



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS),
POLLACHI ACCREDITED BY NAAC
AN ISO 9001:2015 CERTIFIED INSTITUTION POLLACHI - 642001**

DEPARTMENT OF BBA

VALUE ADDED COURSE: Strategic Brand Management

Course Code: (22UBM5VA)



Course Duration: 30 Hours

Course Objective

- ❖ **To Inculcate the overview of Branding for new and existing products**
- ❖ **To Instill the fundamentals of strategies for brand management**

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM5VA	Title	Batch :	2022-25
		Department Specific Value Added Course (Mandatory) Strategic Brand Management	Semester	V
Lecture Hrs	30*	Tutorial Hrs./Sem.	-	Credits: 2*

Course Objective

On successful completion of this course, the student of Non Business Administration would have a solid understanding of the key 'branding' strategies used by marketing practitioners and able to be confidently engage in and contribute to brand building projects and developments.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic Principles of branding.	K1
CO2	To understand the key issues in crafting and evaluating brand strategies	K2
CO3	To improve the skills in delivering persuasive brand presentations	K3
CO4	To develop an application of brand equity and a range of performance related outcomes.	K4
CO5	To evaluate brand extension and its adoption practices	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	M	H	M	H	L	H	-	M	H
CO3	M	M	H	M	H	H	H	L	H	M
CO4	M	H	H	L	M	H	M	H	M	M
CO5	M	H	L	-	H	H	H	H	M	H

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit I	INTRODUCTION Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand – Significance of Brands – <i>Different Types of Brands</i>	10

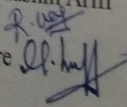
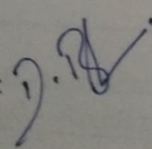
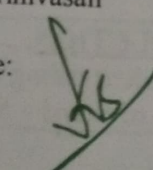
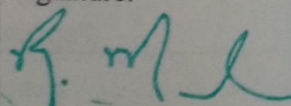
Unit II	BRAND STRATEGIES Strategic Brand Management process – Building a strong brand – Brand positioning – Brand image Building – Brand Loyalty programme – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions- Global Branding strategies	10
Unit III	BRAND PRACTICES Brand Adoption Practices –Re-branding– Brand Equity Management - Brand Audit– Brand Equity Measurement – Brand Leverage -Role of Brand Managers– <i>Branding challenges & opportunities.</i>	10
Total Contact Hours		30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		
<i>Note: Italics denotes topics for self-study</i>		

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran	Strategic Brand Management	Pearson\ Fifth Edition	2020

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Keller/ Parameswaran/ Jacob	Strategic Brand Management	Pearson \Fourth Edition	2015
2	Kirti Dutta	Brand Management: Principles and Practices	Oxford University\The second edition-	2012
3	Y L R.Moorthi	Brand Management- The Indian Context	S Chand\First edition	2003

Course Designed by	Verified by HOD	CDC	COE
Name and Signature	Name and Signature	Checked by	Approved by
Name: Mrs.R. Visalakshi Dr. U. Thaslim Ariff	Mr. D. Bhuvanendran	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature: 	Signature: 	Signature: 	Signature: 

D. BHUVANENDRAN, MBA, M.Phil, PGDCA,

Assistant Professor & Head (I/c)
Department of Business Administration
Nallamuthu Gounder Mahalingam College (Autonomous)
Pollachi - 642 001.

K. SRINIVASAN, M.C.A.,

Co-ordinator
Curriculum Development Cell (CDC)
NGM College (Autonomous)
Pollachi - 642 001.

Dr. R. MANICKA CHEZIAN, M.Sc., M.S.

Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM6VA	Title	Batch :	2022-25
		Department Specific Value Added Course (Mandatory)	Semester	VI
		New Business Strategy		
Lecture Hrs	30*	Tutorial Hrs./Sem.	-	Credits: 2*

Course Objectives

On Successful Completion of this Course, the Student should have understood the strategies of e-Business and become a successful businessman.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To get an idea about the e-business.	K1
CO2	To acquire knowledge about e-Business opportunities	K2
CO3	To analyze the potential impacts of different e-Business strategies	K3
CO4	To use digital platforms and related technology for offering better service to customers.	K4
CO5	To determine a successful business man by seeking the right knowledge	K5

Mapping

PQ / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	H	H	M	H	L	H	M	M	H
CO3	H	H	H	M	-	H	M	L	H	M
CO4	M	H	H	M	M	H	L	H	M	M
CO5	M	H	H	H	H	L	H	H	M	H

H-High; M-Medium; L-Low

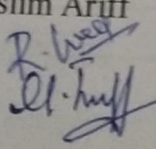
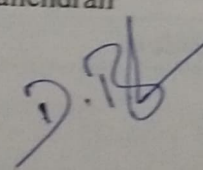
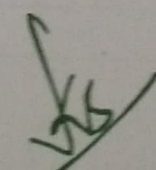
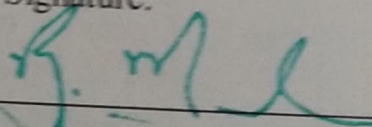
Unit	Content	Hrs
Unit I	E-Business Definition of e-business - Objectives of e-business - Evolution of e-business and its implications in the business - E-business opportunities - E-business Vs the traditional business mechanism - Merits and demerits of e-business	10
Unit II	Business Strategy in New Economy Key features of internet economy - Building a successful e-business - Adopting the internet in an established business - E-retailing - The elements of business to consumer (b2c) strategy - Marketing on the internet.	10
Unit III	Business to Business An introduction to Business - to - Business (b2b) e-commerce - Organisation of B2B marketplace - B2B marketing and the internet - Opportunities and challenges in B2B - Overview of the electronic payment systems	10
Total Contact Hours		30
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar, Quiz, Assignment, Activity		
Note: <i>Italics denotes topics for self-study</i>		

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Dr.P.Rizwan Ahamed	E-Business & E-Commerce	Margham Publications	2022
2	Prof.Arati Oturkar & Prof.Sunil Khilari	E-Business	Everest Publishing House	2015

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Alexi Leon and Mathews Leon	Introduction to Information Systems	McGraw-Hill Education (India) Pvt Limited, New Delhi	2004
2	Anup K. Ghosh,	E-Commerce Security and Privacy	Kindle Edition	2012
3	Peter G W Keen,	Every Manager's Guide to Information Technology	2nd Edition, Harvard Business School Press, Boston	2005
4	Rajesh Chakrabarti and Vikas Kardile	The Asian Manager's Handbook of E-Commerce (paperback edition),	Tata McGraw - Hill Publishing Company Limited, New Delhi.	2002

Course Designed by Name and Signature	Verified by HOD Name and Signature	CDC Checked by	COE Approved by
Name: Mrs.R.Visalakshi Dr.U.Thaslim Ariff Signature: 	Name: Mr.D.Bhuvanendran Signature: 	Name: Prof.K.Srinivasan Signature: 	Name: Dr.R.Manicka Chezian Signature: 

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NGM College (Autonomous)

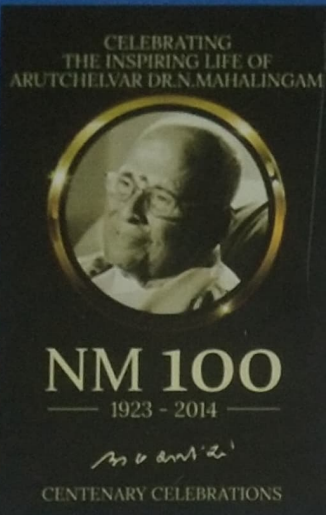
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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. AATHITHYA G 22-BM-01

of BBA department

has successfully completed a Value Added Course

entitled STRATEGIC BRAND MANAGEMENT and

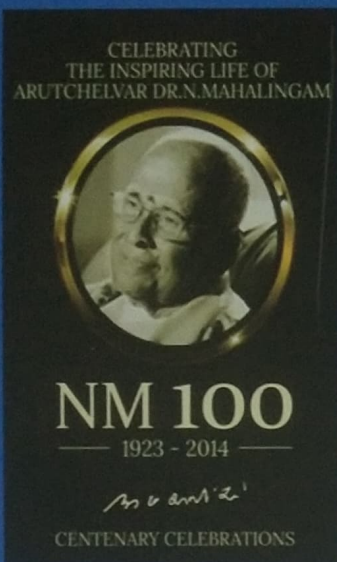
secured a mark of 50 out of 100

COURSE TEACHER

DEAN - ACADEMIC

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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. ABDUL RAHIM . M 22-BM-02

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

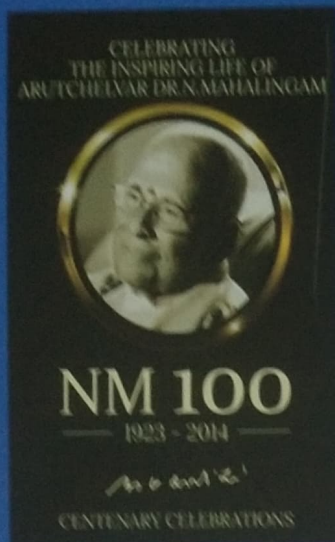
secured a mark of 54 out of 100

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Value Added Course

This is to certify that Mr./Ms. ABISHEK.M 22-BM-03

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

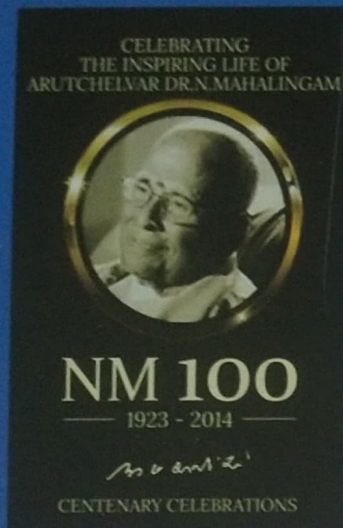
secured a mark of 50 out of 100

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Value Added Course

This is to certify that Mr./Ms. ASHOK .D. 22-BM-04

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

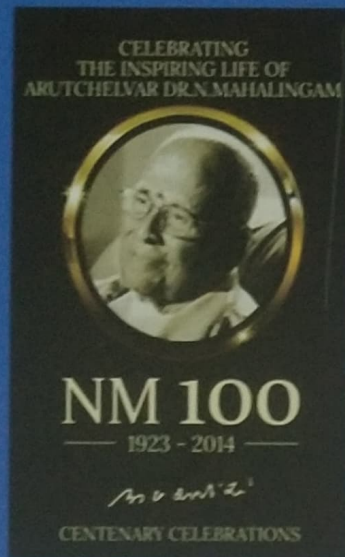
secured a mark of 46 out of 100

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Value Added Course

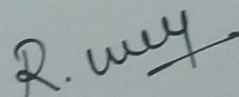
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of BBA department

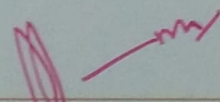
has successfully completed a Value Added Course

entitled Strategic Brand Management and

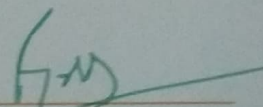
secured a mark of 68 out of 100



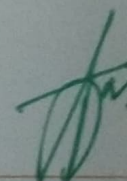
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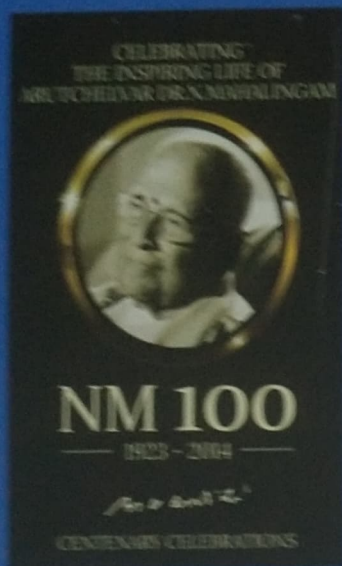
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Value Added Course

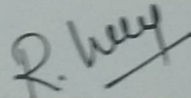
This is to certify that Mr./Ms. CHANDHRU · M 22-BM-06

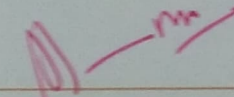
of BBA department

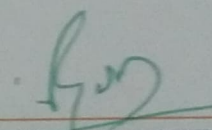
has successfully completed a Value Added Course

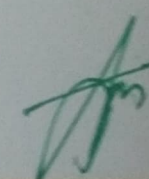
entitled Strategic Brand Management and

secured a mark of 73 out of 100


COURSE TEACHER


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IQAC CO-ORDINATOR


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Value Added Course

This is to certify that Mr./Ms. DEE.PAN SELVAKUMAR.M.22-BM-07

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

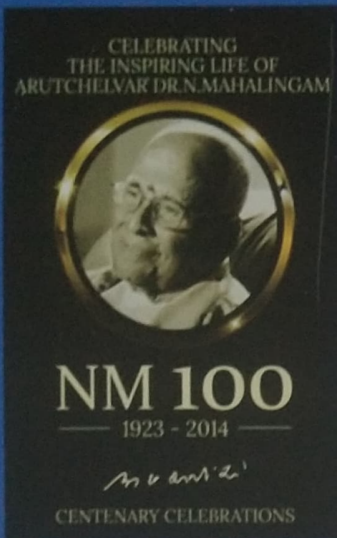
secured a mark of 53 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. GIOPINATH.C 22-BM-08

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 65 out of 100

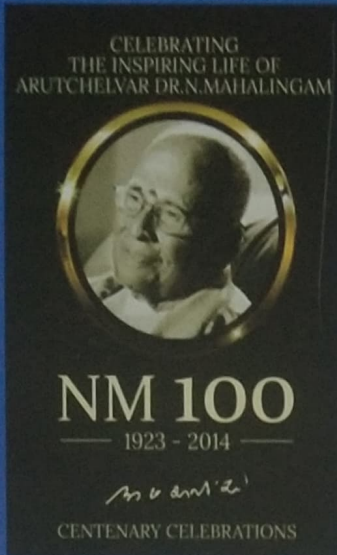
COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. HARIHARAN M 22-BM-09

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 44 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

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Value Added Course

This is to certify that Mr./Ms. HARISH R 22-BM-10

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 57 out of 100

R. may

COURSE TEACHER

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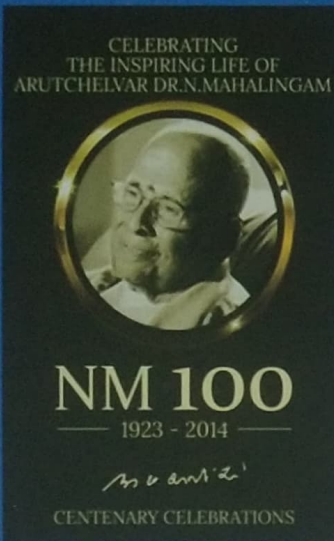
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IQAC CO-ORDINATOR

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PRINCIPAL



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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. KALEESWARAN. N. 22-BM-11

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

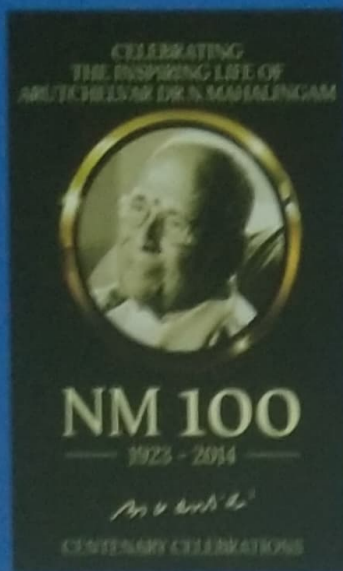
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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. LOGIESHWARAN. K 22-BM-14

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 48 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. MANIKANDAN.K 22-BM-15

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

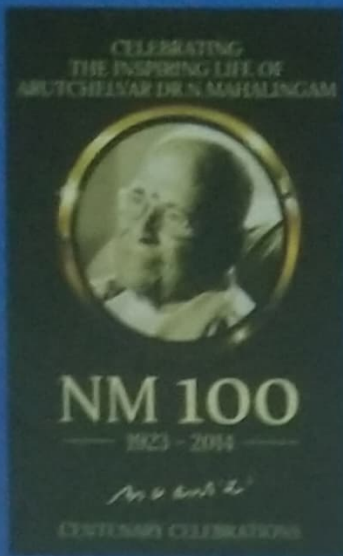
secured a mark of 46 out of 100

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Value Added Course

This is to certify that Mr./Ms. MATHAVAN . P 22-BM-16

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 55 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. MATHESWARAN: S. 22-BM-17

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 48 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

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Value Added Course

This is to certify that Mr./Ms. MITHUN KUMAR.M 22-BM-18

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 54 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
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ARUTHIYAR DR. N. MAHALINGAM



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Value Added Course

This is to certify that Mr./Ms. MOHANPRASATH.EM.22-BM-19.....

ofBBA..... department

has successfully completed a Value Added Course

entitled Strategic Brand Management..... and

secured a mark of56..... out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
AMUTCHESWARIN MAHALINGAM



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Value Added Course

This is to certify that Mr./Ms. MUGLESH K 22-BM-20

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 60 out of 100

COURSE TEACHER

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EXPANSION WITH
EXCELLENCE

Value Added Course

This is to certify that Mr./Ms. NANDHAKUMAR.C. 22-BM-21

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 42 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100
1923 - 2014

CENTENARY CELEBRATIONS



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. NARASIMMAN J 22-BM-22

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 57 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

ArutHELVAR

CENTENARY CELEBRATIONS

CERTIFICATE OF COMPLETION



NGM COLLEGE

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Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution

Ranked 72nd among Colleges in India by MHRD - NIRF

Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. PRASANTH BALAJI.R 22-BM-23...

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

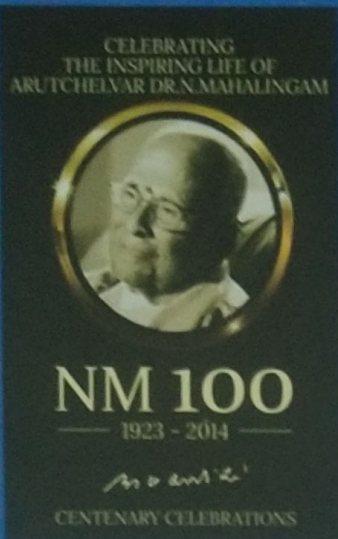
secured a mark of 61 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. PRATHAP. L 22-BM-24

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 48 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

Aruthe

CENTENARY CELEBRATIONS

CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. PRAWIN. K 22-BM-25

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

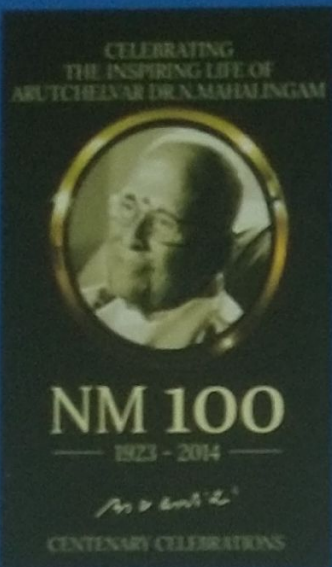
secured a mark of 65 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SABARIESWARAN . N 22 - BM - 26

of B. B. A department

has successfully completed a Value Added Course

entitled STRATEGIC BRAND MANAGEMENT and

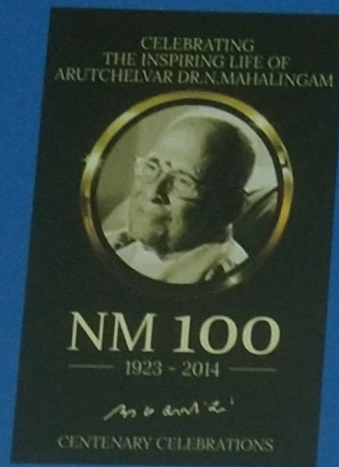
secured a mark of 63 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SANJAI . G 22-BM-27

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 46 out of 100

R. Uday

COURSE TEACHER

[Signature]

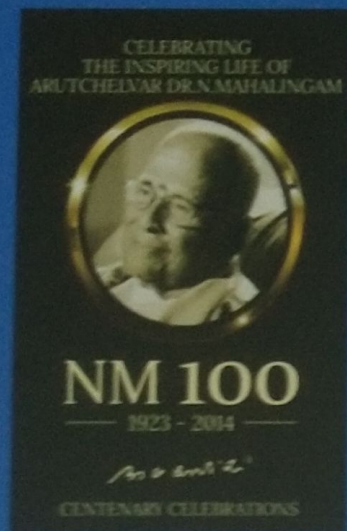
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SANTHOSH BALAJI.R 22-BM-28

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 65 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

CENTENARY CELEBRATIONS

CERTIFICATE OF COMPLETION



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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SATHIYA MOORTHY R. 22-BM-29

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

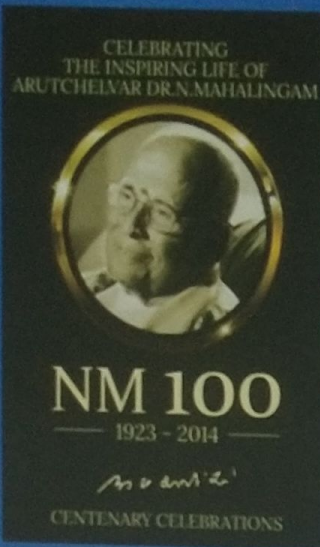
secured a mark of 43 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. SELVA KUMAR . K 22-BM-30

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 73 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

ArutHELVAR

CENTENARY CELEBRATIONS



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution

Ranked 72nd among Colleges in India by MHRD - NIRF

Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SIVA BALAN.S 22-BM-31

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 48 out of 100

**CERTIFICATE
OF COMPLETION**

R. Wee

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

CENTENARY CELEBRATIONS

CERTIFICATE OF COMPLETION



NGM COLLEGE

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Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

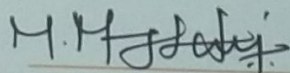
This is to certify that Mr./Ms. SRI GIDKUL V 22-BM-32

of BBA department

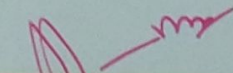
has successfully completed a Value Added Course

entitled Strategic Brand Management and

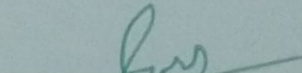
secured a mark of 51 out of 100



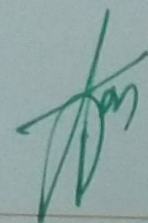
COURSE TEACHER



DEAN - ACADEMIC



IQAC CO-ORDINATOR



PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

CENTENARY CELEBRATIONS



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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SUBBU RAJLV SR 22-BM-33

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 52 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CERTIFICATE
OF COMPLETION

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

ArutHELVAR

CENTENARY CELEBRATIONS



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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SUNDARAMOORTHY.M.22-BM-34

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 51 out of 100

M. H. J. J.

COURSE TEACHER

M. H. J. J.

DEAN - ACADEMIC

B. S.

IQAC CO-ORDINATOR

J. S.

PRINCIPAL

**CERTIFICATE
OF COMPLETION**

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR. N. MAHALINGAM



NM 100

1923 - 2014

Arutche

CENTENARY CELEBRATIONS



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. VIGNESWARAN. P 22-BM-35

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 60 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

Arutche

CENTENARY CELEBRATIONS



NGM COLLEGE

(Autonomous), Pollachi

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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. VISHNU · M 22-BM-36

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 52 out of 100

M.H. Slobaj

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

**CERTIFICATE
OF COMPLETION**

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

CENTENARY CELEBRATIONS

CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that *Mr./Ms. ADHITHYA.T. 22-BM-37*

of *BBA* department

has successfully completed a Value Added Course

entitled *Strategic Brand Management* and

secured a mark of *60* out of 100

H.P. Sridhar

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

100th Anniversary
CENTENARY CELEBRATIONS



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. AISHWARYA.K 22-BM-38

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 61 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CERTIFICATE OF COMPLETION

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

Arutchelvar

CENTENARY CELEBRATIONS



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution

Ranked 72nd among Colleges in India by MHRD - NIRF

Affiliated to Bharathiar University, Coimbatore.



Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that *Mr./Ms. AKSHAYA A 22BM39*

of *BBA* department

has successfully completed a Value Added Course

entitled *Strategic Brand Management* and

secured a mark of *65* out of 100

M. H. G. J. J.

COURSE TEACHER

M. H. G. J. J.

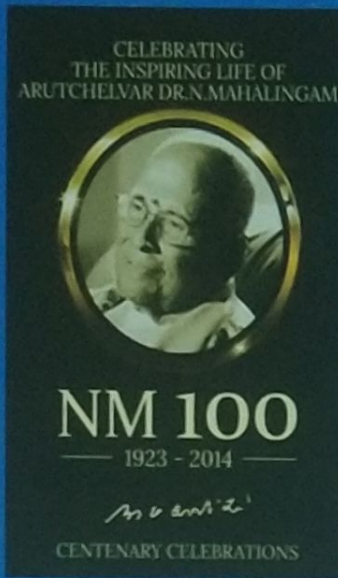
DEAN - ACADEMIC

Dr. S. S. S.

IQAC CO-ORDINATOR

Dr. S. S. S.

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

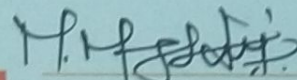
This is to certify that Mr./Ms. AMRUTHA.A 22-BM-40

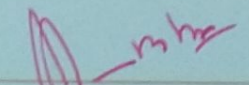
of BBA department

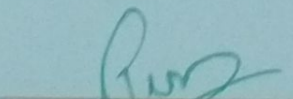
has successfully completed a Value Added Course

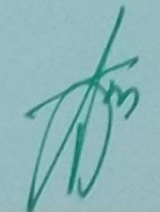
entitled Strategic Brand Management and

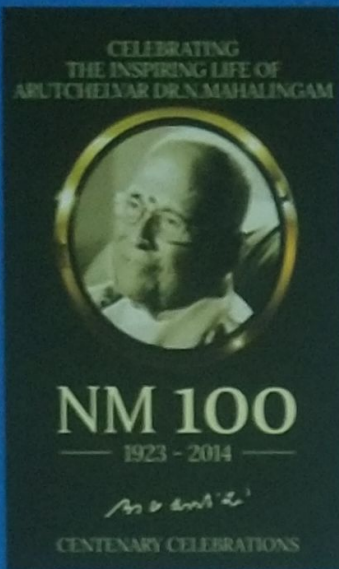
secured a mark of 61 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



NGM COLLEGE

(Autonomous), Pollachi

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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

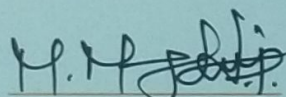
This is to certify that Mr./Ms. ASWATHA . M . 22-BM-41

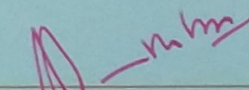
of BBA department

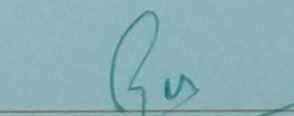
has successfully completed a Value Added Course

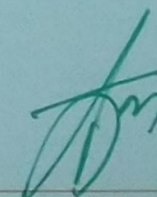
entitled Strategic Brand Management and

secured a mark of 58 out of 100

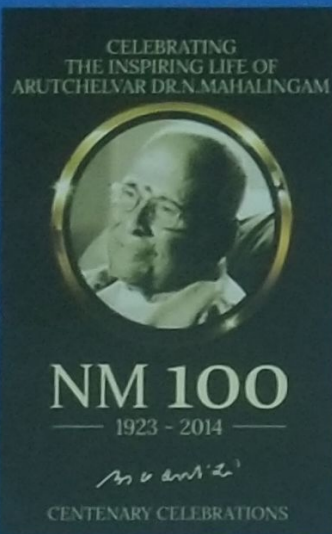

COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL

**CERTIFICATE
OF COMPLETION**



CERTIFICATE OF COMPLETION



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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

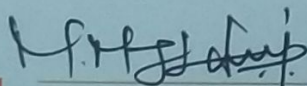
This is to certify that Mr./Ms. DEEPA.M 22-BM-42

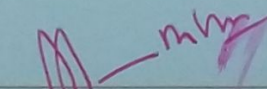
of BBA department

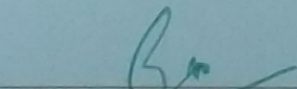
has successfully completed a Value Added Course

entitled Strategic Brand Management and

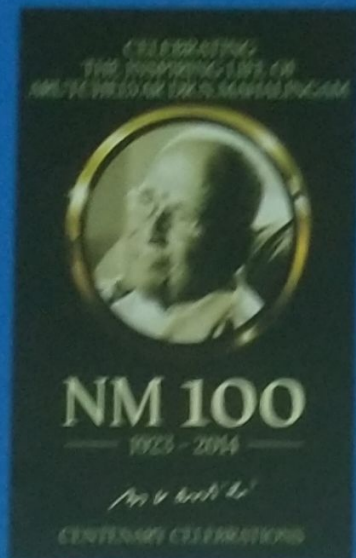
secured a mark of 50 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

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Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

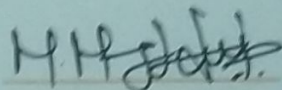
This is to certify that Mr./Ms. DHANASRI S. 22-BM-43

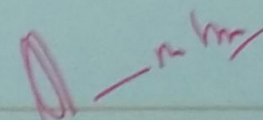
of BBA department

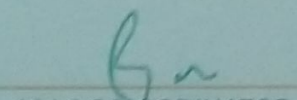
has successfully completed a Value Added Course

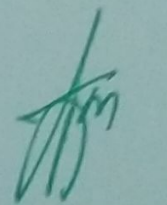
entitled Strategic Brand Management and

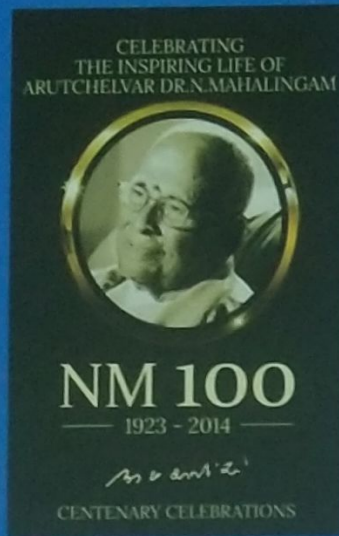
secured a mark of 53 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. DHARANIKA.C 22-BM-44.....

of BBA..... department

has successfully completed a Value Added Course

entitled Strategic Brand Management..... and

secured a mark of 54..... out of 100

M. P. S. S. S.

COURSE TEACHER

[Signature]

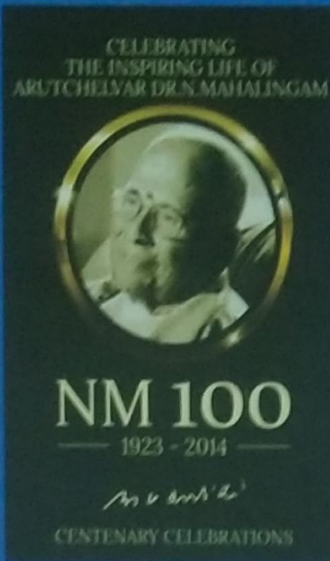
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. GAYATHRI .S 22-BM-45

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

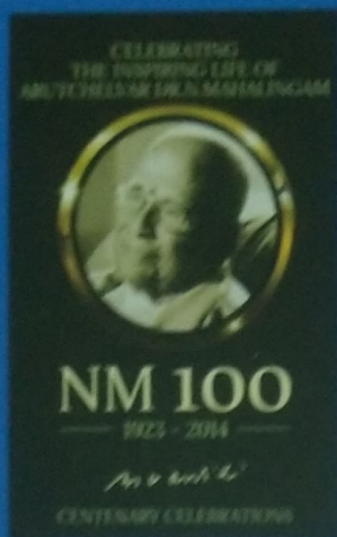
secured a mark of 51 out of 100

M. H. Sankar
COURSE TEACHER

M. H. Sankar
DEAN - ACADEMIC

R. S. Sankar
IQAC CO-ORDINATOR

M. H. Sankar
PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

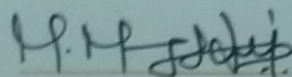
This is to certify that Mr./Ms. MATHU SHREE.B.22-BM-48

of BBA department

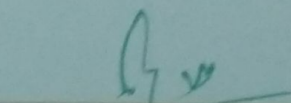
has successfully completed a Value Added Course

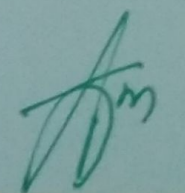
entitled Strategic Brand Management and

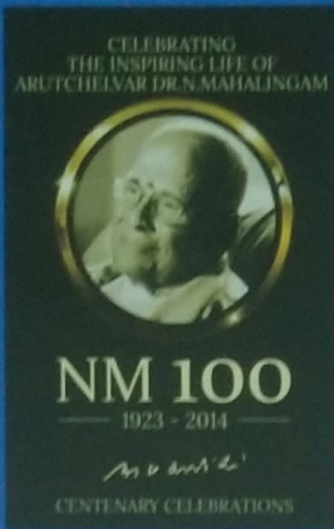
secured a mark of 69 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL



CERTIFICATE OF COMPLETION



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Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. SAMYUKTHA.S 22-BM-50

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 61 out of 100

H. P. Gopinath
COURSE TEACHER

M. M. M. M.
DEAN - ACADEMIC

G. G. G. G.
IQAC CO-ORDINATOR

J. J. J. J.
PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

1923 - 2014

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NGMC



EXPANSION WITH
EXCELLENCE

Value Added Course

This is to certify that *Mr./Ms. SHOPIYA.V 22-BM-52*

of *BBA* department

has successfully completed a Value Added Course

entitled *Strategic Brand Management* and

secured a mark of *58* out of 100

H. H. GADIP

COURSE TEACHER

[Signature]

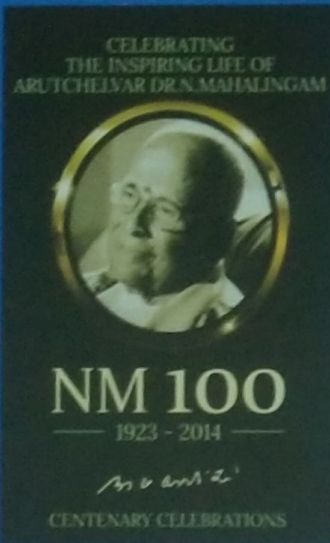
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



CERTIFICATE OF COMPLETION



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Value Added Course

This is to certify that *Mr./Ms. SOWMIYA . V 22-BM-53*

of *BBA* department

has successfully completed a Value Added Course

entitled *Strategic Brand Management* and

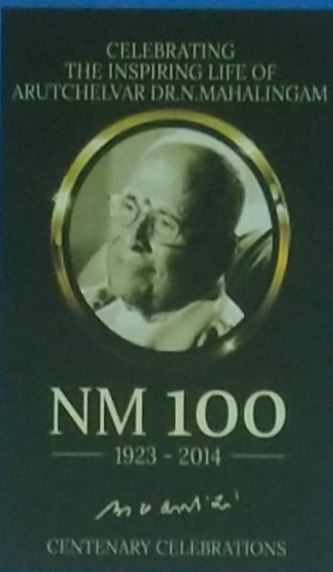
secured a mark of *53* out of 100

M. P. S. S. S.
COURSE TEACHER

[Signature]
DEAN - ACADEMIC

[Signature]
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL



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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. SURYA PRIYA R. 22-BM-55

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 53 out of 100

M. P. Sankar
COURSE TEACHER

[Signature]
DEAN - ACADEMIC

[Signature]
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR.N.MAHALINGAM



NM 100

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Value Added Course

This is to certify that Mr./Ms. TAMIL MALAR .T. 22-BM-56

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 60 out of 100

M. H. S. S. S.

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

CELEBRATING
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Value Added Course

This is to certify that Mr./Ms. UMA BHARATHI.G. 22-BM-57

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

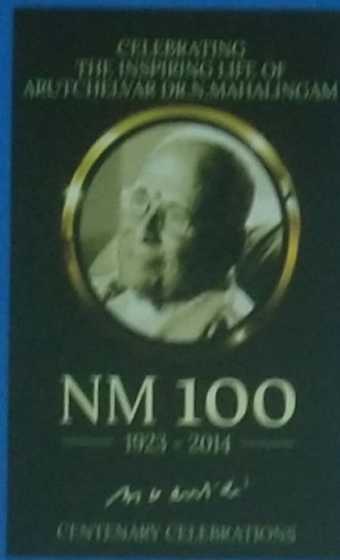
secured a mark of 49 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



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(Autonomous), Pollachi

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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. VIDYA BHARATHI A 22-BM-58

of BBA department

has successfully completed a Value Added Course

entitled Strategic Brand Management and

secured a mark of 51 out of 100

M. H. G. S. S.
COURSE TEACHER

[Signature]
DEAN - ACADEMIC

[Signature]
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



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CERTIFICATE OF COMPLETION



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Value Added Course

This is to certify that *Mr./Ms.* GIAYATHRI.M 22-BH-59

of BBA department

has successfully completed a Value Added Course

entitled STRATEGIC BRAND MANAGEMENT and

secured a mark of 45 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



NM 100

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ArutHELVAR

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Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms.KALAIYARASU, D..... 20-CE-II.....

of III B.COM. FINANCE..... department

has successfully completed a Value Added Course

entitled STRATEGIC BRAND MANAGEMENT..... and

secured a mark of 54..... out of 100

M. H. G. S. S.

COURSE TEACHER

M. H. G. S. S.

DEAN ACADEMIC

H. G. S. S.

IQAC CO-ORDINATOR

H. G. S. S.

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTHELVAR DR.N.MAHALINGAM



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M. V. and Co.

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Value Added Course

CERTIFICATE OF COMPLETION

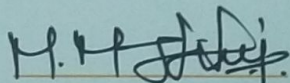
This is to certify that Mr./Ms. VASANTHRAJ. R. 20-CE-28

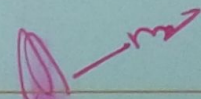
of III B.COM FINANCE department

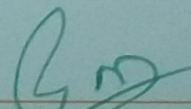
has successfully completed a Value Added Course

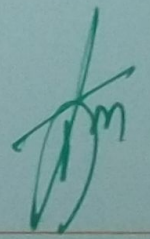
entitled STRATEGIC BRAND MANAGEMENT and

secured a mark of 53 out of 100


COURSE TEACHER


DEAN - ACADEMIC


IQAC CO-ORDINATOR


PRINCIPAL