Semester 1
BA9101 Statistics for Management
BA9102 Economic Analysis for Business
BA9103 Total Quality Management
BA9104 Organizational Behaviour
BA9105 Communication Skills
BA9106 Accounting for Management
BA9107 Legal Aspects of Business
BA9108 Seminar I

Semester 2
BA9121 Operations Management
BA9122 Financial Management
BA9123 Marketing Management
BA9124 Human Resource Management
BA9125 Management Information System
BA9126 Applied Operations Research for Management
BA9127 Business Research Methods
BA9128 Business Application Software
BA9129 Seminar II

Summer Semester
Summer Project is undertaken by the students most of which are projects done along with internship taken in various companies. The main purpose is to get an exposure of the organizational culture and environment and to avail this new opportunity to find a new dimension to their career.

Semester 3
BA9109 International Business Management
BA9110 Strategic Management
Elective I
Elective II
Elective III
Elective IV
Elective V
Elective VI
BA9112 Seminar III—Emerging trends in Management

Electives
Marketing
BA9152 Retail Management
BA9153 Services Marketing
BA9154 Advertising & Sales Promotion
Finance
BA9160 Security Analysis and Portfolio Management
BA9161 Merchant Banking and Financial Services
BA9165 Strategic Investment and Financing Decisions
Human Resource
BA9171 Industrial Relations & Labour Welfare
BA9172 Labour Legislations
BA9173 Strategic Human Resource Management & Development
Systems
BA9178 Enterprise Resources Planning
BA9180 Software Project and Quality Management
BA9181 Data Mining and Data Warehousing
Operations
BA9185 Supply Chain Management
BA9188 Advanced Operation Management

Semester 4
Project Work
Faculty

I am indebted to my father for living, but to my teacher for living well.

– Alexander.

‘As rightly said by Alexander the great teachers direct us towards the path of progress and well living. Faculty members at DoMs are committed to excellence in teaching, research and play a significant role in transforming us from ‘a naïve student’ to ‘a well trained professional’

Dr. L. Suganthi, B.Tech., M.B.A., Ph.D.

- Teaching experience of more than 23 years.
- Professor and Head, Department of Management Studies, Chennai.
- Published 45 research papers in journals and conference.
- One of her noted work is a book on Total Quality Management.
- Undertaken 6 research projects and one consultancy work.

Dr. G. Rajendran, M.A., M.Phil., Ph.D. (IIT)

- Teaching & Research experience of more than 22 years.
- Professor, Department of Management Studies, Anna University, Chennai.
- Published 30 research papers in journals and conference.
- Post Ph.D Research in the area of History of Science & Technology.
- Deputy Controller (University Departments) in-charge of all PG Programmes in the main campus of Anna University.
- Specialized Areas of interest: Development Issues, Services Marketing & Management, International Business.

Dr. M.V. Supriya M.com., M.Phil., Ph.D.

- Teaching and Research experience of 20 years.
- Associate Professor (Sr.Gr.), Department of Management Studies, Anna University, Chennai.
- Has publications to her credit in National and International journals.
- Currently engaged in guiding doctoral level research.
- Specializes in Organizational Behaviour & Human Resource Management.
- Is involved in behavioural training for soft skills, personality & self development.
Faculty

Dr. Mrs. Hansa Lysander Manohar, B.Tech., M.B.A., M.C.A., FDP (IIMA), Ph.D.

- Teaching experience of 24 years.
- Assistant Professor (Sr.Gr.), Department of Management Studies, Anna University, Chennai.
- Specializes in Operations, Systems and Technology Management.
- Completed a development project on "TQM for Quality Assurance under ISO 9000" sponsored by AICTE.
- Authored books on Technology Management & Entrepreneurship for Distance Education.
- 13 International and 17 National paper publications.

Dr. R. Magesh, B.E., M.B.A., Ph.D.

- Five years of industry experience, 12 years in teaching and 5 years in Research.
- Assistant Professor (Sr.Gr.), Department of Management Studies, Anna University, Chennai.
- Specializes in Marketing and Behavioral Sciences.
- Writing books for PHI, Sage Publications, CDE, Anna University and for DDE, TNOU.
- Receipt of Bharat Petroleum merit scholarship for M.B.A.
- 15 International papers and 16 National level publications.

Dr. Jayanth Jacob, B.E., M.B.A., Ph.D.

- Teaching experience of more than 19 years.
- Assistant Professor (Sr.Gr.), Department of Management Studies, Anna University, Chennai.
- Specializes in Operations and Marketing.
- Published 15 research papers in journals and conferences.
- Qualified master trainer for INTEL, India on "Teach to the future" curriculum.

Mr. A. K. Sheik Manzoor, B.E., M.B.A., (Ph.D.)

- Teaching experience of 8 years.
- Assistant Professor, Department of Management Studies, Anna University, Chennai.
- Specializes in Information System, ERP, Data Mining and Data Bases Management.
- Written books on Management Concepts, MIS, E-Commerce & Retail Information Systems.
Mrs. E. Thendral, B.E., PGDBM (IIM B), (Ph.D.)

- Teaching Experience of 6 years.
- Assistant Professor, Department of Management Studies, Anna University, Chennai.
- Specializes in Operations and Marketing.

Mrs. A. Thiruchelvi, M.Sc., M.B.A., (Ph.D.)

- Teaching experience of 7 years.
- Assistant Professor, Department of Management Studies, Anna University, Chennai.
- Trainer in Behavioral Science.
- Has published articles in National and International Journals.

Mr. S. Krishna Kumar, M.Sc., M.Phil., M.B.A., (Ph.D.)

- Teaching experience of 9 years and Industry experience of 15 years.
- Assistant Professor, Department of Management Studies, Anna University, Chennai.
- Specializes in Human Resources, Behavioural Sciences, Labour Relations and Entrepreneurship.
- Two publications to his credit in International journals.
- Three publications in National and International Conferences.

Mr. H. Premraj, M.Com., M.Phil., M.B.A., (Ph.D)

- 12 years of Industry and 14 years of teaching experience.
- Published 4 papers in National and International Journals
- Has 5 publications to his credit.
- Reviewer and Editorial Board member in Global Journal Management.
- Have held the post of H.O.D, Department of Commerce in Sindhi college.
- Specializes in Accounting and Financial Management.

Ms. Benita S. Monica, B.E. M.B.A. (Ph.D.)

- Teaching experience of two years.
- Teaching Fellow, Department of Management Studies, Anna University, Chennai.
- Specializes in Organizational Behavior, Business research methods & Statistics.
Faculty

Mr. V. Raj Kumar, B.Sc., M.B.A., (Ph.D)
- Teaching experience of one year.
- Teaching Fellow, Department of Management Studies, Anna University, Chennai.
- Specializes in Marketing, Advertisement, Sales & Strategic Management

Mrs. Hannah Jeyaseeli S, B.Sc., M.B.A., (Ph.D.)
- Has a total experience of more than two years.
- Teaching Fellow, Department of Management Studies, Anna University, Chennai.
- Specializes in Human Resources and Business Communication

- Teaching experience of more than 37 years.
- Convened and Conducted a two day workshop on “Decision Making using SPSS”
- Held positions as Dy Director, Directorate of Inst & Electronics, DRDO.
- Registrar, Signal Training Centre, Jabalpur.
- H.O.D, MBA, JCE, Chennai.

Mrs. P. Vijaya Lakshmi, M.B.A., M.Phil., (Ph.D.)
- Has a total experience of above 4 years.
- Teaching Fellow, Department of Management Studies, Anna University, Chennai.
- In charge of Department Library.

Ms. S. Divya, B.E., M.B.A.
- 3 years of Industrial experience and three months of Teaching experience.
- Teaching Fellow, Department of Management Studies, Anna University, Chennai.
Faculty

Mrs. P. N. Kayalvizhi, B.Sc., M.B.A.
- 4 years of Industrial experience and two months of Teaching experience.
- Teaching Fellow, Department of Management Studies, Anna University, Chennai.
- Specializes in International Business Management.

Inter-Departmental Exchange Faculty

Dr. S. P. Dhanvel, M.A., M.Phil., PGCTE, Ph.D., PGDHE
- Teaching Experience of more than 22 years.
- Professor and Head, Department of English, Anna University Chennai.
- 10 books and 55 articles to his credit.
- Published 55 papers in National and International journals.
- Specializes in Business Communication.
- Organized two national seminars.

Visiting Faculties:

Prof. V. Nageswaran, M.Tech., Fellow of IIM, Calcutta
- Worked with ICI group of companies, Bureau of Indian Standards, RBI and IDBI.
- More than 4 decades of academic and industry experience.
- Certified Associate of the Indian Institute of Bankers (C.A.I.I.B), Mumbai.
- Visiting faculty at IIT, Chennai, GLM and BIM, Regional Training Institute of the office of the Comptroller and Auditor General of India and also at Comptroller of Defense Accounts of India.

Ms. Labarrere Josepha, Master II (teach french as foreign language)
- 4 years of teaching experience
- Prepare officers to pass international examination for military schools
- Teachers training at French Alliance
CLASS PROFILE

Academic Background

B.E/B.Tech  49
Bachelors
Arts, Science & Commerce  14
Masters  01

Areas of Expertise

Finance  41
Human Resources  27
Marketing  27
Systems  20
Operations  13

Experience Profile

Experienced  14
Freshers  50

Total Strength  64
STUDENTS PROFILE

Name: - Sivakanni.G
DOB: - 09.07.1987
UG/PG: - B.E. (ECE)
Specialization: - Finance & Operations
Areas of Interest: - Security Solutions, Financing Decisions, Project Management
Summers: - Vigneshwara Plastics
Title: - Process Optimization of Injection Moulding
Email id: - sivakanni87@yahoo.com
Phone number: - 9884969662

Name: - Absala Pream Regin.S
DOB: - 23.12.1988
UG/PG: - B.E. (ECE)
Specialization: - HR & Marketing
Areas of Interest: - Labour Legislations, Recruitment & Training, Services Marketing
Summers: - Club Mahindra Holidays, Chennai
Title: - Improving Telemarketing Effectiveness at Zest
Email id: - absu23@gmail.com
Phone number: - 9962296243

Name: - Afshan Sheriff
DOB: - 02.10.1987
UG/PG: - B.E. (ECE)
Specialization: - Finance & Marketing
Areas of Interest: - Corporate Finance, Security Analysis & Portfolio Management, Services Marketing
Summers: - Ogilvy & Mather Advertising, Chennai
Title: - 1. A study on competitor’s strategy & Communication analysis to improve Cavinkare’s Dairy products (Cavin’s) Promotional activities
2. Eva Deodorant’s brand positioning in the market
Email id: - starafshan@yahoo.com
Phone number: - 9790924507

Name: - Amit Kumar Ojha
DOB: - 12.06.1987
UG/PG: - B.Tech (IT)
Specialization: - Systems & Operations
Areas of Interest: - System Analysis & Design, ERP, Supply Chain Management
Summers: - Tata Consultancy Services, Chennai
Title: - Resource Management System: Key to Process Improvement for M&S account
Email id: - amitit.2010@rediffmail.com
Phone number: - 9003108798
<table>
<thead>
<tr>
<th>Name</th>
<th>- Angarayn.S</th>
</tr>
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<tbody>
<tr>
<td>DOB</td>
<td>- 07.11.1987</td>
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<tr>
<td>UG/PG</td>
<td>- B.E. (Mechanical Engineering)</td>
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<td>Specialization</td>
<td>- Operations &amp; Finance</td>
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<tr>
<td>Areas of Interest</td>
<td>- Project Management, Operations Management, Supply Chain &amp; Logistics Management</td>
</tr>
<tr>
<td>Title</td>
<td>- A Study into the Profitability of Short Term &amp; Medium Term Projects.</td>
</tr>
<tr>
<td>Email id</td>
<td>- <a href="mailto:angarayan@gmail.com">angarayan@gmail.com</a></td>
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<td>Phone number</td>
<td>- 9367705252</td>
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<tr>
<th>Name</th>
<th>- Anne Hyacinth.V</th>
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<tr>
<td>DOB</td>
<td>- 15.12.1986</td>
</tr>
<tr>
<td>UG/PG</td>
<td>- B.Sc. (Plant Biology &amp; Plant Biotechnology), M.Sc (Plant Biology &amp; Plant Biotechnology)</td>
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<td>Specialization</td>
<td>- HR &amp; Finance</td>
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<td>Areas of Interest</td>
<td>- Labour Legislations, Industrial Relations &amp; Labour Welfare, Security Analysis &amp; Portfolio Management</td>
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<td>Summers</td>
<td>- JSW Steel LTD., Salem</td>
</tr>
<tr>
<td>Title</td>
<td>- Data Administration</td>
</tr>
<tr>
<td>Email id</td>
<td>- <a href="mailto:annehacinth@gmail.com">annehacinth@gmail.com</a></td>
</tr>
<tr>
<td>Phone number</td>
<td>- 9841913951</td>
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<tr>
<th>Name</th>
<th>- Archana.P</th>
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<tr>
<td>DOB</td>
<td>- 07.08.1982</td>
</tr>
<tr>
<td>UG/PG</td>
<td>- B.E. (CSE)</td>
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<tr>
<td>Specialization</td>
<td>- Systems &amp; Finance</td>
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<tr>
<td>Areas of Interest</td>
<td>- Software Project &amp; Quality Management, Business Analysis, Corporate Finance</td>
</tr>
<tr>
<td>Summers</td>
<td>- Valeo India Private Ltd., Chennai</td>
</tr>
<tr>
<td>Title</td>
<td>- Enhancement of the Enterprise Portal For Effective Knowledge Management</td>
</tr>
<tr>
<td>Work Experience</td>
<td>- 12 Months - Member Technical Staff - HCL</td>
</tr>
<tr>
<td></td>
<td>- 10 Months - Software Engineer - Wildcard Systems</td>
</tr>
<tr>
<td></td>
<td>- 18 Months - Software Engineer - Accenture Technology Solutions</td>
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<td>Email id</td>
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<tr>
<td>Phone number</td>
<td>- 9600869140</td>
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</table>
STUDENTS PROFILE

Name - Archana.S
DOB - 23.09.1987
UG/PD - B.E. (ECE)
Specialization - Finance & HR
Areas of Interest - Security Analysis & Portfolio Management, Strategic Human Resource Development, Labor Laws
Summers - CavinKare Private Limited, Chennai
Title - Analysis of Attrition Based on the Employee Engagement Survey
Work Experience - 12 Months - Assistant System Engineer Trainee - TCS
Email id - archanasai237@gmail.com
Phone number - 9884180082

Name - Arthi.P
DOB - 01.04.1989
UG/PG - B.Sc (Agriculture)
Specialization - HR & Marketing
Areas of Interest - Entrepreneurship Development, CRM, Brand Management
Summers - L&T Valtel Engineering Ltd., Chennai
Title - A project on Building Organizational Capability
Email id - arthi.prabaharan@gmail.com
Phone number - 9524527224

Name - Ashwanth.S
DOB - 07.05.1988
UG/PG - B.E. (ECE)
Specialization - HR & Marketing
Summers - Leading Software Technologies
Title - To Understand the Offerings of Sub Distributors to Partners in ITS Industry
Work Experience - 12 Months - Technical Support Executive - Sutherland
Email id - ashwanth7588@yahoo.com
Phone number - 9952191954

Name - Bagyaraj.P
DOB - 10.06.1988
UG/PG - B.E. (ECE)
Specialization - Marketing & Finance
Areas of Interest - Brand Management, Service Management, Retail Management
Summers - Amrutanjan, Chennai
Title - Consumer's perception towards Fruitnik
Work Experience - 6 Months - Test Engineer - Testingjobz
5 Months - Test Engineer - BTechGuru
Email id - bagyaraj0613@gmail.com
Phone number - 9543582162
STUDENTS PROFILE

Name: Balaji.R
DOB: 23.03.1987
UG/PG: B.Tech (ECE)
Specialization: Finance & Systems
Areas of Interest: Sap - Erp (Fico), Data Mining, Portfolio Management
Summers: Ashok Leyland, Unit II, Hosur
Title: A study on the e-payment process through SAP - ERP
Email id: rbalaji_013@yahoo.com
Phone number: 9551644354

Name: Balaji.R.M
DOB: 11.06.1988
UG/PG: B.Tech (CSE)
Specialization: Marketing & Finance
Areas of Interest: Strategic Management, Retail Management, Advertising & Sales Promotion
Summers: ITC PVT Ltd., Chennai
Summer Project: Market level competitive Strategy for Cigarette
Email id: balaji_rm@in.com
Phone number: 9894744004

Name: Barathi Ravi.K
DOB: 11.09.1987
UG/PG: B.Tech (ECE)
Specialization: Marketing & Finance
Areas of Interest: Sales and Advertising Promotion, Strategic Management, Retail Management
Summers: United India Insurance Company, Madurai
Title: Marketing - Insurance Policies
Email id: ravi.mdu06@gmail.com
Phone number: 8870023592

Name: Chandra Sekar.S
DOB: 31.01.1990
UG/PG: B.Com
Specialization: Finance & HR
Areas of Interest: Strategic Investment & Financing Decisions, Portfolio Management, Strategic Human Resource Management & Development
Summers: RANE (MADRAS) LTD, Chennai
Title: Quality of Work Life of Executives
Email id: chandruchennai@india.com
Phone number: 9500150705
STUDENTS PROFILE

Name: Deepika V  
DOB: 25.06.1989  
UG/PG: B.Tech (IT)  
Specialization: Marketing & Finance  
Areas of Interest: Marketing Research, Advertising & Sales Promotion, Brand Management  
Summers: Sundaram Finance, Chennai  
Title: A study on the effectiveness of the Credit Appraisal System of the Hire Purchase & Hypothecation loans business  
Email id: ideepikav@gmail.com  
Phone number: 9841674634

Name: Devi S  
DOB: 06.11.1988  
UG/PG: B.Sc (Mathematics)  
Specialization: Finance & Operations  
Areas of Interest: Issues Management, Portfolio Management, Supply Chain Management  
Summers: Precision Equipments Pvt. Ltd., Chennai  
Title: A study on the effectiveness of the Lead Time Uncertainty on Safety Stocks  
Email id: devi.rks21@gmail.com  
Phone number: 9884247626

Name: Diwakar R.K  
DOB: 01.08.1988  
UG/PG: B.E. (Mechanical Engineering)  
Specialization: Finance & Operations  
Areas of Interest: Financial Management, Portfolio Management, Supply Chain Management  
Summers: Nook Micro Distributions Ltd., Chennai  
Title: Framing Standard Operating Procedures for Internal functions  
Email id: rkdivakkar@gmail.com  
Phone number: 9786123565

Name: Durga Gomathi G  
DOB: 10.03.1990  
UG/PG: B.Com  
Specialization: HR & Marketing  
Areas of Interest: Sales Promotion, Labor Welfare, Employee Counseling  
Summers: MCT Shipping Agencies Private Limited, Chennai  
Title: A Study on Recruitment & training process  
Email id: durgagomathig2010@yahoo.in  
Phone number: 9940378567
STUDENTS PROFILE

Name: Ezhilarasan A
DOB: 11.03.1987
UG/PG: B.E. (ECE)
Specialization: Systems & Operations
Areas of Interest: SAP - ERP (FICO, PM, ABAP), System Analysis & Design, Operations Management
Summers: STI Sanch India Ltd, Chennai
Title: A proposal for implementing SAP - Plant Maintenance
Work Experience: 16 months - Business Development Executive - Dreamsoft Technologies
9 months - Associate Engineer, Technology - Virtusa India Pvt Ltd.
Email id: mailzhil@yahoo.com
Phone number: 9940088371

Name: Girish Sampath
DOB: 21.08.1986
UG/PG: B.E. (EEE)
Specialization: Marketing & Finance
Areas of Interest: Marketing Research, Brand Management, Advertising & Sales Promotion
Summers: TVS Motors, Chennai
Title: Customer buying behavior with respect to two wheelers
Work Experience: 23 months - System Engineer – Infosys Ltd.
Email id: girish_dps@yahoo.com
Phone number: 9677262451

Name: Jabez M
DOB: 30.05.1988
UG/PG: B.E. (ECE)
Specialization: Marketing & Finance
Areas of Interest: Strategic Management, Advertising and Sales Promotion, Marketing research
Title: A study on the emphasis of Strategic Management for the success of a Merger & Acquisition. Case analysis: The BDL - USL merger
Email id: jabezalbert@gmail.com
Phone number: 9962638473
STUDENTS PROFILE

Name: Jananee V.S.
DOB: 28.02.1989
UG/PG: B.E. (CSE)
Specialization: Systems & HR
Areas of Interest: Data Mining & Ware Housing, Software Project & Quality Management, Strategic Human Resource Management & Development
Summers: Tata Consultancy Services Limited, Chennai.
Title: Sources of Recruitment - Effectiveness Analysis
Email id: jananee_j@yahoo.com
Phone number: 9600083943

Name: Janani B.S.
DOB: 22.01.1989
UG/PG: B.E. (EEE)
Specialization: Finance & HR
Areas of Interest: Derivatives, Portfolio Management, Strategic Investment
Summers: HDFC LTD, Chennai
Title: Customer survey on quality of service Offered
Email id: janani2201@gmail.com
Phone number: 9444445859

Name: Janardhanan R
DOB: 25.04.1989
UG/PG: B. Com
Specialization: Finance & Marketing
Areas of Interest: Security Analysis, Customer Relationship Management, Brand Management, Financing Decisions
Summers: Vijay Nicole Imprints P Ltd
Title: Consumer behavior towards digitally published TEXTBOOKS
Email id: janardhananr.indian@gmail.com
Phone number: 99940267570

Name: Jeethanya Bhavani S
DOB: 12.9.1988
UG/PG: B.Tech (IT)
Specialization: Systems & Operations
Areas of Interest: Enterprise Resource planning, Software Project and Quality Management & Data mining, Supply Chain Management
Summers: Kems Aero products Pvt. Limited, Chennai
Title: A study on Inventory and Stores Management
Email id: jeethanyakb@gmail.com
Phone number: 9043044232
Name: Joel G  
DOB: 2.3.1989  
UG/PG: B.E. (ECE)  
Specialization: Finance & Marketing  
Areas of Interest: Retailing, Investment Decisions  
Summers: HSI Automotives (Pvt) Limited, Chennai  
Title: Market Research on Potential Customers for marketing Carbon Master Batch  
Email id: joee_joel@yahoo.com  
Phone number: 9884753500

Name: Jyoti karthick S  
DOB: 12.12.1988  
UG/PG: B.E. (ECE)  
Specialization: Finance & Marketing  
Areas of Interest: Retail Management, Services Marketing, Strategic Investment  
Summers: Madras Cements Ltd., RR Nagar  
Title: A study on capital structure in Comparison With industry performance  
Email id: jothikarthickece@gmail.com  
Phone number: 9487586847

Name: Kalamani Chandra Saranya  
DOB: 12.4.1989  
UG/PG: B.E. (CSE)  
Specialization: Systems & Finance  
Areas of Interest: Portfolio Management, Data Warehousing, Software Project &Quality Management  
Summers: Sujala pipes, Nandyal, AndhraPradesh  
Title: Working Capital Management  
Email id: chandrarashanya@gmail.com  
Phone number: 9790732889

Name: Karthik Gokul K  
DOB: 03.10.1987  
UG/PG: B.E. (EEE)  
Specialization: Marketing & Finance  
Areas of Interest: Advertising and Sales Promotion, Service Marketing, Brand Marketing  
Summers: Canara Robeco Mutual Funds  
Title: A study on General Opinion on Mutual Funds  
Email id: karthick.gokul@gmail.com  
Phone number: 9790723832
STUDENTS PROFILE

Name                  - Kavitha K
DOB                   - 03.08.1985
UG/PG                 - B.TECH (TEXTILE)
Specialization        - HR & Systems
Areas of Interest     - Strategic Human Resource Management & Development, Industrial Relations & Labor Welfare, Data Mining & Data Warehousing
Summers               - RANE (Madras) Ltd, Chennai
Title                 - Stress Management among Executives
Work Experience       - 3 months - Program Analyst Trainee - Cognizant Technology Solutions
Email id              - kavithaudhai@yahoo.in
Phone number          - 9790730341

Name                  - Kayal Vizhi S
DOB                   - 02.02.1984
UG/PG                 - B.Tech (IT)
Specialization        - Systems & Finance
Areas of Interest     - Software Project and Quality Management, Data Mining and Data Warehousing, Microfinance
Summers               - Salem District Central Co-operative Bank, Mettur Dam
Title                 - Study of Microfinance to the SGH for Woman Empowerment
Work Experience       - 12 Months - Software Engineer - PASCO Geomatics India Private Limited
Email id              - kayal0202@gmail.com
Phone number          - 8939372244

Name                  - Kothandaraman P
DOB                   - 20.05.1988
UG/PG                 - B.E. (Mechanical Engineering)
Specialization        - Finance & Operations
Areas of Interest     - Merchant Banking & Financial Services, Security analysis and Portfolio management, Supply Chain & Logistics Management
Summers               - Philips Electronics India Ltd., Chennai
Title                 - Process improvements in Warehouse Management System
Email id              - ram_mech88@yahoo.com
Phone number          - 8220946965
STUDENTS PROFILE

Name - Kumaragurubaran.C
DOB - 02.10.1986
UG/PG - B.E. (Mechatronics)
Specialization - HR & Marketing
Areas of Interest - Recruitment, Training & Development, Services Marketing
Summers - Captain Media Network, Chennai
Title - A study on the process of selection of Advertisements and Promotion Methods of Captain TV
Work Experience - 3 months - Technical Support Officer - Sutherland Global Services
3 months - Technical Support Executive - HCL BPO,
12 months - Project Engineer - WIPRO Technologies
Email id - ackumar2000@gmail.com
Phone number - 9840377937

Name - Lakshmi.A
DOB - 15.09.1989
UG/PG - B.E. (CSE)
Specialization - Systems & Finance
Areas of Interest - Portfolio Management, Data Warehousing, Software Project & Quality Management
Summers - Union Bank of India, Vaniyambadi
Title - Retail Banking
Email id - ascent_lakshmi@yahoo.co.in
Phone number - 9790264629

Name - Madhvesh.M
DOB - 18.11.1987
UG/PG - B.E. (EEE)
Specialization - Systems & Operations
Areas of Interest - Systems analyst, Supply Chain Management, Data Mining and Data Warehousing
Summers - Philips Electronics India Ltd., Chennai
Title - A study on implementation of 5s in the Warehouse
Work Experience - 10 months - Design Engineer - Fam consultancy
Email ID - madhveshmurali@gmail.com
Phone number - 9962214669
<table>
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<tr>
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<tr>
<td>Manikandan. L</td>
<td>18.01.1987</td>
<td>B.E. (ECE)</td>
<td>Finance &amp; Marketing</td>
<td>Security Analysis &amp; Portfolio Management, Strategic Investment &amp; Financial Decisions, Retail Marketing</td>
<td>Captain Media Private Ltd., Chennai</td>
<td>A study on viewers’ awareness, perception &amp; satisfaction of Captain TV</td>
<td><a href="mailto:manikandan.urs@gmail.com">manikandan.urs@gmail.com</a></td>
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<td>Narasimha Prasad.N</td>
<td>04.06.1989</td>
<td>B.E. (CSE)</td>
<td>Marketing &amp; HR</td>
<td>Advertisement &amp; Sales Promotion, Retail Management &amp; Recruitment</td>
<td>Coca Cola Beverages Private Ltd., Hyderabad</td>
<td>Impact of Sales due to Outdoor Advertisements</td>
<td><a href="mailto:narasimha46@gmail.com">narasimha46@gmail.com</a></td>
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UG/PG - B.E. (ECE)
Specialization - HR & Finance
Areas of Interest - Strategic Human Resources Management & Development, Industrial Relations & Labor Welfare, Portfolio Management
Summers - Polaris Software Lab Private Ltd., Chennai
Title - A Study on Reward & Recognition System
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Areas of Interest - Issue Management, Security Analysis, Strategic Human Resource Management
Summers - CavinKare Private Ltd., Chennai
Title - 1. Evaluating the Effectiveness of the Selling Skills Training Program for the Beauty Advisors of CavinKare Private Limited
2. A Training Module developed for the Beauty Advisors of CavinKare Private Limited Evaluating the Effectiveness of the Selling Skills Training Program for the Beauty Advisors Instructional Design Methodology - A Training Module developed for the Beauty Advisors
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Summers: Nook Micro Distribution Ltd., Chennai
Title: Benchmarking of parameters influencing Customer experience at technology retail stores
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Areas of Interest: Software Project & Quality Management, Data Mining, Supply Chain Management
Summers: Tata Consultancy Services, Siruseri
Title: Resource Management System for reducing Cost & Effort
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Areas of Interest: Payroll Management, Human Resource Training, Software Project & Quality Management
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Summers: SAIL Warehouse, Manali, Chennai
Title: Feedback System Development for Quality in Warehouses
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Areas of Interest: Advertising & Sales Promotion, Industrial Relations & Labor Welfare, Strategic Human Resource Management and Development
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Title: 1) A Brand Related Study on the Effects of Advertisements 2) A Study on Product Differentiation among Valeco, Bosch India & Lucas TVS
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Specialization: Finance & HR  
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Summers: Derik Monofil Private Ltd., Nagercoil  
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Title: A Study on Customer Satisfaction  
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Summers: Lucas TVS, Padi, Chennai  
Title: Project on Absenteeism  
Email id: rsenthilpr@gmail.com  
Phone number: 9840707363
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<td>B.E. (Production Technology)</td>
<td>Finance &amp; Operations</td>
<td>Supply chain Management, Merchant Banking, Investment Decisions</td>
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<td>B.E. (ECE)</td>
<td>Operations &amp; Systems</td>
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<td>Fibro Flex Ltd., Tirunelveli</td>
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<td>B.E. (ECE)</td>
<td>Marketing &amp; Finance</td>
<td>Brand Management, Advertising &amp; Sales Promotion, Services Marketing</td>
<td>HCL Info Systems Ltd., Chennai</td>
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<td>Sindhu Raveendran</td>
<td>27.09.1987</td>
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<td>Finance &amp; HR</td>
<td>Corporate Financial Planning &amp; Reporting, Personal Banking, HR Auditing</td>
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<td>A Study on CAPEX Evaluation</td>
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<td>Work Experience</td>
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