



INDIAN INSTITUTE OF INTEGRATED SCIENCE AND TECHNOLOGY

An Independent Institute Established by Sri Shirdi Sai Educational Trust (Regd)
Chennai, Tamilnadu, India



RESULT CUM - DETAILED MARKS CARD



NAME OF THE CANDIDATE : D.R.VENKATESH **DATE OF BIRTH :** 02.05.1982 **REGISTRATION No. :** 91BBA20171
SON / DAUGHTER OF : Mr. G.DURAIRAJAN **ENROLLMENT No. :** MIBB 11(Part Time) **YEAR / SEM :** CONSOLIDATED
SESSION : 2014-2017 **COURSE WITH SPECIALIZATION :** BACHELOR OF BUSINESS ADMINISTRATION (MEDIA MANAGEMENT) **INSTITUTION CODE :** CH 01

The following grades were awarded to the candidate :

S.No.	Name of the Course	Credits	Grade	S.No.	Name of the Course	Credits	Grade	GPA
I				IV				
1.	Tamil - I	4	B+ 7	1.	Legal Aspects of Business	4	B 6	
2.	English - I	4	A 8	2.	Operation Management	4	A 8	
3.	Management Principles	4	B 6	3.	Operations Research	4	B+ 7	
4.	Financial accounting	4	B 6	4.	Advertising & Sales Promotion	4	A 8	
5.	Managerial Economics	4	B+ 7	5.	Business Taxation	4	B+ 7	
6.	Business Environment	4	B 6	6.	Public Relations	4	B 6	
7.	Communication Skills	4	B 6	7.	Digital Communication & New Media	4	A+ 9	
7.5				8.	Business outsourcing	4	A 9	
II				V				
1.	Tamil-II	4	B 6	1.	Financial Management	4	B 6	
2.	English - II	4	B 6	2.	Total Quality Management	4	A 8	
3.	Organizational Behaviour	4	A 8	3.	Leadership and Team Management	4	B 6	
4.	Cost and Manag. Accounting	4	B+ 7	4.	Investment Management	4	B+ 7	
5.	Computer skills	4	A 8	5.	Event Management	4	A+ 9	
6.	Soft Skills	4	B+ 7	6.	Data warehousing and Data Mining	4	A 8	
7.	Media and Culture	4	A 8	7.	TV Production & Programming	4	B 6	
7.00				VI				
1.	Marketing Management	4	B 6	1.	Business Ethics	4	B 6	
2.	Human Resource Management	4	A 8	2.	Strategic Management	4	B 6	
3.	Brand Management	4	B 6	3.	Industrial Law	4	A 8	
4.	Business Maths and Statistics	4	B+ 7	4.	E-Business Management	4	B+ 7	
5.	Banking Theory and Practice	4	A+ 9	5.	Internship and Project Work	4	A 8	
6.	Training and Development	4	A 8	6.	Services Operation Management	4	B+ 7	
7.	Evolution of Media	4	B 6	7.	Managing Print Media	4	A 8	
7.9				7.00				

Class - First Class

Entered by

Date : 27.06.2017

Registrar / Controller of Examination