



Department of Management Studies
"Creating Samrajya"

If anyone can do, we will also do; if nobody can do, we shall do ←←←

JANUARY 2021 to JUNE 2021

DIRECTOR'S DESK

Dear Friends,

"Have faith that the future will be bright
But don't lose the will to work for it today.
Appreciate praise as it will motivate you
But don't reject criticism as it will guide you.
Listen to what people have to say



I am happy to communicate to you all through this edition of the MBA Newsletter. I am indeed happy to note that the MBA Department has been making steady and sustained progress through various programs. Our students participated the programmes like Orientation programme on national education policy, A.V.C Education Institution Pongal Festival, ICT Academy women empowerment programme, special Lecture on "Entrepreneurship" during this even semester. This newsletter brings together the accolades and memories of the events organised during the 1st semester. I invite you to share this joy with me. I hope the faculty members and budding managers will continue to strive, so that the DOMS scales newer heights in the arena of Higher Education.

Dr.G.Sridevi
Director-DOMS

FINANCE

Why is Georgia making Dalal Street nervous?

Global equity markets are nervous. Crucial elections in America that will decide control of the US Senate; an American president who refuses to resign or concede; nervous fixed income investors wondering if inflation is set to make a comeback. Financial markets couldn't have asked for a stormier start to 2021. Chances are that financial markets would either be heaving a sigh of relief or be slipping sliding away down by the time you end the day today. And the reason for that lies in elections in the Georgia.

by
K. Sandhiya
I MBA

Stock Market Terms

Iron Butterfly Option

Also called Ironfly, it is a combination of four different kinds of option contracts, which together make one bull Call spread and bear Put spread.

Moving Average Convergence Divergence

Moving average convergence divergence, or MACD, is one of the most popular tools or momentum indicators used in technical analysis. This was developed by Gerald Appel towards the end of 1970s. This indicator is used to understand the momentum and its directional strength by calculating the difference between two time period intervals, which are a collection of historical time series.

Management Buy Out (mbo)

Management buyout (MBO) is a type of acquisition where a group led by people in the current management of a company buy out majority of the shares from existing shareholders and take control of the company. For example, company ABC is a listed entity where the management has a 25 per cent holding while the remaining portion is floated among public shareholders.

Return On Equity ;

The Return On Equity ratio essentially measures the rate of return that the owners of common stock of a company receive on their shareholdings. Return on equity signifies how

good the company is in generating returns on the investment it received from its shareholders.

Description: Mathematically, Return on Equity = Net Income or Profits/Shareholder Equity



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Bullish Trend:

A 'trend' in financial markets can be defined as a direction in which the market moves. 'Bullish Trend' is an upward trend in the prices of an industry's stocks or the overall rise in broad market indices, characterized by high investor confidence. Description: A bullish trend for a certain period of time indicates recovery of an economy. Also See: Bearish Trend, Squaring Off, Long, Inflate

Stop Loss ;

Stop-loss can be defined as an advance order to sell an asset when it reaches a particular price point. It is used to limit loss or gain in a trade. The concept can be used for short-term as well as long-term trading. This is an automatic order that an investor places with the broker/agent by paying a certain amount of brokerage.

By
V. Shiyamala Devi – I MBA

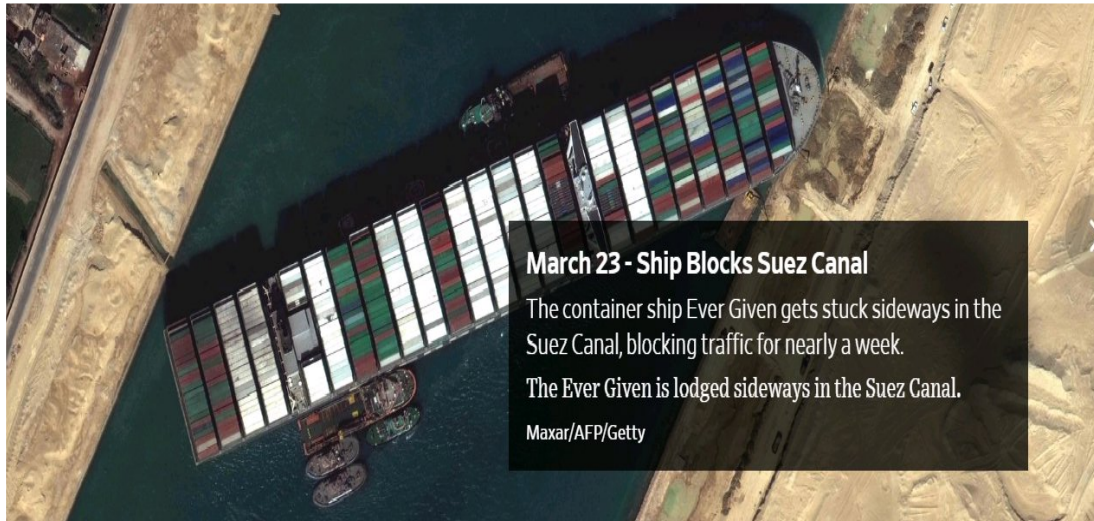
Business News

Former [Indian national cricket team](#) captain [Sourav Ganguly](#) suffered a mild [cardiac arrest](#). [Social media](#) criticism rose against [Adani Wilmar Group's](#) Fortune Edible Oil brand's healthy heart advertisement campaign of which [Ganguly](#) is a brand ambassador. The company pulled down the advertisements featuring Ganguly following the criticism and trolls.

The COVID-19 crisis has created an imperative for companies to reconfigure their operations—and an opportunity to transform them. To the extent that they do so, greater productivity will follow.

Digitally enabled productivity gains accelerate the Fourth Industrial Revolution. The COVID-19 crisis has sped up that transition in areas such as AI and digitization by several years, and even faster in Asia.

2021 will be the year of transition. Barring any unexpected catastrophes, individuals, businesses, and society can start to look forward to shaping their futures rather than just grinding through the present.



HUMAN RESOURCE MANAGEMENT

REMOTE WORK DUE TO COVID' 2019

Since the first quarter of 2020 remote work trends and expectations have changed. Employers weren't prepared for their entire workforce to work from home but thanks to [technology and innovation](#) it's working out well for many employers.

All around the world, more and more employers are embracing flexible schedules for their remote teams leading to new remote work trends and more [remote work](#) options. Is remote work here to stay and are employees more productive? Let's see what the remote work statistics and trends tell us.

Global Workplace Analytics believes that 25-30% of the workforce will remotely by 2021. That being said, remote work has emerged as a widespread practice in the modern workplace, with a growing number of companies effectively adopting and implementing the concept. Embracing the new remote work trends while creating a strong remote work culture has become the norm. Furthermore the company's bottom line improved because of the increased diversity of its talent pool and the reduction of its administrative costs.

Useful Statistics On Remote Workers - A survey by Owl labs found the following:

- Remote employees save an average of 40 minutes daily from commuting.
- Since 2020 people have been meeting by video calls 50% more since COVID-19.
- During COVID-19 close to 70% of full-time workers are working from home.

- After COVID-19 92% of people surveyed expect to work from home at least 1 day per week and 80% expected to work at least 3 days from home per week.
-
- 23% of those surveyed would take a 10% pay cut to work from home permanently.
- People are saving on average close to 500 dollars per month being at home during COVID-19. Resulting in savings close to \$6000 per year.
- A mere 20-25% of companies are paying some of the cost for home office equipment and furnishings.
- 81% of those surveyed believe their employer will continue to support remote work after COVID-19.
- 59% of respondents said they would be more likely to choose an employer who offered remote work compared to those who didn't.

FUNCTION OF HR

An HR department is tasked with maximizing employee productivity and protecting the company from any issues that may arise within the workforce. HR responsibilities include **compensation and benefits, recruitment, firing, and keeping up** to date with any laws that may affect the company and its employees.

Staffing	Training & Development	Compensation	Administration
HR Planning	Employee Training	Motivation	Safety and Health
Employee Socialization	Management Development	Wages & Salary	Employee Relation
Job Analysis		Job Evaluation	Labor Relations
Recruitment	Career Development	Pay & Benefits	Grievance
Selection	Performance Evaluation	Discipline	Risk Management
Placement	Transition Planning	Resource Allocation	Social Security
Onboarding		Payroll	Welfare
Transfer		Bonus & Incentives	Record Keeping
Promotion			Personnel Audit

What are the 7 areas of HR?

The seven HR basics

- Recruitment & selection.
- Performance management.
- Learning & development.
- Succession planning.
- Compensation and benefits.
- Human Resources Information Systems.

- HR data and analytics.

Prepared by
P. Shanmugasudhan. & T. Naveen.
I MBA

Marketing

What are marketing functions?

Marketing functions are the foundation for the work that marketing professionals do. Each function comprises a set of responsibilities and tasks for a marketing team to design, organize and execute a successful campaign. There are seven widely accepted marketing functions that contribute to the overall work of marketers. The seven functions include:

- Promotion
- Selling
- Product management
- Pricing
- Marketing information management
- Financing
- Distribution

Why are the seven marketing functions important?

The seven marketing functions are important since each of them represents a category of activities that occurs in marketing. The goal of marketing is to promote and sell products in a competitive marketplace, and referring to the seven marketing functions often while developing a campaign allows marketing teams to remain focused on their goals. The seven marketing functions are important for understanding the purpose of marketing strategies, processes and tools. These functions work cohesively to help professionals develop consistent marketing strategies for several types of brands and organizations.

7 Marketing functions

Here are the seven marketing functions, along with their benefits for marketing professionals:

1. Promotion

Promotion fosters brand awareness while educating target audiences on a brand's products or services. It emphasizes introducing potential consumers to your brand. This function of

marketing varies in form, and marketing professionals tailor each form to relate to a particular product, brand or target audience. Promotion may include any of the following strategies:

- Email marketing

- Social media advertisements
- Public relations
- Digital or print advertising
- Content marketing

- Brand partnerships
- Influencer marketing
- Events

Each of these methods attempts to generate conversation and excitement about a product or service. However, the promotion itself often requires the support of other marketing functions to be success

2. Selling

Selling is a function of marketing that comprises communicating with potential customers and pursuing sales leads. It's important for marketing professionals to pursue sales leads with subtlety, which helps them build relationships with potential customers. As communication with a potential customer progresses, successful marketers may introduce their product and answer questions customers may have.

3. Product management

Product management includes the development, design and improvement of products or services. The role of a marketer in product management is to ensure that a finished product meets customer needs. This includes examining the overall visual of the product, its usefulness and how it's delivered. Some product management strategies include:

- **Analyzing competitors:** Researching and analyzing your competitors equips you with information to develop a product that rivals or surpasses theirs.
- **Communicating with customers:** This strategy provides helpful insight into ways to improve your products before they reach the market.
- **Implementing feedback:** It's important for marketing professionals to gather feedback from several areas—both inside and outside their organization—to improve their production processes.
- **Conducting market research:** Researching similar products helps a marketing team determine what customers want and how to satisfy them.
- **Coordinating with other departments:** Collaborating with other teams in your organization prepares your entire company to release a product, generate ideas for distribution and deliver products seamlessly.

4. Pricing

Establishing a price for a product incorporates several factors of cost and value. Ideally, marketers find a price between customers' perceptions of a product's value and the actual cost of producing it. Other factors include the price your competitors set and the amount customers

might pay for your product. Marketing professionals consider these elements when deciding how to price a particular product or service.

5. Marketing information management

You can optimize your marketing strategies when you focus on data and information. It's important to collect and store data, such as customer preferences and demographics. Often, this data directly relates to your target audience for your products and services. This also can inform effective business decisions for the entire company, so consider sharing your data and findings with other departments, as well.

You can gather relevant information from various marketing tools, such as:

- Surveys
- Online reviews
- Social media engagements
- Market research reports

6. Financing

Financing is a marketing function that involves securing funding—either internally or externally—to create marketing campaigns. It's important for marketing teams to secure enough availability in their annual budget to improve previous marketing campaigns and remain updated with industry trends. A marketing team can demonstrate its added value to its company if revenue continues to increase due to high-quality marketing campaigns.

7. Distribution

Distribution is the process of transporting your company's products or services to your customers. There are several physical and digital methods of distribution, including:

- Online stores
- Catalogs or magazines
- Sales calls
- Retail stores

**Prepared by
R Bala Murugan –S Gokula krishanan
I MBA**

Companies and it's Founders in Tamil Nadu

MRF

I build engines and attach wheels to them Mr. K. M. MammenMappillai is the founder of MRF, the largest manufacturer of tyres in India. He started from manufacturing toy balloons to nylon tyres. MRF became the first Indian company to export tyres to USA.

TVS

Chase the vision, not the money, the money will end up following you Mr. T. V. Sundram Iyengar started his career as a lawyer, and then moved to work for Indian railways and later in a bank. He started bus service in Madurai which later diversified into automobile production and emerged as TVS Group.

CavinKare

I am Chasing My Passion, So I am Not for Sale Mr. C. K. Ranganathan, earned money from rearing pigeons started shampoo business with an initial investment of Rs.15, 000. Under his leadership, the company CavinKare has reached international markets in personal care and food categories.

Murgappa Group

No man you transact with will lose, then you shall not Mr. Murugappa chettiyar started his journey as an apprentice to the British province of Burma. He returned to India and started his business in diversified fields. Murugappa is one of the successful transition family businesses to corporate house.

Ramraj Cotton

Power of Branding, Quality without compromise Mr. K. R. Nagarajan started with single, unwavering vision to deliver quality ethnic men's wear to people. With several years of marketing experience he understood one simple success mantra "quality without compromise" is the driving force behind his success.

**Prepared by
Subhashini.R -Pristilla R
I MBA**

Faculty incharge

Mrs.R.Renukadevi

Dr.M.S Gayathri

Student Co-ordinator

Shanmugasudhan P

Aishwarya D

Director

Dr G.Sridevi