



MEASI Institute of Management

MBA MASTER OF BUSINESS ADMINISTRATION

2 YEARS FULL-TIME PROGRAMME

ACADEMIC CALENDAR 2024-2025

'ASSOCIATION GARDENS'
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Tamil Nadu, India.
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PERSONAL MEMORANDA

NAME :

ROLL NO :

YEAR & COURSE :
SECTION :
FATHER/GUARDIAN NAME :
TELEPHONE NO :
MOBILE NO :
E-MAIL ID :
DATE OF BIRTH :
HEIGHT & WEIGHT :
IDENTIFICATION MARKS :
BLOOD GROUP :
PERMANENT ADDRESS :
..... PIN CODE
ADDRESS FOR COMMUNICATION:
..... PIN CODE

ABOUT MEASI

- The MEASI, established 118 years ago, was registered under the Act XXVI of 1860
- It is one of the oldest minority educational societies.

- It has a multi-level educational system ranging from school to Post Graduate and Research level.
- It has vast physical, and infrastructural facilities and a sound financial resource base.
- It is backed by a democratic and participative management system.
- It is under the leadership of enlightened and eminent individuals drawn from educational and industrial personalities.
- The association was formed primarily for the benefit of the Muslim Community which was educationally backward.

ABOUT MIM

- The MEASI Institute of Management was established in the year 1987 by the Muslim Educational Association of Southern India (MEASI).
- MEASI Institute of Management is a co-education institute and has been established to impart training and research in different disciplines of management with emphasis on practical application suited to the Indian environment.

VISION & MISSION STATEMENTS

VISION:

To be an oasis of knowledge to the seeker, to nurture one's creativity and research acumen, and to instill a unique blend of leadership, innovative spirit, and empathy in response to the ever-evolving business ecosystem.

MISSION:

- Provide a pedagogy that blends academic rigor and experiential learning.

- Inculcate an entrepreneurial mindset through curated activities.
- Establish a conducive environment for research.
- Foster a culture of innovation and collaboration to progress in a dynamic business landscape.
- Promote humanistic values to produce socially responsible leaders.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1 – Employability

To develop students with industry specific knowledge & skills to meet the industry requirements and also join public sector undertaking through competitive examinations.

PEO 2 - Entrepreneur

To create effective business service owners, with a growth mind set by enhancing their critical thinking, problem solving and decision-making skills.

PEO 3 – Research and Development

To instil and grow a mind set that focusses efforts towards inculcating and encouraging the students in the field research and development.

PEO 4 – Contribution to Business World

To produce ethical and innovative business professionals to enhance growth of the business world.

PEO 5 – Contribution to the Society:

To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcome;

PO1:Problem Solving Skill

Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill

Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value

Ability to develop value based leadership attributes.

PO4: Communication Skill

Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Team Leadership Skill

Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill

Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill

Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society

Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

BOARD OF DIRECTORS

S.NO	NAME	DESIGNATION
1	Janab Imthiaz Pasha Sahib	Chairman
2	Janab. Elias Sait Sahib	Executive Director
3	Mr. S.M.A. Mohamed Saleem	Finance Director
4	Mr A K Abdullah	Member
5	Mr. Zafarullah Khan	Member
6	Mr M Abdul Wahab	Member
7	Mr K M Aasim Shehzad	Member
8	Mr Mohamed Sathak	Member

FACULTY PROFILE

S.NO	NAME	DESIGNATION
1.	Dr. Farkathullah Khan, M.B.A, Ph.D	Director
2.	Dr.T.A.M.Hameed Kan M.B.A.,M.C.S., Ph.D.	Associate Professor
3.	Dr.S.G.Balaji M.B.A.,M.Phil., PGDIB., Ph.D.	Associate Professor (Academics, Research & Development)
4.	Dr. B. Latha Lavanya M.B.A., M.Phil., PGDWT, Ph.D	Associate Professor
5.	Dr. G. Manickam, M.B.A., M.Phil, M.A. Econ, M.Sc. Psy, Ph.D	Associate Professor
6.	Mrs. S. Sumiya M.B.A,	Assistant Professor
7.	Dr. A. Appu M.B.A., Ph.D	Assistant Professor
8.	Dr. S.Vinoth B.E.,M.B.A., Ph.D	Assistant Professor
9.	Dr. D. Charumathi M.B.A., M.F.C., PGDCM & IA., Ph.D	Assistant Professor
10.	Dr. W.Shabeena Shah M.B.A.,M.Phil., Ph.D	Assistant Professor
11.	Dr. M. I. Anees Fathima M.B.A., M.Phil., Ph.D	Assistant Professor
12.	Dr. M. Riaz Ahmed M.B.A., M.Phil., P. G. DMM., Ph.D	Assistant Professor
13.	Mrs. A. Nishath Sultana M.B.A., CWA(Inter)	Assistant Professor
14.	Mr. M. S. Siranjeevi, B.Tech, M.B.A	Assistant Professor
15.	Dr. Priyadarshini. J, M.B.A., Ph.D (on sabbatical)	Assistant Professor
16.	Dr. K. Sindhura, B.E, M.B.A	Assistant Professor
17.	Dr. A. Govindarajan, M.B.A., M.Phil., Ph.D	Assistant Professor
18.	Dr. Kalaivani Balaji, M.B.A., Ph.D	Assistant Professor
19.	Dr. Catherene Julie Aarthy. C, M.Sc, M.Phil, M.B.A., Ph.D	Assistant Professor
20.	Dr. Irudhayamary Premkumar, M.A., M.B.A., M.Phil., Ph.D	Assistant Professor

LIBRARIAN

NAME	QUALIFICATION
Dr. A.P. Rekha	MLIS, MPhil, Ph.D.

NON -TEACHING STAFF PROFILE

S.NO	NAME	DESIGNATION
1	Mr.Mohammed Arshadh, MBA	Head -HR
2	Aejaz Ahmed	Head –Training
3.	Ms.Naga Kalyani	Executive Secretary to Director
4	Mr.A.K.Abdul Samath M.B.A.,	Accountant
5	Mr.P.M.Mohamed Ismail M.B.A.,	Sr.Assistant
6	Mr.I.Faiz Ahmed M.B.A.,	Sr.Assistant
7	Mr.K.Mahaboob Khan M.B.A.,	Computer Lab Technician
8	Mr.S.Md.Aboobacker Sultan	Office Assistant
9	Mr.Sabeelullah	Office Assistant
10.	Mr.Sanaullah	Office Assistant
11.	Mrs.J.Nagoor Meera	Sweeper
12	Mrs.D.Ahamed Fathima	Sweeper
13	Mrs.Haseena Banu	Sweeper

RULES AND REGULATION

I. GENERAL RULES

1. Every student is required to maintain discipline and decorum both inside and outside the institution and not to indulge in any activity that will bring down the prestige of the institution.
2. The Mentors are authorized to check any misconduct of the students within and outside the campus for disciplinary action.
3. Students attending meetings and functions within or outside the campus should maintain perfect order and discipline.
4. Students should get permission before entering the staff room, office room, and Computer Laboratory.
5. Students are advised to take care of their valuable things such as calculators and watches at their own risk.

6. Visitors will not be allowed to contact students during class hours. However, under unavoidable circumstances, they will be permitted to meet the student with prior permission from the concerned authority.
7. Students should communicate among themselves and with the faculty members only in English failing which fine will be imposed.

II. CLASSROOM DISCIPLINE

1. Students are required to be punctual and regular to their classes.
2. Students should not be in the corridor during the class hours.
3. Students are expected to be in their respective classes at least 5 minutes before the class commences.
4. No student should leave the classroom without permission from the faculty.
5. Students will not be allowed to come out of the lecture hall during or in between two class hours without any valid reason and prior permission.
6. Students are required to attend the classes with notebooks, calculators and stationary items as prescribed by the faculty.
7. Habitual neglect of class work and assignments will be deemed as a breach of discipline and may cause a student to be sent out of class.
8. Latecomers should get permission to enter the class. However, admission to such candidates will be purely subject to the approval of the concerned faculty.
9. Regular latecomers will not be allowed to attend the classes without permission from the Director.
10. Every faculty in charge is authorized to check any misconduct of the students and may require students to withdraw from his/her classroom and shall report the matter to the Director.
11. Students cannot use cell phones, i-pad, laptops, or pen drives during class hours.
12. Students should not write the assignments during class hours.

III.CODE OF CONDUCT IN THE CAMPUS

1. All the students must have their identity card and produce it whenever asked for.

2. Properly greet faculty and elders whenever you meet them.
3. Maintain cordial, friendly, and healthy relationships among peers.
4. Modesty in dress is expected on campus to avoid undue attention.
5. Crowding outside the campus is prohibited after class hours.
6. The classroom is only for imparting knowledge. Celebration of any kind is not permitted inside the classroom.
7. The students should park their two-wheeler and four-wheeler vehicles only in the parking area allotted inside the campus.
8. Indulgence in violence and using abusive language is prohibited on campus.
9. The students are advised to use dustbins for disposing of waste.
10. The boys and girls students are not permitted to sit and chat inside the campus.

IV.DRESS CODE

1. Students should wear a clean and decent dress.
2. Boys should wear full-hand Formal shirts, formal dark pants, and black or brown Formal shoes.
3. Girls should wear only salwar Kamis with a dupatta pinned on both sides.
4. Wearing jeans, leggings, T-shirts, tight pants and jeans-type cotton formal pants is strictly prohibited inside the campus.
5. Students should compulsorily wear their I.D. cards with sling inside the campus.

V. ATTENDANCE RULES

1. Faculty members will take attendance for each period at the commencement of the class. Attendance once recorded will not be corrected later to include those students who report late.
2. A Student must maintain an attendance record of at least 75% in every subject.

3. Condonation for Students above 65% and below 75% attendance. Below 65% of attendance are not eligible to write the university exams as per the University of Madras norms.
4. Students are not allowed to take leave for more than 8 days per semester.
5. Attendance for internal tests, models exams, special classes, seminars, and Industrial Visits is compulsory.
6. Special classes will also be treated as regular classes and attendance to a special class is a must.

VI. LEAVE RULES

1. It is compulsory that a leave letter in the prescribed format should be submitted to the mentors for every day /period of absence.
2. Leave letters should be countersigned by parents/guardians/hostel warden. Medical leave should be accompanied by a medical certificate for availing leave.
3. Leave on medical grounds will be accepted only for genuine reasons. The director will use his discretion in treating such requests.
4. A student who is absent without a leave letter for over 10 days at a stretch will be liable for the removal of his/ her name from the roll.
5. It is important that all students are present on the reopening day as well as on the closing day.

VII. RAGGING

Ragging in any form is strictly forbidden and severe action will be taken against those who indulge in such activities as per the Tamil Nadu Prohibition of Ragging Act No.7 of 1997.

VIII. MENTORING AND COUNSELLING

Students will be divided into groups and each group will be placed under the guidance of the faculty/Mentor. The Mentor will be monitoring the student's progress in studies, regularity, conduct, and health. A personal file is maintained for each student to record his/her progress in studies, attendance, etc. The students may approach their mentor freely for guidance and advice.

The mentor will constantly keep in touch with the parents/guardians of the students regarding their progress.

IX. PROGRESS REPORT

Progress report of every student will be sent to his/her parents or guardian at the end of each internal test. If a student is found short of attendance or irregular to classes, reports will be sent to his/her parent or guardian.

X. LIBRARY RULES

1. Students and faculty members of the college are entitled to use the library.
2. The library will be kept open from 9.30 A.M to 5.15 P.M on all Working days.
3. The Individual belongings of the library user should be kept outside the library before entry.
4. Use of mobile phones inside the library is prohibited.
5. Silence should be observed in the library.
6. Students must ensure utmost care and caution in handling books and journals in the library.
7. No student should damage a Library book in any form such as : scribbling, tearing of pages, highlights etc.,
8. Each student will be given a bar-coded ID card to borrow three books and they shall keep the book for a maximum period of two weeks: in case the time is exceeded a charge of Rs.5/- per day will be levied.
9. Journals, Periodicals, Question banks, Project reports and Auto-visual CD ROM shall not be lent out.
10. A member borrowing a book from the library shall be fully responsible for its safe custody. In the event of any damage or loss, he/she should replace it with a new copy of the book or pay the cost of the book as may be decided by the library-in-charge.
11. Students can reserve a book in advance with the librarian if other students have borrowed the same book.
12. The library in charge reserves the right to check each student he/she leaves the library.
13. Staff members are not permitted to retain any book borrowed by them after the college closes for the summer vacation.
14. The students shall return the library books before the commencement of the University examination otherwise no hall ticket shall be issued for the University examination.

15. The No due clearance certificate required by a student will be issued by the Librarian.
16. All users of the library, inclusive of students, staff, and faculty members shall sign the entry register, kept in the library.

ACTIVITIES AT MIM

1. Industry Institute Interaction Cell

The Industry Interaction Cell (III Cell) aims to promote closer interaction between the academic field and the professional field. III cell is established to provide closer links with the industries. The purpose of this cell is to find out the gap between the needs of the industry with their reality. The cell is the bridge between the industry, the real world, and the institute. Industrial exposure is very helpful to be aware of the latest industrial practices in the form of IDEA Master Class and From the Horse's Mouth.

I.D.E.A (Industry & Domain Expertise Augmentation) Masterclass: One of the cornerstones of our approach is the IDEA Masterclass, the integration of expert engagement from industries and specific areas, tailored to the specialization chosen by our students. Due to its indispensability and integrative nature, the facilitation rendered by experienced professionals significantly enriches our aspiring professionals' educational experience. Furthermore, it enhances their critical thinking and expands their perspectives. These interactions nurture a culture of lifelong learning in the minds of our students, encouraging them to stay curious, explore new learnings, and continue their journey to seek knowledge.

This method is designed to provide specialized training to our students in their opted area of specialization in accordance to the subjects relevant to their curriculum. The subject matter experts, who possess extensive knowledge and skill in their respective domains or sectors, are often individuals at the leadership level. These experts represent the organization and are tasked with the responsibility of formulating and implementing the company's strategies. Hence, the wealth of knowledge and the insights given by them to our students are invaluable.

The participants for this interactive session will be the II-year (III semester) MBA students who had opted for specialization from the current semester in any one of the fields they had chosen (Finance, Marketing, Human Resource Management, Business Analytics, Logistics, and Entrepreneurship). The duration of the session is 2 hours, wherein the industry experts engage the students by delivering their content in the first half and by handling the interactive Q&A session in the next half. The number of participants in accordance with the specialization opted, will be an average of about 40 students. The duration of the session is spread through the working hours (9.00 am -11.00 am/11.00 am – 1.00 pm/2.00 pm –04.00 pm), on days between Monday and Friday. The experts can opt for their time and day of convenience.

Every moment spent by the experts in interacting with our students is invaluable, as they are playing a major role in the shaping of our students' careers not just conceptually but also through the skillset they have acquired through their own experiences.

From the Horse's Mouth:

Fostering Leadership Development: Enhancing Expert Engagement in Critical Business Disciplines

The primary aim of this initiative is to provide students with invaluable insights and practical knowledge in the fields of Human Resources Management, Finance, Logistics, Marketing, Business Analytics, and Entrepreneurship through expert interactions. By bringing industry experts into the educational ecosystem, we aim to bridge the gap between classroom learning and real-world application, thereby preparing students to choose the right domain they belong to and excel in these crucial business domains.

In this educational endeavour, we believe that our students will acquire the essential skills and knowledge required to effectively confront the demands and obstacles encountered in the corporate realm they prefer to exist, it would

Provide Practical Insights: Industry experts can provide students with practical insights and real-world examples, helping them understand the nuances of each discipline.

Facilitate Networking Opportunities: These interactions create networking opportunities, enabling students to connect with professionals who can serve as mentors or future employers.

Render Career Guidance: Experts can offer guidance on career paths, skills development, and the competencies required to excel in their chosen field.

Comprehend the prevailing tendencies within the market: Students gain exposure to the latest trends, technologies, and innovations shaping their respective industries.

The initiative will consist of a series of expert talks that is more inclined towards interactions and Q&A sessions. Each discipline (Human Resources Management, Finance, Logistics, Marketing, Business Analytics, and Entrepreneurship) will have its dedicated sessions with relevant experts.

Equipping students with insights and expertise from professionals in the fields of Human Resources Management, Finance, Logistics, Marketing, Business Analytics, and Entrepreneurship is a crucial step in preparing them for successful careers that they would shine in. This initiative not only enhances their academic experience but also ensures that they are well-prepared to make meaningful contributions to their respective industries upon graduation.

II. Career Development Cell

The career development cell functions to prepare students for fulfilling career objectives. It assists the students in discovering opportunities based on their passion and specialization.

III. Entrepreneur Development Cell and Incubation Centre

Entrepreneur development cell and Incubation center foster and nurture the skills and talents of MEASians. The ED & IC cell provides a platform for budding entrepreneurs to hone their skills and build sustainable relationships with their mentors to facilitate successful transitions towards launching their ventures with events like Workshops,

Orientation Programmes on the ED & IC Cell, Entrepreneurs Talks, and intercollegiate business plan competition are organized.

IV. Youth Red Cross

YRC trains to render selfless service to their society. In a bid to prepare communities for emergencies and to nurture humanitarianism in the youth, the Youth Red Cross unit of MIM undertakes umpteen tasks. Youth represent a substantial part of the membership of the Red Cross for its humanitarian commitment. Young volunteers can make a significant contribution to meeting the needs of the most vulnerable people within their local communities through the Red Cross youth program. This has been designed to involve young people as much as possible in the movement and its activities not only as workers and also as beneficiaries but as partners in management.

V. Rotaract Club

The institute Rotaract Club aims to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- The development of acquaintance as an opportunity for service;
- High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- The application of the ideal of service in each Rotarian's personal, business, and community life;
- The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

VI. Red Ribbon Club:

Red Ribbon Club (RRC) is a comprehensive promotional and preventive intervention to enhance voluntary blood donation as well as mainstream HIV & AIDS prevention, care & support and treatment impact, mitigation, and stigma reduction, among the youth in educational institutions. Red Ribbon clubs are envisaged to instill among all the students in our institution's values of service, develop healthy lifestyles, and increase access to safe and adequate quantities of blood to all the needy by promotion of Regular voluntary blood donation.

VII. Industrial Visit

Industrial visit focuses on preparing the students to learn about the day-to-day workings of a particular industry and understand its operational issues. The visit also helps the students to update the current management practices followed by the organizations and acquire traits that the industry demands from them. Industry visits sensitize students to the practical challenges that organizations face in the business world.

MINIMUM REQUIREMENT FOR PASSING:

- (I) A candidate who secures not less than 50 percent marks in the External Written Examination and the aggregate (i.e. Written Examination Marks and the Internal

Assessment Marks put together) respectively in each paper shall be declared to have passed the examination in that subject.

(ii) (a) A candidate shall be declared to have passed Project Work and Viva-Voce respectively, if he/she secures a minimum of 50 percent marks in the Project Work Evaluation and the Viva Voce respectively.

(b) A candidate failing in any subject will be permitted to appear for the examinations again on a subsequent occasion without putting in any additional attendance.

(c) A candidate who fails in either Project Work or Viva-Voce shall be permitted to the Project Work again for evaluation and to reappear for the Viva-Voce on a subsequent occasion, if so recommended by the Examiners.

(d) Candidates shall be eligible to go to subsequent semesters, only if they earn 75% of attendance as prescribed by the University of Madras.

QUESTION PAPER PATTERN:

Total Marks for each subject 100 Marks

University Exam 75 Marks

Internal Assessment 25 Marks

Duration: 3 Hours Max. Marks: 75

Part A - 10 out of 12 questions (10X 1 = 10)

Part B – 5 out of 7 questions (5 X 5 = 25)

Part C 1 question (Case Study or Problem) is Compulsory

3 out of remaining 4 questions (4 X 10= 40)

SEMESTER WISE COURSES:

SEMESTER –I

S.NO	Course Components	SUBJECT
1	Core Paper - I	MANAGEMENT PRINCIPLES AND BUSINESS ETHICS
2	Core Paper - II	QUANTITATIVE TECHNIQUES AND RESEARCH METHODS IN BUSINESS

3	Core Paper - III	MANAGING ORGANISATIONAL BEHAVIOUR
4	Core Paper - IV	ACCOUNTING FOR MANAGERS
5	Core Paper - V	MANAGERIAL ECONOMICS
6	Core Paper - VI	LEGAL SYSTEMS IN BUSINESS
7	Extra Disciplinary - I	ENTREPRENEURSHIP DEVELOPMENT
8		SOFT SKILLS I – (Executive Communication)

SEMESTER II

S.NO	SUBJECT CODE	SUBJECT
9	Core Paper – VII	APPLIED OPERATIONS RESEARCH
10	Core Paper – VIII	HUMAN RESOURCES MANAGEMENT
11	Core Paper – IX	MARKETING MANAGEMENT
12	Core Paper – X	OPERATIONS MANAGEMENT
13	Core Paper - XI	FINANCIAL MANAGEMENT
14	Core Paper - XII	STRATEGIC MANAGEMENT
15	Extra Disciplinary - II	INTERNATIONAL BUSINESS
16		SOFT SKILLS II – (Business Etiquette)
17		SOFT SKILLS III – (Computing Skills)

SEMESTER III

S.NO	SUBJECT CODE	SUBJECT
18	Core Paper - XIII	INFORMATION SYSTEMS FOR BUSINESS
	** Choose any one elective from the list.	
19	Elective Paper - I	ELECTIVE 1
20	Elective Paper - II	ELECTIVE 2
21	Elective Paper - III	ELECTIVE 3
22	Elective Paper - IV	ELECTIVE 4
23	Elective Paper - V	ELECTIVE 5

24	Elective Paper - VI	ELECTIVE 6
25	Extra Disciplinary - III	EMPLOYABILITY SKILLS
26		SOFT SKILLS IV – (Leadership and Team Building Skills)
27		SUMMER INTERNSHIP

SEMESTER IV

S.NO	SUBJECT CODE	SUBJECT
28		PROJECT WORK & VIVA VOCE

ELECTIVE SUBJECTS

FINANCE ELECTIVES

1	CORPORATE FINANCE
2	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
3	MERCHANT BANKING AND FINANCIAL SERVICES
4	DERIVATIVES MANAGEMENT
5	BANKING AND INSURANCE
6	BEHAVIOURAL FINANCE
7	FINANCIAL MODELLING
8	CAPITAL MARKET AND FINANCIAL SERVICES
9	FINANCIAL PLANNING AND WEALTH MANAGEMENT
10	FIXED INCOME SECURITIES
11	FINTECH AND INVESTMENT ANALYSIS
12	INTERNATIONAL FINANCIAL MANAGEMENT
13	RISK MANAGEMENT IN BANKS

HUMAN RESOURCE ELECTIVES

1	HUMAN RESOURCES DEVELOPMENT
2	PERFORMANCE MANAGEMENT
3	ORGANIZATIONAL DEVELOPMENT
4	INDUSTRIAL AND LABOUR RELATIONS
5	CAREER MANAGEMENT
6	EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS
7	HR ANALYTICS
8	LEARNING AND DEVELOPMENT
9	ORGANIZATIONAL CHANGE
10	STRATEGIC HRM
11	TALENT MANAGEMENT
12	WORKPLACE COUNSELING

13	HUMAN CAPITAL PLANNING
14	HUMAN RESOURCES INFORMATION SYSTEM
15	STRESS MANAGEMENT
16	COMPETENCY MAPPING
17	INTERNATIONAL HRD
18	COMPENSATION AND REWARDS MANAGEMENT

MARKETING ELECTIVES

1	ADVANCED MARKETING RESEARCH AND CONSUMER BEHAVIOUR
2	ADVERTISING MANAGEMENT AND SALES PROMOTION
3	SALES AND DISTRIBUTION MANAGEMENT
4	BRAND MANAGEMENT
5	INDUSTRIAL MARKETING
6	SERVICE MARKETING
7	CUSTOMER RELATIONS MANAGEMENT
8	RETAIL MARKETING
9	RURAL MARKETING
10	INTERNATIONAL MARKETING
11	ADVANCED SELLING AND NEGOTIATION SKILLS
12	CHANNEL MANAGEMENT STRATEGIES
13	CUSTOMER ENGAGEMENT MARKETING
14	DIGITAL MARKETING
15	MARKETING ANALYTICS
16	MARKETING METRICS
17	NEW PRODUCT STRATEGIES
18	STRATEGIC MARKETING

SYSTEMS MANAGEMENT ELECTIVES

1	DATABASE MANAGEMENT SYSTEM
2	SYSTEM ANALYSIS AND DESIGN
3	DECISION SUPPORT SYSTEM
4	E – BUSINESS
5	INTERNET OF THINGS
6	CLOUD COMPUTING
7	ENTERPRISE RESOURCE PLANNING
8	SOFTWARE PROJECT AND QUALITY MANAGEMENT
9	DATA WAREHOUSING
10	DEEP LEARNING AND ARTIFICIAL INTELLIGENCE

LOGISTICS AND SUPPLY CHAIN MANAGEMENT ELECTIVES

1	SUPPLY CHAIN MANAGEMENT
2	PRINCIPLES AND PRACTICES OF LOGISTICS MANAGEMENT
3	INVENTORY & WAREHOUSING MANAGEMENT
4	DOMESTIC AND INTERNATIONAL LOGISTICS
5	PURCHASING MANAGEMENT
6	LOGISTICS LEGAL FRAMEWORK AND MARITIME DOCUMENTS
7	EXPORT & IMPORT MANAGEMENT
8	STRATEGIC LOGISTICS MANAGEMENT
9	DISTRIBUTION MANAGEMENT
10	MULTI-MODAL TRANSPORTATION
11	LOGISTICS INFRASTRUCTURE
12	SHIPPING FINANCE AND MARITIME INSURANCE
13	PACKAGING AND MATERIAL HANDLING

HOSPITAL MANAGEMENT ELECTIVES

1	HEALTH POLICY AND HEALTH CARE SYSTEM
2	HOSPITAL PLANNING AND ADMINISTRATION
3	HOSPITAL RECORDS MANAGEMENT
4	HOSPITAL CORE SERVICES
5	HOSPITAL SUPPORT SERVICES
6	QUALITY ASSURANCE IN HEALTH CARE
7	OPERATIONS MANAGEMENT IN HEALTH CARE
8	HEALTH CARE GOVERNANCE AND TECHNOLOGY
9	TOTAL QUALITY MANAGEMENT IN HOSPITAL
10	HEALTHCARE ACCREDITATION AND LAW

BUSINESS ANALYTICS ELECTIVES

1	FUNDAMENTALS OF BUSINESS ANALYTICS
2	DATA ANALYTICS WITH R PROGRAMMING
3	BUSINESS ANALYTICS USING PYTHON
4	DATA VISUALIZATION
5	DATA ANALYTICS IN BUSINESS FUNCTIONAL AREAS
6	DATA SCIENCE
7	BUSINESS INTELLIGENCE, BIG DATA,
8	CLOUD COMPUTING
9	BLOCKCHAIN TECHNOLOGY

ENTREPRENEURSHIP AND FAMILY BUSINESS ELECTIVES

1	INTRODUCTION TO ENTREPRENEURSHIP
2	FAMILY BUSINESS
3	ENTREPRENEURIAL MARKETING AND SALES STRATEGY
4	FINANCIAL INSTITUTIONS AND FUNDING FOR ENTREPRENEURS
5	EFFECTIVE BUSINESS PLAN PREPARATION
6	ENTREPRENEURIAL INNOVATION, MANAGEMENT AND DESIGN THINKING
7	MANAGING START-UPS

PRODUCTION AND OPERATIONS MANAGEMENT ELECTIVES

1	PROJECT MANAGEMENT
2	TOTAL QUALITY MANAGEMENT
3	SIX SIGMA
4	MATERIALS MANAGEMENT
5	SERVICES OPERATIONS MANAGEMENT
6	PROCESS MANAGEMENT
7	PRODUCT DESIGN
8	SUPPLY CHAIN ANALYTICS
9	OPERATIONS STRATEGY

TOURISM AND HOSPITALITY MANAGEMENT ELECTIVES

1	DESTINATION TOURISM
2	TOURISM PRINCIPLES AND PRACTICES
3	TOURISM PRODUCTS OF INDIA
4	STRATEGIC TOURISM MANAGEMENT
5	HOSPITALITY MANAGEMENT
6	E TOURISM
7	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT
8	TOURISM ENTREPRENEURSHIP
9	ECO TOURISM AND SUSTAINABLE DEVELOPMENT
10	AUTOMATION IN HOSPITALITY INDUSTRY
11	SPECIAL INTEREST TOURISM
12	SERVICE QUALITY MANAGEMENT IN HOSPITALITY

ACADEMIC PLANNER

JUNE 2024

Date	Day	Activities	No. of Working days 1 st Year/ 1Sem.	No. of Working days 2 nd Year/ IIISem.
1	SATURDAY	FDP on Mastering SEM: Advanced Techniques and applications		
2	SUNDAY	HOLIDAY		
3	MONDAY			
4	TUESDAY	Final Project Viva Voce (2022-2024 Batch) IV Semester		
5	WEDNESDAY			
6	THURSDAY	Summer Vacation from 06.06.24 to 26.06.24		
7	FRIDAY	Summer Vacation		
8	SATURDAY	Summer Vacation		
9	SUNDAY	HOLIDAY		
10	MONDAY	Summer Vacation		
11	TUESDAY	Summer Vacation		
12	WEDNESDAY	Summer Vacation		
13	THURSDAY	Summer Vacation		
14	FRIDAY	Summer Vacation		
15	SATURDAY	Summer Vacation		
16	SUNDAY	HOLIDAY		
17	MONDAY	Bakrid(Idul Azha) – HOLIDAY		

18	TUESDAY	Summer Vacation		
19	WEDNESDAY	Summer Vacation		
20	THURSDAY	Summer Vacation		
21	FRIDAY	Summer Vacation		
22	SATURDAY	Summer Vacation		
23	SUNDAY	HOLIDAY		
24	MONDAY	Summer Vacation		
25	TUESDAY	Summer Vacation		
26	WEDNESDAY	Summer Vacation		
27	THURSDAY			
28	FRIDAY			
29	SATURDAY	FDP on Capacity Building in drafting research proposals to funding agencies and industrial consultancy projects		
30	Sunday	HOLIDAY		

JULY 2024				
Date	Day	Activities	No. of Working days 1 st Year/ 1Sem.	No. of Working days 2 nd Year/ III Sem.
1	MONDAY			
2	TUESDAY			
3	WEDNESDAY			
4	THURSDAY			
5	FRIDAY			
6	SATURDAY			
7	SUNDAY	HOLIDAY		
8	MONDAY			
9	TUESDAY			
10	WEDNESDAY			
11	THURSDAY			
12	FRIDAY			
13	SATURDAY			
14	SUNDAY	HOLIDAY		
15	MONDAY	3 rd Semester Classes Begins Summer project training		1
16	TUESDAY	Summer project training		2
17	WEDNESDAY	Muharram – HOLIDAY		
18	THURSDAY	Summer project training		3
19	FRIDAY	Summer project training		4

20	SATURDAY	Red Ribbon Club – Hospital Community service		
21	SUNDAY	HOLIDAY		
22	MONDAY		5	
23	TUESDAY		6	
24	WEDNESDAY		7	
25	THURSDAY		8	
26	FRIDAY	Workshop on Data Visualization using power BI		9
27	SATURDAY	-YRC – Nutrition program for Blind people – Vishranthi old age Home, Palavakkam. -FDP on Mastering Research proposal for sponsored and consultancy projects -Launch of Story Masters Club		
28	SUNDAY	HOLIDAY		
29	MONDAY		10	
30	TUESDAY	ISO Audit		11
31	WEDNESDAY			12

AUGUST 2024

Date	Day	Activities	No. of Working days 1 st Year/ 1Sem.	No. of Working days 2 nd Year/ III Sem.
1	THURSDAY			13
2	FRIDAY	Guest Talk Series on the concept of Project Management Essentials by Dr Sunil Meshram @2.45 PM		14
3	SATURDAY			
4	SUNDAY	HOLIDAY		
5	MONDAY	IDEA Maser class - Emotional Intelligence Mr. SMA Jamaldeen, Joint Secretary, Tamil Nadu, Parent Teacher's Association		15
6	TUESDAY	-Alumni Buddy Talk - Auditing Industry Insights - Growth and Sustenance-Muzzammil Hussain, Batch (2007-09), Internal Auditor at Moss Adams -Logistics and Supply chain Club Inauguration - Automation & Supply Chain		16
7	WEDNESDAY	Industrial Visit – Diamond Engineering		17
8	THURSDAY	Culinary Spark – Season 2		18
9	FRIDAY	IIC (Workshop) - Innovation/ Prototype Validation - Converting innovation into a Start Up		19
10	SATURDAY			
11	SUNDAY	HOLIDAY		

12	MONDAY	ISM ASSIGNMENT I		20
13	TUESDAY	CF/OD/DM ASSIGNMENT I		21
14	WEDNESDAY	SAPM/EIME/MM ASSIGNMENT I Industrial Visit – Diamond Engineering NBA Consultant - Audit		22
15	THURSDAY	Independence Day – HOLIDAY		
16	FRIDAY	FM/HCP/BM ASSIGNMENT I NBA Consultant - Audit		23
17	SATURDAY	SCM/FBA/FB ASSIGNMENT I		
18	SUNDAY	HOLIDAY		
19	MONDAY	PPOL/DV/EIM&DT ASSIGNMENT I 1 st Semester Induction Programme	1	24
20	TUESDAY	IWM/DABFA/MSU ASSIGNMENT I IDEA Master Class – Business Analytics - Zainab Milwala Master, Entrepreneur	2	25
21	WEDNESDAY	ES ASSIGNMENT I	3	26
22	THURSDAY	SOFT SKILL – IV ASSIGNMENT I	4	27
23	FRIDAY		5	28
24	SATURDAY	Professional Club (RC) - Road Safety Awareness Campaign	6	29
25	SUNDAY	HOLIDAY		
26	MONDAY	Krishna Jayanthi - Holiday		
27	TUESDAY		7	30
28	WEDNESDAY	Workshop - Logistics and Transportation - Mr. Ricardo Brass, GM, Premier Global Logistics Limited	8	31
29	THURSDAY		9	32
30	FRIDAY		10	33
31	SATURDAY	FDP - Online - High Impact Publication and Journal Identification – Prof. Sulphey	11	34

SEPTEMBER 2024					
Date	Day	Activities	No. of Working days 1 st Year/1Sem	No. of Working days 2 nd Year/IIISem	
1	SUNDAY	HOLIDAY			
2	MONDAY	ISM INTERNAL ASSESMENT I	12	37	
3	TUESDAY	CF/OD/DM INTERNAL ASSESMENT I	13	38	
4	WEDNESDAY	SAPM/EIME/MM INTERNAL ASSESMENT I	14	39	
5	THURSDAY	FM/HCP/BM INTERNAL ASSESMENT I	15	40	
6	FRIDAY	SCM/FBA/FB INTERNAL ASSESMENT I	16	41	
7	SATURDAY	Vinayakar Chathurthi - HOLIDAY			
8	SUNDAY	HOLIDAY			
9	MONDAY	PPOL/DV/EIM&DT INTERNAL ASSESMENT I	17	42	
10	TUESDAY	IWM/DABFA/MSU INTERNAL ASSESMENT I	18	43	
11	WEDNESDAY	ES INTERNAL ASSESMENT I	19	44	
12	THURSDAY	SOFT SKILL – IV INTERNAL ASSESMENT I	20	45	
13	FRIDAY		21	46	
14	SATURDAY		22	47	
15	SUNDAY	HOLIDAY			
16	MONDAY	MILAD-UN-NABI - HOLIDAY			
17	TUESDAY		23	48	
18	WEDNESDAY		24	49	
19	THURSDAY		25	50	
20	FRIDAY		26	51	
21	SATURDAY	3 rd International Conference	27	52	
22	SUNDAY	HOLIDAY			
23	MONDAY	ISM ASSIGNMENT II	28	53	
24	TUESDAY	CF/OD/DM ASSIGNMENT II	29	54	
25	WEDNESDAY	SAPM/EIME/MM ASSIGNMENT II	30	55	
26	THURSDAY	FM/HCP/BM ASSIGNMENT II	31	56	
27	FRIDAY	SCM/FBA/FB ASSIGNMENT II	32	57	
28	SATURDAY	PPOL/DV/EIM&DT ASSIGNMENT II	33	58	
29	SUNDAY	HOLIDAY			
30	MONDAY	IWM/DABFA/MSU ASSIGNMENT II	34	59	

OCTOBER 2024

Date	Day	Activities	No. of Working days 1 st Year/ 1Sem.	No. of Working days 2 nd Year/ III Sem.
1	TUESDAY	ES ASSIGNMENT II	35	60
2	WEDNESDAY	Gandhi Jayanthi - HOLIDAY		
3	THURSDAY	SOFT SKILL – IV ASSIGNMENT II	36	61
4	FRIDAY		37	62
5	SATURDAY		38	63
6	SUNDAY	HOLIDAY		
7	MONDAY	ISM INTERNAL ASSESSMENT II	39	64
8	TUESDAY	CF/OD/DM INTERNAL ASSESSMENT II	40	65
9	WEDNESDAY	SAPM/EIME/MM INTERNAL ASSESSMENT II	41	66
10	THURSDAY	FM/HCP/BM INTERNAL ASSESSMENT II	42	67
11	FRIDAY	AYUTHA POOJA		
12	SATURDAY	VIJAYA DASAMI		
13	SUNDAY	HOLIDAY		
14	MONDAY	SCM/FBA/FB INTERNAL ASSESSMENT II	43	68
15	TUESDAY	PPOL/DV/EIM&DT INTERNAL ASSESSMENT II	44	69
16	WEDNESDAY	IWM/DABFA/MSU INTERNAL ASSESSMENT II	45	70
17	THURSDAY	ES INTERNAL ASSESSMENT II	46	71
18	FRIDAY	SOFT SKILL – IV INTERNAL ASSESSMENT II	47	72
19	SATURDAY			73
20	SUNDAY	HOLIDAY		
21	MONDAY		48	74
22	TUESDAY		49	75
23	WEDNESDAY		50	76
24	THURSDAY		51	77
25	FRIDAY		52	78
26	SATURDAY		53	79
27	SUNDAY	HOLIDAY		
28	MONDAY		54	80
29	TUESDAY		55	81
30	WEDNESDAY		56	82

31	THURSDAY	DEEPAVALI HOLIDAY		
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NOVEMBER 2024				
Date	Day	Activities	No. of Working days 1 st Year/ 1 Sem.	No. of Working days 2 nd Year/ III Sem.
1	FRIDAY	III Semester Model Exams Begins	57	83
2	SATURDAY	III Semester Model Exams	58	84
3	SUNDAY	HOLIDAY		
4	MONDAY	III Semester Model Exams	59	85
5	TUESDAY	III Semester Model Exams	60	86
6	WEDNESDAY	III Semester Model Exams	61	87
7	THURSDAY	III Semester Model Exams	62	88
8	FRIDAY	III Semester Model Exams	63	89
9	SATURDAY	III Semester Model Exams	64	90
10	SUNDAY	HOLIDAY		
11	MONDAY	Tentative commencement of University Exams	65	
12	TUESDAY		66	
13	WEDNESDAY		67	
14	THURSDAY		68	
15	FRIDAY		69	
16	SATURDAY		70	
17	SUNDAY	HOLIDAY		
18	MONDAY		71	
19	TUESDAY		72	
20	WEDNESDAY		73	
21	THURSDAY	I Semester Model Exams	74	
22	FRIDAY	I Semester Model Exams	75	
23	SATURDAY	I Semester Model Exams	76	
24	SUNDAY	HOLIDAY		
25	MONDAY	I Semester University Exams		
26	TUESDAY			
27	WEDNESDAY			
28	THURSDAY			
29	FRIDAY			
30	SATURDAY			

DECEMBER 2024				
Date	Day	Activities	No. of Working days 1 st Year/ II Sem.	No. of Working days 2 nd Year/ IV Sem.
1	SUNDAY	HOLIDAY		
2	MONDAY			
3	TUESDAY			
4	WEDNESDAY			
5	THURSDAY			
6	FRIDAY			
7	SATURDAY			
8	SUNDAY	HOLIDAY		
9	MONDAY			
10	TUESDAY			
11	WEDNESDAY			
12	THURSDAY			
13	FRIDAY			
14	SATURDAY			
15	SUNDAY	HOLIDAY		
16	MONDAY			
17	TUESDAY			
18	WEDNESDAY			
19	THURSDAY			
20	FRIDAY			
21	SATURDAY			
22	SUNDAY	HOLIDAY		
23	MONDAY			
24	TUESDAY			
25	WEDNESDAY	Christmas – HOLIDAY		
26	THURSDAY			
27	FRIDAY			
28	SATURDAY			
29	SUNDAY	HOLIDAY		
30	MONDAY			
31	TUESDAY			

JANUARY 2025					
Date	Day	Activities	No. of Working days 1 st Year/ II Sem.	No. of Working days 2 nd Year/ IV Sem.	
1	WEDNESDAY	NEW YEAR – HOLIDAY			
2	THURSDAY				
3	FRIDAY				
4	SATURDAY				
5	SUNDAY	HOLIDAY			
6	MONDAY	Projectify – Project Management Competition			
7	TUESDAY	Awareness Session on MSME Schemes			
8	WEDNESDAY				
9	THURSDAY	Session on Problem Solving and Ideation Mr. Venkatesh Cresent Business School Master Trainer EDII – TN (IIC – Q1 Activity)			
10	FRIDAY				
11	SATURDAY				
12	SUNDAY	HOLIDAY			
13	MONDAY				
14	TUESDAY	Pongal - HOLIDAY			
15	WEDNESDAY	Thiruvalluvar Day - HOLIDAY			
16	THURSDAY	Uzhavar Thirunal - HOLIDAY			
17	FRIDAY				
18	SATURDAY				
19	SUNDAY	HOLIDAY			
20	MONDAY				
21	TUESDAY	TANCET AWARENESS PROGRAM BEGINS Navigating the Future Trends in Logistics and Supply Chain – Club Activity			
22	WEDNESDAY				
23	THURSDAY				
24	FRIDAY				
25	SATURDAY	Story Masters Club Launch – Introduction to the concept of Business Storytelling			
26	SUNDAY	Republic Day - Holiday			
27	MONDAY				
28	TUESDAY				
29	WEDNESDAY				
30	THURSDAY	Unlocking the Value of Innovation, Importance of IP rights for Entrepreneurs and Innovators			
31	FRIDAY				

FEBRUARY 2025					
Date	Day	Activities	No. of Working days 1 st Year/ II Sem.	No. of Working days 2 nd Year/ IV Sem.	
1	SATURDAY				
2	SUNDAY	HOLIDAY.			
3	MONDAY	CAT-I – SEM – II – HRM THM – All about Marketing, Mr. Masood Ahmed Khan, Founder CEO Image Star			
4	TUESDAY	CAT -I – SEM – II STGM			
5	WEDNESDAY	CAT -I – SEM II – FM Achieving Problem-Solution Fit and Product-Market Fit – Ms. Agathya S, Founder and CEO of FINMIN (IIC) Q2 Session			
6	THURSDAY				
7	FRIDAY	CAT – I – SEM II - OM			
8	SATURDAY				
9	SUNDAY	HOLIDAY			
10	MONDAY	CAT – I SEM - II- AOR			
11	TUESDAY	CAT – I SEM-II- MM Workshop on Design Thinking, Critical Thinking and Innovation Design, - IIC Q2 Session			
12	WEDNESDAY	CAT – I SEM-II- IB			
13	THURSDAY				
14	FRIDAY	THM – All About Business Analytics – Ms. Zainab Milwala Master, Co-Founder Maheela			
15	SATURDAY				
16	SUNDAY	HOLIDAY			
17	MONDAY				
18	TUESDAY	Exemplar 2.0 – Best Internship from each Mentor Presentation			
19	WEDNESDAY				
20	THURSDAY	THM – All about E-Commerce, Mr. Faaz, Founder and CEO Matyoc Labs and Islamic Shop			
21	FRIDAY	Alumni Buddy Talk – Mr. A.H. Mohamed Imran, Trainer Synergy School of Business Skills Workshop on Stock Market Hustle – Learn the Gameplay to win -Mr. Jeyaprakash – Finance Club			
22	SATURDAY	Convocation for 2021-2023 Batch			
23	SUNDAY	HOLIDAY			
24	MONDAY				
25	TUESDAY				
26	WEDNESDAY	Daan Utsav Outreach Program – Rotract Club			

27	THURSDAY	RENOVA – Management MEET - 2025		
28	FRIDAY	RENOVA – Management MEET - 2025		

MARCH 2025				
Date	Day	Activities	No. of Working days 1st Year/ II Sem.	No. of Working days 2nd Year/ IV Sem.
1	SATURDAY			
2	SUNDAY	HOLIDAY		
3	MONDAY			
4	TUESDAY			
5	WEDNESDAY	THM – All about HR – SqnLdr Unni Nair – Founder Co-Facilitator Research Workshop on SEM using Smart PLS, Md. Shahid Khan Session on How to plan for Start-up, Mr. Kannan Founder Palm Era		
6	THURSDAY			
7	FRIDAY			
8	SATURDAY			
9	SUNDAY	HOLIDAY		
10	MONDAY	Internal Assignment II – HRM & SM THM – All about Financial Management		
11	TUESDAY	Internal Assignment II – FM Session on Business Model Canvas (BMC)		
12	WEDNESDAY	Internal Assignment II – MM & IB Business Analytics Competition – Data Wizardry Competition		
13	THURSDAY	Internal Assignment II – AOR EBSCO Training Session – Mentor From EBSCO		
14	FRIDAY	Internal Assignment II – OM THM – Entrepreneurship – Mr. Shaik Salman, Ashraf, Project Manager, WE Hub, Govt. of Telengana		
15	SATURDAY	Milan 25 – CCC Unit of MIM		
16	SUNDAY	HOLIDAY		
17	MONDAY	CAT -II SEM II - HRM		
18	TUESDAY	CAT -II SEM II – STGM		
19	WEDNESDAY	CAT -II SEM II – FM		
20	THURSDAY	CAT -II SEM II – MM Online Webinar for Students – FICCI G20 EMPOWER, The TechEquity – Digital Skilling Platform – Ms. Sowmyah, Federation of Indian Chambers of Commerce and Industry		
21	FRIDAY			
22	SATURDAY			
23	SUNDAY	HOLIDAY		
24	MONDAY	CAT -II SEM II – AOR		
25	TUESDAY	CAT -II SEM II – IB		
26	WEDNESDAY			

27	THURSDAY	RAMADAN Holidays Begin		
28	FRIDAY			
29	SATURDAY			
30	SUNDAY	HOLIDAY		
31	MONDAY	Ramadan - Holiday		

APRIL 2025

Date	Day	Activities	No. of Working days 1 st Year/ II Sem.	No. of Working days 2 nd Year/ IV Sem.

1	TUESDAY			
2	WEDNESDAY	THM – All about Finance, Mr. Gopi Krishna Bhomni – Director of Finance and Operations, HCL		
3	THURSDAY	SPORTS DAY – Triumph – 2025 IQAC Meeting		
4	FRIDAY	SPORTS DAY – Triumph – 2025		
5	SATURDAY	SPORTS DAY – Triumph – 2025		
6	SUNDAY	HOLIDAY		
7	MONDAY	MODEL EXAM – SEM I – HRM Bootcamp – Training on Resume Writing		
8	TUESDAY	MODEL EXAM – SEM I – MM		
9	WEDNESDAY	MODEL EXAM – SEM I - SM		
10	THURSDAY			
11	FRIDAY			
12	SATURDAY			
13	SUNDAY	HOLIDAY		
14	MONDAY	Tamil New Year - Holiday		
15	TUESDAY			
16	WEDNESDAY			
17	THURSDAY			
18	FRIDAY			
19	SATURDAY			
20	SUNDAY	HOLIDAY		
21	MONDAY			
22	TUESDAY			
23	WEDNESDAY			
24	THURSDAY			
25	FRIDAY			
26	SATURDAY			
27	SUNDAY	HOLIDAY		
28	MONDAY			
29	TUESDAY	BRANDSTORM 2025		
30	WEDNESDAY			

MAY 2025				
Date	Day	Activities	No. of Working days 1 st Year/ II Sem.	No. of Working days 2 nd Year/ IV Sem.
1	THURSDAY	MAY DAY - HOLIDAY		
2	FRIDAY	CAT II -Retest AOR and MM		

3	SATURDAY	CAT II – Retest – OM and SM		
4	SUNDAY	HOLIDAY		
5	MONDAY	CAT II – Retest – IB and FM Workshop on Raising Capital and Managing Finance for Start-Ups – Mohankumar Ramakrishnan, SEBI Smart Trainer, IIC Q3 Activity		
6	TUESDAY	Industrial Visit – Coca-cola Factory, Naemum		
7	WEDNESDAY	Industrial Visit – Coca-cola Factory, Naemum		
8	THURSDAY	Industrial Visit – Coca-cola Factory, Naemum		
9	FRIDAY	SEM II – Model Exam – Applied AOR		
10	SATURDAY	II Sem Model Exam - Retest		
11	SUNDAY	HOLIDAY		
12	MONDAY			
13	TUESDAY			
14	WEDNESDAY			
15	THURSDAY			
16	FRIDAY	University Exam – SEM II Begins		
17	SATURDAY			
18	SUNDAY	HOLIDAY		
19	MONDAY			
20	TUESDAY			
21	WEDNESDAY			
22	THURSDAY			
23	FRIDAY	University Exam – SEM II Ends		
24	SATURDAY			
25	SUNDAY	HOLIDAY		
26	MONDAY			
27	TUESDAY	Final Project Viva Voce – IV Sem MBA		
28	WEDNESDAY			
29	THURSDAY			
30	FRIDAY			
31	SATURDAY			