



M.I.E.T. ENGINEERING COLLEGE

(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)

2019-2020		
Sl. No	Name of Add on /Certificate programs offered	Pg.No
1.	MBA19201 - Strategic Management of Innovation	
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Website: www.miet.edu

Ph: 0431 - 2560 303

Date: 04-06-2019

To

The Principal

M.I.E.T Engineering College,

Trichy - 620007

Respected Madam,

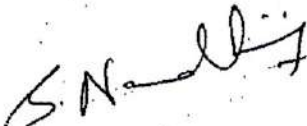
Sub: Permission to conduct the Certificate Program - Reg...

We have planned to conduct the Certificate Program for our Second year students from 17.06.2019 to 24.06.2019

Name of the Certificate Program	Course Coordinator
Strategic Management of Innovation	Ms.S.Nandhini


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


Thanking you


Course Coordinator


IQAC Coordinator


HoD/MBA


Principal


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CIRCULAR

Date: 10-06-2019

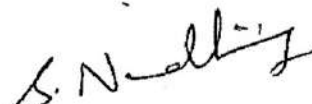
Sub: Certificate Program

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
Strategic Management of Innovation	Ms.S.Nandhini
Commencement of course from to Time: 9.30 am to 5.00 pm	


Course Coordinator


IQAC 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: Strategic Management of Innovation

Course Code: MBA19201

Course Coordinator: Ms.S.Nandhini

Total Hours: 33 Hrs

Academic Years: 2019-20

Objectives:

To provide an integrative framework that will allow students to synthesize knowledge from other business courses into a comprehensive understanding of competitive advantage.

UNIT I

Introduction: Concepts in Strategic Management, Strategic Management as a process – Factors that shape a company's strategy – Crafting a strategy - Industry and Competitive Analysis

UNIT-II

Leadership and Style – Key Strategic Leadership Actions - Developing Human Capital and Social Capital – Balanced Scorecard.

UNIT-III

Strategy Formulation : Formulation of strategy at corporate, business and functional levels, Tailoring strategy to fit specific industry – Restructuring and diversification strategies – Different methods Turnaround strategy and diversification strategies.

UNIT-IV

Strategy and Structure, Leadership, culture connection - Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy

UNIT-V

Strategy Evaluation and control - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit

Course Outcome

Effectively communicate change management strategies in various forums to an array of audiences with accuracy, clarity, specificity and professionalism


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DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year - III Semester)


Willing Student list

CP1 Coordinator: Ms.S.Nandhini., AP/MBA

CP2 Coordinator: G.Sathishkumar., AP/MBA

Academic Year: 2019-2020

SL. NO	STUDENT NAME	<u>CP1</u> Digital Marketing	<u>CP2</u> Strategic Management of Innovation
1.	ABDUL WAHITH S	✓	✓
2.	AJAYRATHNA S	✓	✓
3.	ANITHA S	✓	✓
4.	ANUSHA BANU A	✓	✓
5.	ARAVINTH K	✓	✓
6.	DHIVYA BHARATHI G	✓	✓
7.	IMMANUEL ROY R	✓	✓
8.	JAMES JEYA PRAKASH A	✓	✓
9.	JAWAD AL FAWAZ J	✓	✓
10.	JAYAPRAKASH V	✓	✓
11.	JOY JENIFER L	✓	✓
12.	KAVITHA R	✓	✓
13.	KIRUTHIKA PRIYADHARSHINI R	✓	✓
14.	MADHU MITHA G	✓	✓
15.	MERLIN ANGEL L	✓	✓
16.	MOHAMED ASIK S	✓	✓
17.	MOHAMED ELIYAS A	✓	✓
18.	MOHAMED HARISH S	✓	✓
19.	MOHAMED NADEEM S	✓	✓


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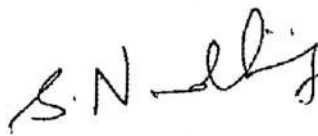


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Ph: 0431 -2660 303

SL. NO	STUDENT NAME	CP1 Digital Marketing	CP2 Strategic Management of Innovation
20.	MUGESHKUMAR S	✓	✓
21.	PADMAJAA MO	✓	✓
22.	PAGALAVAN V	✓	✓
23.	PRADEEP S	✓	✓
24.	PRADEEPA S	✓	✓
25.	PRAVEEN RAJ R	✓	✓
26.	PRIYADHARISHINI KS	✓	✓
27.	RAJARAJESHWARI V	✓	✓
28.	SABIYULLAH P	✓	✓
29.	SHEIK IBRAHIM S	✓	✓
30.	SRIMADHURA G	✓	✓
31.	SUBHASHINI S	✓	✓
32.	VETHARASI R	✓	✓
33.	VIGNESHWARAN S	✓	✓
34.	VIJAYALAKSHMI A	✓	✓
35.	VITHYA R	✓	✓
36.	WALIES MATHEW J	✓	✓

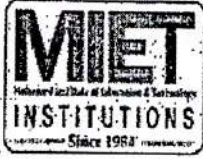

Course Coordinator


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

Name of the Course: Strategic Management of Innovation

Course Code: MBA19201

Course Coordinator: Ms.S.Nandhini

Total Hours: 33 hrs

Academic Year: 2019-2020

Sl.No	Topics to be Covered	Hours	Date of Delivery
1.	Concepts in Strategic Management	6	17.06.2019
2.	Strategic Management as a process		
3.	Factors that shape a company's strategy		
4.	Crafting a strategy		
5.	Industry and Competitive Analysis		
6.	Leadership and Style		
7.	Key Strategic Leadership Actions	6	18.06.2019
8.	Developing Human Capital and Social Capital		
9.	Balanced Scorecard		
10.	Strategy Formulation		
11.	Formulation of strategy at corporate, business and functional levels		
12.	Tailoring strategy to fit specific industry		
13.	Restructuring and diversification strategies	6	19.06.2019
14.	Different methods Turnaround strategy and diversification strategies		
15.	Strategy and Structure, Leadership, culture connection		
16.			
17.			
18.	Strategy and Structure, Leadership, culture connection		


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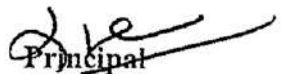
Ph: 0431 - 2660.303

Sl.No	Topics to be Covered	Hours	Date of Delivery
19.	Strategies for competing in Globalizing markets and internet economy	6	20.06.2019
20.			
21.			
22.			
23.	Organizational Values and Their Impact on Strategy		
24.			
25.	Strategy Evaluation and control	6	21.06.2019
26.			
27.			
28.			
29.	strategic information systems		
30.	problems in measuring performance		
31.	Strategic surveillance & strategic audit	3	24.06.2019
32.			
33.			


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Resource Person Details

Title of the program	Strategic Management of Innovation
Course Code	MBA19201
Duration and timing of the program	33 Hrs, 9:30 AM to 5:00 PM
Name of the resource person	Ms.S.Nandhini
Photo of the resource person	
Email address	nandhini.s@miet.edu
Contact number	9786183380
Designation	Assistant Professor
Educational qualification	<ul style="list-style-type: none">➤ Completed B.E., Electrical and Electronics Engineering in M.I.E.T Engineering College during 2014.➤ Completed MBA in SASTRA UNIVERSITY during 2018.


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DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year - III Semester) Student list

Name of the Course: Strategic Management of Innovation

Course Code: MBA19201

Course Coordinator: Ms.S.Nandhini

Total Hours: 33 hrs

Academic Year: 2019-20

SL.NO	ROLL NO	STUDENT NAME
1.	E4188001	ABDUL WAHITH S
2.	E4188002	AJAYRATHNA S
3.	E4188003	ANITHA S
4.	E4188004	ANUSHA BANU A
5.	E4188005	ARAVINTH K
6.	E4188009	DHIVYA BHARATHI G
7.	E4188010	IMMANUEL ROY R
8.	E4188011	JAMES JEYA PRAKASH A
9.	E4188012	JAWAD AL FAWAZ J
10.	E4188013	JAYAPRAKASH V
11.	E4188014	JOY JENIFER L
12.	E4188015	KAVITHA R
13.	E4188016	KIRUTHIKA PRIYADHARSHINI R
14.	E4188017	MADHU MITHA G
15.	E4188018	MERLIN ANGEL L
16.	E4188019	MOHAMED ASIK S
17.	E4188020	MOHAMED ELIYAS A


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SL.NO	ROLL NO	STUDENT NAME
18.	E4188021	MOHAMED HARISH S
19.	E4188022	MOHAMED NADEEM S
20.	E4188023	MUGESHKUMAR S
21.	E4188024	PADMAJAA MO
22.	E4188025	PAGALAVAN V
23.	E4188026	PRADEEP S
24.	E4188027	PRADEEPA S
25.	E4188028	PRAVEEN RAJ R
26.	E4188029	PRIYADHARISHINI KS
27.	E4188030	RAJARAJESHWARI V
28.	E4188032	SABIYULLAH P
29.	E4188033	SHEIK IBRAHIM S
30.	E 4188034	SRIMADHURA G
31.	E 4188035	SUBHASHINI S
32.	E4188036	VETHARASI R
33.	E4188037	VIGNESHWARAN S
34.	E4188038	VIJAYALAKSHMI A
35.	E4188039	VITHYA R
36.	E4188040	WALIES MATHEW J


Course Coordinator


IQAC Coordinator


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

Attendance Sheet

Name of the course: Strategic Management of Innovation
 Course coordinator: Ms.S.Nandhini

Course code: MBA19201
 Academic Year: 2019-20

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	E4188001	ABDUL WAHITH S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	E4188002	AJAYRATHNA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	E4188003	ANITHA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	E4188004	ANUSHA BANU A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	E4188005	ARAVINTH K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	E4188009	DHIVYA BHARATHI G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a	/	/	/	/
7	E4188010	IMMANUEL ROY R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	E4188011	JAMES JEYA PRAKASH A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9	E4188012	JAWAD AL FAWAZ J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	E4188013	JAYAPRAKASH V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

[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
11	E4188014	JOY JENIFER L	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12	E4188015	KAVITHA R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13	E4188016	KIRUTHIKA PRIYADHARSHINI R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
14	E4188017	MADHU MITHA G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
15	E4188018	MERLIN ANGEL L	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
16	E4188019	MOHAMED ASIK S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
17	E4188020	MOHAMED ELIYAS A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
18	E4188021	MOHAMED HARISH S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
19	E4188022	MOHAMED NADEEM S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20	E4188023	MUGESHKUMAR S	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/	/	/
21	E4188024	PADMAJAA MO	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	E4188025	PAGALAVAN V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
23	E4188026	PRADEEP S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	E4188027	PRADEEPA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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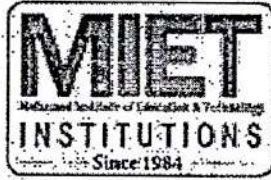
Website: - www.miet.edu

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
25	E4188028	PRAVEEN RAJ R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
26	E4188029	PRIYADHARISHINI KS	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	E4188030	RAJARAJESHWARI V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
28	E4188032	SABIYULLAH P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
29	E4188033	SHEIK IBRAHIM S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
30	E 4188034	SRIMADHURA G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	E 4188035	SUBHASHINI S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	E4188036	VETHARASI R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	E4188037	VIGNESHWARAN S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
34	E4188038	VIJAYALAKSHMI A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35	E4188039	VITHYA R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
36	E4188040	WALIES MATHEW J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			36	36	36	36	36	35	36	36	36	36	36	36	36	36	36	35	36	36	36	36
Total No Students Absent			-	-	-	-	-	01	-	-	-	-	-	-	-	-	-	01	-	-	-	-

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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
Signature of Course Coordinator			S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N	S.N

A. Jey
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DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year - III Semester)

Attendance Sheet

Name of the course: Strategic Management of Innovation

Course code: MBA19201

Course coordinator: Ms.S.Nandhini

Academic Year: 2019-20

SL.NO	Roll No	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33
1.	E4188001	ABDUL WAHITH S	/	/	/	/	/	/	/	/	/	/	/	/	/
2.	E4188002	AJAYRATHNA S	/	/	/	/	/	/	/	/	/	/	/	/	/
3.	E4188003	ANITHA S	/	/	/	/	/	/	/	/	/	/	/	/	/
4.	E4188004	ANUSHA BANU A	/	/	/	/	/	/	/	/	/	/	/	/	/
5.	E4188005	ARAVINTH K	/	/	/	/	/	/	/	/	/	/	/	/	/
6.	E4188009	DHIVYA BHARATHI G	/	/	/	/	/	/	/	/	/	/	/	/	/
7.	E4188010	IMMANUEL ROY R	/	/	/	/	/	/	/	/	/	/	/	/	/
8.	E4188011	JAMES JEYA PRAKASH A	/	/	/	/	/	/	/	/	/	/	/	/	/
9.	E4188012	JAWAD AL FAWAZ J	/	α	/	/	/	/	/	/	/	/	/	/	/

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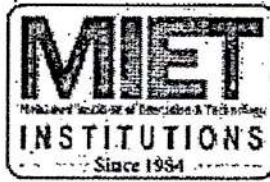
Email: principalengg@miet.edu, contact@miet.edu

Website: - www.miet.edu

Ph: 0431 - 2660 303

SL.NO	Roll No	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33
10.	E4188013	JAYAPRAKASH V	/	/	/	/	/	/	/	/	/	/	/	/	/
11.	E4188014	JOY JENIFER L	/	/	/	/	/	/	/	/	/	/	/	/	/
12.	E4188015	KAVITHA R	/	/	/	/	/	/	/	/	/	/	/	/	/
13.	E4188016	KIRUTHIKA PRIYADHARSHINI R	/	/	/	/	/	/	/	/	/	/	/	/	/
14.	E4188017	MADHU MITHA G	/	/	/	/	/	/	/	/	/	/	/	/	/
15.	E4188018	MERLIN ANGEL L	/	/	/	/	/	/	/	/	/	/	/	/	/
16.	E4188019	MOHAMED ASIK S	/	/	/	/	/	/	/	/	/	/	a	/	/
17.	E4188020	MOHAMED ELIYAS A	/	/	/	/	/	/	/	/	/	/	/	/	/
18.	E4188021	MOHAMED HARISH S	/	/	/	/	/	/	/	/	/	/	/	/	/
19.	E4188022	MOHAMED NADEEM S	/	/	/	/	/	/	/	/	/	/	/	/	/
20.	E4188023	MUGESHKUMAR S	/	/	/	/	/	/	/	/	/	/	/	/	/
21.	E4188024	PADMAJAA MO	/	/	/	/	/	/	/	/	/	/	/	/	/
22.	E4188025	PAGALAVAN V	/	/	/	/	/	/	/	/	/	/	/	/	/
23.	E4188026	PRADEEP S	/	/	/	/	/	/	/	/	/	/	/	/	/

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24.	E4188027	PRADEEPA S	/	/	/	/	/	/	/	/	/	/	/	/	/
25.	E4188028	PRAVEEN RAJ R	/	/	/	/	/	/	/	/	/	/	/	/	/
26.	E4188029	PRIYADHARISHINI KS	/	/	/	/	/	/	/	/	/	/	/	/	/
27.	E4188030	RAJARAJESHWARI V	/	/	/	/	/	/	/	/	/	/	/	/	/
28.	E4188032	SABIYULLAH P	/	/	/	/	/	/	/	/	/	/	/	/	/
29.	E4188033	SHEIK IBRAHIM S	/	/	/	/	/	/	/	/	/	/	/	/	/
30.	E 4188034	SRIMADHURA G	/	/	/	/	/	/	/	/	/	/	/	/	/
31.	E 4188035	SUBHASHINI S	/	/	/	/	/	/	/	/	/	/	/	/	/
32.	E4188036	VETHARASI R	/	/	/	/	/	/	/	/	/	/	/	/	/
33.	E4188037	VIGNESHWARAN S	/	/	/	/	/	/	/	/	/	/	/	/	/
34.	E4188038	VIJAYALAKSHMI A	/	/	/	/	/	/	/	/	/	/	/	/	/
35.	E4188039	VITHYA R	/	/	/	/	/	/	/	/	/	/	/	/	/
36.	E4188040	WALIES MATHEW J	/	/	/	/	/	/	/	/	/	/	/	/	/

[Signature]
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SL.NO	Roll No	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33
Total No Students Presents			36	35	36	36	36	36	36	36	36	36	35	36	36
Total No Students Absent			-	01	-	-	-	-	-	-	-	-	01	-	-
Signature of Course Coordinator			SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN	SN

S. N. ...
Course Coordinator

A. J.
IQAC Coordinator

P. M. ...
HoD /MBA

[Signature]
Principal

[Signature]
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One Page Report

Name of the course: Strategic Management of Innovation

Course Code: MBA19201

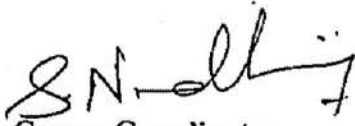
Course Coordinator: Ms.S.Nandhini

Total Hours: 33-Hrs

I hereby affirm that the entire course contents in the certificate program "Strategic Management of Innovation" 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 "Strategic Management of Innovation" 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


IQAC Coordinator


HoD/MBA


Principal


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Certificate Program Assessment Test

Name of the course: Strategic Management of Innovation
Course Code: MBA19201
Academic Year: 2019-2020

Date: 25.06.19
Time: 01:30 hrs

Answer All the Questions (5x2=10)

PART-A

1. Define Strategic Management.
2. Why strategy is used in business?
3. Who is an effective Leader?
4. What is diversification strategy?
5. What is strategic audit?

Answer All the Questions (4x10=40)

PART - B

6. a. Explain in detail about Industry and Competitive Analysis
(Or)
6. b. Balanced Scorecard. Explain
7. a. Write in detail about business and functional level strategies
(Or)
7. b. What are the Different methods of Turnaround strategy and diversification strategies
8. a. Globalizing markets and internet economy. Discuss
(Or)
8. b. Organizational Values and Their Impact on Strategy. Elaborate
9. a. Strategy Evaluation and control - Discuss
(Or)
9. b. Explain in detail about Strategic surveillance and strategic audit

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IQAC Coordinator

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MBA

M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. KAVITHA R

of II MBA - III SEMESTER has Completed the Course on

STRATEGIC MANAGEMENT OF INNOVATION from 17.06.2019 to 24.06.2019

S.N. [Signature]
Course Coordinator

[Signature]
Hod

[Signature]
Principal

[Signature]
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GUNDUR, TRUCHIRAPPALLI 620 007

M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.

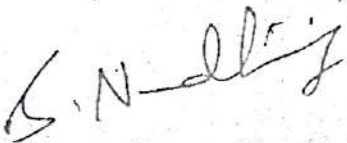


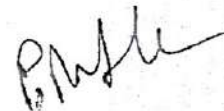
Course Completion Certificate

This is to Certify that [✓]Mr/Ms. ARAVINTH . K

of II MBA -III SEMESTER has Completed the Course on

STRATEGIC MANAGEMENT OF INNOVATION from 17.06.2019 to 04.06.2019


Course Coordinator


Hod

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

M.I.E.T. ENGINEERING COLLEGE

Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. JAYA PRAKASH .V
 of II MBA - III SEMESTER has Completed the Course on
STRATEGIC MANAGEMENT OF INNOVATION from 17.06.2019 to 24.06.2019

[Signature]
 Course Coordinator

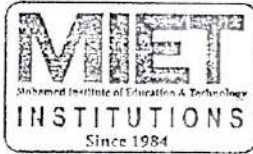
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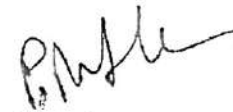
Course Completion Certificate

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

of II MBA - III SEMESTER has Completed the Course on

STRATEGIC MANAGEMENT OF TRIVION from 17.06.2019 to 24.06.2019
ATION.


Course Coordinator


Hod


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Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. PRADEE DA . S

of II MBA -III SEMESTER has Completed the Course on

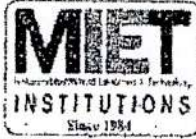
STRATEGICAL MANAGEMENT OF INNOVATION from 17-06-2019 to 24-06-2019

[Signature]
Course Coordinator

[Signature]
Hod

[Signature]
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Website: - www.miet.edu

Ph: 0431 - 2660 393

Date: 13-09-2019

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
17.09.2019 to 27.09.2019


Name of the Certificate program	Course Coordinator
Digital Marketing	G.Sathishkumar


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


Thanking you


Course Coordinator


IQAC Coordinator


HoD/MBA


Principal


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CIRCULAR

Date: 16-09-2019

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
Digital Marketing	G.Sathishkumar
Commencement of course from to Time: 9.30 am to 5.00 pm	


Course Coordinator


IQAC 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: Digital Marketing
Course Coordinator: G.Sathishkumar
Total Hours: 35 Hrs

Course Code: MBA19202

Academic Years: 2019-20

Objectives:

Whether you're a complete beginner, marketing professional, or business owner looking to upskill, the digital marketing course is perfect for you. The digital marketing can provide you with the concept of digital marketing components email marketing, mobile marketing,

Course content

Unit 1 Marketing fundamentals

- Introduction What is Marketing? 4 P's of Marketing. Need for marketing, for any business. Marketing methods. Internal & External components for the marketing environment Email Marketing Search Engine Optimization Social Media Marketing

Unit -2 YouTube Marketing: Mobile Marketing Web Analytics Content Marketing Selling methodology Difference between sales & marketing Selling Equation Image & Sales Process Psychology behind sales Buying & Selling Process

Unit -3 Introduction to digital marketing

Digital vs Traditional marketing Effectiveness of digital marketing Various verticals of digital marketing Scope & Opportunities for digital marketing Job Role's & Designations.

Unit -4 Introduction to social media

Social media Effectiveness of social media on any business Various verticals of social media

Content as a foundation of social media Psychology of social sharing Building shareable content

Unit -5 Creating a successful social media strategy

- Fundamentals of Youtube Marketing Setting up a channel Subscribers hack Drive traffic to your channel Find keywords for your videos verify your account
- Youtube terminologies, cards, end screen Youtube broadcasting Monetize your videos Analytics & Reports

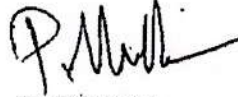

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Course Outcome

Gaining this digital marketing certification will assure you the most essential skills and knowledge required to excel as a digital professional.


Course Coordinator


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DEPARTMENT OF MANAGEMENT STUDIES Certificate Program (II Year - III Semester) Willing Student list

CP1 Coordinator: Ms.S.Nandhini., AP/MBA

CP2 Coordinator: G.Sathishkumar., AP/MBA

Academic Year: 2019-2020

SL. NO	STUDENT NAME	<u>CP1</u> Digital Marketing	<u>CP2</u> Strategic Management of Innovation
1.	ABDUL WAHITH S	✓	✓
2.	AJAYRATHNA S	✓	✓
3.	ANITHA S	✓	✓
4.	ANUSHA BANU A	✓	✓
5.	ARAVINTH K.	✓	✓
6.	DHIVYA BHARATHI G	✓	✓
7.	IMMANUEL ROY R	✓	✓
8.	JAMES JEYA PRAKASH A	✓	✓
9.	JAWAD AL FAWAZ I	✓	✓
10.	JAYAPRAKASH V	✓	✓
11.	JOY JENIFER L	✓	✓
12.	KAVITHA R	✓	✓
13.	KIRUTHIKA PRIYADHARSHINI R	✓	✓
14.	MADHU MITHA G	✓	✓
15.	MERLIN ANGEL L	✓	✓


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SL. NO	STUDENT NAME	CP1 Digital Marketing	CP2 Strategic Management of Innovation
16.	MOHAMED ASIK S	✓	✓
17.	MOHAMED ELIYAS A	✓	✓
18.	MOHAMED HARISH S	✓	✓
19.	MOHAMED NADEEM S	✓	✓
20.	MUGESHKUMAR S	✓	✓
21.	PADMAJAA MO	✓	✓
22.	PAGALAVAN V	✓	✓
23.	PRADEEP S	✓	✓
24.	PRADEEPA S	✓	✓
25.	PRAVEEN RAJ R	✓	✓
26.	PRIYADHARISHINI KS	✓	✓
27.	RAJARAJESHWARI V	✓	✓
28.	SABIYULLAH P	✓	✓
29.	SHEIK IBRAHIM S	✓	✓
30.	SRIMADHURA G	✓	✓
31.	SUBHASHINI S	✓	✓
32.	VETHARASI R	✓	✓
33.	VIGNESHWARAN S	✓	✓
34.	VIJAYALAKSHMI A	✓	✓



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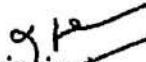
Ph: 0431 - 2660 303

SL. NO	STUDENT NAME	CP1 Digital Marketing	CP2 Strategic Management of Innovation
35.	VITHYA R	✓	✓
36.	WALIES MATHEW J	✓	✓


Course Coordinator


IQAC Coordinator


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DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year - III Semester)

Course Delivery

Name of the Course: Digital Marketing

Course Code: MBA19202

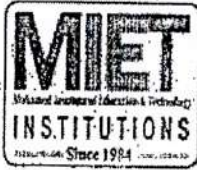
Course Coordinator: G.Sathishkumar

Total Hours: 35 hrs

Academic Year: 2019-20

Sl.No	Topics to be Covered	Hours	Date of Delivery
1.	Digital Marketing Introduction	6	17.09.2019
2.	Email marketing an overview		
3.	Fundamentals of Email Marketing		
4.	Introduction to Advanced Email Marketing		
5.	Email Best Practices and Myths		
6.	Bulk Email concept		
7.	Defining your Goals Email Marketing Strategies	6	18.09.2019
8.	Advantages of the different text formats (HTML or Plain Text)		
9.	Build your email list		
10.	Measuring your email campaigns success		
11.	Website Planning and Creation.		
12.	Domain Name Registration.	6	19.09.2019
13.	Domain Selection.		
14.	Hosting and its types.		
15.	Basic knowledge of World Wide Web.		
16.	Website wireframe and architecture.		
17.	Basics of developing and designing a website.		
18.	Usability & user experience of a website.	6	20.09.2019
19.	Social Media Marketing Social Media Marketing: Throwing a Great "Party" on Social Media Identifying Goals for Social Media Marketing such as eWOM		
20.	Setting Up Google Alerts		

G. Sathishkumar
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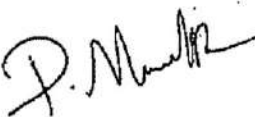
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Ph: 0434 - 2660 303

Sl.No	Topics to be Covered	Hours	Date of Delivery
21.	Using Google for Ideas		
22.	Performing Keyword Searches to Generate Ideas		
23.	Brainstorming and Mind Mapping		
24.	Generating Ideas Using Social Media		25.09.2019
25.	Generating Ideas by Newsjacking		
26.	Building Your Brand	6	26.09.2019
27.	Using Professional Profile Photos		
28.	How to Manage Clients		
29.	How Web Analytics Works - Basic Concepts Section		
30.	Basic Segmentation, Intermediate Metrics, Custom Metrics, Calculated Metrics Section		
31.	Basic Segmentation, Intermediate Metrics, Custom Metrics, Calculated Metrics Section	5	27.09.2019
32.	How Web Analytics collects Web Data and other types of data		
33.	Geo-Social Data Section		
34.	Capstone work, final discussions and assignments Section		
35.	Web Analytics Case Studies		


Course Coordinator


IQAC Coordinator


HoD/MBA


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Resource Person Details

Title of the program	Digital Marketing
Course Code	MBA19202
Duration and timing of the program	35 Hrs, 9:30 AM to 5:00 PM
Name of the resource person	Mr.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 from Ponnaiyah Ramajayam College, Thanjavur during 1998-2001➤ Completed M.B.A., from Ponnaiyah Ramajayam Institute of Management, Thanjavur during 2001-2003➤ Completed M.Phil, from Annamalai Univeristy during 2007-2008
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: Digital Marketing

Course Code: MBA19202

Course Coordinator: G.Sathishkumar

Total Hours: 35 hrs

Academic Year: 2019-20

SL.NO	ROLL NO	STUDENT NAME
1.	E4188001	ABDUL WAHITH S
2.	E4188002	AJAYRATHNA S
3.	E4188003	ANITHA S
4.	E4188004	ANUSHA BANU A
5.	E4188005	ARAVINTH K
6.	E4188009	DHIVYA BHARATHI G
7.	E4188010	IMMANUEL ROY R
8.	E4188011	JAMES JEYA PRAKASH A
9.	E4188012	JAWAD AL FAWAZ J
10.	E4188013	JAYAPRAKASH V
11.	E4188014	JOY JENIFER L
12.	E4188015	KAVITHA R
13.	E4188016	KIRUTHIKA PRIYADHARSHINI R
14.	E4188017	MADHU MITHA G

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15.	E4188018	MERLIN ANGEL L
16.	E4188019	MOHAMED ASIK S
17.	E4188020	MOHAMED ELIYAS A
18.	E4188021	MOHAMED HARISH S
19.	E4188022	MOHAMED NADEEM S
20.	E4188023	MUGESHKUMAR S
21.	E4188024	PADMAJAA MO
22.	E4188025	PAGALAVAN V.
23.	E4188026	PRADEEP S
24.	E4188027	PRADEEPA S
25.	E4188028	PRAVEEN RAJ R
26.	E4188029	PRIYADHARISHINI KS
27.	E4188030	RAJARAJESHWARI V
28.	E4188032	SABIYULLAH P
29.	E4188033	SHEIK IBRAHIM S
30.	E 4188034	SRIMADHURA G
31.	E 4188035	SUBHASHINI S
32.	E4188036	VETHARASI R
33.	E4188037	VIGNESHWARAN S
34.	E4188038	VIJAYALAKSHMI A
35.	E4188039	VITHYA R


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36.	E4188040	WALIES MATHEW J
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Course Coordinator


IQAC Coordinator


HoD/MBA


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

Attendance Sheet

Name of the course: Digital Marketing
 Course Coordinator: G.Sathishkumar / Associate Professor

Course Code: MBA19202
 Academic Year: 2019-2020

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	E4188001	ABDUL WAHITH S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2	E4188002	AJAYRATHNA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3	E4188003	ANITHA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4	E4188004	ANUSHA BANU A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5	E4188005	ARAVINTH K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6	E4188009	DHIVYA BHARATHI G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7	E4188010	IMMANUEL ROY R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8	E4188011	JAMES JEYA PRAKASH A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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9	E4188012	JAWAD AL FAWAZ J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
10	E4188013	JAYAPRAKASH V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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14	E4188017	MADHU MITHA G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
15	E4188018	MERLIN ANGEL L	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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17	E4188020	MOHAMED ELIYAS A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
18	E4188021	MOHAMED HARISH S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
19	E4188022	MOHAMED NADEEM S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20	E4188023	MUGESHKUMAR S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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21	E4188024	PADMAJAA MO	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
22	E4188025	PAGALAVAN V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
23	E4188026	PRADEEP S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
24	E4188027	PRADEEPA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
25	E4188028	PRAVEEN RAJ R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
26	E4188029	PRIYADHARISHINI KS	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
27	E4188030	RAJARAJESHWARI V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
28	E4188032	SABIYULLAH P	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
29	E4188033	SHEIK IBRAHIM S	/	/	/	/	/	/	/	/	a	/	/	/	/	/	/	/	/	/	/	/
30	E 4188034	SRIMADHURA G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
31	E 4188035	SUBHASHINI S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32	E4188036	VETHARASI R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33	E4188037	VIGNESHWARAN S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

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34	E4188038	VIJAYALAKSHMI A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35	E4188039	VITHYA R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	a
36	E4188040	WALIES MATHEW J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Present			36	36	36	36	36	36	36	36	35	36	36	36	36	36	36	36	36	36	35	35
Total No Students Absent			-	-	-	-	-	-	-	-	01	-	-	-	-	-	-	-	-	-	01	01
Signature of Course Coordinator			<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>	<u>GSK</u>

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DEPARTMENT OF MANAGEMENT STUDIES

Certificate Program (II Year - III Semester)

Attendance Sheet

Name of the course: Digital Marketing

Course Coordinator: G.Sathishkumar / Associate Professor

Course Code: MA 19202

Academic Year: 2019-2020

SL.NO	Roll No	STUDENT NAME	21	22	23	24	25	26	27	28	29	30	31	32	33	34	3
1.	E4188001	ABDUL WAHITH S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
2.	E4188002	AJAYRATHNA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
3.	E4188003	ANITHA S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
4.	E4188004	ANUSHA BANU A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
5.	E4188005	ARAVINTH K	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
6.	E4188009	DHIVYA BHARATHI G	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
7.	E4188010	IMMANUEL ROY R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
8.	E4188011	JAMES JEYA PRAKASH A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
9.	E4188012	JAWAD AL FAWAZ 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	35
10.	E4188013	JAYAPRAKASH V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
11.	E4188014	JOY JENIFER L	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
12.	E4188015	KAVITHA R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
13.	E4188016	KIRUTHIKA PRIYADHARSHINI R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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19.	E4188022	MOHAMED NADEEM S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
20.	E4188023	MUGESHKUMAR S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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22.	E4188025	PAGALAVAN V	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
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31.	E 4188035	SUBHASHINI S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
32.	E4188036	VETHARASI R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
33.	E4188037	VIGNESHWARAN S	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/



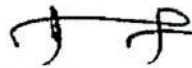
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34.	E4188038	VIJAYALAKSHMI A	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
35.	E4188039	VITHYA R	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
36.	E4188040	WALIES MATHEW J	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Total No Students Presents			36	36	36	36	35	36	36	36	35	36	36	36	36	36	36
Total No Students Absent			-	-	-	-	01	-	-	-	01	-	-	-	-	-	-
Signature of Course Coordinator			GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK	GSK


 Course Coordinator


 IQAC Coordinator


 HoD/MBA


 Principal


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M.I.E.T. ENGINEERING COLLEGE

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UG - CSE, EEE & MECH Programs Accredited by NBA, New Delhi.
TRICHY - PUDUKKOTTAI ROAD, TIRUCHIRAPPALLI - 620 007.
Email: principalengg@miet.edu, contact@miet.edu
Website: - www.miet.edu

Ph: 0431 - 2660 303

One Page Report

Name of the course: Digital Marketing

Course Code: MBA19202

Course Coordinator: G.Sathishkumar., Associate Prof/MBA

Total Hours: 35 hrs

Academic Year: 2019-2020


I hereby affirm that the entire course contents in the certificate program "Digital Marketing" 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.

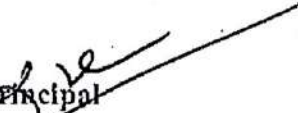
I confirmed that the Certificate Program as "Digital Marketing" was done by me in the beginning of the semester and course delivery with attendance of the students were recorded.


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.

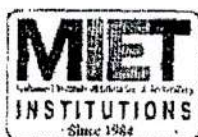

Course Coordinator


IQAC Coordinator


HoD/MBA


Principal


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Certificate Program Assessment Test

Name of the course: Digital Marketing
Course Code: MBA19202
Academic Year: 2019-2020

Date: 30-09-2019
Time: 01:30 hrs

Answer All the Questions (5x2=10)

PART-A

1. Write 7 P's of Marketing
2. What is Email marketing
3. What is Website Planning
4. Write note on Digital marketing
5. What is Youtube marketing

Answer All the Questions (4x10=40)

PART - B

6. a. Mind Mapping - Discuss

(Or)

6. b. Discuss in detail about Generating Ideas by Newsjacking

7. a. Social Media Marketing Elaborately discuss

(Or)

7. b. Difference between sales & marketing

8. a. Digital vs Traditional marketing Effectiveness

(Or)

8. b. Scope & Opportunities for digital marketing

9. a. Various verticals of social media

(Or)

9. b. Youtube broadcasting - Discuss


Course Coordinator


IQAC 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. MADHU MITHA, CT

of II MBA - III SEMESTER has Completed the Course on

DIGITAL MARKETING from 17.09.2019 to 27.09.2019

[Signature] Course Coordinator

[Signature] Mod

[Signature] Principal

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

PL 56

M.I.E.T. ENGINEERING COLLEGE

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Course Completion Certificate

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

of II MBA - III SEMESTER has Completed the Course on

DIGITAL MARKETING from 17.09.2019 to 27.09.2019

[Signature]
Course Coordinator

[Signature]
Mod

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

File

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Course Completion Certificate

This is to Certify that Mr/Ms. ANITHA.S.

of II MBA - III SEMESTER has Completed the Course on

DIGITAL MARKETING from 17.9.2019 to 27.09.2019


Course Coordinator


Mod


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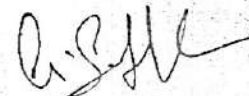
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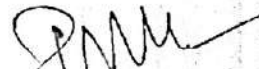
Trichy, Pudukkottai Road, Trichy - 620 007.




Course Completion Certificate

This is to Certify that Mr/Ms. TAYAPRAKASH V
 of II MBA - III SEMESTER has Completed the Course on
DIGITAL MARKETING from 17.09.2019 to 27.09.2019


 Course Coordinator


 Mod


 Principal


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 GONDUR, TRICHURAPPALETTUR - 620 007

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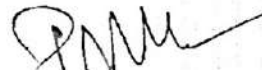
Trichy, Pudukkottai Road, Trichy - 620 007.



Course Completion Certificate

This is to Certify that Mr/Ms. VIGINESH WARAN. S
 of II MBA - III SEMESTER has Completed the Course on
DIGITAL MARKETING from 17.09.2019 to 25.09.2019


 Course Coordinator


 Mod


 Principal


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