

Volume 2 Issue 7 January to June 2021

Proclaim

the voice of the aimers



Marketing Companies Of India

Marketing research, advertising and promotion are now considered some fundamental processes that every company has to conduct in order to cement their position in this competitive market. The top marketing companies of India offer the best integrated marketing solution covering a wide range of services including marketing strategy on the objectives and goals, target client and expected growth. The following is a list of the best marketing companies in India:

Hindustan Lever Network :

This is the leading marketing company of India, which believes that someone somewhere chooses their product about 160 million times a day. 14 categories of 400 brands ranging from personal care, food products and home touches the lives of many which is done by no other company. The company has about 174,000 people in 100 countries across the globe and also supports many suppliers, contractors and distributors.

Tata Mc Graw Hill :

It is one of the most popular marketing companies of India. It is the Indian subsidiary of the McGraw-Hill Companies and also the market topper in educational books encompassing a variety of subjects and interest. Their main activity is reprinting, publishing and marketing of McGraw-Hill books. This company was founded in 1970.

Proctor and Gamble:

This is the second largest FMCG Company in India which does not lag much behind than the topper Unilever. The company has two subsidiaries in India- P&G Home Products and P&G Hygiene and Health Care Ltd. The latter is the fastest growing Fast Moving Consumer Goods Company of India with turnover of about Rs 500 crores.

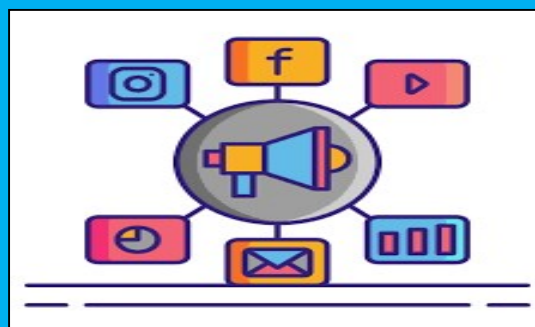
Godrej:

Noted among the top Indian marketing companies, Godrej aims at innovation. It deals in fast moving consumer goods and operates in India and other cities across the globe. The company provides variety in the brands like cosmetics, toiletries, hair care, fabric care, baby care, household care and many others.

Ogilvy & Mather :

This is one of the most famous marketing company of India. It not only provides services in marketing but also other spheres like advertising, brand consulting, PR, Health care Communications and Sales promotion. Their relationship and interactive marketing strategy stands out among other services. Their offices are spread world wide in Middle East, North America, Latin America and many other places.

BY D. NIVENITHA II MBA



NATURE OF PROJECT MANAGEMENT

Project management is a discipline that involves planning, organizing, and overseeing a project from its initiation to completion. The nature of project management encompasses various aspects that contribute to the successful delivery of a project. Here are key elements of the nature of project management:

- 1. Temporary Endeavour:** Projects have a defined start and end date. They are temporary in nature, with a specific goal or outcome to be achieved within a predetermined timeframe. Once the project is completed, the team disbands or moves on to other projects.
- 2. Unique Deliverables:** Projects are undertaken to create a unique product, service, or result. They differ from routine operations in that they produce something distinct and have a specific set of objectives.
- 3. Goal-Oriented:** Project management is goal-oriented, with the primary focus on achieving the project's objectives. Goals are typically defined in terms of scope, time, cost, quality, and other relevant criteria.
- 4. Interdisciplinary:** Successful project management requires collaboration across various disciplines. Project teams often consist of individuals with diverse skills and expertise who work together to achieve common goals.
- 5. Constraints:** Projects operate within constraints, commonly referred to as the triple constraint or project management triangle, which includes scope, time, and cost. Balancing these constraints is crucial to meeting project objectives.

By

SURUTHI.K

MBA II YEAR



Name of the Activity	Entrepreneurs Conclave - 2021
Type of Activity	Entrepreneurs Conclave
Date & Time	19.03.2021& 10:00 a.m. – 05:00 p.m
Details of Participants	700
Coordinator	Dr. S. Sudhamathi, Assistant Professor,
Organizing Department	Alagappa Institute of Management
Collaborating Agency	Young Indians (Confederation of Indian Industry)
Description	<p>A Special Lecture on Entrepreneurs Conclave& two Panel Discussion with 20+ Speakers and 50+ Startups with 700+ Attendees has been organized by 27TH AIMERS of Alagappa University on 19.03.2021.</p> <p>In his presidential address Prof. N. Rajendran, Vice-Chancellor, Alagappa University with the entrepreneurial introduction that was aimed at fostering entrepreneurial skills among students and the event mainly focused on bringing the young minds with the finest mentors, Businessmen and Entrepreneurs. With the vast benefits of entrepreneurial experience and the huge advantage for those who start learning about and building businesses in their teen years, encouraging young entrepreneurship is one of the best ways to set our kids up for succession in the future. This is the perfect way for the youth to begin exploring their interests and talents and learn just how they can use these gifts to their advantage in their future careers.</p>
Outcome	<p>700+ participants were participated. The resource persons have interacted with the participants and members of the Panelist on the significances of Entrepreneurs and answered the queries of the participants.</p> <p>Panel Discussion on “Agripreneurship – Time to lead” A shift from agriculture to agribusiness is an essential pathway to revitalize Indian agriculture and to make more attractive and profitable venture. Agripreneurship has potential to generate growth, diversifying income, providing widespread employment and entrepreneurial opportunities in rural areas.</p> <p>Panel Discussion on” Innovation in Entrepreneurship Eco Systems” The ability to innovate is a vital component of a thriving business, but can be seen as an essential aspect of entrepreneurship itself. Entrepreneurship has more to do with attitude, perseverance and focus. An entrepreneur can be a good innovator but an innovation manager is not necessarily a good entrepreneur.</p>

SALES PROCCESS

The sales process typically involves several key stages that help businesses convert potential customers into satisfied clients. Here's a general outline of these stages:

Prospecting: This is the initial stage where businesses identify and research potential customers, often through networking, cold calling, or digital marketing. The goal is to generate interest and establish contact with potential clients.

Pre-sales: In this stage, sales representatives engage with prospects, gather information about their needs and pain points, and present solutions tailored to their specific requirements. This may involve demonstrating products or services, answering questions, and addressing concerns.

Presenting a proposal: After understanding the prospect's needs, sales representatives prepare and present a customized proposal that outlines how their product or service can help the prospect achieve their goals. This proposal should include pricing, terms, and conditions.

Handling objections: During the sales process, prospects may raise objections or concerns about the proposal. It's essential for sales representatives to address these objections professionally and empathetically, providing relevant information and clarifying any doubts.

Closing the deal: Once the prospect is convinced about the value of the product or service, the sales representative works to close the deal. This may involve negotiating terms, discussing payment options, and finalizing the agreement.

Post-sales support: After the deal is closed, it's crucial to provide excellent customer support to ensure the client's satisfaction. This may include product training, troubleshooting, and follow-up to ensure the client is achieving their desired outcomes.

Upselling and cross-selling: After establishing a relationship with the client, sales representatives may identify opportunities to offer additional products or services that can further enhance the client's experience and satisfaction.

Customer retention: Maintaining a strong relationship with existing clients is vital for long-term business success. Regular communication, addressing their needs, and providing excellent service can help retain clients and encourage them to refer new business.

Remember, the sales process may vary depending on the industry, company, and product or service offered. It's essential to adapt these stages to suit the specific needs of your business and clients.



By

Satheesh.S 2nd MBA

FINANCIAL DERIVATIVES GLOSSARIES

Option: A contract that gives the holder the right, but not the obligation, to buy or sell an asset at a predetermined price within a specified time period.

Futures: Contracts that obligate the buyer to purchase an asset or the seller to sell an asset at a predetermined price and date in the future.

Forward Contract: Similar to a futures contract, but traded over-the-counter (OTC) and customized between two parties, specifying the terms of a future transaction.

Swap: A financial derivative contract where two parties agree to exchange cash flows or other financial instruments, often to manage risk or to achieve specific investment objectives.

Strike Price: The price at which the holder of an option can buy (call option) or sell (put option) the underlying asset when exercising the option.

Underlying Asset: The financial instrument or asset upon which a derivative's value is based, such as stocks, bonds, commodities, currencies, or interest rates.

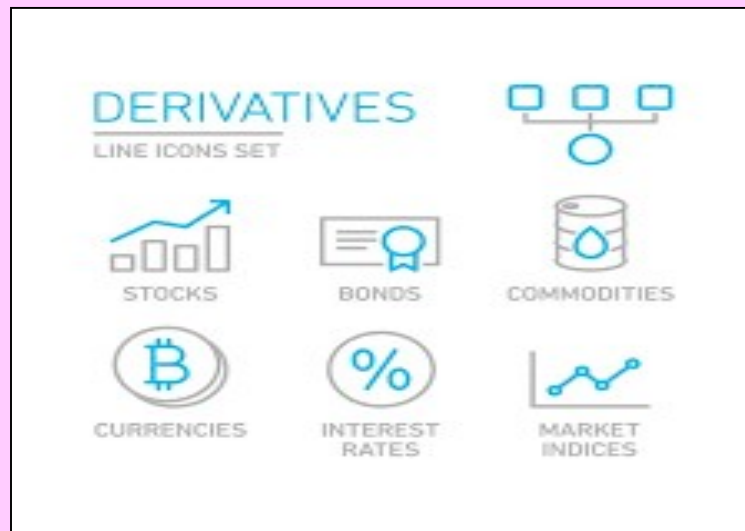
Notional Value: The nominal or face value of a derivative contract, representing the value of the underlying asset upon which the contract's terms are based.

Expiration Date: The date on which a derivative contract expires and becomes null and void. For options, this is the last day on which the option can be exercised.

Hedging: A risk management strategy used to minimize or offset the impact of adverse price movements in an asset by taking an offsetting position in a related derivative.

Leverage: The use of borrowed funds or derivatives to amplify potential returns or losses on an investment. It magnifies both gains and losses relative to the initial investment.

By
Priyanka.V
II year MBA



Evolving Role of HR Management in Today's Workforce

1. **Rise of Remote Work**: With the COVID-19 pandemic, many companies have shifted to remote work. HR departments are adapting by implementing new policies and technologies to support remote employees and ensure productivity.
2. **Focus on Employee Well-being**: Employee well-being has become a top priority for HR departments. Companies are offering mental health support, flexible work arrangements, and wellness programs to support their employees' health and well-being.
3. **Diversity and Inclusion Initiatives**: Many companies are increasing their efforts to promote diversity and inclusion in the workplace. HR departments are implementing programs to address unconscious bias, promote diversity in hiring, and create inclusive work environments.
4. **Technology in HR**: HR departments are increasingly using technology to streamline processes and improve efficiency. From AI-powered recruitment tools to employee self-service portals, technology is transforming HR practices.
5. **Skills Development**: With rapid technological advancements, there is a growing need for upskilling and reskilling employees. HR departments are focusing on providing training and development opportunities to help employees stay competitive in the changing job market.
6. **Agile HR Practices**: Agile methodologies, originally used in software development, are being adopted by HR departments to improve flexibility and responsiveness. Agile HR practices involve iterative approaches to project management and employee engagement.
7. **Employee Engagement**: Engaged employees are more productive and committed to their work. HR departments are implementing strategies to boost employee engagement, such as regular feedback, recognition programs, and opportunities for growth.
8. **Data-Driven Decision Making**: HR departments are using data analytics to make informed decisions about recruitment, performance management, and employee engagement. Data-driven insights help HR professionals identify trends and opportunities for improvement.
9. **Remote Hiring Practices**: With the increase in remote work, HR departments are adapting their hiring practices. Virtual interviews, online assessments, and remote onboarding processes are becoming more common.
10. **Future of Work**: HR departments are preparing for the future of work, which includes automation, remote work, and a focus on skills development. Companies are reimagining the workplace and how work gets done in the digital age.



By
RAFITHA S
II YEAR MBA

ADVANCED COST ACCOUNTING

Advanced Cost Accounting refers to the application of more sophisticated techniques and methodologies beyond traditional cost accounting practices. It involves the use of advanced tools, concepts, and analyses to provide deeper insights into cost behavior, cost control, and decision-making within an organization. Here are some key components and techniques of advanced cost accounting:

1. Activity-Based Costing (ABC): ABC is a method of assigning costs to products or services based on the activities that drive those costs. It involves identifying various activities within the organization, determining the cost drivers for each activity, and allocating costs accordingly. ABC provides a more accurate representation of the true cost of products or services compared to traditional costing methods.

2. Target Costing: Target costing is a cost management technique used in the design and development of new products or services. It involves setting a target cost based on market expectations and then designing the product to meet that target cost. This approach requires close collaboration between various departments such as design, engineering, and production to achieve cost reduction while maintaining product quality and functionality.

3. Throughput Accounting: Throughput accounting is a management accounting approach that focuses on maximizing throughput or the rate at which a company generates money through sales. It emphasizes identifying and optimizing constraints within the production process to improve overall profitability.

4. Lean Accounting: Lean accounting is aligned with the principles of lean management, which aim to eliminate waste and improve efficiency. It involves streamlining accounting processes, reducing non-value-added activities, and using performance metrics that align with lean principles, such as cycle time and inventory turnover.

5. Life Cycle Costing: Life cycle costing involves evaluating the total cost of owning and operating a product or service over its entire life cycle, including acquisition, operation, maintenance, and disposal costs. This approach helps organizations make informed decisions about investments and product/service offerings by considering long-term cost implications.

6. Cost-Volume-Profit (CVP) Analysis: CVP analysis examines the relationships between costs, volume, and profits to assess the impact of changes in production volume, selling prices, and cost structures on profitability. Advanced CVP analysis may involve incorporating multiple cost drivers and conducting scenario analysis to evaluate various business scenarios.

7. Decision Support Systems (DSS): Decision support systems are computer-based tools and models that assist managers in analyzing complex business problems and making informed decisions. In the context of cost accounting, DSS can integrate financial data, cost information, and operational data to support strategic planning, budgeting, and performance analysis.

These advanced cost accounting techniques enable organizations to gain a deeper understanding of their cost structures, identify opportunities for cost reduction, and make more informed strategic decisions to enhance profitability and competitiveness.



ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY

(A State University Accredited with A+ Grade by NAAC (CGPA 3.64) in Third Cycle,
Graded as Category-1 University & Granted Autonomy by MHRD-UGC in 2019,
Swachh campus Rank: 4, NIRF Rank-28, QS India rank – 24, QS Asia Rank – 199,
BRICS rank - 104)

Karaikudi – 630 003, Tamil Nadu



V. Balu De. BM. Alagappa Chettiar

Webinar

On

"Business Intelligence: Evolution and its Future"

Resource person



Mr. RAJASH KARTHIK

Senior Manager

Robert Bosch (SEA) Pvt Ltd.,

Date: 24.08.2021

Time: 03.00 to 04.00 PM

INSTRUCTIONS

Research Scholar/ PG Student, Faculty Members and Industry Professionals may attend the above said webinar through Laptop/ Desktop Computer / Mobile Phone using the below link.

*No Registration Fee.

ALL are requested to register through the following link for above Webinar.

Registration Link: <https://forms.gle/8bZFKNapfWsm7wN98>

Webinar Link: <https://meet.google.com/zoa-vqee-skw>

**E-Certificate will be provided to all the participants through email.

VICE-CHANCELLOR'S OFFICIATING COMMITTEE

Dr. D. Karthikeyan, IAS

Principal Secretary,
Dept. of Higher Education -
Convener of the Committee

Dr. R. Swaminathan,

Member syndicate -
Member of the Committee

Dr. T.R. Gurumoorthy,

Member syndicate -
Member of the Committee

ORGANIZING COMMITTEE MEMBERS

DR. M. AYISHA MILLATH

Co-ordinator

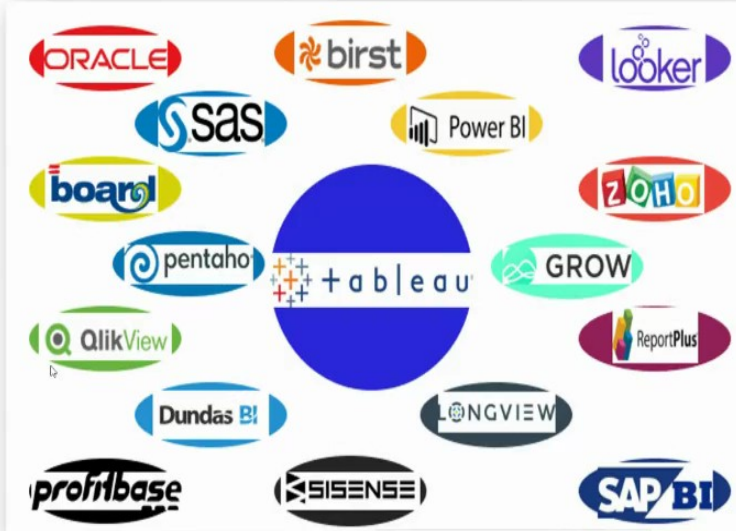
Prof. S. RAJAMOHAN

Convener

Prof. C. Sekar

Registrar i/c

Business Intelligence – Best BI Software 2021



1. Power BI
2. MicroStrategy
3. Spotfire
4. SAS Visual Analytics.
5. Oracle Business Intelligence (OBIEE)
6. Sisense.
7. Qlikview
8. Tableau
9. Yellowfin BI
10. Cognos



RAJESH KARTHIK

20

meet.google.com is sharing your screen. Stop sharing Hide



Business Intelligence Evolution & Future

RAJESH KARTHIK R



meet.google.com is sharing your screen. Stop sharing Hide

09.09.2021

Glimpses of Webinar on Business Intelligence : Evolution and its future

Program Coordinator: Dr. M. Ayisha Millath

Department: Alagappa Institute of Management

Date: 24/08/2021

Guest Speaker: Mr. Rajash Karthik, Senior Manager, Robert Bosch (SEA) Pvt Ltd

The webinar on "Business Intelligence: Evolution and its Future" was organized by Dr. M. Ayisha Millath, the Program Coordinator from Alagappa Institute of Management. The event aimed to provide valuable insights into the current trends in business intelligence and its future implications for MBA students and research scholars of the department. Dr. M. Ayisha Millath orchestrated the webinar in a highly effective and engaging manner. The program was meticulously planned, ensuring that it met the objectives of enlightening participants about the evolution of business intelligence and its prospective impact on the business landscape. The webinar drew active participation from MBA students and research scholars of the Alagappa Institute of Management. The attendees represented a diverse group of individuals eager to enhance their understanding of business intelligence and its evolving dynamics. One of the highlights of the event was the interactive session led by the distinguished guest speaker, Mr. Rajash Karthik. The session facilitated a dynamic exchange of ideas between the speaker and the participants. This interaction allowed for a deeper exploration of concepts and real-world applications in the field of business intelligence. Dr. M. Ayisha Millath's organizational skills were commended, as the program flowed seamlessly, capturing the attention of the participants and creating an environment conducive to learning. The participants, consisting of MBA students and research scholars, were specifically selected from the Alagappa Institute of Management. This ensured that the content delivered was relevant and tailored to the academic background and interests of the attendees.

Mr. Rajash Karthik, Senior Manager at Robert Bosch (SEA) Pvt Ltd, played a pivotal role in engaging the audience through an interactive session. His expertise and experience enriched the learning experience for the participants. The speaker delved into the current trends in business intelligence, shedding light on its evolution and the potential future impacts on the business landscape. This discussion provided valuable insights for the participants to comprehend the dynamic nature of the field. In conclusion, the webinar on "Business Intelligence: Evolution and its Future" was a resounding success, thanks to the efforts of Dr. M. Ayisha Millath in coordinating the program and the valuable contributions of Mr. Rajash Karthik as the guest speaker. The event not only enhanced the knowledge of the participants but also fostered a platform for meaningful interactions and discussions in the realm of business intelligence. This webinar stands as a testament to the commitment of Alagappa Institute of Management in providing quality educational experiences and staying at the forefront of emerging trends in the business world.



Alagappa Institute of Management
Alagappa university, Karaikudi – 630004

Proclaim – The voice of aimers
Newsletter of Alagappa Institute of Management

Volume 2 Issue 7 January to June 2021

Editorial Board

Chief Editor

Prof. S. Rajamohan

Associate Editors

Dr. S. Chandramohan & Dr. S. Sudhamathi

Editorial Team

Dr. C.K. Muthukumaran

Dr. G. Ilankumaran

Dr. M. AyishaMillath

Dr. P. S.Nagarajan

Dr. K. Chandrasekar