

1.3.2 Average Percentage of Courses that Include Experiential Learning through Project Work / Field work / Internship during 2020-21

Sl. No	Program Offering	Name of the Course	Course Code	Project/Field Work/Internship	Page Number
1	Master of Business Administration	Economic Analysis for Business	BA5101	Project	1
2	Master of Business Administration	Principles of Management	BA5102	Project	6
3	Master of Business Administration	Accounting for Management	BA5103	Project	6
4	Master of Business Administration	Legal Aspects of Business	BA5104	Project	16
5	Master of Business Administration	Organizational Behaviour	BA5105	Project	21
6	Master of Business Administration	Total Quality Management	BA5107	Internship	26
7	Master of Business Administration	Business Research Methods	BA5202	Project	31
8	Master of Business Administration	Financial Management	BA5203	Project	36
9	Master of Business Administration	Human Resource Management	BA5204	Project	41
10	Master of Business Administration	Operations Management	BA5206	Internship	46
11	Master of Business Administration	Marketing Management	BA5207	Project	51
12	Master of Business Administration	International Business Management	BA5301	Project	56
13	Master of Business Administration	Strategic Management	BA5302	Internship	61
14	Master of Business Administration	Merchant Banking & Financial Services	BA5011	Project	66
15	Master of Business Administration	Entrepreneurship Development	BA5014	Project	71
16	Master of Business Administration	Industrial Relations & Labour Welfare	BA5015	Project	76
17	Master of Business Administration	Project Work	BA5411	Project	81



Principal

OBJECTIVE:

- To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

UNIT I FOCUS AND PURPOSE 5

Definition, need and importance of **organizational behaviour** – Nature and scope – Frame work – Organizational behaviour models.

UNIT II INDIVIDUAL BEHAVIOUR 12

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification.

Misbehaviour – Types – Management Intervention. Emotions – **Emotional Labour** – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement-Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception-Impression Management. Motivation – Importance – Types – Effects on work behavior.

UNIT III GROUP BEHAVIOUR 10

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of **informal leaders** and working norms – Group decision making techniques – **Team building** - Interpersonal relations – Communication – Control.

UNIT IV LEADERSHIP AND POWER 8

Meaning – Importance – **Leadership styles** – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 10

Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – **Stability Vs Change** – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives – Organizational effectiveness Developing Gender sensitive workplace

TOTAL: 45 PERIODS**OUTCOME:**

- Students will have a better understanding of **human behavior in organization**. They will know the framework for managing individual and group performance.

REFERENCES :

- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, Edition 17, 2016 (Global edition)
- Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition,
- Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
- Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage, 2nd edition. 2012
- Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.
- Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.
- Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2011



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A STUDY ON IMPACT OF **ORGANIZATION**
CULTURE TOWARDS **EMPLOYEE'S**
BEHAVIOUR IN NSP KNITTING
MILLS, TIRUPUR



A PROJECT REPORT

Submitted by

G.AJITH KUMAR

(Registration no : 920819631001)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,
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ANNA UNIVERSITY, CHENNAI


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BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON IMPACT OF **ORGANIZATION CULTURE** TOWARDS **EMPLOYEES’S BEHAVIOUR** IN NSP KNITTING MILLS” is a bonafide work of **G.AJITHKUMAR** (Reg. No. 920819631001) who carried out the project under my supervision during January 2021 to April 2021.



Signature of HOD


Signature of Supervisor

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INTERNAL EXAMINER

EXTERNAL EXAMINER

DATE: 26.03.2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.G.AJITH KUMAR**, Registration Number: **920819631001** MBA Final year student of **N.P.R College of Engineering and Technology, Natham, Dindigul District** has done project work in our company toward the fulfillment of the award of **Master of Business Administration** during the period from **4th January 2021 to 30th April 2021**. During the project period his conduct is good. We wish him for a good future.

With warm Regards

For NSP KNITTING MILLS


Authorised Signatory


Dr. J.SUNDARARAJAN,
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ABSTRACT

Organizations are among the key units of the society. During their establishment and development, a specific kind of **organizational culture** eventually appears. The purpose of organizational culture is to improve solidarity and cohesion, and to stimulate employees' enthusiasm and creativity to improve the organization's economic efficiency. In addition, organizational culture greatly influences **employee behavior**.

The aim of this study is to find out how organizational culture affects employee behavior. It is important to understand that in order to improve the organization's business management and let the organizational culture have the right impact on employees.

The results of the study indicate that organizational culture mainly **impacts motivation**, promotes individual **learning**, affects **communication**, and improves **organizational values**, **group decision making** and **solving conflicts**.

Keywords: Organizational culture, organizational behavior, employee behavior.



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SUGGESTIONS

- The management may enhance the frequency of employee's feedback on their performance.
- The function of canteen should be made better for the satisfaction of the employees. The management should be take immediate action for rectifying the problem of canteen.
- Increase the salary of the employees.

CONCLUSION

The study about the organizational culture and behavior on employees reveals that the workers were satisfied with their ability, co-operation, team work, involvement, supervisors, utilization of their skills and rewards etc. They are highly satisfied with the current culture of NSP KNITTING MILLLS.

Because of this favorable culture the employees' show positive behaviors like high involvement, highly commitment to the organization, highly motivated and highly flexible to the organizational changes etc.



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COURSE OBJECTIVE:

- x To understand the changing business environment
- x To identify the indicators of management thoughts and practices
- x To understand fundamental premise underlying market driven strategies

UNIT I INTRODUCTION

Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External Marketing interface with other functional areas – Production, Finance, Human Relation Management, Information System. **Marketing in global environment** – Prospects and Challenges.

UNIT II MARKETING STRATEGY

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – **Consumer Marketing** – Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – **Targeting and Positioning** – Channel Management Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV BUYER BEHAVIOUR 12 Understanding industrial and individual buyer behavior Influencing factors – Buyer Behaviour

Models – **Online buyer behaviour** - Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

Marketing Information System – **Research Process** – Concepts and applications : Product Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organization - Cause related marketing - Ethics in marketing – Online marketing trends.

COURSE OUTCOME:

- x knowledge of analytical skills in solving marketing related problems
- x awareness of marketing management process

TOTAL: 60 PERIOD**TEXT BOOKS**

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGrawHill-Vijaynicole, First edition, 2010
3. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011.
4. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching A south Asian perspective, Cengage Learning – 2012

REFERENCES

1. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000.
2. Duglas, J. Darymple, Marketing Management, John Wiley & Sons, 2008.
3. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
4. Boyd Walker, Marketing Management, McGraw Hill, 2002.
5. Paul Baines, Chriss Fill Kelly Pagb, Marketing, II edition, Asian edition.



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A STUDY ON THE **CUSTOMER'S SATISFACTION**
LEVEL OF **FOREIGN EXCHANGE OPERATIONS**
OF TAMILNAD MERCANTILE BANK, DINDIGUL



A PROJECT REPORT

Submitted by


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MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON THE
CUSTOMER’S SATISFACTION LEVEL OF FOREIGN EXCHANGE
OPERATIONS OF TAMILNAD MERCANTILE BANK, DINDIGUL”
is a bonafide work of ANGALAESWARI A (Reg.No.
920819631002) who carried out the project work under my supervision
during December 2020 to March 2021


Signature of HOD

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30.03.2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that A Angalaeswari (Reg. No: 920819631002) Studying MBA (Final Year) at NPR College of Engineering and Technology, Natham, Dindigul. Have successfully completed her project work entitled "A Study on the customer's satisfaction level of Foreign Exchange Operations of Tamilnad Mercantile Bank, Dindigul Branch" and completed his training in our organization for the period from December 2020 to March 2021

During the period of project work and training she was dedicated to her work and done with exemplary of performance and we wish her for success in all future endeavors

Thanking you

A handwritten signature in black ink, appearing to be 'S. Thangaraj', is written over a light blue grid background.

Authorized Signature

A Scheduled Commercial Bank & Authorized Dealers in Foreign
57, N.L. Road, Tuticorin, Tamilnadu, India. Zip: 628002
Phone: +91 (461) 232 1382 / 232 1929 / 232 1932

A handwritten signature in blue ink, 'Dr. J. Sundararajan', is written over a light blue grid background.

Dr. J.SUNDARARAJAN,
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ABSTRACT

These times when the world economy is thrown open and as countries like India have opened the trade gates to other countries, there is certainly an upsurge in the FOREX transactions. This drives home the point that analysis of FOREX holds important to banks and to the economy in general.

The project aims at a study of the clients - their satisfaction with the services of the FOREX department and their perception of the change in FOREX legislation. The research design consisted of primary data collected from customer plus data collected by means of observation and interaction with experts.

Stratified random sampling was chosen as the method, the different strata being NRI's, exporters, importers and business travelers. The percentage analysis was chosen as analysis method. The study indicates that the customer is quite satisfied with the different services. Provided by the FOREX department of Tamilnadu Mercantile Bank TMB and there is an impact on the FOREX transaction from the transition of FERA to FEMA. Over and above all these an in-depth exploratory study was also conducted on the operation of the international banking division of Tamilnadu Mercantile Bank (TMB).



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CONCLUSION

Away from the confines of the four walls of the class room, put the face with the FOREX realities, I should say the 45 days. Summer internship was really enriching. FOREX as a discipline, as are evolving area of interest, as stream which is bringing in pools of foreign reserve is gaining significance when the trade frontiers are opened for free and far means of transaction between nation.

The international banking division at TMB is quite an established one. Being a player in this field for some time, NBL had much to offer me, the trainee. My interaction with the employees as well as the customers of the bank opened to me new vistas of reaching with regard to customer expectations and banking practices. The customers are highly trustworthy of the security of transaction provided. And they are satisfied with the services offered.

The transition from FERA to FEMA, though it had won quite a share of medrers space, I should say it hasn't caught up much in the banking shares. People are yet to know about the intricacies of both the legislations.

Looking back, I feel content. For a trainee, the experience at international banking division of TMB certainly contributes to the learning curve.



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COURSE OBJECTIVE:

To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

UNIT I	PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT	5
Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action -Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.		
UNIT II	THE CONCEPT OF BEST FIT EMPLOYEE	8
Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources. Recruitment - Selection – induction – Socialization benefits.		
UNIT III	TRAINING AND EXECUTIVE DEVELOPMENT	10
Types of training methods –purpose- benefits- resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.		
UNIT IV	SUSTAINING EMPLOYEE INTEREST	12
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.		
UNIT V	PERFORMANCE EVALUATION AND CONTROL PROCESS	10
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.		

TOTAL: 45 PERIODS**COURSE OUTCOME:**

Students will gain knowledge and skills needed for success as a human resources professional

TEXT BOOKS

1. Dessler Human Resource Management, Pearson Education Limited, 2007
2. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.

REFERENCES

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
2. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Uday Kumar Halder, Juthika Sarkar. Human Resource management. Oxford. 2012



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A STUDY ON **TRAINING AND
DEVELOPMENT**, INFINITY CLOTHING
COMPANY, COIMBATORE.



A PROJECT REPORT

Submitted by

DIVYAVANIS

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in partial fulfillment for the award of the degree of

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INFINITY CLOTHING COMPANY

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E-mail: sourcing.infinityclothing@gmail.com

Website: www.infinityclothing.in

Ph. No: +91 81222 67336

Date: 24-03-2021

TO WHOMSOEVER IT MAY CONCERN

This certified that Ms.S.Divyavani (Reg. no: 920819631003) of 2nd Year MBA (HR) of NPR college of engineering and technology, Natham has successfully undergone her project titled "TRAINING AND DEVELOPMENT" in our Infinity Clothing Company, Coimbatore for the period of 3 months starting from 05th Jan 2021 to 31st March 2021. Her conduct during the about period with us was good.

We wish her all the best in her future endeavors.


Dr. J.SUNDARARAJAN,
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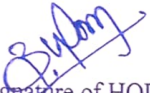


INFINITY CLOTHING COMPANY

ANNA UNIVERSITY
CHENNAI - 625 002

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON TRAINING AND DEVELOPMENT IN INFINITY CLOTHING COMPANY LIMITED” is a bonafide work of DIVYAVANI S (Reg.No.920819631003) who carried out the project work under my supervision during January 2020 to March 2021


Signature of HOD

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Signature of Supervisor

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INTERNAL EXAMINER

EXTERNAL EXAMINER


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ABSTRACT

The project work with duration of 3 months done on the topic "A study on the training and development in infinity clothing company Coimbatore". The study was conducted inside the organization. The study was conducted to analyze the training and development for the employee on their job.

In this study was various analysis and inference like percentage analysis, chi-square analysis in training and development of infinity clothing, Coimbatore.



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5.2 SUGGESTIONS

- Training program should evaluate the abilities, competencies and potentials of the trainees for a particular job or work skills.
- It should aim to narrow down the gap between expected level of performance and the actual level of performance.
- It should provide new recruits or trainees a scientific pace for imbibing the knowledge and skills required to discharge their duties and responsibilities meaningfully and purposefully.
- The company should conduct training programs at regular intervals, which helps the employees to enhance their knowledge for their current jobs.
- The company should design the training program based on the current requirements, which includes development of technical skills, personality development, time management, computer knowledge etc.
- The training session should be made more interactive and participative so that trainees and trainer are in constant interaction.

CONCLUSION

The employees said that the training programs in the organization are well planned but they are not satisfied with the duration of the duration of the training program and they are also not satisfied with the evaluation process of training program, they are not evaluated periodically. The training programs in the organization strongly focus on the technical and managerial capabilities but these programs are not given adequate importance sometimes because of the work pressure. Therefore we can conclude that the training programs in the organization are excellent but they have been not utilized properly by the employees as the training programs are not made compulsory to all the departments. There is a broader scope to develop and improve its training programs in future in order to meet the requirements of the global market.


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OBJECTIVE:

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

UNIT I INDUSTRIAL RELATIONS

7
Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

UNIT II INDUSTRIAL CONFLICTS

12
Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

UNIT III LABOUR WELFARE

8
Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labor – Welfare Funds – Education and Training Schemes.

UNIT IV INDUSTRIAL SAFETY

9
Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

UNIT V WELFARE OF SPECIAL CATEGORIES OF LABOUR

9
Child Labor – Female Labor – Contract Labor – Construction Labor – Agricultural Labor – Differently abled Labor – BPO & KPO Labor – Social Assistance – Social Security – Implications.

TOTAL: 45 PERIODS**OUTCOME:**

- Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labor.

REFERENCES:

- Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2012.
- Arun Ranjeet Nambudiri, Selvaraj. Industrial relations & Labor Laws. Tata McGraw Hill. 2012.
- Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
- Ratnam, and Labor Management Relations, Response Books, 2007.
- Srivastava, Industrial Relations and laws, Vikas, 2007.



A STUDY ON **PERFORMANCE**
APPRAISAL IN SUPER RUBBER MIX
LIMITED, MELUR, MADURAI DISTRICT



A PROJECT REPORT

Submitted by

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in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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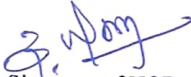
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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON
PERFORMANCE APPRAISAL OF SUPER RUBBER MIX" is a bonafide
work of GUNA A (Reg.No.920819631004) who carried out the project
work under my supervision during December 2020 to March 2021


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SUPER RUBBER MIX

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Reg no. 99 100 1551
Mixing of rubber components
asper the customer requirements


The Head of the Department,
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TO WHOM IT MAY CONCERN

This is to certify that **Mr.A.GUNA (Roll no: 920819631004)** student of **NPR COLLEGE OF ENGINEERING & TECHNOLOGY, NATHAM** had successfully completed his project titled **“A STUDY ON PERFORMANCE APPRAISAL AMONG THE EMPLOYEES”** in our organization from

2nd January 2021 to 30th March 2021

Thanking you,
Yours faithfully,


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ABSTRACT

In an organization various factors of activities are taken part like identify, employee training needs, salary increases, promotions, disciplinary actions, bonuses, facilitate communication between employee and administration, human resource policies to meet federal equal employment opportunity requirements. Those activities are based on their individual performance in their work environment. The performance appraisal is an essential activity that is to be carried out in organization for their employees. A performance appraisal is a method by which the job performance of an employee is evaluated (generally in terms of quality, quantity, cost and time) typically by the corresponding manager or supervisor. It is also the judgement of an employee's performance in a job based on considerations other than productivity alone. The study is to be carried out in Super Rubber Mix , Madurai. For this study questionnaire method is followed to collect the data and research design in descriptive. In this study there were various analyses and inference like percentage analysis and Chi-square Test, and were found related to employee relationships and factor related to employee relationship among employees in Poppys Hotel. The collected data are tabulated and analysed using various statistical tool. With the help of tabulation various findings are given with some suggestions and recommendations then the project is finally concluded.



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5.3 CONCLUSION

The study had confirmed that the company is having a good Performance Appraisal System. From this study, it is found that majority of the workers were satisfied with the Performance Appraisal System. To make the performance appraisal system more efficient and excellent, the company should give importance to the employees and create awareness among employees and it shall consider some of the ways and means suggested by the employees like addition of parameters such as Interpersonal skill, dependability and conducting regular training program on the appraisal system. I hope that the suggestion given in the report may be implemented in future course for the benefit of the workers and the company. The company should conduct the similar type of research at regular interval to know the changing attitude of workers and to know about their improvement in order to motivate them

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- Delhi.Guptha S.P., Statistical Methods, New Delhi, Sultan Chand and Sons, 2002. John prior, The Handbook of training and development. Gower publisher Co. Ltd., 1993.
- Kothari. C.R., Research Methodology, New Age international (p) Ltd., New Delhi, second edition.
- Bagozzi R.P (1980) "Performance and satisfaction in an industrial sales force: an examination of their antecedents and simultaneity". Journal Marketing. 44,65-77.
- CR Kothari(2008) Research Methodology: Methods and Techniques Cocanougher, B.A., & Ivancevich J.M (1978), "Bars performance rating for sales force personnel", Journal of marketing, 42, 87-89.

ANNEXURE

QUESTIONNAIRE

1. Name
2. Gender
 - A) Male
 - B) Female
3. Age


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OBJECTIVES

To enable student

- Understand the modes of issuing securities
- Acquire financial evaluation technique of leasing and hire purchase

UNIT I MERCHANT BANKING

5

Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – merchant banking services offered by banks – NBFC'S offering merchant banking – Banking system – types of banks – payment banking -Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI.

UNIT II ISSUE MANAGEMENT

12

Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FII, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities.

UNIT III OTHER FEE BASED SERVICES

10

Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation.

UNIT IV FUND BASED FINANCIAL SERVICES

10

Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation.

UNIT V OTHER FUND BASED FINANCIAL SERVICES

8

Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfeiting – Venture Capital - venture debt funds – start up financing.

TOTAL: 45 PERIODS**OUTCOME**

- Good knowledge on merchant banking activities

REFERENCES

1. Financial Services, Tata McGraw-Hill, 2012
2. Nalini, Financial Services, PHI Learning, 2011.
3. Indian Financial System, Vikas Publishing House, 2nd Edition, 2010.
4. A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
5. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.




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A STUDY ON OCCUPATIONAL **STRESS
MANAGEMENT IN NBAYZ IT
SOLUTIONS, MADURAI DISTRICT**



A PROJECT REPORT

Submitted by

ISHWARYA C

(Register No: 920819631005)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,

DINDIGUL - 624401

ANNA UNIVERSITY, CH

MARCH - 2021


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ANNA UNIVERSITY
CHENNAI - 625 025

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON OCCUPATIONAL STRESS MANAGEMENT IN NBAYZ IT SOLUTIONS" is a bonafide work of ISHWARYA C (Reg.No.920819631005) who carried out the project work under my supervision during December 2020 to March 2021


Signature of HOD

Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department i/c,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401


Signature of Supervisor

Ms.S.Booma, BA., MBA.
Assistant Professor,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401

Viva-Voce Examination held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
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Natham, Dindigul (Dt) - 624 401.

Date: 30/03/2021

COMPLETION CERTIFICATE

This is to certify that, **Miss. C. ISHWARYA**, (Reg. No: 920819631005) a student of MBA final year student from **N.P.R College of Engineering and Technology, Natham** has done her final year project "Occupational Stress Management" in our organization from the period of January 2021 to April 2021 with respect to the fulfillment of her academic programme.

During the training period her code and conduct were very good.

For NBAYS IT SOLUSENZ




**P. SATHISH
MANAGER**


Dr. J.SUNDARARAJAN,
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ABSTRACT

This study aims to identify the status of occupational stress among a sample of employees in Iran. It further intended to reveal the harmful effects of occupational stress on employees' health and well-being. Design/methodology/approach – The study used a cross-sectional research design. A validated questionnaire was used to collect data from employees. Findings – Job-related, working environment, interpersonal and organisational factors were related to occupational stress. One-fourth of employees rated their occupational stress high.



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5.3 Conclusion

Stress is natural and is directly related to nature of work. It is definitely controllable but it requires employee counseling on regular time basis. Atmosphere of the office and manager support are the major reason of job stress. If there is cooperation and coordination within the team and with the manager, one feels motivated to give their best. Friendly atmosphere at workplace reduces stress due to excessive workload. Get together party on weekends as well as trips on tourist places in groups can help in reducing mental stress. It is more necessary to focus on the techniques of reducing stress as well than to know the cause of stress alone. The appropriate way to deal with stress is to make sure there is a correct balance between good stress and bad stress. Employees need good stress to stay motivated and productive. Family and work are inter-related to the extent that experiences in one area affect the quality of life in the other. So, it's important to strike the right balance between the two and understand the degree of priority of work and family in life. The managers should be friendly and should motivate the employees to push them to do better and keep trying. Feedback is important but balancing the negative and positive feedback is important. Managers to need to analyze the mood and temperament of the employee first and accordingly put forth the feedback. It should be done on one to one basis, especially while communicating the negative feedback.



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COURSE OBJECTIVE:

To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS 9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - **Corporate Governance and Social responsibility**-case study.

UNIT II COMPETITIVE ADVANTAGE 9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources - Capabilities and competencies–core competencies- Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES 10

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and **Strategic Alliances**- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9

The implementation process, Resource allocation, **Designing organisational structure**- Designing Strategic Control Systems - Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES 8 Managing Technology and Innovation-Strategic issues for NonProfit organisations, New Business Models and strategies for Internet Economy-case study



A STUDY ON **EFFECTIVENESS OF**
RECRUITMENT PRACTICES IN TV SUNDARAM
IYENGAR & SONS PRIVATE LIMITED



A PROJECT REPORT

Submitted by

KEERTHIGA M

(Register No: 920819631006)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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MARCH - 2021


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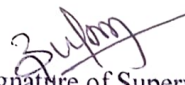
ANNA UNIVERSITY
CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON
EFFECTIVENESS OF RECRUITMENT PRACTICES IN TV
SUNDARAM IYENGAR & SONS PRIVATE LIMITED" is a
bonafide work of KEERTHIGA M (Reg.No. 920819631006)
who carried out the project work under my supervision during December
2020 to March 2021


Signature of HOD

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Head of the Department,
Department of Management Studies,
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Natham, Dindigul-624401


Signature of Supervisor

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Viva-Voce Examination held on _____

EXTERNAL EXAMINER


Dr. J.SUNDARARAJAN,
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Natham, Dindigul (Dt) - 624 401.



TV Sundram Iyengar & Sons Private Limited

30.03.2021

To

The HOD of MBA
NPR College of Engineering & Technology
Dindigul

Sir/Madam,

Sub: Completion Certificate - Reg.

This is certifying that Ms.M.Keerthiga (Register Number: 920819631006) MBA Student from NPR College of Engineering and Technology, Natham, Dindigul has successfully completed her main Project work in our Organization form January 2021 to March 2021.

We wish her the very best in all her future endeavours.

Authorized Initial


Assistant HR


Dr. J.SUNDARARAJAN,
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ABSTRACT

This study is basically to understand the effectiveness of the recruitment and its process and organizational support for the better meant of the knowledge. The effectiveness of recruitment has become increasingly popular as a measure for identifying the process of recruitment in the organization and as a tool for developing recruitment process. There is little empirical research that substantiates the efficacy of recruitment in this organization. Here the researchers have taken individual factors upon growing up various variables and tried to find the relationship between the demographic factors and the individual factors. The researchers have applied some of the statistical tools like Percentage Analysis, Paired comparison, and One way ANOVA.



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5.4 CONCLUSION

This project of "Effectiveness of recruitment practices" was useful to know about the recruitment process in TVS & Sons private limited recruitment process has been regarded as the most important function of personnel administration in human resource department. It is very helpful to select the right job at the right time. As per study concentrate on internal source of recruitment. It will be more fruitful if they follow other sources of recruitment also, like campus recruitment, newspaper advertisement. This study inferred that, most of the employees are satisfied with the present recruitment practices of TV Sundram Iyengar & Sons Private Limited at Madurai



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MADURA STEEL INDUSTRIES PRIVATE LIMITED

Excellence Through Quality And Performance

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Mobile No. : 99944 77128, 93609 60969

email : marketing@madurasteel.com, director@madurasteel.com, www.madurasteel.com

Date: 29.10.2020

To

The Principal,
NPR College of Engineering & Technology,
Natham,
Dindigul - 624 401.

Sir,

Sub : Internship Acceptance - reg.

With reference to your request letter dated 29/10/2020 for the Internship training of your student **PRIYATHARSHINI B**, Reg.no: 920819631012 of first year Master of Business Administration student is accepted. The training schedule is from 01.11.2020 to 30.11.2020. Submission of bonafide certificate is a must for attending the training.

ATTESTED

Dr. J.SUNDARARAJAN,

B.E., M.Tech., Ph.D.,

Principal

N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

With regards,

Mr.RAMALINGAM

Managing Director

Managing Director,
MADURA STEEL INDUSTRIES PVT. LTD.,
CHENNAMANAYAKKANPATTI,
DINDIGUL.



A STUDY ON THE **RELATIONSHIP**
BETWEEN MANAGEMENT & EMPLOYEE
IN NAGA LTD FOODS, DINDIGUL



A PROJECT REPORT

Submitted by

KEERTHIKA V

(Register No: 920819631007)

in partial fulfillment for the award of the degree of

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DEPARTMENT OF MANAGEMENT STUDIES,
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MARCH- 2021

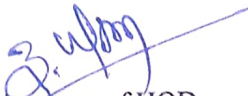

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CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON THE **RELATIONSHIP BETWEEN MANAGEMENT & EMPLOYEE** IN NAGA LTD FOODS, DINDIGUL" is a bonafide work of **KEERTHIKA V (Reg.No.920819631007)** who carried out the project work under my supervision during December 2020 to March 2021


Signature of HOD

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Head of the Department i/c,
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Signature of Supervisor

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Viva-Voce Examination held on _____

INTERNAL EXAMINER


Dr. J.SUNDARARAJAN,
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NAGA LIMITED (FOODS)

NLFD / HR / PW / 2021

Date: 26.03.2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. Keerthika V (Reg. No:920819631007), Pursuing Final year MBA of NPR College of Engineering & Technology, Natham had successfully completed her project titled study on Relationship Between Management & Employee from 02.01.2021 to 26.03.2021 in our organization.

During the project period it was observed that she was good in learning new things and wish her all the best for future endeavour.

for NAGA LIMITED-FOODS,

Head - Human Resources.

(K. Radhakrishnan,)


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
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Always Use NAGA Maida, Sooji & Atta

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ABSTRACT

The business has become more competitive in the present era. Globalization, privatization and liberalization have brought the sea change in the business organization. The employee's relationship management has emerged as one of the important tools for motivating employees and enhancing their satisfaction. Increased competition, changing customer needs, influence of technology and changing business environment has posed many challenges before management. The employee relationship management is a human resource management aspect that is influencing performance of small and large organizations in the 21st century. This study aims to find out the perceived relationship between employee relations management practices and job satisfaction among the employees working in some selected small and medium enterprises located in NAGA LTD FOODS, Dindigul.



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5.3 CONCLUSION

Organizations are realizing that Employee Relationship Management helps them to build stronger relationship with employees. As such ERM can build and enhance relationships and reinforce commitment to the company and improve the employees' job satisfaction. From this study it becomes evident that ERM can bring benefits for organizations. ERM can work by strengthening and increasing the relationship between organizations and their employees. The results of the research reveal that if Employees Relationship management practices i.e. Discipline, Conflict management, Trade Union, Communication, Employee Empowerment and Involvement and Encouragement of employee suggestion are implemented in organizations and managers give it high attention it can enhance ERM status in organizations and help employees in getting satisfaction from their job. Thus, it emphasizes on performance, growth and development of employees for creating competitive advantage.

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III	BUSINESS PLAN PREPARATION	12
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.		
UNIT IV	LAUNCHING OF SMALL BUSINESS	10
Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.		
UNIT V	MANAGEMENT OF SMALL BUSINESS	5
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.		
		TOTAL: 45 PERIODS

OUTCOME:

- Students will gain knowledge and skills needed to run a business.

REFERENCES:

1. Entrepreneurship, Edition 9, Tata McGraw Hill, New Delhi, 2014
2. Entrepreneurial Development, Company Limited, New Delhi, (Revised Edition) 2013.
3. Mathew Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, 2nd Edition ,2005
4. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
5. Entrepreneurial Development, Pee kay Publishing House, Chennai
6. 1997.



A STUDY ON **EMPLOYEE MOTIVATION** IN SMART
WEB SOLUTION COIMBATORE DISTRICT



A PROJECT REPORT

Submitted by

KRISHNAN R

(Register No: 920819631008)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION


DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,

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ANNA UNIVERSITY, CHENNAI


MARCH - 2021


Dr. J.SUNDARARAJAN,
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Natham, Dindigul (Dt) - 624 401.

ANNA UNIVERSITY
CHENNAI - 600 025

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON **EMPLOYEE**
MOTIVATION IN SMART WEB SOLUTION ” is a bonafide work of
R. KRISHNAN (Reg.No. 920819631008) who carried out the project work under
my supervision during December 2020 to March 2021



Signature of HOD

Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401



Signature of Supervisor

Ms.S.BOOMA, BA, MBA
Assistant professor
Department of Management Studies,
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Viva-Voce Examination held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER



Dr. J.SUNDARARAJAN,
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Principal
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Natham, Dindigul (Dt) - 624 401.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **Mr. R. KRISHNAN, (Reg. No: 920819631008)** doing final year **MBA** student of **N.P.R College of Engineering and Technology, Natham** has successfully completed the Project Work on **“Study on Employee Motivation”** in our Esteemed Company for the period from January 2021 to April 2021.

During the training period his conduct and character was very good.

We wish him all success in his future Endeavors.

With Best Wishes



Vijay Anand E

Vijay Anand E,
HR Manager, Smartweb Technologies


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
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ABSTRACT

This research project investigates the relationship between employee work motivation and their performance in the workplace and business productivity. It examines the main and common motivation theories and different approaches to motivate employees. The main aim is to find a correlation between employees work motivation and their performance and the performance effect on business productivity. Concerns were found with the employees motivation and performance and the relationship between them clearly defined in the literature review and lately have been discussed in the findings and discussions based on the data analysis done. In order to collect data, interview has been done for people from seven different operational as well technical divisions in the organization. Five people have been chosen from each division. A phone call for the employee about the interview and if he/she is willing to go for it was there, then a meeting request has been sent to every employee for interview for maximum one hour.



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Conclusion

An Employees motivation represents one of the **most complex areas** facing today's managers when it comes to managing their employees. Although thousands of papers and research have been conducted on Employees motivation all over the world, in the Republic of Macedonia this is one of the least studied research fields. Many studies have demonstrated an unusually large **impact on the Employees motivation** on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations. There is a considerable impact of the employee's perceptions for the nature of his work and the **level of overall Employees motivation.** **Financial compensation** has a great impact on the overall Employees motivation of employees.



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OBJECTIVES:

- To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.

UNIT I	INTRODUCTION TO MANAGEMENT	9
Organization- Management- Role of managers - Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business .		
UNIT II	PLANNING	9
Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision making process- Decision making under different conditions.		
UNIT III	ORGANISING	9
Nature and purpose of organizing- Organization structure- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Career development - Career stages- Training- Performance appraisal		
UNIT IV	DIRECTING	9
Managing people- Communication - Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.		
UNIT V	CONTROLLING	9
Process of controlling- Types of control- Budgetary and non-budgetary control techniques - Managing productivity- Cost control- Purchase control- Maintenance control- Quality control- Planning operations.		

TOTAL: 45 PERIODS

OUTCOMES:

- The students should be able to describe and discuss the elements of effective management,
- discuss and apply the planning, organizing and control processes,
- describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication,
- communicate effectively through both oral and written presentation.

REFERENCES:

- Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012.
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- Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
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Dr. J.SUNDARARAJAN,
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**“A STUDY ON EMPLOYEE WELFARE
SCHEME PROVIDED BY SRI VIDYA
RUBBER PRIVATE LIMITED AT
MADURAI”**



A PROJECT REPORT

Submitted by

MOHAMED HACKEEM S

(Register No: 920819631009)


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

in partial fulfilment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

**DEPARTMENT OF MANAGEMENT STUDIES,
NPR COLLEGE OF ENGINEERING AND TECHNOLOGY,
NATHAM, DINDIGUL – 624401**

ANNA UNIVERSITY, CHENNAI


MARCH – 2021

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON **EMPLOYEE WELFARE SCHEME** PROVIDED BY SRI VIDYA RUBBER PRIVATE LIMITED AT MADURAI” is a bonafide work of **MOHAMED HACKEEM S (Reg.No.920819631009)** who carried out the project work under my supervision during December 2020 to March 2021.


Signature of HOD

Dr.B.VELMURUGAN, MBA, M.Phil, Ph.D.,
Head of the Department i/c,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401


Signature of Supervisor

Dr.B.VELMURUGAN, MBA, M.Phil, Ph.D.,
Head of the Department i/c,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401

Viva-Voce Examination held on _____


Dr. J.SUNDARARAJAN,
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Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

INTERNAL EXAMINER

EXTERNAL EXAMINER



SREE VIDHYA INDUSTRIES

Manufacturers : Oil Seals, 'O' Rings and MRP's.



The Head of the Department
NPR College of Engineering & Technology,
Natham.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr S.Mohamed Hackeem (Roll No: 920819631009)** MBA (HR) - Final Year Student of your college has undergone Project on "Employee Welfare Scheme" in our organization from
2nd January'2021 to 30th March'2021

Thanking You,
Yours faithfully,

For Sree Vidhya Industries


(L.Aravind)
Proprietor


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

ABSTRACT

The project work with duration of 6 months was done on the topic “A STUDY ON **EMPLOYEE WELFARE** SCHEME PROVIDED BY SRI VIDYA RUBBER PRIVATE LIMITED AT MADURAI”. The study was conducted within the organization. The study was conducted to analysis the contentment level of the employees on their job. In this study there were various analysis and inference like **percentage analysis**, paired comparison **t-test, correlation**, were found related to employee and factors related to employees welfare in Sri Vidya rubber private limited at Madurai.

The first chapter deals with introduction, objective, scope, period, limitations and sampling size. The second chapter deals with review of Literature. The third chapter deals with industry profile and company profile. The fourth chapter deals with analysis and interpretation of the study. The fifth chapter deals with summary of finding, suggestions and conclusion.



Dr. J.SUNDARARAJAN,
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Principal
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Natham, Dindigul (Dt) - 624 401.

5.4 CONCLUSION

The training helped in gaining practical knowledge and insight in the day today activities of an organization. It helped in learning the interpersonal relationships in an organization. This project was helpful to know about the reasons for employee welfare schemes in SRI VIDYA Rubber private limited. From the research the researcher conclude that the reasons for reduce the employees schemes in their organization. Retain the employees and also increase their productivity. The welfare scheme provide by the company is fulfilling all the statutory and non- statutory provisions. And each and every employee should be treated equally.



Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principa
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Natham, Dindigul (Dt) - 624 401.

OBJECTIVES:

- To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.

8

UNIT I INTRODUCTION

The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economics and Macro economics – the role of markets and government – Positive Vs negative externalities.

13

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

13

UNIT III PRODUCT AND FACTOR MARKET

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

13

UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

13

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff – Phillips curve – short-run and long-run – Supply side Policy and management – Money market – Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

TOTAL: 60 PERIODS**OUTCOMES:**

- Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

REFERENCES :

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Dr. J. SUNDARARAJAN,
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**A STUDY ON FINANCIAL STATEMENT
ANALYSIS IN SAARA FASHION PRIVATE
LIMITED, MADURAI**



A PROJECT REPORT

Submitted By

MOHANA PRIYA. K

(Register No: 920819631010)

Dr. J.SUNDARARAJAN,

B.E., M.Tech., Ph.D.,

Principal

**N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.**

In partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,

DINDIGUL - 624401

ANNA UNIVERSITY, CHENNAI

MARCH - 2021

ANNA UNIVERSITY

CHENNAI – 600 025


BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON **FINANCIAL STATEMENT ANALYSIS** ON SAARA FASHION PVT LTD, MADURAI” is a bonafide work of MOHANA PRIYA K(Reg.No.9208196321010) who carried out the project work under my supervision during January 2021 to March 2021



Signature of HOD

Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department i/c,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401



Signature of Supervisor

Dr.B. VELMURUGAN MBA, M.Phil, PhD
Assistant Professor,
Department of Management Studies,
NPR College of Engineering and Technology,
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Viva-Voce Examination held on _____



Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

INTERNAL EXAMINER

EXTERNAL EXAMINER

GST NO. 33AAVCS7176D1ZX.

SAARA FASHION PRIVATE LIMITED

No.3/192, Alagarkovil Road, Appanthirupathi Post.

Madurai 625 301. Tamilnadu, India.

Office : +91 73737 48588

E-mail : info@saarafashions.com / web :www.saarafashions.com

DATE: 30.03.21**PROJECT WORK COMPLETION CERTIFICATE**

This Is To Certified That **MS. K.MOHANA PRIYA**, (Reg. No 920819631010) Who Is Studying Second Year MBA in N.P.R. College Of Engineering & Technology, N.P.R. Nagar , Natham Has Successfully Completed her Project Work in The title Of " **FINANCIAL STATEMENT ANALYSIS in SAARA FASHION PRIVATE LIMITED-MADURAI** In Our Organization During The Period From 04.01.2021 TO 31.03.2021.

During That Period Project Work her Conduct And Character Were Found To Be Good.

Dr. J.SUNDARARAJAN,

B.E., M.Tech., Ph.D.,

Principa

N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

GST No. 33AAVCS7176D1ZX
SAARA FASHION Pvt. Ltd.,
3/192, Alagar Kovil Main Road,
Appanthirupathi, MADURAI-625 301
E-mail saarafashions@gmail.com
Mob. 73737 48588

For SAARA FASHION (P) Ltd

Authorised Signature

ABSTRACT

The Project has been done in Saara fashion Pvt Ltd. The title of the project is "A Study of Financial Statement analysis in Saara fashion Pvt Ltd. The main objective of the study is to find out the financial performance and overall profitability. In the company I have studied thoroughly the working method and functions of the financial department individually. The collected data was analyzed by using relevant tools such as Comparative Financial Statement Analysis, Common Size Financial Statement Analysis, Ratio Analysis and Trend Analysis and Interpreted.

The First Chapter deals with introduction, meaning, nature and used of the financial performance, design of the study, the scope, objectives, and Research methodology. The Second Chapter deals with Review of literature. The Third chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual background and importance of financial analysis. In order to analyze the financial statements, the researcher employed various financial and statistical tools such as Ratio analysis, Comparative statement analysis and Common size statement analysis and Trend analysis. The fifth chapter reflects the thoughts of the researcher in the form of findings, suggestions and conclusions. In the appendix various supporting information have been incorporated for an easy understanding of the readers.



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CONCLUSION

In the current market scenario, even though the finance is the old buzz word in the corporate sector, it is regarded as the nerve system of any business. Each and every finance function calls for **skillful planning, control and execution** of the firm's activities. Thus the finance is regarded as the eminent part of the business, most especially in the corporate sectors. The study on financial performance of the SAARA FASHION PVT LTD reveals the **satisfactory level** as a whole. Though there are fluctuations in profit, the company is running with a high profit margin. The net worth and capital employed are rose carefully by the management of the company. The **net worth and capital employed** are rose carefully by the management of the company. The **debt to equity ratio** bay been extraordinarily performed. The company must take necessary steps to maintain and reduce the operating costs effectively. It is concluded that the above mentioned suggestions may be considered for the effective and efficient **financial management and performance** of SAARA FASHION PVT LTD. The overall performance is far better. The long duration of existence has made the company to establish its **brand name** of cycles internationally. With the **Rich industrial experience** of its management, it is obvious that the company would turn around in a big way by increasing its **market share** and its **profitability** as a whole.



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OBJECTIVE:

- To learn the quality philosophies and tools in the managerial perspective.

UNIT I INTRODUCTION 9

Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 9

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL 9

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma - concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP), Terotechnology, Business process improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT 9

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION 9

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

TOTAL: 45 PERIODS**OUTCOME:**

- To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.

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A STUDY ON **QUALITY OF WORK** IN
PHOENIX SOFTECH MADURAI DISTRICT




A PROJECT REPORT

Submitted by

NIVITHA K

(Register No: 920819631011)


Dr. J.SUNDARARAJAN,
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Principal
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in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,

DINDIGUL - 624401

ANNA UNIVERSITY, CHENNAI


MARCH - 2021

ANNA UNIVERSITY

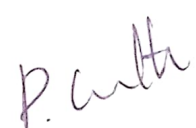
CHENNAI - 625 025

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON **QUALITY OF WORK** IN PHOENIX SOFTECH” is a bonafide work of NIVITHA K (Reg.No.920819631011) who carried out the project work under my supervision during December 2020 to March 2021


Signature of HOD

Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department i/c,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401


Signature of Supervisor

Mrs.P.GEETHA, MBA.,M.Phil,
Assistant Professor,
Department of Management Studies,
NPR College of Engineering and Technology,
Natham, Dindigul-624401

Viva-Voce Examination held on _____


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

INTERNAL EXAMINER

EXTERNAL EXAMINER



PHOENIX SOFTECH

Date: 29-03-2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. K. NIVITHA, (Reg. No: 920819631011), doing final year MBA student of N.P.R College of Engineering and Technology, Natham has successfully completed the Project work on "A Study on Quality of Work Life" in our Esteemed Company for the period from January 2021 to April 2021.

During the training period her conduct and character was very good.

We wish her all success in future Endeavours.

For PHOENIX SOFTECH

S. SUKUMAR
Project Manager

Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

No 266, II Floor, Good Shed Street, Madurai - 625 001.

PH : 0452-2343527, 2350078

Website : www.phoenixsoftech.in

ABSTRACT

In modern era, it has been observed that stress management has become one of the most substantial concepts in the professional environment. It is also seen that working efficiency has degraded to some extent as professionals are unable to maintain a balance between their personal and professional lives. This difference has made organizations to formulate such policies that lead to better job performance which results in job satisfaction moreover employee satisfaction. This degree of satisfaction has been referred to as QUALITY OF WORK LIFE. Quality of work life is a process in an organization which enables its members at all levels to participate actively and effectively in shaping organizational environment, methods and outcomes. This study focuses on the subjective matter of QWL i.e. its key elements like job security, job performance, employee satisfaction etc.



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5.3 Conclusion

This study aims to highlight the negative consequences of the absence of teamwork concept in some of the organizations that have neglected its significant role as an essential skill that helps in developing and enhancing organizational and individual performances in all work environments. There is an obvious connection between teamwork and the level and quality of productivity and occupational performance in workplaces as indicated by several previous studies. Strong leadership and an environment of trust among team members come across as significant factors which can help increase the level of employee performance. There are several other factors which may impact the performance of academicians, and these need to be investigated further. The factors identified by this study can be used as a template by university administrators in their quest to achieve academic excellence in their respective institutions.



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Auto Shell Perfect Moulder Ltd.

ISO 9001:2008 & ISO/TS:16949:2009
PED & AD 2000 – MERKBLATT WO

S-129, PRIVATE INDUSTRIAL ESTATE,

COIMBATORE – 641 021. TAMILNADU, INDIA

P: +91 422 4295444

E: Info@autoshell.com, W: www.autoshell.com

Date: 29.10.2020

To

The Principal,
NPR College of Engineering & Technology,
Natham,
Dindigul - 624 401.

Sir,

Sub : Internship - reg.

With reference to your request letter dated 29.10.2020 for the Internship training of your student, **MOHANA PRIYA K** Reg.No: 920819631010 of Second year student of Master of Business Administration is accepted. The training schedule is from 01.11.2020 to 30.11.2020. Submission of bonafide certificate is a must for attending the training.

With regards,

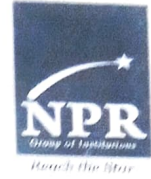
Mr. NATARAJAN
Managing Director,
**AUTOSHELL STEEL PERFECT
MODULAR PRIVATE LIMITED,**
COIMBATORE,

ATTESTED

Dr. J. SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
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Natham, Dindigul (Dt) - 624 401.



**A STUDY ON FINANCIAL STATEMENT &
RATIO ANALYSIS IN CO-OPERATIVE
MILK PRODUCERS UNION LIMITED,
DINDIGUL , DISTRICT.**



A PROJECT REPORT

Submitted by

PRIYATHARSHINI B

(Register No: 920819631012)

Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,

Principal

N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,

DINDIGUL - 624401

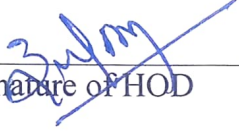

ANNA UNIVERSITY, CHENNAI

MARCH - 2021

ANNA UNIVERSITY
CHENNAI – 625 002

BONAFIDE CERTIFICATE

Certified that this project report entitled “A STUDY ON **FINANCIAL STATEMENT & RATIO ANALYSIS** IN DINDIGUL DISTRICT CO-OPERATIVE MILK PRODUCERS UNION LIMITED” is a bonafide work of PRIYATHARSHINI B (Reg.No.920819631012) who carried out the project work under my supervision during January 2020 to March 2021.

<p>Signature of HOD</p>  <p>Dr. B. VELMURUGAN MBA, M.Phil, PhD Head of the Department , Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul-624401</p>	<p>Signature of Supervisor</p>  <p>Dr. B. VELMURUGAN MBA, M.Phil, PhD Head of the department, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul-624401</p>
---	--

Viva-Voce Examination held on _____


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

INTERNAL EXAMINER

EXTERNAL EXAMINER

**DD.160DINDIGUL DISTRICT COOPERATIVE MILK PRODUCERS UNION
LIMITED, DINDIGUL.**

Ref.No:53/Estt-1/2021

Dt: 30.03.2021

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **B.Priyatharshini** (Reg.No: **920819631012**), **II Year M.B.A** student of N.P.R College of Engineering and Techonology, Dindigul has successfully completed the Project work for the period from 04.01.2021 to 30.03.2021 at our Organization. We found her conduct is satisfactory during the tenure.

P.No- 53/21
General Manager

D.D.160, Dindigul Dist. Co-op.
Milk Producers' Union Ltd.,
Dindigul - 624 001.

30/3/21 *31/3/21*


Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal

N.P.R. College of Engineering & Technology
Natham, Dindigul (Dt) - 624 401.

ABSTRACT

The Project has been done in Dindigul district co-operative milk producers union Ltd. The title of the project is “A Study of Financial statement & ratio analysis in co-operative milk producers union Ltd, Dindigul”. The main objective of the study is to find out the financial Statement & ratio analysis and overall profitability. In the company I have studied thoroughly the working method and functions of the financial department individually. The collected data was analyzed by using relevant tools such as Comparative Financial Statement Analysis, Ratio Analysis and Trend Analysis and Interpreted.

The First Chapter deals with introduction, meaning, nature and used of the financial statement. design of the study, the scope, objectives, and Research methodology. The Second Chapter deals with Review of literature. The Third chapter deals with the Complete Profile of Organization. The fourth chapter deals with the conceptual background and importance of financial analysis. In order to analyze the financial statements, the researcher employed various financial and statistical tools such as Ratio analysis, Comparative statement analysis and Trend analysis. The fifth chapter reflects the thoughts of the researcher in the form of findings, suggestions and conclusions. In the appendix various supporting information have been incorporated for an easy understanding of the readers.



Dr. J.SUNDARARAJAN,
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CONCLUSIONS

The basis purpose of this research is to study and to define the factors which have effect on DINDIGUL CO-OPERATIVE PRODUCERS UNION LIMITED profitability in this study, we have identified the different variables in company's profitability and capital structure of the organization and built a relationship between them profitability of Aavin milk limited depends on financial statement of the company in this study researcher analyzed the financial statement of Aavin milk in Dindigul stock exchange for a period of 3 years 2018-2020 and researcher use secondary data.



Dr. J.SUNDARARAJAN,
B.E., M.Tech., Ph.D.,
Principal
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Natham, Dindigul (Dt) - 624 401.

BA7201**OPERATIONS MANAGEMENT****LT PC****3 0 0 3****COURSE OBJECTIVE:**

To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit, framework; **Supply Chain Management**

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN 9 Demand Forecasting – Need, Types, Objectives and Steps. **Overview of Qualitative and Quantitative methods.** Capacity Planning – Long range, Types, Developing capacity alternatives.

Overview of sales and operations planning. Overview of MRP, MRP II and ERP.

Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. **Work Study** – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

UNIT IV MATERIALS MANAGEMENT 9

Materials Management – Objectives, **Planning, Budgeting** and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT.

UNIT V SCHEDULING AND PROJECT MANAGEMENT 9

Project Management – Scheduling Techniques, **PERT, CPM**, Scheduling - work centers – nature, importance; Priority rules and techniques, shopfloor control; Flow shop scheduling – Johnson's Algorithm – Gantt charts; personnel scheduling in services.

TOTAL: 45 PERIODS

Dr. J. SURESHKARAN
 Dr. J. Sureshwaran
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 N.P.R. College of Engineering & Technology
 Natham, District: Tirupur, Tamil Nadu



A STUDY ON **EMPLOYEE RETENTION** & IN
SSM PRIVATE LIMITED, DINDIGUL,
DISTRICT.



A PROJECT REPORT

Submitted by

RAGAVI.M

(Register No: 920819631013)

in partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

DEPARTMENT OF MANAGEMENT STUDIES,

NPR COLLEGE OF ENGINEERING AND TECHNOLOGY, NATHAM,

DINDIGUL - 624401

ANNA UNIVERSITY, CHENNAI

MARCH - 2021


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ADISANKARA SPINNING MILLS (P) LTD

(Knitting Division)

Mills at : Kottaiyur, Agaram, Thadicombu - 624 709, Dindigul Dist, Tamil Nadu, India
Phone : 91-4551-294271, Fax : 91-451-2557329, 2557532, 2557332
E-mail : ssmgroup@vsnl.com, Fax : 91-451 - 2557225, 2557259, URL : www.ssmindia.com

Regd. Office : 207/86, Mangalam Road, Tirupur - 641 604, Tamil Nadu, India
Phone : 91-421-2705031 to 35 Fax : 91-421 - 2705036 E-mail : ssmgroup@eth.net

GSTIN : 33AABCA5198B1Z1 TIN. No.: 33405261297, IAC No : 270, CST No. : 130620, I.E.Code No : 3297027746, PANo : AABCA 5198B

13.03.2021

THE DIRECTOR – MBA,
NPR. College Of Engineering & Technology,
Dindigul – 624401.

Sir/Madam,

Sub: Permission for Inplant Project Work – Reg.
Ref: Your letter dated 24.12.2020.

Further to your letter cited above, related to the Inplant Project work. Ms. RAGAVI M (Reg No: 920819631013), IInd Year MBA student of your college, has been permitted to undergo project in our organization for the period of 4 months from 04 January 2021 to 30 April 2021. We may issue certificate subject to the documents reported to us.

for Adisankara Spinning Mills (P) Ltd.,
(Knitting Division)


General Manager.
K. DhanaBalakrishnan


Dr. J.SUNDARARAJAN,

B.E., M.Tech., Ph.D.,


Principal

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ANNA UNIVERSITY
CHENNAI - 625 002

BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **EMPLOYEE**
RETENTION IN SRI SHANMUGAVEL MILLS PRIVATE LIMITED,
DIDIGUL" is a bonafide work of RAGAVI M
(Reg.No.920819631013) who carried out the project work under my
supervision during January 2020 to March 2021


Signature of HOD

Dr. B. VELMURUGAN MBA, M.Phil, PhD
Head of the Department i/c,
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Signature of Supervisor
Ms.S.Booma, BA., MBA,
Assistant Professor,
Department of Management Studies,
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Natham, Dindigul-624401

Viva-Voce Examination held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER


Dr. J.SUNDARARAJAN,
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A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE AT SRI SHANMUGAVEL MILLS PRIVATE LIMITED, DINDIGUL

ABSTRACT

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Employee retention is beneficial for the organization as well as the employee. Employees today are different. They are not the ones who don't have good opportunities in hand. As soon as they feel dissatisfied with the current employer or the job, they switch over to the next job. It is the responsibility of the employer to retain their best employees. If they don't, they would be left with no good employees. A good employer should know how to attract and retain its employees.

Most employees feel that they are worth more than they are actually paid. There is a natural disparity between what people think they should be paid and what organizations spend in compensation. When the difference becomes too great and another opportunity occurs, turnover can result. Pay is defined as the wages, salary, or compensation given to an employee in exchange for services the employee performs for the organization. Pay is more than "dollars and cents;" it also acknowledges the worth and value of the human contribution. What people are paid has been shown to have a clear, reliable impact on turnover in numerous studies.

Employees comprise the most vital assets of the company. In a work place where employees are not able to use their full potential and not heard and valued, they are likely to leave because of stress and frustration. In a transparent environment while employees get a sense of achievement and belongingness from a healthy work environment, the company is benefited with a stronger, reliable work-force harbouring bright new ideas for its growth Blog Online and Earn Money.



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CONCLUSION

Retention is an important concept that has been receiving considerable attention from academicians, researchers and practicing HR managers. In its essence, Retention comprises important elements such as the need or content, search and choice of strategies, goal-directed behaviour, social comparison of rewards reinforcement, and performance-satisfaction. The increasing attention paid towards Retention is justified because of several reasons. Motivated employees come out with new ways of doing jobs.

Any technology needs motivated employees to adopt it successfully. Several approaches to Retention are available. Early theories are too simplistic in their approach towards Retention. For example, advocates of scientific Management believe that money is the motivating factor. The Human Relations Movement posits that social contacts will motivate workers. Mere knowledge about the theories of Retention will not help manage their subordinates. They need to have certain techniques that help them change the behaviour of employees. One such technique is reward. Reward, particularly money, is a motivator according to need-based and process theories of Retention. For the behavioural scientists, however, money is not important as a motivator. Whatever may be the arguments, it can be stated that money can influence some people in certain circumstance. Being an outgrowth of Herzberg's, two factor theory of Retention, job enrichment is considered to be a powerful motivator. An enriched job has added responsibilities. This makes the job interesting and rewarding. Job enlargement refers to adding a few more task elements horizontally. Task variety helps motivate job holders. Job rotation involves shifting an incumbent from one job to another.



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OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improvise the business.

UNIT I COMMERCIAL LAW

9

THE INDIAN CONTRACT ACT 1872

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: **Nature of agency**, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930

Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller - Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. **Types of negotiable instruments**, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments-GST

UNIT II COMPANY LAW 2013 (amended on 03.05.18)

9

Major principles – Nature and types of companies, Formation, **Memorandum** and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance. Amendments of Companies Act, 2013

UNIT III INDUSTRIAL LAW

9

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - **Industrial Disputes** Act.

UNIT IV CORPORATE TAX AND GST (amended on 03.05.18)

9

Corporate Tax planning, Income Tax, Goods and Services Tax – Introduction, Objective, Classification and practical implications of **GST**

UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS

9

Consumer Protection Act – Consumer rights, Procedures for Consumer greivances redressal, Types of consumer Redressal Mechanism and Forums- Competition Act 2002 - Cyber crimes, IT Act 2000 and 2002, Cyber Laws, **Introduction of IPR** – Copy rights, Trade marks, Patent Act.

OUTCOME:**TOTAL: 45 PERIODS**

- Legal insight will be established in the business practices according to the situation of changing environment.

TEXT BOOKS

1. Kapoor, N. D.; Elements of Mercanlite Law, 30th edition, Sultan Chand & Sons, NewDelhi,2015
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009.
4. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11th Edition, 2015
5. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
6. V.S.Datey, GST Ready Reckoner, Taxmann Publishing, July 2017.



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A STUDY ON **BUYING BEHAVIOUR** IN
ARFAA CREATION LLP, DINDIGUL



A PROJECT REPORT

Submitted By

SANGEETHA DEVI P

(Register No: 920819631014)

In partial fulfillment for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE

Certified that this project report entitled "A STUDY ON **BUYING BEHAVIOUR** IN ARFAA CREATION LLP" is a bonafide work of **SANGEETHA DEVI P (Reg.No.9208196321014)** who carried out the project work under my supervision during January 2021 to March 2021


Signature of HOD

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Signature of Supervisor

Ms.S.Booma,B.A., MBA.,
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Viva-Voce Examination held on _____


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INTERNAL EXAMINER

EXTERNAL EXAMINER

GSTIN:33ABOFA5426D1ZP

Cell: 9442234424,76

ARFAA CREATION LLP

228/1, S.P NAGAR, RENGASAMUTHIRA PATTY
REDDIYA PATTY (POST)
DINDIGUL – 624 003.

Date:26.03.2021

To whom it may concern

This is to certify that **Ms. P.Sangeetha Devi** D/o **Mr. S.Pitchaimani** as student of **NPR College of Engineering & Technology** has undergone her Professional training in our organization as a “**Management Trainee**” in Marketing for the duration Dated: **02.01.2021** to **31.03.2021**

She has worked on a project title buying behavior of “**ARFAA CREATION LLP**”.

During her tenure, we found **Ms. P.Sangeetha Devi** to be Hard working, Conscientious and a responsible Trainee.

The Feedback of her participant has always been positive and we wish her all the Best in the Future.

Dr. J.SUNDARARAJAN,
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For ARFAA CREATION LLP
S.M. Hari An
Managing Partner.

ABSTRACT

Garment industry is one of the most important strategic industries which constitute about 7% of total industrial production in the world and 8.3% of the total trade in industrial materials. Also, occupies more than 14% of the total labor force in the world. Over the last one decade, textiles industry has gone through the drastic change in the Indian market. Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of readymade garment for both, domestic or exports market.

The study is focusing on buying behavior. Now, it is important for marketing people to know about their preference according to age group and occupation. Other factors like culture, tradition and occasion are also playing the major.



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5.3 CONCLUSION

Modern marketing is consumer oriented. Market survey on buying behavior of Arfaa creation concluded that

- A large number of customers are satisfied with the variety of the products but according to a smaller availability of the products.
- More than half of the respondents are happy with quality and availability of the products.
- Since price is the most important factor the customers look in and Arfaa creation has succeeded much in keeping up its image for value of money and also as its price has been rated neutral followed by some of the customers being dissatisfied.
- Most of the customers are satisfied with the present ambience and the customer services offered by Arfaa creation.

Thus it can be concluded that Arfaa creation has succeeded in keeping up its image by providing variety of products, quality but needs improvement in regard to price and offering value for money to some of their customers.



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