

INDICATIVE COURSE PLAN EMBEDS FOR THE ACADEMIC YEAR 2021-22

LEAD College of Management embraces the ABCDE methodology (Activity based learning: Blended learning : Collaborative Learning: Directed Learning: Experiential Learning Focussed Learning) as a part of curriculum design and delivery. Case study methodology adopted for almost all subjects as in a typical management school. A separate statement for experiential is also enclosed. For the period the courses had the following embeds. **These are indicative :**

BUS IC 01	Business Communication	
BUS IC 02	Mgmt Theory & Bus. Ethics	
BUS IC 03	Business Laws	Case Study, Directed learning
BUS IC 04	Organizational Behavior	
BUS IC 05	Environment and Business	Activity and Collaborative: News Analysis module add-on
BUS IC 06	Managerial Economics	
BUS IC 07	Quantitative Techniques	Computer Lab, software use
BUS IC 08	Accounting for Managers	
BUS 2C 09	Soft Skill Development	Role-playing, extempore speaking
BUS 2C 10	Marketing Management	Field work, team presentations and analysis
BUS 2C 11	Financial Management	
BUS 2C 12	Operations Management	industry-specific discovery, online learning
BUS 2C 13	Human Res. Management	Field visit, HR interaction.
BUS 2C 14	Management Science	
BUS 2C 15	Mgmt. Info. Systems	
BUS 2C 16	Business Res Meth for Mgmt	mini-project assignment
BUS 3C 17	Advanced Strategic Mgmt	Simulation, case-study, industry report , news analysis
BUS 3C 18	Strategic Cost Management	
BUS 3C 19	Entr. Dev. & Project Mgmt.	B Plan development, team activity
BUS 3C 20	Supply Chain Management	
BUS 3C 21	Investment Management	
	Functional Electives	Case study, group discussion, self learning via videos and discovery , group/team activity, expert sessions from industry
BUS 4C 22	Corporate Governance	
BUS 4C 23	International Business	
BUS 4C 24	Mgmt .Control Sys.	
	Functional Electives	Case study, group discussion, self learning via videos and discovery , group/team activity, expert sessions from industry
BUS 4C 25	Major Project	Field work, working in company environment, focussed learning

Indicative samples of the course plan from Semester I and a marketing elective (Brand Management is enclosed with this document.



Dr.Thomas George K



STATEMENT OF CURRICULUM EMBEDS: ENHANCING CURRICULUM VALUES BEYOND ACADEMICS:

EXPERIENTIAL LEARNING

LEAD College of Management is a non-autonomous affiliated college of University of Calicut and the 2016 Syllabus regulations apply. The syllabus does not mandate an internship either. At LEAD we have created unique modules and innovative processes to complement the syllabus components and to ensure that the key focus areas of experiential learning through project work/field work/internship during the year are delivered even beyond the traditional curriculum. The table below is indicative of what we do at LEAD

The MBA curriculum and value added courses/modules incorporate the following during the academic Year 2021-22

Focus: Experiential Learning	Delivery Mechanism	Additional Activity
Outbound Training	On field activities over 3 days as a part of Turning Point and second cycle for leadership training modules. Mandatory	Own bespoke facilities with own farm
Summer internship	Mandatory 6-8 weeks internship in an organizational setting with an end-report and presentation and viva. Hand Holding by mentors	faculty onsite visits to ensure learning outcomes
Industry visits	Field trips to industries, NGOs, locations and special events	100+ students volunteered at FifA Qatar in 2022
4th semester final project	BUS4C 25 Final Project work:12.0 Major Project 12.1 The students shall do a major project during their final semester of MBA under a faculty guide, preferably in their area of specialization. 12.2 The faculty guide must have either (a) M. Phil or Ph.D. in Management or Commerce or Economics or (b) two years' MBA teaching experience. 12.3 The duration of fieldwork for a major project is eight weeks. 12.4 This project work is to be done individually by the students. 12.5 The student shall prepare and submit a project report, printed and bound (preferably spiral bound) with a minimum of 100 A4 pages of text, to the Head of the Department or Centre or Institute before the last working day of the final semester.	
Event and operations Management	At LEAD over 100 events are organized annually which includes national events, conferences and activities . Student teams coordinate support and execute several events. Apart from this, the unique LOT teams(15 ranging from photography, canteen, sports, arts, to placement, greening, hospitality etc) gives all students hands-on experience in event management, detailing, soft and functional skills and crisis management skills. Student teams also proactively participate in the U LEAD program- a unique admission process and engagement strategy unique to LEAD	

An example of the work done in 2021-22 Art@LEAD is appended as additional information. Please click on link [lead art.pdf](#) vPEs/view?usp=share_link




Dr. Thomas George K
Director

January 2023

BUS 3EM 04- BRAND MANAGEMENT										
Faculty	Email Id	Batch	Semester	Program						
Dr.K.Ravindran	Dr.ravindran@lead.ac.in	2021	3	MBA						
About the Course										
Branding has become one of the most important aspects of business strategy. A strong understanding of branding is essential for the success of a business. This course provides an opportunity to internalize the concepts, principles, and tools important in successful branding. The course covers the building blocks and principles of branding and strategy, importance of brand equity and how to build and manage brand equity.										
Course Outcomes				Threshold of Competency						
At the end of the course, students will be able to,										
CO ₁	Define the major concepts, terms, methods of branding and branding strategies			60%						
CO ₂	Describe different branding strategies in different contexts.			60%						
CO ₃	Compare and differentiate between different concepts, approaches, and strategies of brand building in real time situations.			60%						
CO ₄	Evaluate brand building strategies and brand equity models in real time situations or a given business scenario.			60%						
CO ₅	Evaluate brand building strategies, identify deficiencies, and recommend suggestions for improvement and protection of brand assets			60%						
Program Outcomes Correlation										
Substantial	PO1, PO2, PO5									
Moderate	PO2, PO4									
Slight	PO1, PO2, PO5, PO7									
Session Plan										
Session No.	Module No. 1	Course Delivery Plan								
		Modes of Teaching Learning <table border="1"> <thead> <tr> <th>Lecture</th> <th>Tutorial</th> <th>Activity</th> </tr> </thead> <tbody> <tr> <td>6 hrs</td> <td>-</td> <td>6 hrs</td> </tr> </tbody> </table>			Lecture	Tutorial	Activity	6 hrs	-	6 hrs
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BUS 3EM 04- BRAND MANAGEMENT																
1 - 6		<p>Brand equity; Product vs corporate branding. New brand development</p>														
		<p>3.Study Material College Notes https://drive.google.com/drive/folders/1E4heqdLCYJiFGvhZj15wkiEO05bhEFyG</p>														
		<p>Activity 1: Class Debate: Topic: Do you believe marketing is responsible for satisfying needs or creating unnecessary ones? Steps of activity: 1. Divide students into two groups 2. One group will advocate marketing is responsible for satisfying needs 3. The other group will advocate creating unnecessary one 4. The faculty provide a brief review of each side's argument. Outcome of the event: Students learn what is need and want and understand how marketers utilize the market potential. Activity 2: Student Led Training The Evergreens - Brands</p> <ul style="list-style-type: none"> ● LIC retains its foothold amid a crowd of private players ● Old Monk: Ever Green & Ever Strong ● How Amul became the taste of India??? ● Cadbury Evoking Sweet Memories 														
		<p>Support <u>University Question paper</u> https://drive.google.com/drive/folders/1s0RTxeNRofB-vu2HULXyYh8j66-8xWav <u>Linways</u> Rubrics for Assignment evaluation would be created in Linways, So is the Session Planner would also be used.</p>														
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Assignments	N															
Presentation / Mini Project	Y	CO ₄ ,CO ₅														
Session No.	Module No. 2	Course Delivery Plan														

BUS 3EM 04- BRAND MANAGEMENT												
7 - 12		<p>Modes of Teaching Learning</p> <table border="1"> <tr> <td>Lecture</td> <td>Tutorial</td> <td>Activity</td> </tr> <tr> <td>6 hrs</td> <td>hrs</td> <td>6 hrs</td> </tr> </table>	Lecture	Tutorial	Activity	6 hrs	hrs	6 hrs				
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		Brand building tools; Brand extension decisions	https://www.youtube.com/watch?v=0-h3FPr3-Lk									
		<p>Activity: Student Led Training</p> <p>The Master Connectors</p> <ul style="list-style-type: none"> • NaMo – Forging a Charismatic connect • Chota Bheem: Fictional boy who became a family Member • Tata Sky innovates consistently to become a market leader in the industry • Paper boat takes the consumer down memory lane 										
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Assignments	N	CO ₅										
Presentation / Mini Project	Y	CO ₅										
Session No.	Module No. 3	Course Delivery Plan										

BUS 3EM 04- BRAND MANAGEMENT			
13 - 18	Modes of Teaching Learning		
	Lecture	Tutorial	Activity
	6 hrs	hrs	6 hrs
	Resources		
	<u>1.Book</u>		
	1. Sen Gupta, Subrato: Brand Positioning, Tata McGraw Hill, Delhi 2004.		
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Brand positioning and re-launch	https://www.youtube.com/watch?v=0-h3FPr3-Lk		
Brand building and communication	https://www.youtube.com/watch?v=0-h3FPr3-Lk		
<u>3.Study Material</u>			
<u>College Notes</u>			
https://drive.google.com/drive/folders/1E4heqdlCYjIFGvhZj15wkiE005bhEFyG			
Activity: Student Led Training			
<i>Bottom of the Pyramid</i>			
<ul style="list-style-type: none"> • VI-John's pricing strategy has made it a favourite with the masses • Hero Cycle: Riding through the ups & downs of the journey • Tata Starbucks The third place between work & home • How Lifebuoy won over the consumer at the bottom of the pyramid 			
Activity: Case Study: Brand Failures			
<ul style="list-style-type: none"> • Rebranding failures; Tommy Hilfiger: the power of the logo & British Airways • Internet and new technology failures; Intel's Pentium chip: problem? What problem? • Tired brands; Kodak: failing to stay ahead & Levi's: below the comfort zone • PR failures; McDonald's: the Mc.Libel trial & Rely tampons: Procter & Gamble's toxic shock 			
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Assignments	Y	-	
Presentation / Mini Project	Y	CO ₅	

BUS 3EM 04- BRAND MANAGEMENT												
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Presentation / Mini Project	Y	CO 4, CO5										

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25 - 30		<p>Modes of Teaching Learning</p> <table border="1"> <tr> <td>Lecture</td> <td>Tutorial</td> <td>Activity</td> </tr> <tr> <td>6 hrs</td> <td>hrs</td> <td>6 hrs</td> </tr> </table>	Lecture	Tutorial	Activity	6 hrs	hrs	6 hrs				
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BUS 3EM 04- BRAND MANAGEMENT
Reference Books and Articles
List of Textbooks

1. Sen Gupta, Subrato: Brand Positioning, Tata McGraw Hill, Delhi 2004.
2. Moorthy, Y.L.R.: Brand Management, Vikas Publication House, New Delhi. 2012
3. Isaac Jacob Kevin Lane Keller, Ambi M. G. Parameswara, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4/e

List Internet Sources

- YouTube
- NPTEL
- HBR

Course Evaluation

The Internal evaluation of the course will be as per the regulations prescribed by the University of Calicut. The details of the components of Internal assessment are given below

Assessment Component	Max Marks	Duration	When scheduled	Weightage in Internal marks
Internal Examination 1	18	90 minutes	After First Module Ends.	50%
Internal Examination 2			After Second Module Ends.	
Internal Examination 3			After Third Module Ends.	
Internal Examination 4			After Fourth Module Ends.	
Internal Examination 5			After Fifth Module Ends.	
Assignment 1	10	-	After Second Module Ends.	20%
Assignment 2	10	-	After Fourth Module Ends	20%
Presentation / Mini Project 1	20	-	During First Module Session	20%
Presentation / Mini Project 1	20	-	During Fourth Module Session	20%
Attendance	100 %	-	After Entire Semester Ends.	10%

Details of Assessments other than Examinations
Assignment 1

- *Asses the role of internet for building brands (focus on one company from FMCG industry)*
- *Take any one Indian example and defend the concept of brand repositioning*

Type	Individual			
Max marks	10			
CO Assessed	CO4			
Evaluation Criteria:				
Criteria	Not Satisfactory (D)	Satisfactory (C)	Good (B)	Exemplary (A)

BUS 3EM 04- BRAND MANAGEMENT

Content	Shows some thinking and reasoning but most ideas are underdeveloped and unoriginal.	Content indicates thinking and reasoning applied with original thought on a few ideas.	Content indicates original thinking and develops ideas with sufficient and firm evidence.	Content indicates synthesis of ideas, in depth analysis and evidence original thought and support for the topic.
Analysis	Main points lack detailed development. Ideas are vague with little evidence of critical thinking.	Main points are present with limited detail and development. Some critical thinking is present.	Main points well developed with quality supporting details and quantity. Critical thinking is weaved into points	Main points well developed with high quality and quantity support. Reveals high degree of critical thinking.
Format	Fails to follow format and assignment requirements; incorrect margins, spacing and indentation; neatness of essay needs attention.	Meets format and assignment requirements; generally, correct margins, spacing, and indentations; essay is neat but may have some assembly errors.	Meets format and assignment requirements; margins, spacing, and indentations are correct; essay is neat and correctly assembled.	Meets all formal and assignment requirements and evidences attention to detail; all margins, spacing and indentations are correct; essay is neat and correctly assembled with professional look

Presentation 1

The Globetrotters

- Infosys conquering the world
- Tata's global Footprint
- Tata Starbucks The third place between work & home
- Kingfisher's Flight across the globe

Category	Scoring Criteria	Score
Information Credibility (3 points)	The type of presentation is appropriate for the topic and audience.	
	Information is presented in a logical sequence.	
	Presentation appropriately cites requisite number of references.	
Content (4 points)	Introduction is attention-getting, lays out the problem well, and establishes a framework for the rest of the presentation.	
	Technical terms are well-defined in language appropriate for the target audience.	
	Presentation contains accurate information.	
	Material included is relevant to the overall message/purpose.	

BUS 3EM 04- BRAND MANAGEMENT		
	Appropriate amount of material is prepared, and points made reflect well their relative importance.	
	There is an obvious conclusion summarizing the presentation.	
Presentation (3 points)	Speaker maintains good eye contact with the audience and is appropriately animated (e.g., gestures, moving around, etc.).	
	Speaker uses a clear, audible voice.	
	Delivery is poised, controlled, and smooth.	
	Good language skills and pronunciation are used.	
	Visual aids are well prepared, informative, effective, and not distracting.	
	Length of presentation is within the assigned time limits.	
	Information was well communicated.	
Score	Total Points	
Prepared by: Mr. JITH RAJAN Signature: Name: Mr. JITH RAJAN		Approved by: Signature Dr. Sankar Ganesh Dean Academics

BUSINESS COMMUNICATION - BUS IC 01					
Name of Faculty		E mail Id:	Batch	Semester	Program
ARJUN GOVIND		arjun@lead.ac.in	2022	I	MBA
About the Course					
This course is for students to effectively implement and manage a Business Communication System in support of the strategic objectives of the organization where they are going to work in the future. Students will gain a working knowledge of business communication process and acquire the required skills to manage business communication and enhance their ability to communicate effectively on issues relating to Business. The students will learn appropriate terminologies and procedures in business communication and develop their personality.					
Course Outcomes			Threshold of Competency		
CO ₁	Explain key terms, terminologies, concepts, theories, and principles of business communication for effective communication in an organization.		60%		
CO ₂	Demonstrate essential verbal proficiency, intrapersonal and presentation skills for effective functioning of an organization.		60%		
CO ₃	Plan meetings and programs within an organization professionally following general conventions, practices, and etiquettes.		60%		
Program Outcomes Correlation					
Substantial	PO4, PO6				
Moderate	PO1, PO5				
Slight	PO2, PO3				
Session Plan					
Session No.	Module No.	Course Delivery Plan			
Session from Ito-6	Business Communication – meaning – need – process – methods – written, verbal, nonverbal, visual, telecommunications; – internal and external, upward and downward, lateral; barriers to communication – physical, psychological, linguistic, mechanical.	Modes of Teaching Learning			
		Lecture	Tutorial	Activity	
		Ihrs	5hrs	4hrs	
		Resources			
		1. Book: Basic Business Communications authored by Raymond Vincent Lesikar et.al. Mc-Graw Hill Irwin ISBN: 978-0-07-305036-2			
		2. Case study: The cost of poor communication (set of 6 caselets – Technical Writing Essentials by Suzan Last is licensed under a Creative Commons Attribution 4.0 International License, except where otherwise noted.)			
		3. Shantanu Bannerjee -Self prepared Case Study			
		Click here to enter text.			
		Activities			
		1. Group activity 2. Telephone Etiquette 3. Practicing Communication Skills 4. Practice Listening Skills 5. Roleplay 6. Case study analysis and discussion 7. Video sessions 8. Word Association activity			
Support					
Study notes, Videos, Question Bank					
Evaluation					
Assessment tool	Whether the node will be used Y or N	Course outcome to be assessed			
Internal examination	Y	CO1, CO2			
Assignments	Y	CO1, CO2			
Presentation / Mini Project	Y	CO2			

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<i>Session from 7to-12</i>	<p>Communication through letters, business letters, layout of letters, kinds of business letters, characteristics of a good letter; application for appointment - resume - references; appointment orders; Business enquiries - offers and quotations; orders execution of orders - cancellation of orders. Letters of complaint, letters of agency - status enquiries; circulars and circular letters; notices; reports by individuals; reports by committees; annual report; writing of reports. Non-verbal communication - Body language - kinesics - proxemics, Paralanguage. Effective listening: Principles of effective listening; factors affecting listening. Interviewing skills: appearing in interviews; conducting interviews.</p>	Modes of Teaching Learning		
		Lecture	Tutorial	Activity
		<i>1hrs</i>	<i>5hrs</i>	<i>4hrs</i>
		Resources		
		1. Newspapers 2. Youtube.com 3. Book: Basic Business Communications authored by Raymond Vincent Lesikar et.al. Mc-Graw Hill Irwin ISBN: 978-0-07-305036-22.		
		Activities		
		Discussions, Video presentation, mock interview, resume building session		
		Support		
		<i>Study notes, Videos, Question Bank</i>		
		Evaluation		
Assessment tool		Whether the node will be used Y or N	Course outcome to be assessed	
Internal examination		Y	CO2	
Assignments		Y	CO2, CO3	
Presentation / Mini Project		N		
<i>Session from 13to-18</i>	<p>Group Communication-Meetings; Need, Importance and planning of meetings, Meeting notice, Agenda, Minutes, Press release, Press conference, Meeting Presentation, Elements of Presentation, Designing Presentation, Visual Support. Corporate Communication, Scope and Importance- Components, Role of social media in communication. Annual Reports.</p>	Modes of Teaching Learning		
		Lecture	Tutorial	Activity
		<i>1hrs</i>	<i>5hrs</i>	<i>4hrs</i>
		Resources		
		1. Book: Basic Business Communications authored by Raymond Vincent Lesikar et.al. Mc-Graw Hill Irwin ISBN: 978-0-07-305036-22. 2. Toastmasters International website		
		Activities		
		video presentation, Student presentation, role play		
		Support		
		<i>Study notes, Videos, Question Bank</i>		
		Evaluation		
Assessment tool		Whether the node will be used Y or N	Course outcome to be assessed	
Internal examination		Y	CO2, CO3	
Assignments		Y	CO2, CO3	
Presentation / Mini Project		Y	CO2	
Course Evaluation				
Assessment Component	Max marks	Duration	When Scheduled	Weightage in Internals
Internal Examination 1	18	90 minutes	<i>After the first module</i>	
Internal Examination 2	18	-do-	<i>After the second module</i>	

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Internal Examination 3	18	-do-	After the third module	
Assignment 1	10	2 days	Before the second module	
Assignment 2	10	2 days	Before the end of the course	
Assignment 3	10	2 days	Before the end of the course	
Presentation / Miniproject -1	10	-	First module day 2	
Presentation / Miniproject -2	10	-	Third module day 2	
Attendance		-		

Details of Assessments other than Examinations

Assignment 1
 Divide the whole class into 4 teams. Let them select a team lead. Let the team leads (Students) meet head of organization (Faculty Member).
 Discuss about a cartoon character (Superhero which is not existent) and theme of super hero (The super hero can be He, She or It).
 The team leads need to go back and discuss with the team to create the cartoon story with a twisted climax.
 Let there be as many square pieces of pictures minimum as many members are there in the team. All members must contribute equally. Discuss inter group to ensure that the story line and other elements do not match.
 Dimensions: 10 CM * 10 CM

Type	Group
Max marks	10
CO Assessed	CO1 and CO2
Evaluation Criteria	Criteria: Team building- 1, Intra group communication- 2, Inter group communication- 2, Group cohesiveness-1, Meeting Deadline-1, Delegation and related communication- Getting things done-2, End result- Quality of work-1

Assignment 2

Create a newsletter for the college

Type	Individual
Max marks	10
CO Assessed	CO1 and CO2
Evaluation Criteria	Criteria: Written content: 3, Organization and formatting: 2, Appearance: 3 and Creativity: 2

Assignment 3

- A. Conduct a meeting for 90 Minutes (International Toastmasters Format) with a proper Agenda and Minutes of meeting. Submit the Photo proof, Agenda and minutes of meeting printouts after conducting the meeting.
- B. Create a video of the above meeting and upload the same in the LinkedIn profile. Tag International Toastmasters page on LinkedIn. The link to the video needs to be updated in the google sheet shared by the class tutor before the due date.

Type	Group
Max marks	10
CO Assessed	CO2, CO3
Evaluation Criteria	Criteria: Organization-1, Level of Content-2, Development-2, Grammar-1, Style-2, Format-2

Presentation/Role play 1

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<p>Role play Each classroom has 4 teams of Mentor groups. All 4 mentor groups are asked to sit in their teams. Brainstorm within each mentor group and create a role play involving maximum barriers in communication in 4 different scenarios. They have 15 minutes to finalize. Present roleplay during the next session. In the end of the session, viewers will explain which all barriers were observed. The 4 scenarios are:</p> <ol style="list-style-type: none"> 1. Court and legal formalities 2. Patient in Hospital 3. Marriage proposal 4. An educational institution <p>A lot will be taken, and the topics will be randomly given to the Mentor groups. The rubrics of evaluation will be given in advance for the team to prepare well.</p>	
Type	Group
Max marks	10
CO Assessed	CO2
<p>Evaluation Criteria <i>Participation in Preparation and Presentation-2, Presentation of Character-2, Achievement of Purpose-2, Use of Non-Verbal Cues (voice, gestures, eye contact, props, costumes)-2, Imagination and Creativity-2</i></p>	
<p>Presentation 2 Students are made a part of event steering and organizing committee and they are supposed to discuss about an event which they are planning to organize. They need to conduct a mock press meet, create news report of the same, draft letters to be sent to the government officials to get legal approvals, create invitation letters, put up posters, create promo video advertisements, and identify all forms of communication required to make the event effective. Create a Notice of the event that they are going post in the Notice boards to organize the event of their choice. Also they will create a Circular sent by the respective college on the day of their event to announce that the evening classes are suspended on account of the event. After the event gets over, the team must write an Event Report with proper structure about the event. They will be presenting the whole forms of communication in group before the class and discuss about all types of communication associated with the event and draft necessary documents associated with the same.</p>	
Type	Group
Max marks	10
CO Assessed	Co2 and CO3
<p>Evaluation Criteria <i>Delivery and Enthusiasm-2, Visuals-2, Staging-2, Involvement of the class(Questions, Generating discussion and Activities)-2, Response to Class Queries-2</i></p>	
<p>Prepared by: Signature:</p> <p>Name: Arjun Govind Assistant Professor</p>	<p>Approved by: Signature:</p> <p>Name: Dr. Balamourougane R Associate Professor and Associate Dean Academics</p>

