17.	Brand content Vs. Traditional Advertising		
18.	Brand Value and its impact on Product	-	
19.	Brand House and Visual Aspects of Brand		
20.		6	11.08.2016





Sl.No	Topics to be Covered	Hours	Date of Delivery
21.	Brand Analysis - GD on current scenario		
22.	Creativity and its survival		
23.	Brand Positioning Statement and its preparation		
24.		-	
25.	CBBE – Intro and its need		
26.	Five Tenets of Brand building		
27.	CBBE – Pyramid	_	
28.	No. of the control of	6	12.08.2016
29.	Brand Management Framework		
30.	Keller's Model		
31.	Case studies with related to branding	*	
32.	Discussion about the strategies for brand positioning	2	16.08.2016

Course Coordinator

HOD/MBA

Principal

M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALL, 620 007.



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Website: - www.miet.edu

Ph: 0431 - 2660 303

#### Resource Person Details

Title of the program	Branding Strategies
Course Code	MBA16172
Duration and timing of the program	32 Hrs, 9:30 AM to 5:00 PM
Name of the resource person	G.Sathishkumar
Photo of the resource person	
Email address	sathishkumar.g@miet.edu
Contact number	9659335788
Designation	Associate Professor
Educational qualification	<ul> <li>Completed B.BA Bachelor of Business         Administration at Ponnaiyah Ramajayam         College, Thanjavur</li> <li>Completed M.B.A., at Ponnaiyah Ramajayam Institute         of Management, Thanjavur.</li> </ul>
Experience	➤ Teaching Experience – 16 Years.



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#### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

Student list

Name of the course: Branding Strategies

Course Code: MBA16172

Course Coordinator: G.Sathishkumar

Total Hours: 32 Hrs

Academic Years: 2016-17

SL.NO	ROLL NO	STUDENT NAME
1.	E4158002	Abdhullah Hasan. R
2.	E4158003	Ananthi. A
3.	E4158004	Anitha. P
4.	E4158005	Azhagentheran, N
5.	E4158007	Dharmaraj. G
6.	E4158008	Dhineshkumar. S
7.	E4158009	Divyasri. V
8.	E4158010	Faizal Ahamed, M
9.	E4158011	Gayathri. S
10.	E4158012	Gayathri. G
11.	E4158013	Gokulakannan. V
12.	E4158014	Gunasundari. S
13.	E4158015	Jenifer. S
14.	E4158016	Jesuraj. M
15.	E4158017	Krishnaveni. V
16.	E4158018	Logapriya. C
17.	E4158019	Mahalakshmi. R
18.	E4158020	Mary Priyanga, C
19.	E4158021	Mohamed Niyasudeen, N
20.	E4158022	Mohamed Safvan. K
21.	E4158023	Mohammed Shabeer Tharuthiruthiyil
22.	E4158024	Mufaris. J
23.	E4158025	Muhammed Rayees. EK
24.	E4158026	Nagarajan. C
25.	E4158027	Nagasundar, N
26.	E4158028	Nazeeya. J
27.	E4158029	Parthiba Raja. V
28.	E4158030	Parthiban, D

G5 -> Drandy



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Website: - www.miet.edu

Ph: 0431 - 2660 303

SL.NO	ROLL NO	STUDENT NAME
29.	E4158031	Podhu. K
30.	E4158032	Prakash. K
31.	E4158033	Premkumar, S
32.	E4158034	Priya. D
33.	E4158035	Rahila Begam. M
34.	E4158036	Rajesh. G
35.	E4158038	Ranjith. U
36.	E4158039	Rathika. R
37	E4158041	Rupitha. M
38	E4158042	Sagayaraj. A
39	E4158043	Sakthi Priyadharshini. T
40	E4158044	Sangeetha, R
41	E4158045	Santhosh Kumar. M
42	E4158046	Shanmugam. R
43	E4158047	Sowmiya GM
44	E4158048	Sukanya. K
45	E4158049	Thangavel. P
46	E4158051	Vanishree. N
47	E4158052	Venkatesan. R
48	E4158053	Vignesh Boominathan. R
49	E4158054	Vijayakumar. M
50	E4158055	Vinothini. V
51	E4158056	Vinothkumar. S
52	E4158057	Yahkoob M Mangattil
53	E4158058	Yaseen. C
54	E4158059	Yuvarani, R

Course Coordinator

HoD/MBA

Principal



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### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Attendance Sheet

Name of the course: Branding Strategies

Course Coordinator: G.Sathishkumar / Associate Professor

Course Code: MBA16172 Academic Year: 2016-2017

SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	E4158002	Abdhullah Hasan. R	1	1	/	1	1	1	- /	1	_	1	<u></u>	1	1	1	1	1				1
2	E4158003	Ananthi. A		1	1	1	1	1	1	1		1	<i>j</i> .	1	1	/-	1	1	,	1	1	1
3	E4158004	Anitha. P		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1
4	E4158005	Azhagentheran. N		_	1	1	1	1	1	1	1	/		1	1	1	1	1	1.	,		1
5	E4158007	Dharmaraj. G	1	1	1	/	1	1	1	1	1	1	1	1	1	1	1	1	1	,	,	,
6	E4158008	Dhineshkumar. S	1	_	_	1		1	1	1	1		1	1	1	1	1	1	1	,	,	1
7	E4158009	Divyasri. V	1	1	/		1	1	1	/	1	1	1	1	1	1	1	1	1	1	,	,
8	E4158010	Faizal Ahamed. M	1	1	1	/	1	1	1	/	1	1	1	1	1	1	1	a	1	1	1	,
9	E4158011	Gayathri, S	1	,	1	1	1	1	1	/	1	1	1	1	1	1		. /	1	,	1	1
10	E4158012	Gayathri, G	1	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1	,	<i>j</i>	1	1
11	E4158013	Gokulakannan. V	1	1	,	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
12	E4158014	Gunasundari. S	1	/	1		1	1	1	1	/	1	1	1	1	1	1	1	1	1	1	1

SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
13	E4158015	Jenifer. S	1		1	,	/	1	1	1	1	1		1	,	1	1	1	1	1	1	J
14	E4158016	Jesuraj. M	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1.
15	E4158017	Krishnaveni. V	/	1	1	1	1	1	1	1	1	1	1	1	1	1	1	/	1	1	1	)
16	E4158018	Logapriya. C		1	1		1		1	1	i	1	1	1	1	1	1	1	1	7	1	1
17	E4158019	Mahalakshmi. R	1		1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	)
18	E4158020	Mary Priyanga. C	1	1	1	1	1	į	1	1	1	1	/	1	1	1	1	I	1	1	1	1
19	E4158021	Mohamed Niyasudeen. N	1	1	1	1	1	1	1	,	1	1	1	1	1	1	1	1	1	1	1	1
20	E4158022	Mohamed Safvan. K	1	1	1	1	1	1	1	,	1	,	/	1	1	1	1	1	1	1	1	1
21	E4158023	Mohammed Shabeer Tharuthiruthiyil	1	1	1	1	1	1	1	/	1	1	1.	1	1	,	1	l	1	1	1	1
22	E4158024	Mufaris. J	1	1	1	^	1	1	1	15	1	į	1	1	1	1	1	ſ	1	1	1	1
23	E4158025	Muhammed Rayees. EK	1	1	1	_	1	1	1	į	1	1	1	/	1	1	1	1	1	1	1	1
24	E4158026	Nagarajan. C	1	1	1		/	j.	1	,	1	1	1	,	,	,	+	1		(	1	1
25	E4158027	Nagasundar. N	1	1	1	^	1	1	1	Å	1	,	1	,	1	,	1		1	1	_	1
26	E4158028	Nazeeya. J	1	1	1		1	a	1	,	/	,	1	,	1	,	,	,	/	1	1	1
27	E4158029	Parthiba Raja. V	1	1	. /	1	,	1	1	/	1	,	,	,	,	1.	1	,	1	,	1	1
28	E4158030	Parthiban. D	1	,	/		1	1	,	1	1	,	1	,	,	,	,	,	1	<i>}</i>	1	1
29	E4158031	Podhu, K		1		,	,	,	1	1	1	1	/	/	1	1	,	,	1	1	,	/
30	E4158032	Prakash. K	1	1	/	1	,	,	1	+	1.	*	1	1	,	1	,	1	1	1	/	1
31	E4158033	Premkumar. S	1	1	1	1.	1	1	1	1	1	1	1	/	/	,	1	1	1	,	1	1
32	E4158034	Priya. D	1	1	1	1/	1	1	/	1	)	t	/	1	1	1	1	7	1	1	1	1

SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
33	E4158035	Rahila Begam. M	1		^	1	1	1	1	1	1	1	_	1	1	_	1	1	1	1	1	-,
34	E4158036	Rajesh. G	/	1	1	1	1		1	1	1	1	1	1	1		1	1	1	1	1	1
35	E4158038	Ranjith. U		1	_	1	_/	1		1	1	1	1	1	1	1	1	1	1	1	1	1
36	E4158039	Rathika. R		1	1	1	1	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1
37	E4158041	Rupitha. M	1	1	_	1	1	,	1	1	1	1	1	1	1	1	1	1	1	1	1	1
38	E4158042	Sagayaraj. A		1	0	1	1	1	1	1	1	1	1	1	,	1	1	1	1	1	1	1
39	E4158043	Sakthi Priyadharshini. T		,	1	1	1	,	1	1	1	1	1	1	1	1	1	_	1	1	1	,
40	E4158044	Sangeetha. R	1	1	1	1	1	,	1	1	,	,	1	1	1	1	P	1	1	1	1	1
41	E4158045	Santhosh Kumar. M		1	1	1	1	1	1	./	1	1	1	1	1	1	1	1	1	1	1	,
42	E4158046	Shanmugam. R	/	1	1	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	,
43	E4158047	Sowmiya GM		1	_	1	1	,	1	1	1	,	,	1	1	1	_	,	,	,	,	,
44	E4158048	Sukanya, K	1	/		1	,	,	1	1	,	,		1	1	1	1	1	1	1	,	1
45	E4158049	Thangavel. P	1		1	1	1	,	1	1	1	1	1	1	1	1	1	,	1	1	/	,
46	E4158051	Vanishree. N	1	<u> </u>	,	,	,	1	1	/	,	1	-		,	1	1		,	1	1	1
47	E4158052	Venkatesan. R	,	1	^	,	1	1	1	>	,	1		A		,	1	1	/	/	1	1
48	E4158053	Vignesh Boominathan. R	1	1	,	,	,	,	1	,	1	1	1	1	/	1	/	1	1	,	/	1.
49	E4158054	Vijayakumar. M	7	1	1	,	1	,	1	1	1	,	1	/	1	1	1	,	,	,	/	1
50	E4158055	Vinothini. V	1	1		,	,	1	_	,		,	1	1			1	1	1		1	,
51	E4158056	Vinothkumar. S	1	./	/	1	^	1	1	7	1	1	1	7	1	1	1	1	1	1	/	,
52	E4158057	Yahkoob M Mangattil	1	1	1	1	1	1		1	ſ	_	1	1	/	/	1	. 1	,	1	/	-
53	E4158058	Yaseen. C	1	1	1	1	r	1	1	1	ſ	1	/	1	1	1	1	1	,	1	1	1



SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
54	E4158059	Yuvarani. R	1	1	_/	/	1	1	,	1	1	1	1	1	/	1	1	_	1	/	/	/
	<u> </u>	Total No Students Present	54	54	54	54	54	53	54	54	54	54	54	34	54	54	54	53	54	84	54	34
		Total No Students Absent	-	-	<u>-</u>	1	_	01	-	-	-	e	-	-	-	-	-	0)	1	-	-	-
		Signature of Course Coordinator	GSA	680	GEN	GEX	GST	GP.	GSP	696	GSC	680	GY	GSh	GBC.	GSK	GSE	GSE	GSE	600	GSIC	600

#### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Attendance Sheet

Name of the course: Branding Strategies

Course Coordinator: G.Sathishkumar / Associate Professor

Course Code: MBA16172 Academic Year: 2016-2017

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
1	E4158002	Abdhullah Hasan. R	1	1	1	1	1	1	-	1	1	1	1	/
2	E4158003	Ananthi, A	1	1	1	1	1	1	1	1	1	1	1	1
3	E4158004	Anitha. P	1	1	1	1	1	1	1	1	1	1	1	1
4	E4158005	Azhagentheran. N	1	1	1	1	1	1	1	1	1	1	1	1
5	E4158007	Dharmaraj. G	1	1	1	1	1	1	1	1	1	1	1	1
6	E4158008	Dhineshkumar. S	1	1	/	1	1	1	1	1	1	1	1	,
7	E4158009	Divyasri. V	,	1	1	1	1	1	1	1	1	1	1	1
8	E4158010	Faizal Ahamed. M	1	1	1	/	1	1	1	1	1	1	1	1
9	E4158011	Gayathri. S	1	1	1	1	1	1	1	1	1	1	1	}
10	E4158012	Gayathri. G	1	1	1	/	1	1	1	1.	1	1	1	1
11	E4158013	Gokulakannan. V	1	1	1	1	1	1	1	1	1	1	1	1
12	E4158014	Gunasundari. S	1	1	1		a	. /	1	1	1	1	1	_
13	E4158015	Jenifer. S	1	1	1	1	/	1	1	1	1	1	/	,
14	E4158016	Jesuraj. M	1	F	1	1	1	,	1	1.	1	1	1	1
15	E4158017	Krishnaveni. V	,	1	1	p.	1	1	1	1	1	1	1	1

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
		72												
16	E4158018	Logapriya. C	1	1	1	1	1	1	1	1	1	1		1
17	E4158019	Mahalakshmi. R	1	1	1	_	_	1	1	1_	1_	1	1	1
18	E4158020	Mary Priyanga. C	1	1			1	1	1	1	1_	1	1	1
19	E4158021	Mohamed Niyasudeen. N	1	1	1	1	ſ	1	1	1	1	1	/	1
20	E4158022	Mohamed Safvan. K	1	1	1	1	1	/	1	1	1	1	/	1
21	E4158023	Mohammed Shabeer Tharuthiruthiyil	1	1	1	1	1	t	1	l	ı	1	1	1
22	E4158024	Mufaris. J	1	1	1	1	1	1	1	1	1	1	1	1
23	E4158025	Muhammed Rayees. EK	1		1	1	1		1	1	1	1	1	1
24	E4158026	Nagarajan. C	^		1	1	1	1	1	1	1	1	1	1
25	E4158027	Nagasundar. N	1		1		/	1	1	r	1	1	1	1
26	E4158028	Nazeeya. J	1	1	1	1	1	ſ	1	ſ	1	1	1	1
27	E4158029	Parthiba Raja. V	1	1	1	/	/_	1	1	r	1	1	1	1
28	E4158030	Parthiban. D	1	1	1	_/_	1	1	1	1	1	1	1	1
29	E4158031	Podhu. K	1		1	1	1	1	1	1	1	1	1	1
30	E4158032	Prakash. K	1		1	^	1	1	1	1	1	1	1	1
31	E4158033	Premkumar. S	1		1	ſ	1	1	/	1	1	1	1	1
32	E4158034	Priya. D	1	1	1	_,		/	1	1	1	1	1	1
33	E4158035	Rahila Begam. M	1	/	1	_/	1	1	1	. [	1	)	1	į
34	E4158036	Rajesh. G	/	1	1	,	1	1	1	1	a	1	1	1
35	E4158038	Ranjith. U	1	1	1	1	1	"	1	,	1	1	1	1

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
36	E4158039	Rathika, R	9	1	1	1	1	1	1	1	1	1	2	1
37	E4158041	Rupitha. M	1	1	1	,	1	1	1	,	1	1	1	1
38	E4158042	Sagayaraj. A	1	,	1	,	1	1	1	,	,	1	ı	1
39	E4158043	Sakthi Priyadharshini. T	1	1	1	1	1	1	/	,	,	1	.,	-,
40	E4158044	Sangeetha. R	1	1	1	1	,	,	,	1	1	1	1	1
41	E4158045	Santhosh Kumar. M	1	1	1	1	-	,	1	,	,	1	,	1
42	E4158046	Shanmugam. R	1,	1	,	1	,	,	,	1	,	1	,	1
43	E4158047	Sowmiya GM	$T_{i}$	1	1	1	,	,		1	1	1	1	,
44	E4158048	Sukanya. K	,	,	1	,	,	,	1	1	,	1	1	1
45	E4158049	Thangavel. P	1	a	1	1	.1	1	,	1	1	1	1	,
46	E4158051	Vanishree. N	,	1	,	,	*	,	,	,	1	,	1	1
47	E4158052	Venkatesan, R	1	1	,	1	,	1	,	1	,	,	1	1
48	E4158053	Vignesh Boominathan, R	1	1	1	7	,	1	,	1	,	1.	1	1
49	E4158054	Vijayakumar. M	1	1	1	,	1	,		1	1	1	,	,
50	E4158055	Vinothini. V	,	,	,	1	1	,	,	,	,	1	, -	1
51	E4158056	Vinothkumar. S	1	1	,	1	,	<i>'</i> ,	1	,	,	- /	,	,
52	E4158057	Yahkoob M Mangattil	1	)		,	,	,	1	1	1	1	1	1
53	E4158058	Yaseen. C	1	1	,	,	,	1,	,	,	,	1	,	1
54	E4158059	Yuvarani. R	1	1	/	,	,	,	1	,	,	1	,	-/
	Ī	Total No Students Present	54	53	54	54	53	54	54	54	53	54	54	54

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
		Total No Students Absent	_	01	_	-	01	-	-	-	01		-	-
		Signature of Course Coordinator	GEK	61510	GSK	6194	GEK	GOF	GSK	68	GOL	SS	GSK	60

Course Course Coordinator

HoD/MBA

Principal



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Ph: 0431 - 2660 303

#### One Page Report

Name of the course: Branding Strategies

Course Code: MBA16172

Course Coordinator: G.Sathishkumar

Total Hours: 32 Hrs

Academic Years: 2016-17

I hereby affirm that the entire course contents in the certificate program "Branding Strategies" listed in certificate program syllabus have been performed by the students as the part of the prescribed co - curricular activities through add on course by NAAC and NBA.

I confirmed that the certificate program title as "Branding Strategies" was done by me in the beginning of the semester and course deliveries with attendance of the students were recorded.

I confirmed that all the students for this certificate program were actively attended and performed well throughout the duration and eligible students received the participation certificate.

Principal



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Website: - www.miet.edu

Ph: 0431 - 2660 303

### Certificate Program Assessment Test

Name of the course: Branding Strategies

Course Code: MBA161712 Academic Year: 2016-2017 Date: 23.08.16 Time: 01:30 hrs

#### Answer All the Questions (5\*2=10)

#### PART-A

- 1. Define branding.
- 2. What is Iceberg Model.
- 3. Define Traditional Advertising.
- 4. What is Brand Analysis?
- 5. How to design a Brand Architecture?

#### Answer All the Questions (4\*10=40)

#### PART - B

6.a. Describe the role of building the branding process.

(Or)

- 6.b. Discuss the importance of Kasperer's Model and David Aaker's Model.
- 7.a. Explain in detail Brand Value and its impact on Product.

(Or

- 7.b. Explain how brand influence a customer and his/her perception.
- 8.a. Discuss in detail about Brand Positioning Statement and its preparation.

(Or)

- 8.b. Discuss in detail about the strategies for brand positioning.
- 9.a. Discuss in detail about the Brand Management Framework.

(Or)

9.b. Write in detail about Five Tenets of Brand building

Course Coordinator

HoD/MBA

M.I.E.T. ENGINEERING COLLEGE GUNDUM TIPHENHIRAPPALLI-620

Principal



Trichy, Pudukkottai Road, Trichy - 620 007.

Metamed Institute of Education & Technology
INSTITUTIONS
Since 1984

Course Completion Certificate

This is to Certify that Mr/Ms. <u>டர</u> ை	A PRTYA . C
of I MBA - I SEMESTER	has Completed the Course on
ROMANTING STROTEGIES	from 8 . 18 9014 to 14 . 18 . 2014

Course Coordinator

Phill

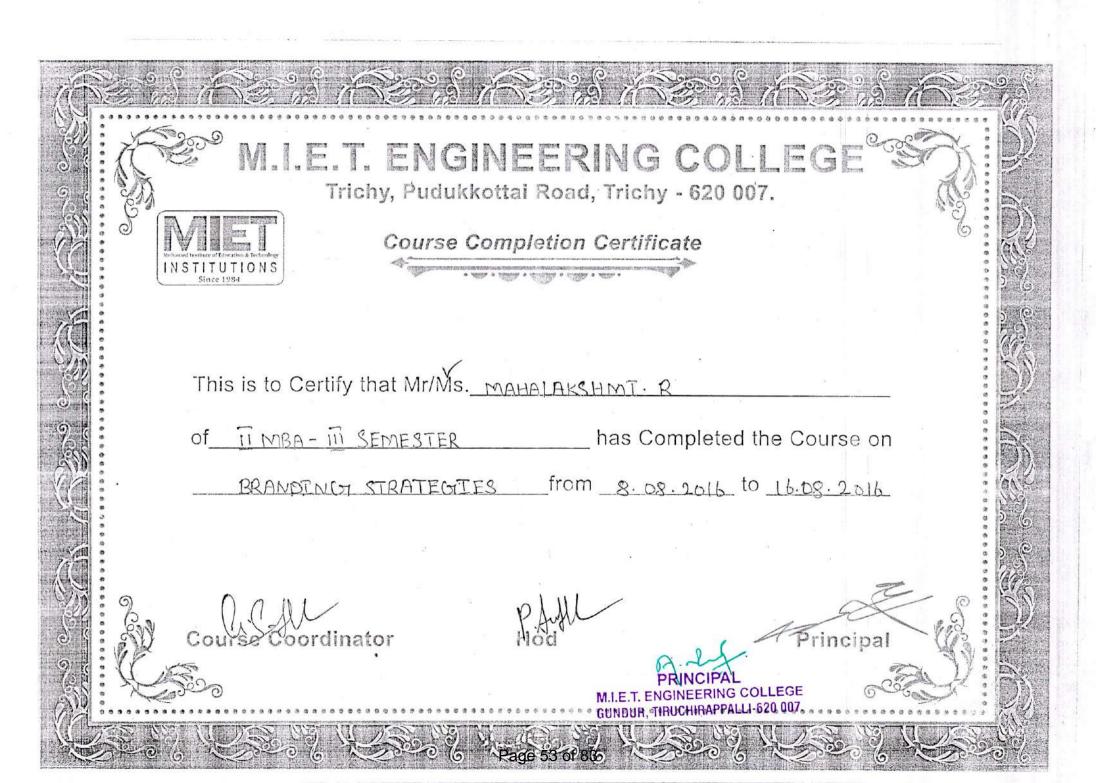
Principal

PRINCIPAL

M. LE. T. ENGINEERING COLLEGE

GUNDUR TIRUCHURAPRALLI-620,007

# E.T. ENGINEERING COLLEGE Trichy, Pudukkottai Road, Trichy - 620 007. Course Completion Certificate This is to Certify that Mr/Ms. NACIA SUNDAR . N of I NIBA- IT SEMESTER has Completed the Course on BRANDING STRATEGIES from B. 08: 2016 to 15 -08 -2016 Principal T ENGINEERING COLLEGE



M.I.E.T. ENGINEERING COLLEGE Trichy, Pudukkottai Road, Trichy - 620 007. Course Completion Certificate This is to Certify that Mr/Ms. PARTHTRAN P of 17 MBA - 111 SEMESTER has Completed the Course on from 9.08.2016 to 16.08.2016 BRANDING STRATEGIES rse Coordinator Principal M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 007.

### MILEIT ENGINEERING COLLEGE Trichy, Pudukkottai Road, Trichy - 620 007.

Course Completion Certificate

This	is to	Certif	y that	Mr/Ms	MARY	PRIYANGA	· C
of	I	MBA	<u>- III </u>	SEMEST	ER	has Complet	ed the Course on
B	CAND	INUI	STR	ALECTES	fror	n 8.08.2016	to 16.08.0016

Course Coordinator

M.I.E.T. ENGINEERING COLLEGE GUNDUR TIRUCHIRAPPALLI-620 007.

Principal



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Website: - www.mlet.edu

Ph: 0431 - 2660 303

Date: 14.09.2016

То

The Principal
M.I.E.T Engineering College,
Trichy – 620007

Respected Madam,

Sub: Permission to conduct the Certificate Program - Reg...

We have planned to conduct the Certificate Program for our Second year students from 19.09.2016 to 27.09.2016

Name of the Certificate Program	Course Coordinator
Design Thinking of Management Skills	K.Rahmathnisha

So kindly give us permission to conduct the course and to utilize the class room

Thanking you

Course Coordinator

HdD/MBA

Principal

GUNDUR, TIRUCHIRAPPALLI-620 007.



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Website: - www.mietedu

Ph: 0431 - 2660 303

CIRCULAR

Date: 15.09.2016

Sub: Certificate Program

It is planned to conduct the Certificate Program for II MBA students

The Certificate Programs are short term certificate courses which are designed and offered by our department for the benefit of our students. Course will be conducted at free of cost and based on the performance of the participated students; the merit certificate will be issued after the successful completion of the course.

Students those who are willing to attend the below mentioned course can enroll their name to the course coordinator.

Name of the Certificate Program	Course Coordinator
Design Thinking of Management Skills	K.Rahmathnisha
Commencement of co Time: 9.30 am to	

Course Coordinator

HoD/MBA

Principal

### M.I.E.T ENGINEERING COLLEGE, TRICHY – 7.

### DEPARTMENT OF MANAGEMENT STUDIES

### Certificate Program (II Year - III Semester)

#### Course Syllabus

Name of the course: Design Thinking of Management Skills

Course Code: MBA16173

Course Coordinator: K.Rahmathnisha

Total Hours: 32 Hrs

Academic Year: 2016-2017

#### **OBJECTIVES:**

- 1. To teach the students regarding the different investment alternatives.
- 2. To teach the skills that needs to sustain creative and design thinking capabilities.
- 3. To equip the students with a methodology to put design thinking into action
- 4. To inculcate how the students can solve problems creatively in any setting by collaborating with design coaches.
- 5. To create a mindset and managerial levers among the student that need to develop an innovative organizational culture

### Unit 1 User-Centered Insighting

Design Thinking – Need and importance of design thinking – Process & Core elements - Problems from human perspective – Customer centric business – ways to uncover insights behind unmet customer needs.

### Unit 11 Creativity

Creativity - Need and importance for business - Essentials of creativity - Strategies to enable creative ideas

#### Unit 111 Agile Iterating

Innovation - Agile approach to innovation - testing and applying of ideas in the business process - ways to achieve a desirable product faster.

#### Unit 1V Creative Organizational Cultures

Organization and its culture – Importance of Organizational Culture - Identification of PLC of the business - key managerial levers to spawn a creative culture.

Unit V Organizational Transformation

Organizational transformation - Meaning and Process - Structured methods for achieving a more innovation-driven culture

#### COURSE OUTCOME

The students can learn how to transform their mindset and to think creatively like a designer with the strategic capabilities of a business person.

Course Coordinator

HoD/MBA

Principal

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### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

Willing Student list

CP1 Coordinator: S.Kumar., AP/MBA

CP2 Coordinator: G.Sathishkumar., AP/MBA CP3 Coordinator: K.Rahmathnisha., AP/MBA

Academic Year: 2016-2017

SL. NO	STUDENT NAME	<u>CP1</u> Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
1.	Abdhullah Hasan. R	V	V	V
2.	Ananthi. A	V	ν.	V
3.	Anitha. P	· · ·	V	V
4.	Azhagentheran. N	V	V	V .
5.	Dharmaraj. G	V	V	V
6.	Dhineshkumar. S	V	V	V
7.	Divyasri. V	V	V	V
8.	Faizal Ahamed. M	V	V	V
9.	Gayathri. S	V	V	V
10.	Gayathri. G	V	V	V
11.	Gokulakannan, V	V	V	V
12.	Gunasundari. S	V	V	V
13.	Jenifer. S	V	V	V
14.	Jesuraj. M	V	V	V
15.	Krishnaveni. V	V	V	V
16.	Logapriya. C	V	V	V
17.	Mahalakshmi. R	V	V	
18.	Mary Priyanga. C	V	V	V



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Ph: 0431 - 2660 303

SL. NO	STUDENT NAME	<u>CP1</u> Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
19.	Mohamed Niyasudeen. N	V .	V	V
20.	Mohamed Safvan, K	V	V	V
21.	Mohammed Shabeer Tharuthiruthiyil	V	V	· ·
22.	Mufaris. J	V	V	V
23.	Muhammed Rayees. EK	V	V	~
24.	Nagarajan. C	V	V	V
25.	Nagasundar. N	V	V	V
26.	Nazeeya. J	V	V	V
27.	Parthiba Raja. V	V	V	V
28.	Parthiban, D	V	~	V .
29.	Podhu. K	V	V	
30.	Prakash. K	V	V	V
31.	Premkumar. S	V	V	· ·
32.	Priya. D	V	V	V
33.	Rahila Begam. M	V	V	· ·
34.	Rajesh. G	V	V	V
35.	Ranjith. U	V	~	V
36.	Rathika. R	V	V	V
37.	Rupitha. M	V	V	V
38.	Sagayaraj. A	V	V	V
39.	Sakthi Priyadharshini. T	~	V	~
40.	Sangeetha. R	V	V	V
41.	Santhosh Kumar, M	V .	V	V
42.	Shanmugam. R	V	· ·	· · ·
43.	Sowmiya GM	V	V .	V

Palamaphin



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SL. NO	STUDENT NAME	<u>CP1</u> Investors Awareness	<u>CP2</u> Branding Strategies	CP3 Design Thinking of Management Skills
44.	Sukanya. K	V	V	V
45.	Thangavel. P	V	V	V
46.	Vanishree. N	V	V	V
47.	Venkatesan, R	V	V	V
48.	Vignesh Boominathan. R	V	V	V
49.	Vijayakumar. M	· V	V	V
50.	Vinothini. V	~	V .	V
51.	Vinothkumar. S	V	V	V
52.	Yahkoob M Mangattil	V	· V	V
53.	Yaseen. C	V	· V	V
54.	Yuvarani. R	V	V .	· V

Course Coordinator

HoD/MBA

Principal



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### DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year - III Semester) Course Delivery

Name of the Course: Design Thinking of Management Skills

Course Coordinator: K.Rahmathnisha

Total Hours: 32 hrs

Academic Year: 2016-17

Course Code: MBA16173

Sl.No	Topics to be Covered	Hours	Date of Delivery
1.	General discussion on Importance of the course		
2.	Design Thinking – Meaning and Importance		
3.	Importance of Design Thinking in today's business		10.00.2016
4.	Process in Design Thinking	6 19.09.2016	
5.	Process in Design Trinking		
6.	Core Elements under Design Thinking		
7.	Problems in connection with Design Thinking - GD	3	
8.	8.		
9.	Business – Customer focus and Satisfaction of needs		20.09.2016
10.	10. Creativity – Meaning and Need  11. Importance and role of Creativity on Design Thinking		20.09.2016
11.			
12.	Key points considered for Creativity		
13.		1/	
14.	Strategies to be followed for Best creative ideas		
15.	Strategies to be followed for Best creative ideas	8	21.00.2016
16.	Innovation - Meaning and Role on Market demand .	- 6	21.09.2016
17.	Importance in today's competitive market		
18.	Innovation Vs. Creativity		-
19.	Agile Approach to innovation	1	23.09.2016

M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIR

Calendramile

Sl.No	Topics to be Covered	Hours	Date of Delivery
20.	Idea generation with innovation	-	
21.	T 1	6	
22.	Testing and application of idea in the business		
23.	Organisation – Simple Intro and hierarchy		
24.	Culture - Meaning and impact on organisation's survive		
25.	Identification of PLC stage of business and application		
26.	of strategies		
27.	Key points for providing creative culture	<b>9</b> 9	
28.	Organisational Trasformation – Meaning	6	26.09.2016
29.	Process of Organisational Transformation		
30.	Structured methods for more innovation		
31.	Driven Culture and Group Discussion regard to		
32.	a new design thinking	2	27.09.2016

Course Coordinator

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Ph: 0431 - 2660 303

#### Resource Person Details

Title of the program	Design Thinking of Management Skills
Course Code	MBA16173
Duration and timing of the program	32 Hrs, 9:30 AM to 5:00 PM
Name of the resource person	K.Rahmathnisha
Photo of the resource person	
Email address	nisharahmath24@gmail.com
Contact number	8870437399
Designation	Assistant Professor
Educational qualification	<ul> <li>➢ BE ECE from MAM College, Trichy</li> <li>➢ MBA from Agni school of Business</li> </ul>
Experience	Teaching Experience :2 years



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### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Student list

Name of the course: Design Thinking of Management Skills

Course coordinator: K.Rahmathnisha

Course code: MBA16173 Academic Year: 2016-17

SL.NO	ROLL NO	STUDENT NAME
1.	E4158002	Abdhullah Hasan. R
2.	E4158003	Ananthi. A
3.	E4158004	Anitha. P
4.	E4158005	Azhagentheran. N
5.	E4158007	Dharmaraj. G
6.	E4158008	Dhineshkumar. S
7.	E4158009	Divyasri. V
8.	E4158010	Faizal Ahamed. M
9.	E4158011	Gayathri. S
10.	E4158012	Gayathri. G
11.	E4158013	Gokulakannan. V
12.	E4158014	Gunasundari. S
13.	E4158015	Jenifer, S
14.	E4158016	Jesuraj. M
15.	E4158017	Krishnaveni. V
16.	E4158018	Logapriya. C
17.	E4158019	Mahalakshmi. R
18.	E4158020	Mary Priyanga. C
19.	E4158021	Mohamed Niyasudeen. N
20.	E4158022	Mohamed Safvan. K
21.	E4158023	Mohammed Shabeer Tharuthiruthiyil
22.	E4158024	Mufaris. J
23.	E4158025	Muhammed Rayees. EK
24.	E4158026	Nagarajan. C
25.	E4158027	Nagasundar. N
26.	E4158028	Nazeeya. J
27.	E4158029	Parthiba Raja. V
28.	E4158030	Parthiban. D

Palanethalle



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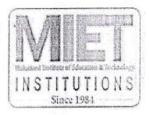
Ph: 0431 - 2660 303

SL.NO	ROLL NO	STUDENT NAME	
29.	E4158031	Podhu. K	
30.	E4158032	Prakash. K	
31.	E4158033	Premkumar. S	
32.	E4158034	Priya. D	
33.	E4158035	Rahila Begam. M	
34.	E4158036	Rajesh. G	
35.	E4158038	Ranjith. U	
36.	E4158039	Rathika. R	
37	E4158041	Rupitha. M	
38	E4158042	Sagayaraj. A	
39	E4158043	Sakthi Priyadharshini. T	
40	E4158044	Sangeetha. R	
41	E4158045	Santhosh Kumar. M	
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49	E4158054	Vijayakumar. M	
50	E4158055	Vinothini, V	
51	E4158056	Vinothkumar. S	
52	E4158057	Yahkoob M Mangattil	
53	E4158058	Yaseen. C	
54	E4158059	Yuvarani. R	

Course Coordinator

HoD/MBA

Principal



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#### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

Attendance Sheet

Name of the course: Design Thinking of Management Skills

Course coordinator: K.Rahmathnisha

Course code: MBA16173 Academic Year: 2016-17

Or NO	DOLL NO	GERVID ENTE NA AME		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
SL.NO	ROLL NO	STUDENT NAME	•													9							100 m
1	E4158002	Abdhullah Hasan. R		1	A	1	1	/	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	E4158003	Ananthi. A		<i>^</i>	1	1	^	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3	E4158004	Anitha. P		/	1	1	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1	1	1
4	E4158005	Azhagentheran. N		,	/	/	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
5	E4158007	Dharmaraj. G			1	/	1	1	1	1	1	. 1	1	1	1	1	1	1	/	1	1	1	1
6	E4158008	Dhineshkumar. S		^	/	1	1	1	/_	1	(	1	1	1	/	/	/	/	_	1	1	1	1
7	E4158009	Divyasri. V		4	_	1	1	,	1	,	,	1	1	1	1	1	1	/	1	-	1	1	/
8	E4158010	Faizal Ahamed. M	,	•	1	1		1	1	1	1	,	1	1	/	/	1	1.		1	/	/	1
9	E4158011	Gayathri. S		/	1	1	1	1	,	1	1	1	1	1	1	1	1	1	1	1	/	1	1
10	E4158012	Gayathri, G		,	1	1	^	1	_	1	a.	-	1	(	1	,/	/	1	1	/	/	1	1



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CI NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
SL.NO	ROLL NO	STUDENT NAME																				
11	E4158013	Gokulakannan. V	1	1	1	1	1	1	1		1	1	1	1		1	1	1			1	1
12	E4158014	Gunasundari. S		/	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1	1	5
13	E4158015	Jenifer. S	1	1	1	1	1	1	1	1	1	1	_/	1	1	1	1		_	1	1	1
14	E4158016	Jesuraj. M			1	1	1	1	1	1	1	1	1	1	/	1	1	1	1	(	1	1
15	E4158017	Krishnaveni. V	1	1	1	1	1		1	1	/	1	1	1	1	1	1	1	1	(	1	1
16	E4158018	Logapriya. C		1	1	1	1	1	1	_	1	1	1	1	1	1	1	1		1	1	1
17	E4158019	Mahalakshmi. R	/	1	1	1	1	1	1	_		1	1	(	1	1	1	1	1	0		1
18	E4158020	Mary Priyanga. C	1	1	1	1	1	1	1	1	1	1	1	(	1	1	1	1	1	1	1	1
19	E4158021	Mohamed Niyasudeen. N	1	1	/	1	1	1	1		1	1	1	0	-/	1	1	1	1	1	1	1
20	E4158022	Mohamed Safvan. K	1	/	1	1	1	1	,		1	1	1	0	- /	1	/	/	1	(	/	1
21	E4158023	Mohammed Shabeer Tharuthiruthiyil	1	1	/	1	1	/				1	1	_	(	1	1	$\alpha$	1	(	1	1
22	E4158024	Mufaris. J	1	1	1	1	1	1	_	0	1	1	1	1	1	1		-	1		1	1
23 .	E4158025	Muhammed Rayees, EK	1	/	1	1	1	/	1	1	/	1	1	_		1	1	/-	/	- (	1	1
24	E4158026	Nagarajan. C		/	1	1	1	1	1	1	1	1	1	1	1		1	1	1	1	1	1
25	E4158027	Nagasundar. N	1	1	1	1	1	1	1		1	1	/	0	1	/	1	1	1	1	1	1



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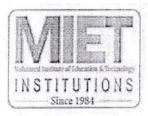
SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
26			-					,					,	,		2.46						
27	E4158028	Nazeeya. J	+	1	/	1	1	1	1	1	1	1	+	1	1	1	1	1	1	1	1	1
28	E4158029 E4158030	Parthiba Raja. V Parthiban. D	<del>                                     </del>	1	1	1	1	1	11	1	1	1	1	1	1	1	1	1	1	1	1	/
29	E4158031	Podhu. K	1	1	1	7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30	E4158032	Prakash. K	1	/	1	1	1	1	1	1	1	1	1	/	1	1	1	(	1	1	1	1
31	E4158033	Premkumar. S	1	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1	1	1	1	1
32	E4158034	Priya. D	1	_	1	1	1	1	1	1	/	1	1	1	/	/	1	1	1	1	/	1
33	E4158035	Rahila Begam. M	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
34	E4158036	Rajesh. G	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
35	E4158038	Ranjith. U	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
36	E4158039	Rathika. R	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
37	E4158041	Rupitha. M	/	1	1	1	1	1	1	1	/	1	1	1	1	1	1	1	1	1	1	1
38	E4158042	Sagayaraj. A	1	1	1	/	1	1	/	1	./	/	/	1	1	1	/	1	1	1	1	1
39	E4158043	Sakthi Priyadharshini, T	1	1	1	1	1	1	1	/	1	1	1	1	1	1	1	(	1	1	1	1
40	E4158044	Sangeetha, R	1	1	1	1			1	1	1	1	1	1	1	1	1	1	1	1	1	1



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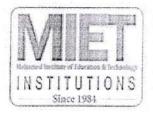
SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
41	E4158045	Santhosh Kumar. M		1	1	1	/	-	/	/	/	1	/	1	/	_	/	/	1	/	/	,
42	E4158046	Shanmugam. R	1	1	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
43	E4158047	Sowmiya GM	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	_
44	E4158048	Sukanya. K	1	1	1	1	1	1	1	1	1	/	1	1	1	1	1	/	/		1	1
45	E4158049	Thangavel. P	/	1	1	1	1	1	1	1	1	1	_	1	1	1	1	/	1	1	1	/
46	E4158051	Vanishree. N	1	1	1	1	_	1	1	1	1	1	1	1	1	1	1	1	1		/	/
47	E4158052	Venkatesan. R	1	/	1	1	1	1	1	1	1	1	1	1	1	1	1	1	_		1	/
48	E4158053	Vignesh Boominathan. R	/	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	/	1	1	/
49	E4158054	Vijayakumar. M	1	1	1	1	1	1	1	/		1	1	1	1	1	6	1	/	1	1	
50	E4158055	· Vinothini. V	1	1	1	1	1	1	1	1	1	/	1	/	1	/	1	1	/	1	1	1
51	E4158056	Vinothkumar. S	1	1	1	1		1	/	/	1	/	1	/	/	1	1	/	7	/	1	/
52	E4158057	Yahkoob M Mangattil	1	1	/	/	1	/	1	1	1	1	1	1	1	1	1	/	1	/	1	_
53	E4158058	Yaseen. C	1	1	1	1	1	/	/	1	1	1	1	/	1	1	/	1	1	/	1	_
54	E4158059	Yuvarani. R		1	1	1		/	/	1	/	1	1	,	17	./		1	1	1	1	/
		Total No Students Prese	ent 54	14	54	54	54	54	54	<u>S</u> 3	54	54	54	34	54	34	54	53	54	59	Ily	54



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SL.NO	ROLL NO	STU	JDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
			Total No Students Absent		_	_		~	_	_	01		tam.	-	_		<u>,                                     </u>	-	٥١	-	1	1	•
		Sign	nature of Course Coordinator	V2	KP.	KIZ	Ka.	KD.	X2.	郊	WE-	K.P	XP.	KP	48	KP	KP	44	TP.	KIP	KD	KID	KP



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### DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year – III Semester)

#### Attendance Sheet

Name of the course: Design Thinking of Management Skills

Course coordinator: K.Rahmathnisha

Course code: MBA16173

Academic Year: 2016-17

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
1	E4158002	Abdhullah Hasan. R	1	1	1	1	1	1	_	1		1	1	1
2	E4158003	Ananthi. A		,	1	,	1	1	1	1	1	1	1	-/
3	E4158004	Anitha. P	1	1	1	1	1	1	1	1	1	1	1	1
4	E4158005	Azhagentheran. N	1	1	1	,	1		1	1	1	1	,	1
5	E4158007	Dharmaraj. G		1	1	1		^	1	^	1	1	1	1
6	E4158008	Dhineshkumar. S		1	1	1	1	a	/	1	/	1	1	1
7	E4158009	Divyasri. V	1	1		1	1	1	/	1	1	1		/
8	E4158010	Faizal Ahamed. M	1	1	1	A	1	4	1	1	/	1	1	1
9	E4158011	Gayathri. S		1	1	1	1	^	1	1	/	/	1	-
10	E4158012	Gayathri. G	1	1		1	1	1	1	1	1	1	1	1
11	E4158013	Gokulakannan. V	1	/	1	1	1	/	7	/	1	1	1	1



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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
12	E4158014	Gunasundari, S	1	1	1	1	1	1	1	1	1	1	1	1
13	E4158015	Jenifer. S	1	1	1	1	1	1	1	1	1	1	1	1
14	E4158016	Jesuraj. M	1	1	1	1	1	1	1	1	1	1	1	1
15	E4158017	Krishnaveni. V	1	1	1	1	1	1	1	1	1	1	1	1
16	E4158018	Logapriya. C	1	1	1	1	1	1	/	1	1	1	1	1
17	E4158019	Mahalakshmi, R	1	1	1	1	1	1	1	1	1	/	1	1
18	E4158020	Mary Priyanga. C	1	1	1	1	1	1	1	1	1	1	1	1
19	E4158021	Mohamed Niyasudeen. N	1	1	1	1	1	1	1	1	1	1	/	1
20	E4158022	Mohamed Safvan, K	1	1	1	1	1	1	1	1	/	1	1	1
21	E4158023	Mohammed Shabeer Tharuthiruthiyil	1	1	1	1	1	1	1	1	1	/	,	1
22	E4158024	Mufaris. J	1	1	1	1	1	1	1	1	1	1	1	/
23	E4158025	Muhammed Rayees. EK	1	1	1	1	1	1	1	1	1	1	1	1
24	E4158026	Nagarajan. C	,	1	1	1	1	1	1	1	1	1	1	,
25	E4158027	Nagasundar. N	1	/	1	1	1	1	1	/	/	/	1	1
26	E4158028	Nazeeya. J	1	/	1	1	1	1	1	1	/	1	1	/



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			-	_										
SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
27	E4158029	Parthiba Raja. V	1			1		1	,	,	,	<u> </u>	,	-
28	E4158030	Parthiban, D	-	1	1	1	1	,	1	1	1	-	1	1
29	E4158031	Podhu. K	1	1	1	-	,	-	1	-	-	1	1	1
30	E4158032	Prakash. K	1	-	1	-	/	/	-	1	1	1	-/-	1
31	E4158033	Premkumar. S	1	1	1	1	-,	-	/	/	/-		/_	/
32	E4158034	Priya, D	1	/	1	-/-	/		/	-/	1	-	/	a
33	E4158035	Rahila Begam. M	1	-	1		1		/	1	/	-		
34	E4158036	Rajesh. G	1	/	/_		1	_/_		/	/	1	/	_/
35	E4158038	Ranjith. U	1	1	/	1	/	1	/	_/	/	-	4	_/,
36	E4158039	Rathika, R	1	-/	,	-	/	1	/	/	/,	/	1	
37	E4158041	Rupitha. M		1	4	4	/	4	-	/	/	/	4	
38	E4158042	Sagayaraj. A		1	-	-	/	-/-	/	1	/	1	1	_
39	E4158043	Sakthi Priyadharshini. T	1	-	/	-	4	1	-	/	/	/	/	1
40	E4158044	Sangeetha, R	1	1	1	4	/	-4		4	/	1	/	1
41	E4158045	Santhosh Kumar. M	1	1	2		1		/	1	/	1	4	2

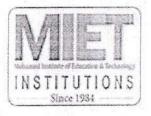


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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
42	E4158046	Shanmugam. R		/	/			. /	1	1	1	1	1	1
43	E4158047	Sowmiya GM	1	1	1	1	1	1	1	1	1	1	1	1
44	E4158048	Sukanya. K	1	1	1	1	1	1	1	1	1	1	1	1
45	E4158049	Thangavel. P	1	1	1	1	1	1	1	1	1	1	1	1
46	E4158051	Vanishree. N	1	1	1	1	1	1	1	1	1	1	1	1
47	E4158052	Venkatesan. R	1	1	1	1	1	1	1	1	1	1	1	1
48	E4158053	Vignesh Boominathan. R	1	1	1	1	1	1	1	1	1	1	1	1
49	E4158054	Vijayakumar. M	1	/	1	1	1	1	1	1	-/	1	1	1
50	E4158055	Vinothini. V	1	1	1	1	1	1	1	1	1	1	1	1
51	E4158056	Vinothkumar. S	1	1	/	/	1	12	1	1	1	1	1	1
52	E4158057	Yahkoob M Mangattil	1	/	1	1	1:	1	/	1	1	1	1	1
53	E4158058	Yaseen. C	1	1	1	1	1	1	1	/	1	1	1	/
54	E4158059	Yuvarani. R	1	/	1	1	1	1	1	1	1	1	1	./
		Total No Students Present	54	54	53	54	54	53	54	54	54	54	54	53

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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
		Total No Students Absent	,	_	01		_	01		1			p	bl
		Signature of Course Coordinator	1058	KIR	P	Kif	Y.S	L.P	KP	XP	-XP	KIP	X.P	XP.

Course Course Coordinator

Hod/MBA

Principal



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#### One Page Report

Name of the course: Design Thinking of Management Skills

Course Code: MBA16173

Course Coordinator: K.Rahmathnisha

Total Hours: 32 Hrs

I hereby affirm that the entire course contents in the certificate program "Design Thinking of Management Skills" listed in the certificate program syllabus have been performed by the students as the part of the prescribed co – curricular activities through add on course by NAAC and NBA.

I confirmed that the certificate program title as "Design Thinking of Management Skills" was done by me in the beginning of the semester and course delivery with attendance of the students were recorded.

I confirmed that all the students for this certificate program were actively attended and performed well throughout the duration and eligible students received the participation certificate.

Course Coordinator

HoD/MBA

Principal

M.I.E.T. ENGINEERING COLLEGE



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#### Certificate Program Assessment Test

Name of the course: Design Thinking of Management Skills

Course Code: MBA1617123 Academic Year: 2016-2017

Date: 30.10.16 Time: 01:30 hrs

Answer All the Questions (5\*2=10)

#### PART-A

- 1. What is design Thinking.
- 2. List the need creativity.
- 3. Define Innovation.
- 4. Differences between Innovation Vs. Creativity?
- 5. List out the Structured methods innovation?

#### Answer All the Questions (4\*10=40)

#### PART-B

6.a. Describe the Importance of Design Thinking in today's business.

(Or)

- 6.b. Discuss the Core Elements under Design Thinking.
- 7.a. Explain in detail Problems in connection with Design Thinking.

(Or)

- 7.b. Explain the importance and role of Creativity on Design Thinking.
- 8.a. Discuss in detail about Strategies to be followed for Best creative ideas.

(Or)

- 8.b. Discuss in detail about Innovation Meaning and Role on Market demand.
- 9.a. Discuss in detail about Agile Approach to innovation.

(Or)

9.b. Write in detail about PLC stage of business and application of strategies.

ourse Coordinator

HoD/MBA

Principal

M.I.E.T. ENGINEERING COULTE GUNDUR, TIRUCHIRAPPALLI-bz.





Course Completion Certificate

This is to Certify that Mr/MsS	BANGEETHA .R
of I - MBA - I SEMESTER	has Completed the Course on
DESTUN THINKING OFMANAGEMENT SKILL	from 19.00.001 dag.og.ogl

Course Coordinator

Hod

PRINCIPAL
M.I.E.T. ENGINEERING CO: SEE
GUNDUR, TIRUCHIRAPPANE

## MILEIT ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. PRIVA .D

of T MBB -TO SEMESTER has Completed the Course on

DESTGIN THINKING OF MIRRIEMENT SWIFTOM 19.09.2016 to 97.09.2016

Course Coordinator

Hod

Principal

M.I.E.T. ENGINEERING COLLEGE

# ET ENGINEERING C Trichy, Pudukkottai Road, Trichy - 620 007. Course Completion Certificate This is to Certify that Mr/Ms. RATHIKA . R has Completed the Course on of II MBA -II SEMESTER DESTUN THINKING OF MANAGEMENT SKILLS from 19.09.2016 to 27.09.2016 Course Coordinator Principal M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 007



Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. prakes H. K

of TI MBA - THI SEMESTER has Completed the Course on DESIGNTHINKING OF MANAGEMENTSKILLS from 19.09.2016 to 27.09.2016

Course Coordinator

Pfull

Principal

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9 (	Trichy, Pudukkottai Road, Trichy - 620 007.	<b>;</b> ;
	Course Completion Certificate  NSTITUTIONS  Course Completion Certificate	
	Since 198-4	6
	This is to Certify that Mr/Ms. RAJESH · Col.	
	of TI MBA - TO SEMESTER has Completed the Course on	<b>.</b>
	DESIGN THINKING DE MANAGIEMENTSKINFOM 19.09.2016 to 27.09.2016	
		(6) (6)
	Course Coordinator Nod A. L. Frincipal	
	PRINCIPAL  M.I.E.T. ENGINEERING COLLEGE GUNDUR, TIRUCHIRAPPALLI-620 007	
	CONDON, INCOME.	