

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
1.	MBA16171 - Investor Awareness	
	Permission	2
	Circular	3
	Syllabus	4
	Willing Student List	5-7
	Course Delivery	8-9
	Resource Person Details	10
	Student list	11-12
	Attendance	13-22
	One Page Report	23
	Question Paper	24
Certificates	25-29	
2.	MBA16172-Branding Strategies	
	Permission	30
	Circular	31
	Syllabus	32
	Willing Student List	33-35
	Course Delivery	36-37
	Resource Person Details	38
	Student list	39-40
	Attendance	41-48
	One Page Report	49
	Question Paper	50
Certificates	51-55	
3.	MBA16173-Design Thinking of Management skills	
	Permission	56
	Circular	57
	Syllabus	58
	Willing Student List	59-61
	Course Delivery	62-63
	Resource Person Details	64
	Student list	65-66
	Attendance	67-76
	One Page Report	77
	Question Paper	78
Certificates	79-83	



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TRICHY – PUDUKKOTTAI ROAD, TIRUCHIRAPPALLI – 620 007.
Email: principalengg@miet.edu, contact@miet.edu
Website: - www.miet.edu

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


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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 from to Time: 9.30 am to 5.00 pm	


Course Coordinator


HoD/MEA


Principal


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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 Code: MBA16171

Course Coordinator: Mr.S.Kumar

Total Hours: 34 Hrs

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- II 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- IV 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


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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.Rahmathmisha., AP/MBA

Academic Year: 2016-2017

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


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

[Handwritten Signature]
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S. Kumar



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


Course Coordinator


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DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year – III Semester)

Course Delivery

Name of the Course: Investor Awareness

Course Code: MBA16171

Course Coordinator: Mr.S.Kumar

Total Hours: 34 hrs

Academic Year: 2016-17

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

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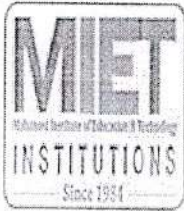
Sl.No	Topics to be Covered	Hours	Date of Delivery
23.	Introduction to Fundamental Analysis		
24.	Introduction to Technical Analysis		
25.		6	14.07.2016
26.	Dividend capitalization models		
27.	Portfolio Analysis and Diversification		
28.	Portfolio - Risk Vs.Return		
29.	Concepts related to Mutual Funds		
30.	Financial Derivatives and its status in India		
31.	SEBI - Introduction, Role on the functions of Securities Market	4	15.07.2016
32.	SEBI - Role on investors protection		
33.	SEBI - investor grievances and redressal		
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 style="list-style-type: none">➤ Completed B.Com from Jamal Mohamed college Trichy➤ Completed M.Com from Jamal Mohamed college Trichy
Experience	<ul style="list-style-type: none">➤ Teaching Experience -5 Years.


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DEPARTMENT 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
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	Gokulakamman. 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	Nazceya. J


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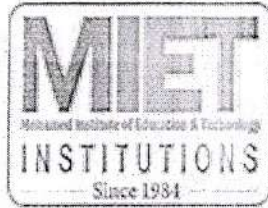
SL.NO	ROLL NO	STUDENT NAME
27.	E4158029	Parthiba Raja. V
28.	E4158030	Parthiban. D
29.	E4158031	Podhu. K
30.	E4158032	Prakash. K
31.	E4158033	Premkumar. S
32.	E4158034	Priya. D
33.	E4158035	Rahila Begam. M
34.	E4158036	Rajesh. G
35.	E4158038	Ranjith. U
36.	E4158039	Rathika. R
37.	E4158041	Rupitha. M
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
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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


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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
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	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	E4158009	Divyasri. V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	E4158010	Faizal Ahamed. M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	E4158011	Gayathri. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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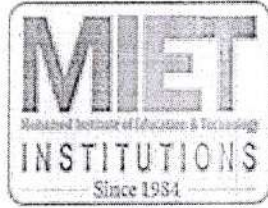
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SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
10	E4158012	Gayathri. G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11	E4158013	Gokulakannan. V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	E4158014	Gunasundari. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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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
25	E4158027	Nagasundar. N	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
26	E4158028	Nazeeya. J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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Website: - www.miet.edu

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
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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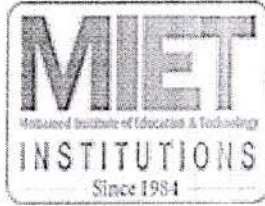
Email: principalengg@miet.edu, contact@miet.edu

Website: - www.miet.edu

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
Total No Students Present			54	54	54	54	54	53	54	54	54	53	54	54	54	54	54	54	54	53	54	54
Total No Students Absent			-	-	-	-	-	01	-	-	-	01	-	-	-	-	-	-	-	01	-	-
Signature of Course Coordinator			S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K

A. Jeyaraj
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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
1	E4158002	Abdhullah Hasan. R	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	E4158003	Ananthi. A	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	E4158004	Anitha. P	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	E4158005	Azhagentheran. N	/	/	/	/	/	/	/	a	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/


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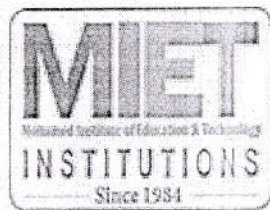
Website: - www.miet.edu

Ph: 0431 - 2660 303

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34
11	E4158013	Gokulakannan. V	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	E4158014	Gunasundari. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	E4158015	Jenifer. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	E4158016	Jesuraj. M	/	/	Q	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/

A. J. J.
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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	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/

[Signature]
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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	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			54	54	53	54	54	54	54	53	54	54	54	54	54	54

[Signature]
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S. Kumar



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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			-	-	01	-	-	-	-	01	-	-	-	-	-	-
Signature of Course Coordinator			S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K	S.K


Course Course Coordinator


HoD/MBA


Principal


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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

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


HoD/MBA


Principal


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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

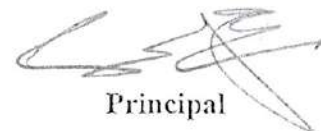
9.a. Discuss in detail about the Dividend capitalization models

(Or)

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


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Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. NAGARATHAN - C
of II - MBA - III SEMESTER has Completed the Course on
INVESTOR AWARENESS from 2. 07. 2016 to 15. 07. 2016


Course Coordinator


Hod


Principal
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GUNDUR, TIRUCHIRAPPALLI-620 007.

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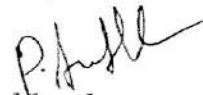
Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. Jenifer . S.
of II MBA - III Semester has Completed the Course on
Investor awareness from 8.07.2016 to 15.07.2016


Course Coordinator


Hod


Principal


PRINCIPAL
M.I.E.T. ENGINEERING COLLEGE
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M.I.E.T. ENGINEERING COLLEGE

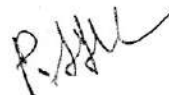
Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. vijayakumar . M
of II Year MBA -III Semester has Completed the Course on
Investor awareness from 8.07.2016 to 15.07.2016


Course Coordinator


Hod


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Principal


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Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. AMANTHI . A
of II MBA - II SEMESTER has Completed the Course on
INVESTORS AWARENESS from 8.07.2016 to 15.07.2016


Course Coordinator


Hod


PRINCIPAL

Principal

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M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.




Course Completion Certificate

This is to Certify that Mr/Ms. Gayathri . G
of II MBA - III SEMESTER has Completed the Course on
INVESTORS AWARENESS from 8 .07. 2016 to 15 .07. 2016


Course Coordinator


Hod


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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


Principal


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TRICHY - PUDUKKOTTAI ROAD, TIRUCHIRAPPALLI - 620 007.
Email: principalengg@miet.edu, contact@miet.edu
Website: - www.miet.edu

Ph: 0431 - 2660 303

CIRCULAR

Date: 05.08.2016

Sub: Certificate Program

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

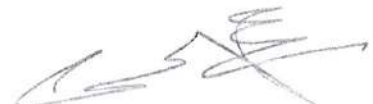
The Certificate Programs are short term certificate courses which are designed and offered by our department for the benefit of our students. Course will be conducted at free of cost and based on the performance of the participated students; the merit certificate will be issued after the successful completion 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 course from to Time: 9.30 AM - 5.00 PM	


Course Coordinator


HoD/MBA


Principal


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


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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	<u>CP3</u> Design Thinking of Management Skills
1.	Abdhullah Hasan. R	✓	✓	✓
2.	Ananthi. A	✓	✓	✓
3.	Anitha. P	✓	✓	✓
4.	Azhagetheran. N	✓	✓	✓
5.	Dharmaraj. G	✓	✓	✓
6.	Dhineshkumar. S	✓	✓	✓
7.	Divyasri. V	✓	✓	✓
8.	Faizal Ahamed. M	✓	✓	✓
9.	Gayathri. S	✓	✓	✓
10.	Gayathri. G	✓	✓	✓
11.	Gokulakannan. V	✓	✓	✓
12.	Gunasundari. S	✓	✓	✓
13.	Jenifer. S	✓	✓	✓
14.	Jesuraj. M	✓	✓	✓
15.	Krishnaveni. V	✓	✓	✓
16.	Logapriya. C	✓	✓	✓
17.	Mahalakshmi. R	✓	✓	✓


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


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GS → Branding Strategies



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


Course Coordinator


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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	6	08.08.2016
2.	Branding - Impact on sales, CASES		
3.			
4.	How to build a brand? GD		
5.	Building Brands - Process	6	09.08.2016
6.			
7.	How brand influence a customer and his/her perception		
8.	Iceberg Model		
9.	Combo of Brand Personality, Brand Image and Brand Identity	6	10.08.2016
10.			
11.	Brand Equity and Brand Architecture - GD		
12.	How to design a Brand Architecture?		
13.	Kasperer's Model and David Aaker's Model	6	11.08.2016
14.			
15.	Intro of Brand content and Traditional Advertising		
16.	Brand content Vs. Traditional Advertising		
17.			
18.	Brand Value and its impact on Product	6	11.08.2016
19.	Brand House and Visual Aspects of Brand		
20.			



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GIS → Branding
strategies

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	6	12.08.2016
26.	Five Tenets of Brand building		
27.	CBBE – Pyramid		
28.	Brand Management Framework		
29.			
30.	Keller's Model		
31.	Case studies with related to branding	2	16.08.2016
32.	Discussion about the strategies for brand positioning		


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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 style="list-style-type: none">➤ Completed B.BA Bachelor of Business Administration at Ponnaiyah Ramajayam College, Thanjavur➤ Completed M.B.A., at Ponnaiyah Ramajayam Institute of Management, Thanjavur.
Experience	<ul style="list-style-type: none">➤ 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	Abdullah 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


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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


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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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	E4158003	Ananthi. A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	E4158004	Anitha. P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	E4158005	Azhagetheran. 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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

(Signature)
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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
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
29	E4158031	Podhu. K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	E4158032	Prakash. K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	E4158033	Premkumar. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	E4158034	Priya. D	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

A. S. J.
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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
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			54	54	54	54	54	53	54	54	54	54	54	54	54	54	54	53	54	54	54	54
Total No Students Absent			-	-	-	-	-	01	-	-	-	-	-	-	-	-	-	01	-	-	-	-
Signature of Course Coordinator			<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>	<u>GSP</u>


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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	21	22	23	24	25	26	27	28	29	30	31	3 2
1	E4158002	Abdhullah Hasan. R	/	/	/	/	/	/	/	/	/	/	/	/
2	E4158003	Ananthi. A	/	/	/	/	/	/	/	/	/	/	/	/
3	E4158004	Anitha. P	/	/	/	/	/	/	/	/	/	/	/	/
4	E4158005	Azhagetheran. 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	/	/	/	/	a	/	/	/	/	/	/	/
13	E4158015	Jenifer. S	/	/	/	/	/	/	/	/	/	/	/	/
14	E4158016	Jesuraj. M	/	/	/	/	/	/	/	/	/	/	/	/
15	E4158017	Krishnaveni. V	/	/	/	/	/	/	/	/	/	/	/	/


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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
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	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	a	/	/	/
35	E4158038	Ranjith. U	/	/	/	/	/	/	/	/	/	/	/	/

A. Suf
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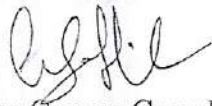
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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3 2
36	E4158039	Rathika. R	/	/	/	/	/	/	/	/	/	/	/	/
37	E4158041	Rupitha. M	/	/	/	/	/	/	/	/	/	/	/	/
38	E4158042	Sagayaraj. A	/	/	/	/	/	/	/	/	/	/	/	/
39	E4158043	Sakthi Priyadarshini. T	/	/	/	/	/	/	/	/	/	/	/	/
40	E4158044	Sangeetha. R	/	/	/	/	/	/	/	/	/	/	/	/
41	E4158045	Santhosh Kumar. M	/	/	/	/	/	/	/	/	/	/	/	/
42	E4158046	Shammugam. 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	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			54	53	54	54	53	54	54	54	53	54	54	54

573 > 12
573/2/12

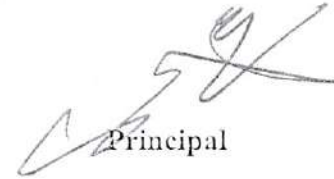
SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3
Total No Students Absent			-	01	-	-	01	-	-	-	01	-	-	-
Signature of Course Coordinator			GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK



Course Course Coordinator



HoD/MBA




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Website: - www.miet.edu

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.


Course Coordinator


HoD/MBA


Principal


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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


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Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. LOGNA PRIYA .C

of II MBA - II SEMESTER has Completed the Course on

BRANDING STRATEGIES from 8.08.2016 to 16.08.2016


Course Coordinator


Hod


Principal


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GUNDUR, TIRUCHIRAPPALLEI-620-007

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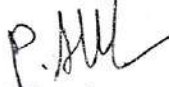
Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. NAGASUNDAR . N
of II MBA- III SEMESTER has Completed the Course on
BRANDING STRATEGIES from 3.08.2016 to 16.08.2016


Course Coordinator


Hod


Principal


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GUNDUR, TIRUCHIRAPPALLI-620 007.

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Course Completion Certificate

This is to Certify that Mr/Ms. MAHALAKSHMI. R
of II MBA - III SEMESTER has Completed the Course on
BRANDING STRATEGIES from 8.08.2016 to 16.08.2016


Course Coordinator


Hod


Principal


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Course Completion Certificate

This is to Certify that Mr/Ms. PARTHIBAN. P
of II MBA - III SEMESTER has Completed the Course on
BRANDING STRATEGIES from 8.08.2016 to 16.08.2016


Course Coordinator


Hod


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Principal


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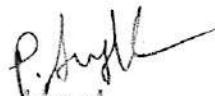
Trichy, Pudukkottai Road, Trichy - 620 007.




Course Completion Certificate

This is to Certify that Mr/Ms. MARY PRIYANGA . C
of II MBA - III SEMESTER has Completed the Course on
BRANDING STRATEGIES from 8.08.2016 to 16.08.2016


Course Coordinator


Hod


Principal


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Website: - www.miet.edu

Ph: 0431 - 2660 303

Date: 14.09.2016

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
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


HoD/MBA


Principal


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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 course from to Time: 9.30 am to 5.00 pm	

Course Coordinator

HoD/MBA

Principal


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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 I 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 II Creativity

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

Unit III Agile Iterating

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

Unit IV Creative Organizational Cultures

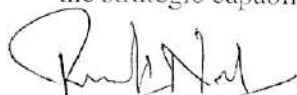
Organization and its culture – Importance of Organizational Culture - Identification of PLC of the business - key managerial levers to spawn a creative culture.

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


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Website: - www.miet.edu

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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	<u>CP3</u> Design Thinking of Management Skills
1.	Abdhullah Hasan. R	✓	✓	✓
2.	Ananthi. A	✓	✓	✓
3.	Anitha. P	✓	✓	✓
4.	Azhagentheran. N	✓	✓	✓
5.	Dharmaraj. G	✓	✓	✓
6.	Dhineshkumar. S	✓	✓	✓
7.	Divyasri. V	✓	✓	✓
8.	Faizal Ahamed. M	✓	✓	✓
9.	Gayathri. S	✓	✓	✓
10.	Gayathri. G	✓	✓	✓
11.	Gokulakannan. V	✓	✓	✓
12.	Gunasundari. S	✓	✓	✓
13.	Jenifer. S	✓	✓	✓
14.	Jesuraj. M	✓	✓	✓
15.	Krishnaveni. V	✓	✓	✓
16.	Logapriya. C	✓	✓	✓
17.	Mahalakshmi. R	✓	✓	✓
18.	Mary Priyanga. C	✓	✓	✓


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Ph: 0431 - 2660 303

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


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


Course Coordinator


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Principal


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Ph: 0431 – 2660 303

DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year – III Semester)

Course Delivery

Name of the Course: Design Thinking of Management Skills

Course Code: MBA16173

Course Coordinator: K.Rahmathnisha

Total Hours: 32 hrs

Academic Year: 2016-17

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



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Sl.No	Topics to be Covered	Hours	Date of Delivery
20.	Idea generation with innovation	6	
21.	Testing and application of idea in the business		
22.			
23.	Organisation – Simple Intro and hierarchy		
24.	Culture – Meaning and impact on organisation's survive		
25.	Identification of PLC stage of business and application of strategies	6	26.09.2016
26.			
27.	Key points for providing creative culture		
28.	Organisational Trasformation – Meaning		
29.	Process of Organisational Transformation		
30.	Structured methods for more innovation		
31.	Driven Culture and Group Discussion regard to a new design thinking	2	27.09.2016
32.			


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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 style="list-style-type: none">➤ BE ECE from MAM College, Trichy➤ MBA from Agni school of Business
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


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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


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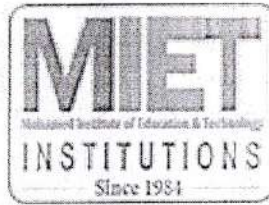
Attendance Sheet

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	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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	E4158003	Ananthi. A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	E4158004	Anitha. P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	E4158005	Azhagentheran. N	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	E4158007	Dharmaraj. G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	E4158008	Dhineshkumar. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	E4158009	Divyastri. V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	E4158010	Faizal Ahamed. M	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	E4158011	Gayathri. S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	E4158012	Gayathri. G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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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
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/


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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	E4158028	Nazeeya. J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



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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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			54	54	54	54	54	54	54	54	53	54	54	54	54	54	54	53	54	54	54	54

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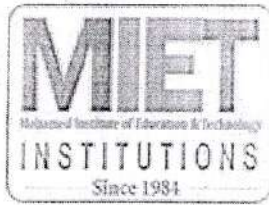
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SL.NO	ROLL NO	STUDENT NAME	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Total No Students Absent			-	-	-	-	-	-	-	01	-	-	-	-	-	-	-	01	-	-	-	-
Signature of Course Coordinator			KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP	KP


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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

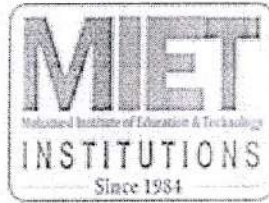
Course coordinator: K.Rahmathnisha

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	/	/	/	/	/	/	/	/	/	/	/	/
2	E4158003	Ananthi. A	/	/	/	/	/	/	/	/	/	/	/	/
3	E4158004	Anitha. P	/	/	/	/	/	/	/	/	/	/	/	/
4	E4158005	Azhagenteran. 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	/	/	/	/	/	/	/	/	/	/	/	/

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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	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/

A. J. J.
PRINCIPAL

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

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Website: - www.miet.edu

Ph: 0431 - 2660 303

SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3
27	E4158029	Parthiba Raja. V	/	/	/	/	/	/	/	/	/	/	/	/
28	E4158030	Parthiban. D	/	/	/	/	/	/	/	/	/	/	/	/
29	E4158031	Podhu. K	/	/	/	/	/	/	/	/	/	/	/	/
30	E4158032	Prakash. K	/	/	/	/	/	/	/	/	/	/	/	/
31	E4158033	Premkumar. S	/	/	/	/	/	/	/	/	/	/	/	a
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	/	/	a	/	/	/	/	/	/	/	/	/
41	E4158045	Santhosh Kumar. M	/	/	/	/	/	/	/	/	/	/	/	/

A. S. S.
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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	/	/	/	/	/	/	/	/	/	/	/	/
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	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			54	54	53	54	54	53	54	54	54	54	54	53

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

Rahamathullah



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SL.NO	ROLL NO	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	3
Total No Students Absent			-	-	01	-	-	01	-	-	-	-	-	01
Signature of Course Coordinator			<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>	<i>KP</i>

K. Rahamathullah
Course Course Coordinator

P. J. J. J.
HOD/MBA

[Signature]
Principal

[Signature]
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Website: - www.miet.edu

Ph: 0431 – 2660 303

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


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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.


Course Coordinator


HoD/MBA


Principal


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M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate


This is to Certify that Mr/Ms. SANMEEHA .R

of II - MBA - III SEMESTER has Completed the Course on

DESIGN THINKING OF MANAGEMENT SKILLS from 19.09.2016 to 27.09.2016


Course Coordinator


Hod


Principal


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M.I.E.T. ENGINEERING COLLEGE

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Course Completion Certificate


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

of II MBA - III SEMESTER has Completed the Course on

DESIGN THINKING OF MANAGEMENT SKILLS from 19.09.2016 to 27.09.2016


Course Coordinator


Hod


Principal

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GUNDUR, TIRUCHIRAPPALLI-620 007

M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. RATHIKA .R

of II MBA - III SEMESTER has Completed the Course on

DESIGN THINKING / A OF MANAGEMENT SKILLS from 19.09.2016 to 27.09.2016


Course Coordinator


Nod


Principal


PRINCIPAL
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Course Completion Certificate


This is to Certify that Mr/Ms. PRAKASH. K

of II MBA - III SEMESTER has Completed the Course on

DESIGN THINKING OF MANAGEMENT SKILLS from 19.09.2016 to 27.09.2016


Course Coordinator


Hod


Principal
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M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that [✓]Mr/Ms. RAJESH. G.

of II MBA - IV SEMESTER has Completed the Course on

DESIGN THINKING OF MANAGERIAL SKILL from 19.09.2016 to 27.09.2016


Course Coordinator


Mod


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