

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 2022-2023**





1.3.2 Average Percentage of Courses that Include Experiential Learning through Project Work/ Field work/ Internship during 2022-23

Sl.No	Program Offering	Name of the Course	Course Code	Project/Field Work/Internship	Page Number
1	Master of Business Administration	Managerial Economics	BA4103	Project	3
2	Master of Business Administration	Management Concepts and Organizational Behavior	BA4102	Project	8
3	Master of Business Administration	Accounting for Decision Making	BA4104	Project	13
4	Master of Business Administration	Legal Aspects of Business	BA4105	Project	18
5	Master of Business Administration	Business Analytics	BA4206	Project	23
6	Master of Business Administration	Business Research Methods	BA4205	Project	28
7	Master of Business Administration	Financial Management	BA4202	Project	33
8	Master of Business Administration	Human Resource Management	BA4203	Project	38
9	Master of Business Administration	Information Management	BA4106	Project	43
10	Master of Business Administration	Operations Management	BA4204	Project	48
11	Master of Business Administration	Marketing Management	BA4207	Project	53
12	Master of Business Administration	International Business Management	BA4302	Project	58
13	Master of Business Administration	Strategic Management	BA4301	Project	63



COURSE OBJECTIVE:

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

UNIT I INTRODUCTION**9**

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**9**

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**9**

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**9**

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**9**

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: 45PERIODS**COURSE OUTCOMES:**

- To introduce the concepts of scarcity and efficiency;
- To explain principles of microeconomics relevant to managing an organization
- To describe principles of macroeconomics
- To have the understanding of economic environment of business.
- To study about the policies that regulate economic variables

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 7 th edition 2008.
3. N. Gregory Mankiw, Principles of Economics, 8 th edition, Thomson learning, New Delhi, 2017.
4. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2015.
5. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2017.
6. Panneerselvam. R, Engineering Economics, 2 nd Edition, PHI Learning, 2014.



**A STUDY ON WAGES AND SALARY
ADMINISTRATION IN NBAYS IT
SOLUSENS, MADURAI**



A PROJECT REPORT

Submitted by

KARTHIKEYAN M
(Register No: 920821631021)

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

MAY - 2023



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ANNA UNIVERSITY : CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled “A Study on **Wages and Salary Administration in NBAYS IT Solusens, Madurai**” is a bonafide work of **KARTHIKEYAN M (Reg.No.920821631021)** who carried out the project work under my supervision during February 2023 to May 2023



Signature of Supervisor

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ABSTRACT

The project work entitled A STUDY ON WAGES AND SALARY ADMINISTRATION with specific reference to Nbays IT Solusens, Madurai. The study is intended to evaluate the wages and salary administration. Salary and wages are important factor for every employee and it is helpful to the organization to know about the satisfaction of the employee towards wage & salary and to know how it motivates the employee. The motivation of each employee will lead to the better performance and in turn satisfies both the employees and also organization. The wages and salary administration is used to study about the various policies of the organization regarding wage and salary fixation. The study also aims at evaluating the practical wage and salary administration under taken by the organization in their work environment to improve their working skills. The data needed for the study has been collected from the employees through questionnaires. The research design used in this study is Descriptive research design. Analysis and interpretation has been done using the statistical tools like Correlation, Percentage analysis, Chi-square and data are presented through tables and charts.





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5.3 CONCLUSION

Wages and Salary administration plays an important role in every organization. Proper wages and salary provided in the organization motivates and satisfies the employees in order to achieve organization goal. The study on wages and salary administration reveals that the current salary pay structure is satisfied to the employees. But, there are certain areas where organization can improve like bonus, overtime payment, group activities. Each job grade has its assigned salary range and other monetary benefit is also fixed based on the job grade. Wages and salary administration is one of the vital areas of the personnel administration. One of the most important factors in human resource management is compensation management. The compensation management is depends upon the amount of wages and salary paid to an employee for their work in an organization.. From the survey it reveals that present pay commission is better compared to previous pay commission and the other benefits provided are allowances, bonus, loans, pension, PF etc.,. The non- monetary benefits provided are satisfied to the employees. A good wages and salary administration will attract and retain employees, give them a fair deal, keep the organization competitive and motive employees to perform their best.




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COURSE 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.
- To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

UNIT I NATURE AND THEORIES OF MANAGEMENT**9**

Evolution of management Thought-Classical, Behavioral and Management Science Approaches Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo & Hawthorne Experiments. • Modern era – system & contingency approach Managerial Skills.

UNIT II PLANNING AND ORGANISING**9**

Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Types, Techniques and Processes.

Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation. Control: meaning, function, Process and types of Control.

UNIT III INDIVIDUAL BEHAVIOUR**9**

Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - **Personality and Individual Differences** - Motivation theories and Job **Performance** - Values, Attitudes and Beliefs - Communication Types-Process - Barriers - Making Communication Effective.

UNIT IV GROUP BEHAVIOUR**9**

Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organisational Change and Development.

UNIT V EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR**9**

Comparative Management Styles and approaches - Japanese Management Practices Organizational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, **Managing International Workforce, Productivity and cultural contingencies**, Cross cultural communication, Management of Diversity.

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

On completion of course, Students will develop

CO1 Understanding of various management concepts and skills required in the business world

CO2 In-depth knowledge of various functions of management in a real time management context

CO3 Understanding of the complexities associated with management of individual behavior in the organizations

CO4 Develop the skillset to have manage group behaviour in Organizations

CO5 Insights about the current trends in managing organizational behaviour



**A STUDY OF PERFORMANCE EVALUATION
AFTER TRAINING & DEVELOPMENT AT
PARAMESHWARI EXPORT, KARUR DISTRICT**



A PROJECT REPORT

Submitted by

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(Register No: 920821631009)

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 OF PERFORMANCE EVALUATION AFTER TRAINING AND DEVELOPMENT AT PARAMESHWARI EXPORTS" is a Bonafide work of BHUVANESWARI R (Register no. 920821631009) who carried out the project under my supervision during February 2023 to May 2023

Signature of Supervisor


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ABSTRACT

The Project has been done in Parameshwari export Pvt Ltd. The title of the project is "A STUDY ON OF PERFORMANCE EVALUATION OF TRAINING AND DEVALOPEMENT " The main objective of the study is to find out the financial performance and overall profitability. In the company I have studied thoroughly the working method and functions of Human Recourse individually. The collected data was analyzed by using relevant tools such

The First Chapter deals with introduction, meaning, nature and used of the employee performance, design of the study, the scope, objectives, and Research methodology. The Second Chapter deals with Review of literature. The Third chapter deals with the Complete Profile of Organization. Training and development enhances efficiency and develops a systematic way of performing duties and assigned tasks. Moreover it bridges the gap between job requirement and employees present specification. Training like any other organizational activity requires time, energy and money. It is on investment in employee's productivity and retention by providing for career progression and employees job satisfaction over the lone time. Therefore the organization needs to know whether their investment is being spent effectively or not. For this continuous evaluation of training and development is necessary Evaluation of training and development means assessment of the impact of training on trainee's performance and behavior





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5.3 CONCLUSION

Training and development is considered as a strategy for growth in every organization. It is adopted by the organization to fill the gap between skills and future opportunities. These training programs definitely enhance skills, improve efficiency, and productivity and growth opportunities for employees. Skills, knowledge and attitudes are the basics for efficient running of a business through the human resources of an organization. But, the impact of these basics is often reduced by lack of effective training program. Investment in employees' development means increasing the value of the organization human resources.

By improving the capabilities of employees, organizational capabilities can also be improved. In result, the structure of organization become flatter, in which there will be fewer levels between the top and the bottom employees. Many organizations provide coaching to their high-potential employees to develop their skills in creativity, thinking, innovation, vision, motivating others and brainstorming. Rather than putting the employees into management and expecting that they will develop their knowledge and skills on their own, organizations can systematically develop their skills through combination of training and development programs. HR audit improves performance after training and development.




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COURSE OBJECTIVE:

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

UNIT I FINANCIAL ACCOUNTING**9**

Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles– Double Entry System – Preparation of Journal, Ledger and Trial Balance Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements

UNIT II ANALYSIS OF FINANCIAL STATEMENTS**9**

Financial ratio analysis, Interpretation of ratio for financial decisions- Dupont Ratios – Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

UNIT III COST ACCOUNTING**9**

Cost Accounts – Classification of costs – Job cost sheet – Job order costing – Process costing – (excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing – Activity Based Costing, Target Costing.

UNIT IV MARGINAL COSTING**9**

Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems -Make or Buy decisions -Determination of sales mix - Exploring new markets - Add or drop products -Expand or contract.

UNIT V BUDGETING AND VARIANCE ANALYSIS**9**

Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) -Accounting standards and accounting disclosure practices in India.

TOTAL : 45 PERIODS**COURSE OUTCOMES:**

1. A thorough grounding of financial accounting concepts
2. Preparation of financial statement analysis
3. Understand the management and cost accounting techniques
4. Apply the management and cost accounting techniques for decision making
5. Assess the accountancy standards of practices in India

REFERENCES:

1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8th edition, 2018.
3. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014
4. Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, Financial and Managerial Accounting - The basis for business Decisions, 18th edition, Tata McGraw Hill Publishers, 2017
5. Charles T. Horngren, Gary L.Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHI Learning, 2014 , 16th edition.
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7. N.M. Singhvi, Ruzbeh J.Bodhanwala, Management Accounting – Text and cases,3 rd edition PHI Learning, 2018
8. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2012.



**A STUDY ON FINANCIAL STATEMENT
ANALYSIS IN NATCHI APPAREL (P) LTD.,
DINDIGUL DISTRICT**



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 **FINANCIAL**

STATEMENT ANALYSIS IN NATCHI APPAREL (P)

LTD" is a bonafide work of **DIVYA BHARATHI K(**
Reg.No.9208 216310 13) who carried out the project work under my
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ABSTRACT

The project work entitled **A STUDY ON FINANCIAL STATEMENT ANALYSIS** with specific reference to Tamil Nadu Corporative Natchi apparel (p) ltd, Dindigul. The study is intended to evaluate the wages and salary administration. Salary and wages are important factor for every employee and it helpful to the organization to know about the satisfaction of the employee towards wage & salary and to know how it motivates the employee. The motivation of each employee will lead to the better performance and in turn satisfies both the employees and also organization. The wages and salary administration is used to study about the various policies of the organization regarding wage and salary fixation. The study also aims at evaluating the practical wage and salary administration under taken by the organization in their work environment to improve their working skills. The data needed for the study has been collected from the employees through questionnaires. The research design used in this study us descriptive research design. Analysis and interpretation has been done using the statistical tools like percentage analysis, correlation, chi squared data are presented through tables and charts.





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5.3 CONCLUSION

We can say that there should be an efficient financial management system in the Company. It should overcome the adverse condition and minimize its losses and protect firm from facing the negative condition of liquidity. In tomorrow's economy the world will belong to those who are open to creative, imaginative and flexible to changes, having open mindless, strength of taking risk and an innovative spirit. These entire characteristics can lead the Company on a successful path.

Based on this study the major findings are that from the overall finance point of view, Natchi Apparel Pvt Ltd Company is performing to a very high degree level of achievement. This study indicates that in order to improve the overall performance of Company the management must take all possible steps to review and modify various policies, cash budgets, inventory status by using sound information management system. This will enable the management to have a close control over the various budgetary controls




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**A STUDY ON HEALTH AND SAFETY
WELFARE IN SHRI VISHAGAN TEX
SALEM**



A PROJECT REPORT

Submitted by


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Signature of Supervisor

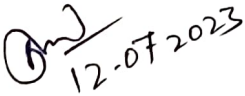


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ABSTRACT

The Project has been done in SHRI VISHAGAN TEX. The title of the project is "A STUDY ON HEALTH AND SAFETY WELFARE". The main objective of the study is to find out the overall satisfaction level of employees in the company. In the company I have studied thoroughly the working method and functions of the Human Resource department individually. The collected data was analyzed by using relevant tools such as Percentage analysis, Chi Square test, and Correlation analysis.

The First Chapter deals with introduction, meaning, nature, design of the study, the scope, objectives, and Research methodology. The Second Chapter deals with Review of literature. The Third chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual data analysis and interpretation. In order to analyze the data , the researcher employed various statistical tools such as Percentage analysis, Chi Square test , and Correlation analysis.

The fifth chapter reflects the thoughts of the researcher in the form of findings, 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

To summarize, the research results and consideration based on the subject literature analysis should be concluded, It is worth to pay attention on issues concerning the possibility of comparing the management process resulting from cultural differences in the functioning not only the company but also whole society and their influence on managers actions and the way of functioning the companies in the same industry and even those which belong to the same parent company. Finally, it also seems that undertaking a broader study of the health and epidemic safety situation of couriers, who can be considered as one of the high-risk occupational groups, is fully justified for both the theory and practice of management in terms of organisations and communities. It is visible that, this kind of research could provide equally significant knowledge for management indicating the area of change in managing the human resources, which should be implemented in company as well as the researchers to develop the research tools and methods of analysing and verification with using their temporary knowledge regarding the motivation and factors which have decided of the employees' involvement and their effectiveness in work process.




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REFERENCES :

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
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4. William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari,Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
5. Panneerselvam. R, Research Methodology, 2nd Edition, PHI Learning, 2014.

BA4206

BUSINESS ANALYTICS

L T P C
3 0 0 3

COURSE OBJECTIVES:

Learn to

1. Use business analytics for decision making
2. To apply the appropriate analytics and generate solutions
3. Model and analyse the business situation using analytics.

UNIT I INTRODUCTION TO BUSINESS ANALYTICS (BA) 9

Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, BA for Competitive Advantage.

UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS 9

Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.

UNIT III DESCRIPTIVE ANALYTICS 9

Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics

UNIT IV PREDICTIVE ANALYTICS 9

Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics

UNIT V PRESCRIPTIVE ANALYTICS 9

Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimisation - Demonstrating Business Performance Improvement.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Ability to understand the role of Business Analytics in decision making
2. Ability to identify the appropriate tool for the analytics scenario
3. Ability to apply the descriptive analytics tools and generate solutions
4. Understanding of Predictive Analytics and applications
5. Knowledge of Prescriptive Analytics and demonstrating business process improvement

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1. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How" , Pearson Ed, 2014
2. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making" , Fifth edition, Cengage Learning, 2015.
3. James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012.



A STUDY ON HR ANALYTICS
INNOVATIVE TECHNOLOGIES IN KASIM
TEXTILE MILL PRIVATE LTD, MADURAI



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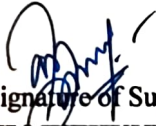


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Natham, Dindigul (DQ) - 624 401.

ANNA UNIVERSITY:CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON HR ANALYTICS INNOVATIVE TECHNOLOGIES IN KASIM TEXTILE MILL PRIVATE LTD, MADURAI DISTRICT” is a bonafide work of DIVYA BHARATHI B (Reg.No.920821631012) who carried out the project work under my supervision during February 2023 to May 2023



Signature of Supervisor


Dr.K.BINITH MUTHUKRISHNAN MBA, Ph.D
Associate Professor,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401



Signature of HOD

Dr. B. VELMURUGAN MBA, M.Com, M.Phil, Ph.D
Head of the Department,
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Viva-Voce Examination held on 12/7/2023


12.07.2023

INTERNAL EXAMINER




12/7/23


EXTERNAL EXAMINER

Dr. J.SURESH KANTHAN,
B.E., M.Tech., Ph.D.,
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NPR College of Engineering & Technology
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ABSTRACT

Technology plays a crucial role in inclusive growth of modern human resources. Recruitment, hiring, retaining, workplace administration and optimizing workforce environment are the major functions of human resources. Adopting innovative technology within the organization enables the managers to accumulate and deliver the information as well as communicate with employees more effectively. India as one of the developed countries, is successfully integrating technology in human resource to ensure market driven product and service development. Technology makes jobs easy; at the same time, it threatens the job markets by reducing the human resource requirement to perform particular task. An effective human resource management should have ability to integrate technology and the human resource for the better development of an organization. This theoretical study focuses on various technologies adopted by the human resource to make the workplace effective and highly productive.





Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
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5.3 CONCLUSION

There is a vast scope for improving both individual and organizational performance through HR analytics. It becomes possible because through analytics one can identify the various areas where money, time and efforts can be better utilized. Business analytics is being focused more than any other technology in the past decade. The popularization of big data and the subsequent development of analytical tools has greatly influenced the growth of business analytics. With more organizations adapting business analytics, organizations are obsessed to spread the application of analytics into all domains. Use of analytics in the field of HR has also gained momentum. Digitalization of HR dashboards has helped in producing updated insights about the organizations workforce status.

HR analytics will also be helpful in assessing the strategic impact of HR on business and other core HR functions. Areas of talent planning, acquisition, retention, training, performance management and succession planning can be improved significantly by using the results of the organization's HR analytics. A review of various studies and the corresponding literature available about people analytics proves that there is a greater scope to position people analytics to use as a strategic enabler i.e., the one to play crucial role in defining the strategic decisions of the firm that have a bearing on the long-term performance of the company. The future of people analytics as an important function in organization is vast.




Dr. J.SUNDARARAJAN
B.E., M.Tech., Ph.D.
Principal
R.P.R. College of Engineering & Technology,
Natham, Dindigul (TN) - 624 601.

REFERENCES :

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition, 2014.
2. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.
3. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
4. Russel and Taylor, Operations Management, Wiley, 5th Edition, 2006.
5. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 9th edition, 2015.
6. Cecil C. Bozarth, Robert B. Handfield, Introduction to Operations and Supply Chain Management, Pearson, 4th Edition, 2016.
7. Panneerselvam. R, Production and Operations Management, 3rd Edition,. PHI Learning, 2012.

BA4205

BUSINESS RESEARCH METHODS

L T P C
3 0 0 3

COURSE OBJECTIVE:

- To make the students of tourism understand the principles of scientific methodology in business enquiry, develop analytical skills of business research and to prepare scientific business reports.

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 – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of 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 –Types – Contents of report – need for 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 – Ethics in research – Subjectivity and Objectivity in research.

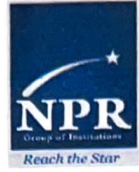
TOTAL : 45 PERIODS

COURSE OUTCOMES :

1. Students will understand and appreciate scientific inquiry
2. Students would know to write research proposals
3. The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
4. Students would be able to analyze data and find solutions to the problems.
5. Students could prepare research reports



**A STUDY ON EMPLOYEE WORK LIFE
BALANCE IN PANASONIC APPLIANCE
INDIA LTD, CHENNAI.**



A PROJECT REPORT

Submitted by

**SUBBU LAKSHMI M
(Register No: 920821631050)**

in partial fulfillment for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

**DEPARTMENT OF MANAGEMENT STUDIES
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NATHAM, DINDIGUL - 624401**

**ANNA UNIVERSITY, CHENNAI
MAY - 2023**



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ANNA UNIVERSITY : CHENNAI -600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **EMPLOYEE WORK LIFE BALANCE** IN PANASONIC APPLIANCE INDIA LTD" is a bonafide work of SUBBU LAKSHMI M (Reg.No.920821631050) who carried out the project work under my supervision during February 2023 to May 2023

Thaj.

Signature of Supervisor

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Viva-Voce Examination held on 12.07.23

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INTERNAL EXAMINER



12/7/2023

EXTERNAL EXAMINER

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ABSTRACT

The Project has been done in Panasonic appliances India Ltd. The title of the project is "A Study of Employees work life balance in Panasonic appliances India Ltd, Chennai". The main objective of the study is to find out the Employees performance and overall Work life balance in both of Family and Company. In the company I have studied thoroughly the working method and functions of the HR department individually. The collected data was analyzed by using relevant tools such as Percentage analysis and chi-square test using SPSS software.

The First Chapter deals with introduction, meaning, nature and 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 chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual background and importance of financial analysis. In order to analyze the statements, they researcher employed various statistical tools such as Percentage analysis and chi-square test. The fifth chapter reflects the thoughts of the researcher in the form of findings, 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

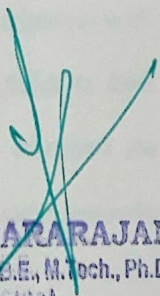
From the study its clear that employee work life balance in PANASONIC is good, But there is a small gap from employee satisfaction to company. To win the competition and getting success in present market, and the success gets only from hard work for the success know more than others, work more than others & expect less than others .There may be several reasons for not providing the transportation, employees are willing that at least they should have flexible starting time in morning within one hour. The companies contribution in employees meals is 20.Rs and employee contributing 15.Rs, there should be some improvement in quality wise. Since employees are the backbones of the company so company should satisfy them in order to improve the business in higher competitive world.

WEBSITES:

- www.panasonic.com
- www.images.google.com
- www.work.life.balance.com
- www.arbhd.com

JOURNALS:




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N.P.R. College of Engineering & Technology
Warangal, Warangal-506001.

COURSE OUTCOMES:

To understand the applications of

1. Linear programming in product mix decisions
2. Transportation and assignment in logistics and job allocation scenarios
3. Game theory and heuristics of decision making in real time decisions
4. Inventory management and replacement models in manufacturing context
5. Queuing and simulation in real time scenario optimisation

REFERENCES:

1. N. D Vohra, Quantitative Techniques in Management, Tata Mcgraw Hill, 2010.
2. G. Srinivasan, Operations Research – Principles and Applications, 2nd edition, PHI, 2011.
3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Tenth Edition, Third Indian Reprint 2019.
5. Bernard W. Taylor III, Introduction to Management Science, 9th Edition, Pearson Ed.
6. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2010.
7. Nagraj B, Barry R and Ralph M. S Jr., Managerial Decision Modelling with Spreadsheets, Second Edition, 2007, Pearson Education.

BA4202

FINANCIAL MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVES:

Facilitate student

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

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 - Receivables Management - Inventory management – Cash management - Working capital finance : Commercial paper, Company deposit, Trade credit, Bank finance.

UNIT V LONG TERM SOURCES OF FINANCE

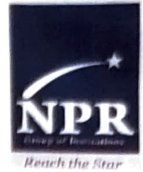
9

Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

TOTAL :45 PERIODS



**A PROJECT REPORT ON FINANCIAL
ANALYSIS WITH RESPECT TO POTHYS,
TIRUCHIRAPPALLI**



A PROJECT REPORT

Submitted by

ABINAYA M

(Register No: 920821631001)

in partial fulfillment for the award of the degree of
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**DEPARTMENT OF MANAGEMENT STUDIES
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MAY - 2023**



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BONAFIDE CERTIFICATE

Certified that this project report entitled "A Project Report on Financial Analysis with respect to Pothys, Tiruchirappalli" is a bonafide work of ABINAYA M (Reg.No.920821631001) who carried out the project work under my supervision during February 2023 to May 2023

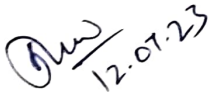


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Viva-Voce Examination held on 12/07/2023



INTERNAL EXAMINER



EXTERNAL EXAMINER




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ABSTRACT

The textile industry of India plays a substantive role in the economy. This is one of the largest industries in India in terms of employment generation, and earning foreign exchange. The paper focuses on the financial strength of the textile sector in India. And to know that up to what extent textile sector has used their available resources effectively. For this purpose profitability, liquidity and solvency position of textile companies has examined. In this paper comparative ratio analysis technique has used to know the financial soundness of textile companies. The result shows the profitability margins has slightly different due to volatile textiles market and volatility in raw material prices. The liquidity and solvency position is almost same in all the textile companies.

Keywords: Company, Liquidity, Profitability, Solvency, Textile




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5.3 CONCLUSION

The project entitled “A Study on financial statement analysis of Pothys at Trichy” was undertaken with the objective of financial statement and to examine profitability performance of the company. From the study gross profit and net profit position was good.

This project of financial statement 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 statement 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 Pothys. They 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. And with regard to resources, the firm is take utilization of the assets properly. And also the firm has a maintained high inventory. The liquidity position should be increase in the company. Long term solvency position of company was satisfactory. The Overall Financial statement of Pothys was good.




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COURSE OUTCOMES:

1. Identify the concepts of financial decision of an organisation
2. Recognize the time value of money
3. Learn the capital budgeting and cost of capital techniques
4. Understand how to decide the decision of capital structure and distribution of dividend
5. Assess the short-term and long-term sources of finance

REFERENCES :

1. I M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2017.
3. AswathDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
4. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning,13th Edition, 2014.
5. Brigham, Ehrhardt, Financial Management Theory and Practice, 14th edition, Cengage Learning 2015.
6. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.
7. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012.

BA4203

HUMAN RESOURCE MANAGEMENT

L T P C
3 0 0 3

COURSE 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

9

Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT

9

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Induction and Socialization- Theories, Methods and Process.

UNIT III TRAINING AND DEVELOPMENT

9

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

UNIT IV EMPLOYEE ENGAGEMENT

9

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.

UNIT V PERFORMANCE EVALUATION AND CONTROL

9

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

COURSE OUTCOMES:

1. Students would have gained knowledge on the various aspects of HRM
2. Students will gain knowledge needed for success as a human resources professional.
3. Students will develop the skills needed for a successful HR manager
4. Students would be prepared to implement the concepts learned in the workplace.
5. Students would be aware of the emerging concepts in the field of HRM



A STUDY OF **STRESS MANAGEMENT ON
SRI VINAYAGA CONTAINERS, SIPCOT
INDUSTRIAL COMPLEX, DINDIGUL.**



A PROJECT REPORT

Submitted by

ABIRAMI K

(Register No:920821631002)

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

MAY - 2023




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Natham, Dindigul (D) - 624 401.

ANNA UNIVERSITY : CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY OF **STRESS MANAGEMENT** ON SRI VINAYAGA CONTAINERS” is a bonafide work of **ABIRAMI K (Reg.No.920821631002)** who carried out the project work under my supervision during February 2023 to May 2023



Signature of Supervisor

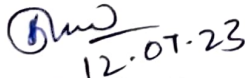
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EXTERNAL EXAMINER

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ABSTRACT

The Project has been done in Sri Vinayaga Containers. The title of the project is “A Study of stress management on Sri Vinayaga Containers”. The main objective of the study is to find out the financial performance and overall profitability. In the company I have studied thoroughly the working method and functions of the **financial department individually**. The collected data was analyzed by using relevant tools such as percentage analysis, chi square test and correlation

The First Chapter deals with introduction, meaning, nature and 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 chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual background and importance of financial analysis. In order to analyze the financial statements, the researcher employed various statistical tools such as percentage analysis, chi square test and correlation The fifth chapter reflects the thoughts of the researcher in the form of findings, suggestions and conclusions. In the appendix various supporting information have been incorporated for an easy understanding of the readers.




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CONCLUSION

Stress is there in everyone's life every day. The fact is that how we are reacting towards that stress and how we are able to handling in a **positive approach the stress** management is tool to find out the factors due to which the employees experiencing stress in working atmosphere. difficulties and discomforts caused due to stress, the initiatives needed to taken by the management, the facilities expected by the employees.

This study has examined mainly factors that influencing the work stress on employees at Sri Vinayaga Containers. Findings were made and suggestions are provided by the researcher. Key among the findings were the **stress management program is conducted** by Sri Vinayaga Containers.




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REFERENCES :

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.
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3. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill,, 6th Edition 2018.
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- 12.V.S. Datey, GST Ready Reckoner, 9 th edition, 2019

BA4106

INFORMATION MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVES:

- To understand the importance of information in business
- To know about the recent information systems and technologies.

UNIT I INTRODUCTION

9

Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and **functional information systems**.

UNIT II SYSTEM ANALYSIS AND DESIGN

10

System development methodologies, Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram.

UNIT III DATABASE MANAGEMENT SYSTEMS

8

DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining.

UNIT IV INTEGRATED SYSTEMS, SECURITY AND CONTROL

9

Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.

UNIT V NEW IT INITIATIVES

9

Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing

TOTAL : 45 PERIODS

COURSE OUTCOMES:

1. Learn the basics of data and information system.
2. Understand the system development methodologies.
3. Understand database management system and its types.
4. Learn the various technologies in information system and its security.
5. Gains knowledge on effective applications of information systems in business.



**A STUDY ON ANALYTICAL REPORT
RECRUITMENT AND SELECTION
PROCESS IN ROYAL ENFIELD,
DINDIGUL.**



A PROJECT REPORT

Submitted by

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(Register No: 920821631052)

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MAY - 2023

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BONAFIDE CERTIFICATE

date: 20.05.2023

Certified that this project report entitled "A STUDY ON **ANALYTICAL REPORT RECRUITMENT AND SELECTION PROCESS IN ROYAL ENFIELD** " is a bonafide work of **SWARNA MALYA. R (Reg.No.920821631052)** who carried out the project work under my supervision during February 2023 to May 2023

[Handwritten Signature]

Signature of Supervisor

[Handwritten Signature]

Signature of HOD

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 Department of Management Studies,
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 Head of the Department,
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 Natham, Dindigul-624401

During the period she was observed all activities in our Organization & Her Performance and conduct

Where found to be good

Viva-Voce Examination held on 12.07.23

We wish her all success in future endeavors.

[Handwritten Signature]

INTERNAL EXAMINER

[Handwritten Signature]
 Date: 12/07/2023

EXTERNAL EXAMINER



Dr. J.SUNDARAJAN,
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ABSTRACT

The essential od selection are first , the nature of selection ,whether faulty and safe and second , the policy of the company and the aptitude of the management and third, the length of the probationary or the trial period. The different types of selection test are ability test, aptitude test, personality test, graphology test, medical tests, and genetic screening .the final decision has to be made from the pool of the individual who pass the test, interviews ,and the reference checks and also the HR manager plays the crucial role in the final selection process .

“ Recruitment” is a process of the discover the sources of the manpower to meet the recruitment of the staffing , scheduling and the employ effective measure for the attracting that manpower in definition of recruitment is : it is the process of finding and attracting capabilities of applicant for employment . the process begins when new recruits and sought and ends when their applicants are submitted.

The process of recruitment involves planning , strategy developing , searching screening and control . the sources of the recruitment are categories as internal and the external sources

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5.3 CONCLUSION

This presents the summary of the study and survey done in relation to the Recruitment and Selection in ROYAL ENFIELD .The conclusion is drawn from the study and survey of the Company regarding the Recruitment and Selection process carried out there. The recruitment Process at ROYAL ENFIELD to some extent is done objectively and therefore lot of bias Hampers the future of the employees. Most of the employees were satisfied but changes are Required according to the changing scenario as recruitment process has a great impact on the Working of the company as a fresh blood, new idea enters in the company. Selection process is Good but it should also be modified according to the requirements and should job profile so that Main objective of selecting the candidate could be achieved

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BA4204

OPERATIONS MANAGEMENT

L T P C
3 0 0 3

COURSE 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. Productivity; World-class manufacturing practices

UNIT II OPERATIONS AND THE VALUE CHAIN

9

Capacity Planning – Long range, Types, Developing capacity alternatives, tools for capacity planning. Facility Location – Theories, Steps in Selection, Location Models. Sourcing and procurement - Strategic sourcing, make or buy decision, procurement process, managing vendors.

UNIT III DESIGNING OPERATIONS

9

Product Design - Criteria, Approaches. Product development process - stage-gate approach - tools for efficient development. Process - design, strategy, types, analysis. Facility Layout – Principles, Types, Planning tools and techniques.

UNIT IV PLANNING AND CONTROL OF OPERATIONS

9

Demand Forecasting – Need, Types, Objectives and Steps - Overview of Qualitative and Quantitative methods. Operations planning - Resource planning - Inventory Planning and Control. Operations Scheduling - Theory of constraints - bottlenecks, capacity constrained resources, synchronous manufacturing

UNIT V QUALITY MANAGEMENT

9

Definitions of quality, The **Quality revolution, quality gurus**; TQM philosophies; Quality management tools, certification and awards. Lean Management - philosophy, elements of JIT manufacturing, continuous improvement. Six sigma.

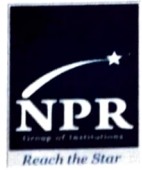
TOTAL: 45 PERIODS

COURSE OUTCOMES:

1. Understanding of the evolution of operations management practices and world class manufacturing processes
2. Knowledge about capacity planning, strategic sourcing and procurement in organizations
3. Enhances the understanding of product development and design process
4. Ability to forecast demand and overcome bottlenecks
5. Provides insight to Quality management tools and practices.



A STUDY ON **QUALITY OF WORK LIFE
TOWARDS MANGAL AND MANGAL
JEWELLERY WITH REFERENCE TO TRICHY**



A PROJECT REPORT

Submitted by

PROMOD KUMAR P
(Register No: 920821631035)

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

MAY - 2023



Dr. J.SUNDAR
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul - 624401.

ANNA UNIVERSITY : CHENNAI -600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled “A Study on **Quality of Work Life** towards Mangal and Mangal Jewellery with Reference to **Trichy**” is a bonafide certificate of **PROMOD KUMAR P (Register No. 920821631035)** who carried out the project work under my supervision during February 2023 to May 2023

Signature of Supervisor

Dr. K.BINITH MUTHUKRISHNAN

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Viva-Voce Examination held on 12-07-2023

INTERNAL EXAMINER

EXTERNAL EXAMINER



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ABSTRACT

The project of “Quality of work life with special reference to Mangal and Mangal Jewelry Shop” was undertaken with the sample size of 120 respondents. The descriptive research design was used and the convenient sample method was adopted. Both primary and secondary data were used for study. The primary data were collected through questionnaire method and the secondary data were collected through company profile and company websites. Chi-square test was used as tool of data analysis. Data obtained were consolidated, tabulated, interpreted and are presented in the form of tables and charts. Findings on the study are made and adoptable recommendations were suggested.

The First Chapter deals with introduction, meaning, nature, design of the study, the scope, objectives, and Research methodology. The Second Chapter deals with Review of literature. The Third chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual data analysis and interpretation. In order to analyze the data , the researcher employed various statistical tools such as Percentage analysis, Chi Square test , and Correlation analysis. The fifth chapter reflects the thoughts of the researcher in the form of findings, 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

A study on employees "quality of work life" at **MANGAL AND MANGAL**, Trichy, During this work experience, information gained by interacting with employees was really knowledgeable which gave me insight to know about employees work life in the company. It was found that majority of the employees working there are satisfied with the company. If the employees give their best effort to the company, then the next responsibility is of the company to provide a better quality of work life in return. **Quality of work life contributed to employees productivity and morale**, so the company realizes the importance of providing quality in work life of the employees to increase the productivity of the company. The study gives an overall idea about the extent of satisfaction of the employee's regarding the quality of work life prevailing in Mangal and Mangal Jewellery.




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COURSE OBJECTIVES:

- To understand the changing business environment and the fundamental premise underlying market driven strategies.
- To identify the indicators of management thoughts and practices.

UNIT I INTRODUCTION**9**

Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process – Scanning Business environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing – Rural Marketing – Prospects and Challenges.

UNIT II MARKETING STRATEGY**9**

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS**9**

Product planning and development – Product life cycle – New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods

UNIT IV BUYER BEHAVIOUR**9**

Understanding Industrial and Consumer Buyer Behavior – Influencing factors – Buyer Behaviour Models – Online buyer behaviour – Building and measuring customer satisfaction – **Customer relationships management** – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING**9**

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

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

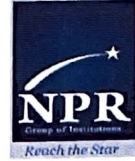
1. Applied knowledge of contemporary marketing theories to the demands of business and management practice.
2. Enhanced knowledge of marketing strategies for consumer and industrial marketing
3. Deep understanding of choice of marketing mix elements and managing integrated marketing channels
4. Ability to analyze the nature of consumer buying behaviour
5. Understanding of the marketing research and new trends in the arena of marketing

REFERENCES:

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.
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**A STUDY ON CUSTOMER RELATIONSHIP
MANAGEMENT IN PANDIAN
MULTISPECIALITY HOSPITAL MADURAI**



A PROJECT REPORT

Submitted by

RAMESH KUMAR T
(Register No: 920821631040)

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 **CUSTOMER RELATIONSHIP MANAGEMENT** IN PANDIAN MULTISPECIALITY HOSPITAL MADURAI" is a bonafied work of **RAMESH KUMAR.T** (Reg.No.920821631040) who carried out the project work under my supervision during February 2023 to May 2023



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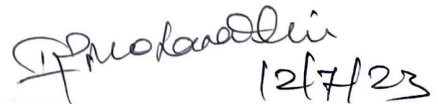
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Viva-Voce Examination held on 12-07-2023



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ABSTRACT

CRM is short for customer relationship management. The ideas behind customer relationship management are by no means new. Today it's widely acknowledged that how you understand and treat your customers, goes a long way to determining your future success and profitability, and companies are making bigger and bigger investments to do just that.

The concepts of customer relationship management have been in the air ever since people started exchanging things, but CRM as a term came into existence in the mid-1990s

Companies are already pouring billions of dollars into CRM solutions—software and services designed to help businesses more effectively, manage customer relationships through any direct or indirect channel a customer might use. That's why, the market for CRM technology is exploding.

Obviously the most common question asked here is “What is CRM?” Probably because if you ask three managers, you'll get five different answers.

In brief, CRM is the total process of:

- **Getting customers,**
- **Keeping customers**
- **Maximizing customer profitability, behavior and satisfaction.**

Since “the customer is always right” calls between the client and the employee, in Customer Care department, must be recorded in order to analyze the voice, to keep control on Customer-Employee relation. Companies that consider the relationship with clients as number one in their working process, face problems in “how to keep eyes on employees” and waste lots of time in hearing recorded calls. Since most of the CRM's find difficulties in moving data from the company database to the CRM database, which would be expensive and wastes a lot of time.

There is a need of a new tool that allows transferring data from existing database to server side where it can be previewed or imported to CRM database



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- ❖ In terms of barriers to the implementation of PRM, it clearly appeared in this study that poor communication is the most important barrier to PRM implementation, while the skill required to use technologies by employees is the least important barrier.

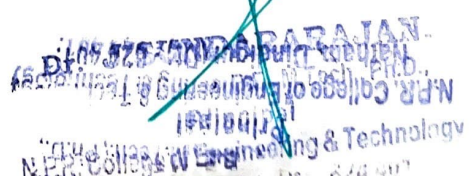
5.2. SUGGESTIONS:

- ❖ Management of hospitals in Madurai should pursue more than one of the objectives of PRM.
- ❖ Improving patient services is not enough to achieve the objective, management should endeavour to motivate hospital staff to work harder than before.
- ❖ Management should ensure that any changes for achievement of the objectives should be communicated to employees of the hospitals.
- ❖ Employees of healthcare industries in Madurai should be given additional training to make them more productive in the application of PRM techniques.
- ❖ Management should make PRM implementation beneficial to Patients in Madurai.

5.3. CONCLUSIONS:

Managerial Side

- ❖ The Analytical CRM and Operational CRM paved the way for health service providers to understand consumer behavior. It is primarily important for service providers to retain patients and co-create value if they intend to enrich staff-patient interaction quality.
- ❖ This goes with the service-dominant concept as well. In this study, all items related to the interaction with patients (customers) scored average scores. To improve physician- patient Collaborative interactions, physicians must demonstrate while delivering services, concern for the patient as individuals as all items have.
- ❖ Furthermore, they must allow themselves to truly care about and sympathize with their patients, though it is not easy to do so, given the number of patients a staff must see each day in Madurai PANDIAN MULTISPECIALITY HOSPITAL. Moreover, it is also difficult for the staff, which sees misfortune every day, to continue expressing concern and sympathy and to keep from being depressed are negative outcomes. Yet, these are exactly the things that the staff must deliver in order to satisfy and retain patients' role of co-creating firm value.
- ❖ As the study results reflected, availability of physician is contributing comparatively less and because of limited time, it might be difficult for the doctors to develop relationships



COURSE OBJECTIVE:

- To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.

UNIT I	AN OVERVIEW OF INTERNATIONAL BUSINESS	9
Definition and drivers of International Business- Changing Environment of International Business - Country attractiveness- Trends in Globalization- Effect and Benefit of Globalization-International Institution: UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD, Role and Advantage of WTO.		
UNIT II	THEORIES OF INTERNATIONAL TRADE AND INVESTMENT	9
Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher-Ohlin Theory-Theories of Foreign Direct Investment : Product Life Cycle, Eclectic, Market Power, Internationalisation-Instruments of Trade Policy : Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy, Balance of Payment.		
UNIT III	GLOBAL ENTRY	9
Strategic compulsions— 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, FINANCIALS OF GLOBAL BUSINESS	9
Global production: Location, scale of operations- cost of production- Standardization Vs Differentiation- Make or Buy decisions- global supply chain issues- Quality considerations. Globalization of markets: Marketing strategy- Challenges in product development- pricing- production and channel management. Foreign Exchange Determination Systems: Basic Concepts-types of Exchange Rate Regimes- Factors Affecting Exchange Rates.		
UNIT V	HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS	9
Selection of expatriate managers- Managing across cultures -Training and development- Compensation- Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation –Ethical issues in international business – Ethical decision-making.		

TOTAL: 45 PERIODS**COURSE OUTCOMES:**

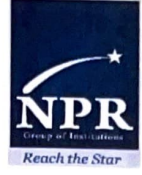
1. In Depth knowledge of driving factors of international Business
2. Understanding of theories of trade and investment practiced in the global world
3. Deep Insights in to various market entry strategies followed by Global Organizations
4. Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
5. Enhance the cognitive knowledge of managing business across the cultures

REFERENCES:

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010.
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5. Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011.
6. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.



A STUDY ON WORKFORCE DIVERSITY
IN PREETHI HOSPITAL PVT LTD,
MADURAI



A PROJECT REPORT

Submitted by

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(Register No: 920821631055)

In partial fulfillment for the award of the degree of
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MAY – 2023

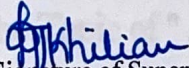


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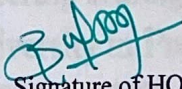
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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **WORKFORCE DIVERSITY** IN PREETHI HOSPITAL PVT LTD" is a bonafide work of VIGNESH S (Reg.No.920821631055) who carried out the project work under my supervision during February 2023 to May 2023



Signature of Supervisor

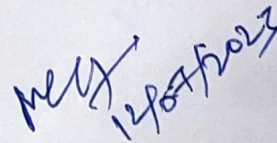
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Signature of HOD

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Viva-Voce Examination held on 12.07.23


INTERNAL EXAMINER


EXTERNAL EXAMINER



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ACKNOWLEDGEMENT

First and foremost, I thank the God almighty for all his blessing in carrying to this project successfully. And for my beloved Parents who sacrifice themselves to help me to climb up the ladder of life.

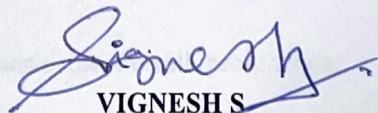
I express my deep sense of gratitude to our Management and Principal **Dr.J.SUNDARARAJAN**, M.Tech., Ph.D., N.P.R. College of Engineering & Technology, Natham for their support towards us and for her gracious permission to undertake this project work.

I am extremely thankful to my Head of the Department **Dr.B.VELMURUGAN**, MBA, M.Com, M.Phil, PhD who inspired me to undertake this project confidentially and has been with me to complete this project in a successful manner.

I would like to acknowledge gratefulness to **Mr.P.T.J.K.LILIAN**, MBA, M.Phil,(PhD), Assistant Professor and my Project Guide who gave me able guidance during which the project had taken shape.

I wish to express my sincere thanks to **K.BALAJI** My External Guide for his kind support and guidance to complete my project successfully.

For the intellectual help, unceasing encouragement, valuable suggestions and critical comments, I express my heartfelt thanks to **all the faculties of MBA Department**. I eventfully needed to thank all the personalities who gave their valuable ideas and boost up my projects success.


VIGNESH S

Register No: 920821631055

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.

9	8	Revenue Management	4
10	-	Extended experiment – 2	4
11	9	Transportation & Assignment	4
12	10	Networking Models	4
13	11	Queuing Theory	4
14	12	Inventory Models	4
15	-	Extended experiments – 3	4

➤ Spreadsheet Software and Data Analysis Tools

TOTAL: 60 PERIODS

COURSE OUTCOMES:

1. Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques
2. Facilitates to identify the relationship between variables using data analytical tools
3. Provides understanding about forecasting in real time business world using analytical tools
4. Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data
5. Enhances knowledge about networking, inventory models and queuing theory using data analytical tools

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1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, CeyhunOzgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
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STRATEGIC MANAGEMENT

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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:

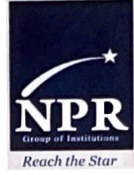
1. Ability to understand the Strategic management process and social responsibility of business organizations
2. In-depth understanding about the need for developing competitive advantage for organizations
3. Provides insights into various corporate and business level strategies
4. Facilitates to identify 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

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2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008
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5. Lawrence G. Hrebiniak, Making strategy work, Pearson, 2 nd edition, 2013.
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A STUDY ON **JOB SATISFACTION AND ITS EFFECT
ON THE PERFORMANCE OF EMPLOYEES
WORKING IN ROOTS INDUSTRIES INDIA
LIMITED, COIMBATORE**



A PROJECT REPORT

Submitted by

SELVIN S

(Register No: 920821631047)

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
MAY - 2023**



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ANNA UNIVERSITY :CHENNAI -600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **JOB SATISFACTION AND ITS EFFECT** ON THE PERFORMANCE OF EMPLOYEES WORKING IN ROOTS INDUSTRIES INDIA LIMITED" is a bonafide work of SELVIN S (Reg.No.920821631047) who carried out the project work under my supervision during February 2023 to May 2023

Signature of Supervisor

Signature of HOD

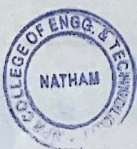
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Viva-Voce Examination held on 12.07.23

INTERNAL EXAMINER

EXTERNAL EXAMINER



Dr. J. SUNDARARAJAN,
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Principal

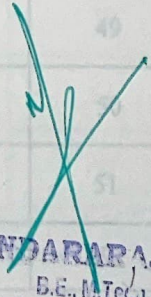
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ABSTRACT

The Project has been done in Roots Industries India Limited. The title of the project is "A Study of JOB SATISFACTION AND ITS EFFECT ON THE PERFORMANCE OF EMPLOYEES WORKING IN ROOTS INDUSTRIES INDIALIMITED". The main objective of the study is to find out the Job satisfaction and performance and effect on employees In the company I have studied thoroughly the working method and functions of the Human Resource department individually. The collected data was analyzed by using relevant tools such as Comparative Job satisfaction Statement Analysis, Common Size Job satisfaction Statement Analysis, Ratio Analysis and Trend Analysis and Interpreted.

The First Chapter deals with introduction, nature and used of the Job satisfaction, design of the study, the scope, objectives, and Research methodology. The Second Chapter deals with Review of literature. The Third chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual background and importance of. In order to analyze the data Interpretation, the researcher employee job satisfaction and statistical tools such as Ratio analysis, Comparative statement analysis and Common size statement analysis and Trend analysis. The fifth chapter reflects the thoughts of the researcher in the form of findings, suggestions and conclusions. In the appendix various supporting information have been incorporated for an easy understanding of the readers.

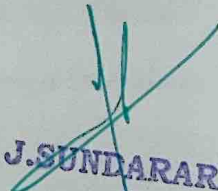



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5.3. CONCLUSION

Job satisfaction is a measure of how much employees enjoy their jobs. Employees who are very satisfied with their jobs will perform their jobs in a very different manner than employees who actively dislike their jobs. Employees are the organization's most valuable asset, and they must be satisfied in order to improve their performance. Companies with satisfied employees see higher overall profits because a large portion of their workforce is more motivated and productive. The overall satisfaction level of the employees is 90.01%. Hence, the company concentrates on the remaining 10% to get 100% satisfaction level.




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