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SMART CLASS METHOD: AN EFFECTIVE PEDAGOGY OF TEACHING SOCIAL SCIENCE AT SECONDARY LEVEL

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ABSTRACT

Social Science, one of the important subjects of school curriculum has been considered as an outdated subject in contemporary educational system. The conventional way of teaching Social Science develops a negative attitude towards the subject which can be overcome by using technology at various levels of teaching learning process. The present article focuses on the effectiveness of Smart Class Method of teaching Social Science at secondary level to create more interest and focused learning among students. The investigator experimented using smart class method on experimental group and normally practiced method on controlled group after equating them using pre-test. After experimentation, post-test was administered on both groups to study the effectiveness of smart class method and normally practiced method for comparative analysis.

A STUDY ON CAPITAL STRUCTURE AND FINANCIAL PERFORMANCE OF SELECTED CEMENT COMPANIES IN INDIA

H. NAVITHA RANI

LECTURER

PRAGATI MAHAVIDYALAYA JUNIOR, DEGREE & P.G. COLLEGE

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ABSTRACT

The capital structure refers to the relationship between the various long term in the forms of financials such as debenture, preference share capital and equity in financing the firm's assets are in every business proper mix of debt and equity capital in financing the firm's asset. The long term fixed interest bearing debt and preference share capital along with equity share is called financial leverage or trading equity. The financial performance is the analysis of process of financial strength and weakness of the firm. It can be establishing the relationship between the items of balance sheet and profit and loss account. It helps in short and long term forecasting and growth can be identified with the help of financial performance analysis. The study is made to attempt to analyze the capital structure and financial performance of selected cement companies in India.

EMPLOYEE RETENTION STRATEGY IN IT INDUSTRY: A CASE STUDY OF TCS LTD.

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ABSTRACT

This paper examines the importance of employee retention strategy for IT Industry in general and analyses the employee retention strategy implemented by Tata Consultancy Services Limited in particular. The paper also assesses its impact on organizational competence building. An Exploratory and Descriptive study was conducted through secondary data analysis and review of literature. The study concludes that TCS has developed strong employee retention measures like attractive compensation packages, career planning and development opportunities, performance appraisal, employee reward and recognition system and attrition control measures which have greatly contributed to their organizational competence building by increasing job satisfaction, employee productivity, developing loyalty and commitment to the organization, less absenteeism and less turnover, increasing customer satisfaction and good relations with other stakeholders, and cost saving.

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