

Appendix 4: Brochures of the Programme

brochures of all sessions have been given below:



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

VALUE ADDED COURSE
ON
BUSINESS ENVIRONMENT ANALYSIS
DATE: 19th JULY TO 14th AUGUST 2021
TIME : 4.30 PM to 7.00 PM



Inaugural Address
Dr. P Sivadasan
Director, IQAC
University of Calicut
Time: 4.30 pm to 5 pm



Opening Session
Dr. C. K. Francis
Co-ordinator, MBA
School of management Studies
Dr. John Matthai Centre

TOPIC: SAVINGS & AVENUES FOR INVESTMENT



<https://meet.google.com/mfb-nypw-rvd>

COURSE COORDINATORS
Dr. Muneer Babu M (Assistant Professor)
Dr. Sanooop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

Value Added Course
BUSINESS ENVIRONMENT ANALYSIS

DATE : 22nd July 2021
TIME : 4.00 pm to 6 pm



Dr. K. X. Joseph
Professor (Retd.)
Department of Economics
University of Calicut
Dr. John Matthai Centre
Aranattukara, Thrissur

TOPIC: TOTAL QUALITY MANAGEMENT



<https://meet.google.com/mfb-nypw-rvd>

COURSE COORDINATORS
Dr. Muneer Babu M (Assistant Professor)
Dr. Sanooop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

**VALUE ADDED COURSE
BUSINESS ENVIRONMENT ANALYSIS**

DATE : 23rd July 2021
TIME : 4.00 pm to 6.00 pm



Dr. Muneer Babu M
Assistant Professor
Department of Economics
University of Calicut
Dr. John Matthai Centre
Aranattukara, Thrissur

TOPIC: TECHNICAL EFFICIENCY ANALYSIS



<https://meet.google.com/mfb-nypw-rvd>

COURSE COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

**Value Added Course
BUSINESS ENVIRONMENT ANALYSIS**

DATE : 24th July 2021
TIME : 4.00 pm to 6.00 pm



Dr. Sanoop M S
Assistant Professor
Department of Economics
University of Calicut
Dr. John Matthai Centre
Aranattukara, Thrissur

**TOPIC: REGISTRATION AND LIQUIDATION OF
COMPANIES**



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COURSE COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

**Value Added Course
BUSINESS ENVIRONMENT ANALYSIS**

DATE : 26th July 2021
TIME : 4.00 to 6.00 PM



Mrs. Prinsha K P
Assistant Professor (On Contract)
Department of Economics
University of Calicut
Dr. John Matthai Centre
Aranattukara, Thrissur

**TOPIC: 'YOU ARE, YOUR OWN MASTERS':
THE SCOPE OF SOLE
ENTREPRENEURSHIP IN SERVICE
SECTOR**



<https://meet.google.com/mfb-nypw-rvd>

COURSE COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

**Value Added Course
BUSINESS ENVIRONMENT ANALYSIS**

DATE : 27th July 2021
TIME : 4.00 pm to 6.00 pm



Mrs. Lachithamol U C
Assistant Director
MSME - Development Institute
Ministry of MSME
Government of India
Thrissur

**TOPIC: BECOMING YOUR OWN BOSS:
OPPORTUNITIES & SUPPORTS FOR
ENTREPRENEURS**



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COURSE COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)



Dr. Rajula Helan K P
Assistant Professor
Department of Economics
University of Calicut
Dr. John Matthai Centre
Aranattukara, Thrissur

**TOPIC: CORPORATE SOCIAL RESPONSIBILITY:
UNDERSTANDING THE MARKETING
STRATEGY**



Mr. Francy Jose E
Assistant General Manager (Retd.)
South Indian Bank
Corporate Communication H.O
Thrissur

**TOPIC: COMMERCIAL BANKS - LENDING
PERSPECTIVE**

COURSE COORDINATORS
Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)

DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

Added Course

DATE: July 2021
TIME: to 6.00 PM



Ms. Ardhana M Prabhash
Assistant Professor (On Contract)
Department of Economics
University of Calicut
Dr. John Matthai Centre
Aranattukara, Thrissur

B Muneer Babu M (Assistant Professor)
Sanoop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

VALUE ADDED COURSE

Business Environment Analysis

DATE: 05th AUGUST 2021

TIME : 4.00 PM to 7.00 PM



Dr. Veeramani C.
Professor
Indira Gandhi Institute of
Development Research (IGIDR)
Mumbai

TOPIC: MEASURING AND ANALYSING THE
IMPACT OF GLOBAL VALUE CHAINS

<https://meet.google.com/mfb-nypw-rvd>

COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

Value Added Course

Business Environment Analysis

DATE: 13th August 2021

TIME : 4.00 to 6.00 PM



Mrs. Prinsba K P
Assistant Professor (On Contract)
Department of Economics
University of Calicut
Dr. John Matthai Centre

COURSE COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)

DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

Value Added Course

BUSINESS ENVIRONMENT ANALYSIS

DATE: 14th August 2021

TIME : 10.30 to 12.30 PM



Mr. Shibu Raghavan T
Research Scholar
Department of Economics
University of Calicut
Dr. John Matthai Centre
Arattukara, Thrissur



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COURSE COORDINATORS

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)



DEPARTMENT OF ECONOMICS
UNIVERSITY OF CALICUT
Dr. JOHN MATTHAI CENTRE

Value Added Course

BUSINESS ENVIRONMENT ANALYSIS

DATE: 14th August 2021

TIME : 5.30 to 5.50 PM



Mrs. Jason N M
Research Scholar
Department of Economics
University of Calicut
Dr. John Matthai Centre
Arattukara, Thrissur

Dr. Muneer Babu M (Assistant Professor)
Dr. Sanoop M S (Assistant Professor)