



**Thiru K.M. Govindarajanar**  
**FOUNDER**

**K.M.G. COLLEGE OF ARTS & SCIENCE,  
GUDIYATTAM**  
Permanently Affiliated to Thiruvalluvar University and  
Recognized by UGC under section 2(F) & 12(B) of the UGC  
Act 1956  
Accredited with B+ Grade by NAAC  
Associate member of ICT Academy



**KMG College of Arts & Science, Gudiyattam**  
**Department of Business Administration**  
**&**  
**Marudhar Kesari Jain College for Women, Vaniyambadi**  
**PG and Research Department of Business Administration**  
**14 days Short term Course**  
**On**  
**Emerging Trend in Management Studies under**  
**Memorandum of understanding**

**Course Fee:** Free of Cost

**Delivery System:** Guest Lecture, Course Work, e-Quiz, Test, Assignment

**Planner for the days**

<b>Date</b>	<b>Day</b>	<b>Session</b>
05/01/2023 Thursday	1	Inauguration & Introduction to the course & Guest Lecture – 1 6.00 pm (Google meet)
06/01/2023 Friday	2	Guest Lecture – 2 <b>Note:</b> Link will be shared in Google meet at 6.00 pm
07/01/2023 Saturday	3	Guest lecture 3 <b>Note:</b> Link will be shared in Google meet at 6.00 pm
08/01/2023 Sunday	4	Assignment 1: Survey making, Its uses and impact.
09/01/2023 Monday	5	Course work 1: Prepare an ad copy.
10/01/2023 Tuesday	6	E-Quiz 1 <b>Note:</b> Link will be shared to the students
11/01/2023 Wednesday	7	Course work 2: Prepare PPT for recent trends in Management Studies (10 slides)
12/01/2023 Thursday	8	Guest Lecture 4 Link will be shared in Google meet at 6.00 pm
13/01/2023 Friday	9	Test 1 <b>Note:</b> Questions will be sent to the Students
14/01/2023 Saturday	10	Course work 3: Prepare questionnaire on customer perception on international logistics
15/01/2023 Sunday	11	Test 2 Link Will be sent to the students
16/01/2023 Monday	12	Course Work 4: Deliver your speech on content you learned from Guest lecture for 1 minute
17/01/2023 Tuesday	13	E-Quiz 2 <b>Note:</b> Link will be shared to the students
18/01/2023 Wednesday	14	Valedictory Session



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## DEPARTMENT OF BUSINESS ADMINISTRATION

Organizes

**MOU Activity**



**MARUDHAR KESARI JAIN COLLEGE  
FOR WOMEN, VANIAMBADI  
PG & RESEARCH DEPARTMENT OF  
BUSINESS ADMINISTRATION**



**14 DAYS VIRTUAL SELF-LEARNING CERTIFICATE COURSE ON  
BUSINESS SKILLS UNDER MEMORANDUM OF UNDERSTANDING  
(05-01-2023 TO 18-01-2023)**



**Dr. P. Shankar**  
Program  
Co-Ordinator

**Dr. R. Manikandan**  
HOD

**Prof. Dr. M. Senthilraj**  
Principal

**Thiru K.M.G. Rajendran**  
Secretary



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(06-01-2023)**

**Resource Person**



**:** Ramya. V  
Customer Relationship Manager  
Max Life Insurance, Bangaluru

**Topic** : Life Hack  
**Target Audience** : Management Students of K.M.G. & MKJC  
**Platform** : Online – Google Meet  
**Date** : 06.01.2023





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(07-01-2023)**

<b>Resource Person</b>	
	: Dr. Vertivelan. D
<b>Topic</b>	: Entrepreneur Skill
<b>Target Audience</b>	: Management Students of K.M.G. & MKJC
<b>Platform</b>	: Online – Google Meet
<b>Date</b>	: 07.01.2023

## **Dr.D.Vetrivelan, B.Com., M.B.A., M.Phil., UGC - NET, Ph.D**

**He is person with passion and zeal, for the betterment of student community in accomplishing their futuristic goals and he serve as a facilitator to foresee a socio-cultural transformation in society by equipping the students. He engaged himself in multifarious intellectual activities leads towards the enhancement of self-development, professional-development and social-development.**



**Having 6 years of industry experience and 15 years of teaching experience a man who is Professor by profession and a trainer by passion where he trained many people in the corporate and conducted many training programmes for entrepreneurs, Insurance employees, professors and student's community.**

**MBA Graduate from VIT Vellore & Ph.-D from Periyar university and for his credentials he published more than 25 articles and many social articles in newspapers. At present, he is head Department of Business Administration, & Vice-Principal of Don Bosco College, Yelagiri Hills.**





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(12-01-2023)**

<b>Resource Person</b>	
	: Dr. Srinivasan. K
<b>Topic</b>	: Creative Thinking
<b>Target Audience</b>	: Management Students of K.M.G. & MKJC
<b>Platform</b>	: Online – Google Meet
<b>Date</b>	: 12.01.2023





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**On**

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**Under**

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**REPORT OF THE EVENT**

Department of Business Administration organized 14 days virtual short term course on Emerging Trends in Management Studies under Memorandum of Understanding with Marudhar Kesari Jain College for Women, Vaniyambadi through Google Meet Platform. The students of Business Administration from K.M.G. College of Arts and Science, Gudiyaattam and Marudhar Kesari Jain College for Women, Vaniyambadi got benefited by the course.

**HOD**



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KMG COLLEGE OF ARTS AND SCIENCE, GUDIYATTAM**

**&**



**PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION  
MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI**

*Certificate*  
*of PARTICIPATION*  
*PROUDLY PRESENTED TO*

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*has actively participated and completed the course work and assessment in the 14 days Short term Course on Emerging Trend in Management Studies Organized by K.M.G. College of Arts and Science, Gudiyattam & Marudhar Kesari Jain College for Women, Vaniyambadi (Under MOU-Staff & Students Exchange Program) from 05-01-2023 to 18-01-2023*

**Dr. G. Deepalakshmi**  
**Head, Dept of BBA, M.K.J.C.**

**Dr. R. Manikandan**  
**Head, Dept of BBA, K.M.G.**

**Dr. M. SenthilRaj**  
**Principal, K.M.G.**