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KMG College of Arts & Science, Gudiyattam Department of Business Administration

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

Planner for the days





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MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI 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. ShankarDr. R. ManikandanProf. Dr. M. SenthilrajThiru K.M.G. RajendranProgramHODPrincipalSecretaryCo-Ordinator





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14 DAYS VIRTUAL SELF-LEARNING CERTIFICATE COURSE ON BUSINESS SKILLS UNDER MEMORANDUM OF UNDERSTANDING (06-01-2023)

Resource Person



Ramya. V Customer Relationship Manager Max Life Insurance, Bangaluru

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





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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

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14 DAYS VIRTUAL SELF-LEARNING CERTIFICATE COURSE ON BUSINESS SKILLS UNDER MEMORANDUM OF UNDERSTANDING (07-01-2023)

Resource Person	:	Dr. Vertivelan. D
Торіс	:	Entrepreneur Skill
Target Audience	:	Management Students of K.M.G. & MKJC
Platform	:	Online – Google Meet
Date	:	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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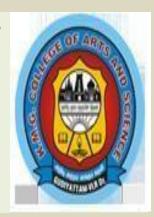
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14 DAYS VIRTUAL SELF-LEARNING CERTIFICATE COURSE ON BUSINESS SKILLS UNDER MEMORANDUM OF UNDERSTANDING (12-01-2023)

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





KMG College of Arts & Science, Gudiyattam **Department of Business Administration**

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Marudhar Kesari Jain College for Women, Vaniyambadi PG and Research Department of Business Administration

> 14 days Short term Course On

Emerging Trends in Management Studies

Under

Memorandum of Understanding

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, Gudiyattam and Marudhar Kesari Jain College for Women, Vaniyambadi got benefited by the course.

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

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Certificate of PARTICIPATION PROUDLY PRESENTED TO

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

R. Melle de

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.