

# Nehru Institute of Technology

## SELF ASSESSMENT REPORT FOR Master of Business Administration

### Part A : Institution Details

## PART B: Criteria Summary

<b>Criteria No.</b>	<b>Criteria</b>	<b>Total Marks</b>	<b>Institute Marks</b>
1	VISION, MISSION & PROGRAM EDUCATIONAL OBJECTIVES	50	50.00
2	GOVERNANCE, LEADERSHIP & FINANCIAL RESOURCES	100	100.00
3	PROGRAM OUTCOMES & COURSE OUTCOMES	100	100.00
4	CURRICULUM & LEARNING PROCESS	125	125.00
5	STUDENT QUALITY AND PERFORMANCE	100	84.66
6	FACULTY ATTRIBUTES AND CONTRIBUTIONS	250	176.93
7	INDUSTRY & INTERNATIONAL CONNECT	100	100.00
8	INFRASTRUCTURE	75	75.00
9	ALUMNI PERFORMANCE AND CONNECT	50	50.00
10	CONTINUOUS IMPROVEMENT	50	50.00
	<b>Total</b>	<b>1000</b>	<b>912</b>

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## Part B - Program Level Criteria

### 1 VISION, MISSION & PROGRAM EDUCATIONAL OBJECTIVES (50)

Total Marks 50.00

#### 1.1 State the Vision and Mission of the Department and Institute (5)

Total Marks 5.00

Institute Marks

5.00

Vision of the institute	To be a leading Institution in Academic excellence, Multidisciplinary Research, Innovation, Entrepreneurship and Industry relation in order to mould true citizens of the country									
Mission of the institute	<p>To create innovative and vibrant young leaders in Engineering and Technology field for building India as a knowledge power by improving the teaching-learning process.</p> <p>To enhance employability, entrepreneurship and to improve the research competence to address Societal needs.</p> <p>To generate engineering graduates who use knowledge as a powerful tool to drive societal transformation and inculcate in them ethical and moral values.</p>									
Vision of the Department	To become one of the leading management department, to create socially responsible business leaders and entrepreneurs who create value for their stakeholders and society at large.									
Mission of the Department	<table border="1"> <thead> <tr> <th data-bbox="327 850 510 914">Mission No.</th> <th data-bbox="519 850 2116 914">Mission Statements</th> </tr> </thead> <tbody> <tr> <td data-bbox="327 920 510 1026">M1</td> <td data-bbox="519 920 2116 1026">Inculcating managerial and entrepreneurial skills through quality devoted sophisticated training methods and innovative management practices.</td> </tr> <tr> <td data-bbox="327 1032 510 1137">M2</td> <td data-bbox="519 1032 2116 1137">To give real time exposure by participating in Consultancy and Research projects and thereby contributing to the nations healthy economic landscape.</td> </tr> <tr> <td data-bbox="327 1144 510 1249">M3</td> <td data-bbox="519 1144 2116 1249">To empower the students to meet out the challenges of dynamic global business environment by improving ability to function effectively in Multidisciplinary teams to meet out industry and society needs ethically.</td> </tr> </tbody> </table>		Mission No.	Mission Statements	M1	Inculcating managerial and entrepreneurial skills through quality devoted sophisticated training methods and innovative management practices.	M2	To give real time exposure by participating in Consultancy and Research projects and thereby contributing to the nations healthy economic landscape.	M3	To empower the students to meet out the challenges of dynamic global business environment by improving ability to function effectively in Multidisciplinary teams to meet out industry and society needs ethically.
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M3	To empower the students to meet out the challenges of dynamic global business environment by improving ability to function effectively in Multidisciplinary teams to meet out industry and society needs ethically.									

#### 1.2 PEOs statements (5)

Total Marks 5.00

PEO No.	Program Educational Objectives Statements
PEO1	Acquire strong managerial knowledge and business competencies to perform effectively in dynamic and multidisciplinary environments.
PEO2	Develop analytical, innovative and problem-solving skills to address real-time business, consultancy and research challenges.
PEO3	Demonstrate leadership, interpersonal and professional skills to function effectively in diverse teams and global business settings.
PEO4	Practice ethical, socially responsible and sustainable business behaviour in all professional and societal engagements.

**1.3 Dissemination among stakeholders (10)**

Total Marks 10.00



The MBA Department of Nehru Institute of Technology (NIT) ensures that the Vision, Mission and Programme Educational Objectives (PEOs) are **effectively communicated, internalised and practiced** by all internal and external stakeholders. The dissemination process is structured, continuous, and aligned with institutional quality culture.

**Table 1.1 List of Stakeholders**

INTERNAL STAKEHOLDERS	EXTERNAL STAKEHOLDERS
Management	Employers
Faculty	Industry
Students	Alumni
	Parents

**Table 1.2 Vision & Mission and the Program Educational Objectives are published /Disseminated among the stakeholders through the following medium.**

MEDIUM	STAKEHOLDERS
College website ( <a href="https://www.nitcbe.ac.in/mba/">https://www.nitcbe.ac.in/mba/</a> )	All stakeholders
Department Notice Board	Students, Faculty, Parents, Invited lecturers, Alumni, All visitors, Management
Department Library	Students, Faculty, All visitors
HOD / Faculty Cabin	Students, Faculty, All visitors
Class rooms	Students, Faculty, All visitors
Laboratory	Students, Faculty, All visitors
Lab Manual	Students, Faculty
Department News Letter/ Magazine	Students, Faculty
Internal question papers	Students, Faculty

The Vision and Mission are disseminated during the meetings with

- Faculty meetings
- Class Committee Meetings
- Parents meet
- Industrial personnel
- Board of Studies meeting
- Department Academic advisory committee meeting

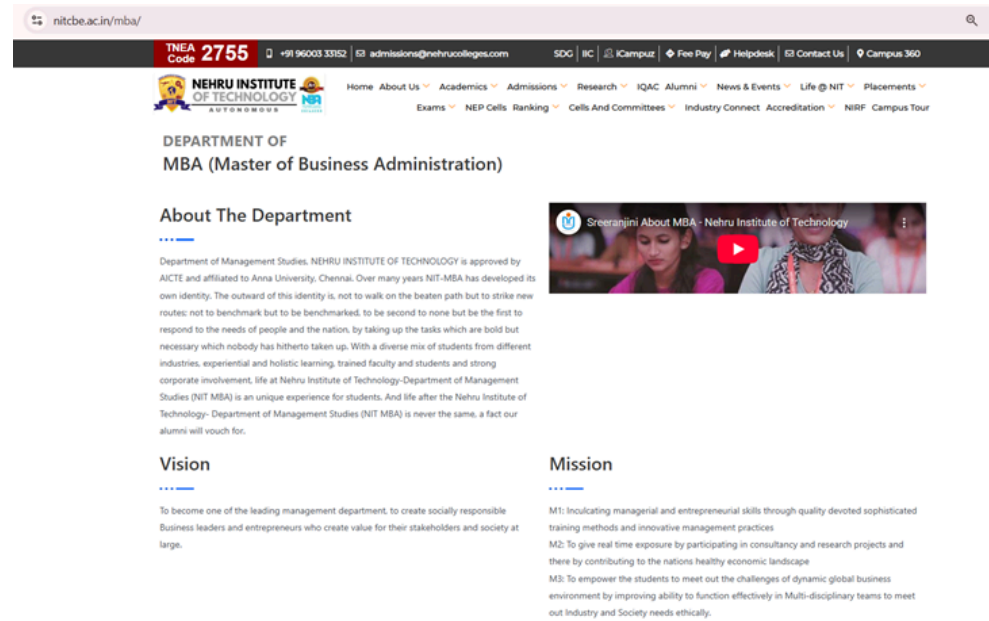


Figure 1.1 Dissemination of Vision and Mission in website

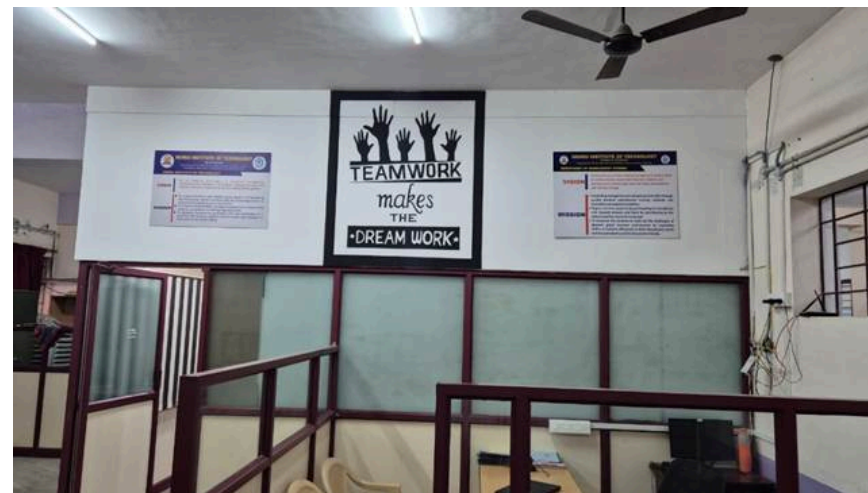
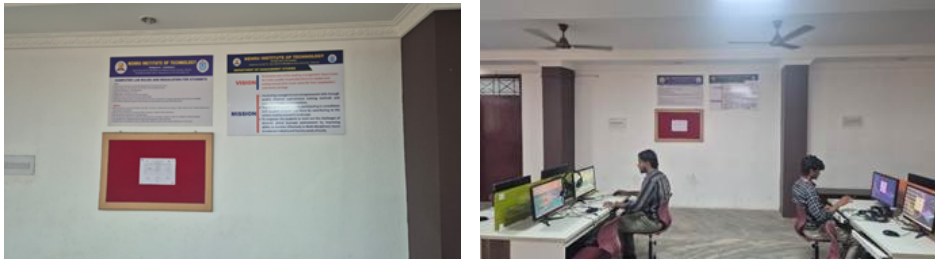


Figure 1.2 Dissemination of Vision and Mission in the Department



**Figure 1.3 Dissemination of Vision and Mission in the MBA Class Rooms**



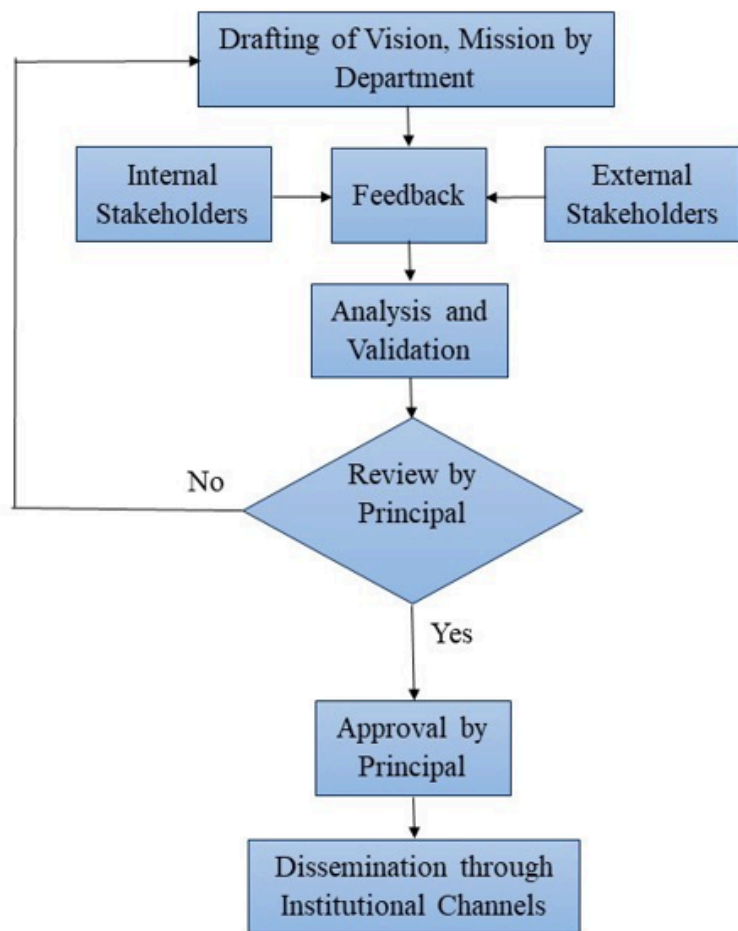
**Figure 1.4- Dissemination of Vision & Mission in laboratory**



#### 1.4.1 Formulation of Vision Mission

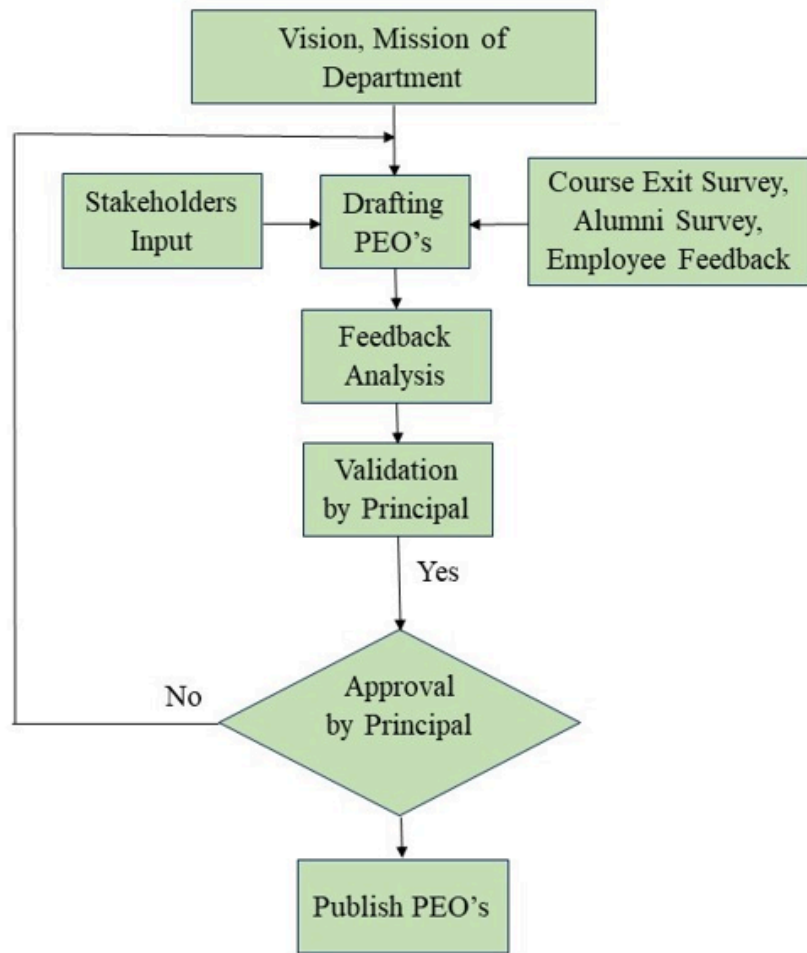
The Institute's Vision and Mission statements act as the guiding framework for designing the Vision and Mission of the department to ensure alignment with the institutional goals and philosophy.

- **Drafting of Vision and Mission of the department:**
  - Considering the emerging trends in management education and the evolving needs of industry, academia, and society, the department faculty drafts the Vision and Mission statements. The drafted statements are aligned with the Institute's Vision and Mission to ensure strategic coherence and relevance. This approach enables the department to remain competitive and responsive to managerial competencies demanded by the business ecosystem.
- **Feedback:**
  - Feedback is collected from internal and external stakeholders of the programme, including faculty members, students, alumni and industry experts regarding the drafted Vision and Mission statements.
- **Analysis and validation:**
  - The received feedback is systematically analyzed. If any changes or improvements are suggested, the Vision and Mission statements are revised and reframed accordingly to ensure clarity, relevance, and stakeholder satisfaction.
- **Approval :**
  - The revised Vision Statement is submitted to the Principal for review and evaluation. If it is found to be appropriate and aligned with the institution's objectives, it is formally approved. If any modifications are required, they will be revised accordingly and resubmitted for approval.
- **Dissemination:**
  - Once approved, the Vision and Mission statements are published through institutional channels and disseminated to internal and external stakeholders to ensure visibility and awareness.



#### 1.4.2 Formulation of PEOs

- By considering the Vision and Mission of the Institute/Department and incorporating stakeholder views through mechanisms such as course exit surveys, alumni surveys and employer feedback, the draft of Program Educational Objectives (PEOs) of the department are prepared.
- The drafted Program Educational Objectives (PEOs) are then submitted to the Principal for review and approval. If any modifications are required, they will be revised accordingly and resubmitted for approval.
- Once approved, the PEOs are officially published and disseminated to stakeholders through institutional communication channels.





The Programme Educational Objectives (PEOs) of the MBA Department at Nehru Institute of Technology are thoughtfully designed to align with the Mission statements M1, M2, and M3. Each Mission component emphasizes a distinct aspect of managerial development, ethical grounding, industry readiness and global competence. The PEOs derived from these mission elements ensure that the learners receive comprehensive training that prepares them to function as responsible, competent and holistic management professionals.

#### 1.5.1 Correlation Matrix Mission and Programme Educational Objectives

PEOs ↓ / Mission →	M1-Managerial & entrepreneurial skill development	M2-Real-time exposure through consultancy & research	M3-Global readiness, teamwork & ethical responsibility
PEO1-Acquire strong managerial knowledge and business competencies	3 (High)	2 (Medium)	2 (Medium)
PEO2-Develop analytical, innovative and problem-solving skills	3 (High)	3 (High)	2 (Medium)
PEO3-Demonstrate leadership and professional skills for diverse and global teamwork	2 (Medium)	3 (High)	3 (High)
PEO4-Practice ethical, socially responsible and sustainable business behaviour	2 (Medium)	2 (Medium)	3 (High)

#### 1.5.2 Correlation Matrix Mission and Programme Educational Objectives with Justification

Mission Statement	PEO	Rating	Justification
M1: Inculcating managerial and entrepreneurial skills through quality, sophisticated training and innovative management practices.	PEO1	3	Strong managerial knowledge supports managerial and entrepreneurial skill development.
M1: Inculcating managerial and entrepreneurial skills through quality, sophisticated training and innovative management practices.	PEO2	3	Analytical and innovative problem-solving is essential for entrepreneurship and managerial effectiveness.

<b>M1:</b> Inculcating managerial and entrepreneurial skills through quality, sophisticated training and innovative management practices.	<b>PEO3</b>	2	Leadership and professional teamwork aid managerial growth but are secondary to core training.
<b>M1:</b> Inculcating managerial and entrepreneurial skills through quality, sophisticated training and innovative management practices.	<b>PEO4</b>	2	Ethical behaviour enhances managerial practices but is not the primary focus of M1.
<b>M2:</b> Providing real-time exposure through consultancy and research, contributing to national economic growth.	<b>PEO1</b>	2	Foundational knowledge assists consultancy/research work but is not its central driver.
<b>M2:</b> Providing real-time exposure through consultancy and research, contributing to national economic growth.	<b>PEO2</b>	3	Real-time projects demand strong analytical and decision-making skills.
<b>M2:</b> Providing real-time exposure through consultancy and research, contributing to national economic growth.	<b>PEO3</b>	3	Effective consultancy/research requires leadership, teamwork, and holistic management ability.
<b>M2:</b> Providing real-time exposure through consultancy and research, contributing to national economic growth.	<b>PEO4</b>	2	Ethical conduct is important in consultancy/research but not the primary aim of M2.
<b>M3:</b> Empowering students for global business challenges through multidisciplinary teamwork and ethical responsibility.	<b>PEO1</b>	2	Core business knowledge supports global readiness but does not fully meet multidisciplinary or ethical components.
<b>M3:</b> Empowering students for global business challenges through multidisciplinary teamwork and ethical responsibility.	<b>PEO2</b>	2	Analytical skills help address dynamic business issues but do not fully address ethics or teamwork.

M3: Empowering students for global business challenges through multidisciplinary teamwork and ethical responsibility.	PEO3	3	Strong alignment; multidisciplinary teamwork and global skills are central to PEO3.
M3: Empowering students for global business challenges through multidisciplinary teamwork and ethical responsibility.	PEO4	3	Direct alignment as M3 emphasizes ethical responsibility and societal needs.

PEO Statements	M1	M2	M3
Acquire strong managerial knowledge and business competencies to perform effectively in dynamic and multidisciplinary environments.	3	2	2
Develop analytical, innovative and problem-solving skills to address real-time business, consultancy and research challenges.	3	3	2
Demonstrate leadership, interpersonal and professional skills to function effectively in diverse teams and global business settings.	2	3	3
Practice ethical, socially responsible and sustainable business behaviour in all professional and societal engagements.	2	2	3

## 2 GOVERNANCE, LEADERSHIP & FINANCIAL RESOURCES (100)

Total Marks 100.00

### 2.1.1 Governance Structure and Policies (30)

Total Marks 30.00

**2.1.1.1. Governing Structure (10)**

Institute Marks

10.00

## Nature of Governance

Top management executes its responsibilities by entrusting the Principal with the responsibilities of implementing policies, nurturing stakeholder relationships, recruiting faculty to appropriate posts, improving infrastructure, providing welfare schemes, and introducing new courses, etc.,

The Principal, in cooperation with Management, is responsible for ensuring that the suitable environment is established for students and faculty's intellectual pursuits, communication with regulatory agencies, research facilitation, synergy with stakeholders, team spirit, and academic goals. Departments, Committees, Centers, Cells and clubs carry out the functions that have been assigned to them.

The HoDs, in collaboration with faculty members, are in charge of the Departments overall operation. Faculty members are responsible for ensuring successful curricular transactions and students overall development

The following councils were formed with various stakeholders as members to continually improve the quality and standard of education in the Institution.

1. Governing Council

2. Academic Council

### Governing Council

**Composition of Governing Council:** The Chairman of the Nehru Group of Institution is the Chairman of the Governing Council. The Council consists of 3 members from the Nehru College of Educational and Charitable Trust, two Experts from Industries, one Academician from outside of the Institution, Nominee from Anna University, and Faculty of the Institution at Professor Level, Head of the Institution plays Member Secretary role and special invitees as per AICTE norms. Nehru Institute of Technologys Governing Council meets regularly to examine progress and future development opportunities, which are necessary for maintaining excellent educational standards. The Governing Council meets once in a year and advises the Institution on a variety of issues. The Governing Council evaluates the input provided by the Head of the Institution and offers an improvement plan for Institutional development.

### CONSTITUTION OF GOVERNING COUNCIL – 2025-26

Sl.No	Category	Position	Name
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1	Representatives of the Management	Chair Person	<b>Adv.Dr.P. Krishnadas</b> Chairman and Managing Trustee Nehru College of Educational and Charitable Trust, Coimbatore.
2		Member	<b>Dr.P.Krishna Kumar</b> CEO & Secretary Nehru College of Educational and Charitable Trust Coimbatore
3		Member	<b>Dr. P. Thulasi</b> Member Nehru College of Educational and Charitable Trust Coimbatore
4		Member	<b>Dr. Chaithanya Krishnakumar</b> Correspondent Nehru International School, Coimbatore
5		Member	<b>Dr. H. N. Nagaraja</b> Executive Director (Academics & Administration) Nehru Group of Institutions
6	Teachers of the College	Member	<b>Dr.S.Pathur Nisha</b> Professor in Computer Science and Engineering Nehru Institute of Technology, Coimbatore
7		Member	<b>Dr. P. Hema Prabha</b> Professor in Food Technology Nehru Institute of Technology, Coimbatore
8		Member	<b>Dr. N Mohammed Raffic</b> Deputy Controller of Examinations Nehru Institute of Technology, Coimbatore
9	Administrative staff of the College	Member	<b>Mrs. J.Sindhiya</b> Human Resources Manager Nehru Group of Institutions, Coimbatore

10		Member	<b>Dr.V.Ramachandran</b> Former Director, National Institute of Technology, Nagaland Former Vice Chancellor, Anna University, Tiruchirappalli
11	Educationist or Industrialist	Member	<b>Mr. Mohammed Sohail</b> Head - Talent Acquisition and Global Operations Zoho Corporation PVT Ltd
12	State Government Nominee	Member	<b>Dr. T. Sekar</b> Professor (CAS), Mechanical Engineering Government College of Technology, Coimbatore
13	University Nominee	Member	<b>Dr.M.Sanathi</b> Professor, Electronics and Communication Engineering, Government College of Technology, Coimbatore
14	Principal of the College	Member Secretary	<b>Dr.M.Sivaraja</b> Principal, Nehru Institute of Technology, Coimbatore

**GOVERNING COUNCIL - AGENDA**

**Governing Body Meeting**

**Agenda**

Date: 12.01.2024

Time: 10.00 am to 1.00 pm

Venue: Board Room, Nehru Institute of Technology, Kallapuram, Coimbatore.

S.No	Agenda
1	Review on the action plan of Governing Council & IQAC (2023-24)
2	Approval of resolutions and regulations passed in Academic Council and Board of Studies meeting
3	Progress of the Institution and Achievements (Faculty, Student Achievements and Awards)
4	Start of New UG Course in emerging area
5	Approval of Annual Quality Assurance Report (AQAR)
6	Approval of Faculty and Non-teaching staff recruitment, promotion and performance appraisal procedure.
7	Institutional Development Plan (IDP) of the Institution.
8	Placement Training and Career Assurance
9	Industry Institute Connect
10	Research, Innovation & Incubation
11	Approval of Income and Expenditure statement for the year 2023-2024
12	Annual Budget for the FY 2024 - 2025
13	Review of Strategic Plan/Road Map and valuable suggestions of Members
14	Any other items with the permission of the chair

  
Principal

Member Secretary

Dr. Sivaraja M Member Secretary welcomed the governing council members to the governing council meeting held on 12.01.2024

Agenda wise discussion in the meeting is as follows:

<b>Subject 1</b>	<b>Note on Review on the action plan of Governing Council &amp; IQAC (2023-24)</b>
<b>Resolution 1</b>	The minutes of the last meeting were reviewed and action taken is approved - for Information
<b>Subject 2</b>	<b>Note on Approval of resolutions and regulations passed in Academic Council and Board of Studies meeting</b>
<b>Resolution 2</b>	<b>The principal presented the resolutions and regulations passed in Academic Council and Board of Studies meeting</b> The members of the Governing Council reviewed and approved.
<b>Subject 3</b>	<b>Note on Progress of the Institution and Achievements</b>
<b>Resolution 3</b>	a) The Member Secretary shared the status of Progress of the Institution and Achievements to GC Members. b) The Governing Council Members insisted and suggested to get 12 (B) status for the institution - Action Principal
<b>Subject 4</b>	<b>Note on Start of New UG Course in emerging area</b>
<b>Resolution 4</b>	The Member Secretary informed and discussed with the GC members about the approval of new courses, Artificial Intelligence & Machine learning, Cyber security for the academic year 2024-25
<b>Subject 5</b>	<b>Note on Approval of Annual Quality Assurance Report (AQAR)</b>
<b>Resolution 5</b>	The council reviewed the AQAR report submitted by the IQAC Director and approved
<b>Subject 6</b>	<b>Note on Approval of Faculty and Non-teaching staff recruitment, promotion and performance appraisal procedure.</b>
<b>Resolution 6</b>	Discussed and approved as per AICTE Norms, HR Manual -Service and Promotion Rules Nehru Institute of Technology
<b>Subject 7</b>	<b>Note on Institutional Development Plan (IDP) of the Institution</b>
<b>Resolution 7</b>	The Principal presented <b>Short Term Goals, Mid Term Goals, Long Term Goals</b>

	<p>a) Discussion on long-term development strategies</p> <p>b) IDP framework as per UGC guidelines was reviewed and approved for execution</p>
<b>Subject 8</b>	<b>Note on Placement Training and Career Assurance</b>
<b>Resolution 8</b>	<p>a) Discussed technical skills, coding skills, and writing skills to improve placement</p> <p>b) Strategies to enhance student employability and career growth</p> <p>c) Placement training programs were approved for continuation and expansion</p> <p>The committee members suggested strategies to improve the placement status of students in the forthcoming years - Action Principal &amp; NCPIR Director</p>
<b>Subject 9</b>	<b>Note on Industry Institute Connect</b>
<b>Resolution 9</b>	<p>a) Enhancing collaboration with industries for academic and research purposes</p> <p>b) Industry partnerships and MoUs were reviewed and suggestions were made for further improvement</p> <p>The member Secretary of Governing Council member Dr. M. Sivaraja Principal - NIT proposed a plan of signing an MOU with 50 industries under the concept of "Faculty - Industry Connect" to improve the institute industry linkage and for the student's betterment. The members of Governing council appreciated and welcomed the proposal</p>
<b>Subject 10</b>	<b>Note on Research, Innovation &amp; Incubation</b>
<b>Resolution 10</b>	<p>a) Promoting research culture and innovation</p> <p>b) Strategies for strengthening research and incubation were discussed and approved</p> <p>c) Dr. P. Krishnakumar CEO &amp; Secretary, NCI appreciated for Grants Received (2023-2024) from various funding agency</p> <p>TNSDC &amp; Naan Mudhalvan - Niral Thiruvizha, NewGen IEDC, Ministry of Agriculture ( RKVY-RAFTAAR), Balakamalam Environmental fund, MOE's Innovation Cell, TNSCST, DST - Startup TN</p> <p>The Governing Council Members insisted to improve the publication in Scopus/SCI/ Web of Science, UGC Care, Seminar Grants, Research funding from agencies - Action Principal</p>
<b>Subject 11</b>	<b>Note on Approval of Income and Expenditure statement for the year 2023-2024</b>

<b>Resolution 11</b>	The Principal presented the income and expenditure statement of the Institution and approved by Governing Council members
<b>Subject 12</b>	<b>Note on Annual Budget for the FY 2024 – 2025</b>
<b>Resolution 12</b>	The Principal presented the annual budget of the Institution. The Governing body discussed the requirements in the departments for UG & PG Programme. The budget is approved by Governing Council members
<b>Subject 13</b>	<b>Note on Review of Strategic Plan/Road Map and valuable suggestions of Members</b>
<b>Resolution 13</b>	a) Long-term institutional strategic planning b) Members provided valuable insights, and the roadmap was adjusted accordingly
<b>Subject 14</b>	<b>Any other items with the permission of the chair</b>
<b>Resolution 14</b>	No major additional items; minor operational concerns were noted

**Vote of Thanks**

The meeting concluded with the vote of thanks proposed by the Dr. M. S. Irfan Ahamed Professor in Science & Humanities to all the external and internal members for sparing their valuable time and participating in the Governing body meeting, Nehru Institute of Technology, Coimbatore

**GOVERNING COUNCIL - ATR**



**Action Taken Report for Governing Council 2024-25**


Venue: Board Room, NIT

Members Present: Principal, All HODs, Centre Heads, Senior Faculty Members

Agenda: Review of Action Taken for GC 2024-2025

S. No	Agenda/Resolution	Action Taken/Status
1	Review and approval of action plan (GC IQAC 2023-24)	Minutes of the last meeting were reviewed; actions from previous year were found satisfactory and noted for information.
2	Approval of Academic Council/Board of Studies resolutions & regulations	All academic council and BoS resolutions and regulations were reviewed and ratified by the GC; implemented as approved.
3	Progress of Institution & Achievements	Status report on achievements shared; suggested application for 12B status is being initiated by the Principal.
4	New UG Courses approval	Introduction of new UG courses in Artificial Intelligence, Machine Learning, and Cybersecurity for 2024-25 was approved; course development in progress.
5	AQAR Approval	Annual Quality Assurance Report (AQAR) reviewed and approved; submitted to IQAC.
6	Faculty & staff recruitment, promotion, appraisal procedure	Recruitment and appraisal policies aligned with AICTE norms and institutional HR manual were approved and implemented.
7	Institutional Development Plan (IDP)	Short, mid, and long-term goals presented and approved; IDP execution as per framework is underway.
8	Placement Training & Career Assurance	Training strategies to enhance technical, coding, and communication skills were approved. Expansion in placement programs underway.
9	Industry-Institute Connect	Plan to sign MoU with 50 industries was welcomed. Process initiated for implementing Faculty-Industry Connect.

 <b>NEHRU INSTITUTE OF TECHNOLOGY</b> 		
10	Research, Innovation, Incubation	Strategies to strengthen research and incubation approved. Focus set on increasing publications in indexed journals and applying for more grants.
11	Income & Expenditure statement 2023-24	Statement reviewed and approved; financial operations in compliance.
12	Annual Budget 2024-25	Departmental requirements considered; budget for FY 2024-25 approved and allocated.
13	Strategic Plan/Roadmap Review	Long-term plan reviewed; suggestions integrated into updated roadmap.
14	Any other items	Minor operational concerns noted; no major additional items.

  
**Principal**  
**Member Secretary**

### Academic Council

The Academic Council will be responsible for the colleges academic issues, including academic staff, students, and co-curricular activities. The Academic Council is in charge of defining and implementing the Institutions best practices.

### CONSTITUTION OF ACADEMIC COUNCIL



# NEHRU INSTITUTE OF TECHNOLOGY

(Autonomous)

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
Accredited by NAAC with A+. Recognized by UGC with Section 2(f)



## CONSTITUTION OF ACADEMIC COUNCIL – 2024-25

Sl.No	Position	Name
1	Chairman	<b>Dr. M. Sivaraja</b> Principal Nehru Institute of Technology Coimbatore
2	Heads of the Departments	<b>Dr. T. Manikandan</b> Head of the Department Department of Aeronautical Engineering
		<b>Dr. R. Bharthikanna</b> Head of the Department Department of Agricultural Engineering
		<b>Prof. M. Vadivel</b> Head of the Department Department of Civil Engineering
		<b>Dr. P. Shanthakumar</b> Head of the Department Department of Computer Science and Engineering
		<b>Prof. Daniel Paul</b> Head of the Department Department of Food Technology
		<b>Dr. D. Karthikeswaran</b> Head of the Department Department of Information Technology
		<b>Dr. M. Kumaresan</b> Head of the Department Department of Science and Humanities
3	Senior Faculty members	<b>Dr. S. Naganandini</b> Head of the Department Department of Management Studies
		<b>Dr. T. Jayaprakash</b> Professor in Physics Department of Science & Humanities
		<b>Dr. N. Vidhya</b> Associate Professor in Mathematics Department of Science and Humanities
		<b>Prof. Gulja S Nair</b> Assistant Professor (Senior Grade) Department of Agricultural Engineering
		<b>Prof. A. Balthilak</b> Assistant Professor (Senior Grade) Department of General Engineering



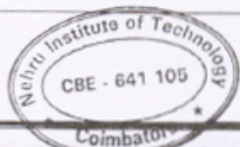
# NEHRU INSTITUTE OF TECHNOLOGY

(Autonomous)

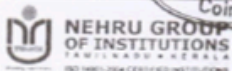
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
Accredited by NAAC with A+, Recognized by UGC with Section 2(f)



4	Academic Expert	<b>Dr. Gangolu Appa Rao</b> Professor of Civil Engineering, Indian Institute of Technology Madras
		<b>Dr. Kannan Lakshminarayan</b> Professor of Practice, Department of Engineering Design, Indian Institute of Technology Madras
		<b>Dr. KP. Sudheer</b> Head, RAFTAAR, Agri Business Incubator, Kerala Agricultural University College of Agriculture, Vellanikkara, Thrissur, Kerala
5	Industrial Expert	<b>Dr. K. Rathnam</b> CEO at Milky Mist Dairy Coimbatore
		<b>Dr. Hangovan Ramasamy</b> President, AgriInfotech Inc, India & USA, Coimbatore
		<b>Mr. Bijoy Sivan</b> Managing Director, Rently Software Development Pvt., Ltd, Coimbatore
6	University Nominees	<b>Mr. Vignesh Paramasivam</b> Campus Recruitment Lead (Tamilnadu & Puduchery) Tata Consultancy Services, Chennai
		<b>Dr. N. Arul Anand</b> Professor Department of Computer Science and Engineering PSG College of Technology Peelamedu, Coimbatore-641004
		<b>Dr. A. Kunthavai</b> Professor Department of Computer Science and Engineering Coimbatore Institute of Technology Coimbatore-641004
7	Controller of Examination	<b>Dr. K. Rathnakannan</b> Professor Department of Electrical and Electronics Engineering Anna University, Chennai - 600025
		<b>Dr. A. Sivasamy</b> Professor & Controller of Examinations
8	Member Secretary	<b>Dr. V. Saravanan,</b> Associate Professor in Aeronautical Engineering & Head / Academic Affairs



*[Signature]*  
Principal & Chairman/Academic Council



Address: "Jawahar Gardens", Kallapuram, Coimbatore - 641 105 Ph: 0422- 2666655  
E-mail: nltprincipal@nehrucolleges.com Website: https://nehruinstitute.com  
Corporate Office: 451-D, Palakkad Main Road, Kuniamothur, Coimbatore - 641 008  
Phone: 0422- 2206148

S. No	Role	Name & Designation
1	Chair Person	Dr. M. Sivaraja, Principal
2	Vice Chair Person	Dr. S. Pathur Nisha, Dean / IQAC
3	Member	Dr. V. Saravanan, Associate Professor / AERO
4	Member	Dr. K. Senthil Kumar, Professor / AGRI
5	Member	Dr. G. Bhuvaneswari, Professor / MBA
6	Member	Dr. R. Kiruthika, Professor / AGRI
7	Member	Dr. C. Alice Evangaline Jebaselvi, Professor / S&H
8	Member	Mrs. P. Kalpana, Office Assistant
9	Student Member	Mr. M. Jayaram, AERO – III Year

**Anti-Ragging Committee**

*(Establishment of Anti-Ragging Committee)*

S. No	Role	Name & Designation
1	Chair Person	Dr. M. Sivaraja, Principal
2	Vice Chair Person	Dr. S. Pathur Nisha, Dean / IQAC
3	Member	Dr. V. Saravanan, Associate Professor / AERO
4	Member	Dr. K. Senthil Kumar, Professor / AGRI

5	Member	Dr. Samuel Thanaraj, Associate Professor / CIVIL
6	Member	Dr. Beaulah David, Associate Professor / CSE
7	Member	Dr. P. Sampath, Professor / CSE – Cyber Security
8	Member	Dr. S. Jothi Lakshmi, Associate Professor / CSE – AIML
9	Member	Dr. Hema Prabha, Professor / FOOD
10	Member	Dr. K. Parimala Gandhi, Professor / S&H
11	Member	Dr. T. Jayaprakash, Professor / S&H
12	Member	Dr. S. Shantha Kumar, Professor / IT
13	Member	Dr. G. Bhuvaneswari, Professor / MBA
14	Member	Mr. S. Senthil Kumar, Physical Director
15	Parent Member	Mr. Mutharasan
16	Student Member	Mr. Saravanan, II Year CSE
17	Parent Member	Mr. George William
18	Student Member	Mr. G. Sherwin Jayadurai, III Year AERO
19	Parent Member	Mr. M. Thirumalai Samy
20	Student Member	Ms. Divyadharshini T, IV Year IT

## Online Grievance Redressal Mechanism

*Establishment of Online Grievance Redressal Mechanism)*

Stakeholder	Mode
Faculty Grievance Link	<a href="https://forms.gle/VTMFEd6JrheYPHZT7">https://forms.gle/VTMFEd6JrheYPHZT7</a> ( <a href="https://forms.gle/VTMFEd6JrheYPHZT7">https://forms.gle/VTMFEd6JrheYPHZT7</a> )
Student Grievance Link	<a href="https://forms.gle/q1PQXKRvfuiesp658">https://forms.gle/q1PQXKRvfuiesp658</a> ( <a href="https://forms.gle/q1PQXKRvfuiesp658">https://forms.gle/q1PQXKRvfuiesp658</a> )
Official Email ID	<a href="mailto:grievancesnit@nehrucolleges.com">grievancesnit@nehrucolleges.com</a>

## Grievance Redressal Committee & University Ombudsman

Particulars	Details
Institutional Grievance Redressal Committee	Constituted and functioning
University Ombudsman	As per University norms and regulations

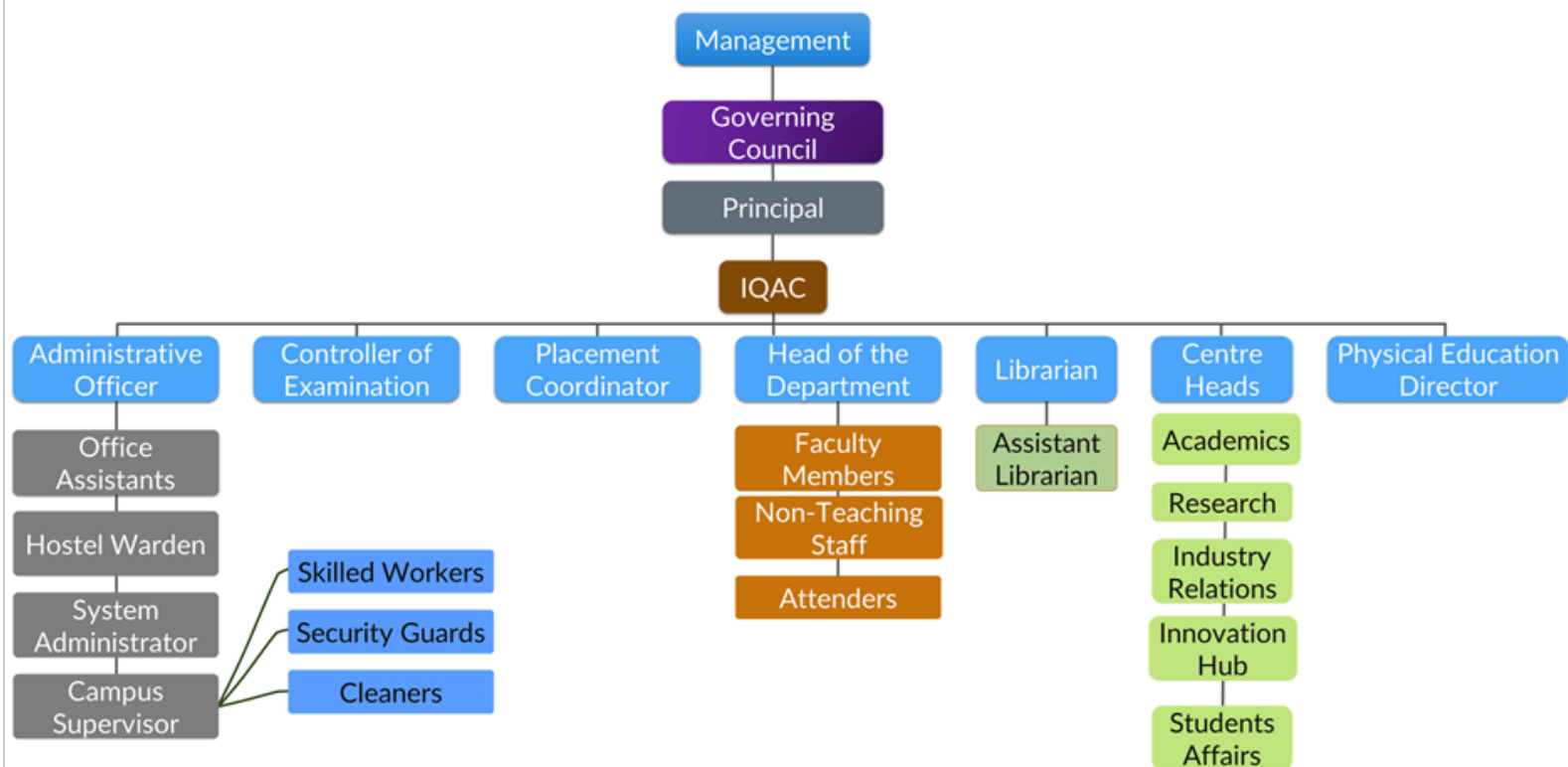
## Internal Complaints Committee (ICC)

*Establishment of Internal Committee*

S. No	Name & Designation	Role	Email ID
1	Dr. S. Pathur Nisha, Dean / IQAC	Chair Person	<a href="mailto:nitdeanscis@nehrucolleges.com">nitdeanscis@nehrucolleges.com</a>
2	Dr. N. Vithya, Associate Professor / S&H	Member	<a href="mailto:nitdrnvithya@nehrucolleges.com">nitdrnvithya@nehrucolleges.com</a>
3	Dr. N. Mohammed Rafiq, Assistant Professor (S.G) / Mech	Member	<a href="mailto:nitmohammedraffic@nehrucolleges.com">nitmohammedraffic@nehrucolleges.com</a>

4	Mr. V. Satheeswaran, Assistant Professor (S.G) / ECE	Member	nitsatheeswaran@nehrucolleges.com
5	Mr. A. Prabakaran, Assistant Professor / S&H	Member	nitprabakaran.a@nehrucolleges.com
6	Ms. P. Praveena, Counsellor, T.M. Palayam Panchayat, Coimbatore	External Expert	—

### Organization Structure



### Internal Quality Assurance Cell (IQAC)

- To develop a system for conscious, consistent, and catalytic action to improve the academic and administrative performance of the institution.
- To promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.

Some of the functions expected of the IQAC are:

- Development and application of quality benchmarks/parameters for various academic and administrative activities of the institution
- Facilitating the creation of a learner-centric environment conducive to quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process
- Arrangement for feedback response from students, parents and other stakeholders on quality-related institutional processes
- Dissemination of information on various quality parameters of higher education
- Organization of inter and intra institutional workshops, seminars on quality related themes and promotion of quality circles
- Documentation of the various programmes/activities leading to quality improvement
- Acting as a nodal agency of the Institution for coordinating quality-related activities, including adoption and dissemination of best practices
- Development and maintenance of institutional database through MIS for the purpose of maintaining/enhancing the institutional quality
- Development of Quality Culture in the institution

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**2.1.1.2. Service Rules (10)**

Institute Marks

10.00

**Website Link - Service rules, procedures, recruitment and promotional policies**

<https://www.nitcbe.ac.in/wp-content/uploads/2023/11/6.2.2-HR-Policy.pdf>

**List of Welfare measures for faculty Community**

Medical Leave

Casual Leave

Compensatory Leave

Permission

Internal On-Duty

On Duty for faculty outreach

Annual/Vacation Leave

Sponsorship for attending Seminars/Conference/ Workshop/FDP

Incentive to the faculty for Article/Book/Patent Publications

NIT In-House Awards

Provident Fund

Employee State Insurance

Fee Concession for children of Staff in Nehru Group of Institutions

Staff Quarters & Hostel facilities

Yoga Centre

Gym Facility

Medical Camp

PK Das Hospital Discount Card

Transport Facility

Staff get together Programme

Separate Cabin with Wifi Facility

NOBLE Outbound Training programme

Faculty Connect Club

Faculty Recreation Programme

Free COVID Vaccination

Farwell Function for Relieving Staff

Canteen Facility

Exclusive Space for Car & Two-Wheeler parking

Indoor & Outdoor Sports Activities

Health Center

Employee Death Benefit

**List of Welfare measures for Non teaching staff**

Medical Leave

Casual Leave

Compensatory Leave (CCL)

Permission

Internal On-Duty

Annual/Vacation Leave

NIT In-House Awards

Provident Fund  
Employee State Insurance  
Fee Concession for children of Staff in Nehru Group of Institutions  
Hostel facilities  
Yoga Centre  
Gym Facility  
Medical Camp  
TA/DA for Drivers  
PK Das Hospital Discount Card  
Transport Facility  
Staff get together Programme  
NOBLE Outbound Training programme  
Free COVID Vaccination  
Farwell Function for Relieving Staff  
Canteen facility  
Exclusive Space for Car & Two-Wheeler parking  
Indoor & Outdoor Sports Activities  
Health Center  
Employee Death Benefit

---

**2.1.1.3. Policies (5)**

Institute Marks

5.00

Yes. The following steps are taken to ensure accurate information dissemination to all the stake holders.

a. The Institution ensures to publish their Vision, Mission and various Quality policy rules, achievements, Mandatory Disclosure as per AICTE etc., in the website.

b. Policy information, list of members of committees, and upcoming events, are available in the website link: <https://www.nitcbe.ac.in>

c. The Student details such as intake, admission Procedure and details of Teaching and Non-Teaching staffs also published in the website

Sl.No	Policy	Link
1	HR Policy	<a href="https://www.nitcbe.ac.in/wp-content/uploads/2023/11/6.2.2-HR-Policy.pdf">https://www.nitcbe.ac.in/wp-content/uploads/2023/11/6.2.2-HR-Policy.pdf</a>
2	Governing Council	<a href="https://www.nitcbe.ac.in/governing-council/">https://www.nitcbe.ac.in/governing-council/</a>
2	Academic Council	<a href="https://www.nitcbe.ac.in/academic-council/">https://www.nitcbe.ac.in/academic-council/</a>
4	Delegation of financial powers	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.1.2-Delegation-of-Financial-Power.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.1.2-Delegation-of-Financial-Power.pdf</a>
5	Grievance and Redressal Cell	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/05/2.Grievance-Redressal-Cell.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/05/2.Grievance-Redressal-Cell.pdf</a>
6	Prevention of Sexual Harassment	<a href="https://www.nitcbe.ac.in/prevention-of-sexual-harassment-cell/">https://www.nitcbe.ac.in/prevention-of-sexual-harassment-cell/</a>
7	Anti Ragging Committee	<a href="https://www.nitcbe.ac.in/anti-ragging-committee-2/">https://www.nitcbe.ac.in/anti-ragging-committee-2/</a>
8	Vision, Mission and Quality Policy	<a href="https://www.nehruinstitute.com/about-nit/">https://www.nehruinstitute.com/about-nit/</a>

9	Admission Procedures	<a href="https://www.nitcbe.ac.in/admission-procedures/">https://www.nitcbe.ac.in/admission-procedures/</a>
10	Research Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.3.2-Research-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.3.2-Research-Policy.pdf</a>
11	Waste Management Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Waste-Management-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Waste-Management-Policy.pdf</a>
12	Environment Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Environment-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Environment-Policy.pdf</a>
13	Water Conservation Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Water-Conservation-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Water-Conservation-Policy.pdf</a>
14	Green Campus Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Green-Campus-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Green-Campus-Policy.pdf</a>
15	Differently Abled Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Differently-Abled-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Differently-Abled-Policy.pdf</a>
16	Code of Conduct	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Policy-Document-Code-of-conduct.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Policy-Document-Code-of-conduct.pdf</a>
17	Mandatory Disclosure	<a href="https://www.nitcbe.ac.in/wp-content/uploads/2025/08/AICTE-NIT-Mandatory-Disclosure-25-26-.pdf">https://www.nitcbe.ac.in/wp-content/uploads/2025/08/AICTE-NIT-Mandatory-Disclosure-25-26-.pdf</a>

18	SDG Framework	<a href="https://www.nehruinstitute.com/wp-content/uploads/2025/06/SDG-Plan-and-Framework-NIT.pdf">https://www.nehruinstitute.com/wp-content/uploads/2025/06/SDG-Plan-and-Framework-NIT.pdf</a>
19	Mental Health Policy	<a href="http://www.nitcbe.ac.in/wp-content/uploads/2025/11/Mental-Health-Policy.pdf">http://www.nitcbe.ac.in/wp-content/uploads/2025/11/Mental-Health-Policy.pdf</a>

#### 2.1.1.4. Strategic Plan (5)

Institute Marks

5.00

##### Strategic Plan Availability

The Institute has a formal **Strategic Planning Document** in the form of an **Institutional Development Plan (IDP)** available on its official website. This IDP reflects the institute's vision, mission, and strategic priorities that guide academic, research, infrastructure, and quality enhancement initiatives.

<https://www.nehruinstitute.com/wp-content/uploads/2024/12/IDP-NIT-23-24.pdf> (<https://www.nehruinstitute.com/wp-content/uploads/2024/12/IDP-NIT-23-24.pdf>)

##### Core Strategic Objectives

The strategic plan is designed to achieve sustained development in key institutional areas including:

1. **Academic Excellence and Curriculum Upgradation** – Revise and enhance curriculum to meet industry requirements, adopt outcome-based education, and align programmes with national education priorities.
2. **Research, Innovation and Entrepreneurship** – Strengthen research culture by promoting funded research projects, interdisciplinary research collaborations, publications, and patents.
3. **Quality Teaching and Learning Practices** – Promote faculty development, modern pedagogical approaches, ICT integration in classrooms, and student-centric learning strategies.
4. **Industry and Community Engagement** – Enhance institutional linkages with industry for internships, live projects, consultancy, and technology transfer to benefit student employability and community welfare.
5. **Infrastructure and Resource Enhancement** – Upgradation of laboratories, digital libraries, innovation centres, and academic support systems to foster a conducive environment for learning and research.

##### Implementation Mechanism

The strategic plan is implemented through structured processes that involve various governing bodies of the institute, including:

- Academic Council and Board of Studies for curriculum planning and academic quality assurance.
- IQAC for monitoring implementation, collecting feedback, and recommending improvements.
- Dedicated Cells and Centres such as Innovation & Entrepreneurship cells, R&D Cell, and Professional Development Programmes for execution of specific strategic initiatives.

#### 2.1.2. Faculty Empowerment (15)

Total Marks 15.00

### 2.1.2.1. Faculty development policies (5)

Institute Marks

5.00

The institution has a well-defined Faculty Development Policy to ensure continuous enhancement of faculty competencies and to maintain high academic, professional, and ethical standards. The policy framework is comprehensive and is implemented through approved institutional documents such as the Human Resource (HR) Manual, Research Policy, and other supporting institutional policies.

<https://www.nitcbe.ac.in/policy-document/> (<https://www.nitcbe.ac.in/policy-document/>)

#### **Policy Framework for Faculty Development**

Faculty development at the institute is governed through:

- **HR Manual**, which outlines recruitment norms, service rules, orientation, performance appraisal, promotions, and career advancement.
- **Research Policy**, which promotes research, innovation, publications, patents, funded projects, consultancy, and professional development.
- **Mental Health Policy**, which supports faculty well-being and work–life balance, contributing to sustained professional effectiveness.
- **SDG Framework and Green Campus Policy**, which encourage faculty participation in socially responsible, sustainable, and interdisciplinary academic activities.

#### **Implementation of Faculty Development Policies**

The institution ensures effective implementation through:

- **Induction and Orientation Programmes** for newly appointed faculty to familiarize them with academic practices, outcome-based education, and institutional culture.
- **Continuous Professional Development**, including financial and academic support for participation in Faculty Development Programmes (FDPs), workshops, seminars, conferences, and training programmes.
- **Research and Innovation Support**, such as incentives for quality publications, encouragement for patent filing, funded research projects, consultancy activities, and interdisciplinary research.
- **Performance Appraisal**, through a structured Faculty Performance Appraisal and Development System (FPADS), which identifies strengths, areas for improvement, and training needs.

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### 2.1.2.2. Decentralization, delegation of power and Collective decision making (10)

Institute Marks

10.00

**Decentralization**

<b>S.No</b>	<b>Category</b>	<b>Position</b>	<b>Name</b>
1	Representatives of the Management	Chairperson	<b>Adv. Dr .P. Krishnadas</b> , Chairman and Managing Trustee, NGI
2		Member	<b>Dr. P. Krishna kumar</b> , CEO & Secretary, NGI
3		Member	<b>Dr. P. Thulasi</b> , Member, NGI
4		Member	<b>Mrs. Sumitha Krishnadas</b> , Member, NGI
5		Member	<b>Dr. Chaithanya Krishnakumar</b> , Member, NGI
6	Teachers of the College	Member	<b>Dr. S. Pathur Nisha</b> , Professor, CSE, Nehru Institute of Technology
		Member	<b>Dr. P. Hema Prabha</b> Professor, Food Technology Nehru Institute of Technology, Coimbatore
7	Administrative staff of the College	Member	<b>Mrs. Radhika Ramesh</b> , Head - Administrative Officer
8	Educationist	Member	<b>Dr. H N Nagaraja</b> , Former Vice Chancellor, Graphic Era Deemed to be University, Dehradun

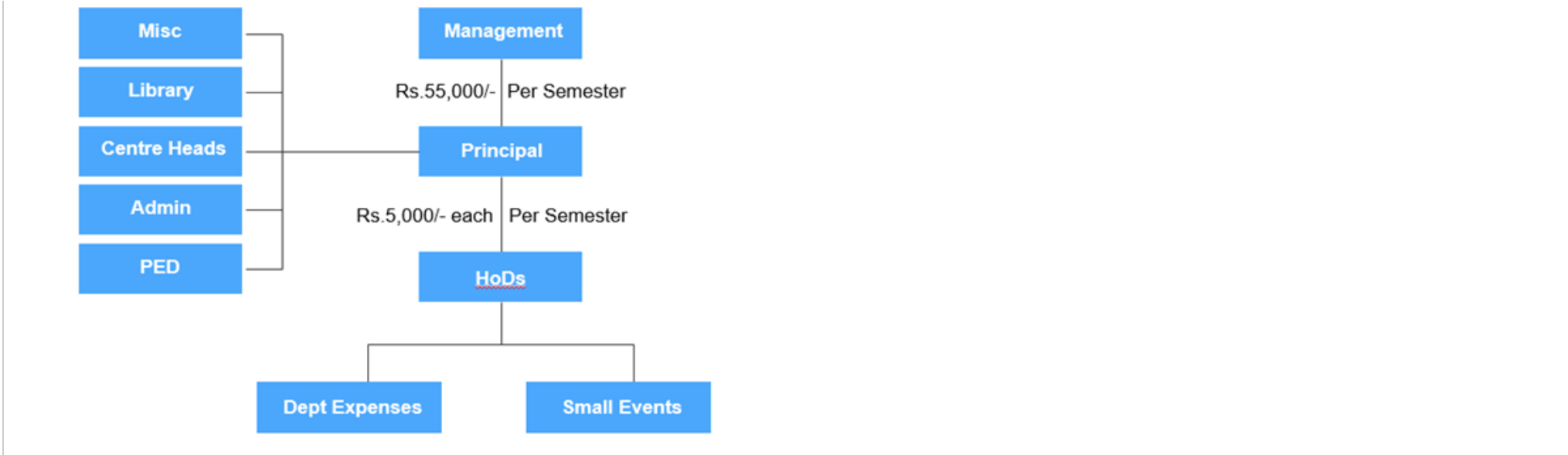
9	Principal of the College	Member Secretary	<b>Dr. M. Sivaraja</b> , Principal, Nehru Institute of Technology, Coimbatore
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#### Decentralization & Participative Management

Council/Cell	In-charge	Participants
Governing Council	Principal	Management Members , AICTE Representative, University representative, Principal, Senior Professor, Industry Experts
Academic Council	Academic Affairs	Management Members, Principal, IQAC, HoDs, Senior Professor, Employers, Industry Experts and Educationist
DAC	HoD	Principal, IQAC, HoDs, Faculty, Alumni, Employers and Industry Experts
IQAC	IQAC	Principal, IQAC, Centre Heads, HoDs, Faculty, Students, Alumni
Internal Audit Committee	IQAC	Principal, IQAC, Centre Heads, HoDs and Senior Professor
Grievance and Redressal Cell	Student Affairs	Principal, Faculty
Anti Ragging Committee	Student Affairs	Principal, Faculty and Students
Anti Ragging Squad	Student Affairs	Principal and Faculty
Class Committee	HoDs	HoDs, Faculty and Students

#### Delegation of Financial Powers

1	Principal	Full Financial Power up to Rs. 20000 (Twenty Thousand) per semester	All types of expenditures related to purchase of consumables and non-consumables, Training, Travel and maintenance.
2	HOD	Full Financial Power up to Rs. 5000 (Five Thousand) per semester	Purchase of Consumables, Guest lecture remuneration, Travelling allowance Stationery items and other items mentioned in the approved budget



2.1.3. Effective Governance Indicators (15)

Total Marks 15.00

**2.1.3.1. Grievance redressal mechanism (2)**

Institute Marks

2.00

The Institution has established a comprehensive and well-structured Grievance Redressal Mechanism to ensure effective governance, transparency, fairness and accountability in addressing grievances of faculty members, students and other stakeholders. The mechanism functions through duly constituted statutory committees with clearly defined roles and responsibilities.

**Faculty Grievance & Redressal Cell** is constituted under the chairmanship of the Principal, with representation from senior faculty members, University and DOTE nominees, and administrative heads. The cell addresses grievances related to service conditions, academic responsibilities and professional issues of faculty members and submits recommendations to the Head of the Institution for appropriate action.

**Student Grievance & Redressal Cell**, chaired by the Principal and supported by senior faculty members and a student representative, functions to resolve academic and non-academic grievances of students in a systematic and time-bound manner, ensuring a supportive and student-friendly environment.

To prevent and prohibit ragging, the Institution has constituted an **Anti-Ragging Committee** and **Anti-Ragging Squad** in accordance with UGC regulations. These bodies ensure continuous vigilance, conduct surprise inspections, enquire into complaints, create awareness and recommend disciplinary action wherever necessary. Preventive measures such as affidavits from students and parents, complaint boxes, awareness programmes and parental involvement are strictly implemented.

Further, an **Internal Complaints Committee (ICC)** is constituted as per the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. The committee includes a woman Chairperson, faculty members and an external expert, ensuring confidentiality, impartial enquiry and timely redressal of complaints related to sexual harassment.

Thus, the Institution's grievance redressal mechanism is robust, inclusive and effectively implemented, contributing to a safe, transparent and ethically governed academic environment.

#### **Grievance & Redressal Cell**

S. No	Role	Name & Designation
1	Chair Person	Dr. M. Sivaraja, Principal
2	Vice Chair Person	Dr. S. Pathur Nisha, Dean / IQAC
3	Member	Dr. V. Saravanan, Associate Professor / AERO
4	Member	Dr. K. Senthil Kumar, Professor / AGRI
5	Member	Dr. G. Bhuvanewari, Professor / MBA
6	Member	Dr. R. Kiruthika, Professor / AGRI
7	Member	Dr. C. Alice Evangaline Jebaselvi, Professor / S&H
8	Member	Mrs. P. Kalpana, Office Assistant
9	Student Member	Mr. M. Jayaram, AERO – III Year

#### **Anti-Ragging Committee**

*Establishment of Anti-Ragging Committee)*

S. No	Role	Name & Designation
1	Chair Person	Dr. M. Sivaraja, Principal
2	Vice Chair Person	Dr. S. Pathur Nisha, Dean / IQAC
3	Member	Dr. V. Saravanan, Associate Professor / AERO
4	Member	Dr. K. Senthil Kumar, Professor / AGRI
5	Member	Dr. Samuel Thanaraj, Associate Professor / CIVIL
6	Member	Dr. Beulah David, Associate Professor / CSE
7	Member	Dr. P. Sampath, Professor / CSE – Cyber Security

8	Member	Dr. S. Jothi Lakshmi, Associate Professor / CSE – AIML
9	Member	Dr. Hema Prabha, Professor / FOOD
10	Member	Dr. K. Parimala Gandhi, Professor / S&H
11	Member	Dr. T. Jayaprakash, Professor / S&H
12	Member	Dr. S. Shantha Kumar, Professor / IT
13	Member	Dr. G. Bhuvanewari, Professor / MBA
14	Member	Mr. S. Senthil Kumar, Physical Director
15	Parent Member	Mr. Mutharasan
16	Student Member	Mr. Saravanan, II Year CSE
17	Parent Member	Mr. George William
18	Student Member	Mr. G. Sherwin Jayadurai, III Year AERO
19	Parent Member	Mr. M. Thirumalai Samy
20	Student Member	Ms. Divyadharshini T, IV Year IT

**Online Grievance Redressal Mechanism**

*Establishment of Online Grievance Redressal Mechanism)*

Stakeholder	Mode
Faculty Grievance Link	<a href="https://forms.gle/VTMFE6JrheYPHZT7">https://forms.gle/VTMFE6JrheYPHZT7</a> ( <a href="https://forms.gle/VTMFE6JrheYPHZT7">https://forms.gle/VTMFE6JrheYPHZT7</a> ) ( <a href="https://forms.gle/VTMFE6JrheYPHZT7">https://forms.gle/VTMFE6JrheYPHZT7</a> )
Student Grievance Link	<a href="https://forms.gle/q1PQXKRvfuiesp658">https://forms.gle/q1PQXKRvfuiesp658</a> ( <a href="https://forms.gle/q1PQXKRvfuiesp658">https://forms.gle/q1PQXKRvfuiesp658</a> ) ( <a href="https://forms.gle/q1PQXKRvfuiesp658">https://forms.gle/q1PQXKRvfuiesp658</a> )
Official Email ID	<a href="mailto:grievancesnit@nehrucolleges.com">grievancesnit@nehrucolleges.com</a>

**Grievance Redressal Committee & University Ombudsman**

Particulars	Details
Institutional Grievance Redressal Committee	Constituted and functioning
University Ombudsman	As per University norms and regulations

**Internal Complaints Committee (ICC)**

*Establishment of Internal Committee*

S. No	Name & Designation	Role	Email ID
1	Dr. S. Pathur Nisha, Dean / IQAC	Chair Person	<a href="mailto:nitdeanscis@nehrucolleges.com">nitdeanscis@nehrucolleges.com</a>

2	Dr. N. Vithya, Associate Professor / S&H	Member	nitdrnvithya@nehrucolleges.com
3	Dr. N. Mohammed Rafiq, Assistant Professor (S.G) / Mech	Member	nitmohammedraffic@nehrucolleges.com
4	Mr. V. Satheeswaran, Assistant Professor (S.G) / ECE	Member	nitsatheeswaran@nehrucolleges.com
5	Mr. A. Prabakaran, Assistant Professor / S&H	Member	nitprabakaran.a@nehrucolleges.com
6	Ms. P. Praveena, Counsellor, T.M. Palayam Panchayat, Coimbatore	External Expert	—

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**2.1.3.2. Transparency (5)**

Institute Marks

5.00

Yes. The following steps are taken to ensure accurate information dissemination to all the stake holders.

a. The Institution ensures to publish their Vision, Mission and various Quality policy rules, achievements, Mandatory Disclosure as per AICTE etc., in the website.

b. Policy information, list of members of committees, and upcoming events, are available in the website link: <https://www.nitcbe.ac.in>

c. The Student details such as intake, admission Procedure and details of Teaching and Non-Teaching staffs also published in the website

Sl.No	Policy	Link
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2	Governing Council	<a href="https://www.nitcbe.ac.in/governing-council/">https://www.nitcbe.ac.in/governing-council/</a>
2	Academic Council	<a href="https://www.nitcbe.ac.in/academic-council/">https://www.nitcbe.ac.in/academic-council/</a>
4	Delegation of financial powers	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.1.2-Delegation-of-Financial-Power.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.1.2-Delegation-of-Financial-Power.pdf</a>
5	Grievance and Redressal Cell	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/05/2.Grievance-Redressal-Cell.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/05/2.Grievance-Redressal-Cell.pdf</a>
6	Prevention of Sexual Harassment	<a href="https://www.nitcbe.ac.in/prevention-of-sexual-harassment-cell/">https://www.nitcbe.ac.in/prevention-of-sexual-harassment-cell/</a>
7	Anti Ragging Committee	<a href="https://www.nitcbe.ac.in/anti-ragging-committee-2/">https://www.nitcbe.ac.in/anti-ragging-committee-2/</a>
8	Vision, Mission and Quality Policy	<a href="https://www.nehruinstitute.com/about-nit/">https://www.nehruinstitute.com/about-nit/</a>

9	Admission Procedures	<a href="https://www.nitcbe.ac.in/admission-procedures/">https://www.nitcbe.ac.in/admission-procedures/</a>
10	Research Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.3.2-Research-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/6.3.2-Research-Policy.pdf</a>
11	Waste Management Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Waste-Management-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Waste-Management-Policy.pdf</a>
12	Environment Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Environment-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Environment-Policy.pdf</a>
13	Water Conservation Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Water-Conservation-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Water-Conservation-Policy.pdf</a>
14	Green Campus Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Green-Campus-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Green-Campus-Policy.pdf</a>
15	Differently Abled Policy	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Differently-Abled-Policy.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Differently-Abled-Policy.pdf</a>
16	Code of Conduct	<a href="https://www.nehruinstitute.com/wp-content/uploads/2022/04/Policy-Document-Code-of-conduct.pdf">https://www.nehruinstitute.com/wp-content/uploads/2022/04/Policy-Document-Code-of-conduct.pdf</a>
17	Mandatory Disclosure	<a href="https://www.nitcbe.ac.in/wp-content/uploads/2025/08/AICTE-NIT-Mandatory-Disclosure-25-26-.pdf">https://www.nitcbe.ac.in/wp-content/uploads/2025/08/AICTE-NIT-Mandatory-Disclosure-25-26-.pdf</a>

18	SDG Framework	<a href="https://www.nehruinstitute.com/wp-content/uploads/2025/06/SDG-Plan-and-Framework-NIT.pdf">https://www.nehruinstitute.com/wp-content/uploads/2025/06/SDG-Plan-and-Framework-NIT.pdf</a>
19	Mental Health Policy	<a href="http://www.nitcbe.ac.in/wp-content/uploads/2025/11/Mental-Health-Policy.pdf">http://www.nitcbe.ac.in/wp-content/uploads/2025/11/Mental-Health-Policy.pdf</a>

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**2.1.3.3. Leader and Faculty selection process (5)**

Institute Marks

5.00

## Leader Selection Process

Academic and administrative leaders such as **Principal, Deans, Heads of Departments and Coordinators** are selected through a structured process. Vacancies are identified based on institutional requirements and approval from the Management. Eligible candidates are shortlisted based on prescribed qualifications, experience, leadership capabilities and academic credentials. The shortlisted candidates are evaluated by a Selection Committee constituted by the Management, which may include senior academicians, subject experts and administrative representatives. Final appointments are made based on merit, performance in interaction and overall suitability. Performance appraisal, stability in tenure and periodic reviews ensure effective leadership implementation.

## Faculty Selection Process

Faculty recruitment follows a multi-stage selection procedure. Vacancies are advertised through the Institution website, professional networks and other appropriate media. Applications received are screened based on educational qualifications, teaching experience, research output and industry exposure. Shortlisted candidates undergo a structured evaluation process comprising technical interview, followed by a personal interview before a duly constituted Selection Committee. Appointments are made strictly based on merit and institutional requirements.

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# INVITING ACADEMICIANS

NGI the pioneer educational group is looking for dynamic vibrant & experienced academicians for the following positions

**PROF. / ASSO. PROF. / ASST. PROF.**

Be innovative and self motivated with flair for future focussed curriculum, Research, Industry connect and International Linkages.

**DEPARTMENTS**

- ▶ **Arts & Science**  
English | Hindi | Malayalam | Computer Science  
Mathematics | Optometry | Fashion Design  
Aviation & Airline Management | Molecular Biology
- ▶ **Nursing**  
Mental Health | Medical Surgical | Pediatric  
Community Health | OBG
- ▶ **B-Schools**  
HR | Systems | Operations | Finance | Marketing  
Logistics | Block Chain Management
- ▶ **Pharmacy**  
Pharmaceutics | Pharmacognosy | Pharmacology  
Pharmaceutical Chemistry/ Analysis  
Regulatory Affairs | Pharm.D
- ▶ **Engg. & Technology**  
Aeronautical Engg. | Civil Engg.  
Mechatronics Engg. | Mechanical Engg.  
Computer Science & Engg. | Data Science  
Electronics & Commn. Engg.  
Electrical & Electronics Engg.  
Computer Science & Engg.  
(Artificial Intelligence & Machine Learning)  
Agricultural Engg. | Cyber Security  
English | Physics | Chemistry | Mathematics
- ▶ **Architecture**
- ▶ **Law**

**Qualification :** As per norms. Candidates with experience will be given preference.

**Salary :** Commensurate with qualification and experience

**Apply Now**

Interested candidates may send their resume along with Statement of Purpose (SOP), Institution Development Plan (IDP), copies of certificates & recent passport size photographs to:

Contact us: **8606 336 777** [careersngik@nehrucolleges.com](mailto:careersngik@nehrucolleges.com) Rush your Resume to :

**2.1.3.4. Stability of the academic leaders (3)**

Institute Marks

3.00

The Institution ensures stability and continuity of academic leadership as a key component of effective governance and academic administration. Academic leadership positions such as **Principal, Deans and Heads of Departments** are held by qualified and experienced faculty members who provide consistent guidance in academic planning and institutional functioning.

Academic leaders are appointed through a structured and merit-based selection process and are entrusted with clearly defined roles and responsibilities. Their continued leadership ensures uniform implementation of academic policies, monitoring of academic activities and coordination among departments.

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**2.2.1. Budget Allocation, Utilization, and Public Accounting at Institute level (40)**

Total Marks 40.00



**2.2.1 a - Total Income at Institute level: For CFY,CFYm1,CFYm2 & CFYm3**

**Table 1 - 2025-26 (CFY)**

Total Income 180780844				Actual expenditure(till...): 151307045			Total No. Of Students 1669
Fee	Govt.	Grants	Other sources(specify) other income	Recurring including salaries	Non Recurring	Special Projects/Anyother, specify	Expenditure per student
121410991	0	0	59369853	81338253	69968792		90657.31

**Table 2 - 2024-25 (CFYm1)**

Total Income 150224676				Actual expenditure(till...): 121517045			Total No. Of Students 1316
Fee	Govt.	Grants	Other sources(specify) other income	Recurring including salaries	Non Recurring	Special Projects/Anyother, specify	Expenditure per student
101128793	0	0	49095883	63338253	58178792		92338.18

**Table 3 - 2023-24 (CFYm2)**

Total Income 124323374				Actual expenditure(till...): 104251210			Total No. Of Students 1071
Fee	Govt.	Grants	Other sources(specify) other income	Recurring including salaries	Non Recurring	Special Projects/Anyother, specify	Expenditure per student
77669950	0	0	46653424	50898483	53352727		97340.07

**Table 4 - 2022-23 (CFYm3)**

Total Income 81433208				Actual expenditure(till...): 78900000			Total No. Of Students 806
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Fee	Govt.	Grants	Other sources(specify) Hostel fees, Bu	Recurring including salaries	Non Recurring	Special Projects/Anyother, specify 0	Expenditure per student
58048215	0	0	23384993	35200000	43700000	0	97890.82

### 2.2.1 b- Summary of budget and the actual expenditure incurred (for the stand alone Management Institute/ Management department of an institute)

Items	Budgeted in 2025-26	Actual Expenses in 2025-26 till	Budgeted in 2024-25	Actual Expenses in 2024-25 till	Budgeted in 2023-24	Actual Expenses in 2023-24 till	Budgeted in 2022-23	Actual Expenses in 2022-23 till
Capital Expenditure								
Infrastructure Built-Up	0	0	0	0	0	0	0	0
Library <sup>1</sup>	104000	87500	92000	84300	88000	84000	76000	74500
IT Infrastructure	0	0	0	0	1800000	1359008	80000	54240
Others Capital Expenditure, specify	0	0	0	0	0	0	0	0
Operational Expenditure								
Salary (Teaching, Non-teaching a	5138845	2516400	4837690	4828795	3837525	3835745	3475450	3393575
Capacity Development	930000	60000	870000	670000	800000	785000	720000	648000
Others Operational Expenditure , sp	0	0	0	0	0	0	0	0
<b>Total</b>	<b>6172845</b>	<b>2663900</b>	<b>5799690</b>	<b>5583095</b>	<b>6525525</b>	<b>6063753</b>	<b>4351450</b>	<b>4170315</b>

#### 2.2.1.1. Adequacy of budget allocation (15)

Institute Marks

15.00

The yearly budget is prepared based on the academic and research requirements of the departments. Initially a clear and precise budget is made by the Head of Department, which is approved by the Head of the Institution and further sent to the Management for approval. Budget meetings are regularly done to make sure the resources are allocated for the right purpose of developing the Institution and building up the assets of the Institution and based on the prepared budget the fund raised is allocated. The monitoring of budget and expenditure is done on a regular basis, and in order to have transparent and reliable books of accounts and maintain records of all transactions, management has created an audit system of internal and external auditing that ensures that the expenses are under control and do not exceed the budgets. These audits make sure that the fund is allocated to the right requirements and used for the right activity.

#### 2.2.1.2. Utilization of allocated funds (15)

Institute Marks

A budget is created based on the needs of each departmental operation. Each line item in the consolidated budget is sent to management for detailed discussion. The approved budget is returned to the Institution. Every expense is tracked based on the allocated allocation.

The budget utilization details for the last four assessment years are presented in the following Table

SL. NO.	ASSESSMENT YEAR	BUDGET ALLOCATION IN (RS.)	ACTUAL EXPENDITURE IN (RS.)	PERCENTAGE OF UTILIZATION (%)
1.	CFY 2025-26	3,94,29000	3,94,30121	100
2.	CFYm1 2024-25	2,14,90000	2,14,91288	100
3.	CFYm2 2023-24	3,90,74450	3,90,75560	100
4.	CFYm3 2022-23	4,01,92500	4,01,93780	100

#### 2.2.1.3. Availability of the audited statements on the institute's website (10)

Institute Marks

10.00

The Institution routinely performs internal and external audits. To oversee the internal audit functions, Nehru Group of Institutions has qualified auditors, and they make sure that all the activities and policies agreed in the Finance Committee/Board of Management are rigorously followed. During the meeting of the Finance Committee, both the internal and external auditors reports are thoroughly considered. Recommendations are then given to the Board of Management for approval.

Audited statements available in website:

<https://www.nitcbe.ac.in/explore-more/>

### 3 PROGRAM OUTCOMES & COURSE OUTCOMES (100)

Total Marks 100.00

#### 3.1 Establish the linkage between the Course Outcomes, the Program Outcomes (POs) and Program Specific Outcomes (20)

Total Marks 20.00

a. List the Program Outcome (PO)

POs	Statement
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Note: Program may add up to three additional POs.

POs	Statement
PO6	Ability to fulfill social outreach //
PO7	Ability to take up challenging assignments //

b. List the Program Specific Outcomes (PSOs), if any

PSOs	Statement
PSO1	Enter Statement //

Program Articulation Matrix

3.1.1. Course Outcomes (COs) (5)

Institute Marks

5.00

**Note : Number of Outcomes for a Course is expected to be around 6.**

Course Name: Ciii Year of Study: YYYY – YY; for ex. C202 Year of study 2021-22

<b>Course Name :</b>	<b>23121</b>	<b>Course Year :</b>	<b>1</b>
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<b>Course Name</b>	<b>Statements</b>	<b>Action</b>
221.1	Recall and explain key concepts of statistics, probability, and hy	
221.2	Apply statistical and probability techniques to analyze business	
221.3	Analyze variable relationships and interpret statistical results for	
221.4	Evaluate the appropriateness of statistical methods in business	
221.5	Design statistical models and data-driven solutions using practi	

<b>Course Name :</b>	<b>23202</b>	<b>Course Year :</b>	<b>2</b>
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<b>Course Name</b>	<b>Statements</b>	<b>Action</b>
202.1	Define basic financial management concepts and risk–return pr	
202.2	Explain ESG, sustainability, and emerging financial technologie:	
202.3	Apply capital budgeting techniques and compute cost of capital	
202.4	Analyze leverage, capital structure, and dividend decisions	
202.5	Evaluate financing options and design financial strategies	

<b>Course Name :</b>	<b>23301</b>	<b>Course Year :</b>	<b>3</b>
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<b>Course Name</b>	<b>Statements</b>	<b>Action</b>
201.1	Identify fundamental concepts of strategic management and cor	
201.2	Describe competitive advantage and major strategic framework:	
201.3	Implement strategic analysis tools in organizational decision-ma	
201.4	Differentiate and examine corporate and business-level strategi	
201.5	Critique strategic choices and formulate strategies for sustainab	

<b>Course Name :</b>	<b>23401</b>	<b>Course Year :</b>	<b>4</b>
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<b>Course Name</b>	<b>Statements</b>	<b>Action</b>
201.1	Summarize key concepts and drivers of international business	
201.2	Explain international trade and investment theories	
201.3	Apply global entry strategies in international markets	
201.4	Analyze global production, marketing, and financial issues	
201.5	Evaluate cross-cultural challenges and develop global strategie:	

C101 is the first course in first year and '1' to '6' are the outcomes of this course.

Note: Semester may be read as Trimester/Semester/Yearly as applicable

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**3.1.2. CO-PO Matrices (5)**

Institute Marks

5.00

## Instructions -

Data of above tables are used in following tables. Alter the above table data will cause the loss of records in following tables. Click the button to load the data in following grids. Please avoid the manipulation of data after filling the following grids. Click the button to load the data in following Grids.

1 . course name : C1P23BA121

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C1P23BA121.	3 ▾	2 ▾	1 ▾	1 ▾	1 ▾	- ▾	- ▾
C1P23BA121.:	3 ▾	3 ▾	2 ▾	1 ▾	1 ▾	- ▾	1 ▾
C1P23BA121.:	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	- ▾	1 ▾
C1P23BA121.	3 ▾	3 ▾	3 ▾	2 ▾	1 ▾	- ▾	1 ▾
C1P23BA121.:	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	2 ▾
<b>C1P23BA121</b>	<b>3</b>	<b>2.8</b>	<b>2.2</b>	<b>1.6</b>	<b>1.2</b>	<b>1</b>	<b>1.25</b>

2 . course name : C1P23BA202

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C1P23BA202.	3 ▾	2 ▾	1 ▾	1 ▾	1 ▾	- ▾	- ▾
C1P23BA202.:	2 ▾	2 ▾	3 ▾	1 ▾	1 ▾	1 ▾	- ▾
C1P23BA202.:	3 ▾	3 ▾	2 ▾	1 ▾	1 ▾	- ▾	1 ▾
C1P23BA202.	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	- ▾	1 ▾
C1P23BA202.:	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	2 ▾
<b>C1P23BA202</b>	<b>2.8</b>	<b>2.6</b>	<b>2.2</b>	<b>1.4</b>	<b>1.2</b>	<b>1</b>	<b>1.33</b>

3 . course name : C2P23BA301

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C2P23BA301.	2 ▾	2 ▾	1 ▾	1 ▾	1 ▾	- ▾	- ▾
C2P23BA301.:	2 ▾	3 ▾	2 ▾	1 ▾	1 ▾	- ▾	1 ▾
C2P23BA301.:	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	- ▾	1 ▾
C2P23BA301.	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	- ▾	1 ▾

C2P23BA301.	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	2 ▾
<b>C2P23BA301</b>	<b>2.6</b>	<b>2.8</b>	<b>2</b>	<b>1.6</b>	<b>1.2</b>	<b>1</b>	<b>1.25</b>

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**4 . course name : C2P23BA401**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C2P23BA401.	2 ▾	1 ▾	2 ▾	1 ▾	1 ▾	- ▾	- ▾
C2P23BA401.	2 ▾	2 ▾	2 ▾	1 ▾	1 ▾	- ▾	1 ▾
C2P23BA401.	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	- ▾	1 ▾
C2P23BA401.	3 ▾	3 ▾	3 ▾	2 ▾	1 ▾	- ▾	1 ▾
C2P23BA401.	3 ▾	3 ▾	3 ▾	2 ▾	2 ▾	1 ▾	2 ▾
<b>C2P23BA401</b>	<b>2.6</b>	<b>2.4</b>	<b>2.4</b>	<b>1.6</b>	<b>1.2</b>	<b>1</b>	<b>1.25</b>

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Note:

1. Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

---

---

**1 . Course Name : C1P23BA121**

**PSO are not defined for this Course**

---

**2 . Course Name : C1P23BA202**

**PSO are not defined for this Course**

---

**3 . Course Name : C2P23BA301**

**PSO are not defined for this Course**

---

**4 . Course Name : C2P23BA401**

**PSO are not defined for this Course**

---

Note:

1. Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

---

**3.1.3. Course-PO Mapping matrix of all courses in the program (10)**

Institute Marks

10.00

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
P23BA101	2.6	2.8	1.8	0.6	1.0	0	2.0
P23BA102	2.7	2.9	1.9	1.7	1.3	0.6	1.9
P23BA103	2.8	2.9	2.3	0.7	1.1	0.5	1.8
P23BA104	2.8	2.8	1.7	0.6	1.2	0.4	1.7
P23BA105	2.7	2.8	2.2	1.9	1.3	0.7	2.0
P23BA106	2.8	2.7	1.8	1.0	1.1	0.4	2.1
P23BA107	2.5	2.6	2.8	1.1	1.3	2.5	1.9
P23BA111	2.6	2.8	2.2	1.0	1.2	1.0	1.8
P23BA112	2.2	2.4	1.5	2.9	1.6	0.6	2.1
P23BA113	2.3	2.5	1.4	2.4	1.8	0.5	2.3
P23BA114	2.1	2.4	1.3	2.6	2.2	0.5	2.4
P23BA201	2.9	2.9	1.9	0.6	1.2	0.4	2.3
P23BA202	2.9	2.9	2.2	0.7	1.4	0.5	2.3
P23BA203	2.7	2.9	2.0	1.8	1.5	0.8	2.0
P23BA204	2.8	2.8	2.1	1.0	1.4	0.7	2.1
P23BA205	2.7	2.8	2.0	0.8	1.5	0.6	2.2
P23BA206	2.9	2.9	2.3	0.7	1.3	0.5	2.4
P23BA207	2.7	2.8	2.1	1.1	1.6	0.9	2.4
P23BA211	2.8	2.8	2.2	1.2	1.8	1.0	2.5
P23BA212	2.6	2.7	1.6	2.3	2.0	0.7	2.6
P23BA301	2.6	2.8	2.0	1.6	1.2	0.2	1.0
P23BA311	2.8	2.8	1.6	1.2	1.2	0.4	2.2
P23BA312	2.8	2.8	1.4	0.4	1.2	0	2.0
P23BA313	2.6	2.8	1.6	0.8	1.2	0.2	1.8

P23BA314	2.0	2.8	2.6	1.2	1.4	2.6	2.0
P23BA401	2.8	2.8	2.6	1.4	1.6	1.0	2.2
P23BA402	2.6	2.7	2.7	1.5	1.6	2.2	2.0
P23BA411	2.9	2.9	2.6	1.5	2.4	1.5	2.6
P23BAB31	2.8	2.9	1.7	0.8	1.5	0.6	2.7
P23BAB32	2.9	2.9	1.8	0.8	1.4	0.4	2.7
P23BAB33	2.9	2.9	1.9	0.8	1.4	0.4	2.8
P23BAB34	2.9	2.9	1.8	0.9	1.6	0.6	2.7
P23BAB35	2.8	2.7	2.0	1.0	1.2	0.4	2.7
P23BAB41	2.9	2.9	2.0	0.9	1.5	0.6	2.8
P23BAB42	2.9	2.8	2.1	0.8	1.6	0.6	2.7
P23BAB43	2.9	2.9	2.0	0.9	1.5	0.5	2.9
P23BAB44	2.9	2.9	2.0	0.8	1.8	0.7	2.8
P23BAB44	2.8	2.9	2.2	0.9	1.6	0.8	2.7
P23BAF31	2.8	2.8	2.0	0.6	1.4	0.4	2.4
P23BAF32	2.8	2.7	1.9	0.7	1.3	0.5	2.3
P23BAF33	2.7	2.8	1.8	0.6	1.4	0.7	2.1
P23BAF34	2.8	2.8	2.1	0.7	1.4	0.4	2.3
P23BAF35	2.8	2.8	2.0	0.6	1.2	0.6	2.1
P23BAF41	2.9	2.9	2.2	0.7	1.5	0.5	2.5
P23BAF42	2.8	2.9	2.1	0.8	1.4	0.5	2.5
P23BAF43	2.8	2.8	2.0	0.8	1.5	0.6	2.2
P23BAF44	2.8	2.9	2.2	1.0	1.4	0.8	2.4
P23BAF45	2.8	2.7	2.1	0.9	1.5	0.6	2.1
P23BAH31	2.6	2.8	2.0	1.8	1.6	0.9	2.2

P23BAH32	2.5	2.6	2.1	1.9	1.7	1.1	2.0
P23BAH33	2.7	2.7	2.1	1.6	1.5	1.2	2.4
P23BAH34	2.6	2.8	2.1	1.7	1.6	1.0	2.2
P23BAH35	2.5	2.9	2.0	1.8	1.7	1.2	2.1
P23BAH41	2.7	2.7	2.3	1.7	1.8	1.0	2.4
P23BAH42	2.7	2.8	2.2	1.8	1.6	1.0	2.3
P23BAH43	2.8	2.7	2.3	1.9	1.6	1.1	2.4
P23BAH44	2.8	2.7	2.2	1.8	1.7	1.1	2.2
P23BAH45	2.7	2.8	2.2	1.8	1.7	1.1	2.3
P23BAL31	2.4	2.7	2.2	1.0	1.7	0.8	2.4
P23BAL32	2.8	2.8	2.3	1.0	1.6	0.8	2.5
P23BAL33	2.8	2.8	2.3	1.0	1.6	0.8	2.5
P23BAL34	2.8	2.8	2.4	1.0	1.6	0.9	2.5
P23BAL35	2.8	2.8	2.3	1.0	1.6	0.9	2.5
P23BAL41	2.9	2.9	2.5	1.1	1.7	1.0	2.6
P23BAL42	2.8	2.9	2.4	1.2	1.8	1.0	2.6
P23BAL43	2.8	2.8	2.3	1.2	1.7	1.1	2.7
P23BAL44	2.9	2.8	2.4	1.3	1.8	1.1	2.6
P23BAL45	2.9	2.8	2.2	1.3	1.8	1.2	2.6
P23BAM31	2.6	2.7	2.2	2.0	1.7	2.0	2.3
P23BAM32	2.7	2.8	2.1	1.9	1.5	0.7	2.3
P23BAM33	2.7	2.7	2.0	2.1	1.7	0.9	2.2
P23BAM34	2.7	2.8	2.0	2.0	1.6	0.7	2.3
P23BAM35	2.7	2.6	2.0	1.9	1.7	1.0	2.3
P23BAM41	2.7	2.8	2.2	2.0	1.6	0.7	2.3

P23BAM42	2.8	2.8	2.1	1.8	1.6	0.9	2.2
P23BAM43	2.8	2.8	2.1	2.0	1.6	0.8	2.4
P23BAM44	2.8	2.7	2.2	1.9	1.5	0.8	2.2
P23BAM45	2.8	2.9	2.2	2.0	1.6	0.9	2.1
P23BAO31	2	0	2	3	3	2	2
P23BAO32	2	0	2	3	3	2	2
P23BAO33	2	0	2	3	3	2	2
P23BAO34	3	3	2	2	1	0	0
P23BAO41	2	0	2	3	3	2	2
P23BAO42	2	0	2	3	3	2	2
P23BAO43	2	0	2	3	3	2	2
P23BAO44	2	0	2	3	3	2	2

Course-PSO Mapping matrix of all courses in the program

PSO are not defined for this Course

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### 3.2 Course Outcomes (40)

Total Marks 40.00

**3.2.1 Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based (10)**

Institute Marks

10.00

### 3.2.1. The assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based

Course Outcomes are statements on what the students will be expected to attain at the end of the course. The number of course outcomes is fixed from 4 to 6. The process of CO assessment is shown in Figure 3.2.

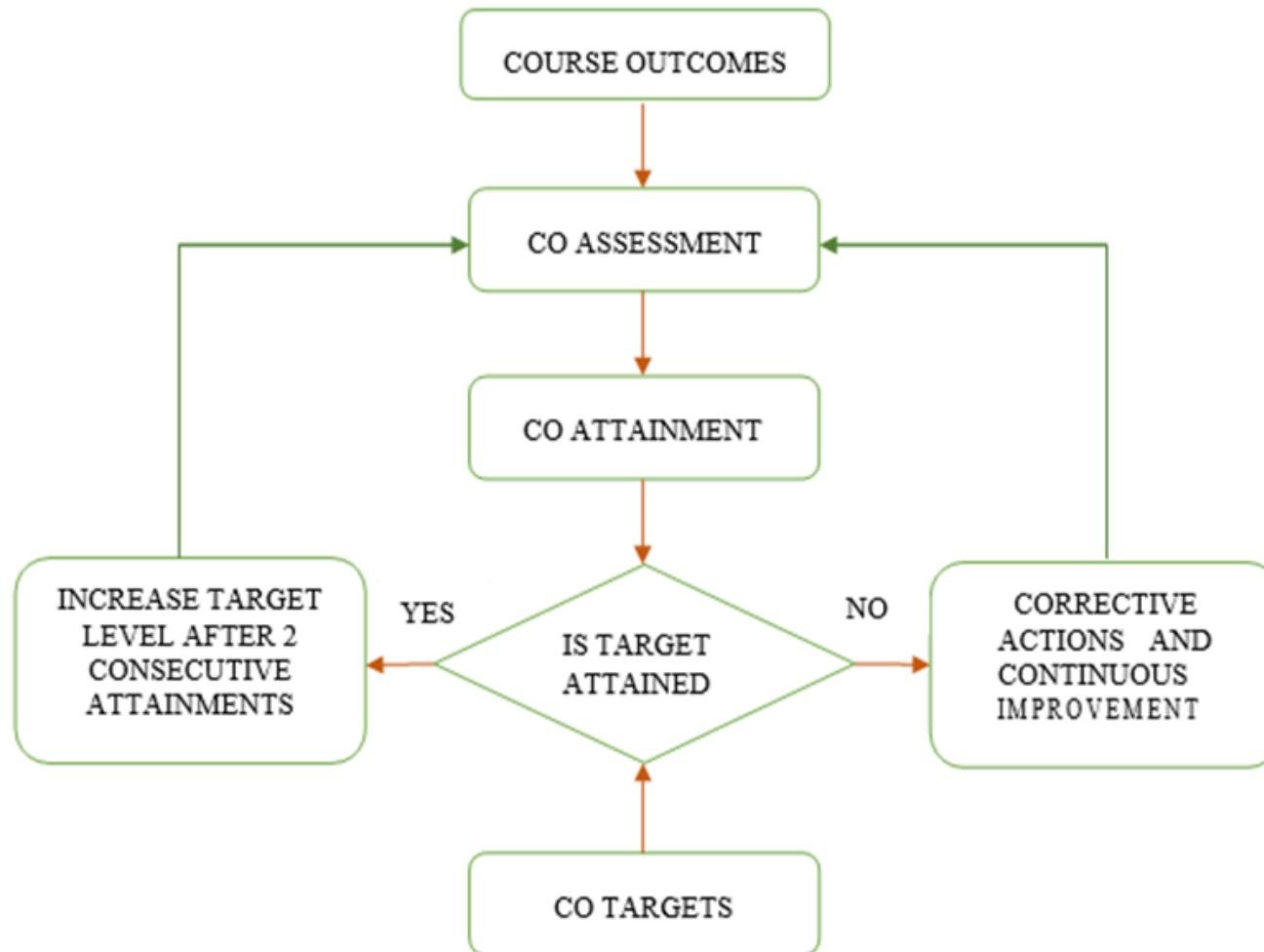


Fig 3.2 Process for CO Assessment

#### Attainment of COs of the Course

In Outcome Based Education (OBE), CO attainment is evaluated by Direct and Indirect assessment tools. The process for CO Assessment is illustrated below.

#### Direct Attainment:

The direct method of assessment includes continuous internal assessment tests, assignments and End semester Examination.

### Assessment Weightage for Direct Assessment

S.No	Particulars	Weightage
1	Lecture or Lecture cum Tutorial based course Internal Assessment	40%
	End Semester Examination	60%
2	Theory Courses with Laboratory Component	
	Internal Assessment	50%
3	Laboratory based courses	60%
	Internal Assessment	40%
	End Semester Examination	
4	Project work	60%
	Internal Assessment	10%
	Evaluation of Project Report by external examiner Viva-Voce Examination	30%
5	Industrial training / Internship/ Practical training / Summer project / Seminar (All Employability Enhancement Courses except Project Work)	100%
	Internal Assessment	

### Internal Assessment

The continuous assessment shall be awarded as per the procedure given below:

#### i. Theory Courses:

##### Internal Mark Assessment

Assessment I (100 Marks)		Assessment II (100 Marks)		Total Internal Assessment
Assignment	Written Test	Assignment	Written Test	
40	60	40	60	200*

Two internal assessments will be conducted as a part of continuous assessment. Each internal assessment is to be conducted for 100 marks and will have to be distributed in two parts viz., Assignment (such as case study/seminar/mini project/online certificate courses) and Written Test with each having a weightage of 40% and 60% respectively. The tests are in written mode. The total internal assessment marks of 200 shall be converted into a maximum of 40 marks and rounded to the nearest integer.

**ii. Laboratory Courses:**

The maximum marks for Internal Assessment shall be 60 in case of practical courses. Every practical exercise / experiment shall be evaluated based on conduct of experiment / exercise and records to be maintained. There shall be at least one test. The criteria for arriving at the Internal Assessment marks of 60 are as follows: 75 marks shall be awarded for successful completion of all the prescribed experiments done in the Laboratory and 25 marks for the test. The total mark shall be converted into a maximum of 60 marks and rounded to the nearest integer.

**iii. Other Employability Enhancement Courses**

**a. EVALUATION OF SEMINAR**

The Seminar is to be considered as purely INTERNAL (with 100% internal marks only). Every student is expected to present a minimum of 2 seminars per semester before the evaluation committee and for each seminar marks can be equally apportioned. A three member committee appointed by Head of the Institution consisting of course coordinator and two experts from the Department, will evaluate the seminar and at the end of the semester the marks can be consolidated and taken as the final mark. The evaluation shall be based on the seminar paper (40%), presentation (40%) and response to the questions asked during presentation (20%).

**b. EVALUATION OF PROJECT WORK**

The evaluation of project work shall be done as per the weightages given in table. There shall be three assessments ( each 100 Marks) during the semester by a review committee. The student shall make presentation on the progress made before the committee. The Head of the Institution shall constitute the review committee for each programme. The review committee consists of supervisor, expert from the department, and a project coordinator from the department. If the project coordinator/ expert member happens to be the supervisor then an alternate member shall be nominated.

The total marks obtained in the three assessments shall be reduced to 60 marks and rounded to the nearest integer (as per the table given below). There will be vice-voce examination during end semester examinations conducted by a committee consisting of supervisor, one internal examiner, and one external examiner. The internal examiner and the external examiner shall be appointed by the Controller of Examination. The distribution of marks for the internal assessments and end semester examination is given below.

**Table 6 Project Assessment**

Internal Assessment (60 Marks)			End Semester Examination (40 Marks)			
Review - I	Review -II	Review - III	Project Report Submission (15 Marks)	Viva – Voce (Rounded to 45 Marks)		
			External Examiner	Internal Examiner	External Examiner	Supervisor Examiner

20	20	20	10	10	10	10
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**c. EVALUATION OF SUMMER INTERNSHIP**

Summer internship will comprise of 4 weeks. The students will be working under a department appointed guide. The candidate shall submit an attendance certificate from the organization where he/she has undergone internship and a brief report. The evaluation for 100 marks will be carried out internally based on this report and a Viva-Voce Examination will be conducted by a Departmental Committee constituted by the Head of the Institution. The evaluation will be done as follows: 20 marks for evaluation by the guide, 40 marks for the report and 40 marks for the viva voce examination. Certificates submitted by the students along with the report shall be sent by the Head of the Institution to the Controller of Examination.

**d. SOCIAL IMMERSION PROJECT**

The project will be completed during the Third semester in collaboration with an NGO. It must be done in the fields of education, health, the environment, and the economy. The initiative for a social cause should make use of management domain expertise in order to be sustainable. Field work will be done for a minimum of 2 weeks. The groups must be approved by faculty supervisors and must follow up to ensure sustainability. They may be working urban or rural regions. The candidate shall submit a brief report. The evaluation for 100 marks will be carried out internally based on this report and a Viva-Voce Examination will be conducted by a Departmental Committee constituted by the Head of the Institution. The evaluation will be done as follows: 20 marks for evaluation by the guide, 40 marks for the report and 40 marks for the viva voce examination.

**Indirect CO Attainment:**

- The indirect CO attainment is calculated from course exit survey received from students at the end of the semester.
- The feed-back form on a scale of 1 to 5 is provided to students to rate the course content and the faculty member compiles the feedback and average rating.

**Overall Course Outcome Attainment**

- The overall CO attainment is calculated by considering 80% weightage of direct assessment and 20% weightage of indirect survey.

The above procedure of computing overall CO attainment is repeated for each course from first year to final year in an academic year (including opted electives, project work and internship) in order to enable computation of PO and PSO attainment levels.. Direct, Indirect and overall CO attainment table for the sample course **Digital Marketing (P23BAM34)** is given in table 3.2.1.2

**CO Attainment (%) from Micro Analysis**

COs	CO Attainment (%)	Internal Test 1	Internal Test 2
CO1		88.4	
CO2		80.6	
CO3		68	82.2
CO4			79
CO5			78.43

### CO attainment

COs	CO Attainment	Internal Test 1	Internal Test 2	Internal Exam	University Exam
CO1	88.4	3		3	3
CO2	80.6	3		3	
CO3	75.1		3	3	
CO4	79		3	3	
CO5	78.3		3	3	
Internal /University Attainment level				3	3
Weightage				40%	60%
CO Attainment for the Subject				1.2	1.8
<b>Final CO attainment for the subject</b>				<b>3</b>	

## Course outcome –Program outcome Mapping Table

P23BAM34– DIGITAL MARKETING		Cognitive level	Program Outcomes						
			1.Low Correlation 2. Moderate Correlation 3- High correlation						
			PO1	PO2	PO3	PO4	PO5	PO6	PO7
<b>CO1</b>	To examine and explore the role and importance of digital marketing in today's rapidly changing business environment	Understand, Remember, Create, Analyze, Apply	2	-	2	3	3	2	2

<b>CO2</b>	To focus on how digital marketing can be utilized by organizations and how its effectiveness can be measured	Understand, Remember, Analyze	2	-	2	3	3	2	2
<b>CO3</b>	To know the key elements of a digital marketing strategy	Understand, Analyze	2	-	2	3	3	2	2
<b>CO4</b>	To study how the effectiveness of a digital marketing campaign can be measured	Understand, Analyze	2	-	2	3	3	2	2
<b>CO5</b>	To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs	Understand, Analyze	2	-	2	3	3	2	2
Corresponding Cell Value (CO – PO Mapping Average)			2	-	2	3	3	2	2

**PO Attainment (Direct Method)**

**PO Attainment =**

{Corresponding Cell Value (CO – PO Mapping Average) x Final CO attainment for the subject}/3

<b>P23BAM34– DIGITAL MARKETING</b>	<b>Program outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
PO Attainment	2	-	2	3	3	2	2



The MBA programme offered by Nehru Institute of Technology follows Outcome-Based Education (OBE) as prescribed in Regulations 2023. The programme has established clearly defined Course Outcome (CO) attainment levels for all courses. CO attainment is measured using student performance in both End Semester Examinations (ESE) and Internal Assessments (IA). As an autonomous institution, the attainment benchmarks are set based on average performance levels of previous academic years or higher target values fixed by the programme as part of continuous improvement.

### **Setting of Course Outcome Attainment Levels**

For every course across the four semesters of the MBA programme, three attainment levels are defined in measurable terms.

- **Attainment Level 1:** 60% of students scoring equal to or above the set benchmark (e.g., 60% marks or institutional average).
- **Attainment Level 2:** 70% of students scoring equal to or above the benchmark.
- **Attainment Level 3:** 80% of students scoring equal to or above the benchmark.

The benchmark is determined based on historical academic performance and expected managerial competency standards. Attainment is measured in terms of the actual percentage of students achieving the predefined threshold.

### **Measurement of CO Attainment through End Semester Examination**

CO attainment through End Semester Examination is calculated by mapping each question in the question paper to specific Course Outcomes using a structured blueprint. After evaluation, the marks obtained in CO-mapped questions are analyzed.

The target may be defined in terms of the percentage of students scoring more than the institutional average or a set benchmark (such as 60% marks). Since the Institution is autonomous, if university average indicators are not available or suitable, the programme defines its own justified benchmark based on previous years' results.

The percentage of students achieving the benchmark is computed and the corresponding attainment level (1, 2, or 3) is assigned. If the target is achieved, the CO is considered attained for that academic year. If the target is not achieved, corrective actions are implemented in the subsequent academic cycle.

### **Consolidated Course Outcome Attainment**

The final CO attainment for each course is calculated by combining attainment levels from End Semester Examination and Internal Assessment using prescribed weightages.

For theory courses, the general weightage is:

- Internal Assessment – 40%
- End Semester Examination – 60%

(Weightages may vary for laboratory and project-based courses as per institutional regulations.)

For example, if a CO attains Level 3 through ESE and Level 2 through IA, the consolidated attainment is calculated as:

$$\text{Final Attainment} = (0.60 \times 3) + (0.40 \times 2) = 2.6$$

The final value is rounded as per institutional norms and recorded.

### **Co Attainment of 2023-25 Batch Subjects:**

<b>Course Code</b>	<b>Course Title (2023-25 Batch)</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>
P23BA101	Statistics for Management	3	3	3	3
P23BA102	Management Concepts and Organizational Behavior	3	3	3	3
P23BA103	Managerial Economics	3	2	3	3
P23BA104	Accounting For Decision Making	3	2	3	3
P23BA105	Marketing management	3	2	2	2
P23BA106	Information Management	3	2	3	3
P23BA107	Business and Sustainable Development	3	2	2	2
P23BA111	Legal Aspects of Business (Seminar)	3	2	3	3
P23BA112	Business Communication ( Laboratory)	3	3	2	3
P23BA113	Business Office Suite Applications (Laboratory)	3	3	-	-
P23BA114	Business Aptitude and Communication skills -I	3	3	2	2
P23BA201	Quantitative Techniques for Decision Making	3	3	3	3
P23BA202	Advanced Financial Management	2	3	2	2
P23BA203	Human Resource Management	3	3	3	3
P23BA204	Operations Management	3	3	2	2
P23BA205	Business Research Methods	2	2	2	2
P23BA206	Business Analytics	3	2	2	2
P23BA207	Entrepreneurship Development	3	3	3	3
P23BA211	Business Aptitude and Communication Skills -II	3	2	2	2
P23BA212	Data Modelling and Business Modelling Laboratory	3	3	3	3
P23BA301	Strategic Management	3	3	2	2
P23BA311	Summer Internship	3	3	3	3
P23BA312	Business Intelligence and Data Visualization (Laboratory)	3	3	3	3
P23BA313	Creativity and Innovation (Seminar)	3	3	3	3
P23BA314	Social Immersion Project	3	2	2	2
P23BA401	International Business	3	3	2	3

P23BA402	Business Ethics , Corporate Governance and Sustainability	3	3	3	2
P23BA411	Project Work	3	3	3	2

**Elective Papers (2023-25 Batch)**

P23BAF31	Security Analysis and Portfolio Management	3	2	2	3
P23BAF34	Rural Banking and Microfinance	3	3	3	2
P23BAM32	Consumer Behavior	3	3	3	3
P23BAM34	Digital Marketing	3	3	3	3
P23BAH31	Strategic Human Resource Management	3	2	3	3
P23BAH34	Performance Management	3	2	2	3
P23BAB32	Social Media Web Analytics	2	3	3	2
P23BAB33	Enterprise Resource Planning	3	2	3	3
P23BAL33	Warehouse Management	3	3	2	3
P23BAL34	Air Cargo Management	2	3	2	2
P23BAF41	Financial Markets	3	2	2	3
P23BAM43	Services Marketing	3	3	3	1
P23BAH45	HR Analytics	3	3	3	3
P23BAB43	Artificial Intelligence for Managers	3	1	3	3
P23BAL41	EXIM Management	3	3	2	2

**3.3 Attainment of Program Outcomes and Program Specific Outcomes (40)**

Total Marks 40.00

**3.3.1 Describe the assessment tools and processes used to gather the data to evaluate and Program Outcomes and Program Specific Outcomes (10)**

Institute Marks

10.00

The MBA programme under Regulations 2023 at Nehru Institute of Technology follows an Outcome-Based Education (OBE) framework in which Programme Outcomes (POs) are systematically assessed using well-defined direct and indirect assessment tools. The evaluation system is structured to ensure continuous monitoring of student performance, measurement of Course Outcomes (COs), and computation of overall PO attainment levels through documented processes conducted periodically.

#### **Direct Assessment Tools**

Direct assessment tools are the primary means of collecting measurable data on student performance. These are conducted every semester as per academic regulations.

##### **Internal Assessment (IA)**

For theory courses, two internal assessments are conducted per semester. Each assessment includes assignments (such as case studies, seminars, mini projects, or online certifications) and written tests. The marks obtained are consolidated and converted as per the prescribed weightage. These assessments provide continuous evaluation of students' understanding and contribute significantly to CO attainment measurement.

For laboratory courses, continuous assessment is carried out based on practical performance, maintenance of records, and at least one practical test per semester. The total internal marks are calculated and recorded systematically.

**Frequency:** Twice per semester for theory courses; continuous with at least one test per semester for laboratory courses.

#### **End Semester Examination (ESE)**

A three-hour end semester examination is conducted once per semester for each theory course. This examination carries higher weightage and serves as the principal tool for validating the achievement of Course Outcomes. Laboratory courses and project work also include an end semester practical examination or viva voce as applicable.

**Frequency:** Once per semester per course.

#### **Project Work Assessment**

Project work is undertaken during the final semester and is evaluated through three internal review assessments conducted at different stages of the semester. These reviews assess progress, methodology, analytical skills, and practical application of management concepts. At the end of the semester, the project report is evaluated and followed by a viva voce examination conducted by internal and external examiners.

**Frequency:** Three internal reviews during the semester and one final viva voce examination.

#### **Internship and Employability Enhancement Courses**

Internships are evaluated once during the programme based on attendance certification, report submission, and viva voce examination. Seminar courses require students to present a minimum number of seminars per semester, and evaluation is based on the seminar paper, presentation, and interaction. Social immersion projects and other employability enhancement courses are assessed internally through reports and viva voce examinations.

Online courses and value-added courses are evaluated through continuous assessment and certification mechanisms approved by the department.

**Frequency:** Once during the programme for internships and social immersion; at least twice per semester for seminars.

#### **Indirect Assessment Tools**

Indirect assessment methods supplement direct assessment data and provide perception-based evidence of Programme Outcome attainment.

#### **Student Feedback**

Course feedback is collected at the end of every semester to evaluate teaching-learning effectiveness and course delivery.

#### **Alumni and Employer Feedback**

Alumni and employer feedback are typically collected annually to assess programme effectiveness, industry relevance, and employability skills of graduates.

These feedback mechanisms contribute to indirect PO attainment measurement and curriculum improvement.

### **CO–PO Mapping and Attainment Calculation**

#### **CO–PO Mapping**

Each Course Outcome is mapped to relevant Programme Outcomes at defined contribution levels. This mapping establishes the relationship between course-level performance and programme-level attainment.

#### **CO Attainment**

CO attainment is calculated using performance data from internal assessments and end semester examinations. Predetermined performance targets (such as minimum pass percentage thresholds) are used to determine attainment levels.

#### **PO Attainment**

Programme Outcome attainment is computed using a weighted aggregation of CO attainment values based on the CO–PO mapping matrix. Direct assessment data are combined with indirect assessment inputs (such as feedback surveys) to determine overall attainment levels.

#### **Documentation and Record Maintenance**

All assessment processes are documented systematically. Records maintained include attendance registers, internal assessment mark sheets, question papers, evaluated answer scripts, project evaluation sheets, internship reports, seminar evaluation records, and academic audit reports. These documents are preserved for verification and quality assurance purposes.

#### **Academic Audit and Continuous Improvement**

An Academic Audit is conducted every semester under the supervision of the Internal Quality Assurance Cell (IQAC). The audit verifies compliance with assessment procedures, syllabus coverage, and attainment calculations. External experts may be involved in the audit process. Additionally, class committee meetings are conducted periodically during each semester to review student performance, discuss assessment outcomes, identify slow learners, and recommend remedial measures.

Through this structured system of periodic assessment, documentation, audit, and review, the MBA programme ensures measurable attainment of Programme Outcomes and continuous improvement in alignment with Outcome-Based Education principles.

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### **3.3.2 POs and PSO attainment levels (30)**

Institute Marks

30.00

## POs Attainment

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
P23BA101	2.6	3	3	3	0	0	0
P23BA102	1.8	1.6	1.8	1.6	1.2	1.4	1.6
P23BA103	2.4	2.4	2.05	1.68	1.8	2.24	1.8
P23BA104	2.2	1.5	2.2	2.2	2.9	2.2	1.9
P23BA105	1.5	1.5	1.5	1.3	1.1	1.5	1.8
P23BA106	2.2	2.2	0	2.6	2.6	2.6	0
P23BA107	1.8	1.6	1.8	1.6	1.2	1.4	1.6
P23BA111	2	2	2	1.2	1	2	2
P23BA112	2.9	1.8	2.9	2.9	2.9	1.9	2.7
P23BA113	1.5	3	0	2.5	2.5	2.5	3
P23BA114	1.9	1.3	2.8	1.1	2.8	2.1	0
P23BA201	3	3	2	0	0	0	0
P23BA202	1.5	1.2	1.5	2	1	1	1.5
P23BA203	1.8	1.6	1.8	1.6	1.2	1.4	1.6
P23BA204	2.6	2.6	2.4	2.4	2.2	2.2	2.2
P23BA205	1.6	1.8	0	0	1.4	2.3	0
P23BA206	1.6	1.6	1.4	1.4	1.4	2	1.6
P23BA207	1.5	1.5	2	1.5	1	1	1
P23BA211	1.9	1.3	2.8	1.1	2.8	2.1	1.1
P23BA212	1.8	1.4	0	2	2.2	3	3
P23BA301	2.8	2.8	2.8	1.9	1.9	1.9	2.8
P23BA311	3	3	3	3	3	3	3
P23BA312	2.2	3	2.8	0	2	2.2	0

P23BA313	0	2	0	0	0	3	3
P23BA314	1.5	1.5	2.1	1.4	1.4	2.1	1.4
P23BA401	1.9	2.9	1.9	1.9	1.9	1.9	1.9
P23BA402	1.9	1.3	2.8	1.9	1.9	2.8	1.9
P23BA411	2.9	2.9	2.9	2.9	2.9	1.9	2.9
P23BAF31	1.8	1.8	1.6	0	1.2	1.6	1.6
P23BAF34	1.5	2	1.9	1.5	1.8	1	1
P23BAM32	2.1	1.7	1.2	1.4	1.1	1.9	1.9
P23BAM34	2	0	2	3	3	2	2
P23BAH31	1.8	1.8	2	2.4	1.2	1.4	1.4
P23BAH34	1.2	1.7	1.2	1.3	1.3	1	1
P23BAB32	1.8	1.8	1.6	0	1.2	1.6	1.3
P23BAB33	1.9	1.9	2.9	0	1	1.9	0
P23BAL33	2.9	1.9	1.9	1	1.9	1.9	1.9
P23BAL34	2.8	1.9	1.9	1	1.9	1.9	1.9
P23BAF41	2.2	3	2.8	0	2	2.2	0
P23BAM43	2	0	2	3	3	2	2
P23BAH45	3	3	2.4	1.8	1.4	0	0
P23BAB43	1.8	2.8	1.8	2.8	0	1	1.8
P23BAL41	3	2	2	1	2	2	2

**Attainment Level**

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Direct Attainment	2.10	2.06	2.14	1.91	1.85	1.93	1.91
InDirect Attainment	3	3	2.5	2	3	3	2.5
Final Attainment	2.28	2.25	2.21	1.93	2.08	2.14	2.03

**PSOs Attainment**

Course	PSO1	PSO2	Action
xxxxx	PSO1	PSO2	Delete

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4 CURRICULUM & LEARNING PROCESS (125)

Total Marks 125.00

Autonomous Institution

Total Marks 50.00

4.1 Curriculum (50)

**4.1.1 State the Process for Designing the Program Curriculum (10)**

Institute Marks

10.00

#### 4.1.1. State the process for designing the Program Curriculum

##### a) Process:

The Program curriculum helps in maintaining a proper balance between the core course, elective courses, internships, and project work. Every course teacher prepared the curriculum for his or her subject along with the course objectives and course outcomes. The Program curriculum is designed based on the vision, mission and PEOs of the Department and it is restructured in accordance with the guidelines set before conducting Department Academic Advisory Committee (DAAC) and the Board of Studies (BOS) meeting.

In the Department meeting, Syllabus is discussed considering the POs. Feedbacks from faculty members, recruiters, industry experts, and alumni are taken and the short-comings are identified by comparing the Department's curriculum with that of reputed National universities by visiting their websites. The draft curriculum so is prepared is discussed in Department Academic Advisory Committee meeting.

BOS meeting is conducted once in every semester in the Department. The composition of the BOS consists of faculty members, experts from reputed academic institutions, industry experts, university nominee, and alumni. The draft prepared as aforesaid is discussed and corrections / suggestions from BOS members are incorporated thus making it ready for implementation of the Program curriculum along with the scheme of evaluation for a particular academic year.

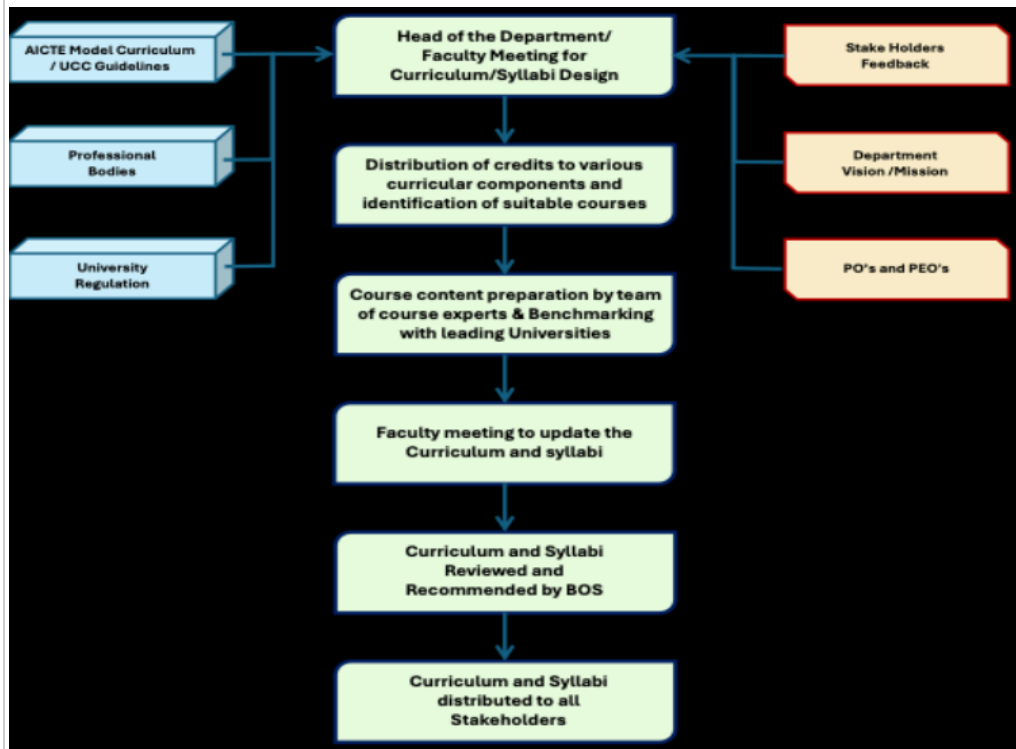


Figure 4.1: Program Curriculum Designing Process

An extensive multi-step process has been put in place in the Department of Management Studies, Nehru Institute of Technology for the design of program curriculum to ensure that the curriculum is continuously updated and stays in synchronous with the changing technology and industry requirements. Periodic changes are made based on societal needs, current trends in the job market, change in technology and future prospective of students to develop their career.

**Step 1:** A meeting is convened by the Head of the Department to design the curriculum and syllabus for the M.B.A Program. In the meeting, various inputs from AICTE Model Curriculum, UGC, Professional bodies, Stakeholders, Department vision and mission, POs, and University Regulation have been taken to frame the Curriculum and Syllabi.

**Step 2:** Distribution of Credits to various curricular components and identification of suitable courses are decided in the meeting for designing the Curriculum and Syllabi.

**Step 3:** Course content is prepared by the team of course experts with course objectives and course outcomes, benchmarking with leading Universities.

**Step 4:** The prepared Curriculum and Syllabi are discussed and reviewed in the faculty meeting.

**Step 5:** Department Academic Advisory Committee (DAAC) consists of Domain experts from the Department, update the reviewed document, consolidate and verify the Compliance of Curriculum to meet POs for the Board of Studies meeting.

**Step 6:** The BOS consists of Faculty, experts from the academic institutions, industry experts, University nominee, and alumni. The consolidated Curriculum and Syllabi is discussed and corrections/suggestions from BOS members are incorporated.

**Step 7:** Suggestions from the members of the Academic Advisory Committee are well received and incorporated in the curriculum and syllabi.

**4.1.2 State the Components of the Curriculum (15)**

Institute Marks

15.00

Course Components	Curriculum Content (% of total number of credits of the program )	Total number of contact hours	Total number of credits
Program Core	52.08	52.00	50.00
Program Electives	18.75	19.00	18.00
Open Electives	0	0.00	0.00
Summer Project	12.5	24.00	12.00
Internships/Seminars	9.35	18.00	9.00
Final Dissertation	0	0.00	0.00
Any other (Please specify)	7.29	14.00	7.00
<b>Total number of Credits</b>			<b>96</b>

**4.1.3 Transaction of the Curriculum (10)**

Institute Marks

10.00

ID	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Total Hours	Theory Credits	Practical Credits	Total Credits
1	P23BA121	Statistics for Management	2	1	2	5	3	1	4
2	P23BA102	Management Concepts and Quantitative	2	1	0	3	3	0	3
3	P23BA103	Managerial Economics	2	1	0	3	3	0	3
4	P23BA104	Accounting for Decision Making	2	1	0	3	3	0	3
5	P23BA106	Information Management	2	1	0	3	3	0	3
6	P23BA108	Legal Aspects of Business	2	1	0	3	3	0	3
7	P23BA132	Business Communication (Seminar)	0	0	4	4	0	2	2
8	P23BA113	Business Office Suite Applications	0	0	4	4	0	2	2
9	P23BA114	Business Aptitude and Communication	0	0	2	2	0	1	1
10	P23BA221	Quantitative Techniques for Decision	2	1	2	5	3	1	4
11	P23BA202	Advanced Financial Management	2	1	0	3	3	0	3
12	P23BA203	Human Resource Management	2	1	0	3	3	0	3

13	P23BA204	Operations Management	2	1	0	3	3	0	3
14	P23BA205	Business Research Methods	2	1	0	3	3	0	3
15	P23BA206	Business Analytics	2	1	0	3	3	0	3
16	P23BA208	Marketing management	2	1	0	3	3	0	3
17	P23BA211	Business Aptitude and Communication	0	0	4	4	0	2	2
18	P23BA213	Entrepreneurship Development	0	0	4	4	0	2	2
19	P23BA301	Strategic Management	2	1	0	3	3	0	3
20	P23BA311	Summer Internship	0	0	4	4	0	2	2
21	P23BA312	Business Intelligence and Data	0	0	4	4	0	2	2
22	P23BA313	Creativity and Innovation (Creative)	0	0	4	4	0	2	2
23	P23BA314	Social Immersion Project	0	0	2	2	0	1	1
24	P23BA401	International Business	2	1	0	3	3	0	3
25	P23BA402	Business Ethics, Corporate	2	1	0	3	3	0	3

26	P23BAXXX1	Professional Elective I – Stream 1	2	1	0	3	3	0	3
27	P23BAXXX2	Professional Elective II – Stream 1	2	1	0	3	3	0	3
28	P23BAXXX3	Professional Elective III – Stream 2	2	1	0	3	3	0	3
29	P23BAXXX4	Professional Elective IV – Stream 2	2	1	0	3	3	0	3
30	P23BAXXX5	Professional Elective V – Stream 1	2	1	0	3	3	0	3
31	P23BAXXX6	Professional Elective VI – Stream 2	2	0	2	4	3	0	3
32	P23BA411	Project Work	0	0	24	24	0	12	12
		<b>Total</b>	<b>44</b>	<b>21</b>	<b>62</b>	<b>127</b>	<b>66</b>	<b>30</b>	<b>96</b>

4.1.4 Overall Quality and Level of Program Curriculum (15)

Institute Marks

15.00

#### 4.1.4. Overall Quality and Level of Program Curriculum

Department of Management Studies, Nehru Institute of Technology has an approach for the holistic development of the students. The goal of this philosophy is to provide the students with a holistic development experience. The students are provided with a learning situation and enable them to respond appropriately to the situation that arises. The course curriculum is designed in such a way that the students get a proper knowledge base regarding the basics of management studies, in addition to the exposure to the latest trends prevailing in the field. The course is conducted by experienced faculty members who have expertise in the subject that they teach.

The courses included in the curriculum design involve an optimal combination of different methodologies like case studies, games, activities, videos, situational analysis, etc. so that the students can

- i. to adopt a cross functional and interdisciplinary approach
- ii. to enhance the power of innovativeness and creativeness in resolving intricate business problems
- iii. to articulate and communicate effectively
- iv. to exemplify value centered leadership by embracing good ethical and human values

Delivery is planned and communicated to the students in advance before the commencement of the semester. All the courses prescribed for the students have a course outline and a session plan in place, which has been prepared by the teacher for the course. The session plan provides the details of the pedagogical methodology adopted, the pre-reading materials, and the post-session assignments/activity. All the session plans are discussed and approved by the Head IQAC and the Head of the Department before the commencement of the semester. The course is facilitated based on the given time table, course outline, and course plan. The teacher facilitates the learning of the students through various in class and out of class activities. Continuous Concurrent Assessments are conducted by the course teacher, which are planned and mapped with Course Outcome. The Course Outcome is further mapped with the Program Outcome. The calculation of PO attainment level takes place at the end of the course.

With the above skills, the students will be competent continuously accordingly, in terms of knowledge, skills, and proper attitudes, to become catalyst for change in the volatile and technology-driven global environment.

Department of Management Studies, Nehru Institute of Technology constantly strives hard to attain excellence in all the areas of Management Education. The Institute strives hard to produce students who can emerge as responsible corporate citizens of the future with the right kind of skills, knowledge, aptitude, and values to succeed in the competitive world of future business environment. To keep pace with the latest prevailing trends, great emphasis is given to Co-curricular and extra-curricular activities. Department of Management Studies, Nehru Institute of Technology equally focuses on Co-curricular and extra-curricular activities as it does on academic activities. Also, it conducts value-added courses that include workshops, seminars, etc., in which students get an opportunity to interact with experts from the industry about the latest prevailing trends in the business world.

Mention of some of the strengths of the program curriculum at the Department of Management Studies, Nehru Institute of Technology:

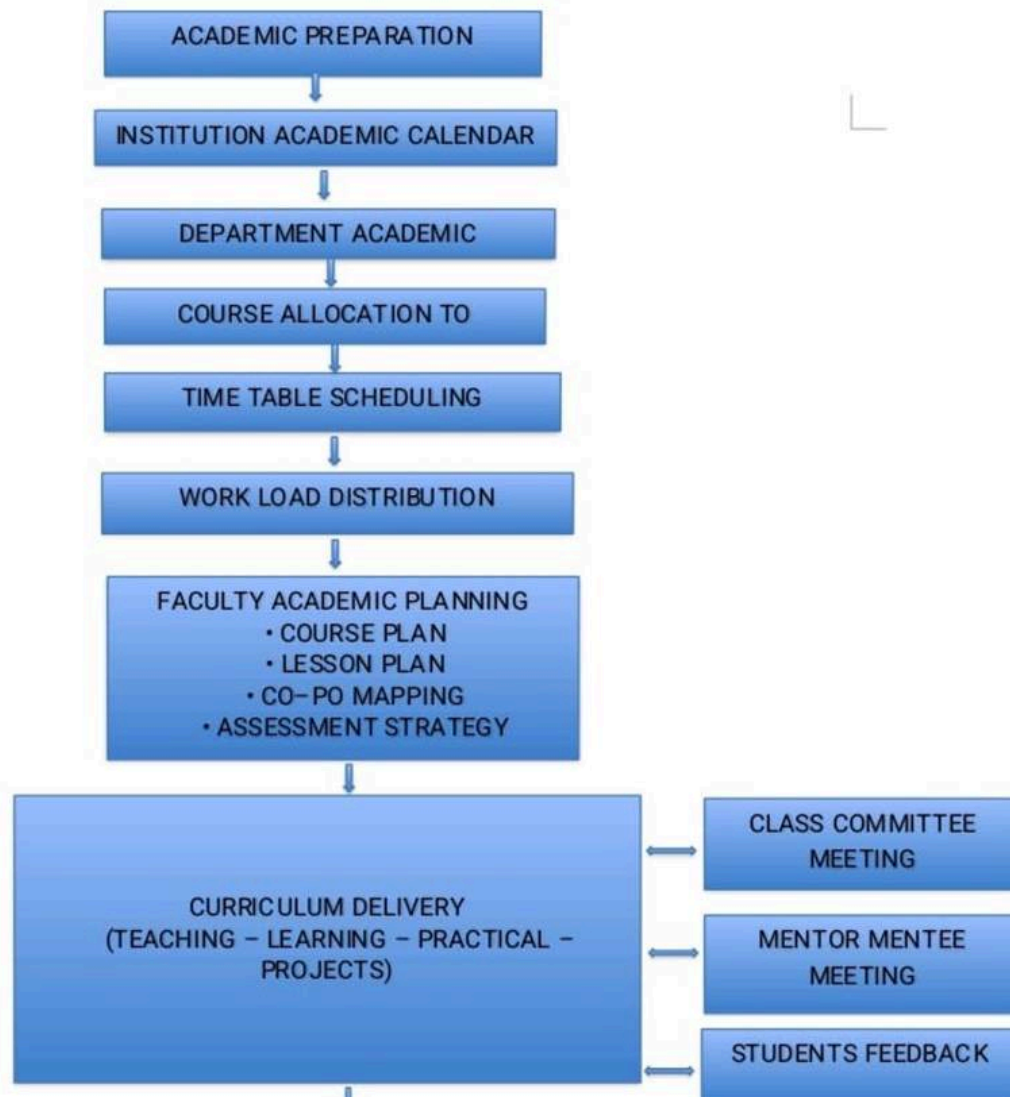
- The program has a well-rounded curriculum covering a wide range of topics in management.
- The courses are taught by experienced and qualified faculty members.
- The curriculum is being updated time and again with the prevailing trend of the industry.
- The program provides various elective courses, which enable the students to focus on areas they are interested in.
- The program offers the student opportunities such as an internship or research project.
- The program provides a variety of value-added programs like workshops, seminars, guest lectures, industry visits, organization of award functions, etc.

**4.2.1 Describe Processes followed to improve quality of Teaching & Learning (20)**

Institute Marks

20.00

## Curriculum Planning and Academic Preparation



### Academic Preparation

Academic preparation is a strategic and systematic process undertaken before the commencement of the academic year. In an autonomous MBA department, this stage involves reviewing the existing curriculum in consultation with industry experts, alumni, recruiters, faculty members, and the Board of Studies. Emerging business trends such as Artificial Intelligence in management, Business Analytics, ESG, FinTech, Digital Marketing, and Entrepreneurship are incorporated wherever necessary. Feedback from stakeholders, previous result analysis, placement performance, and accreditation requirements (NBA/NAAC) are also considered. The revised curriculum, credit structure, evaluation pattern, and elective framework are approved by the Academic Council and Governing Body. This stage ensures that the MBA program remains contemporary, outcome-oriented, industry-relevant, and academically robust.

## Institution Academic Calendar

At the beginning of each academic year, the institution prepares a detailed academic calendar and circulates it to the department. The institution prepares a comprehensive academic calendar well in advance of the semester. This document serves as the backbone of academic operations. It specifies commencement and closure dates of the semester, Continuous Internal Assessment (CIA) schedules, model examinations, end semester examination dates, holidays,

academic review meetings. The academic calendar ensures transparency, structured planning, and timely execution of all academic activities.



### NEHRU INSTITUTE OF TECHNOLOGY

(Autonomous)

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
Accredited by NAAC with A+, Recognized by UGC with Section 2(f)



#### Academic Calendar for PG – Academic Year 2024 - 2025 ODD Semester - For II Year (III Sem)

Sl.No	Day	Date	Description	Sl.No	Day	Date	Description
1	Mon	05.08.2024	Reopening day (1)	34	Sat	07.09.2024	Vinayakar Chathurthi
2	Tue	06.08.2024	(2)	35	Sun	08.09.2024	Holiday
3	Wed	07.08.2024	(3)	36	Mon	09.09.2024	(18)
4	Thu	08.08.2024	(4)	37	Tue	10.09.2024	(19)
5	Fri	09.08.2024	(5)	38	Wed	11.09.2024	(20)
6	Sat	10.08.2024	Second Saturday	39	Thu	12.09.2024	(21)
7	Sun	11.08.2024	Holiday	40	Fri	13.09.2024	(22)
8	Mon	12.08.2024	(6)	41	Sat	14.09.2024	Onam Holidays
9	Tue	13.08.2024	(7)	42	Sun	15.09.2024	Holiday
10	Wed	14.08.2024	(8)	43	Mon	16.09.2024	Milad-un-nabi
11	Thu	15.08.2024	Independence Day	44	Tue	17.09.2024	(23)
12	Fri	16.08.2024	(9)	45	Wed	18.09.2024	(24)
13	Sat	17.08.2024	Third Saturday	46	Thu	19.09.2024	(25)
14	Sun	18.08.2024	Sunday	47	Fri	20.09.2024	(26)
15	Mon	19.08.2024	(10)	48	Sat	21.09.2024	Third Saturday
16	Tue	20.08.2024	(11)	49	Sun	22.09.2024	Holiday
17	Wed	21.08.2024	(12)	50	Mon	23.09.2024	(27)
18	Thu	22.08.2024	(13)	51	Tue	24.09.2024	(28)
19	Fri	23.08.2024	(14)	52	Wed	25.09.2024	(29)
20	Sat	24.08.2024	(15)	53	Thu	26.09.2024	(30)
21	Sun	25.08.2024	Holiday	54	Fri	27.09.2024	(31)
22	Mon	26.08.2024	Krishna Jayanthi	55	Sat	28.09.2024	(32)
23	Tue	27.08.2024	(16)	56	Sun	29.09.2024	Holiday
24	Wed	28.08.2024	(17)	57	Mon	30.09.2024	(33)
25	Thu	29.08.2024	Internal Test – I	58	Tue	01.10.2024	(34)
26	Fri	30.08.2024	Internal Test – I	59	Wed	02.10.2024	Gandhi Jayanthi
27	Sat	31.08.2024	Internal Test – I	60	Thu	03.10.2024	(35)
28	Sun	01.09.2024	Holiday	61	Fri	04.10.2024	(36)
29	Mon	02.09.2024	Internal Test – I	62	Sat	05.10.2024	(37)
30	Tue	03.09.2024	Internal Test – I	63	Sun	06.10.2024	Holiday
31	Wed	04.09.2024	Internal Test – I	64	Mon	07.10.2024	(38)
32	Thu	05.09.2024	Internal Test – I	65	Tue	08.10.2024	(39)
33	Fri	06.09.2024	Internal Test – I	66	Wed	09.10.2024	(40)



# NEHRU INSTITUTE OF TECHNOLOGY

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Sl.No	Day	Date	Description	Sl.No	Day	Date	Description
1	Mon	05.08.2024	Reopening day (1)	34	Sat	07.09.2024	Vinayakar Chaturthi
2	Tue	06.08.2024	(2)	35	Sun	08.09.2024	Holiday
3	Wed	07.08.2024	(3)	36	Mon	09.09.2024	(18)
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18	Thu	22.08.2024	(13)	51	Tue	24.09.2024	(28)
19	Fri	23.08.2024	(14)	52	Wed	25.09.2024	(29)
20	Sat	24.08.2024	(15)	53	Thu	26.09.2024	(30)
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33	Fri	06.09.2024	Internal Test – I	66	Wed	09.10.2024	(40)

### Department Academic Planning

Based on the institutional calendar, the MBA department prepares its own detailed academic plan. It specifies commencement and closure dates of the semester, Continuous Internal Assessment (CIA) schedules, model examinations, end semester examination dates, holidays, academic review meetings, workshops, conferences, and co-curricular activities. This includes finalizing specialization streams (Marketing, Finance, HR, Operations, Analytics, etc.), allocation of core and elective courses, planning value-added courses, scheduling guest lectures, MoU-based industry interactions, and organizing management fests or seminars. The department also ensures adequate lab facilities for business analytics software such as SPSS, Excel, R, or Power BI. Academic targets such as research publications, consultancy activities, and student development programs are also set during this stage.



**Nehru Institute of Technology**  
(Autonomous)

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"Jawahar Garden", Kaliyapuram, T.M. Palayam, Coimbatore - 641105.



**DEPARTMENT OF MBA**

**ACADEMIC CALENDER – 2023-2024(ODD SEMESTER)**

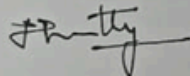
July		August		September		October		November		December		January			
1	Sat		1	Tue		1	Fri		1	Wed		1	Mon	New Year	
2	Sun	Holiday	2	Wed		2	Sat	Holiday	2	Thu		2	Tue	CIA – II (I & II-MBA)	
3	Mon		3	Thu		3	Sun	Holiday	3	Fri		3	Sun	Holiday	
4	Tue		4	Fri		4	Mon	NCPIR – Placement Training (I-MBA)	4	Sat	I-Day Business Activity	4	Mon	National LV	
5	Wed		5	Sat		5	Tue	NCPIR – Placement Training (I-MBA)	5	Sun	Holiday	5	Tue	National LV	
6	Thu		6	Sun	Holiday	6	Wed	NCPIR – Placement Training (I-MBA)	6	Mon		6	Wed	National LV	
7	Fri		7	Mon	FLIP -2023	7	Thu	NCPIR – Placement Training (I-MBA)	7	Tue		7	Thu	National LV	
8	Sat	II-Saturday	8	Tue	FLIP -2023	8	Fri	NCPIR – Placement Training (I-MBA)	8	Wed	Guest Lecture series - Marketing	8	Fri	National LV	
9	Sun	Holiday	9	Wed	FLIP -2023	9	Sat	NCPIR – Placement Training (I-MBA)	9	Thu		9	Sat	Holiday	
10	Mon		10	Thu	FLIP -2023	10	Sun	Holiday	10	Fri		10	Sun	Holiday	
11	Tue		11	Fri	FLIP -2023	11	Mon	NCPIR – Placement Training (II-MBA)	11	Sat	Holiday	11	Mon		
12	Wed		12	Sat	II-Saturday	12	Tue	NCPIR – Placement Training (II-MBA)	12	Sun	Deepavali	12	Tue		
13	Thu		13	Sun	Holiday	13	Wed	NCPIR – Placement Training (II-MBA)	13	Mon	Deepavali	13	Wed		
14	Fri		14	Mon	FLIP -2023	14	Thu	NCPIR – Placement Training (II-MBA)	14	Tue		14	Thu	Holiday	
15	Sat		15	Tue	FLIP -2023	15	Fri	NCPIR – Placement Training (II-MBA)	15	Wed		15	Fri	Guest Lecture Series - Finance	
16	Sun	Holiday	16	Wed	FLIP -2023	16	Sat	Holiday	16	Thu		16	Sat	Holiday	
17	Mon		17	Thu	FLIP -2023	17	Sun	Holiday	17	Fri	Newspaper Connect Club Activity	17	Sun	Holiday	
18	Tue		18	Fri	FLIP -2023	18	Mon	Sri Venkayagar Chaturthi	18	Sat	Holiday	18	Mon		
19	Wed	MBA (2023-2025 Batch) Orientation Programme	19	Sat	Local LV – LMW, Kaniyur	19	Tue	NCPIR – Placement Training (II-MBA)	19	Sun	Holiday	19	Tue		
20	Thu	MBA (2023-2025 Batch) Orientation Programme	20	Sun	Holiday	20	Wed		20	Mon		20	Wed		
21	Fri	MBA (2023-2025 Batch)	21	Mon		21	Thu		21	Tue	CIA – I (I & II-MBA)	21	Thu		
													21	Sun	Holiday


22	Sat	MBA (2023-2025 Batch) Orientation Programme	22	Tue		22	Fri		22	Sun	Holiday	22	Wed	CIA - I (I & II-MBA)	22	Fri	Secret Friend Activity	22	Mon
23	Sun	MBA (2023-2025 Batch) Orientation Programme	23	Wed		23	Sat		23	Mon	Ayutha Pooja	23	Thu	CIA - I (I & II-MBA)	23	Sat	HR Club Activity	23	Tue
24	Mon		24	Thu		24	Sun	Holiday	24	Tue	Vijaya Dasami	24	Fri	CIA - I (I & II-MBA)	24	Sun	Holiday	24	Wed
25	Tue		25	Fri	ONAM Celebrations	25	Mon		25	Wed		25	Sat	CIA - I (I & II-MBA)	25	Mon	Christmas	25	Thu
26	Wed		26	Sat	Holiday	26	Tue		26	Thu		26	Sun	Holiday	26	Tue	CIA - II (I & II-MBA)	26	Fri
27	Thu		27	Sun	Onam Holiday	27	Wed		27	Fri		27	Mon		27	Wed	CIA - II (I & II-MBA)	27	Sat
28	Fri		28	Mon	Onam Holiday	28	Thu	Milad un-Nabi	28	Sat		28	Tue		28	Thu	CIA - II (I & II-MBA)	28	
29	Sat		29	Tue	Onam Holiday	29	Fri		29	Sun	Holiday	29	Wed		29	Fri	CIA - II (I & II-MBA)	29	
30	Sun		30	Wed	Onam Holiday	30	Sat		30	Mon	Workshop on "Business Analytics"	30	Thu	Astoriya-2023	30	Sat	CIA - II (I & II-MBA)	30	
31	Mon		31	Thu					31	Tue	Workshop on "Business Analytics"				31	Sun	Holiday		

\*FLIP - Fresher's Learning Immersion Programme

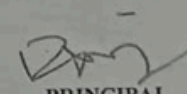
\*CIA - Continuous Internal Assessment

\*Activities planned with an objective of branding of NIT MBA, Students Skill Development, and admission for next academic year

  
Prepared By

  
HOD

  
IQAC

  
PRINCIPAL

Course allocation to faculty in an autonomous MBA department is a structured and transparent academic process carried out before the commencement of each semester to ensure effective curriculum delivery and academic quality. The Head of the Department discusses with the faculty members and allocates the subjects offered, including core courses, electives, lab components, internships, and project work. Courses are allocated based on faculty specialization, educational qualification, research expertise, teaching experience, industry exposure, and past performance reflected through student feedback and result analysis and also their preferences. Faculty members handle core strategic subjects and domain-specific courses based on their specializations. Electives are allotted based on student demand, faculty competency, and departmental requirements, ensuring balanced distribution. Workload norms are carefully followed, including teaching hours, mentoring, project supervision (SIP and main project), research responsibilities, and administrative duties, to maintain fairness and productivity. The allocation process ensures subject expertise alignment, accountability, equitable workload distribution, and quality-driven implementation of Outcome-Based Education in the MBA program.

### **Time Table Scheduling**

The department prepares a structured timetable ensuring balanced distribution of theory classes, practical sessions, seminar hours, project work, and mentoring sessions. Adequate breaks and learning hours are maintained to avoid student fatigue. The timetable also accommodates guest lectures, soft skill training, and placement preparation sessions. Proper scheduling ensures smooth academic flow and effective time utilization.

### **Workload Distribution**

Workload distribution is done as per autonomous college norms and regulatory guidelines. Faculty workload includes teaching hours, practical/lab sessions, mentoring responsibilities, project supervision (SIP and main project), research activities, consultancy, administrative roles, committee responsibilities, and examination duties. Balanced workload ensures optimal productivity, faculty satisfaction, and quality output in teaching and research.

### **Faculty Academic Planning**

Faculty Academic Planning in an autonomous MBA department is a structured and outcome-oriented process carried out before the commencement of classes to ensure effective curriculum delivery. Each faculty member prepares a comprehensive Course Plan outlining course objectives, clearly defined Course Outcomes (COs), unit-wise syllabus distribution, prescribed textbooks and reference materials, teaching pedagogy, and evaluation components. In addition, a detailed Lesson Plan is developed, specifying session-wise topics, tentative dates, instructional strategies such as lectures, case studies, role plays, simulations, and the assessment methods to be used. Faculty also perform CO–PO Mapping, where each Course Outcome is correlated with Programme Outcomes using Low–Medium–High (1–2–3) levels to measure outcome attainment as per Outcome-Based Education (OBE) requirements. Further, a well-defined Assessment Strategy is framed, detailing Continuous Internal Assessment (CIA) includes internal tests, assignments. This comprehensive academic planning ensures systematic teaching, measurable learning outcomes, and alignment with OBE principles, thereby enhancing academic quality and accountability.

COURSE PLAN			
<b>Course code and title</b>	P23BA105 MARKETING MANAGEMENT LTPC 3003		
<b>Class</b>	MBA	<b>Semester</b>	I
<b>Regulation</b>	2021	<b>Academic year</b>	2023-2024
<b>Course prerequisites</b>	Principles of Management, Introduction to Marketing (foundation course)		
<b>Course objectives</b>	<ul style="list-style-type: none"> <li>Understand marketing concepts and principles, including the marketing mix, target markets, and customer needs.</li> <li>Develop effective marketing strategies to promote products and services and achieve business objectives</li> <li>Learn about integrated marketing communications, including advertising, public relations, digital marketing, and social media.</li> <li>Conduct market research to gather data, analyze market trends, and identify growth opportunities.</li> </ul>		
	COURSE OUTCOMES		
	At the end of the course, students can able to		
	<b>CO1</b>	Applied knowledge of contemporary marketing theories to the demands of business and management practice.	
<b>CO2</b>	Enhanced knowledge of marketing strategies for consumer and industrial marketing		
<b>CO3</b>	Deep understanding of choice of marketing mix elements and managing integrated marketing channels		
<b>CO4</b>	Understanding of the marketing research and new trends in the arena of marketing		
PROGRAM OUTCOMES			
<b>PO1</b>	Ability to apply the business acumen gained in practice.		
<b>PO2</b>	Ability to understand and solve managerial issues.		
<b>PO3</b>	Ability to communicate and negotiate effectively, to achieve organizational and individual goals		
<b>PO4</b>	Ability to understand one's own ability to set achievable targets and complete them.		
<b>PO5</b>	Ability to fulfill social outreach		
<b>PO6</b>	Ability to take up challenging assignments		
<b>TEXT BOOKS:</b>			

1.	"Marketing Management" by Philip Kotler and Kevin Lane Keller (15th edition, 2015)				
2.	KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012				
3.	"Marketing Management" by Philip Kotler and Kevin Lane Keller (15th edition, 2015)				
REFERENCE BOOKS:					
1.	"Marketing Management" by Philip Kotler and Kevin Lane Keller (15th edition, 2015)				
2.	"Principles of Marketing" by Philip Kotler and Gary Armstrong (17th edition, 2020): A widely used textbook that provides a strong foundation in marketing principles, strategies, and contemporary issues.				
3.	"Marketing: An Introduction" by Gary Armstrong and Philip Kotler (14th edition, 2019): An introductory marketing textbook suitable for students new to the subject.				
4.	Ramamany, V.S. <del>Neelakrishnan</del> , S. Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6 p. 5.				
5.	KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012				
6.	"Marketing Management" by Philip Kotler and Kevin Lane Keller (15th edition, 2015)				
<b>e-learning resources</b>	NPTEL- <a href="https://onlinecourses.nptel.ac.in/noc21_mg4/course">https://onlinecourses.nptel.ac.in/noc21_mg4/course</a>				
<b>Mode of Evaluation</b>	Internal Examination (20%), End Semester Examination (80%)				
<b>Faculty</b>	Ms. Tamilarasi K				
<b>e-mail id</b>	ntamilarasik@shreecolleges.com				
LESSON PLAN- MARKETING MANAGEMENT					
No of lectures hours	Planned Date	Topics to be covered	Reference/ Teaching aids and methods	Actual date	Weekly review
UNIT I - INTRODUCTION					
1	14.09	Defining Marketing - Core concepts in Marketing	R1, R2, R3/ Handouts/ PPT		
1	15.09	Evolution of Marketing - Marketing Planning Process	R1, R2, R3/ Handouts/ PPT		
1	21.09	Scanning Business environment: Internal and External	R1, R2, R3/ Handouts/ PPT		
1	22.09	Value chain - Core Competencies - PESTEL - SWOT Analysis	R1, R2, R3/ Handouts/ PPT		
1	25.09	Marketing interface with other functional areas - Production, Finance, Human	R1, R2, R3/ Handouts/ PPT		

1	29.09	Marketing interface with other functional areas - Production, Finance, Human	R1, R2, R3/ Handouts/ PPT		
1	05.10	Marketing in global environment - International Marketing, Rural Marketing - Prospects and Challenges.	R1, R2, R3/ Handouts/ PPT		
Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD	
8					
UNIT II - MARKETING STRATEGY					
1	06.10	Marketing strategy formulations	R1, R2, R3/ Handouts/ PPT		
1	09.10	Key Drivers of Marketing Strategies	R1, R2, R3/ Handouts/ PPT		
1	12.10	Strategies for Industrial Marketing - Consumer Marketing	R1, R2, R3/ Handouts/ PPT		
1	13.10	Services marketing	R1, R2, R3/ Handouts/ PPT		
1	16.10	Competition Analysis, Analysis of consumer and industrial markets	R1, R2, R3/ Handouts/ PPT		
1	19.10	Influence of Economic and Behavioral Factors	R1, R2, R3/ Handouts/ PPT		
1	20.10	Strategic Marketing Mix components	R1, R2, R3/ Handouts/ PPT		
1	26.10	AI personalized marketing	R1, R2, R3/ Handouts/ PPT		
Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD	
8					
UNIT III - MARKETING MIX DECISIONS					
1	27.10	Product planning and development	R1, R2, R3/ Handouts/ PPT		
1	30.10	Product life cycle	R1, R2, R3/ Handouts/ PPT		
1	02.11	New product Development and Management	R1, R2, R3/ Handouts/ PPT		
1	03.11	Defining Market Segmentation - Targeting and Positioning	R1, R2, R3/ Handouts/ PPT		
1	06.11	Brand Positioning and Differentiation	R1, R2, R3/ Handouts/ PPT		

## Curriculum Delivery (Teaching-Learning-Practical-Projects)

Curriculum delivery is executed through diversified teaching-learning methods. Classroom lectures are supplemented with case studies, group discussions, business simulations, role plays, management games, practical lab sessions, research assignments, seminars, and live projects. Industry experts are invited for guest lectures to bridge the academia-industry gap. Students undertake internships (SIP) and main research projects to gain practical exposure. Experiential learning enhances managerial decision-making skills and leadership competencies.



Gemini

Teaching

To review

**S** Service Marketing  
2023-2025 Batch

**P** Performance Management  
2024-26

**A** Air Cargo Management  
2024-26

**B** Banking and Financial Servi...  
2024-26

**L** Legal Aspects of Business 2...

**I** Internship

**O** Operations Management 20...  
II Semester

Instructions

Student work



## Extended Marketing Mix



Subhan • Feb 7, 2025

100 points

Due Feb 14, 2025, 1:59 PM

Click on the link below to start the game

Quizizz is now Wayground | I...

<https://quizizz.com/join?c=mQ7qw0>



👤 Class comments



Add class comment...



Classroom > Service Marketing  
2023-2025 Batch

Instructions | Student work

Return | 100 points

All students

Sort by status

Turned in

<input type="checkbox"/>		Dinesh Dinesh	___/100
<input type="checkbox"/>		Sanfiya BasheerAhamed	___/100
<input type="checkbox"/>	Assigned		
<input type="checkbox"/>		ABARNA A MBA23	0

Extended Marketing Mix

2 Turned in | 28 Assigned

Accepting submissions ?

All

Dinesh Dinesh

Screenshot\_2025-0...  
Turned in

Sanfiya BasheerAhamed

assignment2.png  
Turned in

ABARNA A MBA23

No attachments  
Missing

### Class Committee Meeting

Class committee meetings are conducted periodically with faculty members and elected student representatives. The agenda includes syllabus coverage status, teaching effectiveness, assessment transparency, academic difficulties, and infrastructure issues. Minutes are recorded, and corrective actions are implemented. This participatory approach ensures transparency and continuous academic improvement.

### Mentor–Mentee Meeting

Each faculty mentor is assigned a group of students to monitor their academic progress, attendance, behavior, and career aspirations. Regular mentor-mentee meetings help identify slow learners, provide career counseling, guide project work, and address personal or academic concerns. This system promotes holistic student development.

### Student Feedback

Structured feedback is collected from students at mid-semester and end-semester levels regarding teaching effectiveness, syllabus relevance, assessment fairness, and overall academic environment. Feedback is analyzed statistically, and improvement measures are suggested. Faculty members are counseled if required, ensuring accountability and quality enhancement by conducting meeting and actions are taken accordingly.



**Nehru Institute of Technology**

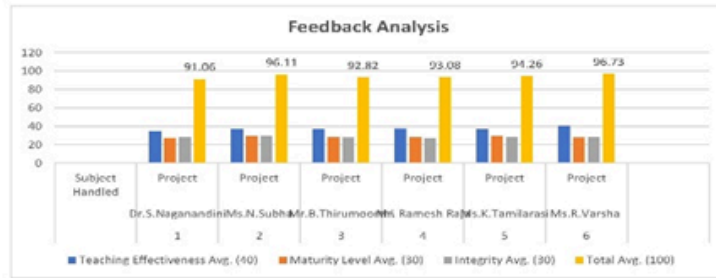
(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
Accredited by NAAC with A+, Recognized by UGC with Section 2(f))



**Department of Management Studies**  
**SECOND YEAR / MBA / FOURTH SEMESTER**

ACADEMIC YEAR: 2023-2024

S.No.	Faculty Name	Subject Handled	Teaching Effectiveness Avg. (40)	Maturity Level Avg. (30)	Integrity Avg. (30)	Total Avg. (100)
1	Dr.S.Naganandini	Project	35.23	27.6	28.23	91.06
2	Ms.N.Subha	Project	37.24	29.11	29.76	96.11
3	Mr.B.Thirumoorthi	Project	36.91	28.11	27.8	92.82
4	Mr. Ramesh Raja	Project	37.64	28.14	27.3	93.08
5	Ms.K.Tamilarasi	Project	36.72	29.1	28.44	94.26
6	Ms.R.Varsha	Project	40.33	27.88	28.52	96.73





**MINUTES OF THE MEETING**

- Date: 27.03.2024
- Time: 10.00am
- Venue: HOD Cabin

Chairperson: Mr. Thirumoorthi B  
 Meeting Topic: Discussion on Students' Feedback and Action Plan

**Attendees:**

- Dr. S. Naganandini
- Ms. N. Subha
- Mr. B. Thirumoorthi
- Mr. Ramesh Raja
- Ms. K. Tamilarasi
- Ms. R. Varsha

**Points Discussed:**

<b>Dr. S. Naganandini</b>	Demonstrated perfect teaching effectiveness, reflecting excellent subject clarity and student engagement. High levels of maturity and integrity perceived by students. Maintains strong professional presence and trust.
<b>Ms. N. Subha</b>	Well-received by students with strong scores in all domains. Teaching effectiveness slightly below perfect, suggesting room for fine-tuning delivery or assessment clarity.
<b>Mr. B. Thirumoorthi</b>	Achieved the highest overall score, indicating exceptional performance across all criteria. Students highly appreciate his commitment, approachability, and clarity in teaching.
<b>Mr. Ramesh Raja</b>	Excellent emotional intelligence and professional ethics. Well-received by students with strong scores in all domains.
<b>Ms. K. Tamilarasi</b>	Perfect teaching effectiveness, highly appreciated for content delivery. Integrity score, while still high, is slightly lower relative to others, possibly indicating a perception issue.
<b>Ms. R. Varsha</b>	Consistently strong performance across all categories. Slight variations in scores suggest scope for enhancement through more interactive sessions or feedback addressing.

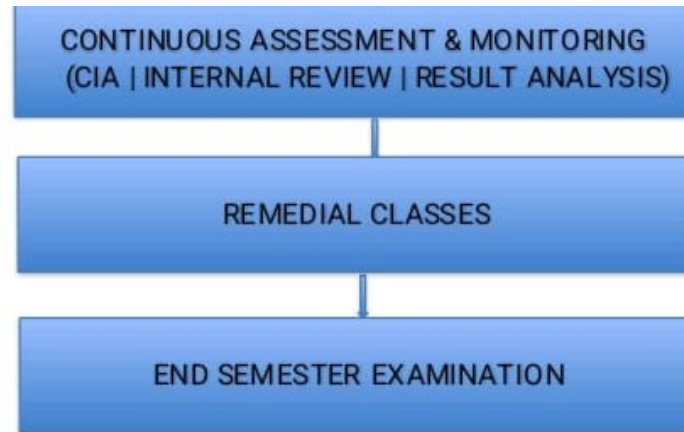


**Action taken report:**

S.No.	Faculty Name	Subject Handled	Observations from Feedback	Actions Taken
1	Dr.S.Naganandini	Project	Strong teaching effectiveness, scope for improving student engagement	Assigned mentoring sessions and encouraged use of interactive tools in lectures
2	Mr.B.Thirumoorthi	Project	Good performance overall, slight scope to enhance communication	Recommended participation in communication skills workshop
3	Ms.N.Subha	Project	Excellent in all areas	Appreciated and encouraged to mentor junior faculty
4	Mr. Ramesh Raja	Project	Students appreciated the teaching methodology; suggested more industrial examples.	Industry-based illustrations and practical examples were discussed in class.
5	Ms.K.Tamilarasi	Project	High scores in all areas, potential for more student interaction	Encouraged to incorporate more group activities and real-life case studies
6	Ms.R.Varsha	Project	Highest score overall, especially in teaching	Appreciated and requested to share best practices with department

Class Advisor

HOD



### **Preparation of Internal Question Papers**

Institution, follows a structured, transparent, and outcome-based process for the preparation of internal assessment question papers. The question papers are prepared by the course handling faculty in alignment with the approved syllabus, Course Outcomes (COs), Program Outcomes (POs), and Bloom's Taxonomy levels.

For each internal assessment, a question paper blueprint is prepared indicating unit-wise weightage, CO mapping, and cognitive levels to ensure balanced assessment of knowledge, understanding, application, analysis, and problem-solving skills. The questions are framed to test both theoretical concepts and practical application, promoting higher-order thinking.

To ensure quality and confidentiality, the prepared question papers are subjected to a department-level scrutiny and moderation process by the Head of the Department and Controller of Examination. Necessary revisions are made to ensure clarity, appropriateness of difficulty level, and alignment with learning outcomes. After approval, the question papers are securely administered as per the academic schedule.

### **Question Paper Setting**

- Normally 2 CIA are conducted
- The 2 sets of internal test question paper for a course is set by the course in-charges who are handling the course with respect to the course information plan.
- While setting the question paper, all previous year university question papers are referred.
- The questions are set based on the revised blooms taxonomy (RBT). Each question is mapped with the corresponding course outcomes (CO)
- The scrutiny of the question papers is done at CoE office.

### **Evaluation of Internal Assessment Papers**

The evaluation of internal assessment answer scripts is carried out through a systematic, transparent, and outcome-based process. The internal assessment papers are evaluated by the course handling faculty using a predefined valuation scheme prepared in accordance with the question paper blueprint and Course Outcomes (COs).

Uniformity and fairness in evaluation are ensured through department-level moderation, wherein a sample of evaluated scripts is reviewed by the Head of the Department. Marks are awarded based on clarity of concepts, accuracy, analytical ability, and application of knowledge, in alignment with Bloom's Taxonomy levels.

The evaluated answer scripts are returned to students within a stipulated time, and constructive feedback is provided to help them understand their strengths and areas for improvement. The internal assessment marks are recorded in the institutional ERP/LMS system to ensure accuracy and transparency. A grievance redressal mechanism is in place to address any student concerns related to evaluation.

### Evaluation Parameters

The institution adopts a variety of continuous assessment tools to evaluate students' academic performance, analytical ability, communication skills, teamwork, and practical application of knowledge. Each assessment method follows clearly defined evaluation parameters to ensure transparency and fairness.

Marks awarded are documented and constructive feedback is provided and necessary actions are taken for students for continuous improvement.

Faculty members can choose the following method for evaluating all students

### Evaluation Parameters for Theory Courses

Assessment I (100 Marks)		Assessment II (100 Marks)		
Assignment	Written Test	Assignment	Written Test	Total Internal Assessment
60	40	60	40	100

### Evaluation Parameters for Laboratory Courses

Internal Assessment (100 Marks)*		
Evaluation of Laboratory Observation, Record	Test	Total
60	40	100

### Advanced Learners

In an autonomous MBA department, students are categorized as advanced learners and slow learners based on their academic performance, participation, analytical ability, and Continuous Internal Assessment (CIA) results. Advanced learners are students who consistently perform above the benchmark level, demonstrate strong conceptual clarity, analytical thinking, leadership qualities, and active classroom participation. They are encouraged through enrichment activities such as research projects, case competitions, paper presentations, certification courses, industry internships, advanced reading materials, and mentoring for higher studies or competitive examinations. Faculty may assign them challenging case analyses, simulation exercises, and leadership roles in academic activities to further enhance their capabilities.



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 Jawahar Gardens, Kalipparam, Coimbatore - 641 105



DEPARTMENT OF MANAGEMENT STUDIES

Academic Year: 2021-2022

**List of Advanced Learners**

S.No	Reg No	Name of the Student
1	721021631008	DHYANANTH A
2	721021631013	KARTHICK S
3	721021631024	MOHANA DHARSINI R
4	721021631028	PREETHI K
5	721021631035	SREERANJINI V
6	721021631039	VARSHA R

Class Advisor

HOD



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Mr Dhayananth of MBA participated in the 17<sup>th</sup> Annual International Seminar on Dynamics of Emerging Business Innovation and Trends - Academia Industry Role (DEBIT AIR 2022) held at Bharathidasan University during January 7-8, 2022 and Presented a paper entitled **NEUROMARKETING THE NEW SCIENCE OF CONSUMER BEHAVIOR.**



**Slow learners**

On the other hand, slow learners are students who score below the expected academic benchmark or face difficulties in understanding concepts, applying analytical tools, or completing assessments effectively. They are identified through CIA performance, attendance records, and mentor observations. To support them, the department conducts remedial classes, doubt-clearing sessions, simplified notes distribution, peer-assisted learning, revision tests, and one-to-one mentoring. Additional practice assignments and personalized academic guidance are provided to improve their conceptual understanding and confidence. This differentiated support system ensures inclusive education, enhances overall academic performance, and aligns with the quality assurance framework of the MBA program.



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**ATTENDANCE SHEET OF REMEDIAL CLASS**

Class: I MBA  
 Time: 04.45pm to 05.30pm

Semester: II

**LESSON PLAN FOR REMEDIAL CLASS**

Class: I MBA

Time: 04.45pm to 05.30pm

Semester: II

SUBJECT: FINANCIAL MANAGEMENT

UNIT	TOPICS	ALLOTTED HOURS
UNIT 3	Capital Budgeting: Principles	1
	Capital Budgeting: Techniques & Nature	1
	Payback Period	1
	Accounting rate of return	1
	Net Present Value	1
	Internal Rate of Return	1
	Profitability Index	1
	Concept of Cost of Capital	
	Measurement of Cost of Capital	2
<b>Total hours</b>		<b>9</b>

*CH*

Faculty

*JP*

Class Advisor

*DN*

HOD

S.No	Reg No	Name	08/01	09/01	10/01	11/01	12/01
1	721021631006	ARUNKUMAR R	/	/	/	/	/
2	721021631015	HARIHARAN N	/	/	/	/	/
3	721021631024	MAHESWARI T	/	/	/	/	/
4	721021631026	MANOJHABU R	/	/	/	/	/
5	721021631027	MARIYAPPAN A	/	/	/	/	/
6	721021631030	MUTHU KRISHINAN B	/	/	/	/	/
7	721021631031	NANDHA KUMAR G	/	/	/	/	/
8	721021631039	RANJITH S	/	/	/	/	/
9	721021631041	SALMAN HARIS M	/	/	/	/	/
10	721021631046	SELVA BHARATHI S	/	/	/	/	/
11	721021631047	SELVA GANESHAN S	/	/	/	/	/
12	721021631055	VAISHNAV PRASAD M K	/	/	/	/	/
13	721021631057	VIGNESH P	/	/	/	/	/

*CH*

Faculty

*JP*

Class Advisor

*DN*

HOD



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**DEPARTMENT OF MANAGEMENT STUDIES**

**Academic Year: 2021-2022**

**SUBJECT: FINANCIAL MANAGEMENT**

**Semester: II**

**SPECIAL COACHING CLASS TEST MARK LIST**

S.No	Reg No	Name	Marks obtained out of 50
1	721021631006	ARUNKUMAR R	37
2	721021631015	HARIHARAN N	41
3	721021631024	MAHESWARI T	39
4	721021631026	MANOJBABU R	42
5	721021631027	MARIYAPPAN A	40
6	721021631030	MUTHU KRISHNAN B	37
7	721021631031	NANDHA KUMAR G	36
8	721021631039	RANJITH S	36
9	721021631041	SALMAN BARIS M	37
10	721021631046	SELVA BHARATHI S	44
11	721021631047	SELVA GANESHAN S	41
12	721021631055	VAISHNAV PRASAD M K	40
13	721021631057	VIGNESH P	40

**Faculty**

**Class Advisor**

**HOD**

### **End Semester Examination**

The academic cycle concludes with the End Semester Examination conducted as per autonomous examination regulations. Question papers are prepared following Bloom's Taxonomy levels to test knowledge, application, analysis, and evaluation skills. The evaluation process includes valuation, moderation, scrutiny, and result publication. CO attainment and PO attainment calculations are carried out based on examination performance. The results are reviewed for further curriculum improvement.

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**4.2.3 Quality of student reports/dissertation (15)**

Institute Marks

15.00

Identification of projects and allocation methodology to faculty members: Department of Management studies offer:

### **Main project**

The philosophy of the main project is to bridge the gap between theoretical knowledge and real-world application by providing students with an opportunity to work on practical, research-oriented, and industry-relevant problems. It emphasizes experiential learning, critical thinking, innovation, and problem-solving, while nurturing teamwork, ethical practices, and professional responsibility. The main project enables students to integrate multidisciplinary knowledge, develop independent learning skills, and demonstrate readiness for higher studies, research, or professional careers.

### **Identification of Project Works**

Project topics are identified through a structured process involving faculty suggestions, industry problems, research gaps, societal needs, and student interests. Students are encouraged to select projects aligned with their specialization, emerging technologies, sustainability goals, and real-world applications. The proposed topics are reviewed and approved by the Faculty guide and Head of the Department to ensure feasibility, relevance, and learning outcome alignment.

### **Allocation of Project Guides**

Project guides are allotted based on faculty expertise, research interests, and workload norms. Each faculty member mentors a limited number of students to ensure effective guidance. The allocation is approved by the Head of the Department, ensuring equitable distribution and subject relevance.

### **Monitoring of Project Progress**

Project progress is monitored continuously through periodic review meetings, progress presentations, and submission of phase-wise deliverables such as synopsis, literature review, methodology, implementation, and final report. Attendance, milestones, and feedback are documented to ensure systematic progress.

### **Evaluation of Project Work**

Project evaluation is carried out in multiple stages by internal review panels using predefined rubrics. Assessment criteria include problem definition, literature survey, methodology, implementation, originality, analysis, documentation, and presentation skills. The final evaluation includes project demonstration, viva-voce, and report assessment, ensuring objective and outcome-based evaluation.

The evaluation of project work shall be done as per the weightages given in table. There shall be three assessments ( each 100 Marks) during the semester by a review committee.

The student shall make presentation on the progress made before the committee. The Head

of the Institution shall constitute the review committee for each programme. The review

committee consists of supervisor, expert from the department, and a project coordinator

from the department. If the project coordinator/ expert member happens to be the

supervisor then an alternate member shall be nominated.

There will be vice-voce examination during end semester examinations conducted by a committee consisting of supervisor, one internal examiner, and one external examiner. The internal examiner and the external examiner shall be appointed by the Controller of Examination. The distribution of marks for the internal assessments and end semester examination is given below.

### **Evaluation of Project Work**

Internal Assessment (60 Marks)			End Semester Examination (40 Marks)			
Review - I	Review -II	Review - III	Project Report Submission (15 Marks)	Viva – Voce (Rounded to 45 Marks)		
			External Examiner	Internal Examiner	External Examiner	Supervisor Examiner
20	20	20	10	10	10	10

**PROGRAMME OUTCOMES (POs):**

On successful completion of the programme,

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to understand the impact of managerial solution in global, economic, environmental and societal context.
4. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
5. Ability to understand one's own ability to set achievable targets and complete them.
6. Ability to fulfill social outreach
7. Ability to take up challenging assignments

COs	Course Outcomes for Summer Internship
CO1	Apply business acumen and management concepts to perform assigned tasks, solve managerial problems, and handle challenging assignments in an organizational setting.
CO2	Analyze managerial decisions by considering global, economic, environmental, and societal impacts while fulfilling social and ethical responsibilities.
CO3	Communicate, coordinate, and negotiate effectively with individuals and teams to achieve organizational objectives.
CO4	Demonstrate self-awareness, goal-setting ability, professionalism, and time management to complete internship targets successfully.
CO5	Integrate practical exposure, problem-solving ability, communication skills, and social responsibility into a comprehensive internship report and presentation.

#### Mapping of Summer Internship CO with PO

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	2	2	2	3
CO2	2	2	3	2	2	3	2
CO3	2	2	2	3	3	2	2
CO4	2	2	2	2	3	2	3
CO5	3	3	3	3	3	3	3

#### Mapping of Main Project with COs and POs

##### Course Outcomes (COs) – Main Project

CO1: Apply business and management knowledge to identify, analyze, and solve real-world organizational or research problems through the main project.

CO2: Formulate project objectives, design appropriate methodologies, and implement solutions considering managerial, economic, environmental, and societal contexts.

CO3: Use analytical tools, data analysis techniques, and critical thinking to interpret results and derive meaningful conclusions.

CO4: Communicate project ideas, findings, and recommendations effectively through reports, presentations, and project reviews.

CO5: Demonstrate self-management, teamwork, ethical responsibility, and the ability to handle complex and challenging project assignments.

CO6: Integrate professional competence, innovation, and social responsibility while completing the project within given timelines.

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1 Apply knowledge to solve problems	3	3	2	2	2	2	3
CO2 Methodology & contextual analysis	3	3	3	2	2	3	2
CO3 Analytical tools & interpretation	3	3	2	2	2	2	3
CO4 Communication & presentation	2	2	2	3	3	2	2
CO5 Self-management & ethics	2	2	2	2	3	3	3
CO6 Innovation & responsibility	3	3	3	2	2	3	3

#### Rubrics for evaluation of Main report

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
<b>Problem Identification &amp; Objectives</b>	Problem clearly defined with measurable objectives	Clear problem and objectives	Problem or objectives lack clarity	Problem not clearly identified
<b>Methodology &amp; Execution</b>	Appropriate methodology, well executed	Suitable methodology with minor gaps	Methodology lacks clarity	Inappropriate or poorly executed
<b>Data Analysis &amp; Problem-Solving</b>	Strong analysis with valid conclusions	Correct analysis with minor issues	Basic analysis	Weak or incorrect analysis
<b>Application of Knowledge &amp; Innovation</b>	Excellent application with innovative approach	Good application of concepts	Limited application	No meaningful application
<b>Professionalism &amp; Project Management</b>	Excellent planning, ethics, and timely completion	Minor delays; professional conduct	Frequent delays	Poor time management
<b>Report &amp; Presentation Quality</b>	Well-structured, clear, and professional	Clear with minor errors	Descriptive with errors	Poorly prepared report

#### Mapping of CO & PO in Main project for the AY 2023-24

S.NOREG. NO	STUDENT NAME	PROJECT TITLE	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1	721022631001 ADITH RAJEEV	TECHNOLOGICAL CHALLENGES & TECHNOSTRESS IN BIZPOLE BUSINESS SOLUTION PVT. LTD.	2	3	3	3	1	1	3

2	721022631002	AISWARYA R	CUSTOMER RETENTION IN BIZPOLE BUSINESS SOLUTIONS PVT. LTD., PALAKKAD	3	3	2	1	1	1	3
3	721022631003	B. AKSHAYA SREETHISHA	IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING BEHAVIOUR IN MEGA FOODS	3	3	2	1	1	1	3
4	721022631004	AKSHAY PRASAD M	INNOVATION IN RICE MILLING – TECHNOLOGICAL ADVANCEMENTS AT KOLLENGODE AGRO MILLS PVT. LTD.	3	3	3	1	1	2	3
5	721022631005	ARUNKUMAR S	EMPLOYEE PERFORMANCE APPRAISAL ON MOTIVATION & PRODUCTIVITY – AUTO SHELL PERFECT MOULDER	2	3	3	3	1	2	3
6	721022631006	ASWATHI N S	USER EXPERIENCE IN SEO FOR BUSINESS OPTIMIZATION – I-BACUS-TECH	3	3	2	1	1	1	3
7	721022631007	BALACHANDHAR B	EFFECTIVENESS OF EMAIL MARKETING CAMPAIGNS IN CUSTOMER RETENTION	3	3	1	1	1	1	3
8	721022631008	DENSING ROHITH J	EFFECTIVENESS OF EMPLOYEE TRAINING & DEVELOPMENT IN CARLTON KODAIKANAL	2	3	3	3	1	2	3
9	721022631009	DEVANANDHAN C	FINANCIAL PERFORMANCE OF STEEL AUTHORITY OF INDIA LIMITED, SALEM	3	3	3	1	1	2	2
10	721022631010	DHIRISHIKHA M	CLIENT ACQUISITION STRATEGY – BIZPOLE BUSINESS SOLUTIONS PVT. LTD.	3	3	2	1	1	1	3
11	721022631011	DINESH S	TRADITIONAL VS DIGITAL MARKETING – IMPACT ON WORK CULTURE & CAREER GROWTH	3	3	2	3	1	1	3
12	721022631012	DRAVID DEVE P S	COMPETITIVE LANDSCAPE ANALYSIS IN BIZPOLE'S TARGET MARKET	3	3	2	1	1	1	3

13	721022631013	GIRIDHARAN M	FINANCIAL PERFORMANCE ANALYSIS OF IELTS MATERIAL.COM	3	3	3	1	1	2	2
14	721022631014	GOPI KRISHNA RS	PRICE SENSITIVITY & CONSUMER PURCHASE DECISION IN FMCG	3	3	2	1	1	1	3
15	721022631015	GOWTHAM M	CRM STRATEGIES IN BANKING SECTOR – HDFC	3	3	2	3	1	1	3
16	721022631016	GOWTHAM KUMAR B	IMPACT OF MOBILE MARKETING ON CONSUMER ENGAGEMENT	3	3	2	1	1	1	3
17	721022631017	HARIHARAN G	CUSTOMER SATISFACTION & MARKETING PERFORMANCE IN REGISTRATION SERVICES	3	3	2	3	1	2	3
18	721022631018	HARIHARAN R	OPTIMIZING EMPLOYEE RETENTION STRATEGIES – HL MANDO ANAND INDIA PVT. LTD.	2	3	3	3	1	2	3
19	721022631020	HASSANSHA V.P	DEALER SATISFACTION – METAL INDUSTRIES LTD., SHORNUR	3	3	2	3	1	2	3
20	721022631021	JEGAN S	TALENT MANAGEMENT IN EDUCATIONAL INSTITUTIONS – COIMBATORE REGION	2	3	3	3	1	2	3
21	721022631022	JISHAD G	A STUDY ON CUSTOMER BUYING BEHAVIOUR WITH REFERANCE TO PGR POWER TECH, MUDAPALLUR, PALAKKAD	3	3	2	3	2	1	2
22	721022631023	JOEL MATHEWS	"SUPPLY CHAIN EXCELLENCE " A CASESTUDY ON RICEMILL OPERATIONS AND LOGISTICS.	3	3	3	3	2	2	2
23	721022631024	JOTHILAKSHMI K	FINANCE PERFORMANCE AND WORKING CAPITAL MANAGEMENT	3	3	2	3	3	1	2
24	721022631025	KEERTHIKA K	A STUDY ON THE CUSTOMER SATISFACTION WITH THE QUALITY OF SERVICES PROVIDED BY UNIQUE SHELL MOULD (INDIA) PRIVATE LIMITED	3	2	2	3	2	1	2

25	721022631026	KEERTHIKANNAN P	A STUDY ON EFFECTIVENESS OF FINANCIAL PLANNING AND FORECASTING IMPLEMENTATION ON RYDON INDUSTRIES COIMBATORE	3	3	2	3	3	1	2
26	721022631027	KOUSHIKA S	A STUDY ON THE WEBSITE PERFORMANCE RATING BASED ON GOOGLE SEO MODEL AND THE OPTIMISATION OF VISIBILITY AND TRAFFIC THROUGH SEO TACTICS IN CRI CHOLA PUMPS PRIVATE LIMITED, KURUMBAPALAIYAM, COIMBATORE -35	3	3	2	3	2	1	3
27	721022631028	LAKSHANA U	A STUDY ON THE STRATEGY OF MARKETING PENETRATION TOWARDS CRI PUMPS WITH SPECIAL REFERENCE TO COIMBATORE	3	3	2	3	2	1	3
28	721022631029	LINGESHWARAN M	"A STUDY ON INCREASING SALES OF INDUSTRIAL SEGMENT WITH RESPECT TO DEALER PERCEPTION, ASIAN PAINTS, CBE.	3	3	2	3	2	1	3
29	721022631030	MANISH K M	CUSTOMER SEGMENTATION & ANALYSIS FOR BIZPOLE	3	3	2	1	1	1	3
30	721022631031	MANU S	ENHANCING PRODUCTIVITY IN RICE MILLING THROUGH MODERN STRATEGIES	3	3	3	1	1	2	3
31	721022631032	MATHANKUMAR K	SOCIAL MEDIA USE & EMPLOYEE WELL-BEING IN HRM PRACTICES	2	3	3	3	1	2	3
32	721022631033	MOHAMED FAZHLUDEEN L	CONSUMER BEHAVIOUR STUDY – SVS FOOD PVT. LTD., MADURAI	3	3	2	1	1	1	3
33	721022631034	MOHAMED RAJITH TP	BRAND DIFFERENTIATION THROUGH QUALITY – MMARK FOOTWEAR (HYKER FOOTCARE, MALAPPURAM)	3	3	2	1	1	1	3

34	721022631036	NAGARAJAN R S	STRATEGIC GROWTH & INNOVATION IN EDTECH – ACADEMOR	3	3	3	1	1	1	3
35	721022631037	NARENDRAN R	BUSINESS FORECASTING USING PREDICTIVE MODELLING – CAP DIGISOFT SOLUTIONS	3	3	3	1	1	1	3
36	721022631038	PRABHU KRISHNA S	MARKETING & PROMOTIONAL ACTIVITIES IMPACT ON DEALER SATISFACTION – POWER BEST ELECTRICALS, PALAKKAD	3	3	2	3	1	1	3
37	721022631039	PRASANNA V	EMPLOYEE PERFORMANCE ANALYSIS IN MSMES – COIMBATORE REGION	2	3	3	3	1	2	3
38	721022631041	RAJKUMAR P	LEVERAGE ANALYSIS – EID PARRY LIMITED	3	3	3	1	1	2	2
39	721022631042	RAMKUMAR M	CONSUMER PERCEPTION & AWARENESS TOWARDS E-BANKING SYSTEM	3	3	2	1	1	1	3
40	721022631043	RUDRA BALAJI B	CUSTOMER SATISFACTION & SEGMENTATION IN BIZPOLE'S SERVICE PORTFOLIO	3	3	2	1	1	1	3
41	721022631044	SANTHIYA K	CLIENT RELATIONSHIP MANAGEMENT – BIZPOLE BUSINESS SOLUTION PVT. LTD.	3	3	2	3	1	1	3
42	721022631045	SARATH A P	INFLUENCE OF ONLINE REVIEWS & REPUTATION MANAGEMENT – UPFIN FINTECH PVT. LTD.	3	3	2	3	1	1	3
43	721022631046	SARIGA P	HR POLICIES IMPLEMENTATION & EFFECTIVENESS – BIZPOLE BUSINESS SOLUTIONS PVT. LTD.	2	3	3	3	1	2	3
44	721022631047	SHABLA FABI	EMPLOYEE PERCEPTION ON FACILITIES & COMPANY IMAGE – VARIETY PHARMACEUTICAL CO. PVT. LTD., KULAPULLY	2	3	3	3	1	2	3

45	721022631048	SHALINI L	FACTORS INFLUENCING CUSTOMER LOYALTY – BIZPOLE BUSINESS SOLUTIONS PVT. LTD.	3	3	2	1	1	1	3
46	721022631049	SHUNMUGA NATHI R	EFFECTIVENESS OF SALES PROMOTION – RBR GARMENTS, TIRUPUR	3	3	2	1	1	1	3
47	721022631050	SINDHU R	IMPACT OF DIGITAL ADVERTISING ON CONSUMER PURCHASE DECISIONS – BCC MARTECH, CHENNAI	3	3	2	1	1	1	3
48	721022631051	SINDHU T	FINANCIAL PERFORMANCE ANALYSIS – TATA MOTORS LIMITED	3	3	3	1	1	2	2
49	721022631052	SIVADHARANI S	CONSUMER PERCEPTION OF TRUEFIT SKIM COAT SERVICE – TRICHY	3	3	2	1	1	1	3
50	721022631053	SIVANESAN B	ONLINE CONSUMER BEHAVIOUR TRENDS IN DIGITAL MARKETING – MEHA FOODS	3	3	2	1	1	1	3
51	721022631054	SNEKA K	IMPACT OF RELATIONSHIP MARKETING STRATEGY ON CUSTOMER LOYALTY IN BIZPOLE	3	3	2	2	1	1	3
52	721022631055	SREEKUTTY V	IMPACT OF TRAINING AND DEVELOPMENT PROGRAMME ON EMPLOYEE PERFORMANCE	3	3	3	3	2	2	3
53	721022631056	SREERAG P V	STRATEGIC MARKET OPTIMISATION WITH REFERENCE TO SPECTRUM SOLAR COMPANY	3	3	3	3	2	2	3
54	721022631057	SULOOKSHANA M	EFFECTS OF HIGH PERFORMANCE HR PRACTICES ON EMPLOYEE JOB SATISFACTION	3	3	3	3	2	2	3
55	721022631058	TESS MARIA WILSON	WOMEN EMPLOYEE SAFETY IN IT SECTOR WITH REFERENCE TO NOYCE IT SOLUTION	3	3	2	3	2	3	3
56	721022631059	THAMARAİKANI S	WORKING CAPITAL MANAGEMENT ANALYSIS IN STEEL AUTHORITY OF INDIA LIMITED, SALEM	3	3	3	3	2	2	3

57	721022631060	VASANTHRUBAN S	USER ENGAGEMENT PATTERNS ON INSTAGRAM & FACEBOOK – COMPARATIVE STUDY	3	3	3	3	2	1	3
58	721022631061	VIGNESH RAMKUMAR R S	SERVICE QUALITY AMONG CUSTOMERS FOR VRK POWER CONTROLS	3	3	2	3	2	2	3
59	721022631062	VINITHKUMAR M	IMPACT OF BRAND AWARENESS CAMPAIGNS ON CONSUMER PERCEPTION & PREFERENCE IN PRS TYRES	3	3	2	2	1	1	3
60	VISHNU M	721022631063	EFFECTIVENESS OF SOCIAL NETWORKING WEBSITES IN RECRUITMENT PROCESS: EMPIRICAL EVIDENCE FROM JOB SEEKERS IN AUSWEG INFO CONTROLS PVT LTD	3	3	2	3	2	2	2

**Mapping of CO & PO in Main project for the AY 2022-23**

S.No	Reg. No	Student Name	PROJECT TITLE	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1	721021631001	AARTHI T	REWARD SYSTEM AND ITS IMPACT ON EMPLOYEE PERFORMANCE	3	3	3	3	2	2	3
2	721021631002	AGNUS MARY A	LEADERSHIP SKILLS AMONG EMPLOYEES IN EXCEL KNIT EXPORTS	3	3	3	3	2	2	3
3	721021631004	ANITHA S	CUSTOMER LOYALTY PROGRAMS IN THE DIGITAL ERA	3	3	2	2	1	1	3
4	721021631006	ARUNKUMAR R	EFFECTIVENESS OF NEW AGE STRATEGIES IN DIGITAL MARKETING (TEXPUMPS)	3	3	3	3	2	1	3

5	721021631007	ARUNKUMAR S N	IMPACT OF ONLINE CONSUMER REVIEWS ON PURCHASE BEHAVIOUR (SALEM DISTRICT)	3	3	2	2	1	1	3
6	721021631008	ASHWIN M	EFFECTIVENESS OF SOCIAL NETWORKING WEBSITES IN RECRUITMENT PROCESS – AUSWEG INFO CONTROLS	3	3	3	3	2	2	3
7	721021631009	BHARATHI K	COMPARATIVE ANALYSIS OF TRADITIONAL VS DIGITAL MARKETING – PEOPLE POINT, COIMBATORE	3	3	3	3	2	1	3
8	721021631010	DHAYANANTH A	OFF-PAGE SEO TECHNIQUES AND THEIR EFFECTIVENESS ON WEBSITE VISIBILITY & TRAFFIC – AUSWEG INFO CONTROLS	3	3	3	3	2	1	3
9	721021631012	GIRIDHARAN A	DIGITAL PAYMENTS AND THEIR EFFECT ON CASH FLOW MANAGEMENT	3	3	3	3	2	2	3
10	721021631013	GNANSEKAR N	WEBSITE VISIBILITY OPTIMIZATION USING SEO TECHNIQUES (GOOGLE SEO MODEL) – AUSWEG INFO CONTROLS	3	3	3	3	2	1	3
11	721021631015	HARIHARAN N	IMPACT OF DIGITAL MARKETING ON REVENUE GENERATION	3	3	3	3	2	1	3
12	721021631016	JAYA PRIYA J	EMPLOYEE ENGAGEMENT ON PERFORMANCE & SATISFACTION – OMEGA HEALTH CARE	3	3	3	3	2	2	3
13	721021631017	KARTHICK S	FACTORS AFFECTING EMPLOYEE RETENTION – LE SHARK COMPANY	3	3	3	3	2	2	3

14	721021631018	KARTHIKEYAN G	SALES PERFORMANCE AND CUSTOMER SATISFACTION – NEXA, MADURAI	3	3	3	3	2	1	3
15	721021631019	KARUNAMOORTHIS	IMPACT OF ESG INVESTING ON LONG-TERM SHAREHOLDER VALUE	3	3	3	3	2	3	3
16	721021631021	KIRITHIGA P	CAREER PROGRESSION & PLANNING AND ITS IMPACT ON EMPLOYEE MOTIVATION – SRI RAM FINANCE LTD	3	3	3	3	2	2	3
17	721021631022	KRISHNAMOORTHYS	PRODUCT PERFORMANCE AND CUSTOMER SATISFACTION – VGM SOFT TECH, COIMBATORE	3	3	3	3	2	1	3
18	721021631023	LINTA M S	WORK-LIFE BALANCE ISSUES AMONG MALE & FEMALE EMPLOYEES – MJ GLOVES, COIMBATORE	3	3	3	3	2	2	3
19	721021631024	MAHESWARI T	EMPLOYEE PERFORMANCE DATA ANALYSIS TO OPTIMIZE TALENT MANAGEMENT – SIMTA CLEAR COATS PVT LTD	3	3	3	3	2	2	3
20	721021631025	MANIKANDAN B	EMPLOYEE ENGAGEMENT STRATEGIES IN REMOTE WORK CULTURE	3	3	3	3	2	2	3
21	721021631026	MANOJBABU R	EMPLOYEE WORKING CAPITAL MANAGEMENT IN EXCEL KNIT EXPORTS	3	3	3	3	2	2	3
22	721021631027	MARIYAPPAN A	ERP SYSTEMS FOR OPTIMIZING SCM – COMPARATIVE STUDY OF ORACLE, SAP & MICROSOFT DYNAMICS 365	3	3	3	3	3	2	3

23	721021631028	MOHAMMED NOWSATH SHERIF J	GROWTH STRATEGY DEVELOPMENT & IMPLEMENTATION FOR A START-UP	3	3	3	3	2	2	3
24	721021631029	MOHANA DHARSINI R	WORKING CONDITIONS OF INTER-STATE MIGRANT WORKERS & AWARENESS OF ACT 1979 – LE SHARK GLOBAL LLP	3	3	3	3	2	3	3
25	721021631030	MUTHU KRISHNAN B	CONSUMER BUYING BEHAVIOUR TOWARDS MOBILE COMMERCE	3	3	3	3	2	1	3
26	721021631031	NANDHA KUMAR G	ADVERTISING STRATEGY & EFFECTIVENESS IN SPECTRUM EMBEDDED SOLUTION	3	3	3	3	2	1	3
27	721021631033	NIVETHA S	INVESTORS' PERCEPTION OF MUTUAL FUNDS IN PRIVATE SECTOR – COIMBATORE	3	3	3	3	2	2	3
28	721021631037	PREETHI K	CONSUMER BUYING BEHAVIOUR & PURCHASING PATTERN OF CATTLE FEED	3	3	3	3	2	1	3
29	721021631039	RANJITH S	CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING	3	3	3	3	2	1	3
30	721021631040	RESHMA R	STUDY OF FLEXIBLE WORKING CONDITIONS	3	3	3	3	2	2	3
31	721021631041	SALMAN BARIS M	COMPREHENSIVE STUDY ON EMPLOYEE ENGAGEMENT AT EASTMAN	3	3	3	3	2	2	3
32	721021631045	SATHISH KANNAN N	MARKETING STRATEGY OF ONEPLUS BRAND & ITS IMPACT ON CONSUMERS IN COIMBATORE	3	3	3	3	2	1	3

33	721021631046	SELVA BHARATHI S	IMPACT OF MARKETING STRATEGIES ON CUSTOMER SATISFACTION AT MAX FASHION, CHENNAI	3	3	3	3	2	1	3
34	721021631047	SELVA GANESHAN S	CUSTOMER PERCEPTION TOWARDS HOME CENTER PRODUCT	3	3	3	3	2	1	3
35	721021631049	SREERANJINI V	EMPLOYEE RELATION IN EYSYS PHARMACEUTICAL PVT. LTD.	3	3	3	3	2	2	3
36	721021631050	SRINNATH B	USE OF BLOCKCHAIN FOR SUPPLY CHAIN TRANSPARENCY	3	3	3	3	3	2	3
37	721021631051	SUJINTHAN R	GRANITE MIGRANT WORKERS LIFESTYLE – EMPIRICAL STUDY (SRI RAMJAYAM GRANITES)	3	3	3	3	2	3	3
38	721021631052	SYED BASHEER J	BIG DATA ANALYTICS IN STRATEGIC DECISION-MAKING	3	3	3	3	3	2	3
39	721021631055	VAISHNAV PRASAD M K	PREDICTIVE ANALYSIS OF PRODUCT PERFORMANCE IN E-COMMERCE – INFO GNANA SOLUTIONS, COIMBATORE	3	3	3	3	3	1	3
40	721021631056	VARSHA R	IMPACT OF ORGANIZATIONAL RELATIONSHIP ON ORGANIZATIONAL EFFECTIVENESS – MJ BIO CARE SOLUTION	3	3	3	3	2	2	3
41	721021631057	VIGNESH P	EMPLOYER BRANDING & ITS ROLE IN TALENT RETENTION	3	3	3	3	2	2	3
42	721021631059	YASWANTH BABU N	EXPLORING THE KEY ROUTES TO CUSTOMER DELIGHT	3	3	3	3	2	1	3

5 STUDENT QUALITY AND PERFORMANCE (100)

Total Marks 84.66

Table 5.1 Student Intake

Item	CAY(2025-26)	CAYm1(2024-25)	CAYm2(2023-24)	CAYm3(2022-23)	CAYm4(2021-22)
Approved Intake	60	60	60	60	60
Number of students admitted	60	58	60	60	52

Total number of students Admitted(within State + Outside State + Other Country) :

Table 5.2 Success Rate

Year of entry	Total number of students admitted	Number of students who have completed	
		I year	II year
2025-26 (CAY)	60		
2024-25 (CAYm1)	58	45	
2023-24 (LYG)	60	54	52
2022-23 (LYGm1)	60	49	34
2021-22 (LYGm2)	52	36	23

5.1 Enrollment Ratio (Admissions) (20)

Total Marks 20.00

Institute Marks

20.00

	N (From Table 3.1)	N1 (From Table 3.1)	Enrollment Ratio [(N1/N)*100]
2025-26 (CAY)	60	60	100.00
2024-25 (CAYm1)	60	58	96.67
2023-24 (CAYm2)	60	60	100.00

**Average [ (ER1 + ER2 + ER3) / 3 ] : 98.89**

**Assessment : 20.00**

**5.2 Success Rate (Students clearing in minimum time) (10)**

Total Marks 6.93

Institute Marks

6.93

Item	Latest Year of Graduation, LYG (2023-24)	Latest Year of Graduation minus 1, LYGm1 (2022-23)	Latest Year of Graduation minus 2 LYGm2 (2021-22)
X Number of students admitted	60.00	60.00	52.00
Y Number of students who have graduated in minimum time	52.00	34.00	23.00

**Average SI [ ( SI1 + SI2 + SI3) / 3 ]: 0.69**

**Assessment [10 \* Average SI] : 6.93**

**5.3 Academic Performance (Percentage marks scored) (10)**

Total Marks 5.13

Academic Performance	LYG (2023-24)	LYGm1 (2022-23)	LYGm2 (2021-22)
Mean of CGPA or mean percentage of all successful students(X)	7.61	7.28	7.20
Total number of successful students(Y)	52.00	45.00	24.00
Total number of students appeared in the examination(Z)	60.00	60.00	52.00
API [ $X*(Y/Z)$ ]:	6.60	5.46	3.32

**Average API [ (AP1 + AP2 + AP3)/3 ] : 5.13**

#### 5.4 Placement, Higher Studies and Entrepreneurship (40)

Total Marks 32.60

##### 5.4.1. Placement (30)

Institute Marks

22.60

Item	LYG( 2023-24)	LYGm1( 2022-23 )	LYGm2( 2021-22 )
Total Number of students admitted in first year of the program (N)	60.00	60.00	52.00
No of students placed in the companies or government sector(X)	56.00	53.00	18.00
No. of students pursuing Ph.D. / Higher Studies (y)	0.00	0.00	0.00
No. of students turned entrepreneur (In the areas related to management discipline) (z)	1.00	0.00	2.00
$X+Y+(1.2*Z)$ :	57.20	53.00	22.40
Placement Index [ $(X+Y+(1.2*Z))/N$ ] :	0.95	0.88	0.43

**Average Placement [ (P1 + P2 + P3)/3 ] : 0.75**

**Assessment [ 30 \* Average Placement ] : 22.60**

##### 5.4.2. Quality of Placement (10)

Institute Marks

10.00

Item	CAYm1( 2024-25)	CAYm2( 2023-24 )	CAYm3( 2022-23 )
No. of Students Placed:	56	53	18
Median Salary for Placement	300000	500000	300000
Highest Salary	590000	850000	460000

**Provide the placement data in the below mentioned format with the name of the program and the assessment year:**

**Program Name : Master of Business Administration**

**Assessment Year : 2024-25 (CAYm1)**

S.No	Student Name	Enrollment No	Name of the Employer	Appointment No
1	AJAYKUMAR G	721023631002	Clean Touch Facilities Pvt Ltd	18-11-2024
2	SABARI VARSHINI SN	721023631042	FACE PREP	CN2024NT4217
3	SRI BRINDHA K	721023631052	FACE PREP	CN2024NT4219
4	VAISHNAVI K	721023631058	FACE PREP	CN2024NT4218
5	VIZHAL M	721023631060	ICICI	8859166
6	GAYATHRI D	721023631018	EBIXCASH WORLD MONEY	ECWML/LOO/23/355
7	SHARAN B	721023631050	Muthoot Finance	025-CDR-00584/25
8	ABARNA.A	721023631001	Muthoot Finance	025-CDR/01246/25
9	ALAGESHWARAN M	721023631004	Muthoot Group	181124
10	DINESH S	721023631017	Muthoot Group	18112024
11	PRIYADHARSHINI S	721023631037	Super Labs	14-11-2024
12	SAKTHEESHWARAN	721023631043	Muthoot Group	19/11/2024
13	SANTHIYA K	721023631045	Austro Carbon Pvt Ltd	20/11/2024
14	SREEDHARAN N	721023631051	Muthoot Group	21/11/2024

15	STEMY JAISON	721023631053	Savy Soft	22/11/2024
16	UMA SHANKAR B	721023631057	RND Soft	21-10-2024
17	THIRUPURASUNDARI B	721023631056	NO BROKER	07-10-2024
18	SENGOTTUVEL M	721023631048	Sutherland	06-12-2024
19	NANDHUJA S	721023631030	A M G INSIGHTS INNOVATIONS PRIVAT	07-04-2025
20	KEERTHANA R	721023631022	Harshita Coirs Pvt Ltd	70/04/2025
21	HARINI M	721023631019	Bajaj Allianze	22-01-2025
22	ARCHANA ANILKUMAR	721023631009	Zel Tech	26-12-2024
23	ANJU M	721023631007	TBG RESIDENCY	30-12-2024
24	MANIBALA K	721023631025	Cognis Solutions Pvt Ltd	09-01-2025
25	ATHIRA K J	721023631013	Tharayil Steel Industries	23-11-2024
26	SWETHA S	721023631054	TETA	20-12-2024
27	ARYA H	721023631010	TBG RESIDENCY	30-12-2024
28	REJEESH	721023631041	JMORIGIN Technosoft Pvt Ltd	31-12-2024

29	MURUGAN	721023631029	MAX Fortune Lines	02-01-2025
30	NISHARANI	721023631031	Sutherland	26-12-2024
31	PREETHA S	721023631034	Sureti Insurance	26/11/24
32	PRIYAGAYATHRI R B	721023631038	Sutherland	06-12-2024
33	PRIYANKA K	721023631039	Sutherland	06-12-2024
34	AMRITHA C J	721023631005	Sutherland	06-12-2024
35	ANANTHAKUMAR A	721023631006	Sutherland	06-12-2024
36	ARAVIND M	721023631008	Sutherland	06-12-2024
37	ASWATHI P	721023631011	Sutherland	06-12-2024
38	ATCHAYA P	721023631012	Sutherland	06-12-2024
39	BALAJI R	721023631014	Sutherland	06-12-2024
40	KAVIYADHARSHINI K	721023631021	Sutherland	06-12-2024
41	KRITHIKA S	721023631023	Sutherland	06-12-2024
42	RAHUL R	721023631040	Sutherland	06-12-2024

43	PRANAV C	721023631033	Sutherland	06-12-2024
44	SANTHOSH M	721023631046	Sutherland	06-12-2024
45	SHANJAY M	721023631049	Sutherland	06-12-2024
46	THENMOZHI M	721023631055	Sutherland	06-12-2024
47	AKSHAY M R	721023631003	Sutherland	06-12-2024
48	PRITHIN S	721023631036	Sutherland	06-12-2024
49	DHILIP R	721023631016	INTERNZVALLEY	06/12/24
50	MANOJ E	721023631026	TCS	23-05-2025
51	VINOTH KUMAR T	721023631059	GK Associates	27-01-2025
52	PERIYAKARUPPU V	721023631032	Clean Touch Facilities Pvt Ltd	10-03-2025
53	DANUSH KUMAR G	721023631015	Sureti Insurance	10/03/25
54	MOHANASHWAR P	721023631028	Jarikart	24-03-2025
55	SASIKUMAR M	721023631047	Northern IT services	25-03-2025
56	PRITHIKA P	721023631035	Shri Venkateswara Enterprises	22-03-2025

Assessment Year : 2023-24 (CAYm2)

S.No	Student Name	Enrollment No	Name of the Employer	Appointment No	Action
1	ADITH RAJEEV	721022631001	Academor	AM4033	
2	AKSHAYA SREETHISHA B	721022631003	SBI Insurance Co. Ltd.	CAN5365	
3	ASWATHI N S	721022631006	Academor	AM4035	
4	BALACHANDHAR B	721022631007	SBI Insurance Co. Ltd.	CAN5110	
5	DENSING ROHITH J	721022631008	SBI Insurance Co. Ltd.	CAN5205	
6	DRAVID DEVE P S	721022631012	Academor	AM4032	
7	GIRIDHARAN M	721022631013	Academor	AM4038	
8	GOPI KRISHNA RS	721022631014	SBI Insurance Co. Ltd.	CAN5103	
9	GOWTHAM KUMAR B	721022631016	SBI Insurance Co. Ltd.	CAN5181	
10	HARIHARAN R	721022631018	Academor	AM4030	
11	JOEL MATHEWS	721022631023	SBI Insurance Co. Ltd.	CAN5305	
12	KEERTHIKANNAN P	721022631026	Dr. Reddy's Laboratories Ltd	1706553133949-01-2024	
13	LAKSHANA U	721022631028	SBI Insurance Co. Ltd.	CAN5102	
14	LINGESHWARAN M	721022631029	Caspian Management Services LLP	104960	

15	MANISH K M	721022631030	Academor	AM4036
16	MANU S	721022631031	SBI Insurance Co. Ltd.	CAN5158
17	MOHAMED RAJITH TP	721022631034	SBI Insurance Co. Ltd.	CAN4952
18	NAGARAJAN R S	721022631036	Academor	AM4028
19	NARENDRAN R	721022631037	SBI Insurance Co. Ltd.	CAN4952
20	PRASANNA V	721022631039	ESAF SMALL FINANCE BANK	HO/HR/TA/190801622
21	RAJKUMAR P	721022631041	SBI Insurance Co. Ltd.	CAN4872
22	SARATH A P	721022631045	Academor	AM4031
23	SHALINI L	721022631048	Academor	AM4034
24	SINDHU T	721022631051	Academor	AM4031
25	SIVANESAN B	721022631053	SBI Insurance Co. Ltd.	CAN5353
26	SNEKA K	721022631054	SBI Insurance Co. Ltd.	CAN5162
27	SREEKUTTY V	721022631055	Academor	AM4037
28	TESS MARIA WILSON	721022631058	SBI Insurance Co. Ltd.	CAN4780

29	AISWARYA R	721022631002	BIZPOLE BUSINESS ACUMEN PRIVA	07th March 2024
30	AKSHAY PRASAD M	721022631004	Justdial	7-04-24
31	ARUNKUMAR S	721022631005	Fero Advisory PVT.Ltd	02-Mar-24
32	DHIRISHIKHA M	721022631010	BIZPOLE BUSINESS ACUMEN PRIVA	06th March 2024
33	GOWTHAM M	721022631015	BIZPOLE BUSINESS ACUMEN PRIVA	06th March 2024
34	HARIHARAN G	721022631017	BIZPOLE BUSINESS ACUMEN PRIVA	16th February 2024
35	JEGAN S	721022631021	SUTHERLAND	20-Dec-23
36	JOTHILAKSHMI K	721022631024	Niva Bupa Health Insurance	03-02-24
37	KEERTHIKA K	721022631025	Bajaj Finserve	GB02B
38	MATHANKUMAR K	721022631032	UPFIN FINTECH PRIVATE LIMITED	03/02/24
39	MOHAMED FAZHLUDEEN L	721022631033	Sureti Insurance Marketing PVT.LTD	04/02/24
40	PRABHU KRISHNA S	721022631038	SUTHERLAND	20-Dec-23
41	RAMKUMAR M	721022631042	Just Dial	07-04-24
42	RUDRA BALAJI B	721022631043	UPFIN FINTECH PRIVATE LIMITED	07/04/24

43	SANTHIYA K	721022631044	BIZPOLE BUSINESS ACUMEN PRIVA	06th March 2024
44	SARIGA P	721022631046	BIZPOLE BUSINESS ACUMEN PRIVA	16th February 2024
45	SHABLA FABI	721022631047	SUTHERLAND	20-Dec-23
46	SHUNMUGA NATHI R	721022631049	SUTHERLAND	20-Dec-23
47	SINDHU R	721022631050	MISAA	29th February 2024
48	SIVADHARANI S	721022631052	BIZPOLE BUSINESS ACUMEN PRIVA	05th February 2024
49	SREERAG P V	721022631056	SUTHERLAND	20-Dec-23
50	THAMARA KANI S	721022631059	Justdial	07-04-24
51	VASANTHRUBAN S	721022631060	SUTHERLAND	20-Dec-23
52	VINITHRUBAN M	721022631062	BIZPOLE BUSINESS ACUMEN PRIVA	07th March 2024
53	VISHNU M	721022631063	SRINITHI CAPITAL	07/02/24

Assessment Year : 2022-23 (CAYm3)

S.No	Student Name	Enrollment No	Name of the Employer	Appointment No	Action
1	Dhayananth S	721021631010	ESAF Small Finance Bank Limited, Bui	HO/HR/TA/112692301	
2	Gnanasekar N	721021631013	Bandhan Bank Limited, Sector V, Salt L	BBL/HR/72105/2022-2023	
3	Karthick S	721021631017	ESAF Small Finance Bank Limited, Bui	HO/HR/TA/112695301	
4	Manoj Babu R	721021631026	City Union Bank, HRMD Department, N	HRMD/OFF-LTR/122230809/2023-202	
5	Mohana Dharsini R	721021631029	City Union Bank, HRMD Department, N	HRMD/OFF-LTR /122230804/2023-202	
6	Sujinthan R	721021631051	City Union Bank, HRMD Department, N	HRMD/OFF-LTR /122230807/2023-202	
7	Aarthi T	721021631001	Victoria Realtors, Coimbatore	12/04/22	
8	Arunkumar R	721021631006	Quess Corp Limited, Retail Lending Mc	7/11/2023	
9	Ashwin M	721021631008	Spectrum Talent Management (P) Ltd,	11/7/2023	
10	Bharathi K	721021631009	Bharti AXA Life Insurance, AMI Mid Tov	11/07/23	
11	Linta M S	721021631023	Sureti Insurance Market Pvt Ltd, No: 23	12/07/23	
12	Mariyappan A	721021631027	Bharti AXA Life Insurance, AMI Mid Tov	14/07/23	
13	Muthu Krishnan B	721021631030	Just Dial Ltd, Coimbatore	18/01/2023	
14	Nivetha S	721021631033	Just Dial Ltd, Coimbatore	20/01/2023	

15	Preethi K	721021631034	Dr. Loganayaki Hospital, 129, Pollachi	22/01/2023
16	Reashma R	721021631040	Bosch Global Software Technologies P	10/10/2023
17	Selva Ganeshan S	721021631047	Bosch Global Software Technologies P	12/10/2023
18	Yaswanth Babu N	721021631059	Sureti Insurance Market Pvt Ltd, No: 2	14/10/2023

### 5.5 Student Diversity (5)

Total Marks 5.00

Institute Marks

5.00

Year	Sactioned Intake	Gender	Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	Total
CAYm(2025-26)	60	M	37	0	0	9	28	0	0	37
		F	11	12	0	8	15	0	0	23
CAYm1(2024-25)	60	M	29	2	0	25	6	0	0	31
		F	14	13	0	5	22	0	0	27
CAYm2(2023-24)	60	M	28	0	0	5	23	27	1	28
		F	29	3	0	0	32	31	1	32

\*Minimum 2 years

### 5.6 Professional Activities (15)

Total Marks 15.00

**5.6.1 Students' participation in Professional societies/chapters and organizing management events (10)**

Institute Marks

10.00

## **Students' Participation in Professional Societies/Chapters and Organizing Management Events**

With the backing of designated faculty members, the NIT student committee plans the following management activities each academic year. These gatherings are intended to give students access to industry contacts, practitioners knowledge, and up-to-date perspectives on business events and improve their managerial and organizing abilities.

### **A. Orientation Programme**

An orientation programme is conducted at the beginning of every academic year to welcome the new batch of students. The main purpose of this event is to help freshers understand the college environment, rules, and opportunities available to them.

During the programme, students are introduced to the vision, mission, and values of the institution. The faculty members, department heads, and senior students interact with the newcomers to guide them about academic activities, clubs, associations, and support services. Various sessions are held to familiarize them with campus facilities, code of conduct, and extracurricular programs.

The orientation also includes motivational talks, cultural performances, and ice-breaking sessions to help students feel comfortable and confident in their new surroundings. Overall, it helps the new batch adapt smoothly to college life and begin their academic journey with enthusiasm.

### **B. Business Plan Contest**

Business Plan Contest is an event organized to encourage students to think like entrepreneurs. In this competition, participants are asked to develop and present a complete business plan for a new or innovative idea.

Students work in teams to create plans that include the business concept, market analysis, financial projections, marketing strategy, and operational plan. The main goal is to test their creativity, problem-solving, and presentation skills.

Judges, often industry experts or faculty members, evaluate each plan based on feasibility, innovation, and practicality. The contest helps students gain hands-on experience in entrepreneurship, improves their analytical and communication skills, and motivates them to develop real-world business ideas.

### **C. Conference:**

At NIT, we are committed to giving our students a comprehensive and stimulating education. We accomplish this, in part, by aggressively promoting and enabling their attendance at conferences. Conferences provide forums for discussing the most recent findings, developments, and market trends. Our students can learn from professionals, get firsthand information of innovative advancements, and broaden their knowledge outside of the classroom by attending conferences.

### **D. Alumni Meet**

An Alumni Meet is an event organized by the institution to bring together former students (alumni) and current students on a common platform. The main purpose of the event is to strengthen the bond between the alumni and the institution.

During the meet, alumni share their experiences, career journeys, and success stories, which inspire current students. It also helps students build professional connections and gain valuable insights into industry trends and opportunities.

The event usually includes welcome speeches, interactive sessions, and networking activities. It creates a sense of belonging and pride among alumni and helps the institution receive feedback and support for its future development.

### **E. NOBLE Outbound Training**

NOBLE Outbound Training is a special program designed to develop leadership, teamwork, and problem-solving skills among students through experiential learning outside the classroom. The term “NOBLE” stands for values such as Nurturing, Optimism, Bravery, Leadership, and Excellence.

The training usually takes place in an outdoor environment where students participate in group activities, adventure tasks, and team-building exercises. These activities help students improve communication, decision-making, and coordination while learning the importance of trust and cooperation.

The main objective of NOBLE Outbound Training is to build confidence, enhance interpersonal relationships, and develop leadership qualities that are essential for future managers and professionals.

#### **F.Convocation Ceremony**

A Convocation Ceremony is a formal event organized by the institution to award degrees or diplomas to graduating students. It marks the successful completion of their academic journey and is one of the most memorable events in a student's life.

During the ceremony, dignitaries, faculty members, and guests of honor address the graduates and encourage them to contribute positively to society. Students receive their degree certificates on stage, often dressed in academic gowns and caps, symbolizing achievement and pride.

The event also includes motivational speeches, special awards, and cultural performances. It provides an opportunity for graduates to celebrate their success with teachers, friends, and family, while expressing gratitude to the institution for shaping their future.

AUTHORS	RESEARCH PAPER	PUBLISHERS
M.R.AKSHAY	INNOVATIVE BRANDING: CREATIVE APPROACHES FOR CAPTURING TOMORROWS CONSUMER	VIIMS
SANFIYABANU.B	A CONCEPTUAL STUDY ON ENTREPRENEURSHIP AND ECONOMIC GROWTH: ROLE OF AI IN RURAL STARTUPS	SRCAS
R.KEERTHANA	ASSESSING THE IMPACT OF WORK-LIFE BALANCE ON EMPLOYEE SATISFACTION IN CORPORATE ENVIRONMENT	SHANLAX PUBLICATIONS,
STEMY JAISON		SHANLAX PUBLICATIONS,
R.KEERTHANA	THE IMPACT OF WORK STRESS ON GARMENT INDUSTRY EMPLOYEES: TIRUPUR DISTRICT PERSPECTIVE	NC-ISTAH'2024
STEMY JAISON		NC-ISTAH'2024
MANIBALA K	LEVERAGING IT TO SUPPORT CSR INITIATIVES AND SUSTAINABILITY GOALS	NC-ISTAH'2024
MS.ASWATHI	TRANSFORMING BUSINESS: INNOVATIVE MANAGEMENT FOR A SUSTAINABLE FUTURE	ICNGTS 2025
MS.MANIBALA		ICNGTS 2025
MR.SANTHOSH	TRANSFORMING BUSINESS: INNOVATIVE MANAGEMENT FOR A SUSTAINABLE FUTURE	ICNGTS 2025
MS. SANFIYA BANU.,	A COMPARATIVE ANALYSIS OF TRADITIONAL MARKETING AND DIGITAL MARKETING FROM THE PERSPECTIVE OF EMPLOYEES, FOCUSING ON WORK CULTURE AND CAREER GROWTH	ICNGTS 2025
MR. JERWIN ROSHAN.J		ICNGTS 2025
MR. SAKTHEESWARAN		ICNGTS 2025
MR. ARAVIND M		ICNGTS 2025

MS. ATCHAYA P	MODERN SCIENCE AND HUMANITIES FOR SUSTAINABLE DEVELOPMENT	ICNGTS 2025
MS. KRITHIKA S		ICNGTS 2025
MS. THENMOZHI		ICNGTS 2025
MS. PREETHA S		ICNGTS 2025
ARCHANA,	A STUDY ON THE PSYCHOLOGICAL EFFECTS OF TECHNOLOGICAL CHALLENGES AND TECHNOSTRESS IN BIZPOLE BUSINESS SOLUTION PRIVATE LIMITED	ICNGTS 2025
KEERTHANA.R		ICNGTS 2025
ANJU .M		ICNGTS 2025
STEMY JAISON		ICNGTS 2025
DANUSHKUMAR G	PUBLIC AWARENESS AND CONCERNS ABOUT ELECTROMAGNETIC RADIATION FROM WIRELESS COMMUNICATION TECHNOLOGIES	ICNGTS 2025
PRIYANKA K		ICNGTS 2025
PRANAV C		ICNGTS 2025
LOGESHWARAN A		ICNGTS 2025
MS. SABARIVARSHINI	DIGITAL TECHNOLOGY IN PROMOTING SUSTAINABLE DEVELOPMENT IN INDIA	ICNGTS 2025
MS. PRIYANKA S	THE IMPACT OF GENERATIVE AI ON CREATIVE STARTUPS	ICNGTS 2025
MS. NANDHANA M		ICNGTS 2025
MR. MARIA VINOOTH M		ICNGTS 2025
MR. LOKESH C		ICNGTS 2025
MR. MITHUN ADITYA BAGAVATHI A,	THE ROLE OF AI IN PERSONALIZING SOCIAL MEDIA MARKETING CAMPAIGNS	ICNGTS 2025
MR. MAHENDRAN K		ICNGTS 2025
MS. LOGAVARSHINIV		ICNGTS 2025
MS. PRIYADHARSHINI S		ICNGTS 2025

MS. MAHALAKSHMI T	THE ROLE OF SUSTAINABILITY PRACTICES IN ENHANCING BRAND LOYALTY THROUGH DIGITAL MARKETING: A THEORETICAL STUDY	ICNGTS 2025
MS. PREETHI S\		ICNGTS 2025
MR. RAGUPATHIRAJA G		ICNGTS 2025
MR. MITHUN RAJ M		ICNGTS 2025
MS. PREETHI S	THE OPTIMIZATION OF WEBSITE VISIBILITY AND TRAFFIC USING SEO TECHNIQUES AND ITS PERFORMANCE RATING ANALYSIS BASED ON THE GOOGLE SEO MODEL	ICNGTS 2025
MS. PRIYADHARSHINI S		ICNGTS 2025
MS. SHALINI	ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE SUPPLY CHAIN	ICNGTS 2025
MR. SAHUL HAMEED		ICNGTS 2025
MS. SOUNDHARYA		ICNGTS 2025
MS. SIBANI S	SUSTAINABLE DEVELOPMENT IN THE REDUCTION OF CORRUPTION	ICNGTS 2025
MS. SASIKALA V		ICNGTS 2025
MS. RASIGA SIVASRI R		ICNGTS 2025
AMMIRTHA.S	THE IMPACT OF INFLUENCER MARKETING ON PROMOTING SUSTAINABLE PRODUCT	ICNGTS 2025
ASHIK.S.P		ICNGTS 2025
GOBIKA.M		ICNGTS 2025
SHUBHAM KUMAR	SUSTAINABLE DEVELOPMENT IN FINANCING STOCK MARKET	ICNGTS 2025
SANTOSH K		ICNGTS 2025
MR. KAVIN. R	TO EXPLORE CONSUMER ATTITUDES TOWARD AI-DRIVEN ADVANCEMENTS IN SAMSUNG SMART DEVICES AND HOW THESE INNOVATIONS IMPACT THEIR PURCHASE DECISIONS	ICNGTS 2025
MS. KIRUTHIGA SHANMUGAKANI.M		ICNGTS 2025
MS. KAVYA SWARUBA. R		ICNGTS 2025
MR. KARTHIKEYAN. M		ICNGTS 2025

MR. RANJITH KUMAR R	THE RELATIONSHIP BETWEEN SUSTAINABLE BANKING AND CUSTOMER LOYALTY	ICNGTS 2025
MR. SAMEER MOHAMED		ICNGTS 2025
MR. JASVANTHRAJ D	TO EXAMINE THE INFLUENCE OF AI ON CONSUMERS UNDERSTANDING OF THE BENEFITS AND FEATURES OF ELECTRIC VEHICLES, AND HOW THIS AFFECTS THEIR PURCHASE INTENTIONS.	ICNGTS 2025
MR. KEYSER SAM IMMANUEL S		ICNGTS 2025
MS. HEMALALITHA M		ICNGTS 2025
MR. GURURAM V.K		ICNGTS 2025
MR. GOPALAKRISHNAN. K	TO INVESTIGATE THE ROLE OF AI IN CREATING PERSONALIZED MARKETING STRATEGIES THAT AFFECT CONSUMERS PREFERENCES FOR FMCG GOODS	ICNGTS 2025
MS. KRISHNAJA .P		ICNGTS 2025
MS. KRISHNAPRIYA .K		ICNGTS 2025
MR. ANUPRASANTH .K	THE IMPACT OF GREEN ENERGY POLICIES ON ECONOMIC GROWTH AND SOCIAL EQUITY.	ICNGTS 2025
MS. ATHIRA		ICNGTS 2025
MS. AARCHA		ICNGTS 2025
SREE LAKSHMI.C	SMART PACKAGING REVOLUTION: AI-DRIVEN BIODEGRADABLE SOLUTIONS FOR ZERO-WASTE RETAIL	ICNGTS 2025
SRIDHARSAN.T		ICNGTS 2025
VIGNESHRAJA.T		ICNGTS 2025
VISHNUPRIYA.S	SMART FARMING AND SUSTAINABLE FOOD SOLUTIONS: IOT, AI, AND 3D PRINTING FOR A GREENER FUTURE	ICNGTS 2025
VISMAYA		ICNGTS 2025
YAMUNA KRISHNA.U		ICNGTS 2025
MR.VINUSAKTHI.S	EMPOWERING SUSTAINABILITY: METAVERSE-DRIVEN GREEN SKILLS TRAINING FOR THE FUTURE WORKFORCE	ICNGTS 2025
MR. YUVAN .S		ICNGTS 2025
MR. VIDYADHARAN.V		ICNGTS 2025

MR.A. AFSAL,	THE ROLE OF TECHNOLOGY IN SUSTAINABLE LOGISTICS	ICNGTS 2025
MR.R.ARAVIND		ICNGTS 2025
MR.M.BALAJI		ICNGTS 2025
MR.R.S.SRINIVASAN	NEXT GENERATION TECHNOLOGIES REVOLUTIONIZING SUSTAINABLE ENERGY: QUANTUM COMPUTING, AI BIOFUELS AND BLOCKCHAIN CARBON TRADING	ICNGTS 2025
MS.RITHANYA		ICNGTS 2025
MS.SNEHA		ICNGTS 2025
MR.VASANTH		ICNGTS 2025
SINDHU T	DIGITAL STARTUP -A MULTI DISCIPLINARY APPROACH IN TECHNOLOGY AND SUSTAINABLE DEVELOPMENT	BLUE AVA FORD PUBLICATIONS
MR.M.R. AKSHAY	DRIVING SALES THROUGH AI : UNDERSTANDING SOCIAL MEDIA INFLUENCE ON CONSUMER BUYING BEHAVIOUR	HCAS
MS. LAKSHANA.U		
MR.M.R. AKSHAY	HACKING THE AI LANDSCAPE: INVESTIGATING SOCIAL MEDIA'S EFFECTS ON CONSUMER BUYING BEHAVIOUR	MULTI SPECTRUM PUBLICATIONS
MR.M.R. AKSHAY	SUSTAINABLE DEVELOPMENT IN MSME IN "A PATHWAY TO SELF RELENT TO INDIA"	SHANLAX PUBLICATIONS,
MOHANESHWARAN P		
MS.MANIBALA	BLOCK CHAIN TECHNOLOGY AND CRYPTO CURRENCY "A COMPREHENSIVE ANALYSIS OF MECHANISM AND MARKET OVERVIEW"	ICNGTS-2025
SINDHU T	WOMEN EMPLOYMENT ENTREPRENEUR AND EMPOWERMENT	SHANLAX PUBLICATIONS,
YASWANTH BABU N	UNLOCKING THE JOURNEY TO CUSTOMER DELIGHT:NAVIGATING PATHWAYS TO EXCEPTIONAL EXPERIENCES	SESR JOURNAL

SINDHU T	DIGITAL TRANSFORMATION IN FINANCIAL SECTOR- TECHNOLOGY TRENDS IN FINANCIAL SECTOR	BLUE AVA FORD PUBLICATIONS
LAKSHANA U	INNOVATING THE FUTURE:INTEGRATING ARTIFICIAL INTELLIGENCE INTO STRUCTURAL AND INSTITUTIONAL FRAMEWORKS FOR SUSTAINABLE DEVELOPMENTS	PSGCAS
SIVANESAN B		PSGCAS
SINDHU T	WOMEN EMPOWERMENT THROUGH EDUCATION	SHANLAX PUBLICATIONS
LAKSHANA U	A STUDY ON THE RISE, DEVELOPMENT AND DIFFICULTIES EXPERIENCED BY INDIAN WOMEN ENTREPRENEURS	SHANLAX PUBLICATIONS
.M.R. AKSHAY	AI REVOLUTIONANIZING MSMES:UNDERSTANDING CONSUMER BEHAVIOUR IN THE DIGITAL AGE	SHANLAX PUBLICATIONS
MOHANESHWARAN P		SHANLAX PUBLICATIONS
V. PRASANNA	WOMEN EMPOWERMENT AND IT'S IMPORTANCE IN INDIA	NGM COLLEGE
S. DINESH		NGM COLLEGE
SIVADHARANI S	REVOLUTIONIZING EDUCATION WITH AI: IMPROVING LEARNING AND EMPOWERING STUDENTS	SESR JOURNAL
PAVITHRA A		SESR JOURNAL
DRAVID DEVA P S	PERFORMANCE AND CHALLENGES OF BANKING SECTOR: A COMPARITIVE STUDY OF PROFITABILITY,EFFICIENCY,STABILITY,REGULATION AND INNOVATION.	SESR JOURNAL
ADITH RAJEEV		SESR JOURNAL
KEERTHIKANNAN P	ROLE OF INFORMATION TECHNOLOGY IN THE FINANCIAL SECTOR	978-81-19337- 00-2
N.PANJAMI	A STUDY ON THE IMPACT OF EMPLOYEE PRODUCTIVITY FOR ORGANIZATIONAL EXCELLENCE	IJIRSET

A DHAYANANTH	NEURO MARKETING- THE NEW SCIENCE OF CONSUMER BEHAVIOUR	SESR JOURNAL
SHALINI L	INTERNET OF THINGS IN BUSINESS:ADOPTION, BENEFITS, CHALLENGES AND IMPACT ON PERFORMANCE	SESR JOURNAL
AISHWARYA R		SESR JOURNAL
DHAYANANTH	A STUDY ON IMPACT OF COVID-19: ON MICRO, SMALL AND MEDIUM ENTERPRISES- AN OVERVIEW	TRUELINE ACADEMIC AND RESEARCH CENTER

6 FACULTY ATTRIBUTES AND CONTRIBUTIONS (250)

Total Marks 176.93

**Faculty Information**

Sr.No	Name	University Degree	Date of Receiving Degree	Research Paper Publications	Ph.D Guidance	Ph.D. granted during the Assessment Year	Current Designation	Date (Designated as Prof/Assoc. Prof.).	Initial Date of Joining	Association Type	At present working with the Institution(Yes/No)	In case of NO, Date of Leaving	IS HOD?
1	Dr.G.Bhuvaneswari	MBA and Ph.D	29/11/2011	25	3	0	Professor	06/06/2024	06/06/2024	Regular	Yes		Yes
2	Subha N	MBA	02/07/2004	23	0	0	Assistant Professor		29/07/2013	Regular	Yes		No
3	Dr.S.Naganandini	MBA and Ph.D	10/01/2019	28	0	0	Associate Professor	24/06/2019	24/06/2019	Regular	Yes		No
4	Tamilarasi K	M.Phil	02/01/2013	27	0	0	Assistant Professor		12/09/2022	Regular	Yes		No
5	Thirumoorthi B	MBA	29/07/2009	20	0	0	Assistant Professor		16/12/2019	Regular	Yes		No
6	Dr.Manoj D Puthukulangara	MBA and Ph.D	03/10/2019	5	0	0	Associate Professor	15/11/2024	15/11/2024	Regular	Yes		No
7	Ramesh Raja M	MBA	30/04/2014	2	0	0	Assistant Professor		01/04/2019	Regular	Yes		No
8	Varsha V R	MBA	30/04/2014	6	0	0	Assistant Professor		04/05/2023	Regular	No	25/10/2024	No
9	Dr.C.Hariharan	MBA and Ph.D	17/09/2019	0	0	0	Assistant Professor		27/09/2021	Regular	No	28/04/2023	No
10	Dr. Gowrishankkar V	MBA and Ph.D	23/12/2021	41	0	0	Associate Professor	17/12/2025	17/12/2025	Regular	Yes		No

6.1 Student-Faculty Ratio (SFR) (10)

Total Marks 7.00



## UG

No. of UG Programs in the Department

## PG

No. of PG Programs in the Department

Master of Business Administration			
Year of Study	CAY(2025-26)	CAYm1(2024-25)	CAYm2 (2023-24)
	Sanction Intake	Sanction Intake	Sanction Intake
1st Year	60	60	60
2nd Year	60	60	60
<b>Total</b>	<b>120</b>	<b>120</b>	<b>120</b>
Grand Total	<input type="text" value="120"/>	<input type="text" value="120"/>	<input type="text" value="120"/>

## SFR

No. of UG Programs in the Department

No. of PG Programs in the Department

Description	CAY(2025-26)	CAYm1 (2024-25)	CAYm2 (2023-24)
Total No. of Students in the Department(S)	120 <b>Sum total of all (UG+PG) students</b>	120 <b>Sum total of all (UG+PG) students</b>	120 <b>Sum total of all (UG+PG) students</b>
No. of Faculty in the Department(F)	7 <b>F1</b>	6 <b>F2</b>	6 <b>F3</b>
Student Faculty Ratio(SFR)	17.14 <b>SFR1=S1/F1</b>	20.00 <b>SFR2=S2/F2</b>	20.00 <b>SFR3=S3/F3</b>
Average SFR	19.05 <b>SFR=(SFR1+SFR2+SFR3)/3</b>		

6.1.1. Provide the information about the regular and contractual faculty as per the format mentioned below:

	Total number of regular faculty in the department	Total number of contractual faculty in the department
CAY(2025-26)	7	0
CAYm1(2024-25)	6	0
CAYm2(2023-24)	6	0

**Average SFR for three assessment years : 19.05**

**Assessment SFR : 07**

**6.2 Faculty Cadre (20)**

Total Marks 10.00

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
CAY(2025-26)	1.00	1.00	1.00	2.00	4.00	4.00
CAYm1(2024-25)	1.00	1.00	1.00	1.00	4.00	4.00
CAYm2(2023-24)	1.00	0.00	1.00	1.00	4.00	5.00
Average Numbers	1.00	0.67	1.00	1.33	4.00	4.33

**Cadre Ratio Marks** :  $[(AF1 / RF1) + [(AF2 / RF2) * 0.6] + [(AF3 / RF3) * 0.4]] * 10 : [(0)+[(1*0.6)]+[(1*0.4)]] * 10 = 10.00$

**6.3 Faculty Qualification (20)**

Total Marks 14.93

Institute Marks

14.93

	X	Y	F	FQ = 1.5 x [(10X + 4Y) / F]
2025-26(CAY)	3	4	5.00	18.40
2024-25(CAYm1)	2	4	5.00	14.40
2023-24(CAYm2)	1	5	5.00	12.00

**Average Assessment : 14.93**

**6.4 Faculty Retention (20)**

Total Marks 15.00

Description	2024-25(CAYm1)	2025-26(CAY)
No of Faculty Retained	5	5
Total No of Faculty	6	6
% of Faculty Retained	83	83

**Average : 83.00**

**Assessment Marks : 15.00**

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**6.5 Faculty Initiatives on Teaching and Learning (15)**

**Total Marks 15.00**



Faculty members play a crucial role in shaping the teaching and learning experience for their students. They are responsible for creating a stimulating and supportive learning environment that fosters critical thinking, practical application of theories, and the development of essential managerial skills. Here is an overview of some common initiatives that management department may undertake to enhance teaching and learning:

1. **Curriculum Design and Review:** Faculty members are involved in designing the MBA curriculum, ensuring that it covers the necessary core concepts, emerging trends, and practical skills required by business professionals. They regularly review and update the curriculum to keep it relevant and aligned with industry demands.
2. **Case-based Teaching:** Utilizing case studies is a prevalent teaching method in our programs. Faculty members develop and use real-world case studies that challenge students to analyze complex business situations and make informed decisions. This approach encourages critical thinking and problem-solving skills.
3. **Experiential Learning:** School of Management often integrate experiential learning activities into the curriculum. These can include internships, consulting projects, simulations, and business competitions. Such experiences allow students to apply their knowledge in real business settings and gain valuable hands-on experience.
4. **Guest Lecture:** Inviting guest speakers and industry experts to the classroom exposes students to real-world insights and practical experiences. These experts can share their knowledge, challenges, and success stories, providing valuable context to the theoretical concepts taught in the program.
5. **Technology Integration:** Faculty members explore and adopt innovative educational technologies to enhance the learning experience. They may use online learning platforms, virtual classrooms, interactive simulations, and data analytics tools to engage students and facilitate self-paced learning.
6. **Group Projects and Teamwork:** Faculty encourage collaborative learning through group projects and team-based assignments. Working in diverse teams allows students to develop their communication, leadership, and teamwork skills—essential qualities for successful managers.
7. **Criticism and Assessment:** Regular feedback and assessment mechanisms are essential for monitoring student progress and understanding the effectiveness of teaching methods. Faculty use a mix of exams, presentations, projects, and peer evaluations to assess students knowledge and skills
8. **Office Hours and Individual Support:** Department of Management make themselves available for one-on-one interactions with students during office hours. This personalized attention allows students to seek clarification, discuss ideas, and receive guidance on their academic and career goals
9. **Research and Publication:** Engaging in research and publishing scholarly articles is another initiative undertaken by faculty members. This helps them stay updated with the latest developments in their fields and brings real-world insights to the classroom
10. **Professional Development:** Faculty invest in their professional development by attending workshops, conferences, and seminars. Continuous learning equips them with the latest teaching methodologies and best practices, benefiting their students.
11. **Diversity and Inclusion:** Faculty members create an inclusive learning environment that respects diverse perspectives and experiences. They ensure that all students feel valued and heard, contributing to a richer learning experience.



Faculty initiatives on teaching and learning aim to create a holistic educational experience that prepares students for leadership roles and successful careers in the dynamic and challenging business world.

- Interaction with HR Professional.
- Case Writing per Subject.
- Poster Making.
- Article Review
- Group Discussions
- Case Study Analysis
- Blog and Video Resume
- Financial Modeling in Excel App
- Meeting the CEO's
- Central Tendency Bingo.
- Business Plan Writing
- Dalal Street Share Trading.
- Oru Nal Retail Shop

**Dr.G.Bhuvaneswari,Dean-MBA,NIT**

**Course:** Entrepreneurship Development

**Batch :** I MBA 2024-26

- Proposal preparation for event management under the course of entrepreneurship development is a vital skill for MBA students interested in pursuing careers in event planning, marketing, or hospitality management. Crafting a well-structured and comprehensive event management proposal is essential for securing clients, sponsors, or funding for an event. Here's an overview of the key components typically included in an event management proposal by MBA students:
- Executive Summary: The proposal begins with an executive summary that provides a concise overview of the event, its objectives, target audience, and expected outcomes. This section should grab the readers attention and highlight the value and uniqueness of the proposed event.
- Event Overview: MBA students outline the events purpose, theme, and scope. They describe the type of event (e.g., conference, trade show, gala dinner) and provide details about the date, duration, location, and expected attendance. This section should clearly define the event and its key features.
- Goals and Objectives: Students specify the goals and objectives of the event. These may include raising brand awareness, generating revenue, fostering networking opportunities, or promoting a cause. The goals should be specific, measurable, achievable, relevant, and time-bound (SMART).
- Target Audience: MBA students identify the target audience for the event, such as industry professionals, potential customers, or specific demographics. They provide a detailed profile of the target audience, including demographics, interests, and motivations. Understanding the target audience is crucial for tailoring the event experience and marketing efforts.
- Event Program and Activities: Students present a detailed event program, including key sessions, speakers, entertainment, and any additional activities. They highlight the unique aspects or highlights of the program that differentiate it from similar events. The proposed program should align with the event objectives and cater to the target audience.
- Logistics and Operations: This section covers the logistical and operational aspects of the event. Students outline the venue selection, event layout, technical requirements, transportation, accommodations, and other logistics related to the event. They also discuss risk management strategies and contingency plans to address potential challenges.
- Marketing and Promotion: MBA students describe their marketing and promotional strategies to attract attendees, sponsors, and media coverage. They may include social media campaigns, email marketing, content creation, partnerships, and traditional advertising methods. Students should explain how their marketing efforts align with the target audience and event objectives.
- Budget and Financial Planning: Students provide a comprehensive budget for the event, detailing expected expenses and potential revenue sources. They include itemized costs for venue rental, food and beverage, audiovisual equipment, marketing materials, staffing, permits, and any other relevant expenses. The budget should be realistic, transparent, and supported by research or quotes from vendors.
- Sponsorship and Partnership Opportunities: MBA students identify potential sponsorship and partnership opportunities for the event. They outline the benefits and value propositions for sponsors, such as branding exposure, networking opportunities, or access to target audiences. Students may also propose different sponsorship tiers with corresponding benefits.
- Evaluation and Metrics: Students outline the evaluation methods and metrics to measure the success of the event. They identify key performance indicators (KPIs) aligned with the event objectives, such as attendance numbers, attendee satisfaction surveys, media impressions, or return on investment (ROI). This section demonstrates the commitment to measuring and improving the events effectiveness.
- Team and Resources: MBA students present their team structure, roles, and responsibilities for managing the event. They may highlight relevant experience, qualifications, or industry connections that make their team well-suited for executing the event successfully. Additionally, students may outline any external resources or vendors they plan to utilize.

- **Timeline:** A detailed timeline is provided, indicating the key milestones and deadlines for event planning and execution. This timeline helps demonstrate the students organizational skills and ability to manage the event.



#### **Mr.B.Thirumoorthi**

**Course:** Security Analysis and & Portfolio Management

- **Batch :** I MBA 2023-25
- **Activity :** Dalal Street Share Trading
- Engaging MBA students in a classroom activity focused on Dalal Street share trading can provide them with a practical understanding of stock market dynamics, investment strategies, and decision-making processes. Heres an overview of how such an activity might be structured:
- **Introduction to Dalal Street:** Start by introducing Dalal Street as the financial hub of India, where the Bombay Stock Exchange (BSE) is located. Provide background information on the stock market, its functions, and its significance in the economy.
- **Stock Market Basics:** Familiarize students with the basics of stock market investing, including key terms such as shares, stock exchanges, indices, brokers, and trading orders (buy, sell, limit, stop-loss, etc.). Explain the role of investors, traders, and market participants.
- **Simulation Software or Virtual Trading Platform:** Use a simulation software or a virtual trading platform that replicates real-time stock market conditions. This allows students to experience the dynamics of share trading without the risk of actual financial loss.
- **Portfolio Creation:** Allocate virtual funds to each student or group of students and instruct them to create a portfolio of stocks they would like to invest in. Students should consider factors such as company financials, industry trends, news, and market analysis to make informed investment decisions.
- **Research and Analysis:** Encourage students to conduct research and analysis on the selected stocks using financial statements, news articles, company announcements, and market data. Students should analyze factors that may impact stock prices, such as earnings reports, industry trends, and macroeconomic indicators.
- **Trading Decisions:** Based on their research and analysis, students make trading decisions by buying or selling shares. They should consider factors such as risk tolerance, investment goals, and market trends. Emphasize the importance of diversification and risk management strategies.

- **Tracking Performance:** Regularly track and update the performance of the students stock portfolios. Discuss the impact of market forces, news events, and trading decisions on their portfolio value. Analyze the performance of individual stocks and the overall portfolio.
- **Reflection and Discussion:** Facilitate group discussions and reflections on the trading activity. Encourage students to share their investment strategies, successes, challenges, and lessons learned. Discuss the impact of emotions, biases, and market volatility on decision-making.
- **Guest Speakers or Experts:** Invite guest speakers or industry experts to share their experiences and insights into share trading. They can discuss topics such as investment strategies, risk management, and market trends. Q&A sessions with the experts can further enrich the learning experience.
- **Wrap-up and Analysis:** Conclude the activity with a comprehensive analysis of the students trading experience. Discuss the importance of long-term investment strategies, patience, and continuous learning in the stock market. Highlight the ethical and legal considerations associated with trading activities.
- The Dalal Street share trading classroom activity provides MBA students with a practical understanding of the stock market, investment decision-making, and the complexities of trading. It enhances their analytical skills, critical thinking, and ability to apply theoretical concepts to real-world scenarios. Moreover, it cultivates a sense of financial awareness and prepares students for future careers in finance, investments, or entrepreneurship.

- **Ms.K.Tamilarasi**

- **Course:** International Finance

- **Batch :** I MBA 2023-25

- **Activity :** Forex Trading

- Engaging MBA students in a classroom activity focused on forex trading can provide them with valuable insights into the foreign exchange market, global economic factors, risk management, and decision-making in the context of international finance. Heres an overview of how such an activity might be structured:

- **Introduction to Forex Trading:** Start by introducing the concept of forex trading, explaining what the foreign exchange market is and how it operates. Provide an overview of major currency pairs, exchange rates, and the factors that influence currency fluctuations.
- **Currency Basics:** Familiarize students with the basics of currencies, including currency symbols, exchange rate quoting conventions, and the concept of currency pairs. Explain the difference between base currency and quote currency, as well as the bid-ask spread.
- **Simulation Software or Virtual Trading Platform:** Utilize a simulation software or virtual trading platform specifically designed for forex trading. This allows students to practice trading in real-time market conditions without the risk of actual financial loss.
- **Account Setup:** Allocate virtual funds to each student or group of students and guide them through the process of setting up a virtual forex trading account. Explain the different order types used in forex trading, such as market orders, limit orders, and stop-loss orders.
- **Research and Analysis:** Encourage students to conduct research and analysis on currency pairs they wish to trade. They should consider economic indicators, geopolitical events, central bank policies, and news affecting the respective countries economies. Emphasize the importance of fundamental and technical analysis in forex trading.
- **Trading Decisions:** Based on their research and analysis, students make trading decisions by buying or selling currency pairs. They should consider factors such as economic trends, interest rate differentials, and market sentiment. Discuss the concept of leverage and its implications for forex trading.
- **Risk Management:** Emphasize the importance of risk management in forex trading. Guide students in setting appropriate stop-loss levels to limit potential losses and encourage them to use proper position sizing techniques. Discuss the concept of risk-reward ratio and the impact of leverage on risk management.
- **Tracking Performance:** Regularly track and update the performance of students forex trading activities. Analyze the impact of market events, economic indicators, and trading decisions on their trading portfolio. Discuss the concept of profit and loss, as well as the importance of keeping trading journals.
- **Reflection and Discussion:** Facilitate group discussions and reflections on the forex trading activity. Encourage students to share their trading strategies, successes, challenges, and lessons learned. Discuss the psychological aspects of forex trading, such as managing emotions and maintaining discipline.
- **Guest Speakers or Experts:** Invite guest speakers or industry experts with experience in forex trading to share their insights and strategies. They can discuss topics such as risk management techniques, trading psychology, and the impact of global events on currency markets.
- **Compliance and Ethics:** Highlight the importance of compliance and ethics in forex trading. Discuss regulations, legal considerations, and the role of governing bodies in ensuring fair and transparent trading practices.
- **Wrap-up and Analysis:** Conclude the activity with a comprehensive analysis of students forex trading experience. Discuss the challenges and opportunities in forex trading, the importance of continuous learning, and the application of theoretical concepts in real-world trading scenarios.
- The forex trading classroom activity provides MBA students with a practical understanding of the foreign exchange market and its complexities. It enhances their analytical skills, critical thinking, and ability to make informed decisions in a dynamic and global financial environment. Moreover, it prepares students for future careers in finance, international business, or risk management, where understanding forex markets is crucial.

- **Mr.Ramesh Raja**

- **Course:** Entrepreneurship Development
- **Batch :** I MBA 2024-26
- **Activity :** Interviewing Entrepreneurs.
- Interviewing entrepreneurs can be a valuable learning experience for MBA students studying Entrepreneurship Development. It provides them with real-world insights into the challenges, strategies, and experiences of successful entrepreneurs. Here's an overview of how this activity can be conducted:
- **Selecting Entrepreneurs:** Identify a diverse range of entrepreneurs from different industries and business backgrounds. These entrepreneurs should have unique stories, experiences, and lessons to share. Consider inviting both early-stage entrepreneurs and established business owners to provide a well-rounded perspective.
- **Preparing Interview Questions:** Instruct students to prepare a list of relevant and thought-provoking questions to ask the entrepreneurs. The questions should cover various aspects of entrepreneurship, such as the idea generation process, business planning, financing, marketing, managing challenges, and scaling the business. Encourage students to research the entrepreneurs beforehand to create insightful and specific questions.
- **Conducting the Interviews:** Arrange for individual or group interviews with the selected entrepreneurs. These interviews can be conducted in person, through video calls, or via written questionnaires, depending on the availability and preferences of the entrepreneurs. Ensure that students have enough time to engage in meaningful conversations with the entrepreneurs and capture their insights.
- **Active Listening and Note-Taking:** Instruct students to actively listen during the interviews and take detailed notes. Encourage them to pay attention to the entrepreneurs' stories, experiences, decision-making processes, and lessons learned. Students should be attentive to both the successes and challenges faced by the entrepreneurs.
- **Reflection and Analysis:** After each interview, allocate time for students to reflect on the insights gained. Encourage them to analyze and interpret the information shared by the entrepreneurs. Discuss the key takeaways, patterns, and common themes that emerge from the interviews. Encourage students to connect these insights with the concepts learned in the Entrepreneurship Development course.
- **Class Discussions:** Organize class discussions to allow students to share their experiences and learnings from the interviews. Encourage them to engage in critical thinking, challenge assumptions, and ask follow-up questions. Facilitate a collaborative and open environment where students can learn from each other's perspectives.
- **Entrepreneur Profiles:** Assign students the task of creating profiles or case studies on the interviewed entrepreneurs. These profiles should highlight the entrepreneurs' background, their entrepreneurial journey, key decisions, challenges overcome, and strategies for success. This activity helps students synthesize and present their learnings in a structured format.
- **Presentation and Reflection:** Provide students with an opportunity to present their entrepreneur profiles to the class. This allows for peer feedback and further discussion. After the presentations, facilitate a reflection session where students share their personal insights, lessons learned, and the impact the interviews had on their understanding of entrepreneurship.
- **Guest Speakers and Industry Experts:** Consider inviting guest speakers, such as successful entrepreneurs or industry experts, to complement the interview activity. These speakers can provide additional perspectives, share their own experiences, and provide insights on specific topics related to entrepreneurship.
- **Follow-Up and Networking:** Encourage students to maintain connections with the entrepreneurs beyond the interviews. Students can reach out to entrepreneurs for further discussions, mentorship opportunities, or networking purposes. This helps foster ongoing relationships and potential collaboration between students and entrepreneurs.
- By interviewing entrepreneurs, MBA students gain practical insights into the entrepreneurial mindset, challenges, and strategies. It allows them to bridge the gap between theory and practice, enhancing their understanding of entrepreneurship and inspiring them in their own entrepreneurial endeavors.

- **Ms.N.Subha**

- **Course:** Retail Management
- **Batch :** I MBA 2024-26
- **Activity :** Retail Store Visit, Retail Format Study
- Retail store visits and studying different retail formats are important activities for MBA students studying Retail Management. These activities provide students with firsthand experience and insights into the operations, strategies, and customer experiences of various retail businesses. Here's an overview of how these activities can be conducted:
- **Store Selection:** Select a variety of retail stores representing different retail formats, such as department stores, specialty stores, discount stores, convenience stores, e-commerce platforms, or any other relevant formats. Choose stores that are well-known, successful, and reflect the diversity of the retail industry.
- **Objectives and Preparation:** Clearly define the objectives of the store visit and format study. It could include understanding store layout and design, merchandise assortment, customer service, pricing strategies, marketing and promotion, or any other relevant aspects of retail management. Instruct students to research and prepare a set of questions or observation points related to the objectives.
- **Store Visit:** Organize a field trip to visit the selected retail stores. Provide guidelines to students on appropriate behavior, dress code, and the need to respect the store's rules and policies. Allow students sufficient time to explore the store, observe its operations, interact with store personnel, and experience the customer journey firsthand.
- **Observation and Documentation:** Encourage students to actively observe and document their findings during the store visit. They can take notes, capture photographs, or record videos to support their analysis and reflections. Instruct them to focus on specific aspects related to the objectives, such as store layout, product placement, visual merchandising, customer interactions, or pricing strategies.

- **Post-Visit Analysis:** Allocate time for students to analyze their observations and reflect on the store visit experience. Discuss the key findings, similarities, and differences among the retail formats studied. Encourage students to connect their observations with the theoretical concepts learned in the Retail Management course. This analysis helps students develop a deeper understanding of retail strategies and practices.
- **Class Discussions:** Organize class discussions to allow students to share their experiences and learnings from the store visits. Encourage them to discuss their observations, insights, and the impact the visits had on their understanding of retail management. Facilitate a collaborative environment where students can learn from each others perspectives.
- **Retail Format Study:** Assign students the task of conducting a comprehensive study on a specific retail format. They can choose one of the visited stores or another retail format of their interest. Instruct students to research and analyze various aspects of the chosen format, including target market, store layout, product assortment, pricing strategies, customer service, and marketing efforts.
- **Presentations and Reports:** Provide students with an opportunity to present their retail format studies to the class. They can share their research findings, analysis, and recommendations for improvement. Additionally, assign students to submit written reports summarizing their studies. This activity enhances their presentation and reporting skills while allowing the class to learn about different retail formats.
- **Guest Speakers and Industry Experts:** Consider inviting guest speakers or industry experts from the retail sector to complement the store visit and format study activities. These speakers can provide additional insights, share real-life examples, and discuss current trends and challenges in the retail industry.
- **By conducting retail store visits and studying various retail formats, MBA students gain practical knowledge and insights into the retail industry. They develop a deeper understanding of retail management strategies, customer experiences, and operational aspects. These activities bridge the gap between theory and practice, preparing students for future careers in retail management or entrepreneurship in the retail sector**

**Dr.N.Subha**

**Course: Strategic Management**

**Batch: 2024-26**

**Title: Live Worksheet**

**Objective:**

Live worksheet is an interactive online exercise with self-correction. This will enable the students do the worksheets online and send their answers to the teacher. The live worksheet enables the students to learn and relearn the concepts. This encourages students to participate actively in the learning process and promotes better understanding and retention of the material.

**Overview:**

The following are the concepts which are developed in the live worksheets for the students to understand:

1. Strategic Management Process
2. Elements of Strategy
3. Types of Stakeholders
4. Porters five force model
5. External Environmental analysis
6. National competitive strategy

The worksheets have to be login individually and the work in the interactive worksheets.

**Activity:**

The interactive nature of live worksheets, coupled with visually appealing elements, gamification, and immediate feedback, can enhance student engagement and motivation. By making learning more enjoyable and rewarding, live worksheets can foster a positive learning environment and encourage students to actively participate and persevere in their studies.

**Mr.B.Thirumoothi**

**Course: Financial Management**

**Batch: 2024-26**

**Title: Financial Planning**

**Objective:**

- To provide a practical and realistic context for analyzing and solving problems
- By presenting realistic situations, case scenarios help individuals develop and enhance their decision-making abilities
- Case scenarios help students make better financial decisions by considering the time value of money, understand the concept of inflation and help in planning and forecasting future cash flows.
- Case scenarios on the time value of money help students develop financial literacy, make more informed decisions, and maximize their financial outcomes by accounting for the changing value of money over time.

**Overview:**

The students will be given ten different real life scenarios which involves financial decision making. The students in a team have to present the options as solution for the case scenarios. This activity will improve their analytical and critical thinking ability.

**Activity:** The Activity is “Financial Planning” is carried out as a team activity. This activity is given before the beginning of the course financial management in order to judge their level of understanding regarding finance.

**Mr.B.Thirumoothi**

**Course: Financial Management**

**Batch: 2023-2025**

**Title: Mind Map – “Overview of the Financial Management”**

**Objective:** The objective of using mind map in financial management is to streamline complex financial information, promote understanding, facilitate decision-making, and enhance communication among students.

**Overview:**

The students will be given mind map regarding the overview of financial Management. This is an individual task and the students have to explain the mind map and describe the overview of financial management.

**Activity:** The Activity is “Overview of financial management” is carried out at the end of the course in order to assess the outcome of the course. The mind map which relates all the three modules will be useful for enhancing their understanding of the course.

**Ms.V.R.Varsha**

**Course: Financial and Management Accounting**

**Batch: 2023-24**

**Objective:**

**Title: Accounting Talkathon**

**Objective:**

The objective of this activity includes:

1. Classify accounting items into the ALICE framework.
2. Introduce the Fundamental Accounting Equation concept ( Asset-Liabilities= Capital)
3. Introduce the (extended) Fundamental Accounting Equation concept:

((Asset-Liabilities=Capital+ Profit (Incomes-Expenses)).

**Overview:**

This activity is suitable for an introductory managerial accounting course. This activity helps learners to conversant with accounting classifications. To aid non-commerce learners this activity employs a framework **ALICE**, developed by the author. This activity serves as a good platform to introduce learners to Company Accounts.

**Activity:**

The students have to classify hundred items into **Asset, Liability, Income, Capital and Expenses (ALICE)**.

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**6.6 Management Development Programme (5)**

Total Marks 5.00

Institute Marks

5.00

**Management Development Programme**

<b>S.No</b>	<b>Year</b>	<b>No. of MDP Programs Organized</b>	<b>Duration of Program (Days)</b>	<b>No. of Candidates Attended</b>
1	CAY (2025-26)	2	3	71
2	CAYm1 (2024-25)	2	2	76
3	CAYm2 (2023-24)	2	2	60

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**6.7 Faculty Performance, Appraisal and Development System (15)**

Total Marks 15.00



### **Faculty Performance ,Appraisal and Development System**

The institution has a well-defined **Faculty Performance Appraisal and Development System** to assess, recognize, and enhance faculty effectiveness in academics, research, and professional growth. A **Faculty Performance Appraisal Form** is collected annually from every faculty member to document their academic innovations, research contributions, and initiatives undertaken for self-renewal to keep pace with emerging technologies and pedagogical advancements, thereby ensuring effective curriculum implementation.

The self-appraisal process is structured under two categories:

- **Category I: Academic Contributions**
- **Category II: Research and Development Contributions**

Based on the self-appraisal submitted, an **annual performance review** is conducted by an **External Panel Member** in association with the **Concerned Head of the Department**. The outcomes of this review form the basis for **performance evaluation, increments, and promotions**, ensuring transparency and objectivity in the appraisal process.

Faculty members identified with gaps in academic performance or research output are provided with **targeted Faculty Development Programmes (FDPs)**. They are also encouraged and supported to participate in **external FDPs, workshops, conferences, and training programmes** to strengthen their competencies, update domain knowledge, and enhance teaching–learning effectiveness. This systematic appraisal and development mechanism ensures continuous faculty improvement and alignment with institutional and NBA quality objectives.

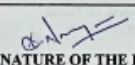


**PERFORMANCE APPRAISAL FOR TEACHING STAFF**

**ACADEMIC YEAR : 2023-2024**

**ACADEMIC PERFORMANCE INDICATOR (API) FORM**

1	Name of the Faculty	Dr. S. Naganandini	
2	Department / Programme	MBA	
3	Name of the Institute	Nehru Institute of Technology	
4	Designation	Associate Professor	
5	Date of Joining @ NGI	24.06.2019	
6	Date of Birth & Age	26.01.1985	
7	Educational Qualification	BBM, MBA, PhD, NET	
8	Total No. of years of Experience	Teaching	15
		Industry	01
		Research	-
9	No. of years of experience at NGI	13 years 07 Months 17 Days	
10	Additional Responsibility	Head - CIRCA (Centre for Industrial Relations & Career Guidance) NOBLE Trainer	

  
SIGNATURE OF THE FACULTY

Dr. S. Naganandini

**ACADEMIC PERFORMANCE INDICATOR**

**Category 1 : Academic Contribution (Marks to be evaluated by the Panel Members)**

Min : 125 marks to be scored

Note : Supporting Documents to be attached for verification

		Percentage of Results	Total marks scored-15	
1.	Subjects Taught (Max Marks : 40 5 Marks / Subject / Semester 5 Marks for > 60% result / subject)			
a)	Management Principles and Organizational Behavior	90	5	
b)	Strategic Human Resource Management	60	5	
c)	Human Resource Management	78	5	
2.	No. of theory classes conducted (Max Marks: 20 - 5 Marks / subject for more than 80% of classes held. More than 75% attendance)	Students attendance in percentage	Total marks scored-15	
a)	Management Principles and Organizational Behavior	85	5	
b)	Strategic Human Resource Management	85	5	
c)	Human Resource Management	82	5	
3.	No. of Seminars / Workshops / Symposium conducted or attended	4 Workshop organized 1 Seminar presented paper	5 marks for each (20)	20
4.	No. of Industrial Visit / Case study conducted	2	5 marks for each (10)	10
5.	Teaching workload per week in hours (Asst. Prof : 20 Hrs. / week, Assoc. Prof.: 16 Hrs. / Week, Prof.: 12 hrs. / week)	16	Max marks : 10	10
6.	Whether Lesson Plans / Course Works is prepared & submitted (Yes / No)	Yes	Max marks : 10	10
7.	No. of internal assessment test conducted / Assignments Given	Yes	2 marks each (10)	10
8.	No. of mentorship meetings conducted	Once in a Week	2 marks each(10)	10
9.	No. of quiz / Group discussion conducted	GD - 2	2 marks each(10)	10
10.	No. of National / International conference conducted / organized	NIL	International: 10 marks / event National : 5 marks/event (20)	-
11.	Students Feedback about Teacher : OS : Outstanding, Ex : Excellent VG: Very Good, G: Good, B/S : Bad/Satisfactory	Excellent	OS: 10, Ex: 08 VG: 06, G : 04 B/S:0	8

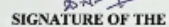
12.	No. of UG / PG / Ph.D projects guided in last 3 years	6 Projects guided 12 students guiding	5 marks for UG 10 marks for PG 20 marks for Ph.D	10
13.	Whether the candidate has developed any E-content? (Yes/No)	Yes	10 marks /content Max : 20	10
14.	Awards received	3 Internal Award Received from NIT 1. Best Researcher 2. Exemplary service in NGI for More than 10 years 3. Best Innovator	10 marks/award Max: 20	20
15.	No. of FDP attended in the current year	2	10 marks/FDP Max : 20	20

**Category II: Research & Development Contributions**

Min: 50 marks to be scored

1.	No. of International / National paper published in journals	International Journal - 4	20 marks / International journal 10 marks / national journal	80
2.	No. of International / National paper published in conference	Paper Presented in International conference - 3 Paper Presented in National conference - 2 Published in Conference Proceedings - 1	10 marks / International Conf. 5 marks / National Conf.	40
3.	No of Books / Book Chapter / Article Published	Books - 1 Book Chapter - 1	30 marks / Book 10 marks / Book Chapter 5 marks / Article	40
4.	No. of Projects undertaken & grant received	-	10 Lakhs & Above : 20 marks >5 Lakhs : 10 marks <5 lakhs : 2 marks	-

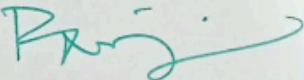
5.	No. of Consultancy undertaken & amount generated	-	>10 Lakhs : 20 marks <10 Lakhs : 10 marks <5 Lakhs : 2 marks	-
6.	No. of Start-ups incubated under your guidance	-	20 marks/start-up	-
7.	No. of Ph.D awarded	-	20 marks/Ph.D awarded	-
8.	No. of Patent Published/granted	-	50 marks :Granted 20 marks :Published	-
9.	No. of Projects granted by External agency/NGO/Philanthropist	-	5 marks/project	-
10.	Membership of any research organization / professional body	-	10 marks : International 5 marks : National	-

  
**SIGNATURE OF THE FACULTY**  
 Dr. S. Nagarajan

**REMARKS / RECOMMENDATION BY THE HEAD OF THE DEPARTMENT**

1.	Whether the candidate is qualified and experienced	Yes / No
2.	Whether the candidate is having good conduct/character	Yes / No
3.	Whether the candidate is an asset to the Institution	Yes / No
4.	Whether his/her increment can be released	Yes / No
5.	Overall Feedback about the candidate (Outstanding / Excellent / Very Good / Satisfactory / Need Improvement )	Excellent

**REMARKS / RECOMMENDATION BY THE HEAD OF INSTITUTION /  
COMPETENT AUTHORITY**

  
**HEAD OF INSTITUTION / COMPETENT AUTHORITY**

**Visiting / Adjunct Faculty**

SN	Visiting Faculty	Company	Subject	Year
1	Mr. M. Sakthivel	Indo Shell Cast Private Limited	Human Resource Management	2022-2023
2	Mr. Dhanesh P K	I Bacus Tech	Business Analytics	2023 - 2024
3	Mr. M. Jegadesh Kumar	The Hindu Group	Marketing Management	2022-2023
4	Ms. Aswathy	I Bacus Tech	Business Analytics	2024-2025
5	Mr. Easwaramoorthy Raveendran	Entrepreneur	Marketing Management	2024-2025
6	Mr.T.K.Ashvin	CEO, Sree Narayana Guru Trust	Digital Marketing	2024-25
7	Mr.B.Ranjith Babu	Shri Vari Trading Corporation	Consumer Behaviour	2024-2025
8	Mrs.B.Shilaja	Elastic Tree	Statistics for Management	2025-2026

**6.9 Academic Research (70)**

Total Marks 50.00



**Consolidated Publications List**

S.No.	Research & Publication	Total
1	Books	7
2	Journal Article	26
3	Chapters in Edited Books	31
4	Papers Presentations in International Conference	25
5	Patent	6
	<b>Total</b>	<b>95</b>

**Sample Journal :**

Name of the Faculty	Name of Journal	Title of the paper	Month & Year of publication
Dr.S.Naganandini	Sustainable Engineering Science and Research Journal	Performance and Challenges of Banking sector: A Comparative Study of Profitability, Efficiency, Stability, Regulation, and Innovation	Mar 2023
Ms.N. Subha	Sustainable Engineering Science and Research Journal ( <a href="https://sesrj.com/">https://sesrj.com/</a> )	Neuromarketing - The New Science of Consumer Behavior	2022
Tamilarasi K	BOLETÍN DE LITERATURA ORAL	Risk Assessment & portfolio investment strategies in a global economy	2023

Dr. S. Naganandini	Journal of Informatics Education & Research	Impact on HRM to develop relationship between Leadership effectiveness & Organisational Performance	2023
Ms.Varsha.V.R	Boletin De Literatura Oral	Financial Innovation and Inclusive Growth: Examining Fintechs Role in Emerging Markets	2023
Ms.Varsha.V.R	Educational Administration: Theory and Practice.	Fintech and Sustainable Finance: A Review of Environmental, Social, And Governance (ESG) Integration	2023
Ms.N. Subha	Sustainable Engineering Science and Research Journal ( <a href="https://sesrj.com/">https://sesrj.com/</a> )	Revolutionising Education with AI: Improving Learning and Empowering Students	2023
Ms.N. Subha	Sustainable Engineering Science and Research Journal ( <a href="https://sesrj.com/">https://sesrj.com/</a> )	Unlocking the journey to customer delight: navigating pathways to exceptional experiences	2024

Dr.C.Hariharan.	European chemical bulletin	A structural analysis on perception of individual investors and investment decision making behavior	2024
Ms.N.Subha	European chemical bulletin	A structural analysis on perception of individual investors and investment decision making behavior	2024
Ms.K.Tamilarasi	European chemical bulletin	A structural analysis on perception of individual investors and investment decision making behavior	2024
Mr.B.Thirumoorthi	European chemical bulletin	A structural analysis on perception of individual investors and investment decision making behavior	2024

Dr.S.Naganandini	European chemical bulletin	A structural analysis on perception of individual investors and investment decision making behavior	2024
Ms.N.Subha.	Journal of Foundational Research	Unlocking beauty secrets: A study on female consumers in Coimbatore region using social media and beyond for cosmetic knowledge	2024
Mr.B.Thirumoorthi	Sustainable Engineering Science and Research Journal ( <a href="https://sesrj.com/">https://sesrj.com/</a> )	An Analysis of off-Page SEO techniques and their effectiveness on website visibility and traffic	2024
Dr.G.Bhuvaneshwari	Communications on Applied Nonlinear Analysis	Blockchain- Enhanced Project Management Systems in Engineering and Construction	February 2025

Dr.G.Bhuvaneshwari	International Journal of Environmental Sciences	Applications of Nonlinear Analysis Transforming communication, Finance and Marketing Paradigms Connectivity	May 2025
Dr. S. Naganandini	Educational Administration: Theory and Practice	Staff Management in private Multispecialty Hospitals in Western Districts of Tamil Nadu	Sep 2024
Dr. S. Naganandini	Educational Administration: Theory and Practice	Modern Education Techniques and Technology for Economical Growth of India	August 2024
B.Thirumoorthi	B.Thirumoorthi	Progressive Strategies for a Resilient Future: Transforming Leadership, Growth and Impact in India.	Jun 2025
Dr. Manoj D Puthukulangara	International Journal of Creative Research Thoughts	How Aligning Marketing Campaigns With A Meaningful Mission Or Social Cause Can Enhance Job Satisfaction And Brand Loyalty	April 2025

Dr. Manoj D Puthukulangara	International Journal of Creative Research Thoughts	How Eco- Conscious Branding Impacts Consumer Trust	April 2025
Dr. Manoj D Puthukulangara	International Journal of Creative Research Thoughts	HOW BRANDS CONNECT WITH AUDIENCES BY CRAFTING COMPELLING NARRATIVES	April 2025
Dr. Manoj D Puthukulangara	International Journal of Creative Research Thoughts	The Role Of Cultural Differences In Global Marketing Strategies	April 2025
Dr. Manoj D Puthukulangara	International Journal of Creative Research Thoughts	THE IMPACT OF SOCIAL MEDIA PERSONALITIES ON BRAND SUCCESS	May 2025
Dr. Manoj D Puthukulangara	International Journal of Creative Research Thoughts	How to Enhance quality education and job training to improve employment opportunities in adivasi regions	April 2025
Dr. S. Naganandini	MSW MANAGEMENT - Multidisciplinary, Scientific Work and Management Journal	Impact of Behavioural Finance on Retail Investors' Stock Market Decisions	12/1/2025

Tamilarasi K	Educational Administration: Theory and Practice	An Extensive Analysis Of The Arbitrage Efficiency And Risk Return Dynamics Of Investment Strategies In The Indian Equity Derivative Market	May 2024
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Books:

S.No (http://s.no/)	Name of the author/s	Name of the book	Name of the publisher	National / International	ISBN Number
1	Dr.G.Bhuvanewari	Entrepreneurship Development	Vertex Research & Technology	National	978-81-955656-5-8
2	Dr.G.Bhuvanewari	Digital Marketing: The Next Wave of Digital Transformation	Vertex Research & Technology	National	978-81-983365-1-4
4	Dr.G.Bhuvanewari	Financial Markets	Vertex Research & Technology	National	978-81-983365-2-1
5	Dr. S. Naganandini	100 Prompt ICEBREAKING Activity for All Groups	True Line	National	978-91977-25-2
6	Dr. S. Naganandini	HRM Concepts Through Activity-Based Learning	True Line	National	978-93-91977-35-1
7	N.Subha	Digital Marketing: The Next Wave of Digital Transformation	Vertex Research and Technology Publisher	National	978-81-983365-1-4

Patent

S.No (http://s.no/)	Inventor name	Date & year of publication/Grant	Invention title	Type	Application No.
				Indian/other country	

1	N.Subha	3/11/2022	SEM-BASED RESEARCH ON INTEGRATION BETWEEN PROJECT MANAGEMENT AND SUPPLIER MANAGEMENT	Indian	202241010930 A
	Dr. S. Naganandini	28/01/2022	A SYSTEM AND METHOD OF AUTOCON-IOT ONLINE CONFORMANCE TESTING FOR IOT	Indian	202241001785 A
2	Dr. S. Naganandini	25/02/2022	METHOD OF DEFINING THE JOB LUCIDITY IN A COMPANY FOR BETTERPERFORMANCE	Indian	202241007681 A
3	Dr. S. Naganandini	14/10/2022	STUDY ON EMPLOYEE ATTRITION TOWARDS JOB IN WORKPLACE OF INFORMATION TECHNOLOGY SECTOR	Indian	202241057062 A
4	Tamilarasi K	08.09.2023	"FINANCIAL RISK ASSESSMENT AND MITIGATION PLATFORM FOR PORTFOLIO MANAGEMENT"	Indian	2023110554343 A
5	N.Subha	12/22/2024	BUSINESS PROCESS MANAGEMENT SYSTEM AND METHOD	Indian	202341077552 A
6	B.Thirumoorthi	28.01.2022	A SYSTEM AND METHOD OF AUTOCON-IoT ONLINE CONFORMANCE TESTING FOR	Indian	202241001785 A
7	Dr.G.Bhuvaneswari	04.02.2025	Interactive Kiosk for Business Management	UK	6420668

8	Dr.G.Bhuvaneswari	21.02.2025	Employee performance lens on rapid changing in information technology 4.0	Indian	202541009948 A
9	N.Subha	04.01.2025	Computer Vision Based grocery Inventory Kiosk	Indian	442983-001
10	Tamilarasi K	21.03.2024	Computer for Promoting Social Entrepreneurship Strategies for Sustainable	UK	6352839

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**6.10 Sponsored Research (20)**

**Assessment Year : 2024-25 (CAYm1)**

Project Title	Duration	Funding Agency	Amount(in Rupees)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Assessment Year : 2023-24 (CAYm2)**

Project Title	Duration	Funding Agency	Amount(in Rupees)
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**Assessment Year : 2022-23 (CAYm3)**

Project Title	Duration	Funding Agency	Amount(in Rupees)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Cumulative Amount(X + Y + Z) =

6.11 Consultancy/Testing/Training (25)

Total Marks 15.00

**2024-25 (CAYm1)**

Project Title	Duration	Funding Agency	Amount
A Study on con	15 Months	Srinivasan Tra	367800.00
			Total Amount(X): 367800.00

**2023-24 (CAYm2)**

Project Title	Duration	Funding Agency	Amount
A Survey on M:	8 Months	VMS Grand Pa	247000.00
Annual Internal	3 Months	ASM Naveen	375570.00
			Total Amount(Y): 622570.00

**2022-23 (CAYm3)**

Project Title	Duration	Funding Agency	Amount
A Study on Market Potentia	6 Months	ASM Naveen	185000.00
A Study on Market Researc	12 Months	Srinivasan Tra	325800.00
			Total Amount(Z): 510800.00

**Cumulative Amount(X + Y + Z) = 1501170.00**

**6.12 Faculty as consultant of the industries (10)**

Total Marks 10.00

S.No	Consultancy Project Topic	Number of Faculties	Funding Agency	Year
1	A Study on consumption pattern of preferences of plywood among different customers	2	Srinivasan Traders	2024-25 (15 Months)
2	A Survey on Market Potential on Home Automation Products for Resorts at Salem	2	VMS Grand Park	2023-24 (8 Months)
3	Annual Internal Audit	2	ASM Naveen	2023-2024 (3 Months)
4	A Study on Market Potential for Establishment of Product Testing in Coimbatore	2	ASM Naveen	2022-23 (6 Months)
5	A Study on Market Research for Establishment of Product Testing & Business Expand in Coimbatore	2	Srinivasan Traders	2022-23 (12 Months)

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**6.13 Preparation of teaching Cases (10)**

Total Marks 10.00

The MBA programme adopts case-based pedagogy as a core instructional strategy to enhance students’ critical thinking, analytical reasoning, and managerial decision-making abilities. Case study methodology bridges the gap between theoretical concepts and real-world business practices by enabling learners to apply classroom knowledge to practical managerial situations.

Faculty members integrate case studies across core and elective courses in functional areas such as Finance, Marketing, HR, Operations, Strategy, Sustainability, and Entrepreneurship. Cases are sourced from reputed publications, industry interactions, internship experiences, and faculty-developed contextual scenarios reflecting regional and national business environments. Each case is carefully aligned with defined Course Outcomes (COs) and mapped to higher levels of Bloom’s Taxonomy (L3–Apply, L4–Analyze, L5–Evaluate, and L6–Create).

The development of cases follows a structured framework. Faculty identify relevant managerial issues, collect organizational background information, incorporate quantitative and qualitative data, and frame problem statements that require analytical interpretation and strategic decision-making. Each case includes learning objectives, discussion questions, decision alternatives, and evaluation parameters. This ensures consistency, outcome alignment, and measurable learning impact.

The implementation process typically involves pre-class case distribution, individual analysis by students, small-group discussions, classroom debates, and faculty-facilitated synthesis. Students are encouraged to examine multiple perspectives, identify assumptions, evaluate alternatives, and justify recommendations with evidence. This structured engagement fosters higher-order cognitive skills and nurtures independent thinking.

Case-based teaching contributes significantly to Programme Outcomes. It strengthens the application of business acumen (PO1), enhances managerial problem-solving capability (PO2), develops awareness of economic and societal impact (PO3), improves communication and presentation skills (PO4), and encourages students to take up challenging analytical assignments (PO7). In courses related to sustainability and governance, case discussions further promote social responsibility awareness (PO6).

Assessment of case learning is conducted using rubric-based evaluation methods. Components assessed include depth of analysis, logical reasoning, quality of justification, creativity in solution design, teamwork effectiveness, and communication clarity. Evaluation methods include case analysis reports, presentations, viva voce, reflective journals, and peer assessments. This structured assessment mechanism ensures objective measurement of critical thinking development.

The measurable outcomes of case-based pedagogy include improved student participation, enhanced analytical writing skills, better performance in scenario-based examination questions, and stronger alignment of CO attainment at higher Bloom’s levels. Feedback from industry stakeholders and internship supervisors also indicates improved decision-making competence among students exposed to case-based learning.

Thus, the systematic development and structured use of case studies in the MBA programme significantly promote critical thinking, problem-solving capability, and strategic managerial competence, aligning effectively with outcome-based education principles.

**The following faculty members developed case studies:**

Name the Faculty	Domain	No.of cases Developed
Dr.G.Bhuvanewari	Market Research	1
Dr.G.Bhuvanewari	Human Resource Management	2
Dr.S.Naganandhini	Human Resource Management	2
Dr.V.Gowrishankkar	Human Resource & Marketing	4
Mrs.N.Subha	Marketing	2
Mr.Ramesh Raja	Marketing	1
Mrs.B.Thirumoorthi	Finance	1
Mrs.K.Tamilarasi	Finance	1



**7.1.1. Initiatives related to industry interaction including industry internship / summer training/study tours/ guest lectures ( 15)**

Institute Marks

15.00

## 7.1.1 Industry Interaction

### 7.1.1.1 Faculty Interaction

Industry Interaction Faculty members are encouraged to undergo Industrial training and they share the gained knowledge among the students and faculties. Industrial visits arranged for students every semester related to their subjects, which gives them exposure to the application of theory in real time. Each semester industry related theory course was identified and a particular module in that course will be taken by an industry expert.



**MBA Faculties Visited ZOHO -Chennai for Industry Interaction and Upskilling**



### **MBA Faculty Attended Infosys BPM Genesis Program on “ Digital Marketing “**

#### **7.1.1.2 Industrial Visit**

As part of the MBA curriculum, an industrial visit was organized to provide students with practical exposure to real-world business and industrial environments. The visit aimed to bridge the gap between theoretical knowledge acquired in the classroom and its practical application in organizations. During the visit, students were introduced to the organization’s background, vision, mission, and core business activities. The management team explained the organizational structure and highlighted the roles and responsibilities of various departments such as Human Resources, Marketing, Finance, Operations, and Supply Chain Management.

Students had the opportunity to observe day-to-day operations and understand how coordination among departments contributes to overall organizational efficiency and goal achievement. The visit also emphasized the importance of quality management, customer satisfaction, and the use of technology in improving productivity and competitiveness. Interaction with industry professionals provided valuable insights into managerial decision-making, leadership styles, and challenges faced in a dynamic business environment. Executives shared their experiences and offered guidance on essential skills, career planning, and professional ethics required for MBA graduates.

The industrial visit proved to be a valuable learning experience by enhancing students’ practical understanding of management concepts and corporate functioning. It helped develop a professional outlook, improved communication skills, and increased awareness of industry expectations. Overall, the visit successfully complemented the MBA curriculum by providing experiential learning and preparing students for future managerial roles. Listed few industrial visit

SN	Date	Company Name & Adress
1	24/04/2025	Sri Ranganathar Industries Pvt.Ltd , Coimbatore
2	15/02/2025	TTK Prestige Limited , Coimbatore
3	03/05/2024	Salzer Electronics Limited, Coimbatore
4	08/05/2024	Salem Steel Plant, Salem
5	07/12/2023	Sakthi Sugar Ltd – Soya Division , Pollachi



### 7.1.1.3 Students Industry Internship :

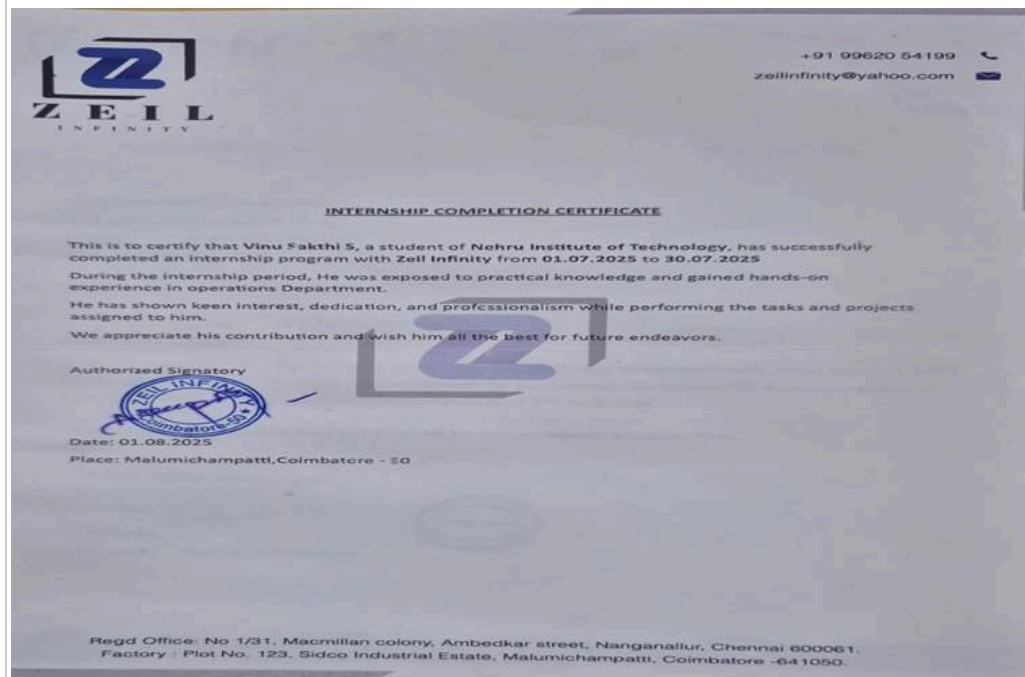
The internship forms an essential component of the MBA curriculum, as it provides students with practical exposure to the corporate and industrial environment. It helps in bridging the gap between theoretical knowledge acquired through classroom learning and its application in real organizational settings. As part of the curriculum, the student successfully completed an internship with a reputed organization. The internship offered an opportunity to gain firsthand experience of managerial functions, understand professional work culture, and develop essential skills required for a management career.

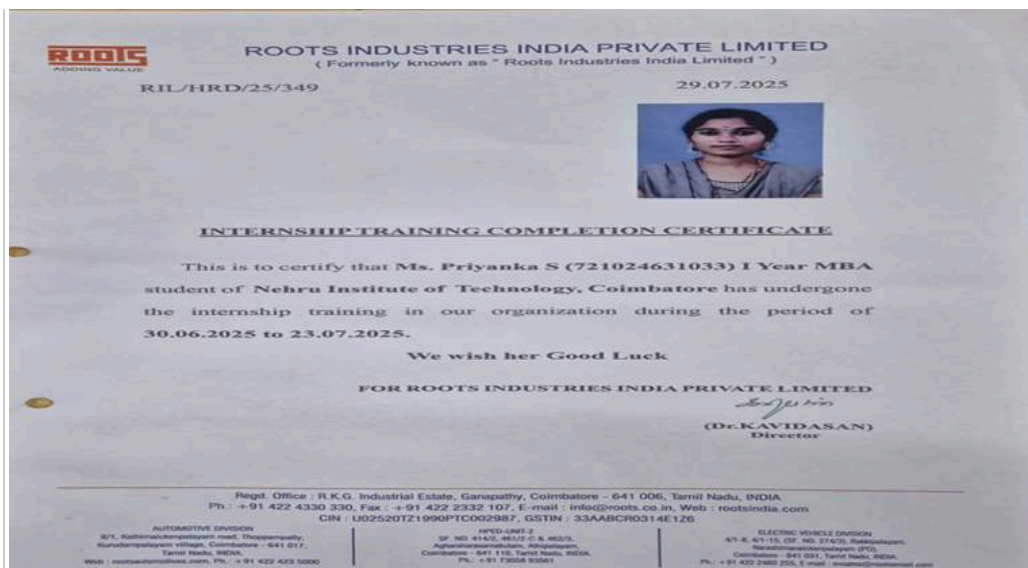
The primary objectives of the internship were to understand the practical aspects of business management and gain industry exposure. The internship aimed to familiarize the student with organizational structure, policies, and procedures. Another important objective was to apply management concepts such as planning, organizing, staffing, directing, and controlling in real-time situations. The internship also focused on developing professional skills including communication, teamwork, leadership, time management, and problem-solving. Additionally, the internship was intended to provide industry-specific knowledge related to the student's MBA specialization.

The internship was undertaken for a period of 3 weeks at any organization's in and around Tamil nadu & kerala. During this period, the student was exposed to multiple aspects of organizational functioning. The scope of the internship included understanding departmental operations, assisting in routine managerial tasks, and participating in assigned projects. Regular supervision and guidance were provided by the assigned mentor, ensuring systematic learning and performance evaluation.

During the internship, the student was assigned responsibilities related to the chosen specialization. Tasks included data collection and analysis, preparation of reports, documentation, assisting senior executives, and participating in meetings and discussions. The student also supported daily departmental activities and learned how decisions are taken at different managerial levels. Emphasis was given to accuracy, professionalism, and adherence to organizational policies while performing assigned duties. The internship proved to be a valuable learning experience. It enhanced the student's understanding of how theoretical concepts are implemented in real business situations. The student gained insights into organizational behavior, leadership styles, and effective communication practices. The internship also helped in developing analytical skills, problem-solving abilities, and teamwork. Exposure to corporate culture improved confidence, adaptability, and professional attitude. The student also learned the importance of ethics, discipline, and time management in a professional environment.

During the internship, the student faced certain challenges such as adapting to a professional work environment, understanding organizational procedures, and meeting deadlines. However, with the support of mentors and colleagues, these challenges were gradually overcome. The experience helped in developing resilience, learning from feedback, and improving performance under supervision.





#### Internship Company Details as per Student list : (2024-26 Batch)

S.NO	Reg. No	Studentname	Company Name
1	721024631001	AARCHA	M squares boutique
2	721024631003	AFSHAL A	GK Dairy & Milk Products Pvt. Ltd
3	721024631004	AMMIRTHA S	Suryabala Motors and Wheels Pvt Ltd.,
4	721024631005	ANUPRASANTH K	MA APPARELS TEXTILE
5	721024631006	ARAVIND R	G K Dairy & Milk Products Pvt. Ltd
6	721024631007	ARUL RAJ R	Indo shell cast pvt Ltd
7	721024631009	ATHIRA M	M SQUARES BOUTIQUE
8	721024631010	BALAJI M	VM Food Products Pvt Ltd
9	721024631011	GOBIKA M	S.V.knits
10	721024631012	GOPALAKRISHNAN K	Gayathri Rice Mills
11	721024631013	GURURAM VK	Sri Andal paper mill private limited
12	721024631014	HEMALALITHA M	Thirubuvanam cholan primary silk Handloom weavers
13	721024631015	JASVANTHRAJ D	Eastman Exports Global Clothing Pvt Ltd

14	721024631016	KARTHIKEYAN M	Shiridi Sai Cargo
15	721024631017	KAVIN R	SSS INDUSTRIAL WORK
16	721024631018	KAVYA SWARUBA.R	INDSIL HYDRO POWER AND MANGANESE LTD
17	721024631019	KEYSER SAM IMMANUEL S	SHT INFOTECH PVT LTD
18	721024631020	KIRUTHIGA SHANMUGAKANI M	SHT INFOTECH PVT LTD
19	721024631021	KRISHNA PRIYA K	Jayon implants private limited
20	721024631022	KRISHNAJA P	Gayathri Rice Mills
21	721024631023	LOGAVARSHINI V	Kaleesuwari refinery private limited
22	721024631024	LOGESH C	RRC INDUSTRIES
23	721024631025	MAHALAKSHMI T	Sri Sabari Traders
24	721024631026	MAHENDRAN K	SREE VAARI ENTERPRISES
25	721024631027	MARIA VINOTH	AL AQSA TANNER
26	721024631028	MITHUN ADITYA BAGAVATHI	ESCEE Industries Pvt Ltd
27	721024631029	MITHUN RAJ M	Pantaloons
28	721024631030	NANDHANA M	Gayathri Rice Mills
29	721024631031	PREETHI S	Baffles Cooling Systems
30	721024631032	PRIYADHARSHINI S	TVS Personal Mobility solutions Pvt Ltd
31	721024631033	PRIYANKA S	Roots Industries Private Limited
32	721024631034	RAGUPATHIRAJA G	Sree Vaari Enterprises
33	721024631035	RANJITH KUMAR R	vebbox software solutions
34	721024631036	RASIGASIVASRI R	Thirubuvanam cholam primary silk Handloom weavers
35	721024631037	RITHANYA M	MA Apparels
36	721024631038	SAHUL HAMEED A	SatyaSai Engineering Enterprises
37	721024631039	SAMEERMOHAMED S	india Tech Manufacturing industry
38	721024631040	SANTHOSH K	BHARGAVE RUBBER PRIVATE LIMITED
39	721024631041	SASIKALA V	SV KNITS
40	721024631042	SHALINI R	Zeilinfinit PVT Limited

41	721024631043	SHUBHAM KUMAR	M/S SIYARAM ENTERPRISES
42	721024631044	SIBANI S	PUMO TECHNOVATION
43	721024631045	SNEHA B	Indsil Hydropower and Manganese Limited
44	721024631046	SOUNDHARYA T	TPK CASHEWS
45	721024631047	SREELAKSHMI C	World wide iron and steel pvt limited
46	721024631048	SRIDHARSAN T	SCM Garments Pvt Ltd
47	721024631049	SRINIVASAN R S	Vjshri associates for charated accountant
48	721024631050	VASANTH S	Suryabala Motors and Wheels Pvt Ltd.,
49	721024631051	VENNILA M	ATS ACCENT TECHNO SOFT PVT LTD..
50	721024631052	VIDYADHARAN V	Suryabala Motors and Wheels Pvt Ltd.,
51	721024631053	VIGNESHRAJA T	ARP Traders
52	721024631054	VINU SAKTHI S	Zeilinfinit PVT Limited
53	721024631055	VISHNUPRIYA S	Jayon Implants Private Limited
54	721024631056	VISMAYA A	World wide iron and steel pvt limited
55	721024631057	YAMUNA KRISHNA U	Jayon implants private limited
56	721024631058	YUVAN S	Sri Andal paper mill private limited

#### 7.1.1.4 Guest Lecture :

Guest lectures play a vital role in the MBA curriculum by bridging the gap between academic concepts and real-world business practices. While classroom learning provides theoretical foundations, guest lectures expose students to current industry trends, practical challenges, and managerial decision-making processes. Experienced professionals share insights drawn from real business situations, helping students understand how concepts such as strategy, finance, marketing, and human resource management are applied in practice. Guest lectures also enhance students' awareness of emerging areas like digital transformation, sustainability, analytics, and entrepreneurship, which are crucial in today's dynamic business environment. Interaction with industry experts improves students' communication skills, professional attitude, and confidence. It also offers valuable networking opportunities, internships, and career guidance. For MBA students, guest lectures foster experiential learning, encourage critical thinking, and motivate them to align their academic learning with industry expectations. Thus, incorporating guest lectures into the MBA curriculum enriches learning outcomes and prepares students to meet corporate and societal challenges effectively.

S. No	Date	Resource Person	Topic
1	10.11.2025	Mr. K. ARUNGOWRISHANKAR, Founder - GJ Logistics and Shipping Flamingo Relocation	Startup Revolutionizing the Logistics Industry

2	06.11.2025	Mr.GOWTHAM KALYAN Manager HRBP, L& T Financial Services	The Making of a Strategic Leader	
3	12.08.2025	Mr. V. MANIKANDAN, Senior Territory Sales Manager -Grasim industries LTD, Aditya Birla Opus paint division	Challenges faced by Corporate Industries	
4	04.08.2024	Dr. Sangeetha Ramankutty Group Head HR at Kirtilal Kalidas Jewelers Pvt Ltd and President of the NHRD Coimbatore Chapter	AI Era – A look on Future	
5	24.07.2024	Mr.MKG ANANDA KUMAR Managing Director, Udayam Groups, Pollachi	Leadership Lessons from Real-World Business Growth	
6	24.07.2024	Mr.PREMKUMAR M TIE U Chair, Coimbatore Chapter	Dream Big, Start Smart: Your MBA Journey into Innovation & Enterprise	
7	29.05.2023	Mr. TANJEEM M, Digital marketing Executive, NGI Media	Digital Marketing	<b>7.1.1.4B Workshop</b>
8	03.03.2023 & 04.03.2023	Mr. DILEEP ABRAHAM Chief Operating Officer Interglobal Logisolutions (p) Ltd.Coimbatore	Leadership camp - 2023	

Workshops and hands-on training are essential components of the MBA curriculum as they provide experiential learning beyond traditional classroom teaching. MBA students require practical exposure to develop managerial, analytical, and decision-making skills demanded by industry. Workshops help students apply theoretical concepts in areas such as finance, marketing, operations, analytics, and human resources through real-time case studies, simulations, and problem-solving exercises. Hands-on training enhances technical competence in tools, software, and business models that are widely used in organizations. These learning methods improve critical thinking, teamwork, leadership, and communication skills. They also enable students to understand workplace dynamics, deadlines, and professional ethics. Workshops conducted by industry experts expose students to current business practices and emerging trends, thereby increasing their employability. Overall, workshops and hands-on training bridge the gap between theory and practice, making MBA graduates industry-ready and capable of handling complex managerial challenges effectively.

S. No	Date	Resource Person	Topic
1	24.01.2026	Mr. VEERA BRAHMA RAO AREKAPUDI, Senior Consultant, Association of Mutual Funds in India, AMFI, Former General Manager, SBI, Ex CEO, Trust Exchange Company, Doha, Qatar	Personal Financial Planning and Wealth Creation through Mutual Funds

2	10.09.2025	Dr. K. PRABHAKARAN, Director, Edify Edtech, SEBI Securities Market Trainer (SMARTS)	Safeguarding Investments in the Financial Markets: From Life Planning Perspective
3	29.07.2025	Dr. MANIKANDAN SUNDARESAN, Trainer in Psychological Intervention	Unleash the real corporate model hidden in you
4	07.05.2025	Mr. SRIRAM SANKARAN, Entrepreneur, Owner of Multiple Businesses, Board Member, Advisor, Mentor, Angel Investor: Impact and Sustainability	Raising Capital and Managing Finance for Start Ups
5	27.02.2025	Mr.GOWTHAM KALYAN Manager HRBP, L& T Financial Services	What Industry Expects from Future Managers: An HRBP Insight
6	03.04.2025	Ms. S. R. UMAMAHESWARI, CEO - Spectrum Digital Infocom	Digital Marketing
7	12.02.2025	Mr. P.K. DHANESH, Founder & Director, I Bacus Tech	HR Analytics
8	12.02.2025	Ms N.S. ASWATHI, Digital Transformation Specialist I Bacus Tech (NIT MBA Alumni)	Digital Transformation
9	28.08.2024	NITU JOSEPH, Chief Technology Officer, Declutter Solutions Pvt Limited	The Business for Good: The Importance of Social Entrepreneurship
10	28.08.2024	RACHEL EBENEZER, Co-Founder Dreamz Foundation	The Business for Good: The Importance of Social Entrepreneurship



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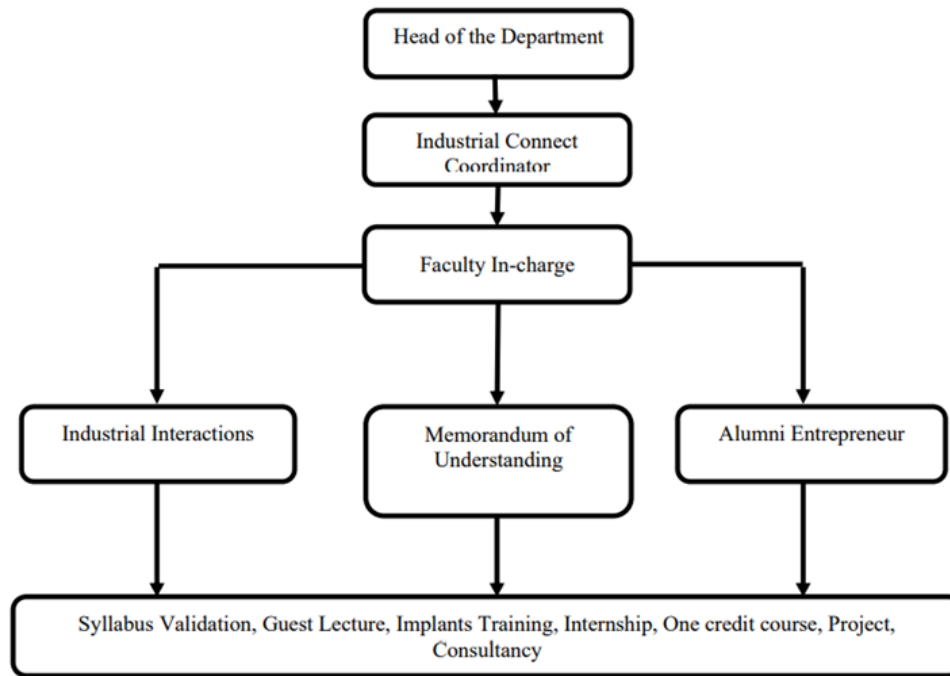
**7.1.2. Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects (15)**

Institute Marks

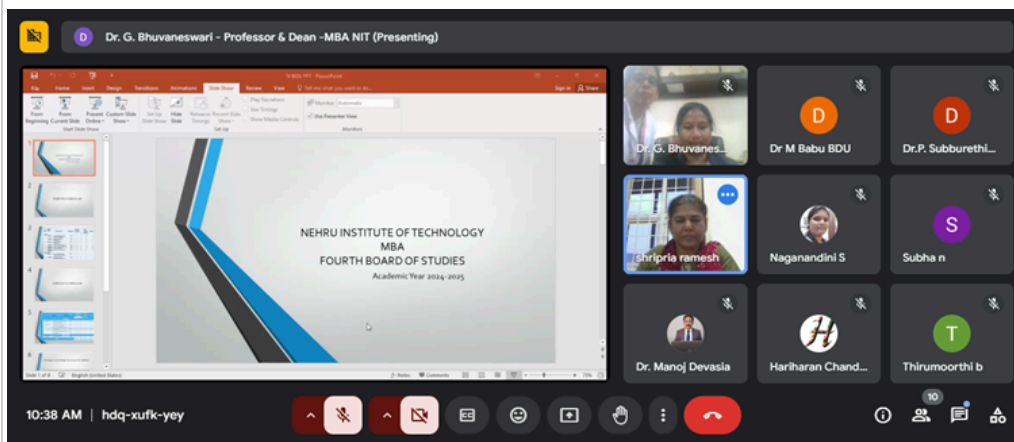
15.00

### 7.1.2 Industry Professionals in Curriculum Development :

Industry driven curriculum is provided to the students by interacting and receiving valuable suggestions from the industrial experts. The below figure represents the involvement of industry persons in the design of curriculum and syllabi of our programme.



Industry involvement in the program design and Curriculum





**Industrial Experts and Academician panel members Discussion on Curriculum Development**

The MBA Department has taken several initiatives to strengthen industry–academia interaction with the objective of enhancing students’ employability, practical exposure, and industry readiness. Executive education programs are periodically organized in collaboration with industry professionals, focusing on contemporary managerial practices, emerging technologies, and current industry expectations. These programs enable students to bridge the gap between theoretical knowledge and real-world business applications.

The department actively encourages industry involvement through expert talks, workshops, and mentoring sessions conducted by senior executives from reputed organizations. Such interactions provide students with insights into industry trends, professional ethics, and organizational practices. Industry inputs are also considered during curriculum enrichment activities to ensure relevance to current market needs.

Industry sponsorship of student activities is another significant initiative. **Notably, two MBA students from the 2023–2025 batch received sponsorship support from Tata Consultancy Services (TCS).**

SN	Program	Batch	Students Enrollment Number	Student Name
1	MBA	2023-2025	721023631020	Jerwin
2	MBA	2023-2025	721023631044	Sanfiya

This sponsorship reflects industry confidence in the quality of students and the academic ecosystem of the institution. Sponsored students benefit from enhanced exposure, motivation, and professional development opportunities.

Through these initiatives, the department fosters strong industry linkages, promotes experiential learning, and prepares students to meet the dynamic challenges of the corporate world, thereby aligning with NBA’s emphasis on outcome-based education and industry relevance.



#### 7.1.3.1 Provisional Certificate of Mr.Jerwin and Ms.Sanfiya

#### 7.1.4. Involvement of industry professional as members of various academic bodies/board (15)

Institute Marks

The involvement of industry professionals as members of various academic bodies and boards of the MBA department plays a significant role in enhancing the quality and relevance of management education, as emphasized by NBA. Industry experts are actively engaged in Boards of Studies (BoS), Curriculum Advisory Committees, Academic Councils, and Department Advisory Boards. Their participation ensures that the MBA curriculum remains aligned with current industry practices, emerging business trends, and employer expectations.

Industry professionals contribute valuable inputs in curriculum design, syllabus revision, identification of skill gaps, and inclusion of contemporary topics such as digital transformation, analytics, sustainability, ESG, and fintech. Their guidance helps in framing outcome-based curricula, defining course outcomes, and recommending appropriate pedagogical approaches such as case studies, simulations, and project-based learning. Academicians, in collaboration with industry members, ensure academic rigor, conceptual clarity, and effective assessment strategies.

The involvement of industry experts also strengthens industry–academia interaction by facilitating internships, live projects, guest lectures, workshops, and placement support. This collaborative approach enhances students’ employability, practical exposure, and professional competencies. Thus, the active participation of industry professionals in academic bodies significantly contributes to continuous improvement, relevance, and outcome-based education in the MBA program, fulfilling the quality benchmarks set by NBA.

SN	Industry Professional	Designation and Industry
1	Dr. Ilangovan	Ramasamy President, Agri Infotech Inc, India & USA, Coimbatore
2	Mr. Bijoy Sivan	Managing Director, Rently Software Development Pvt., Ltd, Coimbatore
3	Dr. K. Rathnam	CEO at Milky Mist Dairy, Coimbatore
4	Mr. Vignesh Paramasivam	Campus Recruitment Lead (Tamilnadu & Puduchery), Tata Consultancy Services, Chennai

**7.2.1. International Students (10)**

Institute Marks

10.00

The institution places strong emphasis on internationalization and global exposure as an integral component of quality management education. In alignment with this vision, a **Memorandum of Understanding (MoU) was signed on 04 February 2026 between the Commonwealth Global Society and the Nehru Group of Institutions (NGI)** to strengthen global academic and youth collaboration. The MoU provides a structured framework to promote international student engagement and cross-cultural learning.

Through this MoU, the institution aims to facilitate **student exchange programmes, participation in global summits, collaborative seminars, international conferences, and cultural exchange activities**. These initiatives create opportunities for international students to engage with the academic ecosystem of NGI and for domestic students to gain exposure to global perspectives. International students participating under this collaboration benefit from interaction with diverse peer groups, exposure to Indian business and cultural practices, and involvement in leadership and sustainability-oriented initiatives.

The MoU also focuses on **youth leadership development and sustainable development goals**, encouraging international students to participate in multidisciplinary learning, social outreach programs, and collaborative projects. Such interactions promote mutual understanding, cultural sensitivity, and global citizenship among students.

Overall, the initiative enhances the institution's global visibility, enriches the learning environment through cultural diversity, and aligns with NBA's emphasis on global competencies, societal relevance, and outcome-based education.



7.2.2. Student Immersion Programs (10)

Institute Marks

10.00

Student Immersion Programs are an integral part of the MBA curriculum and play a significant role in achieving the learning outcomes prescribed by NBA. These programs provide MBA students with first-hand exposure to real-time business environments through industry visits, live projects, rural and social immersion, start-up interactions, and corporate internships. Immersion programs help students connect theoretical knowledge with practical applications, thereby enhancing their analytical, problem-solving, and decision-making skills. By interacting with industry professionals and observing organizational practices, students gain insights into managerial functions, work culture, ethical practices, and societal responsibilities. Such programs also improve communication skills, teamwork, adaptability, and leadership qualities among students. Student immersion initiatives encourage experiential learning and promote holistic development, making graduates industry-ready and socially responsible. Hence, immersion programs strengthen the relevance of the MBA curriculum and contribute effectively to outcome-based education as emphasized in the NBA Self-Assessment Report (SAR).



NIT MBA students Mr. Logeshwaran , Mr. Prithin , Ms. Nisha Rani & Ms. Ms. Priyagayathri participated in Yuva sangam - Exposure visit of youth to various states of India is an initiative taken by the Government of India and it is organising by Indian Institute of Management (IIM) Trichy

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### 7.2.3. Faculty Exchange Programs (10)

Institute Marks

10.00

The institution actively promotes international academic collaboration to enhance the quality of teaching, research, and global exposure among faculty members. In this direction, a significant initiative was undertaken through the signing of a **Memorandum of Understanding (MoU) on 04 February 2026 between the Commonwealth Global Society and the Nehru Group of Institutions (NGI)**. The MoU aims to strengthen global academic engagement and foster meaningful collaboration in the areas of faculty exchange, joint academic activities, research interaction, and youth development programs.

As part of the faculty exchange initiative, the MoU provides a platform for faculty members to interact with international academicians, participate in global academic forums, contribute to collaborative teaching and learning practices, and share best practices in pedagogy. This exposure helps faculty members gain insights into global perspectives, innovative teaching methodologies, and emerging trends in higher education.

The collaboration also supports knowledge sharing through guest lectures, joint workshops, seminars, and collaborative research initiatives. Faculty members benefit from cross-cultural academic interaction, which in turn enriches classroom delivery and curriculum implementation. Such initiatives contribute significantly to improving academic quality, strengthening global competencies, and aligning the institution's academic practices with international standards.

Overall, the faculty exchange program under this MoU enhances institutional visibility, promotes global academic integration, and supports outcome-based education, in line with NBA quality benchmarks.



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**7.2.4. Collaborative Research Projects (10)**

Institute Marks

10.00

The institution actively promotes collaborative research as a means to enhance academic quality, innovation, and global engagement. In this direction, a **Memorandum of Understanding (MoU) was signed on 04 February 2026 between the Commonwealth Global Society and the Nehru Group of Institutions (NGI)** to strengthen global academic and youth collaboration. The MoU provides a structured framework to initiate and support collaborative research projects involving faculty members, researchers, and students from both institutions.

Under this collaboration, faculty members are encouraged to undertake **joint research projects, co-authored publications, case study development, and interdisciplinary research initiatives** addressing contemporary global and societal challenges. The focus areas include sustainable development, leadership, governance, innovation, and cross-cultural studies, aligning with global academic priorities and the United Nations Sustainable Development Goals (SDGs).

The MoU also facilitates collaborative research through **joint seminars, international conferences, faculty development programmes (FDPs), and global summits**, which serve as platforms for idea exchange, research dissemination, and identification of potential research partnerships. Faculty and students benefit from exposure to international research practices, methodologies, and ethical standards.

These collaborative research initiatives enhance research culture, promote innovation, and strengthen international academic networks. The outcomes contribute to improved research output, knowledge creation, and global relevance of academic activities. Overall, the initiative supports outcome-based education, societal impact, and internationalization, in alignment with NBA quality benchmarks.



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8 INFRASTRUCTURE (75)

Total Marks 75.00

8.1 Classrooms & Learning facilities (25)

Total Marks 25.00



### 8.1. Classrooms & Learning Facilities (25)

Nehru Institute of Technology is a green campus with scenic beauty, attractive architecture and an eco-friendly environment spread across 12.66 acres with a built-up area of 20962 square meters (including Hostel, Canteen, and Sports). The Campus have sophisticated classrooms, highly equipped laboratories and high standard infrastructure for supporting teaching-learning facilities with smart classrooms, e- content development center, Seminar Halls, Tutorial rooms, Digital library and Computing facilities like high configured computer laboratories and high speed of Wi-fi connectivity to the entire campus which makes the teaching learning more effective. Additionally, for the benefit of students, institution has facilities such as an indoor auditorium, hostel facilities for boys and girls, health center, boys and girls' common rooms, stationaries, reprographic facility, transport facility, sports facilities such as indoor and outdoor games, Nehru Fitness Center (Gym) and Nehru Air Rifle Academy.

**Table 8.1 Physical Facilities**

S.No.	Facilities	Facility Available	Area in Sq.ft	Facilities
1	Smart Class Rooms	2	1120	Smart boards, Whiteboard, Wi-Fi internet, LAN connectivity, Desktop Computer, Projector, Air conditioner
2	Elective Hall (Zero Gravity Hall)	1	1120	Air conditioning with 70 seating capacity with projectors, wireless microphones, and public addressing system with internet facility
3	Library	1	8000	OPAC System, Delnet, Reading Hall seating capacity, E- Journals, E- Books
4	Seminar Hall (P. K. Das Hall)	1	2170	Air conditioner, projector, screens, sound systems, and podium, Seating capacity of 250 persons and is a sprawling 2170 sq. ft
5	Staff Rooms & Directors Cabin	1	7840	6 cubicles, Tables, chairs, cupboards, Desktop computers with LAN facility
6	Indoor Auditorium (Sir M Visvesvaraya Hall)	1	4000	Air conditioner, projector, screens, sound systems, and podium, Seating capacity of 500 persons
7	Conference Room	1	1120	Air conditioner, projector, screens, Seating capacity 30 persons.
8	Computer Laboratory	1	2170	60 systems with Internet facility

# Classroom Facilities

- The MBA Department is equipped with **well-ventilated and spacious classrooms** designed to provide a conducive learning environment.
- Each classroom has a **seating capacity of 60 students**, ensuring adequate comfort and space for effective learning.
- All classrooms are equipped with **LCD projectors, whiteboards, and audio-visual aids** to facilitate technology-enabled teaching and interactive learning.
- The classrooms are furnished with **ergonomic dual desks, podiums, and adequate lighting and ventilation** to ensure a comfortable academic atmosphere.
- **Wi-Fi connectivity** is available in all classrooms to support digital learning and online resources.
- **ICT-enabled teaching facilities** such as smart boards, projection systems, and sound systems are provided wherever necessary to enhance teaching–learning outcomes.
- Each classroom is maintained with **cleanliness, proper ventilation, and adequate power backup** for uninterrupted learning.
- **Accessibility and safety measures** such as wide doors, proper ventilation, fans, and fire safety equipment are ensured.
- The classrooms are located in proximity to **seminar halls, computer labs, library, and faculty rooms**, enabling smooth conduct of academic activities.
- The classrooms are also used for **seminars, workshops, guest lectures, and student activities** in addition to regular teaching.





## E-Learning Facilities

- The institute provides a **robust e-learning environment** to complement classroom teaching and facilitate self-paced learning for students.
- All classrooms are **ICT-enabled with projectors, smart boards, and internet access**, ensuring effective use of multimedia resources in teaching.
- A **Learning Management System (LMS)** is used for sharing course materials, lecture notes, assignments, and conducting quizzes.
- Faculty members make use of **MOOCs platforms such as SWAYAM, NPTEL, Coursera** to integrate global learning resources into the curriculum.
- The institute has **Wi-Fi-enabled campus and computer labs** to support online learning, virtual classrooms, and access to digital resources.
- The central library provides access to **e-journals, e-books, databases, and online repositories** through DELNET, INFLIBNET, and other digital platforms.
- **Video conferencing facilities and virtual classroom setups** are available for conducting webinars, expert lectures, and online training sessions.
- Students are encouraged to use **online simulation tools, case study repositories, and digital business analytics platforms** to strengthen practical exposure.
- The institute has also adopted **digital assessment methods** such as online tests, Google Forms, and interactive platforms for continuous evaluation.
- **Recorded lectures and e-content** are made available to students for revision and reference.
- Faculty members and students are trained in **digital tools, online teaching platforms, and e-content creation** to enhance the effectiveness of e-learning.

### Lab-Based Learning Facilities

- The institute provides well-equipped computer laboratories with the latest hardware and licensed software to facilitate practical learning and research.
- All labs are Wi-Fi and LAN enabled with high-speed internet connectivity to support online tools, simulations, and software applications.
- The MBA students have access to specialized software tools such as MS Excel (Advanced), SPSS, R, Python, PowerBI, Jamovi, and other business analytics platforms for data analysis and decision-making.
- Digital marketing, ERP, and management simulation tools are provided to enhance application-oriented learning.
- Each student is provided with individual computer access during lab sessions to ensure hands-on practice.
- The labs are used to conduct practical sessions, workshops, mini-projects, case study simulations, and research assignments.
- Faculty members integrate lab-based activities with theory courses, enabling students to apply concepts in areas like statistics, data mining, information management, and digital marketing.

- ICT-enabled labs are utilized for online certifications (NPTEL, Coursera, SWAYAM) and value-added programs.
- The institute also provides e-learning and virtual lab access, ensuring students can practice beyond scheduled hours.
- Labs are maintained with UPS power backup, adequate seating, and ergonomic design to provide a comfortable and uninterrupted learning experience.

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**8.2 Library (20)**

Total Marks 20.00



## 8.2 Library: (20)

### 8.2.1 Availability of relevant learning resources including e-resources and Digital Library (15)

The institute ensures the availability of adequate and relevant learning resources to support the teaching–learning process. The central library is well-stocked with textbooks, reference books, national and international journals, magazines, and business newspapers to cater to the academic and research needs of students and faculty. In addition to print resources, the library provides access to a wide range of e-resources and digital content through DELNET, INFLIBNET, and other subscribed databases, enabling access to e-journals, e-books, case studies, and research articles. A dedicated Digital Library section with computer systems and high-speed internet connectivity allows students to access online resources, MOOCs platforms such as NPTEL, SWAYAM and Coursera as well as industry databases and statistical tools. The institute has also implemented ICT-based learning through smart classrooms, learning management systems, and online repositories where faculty upload study materials, assignments, and lecture notes. These facilities collectively provide students with a blend of traditional and digital learning resources, ensuring continuous learning, research support, and exposure to global knowledge repositories.

The institute provides extensive access to e-resources and digital platforms to strengthen the teaching–learning and research ecosystem. The library has DELNET membership, through which students and faculty can access a vast collection of e-journals, conference proceedings, and research articles. DELNET bills, membership certificates, and login credentials are maintained and made available for authenticated use, along with a dedicated DELNET login page and department-wise e-journal access. The institute also subscribes to Knowledge Hub (K-HUB), which offers access to e-journals, e-books, and conference proceedings. Faculty and students can log in through the Knowledge Hub portal for seamless access to academic content.

In addition, the institute is a member of e-ShodhSindhu, which provides access to scholarly databases, journals, and academic resources for advanced research. Students and faculty also have access to the National Digital Library of India (NDLI), with dedicated login pages to access e-books, journals, and study materials. To support self-paced learning and certification, NPTEL online resources are made available through institutional login. The library also ensures remote access facilities so that students and faculty can utilize e-resources beyond campus hours.

The availability of e-books, digital repositories, subject-specific databases, and online journals enables students and faculty to keep pace with recent developments, undertake quality research, and engage in continuous learning. Collectively, these resources ensure that the institute provides a strong academic support system aligned with global standards.





#### **Brief Information about NIT library**

#### **Library is automated using Integrated Library Management System (ILMS)**

- Every academic year, textbooks and reference books are procured based on the requirements of faculty and students. Indents are collected from faculty at the beginning of each semester for prescribed textbooks and are procured accordingly. Additional books recommended by faculty are purchased as needed throughout the year.
- The Integrated Library Management System (ILMS) maintains a wide range of learning resources in Management Studies, including print materials and electronic databases such as textbooks, academic journals, case studies, and peer-reviewed journals.

**Table No. 8.2 Library Resources**

<b>S. No</b>	<b>Details</b>	<b>Information</b>
1	Total Number of Titles	14616
2	Total Number of Volumes	32279
3	Total Number of Journals	72
4	Total number of Back volumes	2154
5	Total number of Compact Disk	1840
6	Total Number of Project Report	1071
7	Total Number of Magazine	14
8	Total Number of News Paper	06

9	E- Resources	IEEE, K- HUB,DELNET, DIGMAT,iManager
10	National Digital Library	Membership access to all
11	E-research Platform NPTEL, ShodhGanga, Shodhgangotri, SWAYAM	Available
12	Institutional Membership	DELNET, NDLI
13	Library Automation with Barcode Technology	KOHA

**Table No. 8.3 Library Resources - Department of Management Studies**

S. No	Details	Information
1	Total No. of Titles	2676
2	Total No. of Volumes	4526
3	Total No. of Journals	12
4	Total no of e-journals	1526
5	E- Books	428
6	Projects	646

**Table No. 8.4 E-Resources links**

S. No	Publisher	URL
1	IEEE (CSDL)	<a href="http://www.ieee.org/ieeexplore">http://www.ieee.org/ieeexplore</a> ( <a href="http://www.ieee.org/ieeexplore">http://www.ieee.org/ieeexplore</a> )
2	DELNET	<a href="https://delnet.in/">https://delnet.in/</a> ( <a href="https://delnet.in/">https://delnet.in/</a> )
3	K-HUB	<a href="https://k-hub.in/">https://k-hub.in/</a> ( <a href="https://k-hub.in/">https://k-hub.in/</a> )
4	NDL	<a href="https://ndl.iitkgp.ac.in/">https://ndl.iitkgp.ac.in/</a> ( <a href="https://ndl.iitkgp.ac.in/">https://ndl.iitkgp.ac.in/</a> )
5	E-ShodhSindhu	<a href="https://ess.inflibnet.ac.in/oes/memberhome.php">https://ess.inflibnet.ac.in/oes/memberhome.php</a> ( <a href="https://ess.inflibnet.ac.in/oes/memberhome.php">https://ess.inflibnet.ac.in/oes/memberhome.php</a> )
6	OPAC	<a href="https://192.168.1.71/opac">https://192.168.1.71/opac</a> ( <a href="https://192.168.1.71/opac">https://192.168.1.71/opac</a> )

### **Integrated Library Management System (ILMS): KOHA V -20.05**

Customizable Web-based Interfaces Full MARC support (MARC21 and UNIMARC) Contains All Core Modules (OPAC, cataloguing, circulations, acquisitions, serials, reporting) Enhanced patron services eg. Online reservations and Borrower purchase suggestions support Brief usage of KOHA Modules in Nehru Institute of Technology.

**CIRCULATION:** Used for all circulation-related functions. **ADMINISTRATION:** Functions like user grouping based on policy, transactional rights over systems, transaction level security for users, various configuration settings such as labels etc

**OPAC:** KOHA-OPAC offers a variety of search options and used to connect the OPAC with digital library access outside of the campus. **MEMBER LOGIN/LOGOUT:** Module used to authenticate attendance in the library with a bar-coding option for students and staff and used to generate log reports.

#### **8.2.2 Library Accessibility to Students**

The central library of the institute is easily accessible to all MBA students and faculty members during working hours. The library is kept open from 8.30 a.m. to 7.00 p.m. on all working days and provides extended hours during examination periods to facilitate student preparation. A well-defined library usage policy ensures smooth access to resources, borrowing privileges, and reference services. Students are provided with library cards and unique login credentials for accessing e-resources, databases, and digital repositories.

Figure- e-Gate



The library has a spacious reading hall with adequate seating capacity, providing a comfortable environment for individual study and group discussions. Accessibility for differently-abled students is ensured through proper infrastructure support. In addition to physical resources, students have remote access to e-resources such as DELNET, K-Hub, e-ShodhSindhu, NDLI, and NPTEL, enabling them to utilize digital content from any location. The library staff provides orientation programs, training sessions, and user guidance to help students effectively use physical and digital resources.

The library functions as an easily accessible, student-friendly learning hub that supports academics, research, and continuous knowledge enhancement for MBA students.

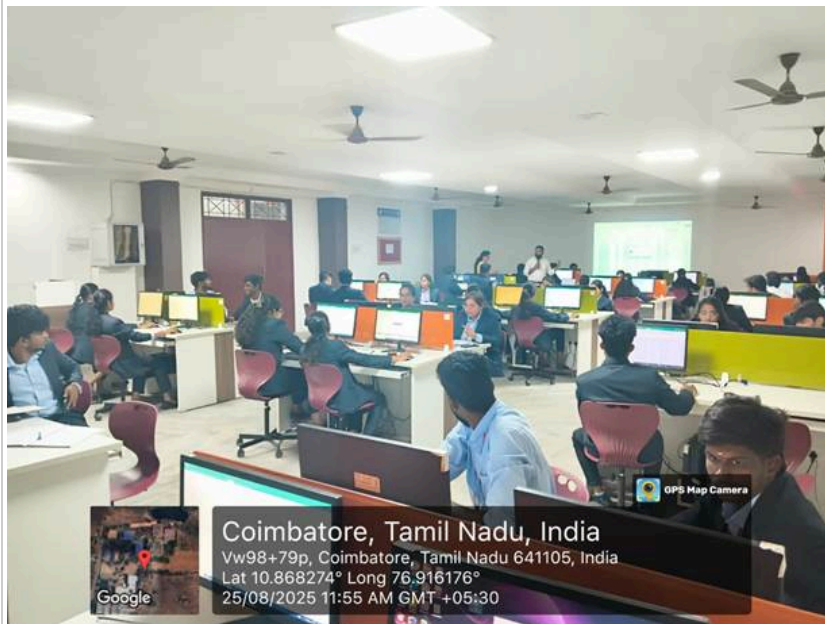


### 8.3 IT Infrastructure and Learning Management System

Nehru Institute of Technology College (NIT) provides and maintains I.T facilities to students and teachers for teaching-learning process. The Information Technology (IT) Policy of the College defines rules, regulations and guidelines for proper usage and maintenance, budget allocation of these technological assets to ensure their ethical and acceptable use and assure safety and security of data, products and facilities. All users must comply with Rules, Regulations and Policies, cyber laws, IT Act of Government of India and the terms of (applicable) contracts including software licenses while using NIT IT resources. It may include but not limited to: privacy, copyright, trademark and obscenity; hacking, cracking and similar activities, Scams and pyramid schemes, the NIT Student Code of Conduct etc. Network connectivity provided through the College, either through an authenticated network access connection or a Virtual Private Network (VPN) connection is governed under the College IT Policy. IT Security is ensured through various ways like CCTV Surveillance, CCTV cameras has been installed by College with the primary purpose of reducing the threat of crime generally, protecting universities premises and helping to ensure the safety of all staff, students and visitors consistent with respect for the individuals privacy. Email Access Email ID with institute domain (nehrucolleges.com) will be provided to all staff and students for official communication. Etc.

Department of Management Studies has an advanced and well-equipped computing lab comprising 60 systems. The lab is well supported with the required software to carry out all curricular and co-curricular activities. The Lab is connected to the campus network with 2 Gbps internet connection.

S.No	Description	Total Quantity	Specification
1	Server	1	
2	Desktop	60	Intel corei5 processor,8gb RAM,256GB SSD Lenovo Thinks centre
3	Software	30	SPSS, PowerBI, POM, TORA, Business Communication
4	Smart Interactive Board	3	Senses
5	Wireless Access Points	3	Tp link
6	LCD Projectors	3	BENQ
7	Printer cum Xerox Machines	1	Canon
8	Biometric machine	1	Thumb & Face Recognition Device
9	CCTV Surveillance Security Systems	1	CCTV camera CP PLUS



#### Wi-Fi Facility

The institute provides high-speed Wi-Fi connectivity across the entire campus to support teaching, learning, research, and administrative activities. All academic blocks, classrooms, computer labs, library, seminar halls, and common areas are Wi-Fi enabled, ensuring uninterrupted internet access for students and faculty. The Wi-Fi network supports multiple devices simultaneously, allowing students to access online learning platforms, e-resources, e-journals, and digital libraries anytime on campus.

The institute also provides secure login credentials to students and staff, ensuring safe and monitored internet usage. Wi-Fi access facilitates online assignments, e-learning, webinars, virtual lectures, and research activities, enhancing the overall academic experience. Technical support is provided to resolve connectivity issues promptly, ensuring that the Wi-Fi facility remains reliable and student-friendly.

The Wi-Fi facility strengthens digital learning, collaborative research, and access to global knowledge resources, making it an essential support system for the MBA program.

### Intercom Facility

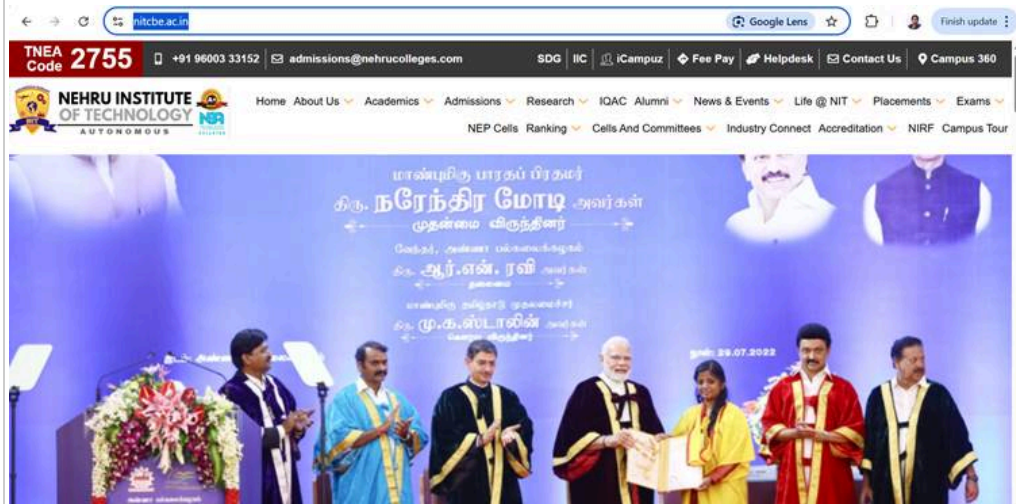
The institute has a well-established intercom system connecting all administrative offices, departments, faculty rooms, and key campus areas to facilitate quick and efficient communication. The intercom facility allows students and staff to communicate internally without delay, ensuring smooth coordination of academic, administrative, and emergency activities.

The system is routinely maintained to ensure uninterrupted service, and each department is provided with dedicated intercom extensions for ease of communication. This facility also enhances safety and security on campus by enabling prompt communication during urgent situations.

### NIT website:

The official website for Nehru Institute of Technology is <https://www.nitbe.ac.in/>. This site provides comprehensive information about the institution, including details on admissions, academic programs, faculty, infrastructure, and student services.

A dedicated effort has been made over the past few years to improve the institute website, providing comprehensive information about the institution, its programs, departments, faculty, infrastructure, and student support services. This initiative has significantly helped the Department of Management Studies to increase its reach and maintain greater transparency in academic and administrative processes. A dedicated technical staff manages and maintains all IT resources, ensuring smooth functioning of the website and related services. The server room oversees website design, updates, and maintenance with great enthusiasm, ensuring timely availability of accurate information and seamless online access for students, faculty, and other stakeholders.



### Learning Management System

The institute has implemented a robust Learning Management System (LMS) through iCampuz ([app.icampuz.in/ngi](http://app.icampuz.in/ngi)) to facilitate effective academic management and digital learning for MBA students. This platform allows students to access course materials, lecture notes, assignments, and academic schedules anytime, ensuring flexibility in learning. Faculty members use iCampuz to upload study resources, communicate announcements, conduct online assessments, and track student progress, thereby enhancing the teaching-learning process. The system also supports attendance monitoring, internal evaluation records, making administrative and academic processes more transparent and efficient. By integrating iCampuz into the MBA program, the institute ensures continuous engagement, easy access to learning resources, and effective academic management, supporting both faculty and students in achieving better learning outcomes.

app.icampuz.in/enterprise/dashboard

**iCampuz** **NEHRU GROUP OF INSTITUTIONS**

- Dashboard
- Administration
- Admissions
- Students
- HR
- Academics
- LMS
- Payroll
- Tasks
- Diary
- Grievances

Welcome back, Mrs. N. SUBHA !

Time Table Not Set for you! [Date: 2025-09-26]

What have you done today? (2025-09-26)

Update Goto Diary

app.icampuz.in/enterprise/academics/staff-time-table

**iCampuz** **NEHRU GROUP OF INSTITUTIONS**

- Students
- HR
- Academics
  - Batch Settings
  - Attendance
  - Internal Marks
  - Subjects
  - Time Table**
  - Syllabus
  - University Exams
  - Faculty Rating
  - Internships
  - Sub Batches
- LMS
- Payroll
- Tasks
- Diary
- Grievances

Table View Grid View

WEEK	HOOR 1	HOOR 2	HOOR 3	HOOR 4	HOOR 5
MONDAY	P23BA108-Legal Aspects of Business TAMILARASIK	P23BA102- Management Concepts and Organizational Behavior S. NAGANANDINI S	P23BA113- Business Office Suite Applications (Laboratory) N. SUBHA	P23BA113- Business Office Suite Applications (Laboratory) N. SUBHA	P23BA122- Business Communic (Seminar) MANOJ D PUTHUKUL
	P23BA121- Statistics for Management G. BHUVANESWARI	P23BA114- Business Aptitude and Communication skills -I S. NAGANANDINI S	P23BA104- Accounting for Decision Making MANOJ D PUTHUKULANGARA	P23BA104- Accounting for Decision Making MANOJ D PUTHUKULANGARA	P23BA106- Informator Managemer N. SUBHA

app.icampuz.in/enterprise/academics/staff-subjects

SUBCODE	SUBJECT	MARKS	FYUGP	CREDITS	OBE	HOURS
P23BA102	Management Concepts and Organizational Behavior	Maximum Marks: 100 Pass Marks: 45 Internal Marks: 40 Internal Pass Marks: External Marks: 100 External Pass Marks: 45		3	YES Add-on Subject? NO Elective Subject? NO Practical Subject? NO Project Subject? NO	CO Nos: 5 PO Nos: 7 PSO Nos: 2 PEO Nos: 2 L: 3, T: 3, P: 1
P23BA103	Managerial Economics	Maximum Marks: 100 Pass Marks: 45 Internal Marks: Internal Pass Marks: External Marks: External Pass Marks:		3	YES Add-on Subject? NO Elective Subject? NO Practical Subject? NO	CO Nos: 5 PO Nos: 7 PSO Nos: 2 L: 3, T: 3, P: 1

app.icampuz.in/enterprise/students/list

NAME	GENDER	STUDENTID	DOB	ADMNO	ADMISSION DATE	CATEGORY	BATCH
ALFIYA A	F	20252193	20/01/2004		03/05/2025		Master of Business Administration (MBA)-A
AMALKRISHNA G	M	20254546	21/04/2004		06/06/2025		Master of Business Administration (MBA)-A
ANBALAGAN S	M	20254565	07/04/2005		07/06/2025		Master of Business Administration (MBA)-A
APARNA A	F	20255424	17/08/2003		30/06/2025		Master of Business Administration (MBA)-A

9 ALUMNI PERFORMANCE AND CONNECT (50)

Total Marks 50.00

9.1 Alumni association (10)

Total Marks 10.00

**9.1 Alumni Association (10)**

The institute has a well-established Alumni Association that plays a vital role in strengthening the bond between the institution and its graduates. The Alumni Association of the MBA Department is formally registered and actively engaged in the growth of the department by providing continuous support in various academic and co-curricular activities. Alumni regularly interact with students through guest lectures, workshops, mentoring sessions, webinars, and career guidance programs, sharing their industrial expertise and real-world experiences. They also assist in placements, internships, consultancy, and industry linkages, thereby enhancing the professional readiness of the students.

The department organizes Alumni Meets periodically, where graduates from different batches reconnect with the institution, contribute ideas for curriculum enrichment, and share feedback to improve the teaching–learning process. Alumni contributions in the form of knowledge-sharing, networking opportunities, financial support, and industry collaborations have significantly helped in the holistic development of MBA students. The association maintains an updated alumni database and leverages digital platforms for continuous engagement. This strong alumni network fosters a sense of belonging and ensures that the department benefits from their diverse experiences across different sectors.

To ensure systematic management of alumni activities and financial transparency, a separate bank account has been opened for the Alumni Association of Nehru Institute of Technology, Coimbatore, at the State Bank of India, Madukkarai Branch (Account Number: 00000042480373798, IFSC Code: SBIN0003302). This account is utilized exclusively for alumni-related activities such as organizing alumni meets, workshops, guest lectures, student support initiatives, and other developmental programs.

**Certificate of Registration**

- Official registration as a member of the institution's Alumni Association
- Lifetime/annual membership (as applicable) beginning during MBA enrollment
- Access to alumni networking events, reunions, and professional meetups
- Opportunities for mentorship from alumni across industries and domains
- Career support through alumni job postings, referrals, and guidance
- Invitations to guest lectures, panel discussions, and leadership talks
- Eligibility to participate in alumni-led projects, internships, and startups
- Continued access to institutional resources after graduation (as per policy)
- Strengthened professional identity and connection with the alma mater
- Recognition of commitment to lifelong learning and professional engagement

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**9.2 Involvement of alumni (25)**

Total Marks 25.00



The institution has established an active and engaged alumni network that plays a vital role in enhancing academic quality, industry linkages, and student development. Alumni participation is ensured through structured programs, association activities, and collaborative initiatives with the institution.

**Regular Alumni Interaction:** Alumni are frequently invited to share their professional experiences through guest lectures, webinars, and interactive sessions, helping students stay updated with current industry trends.

**Workshops and Training Programs:** Alumni conduct workshops, technical sessions, and training programs to impart practical knowledge and industry-based skills to students.

**Mentoring and Career Guidance:** Alumni act as mentors by providing career counseling, higher education guidance, competitive exam strategies, and domain-specific expertise, ensuring holistic student development.

**Internship and Placement Support:** Alumni working in diverse industries actively connect with the Placement Cell, providing references, facilitating internship opportunities, and recommending students for employment. They also assist in expanding the network of recruiters and supporting campus placement drives.

**Curriculum Development (BoS Involvement):** Alumni who are industry experts are involved in the Board of Studies (BoS) to provide valuable inputs for curriculum design and revision, ensuring the inclusion of contemporary industry practices and emerging technologies.

**Alumni Association Activities:** The registered Alumni Association organizes annual meets and networking events. Alumni feedback is systematically collected and utilized for institutional improvement.

#### Alumni Meet

The institution organized an **Alumni Meet** to foster stronger connections between the alumni and their alma mater. The meet provided a platform for alumni to reconnect with faculty, peers, and students, while also contributing to institutional growth through their professional experiences and insights.

The event included formal and interactive sessions where alumni:

- Shared their career journeys and industry experiences with students.
- Conducted workshops and interactive discussions to bridge academic knowledge with practical exposure.
- Offered mentoring support, career guidance, and higher education advice.
- Extended assistance to the Placement Cell by providing internship and placement references.
- Actively participated in discussions on curriculum development and enhancement as part of feedback to the Board of Studies (BoS).





#### Visit to Institution and Interaction with students

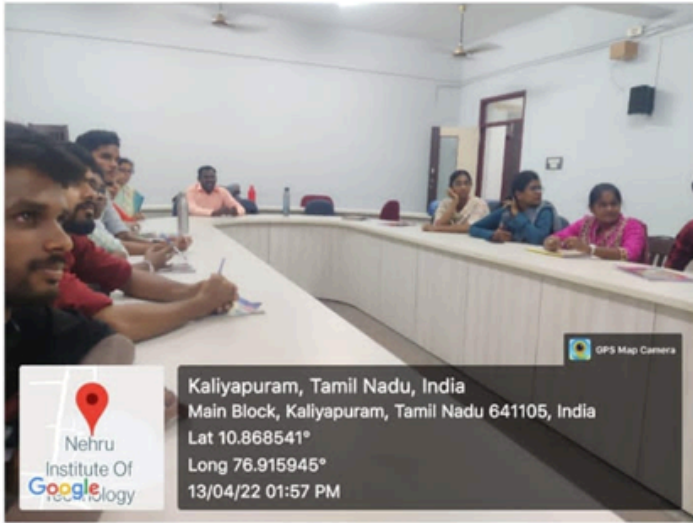
The institution facilitates regular interaction sessions between alumni and current students. Alumni from diverse industries share their professional experiences, insights, and industry trends, helping students gain practical knowledge beyond the classroom.

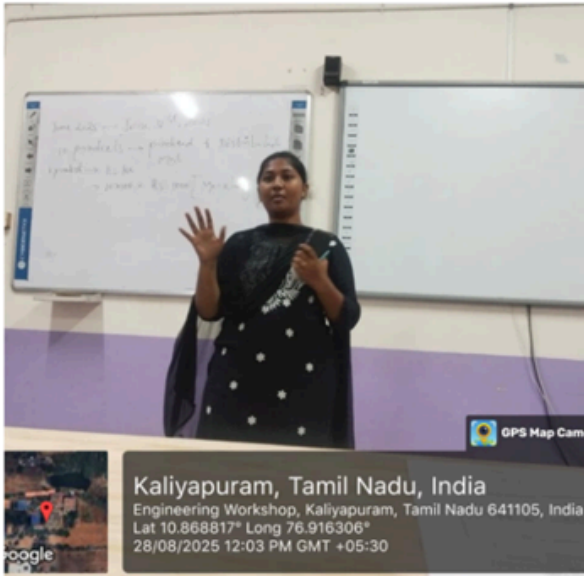
These sessions are highly interactive, allowing students to ask questions, clarify doubts, and discuss career paths, internships, and emerging opportunities. Such engagements provide mentorship, inspire students, and enhance their understanding of real-world practices, thereby bridging the gap between academics and industry.

#### Details of Alumni Interaction

S.No	Name of the Alumni	Company and Designation	Topic of Interaction	Batch	Date of Interaction
1	Mrs.K.Muthurani	HDFC Bank – Branch Operation Manager	Banking Career Opportunities	2025-2026	11/09/25
2	Mr.Manikandan.V	Grasim industries LTD,Aditya Birla Opus paint- Senior Territory Sales Manager	Sales and Distribution strategies adopted in paint industry	2025-2026	13/10/25
3	Mr.Gnanasekar.N	O3M Directional Marketing Pvt Ltd- SEO Analyst	Digital Marketing and SEO	2023-2024	17/05/2024
4	Ms.Linda	CRO,Bandhan Bank	Overview of Banking Institutions	2023-24	17/05/2024
5	Mr.Nagaraj	Hedge&hedge Pharaceutial	Corporate Skills	2021-2022	05/07/2022
6	Ms.Amitha.K	ISAF Bank	Skills for Bank jobs	2021-2022	23/04/2022
7	Mr.Deepak.R	India Mart- Asst.Manager	Career Opportunity in Retail Sectors	2021-2022	23/04/2022











Main Block, Kaliyapuram, Tamil Nadu 641105, India

Kaliyapuram

Tamil Nadu

India

2024-05-17(Fri) 09:26(am)

28°C

82°F



### Alumni Involvement in Curriculum Development

Alumni actively contribute to curriculum development by providing valuable suggestions on emerging fields, updated concepts, and industry requirements. Their feedback ensures that the academic programs remain relevant and aligned with the evolving professional landscape.

One of our alumni, who is a regular member of the Board of Studies (BoS), has consistently provided constructive inputs reflecting current industry needs. His suggestions have helped in incorporating practical knowledge, modern tools, and industry-oriented modules into the curriculum, thereby enhancing the employability and readiness of students for professional challenges.

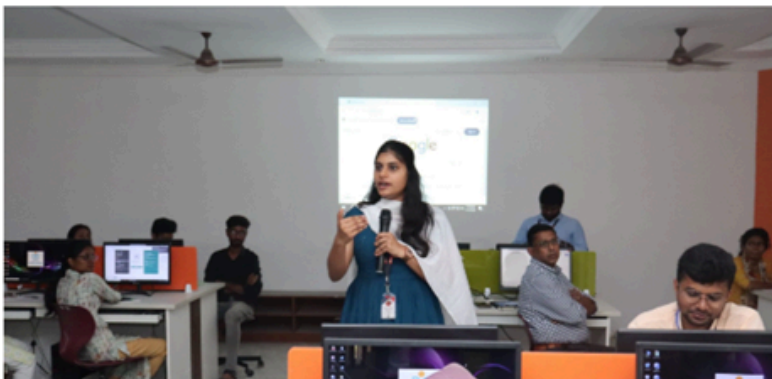


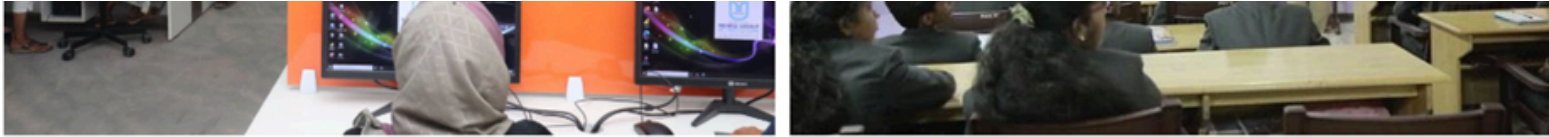
#### **Alumni as Chief Guest**

The institution actively involves its alumni in academic and professional events by inviting them as **Chief Guests** or resource persons for management meets, conferences, seminars, and workshops. Alumni, who have established themselves in diverse industries, bring valuable insights, practical knowledge, and inspirational experiences to these events.

By inviting alumni as Chief Guests, the institution provides students with opportunities to learn from real-world experiences, understand industry expectations, and gain exposure to contemporary trends and best practices. Such participation also encourages alumni to contribute to institutional development, including mentorship, curriculum feedback, and placement support.

These engagements strengthen the bond between the institution and its alumni, foster networking among students and professionals, and highlight successful alumni as role models for current students. The institution ensures that alumni participation is both **celebratory and educational**, reinforcing their role as ambassadors who contribute to academic excellence and professional growth.





### MoU with Alumni Entrepreneur for Industry–Academia Collaboration

The MBA Department of Nehru Institute of Technology, Coimbatore, signed a Memorandum of Understanding (MoU) with our esteemed alumnus and successful entrepreneur, Mr./Ms. [Name], Founder & CEO of [Company Name], on [Date]. This MoU was established with the objective of strengthening industry–academia collaboration and fostering an entrepreneurial ecosystem within the institution. The agreement focuses on providing students with real-time business exposure, opportunities for internships, live projects, mentoring sessions, and training programs that bridge the gap between theory and practice.

Through this collaboration, students are expected to benefit from expert guidance in areas such as digital marketing, finance, analytics, innovation, and startup management. The alumni entrepreneur has also committed to supporting incubation activities and encouraging students to develop business ideas with potential for market success. This initiative is anticipated to enhance student-industry interaction, build entrepreneurial skills, and create career pathways for MBA graduates.

The MoU stands as a testimony to the strong bond between NIT and its alumni network. It reflects the institute’s commitment to leveraging alumni expertise for student development and to promoting innovation and entrepreneurship as a core part of management education.

### Assistance in Entrepreneurship by Alumni

The institution encourages entrepreneurial thinking among students, and alumni play a significant role in this initiative. Alumni who are **first-generation entrepreneurs** actively engage with students to share their journey, experiences, challenges, and strategies for building successful ventures.

Through interactive sessions, workshops, and mentorship programs, these alumni provide practical guidance on business planning, market analysis, funding avenues, and risk management. Their real-world insights inspire students to explore entrepreneurship as a viable career path, develop innovative ideas, and gain confidence in pursuing start-ups or self-employment opportunities.

S.No	Name of the Alumni	Batch	Enterprise Details
1	Reshma Manohar	2013-2015	Clean Touch Facilities Pvt Ltd
2	Gunsseksr	2015-2017	Pet Palace
3	Ashok	2017-2019	G K Traders
4	HaribalaKrishnan	2017-2019	New Dhanalakshmi Mess
5	Yuvaraj	2018-2020	Meetchi
6	Karthikeyan	2021-2023	L S ESSENCE
7	Vaishnav Prasad	2021-2023	TRAGARD FOODS LLP
8	Logeshwaran	2023-2025	DARK SYNERGY
9	Rajith	2023-2025	Preethi Textiles

## Higher Studies after Graduation

The institution encourages students to pursue **higher education** after completing their graduation. While graduates completed **master's degree programs**, a few of our alumni have opted for **advanced studies** such as **Ph.D., law, and other professional courses**.

These alumni have successfully completed their doctoral programs and other specialized courses, setting examples for current students. Through guidance from faculty and mentorship from alumni, students are supported in choosing suitable courses, preparing for competitive examinations, and exploring institutions both in India and abroad.

S.No	Name of the Alumni	Batch	Details
1	Gladson Joshuva	2015-2017	Pursuing Ph.D
2	Sivakumar	2017-2019	Ph.D
3	Sarath.G	2018-2020	Law
4	Gnanasekar	2021-2023	Pursuing PhD

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### 9.3 Methodology to connect with Alumni and its implementation (15)

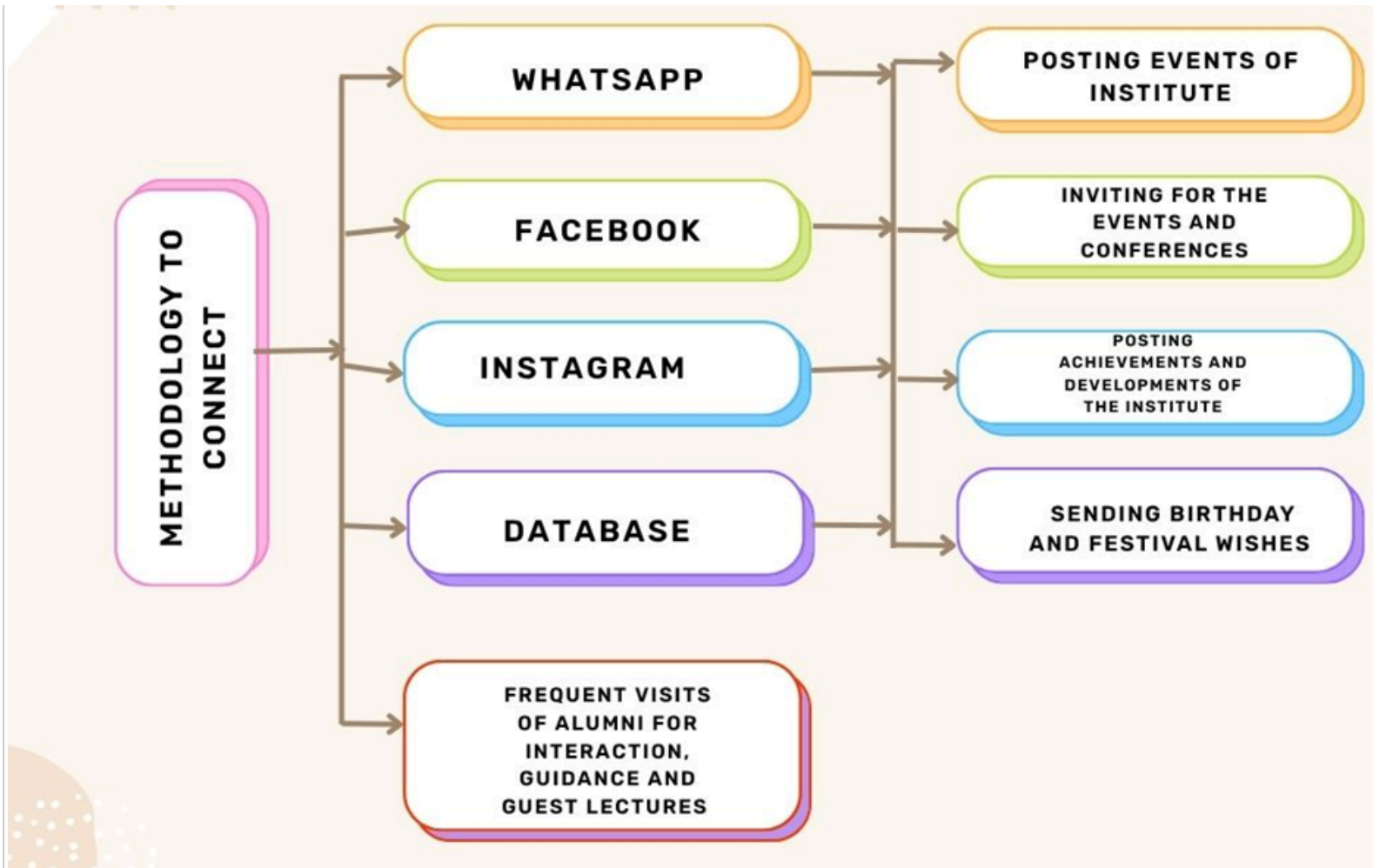
Total Marks 15.00



The institution follows a structured methodology to connect with its alumni, aiming to maintain strong engagement, leverage their expertise, and involve them in institutional development. The process begins with **maintaining an updated alumni database**, capturing details such as contact information, professional affiliations, industry, and academic achievements. Communication is established through multiple channels, including **emails, WhatsApp groups, social media platforms (LinkedIn, Facebook), and the official alumni portal**, ensuring timely dissemination of information regarding events, workshops, and institutional updates.

To strengthen engagement, the institution **organizes regular alumni meets**, interactive sessions, webinars, and workshops where alumni share industry experiences, entrepreneurial journeys, and career guidance. Alumni are encouraged to participate in the **Board of Studies (BoS)** to provide insights into curriculum development, ensuring alignment with current industry trends and emerging technologies. The **Placement Cell collaborates with alumni** to facilitate internships, projects, and job opportunities for current students. Alumni mentoring programs are implemented to guide students in career choices, higher studies, and skill development.

The methodology also includes **feedback mechanisms**, where alumni provide suggestions on academic programs, skill development initiatives, and institutional practices. Regular follow-ups and engagement surveys help measure the effectiveness of these interactions. Through these structured initiatives, alumni are transformed into **active stakeholders and brand ambassadors**, contributing to knowledge enrichment, institutional growth, and student development. The implementation of this methodology has resulted in strengthened alumni-institution relationships, enhanced industry connections, and improved employability and entrepreneurial orientation among students.



NIT - MBA Alumni Database : (Sample)

### NIT MBA - Alumni Database

Name of the Alumni	Year of Study (Mention Batch Details)	Department	First Placement : Company Name & Designation	Current Employment Details ( With Company name, Designation, Place of work)
Vivekkannan	2014	MASTER OF BUSINESS ADMINISTRATION (MBA)	Hedge& hedge pharmaceutical LLP	Self employed
Balachandran S	2012	MASTER OF BUSINESS ADMINISTRATION (MBA)	ICICI Securities, senior relationship manager	KPMG, Forensic analyst
Abdul Rahim.k	2011	MASTER OF BUSINESS ADMINISTRATION (MBA)	COMPANY NAME: ING VVYSYS BANK DESIGNATION : sales executive officer	company name: Tvr Cams And Security Systems in Thiruvavur, designation : founder and proprietor
AlexPandian.G	2015-2017	MASTER OF BUSINESS ADMINISTRATION (MBA)	Senthil Plastic industries, Virudhunagar - Asst.Hr	Im a doing Wedding cinematic photography and digital artistry & Public relations officer in Media
Ilanselvan	2015-2017	MASTER OF BUSINESS ADMINISTRATION (MBA)	Axis Bank Ltd - Sales Manager	HDFC bank - Sales Manager, Coimbatore
GUNASEKAR	2015-17	MASTER OF BUSINESS ADMINISTRATION (MBA)	ICICI DIRECT	Himalaya wellness company, VSE, coimbatore.
Lima Krishnan	2016	MASTER OF BUSINESS ADMINISTRATION (MBA)	State Street HCL	Wipro
Muthuraj R	2012-2014	MASTER OF BUSINESS ADMINISTRATION (MBA)	Infosys - Junior Accountant	Wells Fargo India pvt limited, Chennai, Due Diligence Associate
Balamurugan	2014-2016	MASTER OF BUSINESS ADMINISTRATION (MBA)	Marketing job	Karix mobile private limited, Executive finance & Accounts, Chennai
Rathinakumar. A	2015-17	MASTER OF BUSINESS ADMINISTRATION (MBA)	Company Name: Superconcepts. Designation:	N/A
Ajith Raj	2013	MASTER OF BUSINESS ADMINISTRATION (MBA)	Koyenco Consumer Products Pvt.Ltd	Walkaroo International Pvt Ltd
M.Kandasamy	2015-2017	MASTER OF BUSINESS ADMINISTRATION (MBA)	Alembic pharmaceuticals Ltd , medical representative	Alembic pharmaceuticals Ltd , medical representative
SATHEESHKUMAR PANDURANGAN	2018-2020	MASTER OF BUSINESS ADMINISTRATION (MBA)	IndiaMart - Business Executive	Mankind Pharma - Field Manager
Swetha Gajendran	2018-2020	MASTER OF BUSINESS ADMINISTRATION (MBA)	Cygnus software as HR Recruiter	HR cum project manager in High Think media box, Coimbatore
Gopalsamy.s	2019	MASTER OF BUSINESS ADMINISTRATION (MBA)	Jb chemicals and pharmaceuticals	Indiamart Intermesh ltd/senior client executive/ Sivakasi
Vignesh	2012-2014	MASTER OF BUSINESS ADMINISTRATION (MBA)	United Industries Plastic Pvt.Ltd & HR designation	Assistant director at film industry
DEEPAK R	2017-2019	MASTER OF BUSINESS ADMINISTRATION (MBA)	Company name : IndiaMart InterMESH limited Designation : Executive	Company name : IndiaMart InterMESH limited Designation : Assistant Manager Place : Coimbatore
B.KALIRAJAN	2017	MASTER OF BUSINESS ADMINISTRATION (MBA)	h&h pharma	BALRAM DESIGN POINT, Sivakasi
Praveen R	2011-2013	MASTER OF BUSINESS ADMINISTRATION (MBA)	PR Donnelley, Technopark, Trivandrum Senior Financial Associate	Nil

10 CONTINUOUS IMPROVEMENT (50)

Total Marks 50.00

10.1 Actions taken based on the results of evaluation of each of the POs and PSOs (20)

Total Marks 20.00



Based on the evaluation of Programme Outcomes (POs) attainment levels for the MBA programme (2023–2025 batch), an analysis of the consolidated PO attainment data reveals certain areas of moderate attainment (levels between 1.0 and 2.0) across core and elective courses. While several courses such as Summer Internship, Project Work, Quantitative Techniques, Business Intelligence Lab, and HR Analytics recorded high attainment levels (close to Level 3), comparatively lower attainment levels were observed in specific outcomes such as PO2 (managerial problem solving), PO4 (communication and negotiation), PO5 (self-management and goal setting), and PO6 (social outreach) in selected core theory and elective courses. These moderate attainment levels indicate the need for focused academic and pedagogical interventions to strengthen applied managerial competencies, analytical depth, communication proficiency, and social responsibility dimensions.

PO	Programme Outcome Description	Identified Areas of Weakness (Based on Attainment Analysis)	Measures Identified & Implemented	Actions Taken
PO1	Ability to apply the business acumen gained in practice	Moderate attainment in selected core and elective theory courses; limited industry-based exposure in some subjects	Strengthened live case studies, simulation exercises, industry-integrated assignments, and experiential components	Introduced additional live projects, increased internship monitoring, incorporated simulation-based assessments
PO2	Ability to understand and solve managerial issues	Attainment levels around 1.5–1.8 in certain analytical and theory-intensive courses; limited case-based evaluation	Integrated case-study methodology, scenario-based questions, business analytics tools, and decision-making simulations	Included more case analysis; conducted workshops on analytical tools and problem-solving
PO3	Ability to understand the impact of managerial solutions in global, economic, environmental and societal context	Inconsistent integration of global and sustainability perspectives across courses	Embedded sustainability modules, global case studies, and ESG discussions in curriculum	Enhanced Business Ethics and Sustainability components; integrated global case discussions across functional subjects
PO4	Ability to communicate and negotiate effectively to achieve organizational and individual goals	Moderate attainment in theory courses; communication skills not uniformly embedded	Increased presentations, group discussions, negotiation role plays, business communication labs	Made presentations mandatory in core courses; implemented structured communication rubrics for evaluation
PO5	Ability to understand one's own ability to set achievable targets and complete them	Lower attainment in self-reflective and goal-oriented competencies in select courses	Introduced mentoring system, reflective journals, self-assessment reports, leadership tasks	Strengthened faculty mentoring; included reflective assignments and peer evaluation components
PO6	Ability to fulfill social outreach	Limited measurable integration of social responsibility themes in some subjects	Strengthened Social Immersion Project, CSR case analysis, ethics integration	Structured evaluation rubrics for Social Immersion; increased community engagement activities
PO7	Ability to take up challenging assignments	Moderate attainment in classroom-based courses; limited exposure to real-time business challenges	Expanded internship scope, entrepreneurship activities, innovation seminars, industry certifications	Increased industry-based capstone projects; encouraged participation in business plan competitions and hackathons

**Summary of Continuous Improvement Measures:**

**MBA Programme (2023–2025 Batch)**

**1. Curriculum Enhancement**

Based on the analysis of Programme Outcome attainment levels, the curriculum was strengthened by integrating experiential learning components such as live projects, industry-based assignments, business simulations, and interdisciplinary case studies. Greater emphasis was placed on sustainability, ethics, global business perspectives, and entrepreneurship to enhance PO3 and PO6 attainment. Elective offerings were reviewed and aligned with emerging industry trends to improve practical exposure and applied managerial competence.

**2. Pedagogical Improvements**

Innovative teaching methodologies such as case-based learning, flipped classrooms, structured group discussions, negotiation role plays, and data-driven decision-making exercises were implemented to improve PO2 and PO4 attainment. Faculty members incorporated analytical tools, business modeling software, and scenario-based problem-solving approaches to promote critical thinking and managerial decision-making skills. Communication and presentation components were embedded across courses to ensure consistent development of professional competencies.

**3. Assessment Reforms**

Evaluation rubrics were redesigned to measure higher-order cognitive skills, ethical reasoning, teamwork, and leadership abilities. In Internal assessments, assignment component were revised to include more case-based and application-oriented questions. Attainment calculations were monitored semester-wise to identify gaps and implement timely corrective measures.

#### **4. Student Support and Development Initiatives**

Structured mentoring systems were strengthened to guide students in academic planning, self-assessment, and goal setting, thereby improving PO5 attainment. Remedial coaching sessions and bridge courses were conducted for students requiring additional support in quantitative and analytical subjects. Career development training, aptitude enhancement programmes, and industry interaction sessions were organized to prepare students for challenging assignments and professional roles.

#### **5. Monitoring and Action Taken Mechanism**

The Programme Assessment Committee conducted semester-wise reviews of PO attainment data and documented Action Taken Reports. Courses with attainment levels below the expected threshold were closely monitored in subsequent semesters. Faculty development programmes were organized to enhance teaching effectiveness in analytics, communication, and sustainability domains. Targets were progressively revised upward to ensure continuous quality improvement.

Through these structured and data-driven interventions, the MBA programme ensures systematic enhancement of Programme Outcome attainment levels and sustains alignment with institutional quality standards and industry expectations.

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## **10.2 Academic Audit and actions taken thereof during the period of Assessment (10)**

Total Marks 10.00

The Internal Quality Assurance Cell (IQAC) was established to evolve tools and guidelines for improving quality at different levels of the institution. The monitoring and evaluation of the institutional processes require a carefully structured system of internal and external review. Internally it is being done by the IQAC through various processes such as student feedback analysis, preparation of yearly academic performance report etc. Academic audit is a scientific and systematic method of reviewing the quality of academic process externally. An internal academic audit is conducted, to ensure that all academic norms and processes are followed diligently.

**Objectives of Internal Academic Audit:**

1. To ensure quality of teaching learning processes as well as other related processes.
2. To ensure quality of research and academic outputs and to set new benchmarks in these outcomes.

**Process**

Audit is conducted at the internal level by respective IQAC coordinator. At the beginning of Semester readiness is verified through following points:

1. Course curriculum and syllabus
2. Time Table
3. Academic Calendar
4. Course File:
  - Academic Calendar
  - Teaching Plan
  - List of Students
  - Syllabus
  - Course Material

Internal Quality Assurance Cell (IQAC) as explained in Criteria 2 plays a critical role in audit preparation. Some of the steps taken to improve the quality of the program by IQAC is continuous tracking of CO attainment during the course of the semester, helping faculty with their course file preparation, framing more detailed objectives and rubrics for different types of assessment and projects.

**Action taken based on academic audit recommendation**

- ICT based teaching and learning methodology has been implemented.
  - Change in curriculum or/and pedagogical methods for low attainment subjects
  - LMS is implemented to give 24X7 accessibility of curriculum, games, workshops etc.
  - Faculties are encouraged to adopt student centric methodologies such as group discussion and case study
  - Students are encouraged to participate in live and group project.
  - Students are encouraged for research publication
-

**10.3 Improvement in Placement, Higher Studies and Entrepreneurship (10)**

Total Marks 10.00



The Department of Management Studies has shown consistent improvement in student outcomes through enhanced placement performance, an increasing trend in students pursuing higher studies, and the encouragement of entrepreneurial initiatives. The institution's systematic efforts in training, industry collaboration, and mentoring have collectively contributed to this growth.

### 1. Placement Improvement

The department has established strong industry linkages and signed MoUs with reputed organizations to facilitate internship and placement opportunities.

A dedicated Placement and Training Cell functions actively to bridge the gap between academic learning and industry requirements.

Students undergo comprehensive placement training, including:

- Aptitude and logical reasoning sessions
- Communication and soft skills workshops
- Mock interviews and group discussions
- Resume-building and career guidance sessions

Highlights of Improvement:

Gradual increase in the number of students placed in reputed organizations over the past few years.

Improved salary packages and diversified job profiles offered to students in sectors such as banking, retail, IT, manufacturing, and consulting.

Many companies have become regular recruiters, reflecting employer confidence in the quality of our graduates.

### 2. Higher Studies

Students are encouraged to pursue higher education and research in reputed national and international institutions.

Faculty members guide interested students on entrance examinations, research proposal preparation, and scholarship opportunities.

A growing number of graduates have enrolled in Ph.D. programs, PGDM, or other specialized certifications in analytics, digital marketing, and finance.

Impact:

Steady increase in the percentage of students opting for higher studies.

Alumni pursuing advanced degrees have strengthened the department's academic network and visibility.

### 3. Entrepreneurship Development

The institution promotes entrepreneurial thinking through Entrepreneurship Development Cell (EDC) activities, guest lectures, and startup incubation support.

Students are trained to develop business models, prepare feasibility reports, and participate in business plan competitions.

Collaboration with MSME, EDII, and Start-up Tamil Nadu provides practical exposure to entrepreneurship and funding opportunities.

Achievements:

A notable number of alumni have become successful entrepreneurs in domains such as digital services, food processing, trading, and consulting.

Regular organization of entrepreneurship awareness programs, industry interaction sessions, and startup mentoring has enhanced entrepreneurial intention among students.

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#### 10.4 Improvement in the quality of students admitted to the program (10)

Total Marks 10.00

Institute Marks

10.00

##### **Admission Process**

Students are admitted to the MBA program through two channels — Government Quota and Management Quota, ensuring transparency, merit, and inclusivity in the selection process.

##### **Government Quota**

Admissions under the Government Quota are conducted through the counselling process organized by Anna University, Chennai.

Candidates seeking admission under this category must qualify in the Tamil Nadu Common Entrance Test (TANCET) conducted by Anna University.

The merit list is prepared based on TANCET scores, followed by centralized counselling.

This process ensures that students with strong academic backgrounds and analytical abilities are admitted to the program, thus maintaining a high standard of intake quality.

##### **Management Quota**

Admissions under the Management Quota are carried out as per the norms prescribed by Anna University and the Directorate of Technical Education (DoTE), Tamil Nadu.

Candidates are required to appear for a Common Entrance Test (CET) conducted at the institutional level or through approved testing agencies.

The selection is based on academic performance, test scores, and personal interview, ensuring the admission of students with aptitude and motivation for management education.

##### **Quality Improvement Measures**

Over the years, the institute has witnessed a progressive improvement in the quality of students admitted, reflected through:

- Higher academic performance at the undergraduate level among admitted candidates.
  - Growth in diversity of student backgrounds, enriching classroom discussions and collaborative learning.
  - Implementation of pre-orientation programs and bridge courses to enhance foundational skills among new entrants.
-

## Annexure I

### PROGRAM OUTCOMES (POs)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6	Ability to fulfill social outreach
PO7	Ability to take up challenging assignments

# Declaration

The head of the institution needs to make a declaration as per the format given -

- I undertake that, the institution is well aware about the provisions in the NBA's accreditation manual concerned for this application, rules, regulations, notifications and NBA expert visit guidelines inforce as on date and the institutes hall fully abide by them.
- It is submitted that information provided in this Self Assessment Report is factually correct.
- I understand and agree that an appropriate disciplinary action against the Institute willbe initiated by the NBA. In case, any false statement/information is observed during pre-visit, visit, postvisit and subsequent to grant of accreditation.

**Head of the Institute**

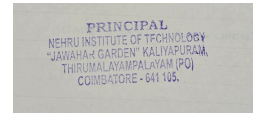
Name : Dr.M.SIVARAJA

Designation : PRINCIPAL

Signature :



Seal of The Institution :



**Place :** Coimbatore

**Date :** 16-02-2026 10:15:00