

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	-







Criteria2

Teaching-Learning and Evaluation

350

KeyIndicator-2.3.Teaching-LearningProcess(40)

2019-2020

MASTER OF BUSINESS ADMINISTRATION PARTICIPATIVE LEARNING VALUE ADDED COURSE



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 21st June 2019.

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

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

Principal

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

Cc:

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



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
Andrewson the State of the Stat	Total Hours	30	-

HOD/MBA

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

Principal



STUDENTS PARTICIPATION LIST

	VAC PROC	SRAM-Special Training	Dr. G. Balakrishnan, M.E., P	'n.D.,
S.No.	Reg.No	Student's Name	Year/ Branch Principal Indra-Ganesan College of Engine	
1	811218631001	AJITHKUMAR.S	II MBA IG Valley, Madurai Main Road	-
2	811218631002	ARUNACHALAM.C	II MBA Manikandam, Trichy-620 012	
3	811218631003	ARUN KUMAR.G	II MBA	
4	811218631005	BHARATHI PRIYA.R	II MBA	
5	811218631006	CHELLAMMAL.M	II MBA	
6	911218631007	CHINDRALLA V	ІІ МВА	

2			II MBA	Manik
Manual Course Agreement Transport	811218631002	ARUNACHALAM.C	No.	William
3	811218631003	ARUN KUMAR.G	II MBA	
4	811218631005	BHARATHI PRIYA.R	II MBA	in the second se
5	811218631006	CHELLAMMAL.M	II MBA	and the state of t
6	811218631007	CHINDRALLA.V	II MBA	de la constante de la constant
7	811218631008	DHANISHKA.R	П МВА	
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	The second secon
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	and a
24	811218631025	NEELAMBARI.L	II MBA	
25		PRAVEEN KUMAR.T	II MBA	

811218631029 PRAVEEN KUMAR.T



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

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

HoD/MBA

Principal



Report on Value Added Course

Title:

Special Training on Digital Marketing

Resource

Mr.V.Arunkumar

Person:

MD

M/s White & Black Digital Marketing

Date of conduct from:

24.06.2019

To:

28.06.2019

Duration:

30 Hours

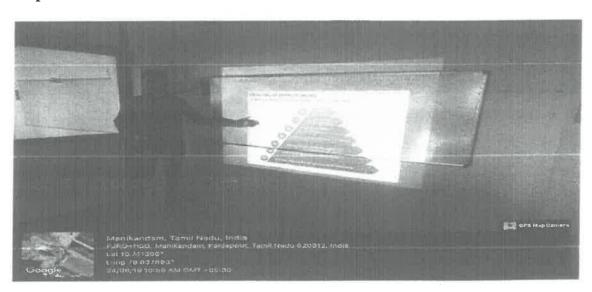
Organized Department: MANAGEMENT STUDIES

Participant Year: 2 Year MBA

No. of Students Registered: 42

Venue: MBA Seminar Hall &

Sample Photo



VAC Coordinator

HoD/MBA

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

Principal



			Report on	vaiu	Au	ueu Cu	urse	***********	
Title:	Specia	al Tr	aining on Digit	al Mar	keting	g			
Resource	Person:	MD	White & Black	c Digita	l Mari	keting	AMPLIANT CONTROL OF THE PARTY O		yyddyddiai gyr dddddir efferen y chife
Date of co	nduct fro	m:	24.06.2019	To:	28.0	6.2019	Duration:	30 F	four
Organized	l Departm	nent:	MANAGEME	NT ST	UDIE	S			
Participan	t Year:	2 Yes	ır MBA		N119-11-9-11-11-11-11-11-11-11-11-11-11-1	No. of St	udents Registe	ered:	42
Venue:	MBA –	Semin	ar Hall				P.B9949444-4-44	gagagagares y remre	!,
	of Val	re Ad	ded Course (VA	C): At	the en	d of the C	lourse. Stud	ents c	an a

- 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 *Attendance in VAC out of 100 percentage + 0.5 *Test mark in VAC out of 100 marks)

HoD/MBA

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

Manikandam, Trichy-620 012.

Name of the Student: Mungan. N

AU Register Number: 8(12/863/03/3

Year/Sem: IMBA

Value Added Course on "Special Training on Digital Marketing"

	MCO O 0 3 1 0 NS 1/3 X 4 = 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 Principal 2. The main objective of digital marketing is to buying relevant dra Ganesan College of Engineering keyword and Paid search marketing is about bidding G) rue 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
S	4. This aims at influencing users who have begun their research on search engines, butnot needed that they have visited a brand site.
7	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 adexchanges?
and the second	a) demand-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? © 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 variousscreen 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
(((((((((((((((((((A negative B. positive C. higher D. declining 1classified by decoding, feedback, encoding and response are together incommunication process. C. communication tools B. communication channels C. communication parties D. communication function 12. Product development comes from source of
1	dea.A.internal sources B.external sources

Name of the Student: Saba P

idea. A. internal sources

20/25 Year/Sem: I MBB

AU Register Number: 811218-63104/

Value Added Course on "Special Training on Digital Marketing"

of the state of th
MCO OUESTIONS (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 c) Experience the product d) Both a&c Indra Ganesan College of Engineering Lig Valley, Madurai Main Road Manikandam, Trichy-620 012. The main objective of digital marketing is about bidding April True b) False c) May be d) May not 3. People who had earlier visited the site isCustomising 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, butnot 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 adexchanges?
demand-side platform c)Ad network d)None 6. Real-time bidding is a form of programmatic buying True b)False c) Partially True d) None 7. Which capabilities are offered by Web Content Management Tools? 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 variousscreen sizes? a)Mobile optimized 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 newproduct A. negative (B) positive C. higher D. declining 11classified by decoding, feedback, encoding and response are
together incommunication process. Communication tools B. communication channels C. communication parties D. communication function 12. Product development comes from source of

B.external sources

Name of the Student: Gromatley. M

Year/Sem: IMBA

AU Register Number:81/2/86316/3

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 relevan Dr. G. Balakrishnan, M.E., Ph.D., keyword and Paid search marketing is about bidding Principal b)False Indra Ganesan College of Engineering c)May be 3. People who had earlier visited the site is Customising advertisement to Manikandam, Trichy-620 012. d)May not (a) Search retargeting b)Contextual marketing c)Remarketing d)None 4. This aims at influencing users who have begun their research on search engines, butnot needed that they have visited a brand site. a)Contextual marketing b)Search retargeting Remarketing d)Both a&b 5. Which platform can be used by advertisers and purchase ad impressions across adexchanges? a) demand-side platform b)supply side platform Ad network d)None 6. Real-time bidding is a form of programmatic buying Wrue 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 variousscreen 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 newproduct A. negative (B) positive C. higher D. declining 11. ____classified by decoding, feedback, encoding and response are together incommunication process. A. communication tools

(B.) communication channels

B.external sources

C. communication parties D. communication function 12. Product development comes from ___ source of

idea.A.internal sources

(2019-20 Odd)



Value Added Course on "Special Training on Digital Marketing"

ANSWER KEY

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

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 IG Valley, Madurai Main Road Manikandam, Inchy-620 012.

STUDENTS ATTENDANCE

VAC PROGRAM – Structural Equation Model and CFA · Average Variance Extracted (AVE) Us

Reg.No	Student's Name	Year/ Branch	24.06.19	DATE: 25.06.19		DATE: 26.06.19	DATE: 27.06.19	E:	DATE: 28.06.19	NO. OF	SIGNATURE
811218631004		The real of the second	FN AN	F	AN	FN AN	FN	NA	FN	SESSIONS	
'OOT COOK IN THE	A AUTHKUMAR,S	II/MBA			-	-			-		
811218631002	ARUNACHALAM.C	II/MRA	1	_	7	\	`		1	cr.	
811218631003		II/MBA	+	1	7	1 1	1	A	1	3 6	
811218631005	-	II/MRA		1	1	,		1	1	8	
811218631006	-	II /MDA	1	1		\		•		00	
811218631007		II/MBA	+ /	1	1	1	1	,		9 6	7
811218631008	-	II/MBA	7	7		\				0	4
811218631009	 	II/MRA	111	1		`		*		2	4
811218631010		II/MRA	1	1	1		1			8	4
811218631011	ELAKKIYA,S	II/MRA	/ /				1			9,6	9
811218631012	GOMATHI,M	II/MBA	,	7		\			1	8 6	7
811218631013	GOPALA KRISHNAN A	II/MBA	1			7	+		1	30	12
811218631014	JENIFER M	II flama	, ,				`	*	\	R) ~
811218631015	JESSIE JENIFFR E	II/MBA	1	1)		1	¥	-			-
811218631016	JOTHIKA.R	II/MBA	7 /	1	V.	1			-	6 0	-
811218631017	JULIYANA MARY S	II/MBA	1	7		•		14	\ \ \ \ \	200	1
811218631018	KARPAGAM.S	II/MBA	777	7	7	1			1	78 (4
811218631019	KARUNANIDHI.P	II/MBA	1	1	1		1			9	4K
811218631020	KIRUTHIGA.S	II/MBA	1	7		1	1	1			X



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

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/	Attendan		'AC-MC	VAC-MCQ TEST	OVERALL
11 ° 1000)		Branch	No. of Session	Attendance No Mark(100) Cor	No of Correct	MCQ Mark(100)	MARK(100) (50% of A +
	AJITHKUMAR.S	II/MBA	30			(B)	30% of B)
	ARUNACHALAM.C	II/MBA	27			76	88
and the publishment of the last	ARUN KUMAR.G	II/MBA	30	anderson of		72	81
-	BHARATHI PRIYA.R	II/MBA	30	-		80	06
	CHELLAMMAL.M	II/MBA	30	**************************************		888	94
	CHINDRALLA.V	II/MBA	30	The state of the s	Tables on the Control of the Control	84	92
-+	DHANISHKA.R	II/MBA	30	and	-	80	06
8 811218631009	DHANUSUYA.T	II/MBA	30			84	92
811218631010	EBINRAJ.A	II/MBA	30	and the second s	- Parkenner	80	06
10 811218631011	ELAKKIYA,S	II/MBA	20			80	06
11 811218631012	GOMATHI.M	II/MRA	20	100 21	n-herena da	84	92
	GOPALA KRISHNAN.A	II/MBA	30			84	92
	JENIFER.M	II/MBA	7.6		Annual Property and Associated	84	92
-	JESSIE JENIFER.E	II/MBA	27			00	89
	JOTHIKA.R	II/MBA	17		-	80	89
+	JULIYANA MARY.S	II/MBA	30			92	91
+	KARPAGAM.S	II/MBA	30			96	96
18 811218631019	KARUNANIDHI,P	II/MRA	200	100		84	92

Madural Main Road (NH-458), Manikandam, Truchirapanii- 620 012 IG Valley, Madural Main Road
Approved by AICTE, NewDeihi & Affiliated to Anna University, Chennal II/MBA YOSIYA SAHAYA RANI. A MUTHUKRISHNAN.V SOPHIA ESCRADER.G PRAVEEN KUMAR.T SADAM HUSEN.H VIJAY BHARATH.D **SUBALAKSHMI.M PUSHPANJALI.B** KUMARESAN.G RAJESHWARI.R NEELAMBARI.L MURUGAN.N KIRUTHIGA.S SUNDHAR R.K MANIVEL.M RANJITHA.A SHOBANA.A SUJITHA.J.C RENUKA.M SANGAVI.K SATHISH.S SURYA. K SUBA.P

 8 8

9/

8 8

20 20

II/MBA II/MBA

SAKTHIVEL.P

anciert Bajakrishnan, M.E., Ph.D.,

Manikandam Trichy-620 012.

8 8

2 2

8 8

VAC Cooldinator



Indra Ganesan

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

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms EBIN RAJ A 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.

M. B.

HoD / MBA

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

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



ndra Ganesan

Madural Main Road (NH-45B), Manikandam, Tiruchirapalit 620 012
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennal

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.

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

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

HoD / MBA



nera Ganesan

Madural Main Road (NH-45B), Manikandam, Tiruchirapalit, 620 042 Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennai

CERTIFICATE OF COMPLETION

the Value Added Course "Special Training on Digital Marketing" Conducted This is to certify that Mr/Ms KARPAGAM S of II Year has successfully completed

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.,

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



ndra Ganesan

Madural Main Road (NH 45B), Manikandam, Tiruchirapalli- 620 012
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennal

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms SURYAK 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.

Die.

HoD / MBA



Dr. G. Balakrishnan, M.E., Ph.D.,
Principal
Andra Ganesan College of Engineering
IG Valley, Madurai Main Road

Manikandam, Trichy-620 012.



nord Ganesan

Madural Main Road (NH-45B). Manikandam. Tiruchirapalli- 620 012
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennai

CERTIFICATE OF COMPLETION

the Value Added Course "Special Training on Digital Marketing" Conducted This is to certify that Mr/Ms RENUKA M of II Year has successfully completed

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., Indra Ganesan College of Engineering

IG Valley, Madurai Main Road Manikandam, Trichy-620 012.



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 3rd January 2020.

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

Cc:

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

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



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

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

Bitton HOD/MBA

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

Principal



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	IMBA
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



Report on Value Added Course

Title:

" ERP Basics and Its Applicability in Modern Era"

Resource

Mr.Sudharsan / MD

Person:

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



HoD/MBA

Principal

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

Principal

		ook oo	Report on V	alue	Add	led Co	urse		Palakangangai-ya ⁿ akilarakilarakila ran sakelela and
Title:	" ERP	Basi	ics and Its Appli	cabili	ty in N	Aodern I	Era"		
Resource l	Person:		Sudharsan / MD ax Professionals hy						
Date of co	nduct fro	m:	06.01.2020	To:	10.01	.2020	Duration:	30 H	ours
Organized	Departn	nent:	MANAGEMEN	IT ST	UDIES	S			
Participan	t Year:	1 Yea	ar MBA	ourse actives r		No. of St	udents Registe	ered:	28
Venue:	Main Bl	ock –	Seminar Hall			A STATE OF THE PARTY OF THE PAR	**************************************		
 Re Ne Pro Re BP SA 	alizing the document of the do	ne requilyse contellige er document to major ique second er second	ided Course (VAC) hirements of user orgost or revenue on pro- nt business tools like huments by providing or transformation of by ystem that support a Assert curing more than 7 to receive the certificatendance in VAC out	ganisati oduct of e Decis g on-lir busines all areas ssmen	ons or custor ion Sur ie form is proce of glob t Proce the VA	mer basis oport system at ess to achie bal scale ess score and	m ve dramatic ir l secured mor	mprove	75% in
NO VAC	Coord	1 ihatoi	r He	3, T oD/M1	BA		Pri	ncipal	ı

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

Na	me of the Student : Are	ul Por	as odl	3, 8	Year/Sem: T_MBA
AU	Register Number: 811	2196	3100!	$5 \qquad \left(\frac{20}{25}\right)$	•
7	Value Added Course on	"ERP	Basics		ility in Modern Era"
	MCO C	1013/5901	ONS (2	5X4 = 100 Marks)	
1.M	aterial Requirement Plan	nning (MRP)	utilizes software ap	plications for scheduling
A.	sales management.	6?	pro	duction processes.	
C.	marketing techniques.	D.	hun	nan resource manag	ement.
2. E	RP supportscurrenc	y value			
A)m	ultiple. B single. C.	three.	D. f	ive.	
3. El	RP package will handle_	busi	ness fu	nctionalities.	Dr. G. Balakrishnan, M.E., Ph.D.,
A.	one.	В.	two.		Principal
C.	three.	1	all.		Indra Ganesan College of Engineering IG Valley, Madurai Main Road
4. Th	e most important step of	ERP i	mplem	entation is_phase.	Manikandam, Trichy-620 012.
A.	installing.	В.	train	ing.	
0	gap analysis.	D.	testir	ng.	
5. Aı	n enterprise is a group of	people	with_		
A.	common goal.		(B.)	separate goal for e	each department.
C.	multiple goals.		D.	two or more goals	•
6. In_ are its	, entire organization is subsystem.	s consid	lered a	s a system and the	departments
A.	business way.		B.	general.	
@	enterprise way.		D.	planning.	
7. An	information system prod	luces in	format	tion using the_cyc	le.
A.	data analysis.	(B)	input-	process-output.	
C.	input-output.	D.	proces	s-input-output.	

	Theplanning features of a miledcapacity planning.	most ER	P systems offer, both rough cut and
(A)	capacity.	B.	production.
C.	marketing.	D.	test.
17.	is a key issue in the format	ion of str	ategic plans in companies.
A.	computerized.	В.	quantity.
C.	quality.	0	flexibility.
18.	The business information has_	_fundam	ental characteristics.
Α.	_1	B.	2
0	3	D.	many
19. 7	The CRM system consist ofco	omponen	ts. Dr. G. Balakrishnan, M.E., Ph.D.,
A.	2.	(B)	3. Indra Ganesan College of Engineering
C.	5.	D.	many. IG Valley, Madurai Main Road Manikandam, Trichy-620 012.
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. T	he first step in business strateg	gy is	
A.	planning.	B.	develop blueprint.
C.	marketing.	(D)	assessment.
22 D	uring thesession the reen	ıgineerin	g must also consider new technologies.
Α.	planning	B.	implementing.
9	brainstorming.	D.	training.
23. TI	he reengineering team must co	nsider_i	n the redesign of a process.
A.	all resources.	(B)	all process stakeholders.
C.	existing system.	D.	legacy system.

Year/Sem: I-MBA

Name of the Student: Penumal. D

AU	Register Number: 81	12191	631022 (25)
	Value Added Course on '	ERP I	Basics and Its Applicability in Modern Era"
	MCO O	U DSYU (ONS (25X4 = 100 Marks)
1.M	aterial Requirement Plan	ning (I	MRP) utilizes software applications for scheduling
A.	sales management.	B)	production processes.
C.	marketing techniques.	D.	human resource management.
2. E	RP supportscurrency	v value.	"
notes of	nultiple. B single. C. t		
~	RP package will handle		
Α.	one.	очол. В.	Dr. G. Balakrishnan, M.E., Ph.D., Principal
C.	three.	Ø}	Indra Ganesan College of Engineering all. IG Valley, Madurai Main Road
4. T l	ne most important step of	ERP in	Manikandam, Trichy-620 012.
A.	installing.	В.	training.
	gap analysis.	D.	•
5 4			testing.
J. A.	n 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 are it	, entire organization is ssubsystem.	consid	lered as a system and the departments
A.	business way.		B. general.
(C)	enterprise way.		D. planning.
7. An	information system prod	uces in	formation using thecycle.
A.	data analysis.	(B.)	input-process-output.
C.	input-output.	D.	process-input-output.

	Theplanning features of railedcapacity planning.	nost ERP	systems offer	, both rough cut and
(A?)	capacity.	В.	production.	
Č.	marketing.	D.	test.	
17.	is a key issue in the formati	on of stra	itegic plans in	companies.
(A)	computerized.	В.	quantity.	
Č.	quality.	D.	flexibility.	
18.	The business information has	_fundame	ental character	ristics.
Α.	×1	B.	2	
0	3	D.	many	
19.	The CRM system consist of_co	mponent	S.	Dr. G. Balakrishnan, M.E., Ph.D.
A.	2.	(B)	3.	Principal
C.	5.	D.	many.	Indra Ganesan College of Engineering IG Valley, Madurai Main Road
20	is the first phase in BPR.			Manikandam, Trichy-620 012.
(A)	begin organizational change.	В.	identifying bpi	r opportunities.
Č.	reengineering the process.	D.	blueprint the n	ew business system.
21. T	The first step in business strateg	y is		
A.	planning.	B.	develop bluep	rint.
C.	marketing.	(D)	assessment.	
22 D	Ouring thesession the reen	gineering	must also con	sider new technologies.
Α	planning	B.	implementing.	
O	brainstorming.	D.	training.	
23. T	he reengineering team must con	sider_in	the redesign	of a process.
(A)	all resources.	В. а	all process stake	eholders.
C.	existing system.	D. 1	egacy system.	

N	ame of the Student : '	ame	sh. R		Year/Sem: I-MBA
A	U Register Number: 8	12/0	16216	$28. \left(\frac{90}{95}\right)$	I-MBA
	Value Added Course on				ility in Modern Ero"
				(25X4 = 100 Marks)	The state of the s
1.]				•	plications for scheduling
A.		B		oduction processes.	parameters for seneduling
C.	marketing techniques.	D.		man resource manage	emant
2.]	ERP supportscurrenc	ev valu			anem.
7-	multiple. B single. C.			five.	. 18
	ERP package will handle_				(B.:
A.	one.				Dr. G. Balakrishnan, M.E., Ph.D
C.	three.	B.	two).	Principal Indra Ganesan College of Engineering
		9	all.		IG Valley, Madurai Main Read Manikandam, Trichy-620 012.
	he most important step of	ERP	ımplem	entation is_phase.	Mankanden, many see
A.	installing.	B.	train	ning.	
0	gap analysis.	D.	testi	ing.	
5. A	an enterprise is a group of	people	e with_		
(A)	common goal.		B.	separate goal for ea	ach department.
C.	multiple goals.		D.	two or more goals.	•
6. In	, entire organization is	consi	dered a	_	enartments
are it	tssubsystem.			V	oper inents
A.	business way.		В.	general.	
9	enterprise way.		D.	planning.	
7. Ar	information system prod	uces ir	ıforma	tion using the cycle	p.
A)	data analysis.	B.		process-output.	••
C.	input-output.	D.	proces	ss-input-output.	

deta	Theplanning features of ailedcapacity planning.	most ER	P systems offer,	both rough cut and
A	capacity.	В.	production.	
Č.	marketing.	D.	test.	
17.	is a key issue in the format	tion of st	rategic plans in (companies.
A.	computerized.	B.	quantity.	
C.	quality.	0	flexibility.	
18.	The business information has_	_fundan	nental character	istics.
A.	×1	В	. 2	
0	3	D	many	(D
19. 7	The CRM system consist of_c	omponer	ıts.	Dr. G. Balakrishnan, M.E., Ph.D. Principal
A.	2.	(B.	3.	Indra Ganesan College of Engineering IG Valley, Madurai Main Road
C.	5.	D.	many.	Manikandam, Trichy-620 012.
20	is the first phase in BPR.			
A	begin organizational change.	B.	identifying bpr	opportunities.
C.	reengineering the process.	D.	blueprint the ne	ew business system.
21. T	he first step in business strates	gy is		
A.	planning.	В.	develop bluepr	int.
C.	marketing.	03	assessment.	
22 D	uring thesession the reer	ıgineerin	g must also cons	ider new technologies.
(A)	planning	В.	implementing.	
C.	brainstorming.	D.	training.	
23. TI	he reengineering team must co	nsideri	n the redesign o	f a process.
A.	all resources.	(B)	all process stake	holders.
C.	existing system.	D.	legacy system.	

(2019-20 Even).



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

ANSWER KEY

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

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

Principal



Ganesan Dr. G. Balakrishnan, M.E., Ph. P. Principal

Madural Main Road (NH 45B), Manikandam, Tiruchirapaul. 620 012 Indra Ganesan College of Engineering Approved by AICTE, NewDeihi & Affiliated to Anna University, Chennal IG Valley, Madural Main Road

IG Valley, Madurai Main Road Manikandam, Trichy-620 012.

STUDENTS ATTENDANCE

	The second	, ,	Voor	DATE:	TE	DATE:	ë	DATE:		DATE:	ü	DATE:	£3		And the continue of the contin
tronce and	neg.No	Student's Name	Branch	00.01.20	7.70	07.01.20	1.20	08.01.20		09.01.20		10.01.20	-	NO. OF SESSIONS	SIGNATURE OF THE
		Š		EN	AN	FN	AN	FN	AN	FN	AN	FN	ANA	ATTENDED	STUDENT
1 8112	811219631001	AARTH! V	I/MBA	-	<	4		*	1	-		į		atippedageniumphi dipole de company de compa	and the second second
2 8112	811219631003	ANITHAV	I/MBA	-	# ,		1			\		-		27	V. bas
3 8112	811219631004	ANJU S	I/MBA		,	1.	,	-					+	30	Ords u
4 8112	811219631005	ARUL PRASATH V	I/MBA	-	-		•		1	4	Q	-		40	林子
5 8112	811219631007	ARUNSOOSAI V	I/MBA	1.		1	\ .					+	1	30	BOOKT
6 8112	811219631008	BALAMURALI K	I/MBA		,		1		₹ ·				7	27	120
7 8112	811219631010	DEEPIKA PL	I/MBA	1		7				1.				25	120-1
8 8112	811219631012	GOWSALYAK	I/MBA		1	_		-	\					80	to of
9 8112	811219631013	GOWSALYA R	I/MBA		-				4	1				42	K,Co-7
10 8112	811219631014	JAYAKALAS	I/MBA			1	1		-		1			w 0	Cap 1
11 8112	811219631015	JAYASURYA M	I/MBA				•	1			<u></u>	4		20	Jan B.
12 8112	811219631016	KAMALAM R	I/MBA				1					1		36	Montal
13 8112	19631017	811219631017 KEERTHIKA V	I/MBA											4	Kka-J



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

Madural Main Road (NH-45B), Manikandam, Truchtrapatili 620 012 Indra Ganesan College of Engineering Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennal IG Valley, Madural Main Road

IG Valley, Madural Main Road

Principal

Manikandam, Trichy-620 012.

STUDENTS EVALUATION

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

			and the second	Attendan	Attendance Details	VAC-IM	VAC-MCQ TEST	OVERALL
į	,	W - 07 - 17 - 15	Year/	No. of	Attendance	No of	MCQ	MARK(100)
S.No.	Keg.No	Student's Name	Branch	Session	Mark(100)	Correct	Mark(100)	(50% of A +
		***************************************		Attended	(A)	Answers	8	50% of B)
-	811219631001	AARTHIV	I/MBA	27	06	21	84	87
2	811219631003	ANITHAV	I/MBA	30	100	22	88	94
m	811219631004	ANJU S	I/MBA	24	80	22	88	84
4	811219631005	ARUL PRASATH V	I/MBA	30	100	22	88	94
ហ	811219631007	ARUNSOOSAI V	I/MBA	27	06	21	84	87
9	811219631008	BALAMURALI K	I/MBA	30	100	20	80	8
7	811219631010	DEEPIKA PL	I/MBA	30	100	20	80	06
8	811219631012	GOWSALYAK	I/MBA	24	80	21	84	82
6	811219631013	GOWSALYA R	I/MBA	30	100	21	84	92
10	811219631014	JAYAKALAS	I/MBA	27	06	21	84	87
11	811219631015	JAYASURYA M	1/MBA	30	100	22	888	94
12	811219631016	KAMALAM R	I/MBA	24	80	22	88	84
13	811219631017	KEERTHIKAV	I/MBA	30	100	22	88	94
14	811219631018	LAWRA FRANCINA F	I/MBA	27	06	21	84	87
15	811219631019	MALINI V	I/MBA	30	100	20	80	06
16	811219631020	PADMAPRIYA S	I/MBA	30	100	20	80	06
17	811219631022	PERUMAL D	I/MBA	24	80	21	84	82



CELLEGE CFENCHAPPILIFERING Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennal

		811210631023	PON SIVA S	I/MBA	30	100	21	84	92
RAJALAKSHMI P I/MBA 27 90 22 RAJALAKSHMI P I/MBA 30 100 22 RAJA RAJA CHOLAN R I/MBA 30 100 22 RAMESH R I/MBA 30 100 20 RAVICHANDRAN R I/MBA 30 100 23 SANTHANAM M I/MBA 27 90 19 SARANYA K I/MBA 27 90 19 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18	1	200000000000000000000000000000000000000	NO ACABITITATE	I/MBA	30	100	21	84	92
RAJALAKSHMI P I/MBA 27 90 22 RAJA RAJA CHOLAN R I/MBA 30 100 22 RAMESH R I/MBA 30 100 20 RAVICHANDRAN R I/MBA 30 100 23 SANTHANAM M I/MBA 27 90 19 SARANYA K I/MBA 27 90 19 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18		811219631024	PRADAIN M				A recommendation of the state o		
RAJA RAJA CHOLAN R I/MBA 30 100 22 RAMESH R I/MBA 30 100 20 RAVICHANDRAN R I/MBA 30 100 23 SANTHANAM M I/MBA 27 90 19 SANGEETHA D I/MBA 27 90 19 SARANYA K I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18	ě	811219631026	RAJALAKSHMI P	I/MBA	27	06	22	00 00	68
RAMESH R I/MBA 30 100 20 RAVICHANDRAN R I/MBA 30 100 23 SANTHANAM M I/MBA 27 90 19 SANGEETHA D I/MBA 27 90 19 SARANYA K I/MBA 27 90 21 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18		811219631027	RAJA RAJA CHOLAN R	I/MBA	30	100	22	88	94
RAVICHANDRAN R I/MBA 30 100 23 SANTHANAM M I/MBA 30 100 20 SANGEETHA D I/MBA 27 90 19 SARANYA K I/MBA 27 90 21 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18		811219631028	RAMESH R	I/MBA	30	100	20	80	06
SANTHANAM M I/MBA 30 100 20 SANGEETHA D I/MBA 27 90 19 SARANYA K I/MBA 27 90 21 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18		811219631029	RAVICHANDRAN R	I/MBA	30	100	23	06	95
SANGEETHAD I/MBA 27 90 19 SARANYA K I/MBA 27 90 21 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18		811219631030	SANTHANAM M	I/MBA	30	100	20	80	06
SARANYA K I/MBA 27 90 21 SUSMITHA M I/MBA 30 100 20 VIMAL KUMAR J I/MBA 30 100 18	\$	811219631031	SANGEETHA D	I/MBA	27	06	19	76	83
SUSMITHAM I/MBA 30 100 20 VIMAL KUMARJ I/MBA 30 100 18	1	811219631033	SARANYAK	I/MBA	27	06	21	84	87
VIMAL KUMAR J 1/MBA 30 100 18	1	811219631035	SUSMITHAM	I/MBA	30	100	20	80	06
	1	811219631037	VIMAL KUMAR J	I/MBA	30	100	18	72	86

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

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

HoD/MBA



ndra Ganesan

Madural Main Road (NH-45B), Manikandam, Tiruchirapatti- 620 012 Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennai

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms AARTHIV 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.

A. B.

HoD/MBA

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

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





Indra Ganesan

Madural Main Road (NH-45B), Manikandam. Thruchirapatti- 620 012 Approved by AICTE, NewDelhi & 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.

A. . C

HoD/MBA



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





ndra Ganesan

Madural Main Road (NH-45B), Manikandam, Truchirapalit. 620 032
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennai

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms MALINIV 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.





ndra Ganesan

Madural Main Road (NH-45B), Manikandam, Tirechirapatti- 620 012
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennal

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms RAMESHR 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.

1 K

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

Madural Main Road (NH-45B), Manikandam, Tiruchirapatil- 620 012
Approved by AICTE, NewDelhi & Affiliated to Anna University, Chennai

CERTIFICATE OF COMPLETION

This is to certify that Mr/Ms SARANYAK 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.,

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

