

The Following are the syllabus copy as per Anna University
curriculum and experimental learning document

1.3.2

**COURSES THAT INCLUDE EXPERIMENTAL LEARNING THROUGH
PROJECT WORK/FIELD WORK/INTERNSHIP DURING
2021-2022**

1.3.2 Average Percentage of Courses that Include Experiential Learning through Project Work/ Field work/ Internship during 2021-22

Sl.No	Program Offering	Name of the Course	Course Code	Project/Field Work/Internship	Page Number
1	Master of Business Administration	Economic Analysis for Business	BA5101	Project	1
2	Master of Business Administration	Principles of Management	BA5102	Project	5
3	Master of Business Administration	Accounting for Management	BA5103	Project	9
4	Master of Business Administration	Legal Aspects of Business	BA5104	Project	13
5	Master of Business Administration	Organizational Behaviour	BA5105	Project	17
6	Master of Business Administration	Total Quality Management	BA5107	Project	21
7	Master of Business Administration	Business Research Methods	BA5202	Project	25
8	Master of Business Administration	Financial Management	BA5203	Project	29
9	Master of Business Administration	Human Resource Management	BA5204	Project	33
10	Master of Business Administration	Information Management	BA5205	Project	37
11	Master of Business Administration	Operations Management	BA5206	Project	41
12	Master of Business Administration	Marketing Management	BA5207	Project	45
13	Master of Business Administration	International Business Management	BA5301	Project	49
14	Master of Business Administration	Strategic Management	BA5302	Project	53
15	Master of Business Administration	Project Work	BA5411	Project	57




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OBJECTIVES:

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.

UNIT I INTRODUCTION 8

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR 13

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET 13

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS 13

Macro-economic aggregates – circular flow of macroeconomic activity – National Income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national Income – multiplier effect – Demand side management – Fiscal policy in theory.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY 13

Short-run and Long-run supply curve – Unemployment and its Impact – Okun's law – Inflation and the Impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short-run and long-run – Supply side Policy and management – Money market – Demand and supply of money – money-market equilibrium and national Income – the role of monetary policy.

TOTAL: 60 PERIODS**OUTCOMES:**

- Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

REFERENCES :

- Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th Edition, Tata McGraw Hill, New Delhi, 2010.
- William Boyes and Michael Melvin, Textbook of economics, Biztantra, 9th Edition, 2012.
- N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2014
- Richard Lipsey and Alec Chrystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
- Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.




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A STUDY ON CAUSES OF **LABOUR TURN
OVER AMONG THE EMPLOYEES IN
NATIONAL FITTINGS LTD, DINDIGUL**



A PROJECT REPORT

Submitted by

GAYATHRI R

(Register No: 920820631013)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES

N.P.R. COLLEGE OF ENGINEERING AND TECHNOLOGY

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BONAFIDE CERTIFICATE

Certified that this Project report entitled "A STUDY ON CAUSES OF **LABOUR TUROVER AMONG THE EMPLOYEES IN NATIONAL FITTINGS LTD**" is a bonafide work of Ms.R. GAYATHRI (Reg.No. 920820631013) who carried out the Project work under my supervision in the month of April 2022 to June 2022



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Viva-Voce Examination held on 06.09.2022.....



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National Fittings Ltd.

SF No. 630 / 1, Natham Road, Reddiapatti P.O., DINDIGUL - 624 003.
Cell : 97863 00650




Date : 01/07/2022

TO WHOM SOEVER IT MAY CONCERN

This is certify that Miss.R.Gayathri, MBA-II Year (Reg.No 920820631013) student of NPR College of Engineering & Technology, Natham , Dindigul has done her final project on “ A Study on causes of Labour Turnover among the employees” in National Fittings Limited, Dindigul from 1st April 2022 till 30th June 2022 and she had completed her project successfully.

We wish to have Bright Future in her Life.

For National Fittings Limited,


General Manager
(T.Pushpavahanan)



Head Office : SF No: 112, MATHAFLUR ROAD, KANIYUR - 641 659, COIMBATORE DIST, Call : 99432 93000, 99439 93001




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ABSTRACT

This research aims to understand the causes of employee turnover and retention strategies in an organization. Key research findings indicate that employees have several reasons to leave their workplaces, such as job stress, job satisfaction, job security, work environment, motivation, wages, and rewards. Furthermore, employee turnover has a huge impact on an organization due to the costs associated with employee turnover and can negatively impact the productivity, sustainability, competitiveness, and profitability of an organization. However, the organization must understand the needs of its employees, which will help organizations, adopt certain strategies to improve employee performance and reduce turnover. Thus, implementing strategies will increase job satisfaction, motivation and the productivity of individuals and organizations, which can reduce employment problems, absenteeism, and employee turnover



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5.3 CONCLUSION

The purpose of the research was to understand the causes of **employee turnover** and retention strategies for **employees in the organization**. Obviously, there are many reasons why an employee leaves their job, and some of these reasons are insufficient training or lack of feedback, work-related factors, lack of trust, high work stress, less challenging work, low job satisfaction, poor working environment, family pressure, low wages, a large work group, and poor leaders and managers. Consequently, the organization must understand the needs of its employees, which will help organizations, adopt certain strategies to improve employee performance and **reduce turnover**. Therefore, there are several employee retention strategies, such as good management systems, provision of training, job involvement, job satisfaction, provision of rewards and benefits, high job engagement, good management systems and high employee participation. Wherefore, that would ensure improved performance of individual employees and organizations. It is more **effective for the human resource system** to promote competence, motivation, and opportunities among the employees to create sustainable employee performance.




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OBJECTIVES:

- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

UNIT I INTRODUCTION TO MANAGEMENT 9

Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business.

UNIT II PLANNING 9

Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.

UNIT III ORGANISING 9

Nature and purpose of organizing- **Organization structure**- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Career development- Career stages- **Training- Performance appraisal**

UNIT IV DIRECTING 9

Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.

UNIT V CONTROLLING 9

Process of controlling- Types of control- Budgetary and non-budgetary control techniques - Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.

TOTAL: 45 PERIODS

OUTCOMES:

- The students should be able to describe and discuss the elements of effective management,
- discuss and apply the planning, organizing and control processes,
- describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication,
- communicate effectively through both oral and written presentation.

REFERENCES:

- Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
- Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012.
- Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
- Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency-based approach, Thompson South Western, 11th edition, 2008.
- Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 13th edition, 2010.
- Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012.




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**A STUDY ON EFFECT OF MOTIVATION AND
TRAINING ON PRODUCTIVE IN ARUNA
MATCH COTTAGE, VIRUDHUNAGAR**



A PROJECT REPORT

Submitted by

AJITHKUMAR D
(Register No: 920820631002)

in partial fulfillment for the award of the degree of

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BONAFIDE CERTIFICATE

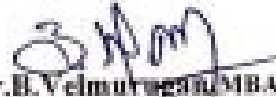
Certified that this Project report entitled "A STUDY ON **EFFECT OF MOTIVATION & TRAINING ON PRODUCTIVE IN ARUNA MATCH COTTAGE**" is a bonafide work of Mr. AJITHKUMAR.D (Reg.No. 920820631002) who carried out the Project work under my supervision in the month of April 2022 to June 2022



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Sivamayam Sri Pichaimman Thunai

ARUNA MATCH COTTAGE

Manufacturer of Quality Safety Matches
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TAMILNADU.

GSTIN: 33ACEPN9200F1ZZ

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Date: 30.06.2022

TO WHOMSOEVER IT MAY CONCERN

COMPLETION CERTIFICATE

This is to certify that Mr.D.AJITHKUMAR (920820611002) studying MBA in NPR college of engineering and technology has successfully completed his internship at our company dated from (21.03.22 to 30.06.22)

We wish him the very best in all his future endeavors.

For ARUNA MATCH COTTAGE

Proprietor

Subject to latter jurisdiction



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ABSTRACT

Employee Motivation is an issue that is usually overseen by most managers, yet many studies have shown that it is the key for having a successful and profitable company. The purpose of this paper is to examine factors that affect Motivation of employees in food Industries product manufacturing enterprises. Data were gathered through interview and structured questionnaires by using a employees in Cottage Industries manufacturing enterprise. The results of suggest that responsibility and company policy are the top motivators which posted significant relationship with Motivation. Other variables such as recognition, opportunity for advancement, salary, and interpersonal relationships have less profound effect on Motivation.

The analysis has been made mainly based on the primary data that is by the employees' opinion survey method. The study provides the opinion of employees about all the H.R. functions of food Industries and identifies the three major gaps between HR practice and the scientific research in the area of employee Motivations in general and the most focal employee Motivation in particular i.e. Job satisfaction: The causes of employee Motivations, the results of positive or negative job satisfaction, and how to measure and influence employee Motivations, employment conditions, wages and incentives, interpersonal relationship, working conditions, management practices, etc. Percentage analysis and Chi-Square test is used to reveal that there is no relationship between job enrichment and educational qualification of the respondents, and there is no relationship between length of service of the respondents, and welfare facilities, and there is no relationship between the salary of the respondents and welfare facilities.




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5.3 CONCLUSION

From the study, we can conclude that Aruna Match provides various motivational techniques to improve the employee's skills and ability. Almost all financial factors of motivation are satisfactory. Also the non-monetary benefits provided by the company are good. However, fringe benefits can be given a little more attention.

Thus a satisfied and highly motivated employee works effectively and thereby he helps the organization to grow. This study has given a chance to analyze the various functions and employees attitude towards organization. The researcher has identified the problems faced by the employees and he has also suggested some measures to overcome those problems. The organization can implement those measures and can improve the productivity of individual and thereby can enhance the productivity of the as match box product a whole.




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OBJECTIVES :

- Acquire a reasonable knowledge in accounts
- Analysis and evaluate financial statements

UNIT I	FINANCIAL ACCOUNTING	12
Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and related concepts- Profit and Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting.		
UNIT II	COMPANY ACCOUNTS	12
Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option- Buyback of securities.		
UNIT III	ANALYSIS OF FINANCIAL STATEMENTS	12
Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.		
UNIT IV	COST ACCOUNTING	12
Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs. Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing- Costing and the value chain- Target costing- Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.		
UNIT V	ACCOUNTING IN COMPUTERISED ENVIRONMENT	12
Significance of Computerised Accounting System- Codification and Grouping of Accounts-Maintaining the hierarchy of ledgers- Prepackaged Accounting software.		

TOTAL: 45+15 = 60 PERIODS**OUTCOME**

- Possess a managerial outlook at accounts.

REFERENCES :

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.
2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2011.
3. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 15th edition, Tata McGraw Hill Publishers, 2010.
4. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.
5. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage, 2010.
6. Singhvi Bodhanwala, Management Accounting -Text and cases, PHI Learning, 2009.
7. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009.
8. Sawyers, Jackson, Jenkins, Arora, Managerial Accounting, 2nd edition, Cengage, 2011
9. Godwin, Alderman, Sanyal, Financial Accounting, 2nd edition, Cengage, 2011
10. Narashiman.M.S, Financial statement analysis, Cengage, 2016.




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A STUDY ON ANALYSIS OF PROFITABILITY
WITH SPECIAL REFERENCE TO HDFC
BANK LIMITED, DINDIGUL



A PROJECT REPORT

Submitted by

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in partial fulfillment for the award of the degree of

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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON ANALYSIS OF PROFITABILITY WITH SPECIAL REFERENCE TO HDFC BANK LIMITED, DINDIGUL" is a bonafide work of KAVITHA V (Reg.No. 920820631018) who carried out the project work under my supervision during January 2022 to June 2022


Signature of HOD

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Head of the Department,
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Signature of Supervisor

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Viva-Voce Examination held on 06.09.2022


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WE UNDERSTAND YOUR WORLD

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01.07.2022

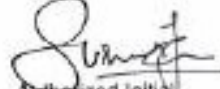
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. V. KAVITHA (Register Number: 920820631018)

II - Year MBA at NPR College of Engineering and Technology, Natham, Dindigul has
undergone Project work for the fourth semester from January 2022 to April 2022.

During the above period, her involvement in the Subject & Conduct was good.

For HDFC Bank


Authorized Initial




Dr. J.SUNDARARAJAN,
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ABSTRACT

Banking is the mirror reflection of the economy. The performance of any economy to a large extent depends upon the performance of banks. The Indian banking industry is currently in transition phase. On one hand public sector banks which are the mainstay of the Indian banking system, are in the process of consolidating their position by capitalizing on the strength of huge network and customer base. On the other hand private sector banks are venturing into whole new game of merger and acquisition to expand their base. The system is moving from regime of large number of small banks to small number of large banks.

This study is an attempt made to identify the present banking scenario in competitive world, explore possibilities of banking in general and to know the HDFC Bank Limited in particular. **The present study throws a light on the profitability and other activities performed in maximizing wealth by analyzing its profitability.**

Profitability is an essential objective of bank fund management. **Strong profit** is necessary to pay stockholders dividend to build stockholders equity to **offset loans and losses, to pay operating expenses** and to expand products and services




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CONCLUSION

The study has been done to find out the **financial performance** of the HDFC Bank Limited, Dindigul. The study revealed that overall performance of the HDFC Bank Limited is improving. The total business of the bank is improving year by year. Proper changes and management of its investment portfolio will help the bank to **increase its earnings from investments**. An effective effort has been made by the bank in recovering its NPA for the last five years, and it was very successful. So the bank should continue those measures. Also an increase in the advances to priority sector will help to reduce the NPA further.

But the bank should be cautious regarding the total amount of advances to be given as it increased highly during the last year. This may result in **increase in NPA**, if proper measures are not taken. Development of effective marketing strategies for demand deposits will help the bank to reduce its interest expenses. Also, the bank should take certain **measures to control its operating expenses**. The bank has been successful in changing its regional character in to a national one by opening branches in almost all the states and union territories of the country. In the technology level also it is very much advanced. ATM service of the bank is increasing in every part of the country. From the development history of the bank it is clear that it can achieve more heights in the future years through its innovative products.




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OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to Improve the business.

UNIT I COMMERCIAL LAW 9**THE INDIAN CONTRACT ACT 1872**

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930

Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller - Negotiable Instruments Act 1881: Nature and requisites of negotiable Instruments. Types of negotiable Instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable Instruments-GST

UNIT II COMPANY LAW 2013 (amended on 03.05.18) 9

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance. Amendments of Companies Act, 2013

UNIT III INDUSTRIAL LAW 9

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.

UNIT IV CORPORATE TAX AND GST (amended on 03.05.18) 9

Corporate Tax planning, Income Tax, Goods and Services Tax – Introduction, Objective, Classification and practical implications of GST

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS 9

Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Mechanism and Forums- Competition Act 2002 - Cyber crimes, IT Act 2000 and 2008, Cyber Laws, Introduction of IPR – Copy rights, Trade marks, Patent Act.

TOTAL: 45 PERIODS**OUTCOME:**

- Legal Insight will be established in the business practices according to the situation of changing environment.

TEXT BOOKS

1. Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, NewDelhi,2015
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008.
3. Akhleshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009.
4. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11th Edition, 2015
5. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
6. V.S.Datey, GST Ready Reckoner, Taxmann Publishing, July 2017.




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A STUDY ON **EMPLOYEES SAFETY AND
WELFARE MEASURES** IN ANIL FOODS
DINDIGUL



A PROJECT REPORT

Submitted by

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IN
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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON EMPLOYEE SAFETY AND WELFARE MEASURES IN ANIL FOODS, DINDIGUL" is a bonafide work of Ms. CHITRA R (Reg no: 920820631009) who carried out the project work under my supervision in the month of March 2022 to June 2022



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Head of the Department

Department of Management Studies,

NPR College of Engineering and Technology,

Natham.

Viva-Voce Examination held on 06.07.2022



INTERNAL EXAMINER



EXTERNAL EXAMINER



Dr. J. SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.



Tradition
above
Generations

Date: 28.06.2022

TO WHOM IT MAY CONCERN

This letter is to certify that Ms. CHITRA R (Register No: 920820631009) has successfully completed her project with Top Anil Maarketing Company. Her project tenure was from 11-04-2022 to 28-06-2022. She was working with HR Department and was actively & diligently involved in the projects and tasks assigned to her.

During the span, we found her punctual and hardworking person. Her learning powers are good and she picks up swiftly. Her feedback and evaluation proved that she learned keenly.

We wish her a bright future endeavors.

Top Anil Maarketing Company



M. Magheshwaran,

HR Manager

TOP ANIL MAARKETING COMPANY

A-11/1, L.G.B Compound, 3rd street, Mergies road, Dindigul - 624 001.
Tel: 0471-2431940, 2430549. Website: www.theanilgroup.com



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ABSTRACT

The project work with duration of 3 months was done on the topic “A STUDY ON **EMPLOYEES AND WELFARE MEASURES** IN ANIL FOODS, DINDIGUL”. The study was conducted within the organization. The study was conducted to analysis the contentment level of the employees on their job. In this study there were various analyses and inference like percentage analysis, chi-square test, paired comparison t-test were found related to employee and factor related to **employees safety and welfare in** Anil Foods Maarketing Company-Dindigul.

The first chapter deals with introduction, objective, scope, period, limitations and sample size. The second chapter deals with review of literature. The third chapter deals with industry profile and company profile. The fourth chapter deals with analysis interpretation of the study. The fifth chapter deals with summery of findings, suggestions, conclusion.




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5.4 CONCLUSION

From the in-depth analysis on the data collected from the study conducted it is observed that the employees of Anil foods marketing (P) Ltd Dindugul. They are satisfied with their **employee welfare and safety measures**. Even though they are satisfied, the level of satisfaction is low in certain areas. Many respondents expect proper recognition and scope for development from the management so as to development themselves as well as the organizational development. Based on the findings of the study suggestion and recommendations were made for increasing the **level of satisfaction further**. If these are considered and implemented, there is no doubt that the employees will be more satisfied and **contribute further for the overall development of the organization**.



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OBJECTIVE:

- To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

UNIT I FOCUS AND PURPOSE

5

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR

12

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification.
Misbehaviour – Types – Management Intervention. Emotions – Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement-Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – Importance – Types – Effects on work behavior.

UNIT III GROUP BEHAVIOUR

10

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of Informal leaders and working norms – Group decision making techniques – Team building – Interpersonal relations – Communication – Control.

UNIT IV LEADERSHIP AND POWER

8

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

10

Organizational culture and climate – Factors affecting organizational climate – Importance. **Job satisfaction** – Determinants – **Measurements** – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – **Resistance to change** – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives – Organizational effectiveness Developing Gender sensitive workplace

TOTAL: 45 PERIODS**OUTCOME:**

- Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

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A STUDY ON **EMPLOYEE RETENTION** WITH
SPECIAL REFERENCE AT SRI SHANMUGAVEL
MILLS PRIVATE LIMITED, DINDIGUL



A PROJECT REPORT

Submitted by

ASHIK ALI R

(Register No: 920820631003)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

N.P.R. COLLEGE OF ENGINEERING AND TECHNOLOGY,

NATHAM, DINDIGUL - 624401

ANNA UNIVERSITY, CHENNAI

JULY 2022




Dr. J.SUNDARARAJAN,
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Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

**ANNA UNIVERSITY
CHENNAI - 600 025**

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **EMPLOYEE RETENTION** WITH SPECIAL REFERENCE AT SRI SHANMUGAVEL MILLS PRIVATE LIMITED, DINDIGUL" is a bonafide work of ASHIK ALI R (Reg.No. 920820631003) who carried out the project work under my supervision during January 2022 to June 2022



Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401



Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department,
Department of Management Studies,
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Natham, Dindigul-624401

Viva-Voce Examination held on 06.09.22



INTERNAL EXAMINER



EXTERNAL EXAMINER



Dr. J. SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
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N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.



Sri Shanmugavel Mills (P) Ltd

01.07.2022

To
The HOD of MBA
NPR College of Engineering & Technology
Dindigul

Sir/Madam,

Sub: Completion Certificate - Reg.

This is certifying that **Mr. R. ASHIK ALI** (Register Number: 920820631005) II Year MBA Student from NPR College of Engineering and Technology, Natham, Dindigul has successfully completed her main Project work in our Organization from **February 2022** to **May 2022**.

We wish her the very best in all her future endeavours.

Authorized Initial


Assistant HR




Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
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Natham, Dindigul (Dt) - 624 401.

Sri Shanmugavel Mills (P) Ltd, Thadikombu, Dindigul, Tamil Nadu 624709

ABSTRACT

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the **responsibility of the employer to retain their best employees**. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees.

Most employees feel that they are worth more than they are actually paid. There is a natural disparity between what people think they should be paid and what organizations spend in compensation. When the difference becomes too great and another opportunity occurs, turnover can result. Pay is defined as the wages, salary, or compensation given to an employee in exchange for services the employee performs for the organization. Pay is more than "dollars and cents;" it also acknowledges the worth and value of the human contribution. What people are paid has been shown to have a clear, reliable impact on turnover in numerous studies.

Employees comprise the most vital assets of the company. **In a work place where employees are not able to use their full potential and not heard and valued,** they are likely to leave because of stress and frustration. In a transparent environment while employees get a sense of achievement and belongingness from a healthy work environment, the company is benefited with a stronger, reliable work-force harbouring bright new ideas for its growth *Blog Online and Earn Money*.




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CONCLUSION

Retention is an important concept that has been receiving considerable attention from academicians, researchers and practicing HR managers. In its essence, Retention comprises important elements such as the need or content, search and choice of strategies, goal-directed behaviour, social comparison of rewards reinforcement, and performance-satisfaction. The increasing attention paid towards Retention is justified because of several reasons. Motivated employees come out with new ways of doing jobs.

Any technology needs motivated employees to adopt it successfully. Several approaches to Retention are available. Early theories are too simplistic in their approach towards Retention. For example, advocates of scientific Management believe that money is the motivating factor. The Human Relations Movement posits that social contacts will motivate workers. Mere knowledge about the theories of Retention will not help manage their subordinates. They need to have certain techniques that help them change the behaviour of employees. One such technique is reward. Reward, particularly money, is a motivator according to need-based and process theories of Retention. For the behavioural scientists, however, money is not important as a motivator. Whatever may be the arguments, it can be stated that money can influence some people in certain circumstance. Being an outgrowth of Herzberg's, two factor theory of Retention, job enrichment is considered to be a powerful motivator. An enriched job has added responsibilities. The makes the job interesting and rewarding. Job enlargement refers to adding a few more task elements horizontally. Task variety helps motivate job holders. Job rotation involves shifting an incumbent from one job to another.




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BA5107

TOTAL QUALITY MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE:

- To learn the quality philosophies and tools in the managerial perspective.

UNIT I INTRODUCTION 9

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – Introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL 9

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma - concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP), Terotechnology. Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9

Quality functions development (QFD) – Benefits, Voice of customer, Information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION 9

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance Improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

TOTAL: 45 PERIODS

OUTCOME:

- To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.

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- Poornima M.Charantimath, Total Quality Management, Pearson Education, Second Edition , 2011
- Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.




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**A STUDY ON PREVENTION OF
INDUSTRIAL ACCIDENTS MEASURES
AND CHALLENGES IN INDIAN OIL
CORPORATION LIMITED, CHENNAI.**



A PROJECT REPORT

Submitted by

MANIKANDAN.J

(Register No: 920820631021)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY

NATHAM, DINDIGUL - 624401

ANNA UNIVERSITY, CHENNAI

JULY - 2022




Dr. J.SUNDARARAJAN,
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Natham, Dindigul (Dt) - 624 401.

ANNA UNIVERSITY - CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this Project report entitled "A STUDY ON PREVENTION OF INDUSTRIAL ACCIDENTS MEASURES AND CHALLENGES IN INDIAN OIL CORPORATION LIMITED, CHENNAI" is a bonafide work of Mr.J.MANIKANDAN (Reg.No.920820631021)who carried out the project work under my supervision in the month of July - 2022


Dr.B.Velmurugan, MBA, M.Phil, PhD

Head of the Department

Department of Management Studies,
NPR College of Engineering and Technology,
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Dr.B.Velmurugan, MBA, M.Phil, PhD

Head of the Department

Department of Management Studies,
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Natham.

Viva-Voce Examination held on 06-09-2022


INTERNAL EXAMINER


EXTERNAL EXAMINER




Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
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Natham, Dindigul (Dt) - 624 401.

इंडियन ऑयल कॉर्पोरेशन लिमिटेड
विपणन प्रभाग: पश्चिमी क्षेत्र, इंडियन ऑयल भवन,
139, उत्तमर गांधी सड़क (नुंगम्बाक्कम हाई रोड),
चेन्नई- 600 034.
Indian Oil Corporation Limited
Marketing Division, Southern Region,
'IndianOil Bhavan',
139, Uthamar Gandhi Road, (Nungambakkam High Road)
Chennai - 600 034.



विपणन प्रभाग
Marketing Division

Training Centre, SR
Bring Out The Leader In You

SRT/20
18.07.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. J Manikandan, a MBA student of NPR College of Engineering and Technology, Dindigul has done his internship training at Lube Blending Plant, Chennai from 21.03.2022 to 21.05.2022. He has attended the training regularly, and our internal guide from Lube Blending Plant, Chennai has expressed satisfaction over the project report.

For Indian Oil Corporation Limited,

Sabitha Natraj
SABITHA NATRAJ
GM (L&D), SR

पंजीकृत कार्यालय : जी-9, अली यावर जंग मार्ग, बाण्डा (पूर्व), मुम्बई-400 051 (भारत)
Regd. Office : G-9, Ali Yavar Jung Marg, Bandra (East) Mumbai - 400 051 (India)



J. Sundararajan
Dr. J.SUNDARARAJAN,
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ABSTRACT

A project with a large firm will give a practical work experience in our field of interest. An internship with a good firm will add great value of our resume and will give you an edge at the time job placement. This is of even greater significance if you do not hold any prior work experience in the field having chosen to pursue. MBA Internship will help to get practical knowledge of chosen field. MBA internships include many assignments and projects and you will be given a chance to do **meaningful work that impacts the company**. In return, it is your opportunity to develop skills in the particular field and experience first-hand if the work profile is to your liking and whether you would pursue it as your career path or not.




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5.3 CONCLUSION

Industrial accidents have a great deal of impact on the health of the workers as well as the productivity of the industry. In order to reduce the occurrence of accidents and its toll on productivity, safety and preventive measures are to be undertaken and strictly followed. Workers and management are to be educated on the importance of safety protocols. The management can implement reward and penalty system for those workers who follow safety protocols and those who don't. This can result in motivating the workers to work as per the protocols and guidelines and work through towards a safer working environment. The management must train the workers for the worst case scenario by training the do's and don'ts after an accident to minimize the magnitude of it and reduced the collateral damage. They must provide adequate training for those workers are required to operate heavy and specified machinery and ensure that workers aren't made to work in unsafe environment and work for humane working hours. The firm must make sure that it's management implements such measures and closely monitor them.




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OBJECTIVE:

- To familiarise the students to the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications.

UNIT I INTRODUCTION

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT

9

Research design – Definition – types of research design – **exploratory and causal research design** – Descriptive and experimental design – different types of experimental design – Validity of findings – Internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of Instrument – Validity and Reliability of Instrument.

UNIT III DATA COLLECTION

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – **Probability Vs Non-probability sampling methods.**

UNIT IV DATA PREPARATION AND ANALYSIS

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

9

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research.

TOTAL: 45 PERIODS**OUTCOME:**

- Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications.

REFERENCES :

- Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
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**A STUDY ON EMPLOYEE
ENGAGEMENT IN VELAN VALVES
INDIA PRIVATE LIMITED, COIMBATORE**



A PROJECT REPORT

Submitted by

ATCHAYA P

(Register No: 920820631005)

In partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY

NATHAM, DINDIGUL - 624401

ANNA UNIVERSITY, CHENNAI

JULY - 2022




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ANNA UNIVERSITY - CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **EMPLOYEE ENGAGEMENT** IN VELAN VALVES INDIA PRIVATE LIMITED COIMBATORE" is a bonafide work of Ms.P.ATCHAYA (Reg.No.920820631005) who carried out the project work under my supervision in the month of April 2022 to June 2022

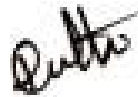


Mrs.P.GEETHA, MBA,M.PH.D.
Asst. Professor / Supervisor
Department of Management Studies,
NPR College of Engineering and Technology,
Natham.



Dr.B.VELMURUGAN, MBA, M.PH.D
Head of the Department
Department of Management Studies,
NPR College of Engineering and Technology,
Natham.

Viva-Voce Examination held on ..06.09.22.....



INTERNAL EXAMINER



EXTERNAL EXAMINER



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Velan Valves India Private Limited
EF No: 33711, Thennampalayam - Arsur Road, Naranaspuram Village,
Coimbatore - 641 659, Tamil Nadu, India
Tel: +91 (421) 2267000. Fax: +91 (421) 2267048 www.velan.com

Ref: HR/Internship/004

24-June-22

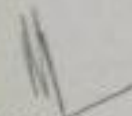
TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms P Atchaya (Reg No: 920820631005) pursuing MBA II year at NPR College of Engineering & Technology, Dindigul has undergone Internship in our Human Resource department for the period 4th April '22 to 24th June '22.

During the internship, she was put through the working aspects of Human Resources of Velan (India). The interest and the conduct of participation demonstrated by her was very good.

Wishing her the best for future endeavors!

For Velan Valves India Pvt Ltd,


M Srinivasan
Director - HR & Administration



Registered office: Velan Valves India Private Limited
Corporate ID No: U29220TZ2019PTC017876

Velan. Quality that lasts.




Dr. J.SUNDARARAJAN,
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ABSTRACT

Employee engagement has emerged as a popular organizational concept in recent years. It is the level of commitment and involvement an employee has towards their organization and its values and beliefs. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. Employee engagement initiative has a **direct impact** on the organization's productivity. All organizations want their employees to be engaged in their work. Employee engagement comes about when enough people care about doing a good job and care about what the organization is trying to achieve and how it goes about doing it. This caring attitude and behavior only comes about when people get satisfaction from jobs they do believe that the organization supports them and work with an effective HR manager. In this paper a literature review from various research findings and corporate practices are **employed using a descriptive study technique**. It projects the impact of employee engagement on organization's productivity. It also presents the factors influencing **the employee engagement and organizational outcomes**.

Keywords: Employee Engagement, Organization, Outcomes, Productivity, Retention.




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5.3 CONCLUSION

Velan valves India Private limited is the one of the leading manufacturing of Valves. It is having good reputation in its all the areas of operation. In this study the researcher has conducted an analysis of brand position of Velan Valves India Private Limited. From analysis and interpretation, it can be understood that the company has strong competition.

So it can be concluded that the company should not go back from the present programmes and it should implement more and more schemes and campaigns, which ensures on-going improvements of the products.




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OBJECTIVES:

Facilitate student to

- Understand the operational nuances of a Finance Manager
- Comprehend the technique of making decisions related to finance function

UNIT I	FOUNDATIONS OF FINANCE:	9
Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions , objectives of Financial management, Major financial decisions – Time value of money – features and valuation of shares and bonds – Concept of risk and return – single asset and of a portfolio.		
UNIT II	INVESTMENT DECISIONS:	9
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques Concept and measurement of cost of capital - Specific cost and overall cost of capital.		
UNIT III	FINANCING AND DIVIDEND DECISION:	9
Leverages - Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis- Indifference point. Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter's – Model, Gordon's model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend		
UNIT IV	WORKING CAPITAL MANAGEMENT:	9
Principles of working capital: Concepts, Needs, Determinants, Issues and estimation of working capital - Accounts Receivables Management and factoring - Inventory management - Cash management - Working capital finance : Trade credit, Bank finance and Commercial paper.		
UNIT V	LONG TERM SOURCES OF FINANCE:	9
Indian capital and stock market, New Issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.		
		TOTAL: 45 PERIODS

OUTCOME:

- Possess the techniques of managing finance in an organization

REFERENCES :

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.
3. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
4. James C. Vanhome –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.
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7. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011
8. Parasuraman.N.R, Financial Management, Cengage, 2014.
9. William R.Lasher, Financial Management, 7th Edition, Cengage, 2014 .
10. Brigham and Ehrhardt, Financial Management, 14th edition, Cengage, 2015.




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**A STUDY ON FINANCIAL STATEMENT
ANALYSIS IN AD-INN ADVERTISING
SERVICES LIMITED, MADURAI**



A PROJECT REPORT

Submitted by

MEENAKSHI T

(Register No: 920820631023)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY

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JULY - 2022




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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **FINANCIAL STATEMENT ANALYSIS IN AD-INN ADVERTISING SERVICES LIMITED IN MADURAI DISTRICT**" is a bonafide work of Mrs. MEENAKSHI T (Reg.No. 920820631023) who carried out the project training work under my supervision in the month of July 2022.



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Viva-Voce Examination held on 06.09.2022



INTERNAL EXAMINER



EXTERNAL EXAMINER



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21-July-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mrs T.Meenakshi (924820631023) studying MBA in NPR College of Engineering & Technology has successfully completed internship at our company from (20/03/2022 to 30/06/2022)

During her internship program with us, she was punctual, hardworking and inquisitive.

Adinn wishes her All the very best for her future Endeavors

For Adinn Advertising Services Ltd



Antony Gnanasekar

Human Resource Manager



REGISTERED OFFICE: 25-10/10th Street, Perambalur (Tamil Nadu), Tamil Nadu, India-621002.

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ABSTRACT

The study is on “Financial statement analysis in the Ad-inn Advertising services limited in Madurai”. This is research study is useful for Ad-inn company depends upon the efficiency and accuracy. Hence, it is necessary to evaluate the financial performance to know whether the companies stand in the market and how they can improve further in the future by knowing the shortcomings. In the present study, the researcher has discussed the profit and loss account, balance account and profit and loss and balance account companies to arrive at any conclusion.



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5.3 CONCLUSION:

Finance is the life blood of every business. Without effective financial management a company cannot survive in this competitive world. A prudent financial manager has to measure the **working capital policy** followed by company.

The company's overall position is not bad position. Particularly the current year's position is not well due to decrease the profit level from the last year position.

This project of **Ratio analysis in the production concern** is not merely a work of the project. But a brief knowledge and experience of that how to analyze the financial performance of the firm. The study undertaken has brought in to the light of the following conclusions. According to this project I came to know that from the **analysis of financial statements it** is clear that Ad-inn advertising services limited. Have been incurring loss during the period of study. So, the firm should focus on getting of **profits in the coming years by taking care internal as well as external factors.**




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BA5204

HUMAN RESOURCE MANAGEMENT

L T P C
3 0 0 3

OBJECTIVE:

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 5

Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II THE CONCEPT OF BEST FIT EMPLOYEE 8

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – Induction – Socialization benefits.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT 10

Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV SUSTAINING EMPLOYEE INTEREST 12

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS 10

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

TOTAL: 45 PERIODS

OUTCOME:

- Students will gain knowledge and skills needed for success as a human resources professional

REFERENCES :

- Dessler Human Resource Management, Pearson Education Limited, 14th Edition, 2015.
- Decenzo and Robbins, Fundamentals of Human Resource Management, Wiley, 11th Edition, 2013.
- Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
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- Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
- Ivancevich, Human Resource Management, McGraw Hill 2012.
- Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012




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**A STUDY ON EMPLOYEE TRAINING
PROGRAMME IN PUPA HOME CARE
PRIVATE LIMITED, KARUR.**



A PROJECT REPORT

Submitted by

VIJAYA ROHINI B
(Register No: 920820631035)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES

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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON EMPLOYEE TRAINING PROGRAMME IN PUPA HOME CARE PRIVATE LIMITED, KARUR." is a bonafide work of M.S.B.VIJAYA ROHINI (Reg. No. 920820631035) who carried out the project training work under my supervision in the month of July 2022.



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Viva-Voce Examination held on 06.09.22



INTERNAL EXAMINER



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DT: 01-07-2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. **B.VIJAYA ROHINI** (Reg. No - 920820631035)
student of MBA in NPR College of Engineering And Technology has been Completed
for her Project Work in our Organization

During the training period from 21-03-2022 to 30-06-2022. The Student should
come into the industry in the formal dress. We hope she will learn practical knowledge
from Project Work in our Factory.

Thanking You

For PUPA GROUP OF COMPANIES



V. Jahan
MANAGER



J. Sundararajan
Dr. J.SUNDARARAJAN,
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ABSTRACT

The purpose of this thesis is to investigate talent management and how company should work with talent management in order to retain and manage technical specialists in a technical career. Talent management is found to be important for modern organizations because of the advent of the knowledge economy, new generations entering the workforce and the need for businesses to become more strategic and competitive, which implies new ways of managing human capital. Furthermore, talent management is motivated by the fact that it has been found to lead to higher corporate profits when it is connected to the corporate strategy. The research method in this thesis is qualitative, and based on a case study of an organization in Norway active in the textile industry, where qualitative semi-structured interviews have been performed. Moreover, the findings are compared to a set of company located in Salem, which are similar in size to the case company and have similar needs for technical competence. The analysis of the empirical material in conjunction with the literature leads to our suggestions that there is a need for connecting the HRM practices with the corporate strategy, that the career concept needs to be redefined, and that talent management needs to integrate HR practices. Furthermore, communities of practice are suggested as a tool for developing technical specialists and rewarding them in their work. To guide organizations in executing talent management, we propose a model based in the strategy of the Pupa Home care Products at Karur




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5.3 CONCLUSION

Skills development should form part of an effective response to changing conditions. Technology and trade have significant impacts on firm whatever their level of development. Climate change may have a similar impact in the future. Technological changes offer the potential for higher productivity and home care products and have created new jobs with new skills, but have also resulted in job losses and changing skills requirements. Trade policy offers new opportunities and the potential for participating in growth value chains, but also Posses transition challenges for domestic industries. Climate change is likely to alter patterns of energy use, impacting on how industry conducts its operations and raising demand for new skills across Home care industries.




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BA5205

INFORMATION MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES :

- To understand the Importance of Information in business
- To know the technologies and methods used for effective decision making in an organization.

UNIT I	INTRODUCTION	10
Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.		
UNIT II	SYSTEM ANALYSIS AND DESIGN	10
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram.		
UNIT III	DATABASE MANAGEMENT SYSTEMS	9
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart		
UNIT IV	SECURITY, CONTROL AND REPORTING	8
Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.		
UNIT V	NEW IT INITIATIVES	8
Role of Information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.		

TOTAL: 45 PERIODS

OUTCOME

- Gains knowledge on effective applications of Information systems in business

REFERENCES :

1. Robert Schulthels and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
3. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
4. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
5. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
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11. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.




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A STUDY ON **WORKFORCE DIVERSITY** IN
PREETHI HOSPITAL, MADURAI



A PROJECT REPORT

Submitted by

RAJPRABAKARAN J
(Register No: 920820631028)

in partial fulfillment for the award of the degree of

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JULY - 2022



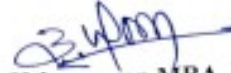

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Certified that this Project report entitled "A STUDY ON **WORKFORCE DIVERSITY IN PREETHI HOSPITAL**" is a bonafidework of **Mr. J. R A J P R A BAKARAN (Reg. No. 920820631028)** who carried out the Project work under my supervision in the month of March 2022 to June 2022



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CIN No : UB5100TN2013PTC092797

01st Jul 2022

To Whom So Ever It May Concern

This is to certify that **Mr. Rajprabakaran J., MBA - II Year** (Reg No-920820631028) student of NPR College of Engineering & Technology, Natham, Dindigul has done his final project on "A Study on workforce Diversity in Preethi Hospitals (P) Ltd" in our Institution from 21st March 2022 till 30th Jun 2022 and he had completed his project successfully.

We wish him all the best for his future endeavor.

Regards,

C. Dabji

Head - HR

Preethi Hospitals (P) Ltd.



30/3/22 09:13



J. Sundararajan
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ABSTRACT

The workforce becomes increasingly global and progressively more culturally diverse, people in organizations are **challenged to communicate** more effectively interpersonally, intercultural, and in-groups. People have a lot of viewpoints and having people from many backgrounds and places in life brings a lot of those **viewpoints into the mix**. An Organization consist of people coming from different background that is religion, caste, education, qualification, gender, and birth place The main objective of this Research is a Workforce Diversity Analysis in PREETHI HOSPITAL, Madurai. The Descriptive Research design is used to carry the research and Stratified Sampling Technique is used to select the samples for the study. The sample size is about **100 employees and the data is collected through Questionnaire**. Various statistical tools such as percentage analysis, Chi-Square test, Correlation are used to analyze the collected data.

KEYWORDS

Workforce diversity, employees, organizations, Differentiation.




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5.3 Conclusion

Conclusively, it can be identified that despite the positive association of preethi hospitals **workforce diversity strength**, a lot still needs to be done in areas of survival as the firms studied were discovered not to have adequate survival plan as regards dissimilarity in the workplace. **Taken together, results of this study will foster** a greater understanding of how these organizations could emphasize dissimilarity in the workplace and become totally all-encompassing because diversity has the potential of yielding greater productivity and competitive advantage that will bring about organizational survival. Further, not only will these findings add substantially to several bodies of research, it will inform scholars and practitioners in matters related to **numerous human resource functions**. Finally, the findings will inspire additional investigations dedicated to exploring co- worker characteristics (including humour) and their complex relationships with characteristics and outcomes of employees.




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OBJECTIVE:

- To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit, framework; Supply Chain Management

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN 9

Demand Forecasting – Need, Types, Objectives and Steps. Overview of **Qualitative and Quantitative methods. Capacity Planning** – Long range, Types, Developing capacity alternatives. Overview of sales and operations planning. Overview of MRP, MRP II and ERP. Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental Issues. Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – **Measuring Productivity and Methods to Improve productivity.**

UNIT IV MATERIALS MANAGEMENT 9

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT.

UNIT V SCHEDULING AND PROJECT MANAGEMENT 9

Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, Importance; Priority rules and techniques, shop floor control; Flow shop scheduling – Johnson's Algorithm – Gantt charts; personnel scheduling in services.

TOTAL: 45 PERIODS**OUTCOME:**

- Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.

REFERENCES :

- Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
- Norman Galther and Gregory Frazier, Operations Management, South Western Cengage, 2002.
- William J Stevenson, Operations Management, Tata McGraw Hill, 11th Edition, 2015.
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- Chary S. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2013.
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- Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.




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**A STUDY ON **DEVELOPING PRODUCTIVE
SUPPLIER RELATIONSHIP IN**
COMPETITIVE MARKET IN SRI SURYA
MOTORS (TVS) COMPANY, PALANI.**



A PROJECT REPORT

Submitted by

LAKSHMI PRIYA J

(Register No: 920820631019)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **DEVELOPING PRODUCTIVE CUSTOMER RELATIONSHIP**" is a bonafide work of **Ms.J.LAKSHMI PRIYA** (Reg.No.920820631019) who carried out the project training work under my supervision in the month of July 2022.



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INTERNAL EXAMINER

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Date: 28.06.2022

TO

The HOD of MBA
NPR College of Engineering and Technology
Dindigul.

Sir/Madam,

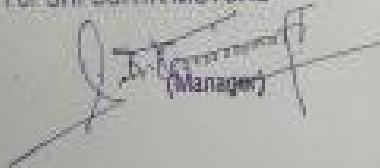
Sub: Completion Certificate – Reg.

This is certifying that Ms.J. Lakshmi priya (Register Number: 920820631019) MBA student from NPR College of Engineering and Technology, Natham, Dindigul has successfully completed her main project in our Organisation from 21 March 2022 to 28th June 2022.

We wish her the very best in all her future endeavours.

Authorised Initial

For SRI SURYA MOTORS


(Manager)




Dr. J.SUNDARARAJAN,
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ABSTRACT

A project with a large firm will give a practical work experience in our field of interest. An project with a good firm will add great value of our resume and will give you an edge at the time job placement. This is of even **greater significance** if you do not hold any prior work experience in the field having chosen to pursue. MBA project will help to get practical knowledge of chosen field. MBA project include many assignments and projects and you will be given a chance to do meaningful work that impacts the company. In return, it is your opportunity to develop skills in the particular field and experience first-hand if the work profile is to your liking and whether you would pursue it as your career path or not.



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OBJECTIVES:

- Developing an understanding of Ideas and nuances of modern marketing
- Describe the process to formulate and manage the B2B marketing strategy including all key components.
- Explain the techniques to conduct market analysis practices including market segmentation and targeting.
- Compare and contrast different perspectives that characterize the study of consumer behavior.
- Explain the role of IMC in the overall marketing program.

UNIT I INTRODUCTION 12

Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External - Marketing Interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing In global environment – Prospects and Challenges.

UNIT II MARKETING STRATEGY 12

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS 12

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV BUYER BEHAVIOUR 12

Understanding Industrial and Individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING 12

Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends.

TOTAL: 60 PERIODS**OUTCOMES:**

- knowledge of analytical skills in solving marketing related problems
- awareness of marketing management process

REFERENCES :

1. Phillip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill, First edition, 2010
3. Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012
4. Paul Balnes, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011.
5. Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Cengage, 2000.



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**A STUDY ON DEALER'S SATISFACION
TOWARDS INDIAN OIL CORPORATION
LIMITED WITH REFERENCE TO DINDIGUL
DISTRICT**



A PROJECT REPORT

Submitted by

JENITHAKARTHIGA S
(Register No: 920820631016)

in partial fulfillment for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION
IN
HUMAN RESOURCE**

**DEPARTMENT OF MANAGEMENT STUDIES
NPR COLLEGE OF ENGINEERING AND TECHNOLOGY
NATHAM, DINDIGUL - 624401**

**ANNA UNIVERSITY, CHENNAI
JULY - 2022**




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BONAFIDE CERTIFICATE

Certified that this Main Project report entitled – **A STUDY ON DEALER'S SATISFACTION TOWARDS INDIAN OIL CORPORATION LIMITED WITH REFERENCE TO DINDIGUL DISTRICT** is a bonafide work of **Ms.JENITHAKARTHIGA S** (Reg no: 920820631016) who carried out the main Project work under my supervision in month of March 2022 to June 2022.


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Dr. B.V. VELMURUGAN, MBA, M.Phil, Ph.D.
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Viva-Voce Examination held on 06-09-22


INTERNAL EXAMINER


EXTERNAL EXAMINER




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ABSTRACT

The study is on "Dealers' satisfaction towards Indian Oil Corporation limited with reference to Dindigul District". This research study is useful for IOCL to understand the expectations and requirements of dealers and can serve them in a better way by knowing their overall satisfaction level and also their satisfaction level regarding products quality. And also, to know whether they are satisfied with the services or not.

The data has been collected from the Dealer's of Indian Oil Corporation Limited in Dindigul region. Those collected data were analyzed with the statistical tool of Descriptive analysis and Percentage analysis and interpreted. This study has individually observed the dealer's of Indian Oil corporation Limited and concluded that the dealers are satisfied with Indian oil and and IOCL has been provided with suggestions with the consideration of findings.




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5.3 CONCLUSION

The project report entitled "A STUDY ON DEALER'S SATISFACTION TOWARDS INDIAN OIL CORPORATION LIMITED WITH REFERENCE TO DINDIGUL DISTRICT" has been conducted to know dealer overall satisfaction level towards IOCL, to find out whether the services provided by the IOCL is satisfactory or not and to know their satisfaction level regarding the product and service quality.

From the analysis it is found that the few respondents do not receive the products on delivery time. Moreover, respondents said that few customers have complain about the petrol or diesel quality.

After a thorough analysis and extensive research about IOCL as a whole it is found that the dealer's of Indian Oil Corporation limited are highly satisfied. Though, the company has got potential in the market it is facing challenges due to stiff competition from other oil companies. This project has given me an opportunity to interact with the corporate sector as well as marketing sector and to see how academic teaching of the classrooms in management is translated to reality and practice. Dealers' satisfaction is also one of the most important parts. As dealers are having problems with delay on delivery of the products and lack of awareness regarding the schemes. It has been suggested for IOCL to try to improve all those and achieve organizational goals.




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OBJECTIVE:

- To familiarize the students to the basic concepts of International business management.

UNIT I INTRODUCTION

6

International Business –Definition – Internationalizing business-Advantages – factors causing globalization of business- International business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.

UNIT II INTERNATIONAL TRADE AND INVESTMENT

11

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT

11

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages – organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS

11

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT

6

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

TOTAL: 45 PERIODS

OUTCOME:

- Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.

REFERENCES :

- Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
- John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, 12th Edition, New Delhi, 2010
- K. Aswathappa, International Business, 6th Edition, Tata Mc Graw Hill, New Delhi, 2015.
- Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition, Cengage Learning, New Delhi, 2010.
- Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
- Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011.



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**A STUDY ON EFFECTIVENESS OF
TRAINING AND DEVELOPMENT IN A.R
DAIRY FOOD PVT LTD, DINDIGUL.**



A PROJECT REPORT

Submitted by

DESOUZA DASMIN,R
(Register No: 920820631010)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE

Certified that this project report entitled **"A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT IN A.R.DAIRY FOOD PVT LTD** is a bonafide work of **MS.DESOUZA DASMIN.R(Reg.No.920820631010)** who carried out the project training work under my supervision in the month of July 2022.



Mr.P.T.J.K.Lillian , MBA, M.PHR, (P.K.D)

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INTERNAL EXAMINER



EXTERNAL EXAMINER



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A R Dairy Food Private Limited

10 / 5 C, Madurai Road, Begampur Post, Dindigul - 624 002, Tamilnadu, India.

An FSSAI 22000 Certified Company.

TIN : 33395261933; CST : 130099 /Dt.22-04-1999

GSTIN : 33AADCA4426G1Z4; CIN : U40200T21095PTC006115

29.06.2022

CERTIFICATE

This is to certify that Ms.DESOUZA DASMIN R (Reg.No:920820631010) Student of MBA in NPR College of Engineering & Technology, Natham, Dindigul, Have successfully Completed her Project work in the title of "A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT" in A.R.DAIRY FOOD PRIVATE LIMITED From 21st March 2022 to 29th June 2022. During that period her overall performance, conduct and character were found appreciably good.

We wish her all success in her future endeavors.

For A.R. DAIRY FOOD PRIVATE LIMITED

JR THIRUVENKADAM RAMKRISHNAN
Assistant General Manager - HR



FSSAI Lic no: 10014042001610

Milk & Milk Products.

Office : 0451 2449010, 2449006. Board : 0451 2449000. Fax : 0451 2449009

Mail: info@raajmilk.com, ardaairy@gmail.com, www.raajmilk.com.

Raaj Milk, Protects and Delivers the Natural Goodness of Dairy From Your Friend's Farms to your Home.
In line with Hygiene and Food Safety Standards as Defined in FSSAI 22000 - 2018 Recognized by the United Food Safety Initiative (UFSI) - An Industry Driven Global Collaborator to Advance Food




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ABSTRACT

The main objective objectives of the study are to find out the **training and development** for employees. In the company I have studied thoroughly the functions The project has been done in **A.R Dairy foods private limited**. The title of the project is "A study on effectiveness of Training and Development in A.R Dairy Foods Pvt Ltd, Dindigul of the human resource department individually. The collected data was analyzed by using relevant tools such as independent T Test, paired comparison, percentage analyses.

This is a project that deals with the training and development of an employee in a leading organization named **AR. Dairy Foods Pvt Ltd**. This project gives a brief view about how a company gives training to a newly appointed trainee and adopts him/her as an Employee in that Organization.

It further gives **information of Employee interest, Training period, Training methods,** Number of times training conducted by that organization, Number of Times the Trainees attended these types of training, and it gives a detailed Analysis about the working capabilities and differences in performances among the employees and Trainees and it includes the safety precautions and safety actions and Ideas that should be implemented in an organization that is beneficial for both trainees and employees.

The first chapter deals with introduction, meaning, and nature are used of the financial performance, design of the study, the scope, objectives, and research methodology. The second chapter deals with Review of literature. The third, fourth chapter deals with the complete profile of organization. The fifth chapter deals with the conceptual background and important of data analysis. In order to analyze the employee data analyses, in order to the percentage analysis research employee verification, paired comparison, independent T Test. The sixth chapter reflects the thoughts of the researcher in the form of findings and suggestions and conclusions. In the appendix various supporting information have been incorporated for an easy understanding of the readers




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5.3 CONCLUSION:

In today's corporate world it is very important that the managers should plan, organize, direct and control the procurement, development, compensation, integration, maintenance and separation of the work forces in order that the organization may accomplish its designed objectives from this point of view the workforce is an instrument of the organization and the HR manager provides and shapes that instrument. Hence the HR managers must assist the organization in adopting the changes in mix and values thus global competition customers focus and need for speed and flexibility have transformed the business equation but to get the desired result we must depend on HR to carry the day. We must select competent individuals develop motivate retain and provide them with the organizational culture and process that will allow them to succeed.

I conclude that through proper training an employee can become multi- skilled and there. I have particularly noticed through my analysis. Training helps to develop knowledge skill and attitudes to perform job related task




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**A STUDY ON EMPLOYEE SATISFACTION
TOWARDS SALARY AND WAGES IN
JEYAM AUTOMOTIVE PRIVATE LIMITED,
COIMBATORE**



A PROJECT REPORT

Submitted by

ELAMEGA E

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in partial fulfillment for the award of the degree of

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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON EMPLOYEE SATISFACTION TOWARDS SALARY AND WAGES IN JAYAM AUTOMOTIVE PRIVATE LIMITED, COIMBATORE" is a bona fide work of Ms. E. ELAMEGA (Reg. No. 920820031012) who carried out the project work under my supervision in the month of April 2022 to June 2022

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Viva-Voce Examination held on ... 06.09.22 ...

INTERNAL EXAMINER

EXTERNAL EXAMINER



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ABSTRACT

Wages and salary play such a key role because it is at the heart of the employment relationship, being of critical importance to both employees and employers. Employees typically depend on wages, salaries, and so forth to provide a large share of their income and on benefits to provide income and health security. For employers, compensation decisions influence their cost of doing business and thus, their ability to sell at a competitive price in the product market. In addition, compensation decisions influence the employer's ability to compete for employees in the labor market (attract and retain), as well as their attitudes and behaviors while with the employer

The focus of the Wages and salary literature has been on defining these dimensions, understanding why organizations differ on them (determinants), and assessing whether such differences have consequences for employee attitudes and behaviors, and for organizational effectiveness. In the following discussion, we briefly describe the basic dimensions of compensation and summarize some of the key theories used to explain the consequences of different compensation decisions



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5.3 CONCLUSION

There is a proper Job Evaluation Plan at workplace and also employees feel satisfaction with current methods of wages and salary administration. There is effective audit procedure to check effectiveness of wages and salary policies. Staff in Industry is aware of the importance & needs for effective wages and salary policy. It is found that needs for compensating employees are not identified on the work.

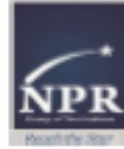
Basis of market trend and wages and salary, Wages and salary policy is backbone of industry as these industries provide service to all segments of workers society. These policies have to be sound by respecting skill, knowledge, competence, talent of their employees. Thus, industry can not only provide better services to customers but also industry can achieve growth.




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**A STUDY ON EMPLOYEE SATISFACTION
IN TVS SRICHAKRA – MADURAI**



A PROJECT REPORT

Submitted by

MADHAN K

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in partial fulfillment for the award of the degree of

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BONA FIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON EMPLOYEE SATISFACTION IN TVS SRICHAKRA - MADURAI" is a bonafide work of Mr. MADHAN K (Reg. no: 920820631020) who carried out the project work under my supervision in the month of March 2022 to June 2022.



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COMPLETION CERTIFICATE

DATE: 23/06/2022

TO WHOMSOEVER IT MAY CONCERN

This Letter is to certify that MR. MADHAN.K (Register Number:920820631020) has successfully completed his Main Project in TVS EUROGRIP PRIVATE LTD. His project period was from 23/03/2022 to 23/06/2022. He was working with Human Resource Department and he was actively & diligently involved in the projects and tasks assigned to him.

During the span, we found him punctual and hardworking person. His learning powers are good and he picks up swiftly. His feedback and evaluation proved that he learned keenly.

We wish him a bright future endeavor.

TVS EUROGRIP PRIVATE LTD.


A VELMURUGARAJ
DEPUTY GENERAL MANAGER - PERSONNEL & HR

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ABSTRACT

Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. Basically, Employee satisfaction is a measure of how happy workers are with their job and working environment. In this project various variables responsible for employee satisfaction has been discussed such as Organization development factors, **Job security factors, Work task factors, Policies of compensation and benefit factor and opportunities which give satisfaction to employees such as Promotion and career development** also has been described. This paper also deals the various ways by which one can improve employee satisfaction.



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5.3 CONCLUSION

As a part of our project work, I got an opportunity to spend a period of ninety days in TVS SRICHAKRA. It helped me to analyze the working of the organization which helped as to convert our theoretical knowledge into practical.

The present study is an earnest attempt to determine employee's satisfaction in TVS SRICHAKRA. It is indeed necessary for any organization to understand the need of their employees and fulfill them before they leave the organization. If nothing is done by the organization then there are chances to lose talented employees from any organization to its competitors. Hence it is necessary for any **organization to ensure employees satisfaction**

From the study it was identified that the most of the employees are satisfied with the job. Majority of the employees are satisfied with the salary structure, promotional programs, working condition, allowances provided by the organization. They are also satisfied with the employer-employee relationship and communication channel in the organization. **But still only 40% of the employees get opportunities to participate in decision making. If the firm concentrates of the findings and suggestions of their survey,** we hopefully believe that the organization can further bring out their labor with full satisfaction and obtain good result.




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BA4301

STRATEGIC MANAGEMENT

L T P C

3 0 0 3

COURSE OBJECTIVE:

- To learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels. The course adopts a functional approach to management developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS

9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE

9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES

9

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice – Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION

9

The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES

9

Managing Technology and Innovation - Strategic Issues for Non Profit organisations, New Business Models and strategies for Internet Economy-case study Challenges in Strategic Management: Introduction, Strategic Management as an Organisational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges

Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Ability to understand the Strategic management process and social responsibility of business organizations
2. In-depth understanding about the need for developing competitive advantage for organizations
3. Provides insights into various corporate and business level strategies
4. Facilitates to identify the various control systems required for organizational strategy implementation process
5. Enhances the cognitive knowledge about various strategic issues and development of new business models.

REFERENCES:

1. Hill, Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).
2. Lake & Bessell, Strategic Management: Theory and practice, Prentice (2012)

