



PERIYAR UNIVERSITY

Salem – 636 011

DEPARTMENT OF MANAGEMENT STUDIES

Value Added Course

Certificate Course in

BASICS OF WRITING BUSINESS LETTERS - MBAVAC-003

Course Offered to – MBA Students

Course Duration – 30 Hrs

Course Convenor : Dr.V.R.Palanivelu, Professor & Head, DoMS, Periyar University, Salem

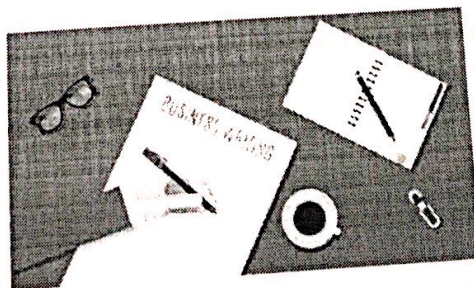
Course Coordinator:- Dr.R.Subramaniya Bharathy, Associate Professor, DoMS, PU, Salem

Course Objective:

The objective of this 30 Hours Certificate course is to develop the skill set of the MBA students towards the various essential aspects of the managerial communication. This certificate course is designed in such a way that the students of the course will be able to understand the various forms of business letters and enhance them as a better communicators in their workplace.

Specific Objectives:

1. To make the students be corporate ready by being oriented towards various business letters.
2. To enhance the students to apply the learned concepts and knowledge wherever and whenever needed in their corporate life.



BASICS OF WRITING BUSINESS LETTERS - MBAVAC-003- Course Outline

Module 1	<i>Business Communication – Meaning, Process</i>	1 Hour
(3 Hours)	<i>Types of Business Communication</i>	1 Hour
	<i>Principles of Effective Communication</i>	1 Hour
Module 2	<i>Types and Layout of Business Letters</i>	1 Hour
(3 Hours)	<i>Enquiry Letter</i>	1 Hour
	<i>Reply to enquiries</i>	1 Hour
Module 3	<i>Placing the order</i>	1 Hour
(3 Hours)	<i>Complaints Letter</i>	1 Hour
	<i>Adjustment letters for complaints- 1</i>	1 Hour
Module 4	<i>Adjustment letters for complaints- 2</i>	1 Hour
(3 Hours)	<i>Circular Letters to Customers</i>	1 Hour
	<i>Sales Letters</i>	1 Hour
Module 5	<i>Business Meeting Notification</i>	1 Hour
(3 Hours)	<i>Meeting Agenda</i>	1 Hour
Memos	<i>Minutes of Meeting</i>	1 Hour
Module 6	<i>Office Memos</i>	1 Hour
(3 Hours)	<i>Office Orders</i>	1 Hour
	<i>Job Application letters</i>	1 Hour
Module 7	<i>Resumes</i>	1 Hour
(3 Hours)	<i>Interview Letters</i>	1 Hour
	<i>Appointment letter</i>	1 Hour
Module 8	<i>Effective participation in Group Discussion</i>	1 Hour
(3 Hours)	<i>Group Discussions – Do's and Don'ts</i>	1 Hour
	<i>Interview Basics</i>	1 Hour
Module 9	<i>Press Release</i>	1 Hour
(3 Hours)	<i>Advertisement Copy</i>	1 Hour
	<i>Sales Communication - Traps</i>	1 Hour
Module 10	<i>Sales Communication Tips</i>	1 Hour
(3 Hours)	<i>Golden rules for effective-emails</i>	1 Hour
	<i>Business Communication Ethics</i>	1 Hour

Course Fee : Rs.500 for others (100% waiver for MBA students of DoMS, PU, Salem – FREE)
Max. Number : 20 Only (First Come First Served) – GRAB YOUR PLACE IMMEDIATELY
Classes : ZOOM Platform / Google Class Room
Duration : 15 Days (10.07.2020 – 24.07.2020) Total Marks : 100
Exam Marks : 75 Marks
Internal Marks : 20 Marks for Assignment + 5 marks for Attendance
 (5-30,29 / 4-28,27 / 3-26,25 / 2-24,23 / 1-22,21 / 0-20) Students having less than 20 Classes attendance may not be permitted to write the exams


Join Now – Last Date for the Enrollment -08. 06.2020 (Wednesday – before 5.00 pm)


To enroll – <https://forms.gle/cVKsXd7XKCrSEW6DA>

The Course is open to all MBA students of our Department. But, as a policy decision, Preference will be given to the Students WHO HAVE NOT AVAILED the earlier FREE CERTIFICATE COURSE. In case, if the Minimum number is not reached, the Students who have already availed the MBAVAC 002 Certificate course will get the chance again. For any clarification Whatsapp Dr.R.Subramaniya Bharathy, Course Coordinator 9865265208.

- Dr.V.R.Palanivelu

Professor & Head, DoMS, Periyar University, Salem


Dr.R.SUBRAMANIYA BHARATHY
 Associate Professor
 PRIMS, Periyar University
 Salem - 636 011.


Professor and Head
 Department of Management Studies
 Periyar University,
 Periyar Palkalai Nagar,
 Salem - 636 011.



PERIYAR UNIVERSITY

Salem – 636 011

DEPARTMENT OF MANAGEMENT STUDIES

Value Added Course

Certificate Course in

MANAGEMENT TOOLS FOR BUSINESS DECISION MAKING - MBAVAC-002

Course Offered to – MBA Students

Course Duration – 30 Hrs

Course Convenor : Dr.V.R.Palanivelu, Professor & Head, DoMS, Periyar University, Salem

Course Coordinator: - Dr.R.Subramaniya Bharathy, Associate Professor, DoMS, PU, Salem

Course Objective:

The objective of this 30 Hours Certificate course is to develop the basics of Management students towards the various management tools that are widely used in the decision making process in business. This certificate course is offered in order to make the students corporate ready and to help them in making decisions effectively and efficiently.

Specific Objectives:

1. To make the students be corporate ready by being oriented towards various management tools and concepts used in business.
2. To orient the students how to engage people with the technique wherever possible and appropriate.
3. To help the students to be clear about the specific challenge, issue or opportunity that is being addressed in their workplace in future.
4. To enhance the students to apply the learned concepts and tools wherever and whenever need in their corporate life.

MANAGEMENT TOOLS FOR BUSINESS DECISION MAKING - MBAVAC-002

Course Outline

Module 1	<i>GROW MODEL OF COACHING</i>	1 Hour
(3 Hours)	<i>BELBIN TEAM ROLES</i>	1 Hour
	<i>DELEGATION PROCESS</i>	1 Hour
Module 2	<i>SWOT ANALYSIS</i>	1 Hour
(3 Hours)	<i>SCENARIO PLANNING</i>	1 Hour
	<i>MC.KINSEY 7S MODEL</i>	1 Hour
Module 3	<i>THE RULE OF 150</i>	1 Hour
(3 Hours)	<i>PESTLE ANALYSIS</i>	1 Hour
	<i>THE SIX Rs OF BUSINESS</i>	1 Hour
Module 4	<i>BCG-GROWTH SHARE MATRIX</i>	1 Hour
(3 Hours)	<i>BLUE OCEAN STRATEGY</i>	1 Hour
	<i>PARETO PRINCIPLE</i>	1 Hour
Module 5	<i>DISNEYS CREATIVE STRATEGY</i>	1 Hour
(3 Hours)	<i>SIX THINKING HATS</i>	1 Hour
	<i>BENCHMARKING</i>	1 Hour
Module 6	<i>ANSOFF PRODUCT MATRIX</i>	1 Hour
(3 Hours)	<i>PORTERS FIVE FORCE MODEL</i>	1 Hour
	<i>MBWA Management By Walking Around</i>	1 Hour
Module 7	<i>AIDA Model</i>	1 Hour
(3 Hours)	<i>7 HABITS OF HIGHLY EFFECTIVE PEOPLE</i>	1 Hour
	<i>5 S</i>	1 Hour
Module 8	<i>GROUP FORMATION</i>	1 Hour
(3 Hours)	<i>KAIZEN</i>	1 Hour
	<i>MBO</i>	1 Hour
Module 9	<i>KUBBLER ROSS - CHANGE CURVE</i>	1 Hour
(3 Hours)	<i>JOHARI WINDOW</i>	1 Hour
	<i>JOHN WHITEMORE MODEL OF GOAL SETTING</i>	1 Hour
Module 10	<i>DEMING CYCLE</i>	1 Hour
(3 Hours)	<i>SIX SIGMA</i>	1 Hour
	<i>MASLOW'S HIERARCHY MODEL</i>	1 Hour

Course Fee : Rs.500 for others (100% waiver for MBA students of DoMS, PU, Salem – FREE)
Max. Number : 20 Only (First Come First Served) – GRAB YOUR PLACE IMMEDIATELY
Classes : ZOOM Platform / Google Class Room
Duration : 6 Days (18.06.2020 – 23.06.2020)


(Periyar University Certificate / 2 Credits / 20% waiver in future Courses & Programmes)

Join Now – Last Date for the Enrollment -17. 06.2020 (Wednesday)

To enroll – Express Your Interest to Dr.R.Subramaniya Bharathy - Whatsapp No. 9865265208

- Dr.V.R.Palanivelu

Professor & Head, DoMS, Periyar University, Salem


Dr.R.SUBRAMANIYA BHARATHY
 Associate Professor
 PRIMS, Periyar University
 Salem - 636 011.

Professor and Head
 Department of Management Studies
 Periyar University,
 Periyar Palkalai Nagar,
 Salem - 636 011.