



THIAGARAJAR SCHOOL OF MANAGEMENT

(An Autonomous College affiliated to Madurai Kamaraj University)
Accredited by NAAC with 'A' Grade

Established in 1962
Pamban Swamy Nagar,
Thirupparankundram,
Madurai - 625 005.
Tamil Nadu, India.
Tel : +91 452 248 4099
Tel : +91 452 248 6900
URL: www.tsm.ac.in


No: SL/2021-22/Student/001

Date: 01.11.2021

The Principal,
Thiagarajar School of Management,
Madurai - 625005

Sub: Sanctioning of funds to External Experts/Trainers/Coaches for the purpose of
Student Advancement

It is hereby conveyed that the institute has sanctioned an amount of Six Lakh Sixty Thousand Rupees (Rs.6,60,000) to cover the costs of engaging the services of 'The ALTAR - GAME'. The engaging party has intended to provide Career Grooming training for equipping our students with contemporary and industry-ready skills. Considering the importance of this training program in contributing to the career development and progression of our students, the institute has sponsored the training of all the second-year students of batch 2020-2022. Therefore, it is required of all the students to participate and benefit from the program.


Principal,
Thiagarajar School of Management

Copy to:

1. Accounts Office
2. Dean, MBA Program
3. Program Office, MBA

Principal
Thiagarajar School of Management
Madurai-625 005

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Statement of Engagement

This Statement of Engagement ("SOE") is executed between **Thiagarajar School of Management, Madurai (TSM)** and **Grand Alliance for Management Excellence & Consulting (G.A.M.E)**, Chennai.

BACKGROUND

TSM offers a 2-year PGDM program and a 2-year MBA program that prepares young men and women for a rewarding career in any walk of economic or social activity that calls for application of management and/or information technology tools and inputs.

In order to provide career grooming services for students in their efforts to get placed in their desired careers, the Placement Committee initiated the process of a Career Grooming Program. Towards this, TSM has finalized "G.A.M.E" as the partner based on a proposal that was submitted to the management @ TSM.

This career grooming program has been christened as ALTAR

ENGAGEMENT OBJECTIVES:

- To help students undergoing the PGDM and MBA programs in their career guidance that focuses early intervention initiatives such as Resume building, group discussions and personal interviews on similar lines adopted by corporate recruiters.
- The goal of GAME is to plan, design and execute a comprehensive training and practice program to expose the students to the practical rigor of group discussions, critical thinking, Logical reasoning and personal interviews.

SCOPE OF WORK: The scope of work will involve:

- Online Lectures & Intervention through digital mode
- Interactive classroom and one-on-one sessions.
- Interactive Resume Building sessions.
- Intensive practice sessions of topic based group discussions
- Mock Interview sessions (Public-Personal Exercise).

The emphasis of the training program would be to help students prepare an Industry Ready Resume, hone the students' ability to successfully negotiate group discussions and personal interviews and succeed in their placements.

TIME TARGETS

As this intervention is part of the on-going campus placement process, the entire intervention is critical and time-bound, and needs to be completed by 15th January 2021. Dates proposed for the Campus activities are as follows.

Start:

Grand Alliance for Management Excellence and Consulting

Orientation session- PGDM and MBA - 15th October 2020

Finish:

PGDM Final year (120 students) - 15th January 2021

MBA First Year (120 students) - 15th January 2021

CONFIDENTIALITY

This Program requires sharing of sensitive student and school data with G.A.M.E and requires third-party resource persons being involved in delivery of the program.

It is the responsibility of both parties to maintain confidentiality of data and information shared. The data and information should not be made use of by Thiagarajar School of Management or G.A.M.E for any other purpose beyond the scope of this contract, without express permission from appropriate authorities at both entities.

PAYMENT TERMS

Given below is the rates approved by TSM and agreed by G.A.M.E after detailed discussions:

ON-LINE INITIATIVES			
Batch (Numbers)	Location – Activity	Price/Student	Total price
PGDM I Year (120)	Resume, GD & PI	INR 5,500	INR 6,60,000
MBA I Year (120)	Resume, GD & PI	INR 5,500	INR 6,60,000
		Total	INR 13,20,000

*This excludes service tax at applicable rates, which would be additional

TSM agrees to arrange and assist for technical support such as a Zoom link required for the Team from G.A.M.E on the days of the program (including the orientation session). TSM will have the required support details shared at least 24 hours prior to each session.

The payment schedule will be as follows:

- 25% Payment in Advance (Rs.3,30,000), upon signing of this SOE.
- 25 % Payment by December 31st 2020 - Rs.3,30,000
- Balance payable upon completion of all activities and submission of reports of students for the campus.
- G.A.M.E will present necessary documentation such as Invoice, Pan card copy, Service tax details etc. and claim release of payment as per agreed schedules and invoices.

- TSM shall clear the invoice within 10 working days of receipt of complete and proper documentation.

GENERAL TERMS

- All the agreed deliverables, activities, session timetable and timelines are subject to change on written mutual consent
- Force majeure clause will be applicable in case of any unanticipated developments beyond our control.
- All legal disputes are subject to jurisdiction of courts located within the limits of city of Chennai
- This agreement is valid till December 31, 2021

Thiagarajar School of Management	Grand Alliance for Management Enhancement (G.A.M.E)
	Dr. Vaidyanathan Jayaraman
	Founder



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Tel : +91 452 248 4099
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URL : www.tsm.ac.in


No: SL/2021-22/Student/002

Date: 21.09.2021

The Principal,
Thiagarajar School of Management,
Madurai - 625005

Sub: Sanctioning of funds to External Experts/Trainers/Coaches for the purpose of Student Advancement

It is hereby conveyed that the institute has sanctioned an amount of One Lakh Eighty Eight Thousand Rupees (Rs.1,88,000) to cover the costs of engaging the services of 'Ephiphyte Solutions'. The engaging party has intended to provide Industry Deep Dive training for equipping our students with contemporary and industry-ready skills. Considering the importance of this training program in contributing to the career development and progression of our students, the institute has sponsored the training of all the second-year students of batch 2020-2022. Therefore, it is required of all the students to participate and benefit from the program.


Principal,
Thiagarajar School of Management

Principal
Thiagarajar School of Management
Madurai-625 005

Copy to:

1. Accounts Office
2. Dean, MBA Program
3. Program Office, MBA

From: Director <director@tsm.ac.in>

Sent: Wednesday, 8 September, 2021 9:49 AM

To: Balaji M <mbalaji@tsm.ac.in>

Cc: Dr.M.Selvalakshmi <principal@tsm.ac.in>; Chidambarakumar R (Manager Accounts & Admin)

<rckumar@tsm.ac.in>; TSM Accounts <accounts@tsm.ac.in>; Goutam Sutar

<goutamsutar@tsm.ac.in>; Sivasakthi.G <sivasakthi@tsm.ac.in>; MBA Office

<mbaoffice@tsm.ac.in>; PGDM OFFICE <pgdmoffice@tsm.ac.in>

Subject: Re: Industry Deepdive proposal

Approved.

Murali

From: Balaji M <mbalaji@tsm.ac.in>

Sent: Wednesday, September 8, 2021 9:07 AM

To: Director <director@tsm.ac.in>

Cc: Dr.M.Selvalakshmi <principal@tsm.ac.in>; Chidambarakumar R (Manager Accounts & Admin)

<rckumar@tsm.ac.in>; TSM Accounts <accounts@tsm.ac.in>; Goutam Sutar

<goutamsutar@tsm.ac.in>; Sivasakthi.G <sivasakthi@tsm.ac.in>; MBA Office

<mbaoffice@tsm.ac.in>; PGDM OFFICE <pgdmoffice@tsm.ac.in>

Subject: Industry Deepdive proposal

Dear Sir,

To enhance the employability, we organise Industry Deep dive programme every year for the II year students.

During the program, the students would be taken through 6-7 industries in detail.

The industries will be chosen so that they belong to a wide spectrum like E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma.

The reason for choosing disparate industries is to equip the students with tools to analyze the industries that have very different dynamics.

At the end of the program, material pertaining to the 25 industries would be provided to the participants.

I have enclosed the proposal for Industry Deep Dive for current second year PGDM and MBA batch.

Program Duration: 8 sessions and 75 minutes for each batch

There would be two batches (PGDM with 120 students and MBA with 120 students)

Rs. 80,000+18% GST per batch and

Total Fees for 2 batches would be Rs. 1,88,800 (Fees -Rs. 1,60,000 + GST - Rs. 28,800)

The commercials include the session fees and the detailed report of 25 industries

Tentative Dates: Third Week of September to First Week of October

The commercials remain the same as that of the last year.

The classes will be through Zoom coordinated by Programme Office and IT Team.

Prof. Sivasakthi will act as a liaison for this course.

For your approval, please.

Regards,

Industry Deep-dive Program For TSM MBA 2020-2022 Batch

Resource Person:

Shri. Venkatramanan Krishnamurthy

PGDM (IIM-Calcutta)

CEO, Epiphyte Solutions

Coordinated by

MBA & PGDM Programme Office

Faculty Liaison: Prof. Shivasakthi

Overview

- ❖ This program has been conducted at top b-schools like ISB, IIM-Indore, IIM-Kozhikode, IIM-Trichy etc
- ❖ The objective of the program is to help bridge the **"Industry-Knowledge Gap"** that exists between b-school students and the industry requirements.
- ❖ The program familiarizes the students to the dynamics of different industries and more importantly provide an easy and effective framework to understand any industry on their own.
- ❖ The program will have following deliverables:
 - During the program, the students would be taken through 6-7 industries in detail.
 - The industries will be chosen in such a way that they belong to wide spectrum like **E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma**. The reason for choosing disparate industries is to equip the students with tools of how to analyze the industries which have very different dynamics.
- ❖ At the end of the program, material pertaining to the 25 industries would be provided to the participants.

Program Outcome

- ❖ Better Placement performance of the b-schools particularly among top recruiters.
- ❖ Increase in the number of PPOs through better performance in Summer Internship Projects.
- ❖ Relating the concepts taught in the class room and the real world of business.
- ❖ Improving the quality of Industry based projects/assignments/ Case Analysis.
- ❖ Improve the CV by winning International and National level b-school competitions

Importance of Industry Knowledge

- ❖ The expectations of the corporates from the b-school students have changed significantly over the years. They now want the students to be **"Industry Ready"** from the day of joining.
- ❖ Apart from conceptual clarity on managerial courses, **they also expect the students to have sufficient industry knowledge.**
- ❖ Industry knowledge is essential to **relate and apply** the concepts taught in the classroom to the real world situations. For example, marketing concepts have different level of application in an IT company compared to FMCG companies, consumer durables and automobile companies will have different challenges in supply chain.

❖ According to recruiters, most students even from reputed b-schools are not aware of the basic dynamics of the industry. During the interview, most students could not answer some simple questions like below:

- ✓ Why do you want to join this industry?
- ✓ How do you analyze this industry performance over the last 3 years?
- ✓ What are the challenges faced by this industry?
- ✓ What are the key segments in the industry and the size and growth of each segment?
- ✓ What are the segmental changes happening in the industry?

Need for this program

❖ **Dynamics of Industries are not taught specifically as a course at many b-schools.**

❖ The courses are structured along marketing, finance, operations, HR etc. But the students are not adequately introduced to the realities of different industries.

❖ So the students have to acquire this knowledge on their own. But they do not have the framework to understand and analyze an industry.

❖ Though there are lot of material and information available about the industry, there are a few issues:

- Many reports like CMIE, equity analyst reports, annual reports of companies, industry reports are targeted for working managers, senior level professionals and investors related to the industry. They are not targeted towards students. Hence the students do not what information to take and what to leave. How far to go?

❖ This program the students would expose the students to the dynamics of key industries and also provide the right framework to analyze an industry on their own.

Program Details

During the program, the students would be taken through 6-7 industries in detail. The industries will be chosen in such a way that they belong to wide spectrum like **E-Commerce, FMCG, Fintech, Banking, Hitech, Pharma**. The reason for choosing disparate industries is to equip the students with tools of how to analyze the industries which have very different dynamics. At the end of the program, material pertaining to the 25 industries would be provided to the participants.

❖ **Snap-shot pack -5 to 10 slides.** Mini-pack will give a snapshot view by providing key industry numbers like industry **size, growth, market-share** etc.

❖ **Crasher pack - 25 to 30 slides.** Crasher pack will answer the key pointers. It will help to quickly get the overall perspective about the industry.

❖ **Comprehensive pack – 80 to 100 slides.** Comprehensive pack is very detailed which will cover all aspect of the industry. Some of the key parameters which will be covered in comprehensive are:

- ✓ Industry Structure and characteristics
- ✓ Size / Demand
- ✓ Segmentation and Size of each segment
- ✓ Segmental changes in the past and the future
- ✓ Growth rates in the past
- ✓ Key Raw Materials
- ✓ Dynamics or basis of competition
- ✓ Analysis of Cost Structure, Financial Performance and Profitability
- ✓ Demand Drivers (Factors that affect the demand positively or negatively)
- ✓ Demand-Supply Equation
- ✓ Capacity Utilization/Operation Rates
- ✓ Critical Success Factors
- ✓ Top 4-5 players in the industry, their market shares across different segments, growth rates, profitability, key initiatives etc.
- ✓ Strategies of key players and their impact
- ✓ Key Regulations and policies affecting the industry positively or negatively
- ✓ Exports and Imports
- ✓ Future Outlook for the Industry on Demand, Supply, Growth Rates, Costs and Profitability.

CLASS SCHEDULE FOR MBA

#	Date	Time	Zoom Credentials
1	26.09.2021	11am to 12.25pm	<p>Time: Sep 26, 2021 11:00 AM India</p> <p>Join Zoom Meeting: https://zoom.us/j/97647666774?pwd=MS90SElwSGEzRnh0emZrN2x5eGlWQT09</p> <p>Meeting ID: 976 4766 6774 Passcode: 625005</p>
2	27.09.2021	9.30am to 10.55am	<p>Time: Sep 27, 2021 09:30 AM India</p> <p>Join Zoom Meeting: https://zoom.us/j/93030342802?pwd=aGt3YnhvMkc1eUJ6RURWQm5GSEQ3UT09</p> <p>Meeting ID: 930 3034 2802 Passcode: 625005</p>

3	28.09.2021	9.30am to 10.55am	Time: Sep 28, 2021 09:30 AM India Join Zoom Meeting: https://zoom.us/j/93381877313?pwd=ekRnaGYzc1BuQWV5RTd0aDlEc2tHQT09 Meeting ID: 933 8187 7313 Passcode: 625005
4	29.09.2021	2.30pm to 3.55pm	Time: Sep 29, 2021 02:30 PM India Join Zoom Meeting: https://zoom.us/j/99794201154?pwd=SlNXWVdpWnBMcTNPSHVtcUJlYzIqdz09 Meeting ID: 997 9420 1154 Passcode: 625005
5	30.09.2021	2.30pm to 3.55pm	Time: Sep 30, 2021 02:30 PM India Join Zoom Meeting: https://zoom.us/j/92107118416?pwd=UVh0RjllOFVuUzd3RWpYZTZsRUxpQT09 Meeting ID: 921 0711 8416 Passcode: 625005
6	01.10.2021	2.30pm to 3.55pm	Time: Oct 1, 2021 02:30 PM India Join Zoom Meeting: https://zoom.us/j/92894093738?pwd=Mk12KzY1S3YrWjRRZExxcEdSZ0Y3Zz09 Meeting ID: 928 9409 3738 Passcode: 625005
7	02.10.2021	9.30am to 10.55am	Time: Oct 2, 2021 09:30 AM India Join Zoom Meeting: https://zoom.us/j/95246152036?pwd=VG9DR0ZiSTJ2V3NtV2YyYkdDdz09 Meeting ID: 952 4615 2036 Passcode: 625005
8	03.10.2021	11.30am to 12.55pm	Time: Oct 3, 2021 11:30 AM India Join Zoom Meeting: https://zoom.us/j/96757183060?pwd=aVVqRTU0OU9RS2VhdzZYU09mUFGyQT09 Meeting ID: 967 5718 3060 Passcode: 625005

All must attend | Attendance Compulsory