



# Indra Ganesan

## COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC

IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

# NAAC DOCUMENTS

## QUALITY INDICATOR FRAME WORK

### CRITERION – 2

## TEACHING-LEARNING AND EVALUATION

SUBMITTED BY

**IQAC**

INTERNAL QUALITY ASSURANCE CELL

**INDRA GANESAN COLLEGE OF ENGINEERING**





**Criteria2**

**Teaching-Learning and Evaluation**

**350**

**KeyIndicator-2.3.Teaching-Learning Process (40)**

**2019-2020**

**PARTICIPATIVE LEARNING**

**MASTER OF BUSINESS ADMINISTRATION**

Activity	Number of Students Attended	Page No.
Value Added Course(VAC)	70	3
TOTAL STUDENTS ATTENDED	70	-



<b>Criteria2</b>	<b>Teaching-Learning and Evaluation</b>	<b>350</b>
------------------	---	------------

## **KeyIndicator-2.3.Teaching-LearningProcess(40)**

**2019-2020**

**MASTER OF BUSINESS ADMINISTRATION**  
**PARTICIPATIVE LEARNING**  
**VALUE ADDED COURSE**



# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MANAGEMENT STUDIES  
Academic Year 2019-2020 – Odd Semester

18.06.2019

Ref: IGCE/MBA/2019-20/VAC/01

### DEPARTMENT CIRCULAR

Department of Management Studies and IQAC, IGCE in association with M/s White & Black Digital Marketing organizing “Special Training on Digital Marketing” Value Added Course for all II MBA students from 24.06.2019 to 28.06.2019. Certificates will be issued to all eligible students at the end of the Course.

Interested students can register their names with the VAC Co-ordinator Mrs.N.Minipirya on or before 21<sup>st</sup> June 2019.

Resource Person:	Mr.V.Arunkumar Managing Director M/s.White & Black Digital Marketing Trichy.
Venue:	MBA Seminar Hall

B. T. Lee  
HOD/MBA

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

PRINCIPAL

Cc:

- Principal Office
- IQAC Co-Ordinator
- HoD/ MBA
- II -Year MBA Students
- Notice Board

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Value Added Course on “Special Training on Digital Marketing”

## SYLLABUS

S.NO	TOPIC COVERED	DURATION (in hours)	DATE
1	Introduction To Digital Marketing	3	24.06.2019
2	Website Planning & Analysis	3	24.06.2019
3	Search Engine Optimization and Marketing	3	25.06.2019
4	Social Media Marketing	3	25.06.2019
5	Web Analytics / Marketing & Sales Automation	3	26.06.2019
6	Display Advertising and Video Advertising	3	26.06.2019
7	Mobile Marketing / App Store Optimization	3	27.06.2019.
8	Content Marketing & Blogging	3	27.06.2019
9	Affiliate Marketing / Email Marketing	3	28.06.2019
10	Influencer Marketing / Growth Hacking	3	28.06.2019
11	Exam	1	28.06.2019
Total Hours		30	-

*B. Theerth*  
HOD/MBA

*Dr. G. Balakrishnan*  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

*[Signature]*  
PRINCIPAL



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## STUDENTS PARTICIPATION LIST

### VAC PROGRAM- Special Training on Digital Marketing

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.

S.No.	Reg.No	Student's Name	Year/ Branch
1	811218631001	AJITHKUMAR.S	II MBA
2	811218631002	ARUNACHALAM.C	II MBA
3	811218631003	ARUN KUMAR.G	II MBA
4	811218631005	BHARATHI PRIYA.R	II MBA
5	811218631006	CHELLAMMAL.M	II MBA
6	811218631007	CHINDRALLA.V	II MBA
7	811218631008	DHANISHKA.R	II MBA
8	811218631009	DHANUSUYA.T	II MBA
9	811218631010	EBINRAJ.A	II MBA
10	811218631011	ELAKKIYA.S	II MBA
11	811218631012	GOMATHI.M	II MBA
12	811218631013	GOPALA KRISHNAN.A	II MBA
13	811218631014	JENIFER.M	II MBA
14	811218631015	JESSIE JENIFER.E	II MBA
15	811218631016	JOTHIKA.R	II MBA
16	811218631017	JULIYANA MARY.S	II MBA
17	811218631018	KARPAGAM.S	II MBA
18	811218631019	KARUNANIDHI.P	II MBA
19	811218631020	KIRUTHIGA.S	II MBA
20	811218631021	KUMARESAN.G	II MBA
21	811218631022	MANIVEL.M	II MBA
22	811218631023	MURUGAN.N	II MBA
23	811218631024	MUTHUKRISHNAN.V	II MBA
24	811218631025	NEELAMBARI.L	II MBA
25	811218631029	PRAVEEN KUMAR.T	II MBA




# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

S.No.	Reg.No	Student's Name	Year/ Branch
26	811218631030	PUSHPANJALI.B	II MBA
27	811218631032	RAJESHWARI.R	II MBA
28	811218631034	RANJITHA.A	II MBA
29	811218631035	RENUKA.M	II MBA
30	811218631036	SADAM HUSEN.H	II MBA
31	811218631037	SANGAVI.K	II MBA
32	811218631038	SATHISH.S	II MBA
33	811218631039	SHOBANA.A	II MBA
34	811218631040	SOPHIA ESCRADER.G	II MBA
35	811218631041	SUBA.P	II MBA
36	811218631042	SUBALAKSHMI.M	II MBA
37	811218631043	SUJITHA.J.C	II MBA
38	811218631044	SUNDHAR R.K	II MBA
39	811218631046	SURYA. K	II MBA
40	811218631047	VIJAY BHARATH.D	II MBA
41	811218631048	YOSIYA SAHAYA RANI. A	II MBA
42	811218631049	SAKTHIVEL.P	II MBA

  
VAC Coordinator

  
HoD/MBA

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

COLLEGE OF ENGINEERING  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## Report on Value Added Course

Title: **Special Training on Digital Marketing**

Resource Person: **Mr.V.Arunkumar**  
**MD**  
**M/s White & Black Digital Marketing**  
**Trichy.**

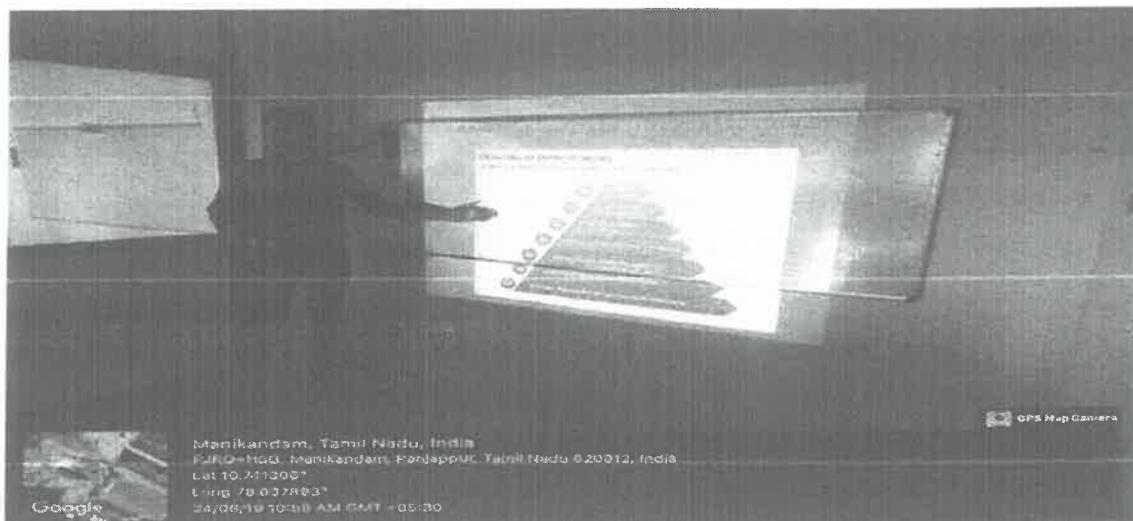
Date of conduct from : **24.06.2019** To: **28.06.2019** Duration: **30 Hours**

Organized Department : **MANAGEMENT STUDIES**

Participant Year: **2 Year MBA** No. of Students Registered : **42**

Venue: **MBA Seminar Hall &**

### **Sample Photo**



  
**VAC Coordinator**

  
**HoD/MBA**

  
**Principal**

  
**Dr. G. Balakrishnan, M.E., Ph.D.,**

**Principal**

**Indra Ganesan College of Engineering**

**IG Valley, Madurai Main Road**

**Manikandam, Trichy-620 012.**





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## Report on Value Added Course

Title: **Special Training on Digital Marketing**

Resource Person: **Mr. V. Arunkumar**  
**MD**  
**M/s White & Black Digital Marketing**  
**Trichy.**

Date of conduct from : **24.06.2019** To: **28.06.2019** Duration: **30 Hours**

Organized Department : **MANAGEMENT STUDIES**

Participant Year: **2 Year MBA** No. of Students Registered : **42**

Venue: **MBA – Seminar Hall**

### **Outcome of Value Added Course (VAC): At the end of the Course, Students can able to**

- Creating a successful digital marketing strategy
- Gaining insight into search engine operations.
- Overview of Microsoft AdCenter
- Techniques for achieving high user engagement on social media
- Analyzing and gaining insights from website data
- Familiarizing with different ad formats for video advertising.

### **Assessment Process**

- Students, who are securing more than 70% on total score and secured more than 75% in attendance is eligible to receive the certificate for the VAC course conducted
- Total Score =  $(0.5 * \text{Attendance in VAC out of 100 percentage} + 0.5 * \text{Test mark in VAC out of 100 marks})$

  
**VAC Coordinator**

  
**HoD/MBA**

  
**Principal**

  
**Dr. G. Balakrishnan, M.E., Ph.D.,**  
**Principal**

**Indra Ganesan College of Engineering**  
**IG Valley, Madurai Main Road**  
**Manikandam, Trichy-620 012.**



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Name of the Student : Murugan, N

Year/Sem: II MBA

AU Register Number: 811218631023

Value Added Course on "Special Training on Digital Marketing"

## MCO QUESTIONS (25X4 = 100 Marks)

1. The customer review of a product on an E-Commerce website.  
a) Awareness about the brand      ☒ b) Awareness about the product  
c) Experience the product      d) Both a&c
2. The main objective of digital marketing is to \_\_\_ buying relevant keyword and Paid search marketing is about bidding  
☒ a) True      b) False      c) May be      d) May not
3. People who had earlier visited the site is \_\_\_ Customising advertisement to.  
☒ a) Search retargeting      b) Contextual marketing  
c) Remarketing      d) None
4. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.  
☒ a) Contextual marketing      ☒ b) Search retargeting  
c) Remarketing      d) Both a&b
5. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?  
a) demand-side platform      ☒ b) supply side platform  
c) Ad network      d) None
6. Real-time bidding is a form of programmatic buying  
☒ a) True      b) False      c) Partially True      d) None
7. Which capabilities are offered by Web Content Management Tools?  
☒ a) Centralized version control      b) Simplification through templates  
c) Integration with enterprise applications      d) all
8. Which design approaches help in building sites that are optimized for various screen sizes?  
a) Mobile optimized design      b) Responsive web design  
c) Progressive enhancement      ☒ d) Adaptive web design
9. Site designing for mobile is very similar to the web  
a) True      ☒ b) False      c) May be      d) May not
10. Profits related to a new product in its introductory stage of profit related to new product  
☒ A) negative      B. positive      C. higher      D. declining
11. \_\_\_ classified by decoding, feedback, encoding and response are together in communication process.  
☒ A) communication tools      B. communication channels  
C. communication parties      D. communication function
12. Product development comes from \_\_\_ source of idea.  
A. internal sources      B. external sources

Dr. G. Balakrishnan, M.E., Ph.D.  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Name of the Student : Suba.P

20/25 Year/Sem: II MB

AU Register Number: 811218631061

Value Added Course on "Special Training on Digital Marketing"

## MCO QUESTIONS (25X4 = 100 Marks)

1. The customer review of a product on an E-Commerce website

- a) Awareness about the brand      ☒ b) Awareness about the product  
c) Experience the product      d) Both a&c

2. The main objective of digital marketing is to \_\_\_ buying relevant keyword and Paid search marketing is about bidding

- ☒ a) True      b) False      c) May be      d) May not

3. People who had earlier visited the site is \_\_\_ Customising advertisement to.

- ☒ a) Search retargeting      b) Contextual marketing  
c) Remarketing      d) None

4. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.

- a) Contextual marketing      b) Search retargeting  
☒ c) Remarketing      d) Both a&b

5. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?

- ☒ a) demand-side platform      b) supply side platform  
c) Ad network      d) None

6. Real-time bidding is a form of programmatic buying

- ☒ a) True      b) False      c) Partially True      d) None

7. Which capabilities are offered by Web Content Management Tools?

- ☒ a) Centralized version control      b) Simplification through templates  
c) Integration with enterprise applications      d) all

8. Which design approaches help in building sites that are optimized for various screen sizes?

- ☒ a) Mobile optimized design      b) Responsive web design  
c) Progressive enhancement      d) Adaptive web design

9. Site designing for mobile is very similar to the web

- a) True      ☒ b) False      c) May be      d) May not

10. Profits related to a new product in its introductory stage of profit related to new product

- A. negative      ☒ B. positive      C. higher      D. declining

11. \_\_\_ classified by decoding, feedback, encoding and response are together in communication process.

- ☒ A. communication tools      B. communication channels  
C. communication parties      D. communication function

12. Product development comes from \_\_\_ source of idea. A. internal sources      B. external sources

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Name of the Student : *Gomathi. M*

Year/Sem: *II MBA*

AU Register Number: *811218631013*

Value Added Course on "Special Training on Digital Marketing"

*21/25*

## MCO QUESTIONS (25X4 = 100 Marks)

1. The customer review of a product on an E-Commerce website.

- a) Awareness about the brand      ☒ b) Awareness about the product  
c) Experience the product      d) Both a&c

2. The main objective of digital marketing is to \_\_\_ buying relevant keyword and Paid search marketing is about bidding

- ☒ a) True      b) False      c) May be      d) May not

3. People who had earlier visited the site is \_\_\_ Customising advertisement to.

- ☒ a) Search retargeting      b) Contextual marketing  
c) Remarketing      d) None

4. This aims at influencing users who have begun their research on search engines, but not needed that they have visited a brand site.

- a) Contextual marketing      b) Search retargeting  
☒ c) Remarketing      d) Both a&b

5. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?

- ☒ a) demand-side platform      b) supply side platform  
c) Ad network      d) None

6. Real-time bidding is a form of programmatic buying

- ☒ a) True      b) False      c) Partially True      d) None

7. Which capabilities are offered by Web Content Management Tools?

- ☒ a) Centralized version control      b) Simplification through templates  
c) Integration with enterprise applications      d) all

8. Which design approaches help in building sites that are optimized for various screen sizes?

- a) Mobile optimized design      b) Responsive web design  
c) Progressive enhancement      ☒ d) Adaptive web design

9. Site designing for mobile is very similar to the web

- a) True      ☒ b) False      c) May be      d) May not

10. Profits related to a new product in its introductory stage of profit related to new product

- A. negative      ☒ B. positive      C. higher      D. declining

11. \_\_\_ classified by decoding, feedback, encoding and response are together in communication process.

- A. communication tools      ☒ B. communication channels  
C. communication parties      D. communication function

12. Product development comes from \_\_\_ source of idea. A. internal sources      B. external sources

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.





# Indra Ganesan

**COLLEGE OF ENGINEERING**

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

(2019-20 Odd)

Value Added Course on "Special Training on Digital Marketing"

**ANSWER KEY**

1	B	6	A	11	A	16	A	21	B
2	A	7	A	12	D	17	C	22	C
3	A	8	D	13	D	18	A	23	A
4	C	9	B	14	B	19	B	24	D
5	B	10	B	15	B	20	A	25	D

  
Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering

IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.



**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

**Indra Ganesan College of Engineering**  
**IG Valley, Madurai Main Road**  
**Manikandam, Trichy-620 012.**

## STUDENTS ATTENDANCE

**VAC PROGRAM – Structural Equation Model and CFA - Average Variance Extracted (AVE) Using AMOS**

S.No.	Reg.No	Student's Name	Year/ Branch	DATE: 24.06.19		DATE: 25.06.19		DATE: 26.06.19		DATE: 27.06.19		DATE: 28.06.19		NO. OF SESSIONS ATTENDED	SIGNATURE OF THE STUDENT
				FN	AN	FN	AN	FN	AN	FN	AN	FN	AN		
1	811218631001	AJITHKUMAR.S	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
2	811218631002	ARUNACHALAM.C	II/MBA	/	/	/	/	/	/	/	/	/	/	27	<i>Ajay</i>
3	811218631003	ARUN KUMAR.G	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
4	811218631005	BHARATHI PRIYA.R	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
5	811218631006	CHELLAMMAL.M	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
6	811218631007	CHINDRALLA.V	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
7	811218631008	DHANISHKA.R	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
8	811218631009	DHANUSUYA.T	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
9	811218631010	EBINRAJA.A	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
10	811218631011	ELAKKIYA.S	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
11	811218631012	GOMATHI.M	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
12	811218631013	GOPALA	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
13	811218631014	KRISHNAN.A	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
14	811218631015	JENIFER.M	II/MBA	/	/	/	/	/	/	/	/	/	/	27	<i>Ajay</i>
15	811218631016	JESSIE JENIFER.E	II/MBA	/	/	/	/	/	/	/	/	/	/	27	<i>Ajay</i>
16	811218631017	JOTHIKA.R	II/MBA	/	/	/	/	/	/	/	/	/	/	27	<i>Ajay</i>
17	811218631018	JULYANA MARY.S	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
18	811218631019	KARPAGAM.S	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>
19	811218631020	KARUNANIDHI.P	II/MBA	/	/	/	/	/	/	/	/	/	/	27	<i>Ajay</i>
		KIRUTHIGA.S	II/MBA	/	/	/	/	/	/	/	/	/	/	30	<i>Ajay</i>



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Tiruchirappalli- 620 012.

## STUDENTS EVALUATION

**MARK SHEET FOR VALUE ADDED COURSE PROGRAM - Structural Equation Model and CFA - Average Variance  
Extracted (AVE) Using AMOS**

S.No.	Reg.No	Student's Name	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL MARK(100) (50% of A + 50% of B)
				No. of Session Attended	Attendance Mark(100) (A)	No of Correct Answers	MCQ Mark(100) (B)	
1	811218631001	AJITHKUMAR.S	II/MBA	30	100	19	76	88
2	811218631002	ARUNACHALAM.C	II/MBA	27	90	18	72	81
3	811218631003	ARUN KUMAR.G	II/MBA	30	100	20	80	90
4	811218631005	BHARATHI PRIYA.R	II/MBA	30	100	22	88	94
5	811218631006	CHELLAMMAL.M	II/MBA	30	100	21	84	92
6	811218631007	CHINDRALLA.V	II/MBA	30	100	20	80	90
7	811218631008	DHANISHKA.R	II/MBA	30	100	21	84	92
8	811218631009	DHANUSUYA.T	II/MBA	30	100	20	80	90
9	811218631010	EBINRAJ.A	II/MBA	30	100	20	80	90
10	811218631011	ELAKKIYA.S	II/MBA	30	100	20	80	90
11	811218631012	GOMATHI.M	II/MBA	30	100	21	84	92
12	811218631013	GOPALA KRISHNAN.A	II/MBA	30	100	21	84	92
13	811218631014	JENIFER.M	II/MBA	30	100	21	84	92
14	811218631015	JESSIE JENIFER.E	II/MBA	27	90	22	88	89
15	811218631016	JOTHIKA.R	II/MBA	27	90	22	88	89
16	811218631017	JULIYANA MARY.S	II/MBA	27	90	23	92	91
17	811218631018	KARPAGAM.S	II/MBA	30	100	24	96	98
18	811218631019	KARUNANIDHI.P	II/MBA	30	100	21	84	92
			II/MBA	27	90	22	88	89





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli-620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Tiruchirappalli-620 012.

19	811218631020	KIRUTHIGA.S	II/MBA	30	100	22	88	94
20	811218631021	KUMARESAN.G	II/MBA	30	100	23	90	95
21	811218631022	MANIVEL.M	II/MBA	27	90	21	84	87
22	811218631023	MURUGAN.N	II/MBA	24	80	22	88	84
23	811218631024	MUTHUKRISHNAN.V	II/MBA	27	90	21	84	87
24	811218631025	NEELAMBARI.L	II/MBA	30	100	22	88	94
25	811218631029	PRAVEEN KUMAR.T	II/MBA	24	80	22	88	84
26	811218631030	PUSHPANJALI.B	II/MBA	30	100	21	84	92
27	811218631032	RAJESHWARI.R	II/MBA	27	90	20	80	85
28	811218631034	RANJITHA.A	II/MBA	24	80	21	84	82
29	811218631035	RENUKA.M	II/MBA	30	100	20	80	90
30	811218631036	SADAM HUSEN.H	II/MBA	30	100	19	76	88
31	811218631037	SANGAVI.K	II/MBA	30	100	18	72	86
32	811218631038	SATHISH.S	II/MBA	30	100	21	84	92
33	811218631039	SHOBANA.A	II/MBA	30	100	20	80	90
34	811218631040	SOPHIA ESCRADER.G	II/MBA	30	100	23	90	95
35	811218631041	SUBA.P	II/MBA	30	100	20	80	90
36	811218631042	SUBALAKSHMI.M	II/MBA	27	90	19	76	83
37	811218631043	SUJITHA.J.C	II/MBA	27	90	21	84	87
38	811218631044	SUNDHAR R.K	II/MBA	30	100	20	80	90
39	811218631046	SURYA. K	II/MBA	30	100	18	72	86
40	811218631047	VIJAY BHARATH.D	II/MBA	30	100	20	80	90
41	811218631048	YOSIYA SAHAYA RANI. A	II/MBA	30	100	20	80	90
42	811218631049	SAKTHIVEL.P	II/MBA	27	90	19	76	83

VAC Coordinator

HoD/MBA





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirapalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms EBIN RAJA of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.*

**HoD / MBA**

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

**PRINCIPAL**



# Indra Ganesan

COLLEGE OF ENGINEERING  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms JOTHIKAR of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.*

*[Signature]*

**HoD / MBA**

*[Signature]*

**Dr. G. Balakrishnan, M.E., Ph.D.,**

Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

*[Signature]*

**PRINCIPAL**



# Indra Ganesan

COLLEGE OF ENGINEERING  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli-620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms KARPAGAM S of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.*

**HoD / MBA**

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

**PRINCIPAL**



# Indra Ganesan

COLLEGE OF ENGINEERING  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms SURYA K of II Year has successfully completed the Value Added Course "Special Training on Digital Marketing" Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.*

*Dr. R. S.*

**HoD / MBA**

*Dr. G. Balakrishnan*

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

*Dr. R. S.*

**PRINCIPAL**





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that **Mr/Ms RENUKA M** of II Year has successfully completed the Value Added Course “Special Training on Digital Marketing” Conducted by Department of MASTER OF BUSINESS ADMINISTRATION from 24.06.2019 to 28.06.2019 during the Academic Year 2019-2020.*

*D.R.*

**HoD / MBA**

*D.G.*

**Dr. G. Balakrishnan, M.E., Ph.D.,**

Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

*P.S.*

**PRINCIPAL**



# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MANAGEMENT STUDIES  
Academic Year 2019-2020 – Even Semester

30.12.2019

Ref: IGCE/MBA/2019-20/VAC/12

### DEPARTMENT CIRCULAR

Department of Management Studies and IQAC, IGCE in association with Trytax Professionals organizing Value Added Course for all First year MBA students on “ERP Basics and Its Applicability in Modern Era” from 06.01.2020 to 10.01.2020. Certificates will be issued to the eligible participants at the end of the Course. This training is to be provided in our campus.

Interested students can register their names with the VAC Co-ordinator Mrs.N.Minipriya AP/MBA of this program on or before 3<sup>rd</sup> January 2020.

Resource Person:	Mr.Sudharsan / MD Trytax Professionals Trichy
Venue:	MBA Seminar Hall

B. J. J.  
HOD/MBA

PRINCIPAL

Cc:

- Principal Office
- IQAC Co-Ordinator
- HoD/ MBA
- I -Year MBA Students
- Notice Board

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

**“Value Added Course on “ERP Basics and Its Applicability in Modern Era”**

### SYLLABUS

S.NO	TOPIC COVERED	DURATION (in hours)	DATE
1	Introduction and Evolution of ERP	3	06.01.2020
2	Why company undertake ERP	3	06.01.2020
3	Business process Reengineering	3	07.01.2020
4	Entities forming a data model	3	07.01.2020
5	ERP implementation & its Methodology	3	08.01.2020
6	Past Implementation	3	08.01.2020
7	Risk and Governance Issues in ERP	3	09.01.2020
8	ERP Fit with e-commerce	3	09.01.2020
9	ERP vendors	3	10.01.2020
10	ERP Software package (SAP)	3	10.01.2020
11	Exam	1	10.01.2020
Total Hours		30	

*B. Itan*  
HOD/MBA

*Dr. G. Balakrishnan*  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

*[Signature]*  
PRINCIPAL



# Indra Ganesan

COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## STUDENTS PARTICIPATION LIST

### VAC PROGRAM- "ERP Basics and Its Applicability in Modern Era"

S.No.	Reg.No	Student's Name	Year/ Branch
1	811219631001	AARTHI V	I MBA
2	811219631003	ANITHA V	I MBA
3	811219631004	ANJU S	I MBA
4	811219631005	ARUL PRASATH V	I MBA
5	811219631007	ARUNSOOSAI V	I MBA
6	811219631008	BALAMURALI K	I MBA
7	811219631010	DEEPIKA PL	I MBA
8	811219631012	GOWSALYA K	I MBA
9	811219631013	GOWSALYA R	I MBA
10	811219631014	JAYAKALA S	I MBA
11	811219631015	JAYASURYA M	I MBA
12	811219631016	KAMALAM R	I MBA
13	811219631017	KEERTHIKA V	I MBA
14	811219631018	LAWRA FRANCINA F	I MBA
15	811219631019	MALINI V	I MBA
16	811219631020	PADMAPRIYA S	I MBA
17	811219631022	PERUMAL D	I MBA
18	811219631023	PON SIVA S	I MBA
19	811219631024	PRASANTH M	I MBA
20	811219631026	RAJALAKSHMI P	I MBA
21	811219631027	RAJA RAJA CHOLAN R	I MBA
22	811219631028	RAMESH R	I MBA
23	811219631029	RAVICHANDRAN R	I MBA
24	811219631030	SANTHANAM M	I MBA
25	811219631031	SANGEETHA D	I MBA
26	811219631033	SARANYA K	I MBA
27	811219631035	SUSMITHA M	I MBA
28	811219631037	VIMAL KUMAR J	I MBA

  
VAC Coordinator

  
HoD/MBA

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.





# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirapalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

### Report on Value Added Course

Title:	" ERP Basics and Its Applicability in Modern Era"		
Resource Person:	Mr.Sudharsan / MD Trytax Professionals Trichy		
Date of conduct from :	06.01.2020	To:	10.01.2020
Duration:	30 Hours		
Organized Department :	MANAGEMENT STUDIES		
Participant Year:	1 Year MBA	No. of Students Registered :	28
Venue:	Main Block – Seminar Hall		

#### Sample Photo



*[Signature]*  
VAC Coordinator

*[Signature]*  
HoD/MBA

*[Signature]*  
Principal

*[Signature]*  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

### Report on Value Added Course

Title: "ERP Basics and Its Applicability in Modern Era"

Resource Person: Mr. Sudharsan / MD  
Trytax Professionals  
Trichy

Date of conduct from : 06.01.2020 To: 10.01.2020 Duration: 30 Hours

Organized Department : MANAGEMENT STUDIES

Participant Year: 1 Year MBA No. of Students Registered : 28

Venue: Main Block – Seminar Hall

**Outcome of Value Added Course (VAC): At the end of the Course, Students can able to**

- Realizing the requirements of user organisations
- Need to analyse cost or revenue on product or customer basis
- Provides intelligent business tools like Decision Support system
- Reduce paper documents by providing on-line format
- BPR aims at major transformation of business process to achieve dramatic improvement.
- SAP is a unique system that support all areas of global scale

### **Assessment Process**

- Students, who are securing more than 70% on total score and secured more than 75% in attendance is eligible to receive the certificate for the VAC course conducted
- Total Score =  $(0.5 \times \text{Attendance in VAC out of 100 percentage} + 0.5 \times \text{Test mark in VAC out of 100 marks})$

  
VAC Coordinator

  
HoD/MBA

  
Principal

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Name of the Student : Arul Rasath. E

Year/Sem: I - MBA

AU Register Number: 81219631005

22  
25

Value Added Course on "ERP Basics and Its Applicability in Modern Era"

### MCO QUESTIONS (25X4 = 100 Marks)

1. Material Requirement Planning (MRP) utilizes software applications for scheduling\_\_.

- A. sales management. ☒ B. production processes.  
C. marketing techniques. D. human resource management.

2. ERP supports\_\_currency value.

- ☒ A. multiple. B. single. C. three. D. five.

3. ERP package will handle\_\_business functionalities.

- A. one. B. two.  
C. three. ☒ D. all.

4. The most important step of ERP implementation is\_\_phase.

- A. installing. B. training.  
☒ C. gap analysis. D. testing.

5. An enterprise is a group of people with\_\_.


- + A. common goal. ☒ B. separate goal for each department.  
C. multiple goals. D. two or more goals.

6. In\_\_, entire organization is considered as a system and the departments are its subsystems.

- A. business way. B. general.  
☒ C. enterprise way. D. planning.

7. An information system produces information using the\_\_cycle.

- A. data analysis. ☒ B. input-process-output.  
C. input-output. D. process-input-output.

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



A. capacity.  
B. production.  
C. marketing.  
D. test.

A. computerized.      B. quantity.  
C. quality.      ~~D. flexibility.~~

A. 1  
☒ C. 3  
 B. 2  
 D. many

A. 2. B. 3.  
C. 5. D. many.

A. begin organizational change.      B. identifying bpr opportunities.  
C. reengineering the process.      D. blueprint the new business system.

A. planning.                      B. develop blueprint.  
C. marketing.                    D. assessment.

A. planning  
C. brainstorming.

A. all resources.                      ☒ B. all process stakeholders.  
C. existing system.                      D. legacy system.

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.





# Indra Ganesan

COLLEGE OF ENGINEERING  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Name of the Student : Perumal. D

Year/Sem: I-MBA

AU Register Number: 811219631022

21  
25

Value Added Course on "ERP Basics and Its Applicability in Modern Era"

**MCO QUESTIONS (25X4 = 100 Marks)**

1. Material Requirement Planning (MRP) utilizes software applications for scheduling\_\_.

- A. sales management. ☒ B. production processes.  
C. marketing techniques. D. human resource management.

2. ERP supports\_\_currency value.

- ☒ A. multiple. B single. C. three. D. five.

3. ERP package will handle\_\_business functionalities.

- A. one. B. two.  
C. three. ☒ D. all.

4. The most important step of ERP implementation is\_\_phase.

- A. installing. B. training.  
☒ C. gap analysis. D. testing.

5. An enterprise is a group of people with\_\_.

- ☒ A. common goal. B. separate goal for each department.  
C. multiple goals. D. two or more goals.

6. In\_\_, entire organization is considered as a system and the departments are its subsystem.

- A. business way. B. general.  
☒ C. enterprise way. D. planning.

7. An information system produces information using the\_\_cycle.

- A. data analysis. ☒ B. input-process-output.  
C. input-output. D. process-input-output.

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



☒ A. capacity.
 ☐ B. production.

☐ C. marketing.
 ☐ D. test.

Ⓐ computerized.                      B. quantity.  
C. quality.                              D. flexibility.

A. 1  
C. 3  
B. 2  
D. many

A. 2. ☒ B. 3.  
C. 5. D. many.

A. begin organizational change.      B. identifying bpr opportunities.  
C. reengineering the process.      D. blueprint the new business system.

A. planning.                      B. develop blueprint.  
C. marketing.                    D. assessment.

A. planning  
C. brainstorming.

A. all resources.      B. all process stakeholders.  
C. existing system.      D. legacy system.

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

COLLEGE OF ENGINEERING  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Name of the Student : Ramesh. R

Year/Sem: I - MBA

AU Register Number: 811219631028.

20  
25

Value Added Course on "ERP Basics and Its Applicability in Modern Era"

## MCO QUESTIONS (25X4 = 100 Marks)

1. Material Requirement Planning (MRP) utilizes software applications for scheduling\_\_.

- A. sales management. ☒ B. production processes.  
C. marketing techniques. D. human resource management.

2. ERP supports\_\_currency value.

- A. multiple. ☒ B. single. C. three. D. five.

3. ERP package will handle\_\_business functionalities.

- A. one. B. two.  
C. three. ☒ D. all.

4. The most important step of ERP implementation is\_\_phase.

- A. installing. B. training.  
☒ C. gap analysis. D. testing.

5. An enterprise is a group of people with\_\_.


- ☒ A. common goal. B. separate goal for each department.  
C. multiple goals. D. two or more goals.

6. In\_\_, entire organization is considered as a system and the departments are its subsystem.

- A. business way. B. general.  
☒ C. enterprise way. D. planning.

7. An information system produces information using the\_\_cycle.

- ☒ A. data analysis. B. input-process-output.  
C. input-output. D. process-input-output.

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



# Indra Ganesan

**COLLEGE OF ENGINEERING**

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

16. The \_\_\_\_ planning features of most ERP systems offer, both rough cut and detailed capacity planning.

- ☒ A. capacity.                      B. production.  
C. marketing.                      D. test.

17. \_\_\_\_ is a key issue in the formation of strategic plans in companies.

- A. computerized.                      B. quantity.  
C. quality.                      ☒ D. flexibility.

18. The business information has \_\_\_\_ fundamental characteristics.

- A. 1                      B. 2  
☒ C. 3                      D. many

19. The CRM system consist of \_\_\_\_ components.

- A. 2.                      ☒ B. 3.  
C. 5.                      D. many.

20. \_\_\_\_ is the first phase in BPR.

- ☒ A. begin organizational change.                      B. identifying bpr opportunities.  
C. reengineering the process.                      D. blueprint the new business system.

21. The first step in business strategy is \_\_\_\_.

- A. planning.                      B. develop blueprint.  
C. marketing.                      ☒ D. assessment.

22 During the \_\_\_\_ session the reengineering must also consider new technologies.

- ☒ A. planning                      B. implementing.  
C. brainstorming.                      D. training.

23. The reengineering team must consider \_\_\_\_ in the redesign of a process.

- A. all resources.                      ☒ B. all process stakeholders.  
C. existing system.                      D. legacy system.

Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



(2019 - 20 Even).




# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Value Added Course on “ERP Basics and Its Applicability in Modern Era”

## ANSWER KEY

1	B	6	C	11	A	16	A	21	D
2	A	7	B	12	D	17	D	22	C
3	D	8	A	13	B	18	C	23	B
4	C	9	D	14	A	19	B	24	B
5	A	10	C	15	D	20	A	25	A

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



**Dr. G. Balakrishnan, M.E., Ph.D.**  
**Principal**  
**Indra Ganesan College of Engineering**  
**IG Valley, Madurai Main Road**  
**Manikandam, Trichy-620 012.**

### VAC PROGRAM – Structural Equation Model and CFA - Average Variance Extracted (AVE) Using AMOS

[illegible]



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
JG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

## STUDENTS EVALUATION

### MARK SHEET FOR VALUE ADDED COURSE PROGRAM - Structural Equation Model and CFA - Average Variance Extracted (AVE) Using AMOS

S.No.	Reg.No	Student's Name	Year/ Branch	Attendance Details		VAC-MCQ TEST		OVERALL MARK(100) (50% of A + 50% of B)
				No. of Session Attended	Attendance Mark(100) (A)	No of Correct Answers	MCQ Mark(100) (B)	
1	811219631001	AARTHI V	I/MBA	27	90	21	84	87
2	811219631003	ANITHA V	I/MBA	30	100	22	88	94
3	811219631004	ANJU S	I/MBA	24	80	22	88	84
4	811219631005	ARUL PRASATH V	I/MBA	30	100	22	88	94
5	811219631007	ARUNSOOSAI V	I/MBA	27	90	21	84	87
6	811219631008	BALAMURALI K	I/MBA	30	100	20	80	90
7	811219631010	DEEPIKA PL	I/MBA	30	100	20	80	90
8	811219631012	GOWSALYA K	I/MBA	24	80	21	84	82
9	811219631013	GOWSALYA R	I/MBA	30	100	21	84	92
10	811219631014	JAYAKALA S	I/MBA	27	90	21	84	87
11	811219631015	JAYASURYA M	I/MBA	30	100	22	88	94
12	811219631016	KAMALAM R	I/MBA	24	80	22	88	84
13	811219631017	KEERTHIKA V	I/MBA	30	100	22	88	94
14	811219631018	LAWRA FRANCINA F	I/MBA	27	90	21	84	87
15	811219631019	MALINI V	I/MBA	30	100	20	80	90
16	811219631020	PADMAPRIYA S	I/MBA	30	100	20	80	90
17	811219631022	PERUMAL D	I/MBA	24	80	21	84	82



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli-620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

18	811219631023	PON SIVA S	I/MBA	30	100	21	84	92
19	811219631024	PRASANTH M	I/MBA	30	100	21	84	92
20	811219631026	RAJALAKSHMI P	I/MBA	27	90	22	88	89
21	811219631027	RAJA RAJA CHOLAN R	I/MBA	30	100	22	88	94
22	811219631028	RAMESH R	I/MBA	30	100	20	80	90
23	811219631029	RAVICHANDRAN R	I/MBA	30	100	23	90	95
24	811219631030	SANTHANAM M	I/MBA	30	100	20	80	90
25	811219631031	SANGEETHA D	I/MBA	27	90	19	76	83
26	811219631033	SARANYA K	I/MBA	27	90	21	84	87
27	811219631035	SUSMITHA M	I/MBA	30	100	20	80	90
28	811219631037	VIMAL KUMAR J	I/MBA	30	100	18	72	86

  
VAC Coordinator



Dr. G. Balakrishnan, M.E., Ph.D.,

Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

  
HoD/MBA





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms AARTHI V of I Year has successfully completed  
the Value Added Course “ERP Basics and Its Applicability in Modern Era”  
Conducted by Department of MASTER OF BUSINESS ADMINISTRATION  
From 06.01.2020 to 10.01.2020 during the Academic Year 2019-2020.*

**HoD / MBA**

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

**PRINCIPAL**



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms DEEPIKA PL of I Year has successfully completed the Value Added Course “ERP Basics and Its Applicability in Modern Era”*

*Conducted by Department of MASTER OF BUSINESS ADMINISTRATION*

*From 06.01.2020 to 10.01.2020 during the Academic Year 2019-2020.*

**HoD / MBA**

**Dr. G. Balakrishnan, M.E., Ph.D.,**

Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

**PRINCIPAL**



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli-620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms MALINI V of I Year has successfully completed  
the Value Added Course “ERP Basics and Its Applicability in Modern Era”  
Conducted by Department of MASTER OF BUSINESS ADMINISTRATION  
From 06.01.2020 to 10.01.2020 during the Academic Year 2019-2020.*

**HoD / MBA**

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

**PRINCIPAL**



# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms RAMESH R of I Year has successfully completed the Value Added Course “ERP Basics and Its Applicability in Modern Era”*

*Conducted by Department of MASTER OF BUSINESS ADMINISTRATION*

*From 06.01.2020 to 10.01.2020 during the Academic Year 2019-2020.*

**HoD / MBA**

**Dr. G. Balakrishnan, M.E., Ph.D.,**

Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

**PRINCIPAL**





# Indra Ganesan

**COLLEGE OF ENGINEERING**  
Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli- 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## CERTIFICATE OF COMPLETION

*This is to certify that Mr/Ms SARANYA K of I Year has successfully completed the Value Added Course “ERP Basics and Its Applicability in Modern Era”*

*Conducted by Department of MASTER OF BUSINESS ADMINISTRATION*

*From 06.01.2020 to 10.01.2020 during the Academic Year 2019-2020.*

*[Signature]*

**HoD / MBA**

*[Signature]*

**Dr. G. Balakrishnan, M.E., Ph.D.,**  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

*[Signature]*

**PRINCIPAL**