

India Site License Agreement
(Extended Contract with Core Curriculum)
2022-23

This Agreement establishes the relationship between Thiagarajar School of Management (TSM) and Harvard Business School Publishing (HBSP) regarding membership in the India Site License Program and the terms associated with it.

Harvard Business School Publishing publishes cases, reprints, and book chapters. Thiagarajar School of Management (TSM) is a qualified institution of higher learning in India that wishes to use HBSP materials in its management degree, diploma and/or Executive Education programs. Accordingly, HBSP hereby licenses Institution on a non- exclusive basis to use the HBSP Materials specified according to the terms and conditions of this Agreement.

Term and Territory

1. This Agreement shall be effective from July 19, 2022 until July 18, 2023.
2. This Agreement is effective in India only. It excludes programs that the Institution operates at campuses or other locations outside India.
3. Upon the termination of this Agreement, all rights revert to HBSP and Institution shall immediately thereafter discontinue reproduction and sale of the Materials. Within six months after the termination or expiration of the Agreement, a final accounting shall be made.

Access to Materials

Institution will obtain electronic access to master copies of and/or links to HBSP materials through HBSP's single click service, and will in turn distribute these copies to its duly enrolled students in print format. Electronic distribution of SingleClick links is not permitted, unless provided for under Schedule W. Unlicensed use of the Materials will result in immediate termination of the Agreement. Institution agrees to the following terms and conditions:

1. Institution is responsible for diligently enforcing the terms of this Agreement, and in particular for seeing that only authorized users can access the products, that only genuine HBSP licensed content is used, and that all information, including the number of actual users, is fully and accurately reported to HBSP. Failure to adhere to these requirements is grounds for immediate termination of this Agreement.

2. Institution will not share its username identification and password beyond those authorized by HBSP policies, and shall not disclose the identity or location of the links from which it accesses Materials.
3. Institution may use electronic masters only for production of course materials during the term of this agreement. Whether protected or unprotected, the content files which contain the electronic masters remain the property of Harvard Business School Publishing, and are authorized for use only by those staff members of Institution involved in course pack production for students. Electronic redistribution of protected or unprotected content files is not permitted. The masters themselves must not be stored, saved, emailed, shared, or posted on any course site. Doing so is in direct violation of the agreement and the school will be held liable for copyright violation.
4. Institution will assign no more than two administrators to be the designated people responsible for downloading master copies and reporting activities. Institution will provide contact information for administrators to HBSP by emailing acadlicenses@hbsp.harvard.edu.
5. Institution will report to HBSP any violations of these terms, and any unauthorized access to, or unauthorized use of, HBSP materials, and will assist HBSP as requested in any subsequent investigation.

If HBSP notifies Institution of any cases withdrawn Institution agrees to remove such cases from any filing system -- print or electronic -- immediately and to cease the production of these items. Institution shall remove all masters from any filing system within 6 months of use.

Institution agrees not to use any HBSP materials that have not been supplied by HBSP without prior written approval, nor to permit sale or distribution of unapproved versions of HBSP materials. This license supersedes any right and any reporting mechanism of any Reproduction Rights Organization (RRO) or other collective copyright management organization for which Institution might otherwise be eligible.

Reporting and Payment

This license covers three payment models:

Flat fee license:

- For Schedule A materials used in the degree-granting programs listed in Schedule K, the fee for this license during the Contract Term is a flat fee calculated as follows:
 - USD \$108.07 (HBS materials only at \$69.18+ \$39.52 non-HBS) for each full time 2-year degree / diploma student enrolled during the Contract Term or any part of the term.
- The account number for these programs will be: **20922022**
- HBSP will bill Institution in two installments and will send the first invoice upon contract signing. At the end of the contract term, HBSP will issue an additional invoice incorporating any adjustments necessary due to discrepancies between estimated enrollment and actual reported enrollment.

Usage-based payment for open enrolment programs:

- Fees for the following materials used in programs will be based on usage, at a discount of 42% off of current published U.S. academic list prices:
 - All electronic materials used in programs not listed in Schedule K
 - Electronic Materials used in Schedule K programs but not listed in Schedule A.
- The account number for these programs will be: 20922024
- HBSP will send Institution invoices after each usage report has been processed.

Usage-based payment for Custom Corporate programs:

- Fees for the materials used in "in-company" or company-specific custom executive Education programs will be based on usage, at a discount of 20% off regular academic list prices
- The account number for these programs will be: 20922025
- HBSP will send Institution invoices after each usage report has been processed.

Institution will report each period's usage to the HBSP Sales Coordinator based on the schedule below, using the reporting template provided by HBSP:

October 15, 2022

January 15, 2023

April 15, 2023

July 15, 2023

Institution will make every reasonable effort to capture the status of product usage in Executive Education non-degree programs and will accurately report the results thereof. Usage for non-degree Executive Education programs must be reported separately from other orders. Each reporting period will include 30 days since the last submitted report. A report must be submitted via email even if there was no activity in the period.

Institution will pay invoices generated by HBSP in a timely manner, in accordance with HBSP's terms and conditions as stated on each invoice.

Tax Indemnity:

The payments to be made under the contract are net of all taxes and the Institution shall be responsible for any income tax and Indian indirect taxes like service tax, value added tax, goods and services tax, and other similar taxes, as may be applicable, attributable to the payments made or to be made under this contract to HBSP. The licensee hereby agrees to indemnify, hold harmless from against any and all fines, penalties, taxes (including interest thereon) (collectively "Liabilities") that may arise in India, asserted against HBSP to the extent that such Liabilities result from the default in payment of taxes attributable to the payments made or to be made to HBSP in India.

Copyright and Trademarks

All materials are copyrighted by HBSP or President and Fellows of Harvard College. This license conveys no right, title or interest in the intellectual property comprising the materials other than as specifically provided herein. Institution shall ensure that a printed copyright notice appears on each reproduced copy of the Materials in the format noted in Schedule T. Institution acknowledges that the names, marks, graphics and designs listed in Schedule U are the exclusive property of HBSP and/or President and Fellows of Harvard College. All names, marks, shields, graphics and designs to which this paragraph refers are collectively referred to herein as "trademarks", whether or not registered as trademarks in India.

Institution will promptly notify HBSP if it becomes aware of any piracy, counterfeiting, or other unauthorized use of trademarks or copyrighted material, and shall cooperate with HBSP in responding to such unauthorized use.

Right of Inspection

Institution will maintain books and records to document all copies of the materials accessed by Institution users for a period of not less than two years. HBSP and/or its authorized representatives shall have the right during normal business hours to inspect, at its own expense. Institution books and records insofar as they pertain to the distribution of the materials pursuant to this Agreement. If any inspection discloses inaccurate reporting of past usage, and that inaccurate reporting resulted in over- or under- estimation of the license fee to which HBSP is entitled hereunder, the appropriate amount shall be immediately paid or refunded to the party entitled thereto. Should such audit uncover errors or omissions greater than 10% of what was reported for the period examined, Institution shall reimburse HBSP for the cost of the audit.

Notices

All notices under this license agreement will be sent to:

a. For HBSP:

Brandon Hight
Global Sales and Business Solutions Director
Harvard Business School
Publishing
20 Guest Street, Suite 700
Brighton, Massachusetts 02135
United States

b. For Thiagarajar School of Management
(TSM)

Dr. Murali Sambasivan
Director
Pamban swamy nagar
Thirupparankundram
Madurai-625021
(India)

Agreed to on behalf of:

HBSP

Brandon Hight

Global Sales and Business Solutions
Director

Signature *Brandon Hight*

Date: 12/22/2022

TSM

Dr. Murali Sambasivan

Director

Signature 

Date: 12 Oct 2022

SCHEDULE A

Materials

1. Unrestricted individual Harvard Business School & Ivey Publishing printed Cases and Notes
2. Harvard Business Review reprints, including HBR Article Collections
3. All HBSP Newsletter reprints
4. HBS Press standalone book chapters*
5. HBSP Brief Cases
6. HBS Color Case items**
7. HBS Case Videos***
8. HBS Multimedia Cases***

EXCLUSIONS:

1. HBS Restricted Case items
2. HBS Case Teaching Notes
3. Third party case collections (excluding Ivey) and article collections distributed by HBSP

**Book chapters that have not been digitized and provided to Institution via the delivery process specified in this agreement must be cleared through HBSP's Permissions Department.*

***Color case items must be reproduced in color only. Black and white copies of color cases are in violation of this agreement.*

****This agreement covers permissions-based use of these materials. HBSP will provide single hard copies to be used as masters for reproduction.*

eLearning materials not listed here are governed by a separate ordering and delivery process and must be obtained by contacting HBSP Customer Service directly.

SCHEDULE K
Programs Covered by Flat Annual Fee

Product usage in the programs listed below is covered under the flat fee for the duration of the contract term.

Degree/Diploma Programs

Name of Programme	Number of Participants	Fee per students (US \$)	Total Fee (US \$)
PGDM Year 1	115	\$108.70	\$12,500.50
PGDM Year 2	115	\$108.70	\$12,500.50
MBA Year 1	115	\$108.70	\$12,500.50
MBA Year 2	115	\$108.70	\$12,500.50
Fee for Contract Term	460		\$50,002.00
Total Fee for Contract term			\$50,002.00

Invoicing Schedule for Flat Fee account:

July 22, 2022	\$25,001.0
January 01, 2023	\$25,001.0

Notes:

Non-HBS cases and core curriculum readings are included in the contract with unlimited usage. Basis the number of units consumed in the current year, the price for next year unlimited non-HBS cases(@\$2.46 per reading per student) and Core curriculum(@\$4.61 per reading per student) will be decided.

SCHEDULE U

Rules for Use of Harvard Business School Publishing Names, Trademarks and Logos

All customers and distributors must adhere to the following rules for the use and display of Harvard Business School Publishing names, trademarks and logos. These rules are binding on you, and failure to adhere to them is grounds for termination of the relationship.

1. You are authorized to use the name HARVARD BUSINESS SCHOOL PUBLISHING, HARVARD BUSINESS PUBLISHING, the initials HBSP, and the Harvard Business School shield when accompanied by the HBSP name or initials.
2. With the exception of Paragraph 3, you are not authorized to use the Harvard Business School shield standing alone; nor the names HARVARD, HARVARD BUSINESS SCHOOL, HBS; nor any other variation of the names or shields of Harvard University or Harvard Business School. For example, you may use HARVARD BUSINESS Press, NOT Harvard Business School eLearning.
3. You may use the name HARVARD BUSINESS SCHOOL CASES when referring to those cases.
4. You may use only logo files that we provide to you.
5. You may not register any trademark that contains the word HARVARD, any Harvard shield or logo, the initials HBS or HBSP or any other reference to Harvard, nor any words or marks similar to these.
6. If you have any questions or uncertainty as to these rules, contact us and we will advise you on proper compliance.
7. Harvard Business School Publishing reserves the right to change or amend these rules at any time. If we do, we will notify you and advise you on proper compliance.
8. Advertising copy, marketing materials, or press releases (print or online) referencing the above-mentioned trademarks or using the above mentioned logos must receive prior approval in writing from HBSP.

SCHEDULE T
Copyright Notice

1. HBS Cases:

The credit line and copyright notice specified below shall appear at the bottom of the first page:

Copyright © (year of publication) by the President and Fellows of Harvard College. All rights reserved. Reprinted with permission.

2. Harvard Business Review reprints, HBSP Newsletter reprints, and HBSP Brief Cases:

The credit line and copyright notice specified below shall appear at the bottom of the first page:

Copyright © (year of publication) by Harvard Business School Publishing. All rights reserved. Reprinted with permission.

3. Harvard Business School Press standalone book chapters:

The credit line and copyright notice specified below shall appear at the bottom of the first page:

Copyright © (year of publication) by Harvard Business School Publishing. All rights reserved. Reprinted with permission.

Schedule W

Electronic Distribution

HBSP grants Institution the right to electronically deliver SingleClick links to its students with the following conditions:

Institution will ensure that electronic Materials are only available to students currently registered under this site license agreement and that these materials are only accessible through the Institution's password protected course environment, and cannot be accessed, emailed or distributed through any other method. Furthermore, Institution will ensure that these students have access only to Materials for courses in which they are enrolled.

Institution agrees to communicate HBSP's usage guidelines for Materials distributed electronically to its end users, and agrees to monitor end user behavior to ensure that usage guidelines are followed.

Institution shall take all reasonable precautions to protect HBSP Materials from unauthorized transmission, downloading, printing, or other unauthorized use.

Harvard Business School Publishing Boilerplate

The following text may be used at your discretion to acquaint users with HBSP:

About Harvard Business Publishing

Harvard Business Publishing was founded in 1994 with a mission to improve the practice of management in a changing world. As part of that mission, the HBP Higher Education group serves the finest learning institutions worldwide with a collection of more than 7500 case studies, journal articles, books, and eLearning programs, including online courses and simulations. Through its Educator's Web Site and regional teaching seminars, Harvard Business Publishing provides teachers and students with the tools to create courses and classrooms that foster transformative business education. For more information, please visit our website at www.hbsp.harvard.edu/educators.

Endorsements

Publication of endorsements from HBSP customers and/or HBSP staff must be fact-checked with the source prior to publication. HBSP staff quotes must be attributed to the individual with their full name, job title, and HBSP included with the quote.

URLs

The URL for the Harvard Business Higher Education Web site is: www.hbsp.harvard.edu/educators

HBS USAGE REPORT 2022-23

Course Name	Instructor Name	Expected Student Count	Title Abbreviation	CASE
FINTECH_17.11.22	Dr Wajahat	48	New Constructs: Disrupting Fundamental Analysis with Robo-Analysts	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Riverbend Telephone Company	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Dakota Office Products	HBS
FINANCIAL MODELLING THROUGH SPREADSHEET	Prof.Arunkumar	87	Flash Memory, Inc. (Brief Case)	HBS
Financial Risk Management 29.9.2022	Prof. Wajahat Azmi	40	First American Bank: Credit Default Swaps	HBS
Digital and Social Media Marketing_18.11.22	Dr Goswami	125	Health City Cayman Islands	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Olympus Optical Co. Ltd. (A): Cost Management for Short Life Cycle Products	HBS
FINANCIAL MODELLING THROUGH SPREADSHEET	Prof.Arunkumar	87	Note on Financial Forecasting, Problems	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Romeo Engine Plant	HBS
Managerial communication 1	prof.Kongkona Dutta	121	Difficult Conversations and Dealing with Challenging Situations at Work: The Friend Who Asked for Feedback	HBS
Corporate Finance-PGDM-13.10.2022	Dr. CHOUDHARY WAJAHAT NAEEM AZMI	120	Managing for the Long Term	Harvard Business School Publishing - HBD
Data Visualization for Decision Making 6.9.2022	Dr. Senthil	150	Vispera: Visual Intelligence for Retail	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Classic Pen Co.: Developing an ABC Model	HBS
Financial Risk Management 29.9.2022	Prof. Wajahat Azmi	40	Royal Ahold NV	HBS
Financial Risk Management_21.10.22	Wajahat Azmi	40	B.F. Goodrich-Rabobank Interest Rate	HBS

			Swap	
Data Visualization for Decision Making 6.9.2022	Dr. Senthil	150	Tableau	HBS
Big Data Management_17.1.22	Dr Senthil	66	Verisk: Trailblazing in the Big Data Jungle	HBS
Financial Risk Management 29.9.2022	Prof. Wajahat Azmi	40	Interest Rate Derivatives	HBS
FINANCIAL MODELLING THROUGH SPREADSHEET	Prof.Arunkumar	87	SureCut Shears, Inc.	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Nissan Motor Co. Ltd.: Target Costing System	HBS
FINTECH_17.11.22	Dr Wajahat	48	The Wealthfront Generation	HBS
Managerial communication 1	prof.Kongkona Dutta	121	Was That Harassment? (HBR Case Study)	Harvard Business School Publishing - HBD
Financial Risk Management 29.9.2022	Prof. Wajahat Azmi	40	Applications for Financial Futures	HBS
Big Data Analytics	Dr Senthil	66	CityScore: Big Data Comes to Boston	HBS
FINTECH_17.11.22	Dr Wajahat	48	In Data We Trust: Be Mobile Africa and Furthering Financial Inclusion Across the African Continent	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Citibank: Performance Evaluation	HBS
Financial Risk Management 29.9.2022	Prof. Wajahat Azmi	40	Advising on Currency Risk at ICICI Bank	HBS
Digital and Social Media Marketing_18.11.22	Dr Goswami	125	Beyoncé	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	VMD Medical Imaging Center	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Health Development Corp.	HBS
Strategic Cost Management_MBA_PGDM	Dr Arunkumar	88	Industrial Grinders N.V.	HBS
Financial Accounting & Reporting 9.7.2022	Dr. Arunkumar	122	Chemalite, Inc. (B): Cash Flow Analysis	HBS
FINTECH_17.11.22	Dr Wajahat	48	Nubank: Democratizing Financial Services	HBS
Digital and Social Media Marketing_18.11.22	Dr Goswami	125	Nettwerk: Digital Marketing in the Music Industry	HBS
Digital and Social Media Marketing_18.11.22	Dr Goswami	125	The Vanca: Reworking Digital	Ivey Publishing

			Marketing Strategy	
MARKETING MANAGEMENT1	Prof.Nachiketas	120	Fitbit: The Business about Wrist	Ivey Publishing
Managerial communication 2	prof.Kongkona Dutta	120	Apple and Its Suppliers: Corporate Social Responsibility	Ivey Publishing
Big Data Management_17.1.22	Dr Senthil	66	Qingke Facilities Leasing: Strategic Decision-Making to Capture the Apartment Leasing Market	Ivey Publishing
Marketing of financial products and services_19.11.22	Prof. Nancyprabha P	37	uTrade Solutions: Leveraging Growth Opportunities in the Fintech Industry	Ivey Publishing
Big Data Analytics	Dr Senthil	66	Huanglongxi Ancient Town: Digital Transformation of Cultural Tourism	Ivey Publishing
Data Analysis for Management-I	Prof. Goutam Sutar	120	St. Mary Maternity Hospital: Introduction to SPSS and Statistical Analysis	Ivey Publishing
Data Analysis for Management-I	Prof. Goutam Sutar	120	getClarity Inc. (B)	Ivey Publishing
Corporate Finance-PGDM-13.10.2022	Dr. CHOUDHARY WAJAHAT NAEEM AZMI	120	Time Value of Money: A Home Investment Decision Dilemma	Ivey Publishing
Data Analysis for Management-I	Prof. Goutam Sutar	120	Ratnagiri Alphonso Orchard: Bayesian Decision Analysis	Ivey Publishing
Big Data Analytics	Dr Senthil	66	Jucai Human Resource Development: Empowering through Data	Ivey Publishing
Big Data Management_17.1.22	Dr Senthil	66	Dow Chemical Co.: Big Data in Manufacturing	Ivey Publishing
Corporate Finance-PGDM-13.10.2022	Dr. CHOUDHARY WAJAHAT NAEEM AZMI	120	Alex Sharpe's Portfolio	Ivey Publishing
Marketing Management 9.22.2022	Prof. Nachiketas	120	Patanjali Takes On Industry Giants	Ivey Publishing
Data Analysis for Management-I	Prof. Goutam Sutar	120	getClarity Inc. (A)	Ivey Publishing
FINTECH_17.11.22	Dr Wajahat	48	National Payments Corporation of India: Cutting-Edge Fintech Ecosystem Innovation in India	Ivey Publishing
Managerial communication 2	prof.Kongkona Dutta	120	Social Justice at the Stratford Festival (B)	Ivey Publishing
Managerial communication 2	prof.Kongkona Dutta	120	Social Justice at the Stratford Festival	Ivey Publishing

			(A)	
Marketing of financial products and services_19.11.22	Prof. Nancyprabha P	37	Uala's "Tech and Touch" Customer Strategy: A Fintech David vs. the Goliaths of the Financial Services Industry in Latin America	INSEAD
Digital and Social Media Marketing_18.11.22	Dr Goswami	125	The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling	Kellogg School of Management, Northwestern Univ.
Digital and Social Media Marketing_18.11.22	Dr Goswami	125	Uber Pricing Strategies and Marketing Communications	University of Virginia Darden School Foundation
Big Data Management_17.1.22	Dr Senthil	66	CELONIS: THE PROCESS MINING UNICORN	IMD
FINTECH_17.11.22	Dr Wajahat	48	Lending Club	Stanford University
Financial System Security	Dr Narend Subramanian	18	Financial System Security: Harshad Mehta and the Billion-Dollar Scam	University of Hong Kong
FINTECH_17.11.22	Dr Wajahat	48	Ping An: How A Chinese Insurance Firm Became A Tech Giant (A)	IMD
Corporate Finance-PGDM-13.10.2022	Dr. CHOUDHARY WAJAHAT NAEEM AZMI	120	An Overview of Financial Statement Analysis: The Mechanics	University of Virginia Darden School Foundation
FINTECH_17.11.22	Dr Wajahat	48	From Crowdfunding to Digital Banking: The Evolution of Funding Societies	Singapore Management University
FINTECH_17.11.22	Dr Wajahat	48	Arthyantra: Ushering in a Digital Revolution in Personal Financial Advisory Services	Indian Institute of Management- Bangalore
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Marriott Corp.: The Cost of Capital	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Dell's Working Capital	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Toy World, Inc.	HBS
Managerial Cost Accounting_MBA	Prof Arunkumar	118	Mile High Cycles	HBS
Strategic Financial Decision Making_15.02.23	Prof Aurnkumar	18	Hanson Manufacturing Co.	HBS
Strategic Financial Decision Making_15.02.23	Prof Aurnkumar	18	Dell's Working Capital	HBS

Strategic Financial Decision Making_15.02.23	Prof Aurnkumar	18	Computron, Inc. (2006)	HBS
Strategic Financial Decision Making_20.02.23	Prof Arunkumar	18	ATH Technologies (A): Making the Numbers	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Investment Analysis and Lockheed Tri Star	HBS
Data Analysis for Management_PGDM	Dr Goutam	123	Nopane Advertising Strategy	HBS
Fintech: Foundations and Applications_MBA	Dr Wajahat	33	How NFTs Create Value	Harvard Business School Publishing - HBD
Fintech: Foundations and Applications_PGDM	Dr Wajahat	17	LooksRare: The Decentralized, Tokenized, NFT Marketplace	HBS
Copy of Strategic Cost Management 01.12.2022	Dr Arunkumar	1	Birch Paper Co.	HBS
Fintech: Foundations and Applications_MBA	Dr Wajahat	33	How Your Brand Should Use NFTs	Harvard Business School Publishing - HBD
Financial derivatives-MBA_10.01.23	Dr Narend	23	Societe Generale (A): The Jerome Kerviel Affair	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	New Earth Mining, Inc.	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Cost of Capital at Ameritrade	HBS
Strategic Financial Decision Making_15.02.23	Prof Aurnkumar	18	Hill Country Snack Foods Co.	HBS
Fintech: Foundations and Applications_MBA	Dr Wajahat	33	LooksRare: The Decentralized, Tokenized, NFT Marketplace	HBS
Fintech: Foundations and Applications_PGDM	Dr Wajahat	17	Making Sense of the NFT Marketplace	Harvard Business School Publishing - HBD
Financial derivatives-PGDM_10.01.23	Dr Narend	13	Societe Generale (A): The Jerome Kerviel Affair	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	American Home Products Corp.	HBS
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Debt Policy at UST, Inc.	HBS
Strategic Financial Decision Making_15.02.23	Prof Aurnkumar	18	Clarkson Lumber Co.	HBS
Strategic Financial Decision Making_15.02.23	Prof Aurnkumar	18	Jackson Automotive Systems	HBS
Fintech: Foundations and Applications_MBA	Dr Wajahat	33	Making Sense of the NFT	Harvard Business

			Marketplace	School Publishing - HBD
Fintech: Foundations and Applications_PGDM	Dr Wajahat	17	How Your Brand Should Use NFTs	Harvard Business School Publishing - HBD
Fintech: Foundations and Applications_PGDM	Dr Wajahat	17	How NFTs Create Value	Harvard Business School Publishing - HBD
Fundamentals of Operations Analytics-PGDM	Dr Goutam	29	Merck & Co.: Evaluating a Drug Licensing Opportunity	HBS
Financial Derivatives-05.12.22	Dr Narend	36	Big Game: Goldman Sachs' Elephant Hunt in Libya	INSEAD
Managerial Communication -MBA	Dr. Kongkona Dutta	119	Ariel's #ShareTheLoad: Integrated Marketing Communication Campaign	Thunderbird School of Global Management
Strategic Financial Decision Making_20.02.23	Prof Arunkumar	18	ITC LTD.: Toward a Triple Bottom Line Performance	Indian Institute of Management- Bangalore
Marketing of Financial Products and Services_08.12.22	Dr Nancyprabha	37	Lemonade: Delighting Insurance Customers with AI and Behavioural Economics - A Disruptive InsurTech Business Model for Outstanding Customer Experience and Cost-Effective Service Excellence	INSEAD
Corporate Finance II_17.02.23	Dr Wajahat	123	Anwal Gas Traders: Capital Budgeting for Expansion Project	Ivey Publishing
Managerial Communication -MBA	Dr. Kongkona Dutta	119	BlewMinds: Leveraging Influencer Communication Strategies	Ivey Publishing
Managerial Communication -MBA	Dr. Kongkona Dutta	119	Tehelka in Crisis	Ivey Publishing
Financial derivatives_MBA	Dr Narend	25	Symantec Corporation Convertible Notes With Call Spread	Ivey Publishing
Fundamentals of Operations Analytics-PGDM	Dr Goutam	29	JSW Steel Ltd.: A Logistics Dilemma	Ivey Publishing
Financial derivatives_PGDM	Dr Narend	21	Symantec Corporation Convertible Notes With Call Spread	Ivey Publishing

Fundamentals of Operations Analytics_PGDM	Dr Gautam	29	Bombay Hospital Indore: Administration of Patient Discharge Services	Ivey Publishing
Corporate Finance - II_06.02.23	Dr Wajahat Azmi	123	Introduction to Derivatives	Ivey Publishing
Fundamentals of Operations Analytics-PGDM	Dr Goutam	29	Avalanche Corporation: Integrating Bayesian Analysis into the Production Decision-making Process	Ivey Publishing
Data Analysis for Management_PGDM	Dr Goutam	123	Brand Equity	Ivey Publishing
Fundamentals of Operations Analytics-PGDM	Dr Goutam	29	Express Bike Works: Washing in Style	Ivey Publishing

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THIAGARAJAR SCHOOL OF MANAGEMENT

KAIZEN CLUB

2022 – 23

GUEST LECTURE



THIAGARAJAR
SCHOOL OF BUSINESS
Accredited by NBA

"LATEST TRENDS IN ANALYTICS INDUSTRY"

GUEST LECTURE BY



JAYAKUMAR RADHAKRISHNAN
Founder & Director,
Optisol Business Solutions

 03 SEPTEMBER 2022

 2.30-3.30 PM

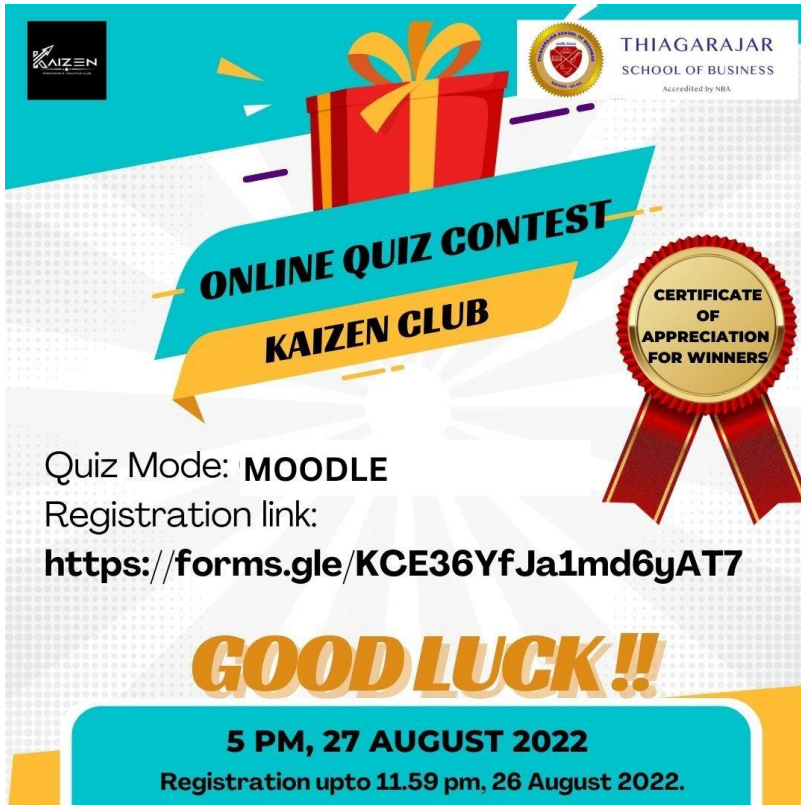
 PGDSBA CLASSROOM

- ★ Insights on text analytics, data engineering, vision analytics
- ★ Trends and fundamentals of analytics
- ★ Required skillsets and tools for analytics industry

GUEST LECTURE SNAPSHOTS:



ONLINE OPERATIONS QUIZ



THIAGARAJAR
SCHOOL OF BUSINESS
Accredited by NBA

ONLINE QUIZ CONTEST
KAIZEN CLUB

CERTIFICATE OF APPRECIATION FOR WINNERS

Quiz Mode: **MOODLE**
Registration link:
<https://forms.gle/KCE36YfJa1md6yAT7>

GOOD LUCK!!

5 PM, 27 AUGUST 2022
Registration upto 11.59 pm, 26 August 2022.



KAIZEN

OPERATIONS QUIZ IS BACK!

Q
U
K A I Z E N
Z

Date: 3rd December 2022 via Moodle(Kaizen Club)
Registration Link:
<https://forms.gle/DvPpoNDn6t61uKgH6>
Registration closes on December 2, 2022, 11.55 pm.